

Western Downs Monthly Report

May 2021

Key Points from May 2021



Reservation window has an increase of 50% when comparing to May 2019.



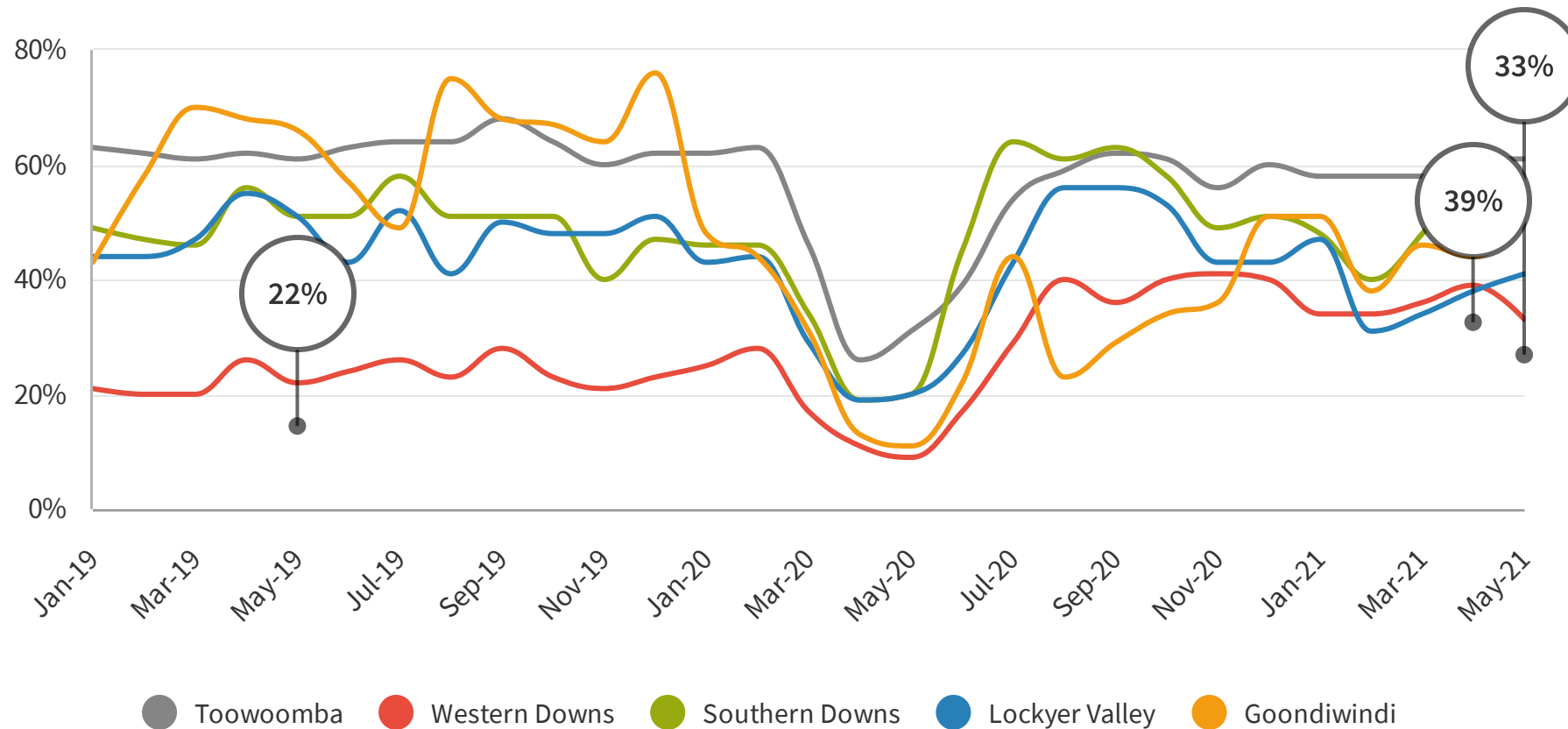
Length of stay was 3 days and has been trending upwards for the past 2 months.



The top two visitors of Western Downs from Brisbane in the month of May were the two wealthiest segments, contributing to 50% of visitation.

Occupancy

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

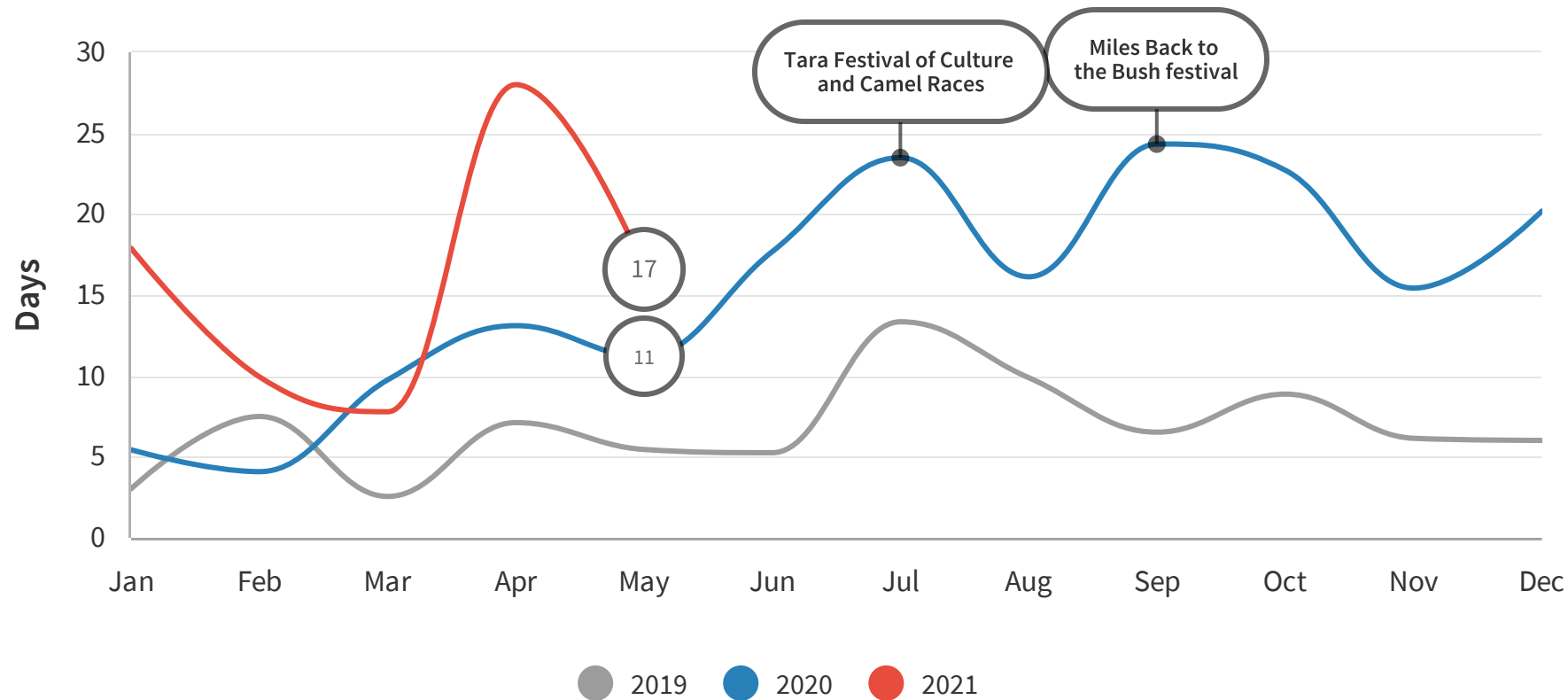


INSIGHT

Western Downs
Occupancy level for
May was 33%, and has
decreased 15% since
April. However when
comparing to May
2019 it is up 50%.

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.

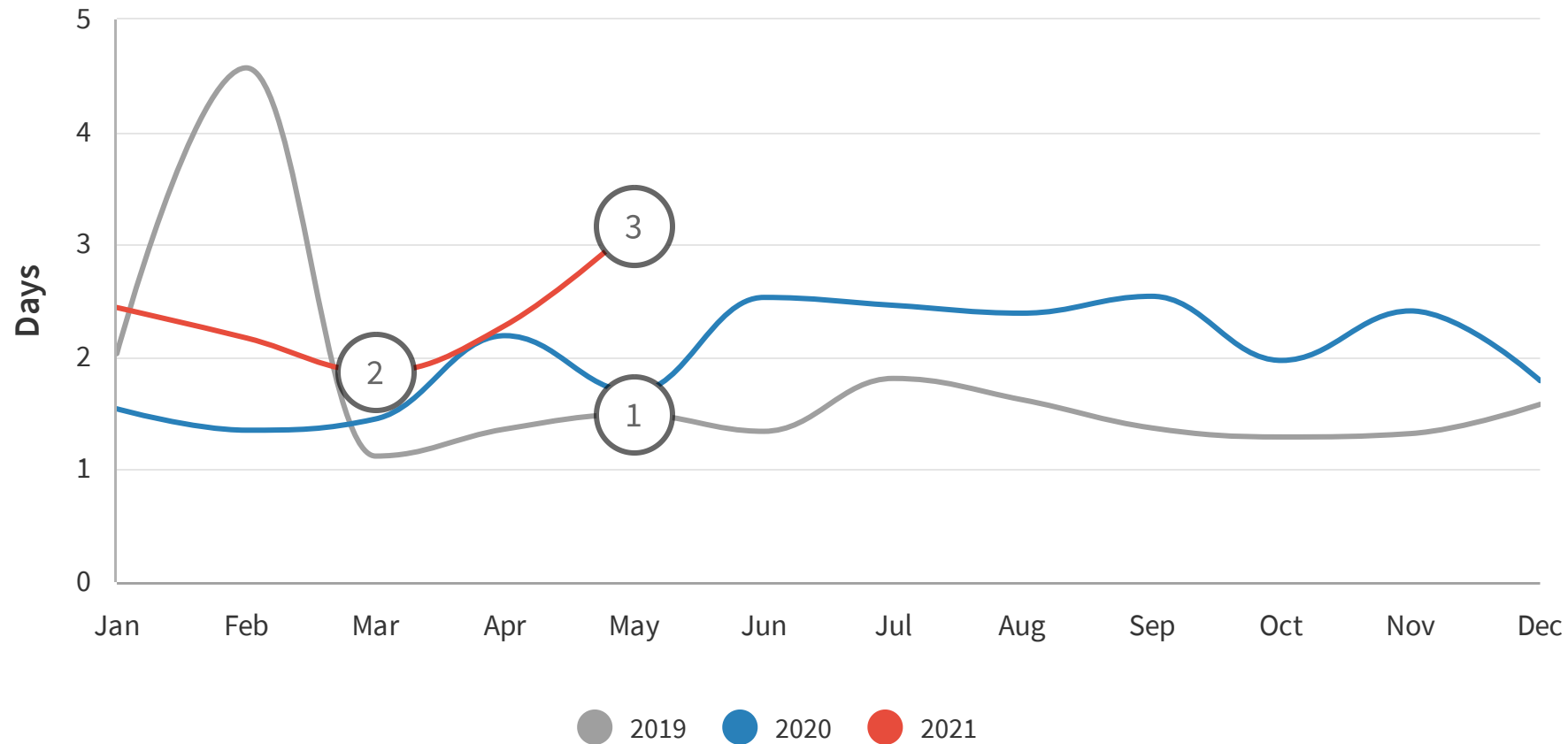


INSIGHT

The average Reservation Window is still seeing some great growth into 2021. May had a Reservation Window of 17 days which was an increase of 35% from May last year.

Length of Stay

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

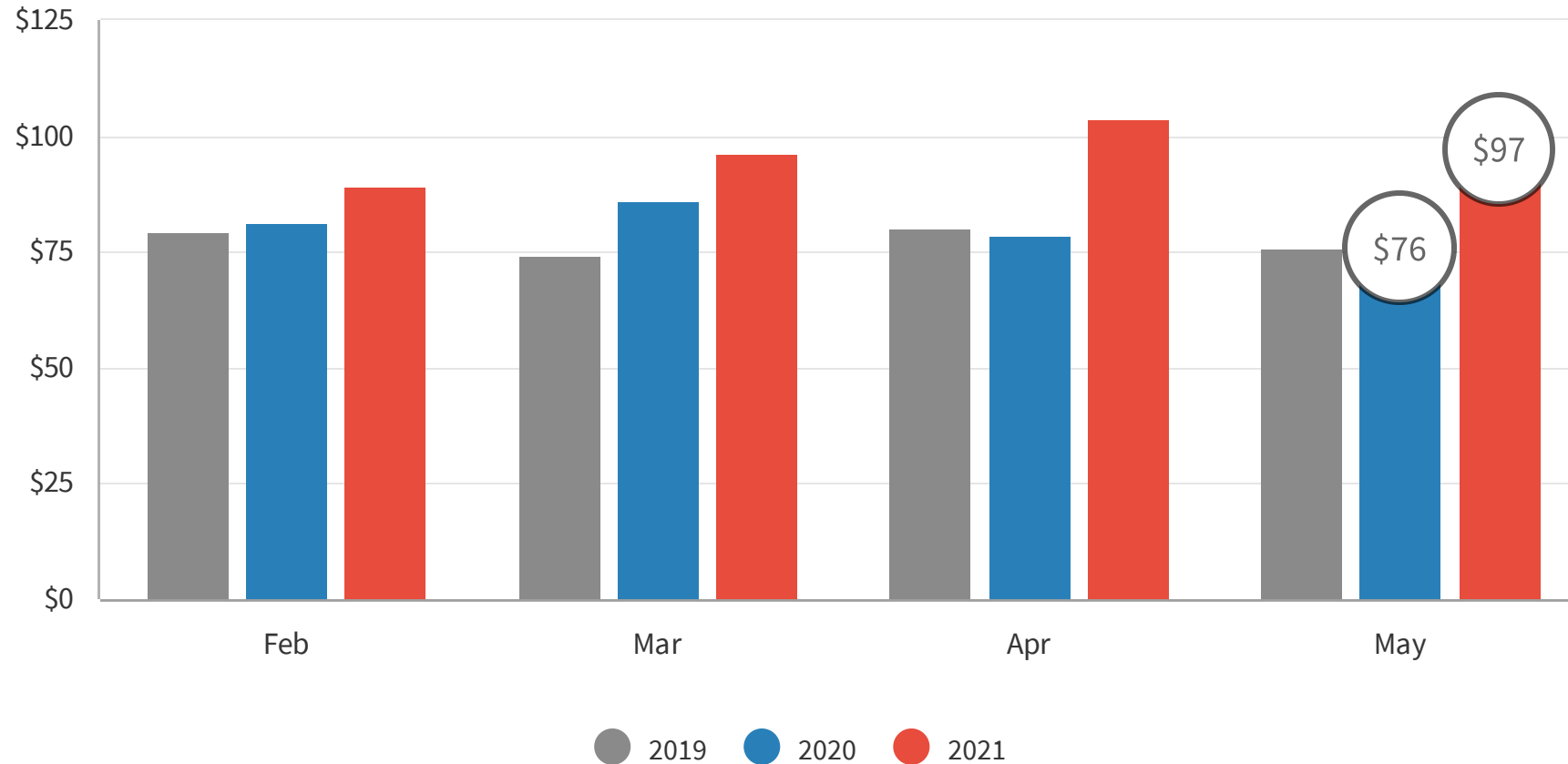


INSIGHT

Length of stay was 3 days and has been trending upwards for the past 2 months. When comparing to 2019 it has had a 66% increase.

Average Daily Rate

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



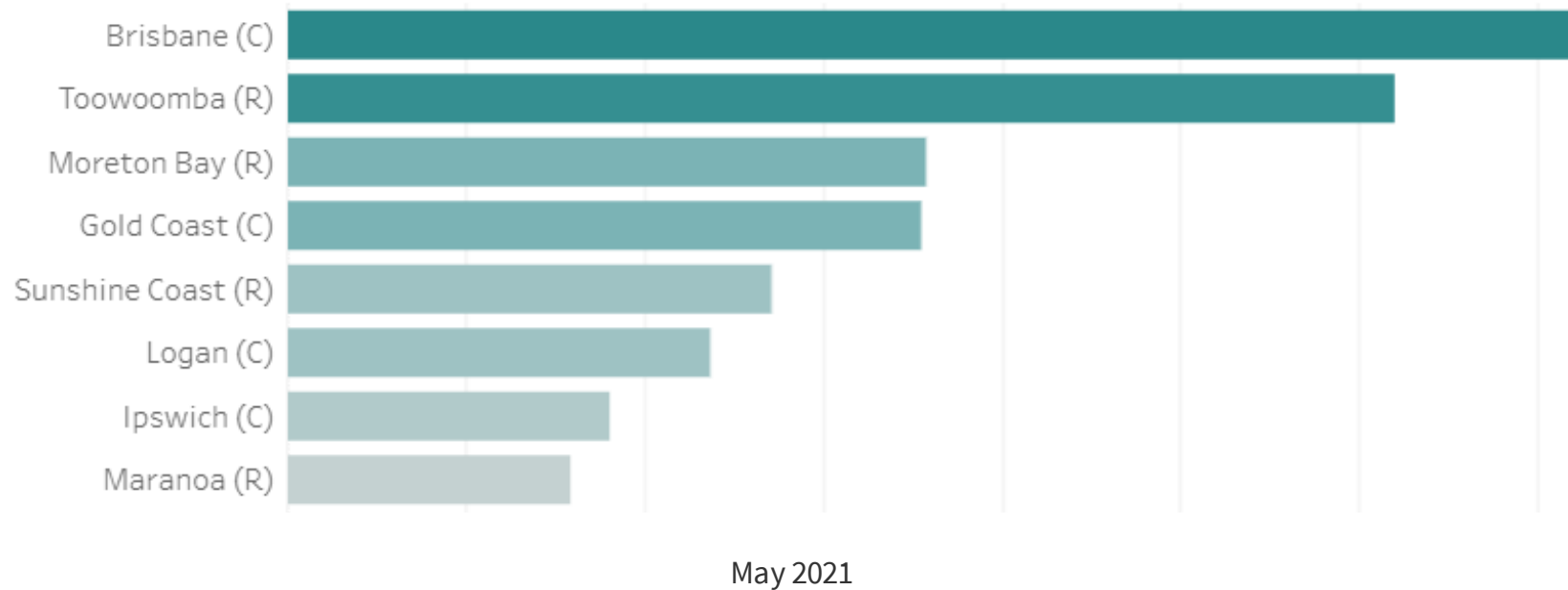
27%

INSIGHT

Each month this year has shown a steady incline to the ADR, with May having an increase of 27%. An increase in ADR means that people are willing to pay for more accommodation which is a great result.

Source Market

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

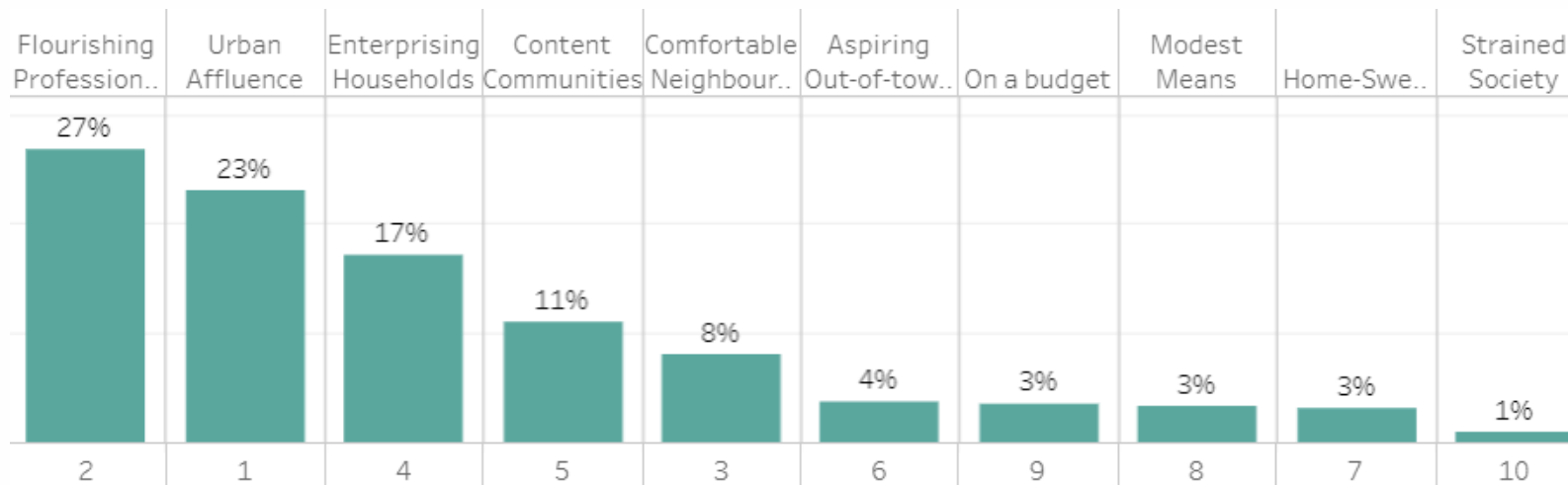


INSIGHT

The LGA's with the most amount of devices seen within the Western Downs region in May 2021 were Brisbane with 13.8%, Brisbane with 12% and Gold Coast with 6.9%.

Top Visitor Segments - Brisbane

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



Visitor Segmentation from Brisbane - May 2021

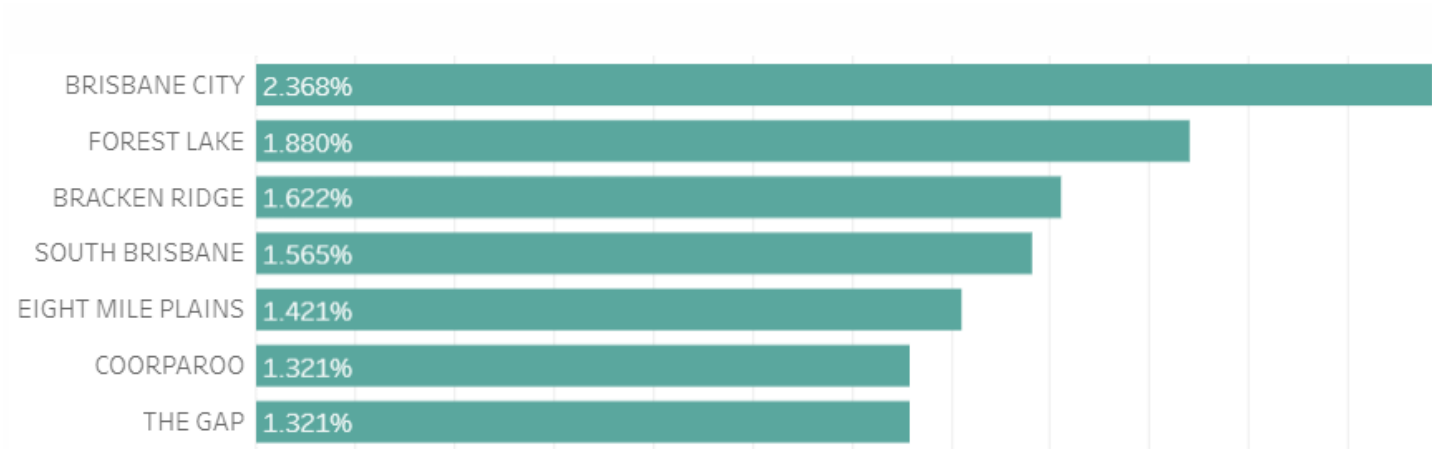


INSIGHT

The top two visitors of Western Downs from Brisbane in the month of May were the two wealthiest segments, contributing to 50% 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 - May 2021



INSIGHT

The top two Brisbane suburbs that visited Western Downs in the Month of May 2021 were Brisbane City and Forest Lake.