

# Southern Downs Monthly Report

March 2022

# Key Points from March 2022



Southern Down's average occupancy level for March 2022 was 47%, experiencing a small increase of 1% since last month.



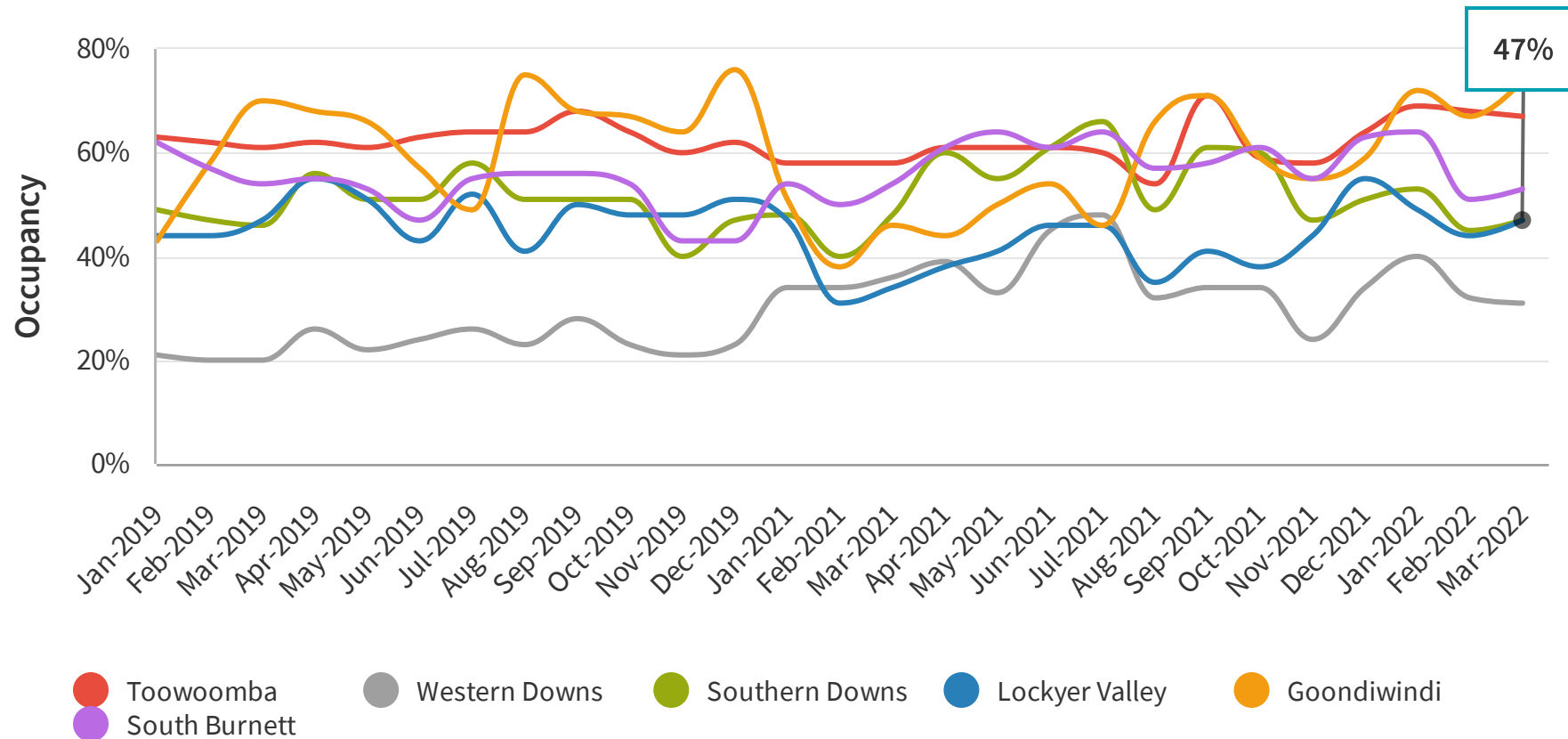
The reservation window for March was 32 days and has increased 40% since last month.



The top 5 LGAs make up over 47.57% of all visitation to Southern Downs with Brisbane topping the visitation with 15.06% 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.

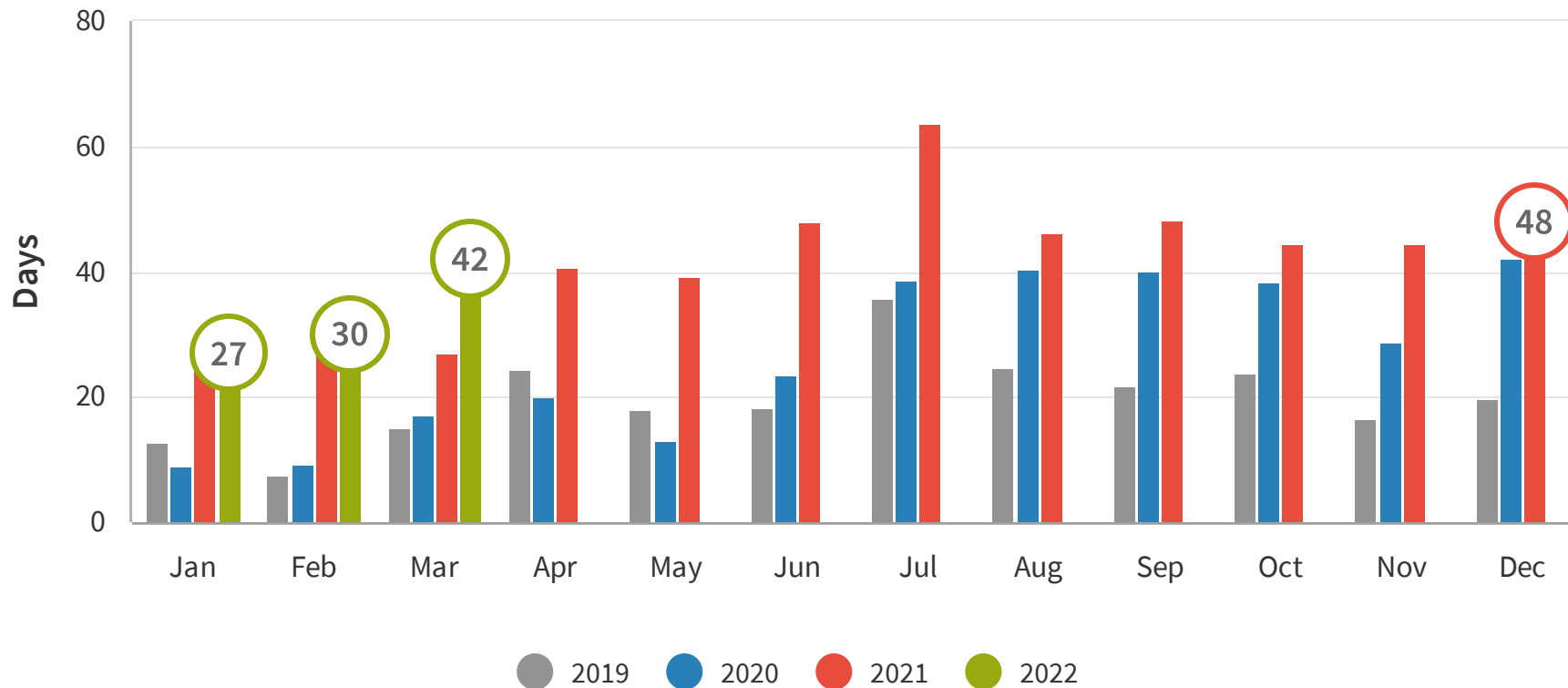


## INSIGHT

Southern Down's average occupancy level for March 2022 was 47%, experiencing a small increase of 1% since 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.

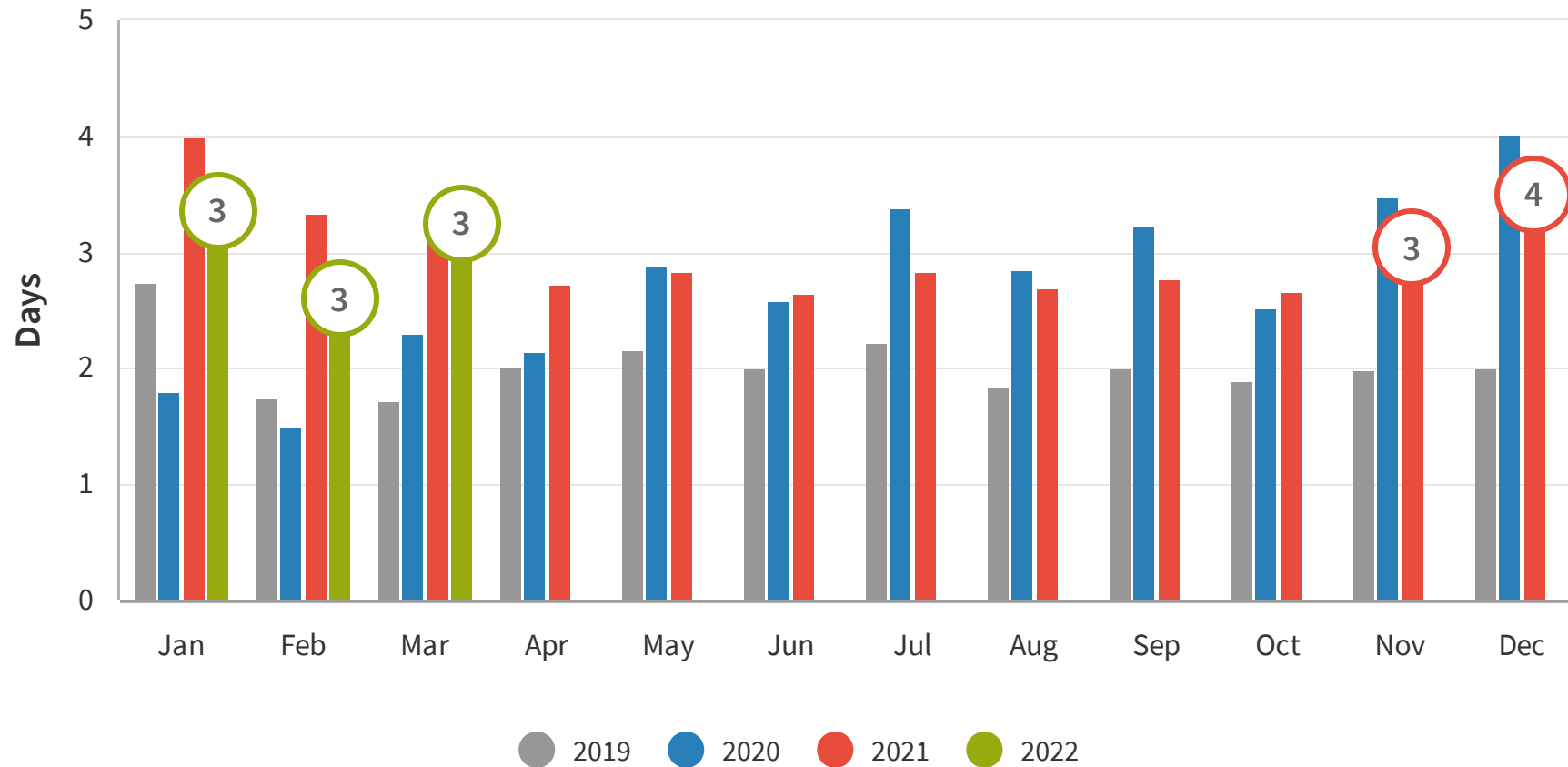


## INSIGHT

The reservation window for March was 32 days and has increased 40% 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.

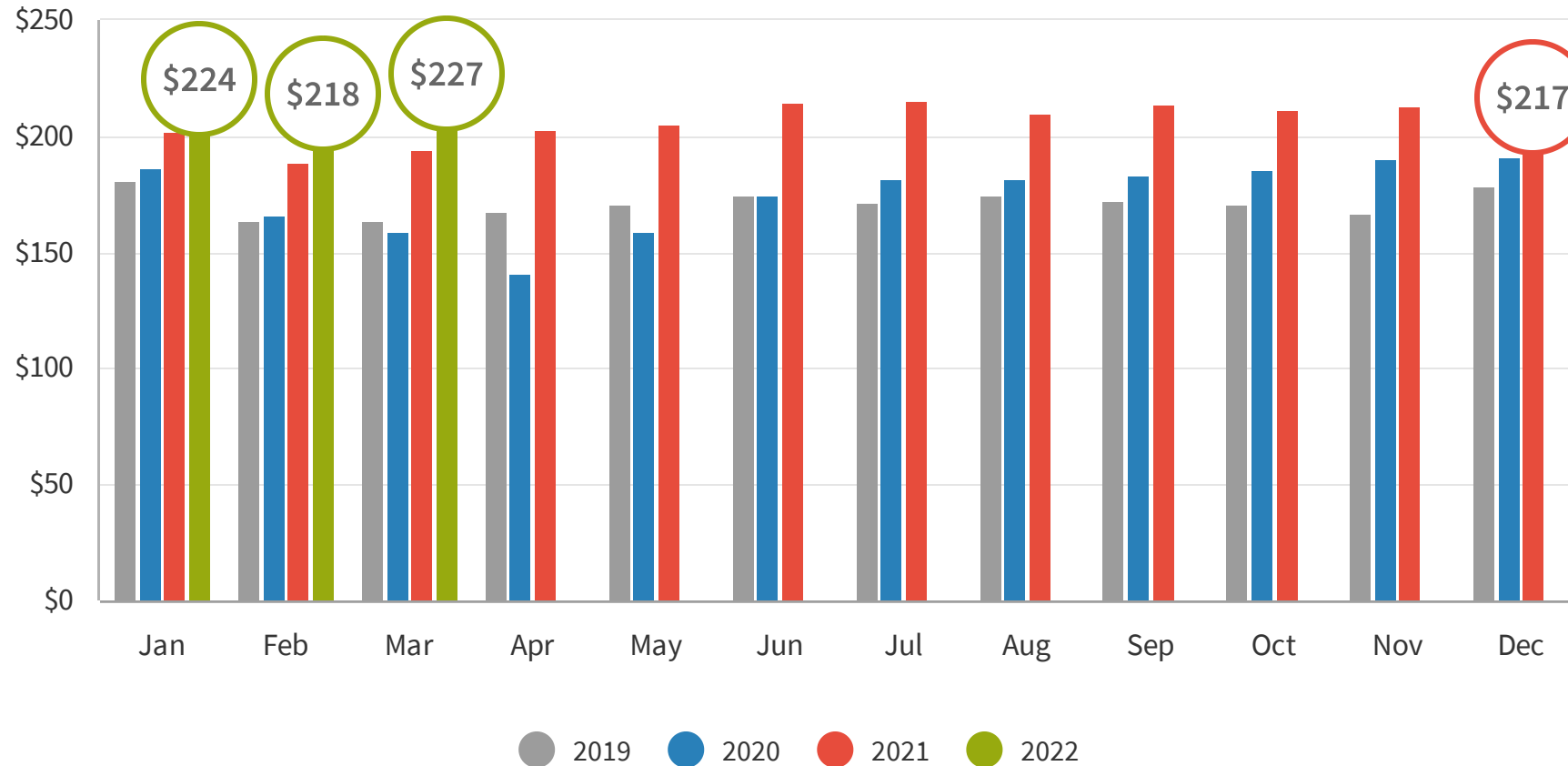


## INSIGHT

Length of Stay in March 2022 was 3 days, remaining at the same level for the past 2 months.

# Average Daily Rate

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

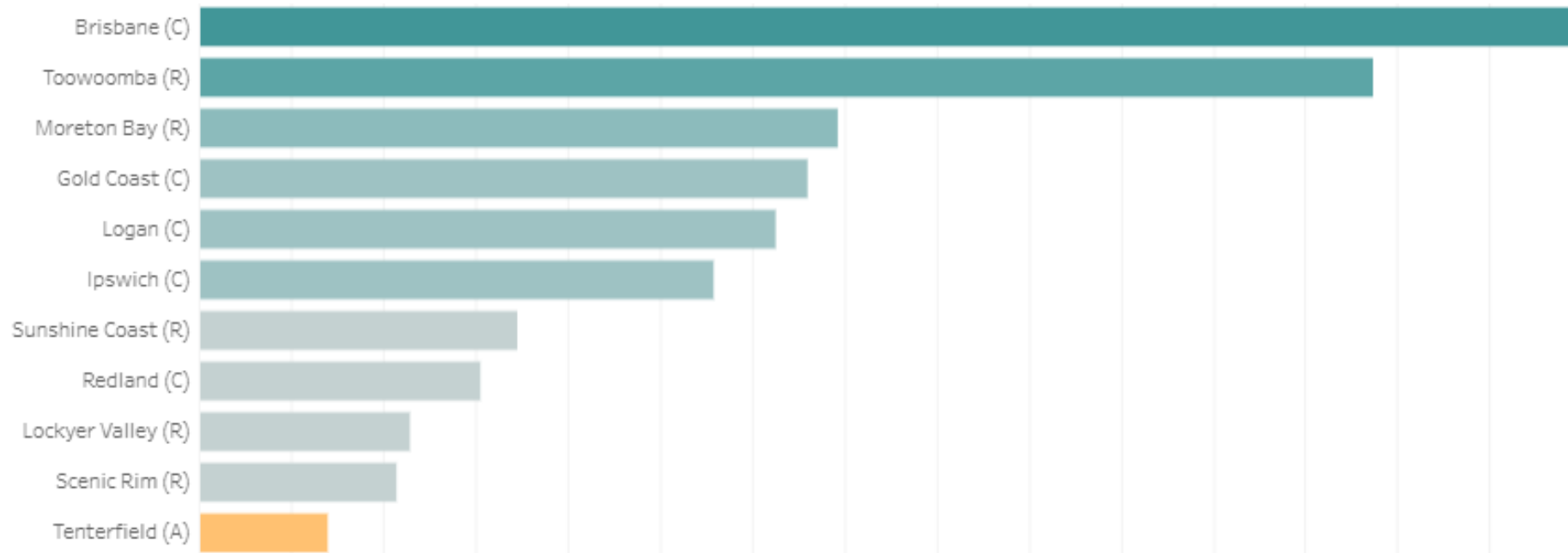


## INSIGHT

The ADR for March was \$227 and saw a small increase of 4% since last month.

# Source Market

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

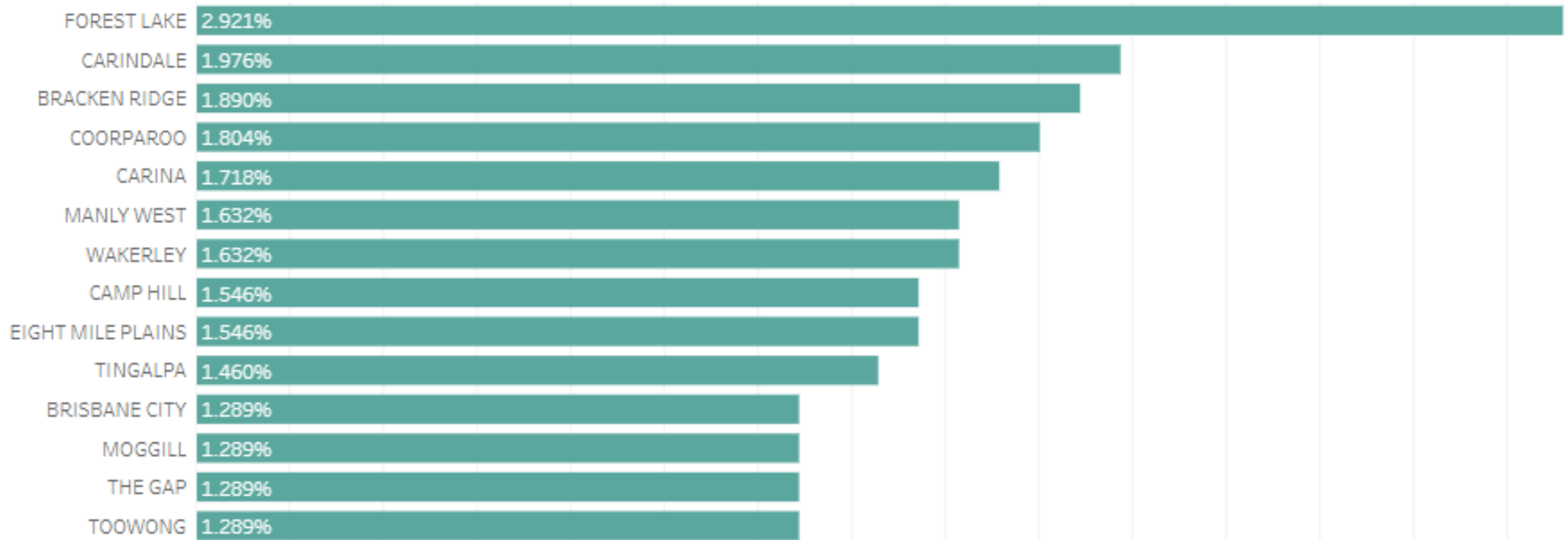


## INSIGHT

The top 5 LGAs make up over 47.57% of all visitation to Southern Downs with Brisbane topping the visitation with 15.06% of all visitation.

# Top Visitor Suburbs Brisbane

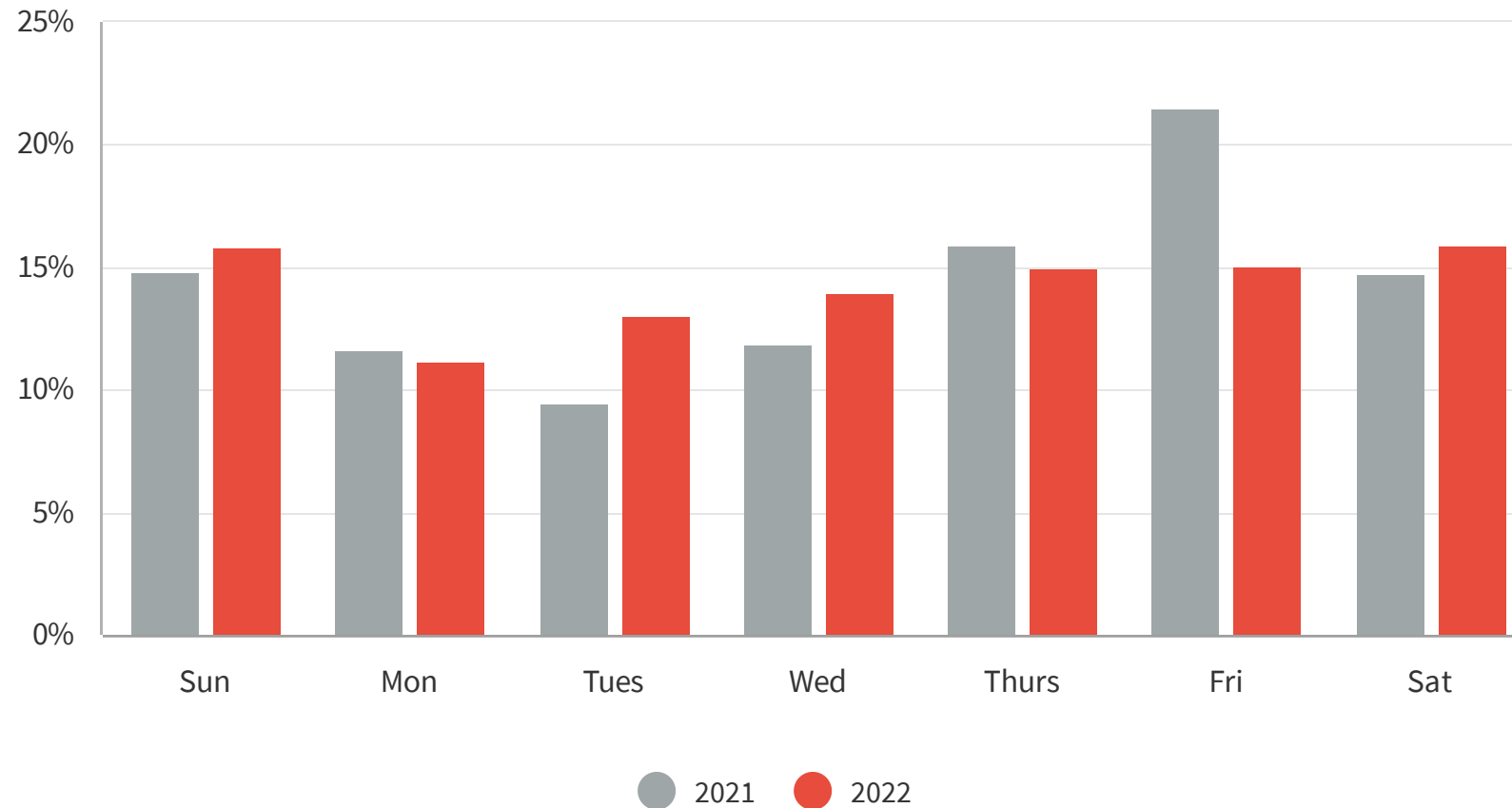
This graph shows the top suburbs that visited the region from Brisbane.





# 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 March 2022 was Saturday at 15.92% of visitation.