

# Southern Downs Monthly Report

May 2021

# Key Points from May 2021



The occupancy rate for Southern Downs for May was 55%, which is a 16% decrease from last month.



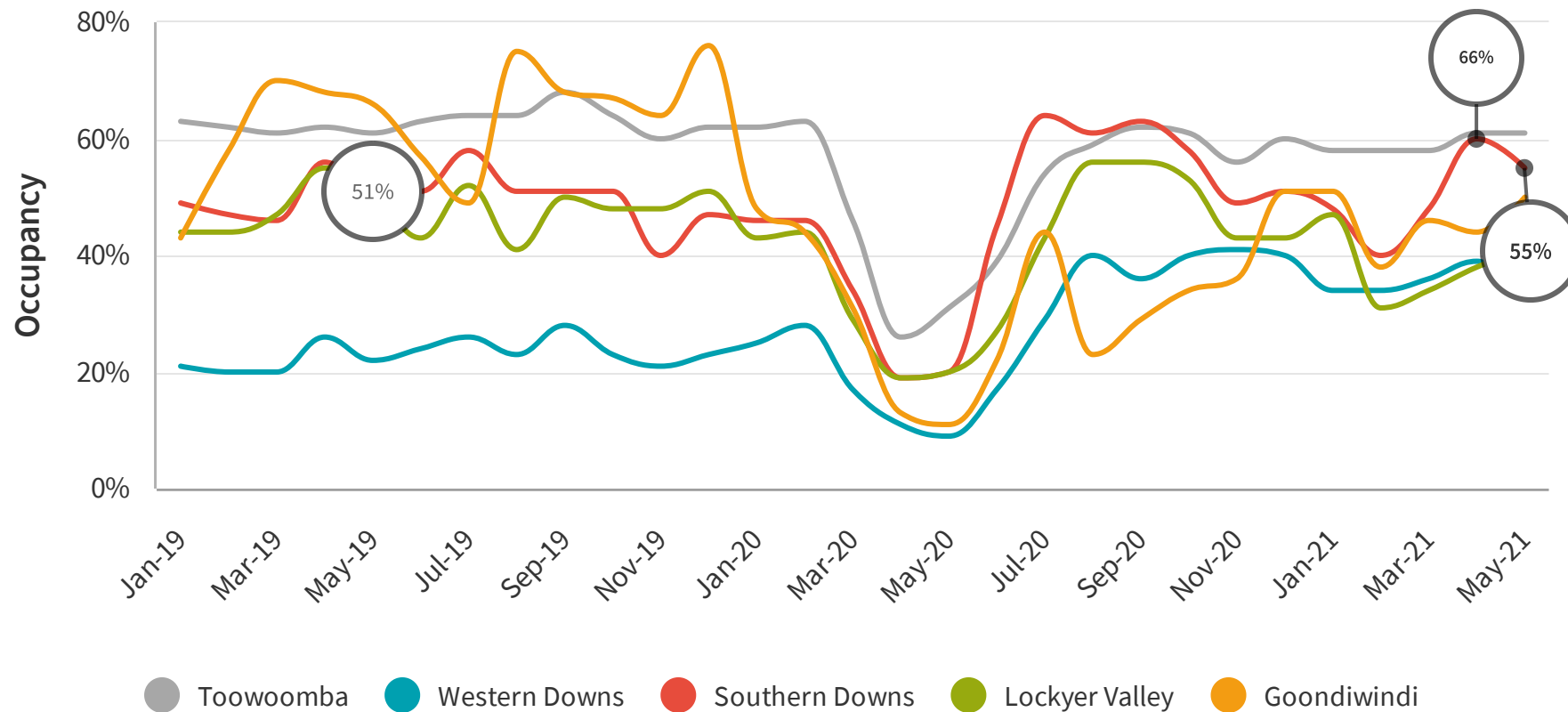
The Reservation Window for Southern Downs has had a 54% increase from May 2019.



ADR has been trending upwards for the past 4 months, and has had a 27% increase when comparing to May 2020.

# Average Occupancy Rate

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

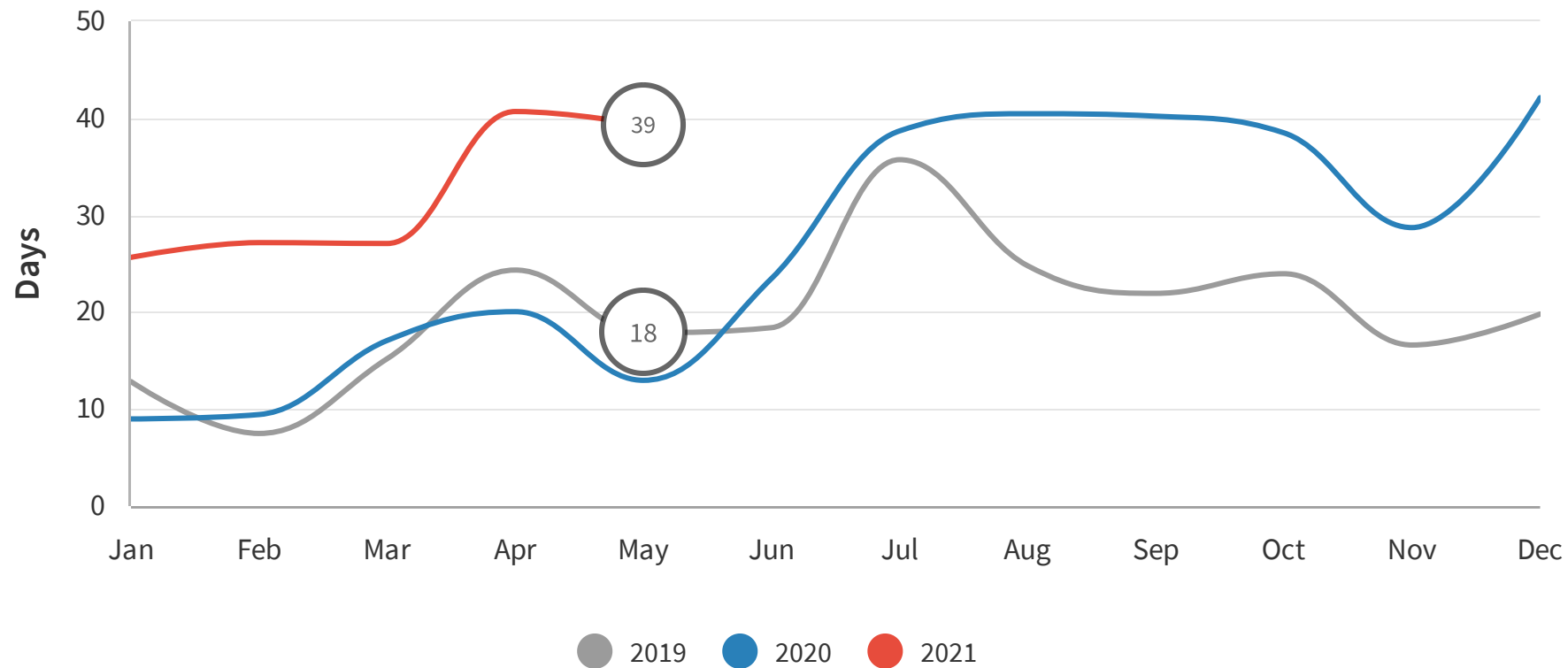


## INSIGHT

Southern Downs Occupancy level for May was 55%, and has had a 16% decrease since April. A similar level of Occupancy was seen in May 2019 at 55%. Southern Downs is close to 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.

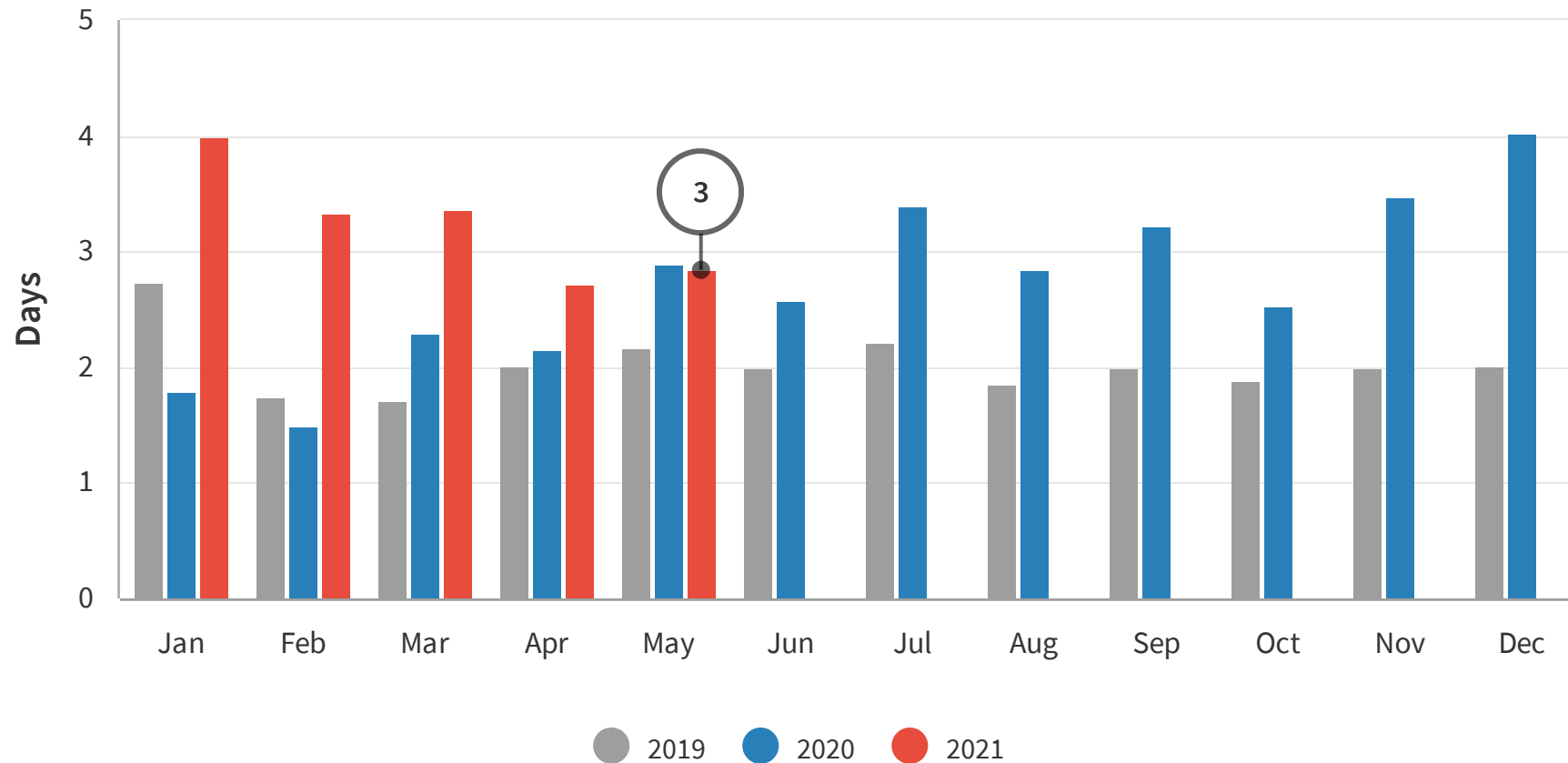


## INSIGHT

The average Reservation Window is seeing some great growth into 2021. May had a Reservation Window of 39 days which was an increase of 116% from last year. Historically there is a decline after the April period, however this year it remains quite steady.

# Length of Stay

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

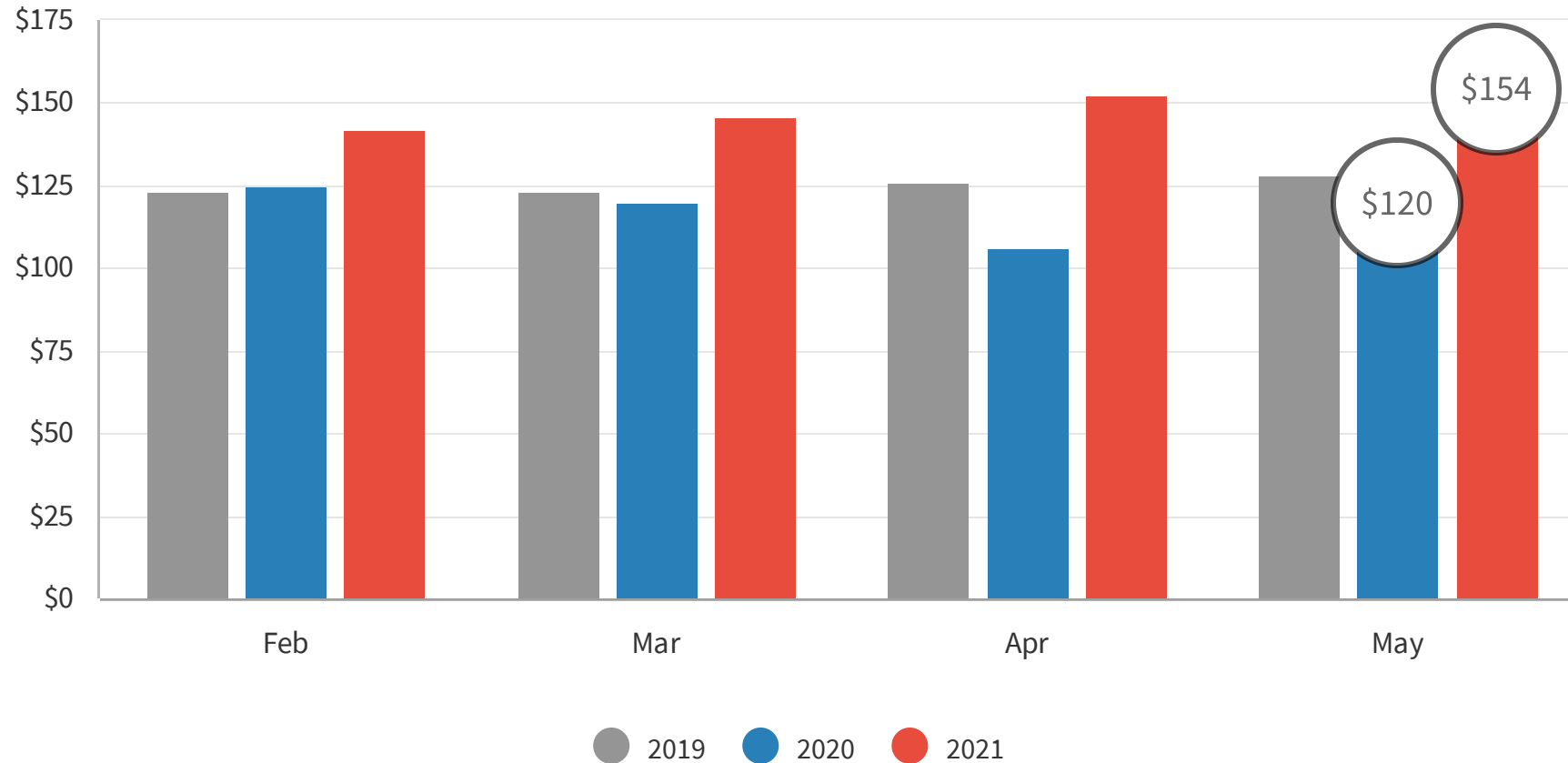


## INSIGHT

Length of Stay in May 2021 was 3 days and saw the exact same level in 2020. Length of stay, month on month has been in a decline since January 2021, however is performing better year on year 2020/2019.

# Average Daily Rate

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



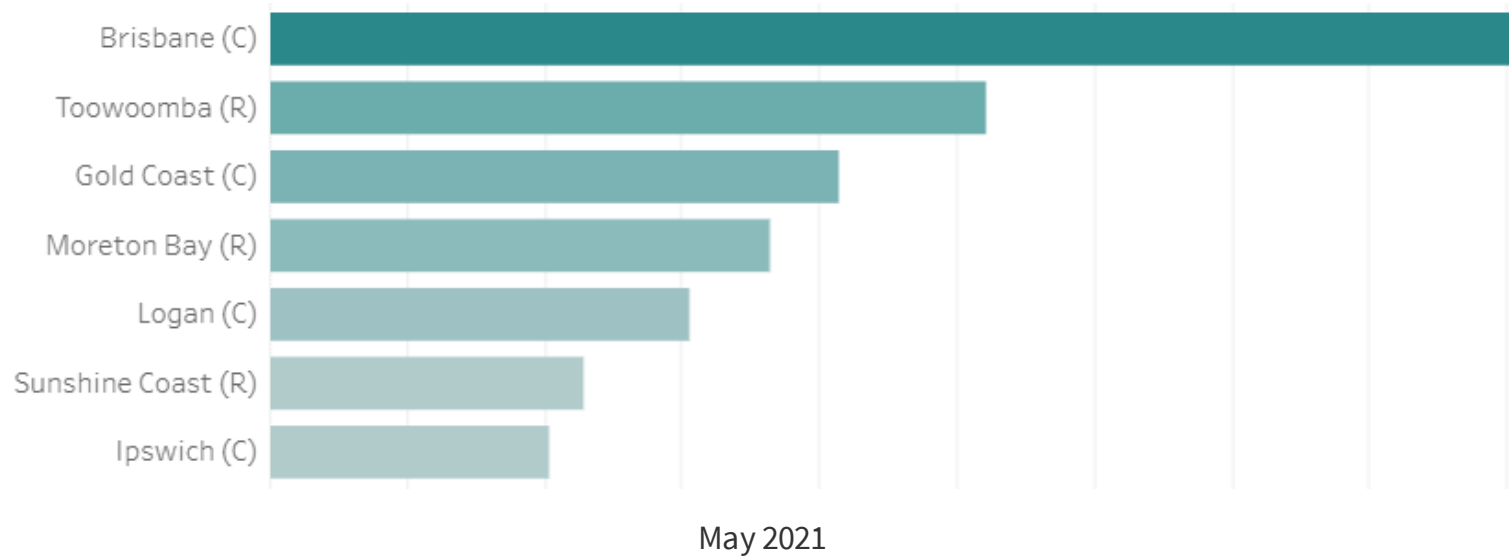
## 28%

INSIGHT

Previous years show an even level trending in the Average Daily Rate, however 2021 has presented a large consistent growth. There has been an increase of 28% in the month of May. An increase in ADR means that people are willing to pay for more accommodation which is a great result.

# Source Market

The source market demonstrates which LGA visitors are travelling from, by checking device area data. Focusing on the top 7 for the month.

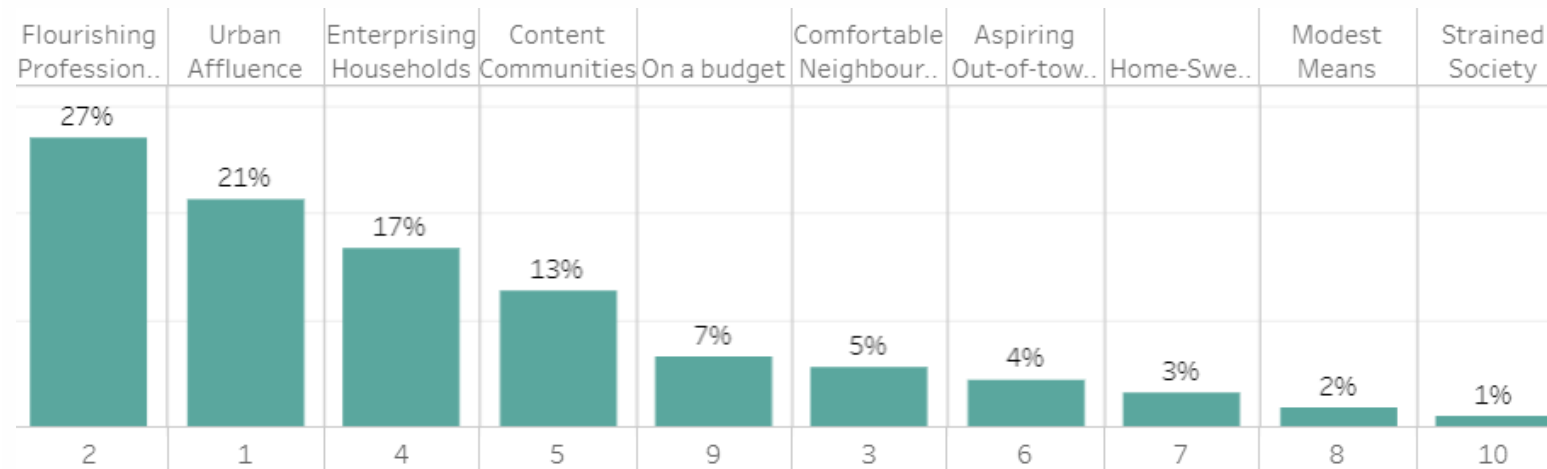


## INSIGHT

The LGA's with the most amount of devices seen within the Southern Downs region in May 2021 were Brisbane with 18.3% of the total devices seen, Toowoomba with 10.4% and Gold Coast with 8.3%.

# Top Visitor Segments - Brisbane

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



Visitor Segmentation from Brisbane - May 2021



## INSIGHT

The top two visitors of Southern Downs from Brisbane in the month of April were the two wealthiest segments, contributing to 48%.

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 - May 2021



## INSIGHT

Bracken Ridge recorded the highest visitation from Brisbane at 2.7%, there was no major stand out and remained quite even amongst all suburbs.