

South Burnett Monthly Report

January 2022

Key Points from January 2022



Lockyer Valley's average occupancy level for January 2022 was 64%, remaining level since last month.



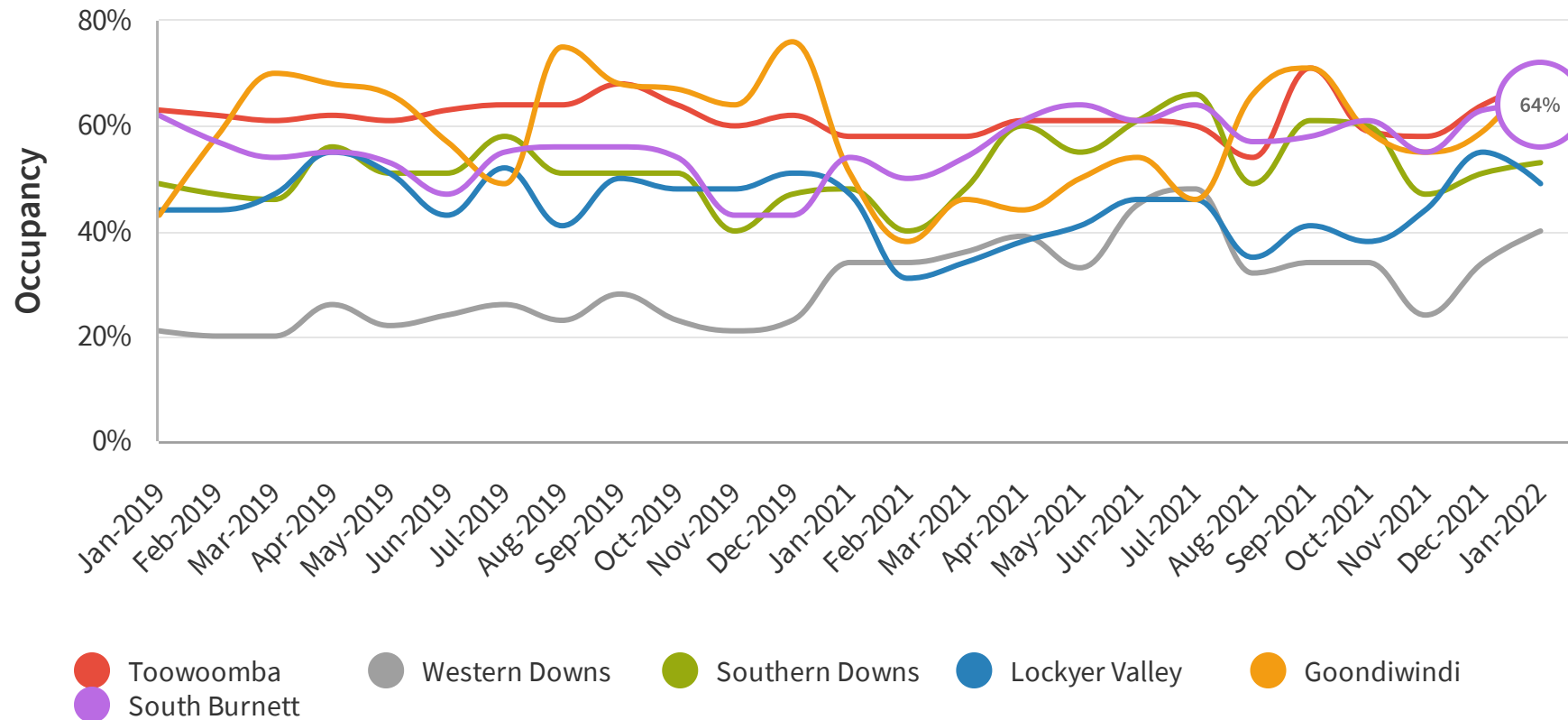
The average reservation window for January was 24 days which is a 47% decrease month on month and inline with the annual decrease.



The average daily rate for January 2022 was \$130 which is a decrease of 5% since December.

Average Occupancy Rate

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

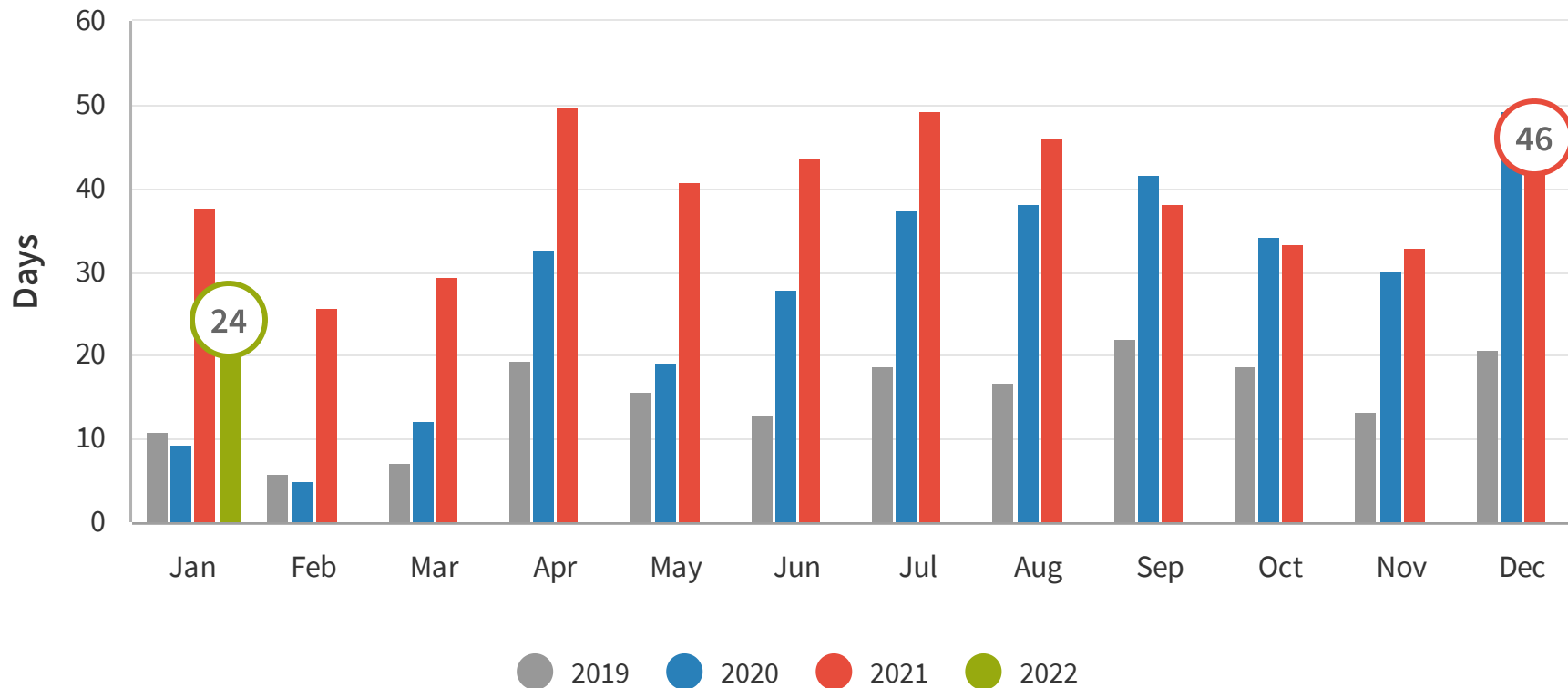


INSIGHT

Lockyer Valley's average occupancy level for January 2022 was 64%, remaining level since last 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.

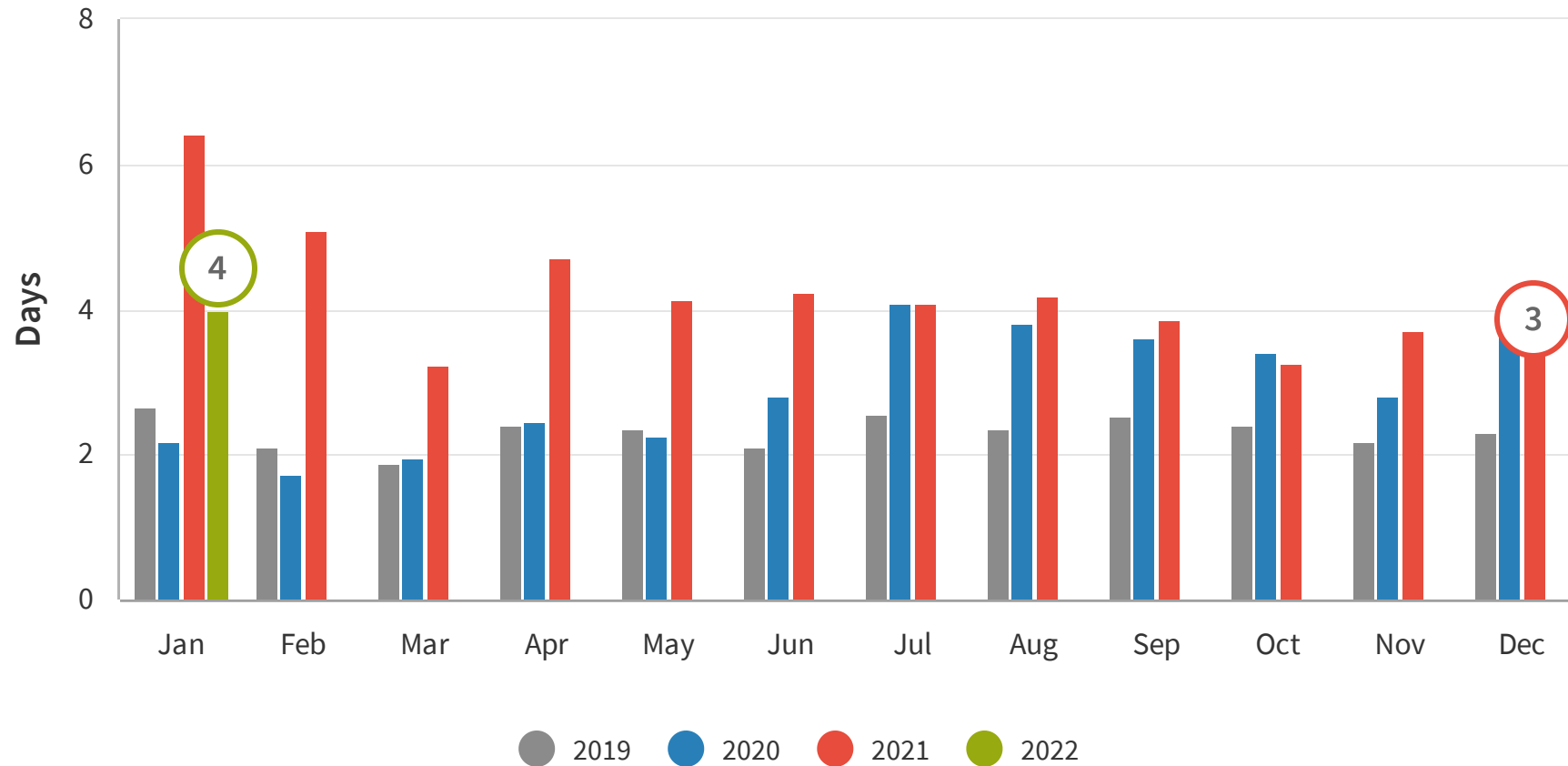


INSIGHT

The average reservation window for January was 24 days which is a 47% decrease month on month and inline with the annual decrease.

Length of Stay

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

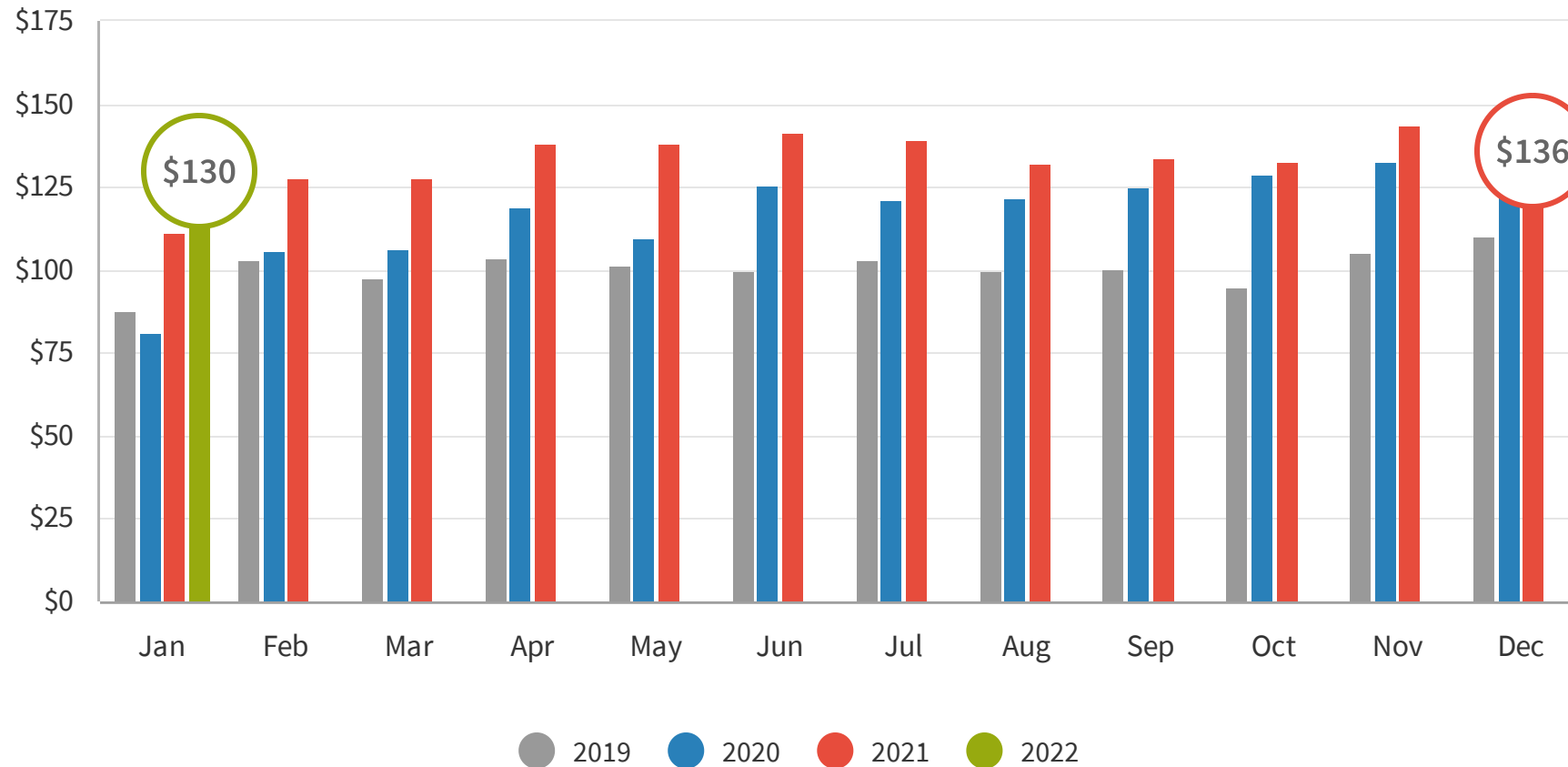


INSIGHT

Length of Stay in January 2022 was 4 days which was a 33% increase since December.

Average Daily Rate

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

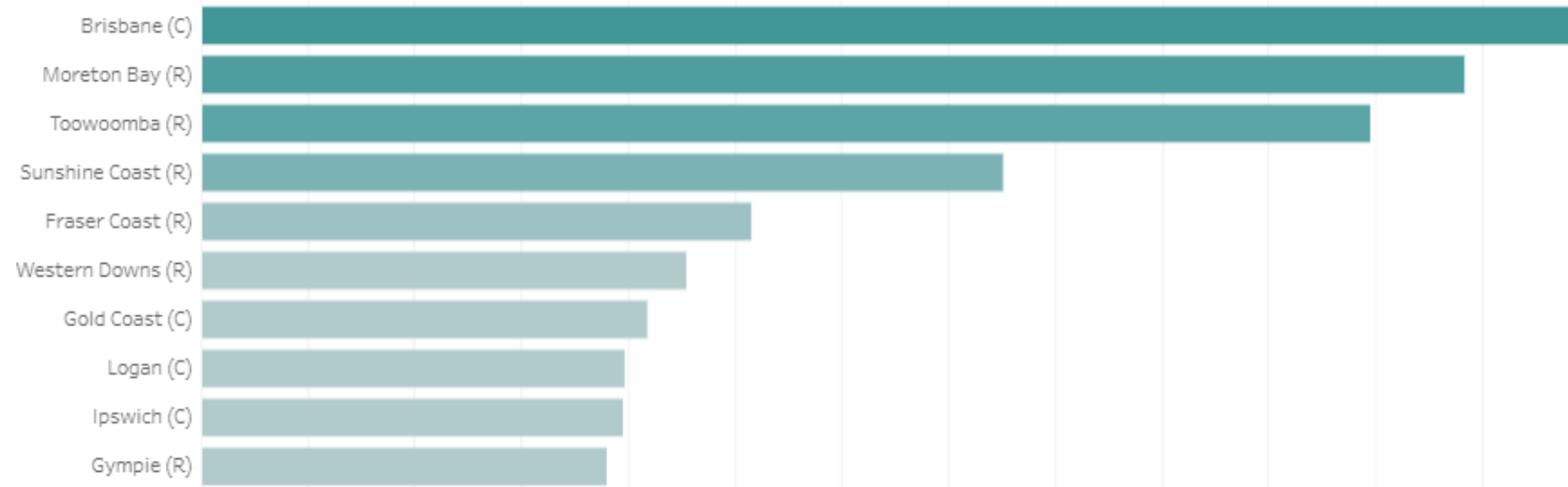


INSIGHT

The average daily rate for January 2022 was \$130 which is a decrease of 5% since December.

Source Market

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

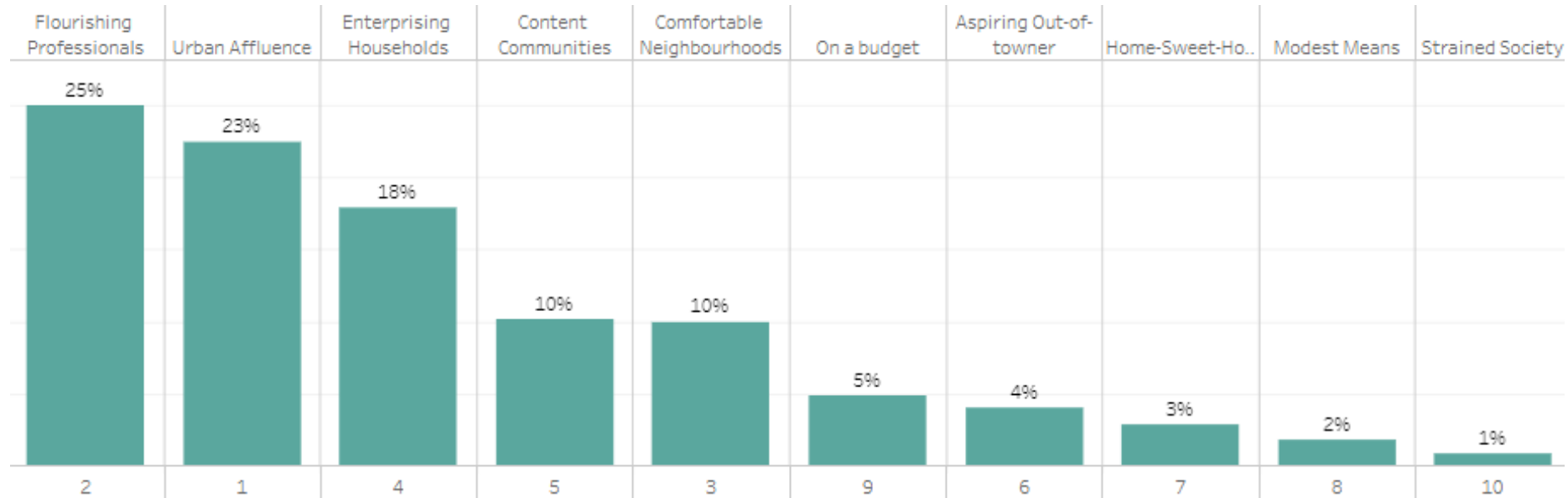


INSIGHT

Brisbane topped visitation this month at 12.88%, with Moreton Bay falling to 2nd place at 11.83%.

Top Visitor Segments - Brisbane

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

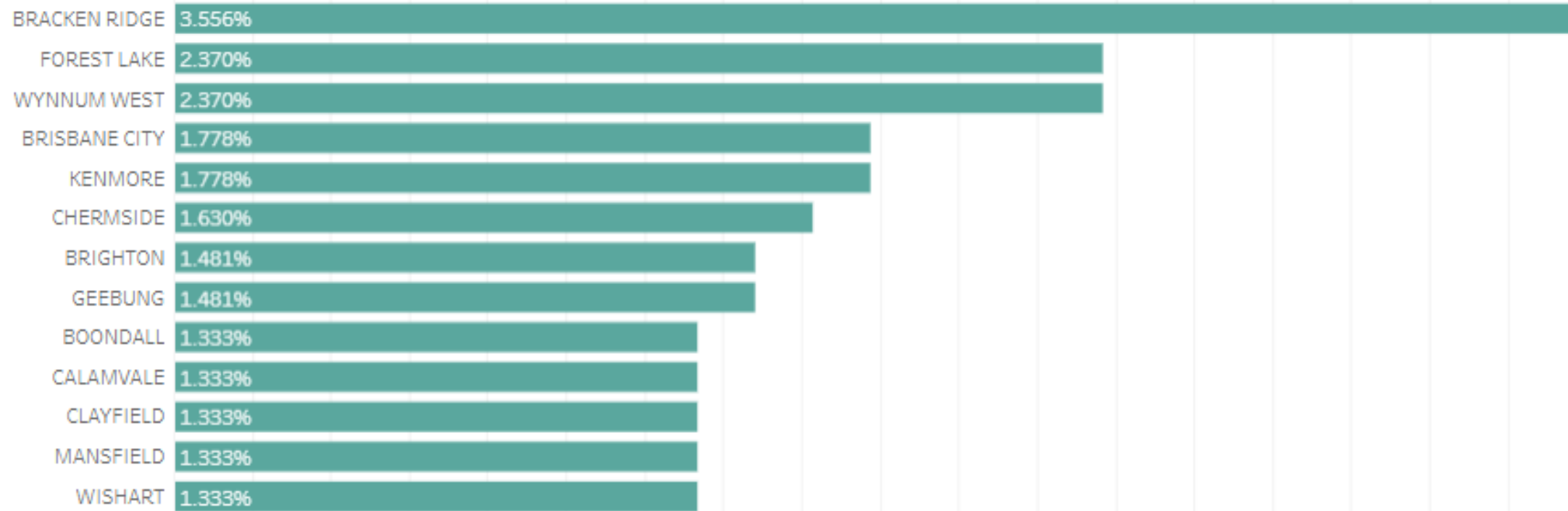


INSIGHT

The top two visitor segments of South Burnett, from Brisbane in the month of December were the two wealthiest segments, contributing to 48%. Brisbane was the focus for this analysis as they have the highest propensity to stay overnight.

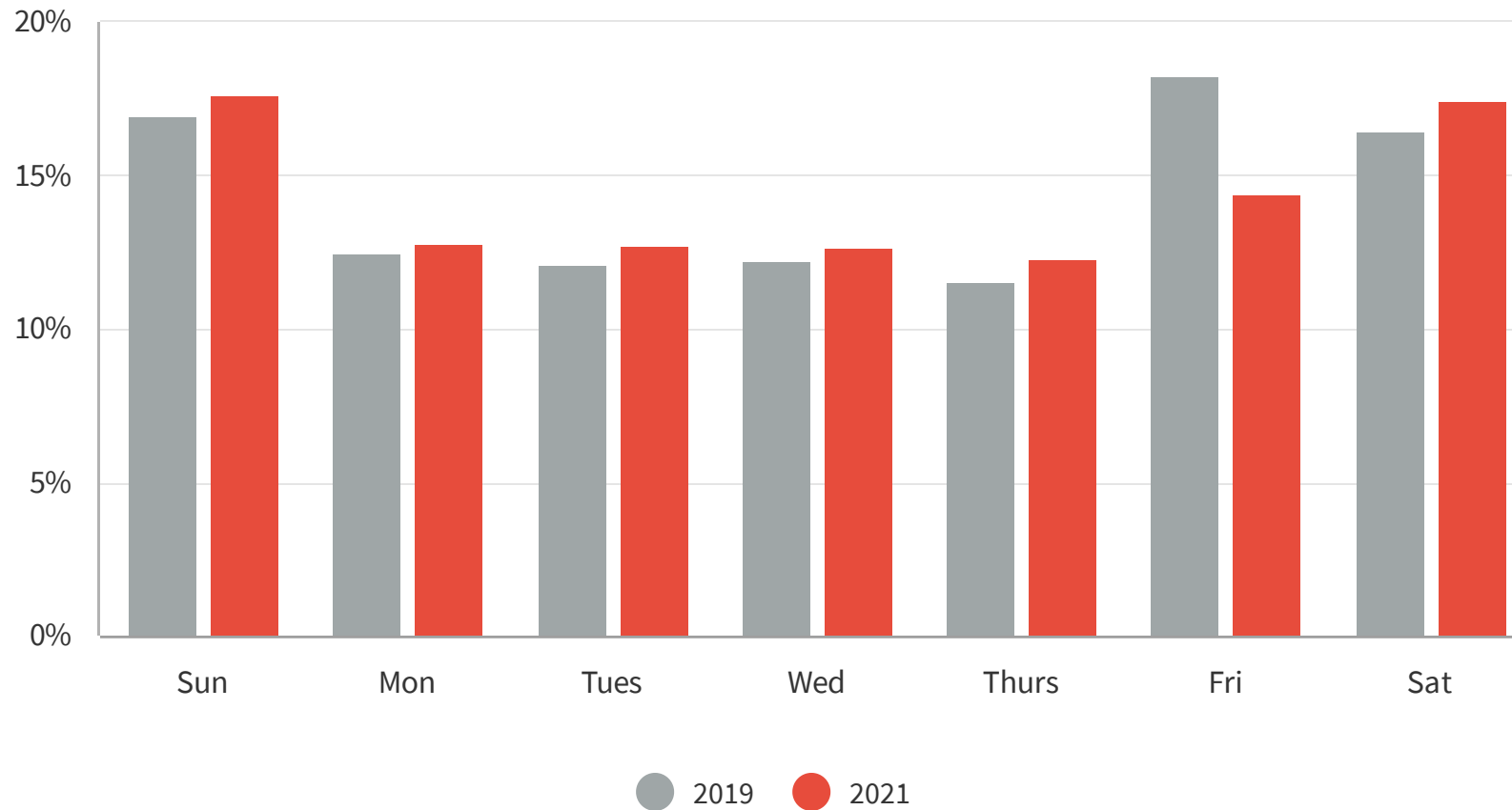
Top Visitor Suburbs Brisbane

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 Sunday being the most visited day.