

Southern Downs Monthly Report

October 2021

Key Points from October 2021



Southern Downs occupancy level for October was 60%, which is a small decrease of 1.6% since last month.



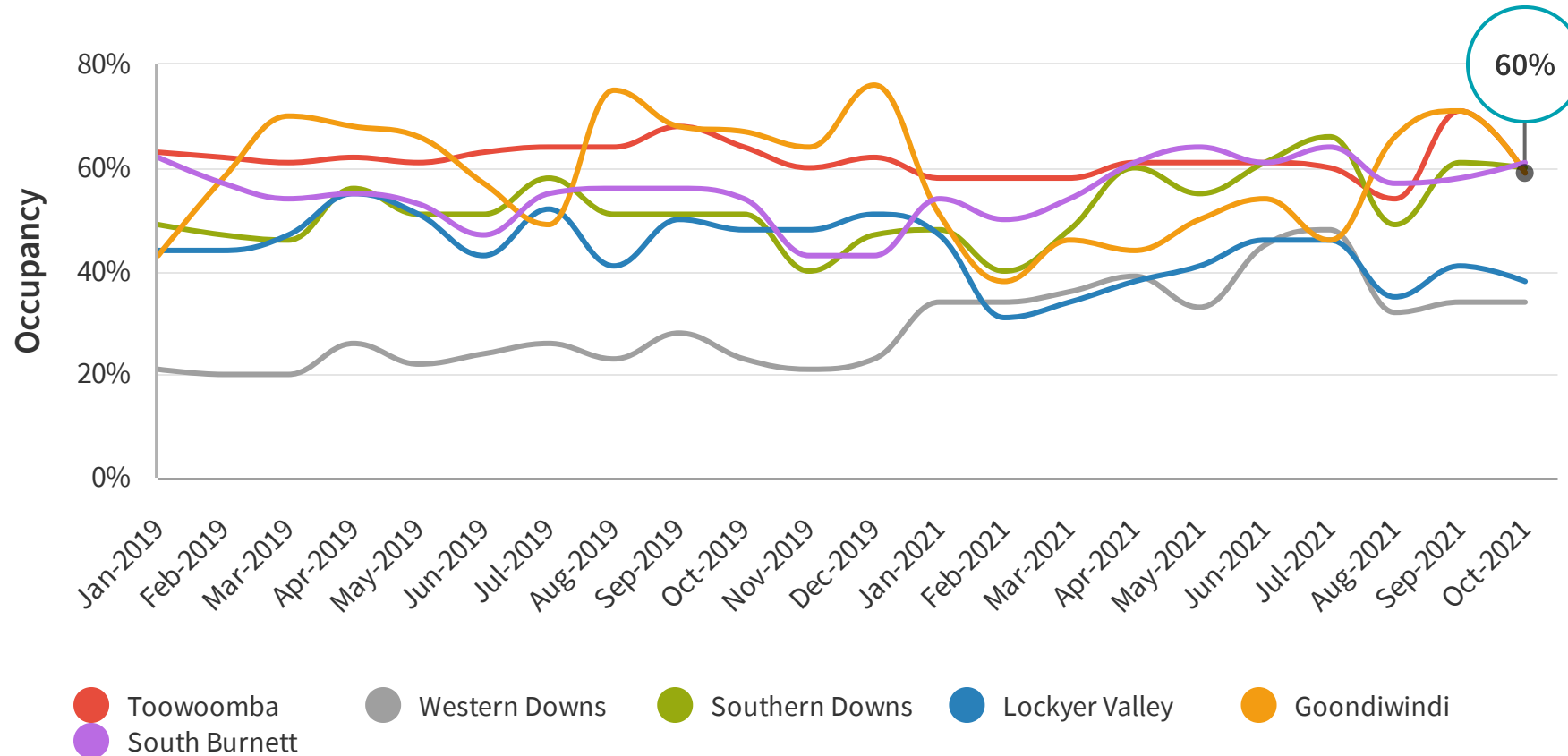
The reservation window for October was 45 days and has decreased 6.25% since last month.



The ADR for October was \$211 and has maintained a very similar level since the beginning of 2021.

Average Occupancy Rate

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

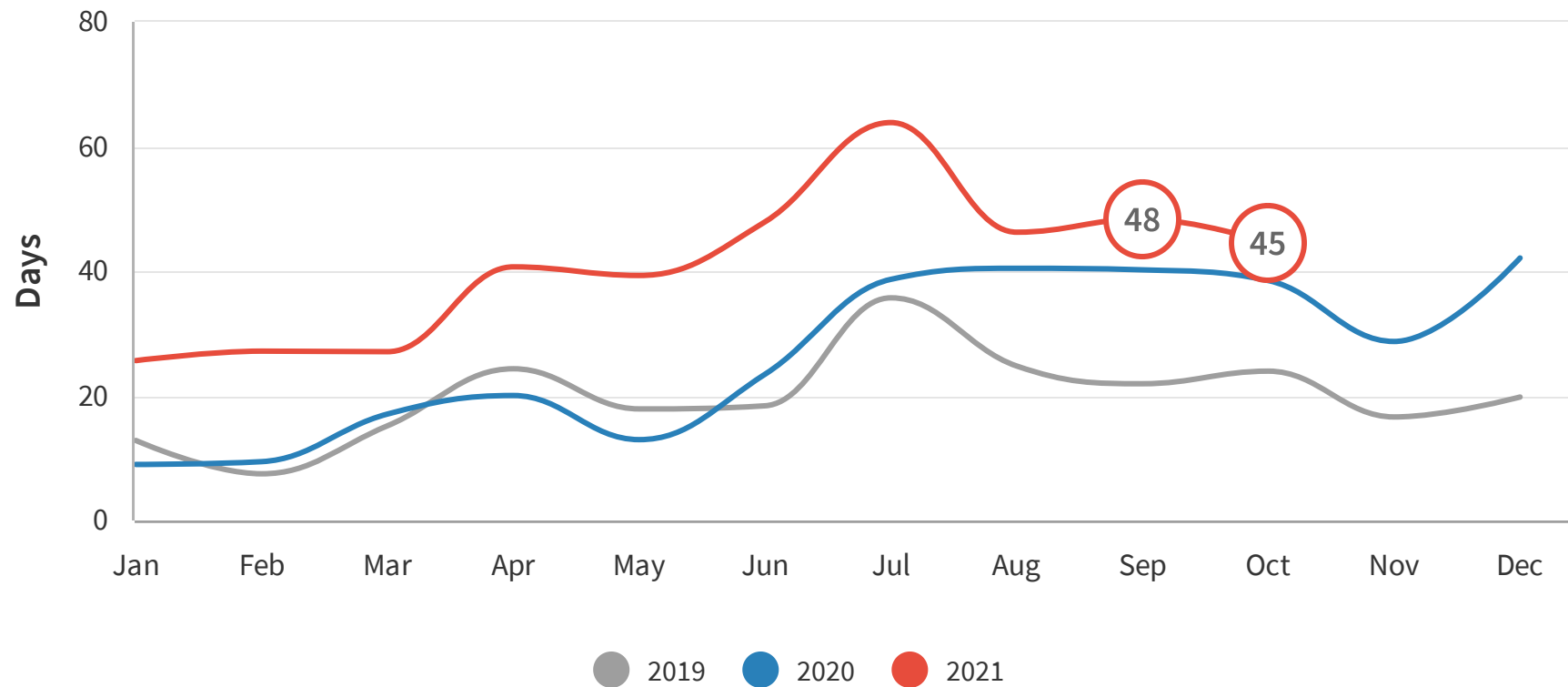


INSIGHT

Southern Downs occupancy level for October was 60%, which is a small decrease of 1.6% since last month. Toowoomba, Southern Downs, Goondiwindi and South Burnett all shared a similar level of occupancy this month and were the highest for the region.

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.

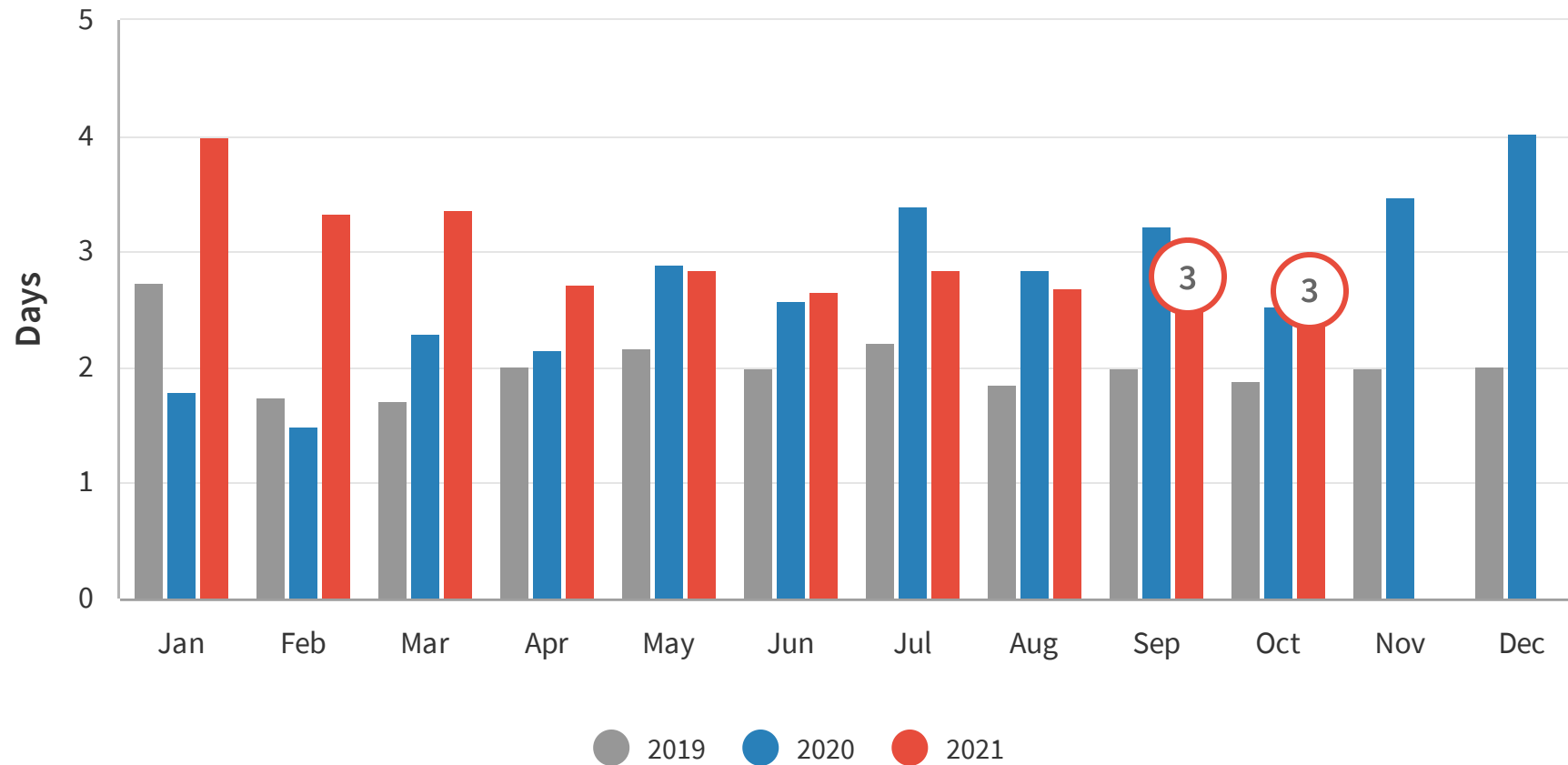


INSIGHT

The reservation window for October was 45 days and has decreased 6.25% since 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.

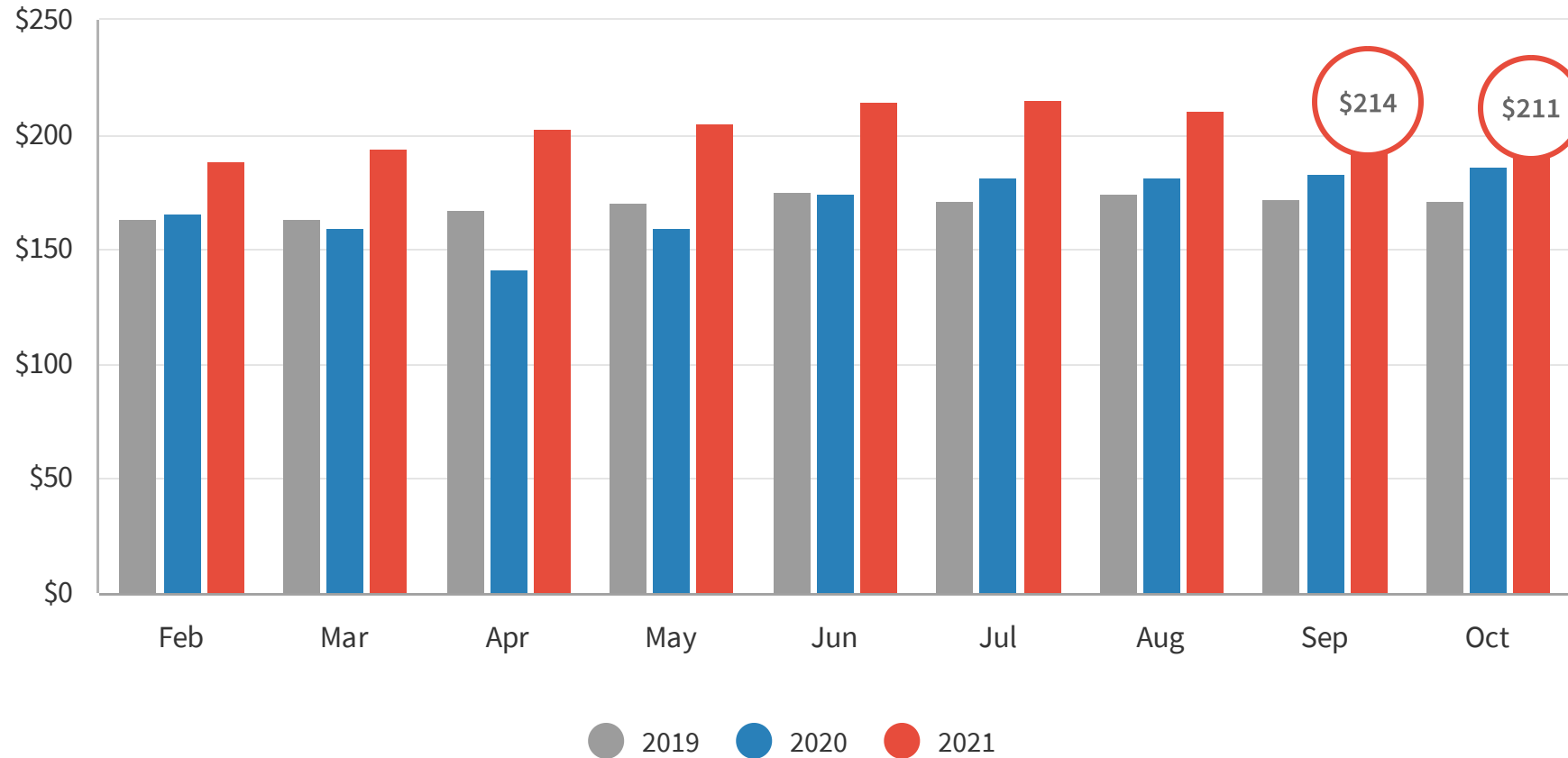


INSIGHT

Length of Stay in October 2021 was 3 days and has remained at a very similar level for the past 6 months. 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.

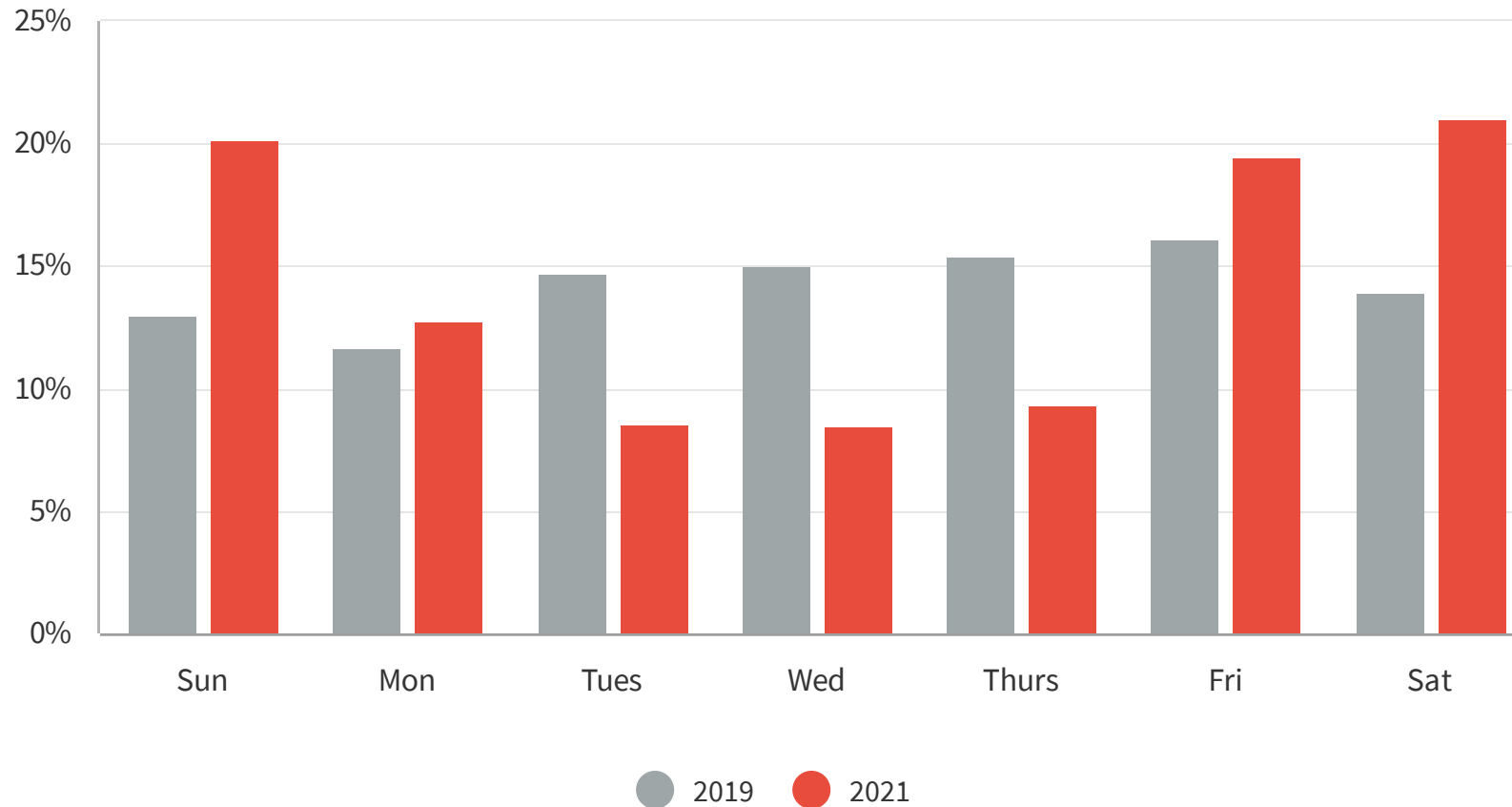


INSIGHT

The ADR for October was \$211 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.

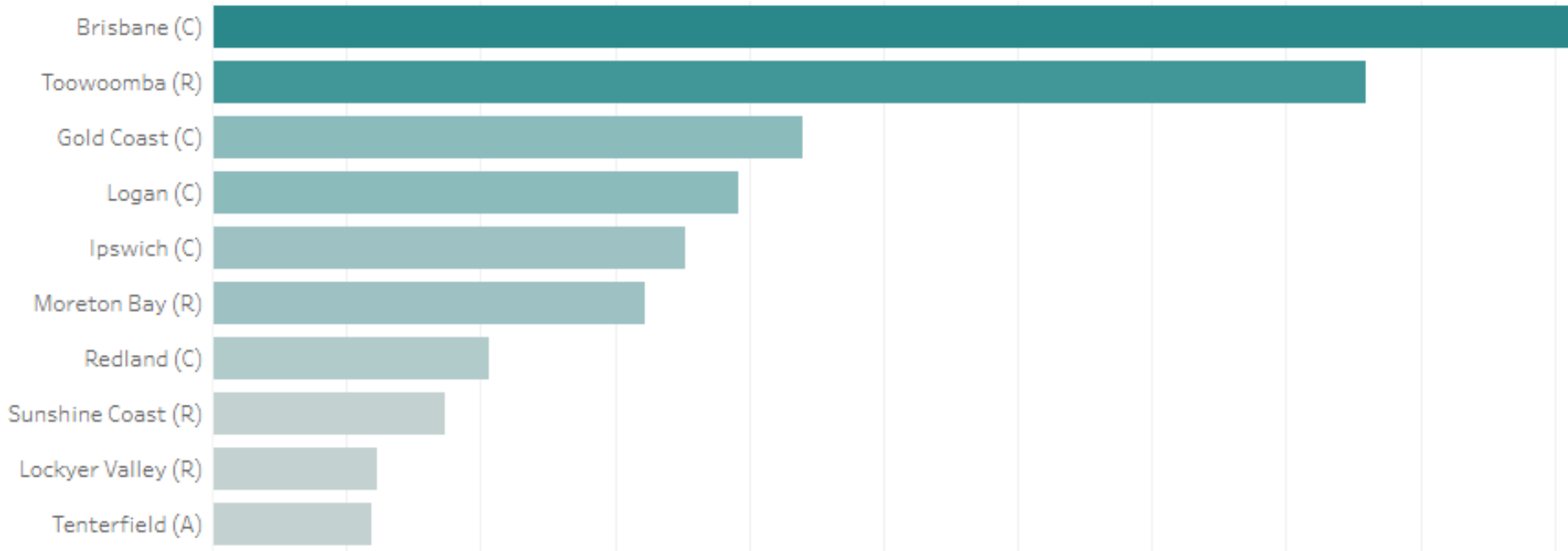


INSIGHT

The most popular day to visit in October 2021 was Saturday at 21.06% of visitation. Interestingly 2019 had most of the visitation throughout the weekdays, which has now changed in 2021 with Friday, Saturday and Sunday being the most popular.

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.

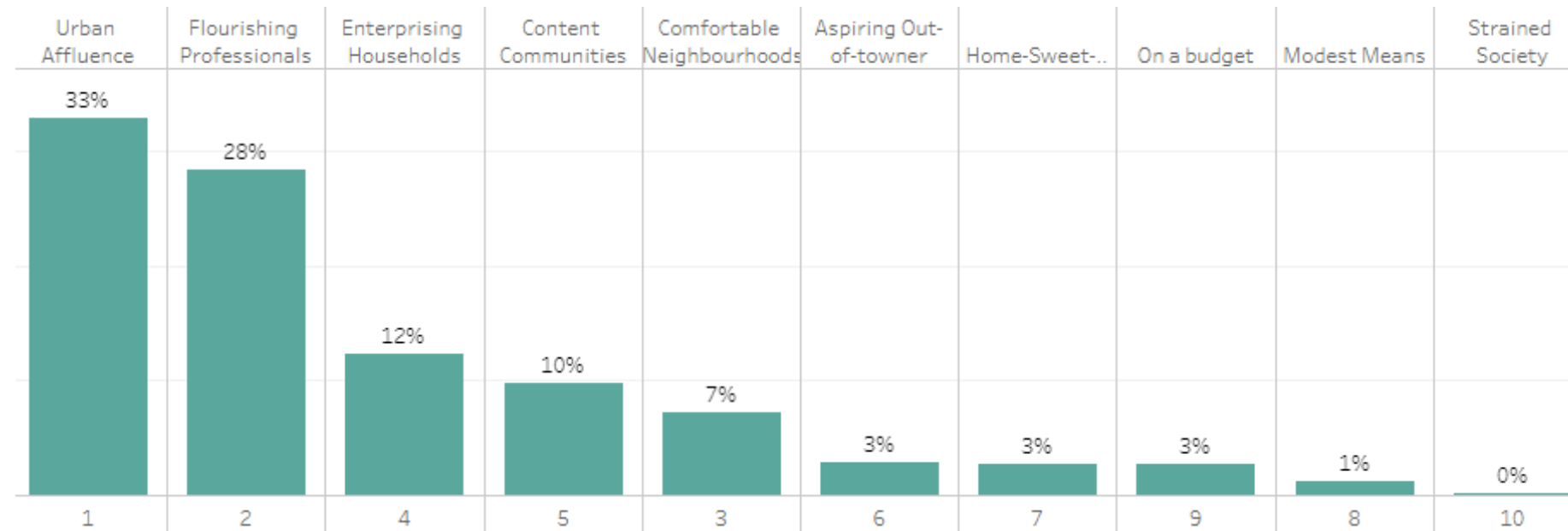


INSIGHT

The top 5 LGAs make up over 61% of all visitation to Southern Downs with Brisbane again topping the visitation with 20.43% 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 October were the two wealthiest segments, contributing to 51%.

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.

