

Southern Downs Monthly Report

November 2021

Key Points from November 2021



The reservation window for November was 44 days and saw a small decrease from last month. The reservation window for 2021 is performing very well in comparison to previous years.



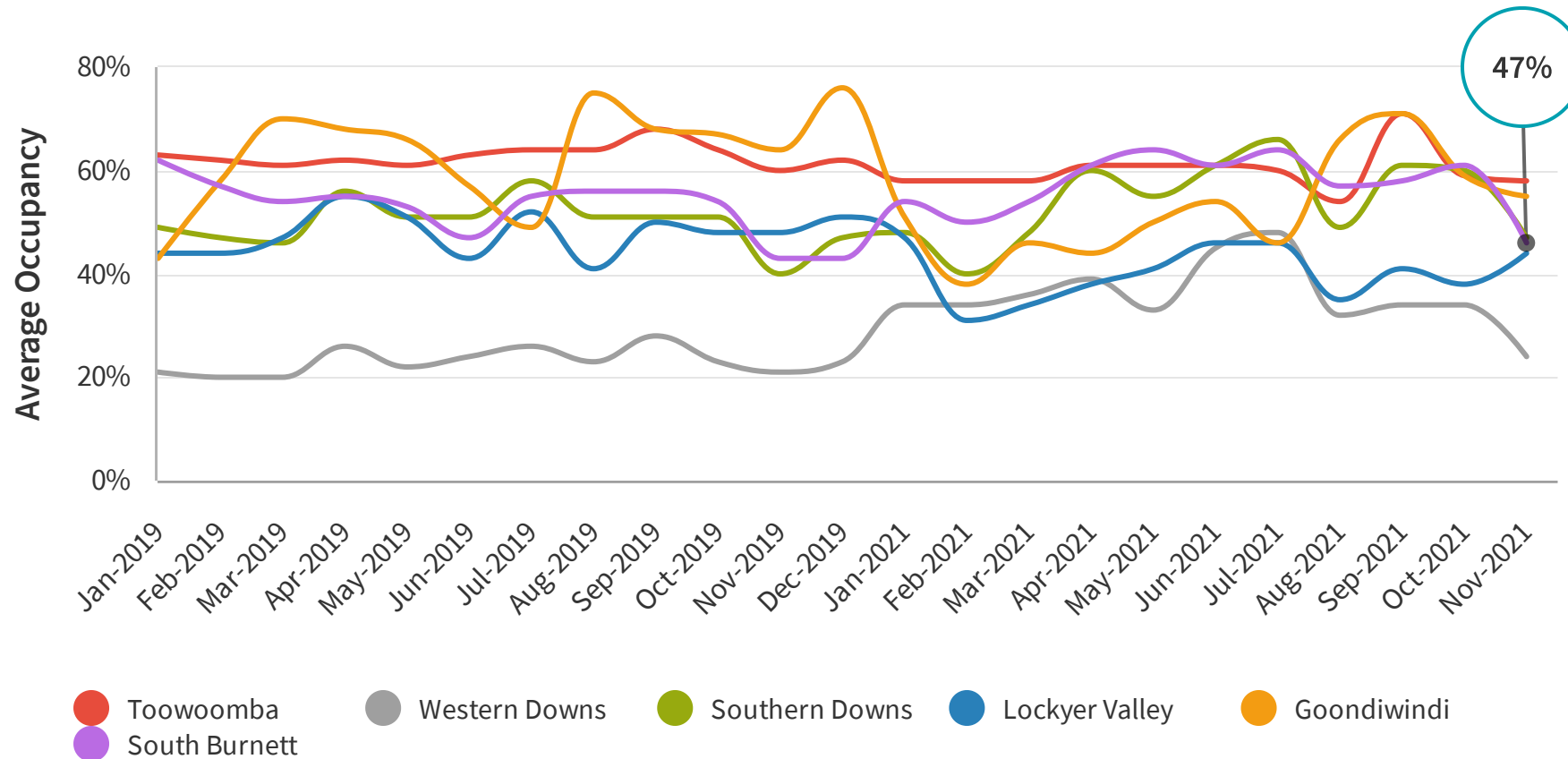
Length of Stay in November 2021 was 3 days and has remained at a very similar level for the past 7 months.



The most popular day to visit in November 2021 was Saturday at 23.06% 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.

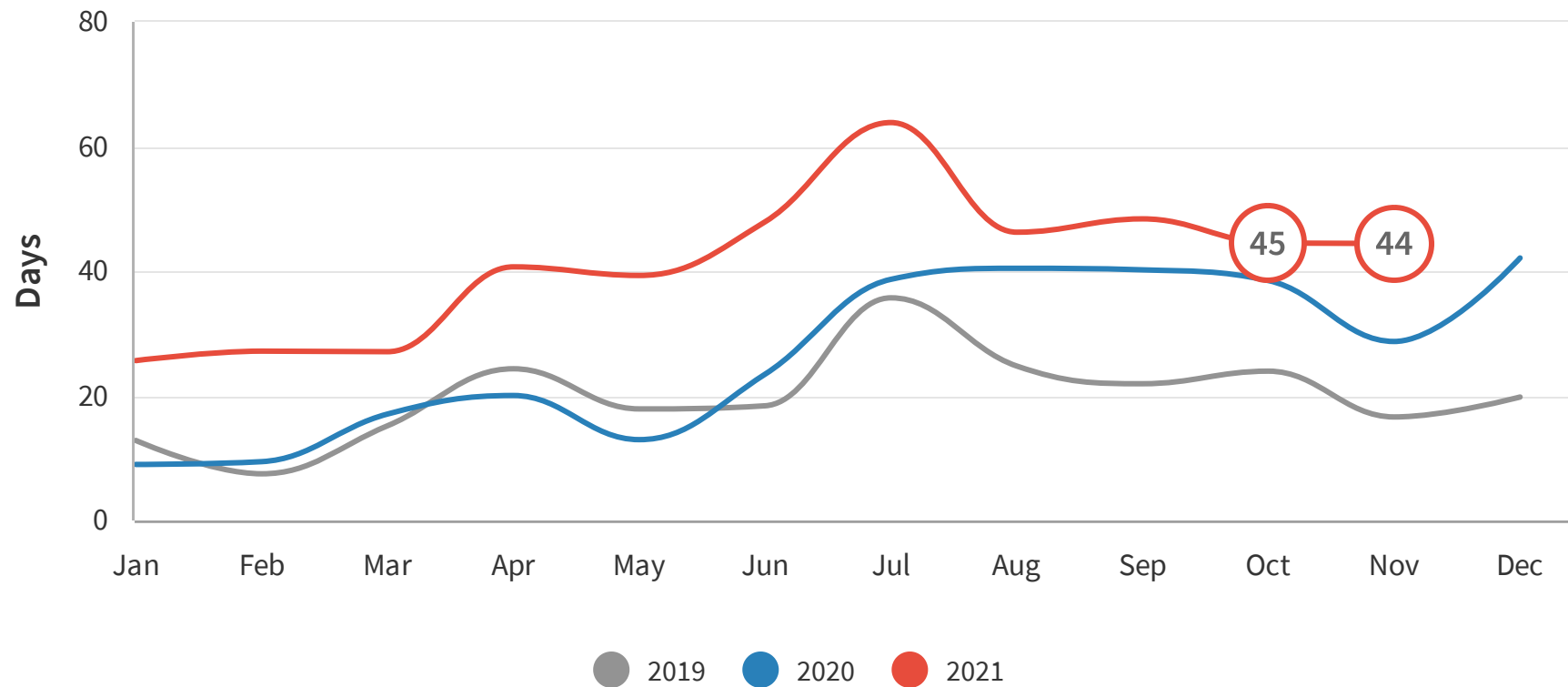


INSIGHT

Southern Downs average occupancy level for November was 47%, which was a decrease of 21% since last month. All SQC regions, excluding Lockyer Valley, had a decrease in occupancy this 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.

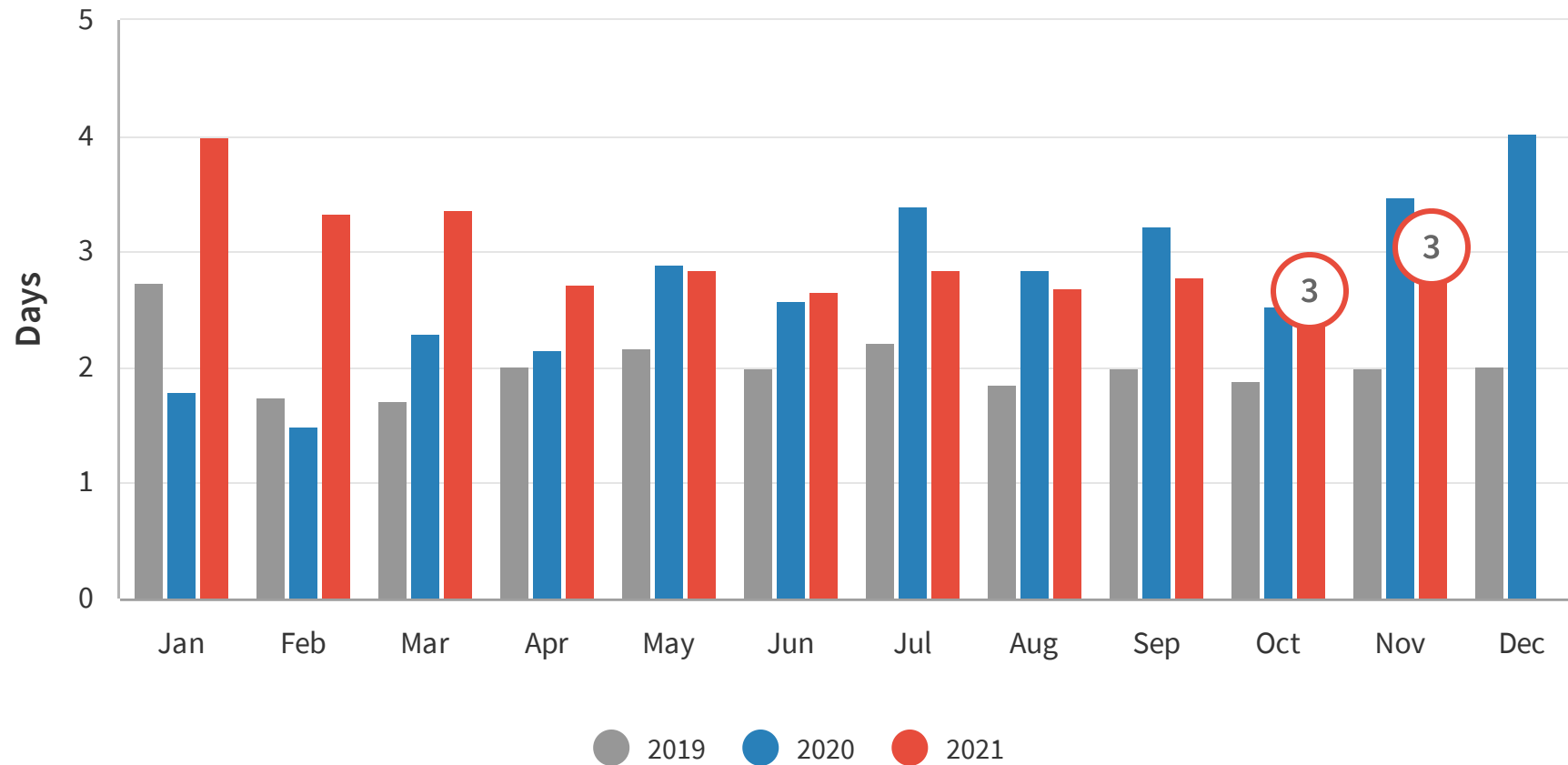


INSIGHT

The reservation window for November was 44 days and saw a small decrease from last month. The reservation window for 2021 is performing very well in comparison to previous years.

Length of Stay

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

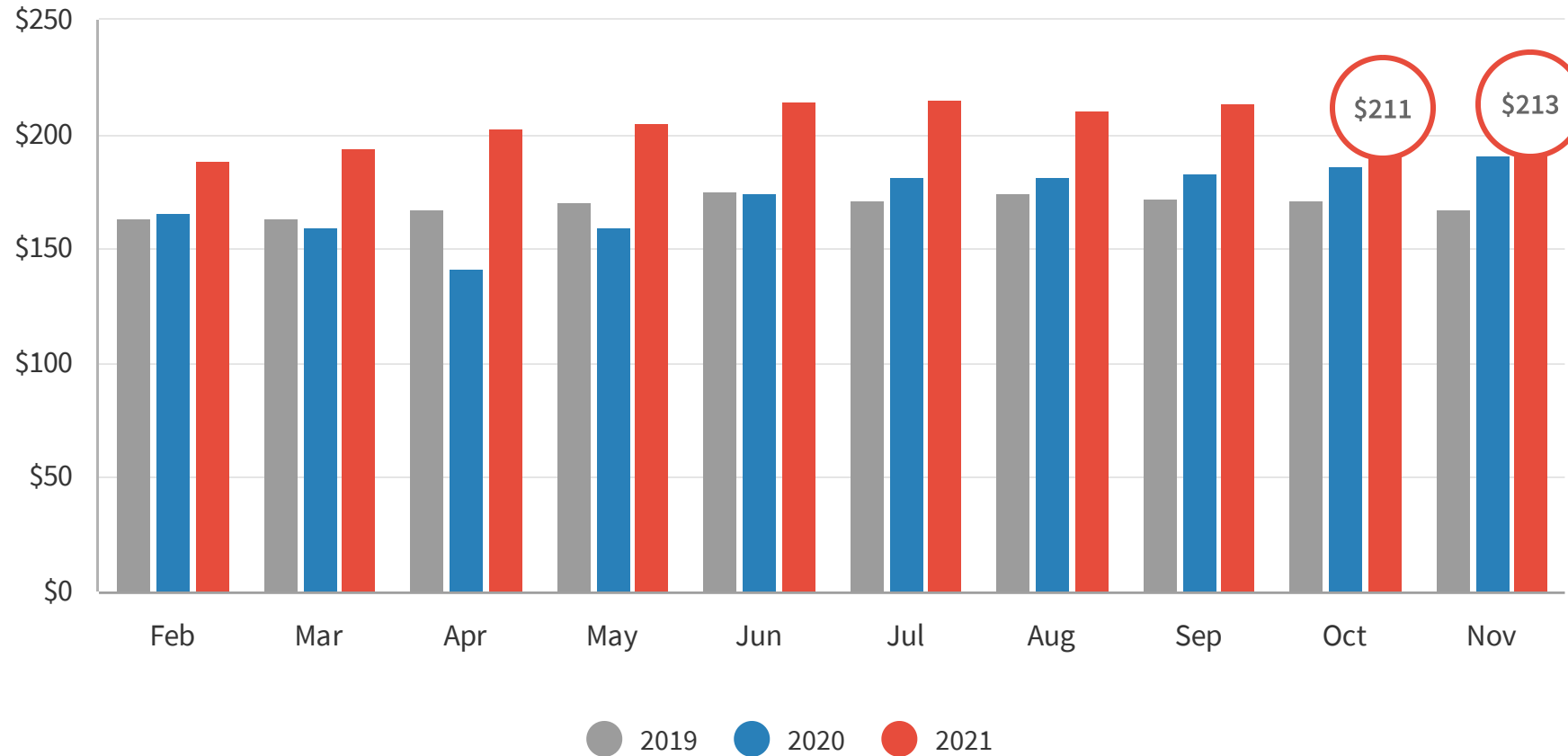


INSIGHT

Length of Stay in November 2021 was 3 days and has remained at a very similar level for the past 7 months.

Average Daily Rate

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

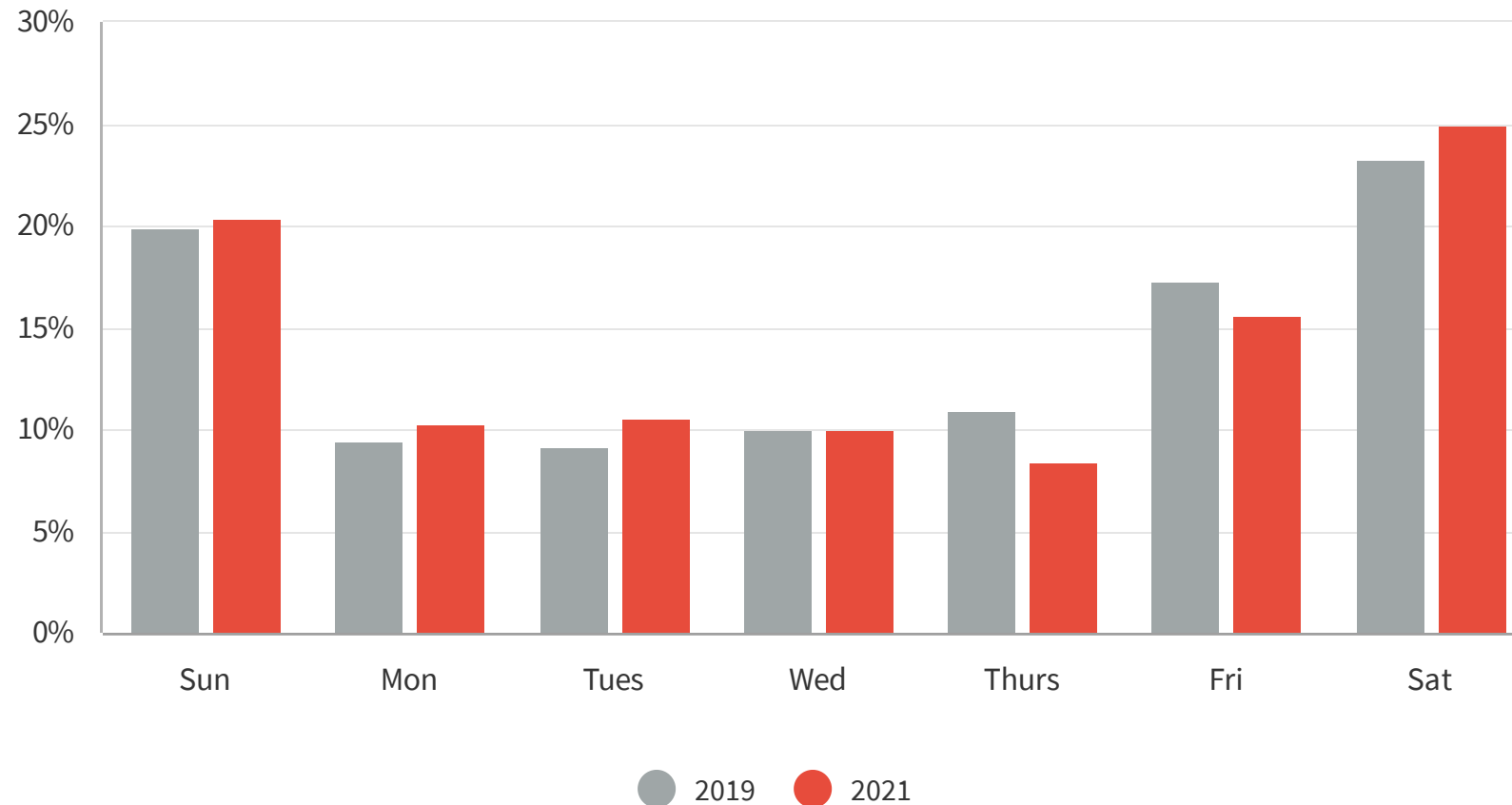


INSIGHT

The ADR for November was \$213 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.

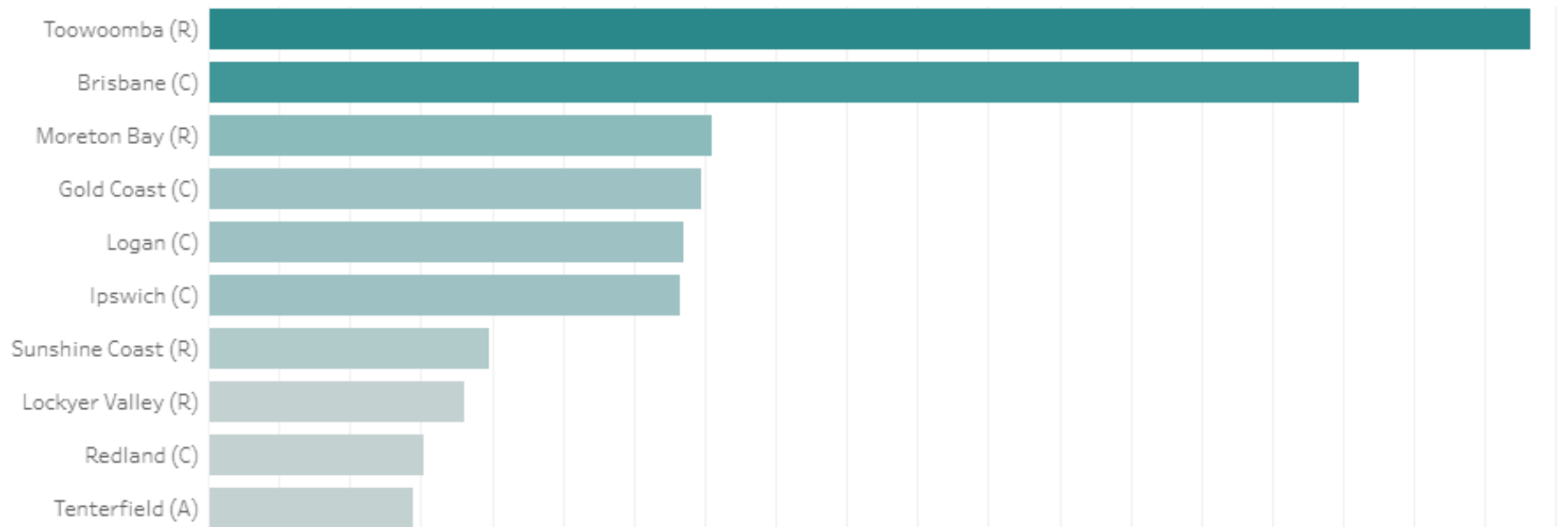


INSIGHT

The most popular day to visit in November 2021 was Saturday at 23.06% 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.

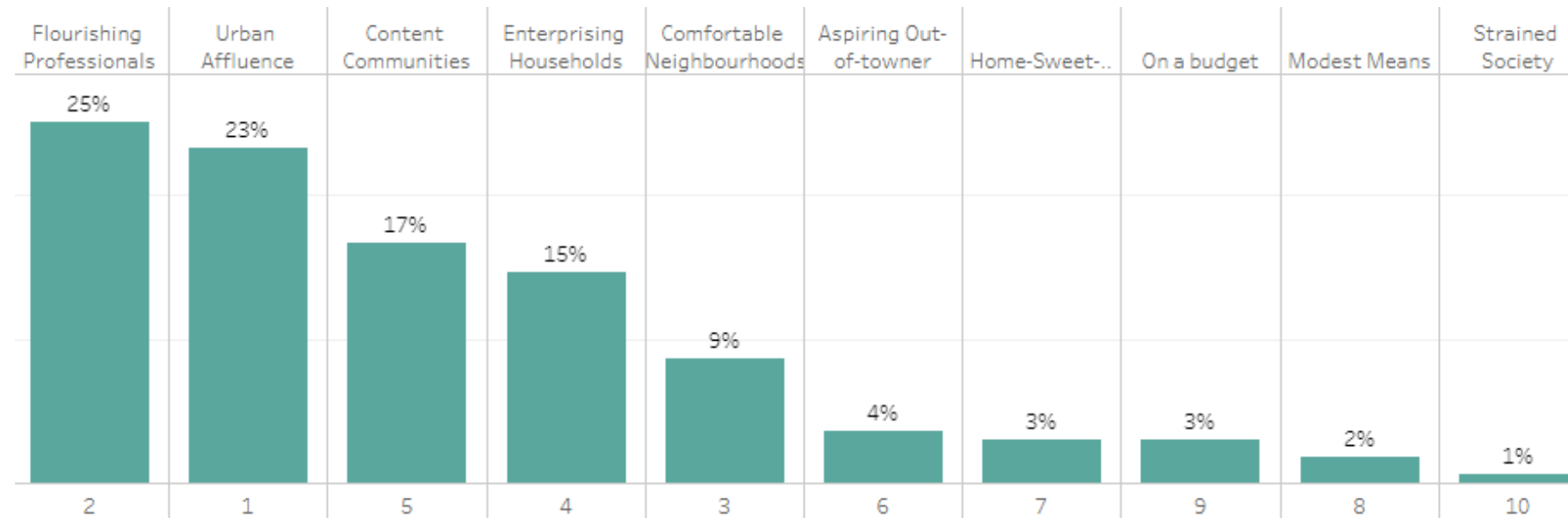


INSIGHT

The top 5 LGAs make up over 55% of all visitation to Southern Downs with Toowoomba topping the visitation with 18.42% 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 November 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

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

