

Southern Downs Monthly Report

August 2021

Key Points from August 2021



Southern Down's Occupancy level for August was 49% and has decreased by 25% since last month. This decline in occupancy can be attributed to the lockdown that QLD experienced in August.



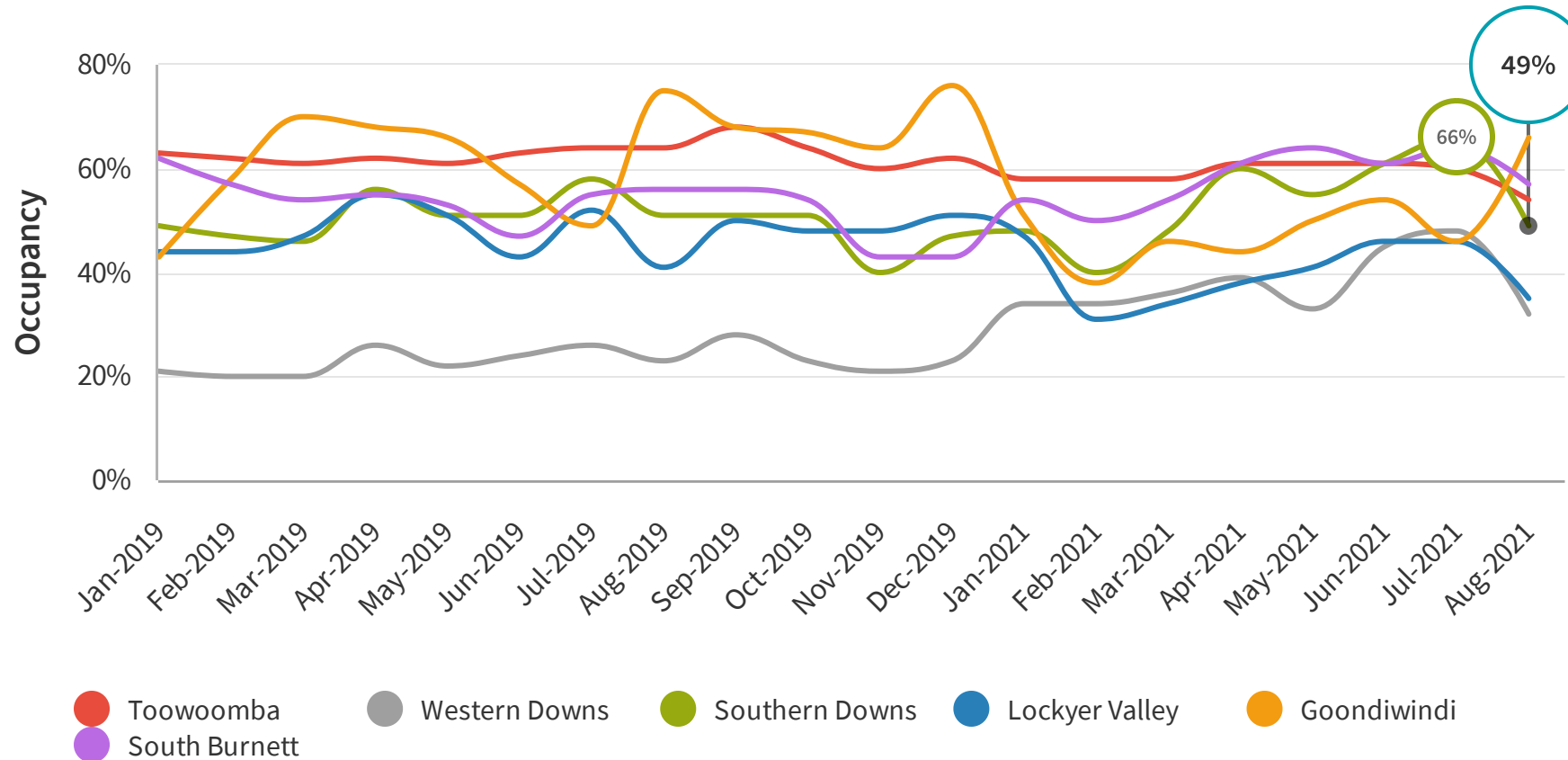
August 2021 had a reservation window of 46 days which is a decline of 28%, but when compared to previous years is still looking positive.



The LGA's with the most amount of devices seen within the Southern Downs region in August 2021 were Toowoomba with 19.81%, Brisbane with 17.31% and Logan with 7.92%.

Average Occupancy Rate

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

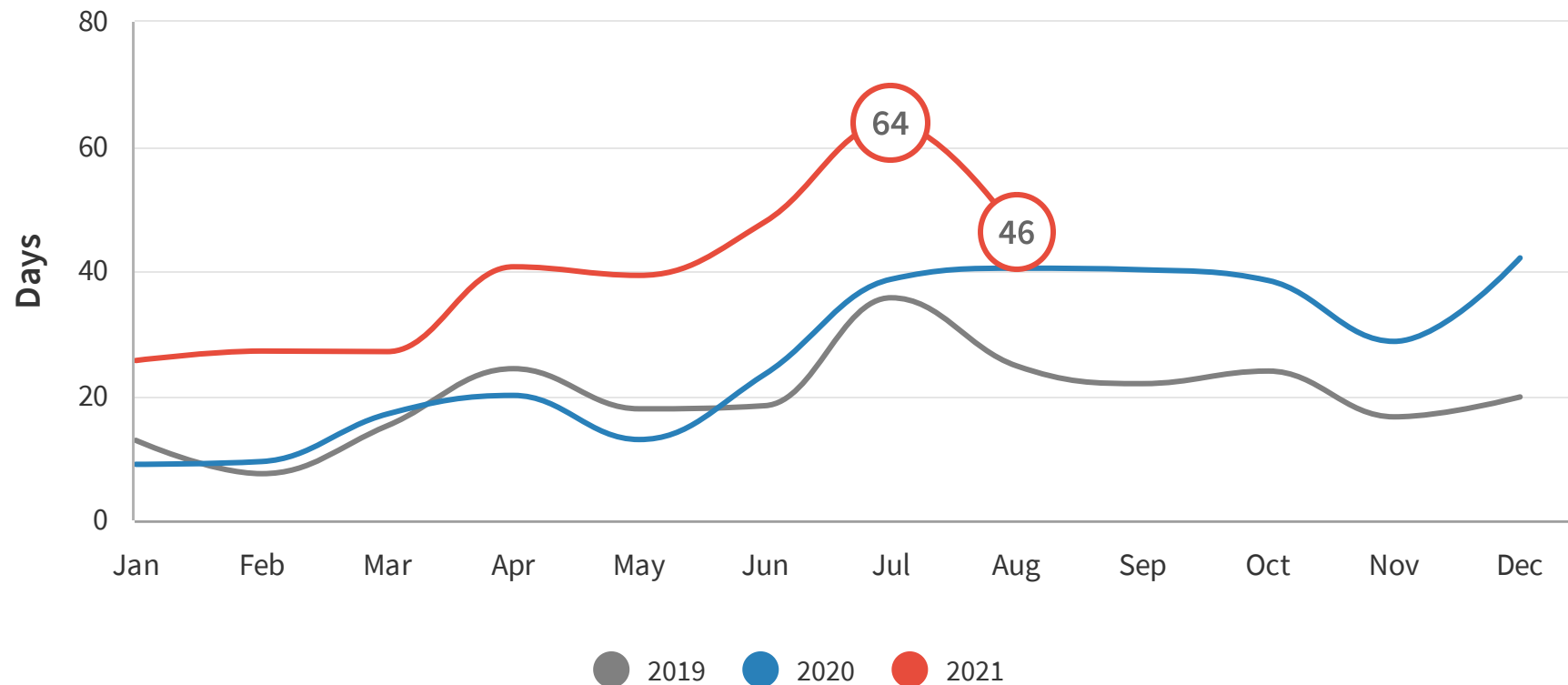


INSIGHT

Southern Down's Occupancy level for August was 49% and has an decrease of 25% since last month. This decline in occupancy can be attributed to the lockdown that QLD experienced in August.

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.

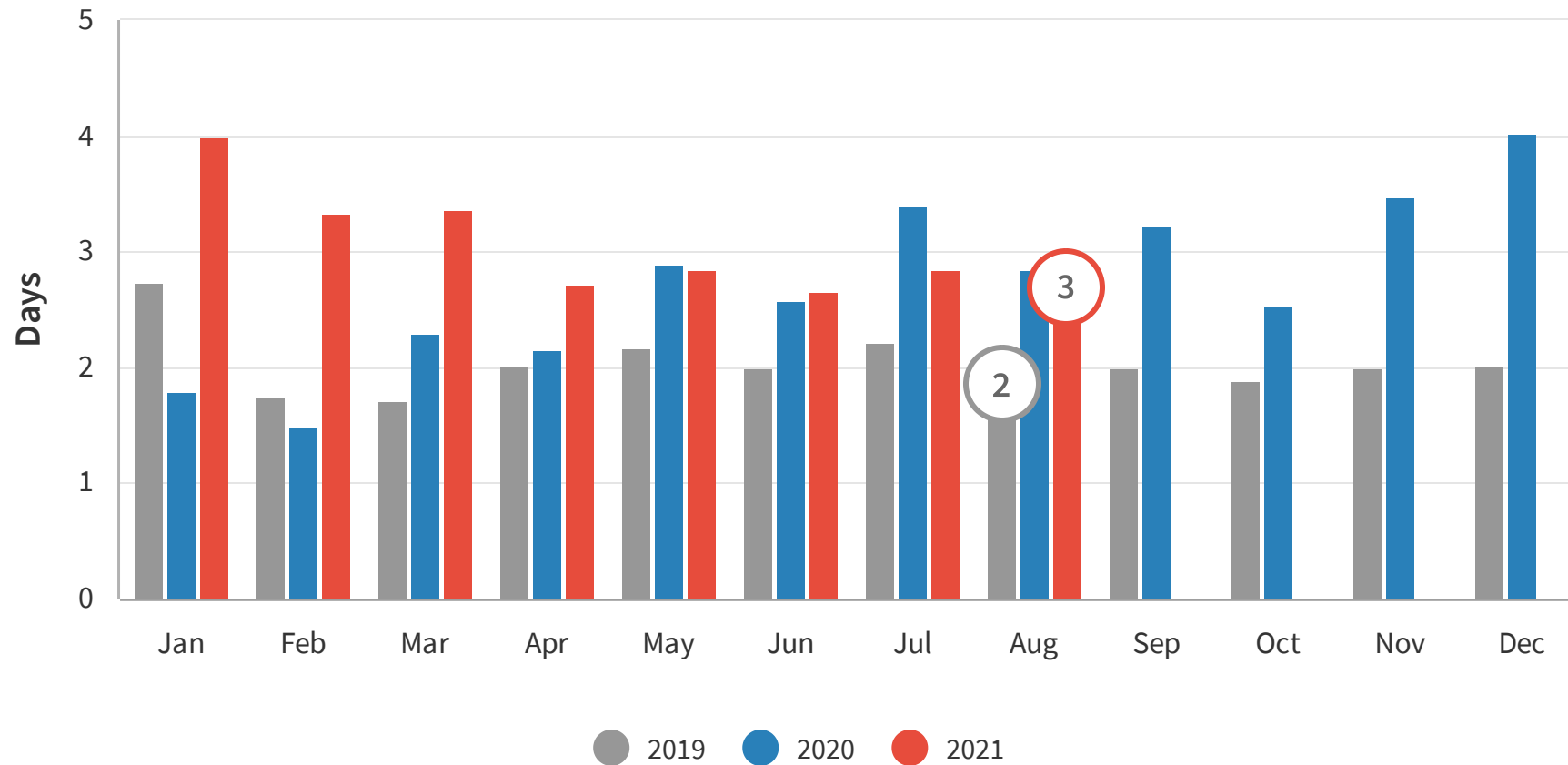


INSIGHT

The average Reservation Window has remained quite healthy since the beginning of the year. August 2021 had a reservation window of 46 days which is a decline of 28%, but when compared to previous years is still looking positive.

Length of Stay

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

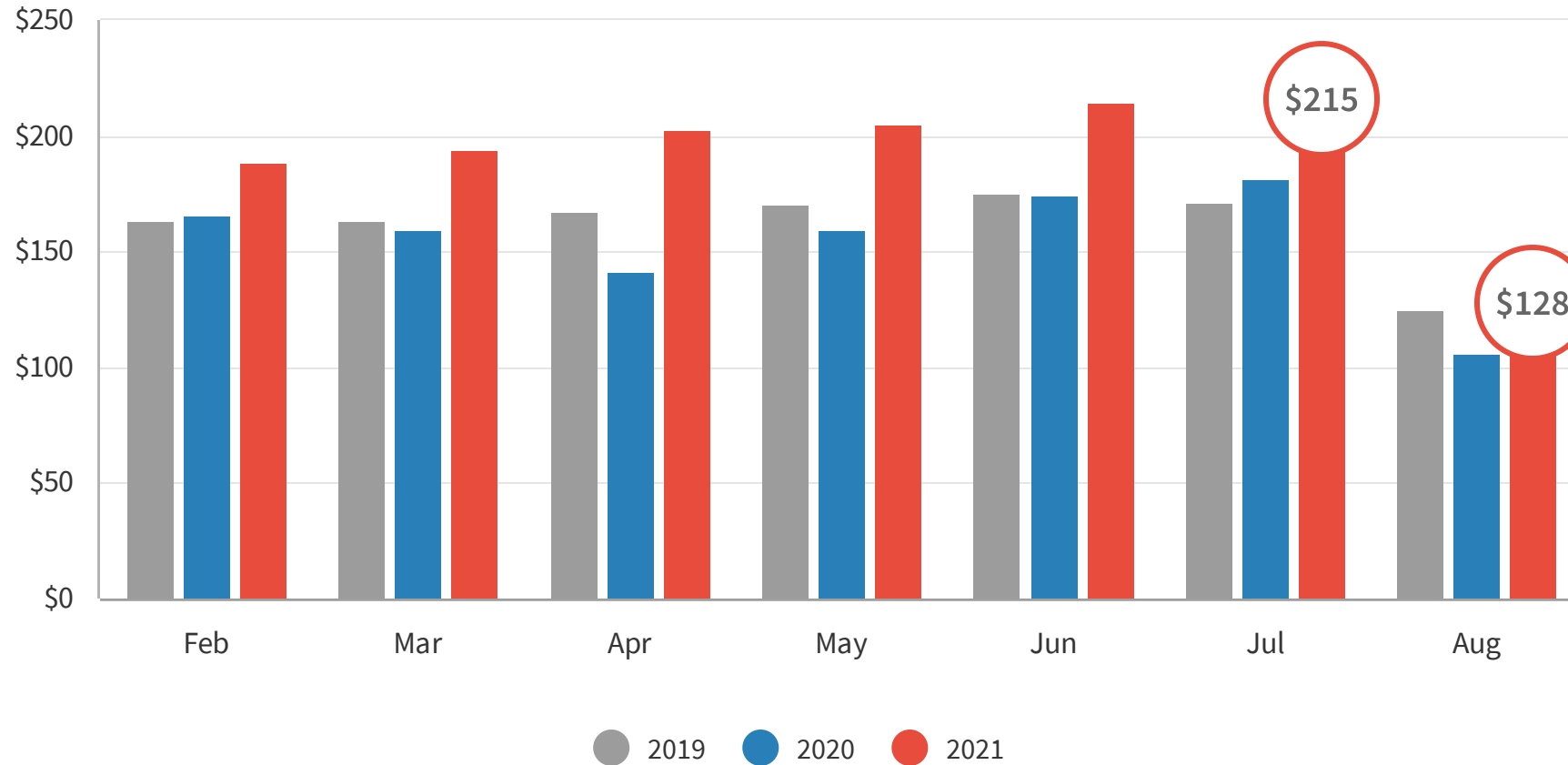


INSIGHT

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



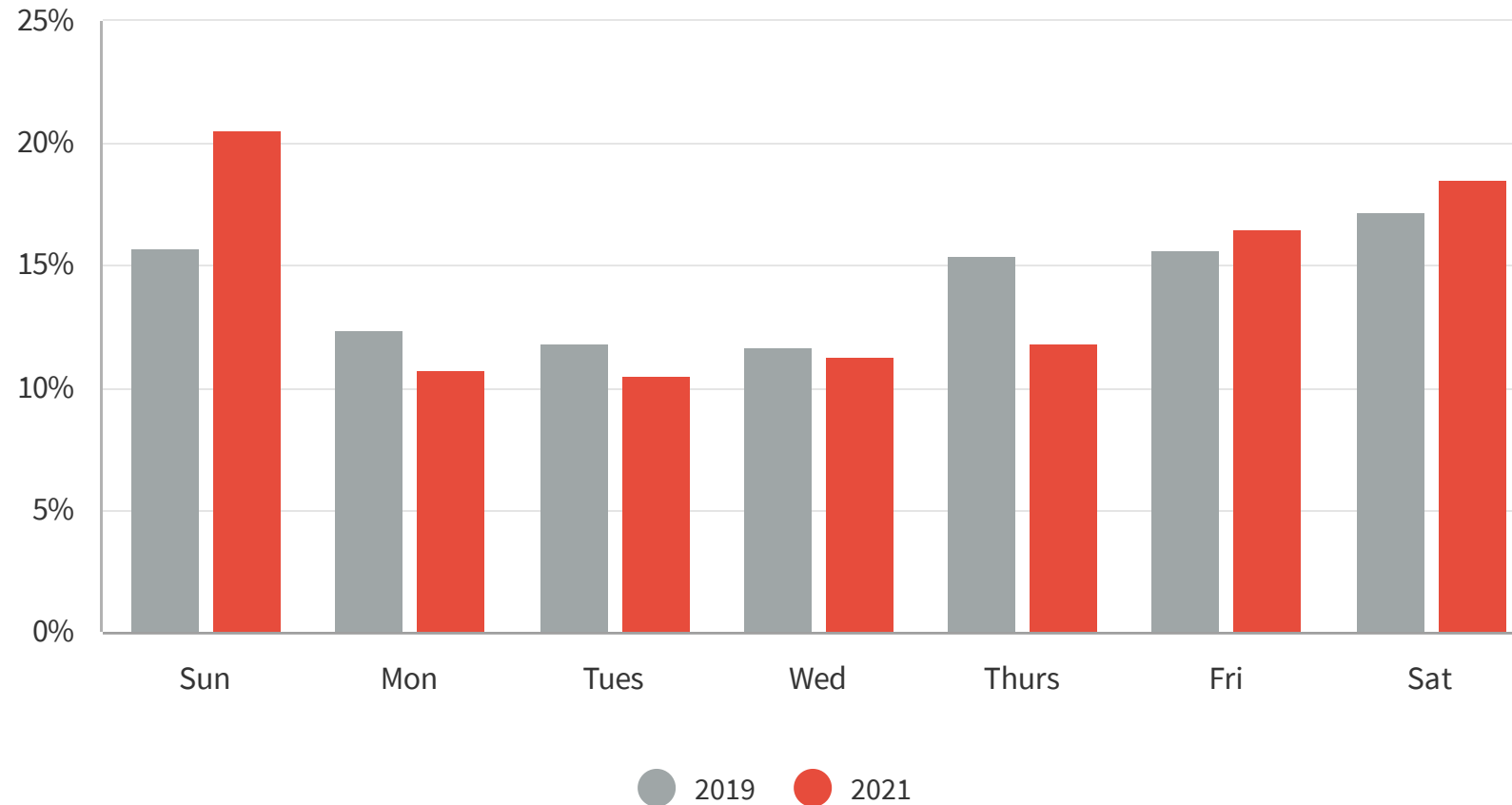
65%

INSIGHT

Previous years show a consistent level in the Average Daily Rate, however 2021 has presented some large consistent growth. August 2021 has had a ADR of \$128, which is a 40% decrease from last month. This decrease follows a trend year on year, and was to be expected.

Day of the Week

These graphs visualise which days of the week people are visiting the most for the month.

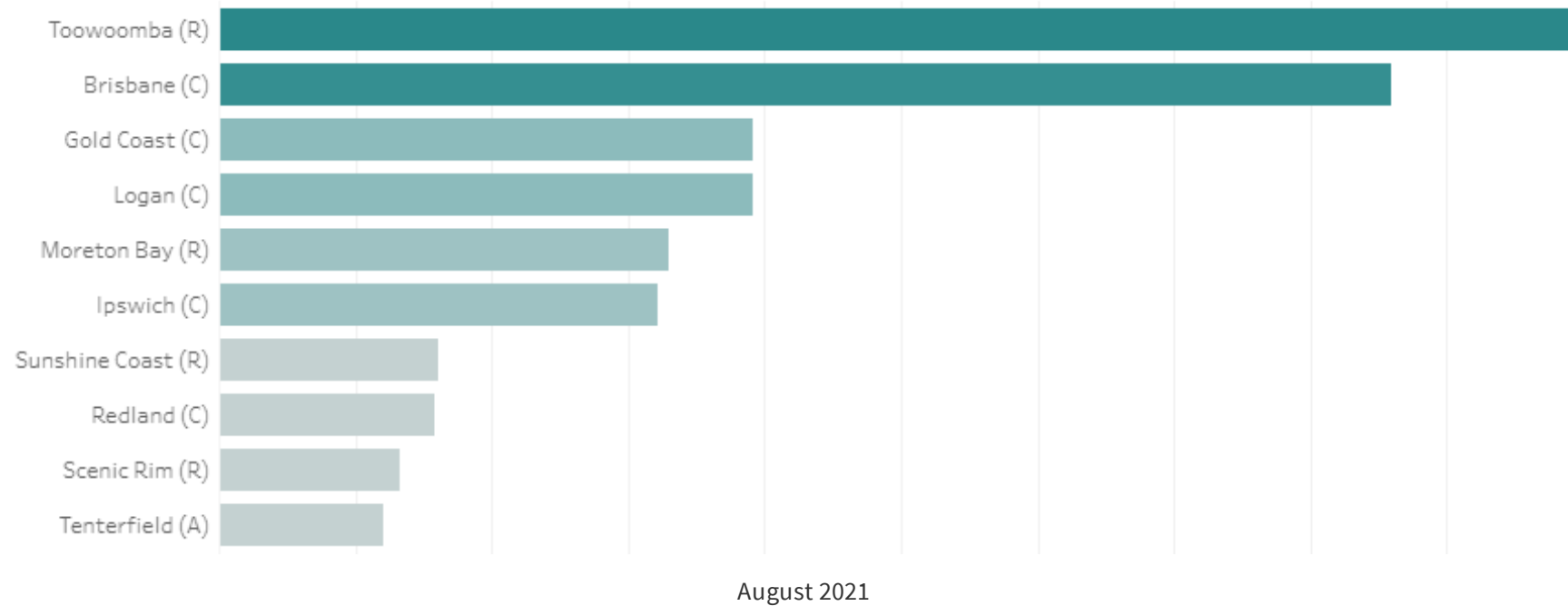


INSIGHT

The most popular day to visit in August 2021 was Saturday at 20.53% 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.

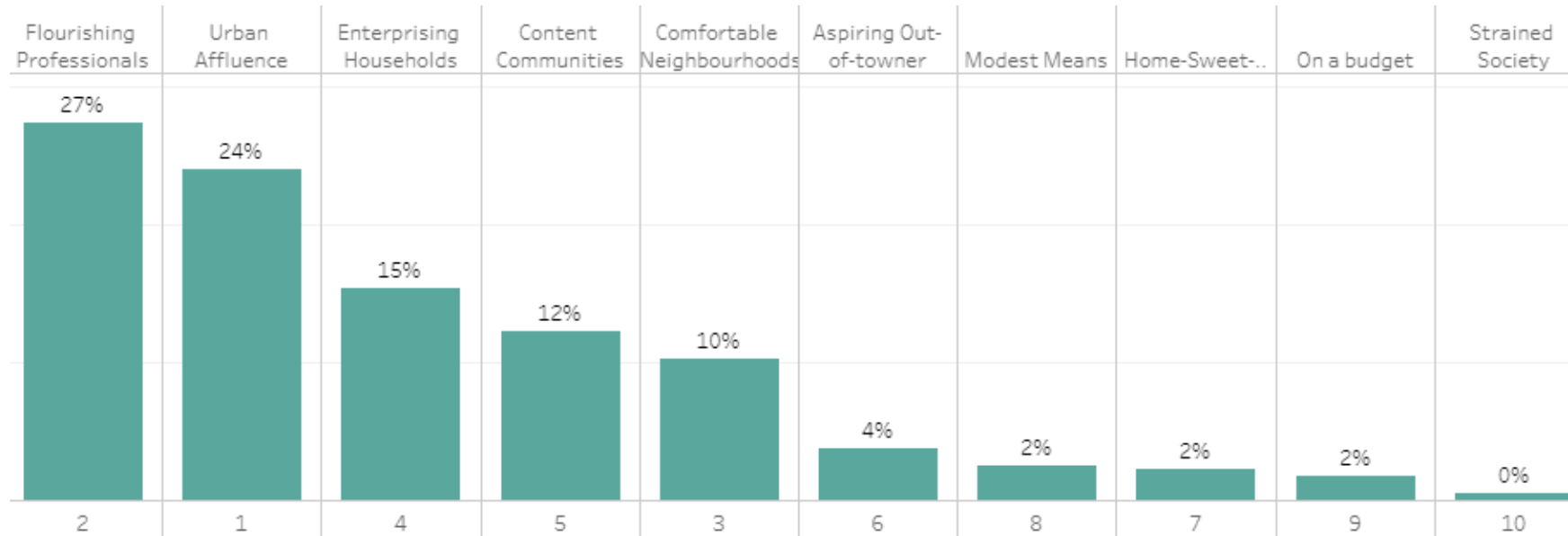


INSIGHT

The LGA's with the most amount of devices seen within the Southern Downs region in August 2021 were Toowoomba with 20.05% of the total devices seen, Brisbane with 17.9% and Gold Coast with 7.82%.

Top Visitor Segments - Brisbane

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



Visitor Segmentation from Brisbane - August 2021



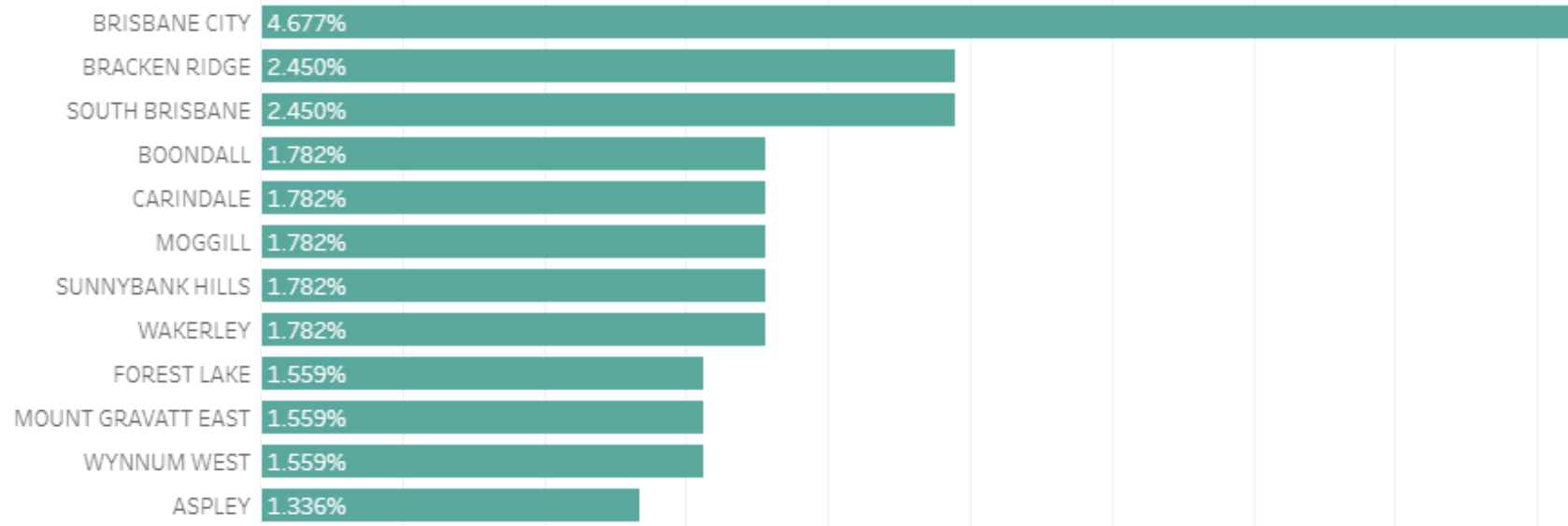
INSIGHT

The top two visitors of Southern Downs from Brisbane in the month of August 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.



Visitor Suburbs from Brisbane - August 2021



INSIGHT

The top three suburbs that visited in August were Brisbane City with 4.6% and Bracken Ridge and South Brisbane with 2.4%.