

# Western Downs Monthly Report

December 2021

# Key Points from December 2021



Western Downs average occupancy level for December was 24%, which was a increase of 41% since last month.



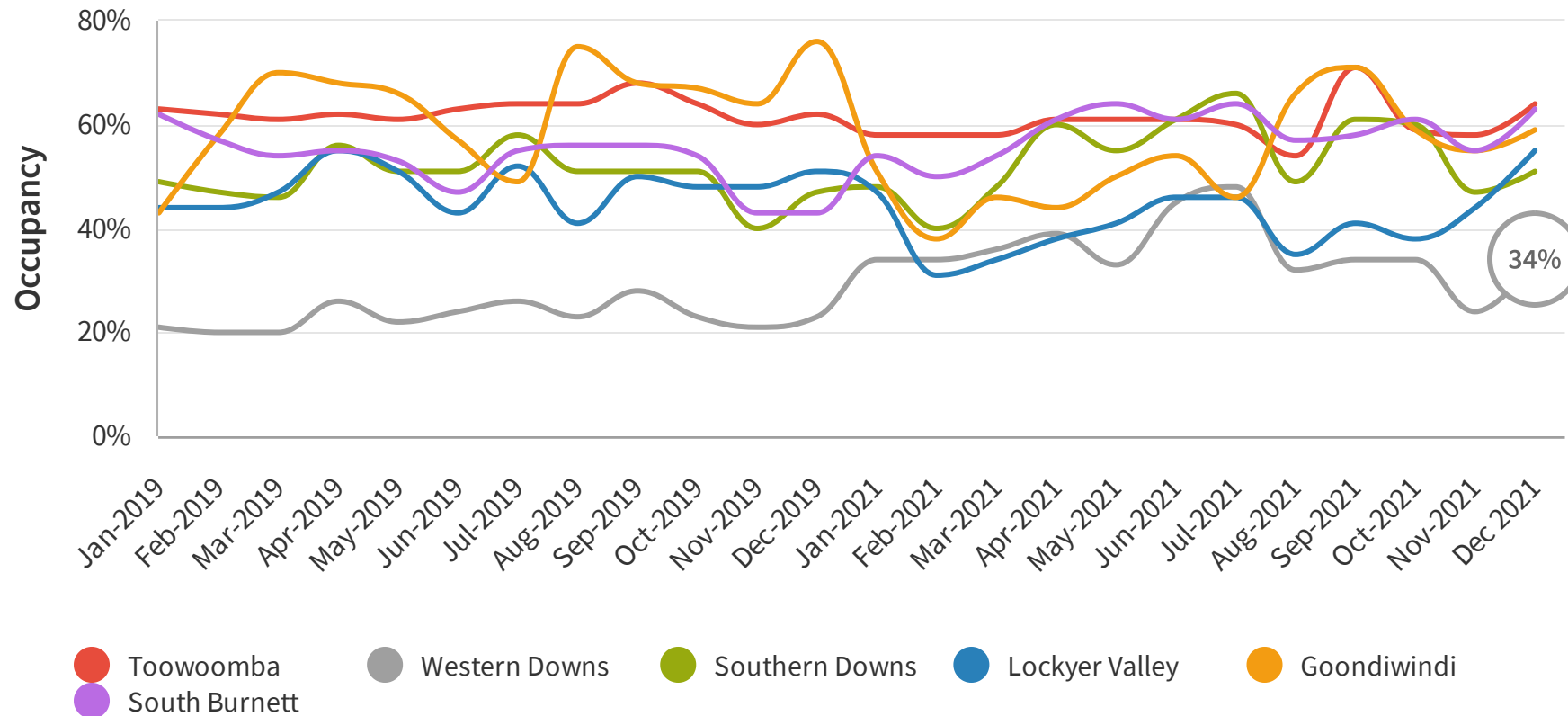
December 2021 had an ADR of \$116 which is almost exactly on par with the previous 2 years.



The top two visitors of Western Downs from Brisbane in the month of December were the two wealthiest segments, contributing to 40% of 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.

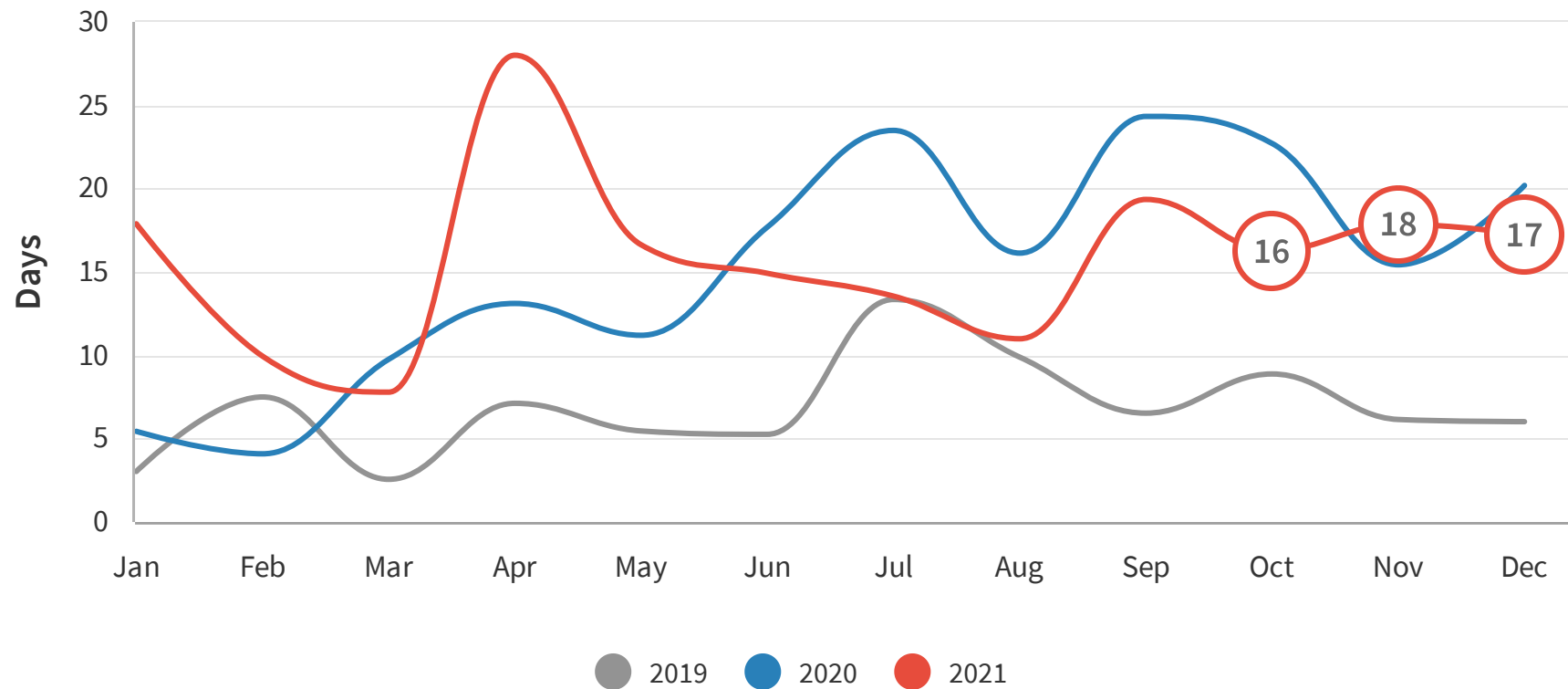


## INSIGHT

Western Downs average occupancy level for December was 24%, which was an increase of 41% 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 28 means that people are booking accommodation on average 28 days before they arrive at the destination.

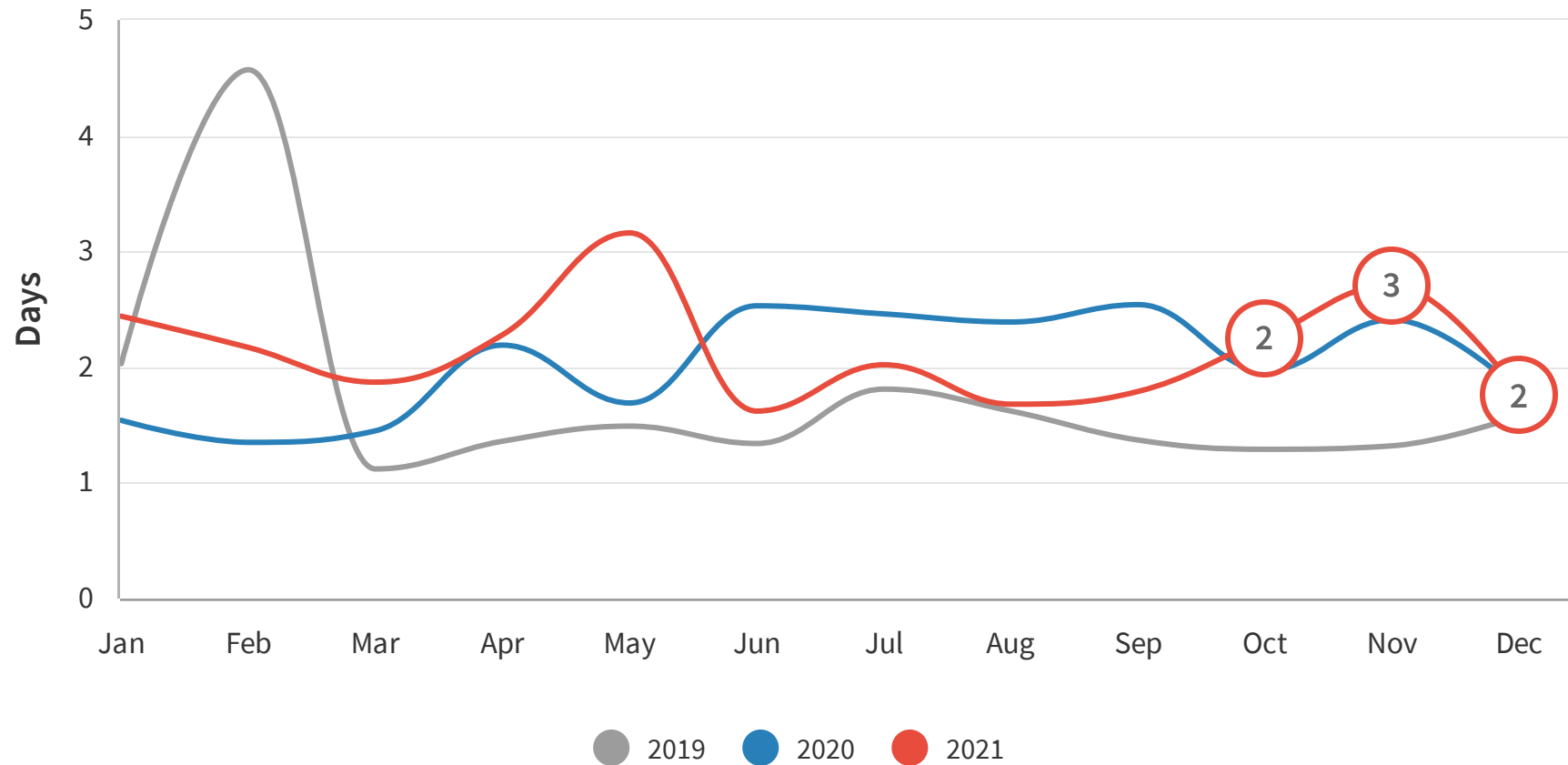


## INSIGHT

The average Reservation Window for December 2021 was 17 days which was a decrease of 5% when compared to November.

# Length of Stay (days)

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

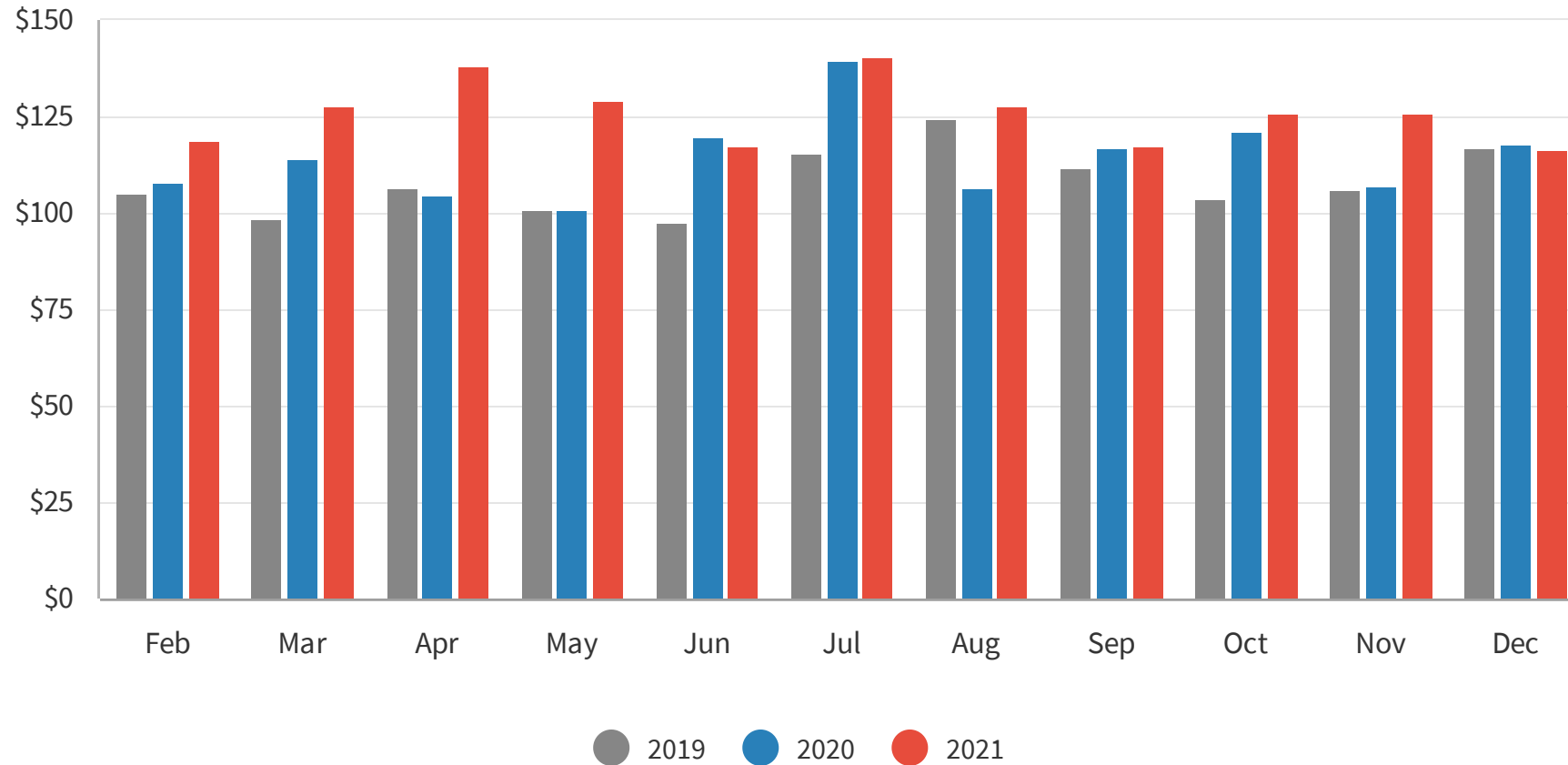


## INSIGHT

Length of stay for December 2021 was 3 days which is a 33% decrease when compared to last month 2021.

# Average Daily Rate

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

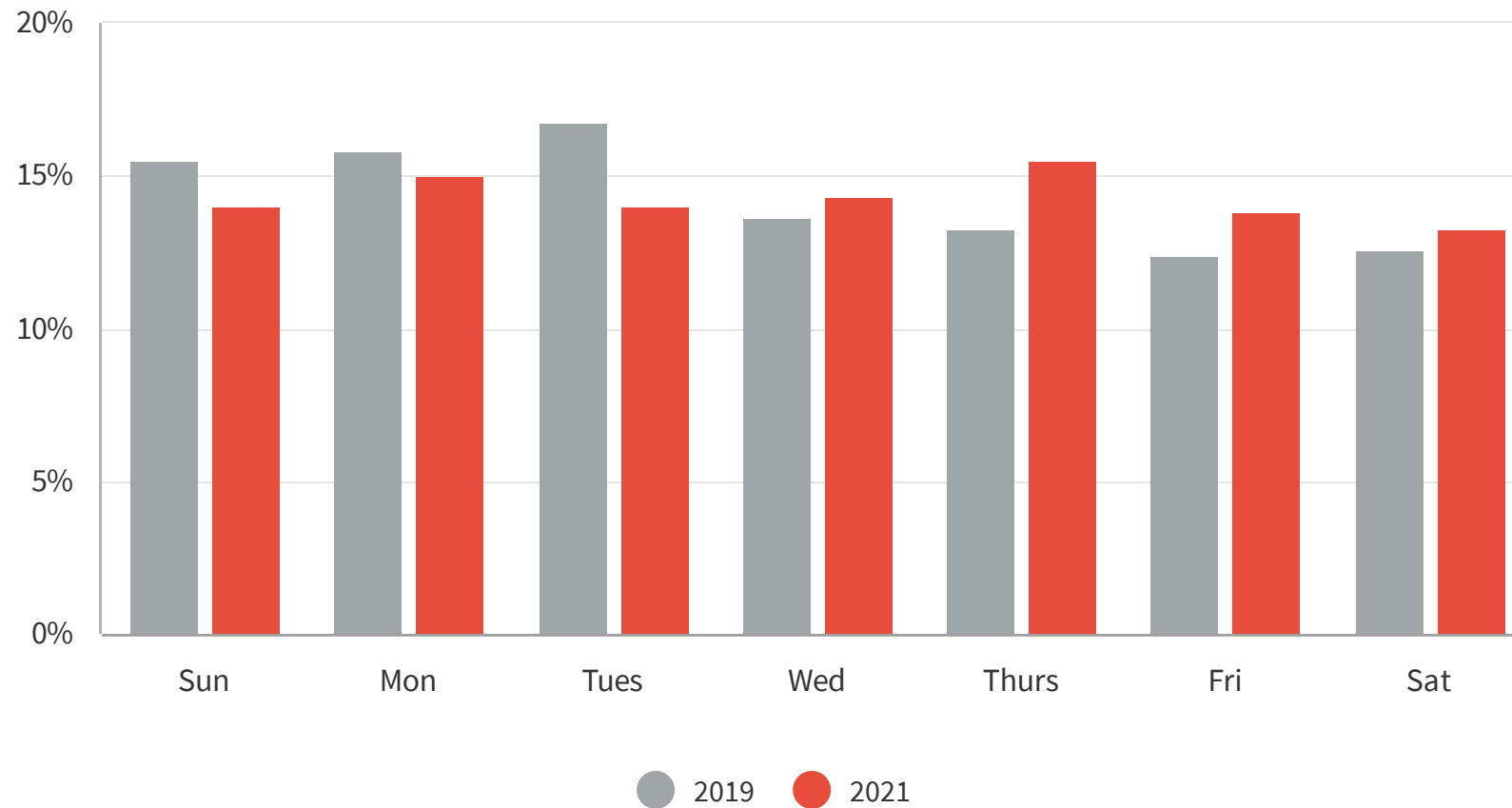


## INSIGHT

December 2021 had an ADR of \$116 which is almost exactly on par with the previous 2 years.

# Day of the Week

These graphs visualise which days of the week people are visiting the most for the month.

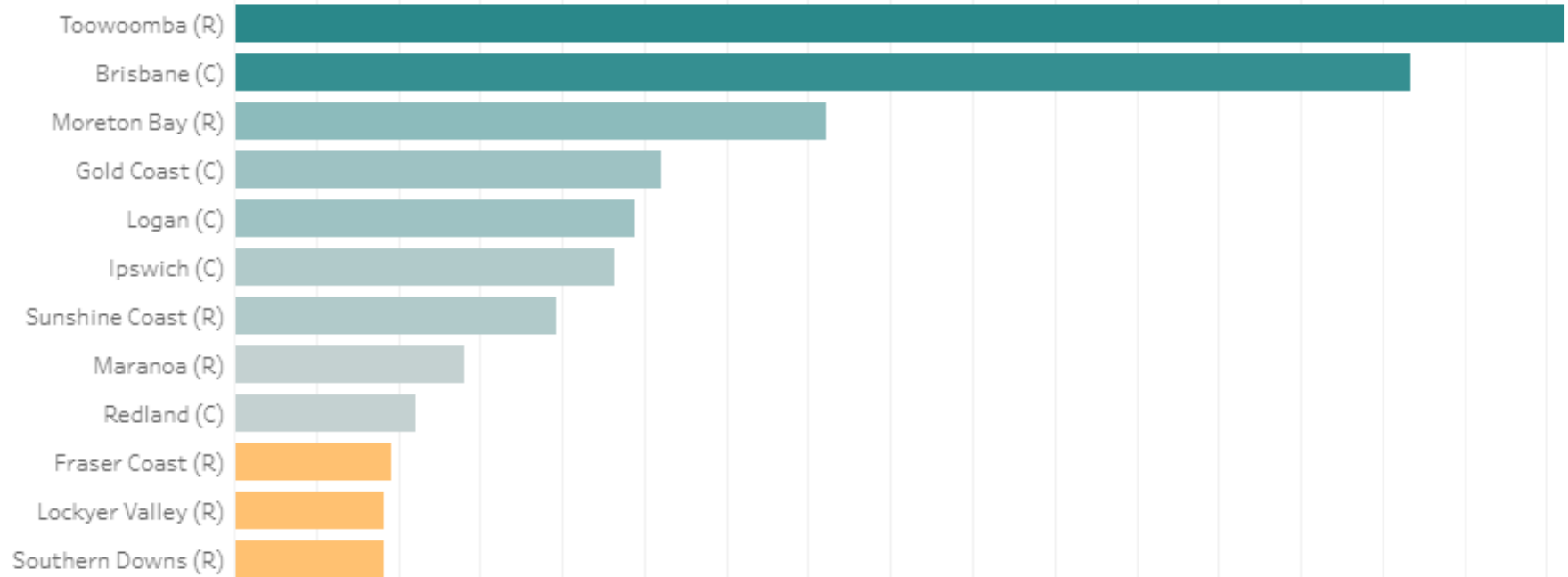


## INSIGHT

The most popular day to visit in December 2021 was Sunday at 16.63% of visitation.

# Source Market

The source market demonstrates which LGA visitors are travelling from.



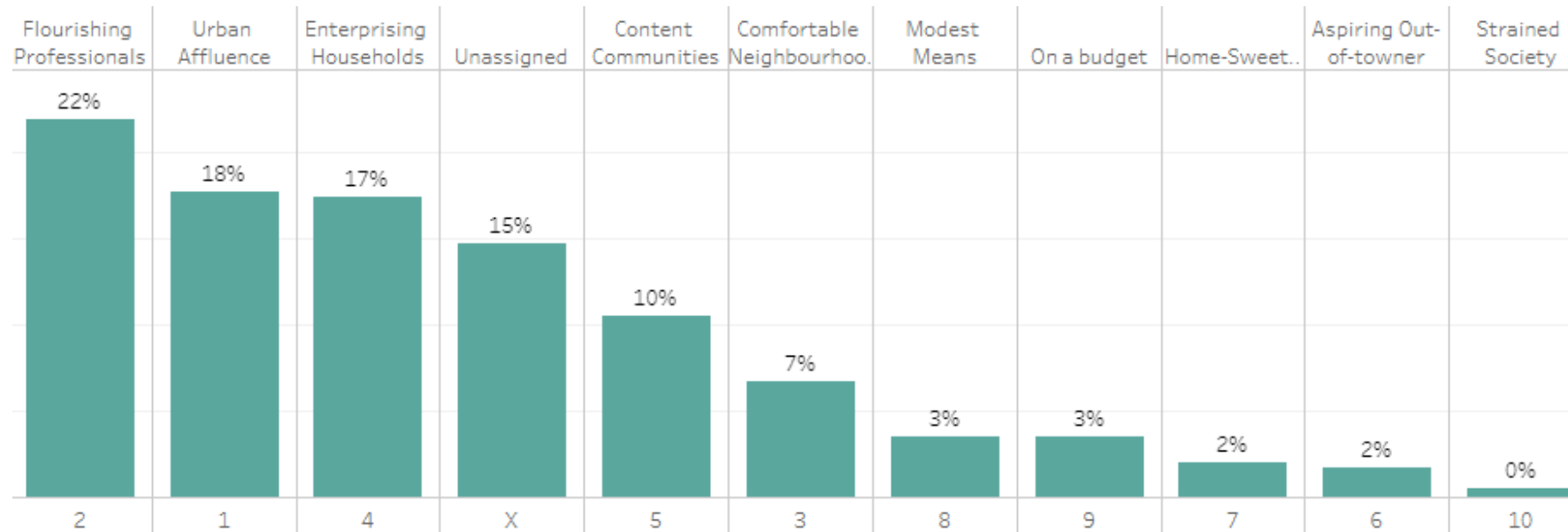
## INSIGHT

The top 5 LGAs make up over 48% of all visitation to Western Downs with Toowoomba again on top with 16% of all visitation.



# Top Visitor Segments - Brisbane

Top Visitor Segments show the segmentation of people who visited the most.



## INSIGHT

The top two visitors of Western Downs from Brisbane in the month of December were the two wealthiest segments, contributing to 40% of visitation. Brisbane was the focus for this analysis as they have the highest propensity to stay overnight.

# Top Suburbs from Brisbane

Top Suburbs from Brisbane shows where the highest amount of people travelled from in Brisbane.

