

Western Downs Monthly Report

April 2021

Key Points from April 2021



Western Downs Occupancy level for April was 39%, and has risen steadily over the past 4 months. This is a 33% increase from April 2019.



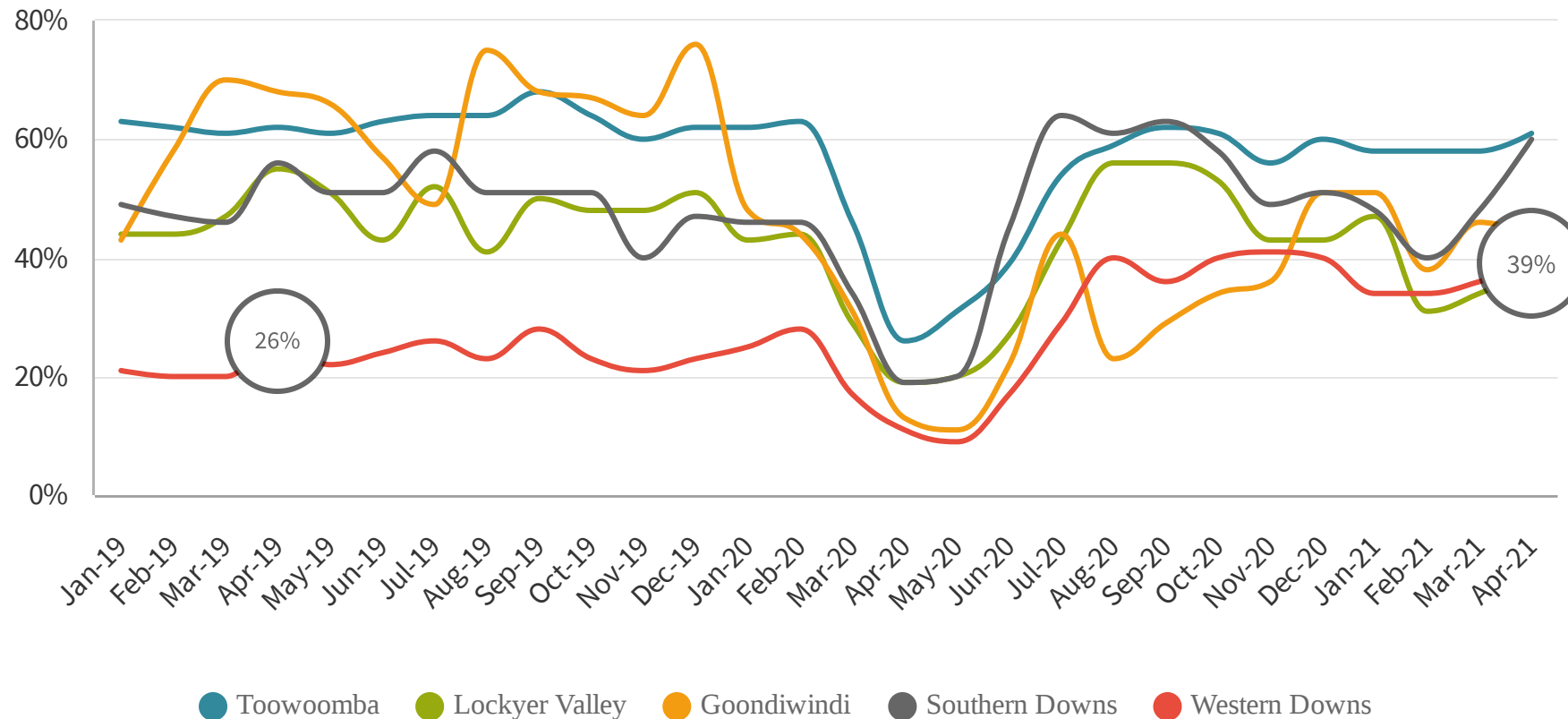
Each year has shown a steady incline to the ADR, with April having the biggest jump of 24%.



The top two visitors of Western Downs from Brisbane in the month of April were the two wealthiest segments, contributing to 53% of visitation.

Occupancy

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

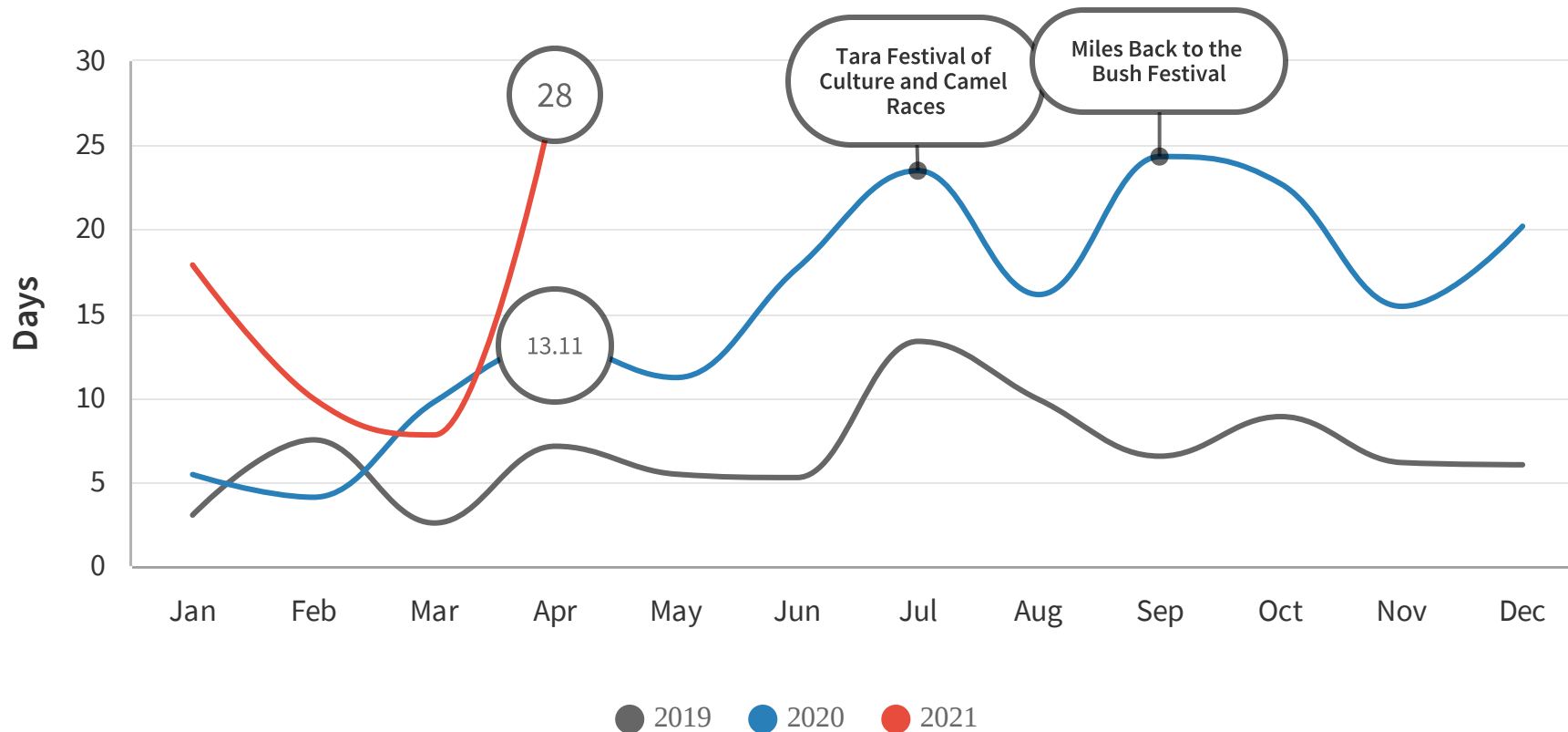


INSIGHT

Western Downs
Occupancy level for
April was 39%, and has
risen steadily over the
past 4 months. This is
a 33% increase from
April 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.

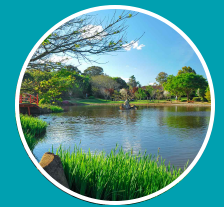
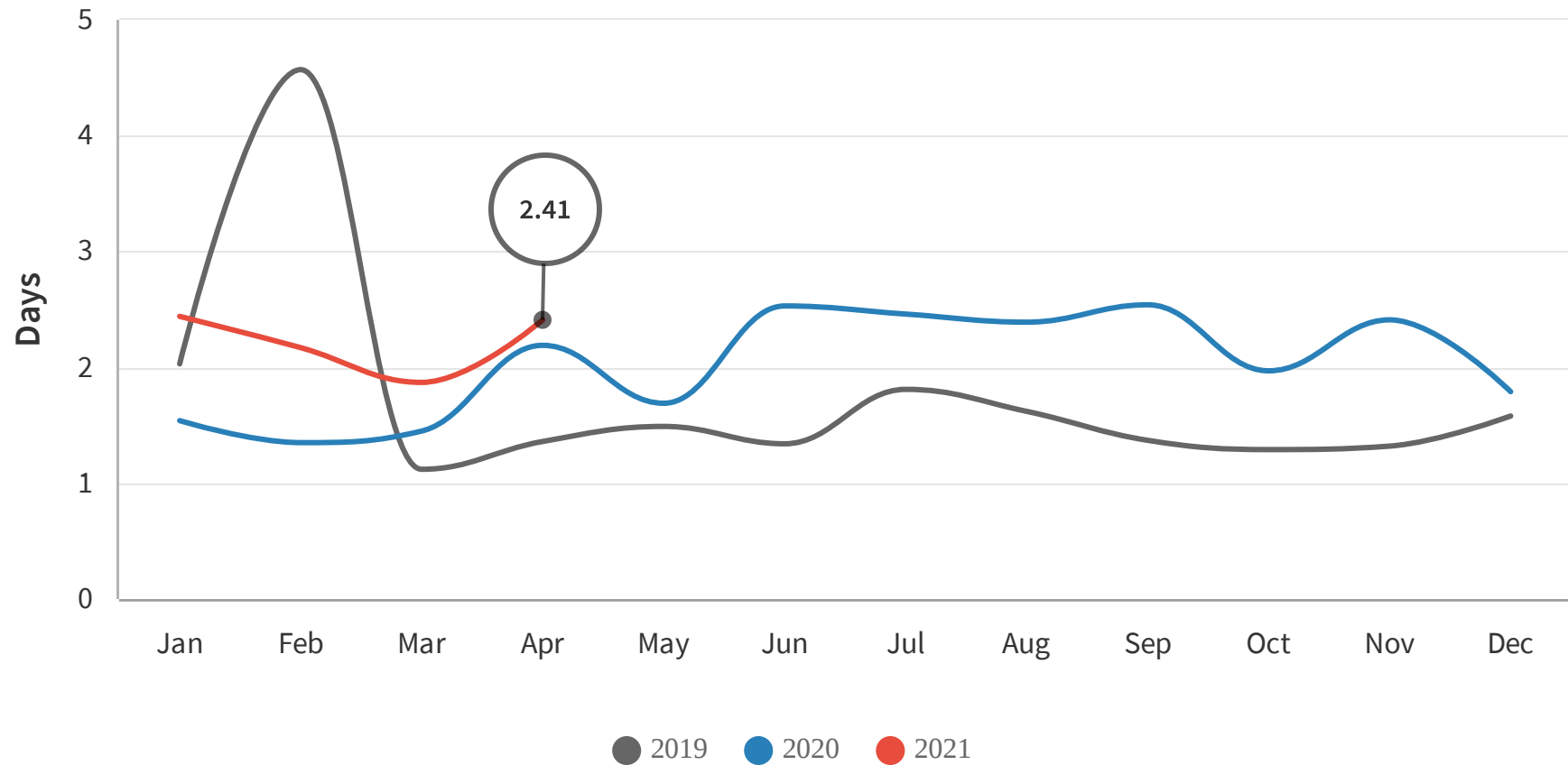


INSIGHT

The average Reservation Window is seeing some great growth into 2021. April had a Reservation Window of 28 days which was an increase of 53% from last year and comparable to two big events in Western Downs.

Length of Stay

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

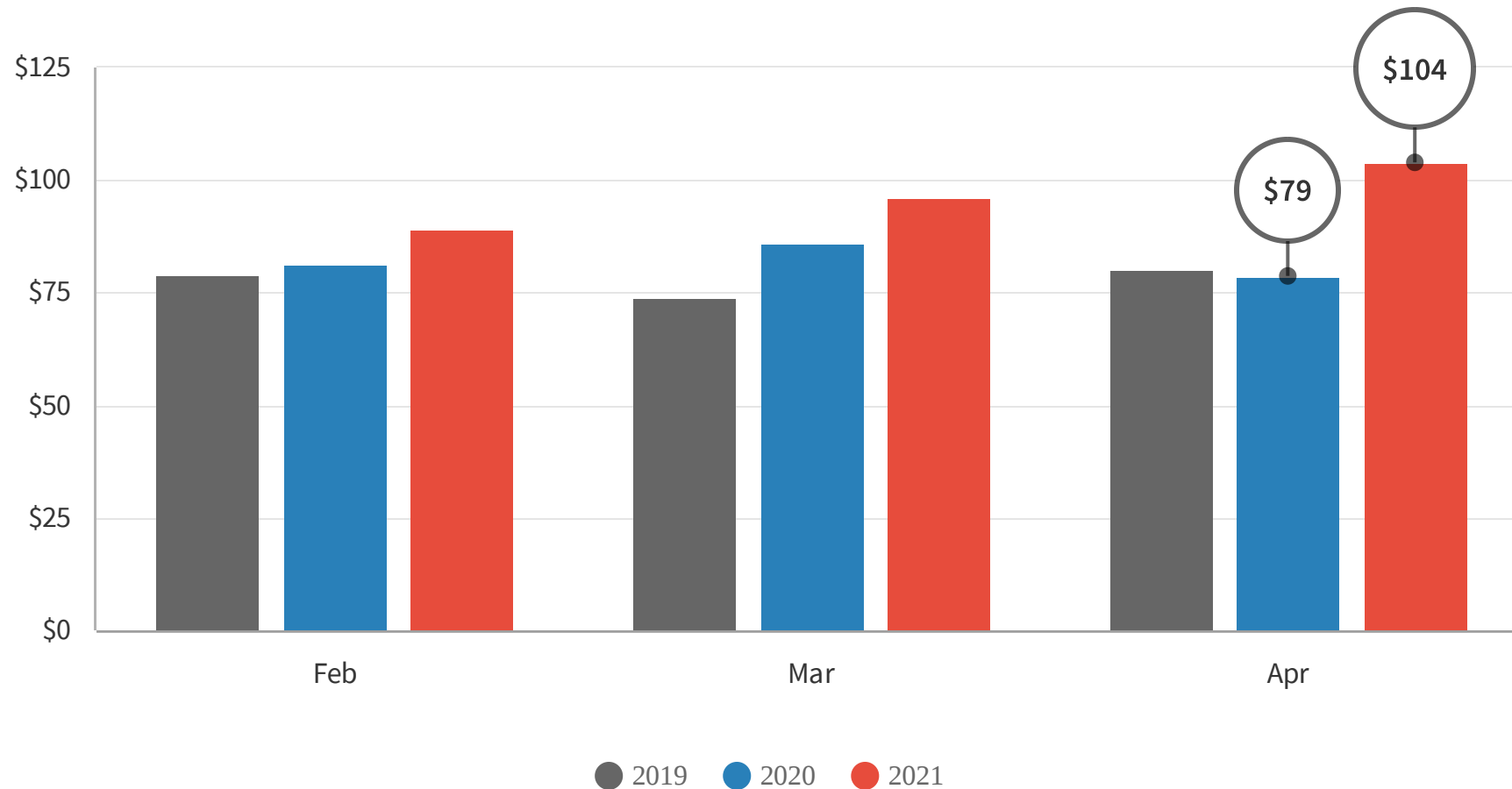


INSIGHT

Length of stay was 2.41 days and at a similar level as it was last year.

Average Daily Rate

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



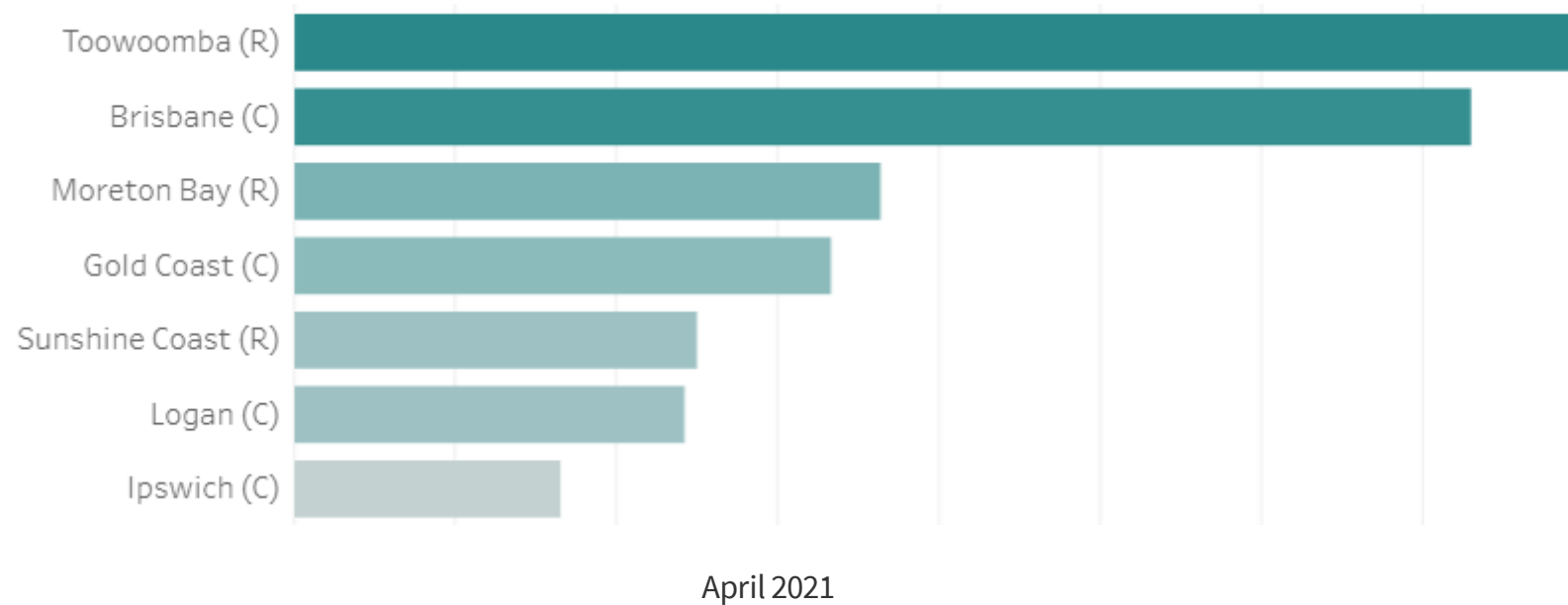
24%

INSIGHT

Each year has shown a steady incline to the ADR, with April having the biggest jump of 24%. 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 of April.



INSIGHT

The LGA's with the most amount of devices seen within the Western Downs region in April 2021 were Toowoomba with 16.02%, Brisbane with 14.61% and Moreton Bay with 7.2%.

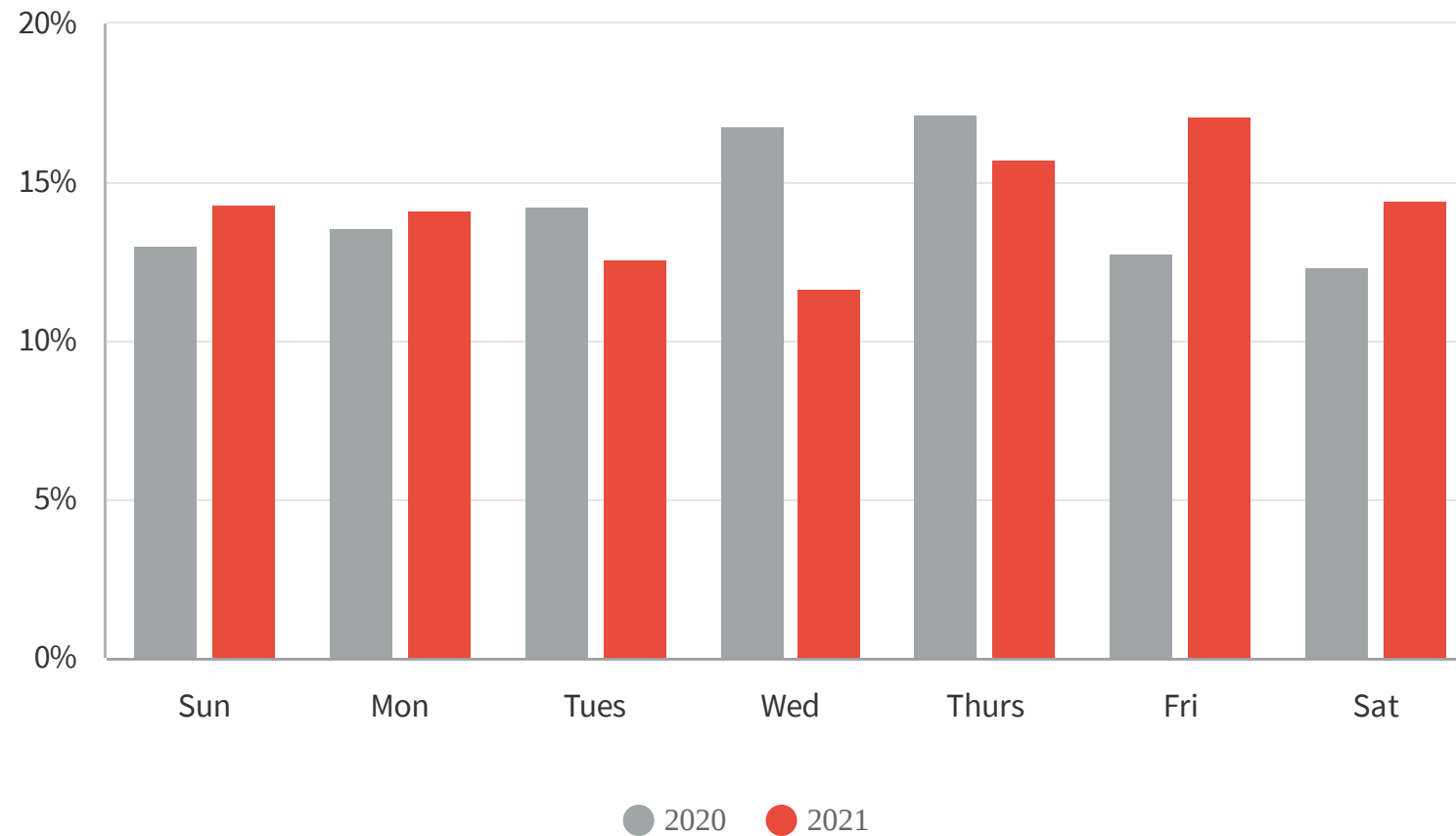
Day of the Week

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



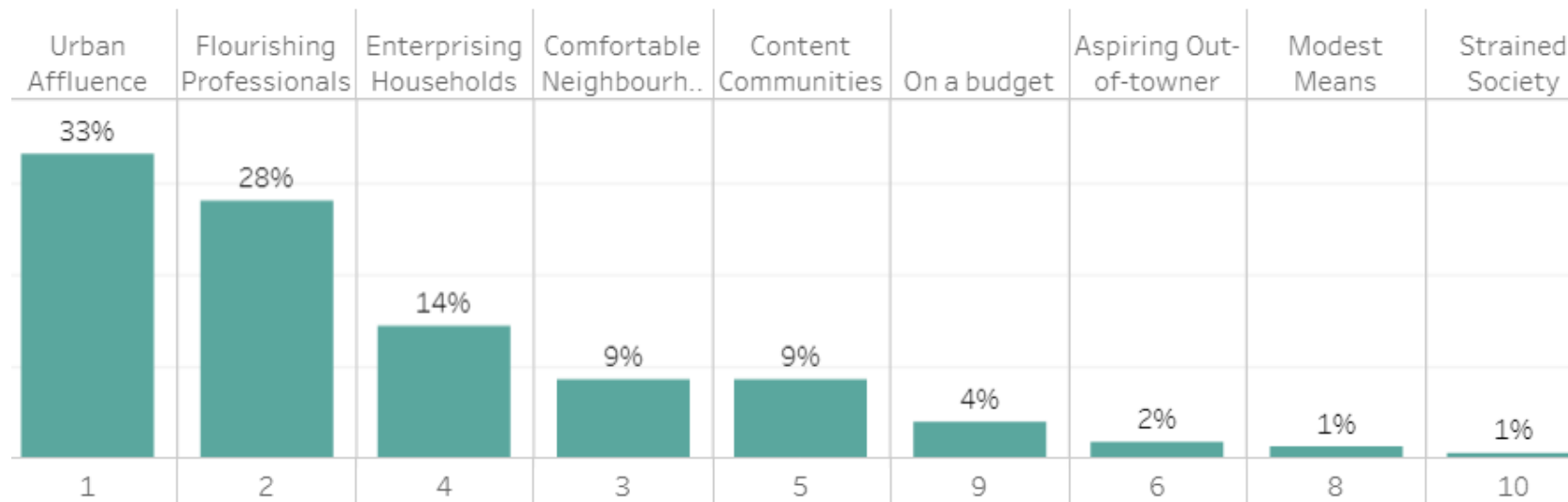
INSIGHT

The most common days to visit in April 2020 were Wednesday and Thursday - probably due to COVID. Now into 2021, the most common is Thursday and Friday contributing to 42%. This differs to most other LGA's, which have Friday, Saturday and Sunday as their most visited days.



Top Visitor Segments - Brisbane

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



Visitor Segmentation from Brisbane - April 2021



INSIGHT

The top two visitors of Western Downs from Brisbane in the month of April were the two wealthiest segments, contributing to 53% 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 - April 2021



INSIGHT

The top two Brisbane suburbs that visited Western Downs in the Month of April 2021 were Bracken Ridge and The Gap.