

# Western Downs Monthly Report

September 2021

# Key Points from September 2021



Western Downs occupancy level for September was 34%, which is a small increase of 10% since last month. When comparing to September 2019, there is a increase of 21%.



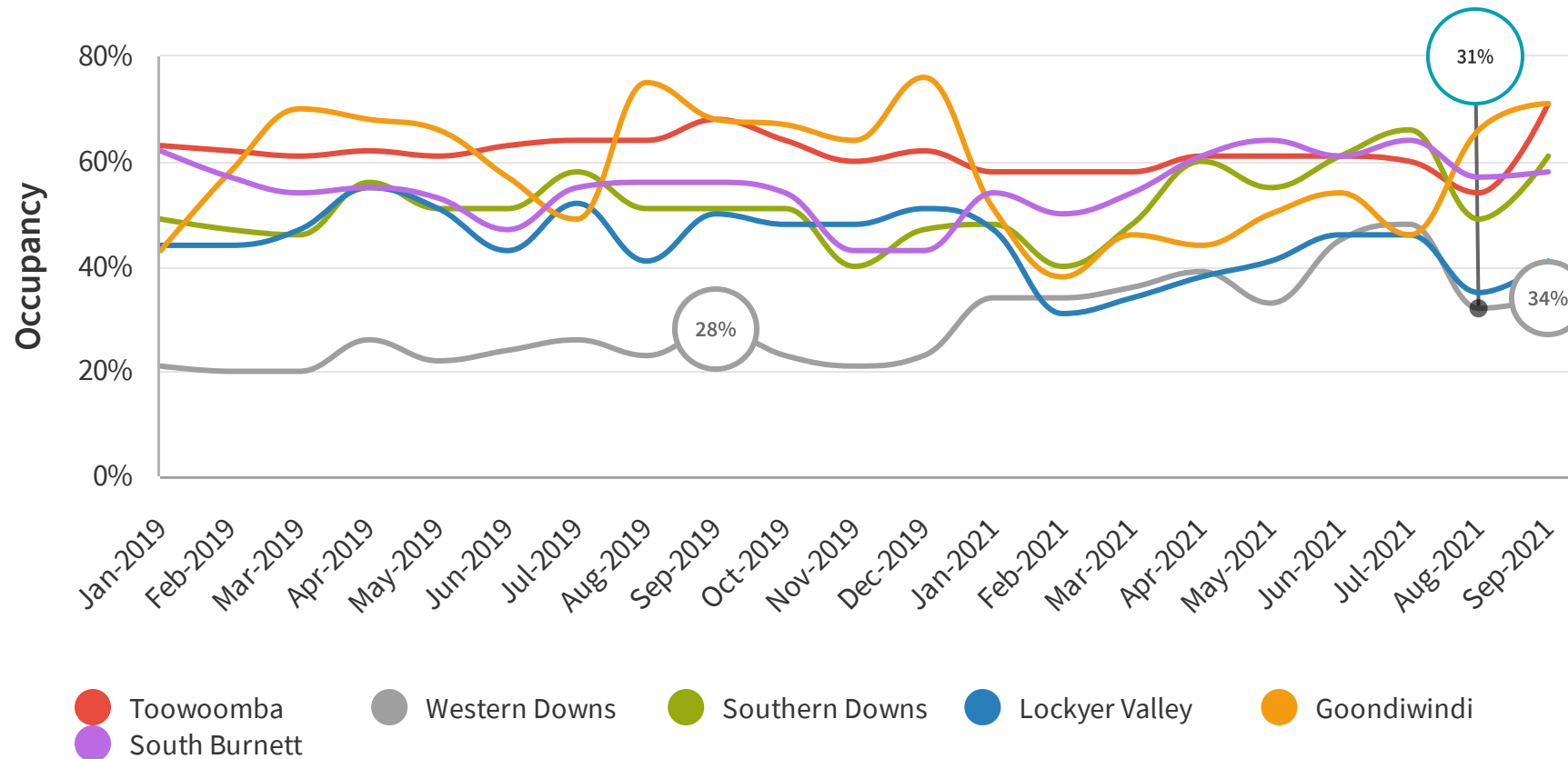
Length of stay for the month of September 2021 was 2 days and when compared to September of 2019 a similar level was experienced.



September 2021 had an ADR of \$118 which is decrease of 7% since last month. A very similar level was experienced in September 2019 and 2020.

# Average Occupancy Rate

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

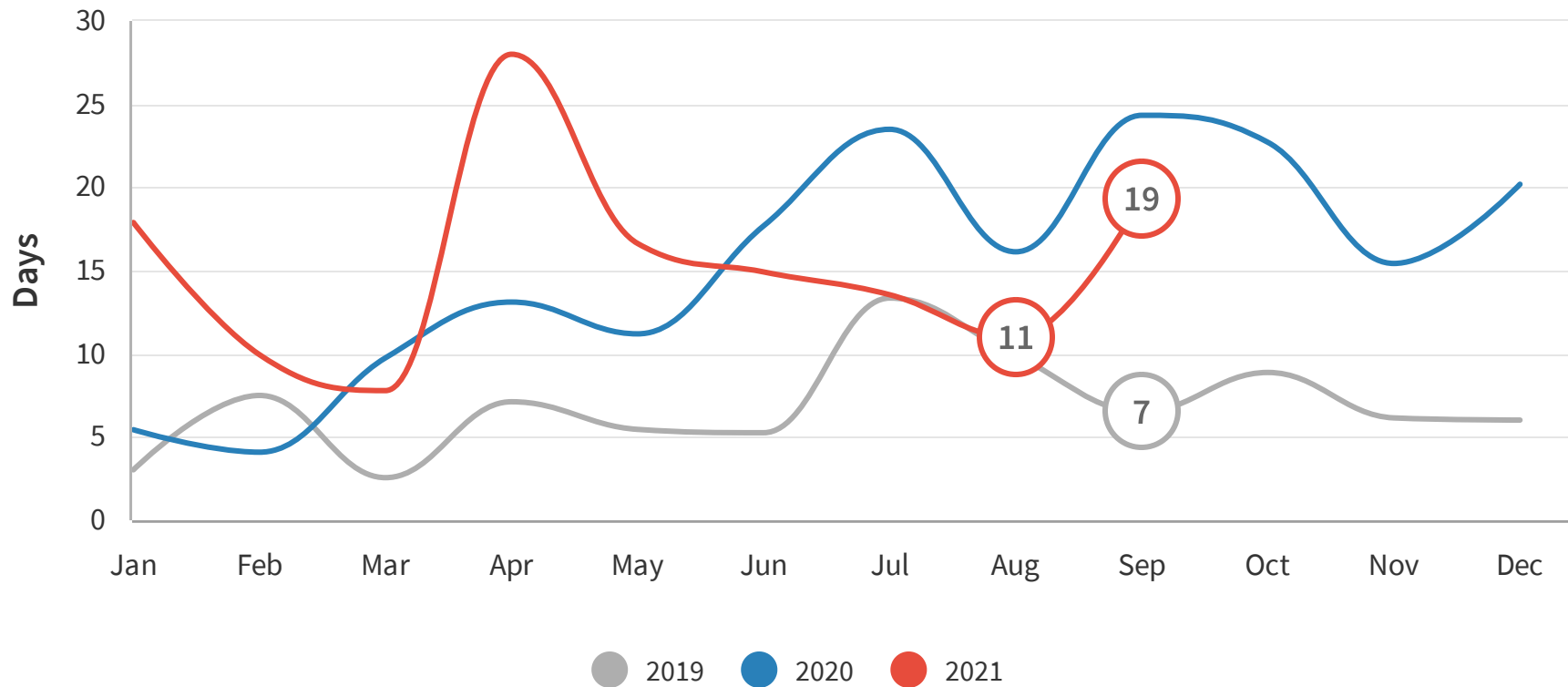


## INSIGHT

Western Downs occupancy level for September was 34%, which is a small increase of 10% since last month. When comparing to September 2019, there is an increase of 21%.

# 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.

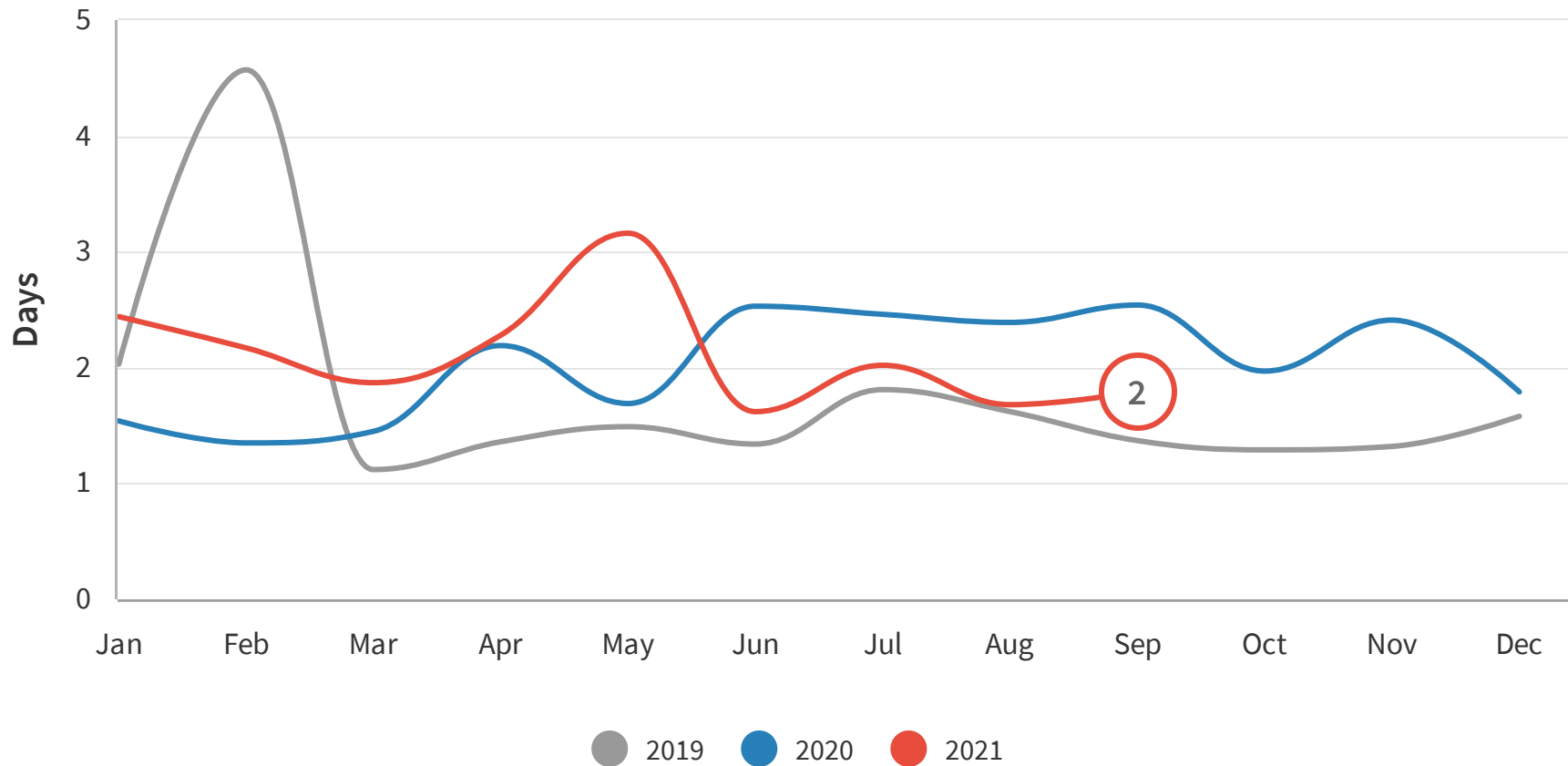


## INSIGHT

The average Reservation Window for September 2021 is 19 days and has had an increase of 72% since last month. When compared to 2019 there has been an increase of 171%.

# Length of Stay (days)

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

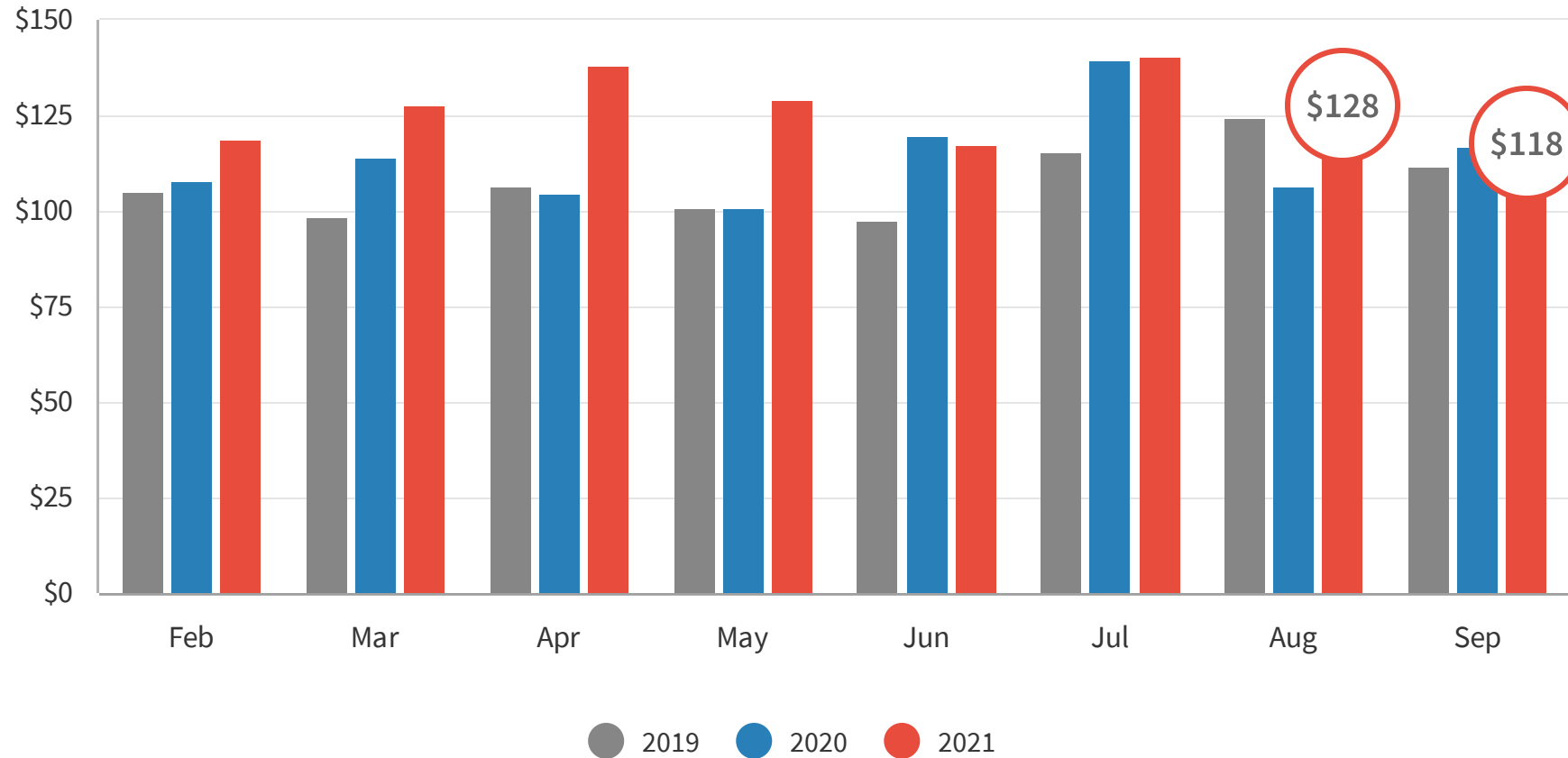


## INSIGHT

Length of stay for the month of September 2021 was 2 days and when compared to September of 2019 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.



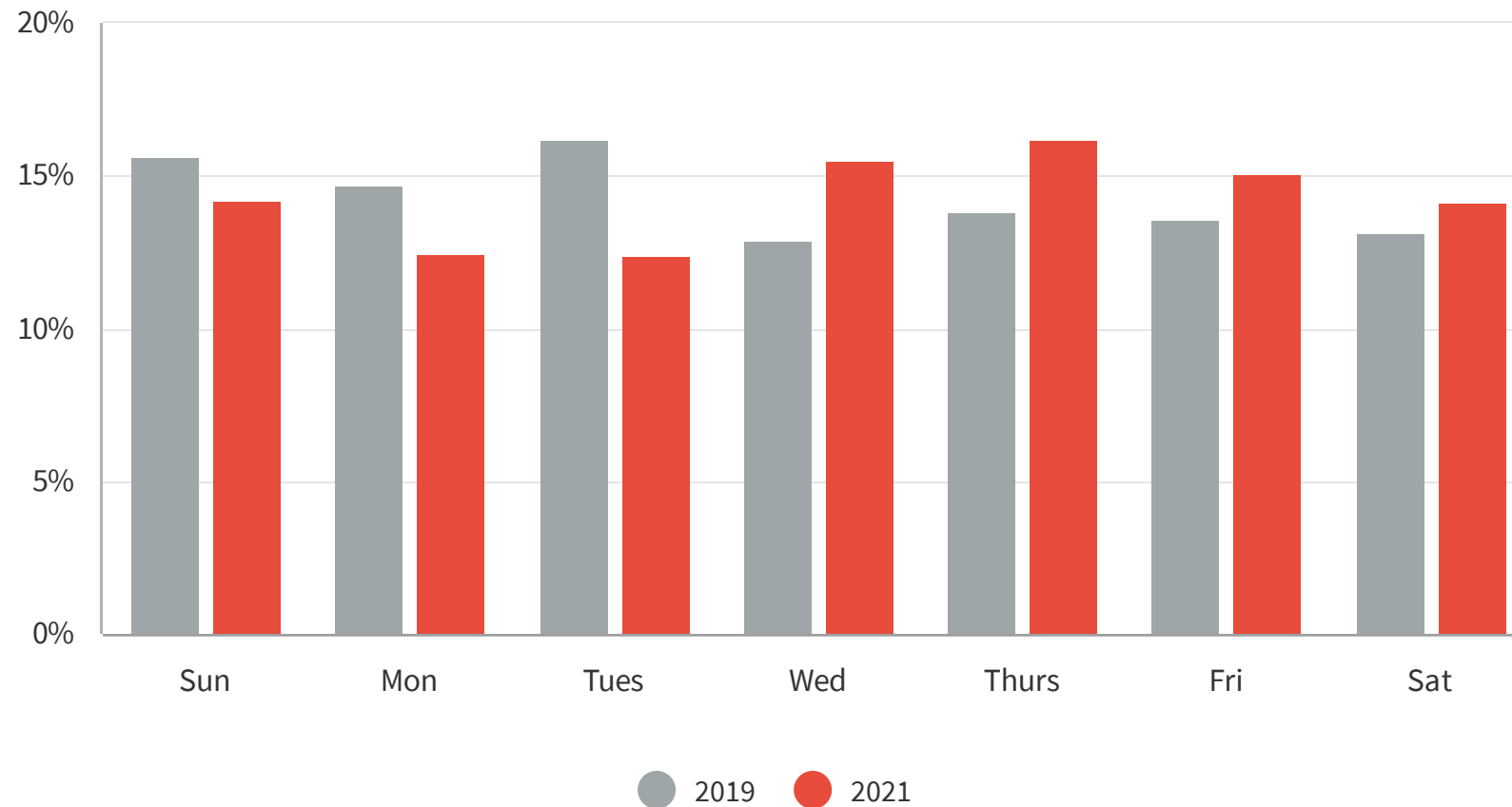
**-7%**

INSIGHT

September 2021 had an ADR of \$118 which is decrease of 7% since last month. A very similar level was experienced in September 2019 and 2020.

# Day of the Week

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



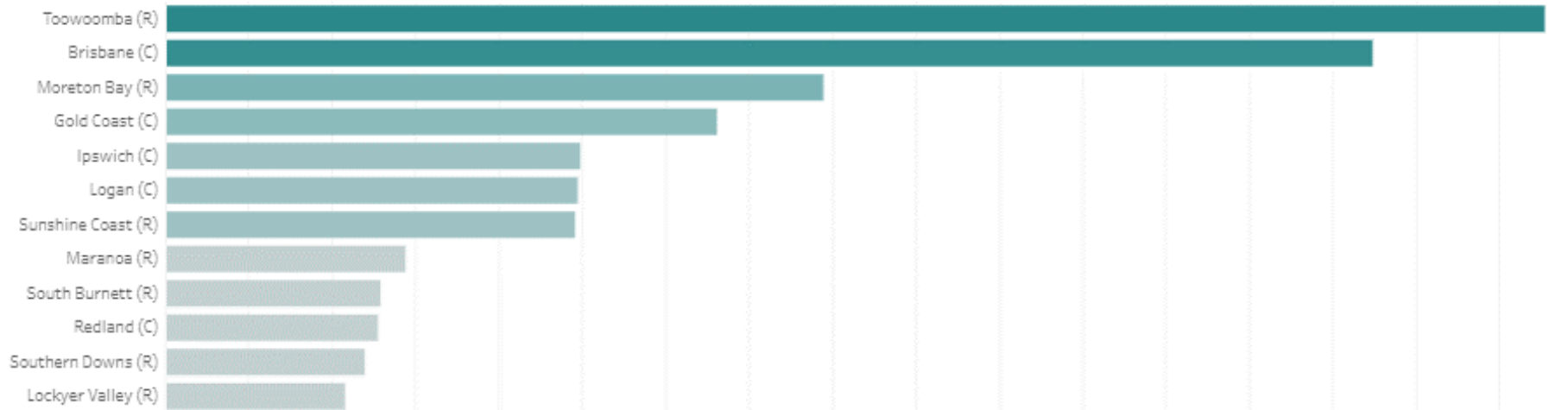
## INSIGHT

The most popular day to visit in September 2021 was Thursday at 16.17% of visitation, with Thursday being the next most popular at 15.51% of visitation.

# Source Market

The source market demonstrates which LGA visitors are travelling from.

Which LGA are people coming from?



## INSIGHT

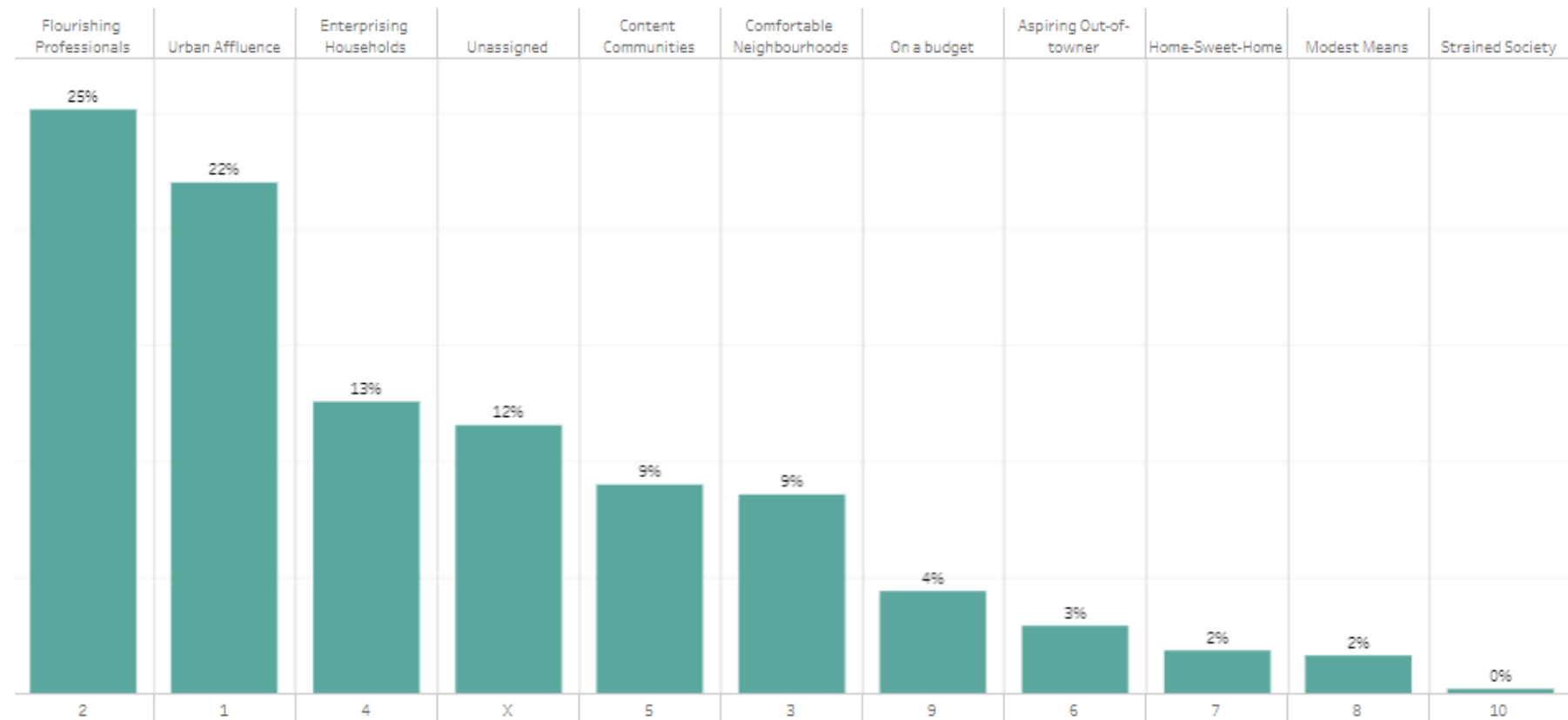
The top 5 LGAs make up over 50 % of all visitation to Western Downs with Toowoomba again topping the visitation with 16% of all visitation.



# Top Visitor Segments - Brisbane

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

Visitors Segments



## INSIGHT

The top two visitors of Western Downs from Brisbane in the month of September 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.

What suburbs are people coming from?

