

Southern Downs Monthly Report

December 2021

Key Points from December 2021



Southern Downs average occupancy level for December was 51%, which was a increase of 9% since last month.



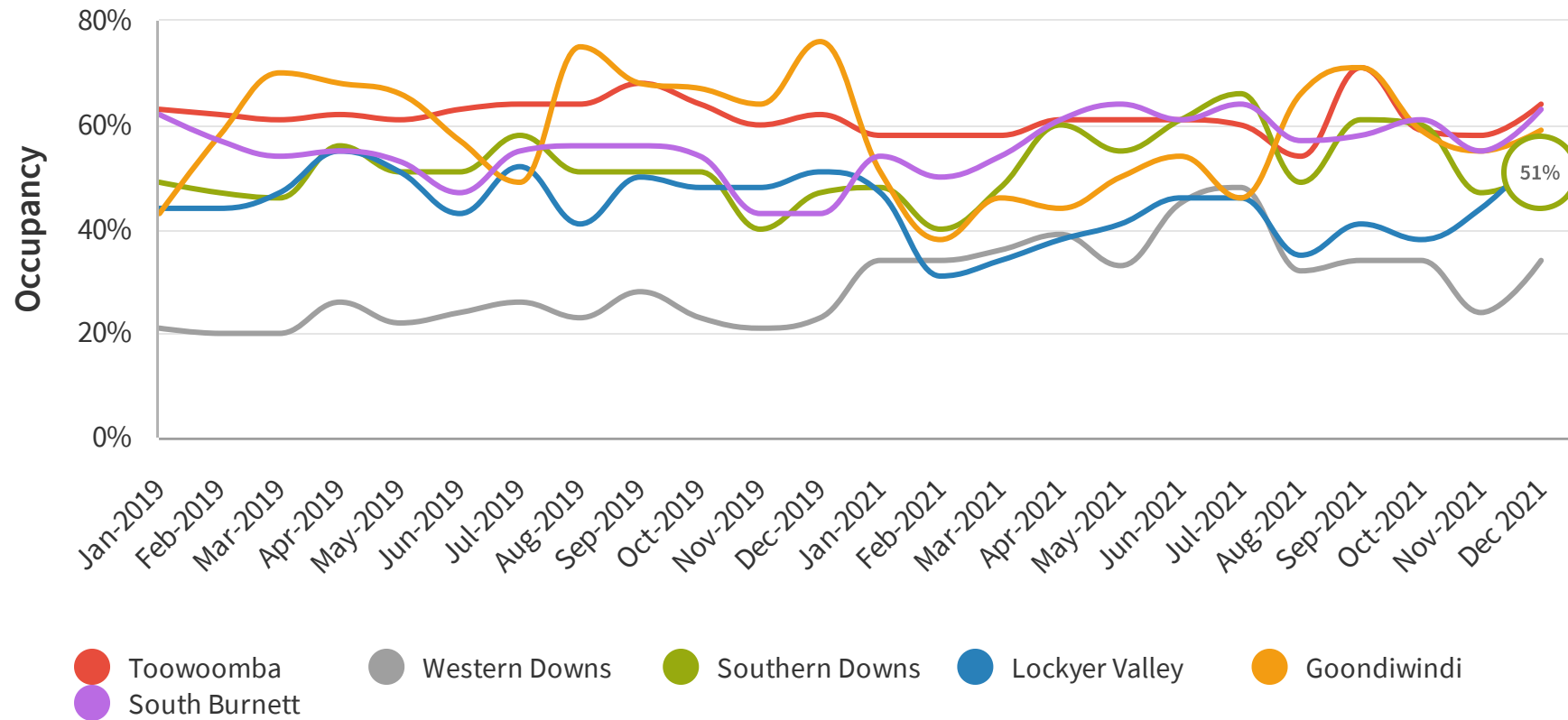
The reservation window for December was 48 days and had a small increase of 9% since last month. The reservation window for 2021 performed very well in comparison to previous years.



The most popular day to visit in December 2021 was Friday at 17.08% of visitation.

Average Occupancy Rate

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

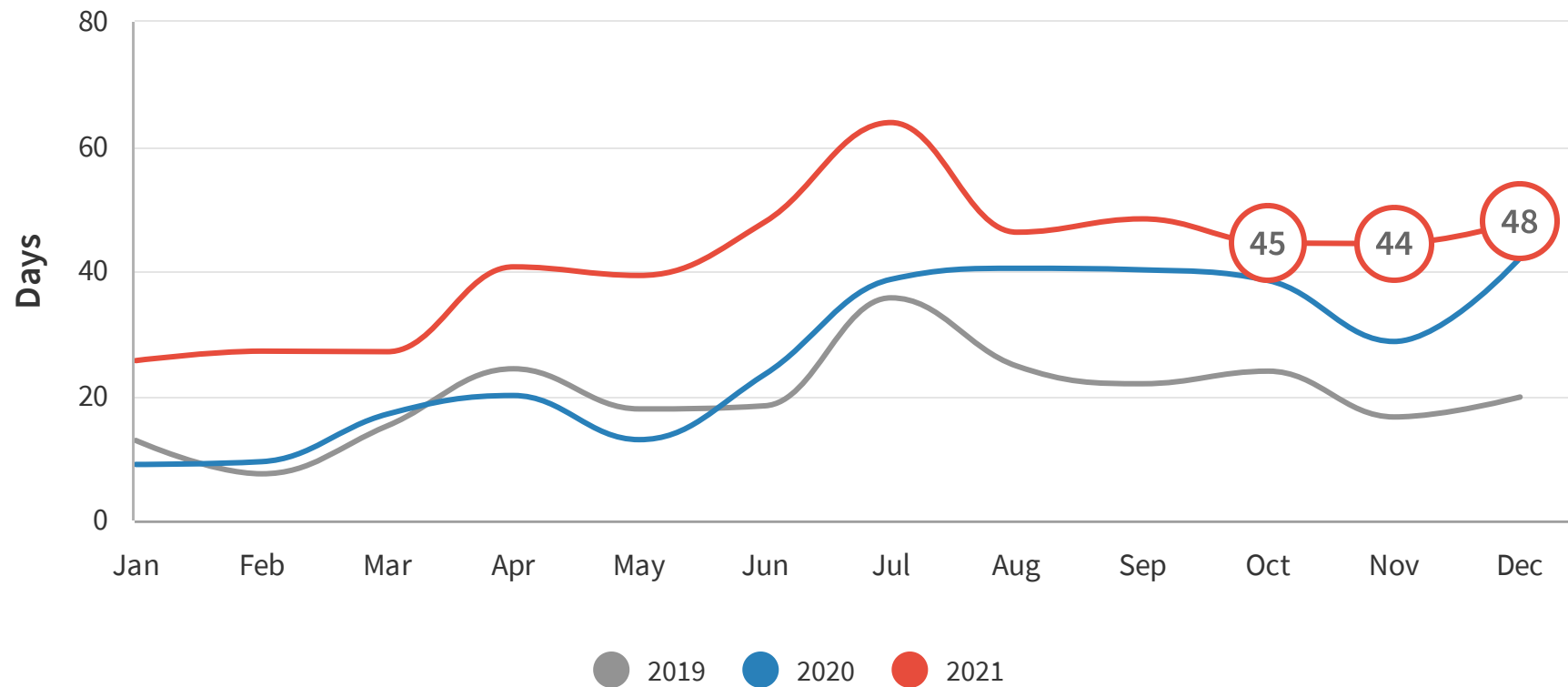


INSIGHT

Southern Downs average occupancy level for December was 51%, which was a increase of 9% 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.

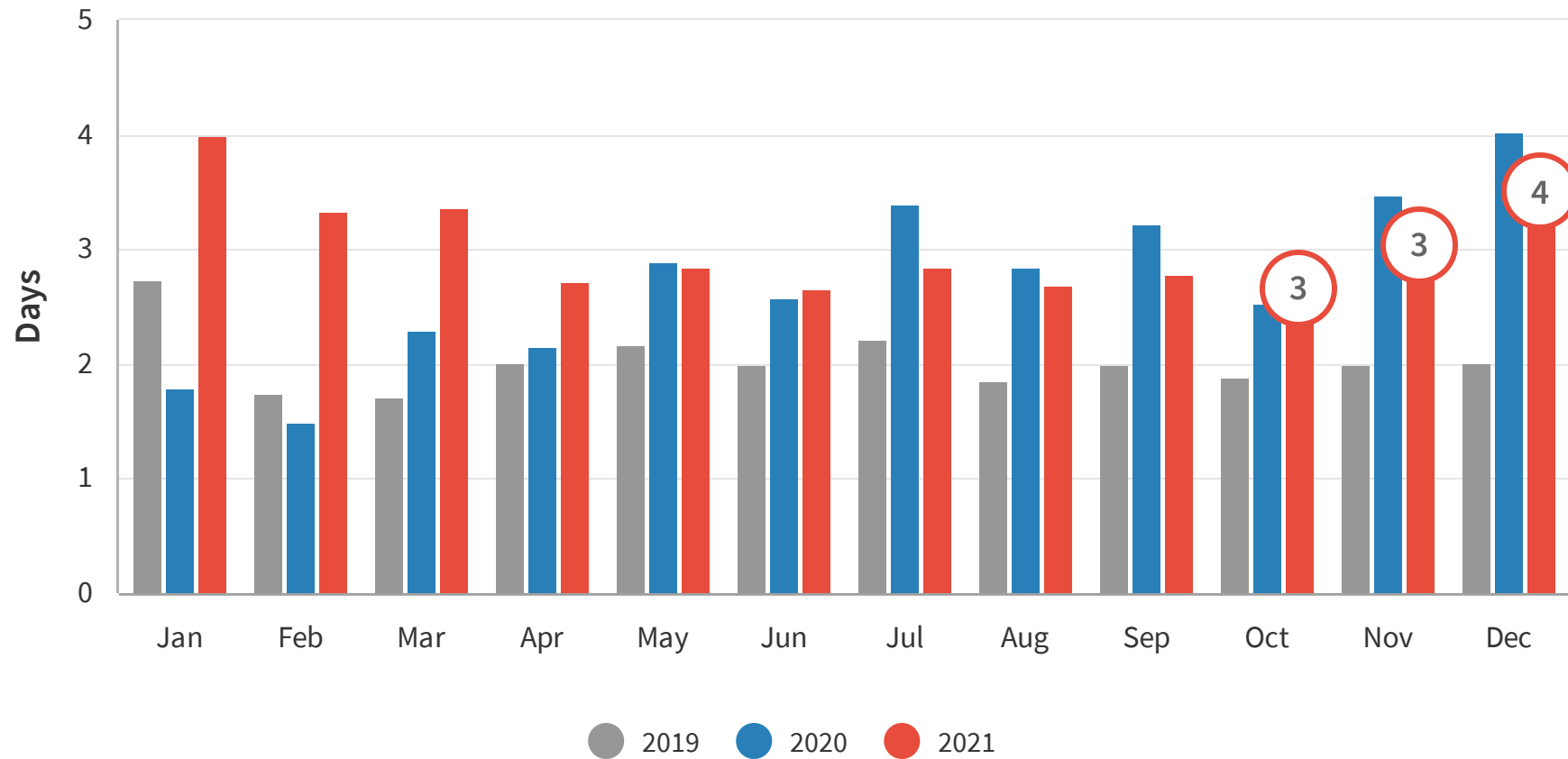


INSIGHT

The reservation window for December was 48 days and had a small increase of 9% since last month. The reservation window for 2021 performed very well in comparison to previous years.

Length of Stay

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

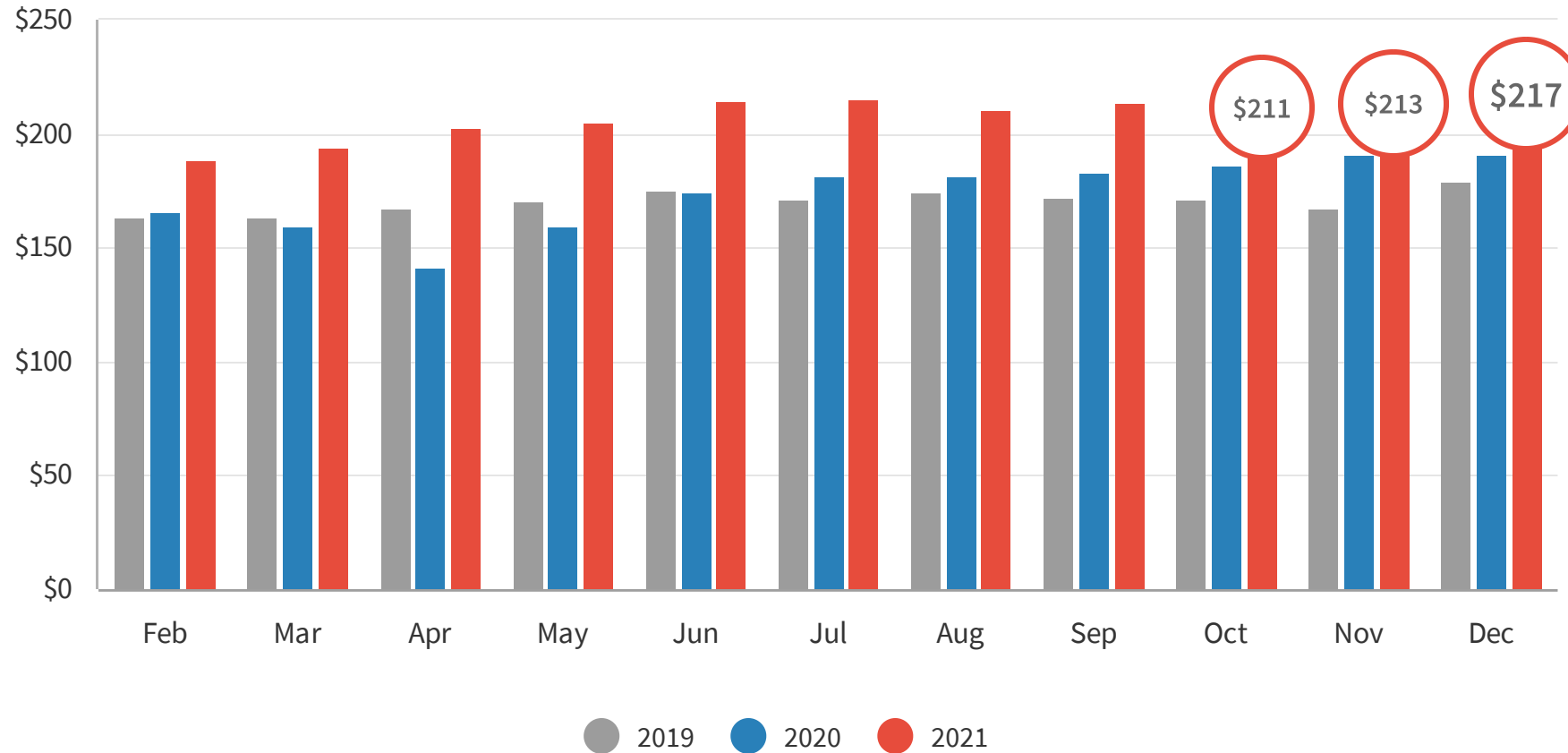


INSIGHT

Length of Stay in December 2021 was 4 days, which is a 33% increase since November.

Average Daily Rate

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

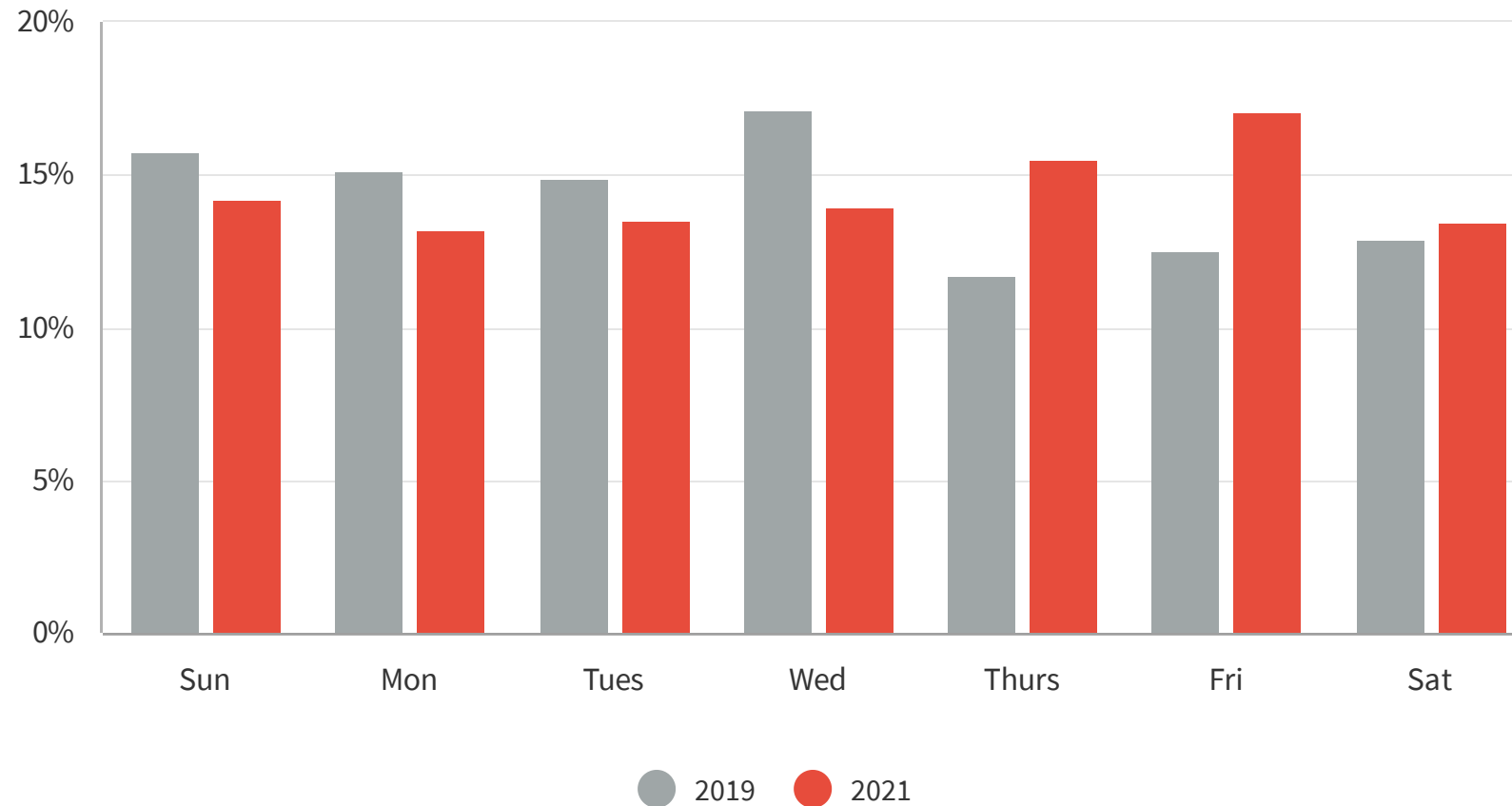


INSIGHT

The ADR for December was \$217 and has maintained a very similar level since the beginning of 2021.

Day of the Week

These graphs visualise which days of the week people are visiting the most for the month.

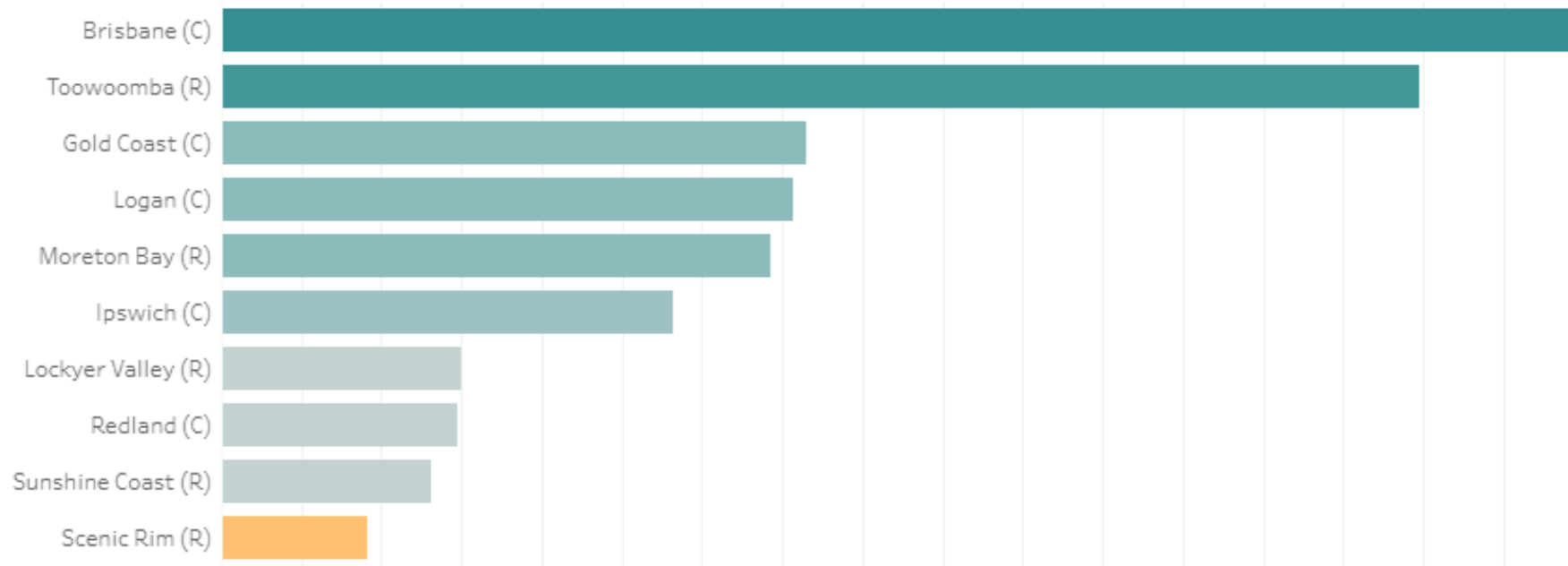


INSIGHT

The most popular day to visit in December 2021 was Friday at 17.08% of visitation.

Source Market

The source market demonstrates which LGA visitors are travelling from, by checking device area data. Focusing on the top 10 for the month.

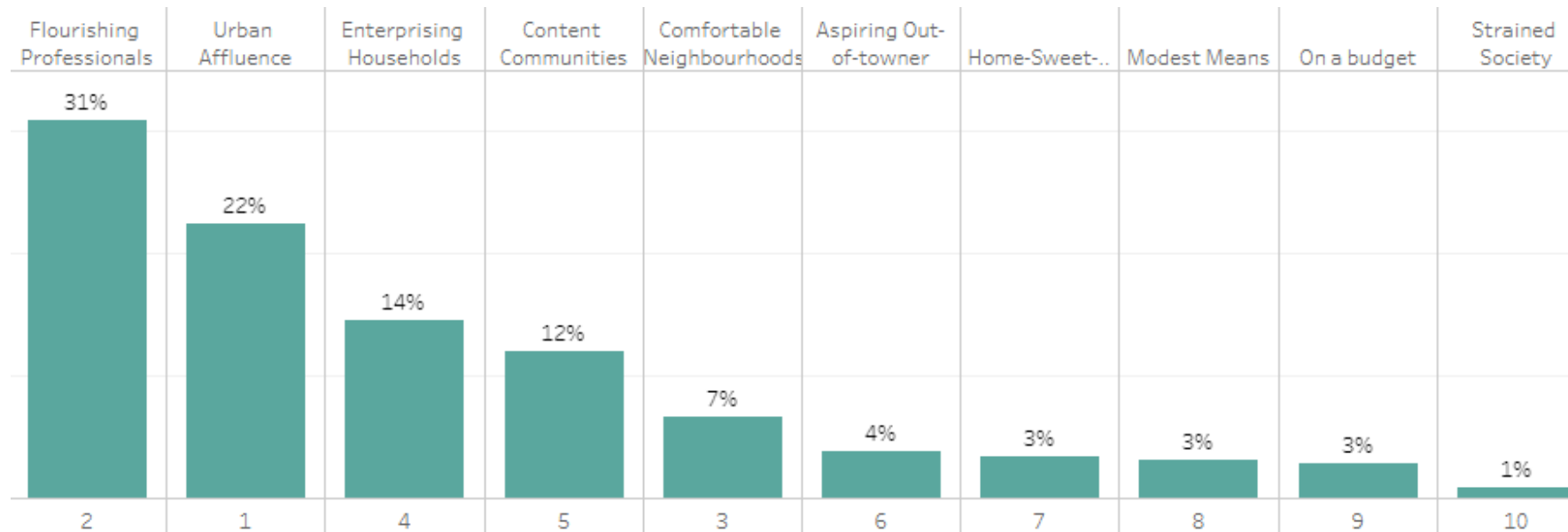


INSIGHT

The top 5 LGAs make up over 52% of all visitation to Southern Downs with Brisbane topping the visitation with 17% of all visitation.

Top Visitor Segments - Brisbane

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



INSIGHT

The top two visitors of Southern Downs from Brisbane in the month of December were the two wealthiest segments, contributing to 53%.

Brisbane was the focus for this analysis as they have the highest propensity to stay overnight.

Top Visitor Suburbs Brisbane

This graph shows the top suburbs that visited the region from Brisbane.

