

# Southern Downs Monthly Report

September 2021



# Key Points from September 2021



Southern Downs occupancy level for September was 61%, which is an increase of 24% since last month.



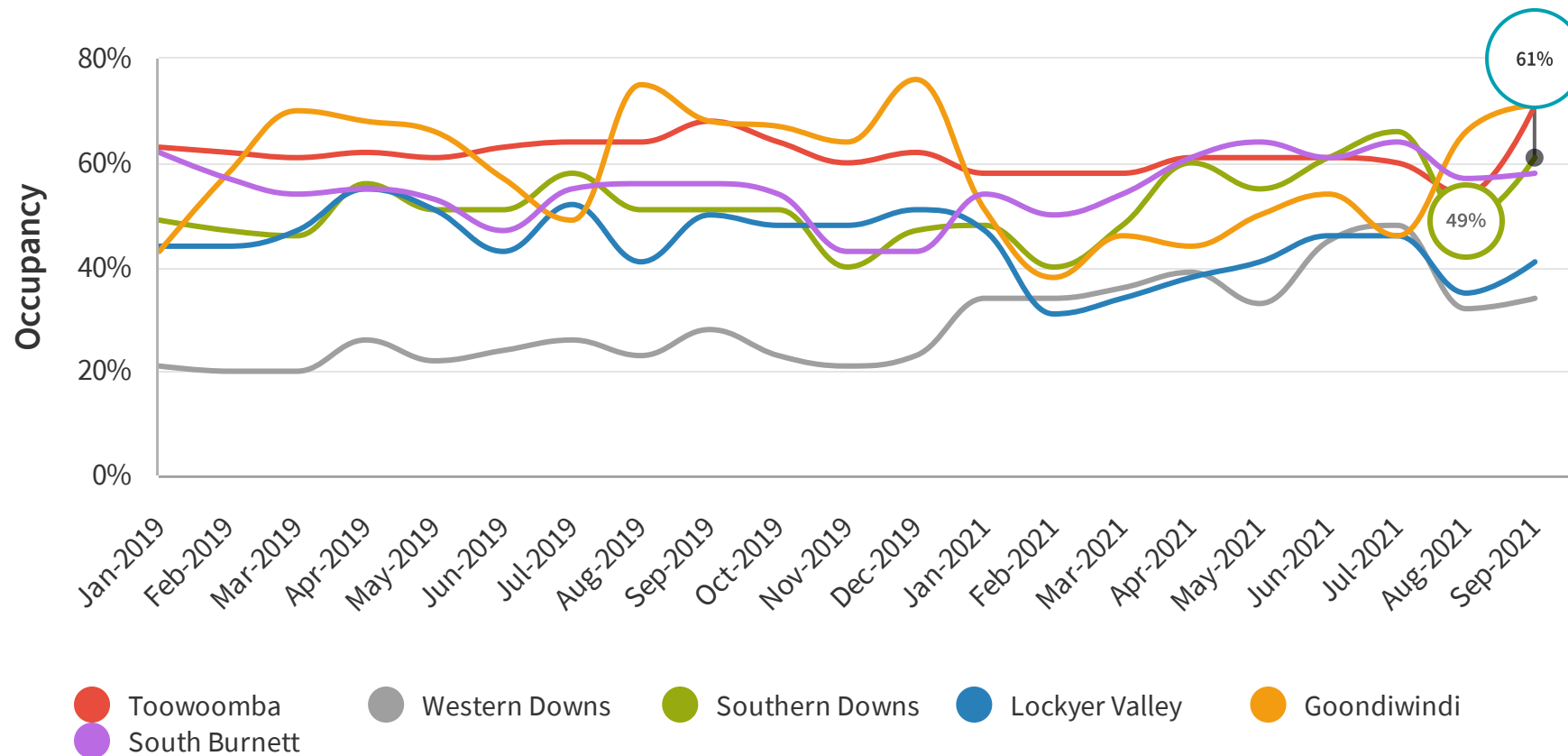
The reservation window for September saw a small increase of 4% since last month. The reservation window for 2021 is performing very well in comparison to previous years.



The most popular day to visit in September 2021 was Saturday at 17.83% 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.

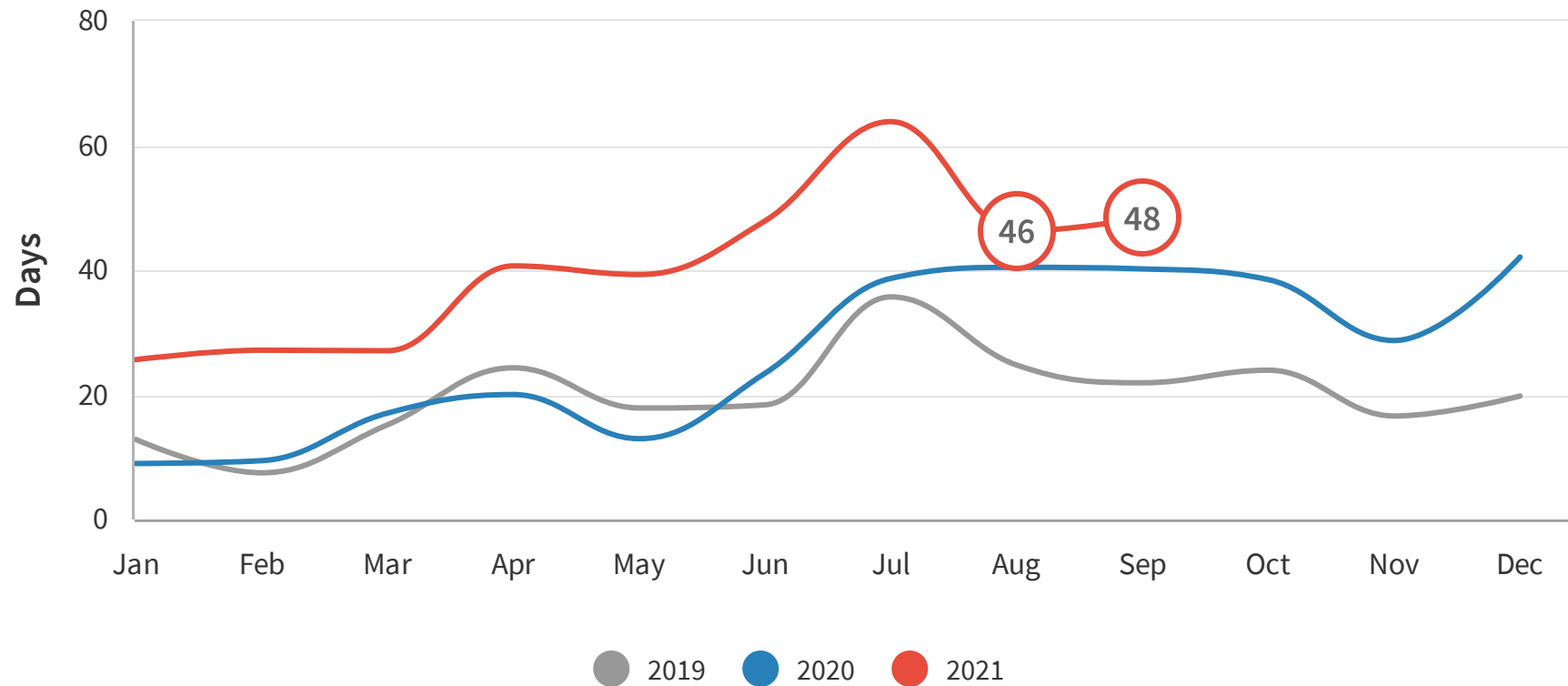


## INSIGHT

Southern Downs occupancy level for September was 61%, which is an increase of 24% since last 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.

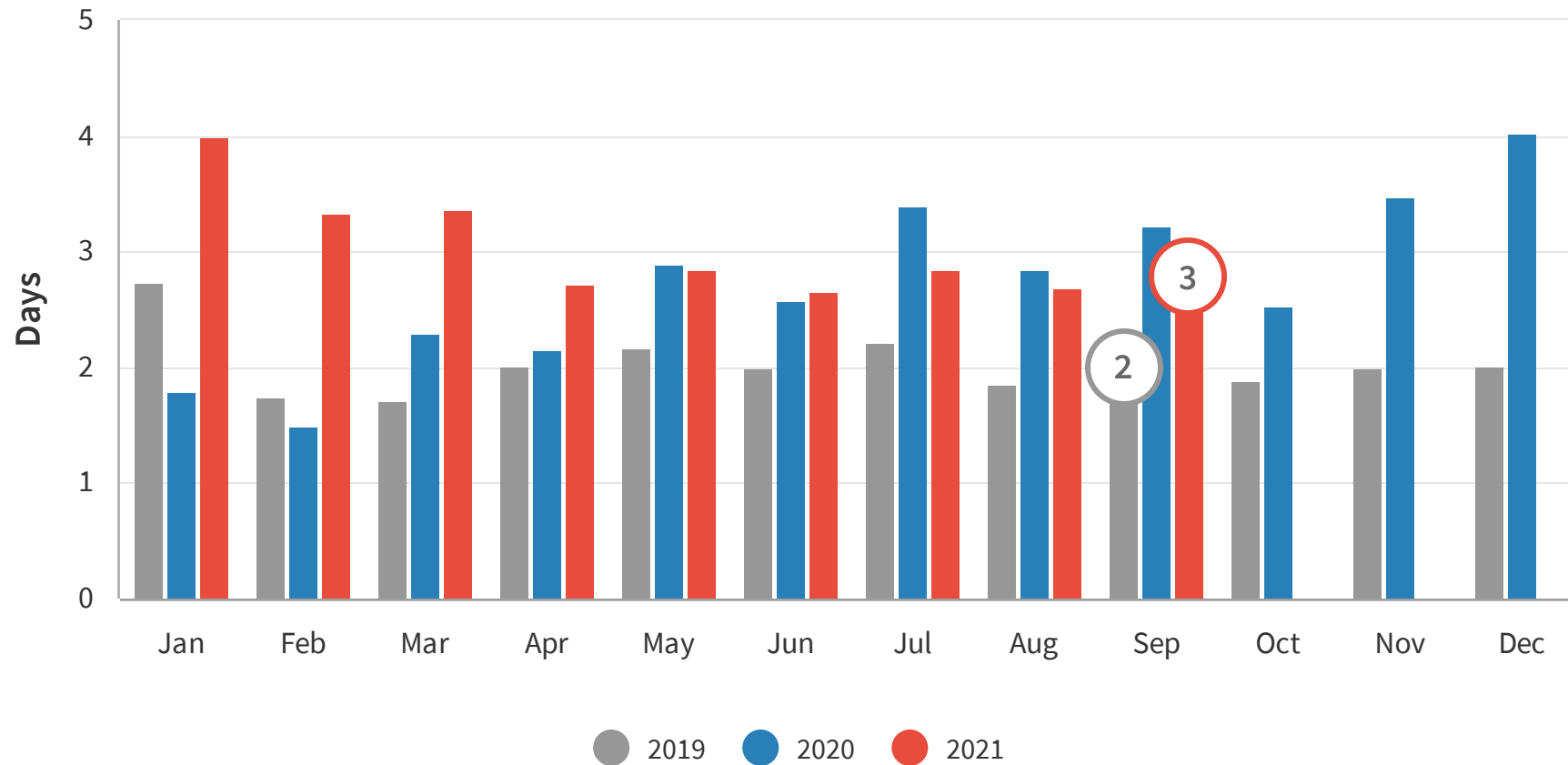


## INSIGHT

The reservation window for September saw a small increase of 4% 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.

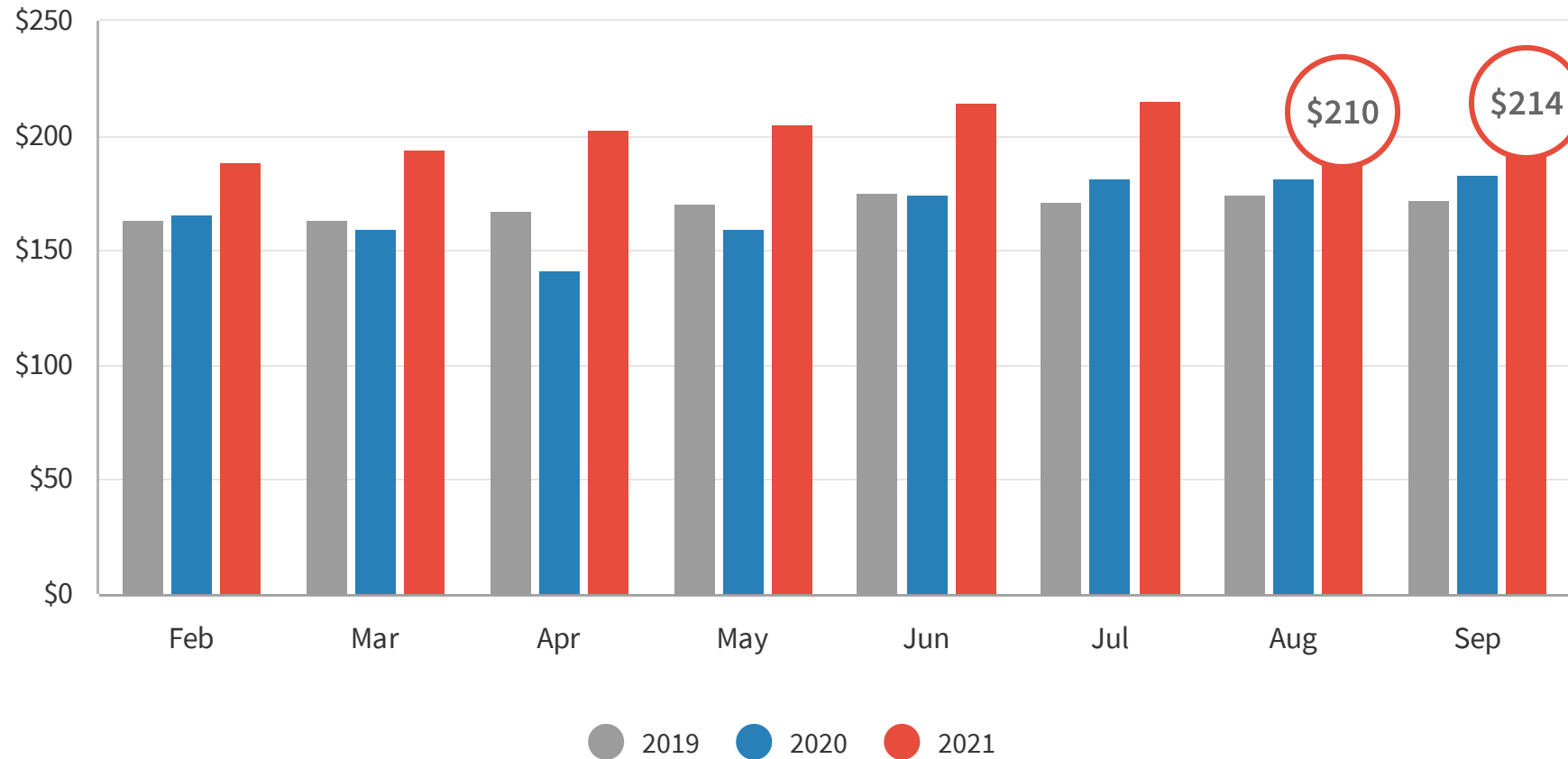


## INSIGHT

Length of Stay in September 2021 was 3 days and has had an increase of 50% when compared to September 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.



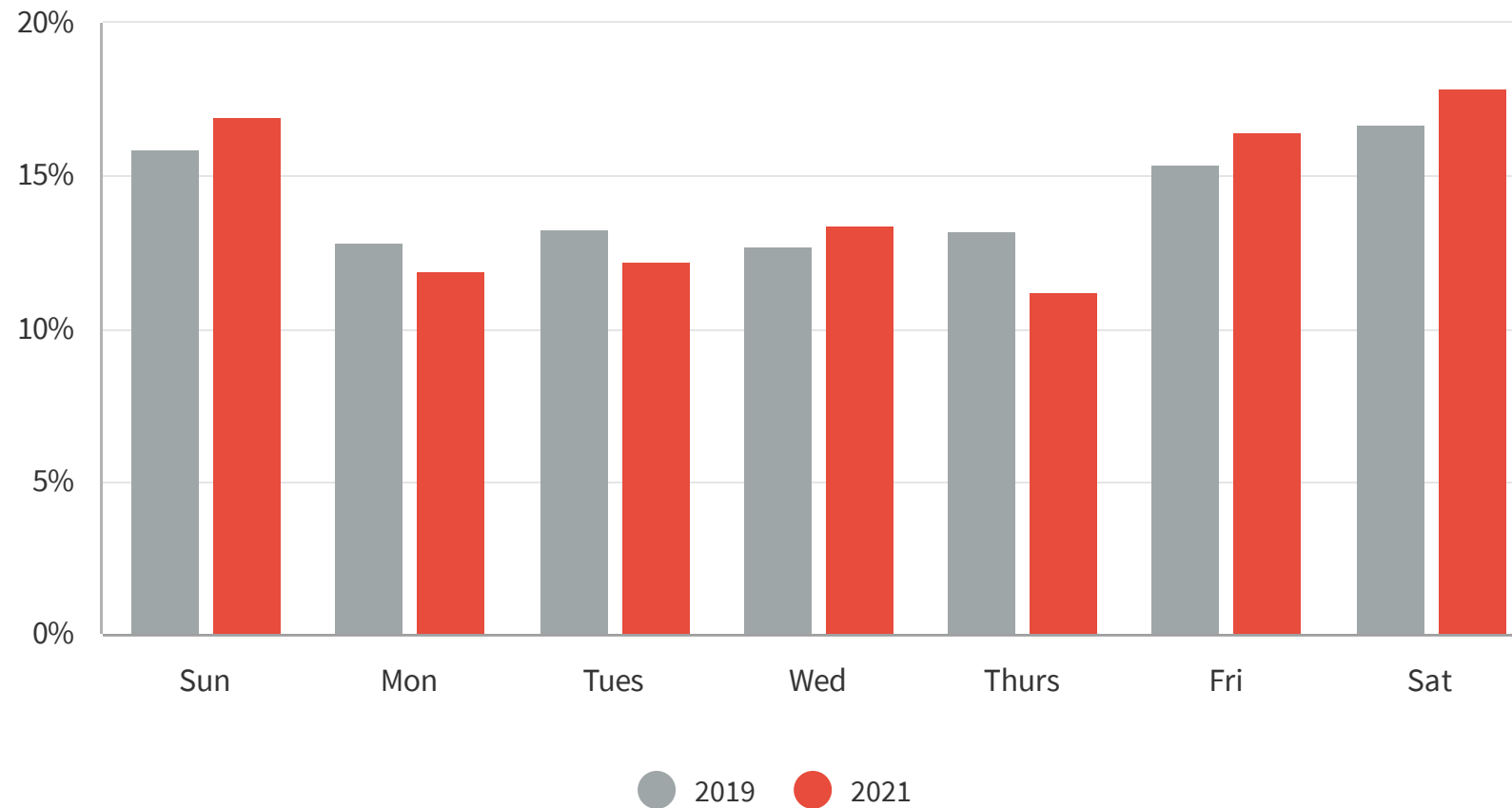
%

INSIGHT

The ADR for September was \$214 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.

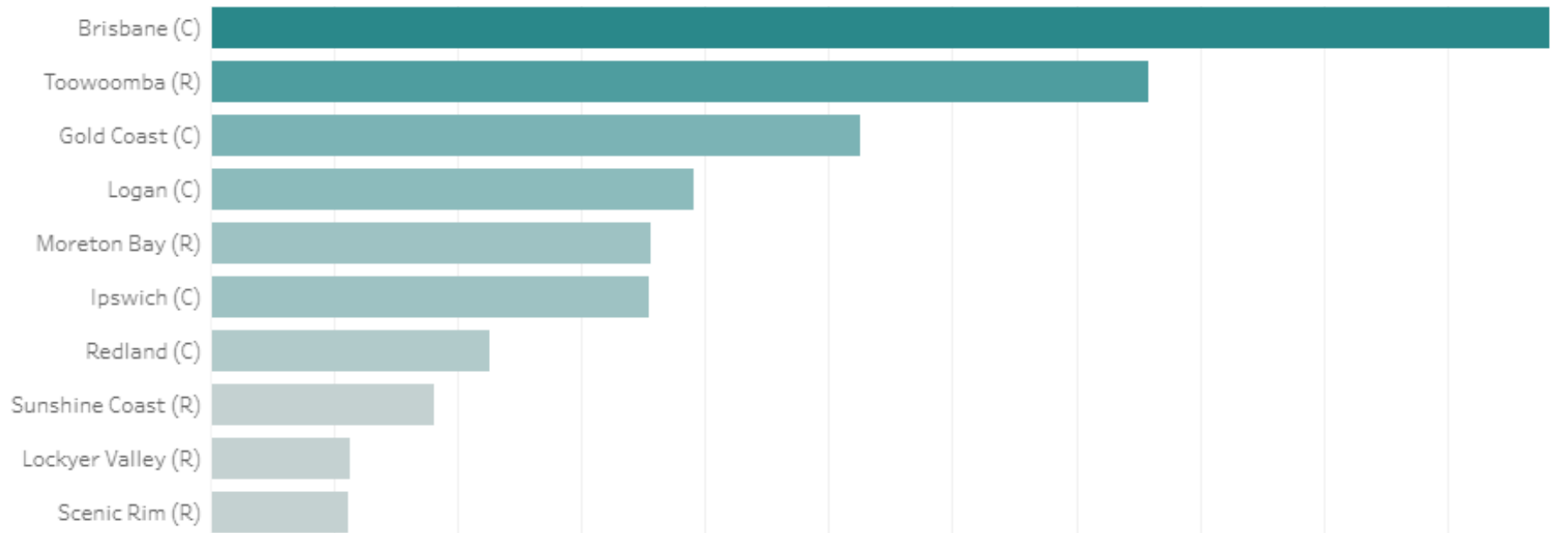


## INSIGHT

The most popular day to visit in September 2021 was Saturday at 17.83% 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.



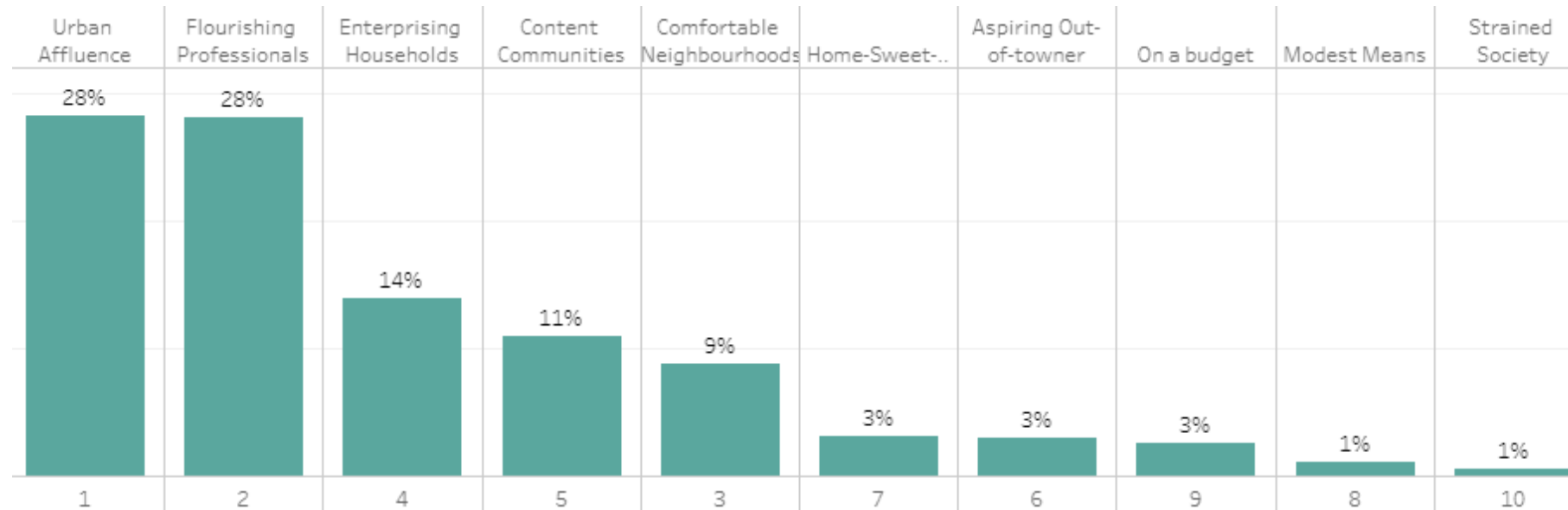
## INSIGHT

The top 5 LGAs make up over 61% of all visitation to Southern Downs with Brisbane again topping the visitation with 20% 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 September were the two wealthiest segments, contributing to 24%.

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.

