



South Burnett Monthly Report

July 2022



Key Points from July 2022



South Burnett's average occupancy level for July 2022 was 61%, which is a 5% decrease when compared to July 2021.



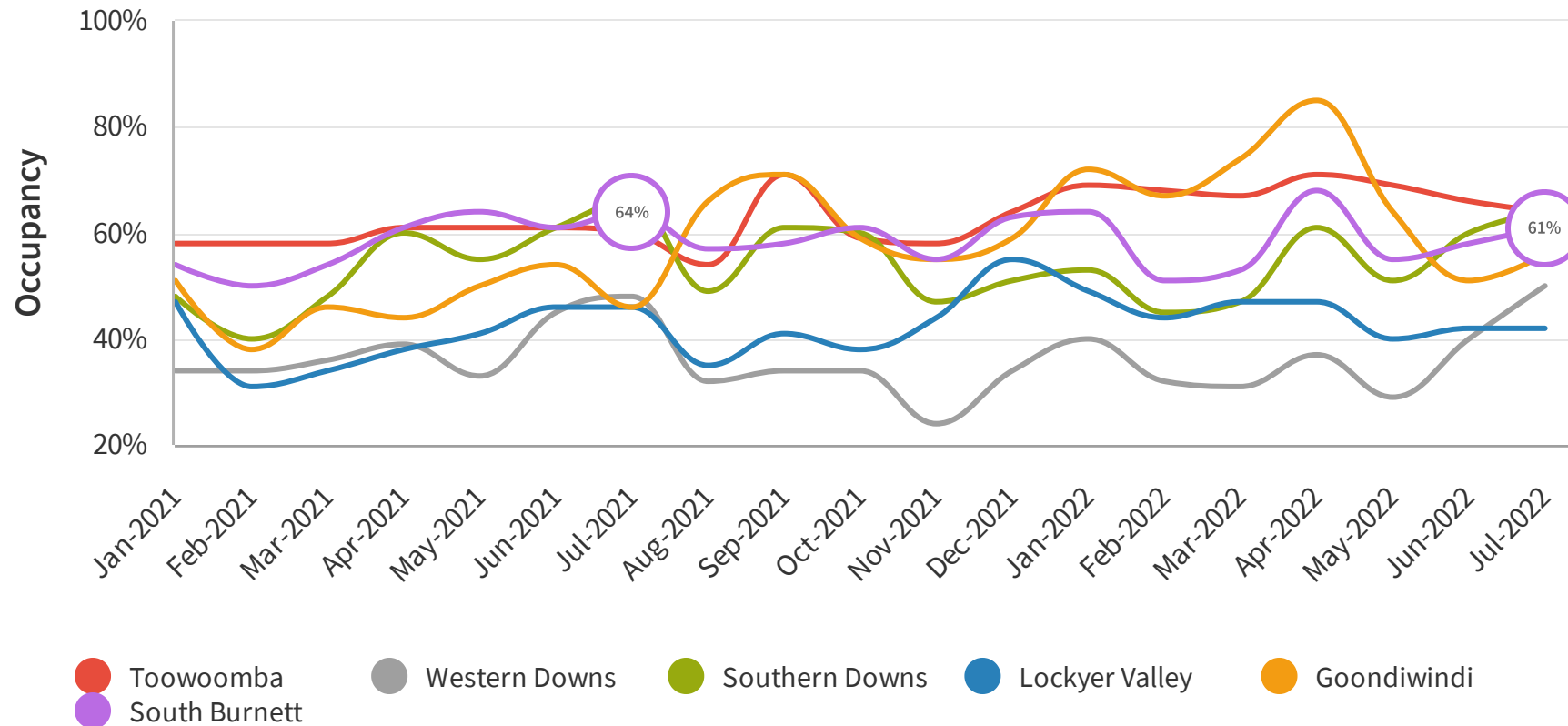
The average reservation window for July was 40 days, which is a 20% month on month decrease and a 18% year on year decrease.



The average daily rate for July 2022 was \$129, which is a decrease of 10% since last year.

Average Occupancy Rate

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

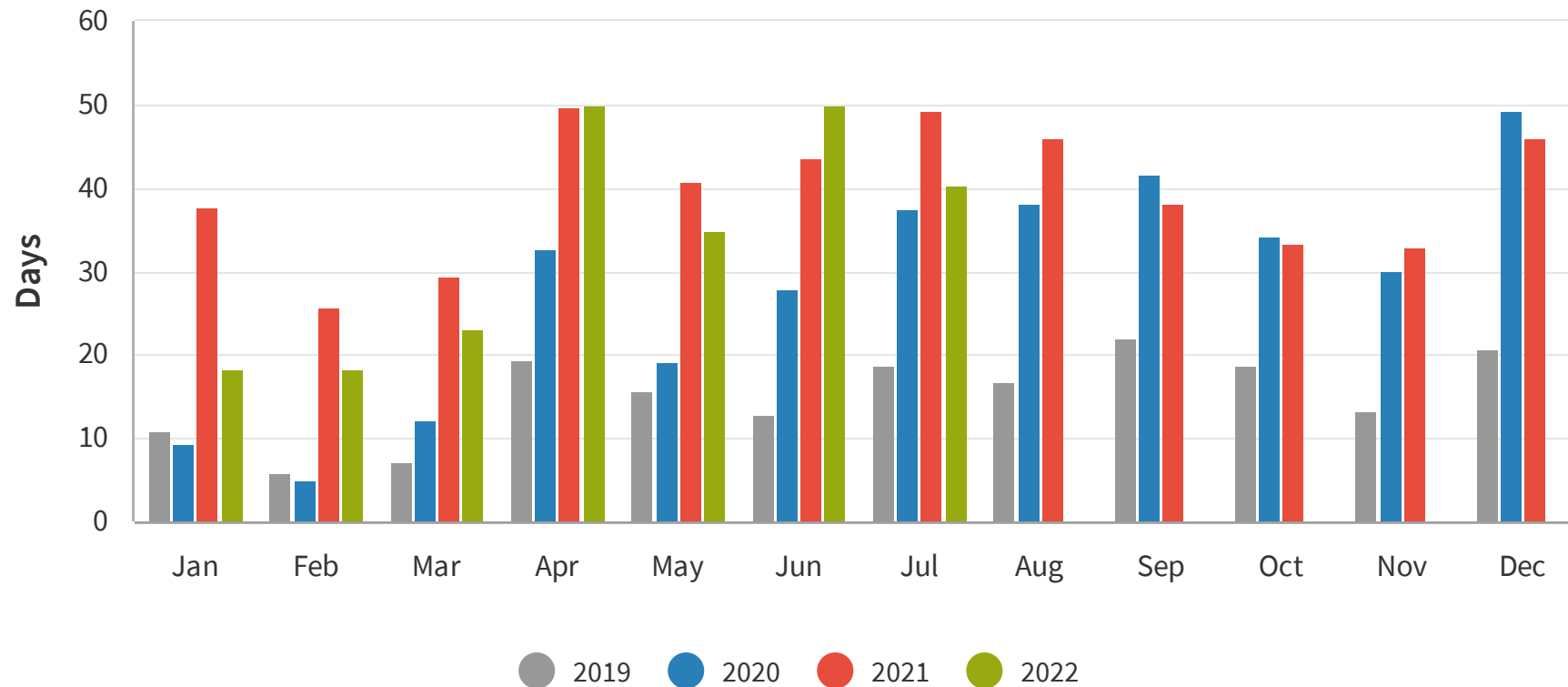


INSIGHT

South Burnett's average occupancy level for July 2022 was 61%, which is a 5% decrease when compared to July 2021.

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.

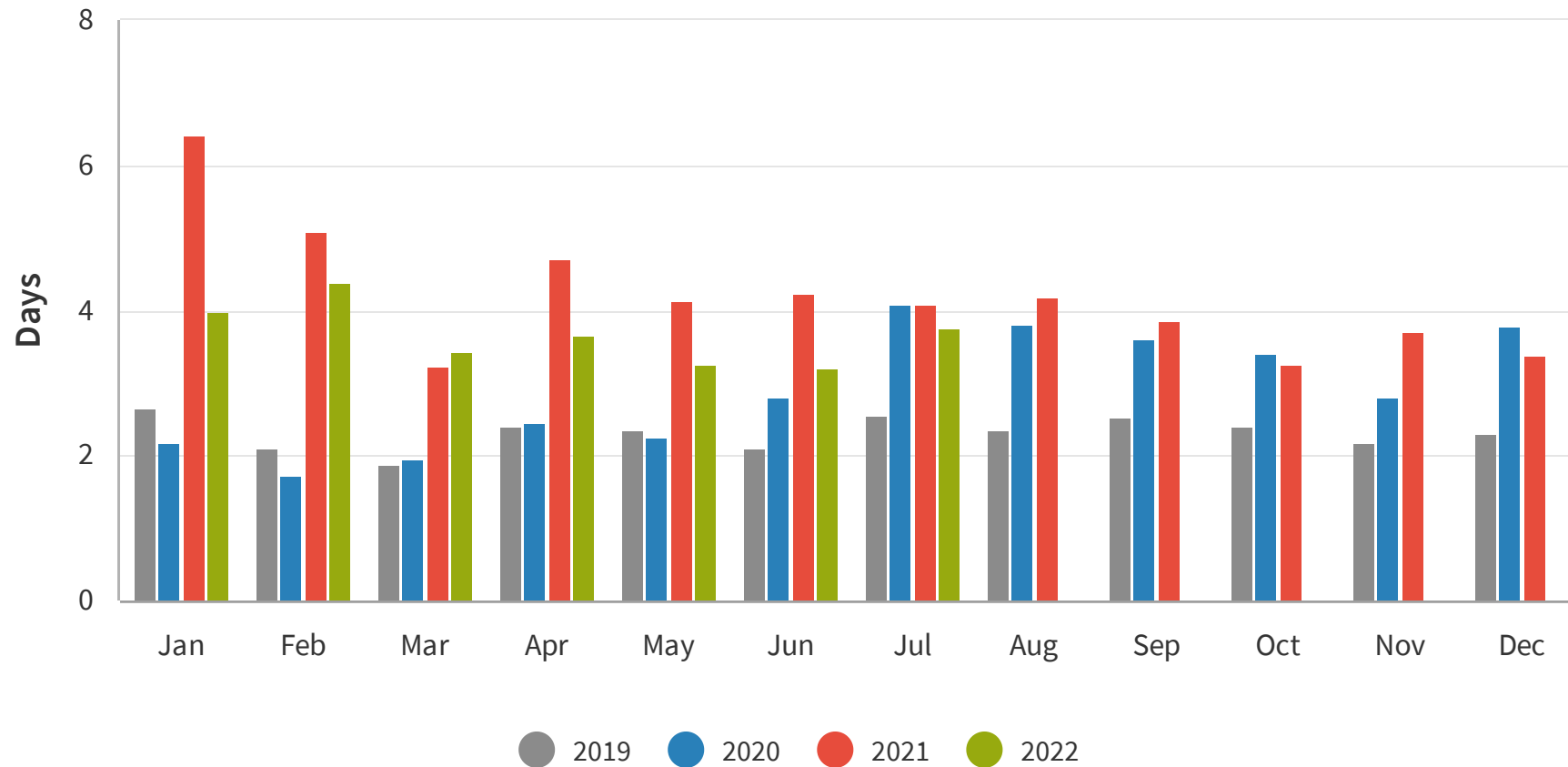


INSIGHT

The average reservation window for July was 40 days, which is a 20% month on month decrease and a 18% year on year decrease.

Length of Stay

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

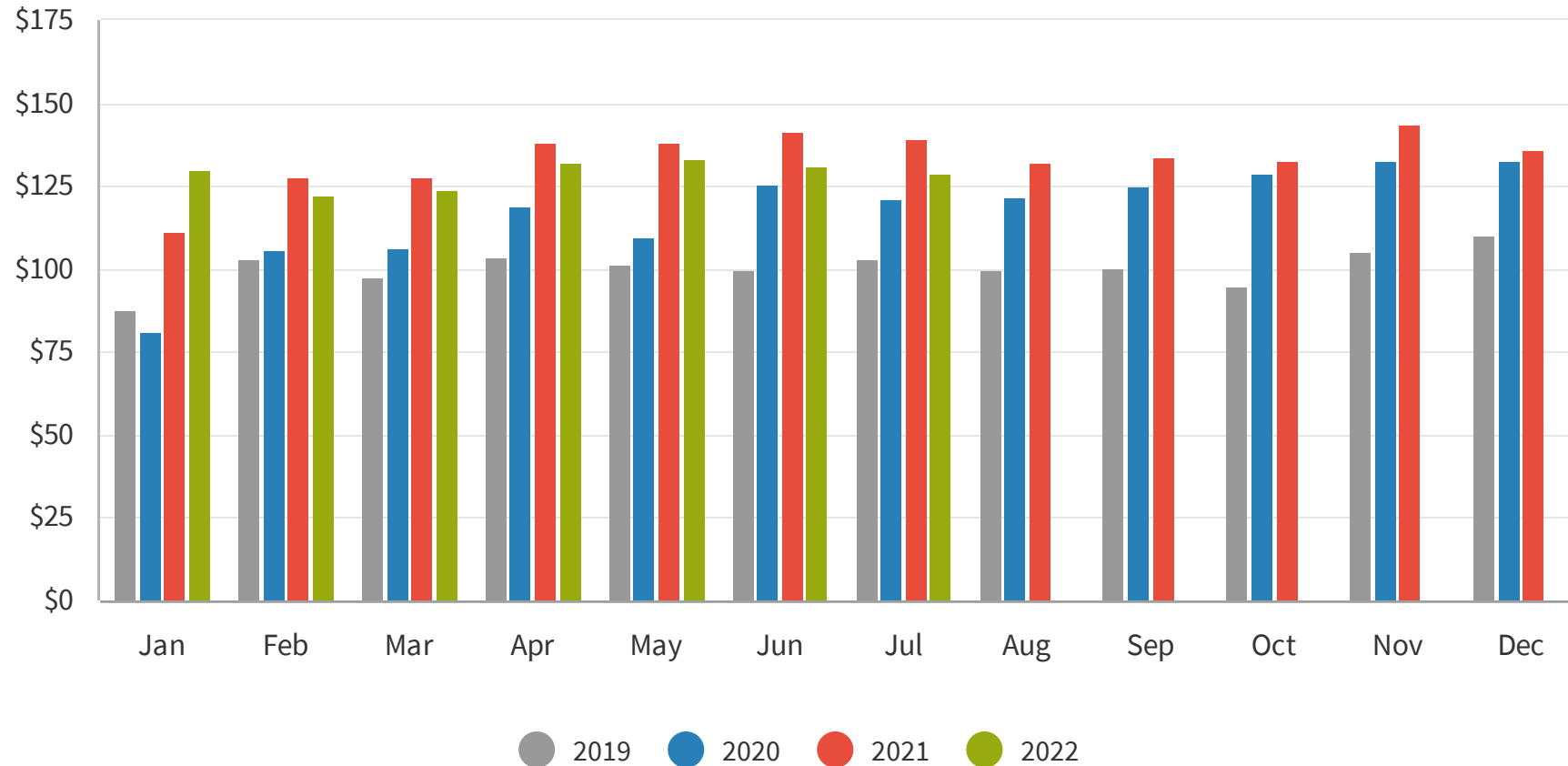


INSIGHT

Length of Stay in July 2022 was 3.76 days which was a 4% decrease since July last year.

Average Daily Rate

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

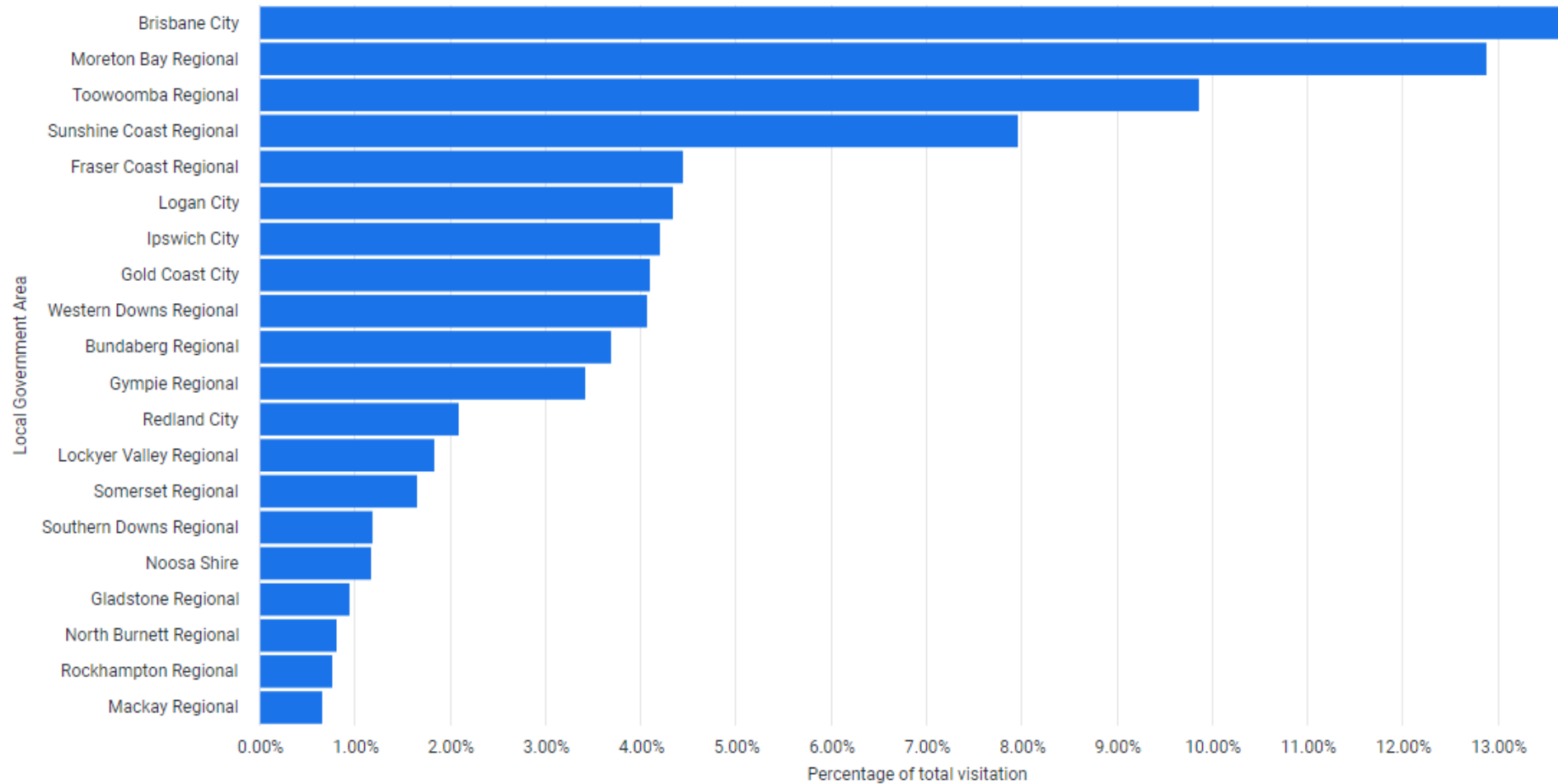


INSIGHT

The average daily rate for July 2022 was \$129, which is a decrease of 10% since last year.

Source Market

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

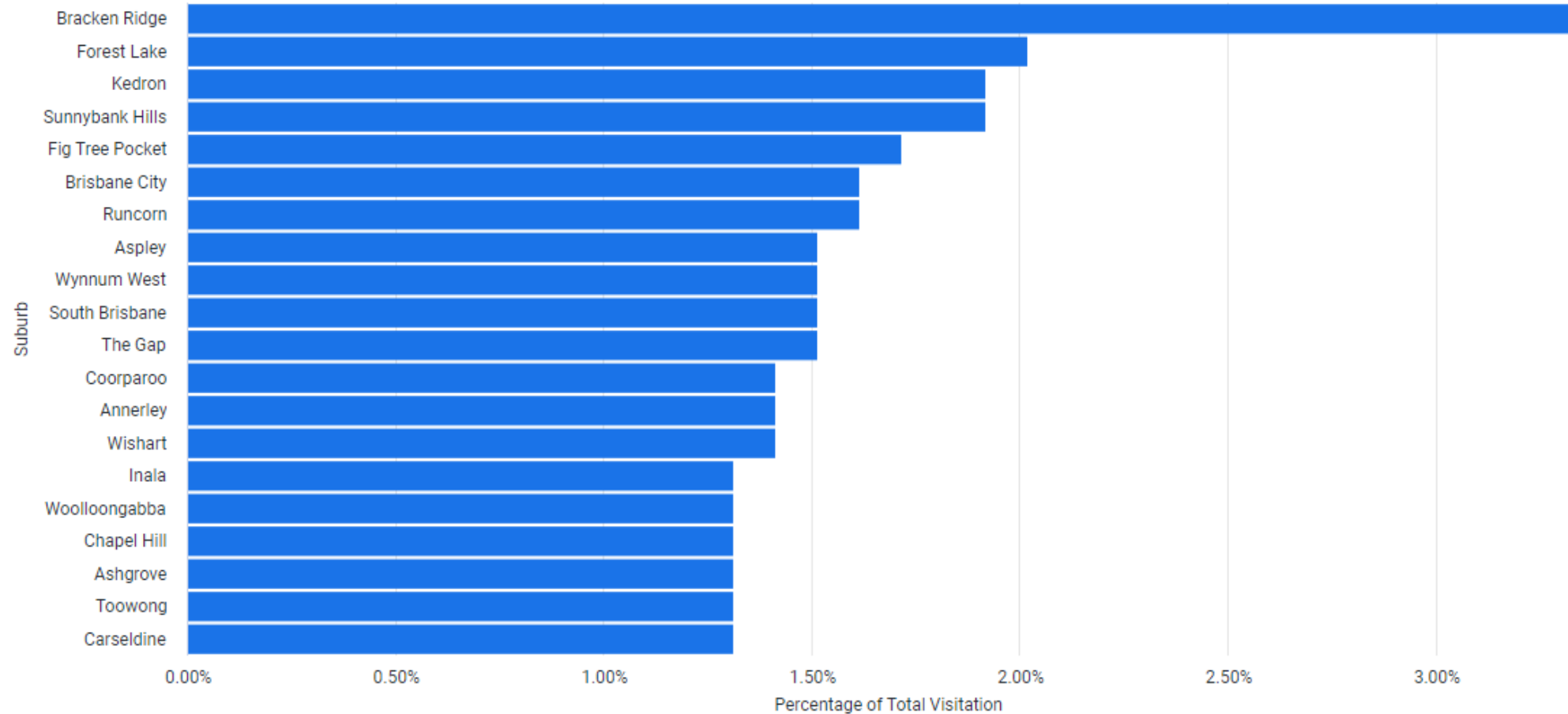


INSIGHT

Brisbane City topped visitation this month with 13.65%, Moreton Bay falling to second place with 12.89% of visitation.

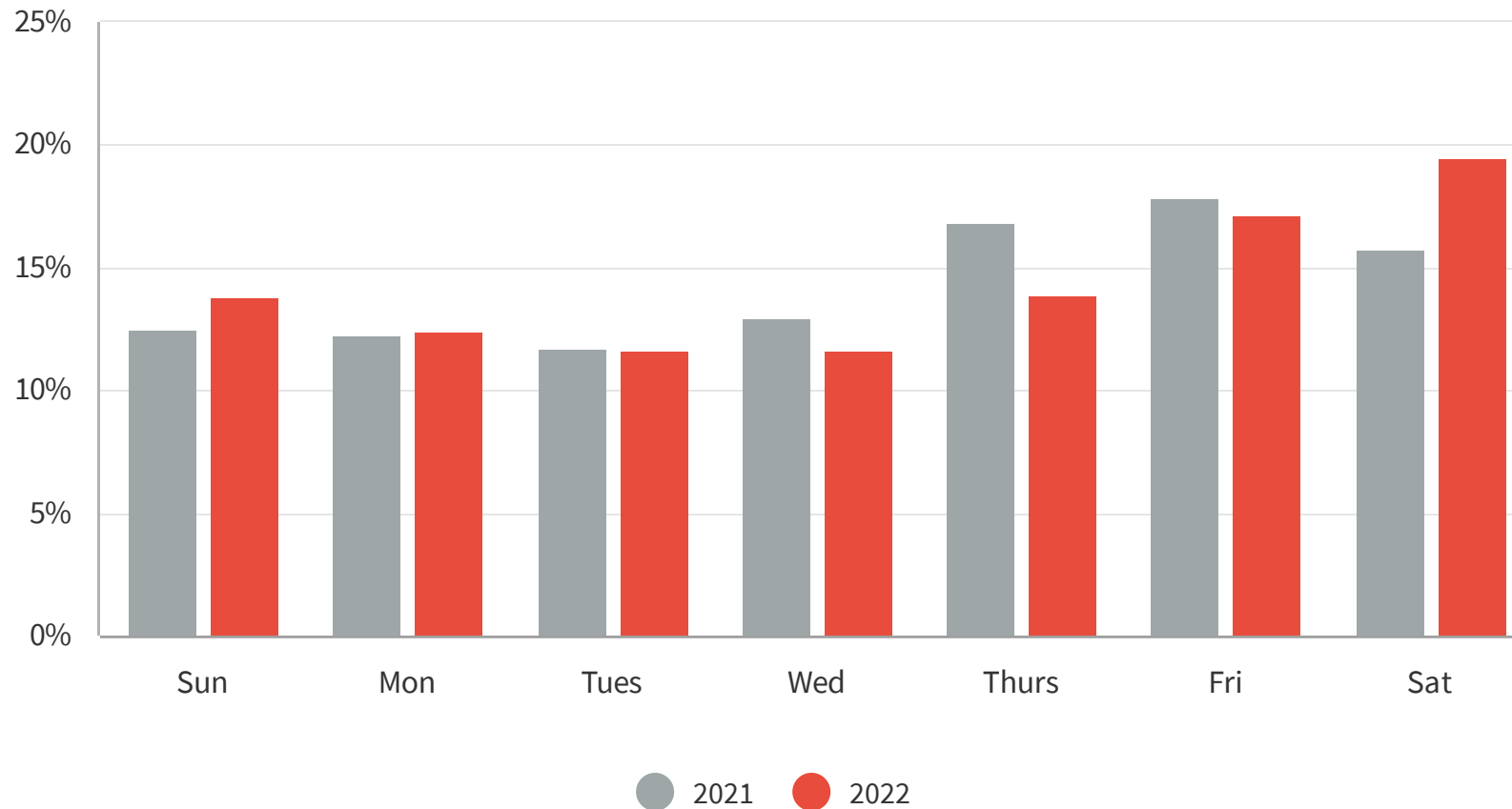
Top Visitor Suburbs Brisbane

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.