

# South Burnett Monthly Report

April 2022

# Key Points from April 2022



**South Burnett's average occupancy level for April 2022 was 68%, which is an increase of 28% since March last month. This is also the highest level of occupancy recorded for South Burnett in the past 4 years.**



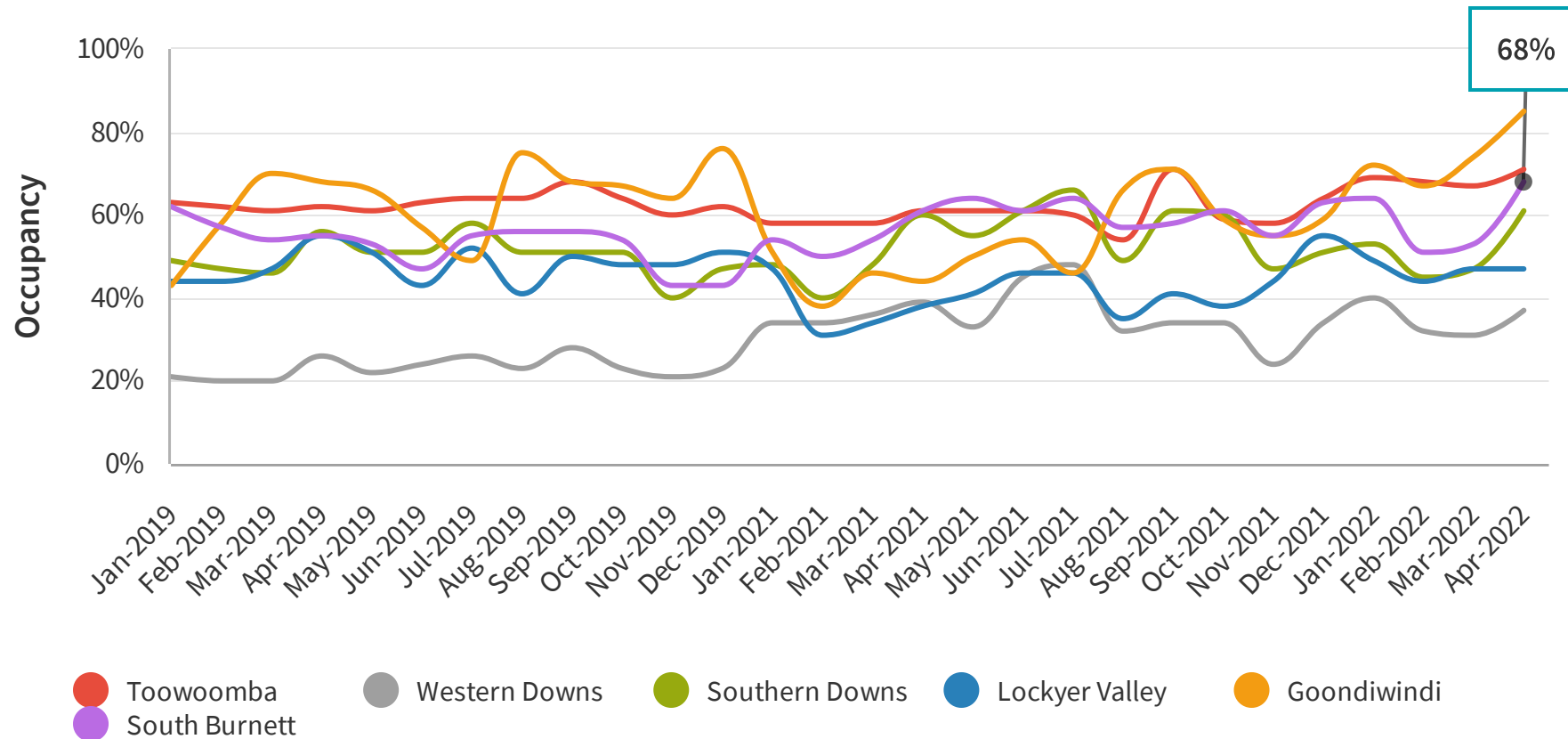
**The average reservation window for April was 50 days, which is a 117% increase since last month. This large increase was to be expected with the Easter period.**



**Brisbane topped visitation this month at 11.97%, with Moreton Bay falling to 2nd place at 11.67%.**

# Average Occupancy Rate

The occupancy rate is the ratio between the number of occupied rooms and the number of rooms offered that are open.



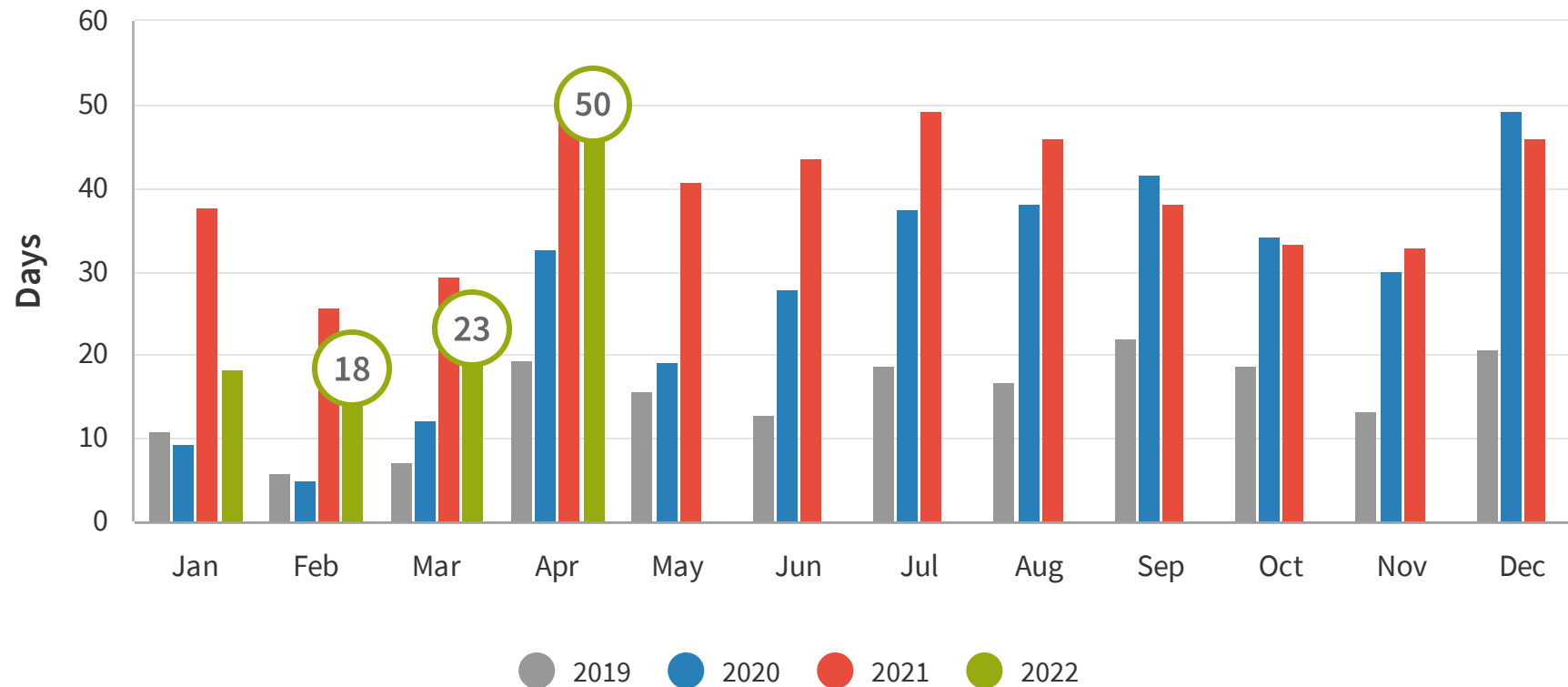
## INSIGHT

South Burnett's average occupancy level for April 2022 was 68%, which is an increase of 28% since March last month. This is also the highest level of occupancy recorded for South Burnett in the past 4 years.



# Reservation Window (Days)

The reservation window is the period of time between when the reservation is made by the guests and the actual arrival date to the destination. For example, a reservation of 40 days means that people are booking accommodation on average 40 days before they arrive at the destination.

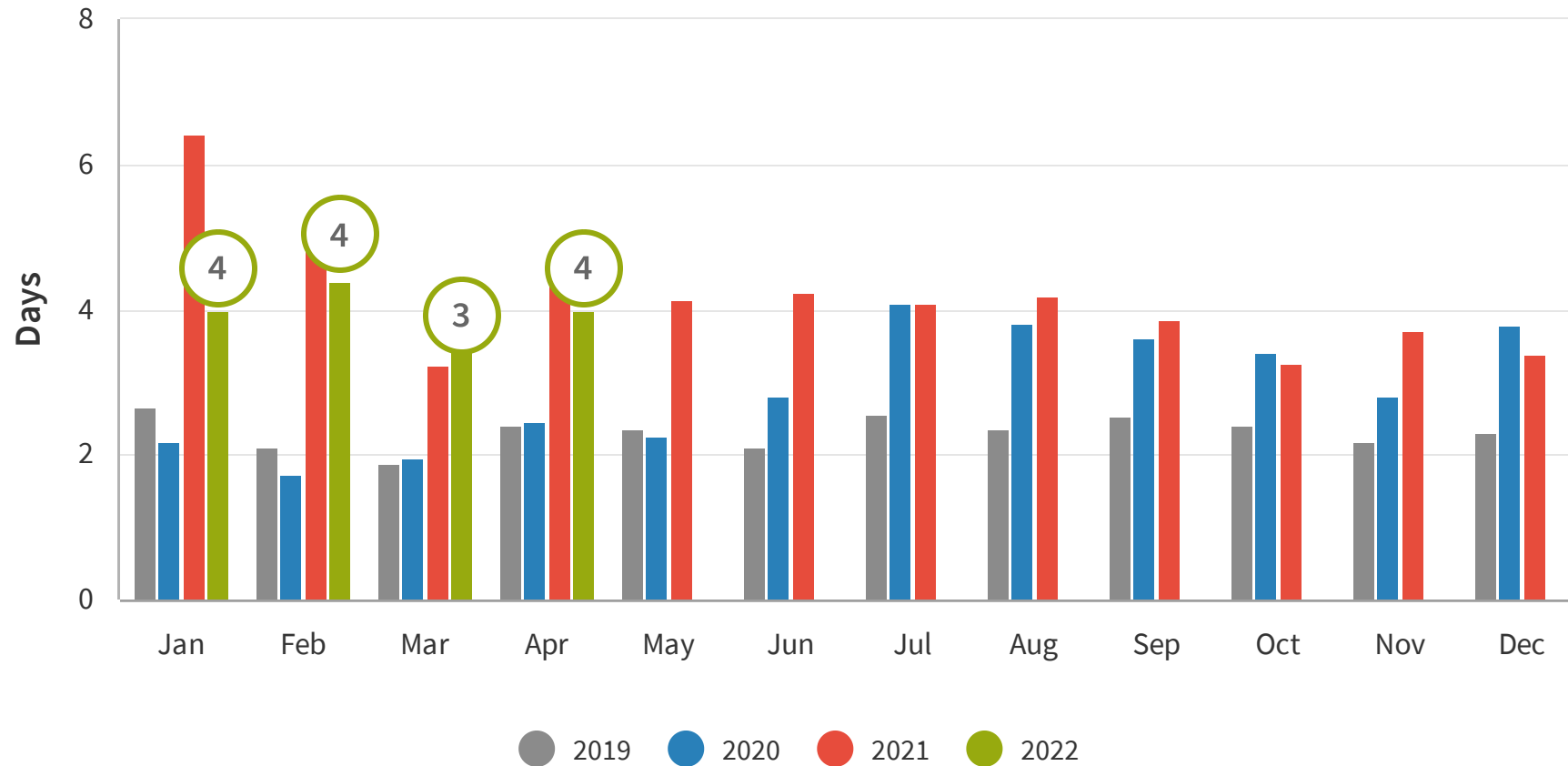


## INSIGHT

The average reservation window for April was 50 days, which is a 117% increase since last month. This large increase was to be expected with the Easter period.

# Length of Stay

Length of stay is the amount of time that was booked at the accommodation.

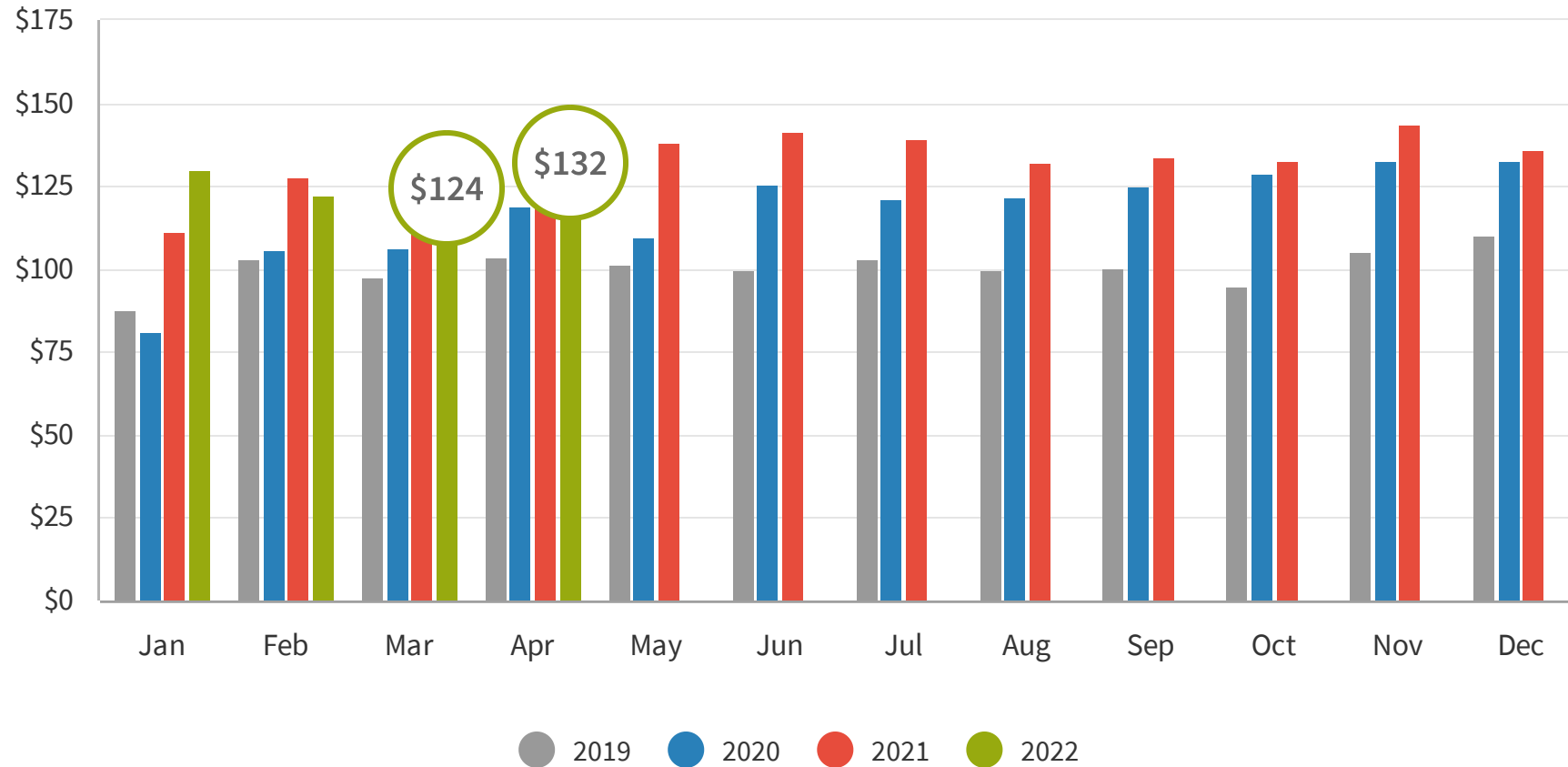


## INSIGHT

Length of Stay in April 2022 was 4 days which was a 33% decrease since March.

# Average Daily Rate

The average daily rate (ADR) measures the average rental revenue earned for an occupied room per day.

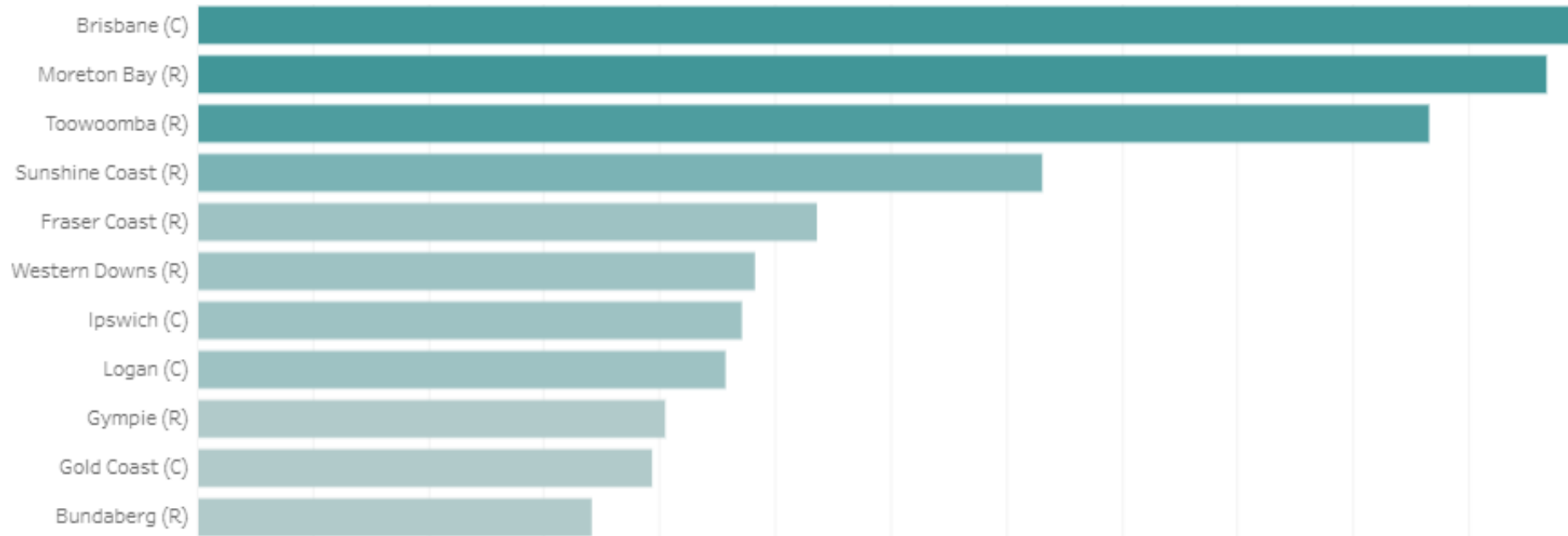


## INSIGHT

The average daily rate for February 2022 was \$124, increasing 7% since last month.

# Source Market

The source market demonstrates which LGA visitors are travelling from, by checking device area data.

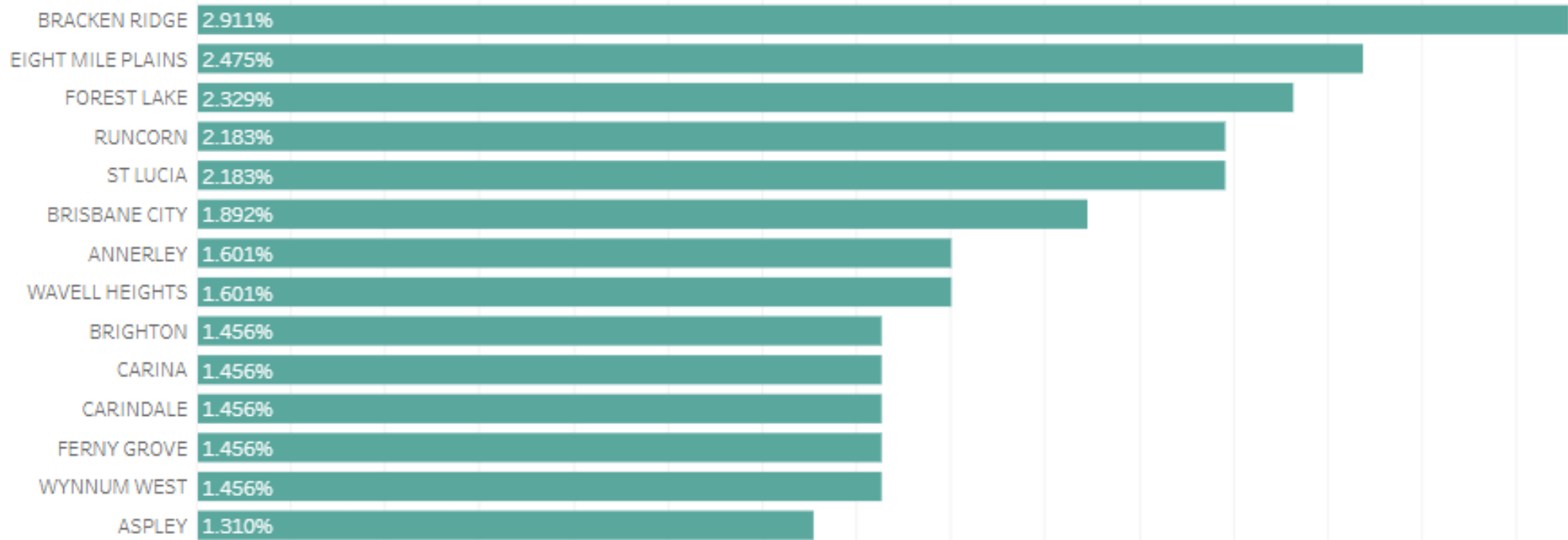


## INSIGHT

Brisbane topped visitation this month at 11.97%, with Moreton Bay falling to 2nd place at 11.67%.

# Top Visitor Suburbs Brisbane

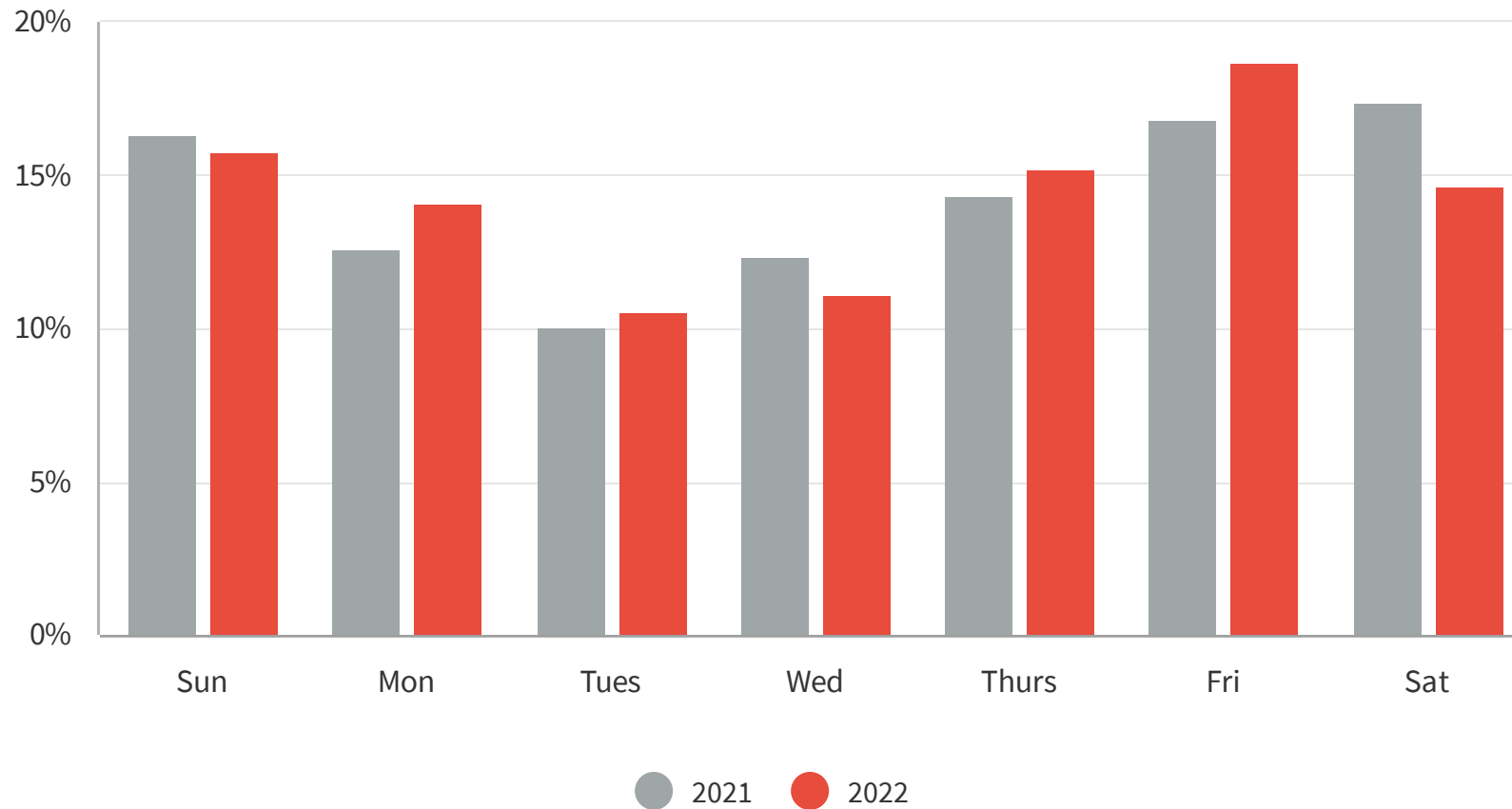
Top Visitor Segments show the segmentation of people who visited the most from Brisbane.





# Day of the Week

These graphs visualise which days of the week people are visiting the most for the month.



## INSIGHT

Weekends continue to be the most highly visited time of the week for South Burnett with Friday being the most visited day.