

Southern Downs Monthly Report

April 2022

Key Points from April 2022



Southern Downs average occupancy level for April 2022 was 61%, which is an increase of 30% since March last month.



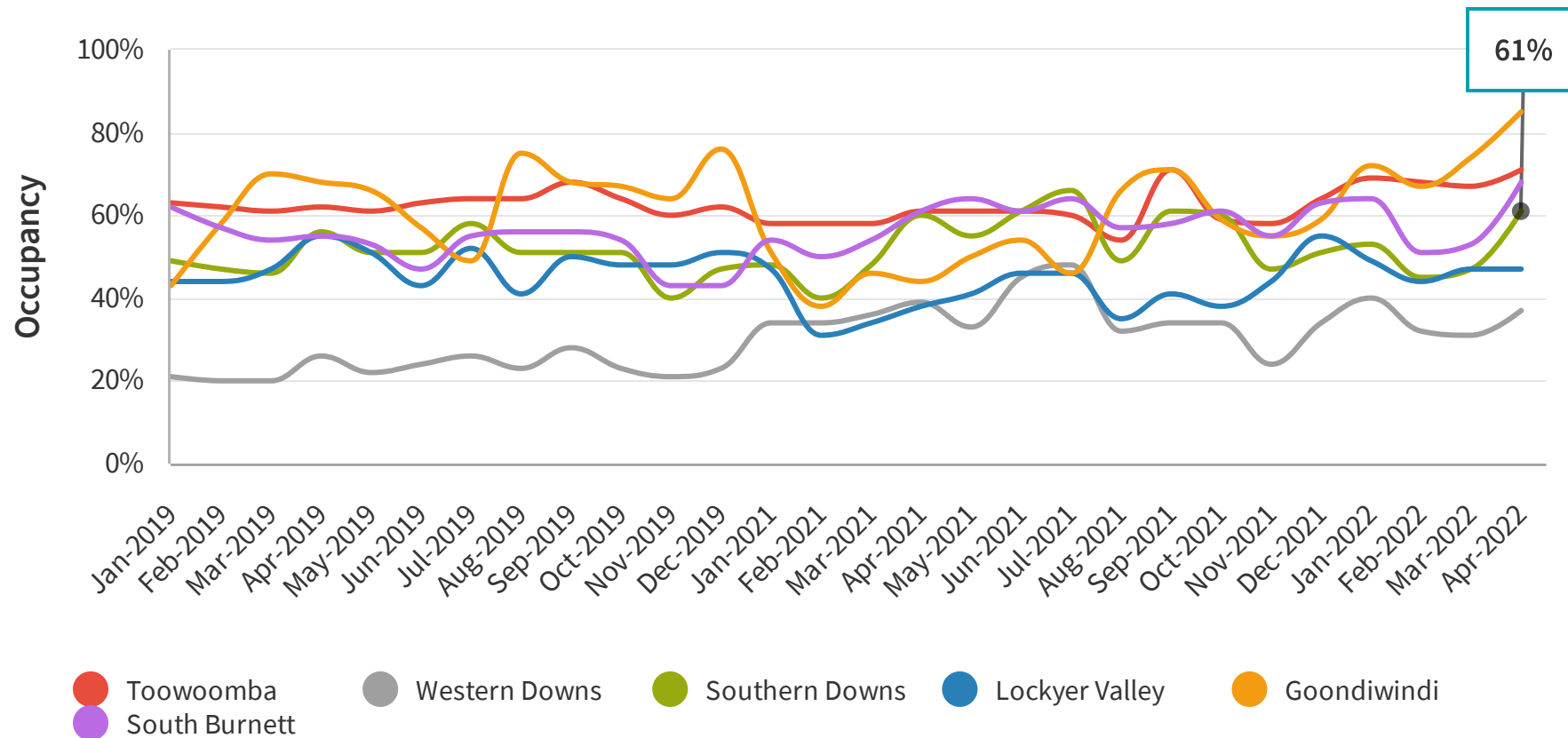
Length of Stay in April 2022 was 3 days, remaining at the same level for the past 4 months.



The top 5 LGAs make up over 53.93% of all visitation to Southern Downs with Brisbane topping the visitation with 18.07% of all 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.

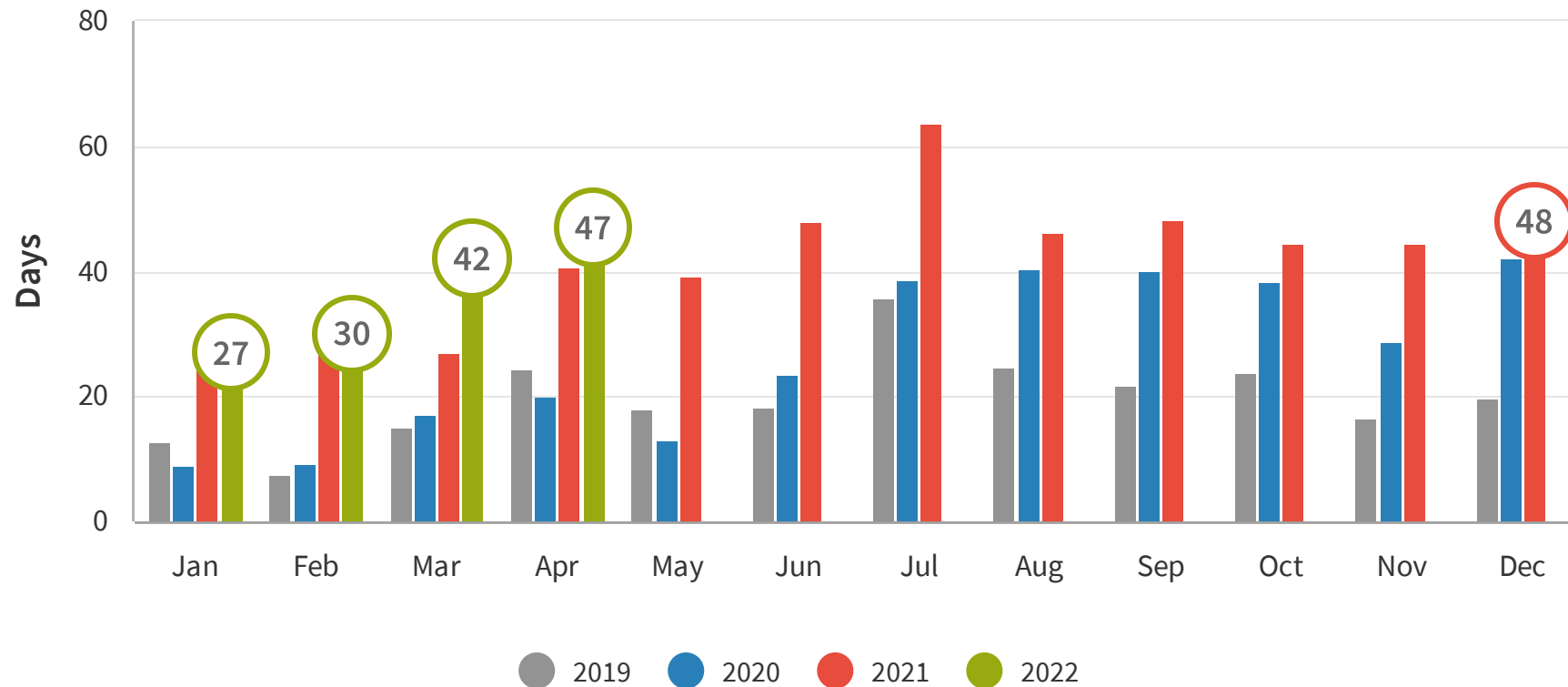


INSIGHT

Southern Downs average occupancy level for April 2022 was 61%, which is an increase of 30% since March 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.

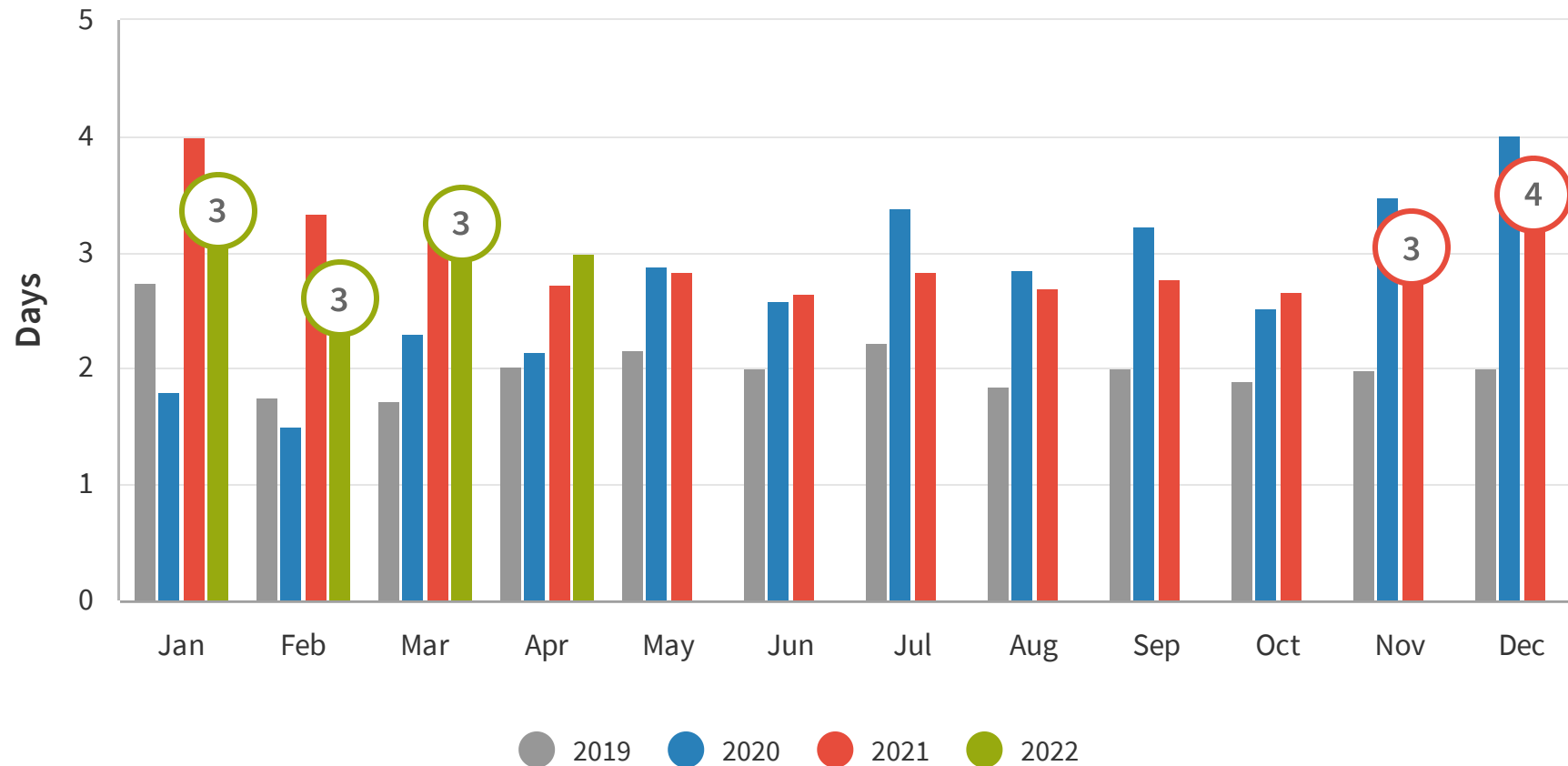


INSIGHT

The reservation window for April was 47 days and has increased 11% since last month. In comparison to 2019 and 2020, there has been a huge uplift in the reservation window which is an excellent result for the region.

Length of Stay

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

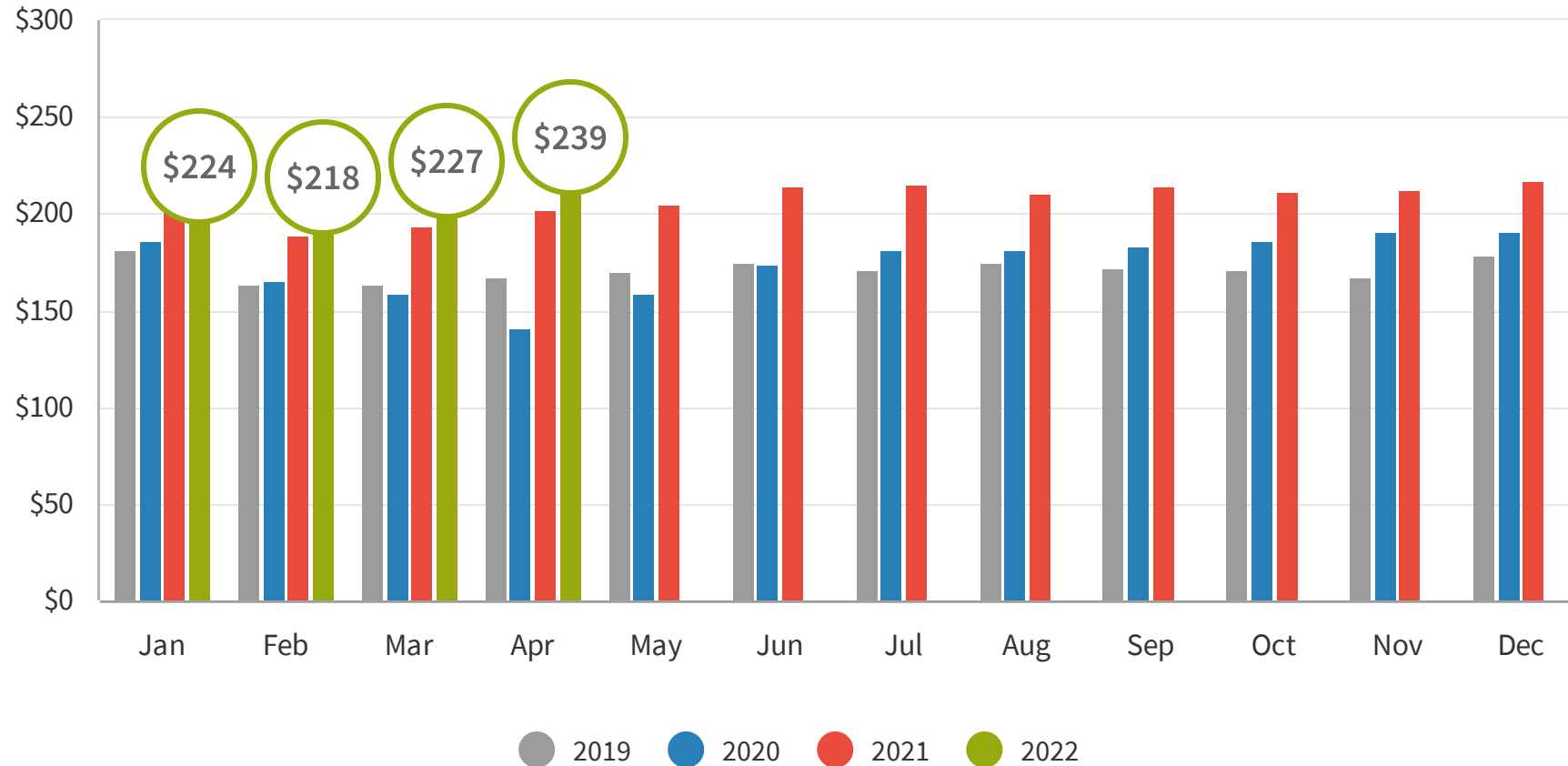


INSIGHT

Length of Stay in April 2022 was 3 days, remaining at the same level for the past 4 months.

Average Daily Rate

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

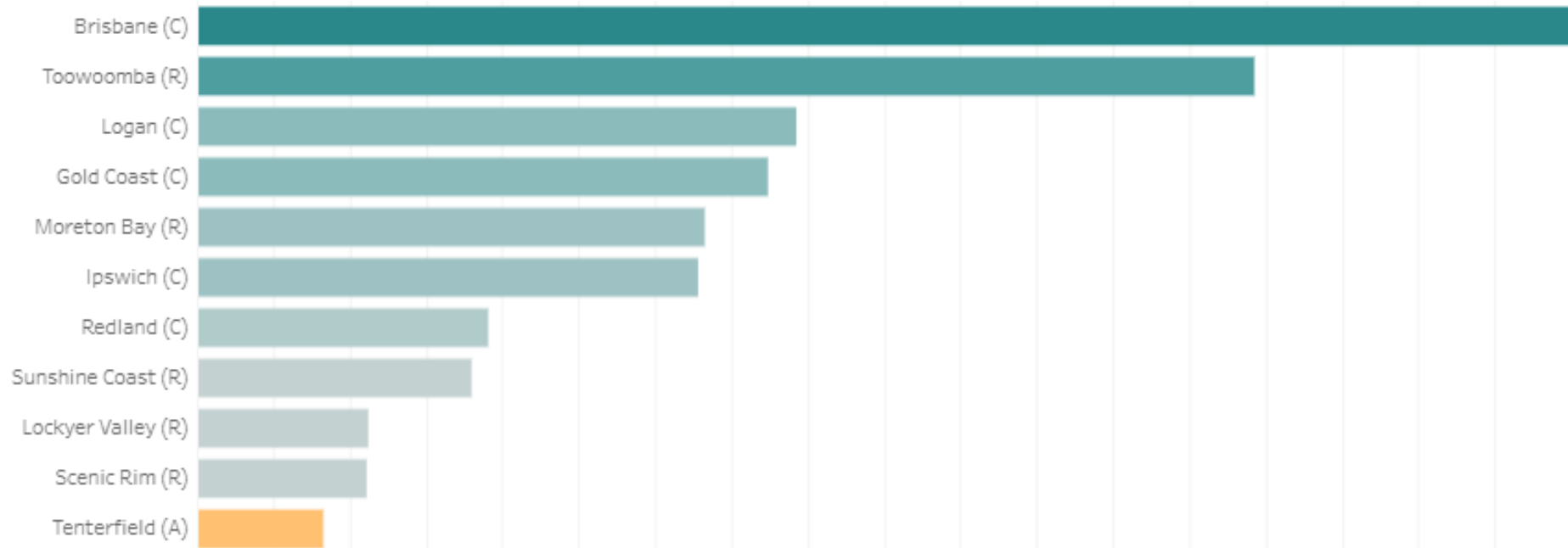


INSIGHT

The ADR for April was \$239 and saw a small increase of 5% since last month.

Source Market

The source market demonstrates which LGA visitors are travelling from, by checking device area data.

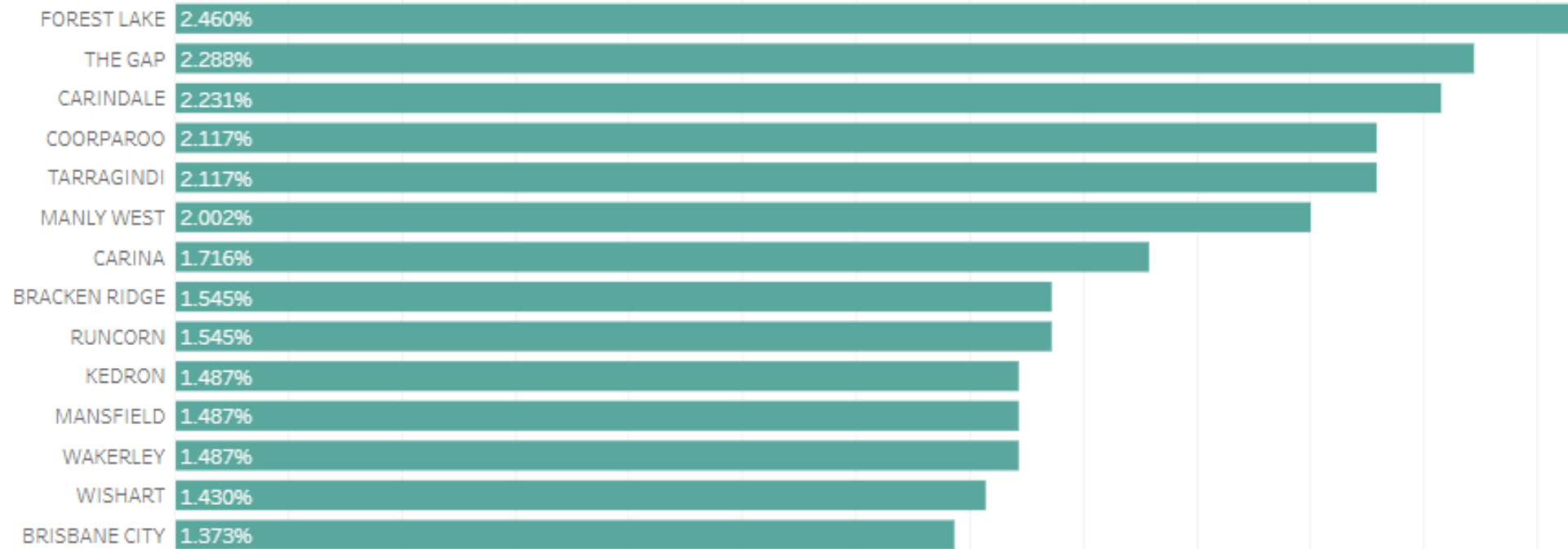


INSIGHT

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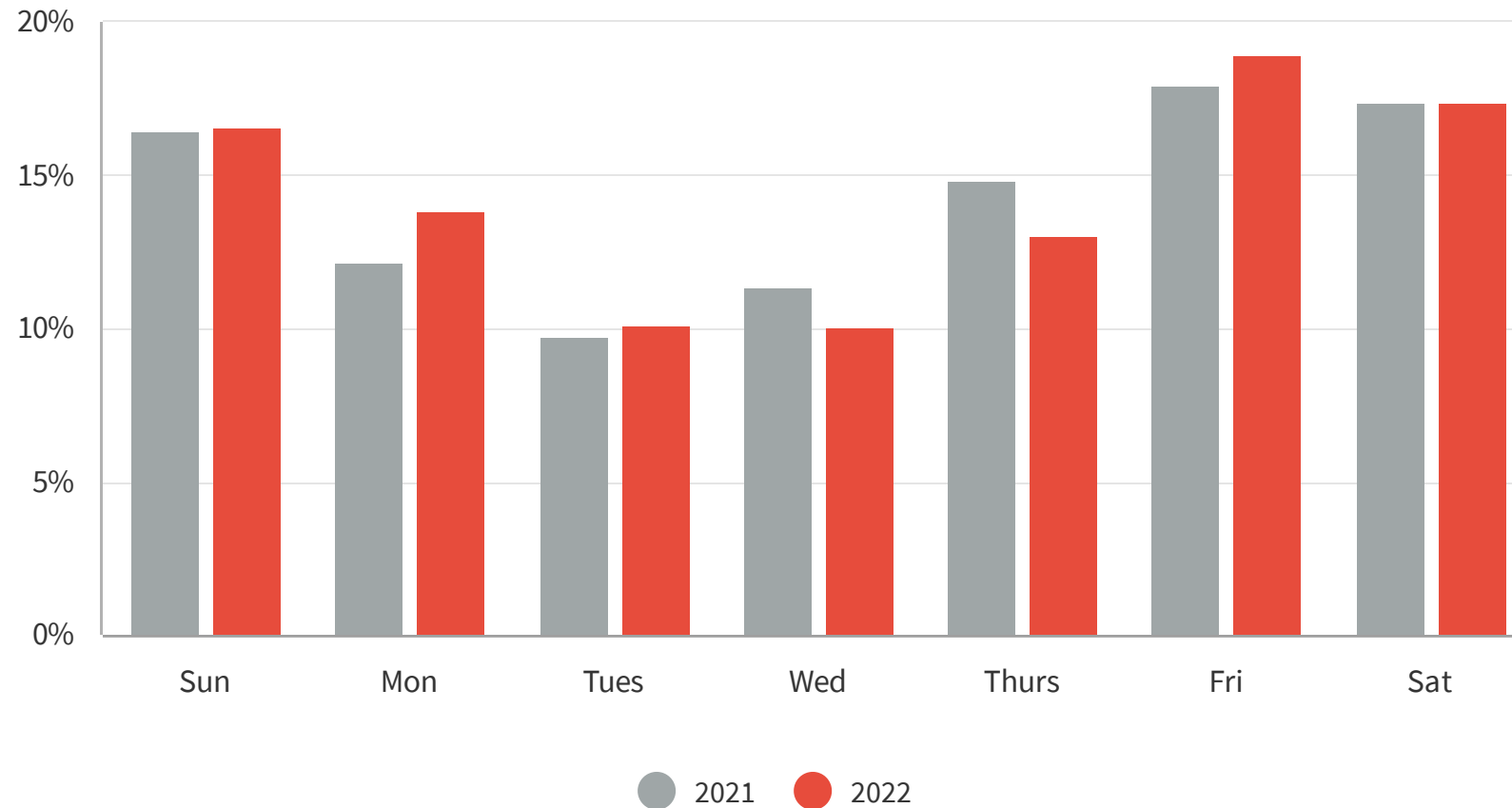
Top Visitor Suburbs Brisbane

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



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 April 2022 was Friday at 18.92% of visitation.