



South Burnett Monthly Report

May 2022



Key Points from May 2022



South Burnett's average occupancy level for May 2022 was 55%, which is a decrease of 14% when compared to May 2021.



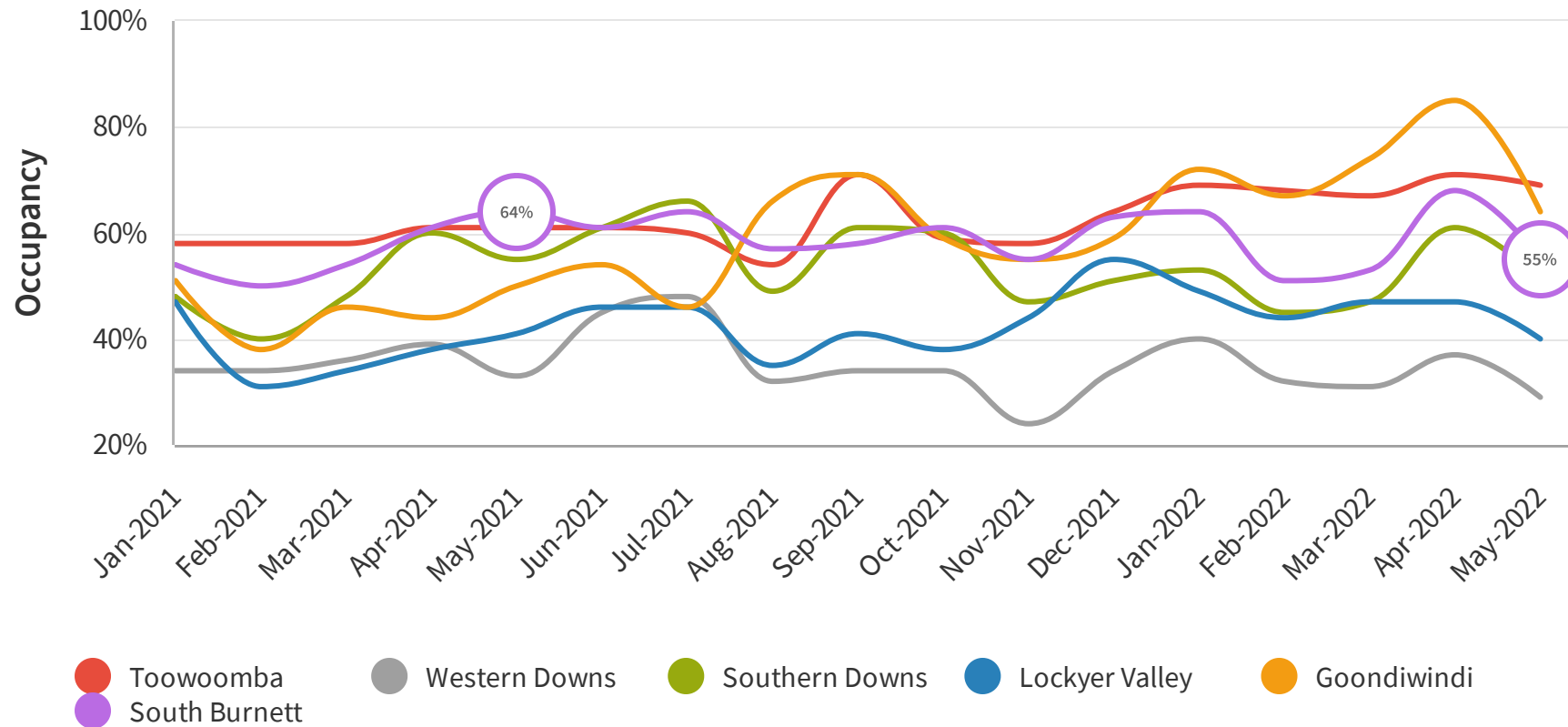
The average reservation window for May was 35 days, which is a 30% decrease since last month.



Moreton Bay topped visitation this month at 12.35%, with Brisbane falling to 2nd place at 11.87%.

Average Occupancy Rate

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

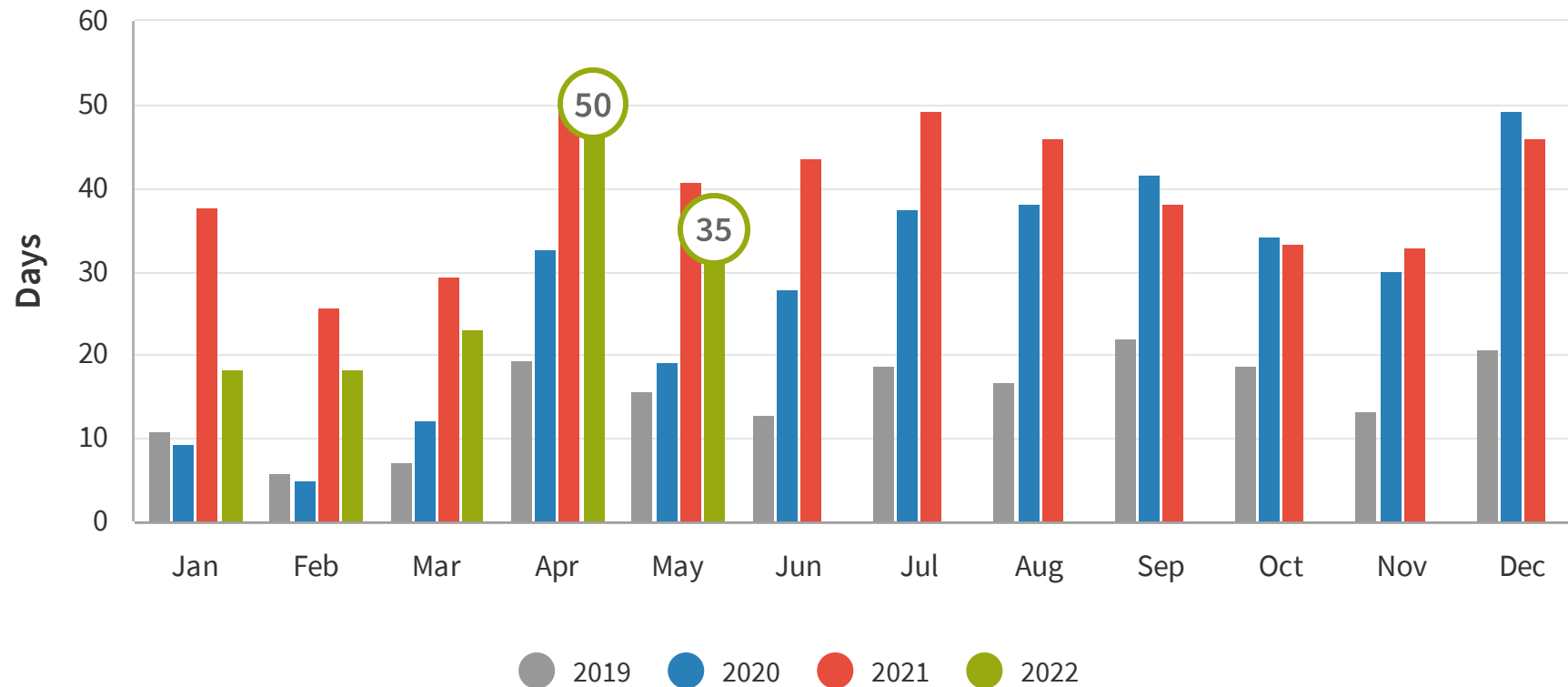


INSIGHT

South Burnett's average occupancy level for May 2022 was 55%, which is a decrease of 14% when compared to May 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.

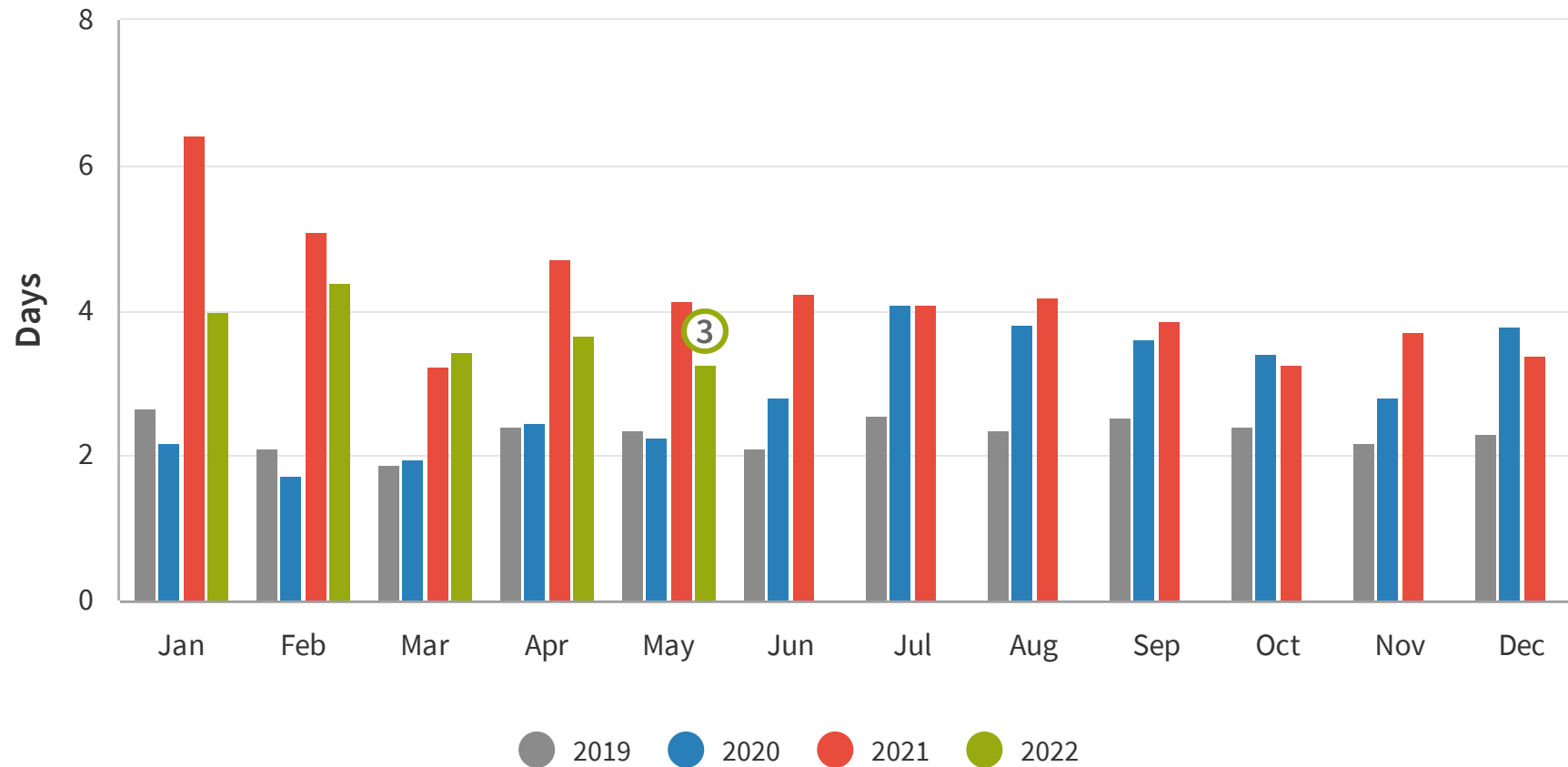


INSIGHT

The average reservation window for May was 35 days, which is a 30% decrease since last month. This large decrease was to be expected as it's experienced each year after the Easter holidays.

Length of Stay

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

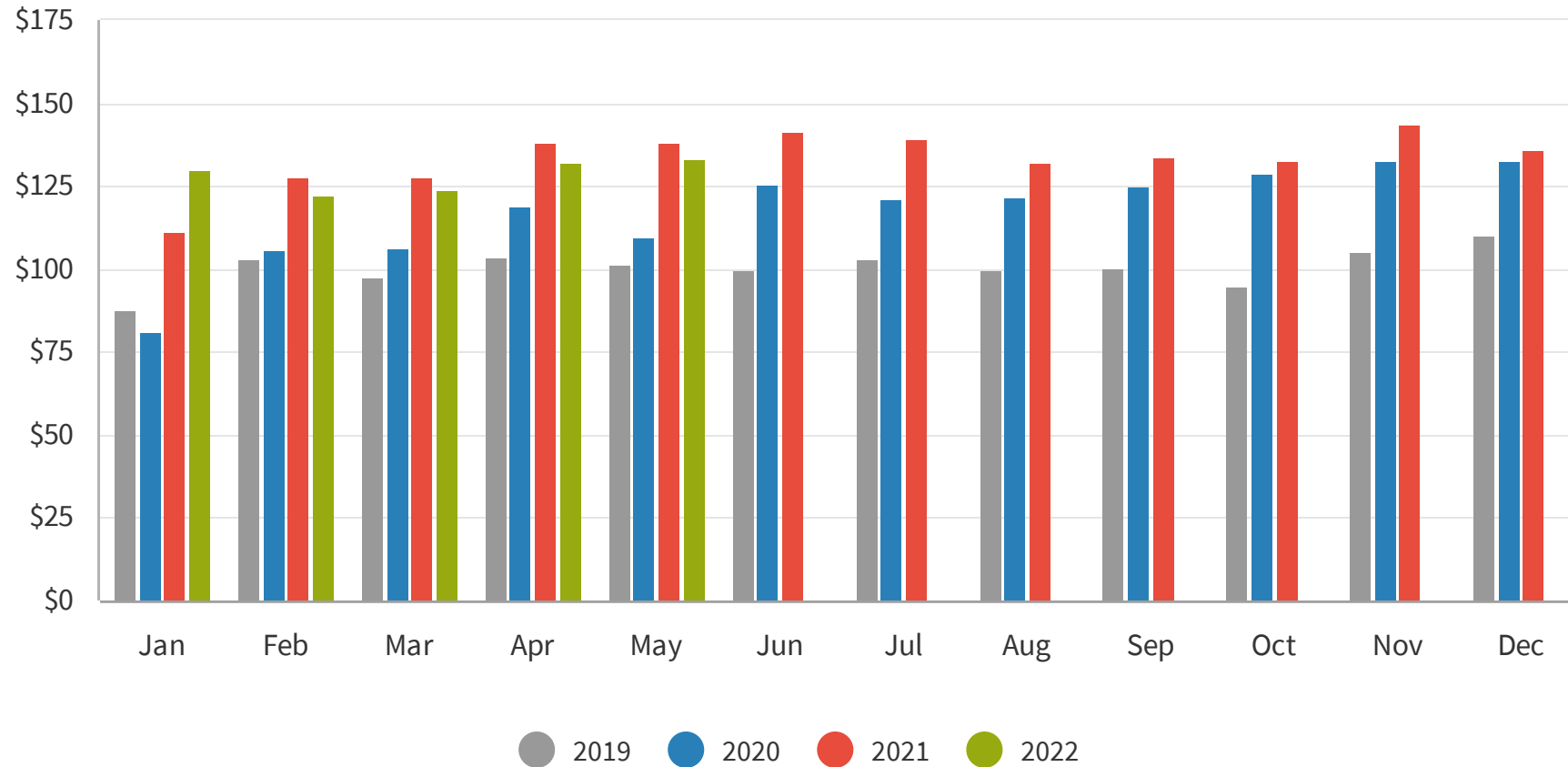


INSIGHT

Length of Stay in May 2022 was 3.25 days which was a 21% decrease since May last year.

Average Daily Rate

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

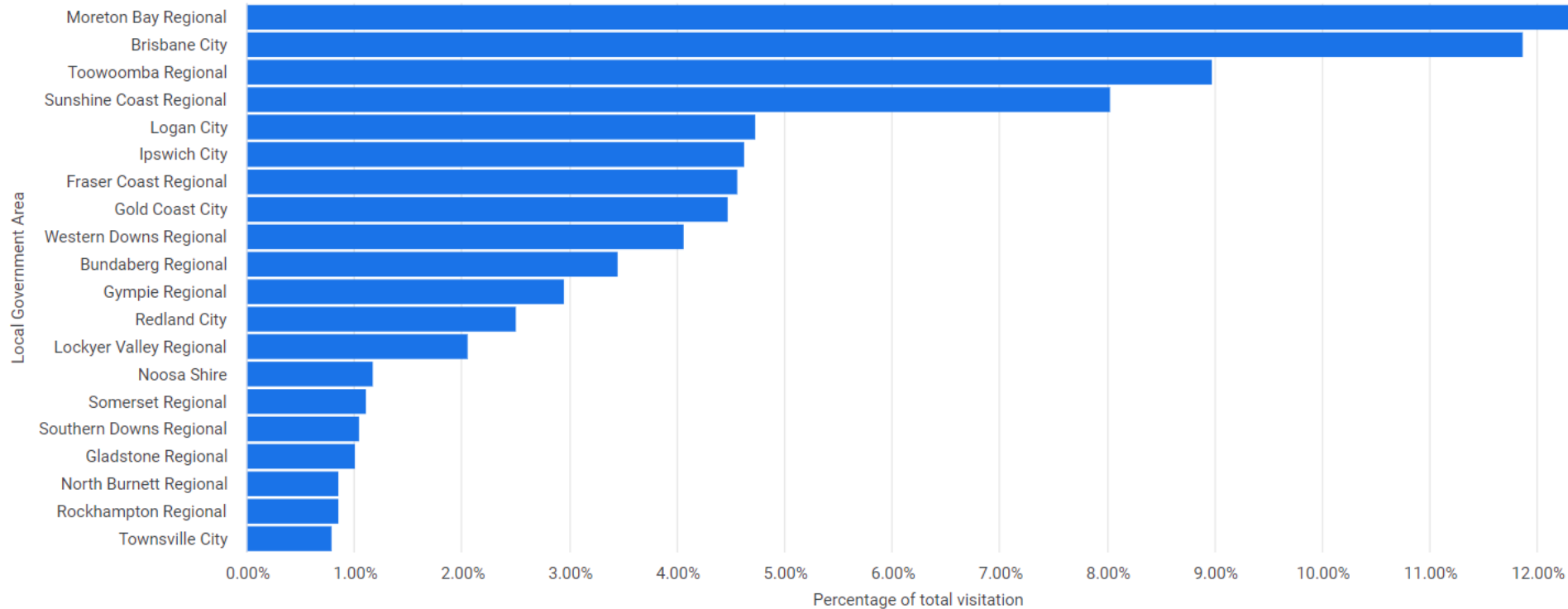


INSIGHT

The average daily rate for May 2022 was \$133, which is a decrease of 4% since last year.

Source Market

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

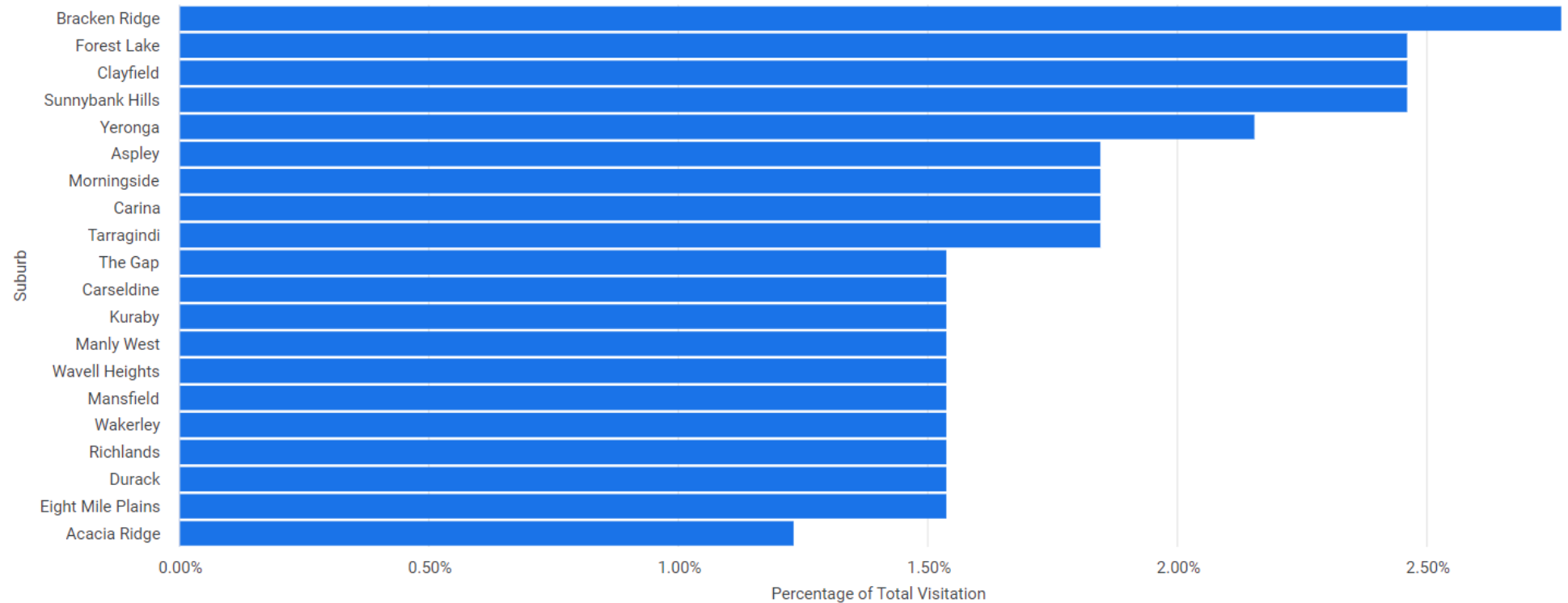


INSIGHT

Moreton Bay topped visitation this month at 12.35%, with Brisbane falling to 2nd place at 11.87%.

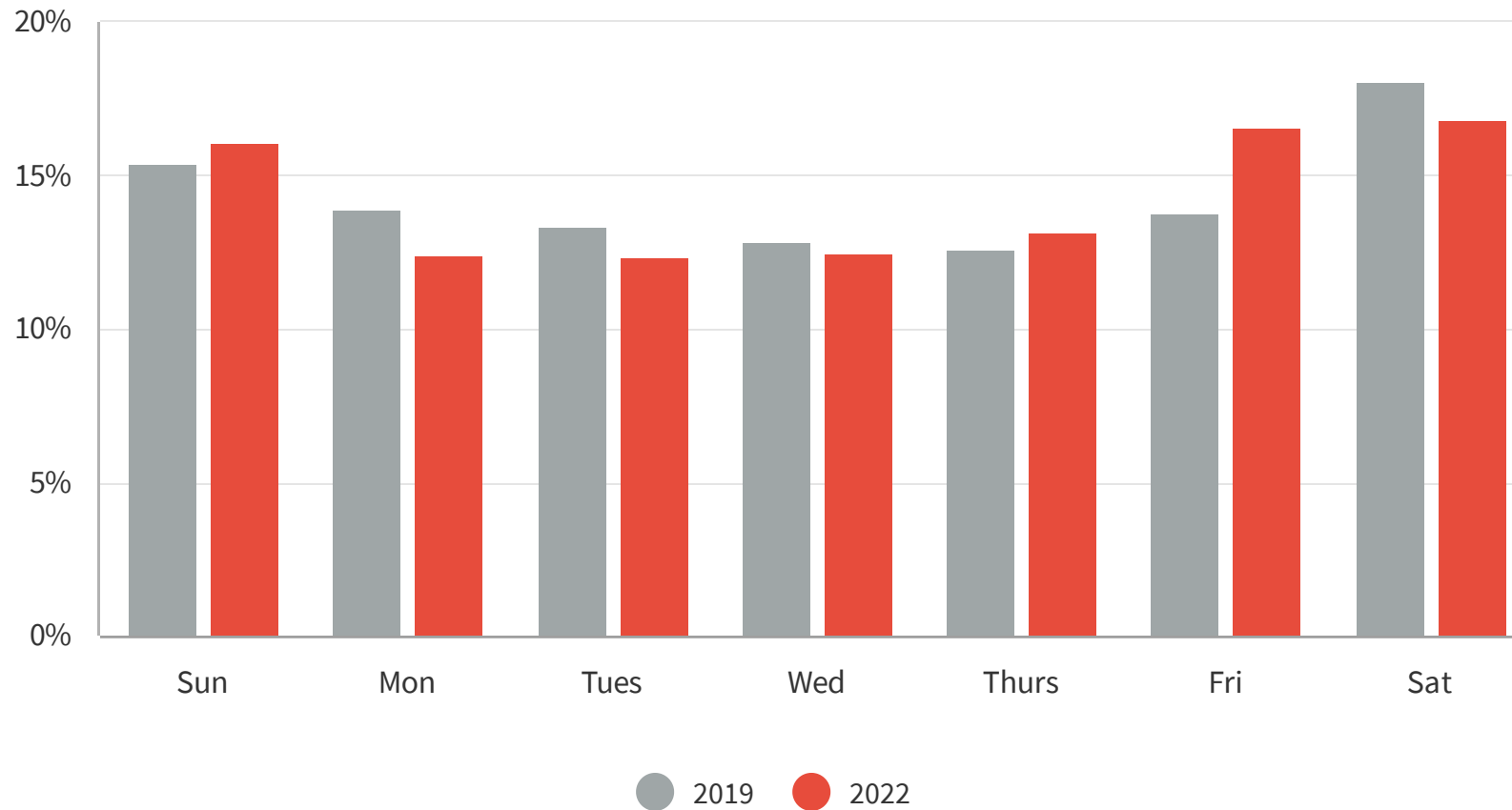
Top Visitor Suburbs Brisbane

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.