



# South Burnett Monthly Report

June 2022



# Key Points from June 2022



South Burnett's average occupancy level for June 2022 was 58%, which is a small decrease of 5% when compared to June 2021.



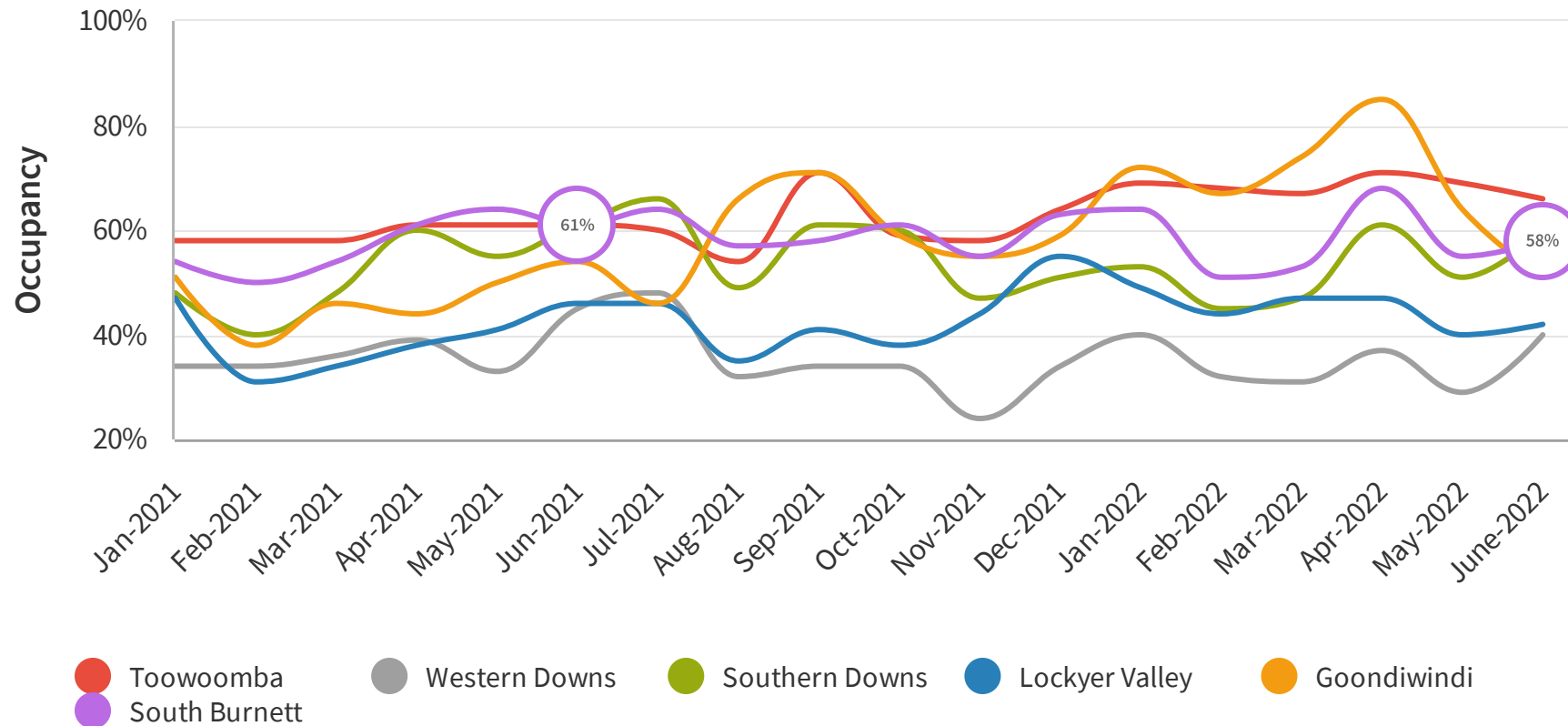
The average reservation window for June was 50 days, which is a 43% month on month increase and a 13% year on year increase.



Moreton Bay topped visitation this month again at 12.99%, with Brisbane being a very close 2nd at 12.95%.

# Average Occupancy Rate

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

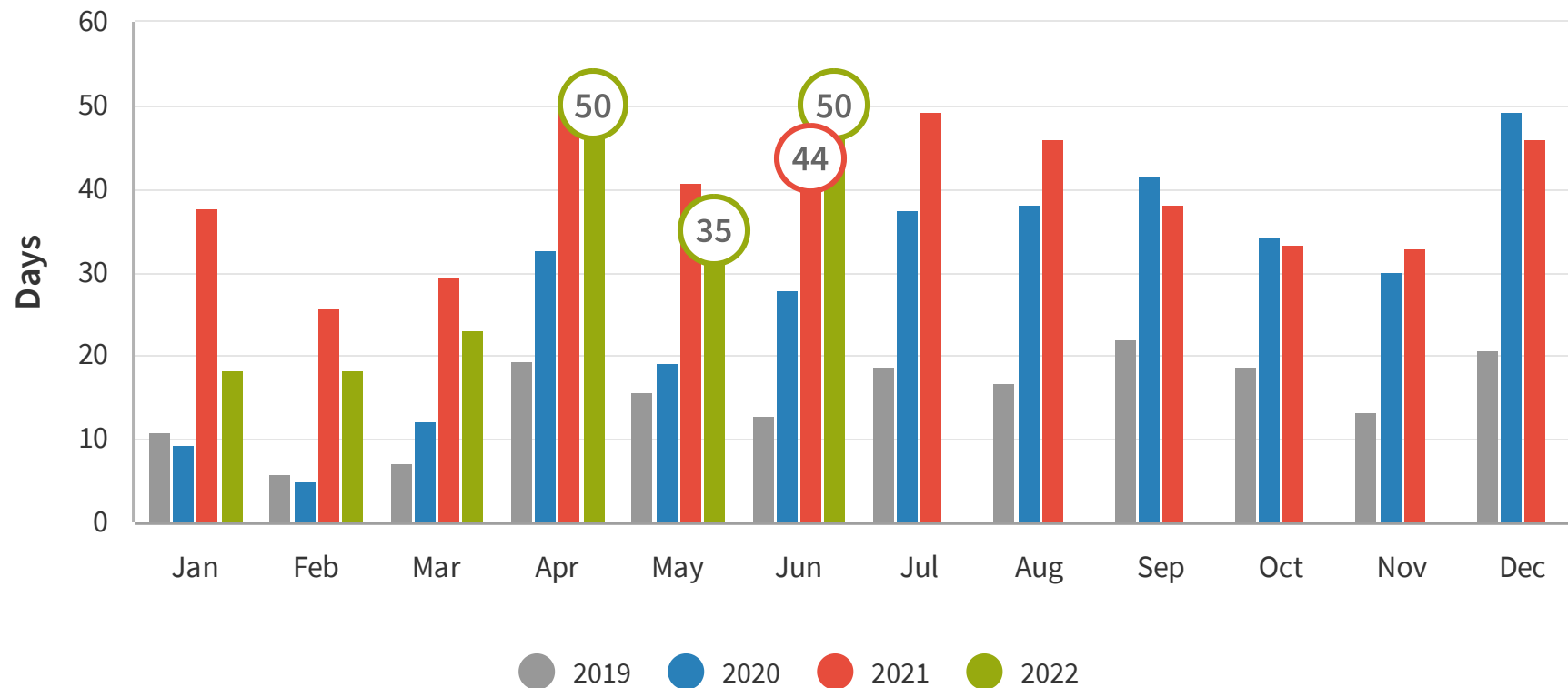


## INSIGHT

South Burnett's average occupancy level for June 2022 was 58%, which is a small decrease of 5% when compared to June 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.



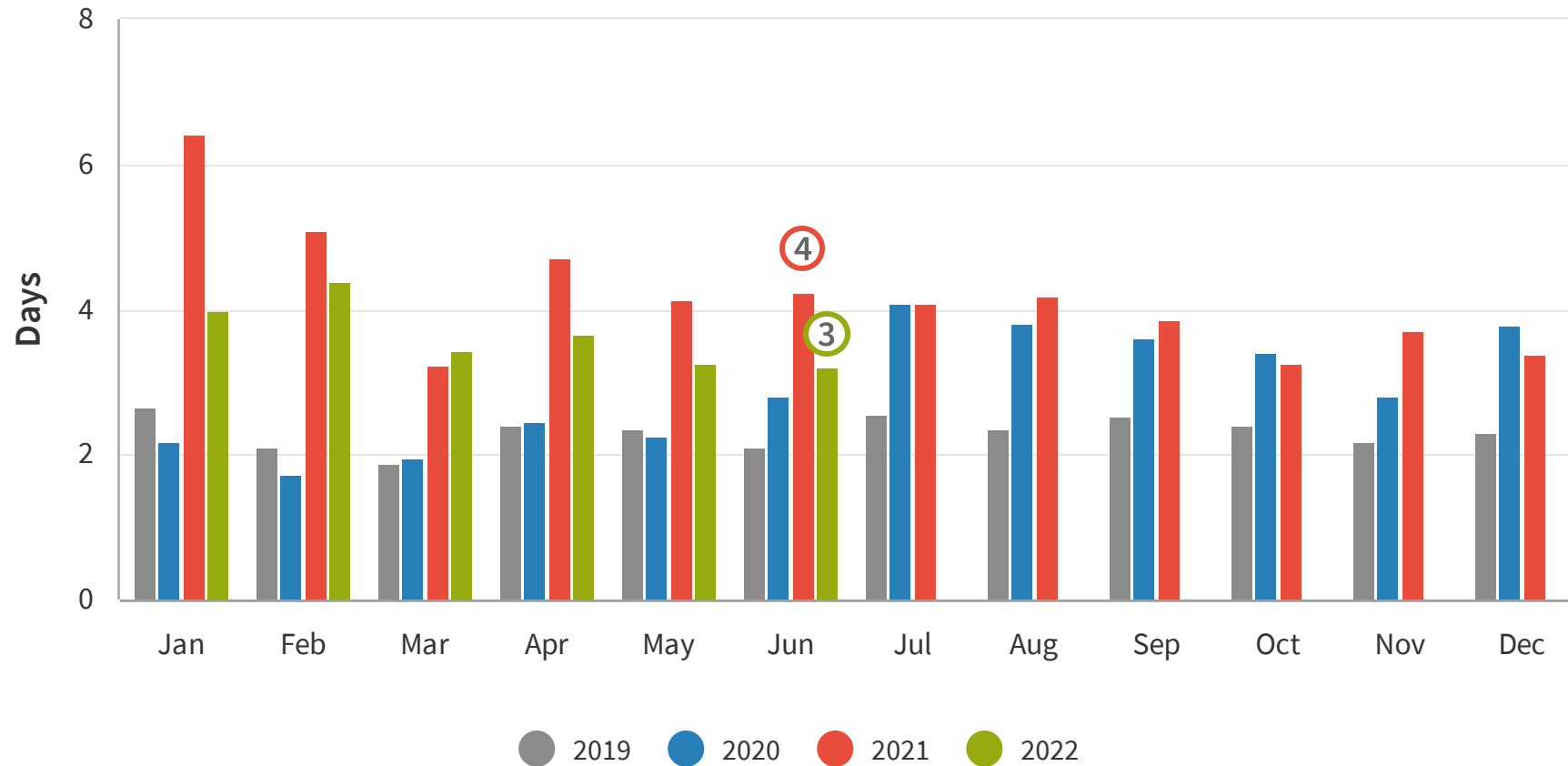
## INSIGHT

The average reservation window for June was 50 days, which is a 43% month on month increase and a 13% year on year increase.



# Length of Stay

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

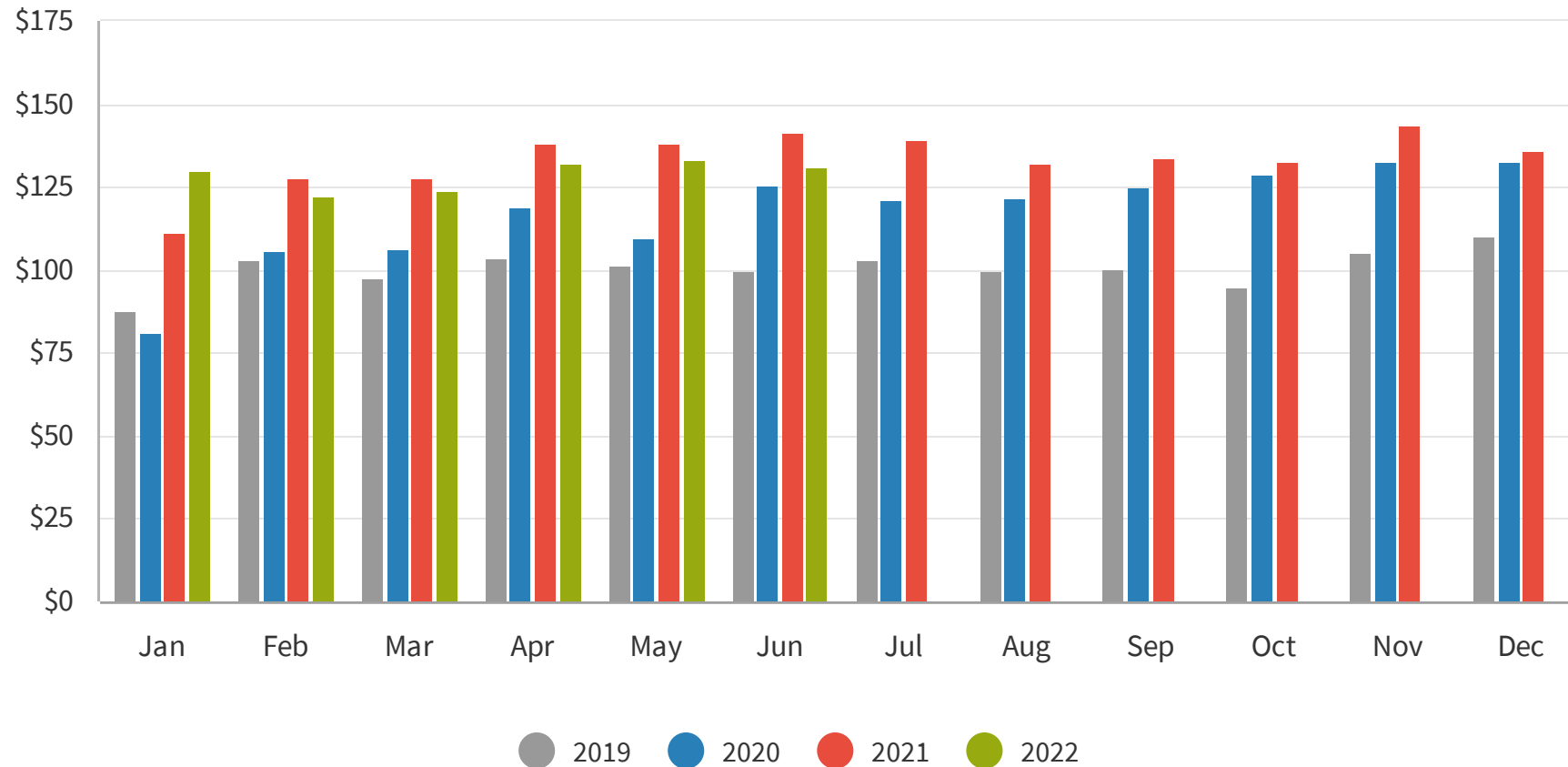


## INSIGHT

Length of Stay in June 2022 was 3.2 days which was a 21% decrease since June last year.

# Average Daily Rate

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

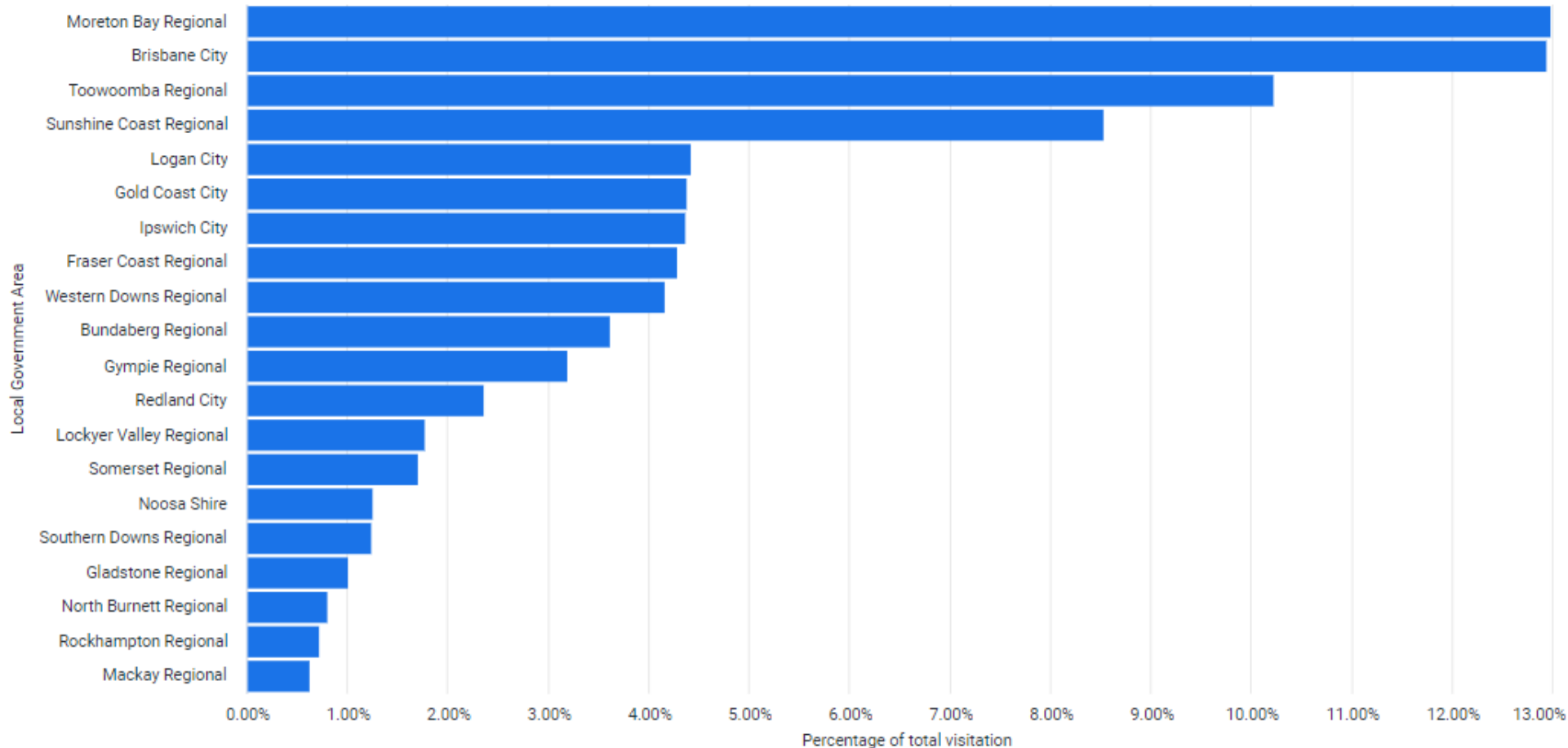


## INSIGHT

The average daily rate for June 2022 was \$131, 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.

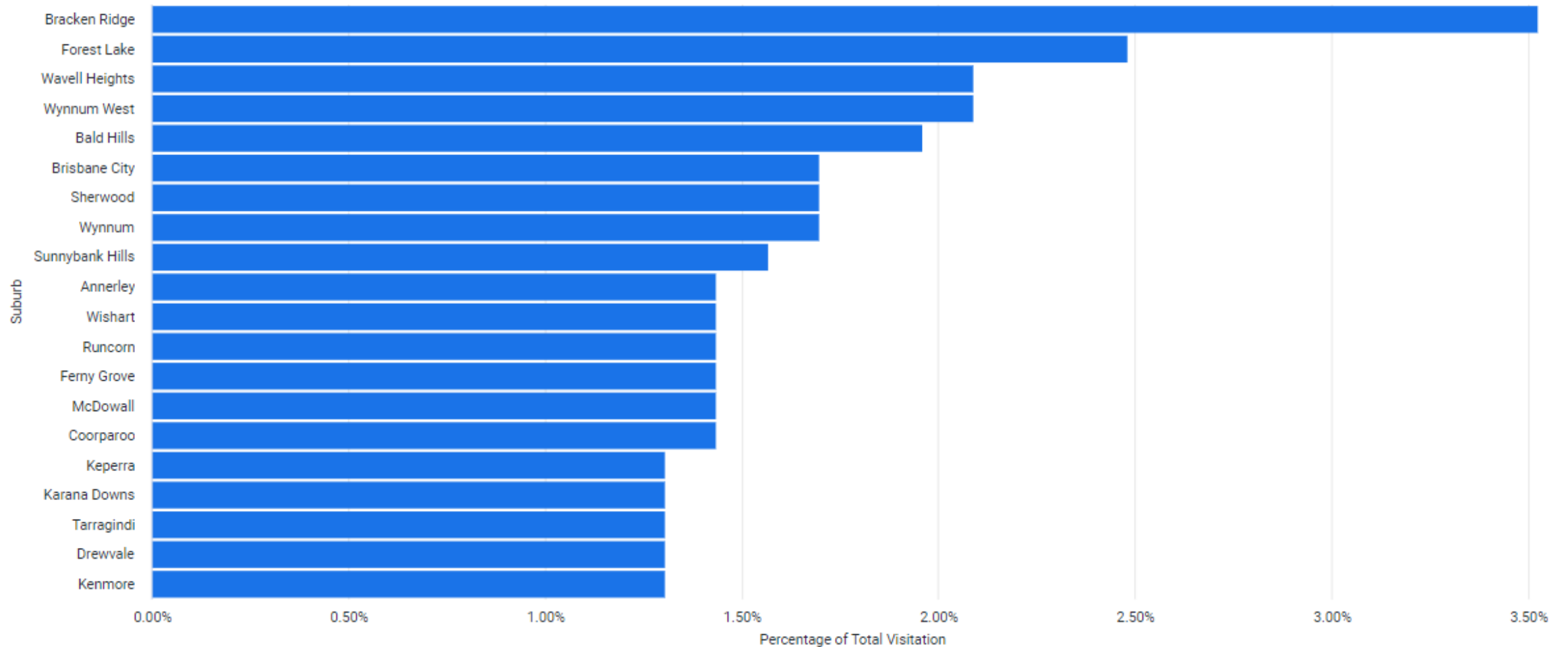


## INSIGHT

Moreton Bay topped visitation this month again at 12.99%, with Brisbane being a very close 2nd at 12.95%.

# Top Visitor Suburbs Brisbane

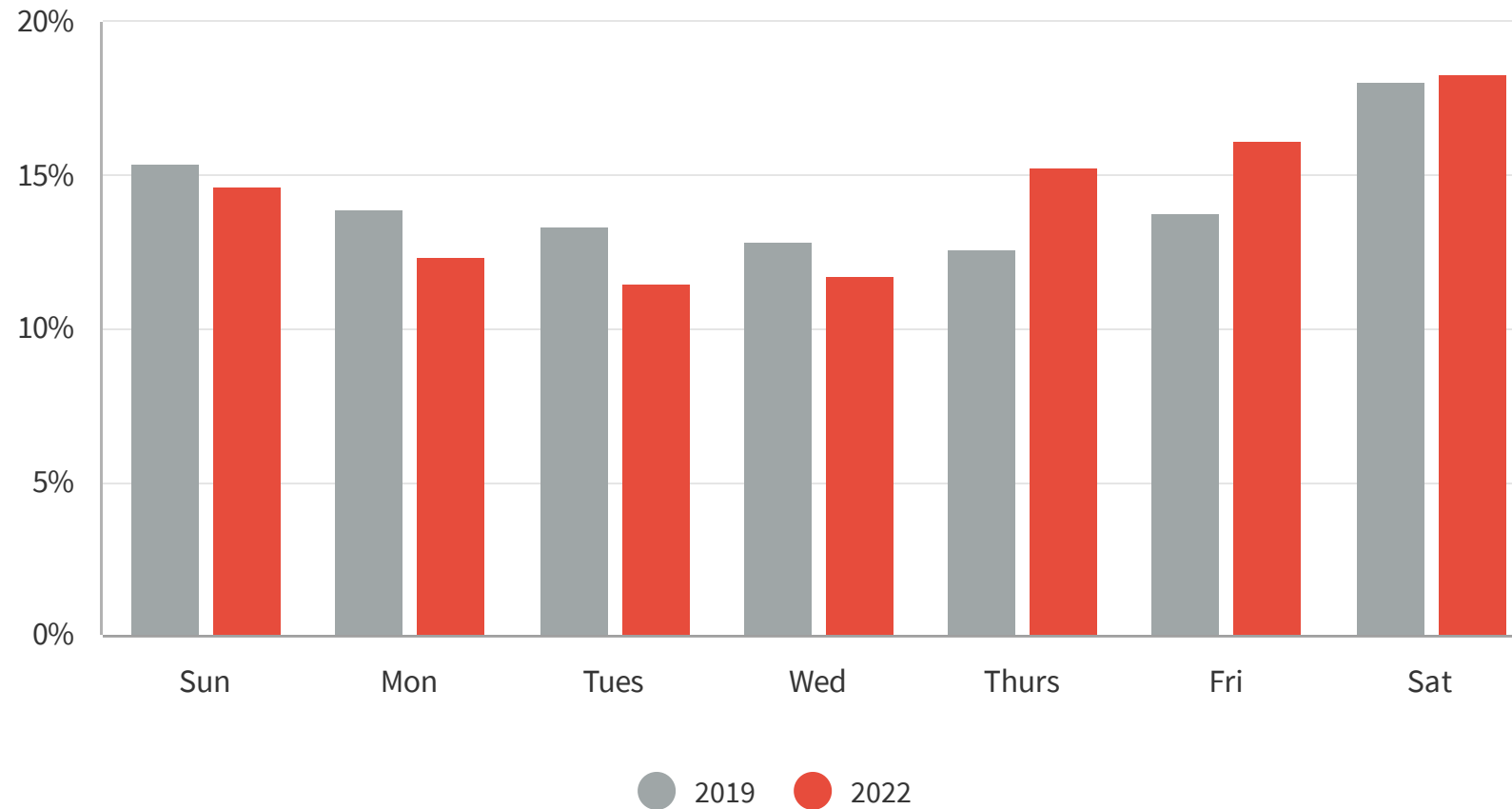
Top Visitor Segments show the segmentation of people who visited the most from Brisbane.





# 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.