

# Western Downs Monthly Report

July 2021

# Key Points from July 2021



The average Reservation Window for July 2021 is 14 days and has seen a small decline of 7% since last month.



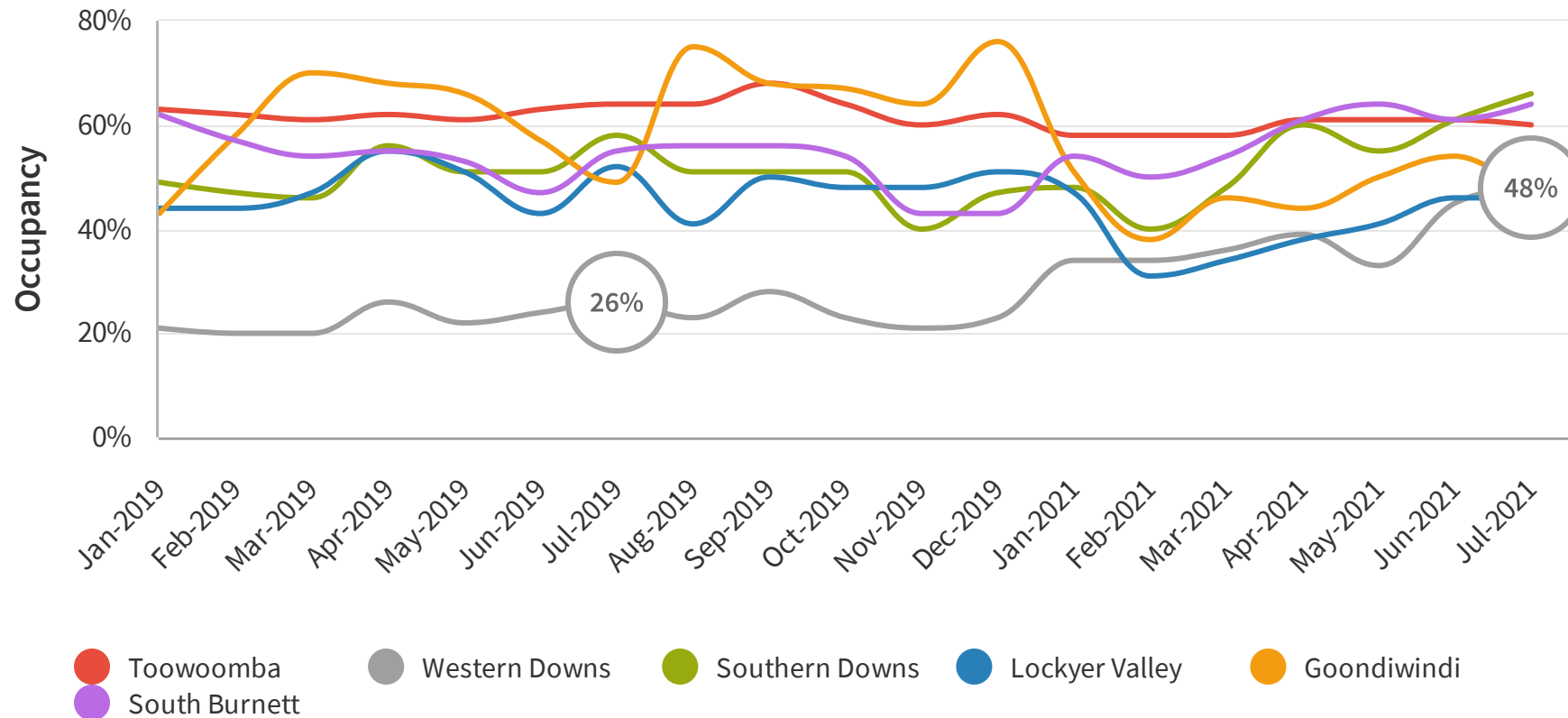
Length of stay for the month of July 2021 was 2.02 days and has seen a 23% increase since last month's length stay of 1.62 days.



The most popular day to visit in July 2021 was Saturday at 16.28% of visitation, very similar levels were also seen on Thursday, Friday and Sunday.

# Average Occupancy Rate

The occupancy rate is the ratio between the number of occupied rooms and the number of rooms offered that are open.

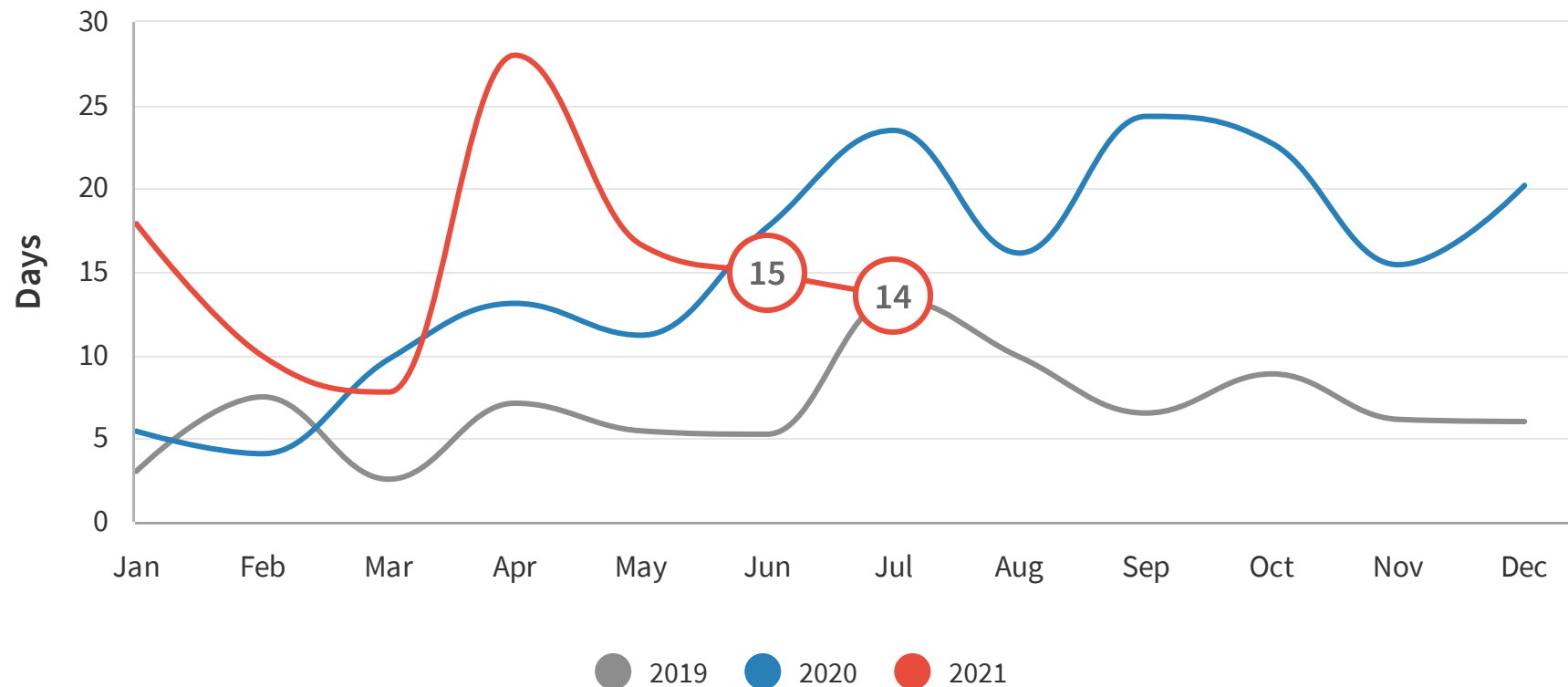


## INSIGHT

Western Down's Occupancy level for July was 48% and has been steadily climbing since the beginning of the year. When compared to July 2019, there is a 84% increase.

# 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.

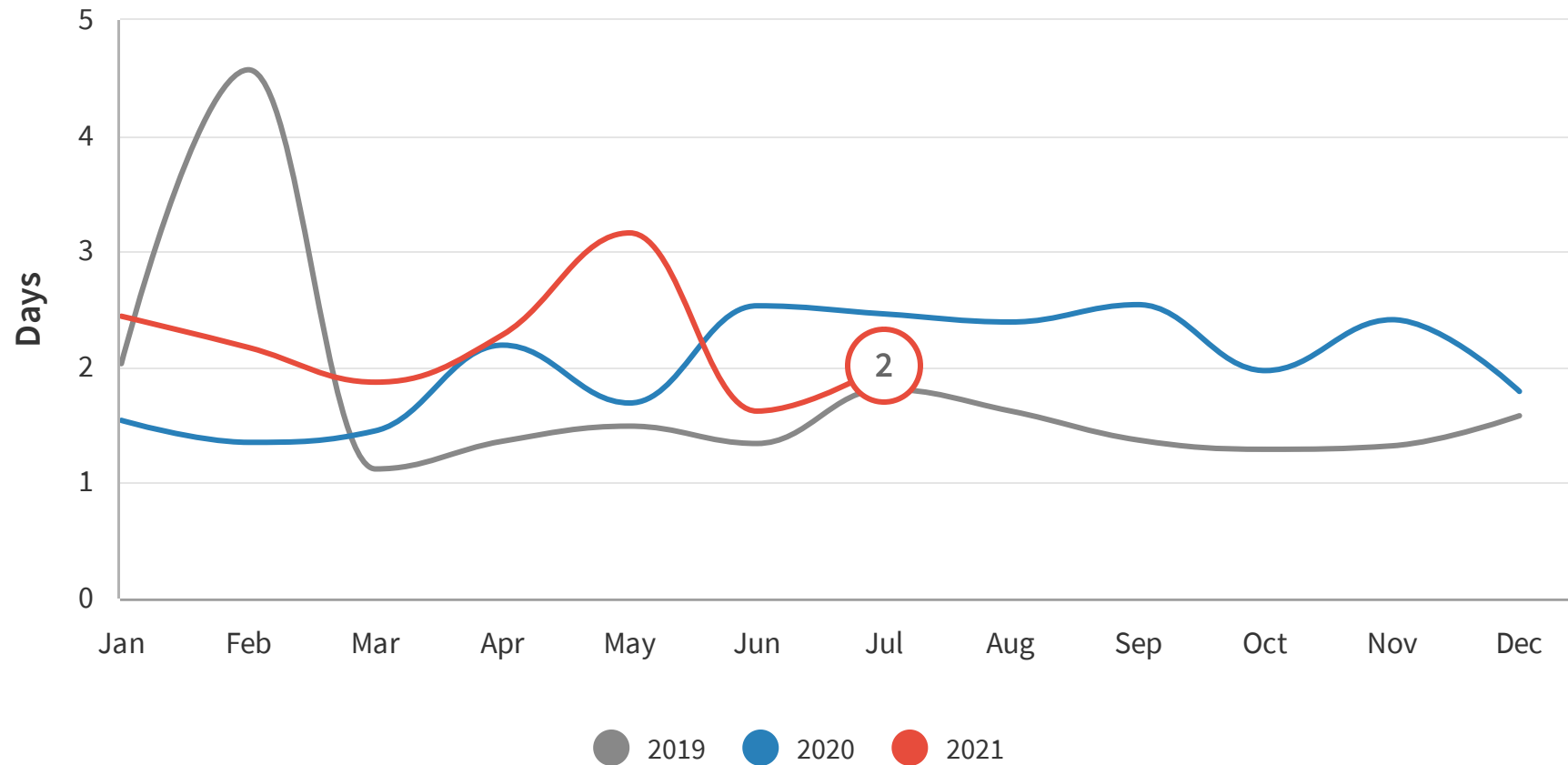


## INSIGHT

The average Reservation Window for July 2021 is 14 days and has seen a small decline of 7% since last month. A similar reservation window was seen in July 2019.

# Length of Stay (days)

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

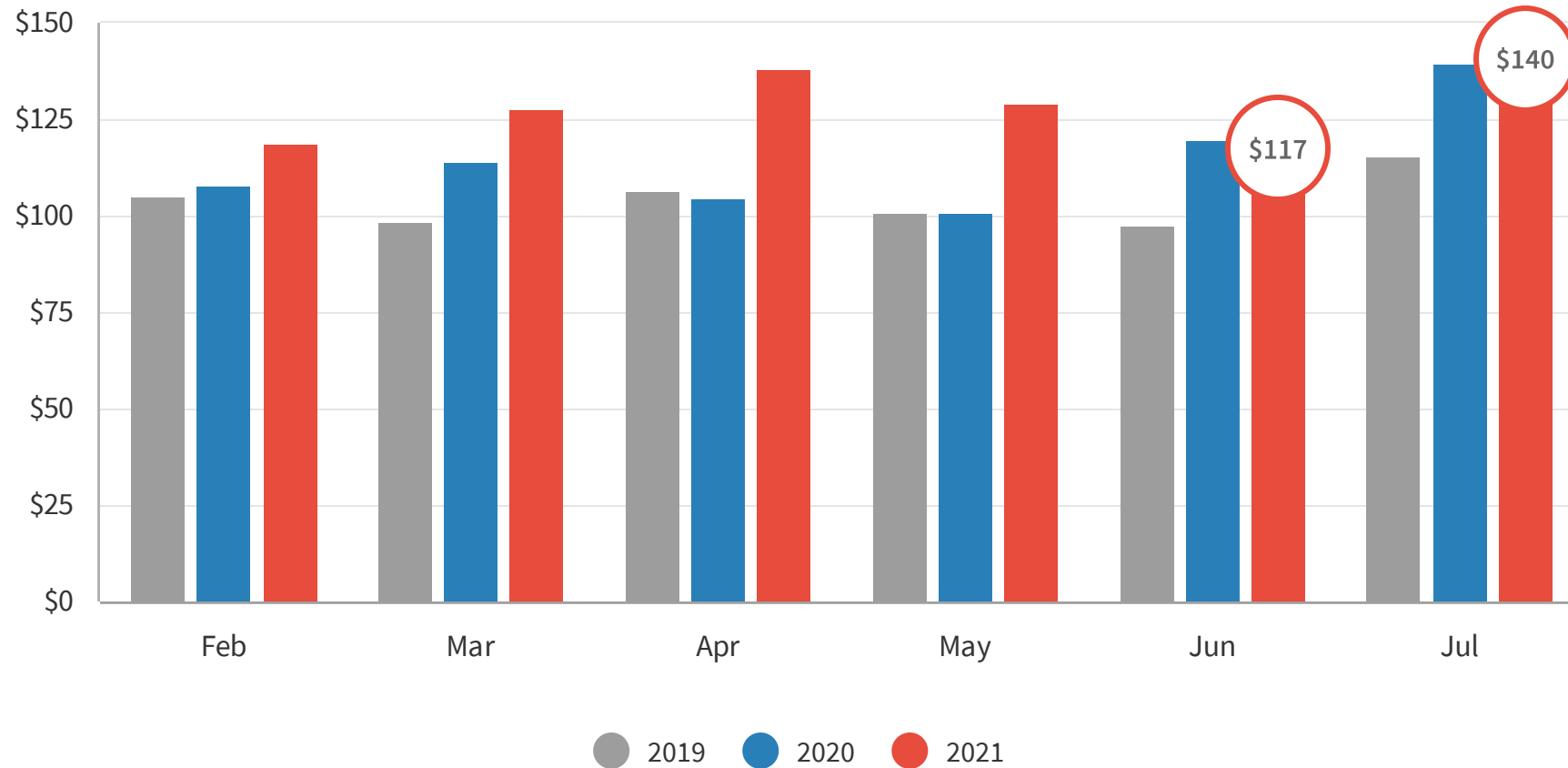


## INSIGHT

Length of stay for the month of July 2021 was 2.02 days and has seen a 23% increase since last months length stay of 1.62 days.

# Average Daily Rate

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



## 27%

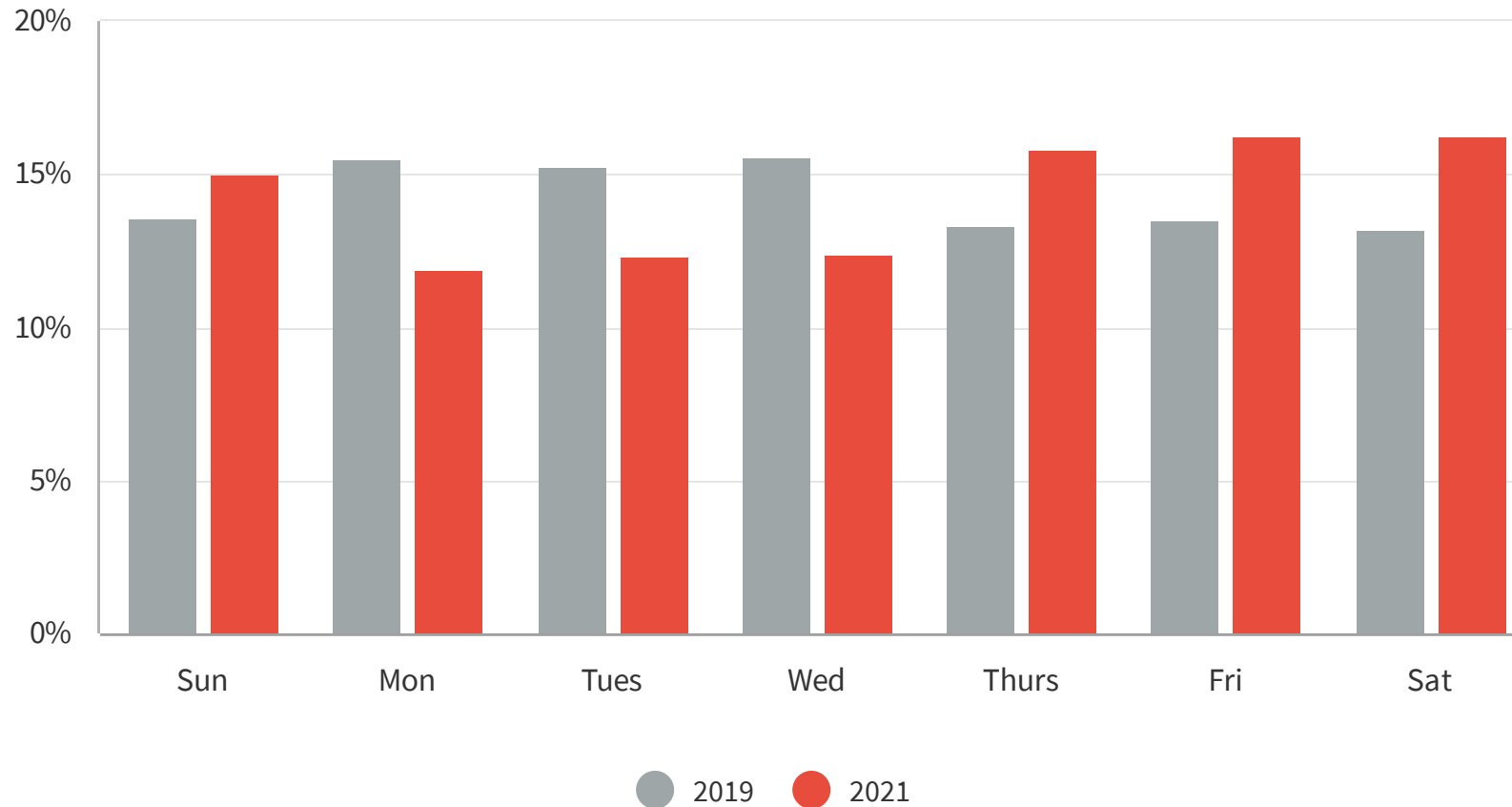
INSIGHT

July 2021 had an ADR of \$140 which is a big increase of 21% when compared to last month. Average daily rate has been looking quite healthy since the beginning of the year. Having a higher ADR is great because it means people are willing to spend more to come to the area.

New methodology used to account for currency fluctuations

# Day of the Week

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

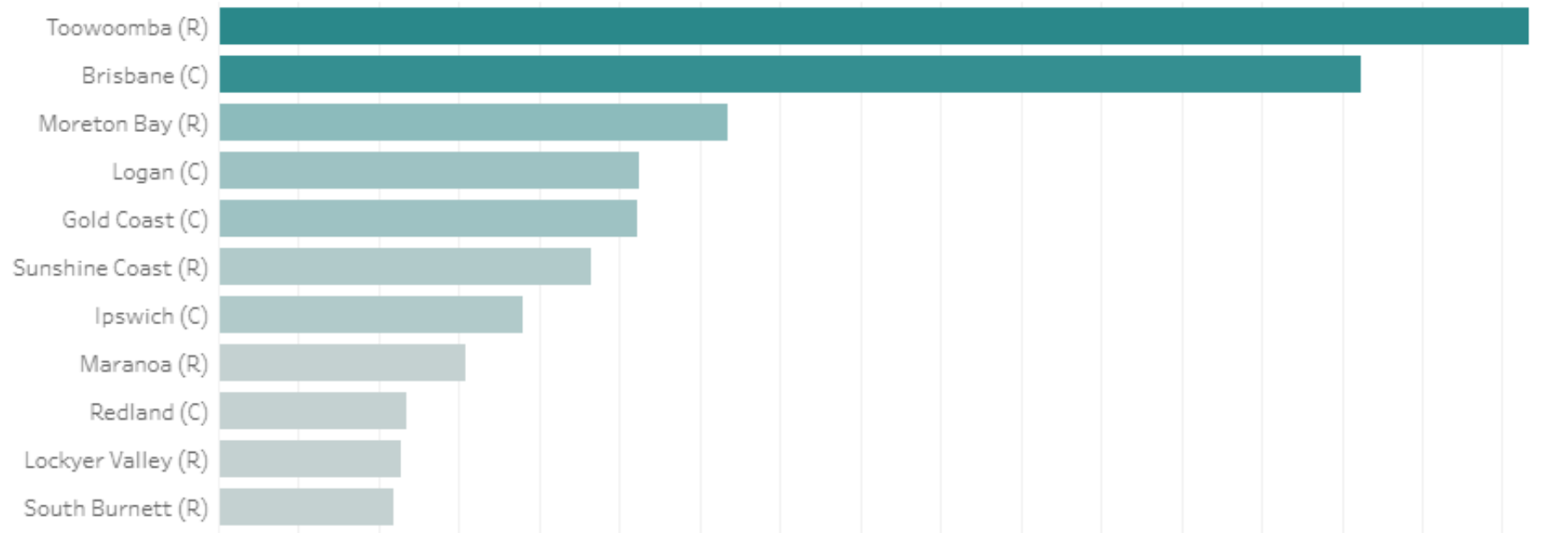


## INSIGHT

The most popular day to visit in July 2021 was Saturday at 16.28% of visitation, very similar levels were also seen on Thursday, Friday and Sunday. When compared with July 2019, there is quite a large difference, with the majority of people visiting on the weekdays rather than weekends.

# Source Market

The source market demonstrates which LGA visitors are travelling from.



July 2021



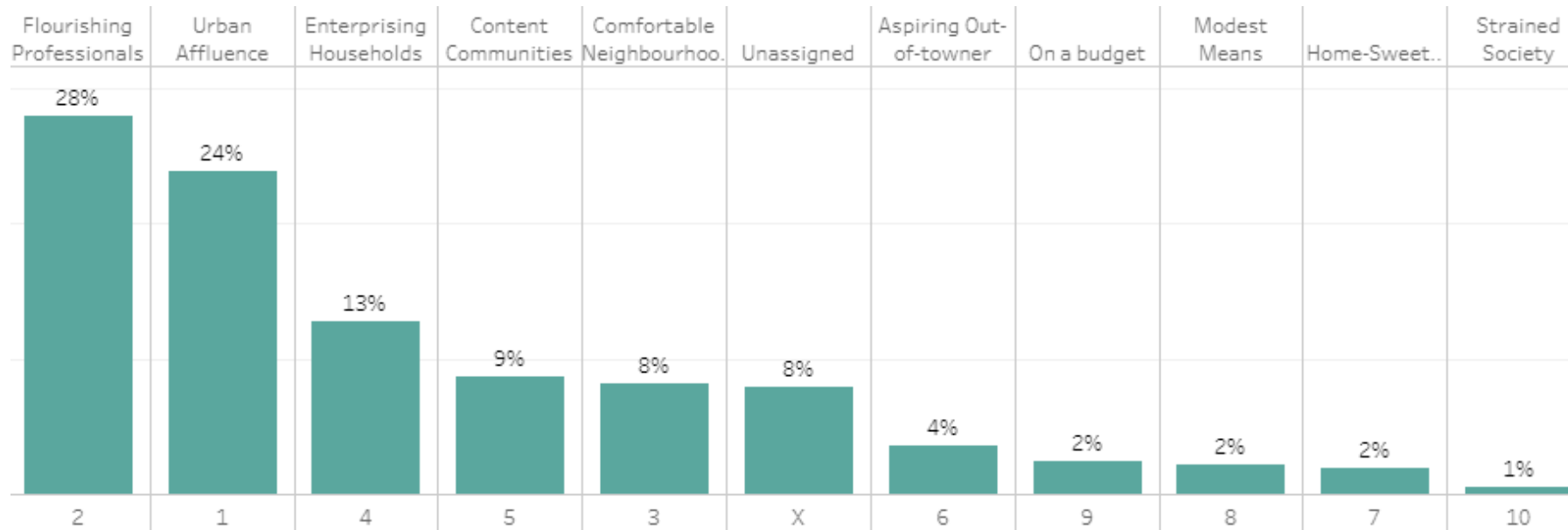
## INSIGHT

The LGA's with the most amount of devices seen within the Western Downs region in July 2021 were Toowoomba with 16.32%, Brisbane with 14.24% and Moreton Bay with 6.36%.



# Top Visitor Segments - Brisbane

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



Visitor Segmentation from Brisbane - July 2021

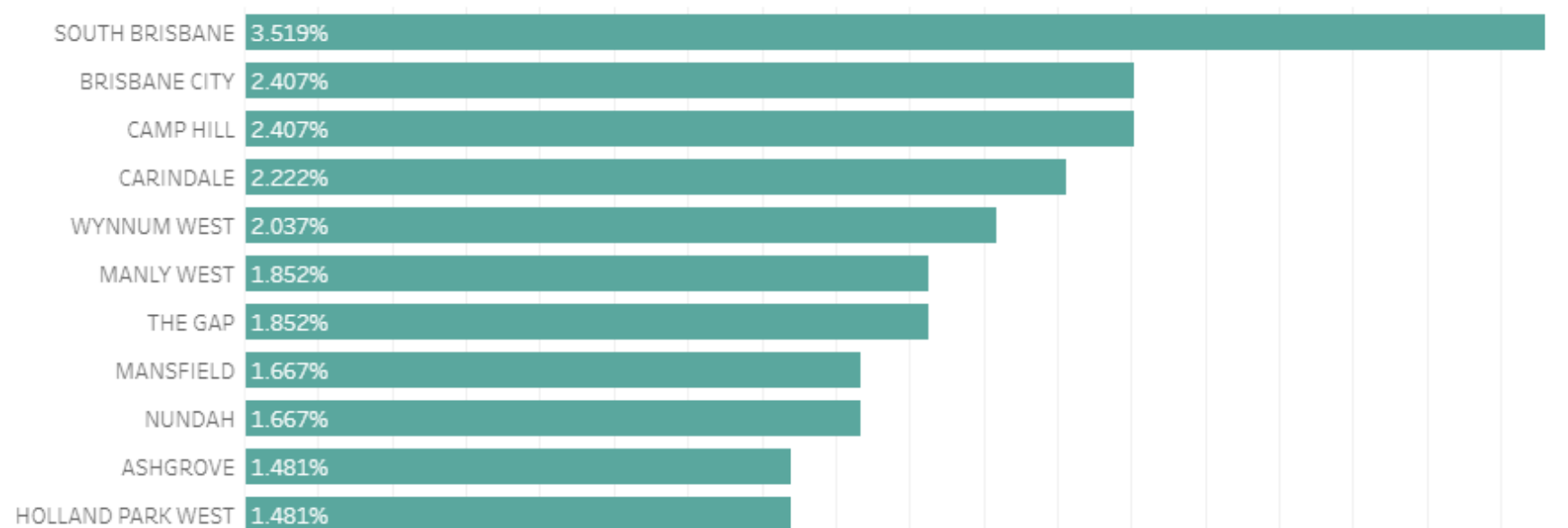


## INSIGHT

The top two visitors of Western Downs from Brisbane in the month of July were the two wealthiest segments, contributing to 52% of visitation. Brisbane was the focus for this analysis as they have the highest propensity to stay overnight.

# Top Suburb Visitors From Brisbane

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



Top Suburb Visitors from Brisbane - July 2021



## INSIGHT

The top Brisbane suburbs that visited Western Downs in the month of July 2021 were South Brisbane with 3.5%, Brisbane City and Camp Hill with 2.407% and Carindale with 2.22%.