

# Southern Downs Monthly Report

July 2021

# Key Points from July 2021



The average Reservation Window has seen some consistent growth in 2021. This growth has continued into July with a reservation window of 64 days, which is a increase of 64% since May 2021.



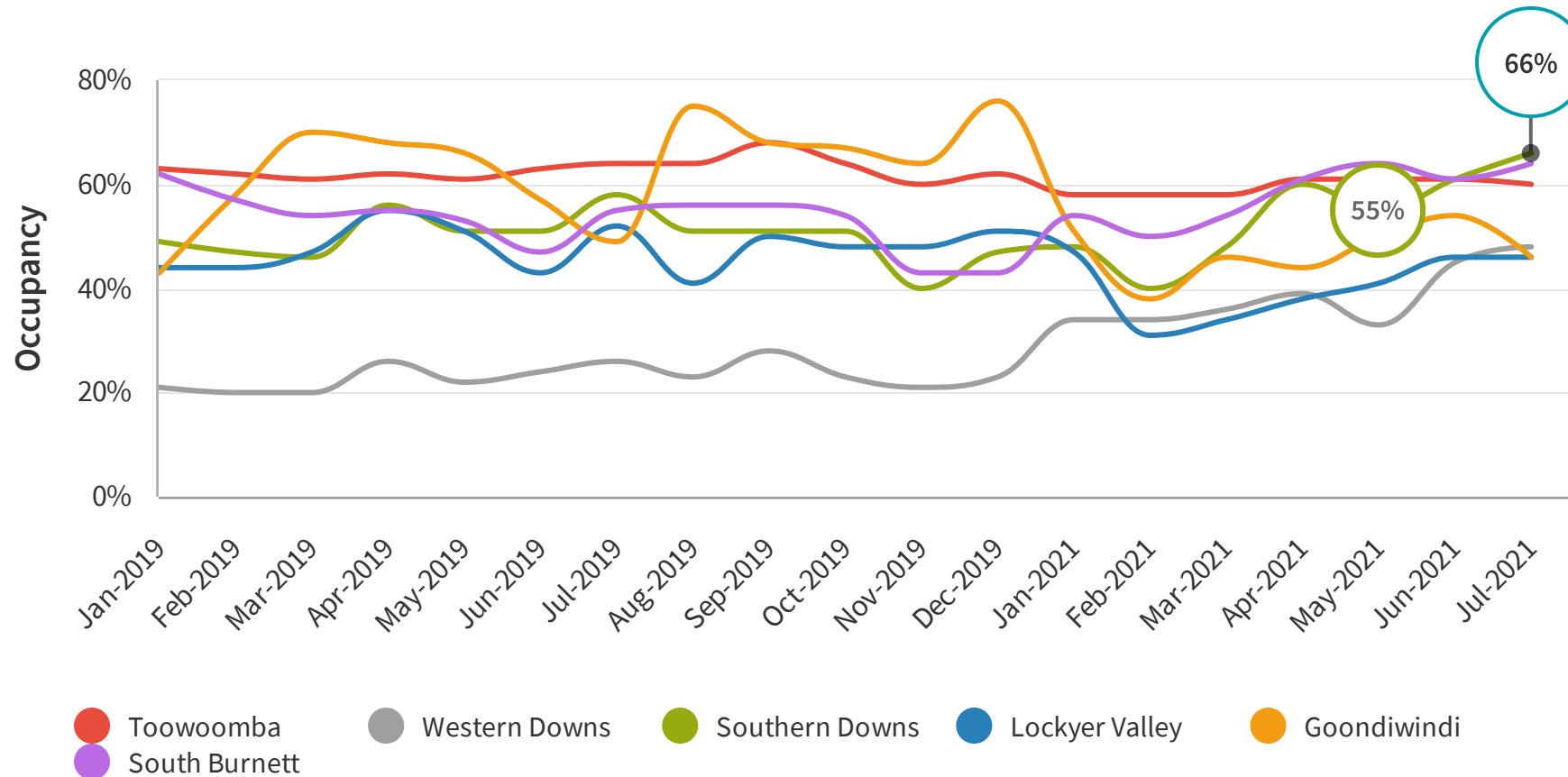
Southern Down's Occupancy level for July was 66% and has an increase of 20% over the past 3 months.



July 2021 has had a ADR of \$215 which is a 25% increase when compared to 2019. An increase in ADR means that people are willing to pay for more accommodation which is a great result.

# Average Occupancy Rate

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

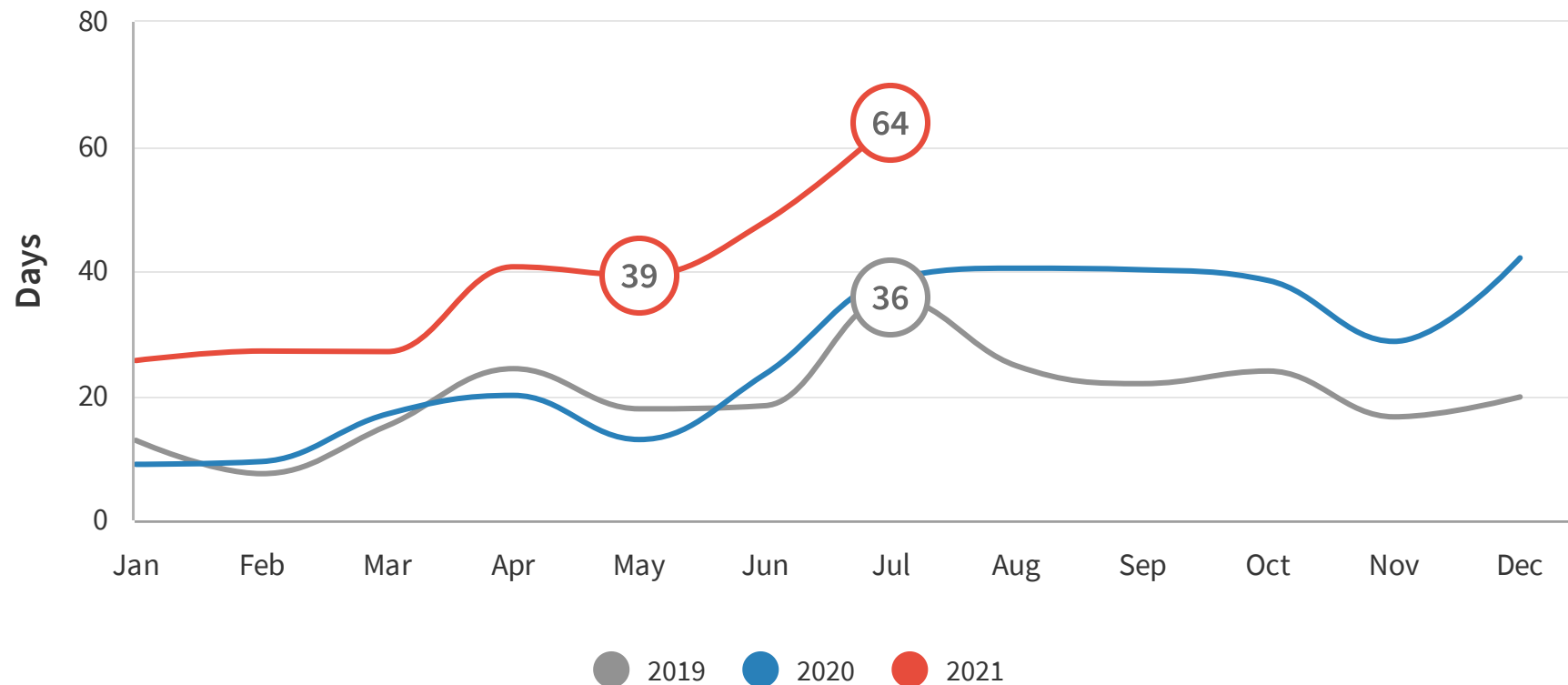


## INSIGHT

Southern Down's Occupancy level for July was 66% and has an increase of 20% over the past 3 months. Southern Down's also had the highest level of occupancy when compared to all of the SQC regions.

# 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.

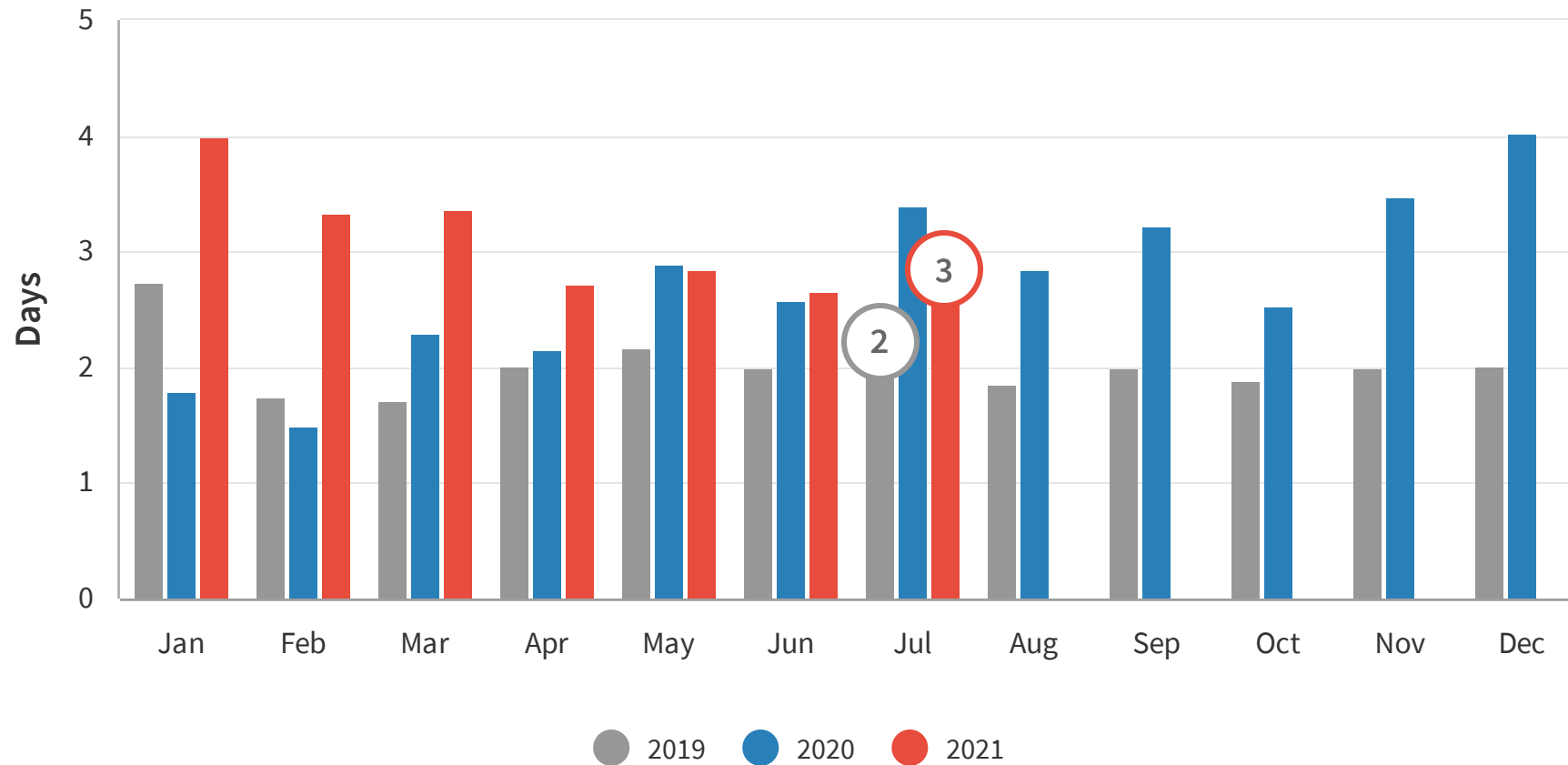


## INSIGHT

The average Reservation Window has seen some consistent growth in 2021. This growth has continued into July with a reservation window of 64 days, which is a increase of 64% since May 2021.

# Length of Stay

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

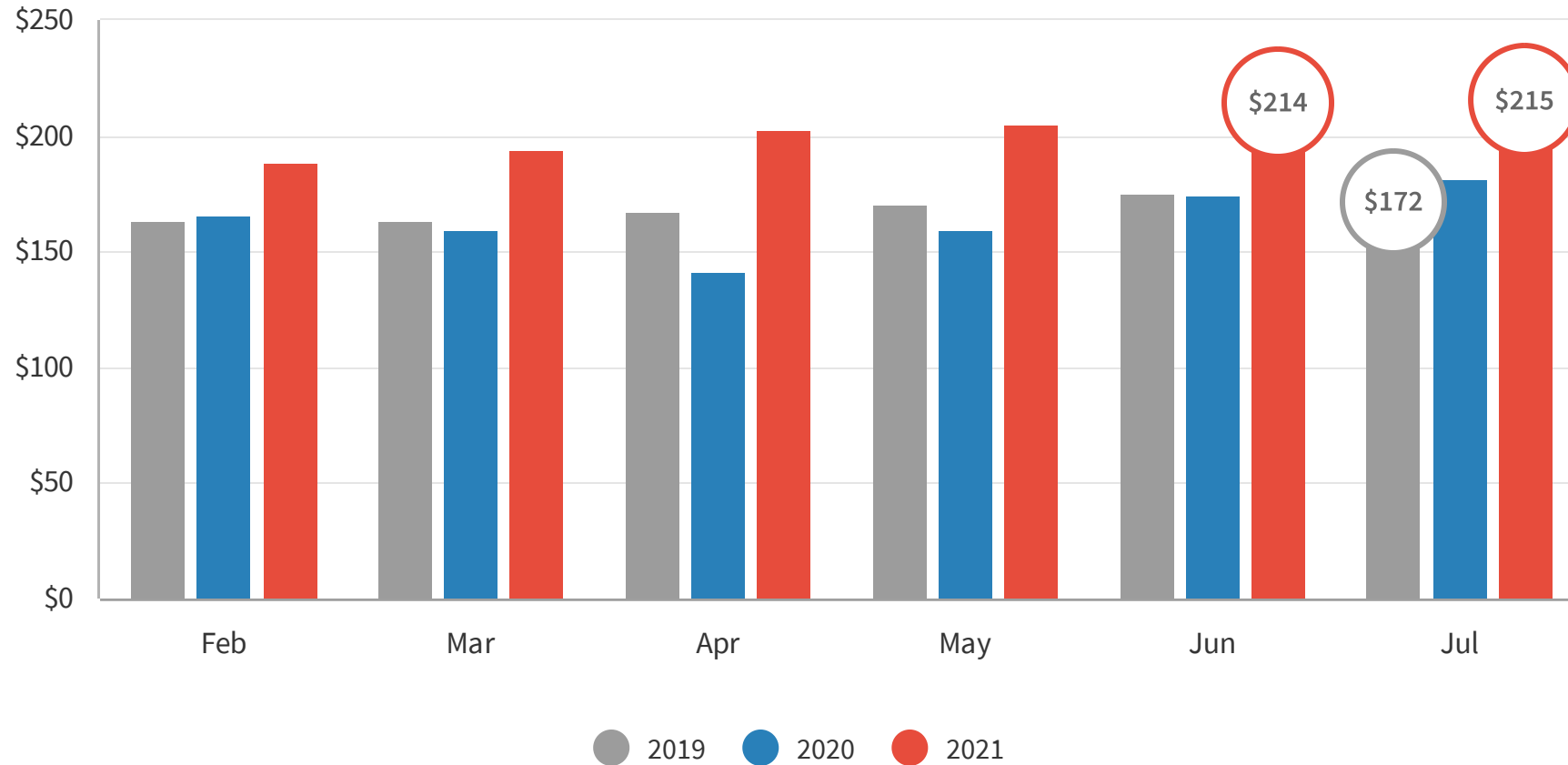


## INSIGHT

Length of Stay in July 2021 was 3 days and has had an increase of 50% when compared to July 2019. Length of stay has been slowly declining since the beginning of the year, but when compared to 2019 it is still in a positive state.

# Average Daily Rate

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



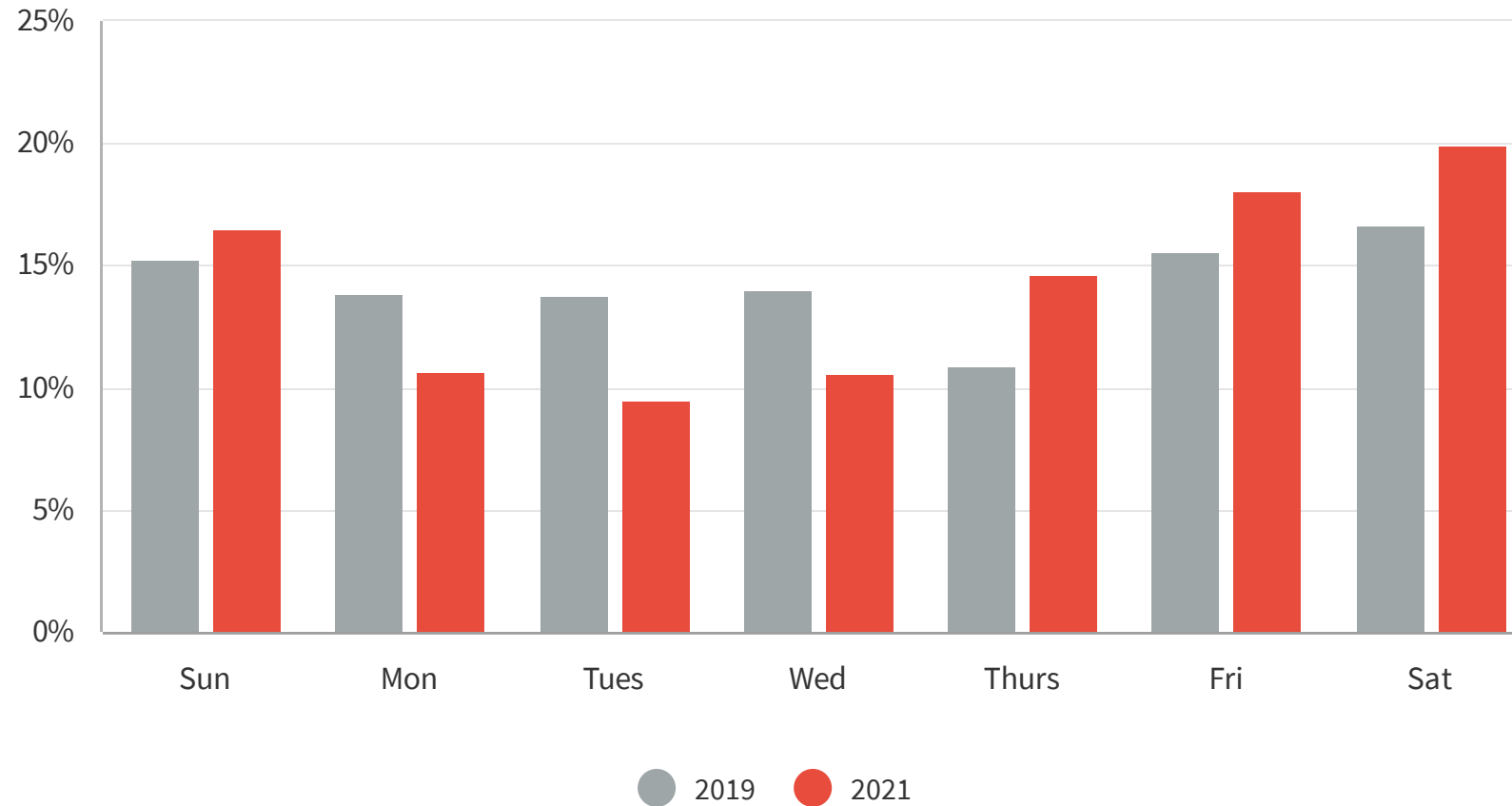
## 25%

INSIGHT

Previous years show a consistent level in the Average Daily Rate, however 2021 has presented some large consistent growth. July 2021 has had a ADR of \$215 which is a 25% increase when compared to 2019. An increase in ADR means that people are willing to pay for more accommodation which is a great result.

# Day of the Week

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

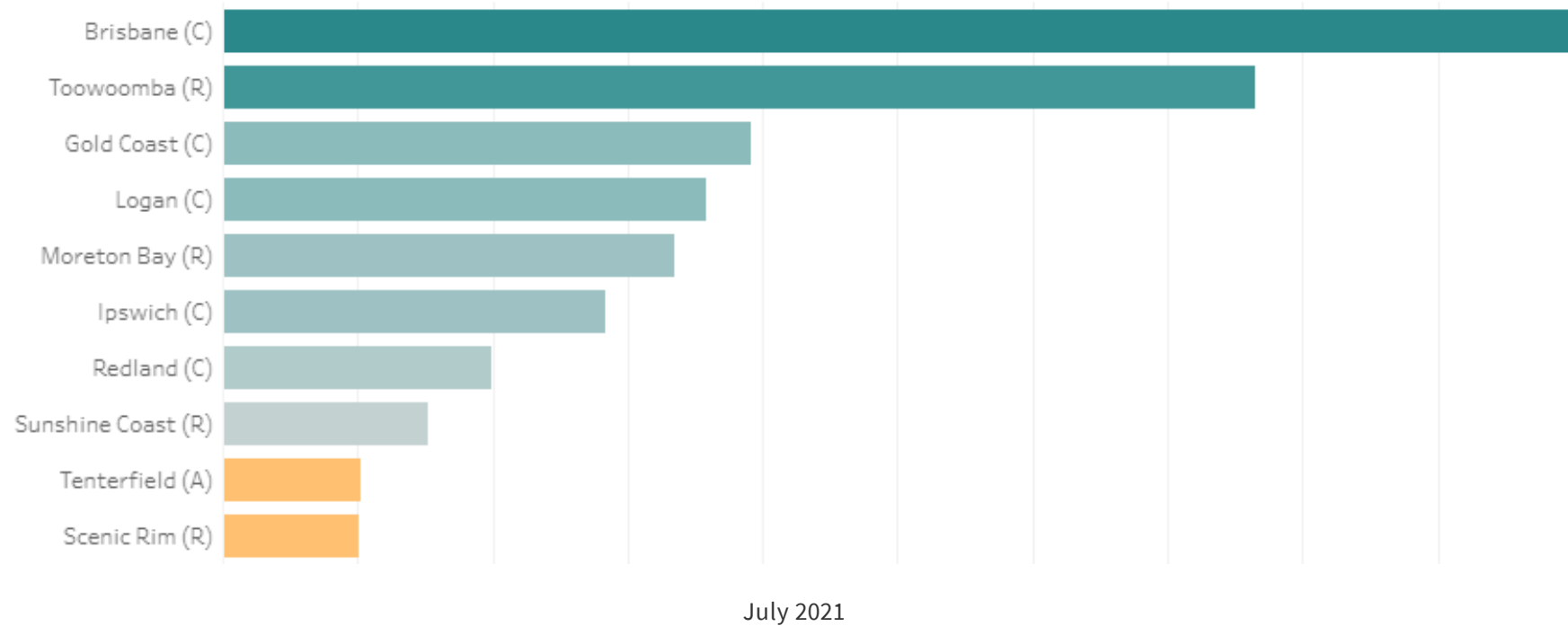


## INSIGHT

The most popular day to visit in July 2021 was Saturday at 19.95% 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.



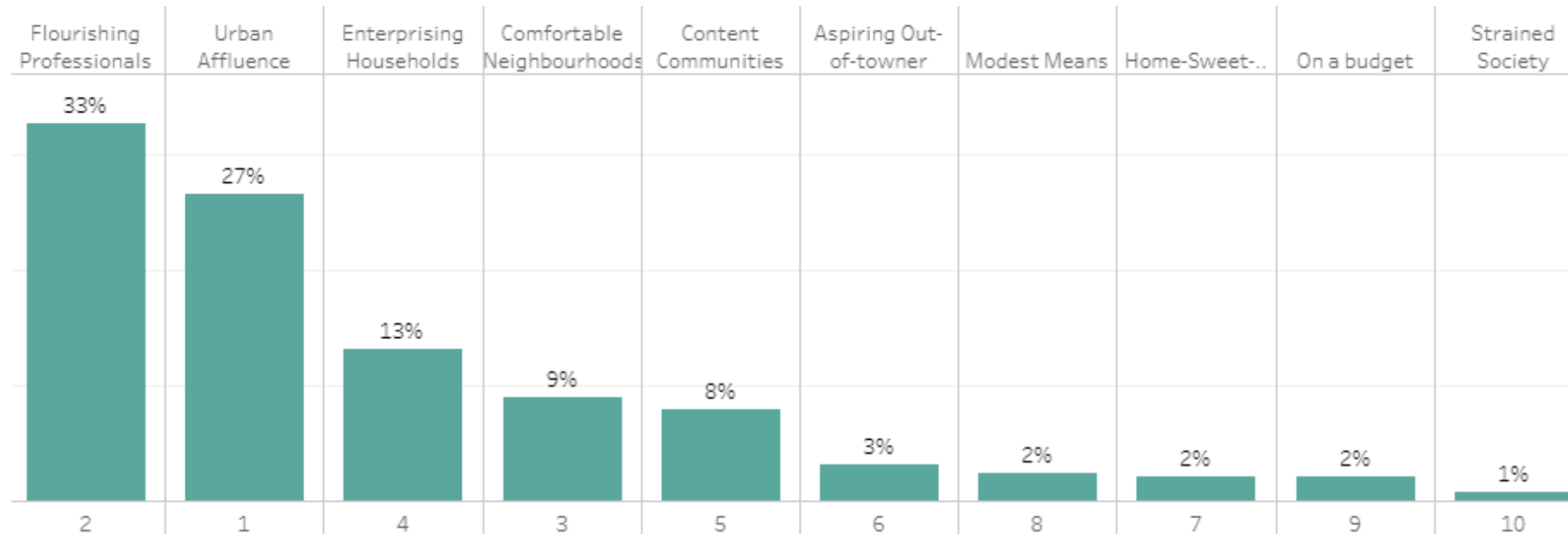
## INSIGHT

The LGA's with the most amount of devices seen within the Southern Downs region in June 2021 were Brisbane with 20.15% of the total devices seen, Toowoomba with 15.29% and Gold Coast with 7.82%.



# Top Visitor Segments - Brisbane

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



Visitor Segmentation from Brisbane - July 2021



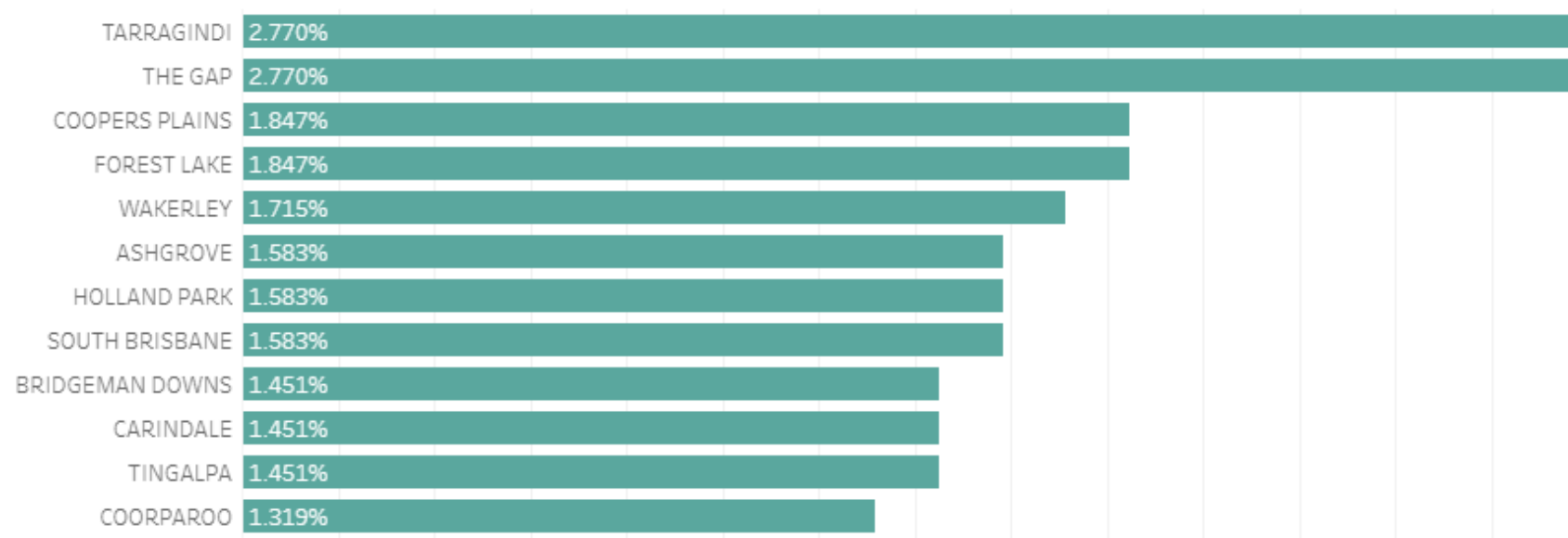
## INSIGHT

The top two visitors of Southern Downs from Brisbane in the month of June were the two wealthiest segments, contributing to 60%.

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.



Visitor Suburbs from Brisbane - July 2021



## INSIGHT

The top four suburbs that visited in July were Tarragindi, The Gap, Coopers Plains and Forest Lake contributing to 9% of total visitation to the region. There was no major stand out and remained quite even amongst all suburbs.