

Southern Downs Monthly Report

June 2021

Key Points from June 2021



Southern Downs Occupancy level for June was 61%, and has had a 20% increase when compared to June 2019.



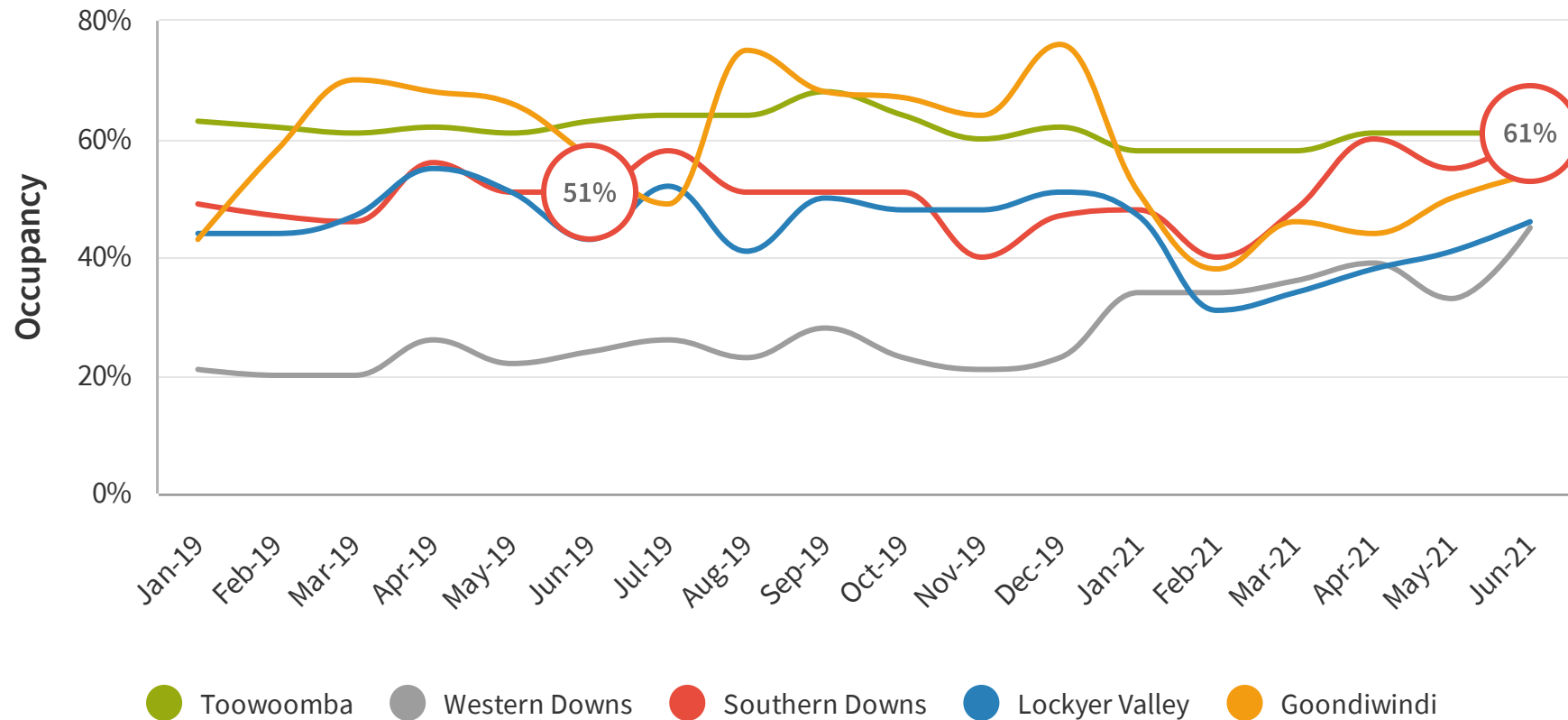
Length of Stay in June 2021 was 3 days and has had an increase of 3% since 2019.



June 2021 has had a ADR of \$214 which is a 22% increase when compared to 2019.

Average Occupancy Rate

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

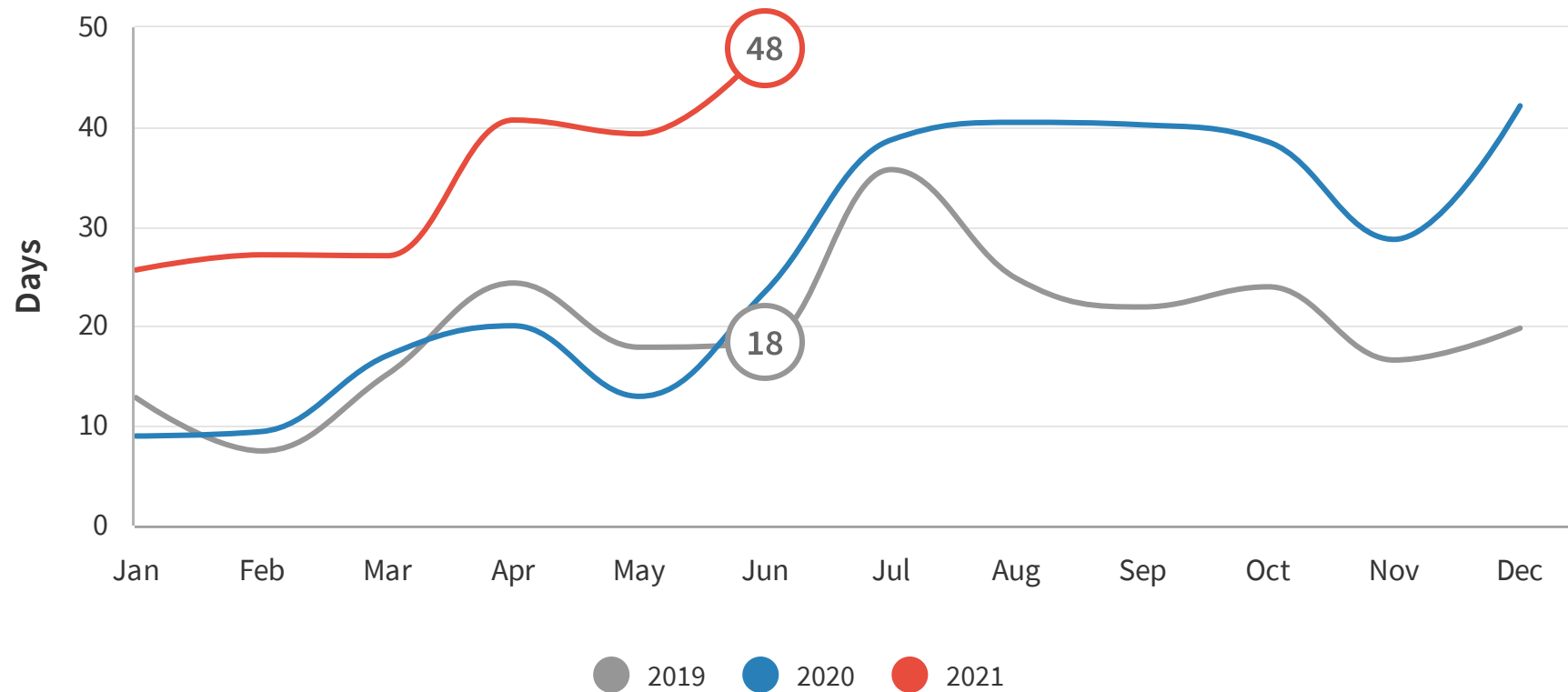


INSIGHT

Southern Downs Occupancy level for June was 61%, and has had a 20% increase when compared to June 2019. Southern Downs and Toowoomba are currently leading the SQC LGA's in Occupancy levels.

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.

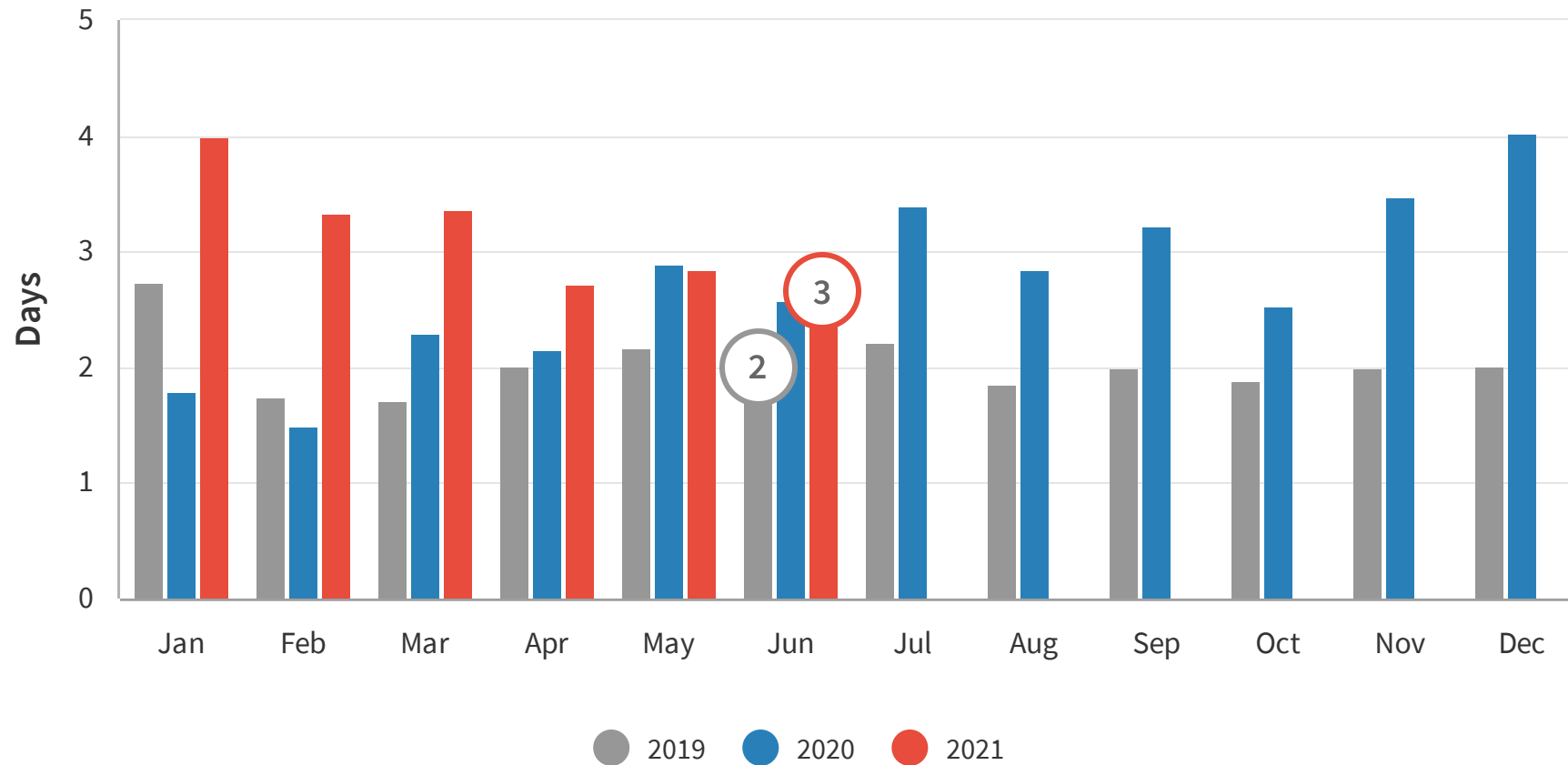


INSIGHT

The average Reservation Window has seen some really healthy growth into 2021. This growth has continued into June with a reservation window of 48 days, which is an increase of 166% when comparing to 2019.

Length of Stay

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

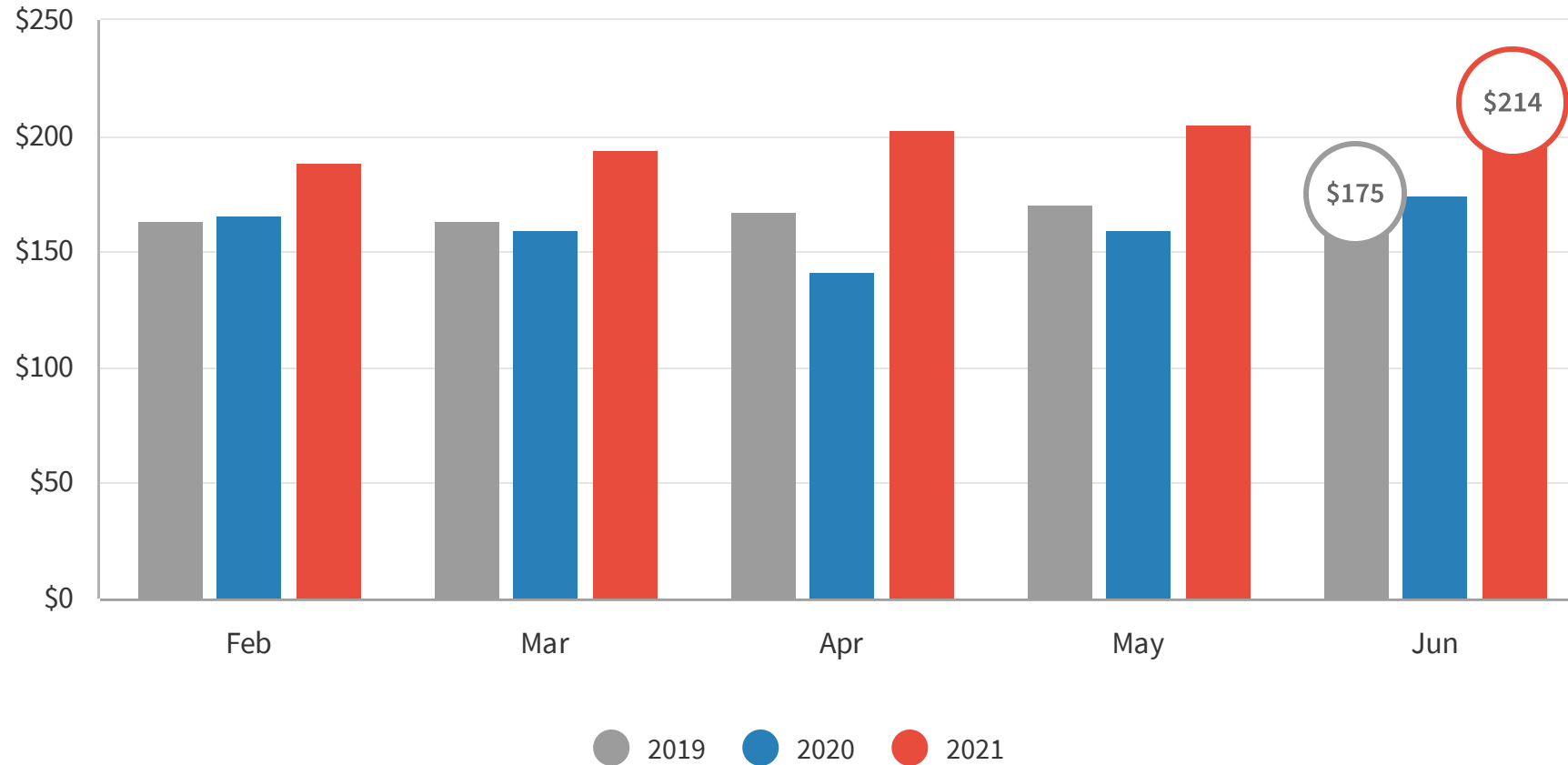


INSIGHT

Length of Stay in June 2021 was 3 days and has had an increase of 3% when compared to 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.



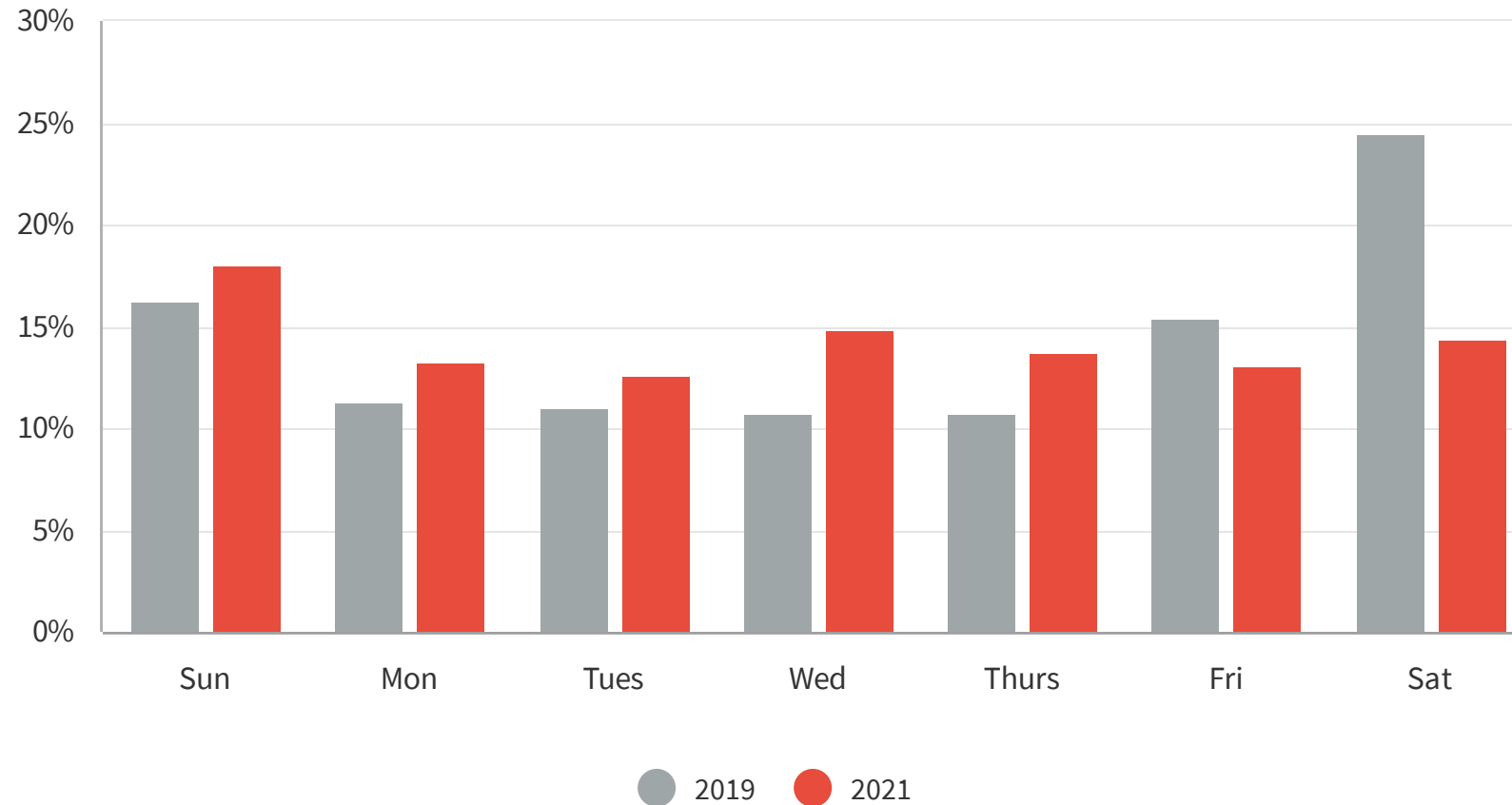
28%

INSIGHT

Previous years show an even level trending in the Average Daily Rate, however 2021 has presented a large consistent growth. June 2021 has had a ADR of \$214 which is a 22% 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.

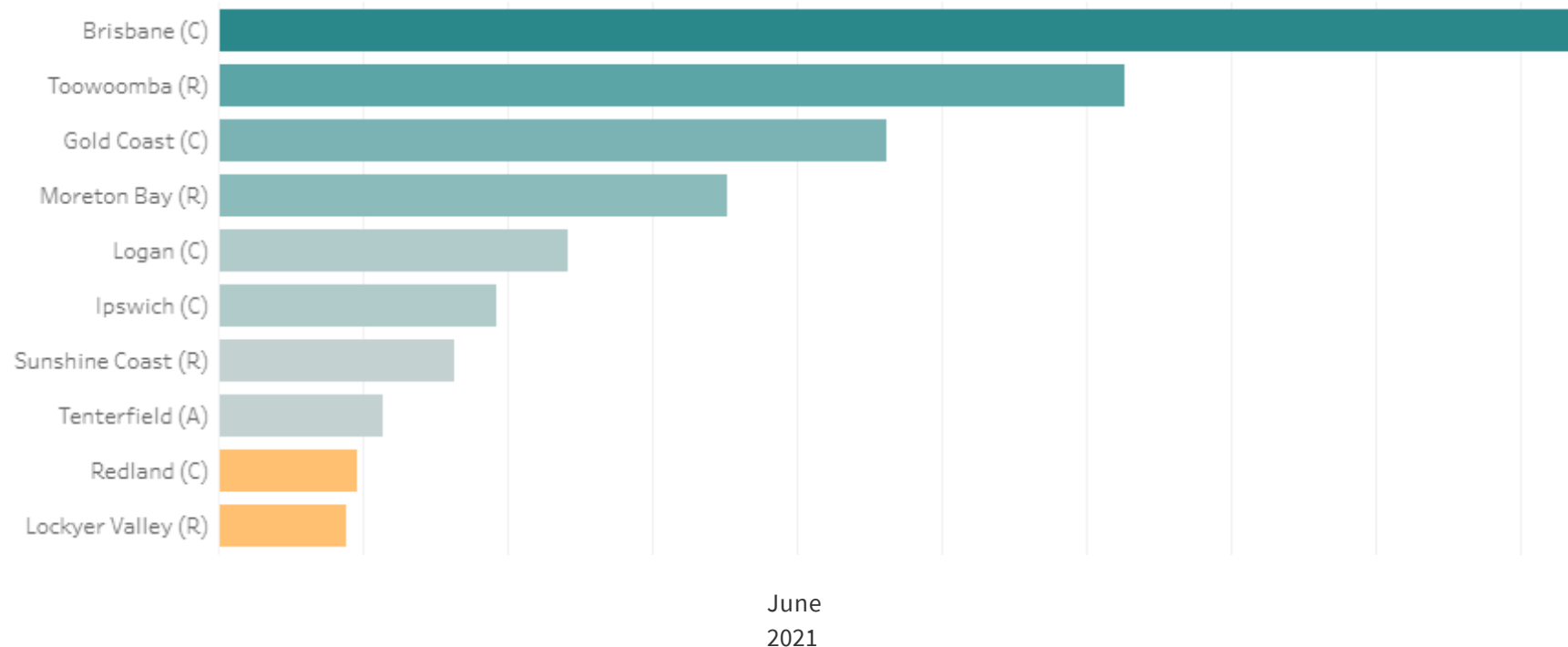


INSIGHT

The most popular day to visit in June 2021 was Sunday at 18.03% 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.

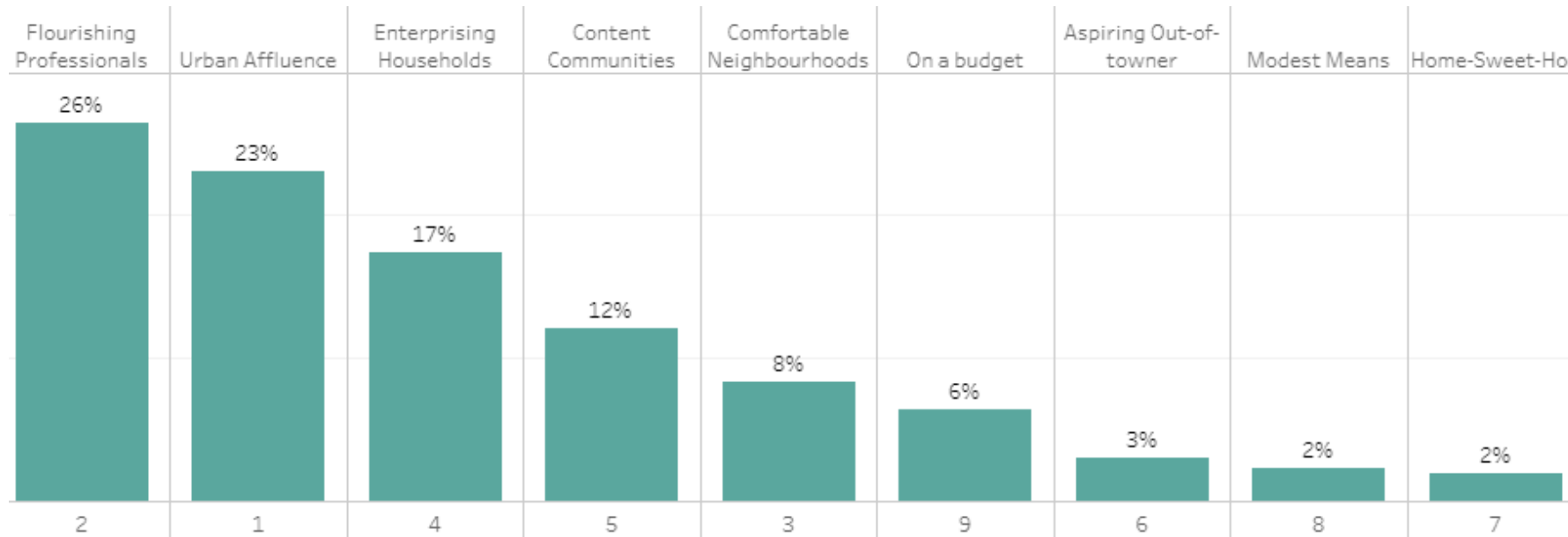


INSIGHT

The LGA's with the most amount of devices seen within the Southern Downs region in June 2021 were Brisbane with 18.93% of the total devices seen, Toowoomba with 12.53% and Gold Coast with 9.25%.

Top Visitor Segments - Brisbane

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



Visitor Segmentation from Brisbane - June 2021



INSIGHT

The top two visitors of Southern Downs from Brisbane in the month of June were the two wealthiest segments, contributing to 49%.

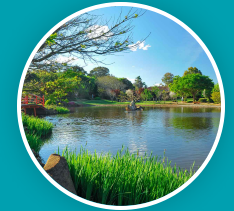
Brisbane was the focus for this analysis as they have the highest propensity to stay overnight.

Top Visitor Suburbs Brisbane

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



Visitor Segmentation from Brisbane - June 2021



INSIGHT

The top three suburbs that visited in June were Bracken Ridge, Tarraginidi and The Gap, all recording 3% of total visitation to the region.

There was no major stand out and remained quite even amongst all suburbs.