



Southern Downs Monthly Report

July 2022

Key Points from July 2022



Southern Downs average occupancy level for July 2022 was 64%, which is a small 3% decrease when compared to July 2021. Southern Downs and Toowoomba led SQC for occupancy this month.



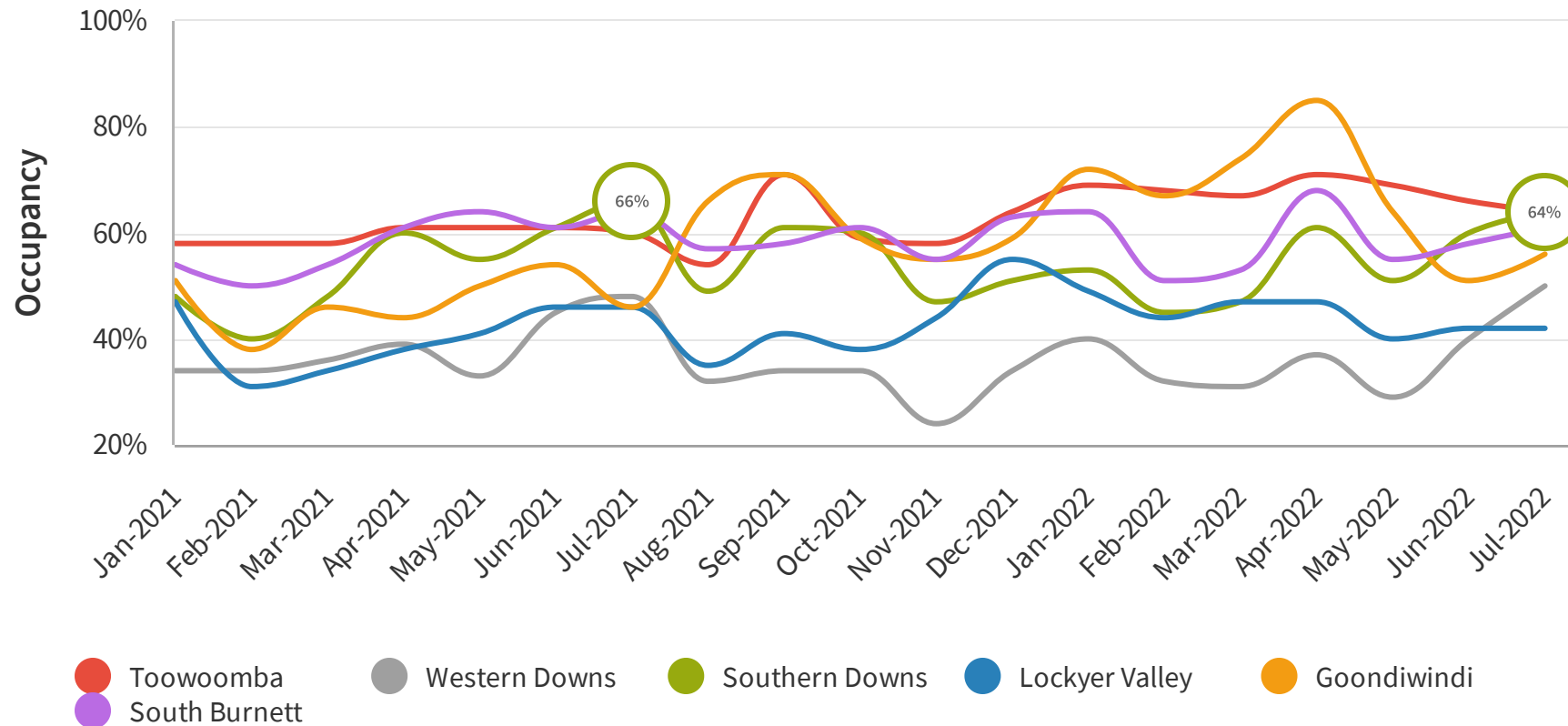
The reservation window for July was 71 days, which is a 39% increase when compared to July 2021. This was also a month on month increase of 31%.



The top 5 LGAs make up over 55.32% of all visitation to Southern Downs with Brisbane topping the visitation with 19.33% 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.

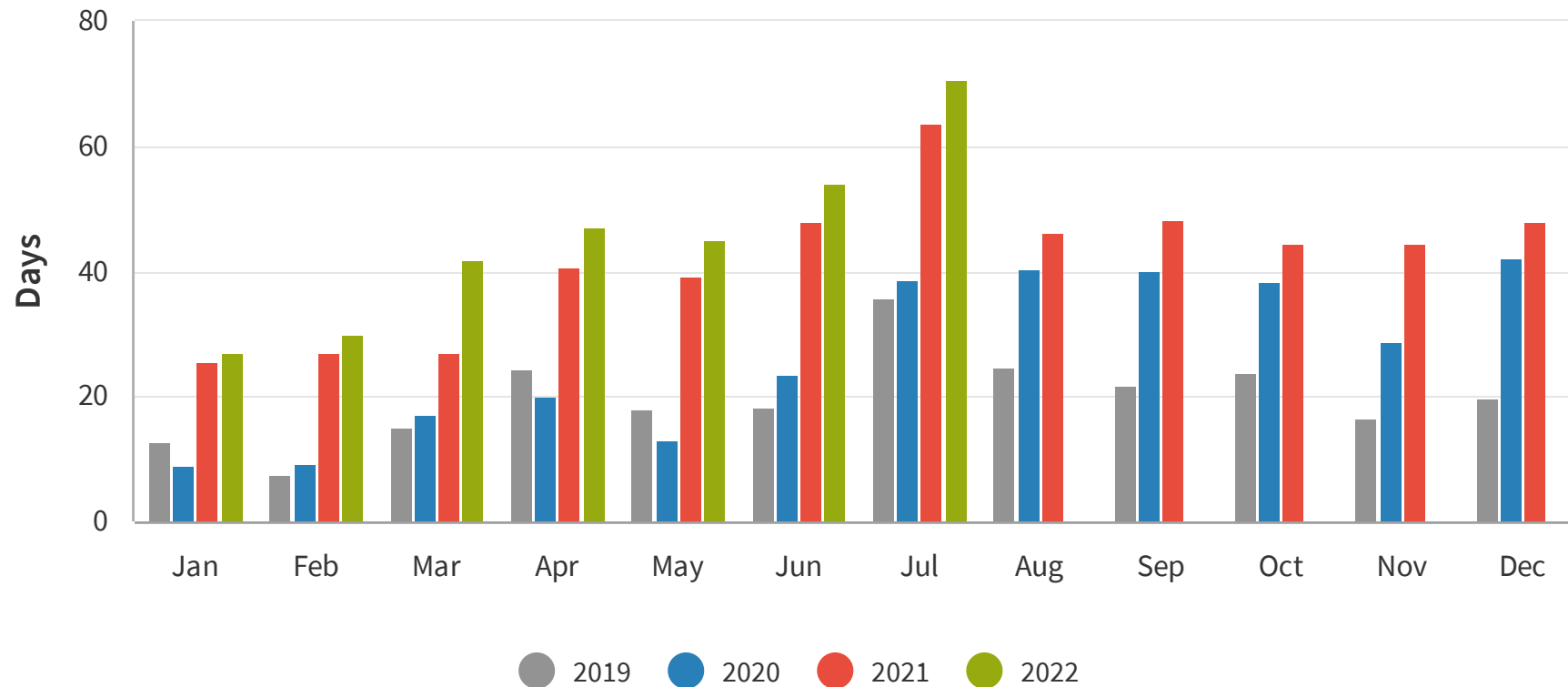


INSIGHT

Southern Downs average occupancy level for July 2022 was 64%, which is a small 3% decrease when compared to July 2021. Southern Downs and Toowoomba led SQC for occupancy this month. Jumpers and Jazz in July was held in Warwick this month, which created an increase in occupancy and other accommodation metrics.

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.

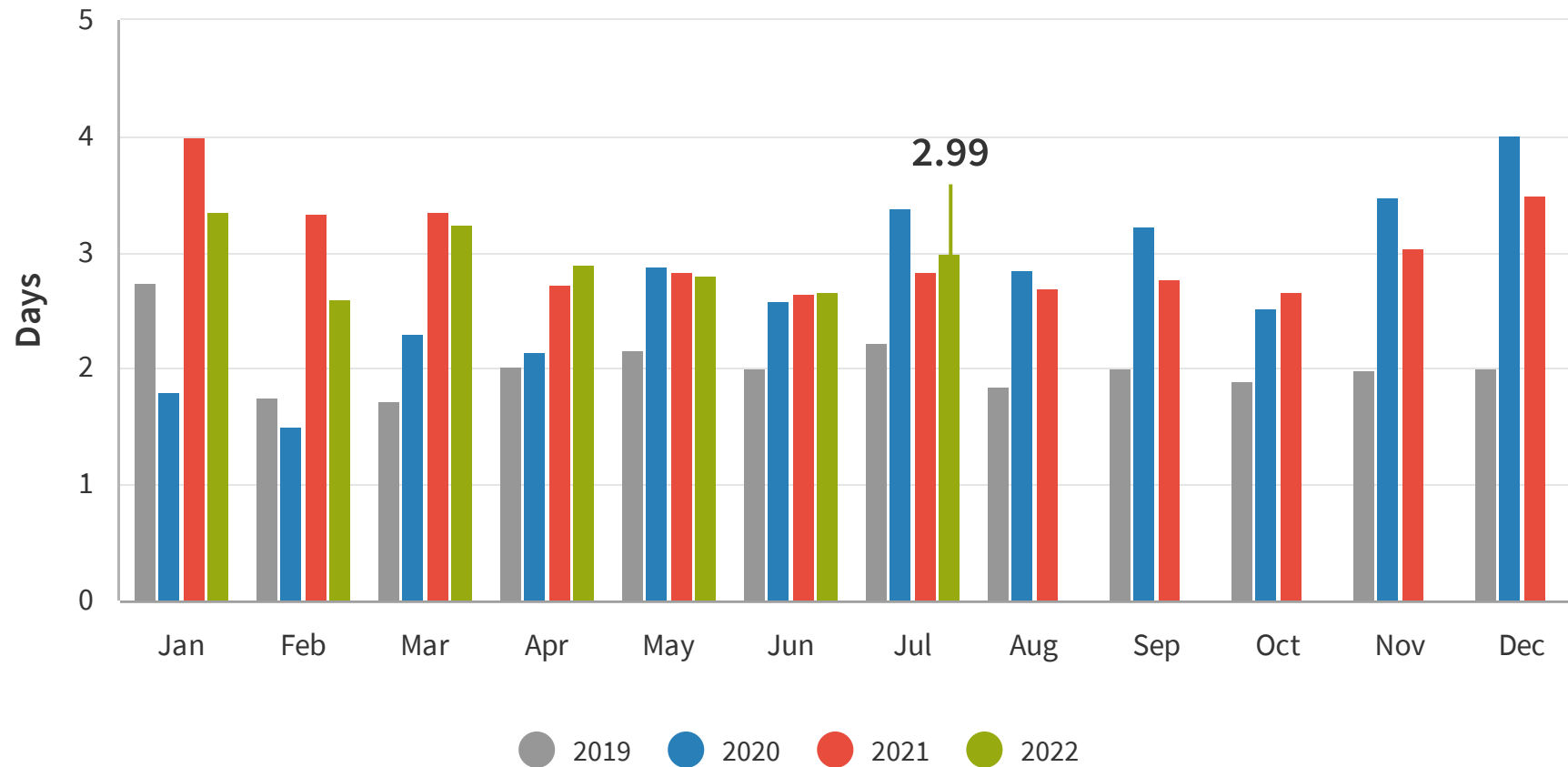


INSIGHT

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Length of Stay

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

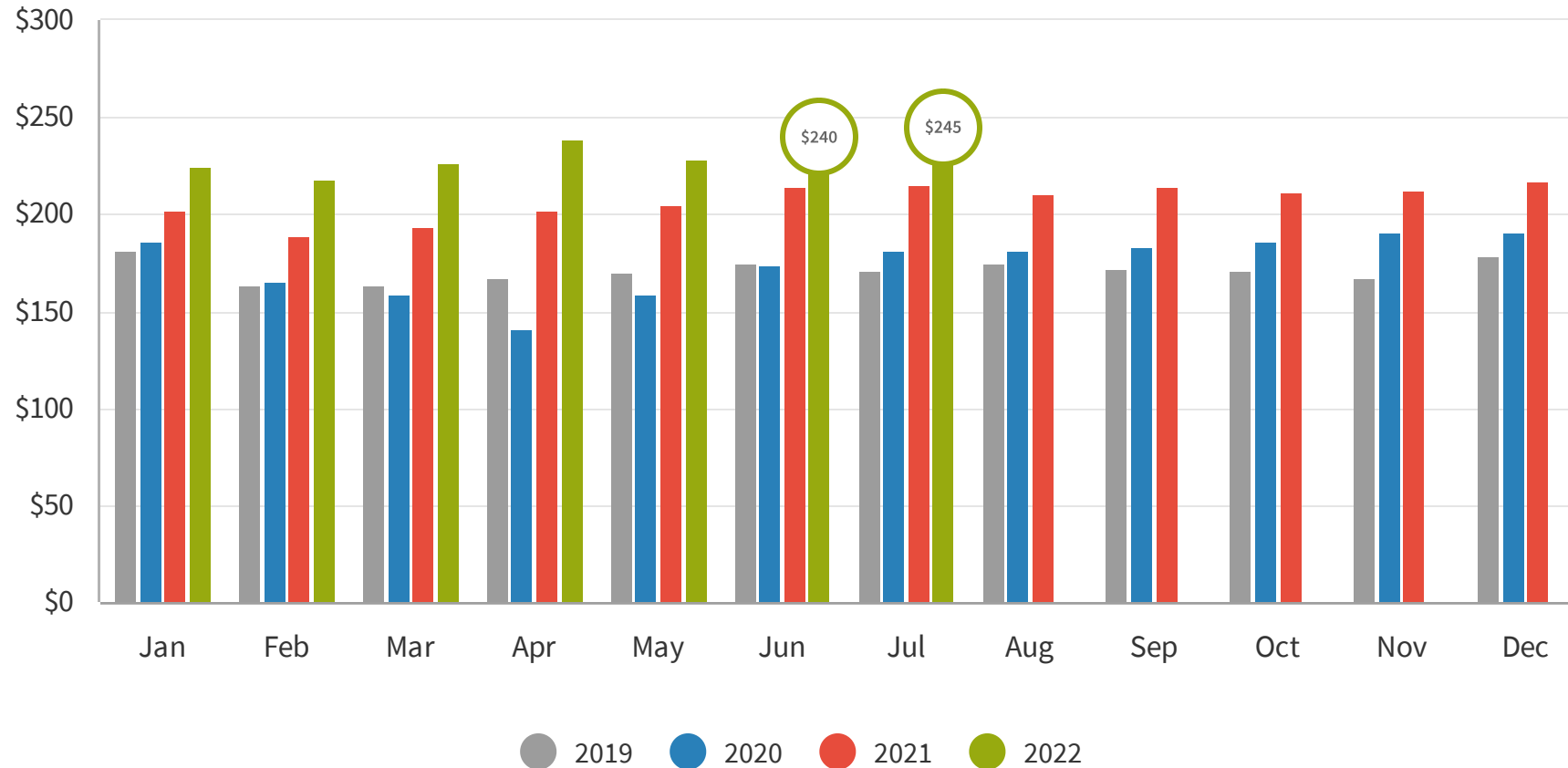


INSIGHT

Length of Stay in July 2022 was 2.99 days, experiencing minimal year on year change.

Average Daily Rate

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

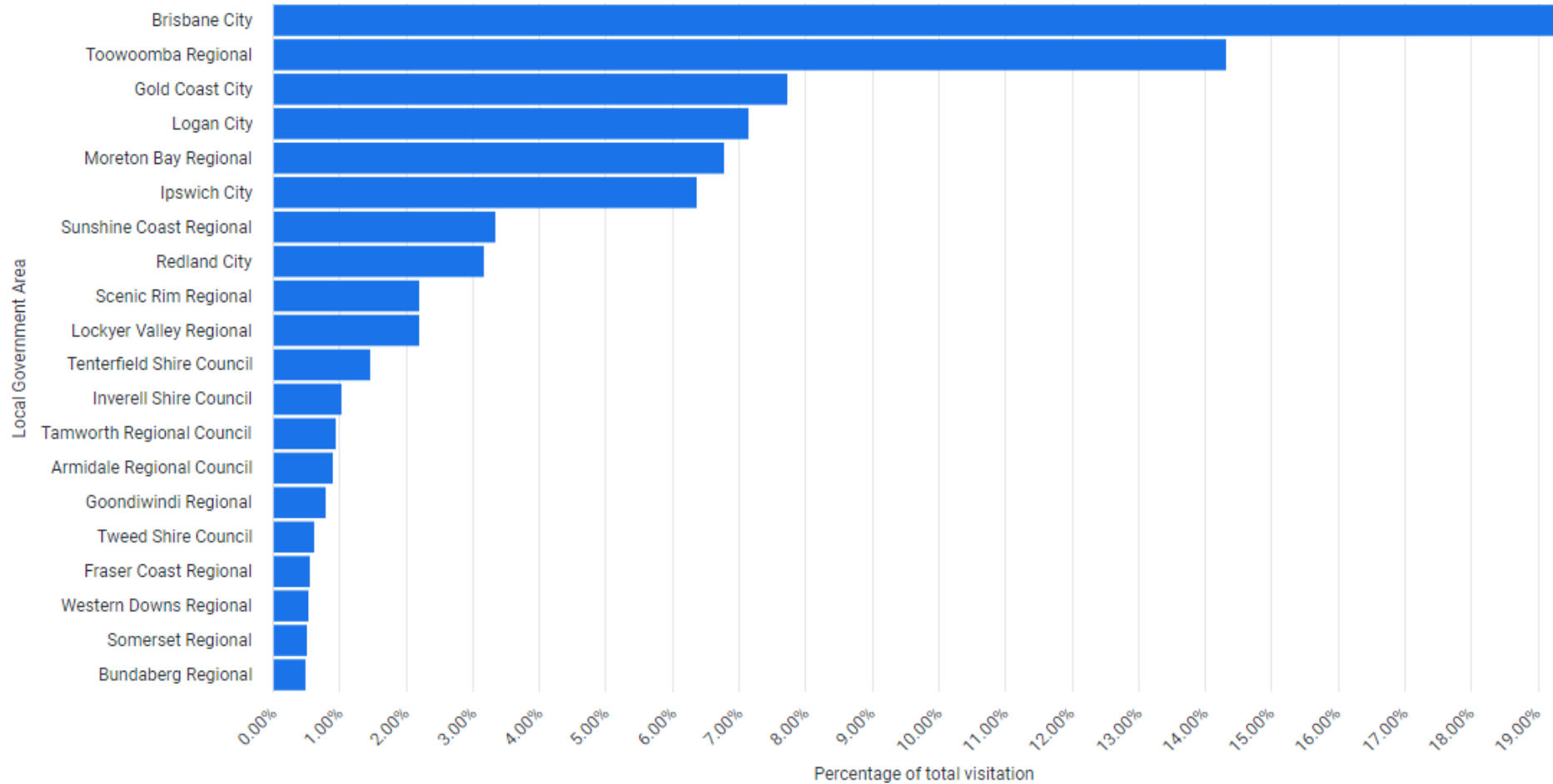


INSIGHT

The ADR for July 2022 was \$245, which is a 2% increase when compared 2021.

Source Market

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

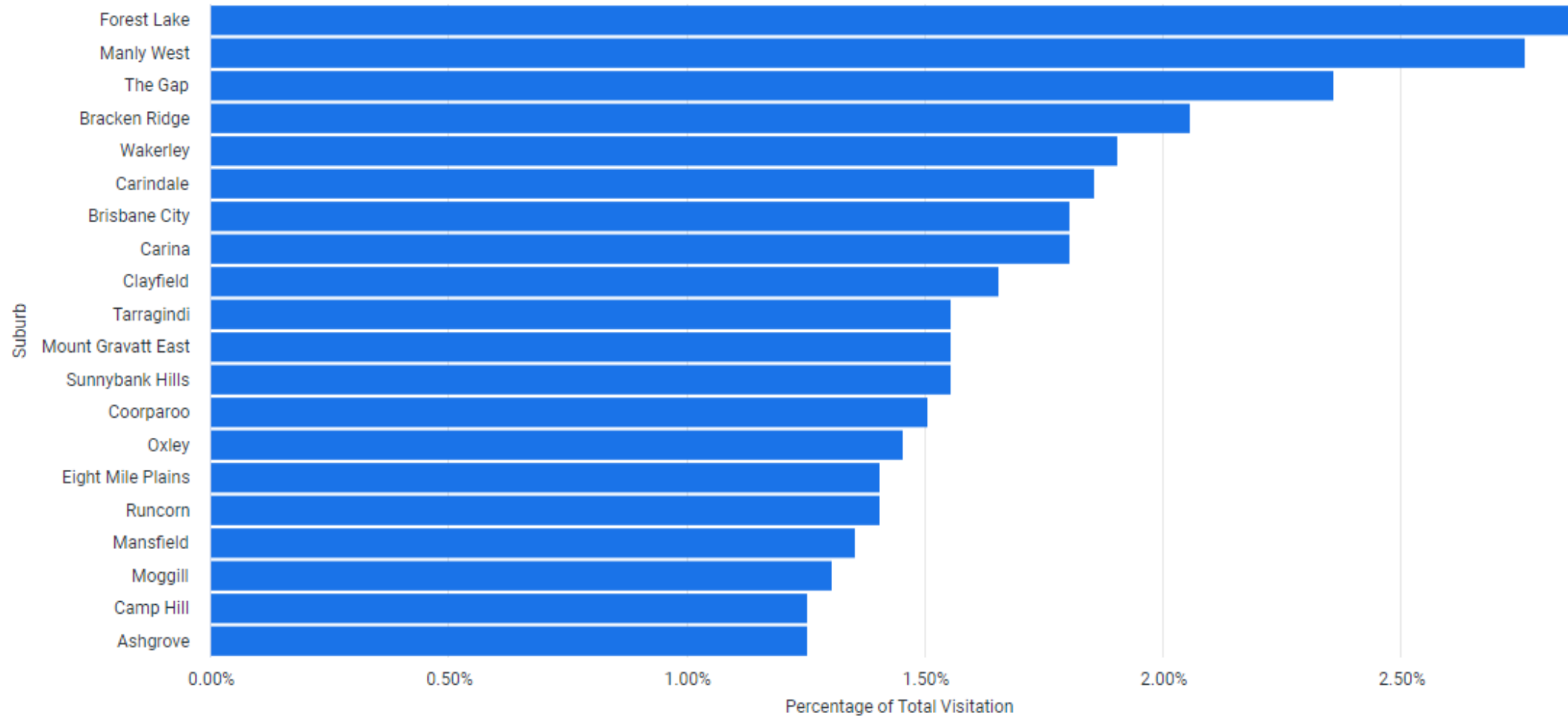


INSIGHT

The top 5 LGAs make up over 55.32% of all visitation to Southern Downs with Brisbane topping the visitation with 19.33% of all visitation.

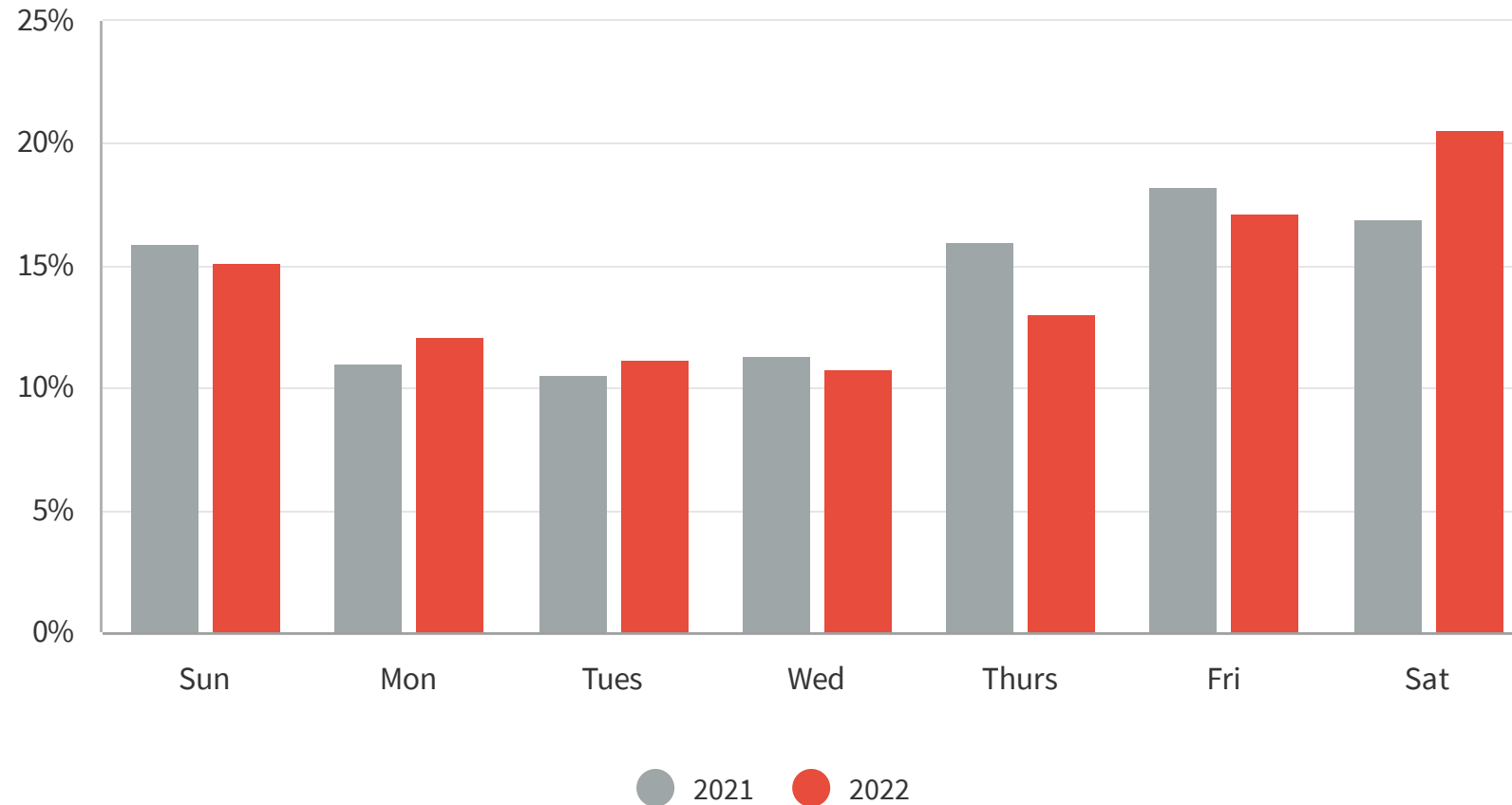
Top Visitor Suburbs Brisbane

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 July 2022 was Saturday at 20.57% of visitation.