

Western Downs Monthly Report

October 2021

Key Points from October 2021



Western Down's occupancy level for October was 34%, remaining at the same level as it was last month.



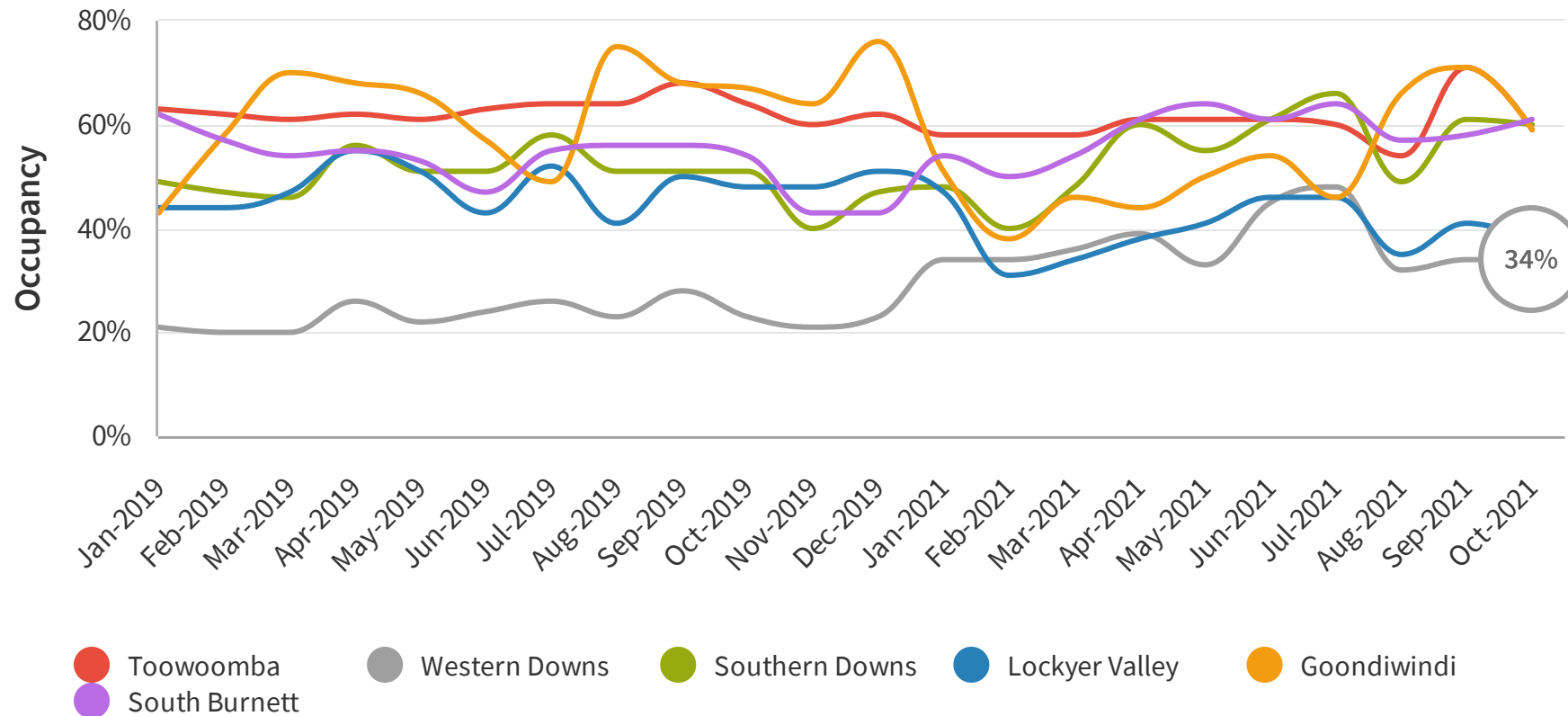
The average Reservation Window for October 2021 is 16 days and has decreased 15% since last month.



The most popular day to visit in October 2021 was Friday at 17.19% of visitation, with Thursday being the next most popular at 16.63% 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.

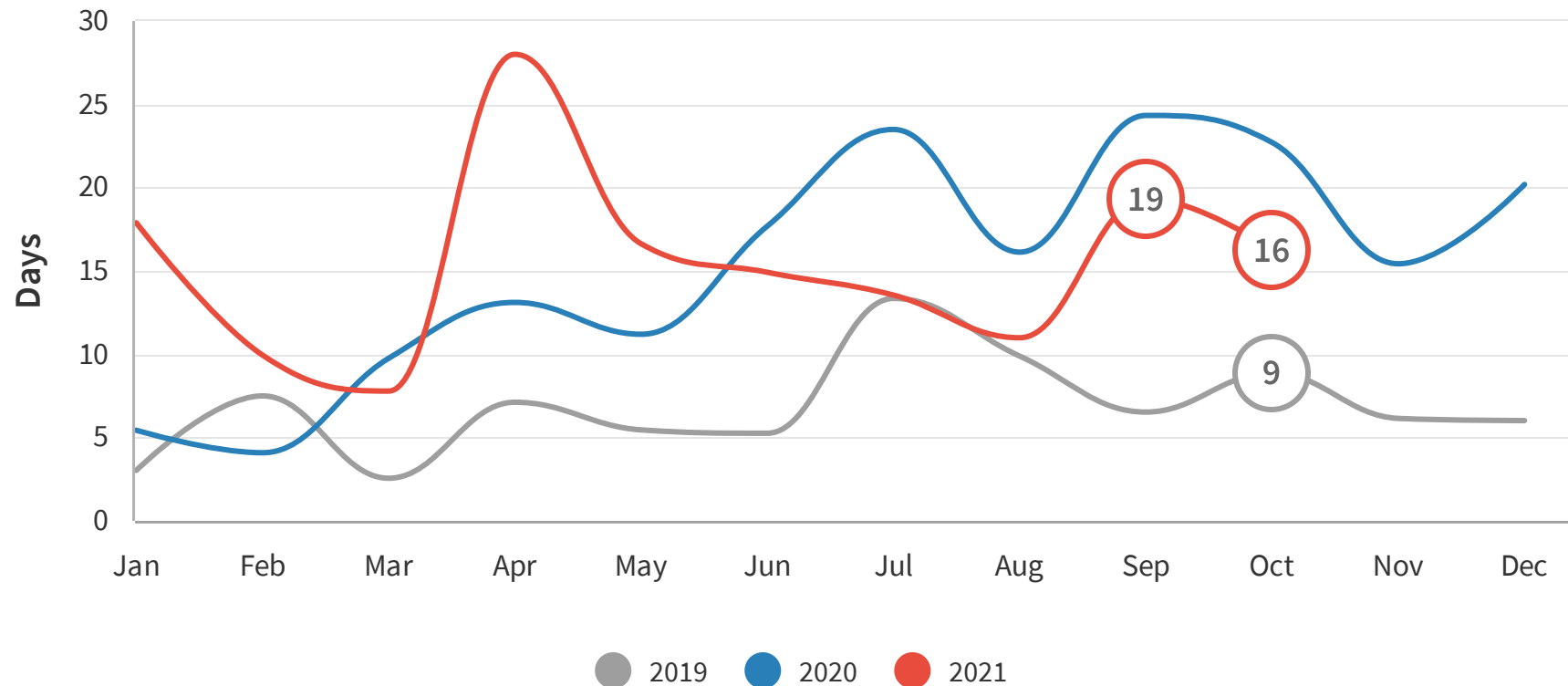


INSIGHT

Western Down's occupancy level for October was 34%, remaining at the same level as it was 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.

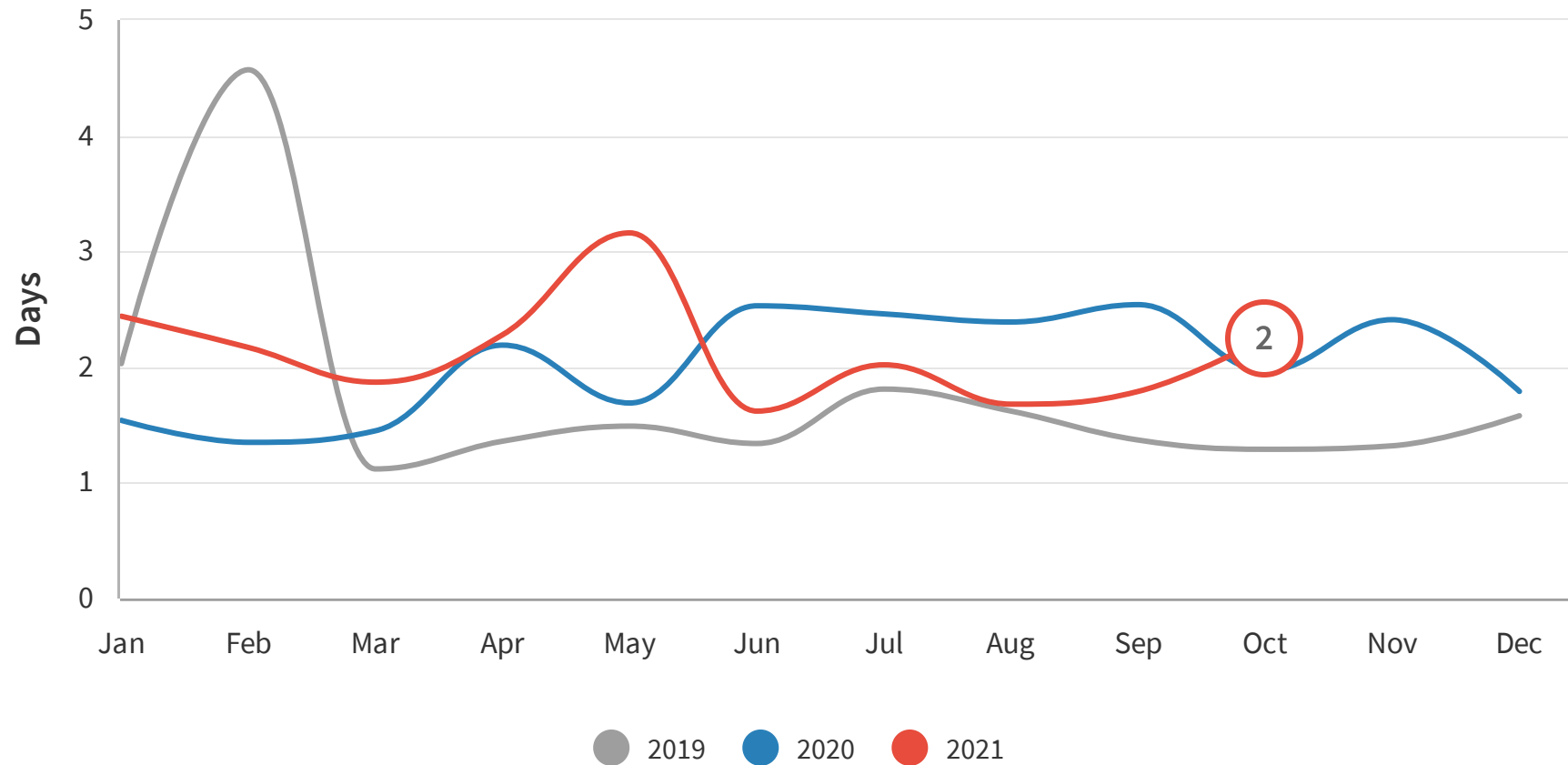


INSIGHT

The average Reservation Window for October 2021 is 16 days and has decreased 15% since last month. When compared to 2019 there has been an increase of 77%.

Length of Stay (days)

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

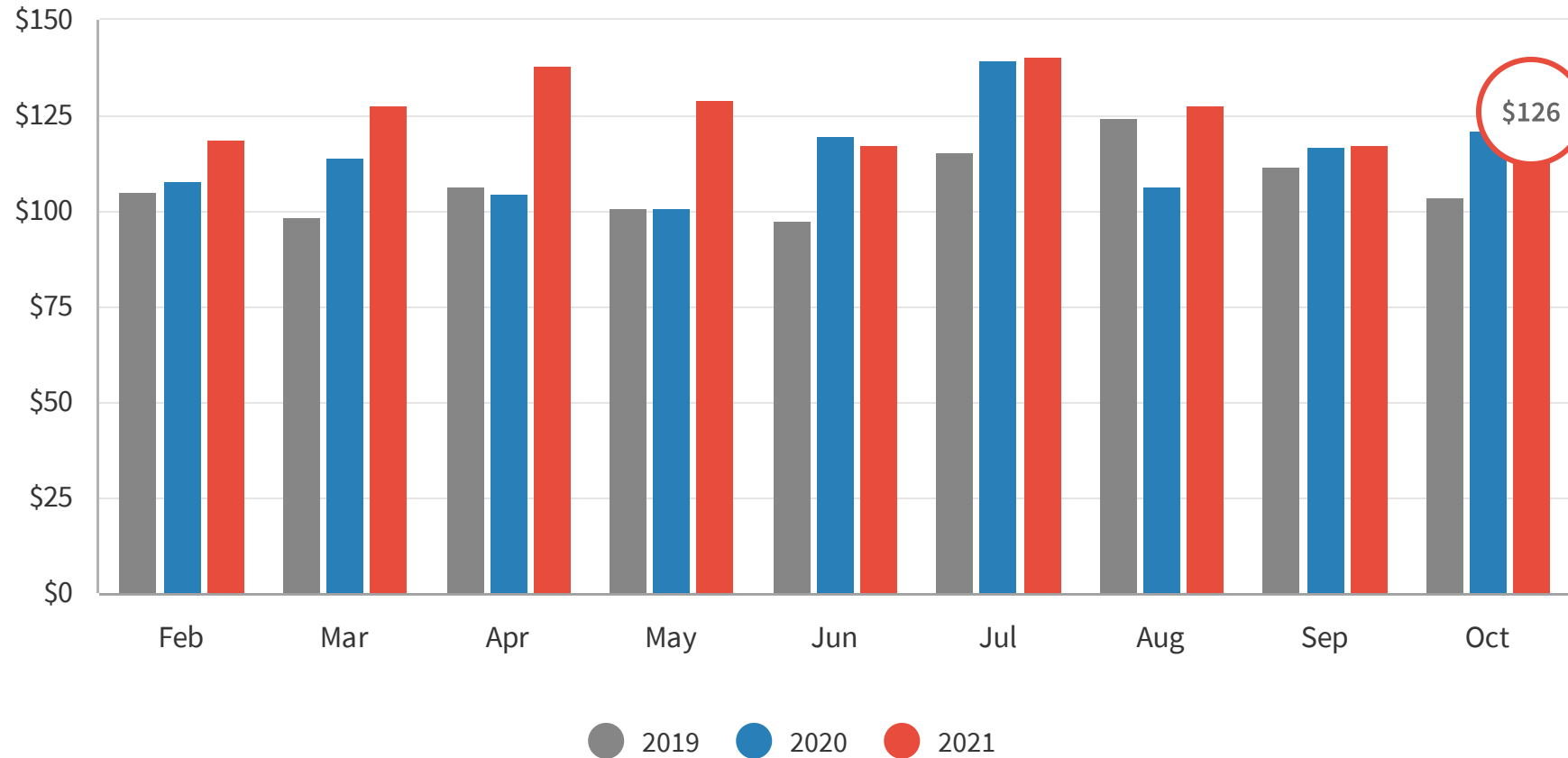


INSIGHT

Length of stay for the month of October 2021 was 2 days and when compared to October 2020 a similar level was experienced.

Average Daily Rate

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



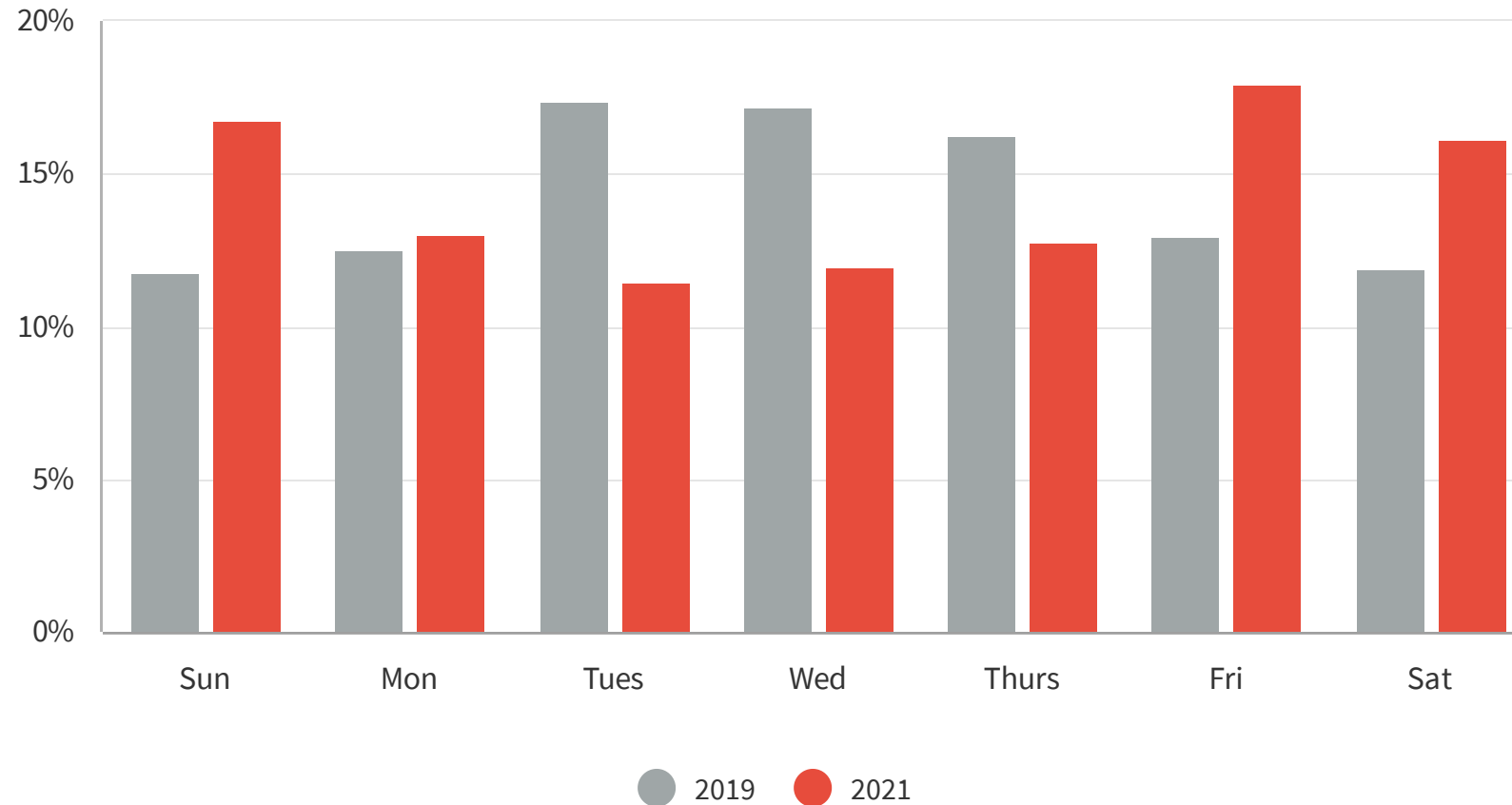
6.7%

INSIGHT

October 2021 had an ADR of \$126 which is a increase of 6.7% since last month.

Day of the Week

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

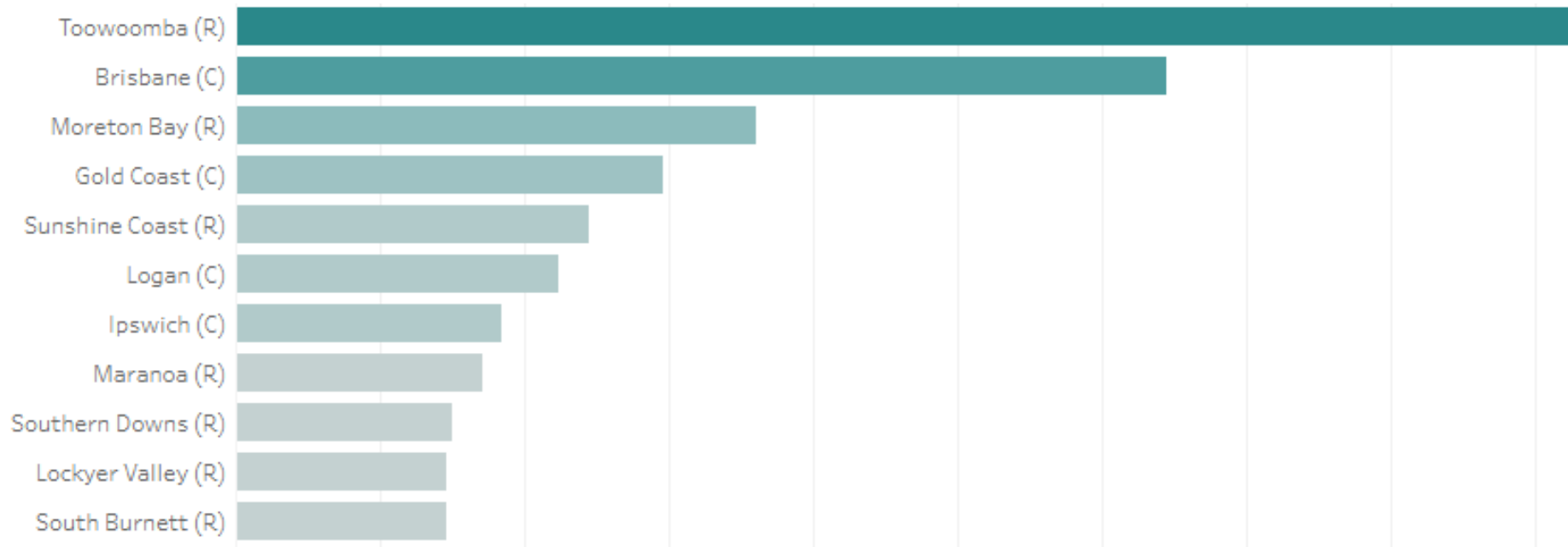


INSIGHT

The most popular day to visit in October 2021 was Friday at 17.19% of visitation, with Thursday being the next most popular day at 16.63% of visitation.

Source Market

The source market demonstrates which LGA visitors are travelling from.

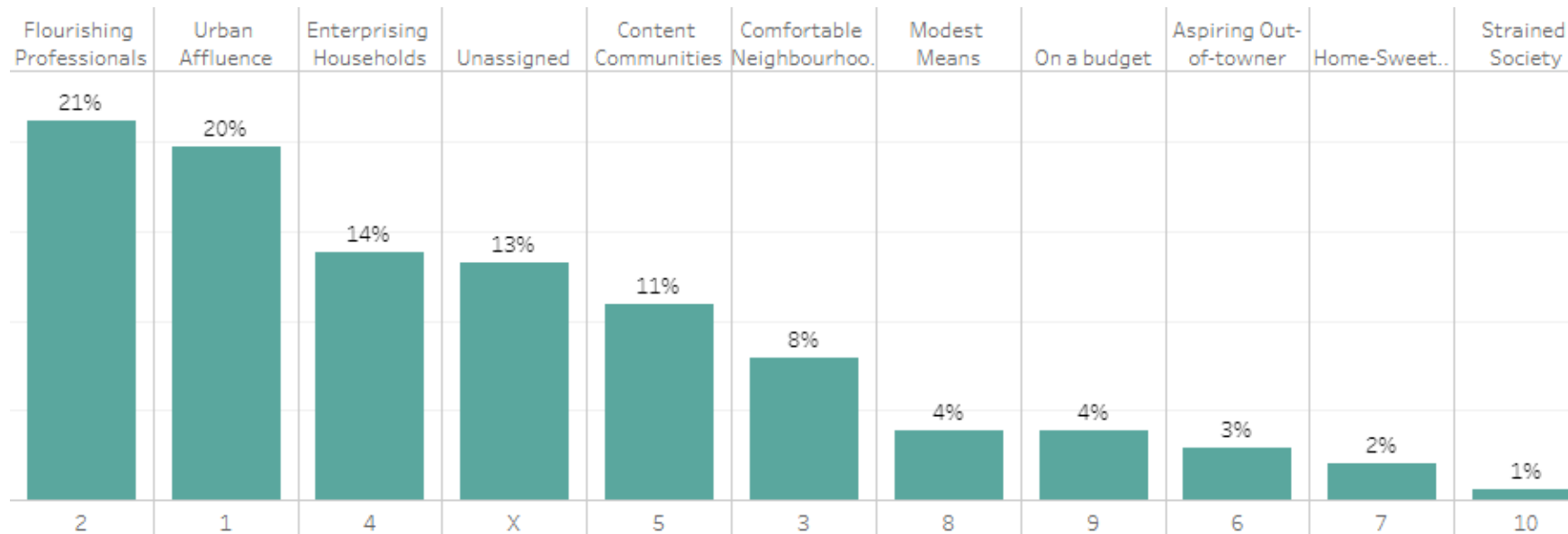


INSIGHT

The top 5 LGAs make up over 49 % of all visitation to Western Downs with Toowoomba again on top with 19% 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 October were the two wealthiest segments, contributing to 41% 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.

