

Southern Downs Monthly Report

April 2021

Key Points from April 2021



The occupancy rate for Southern Downs for April was 58%, this is a 50% increase on February.



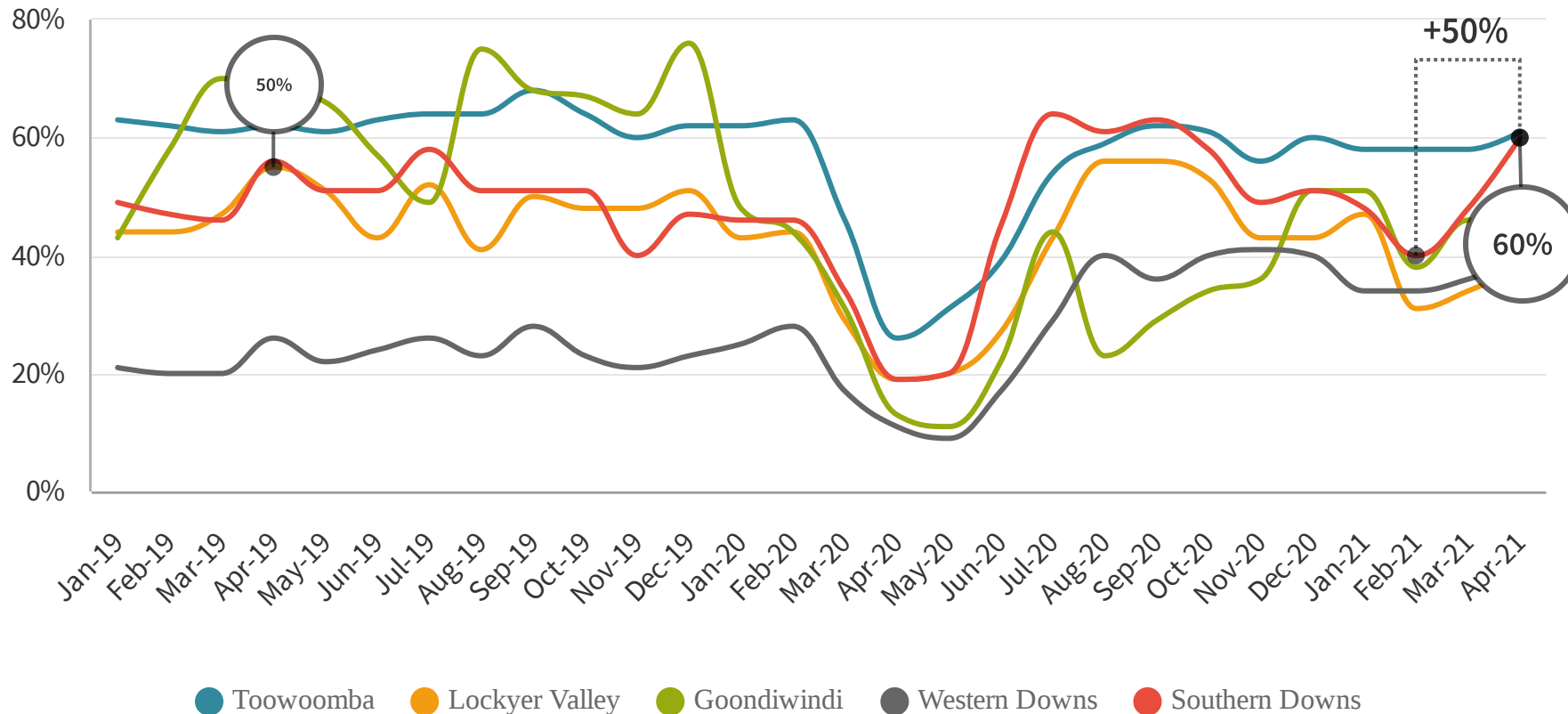
The Reservation Window for Southern Downs has had a 50% increase from April 2020.



Friday, Saturday and Sunday contributed to 53% of the total visitation to the Southern Downs area in April.

Average Occupancy Rate

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

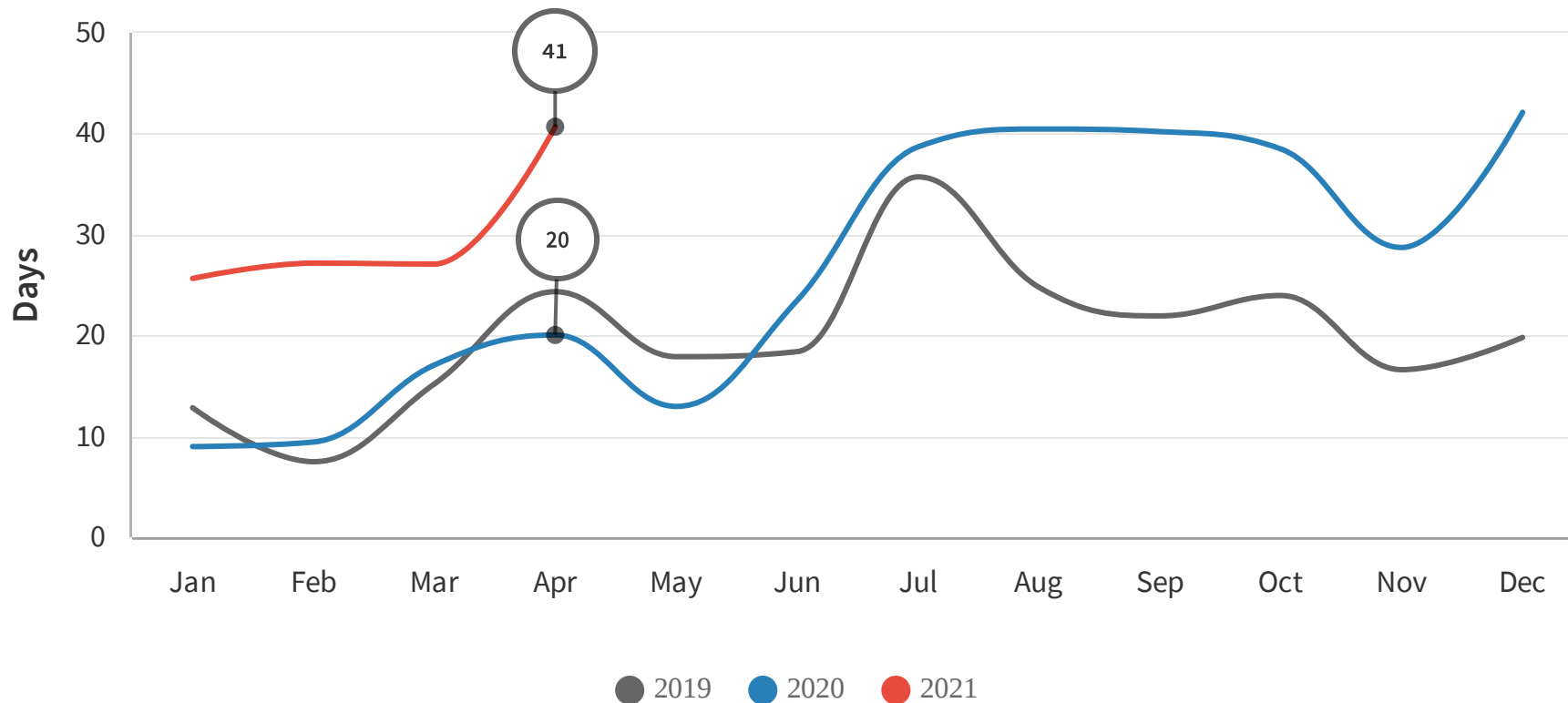


INSIGHT

Southern Downs Occupancy level for April was 60%, and saw a big climb of 50% from the month of February. Historically, April is a strong month for Southern Downs because of Easter.

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.

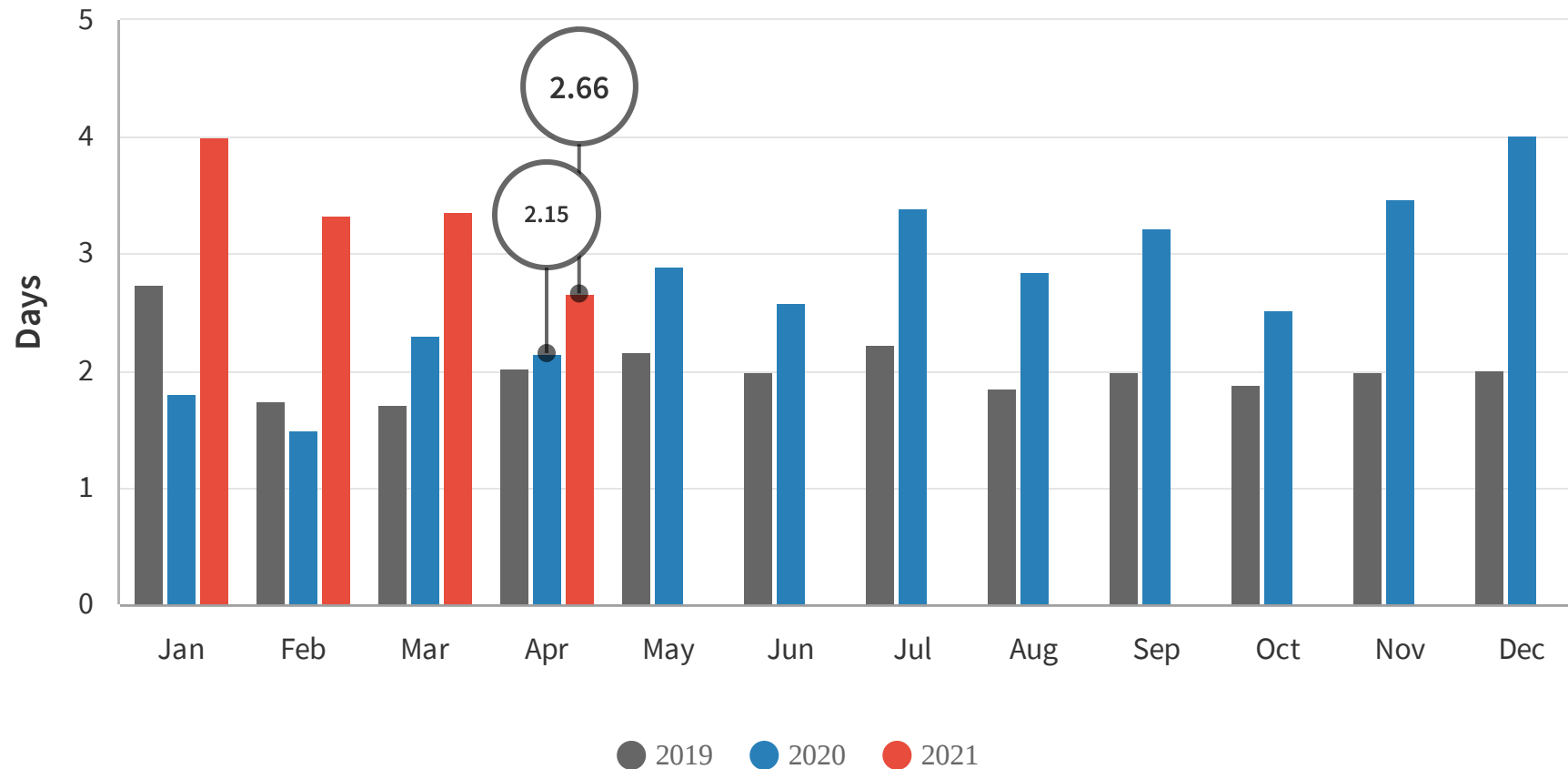


INSIGHT

The average Reservation Window is seeing some great growth into 2021. April had a Reservation Window of 41 days which was an increase of 49% from last year.

Length of Stay

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

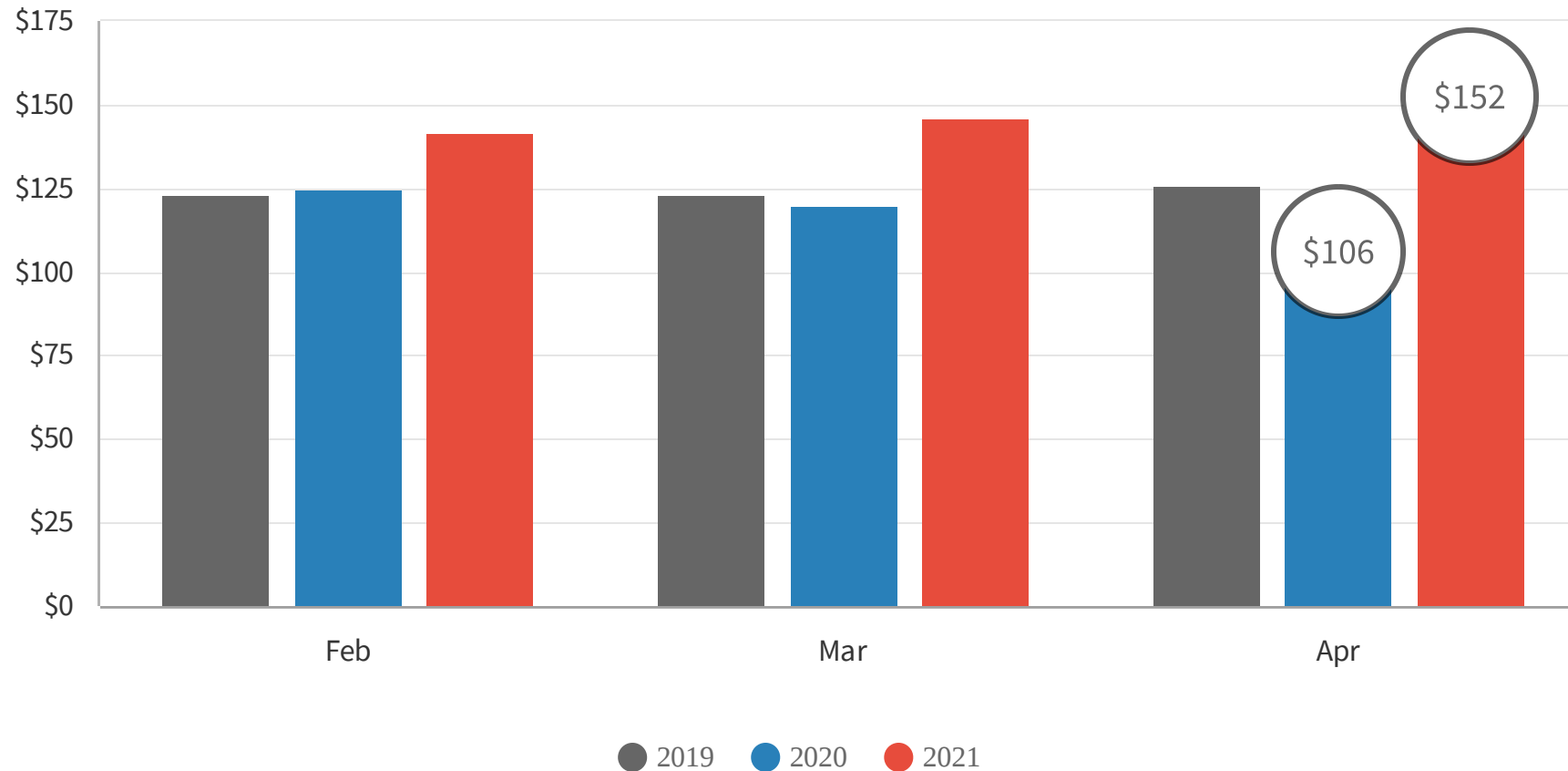


INSIGHT

Length of Stay in April 2020 was 2.15 days and increased to 2.66 days in 2021, which is a 19% change. This growth has been consistent over the past 4 months.

Average Daily Rate

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



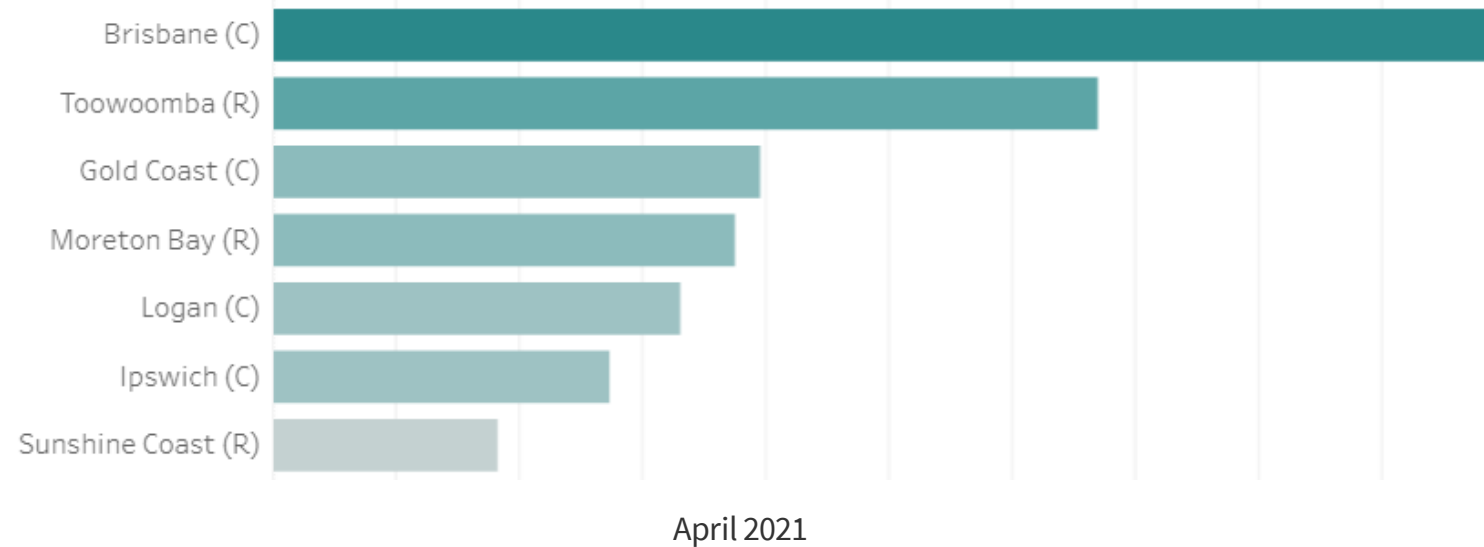
30%

INSIGHT

Previous years show a steady trend in the Average Daily Rate, however 2021 has presented a large consistent growth. There has been big increase of 30% in the month of April. 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 of April.

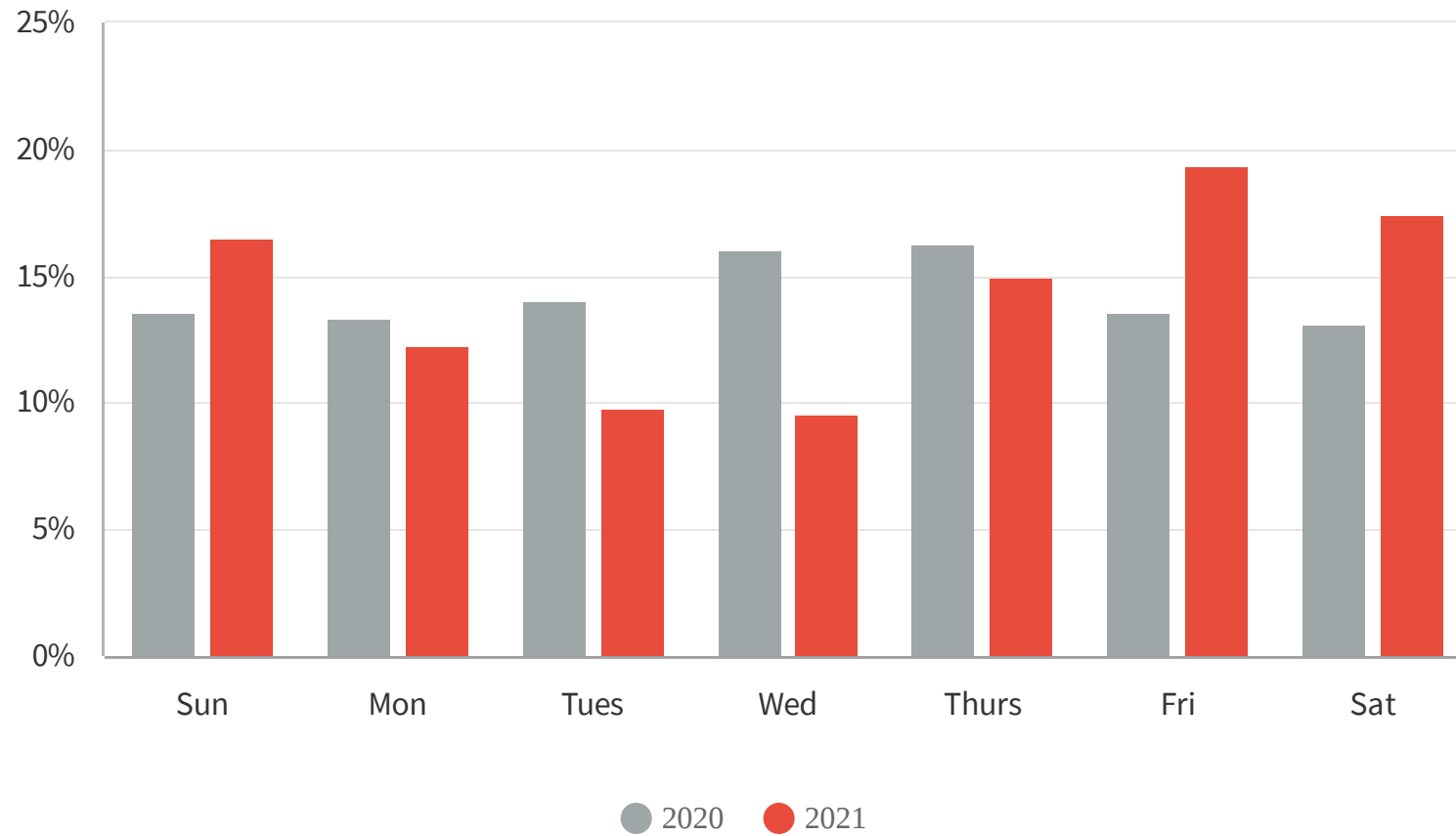


INSIGHT

The LGA's with the most amount of devices seen within the Southern Downs region in April 2021 were Brisbane with 20% of the total devices seen Toowoomba with 13% and Gold Coast with 8%.

Day of the Week

This graph visualises which days of the week people are visiting.



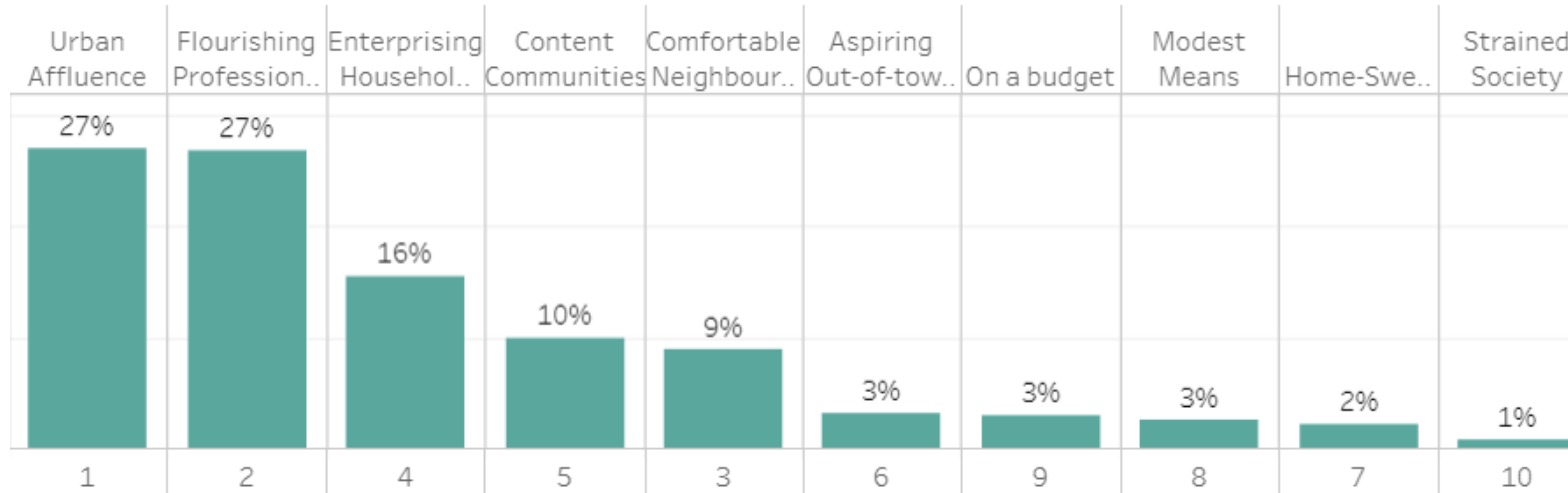
INSIGHT

Interestingly, the most common days to visit in 2020 were Wednesday and Thursday - probably due to COVID. Now into 2021, the most common is Friday through to Sunday at 53.39% of total visitation.

Top Visitor Segments - Brisbane

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

Visitors Segments



Visitor Segmentation from Brisbane - April 2021



INSIGHT

The top two visitors of Southern Downs from Brisbane in the month of April were the two wealthiest segments, contributing to 54%.

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 - April 2021



INSIGHT

Forest lake recorded the highest visitation from Brisbane at 2%, there was no major stand out and remained quite even amongst all suburbs.