

Southern Downs Monthly Report

May 2022

Key Points from May 2022



Southern Down's average occupancy level for May 2022 was 51%, which is a decrease of 7% when compared to May 2021.



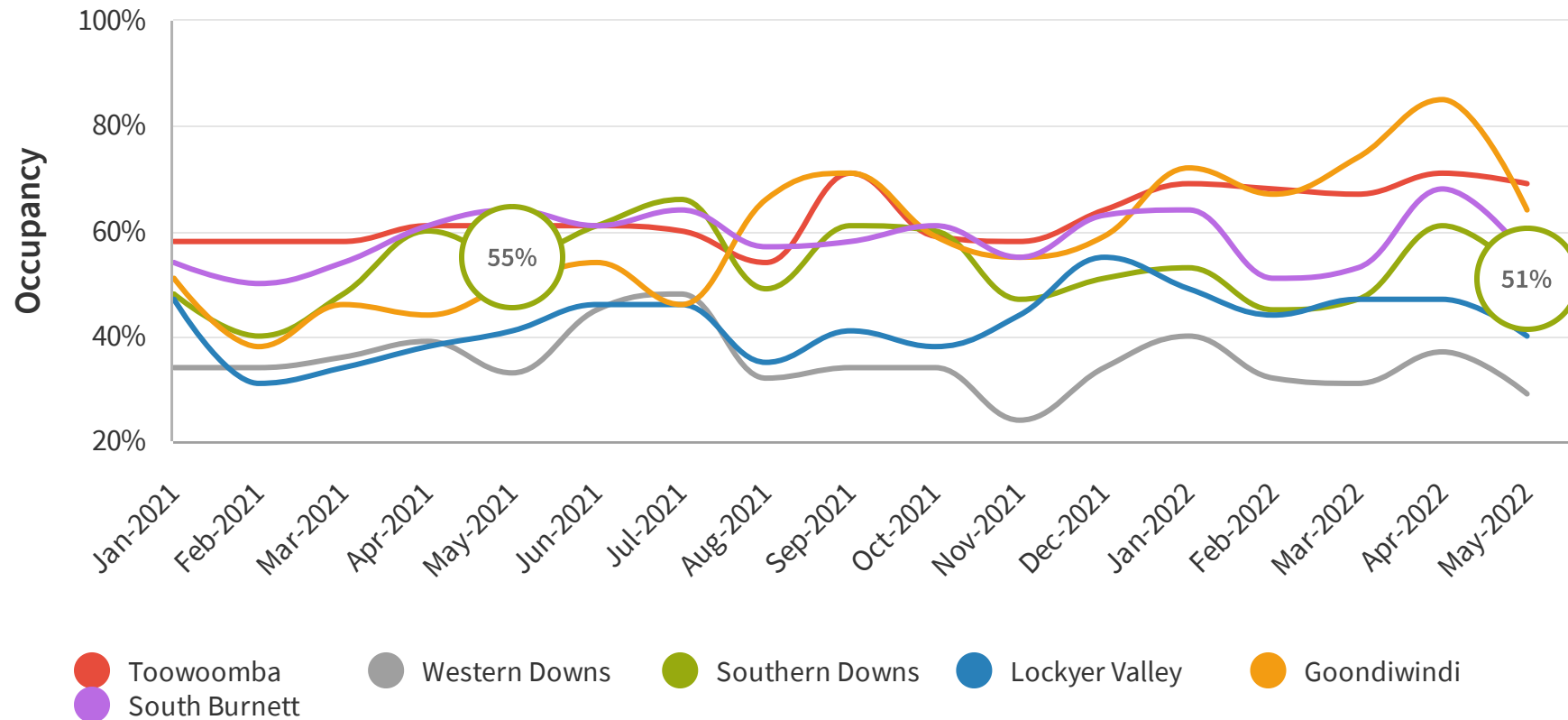
The reservation window for May was 45 days, experiencing a similar level to May 2021.



The top 5 LGAs make up over 50.67% of all visitation to Southern Downs with Brisbane topping the visitation with 16.87% 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.

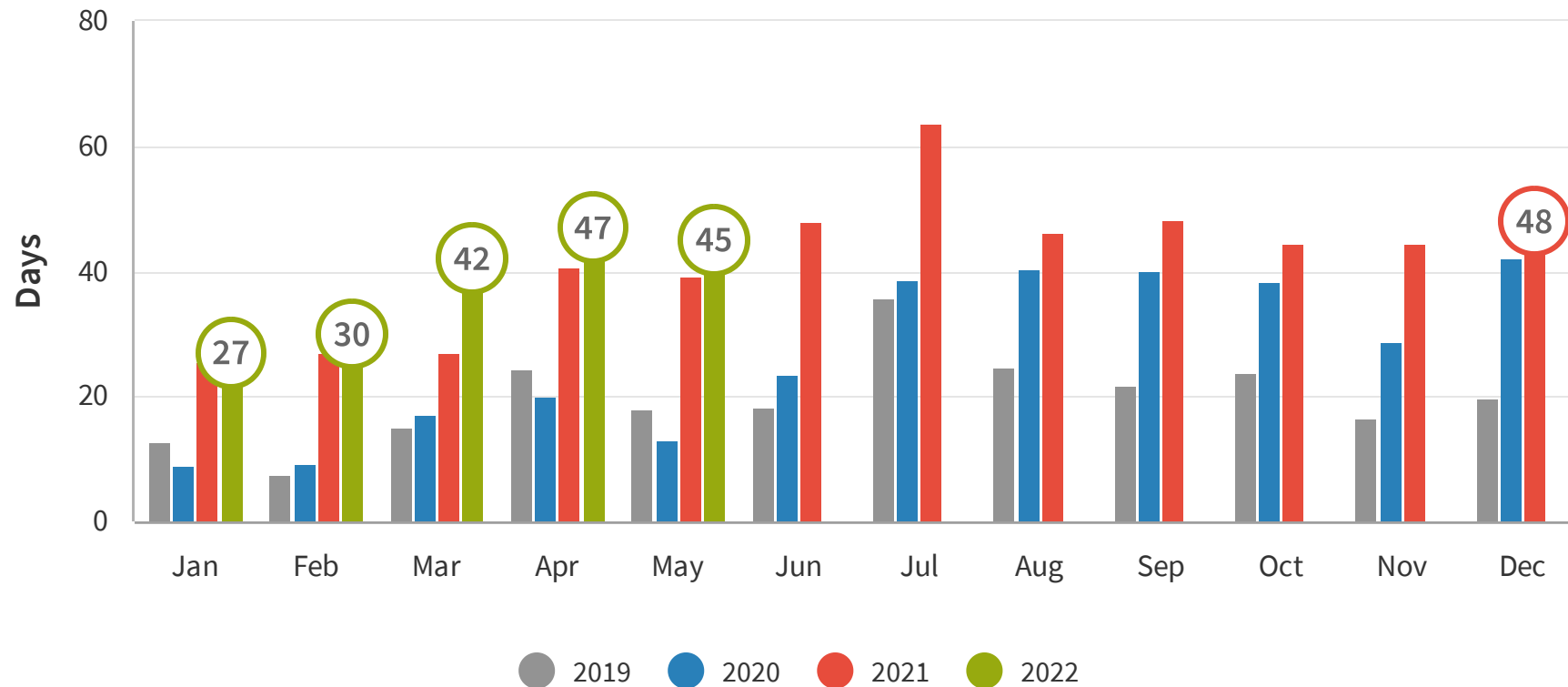


INSIGHT

Southern Down's average occupancy level for May 2022 was 51%, which is a decrease of 7% when compared to May 2021.

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.

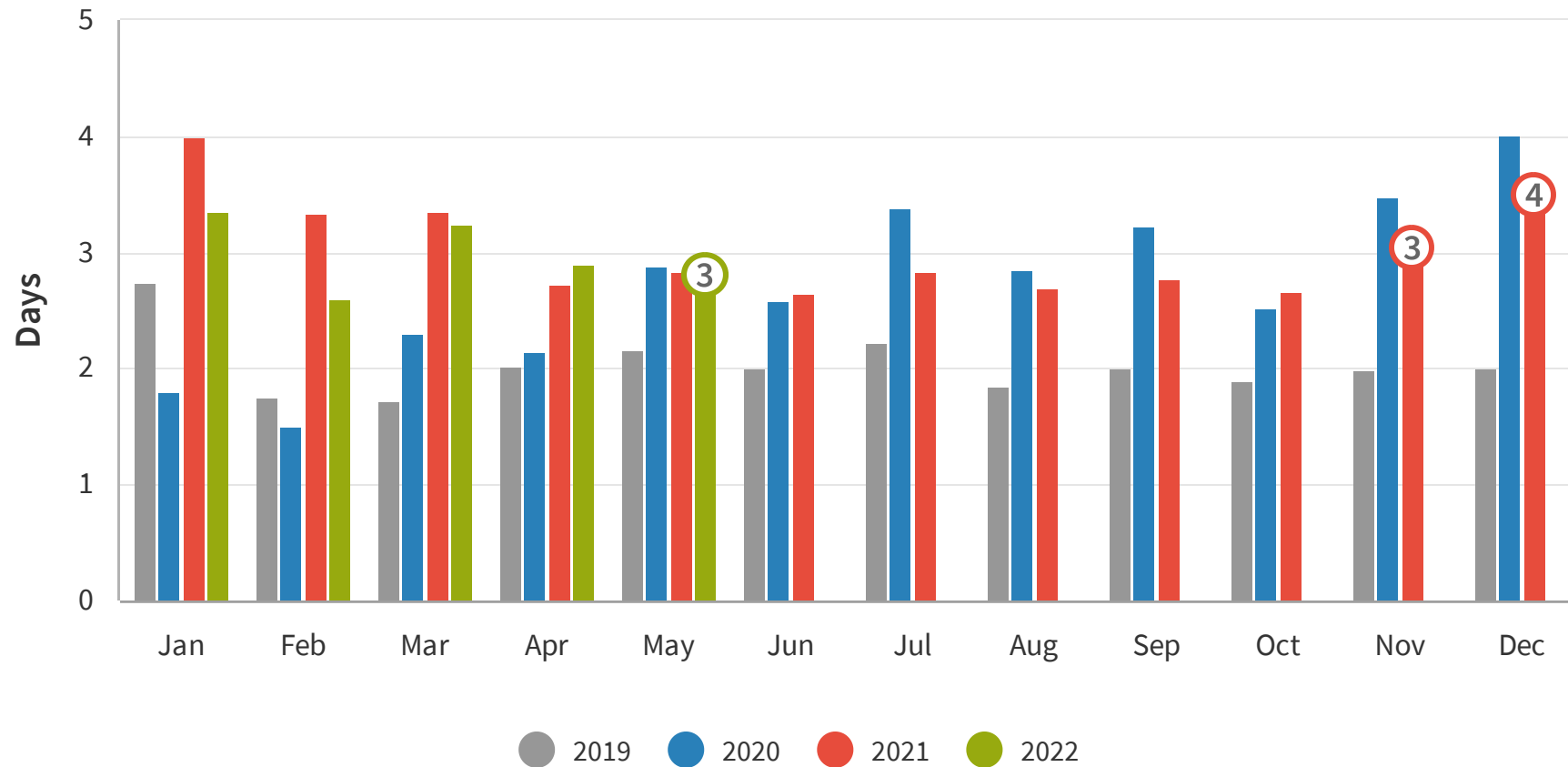


INSIGHT

The reservation window for May was 45 days, experiencing a similar level to May 2021.

Length of Stay

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

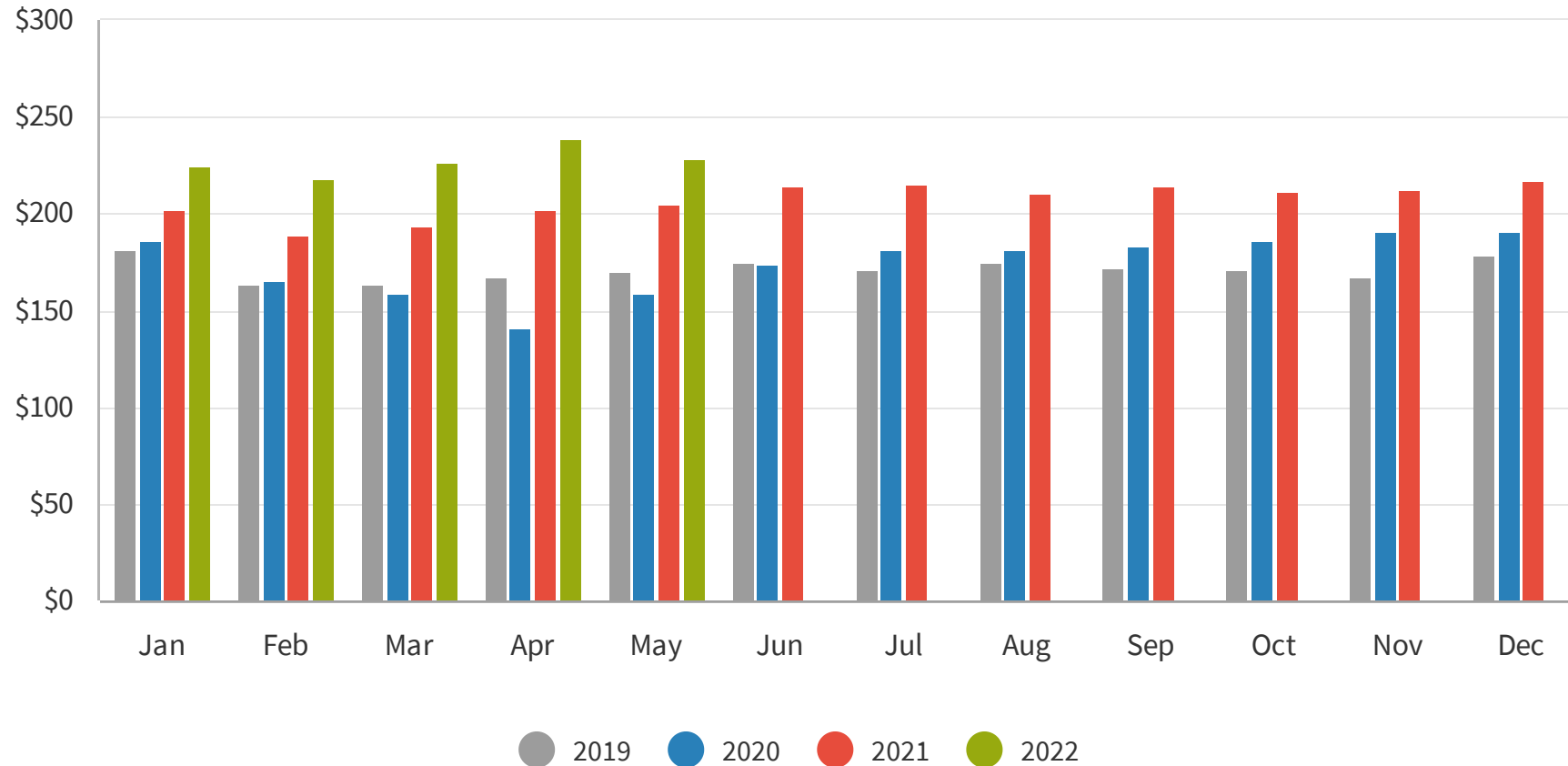


INSIGHT

Length of Stay in May 2022 was 2.81 day, which is the same level that was experienced in May 2020 and 2021.

Average Daily Rate

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

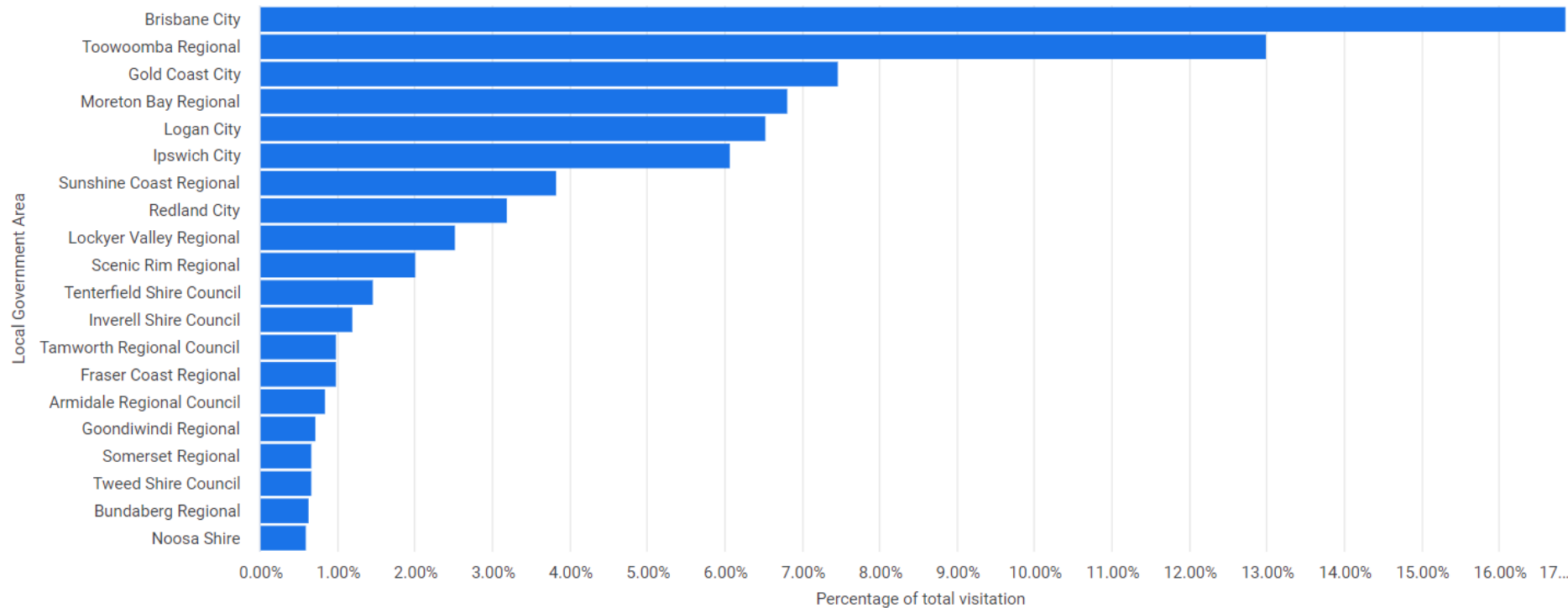


INSIGHT

The ADR for May 2022 was \$228, which is a 3% increase when compared 2021.

Source Market

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

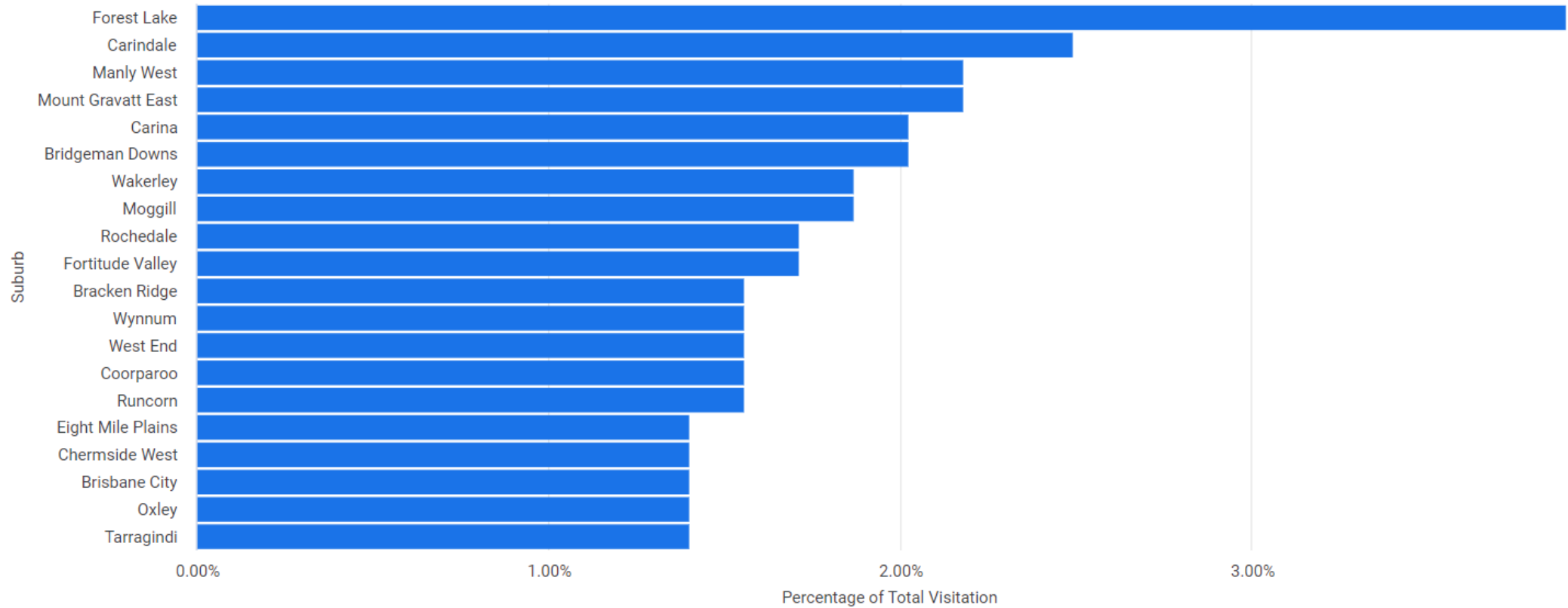


INSIGHT

The top 5 LGAs make up over 50.67% of all visitation to Southern Downs with Brisbane topping the visitation with 16.87% of all visitation.

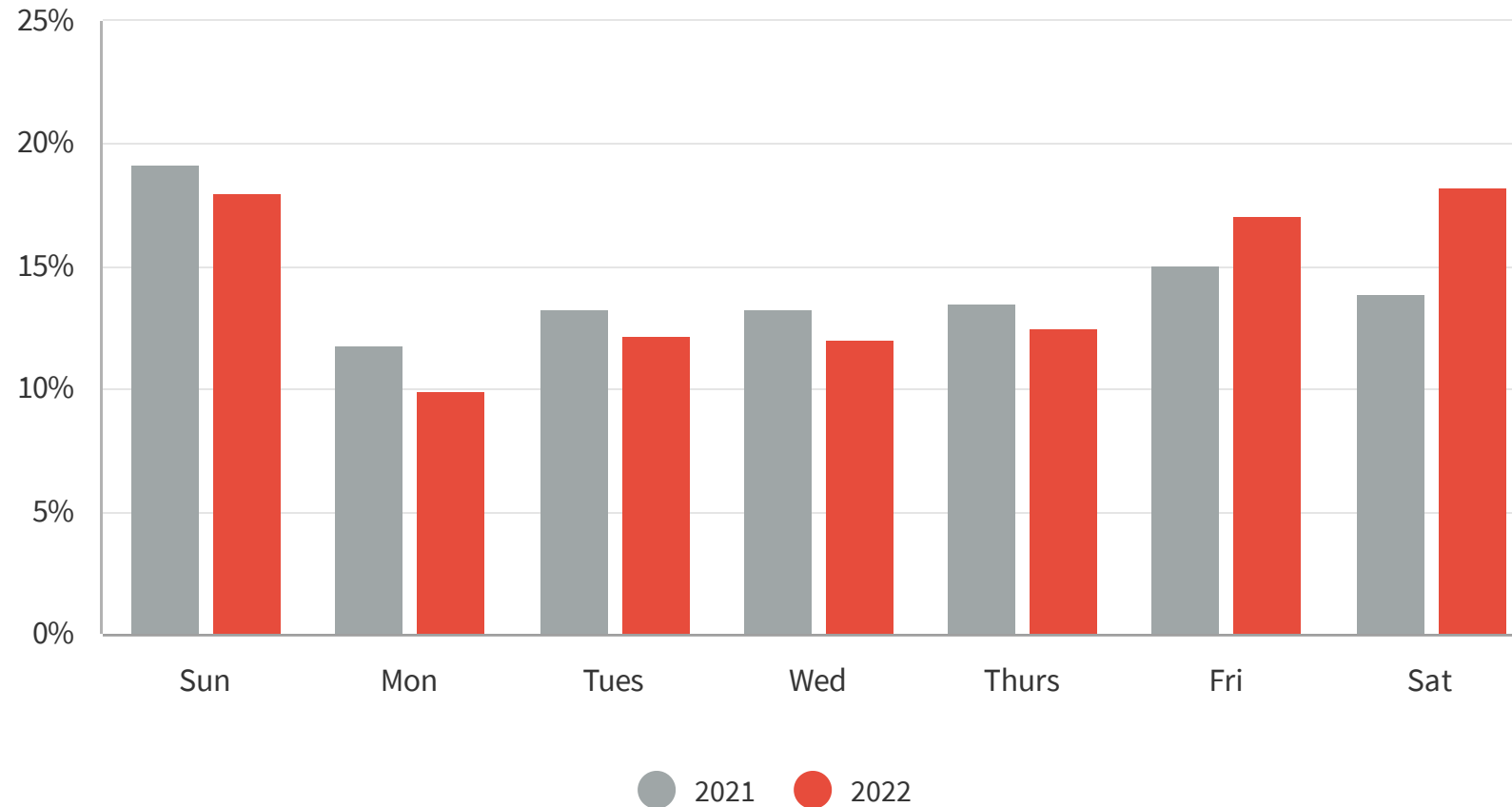
Top Visitor Suburbs Brisbane

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 May 2022 was Saturday at 19.20% of visitation.