

South Burnett Monthly Report

February 2022

Key Points from February 2022



South Burnett's average occupancy level for February 2022 was 51%, which is a decline of 20% since last month.



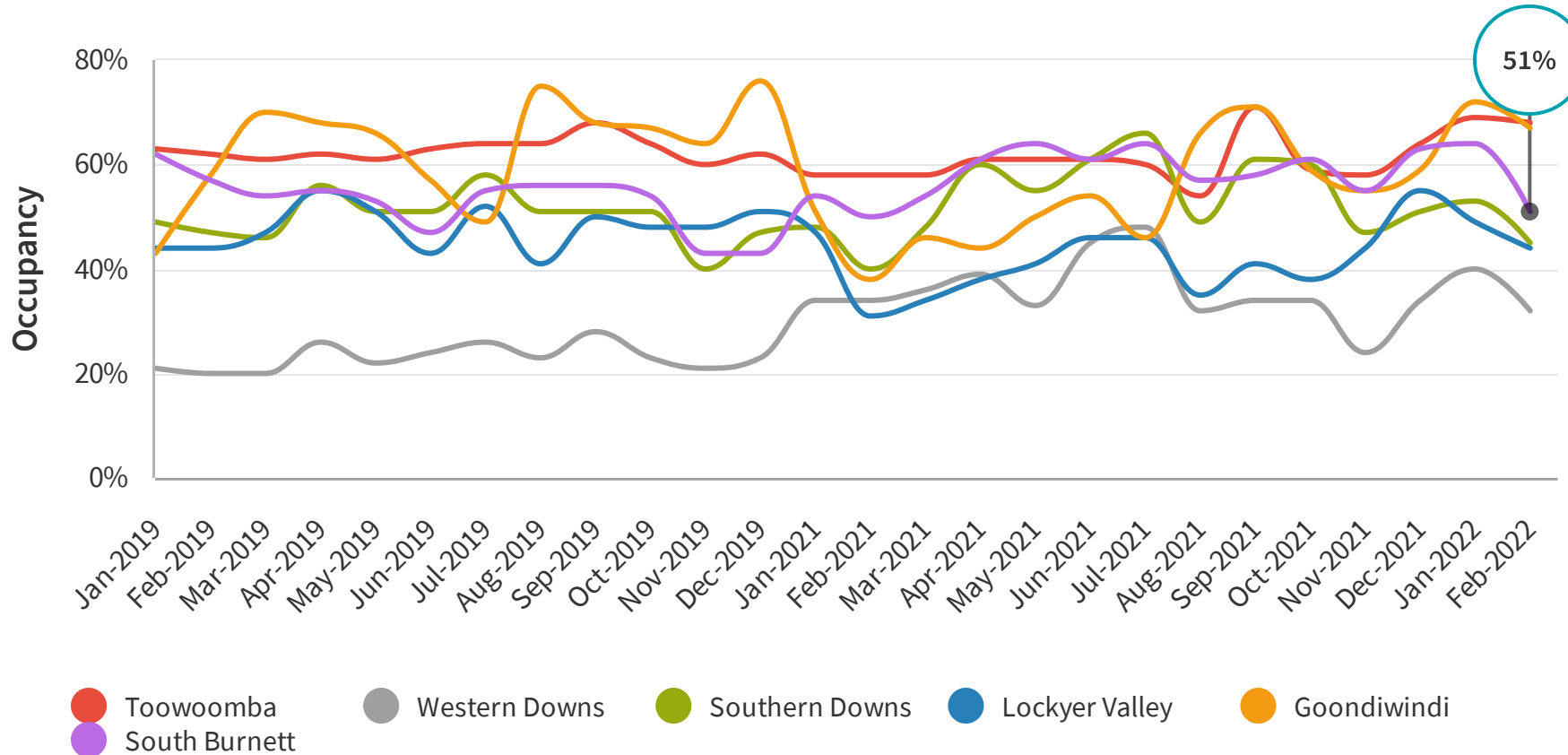
The average reservation window for February was 18 days, experiencing no change since last month.



Brisbane topped visitation this month at 11.59%, with Moreton Bay falling to 2nd place at 10.53%.

Average Occupancy Rate

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

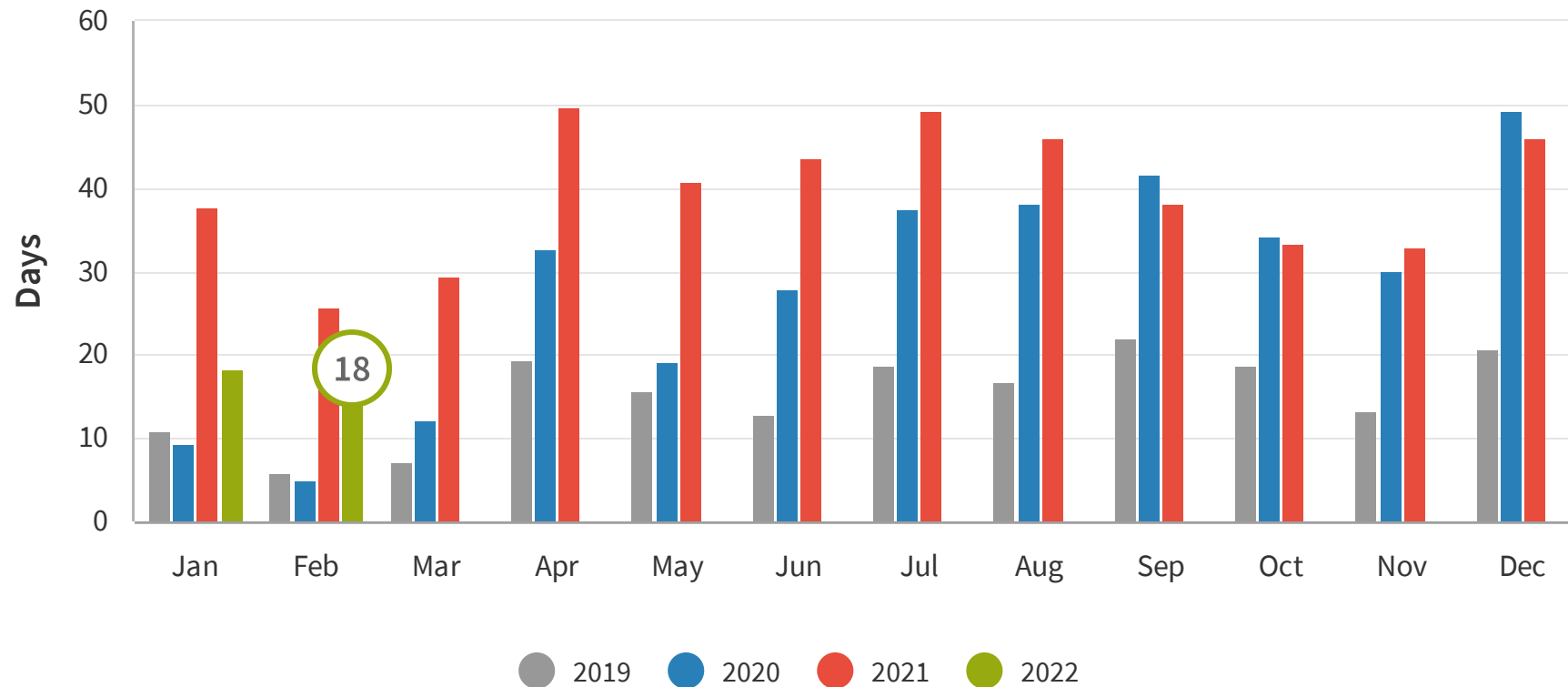


INSIGHT

South Burnett's average occupancy level for February 2022 was 51%, which is a decline of 20% since last month. All SQC regions also experienced a decline in occupancy this month.

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.

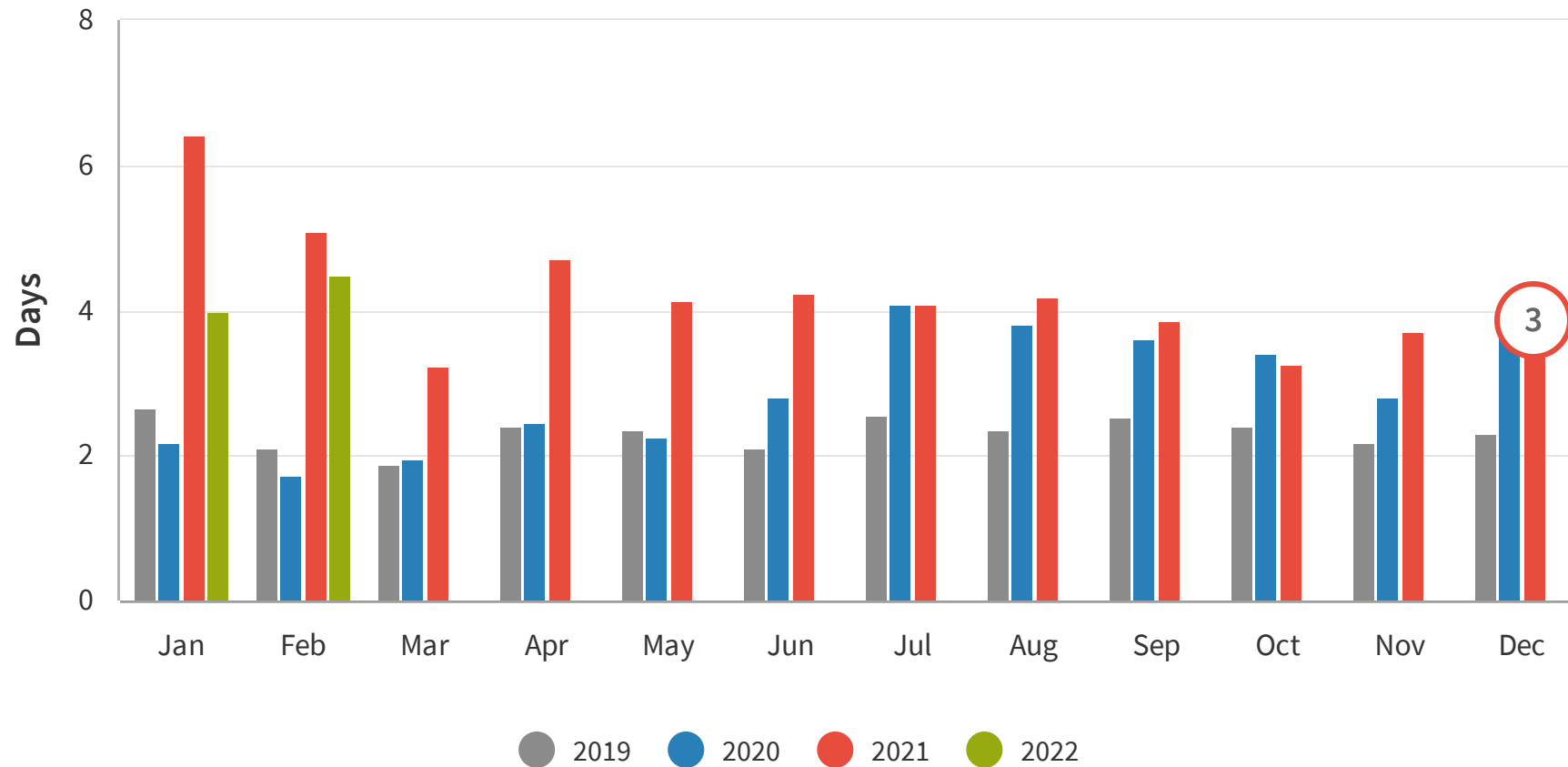


INSIGHT

The average reservation window for February was 18 days, experiencing no change since last month.

Length of Stay

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

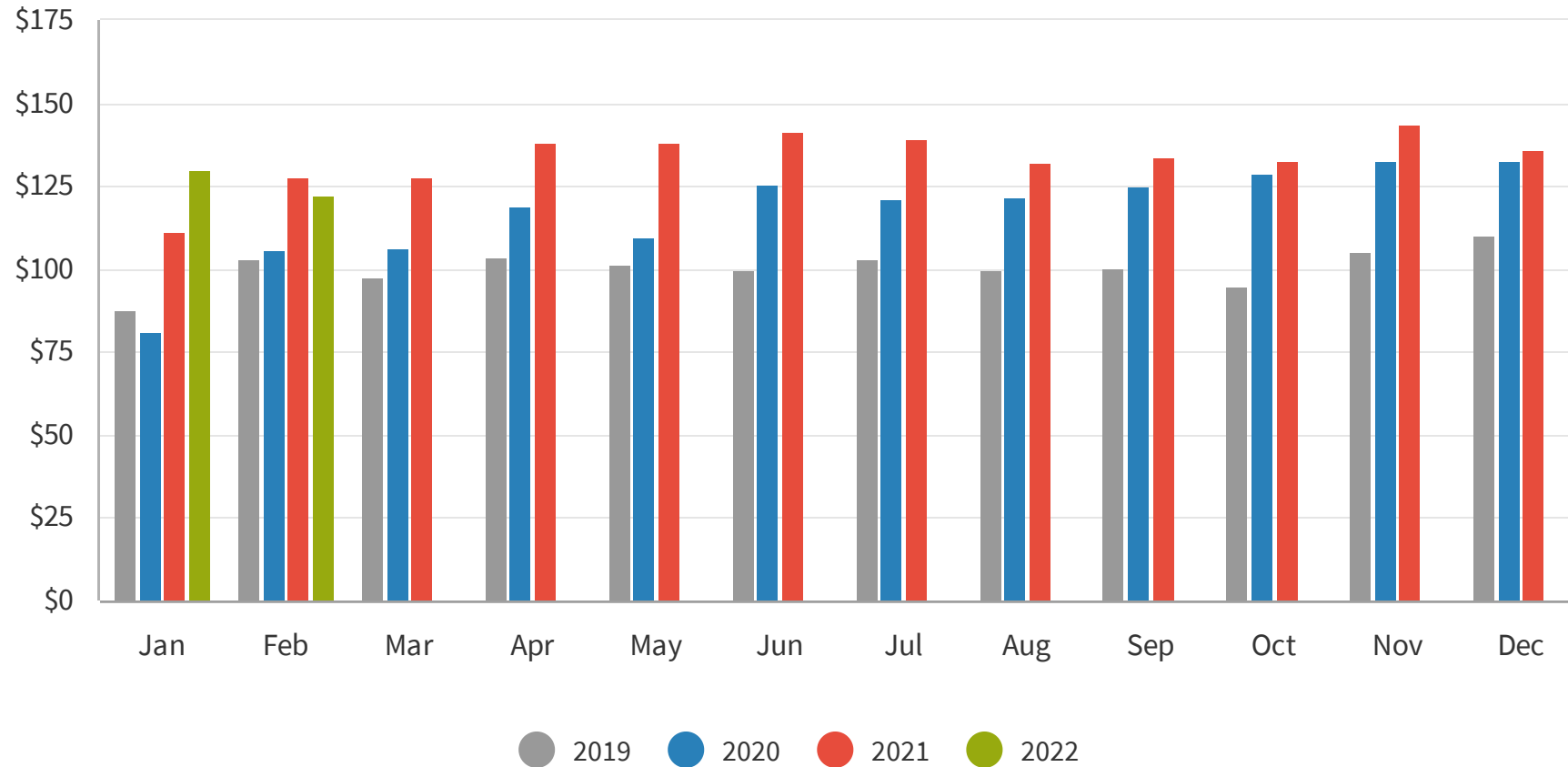


INSIGHT

Length of Stay in February 2022 was 4.5 days which was a 12.5% increase since January.

Average Daily Rate

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

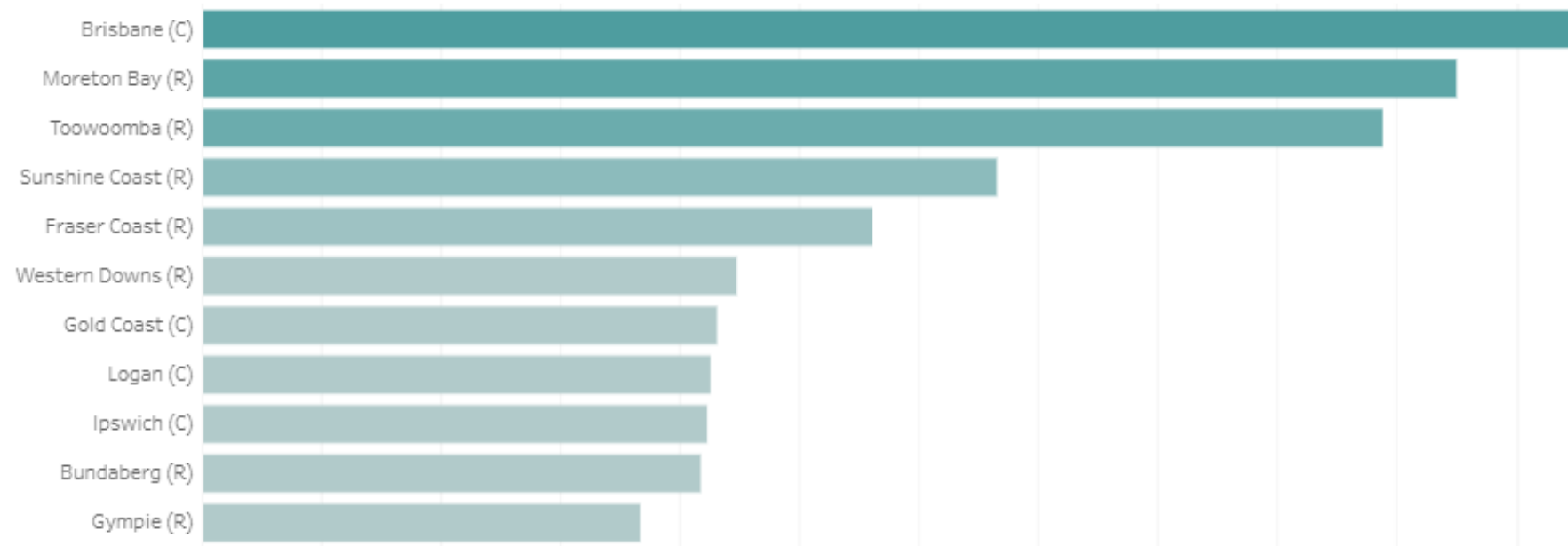


INSIGHT

The average daily rate for February 2022 was \$123, which is a small drop of 5% since last month.

Source Market

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

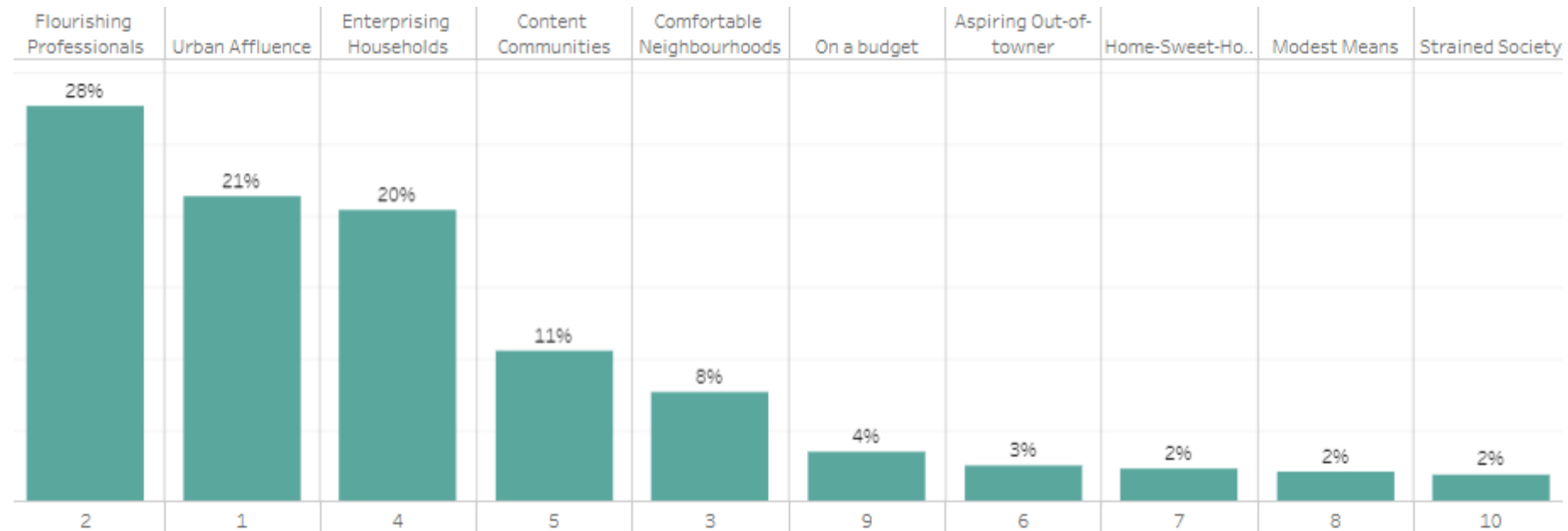


INSIGHT

Brisbane topped visitation this month at 11.59%, with Moreton Bay falling to 2nd place at 10.53%.

Top Visitor Segments - Brisbane

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

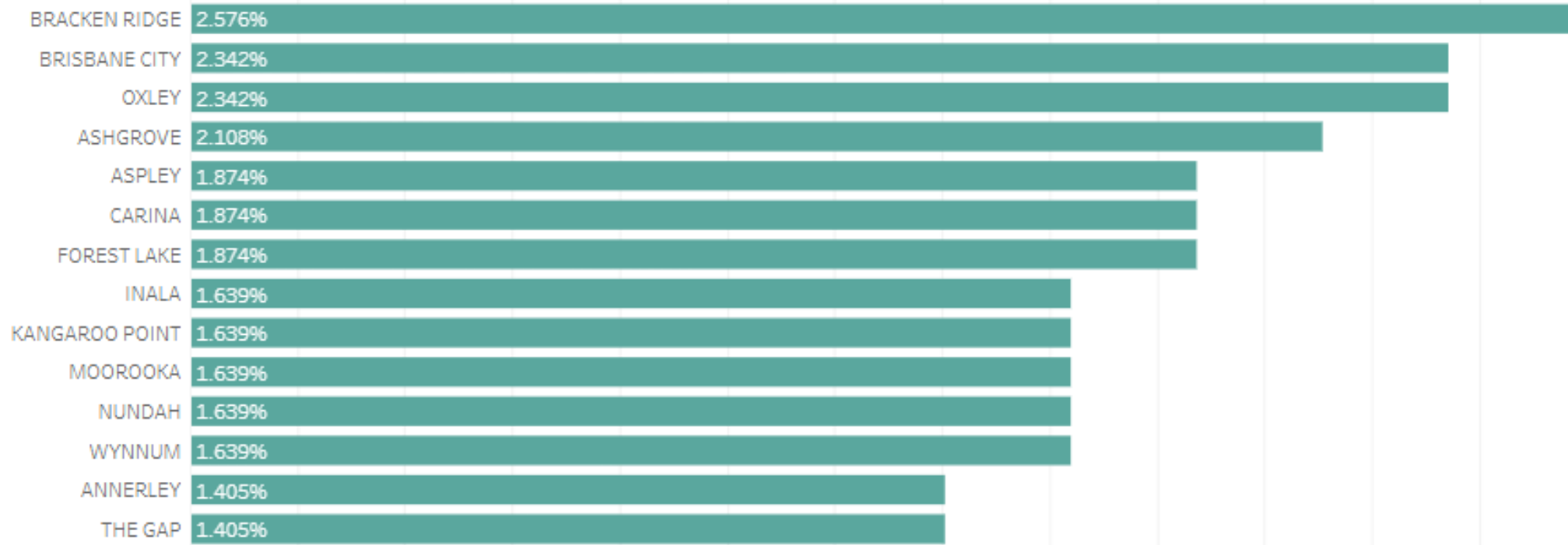


INSIGHT

The top two visitor segments of South Burnett, from Brisbane in the month of February were the two wealthiest segments, contributing to 49%. Brisbane was the focus for this analysis as they have the highest propensity to stay overnight.

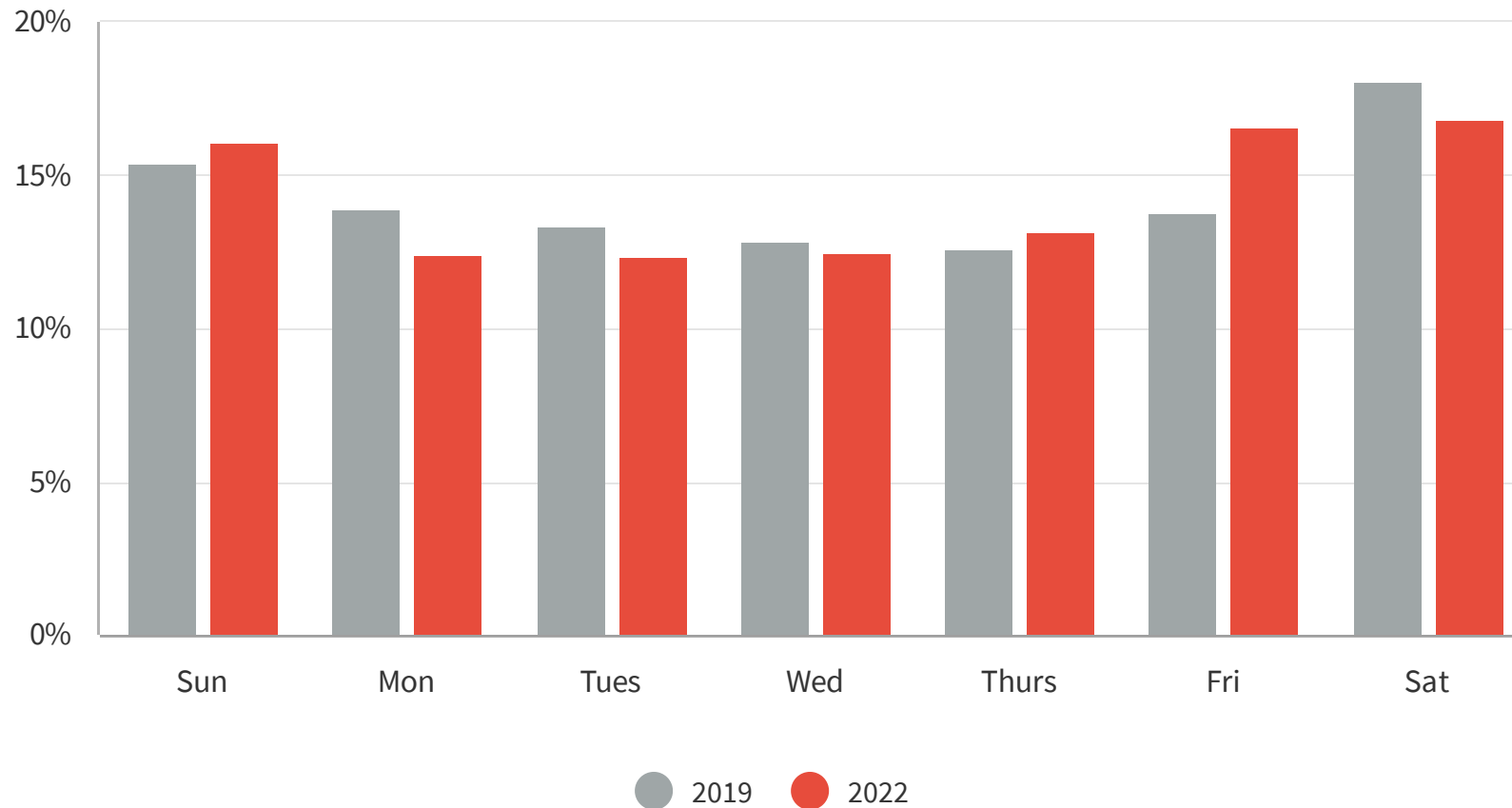
Top Visitor Suburbs Brisbane

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 Saturday being the most visited day.