

Southern Downs Monthly Report

February 2022

Key Points from February 2022



Southern Downs average occupancy level for February 2022 was 45%, which is a decline of 15% since last month. All SQC regions also experienced a decline in occupancy this month.



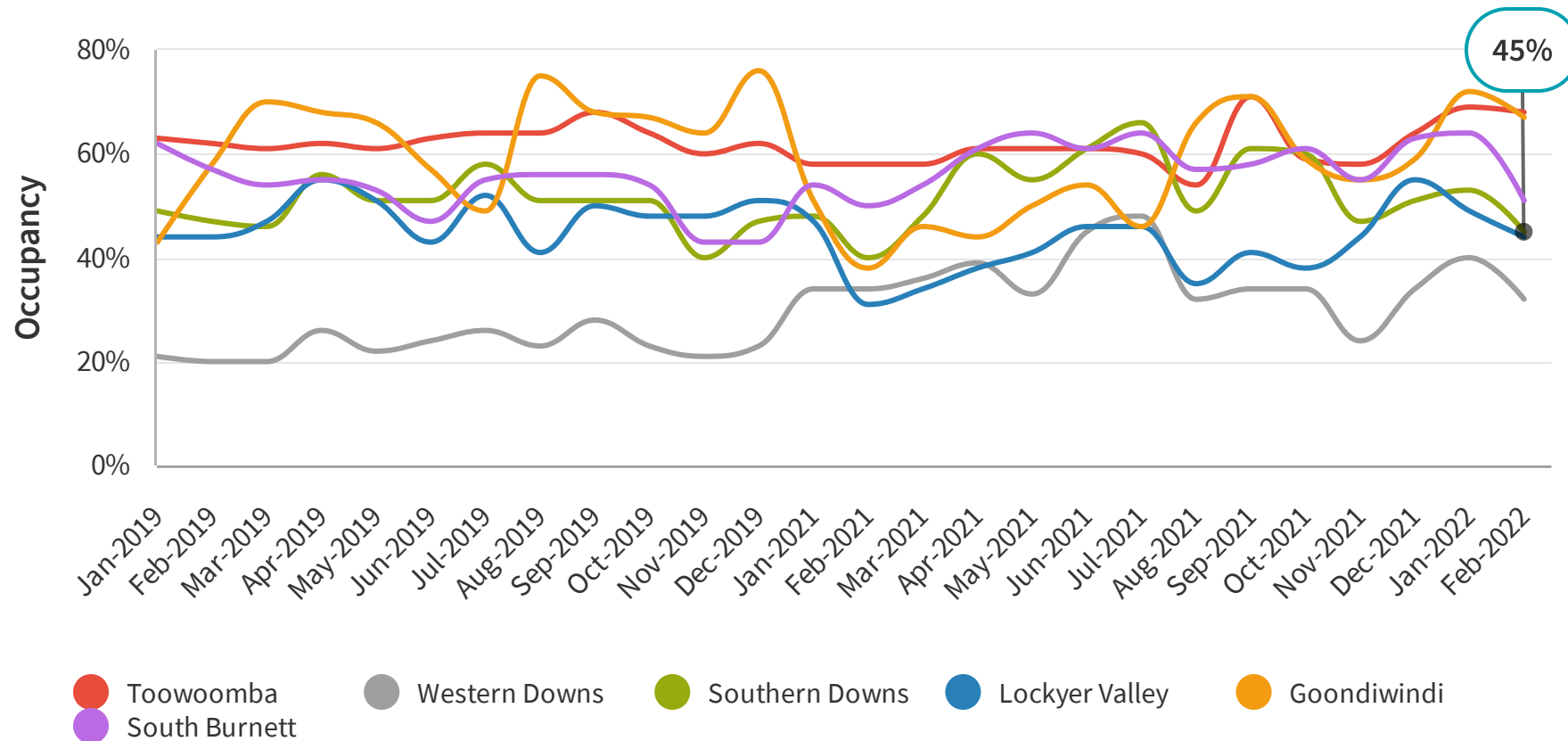
Length of Stay in February 2022 was 2.6 days, which is a 10% decrease since January.



The top 5 LGAs make up over 50.95% of all visitation to Southern Downs with Brisbane topping the visitation with 17.05% 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.

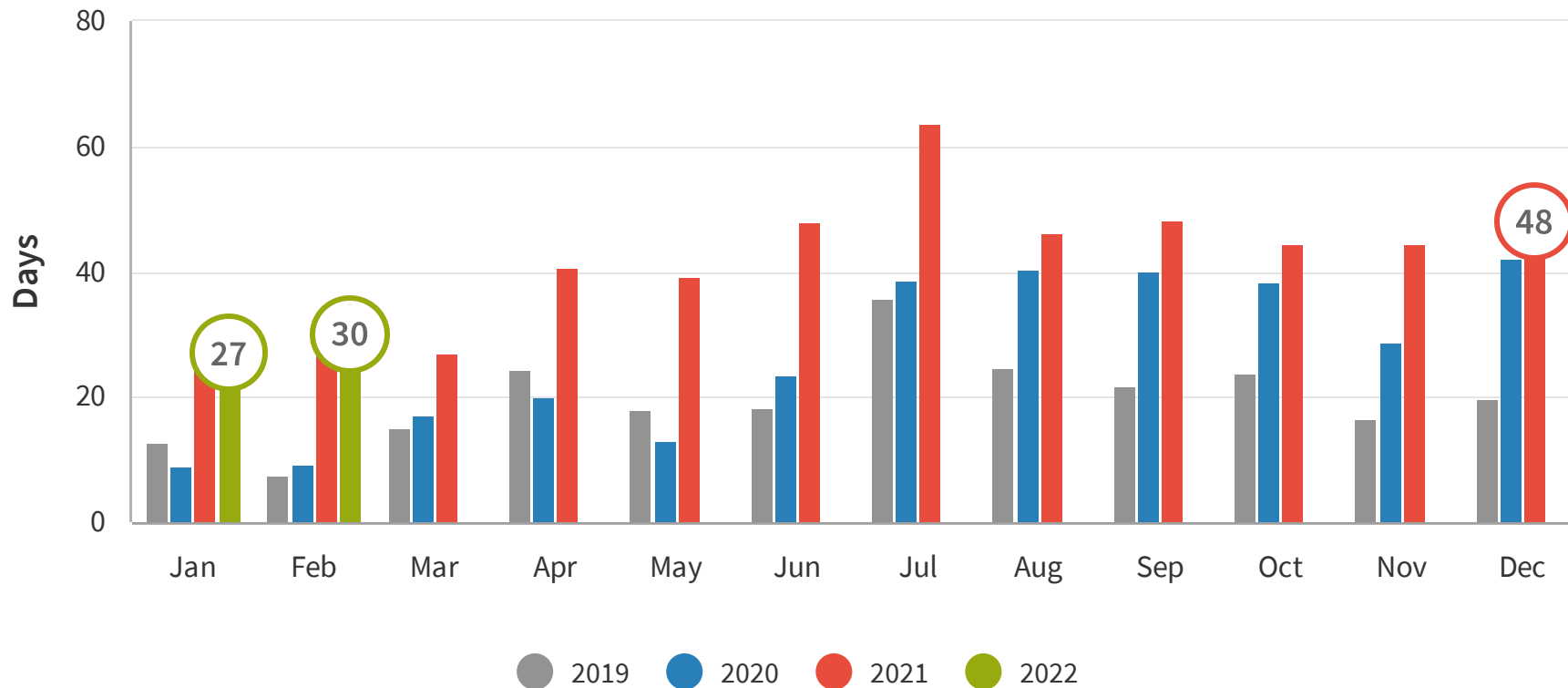


INSIGHT

Southern Downs average occupancy level for February 2022 was 45%, which is a decline of 15% since last month. All SQC regions also experienced a decline in occupancy this 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.

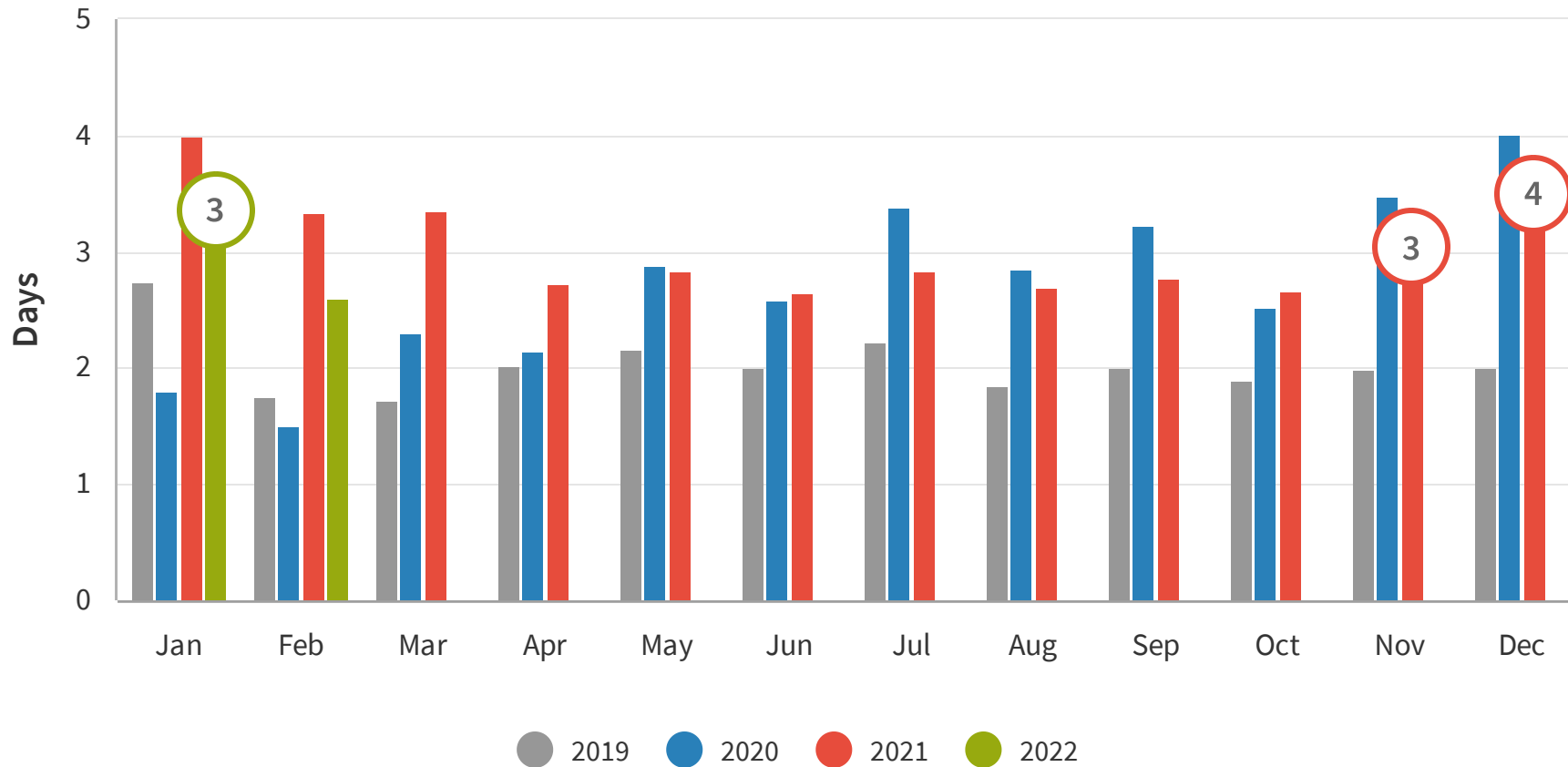


INSIGHT

The reservation window for February was 30 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.

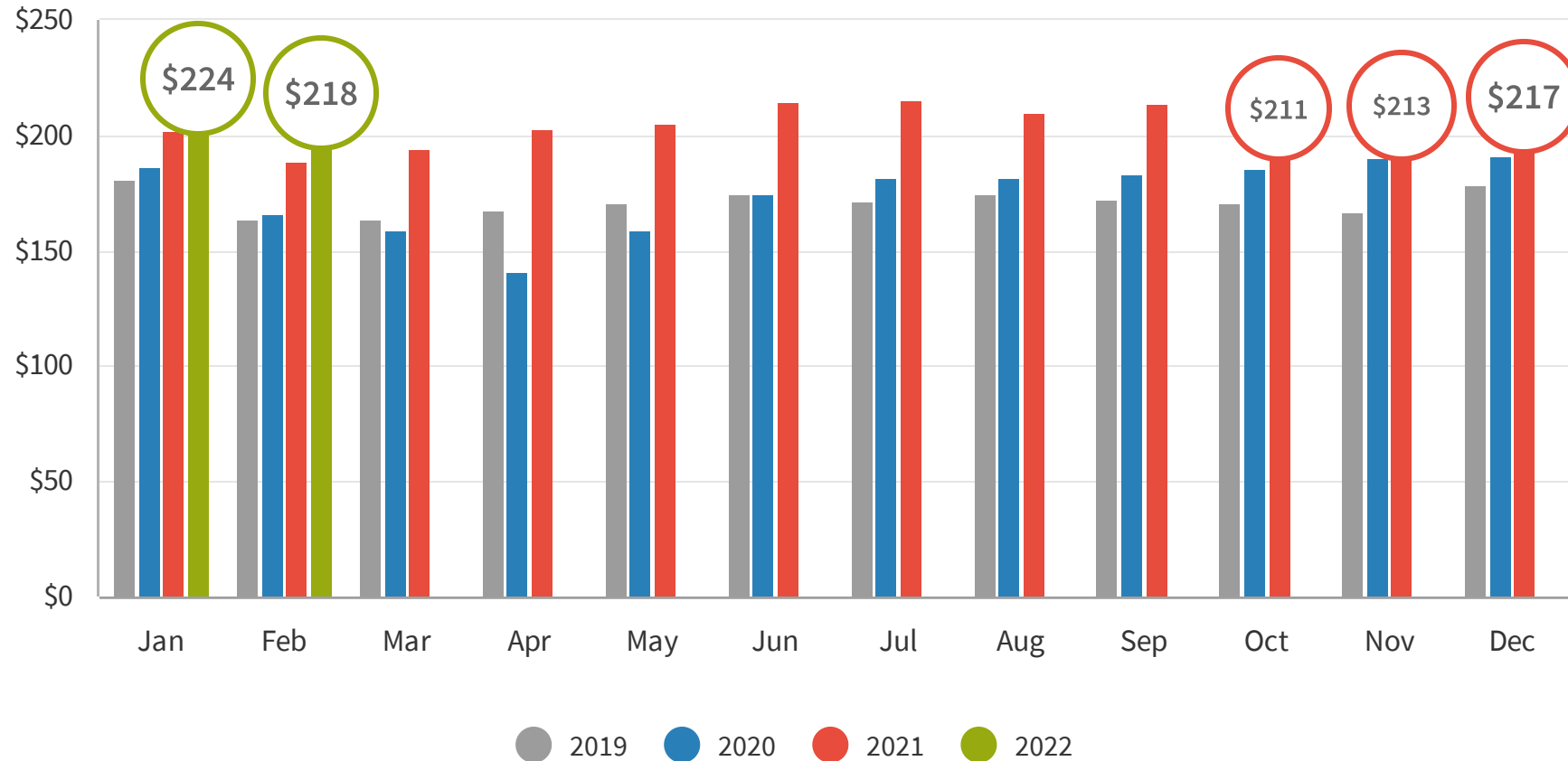


INSIGHT

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Average Daily Rate

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

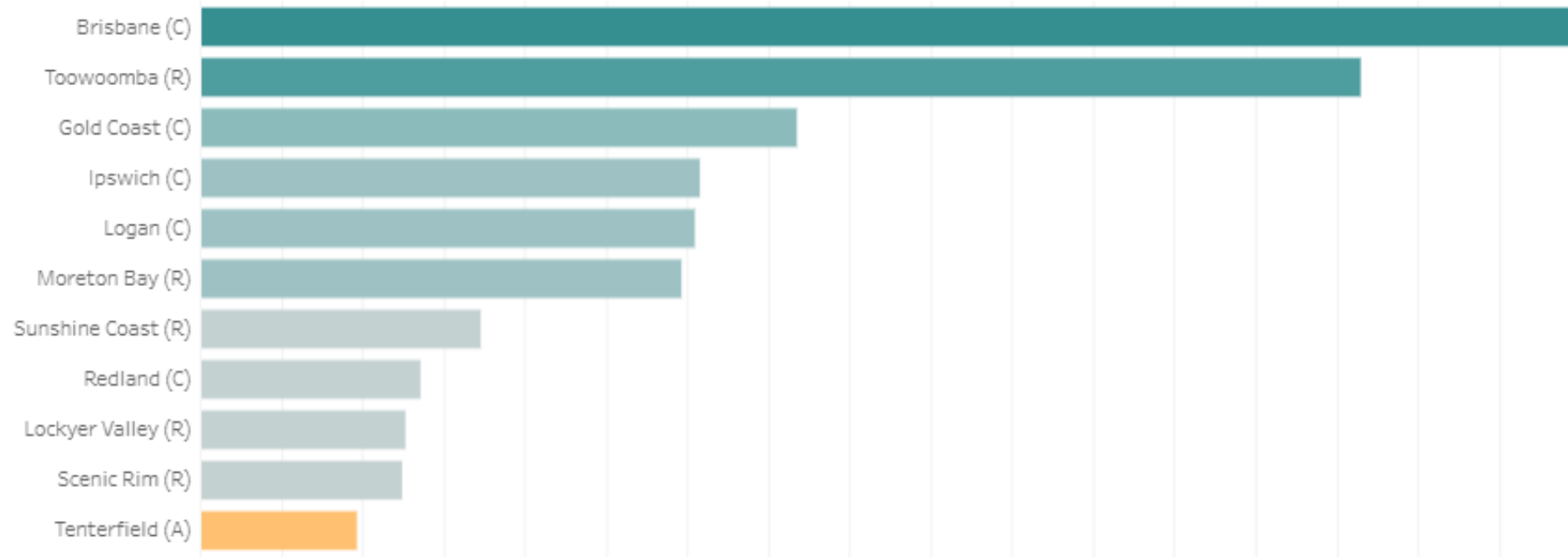


INSIGHT

The ADR for February was \$218 and saw a small decrease of 2.6% since last month.

Source Market

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

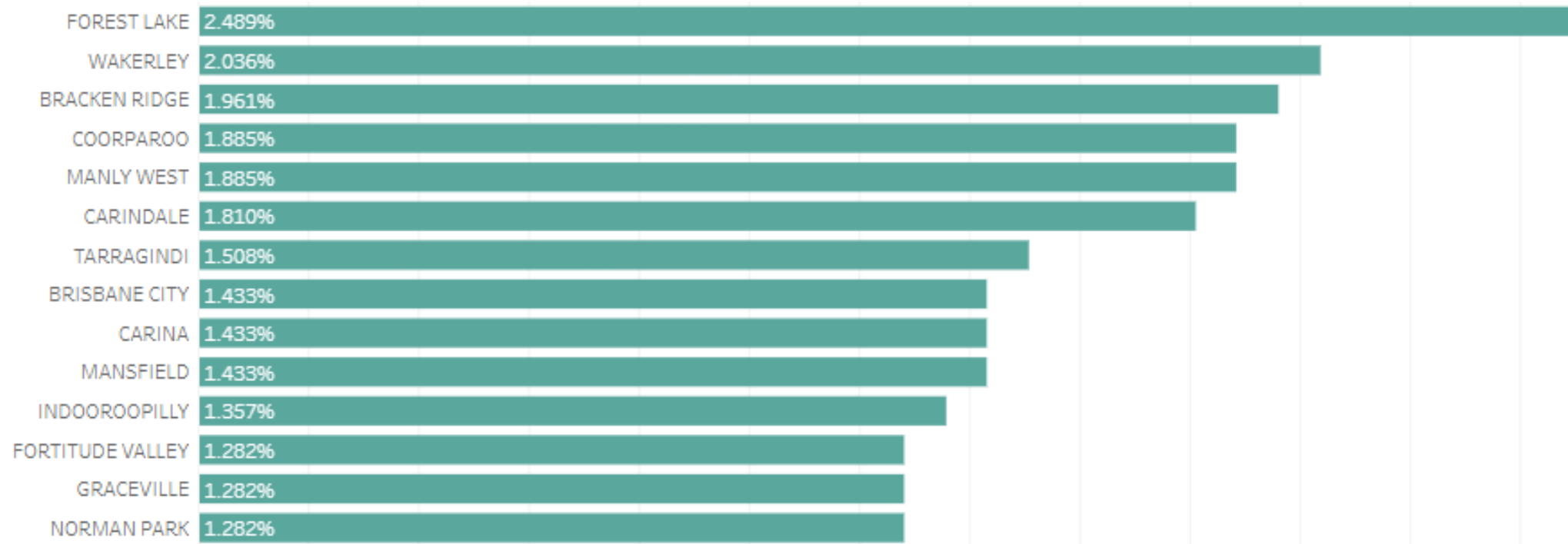


INSIGHT

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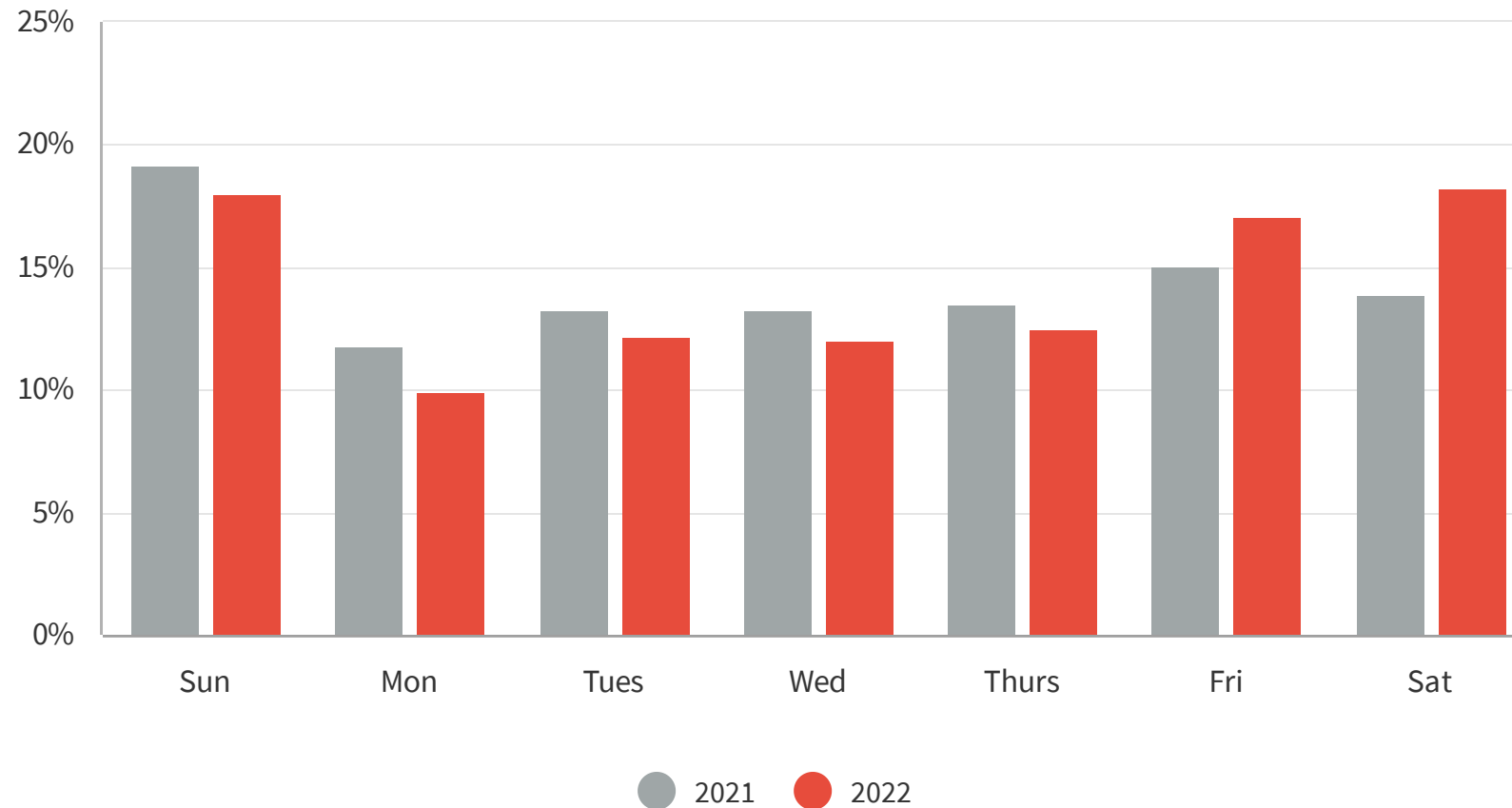
Top Visitor Suburbs Brisbane

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 January 2022 was Saturday at 19.20% of visitation.