

Western Downs Monthly Report

June 2021

Key Points from June 2021



The average Reservation Window for June 2021 is 15 days and has seen a small decline of 10% since last month.



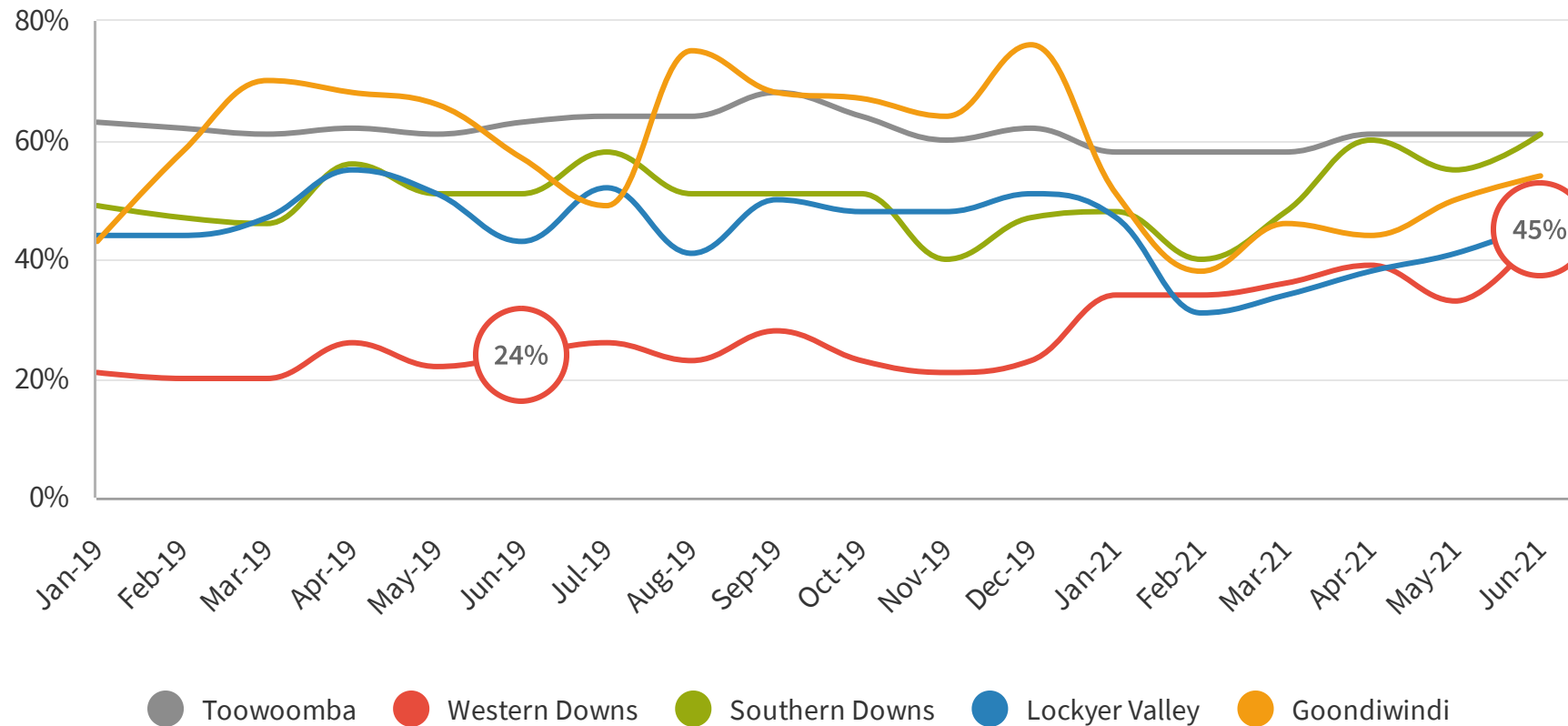
Length of stay for the month of June 2021 was 1.62 and has seen a decline of 95% since last month.



The top two Brisbane suburbs that visited Western Downs in the Month of June 2021 were Bracken Ridge and Brisbane city, contributing to 8.75% of visitation.

Occupancy

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

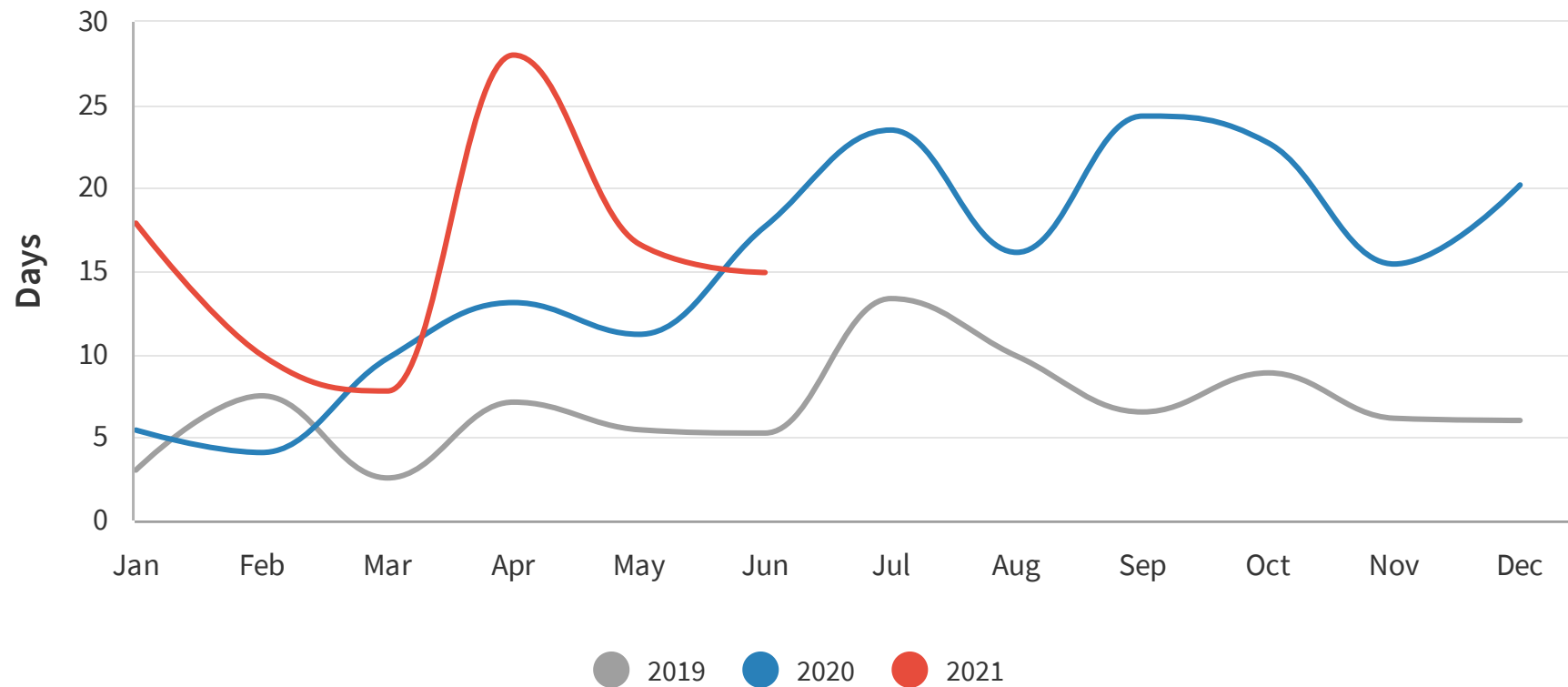


INSIGHT

Western Downs
Occupancy level for
June was 45%, and has
had an increase of 87%
when compared to
June 2019.

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.

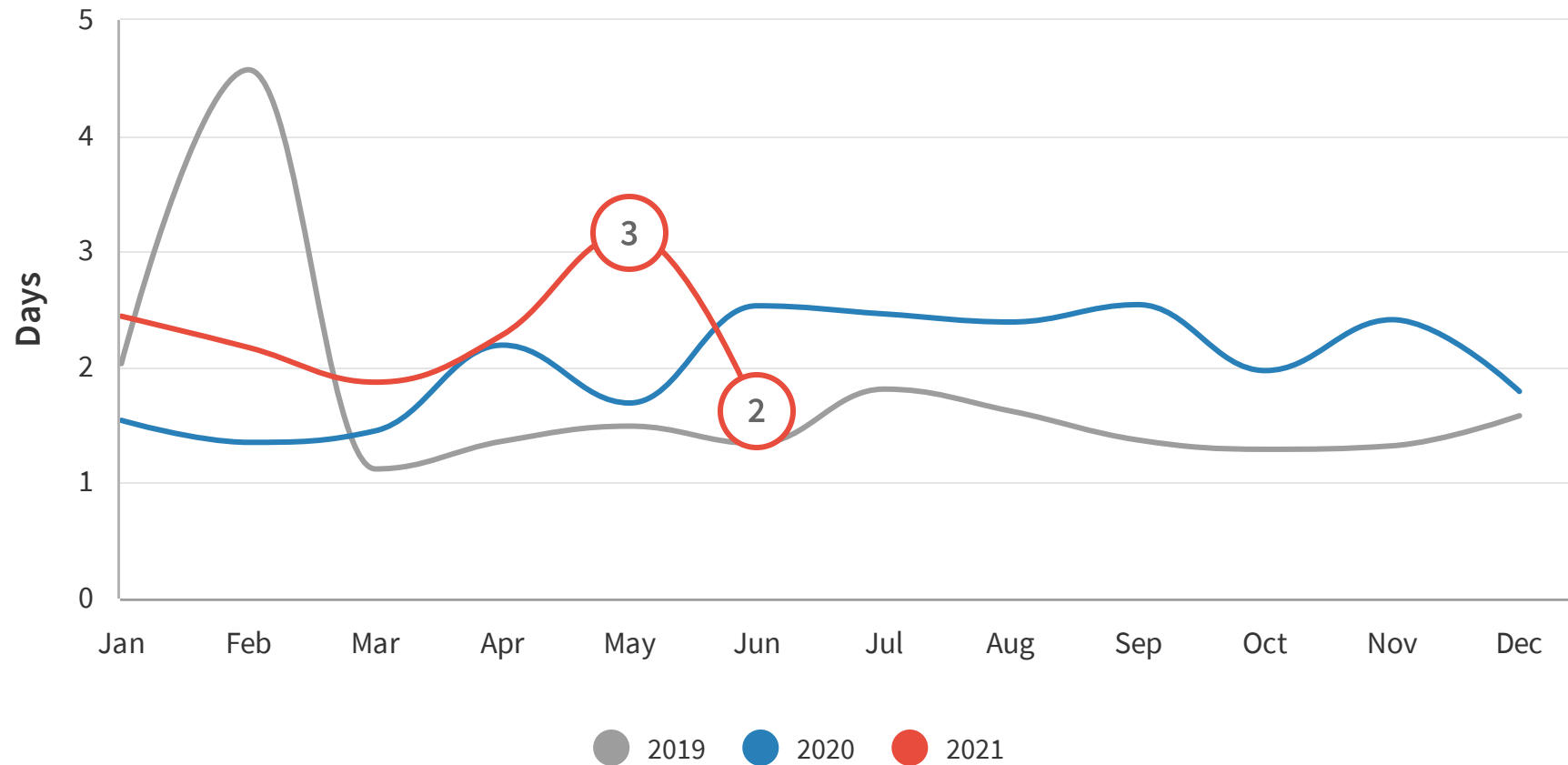


INSIGHT

The average Reservation Window for June 2021 is 15 days and has seen a small decline of 10% since last month.

Length of Stay (days)

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

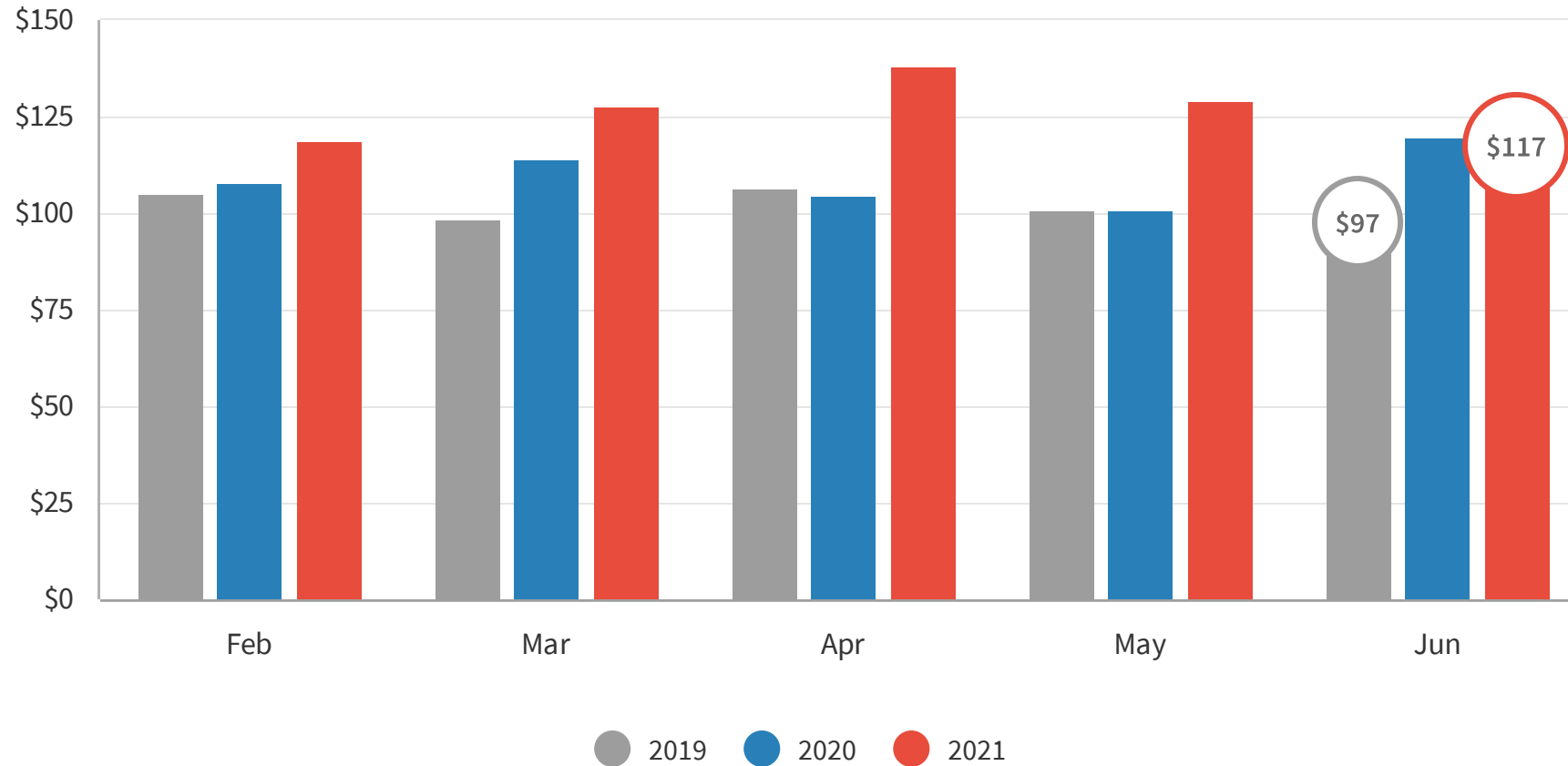


INSIGHT

Length of stay for the month of June 2021 was 1.62 and has seen a decline of 95% since last month.

Average Daily Rate

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



27%

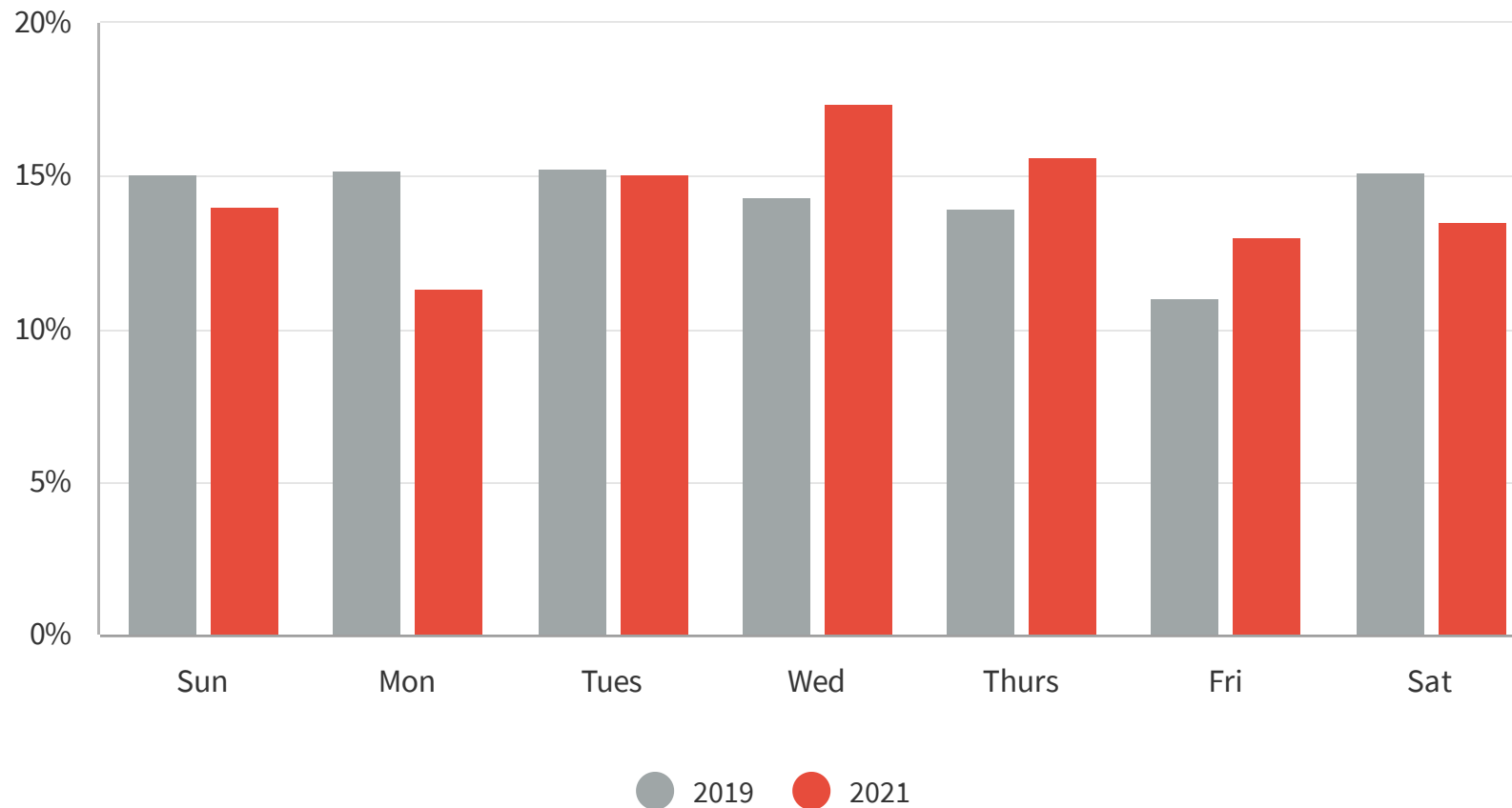
INSIGHT

Each month this year has shown a steady incline to the ADR, with June at \$117 which is an increase of 20% when compared to 2019. An increase in ADR means that people are willing to pay for more accommodation which is a great result.

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.

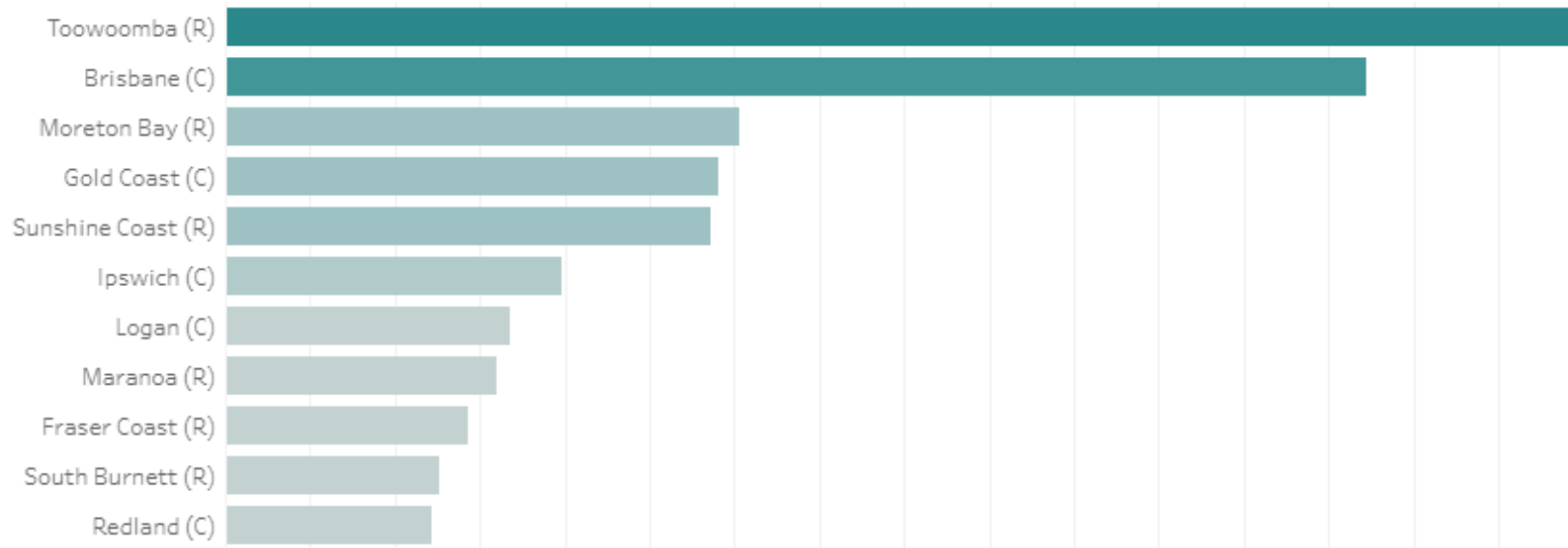


INSIGHT

The most popular day to visit in June 2021 was Wednesday at 17.41% of visitation. This is quite a large difference when compared to 2019, which saw a much more even spread across every day of the week.

Source Market

The source market demonstrates which LGA visitors are travelling from, focusing on the top 7 for the month.



June 2021



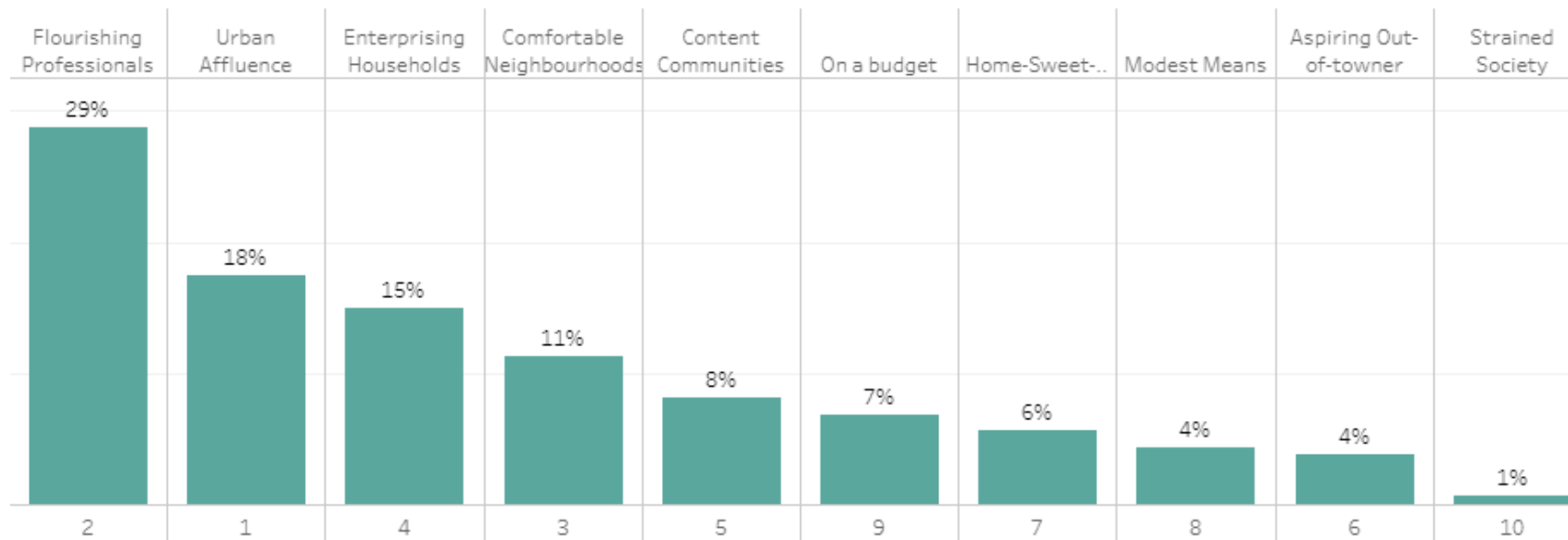
INSIGHT

The LGA's with the most amount of devices seen within the Western Downs region in June 2021 were Toowoomba with 15.98%, Brisbane with 13.64% and Moreton Bay with 6.06%.

Top Visitor Segments - Brisbane

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

Visitors Segments



Visitor Segmentation from Brisbane - June 2021

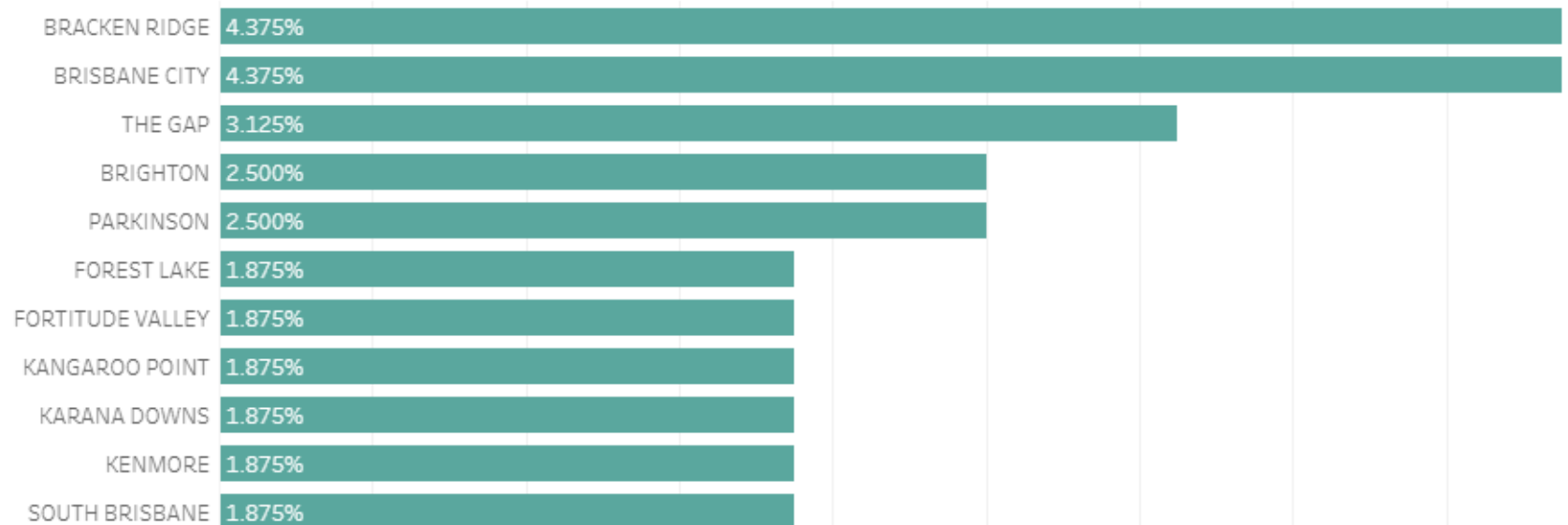


INSIGHT

The top two visitors of Western Downs from Brisbane in the month of June were the two wealthiest segments, contributing to 47% 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 - June 2021



INSIGHT

The top two Brisbane suburbs that visited Western Downs in the month of June 2021 were Bracken Ridge and Brisbane city, contributing to 8.75% of visitation.