

Western Downs Monthly Report

August 2021

Key Points from August 2021



Western Down's Occupancy level for August was 32% and has had a 33% decrease since last month. This decrease can be attributed to the lockdown that Queensland experienced in August.



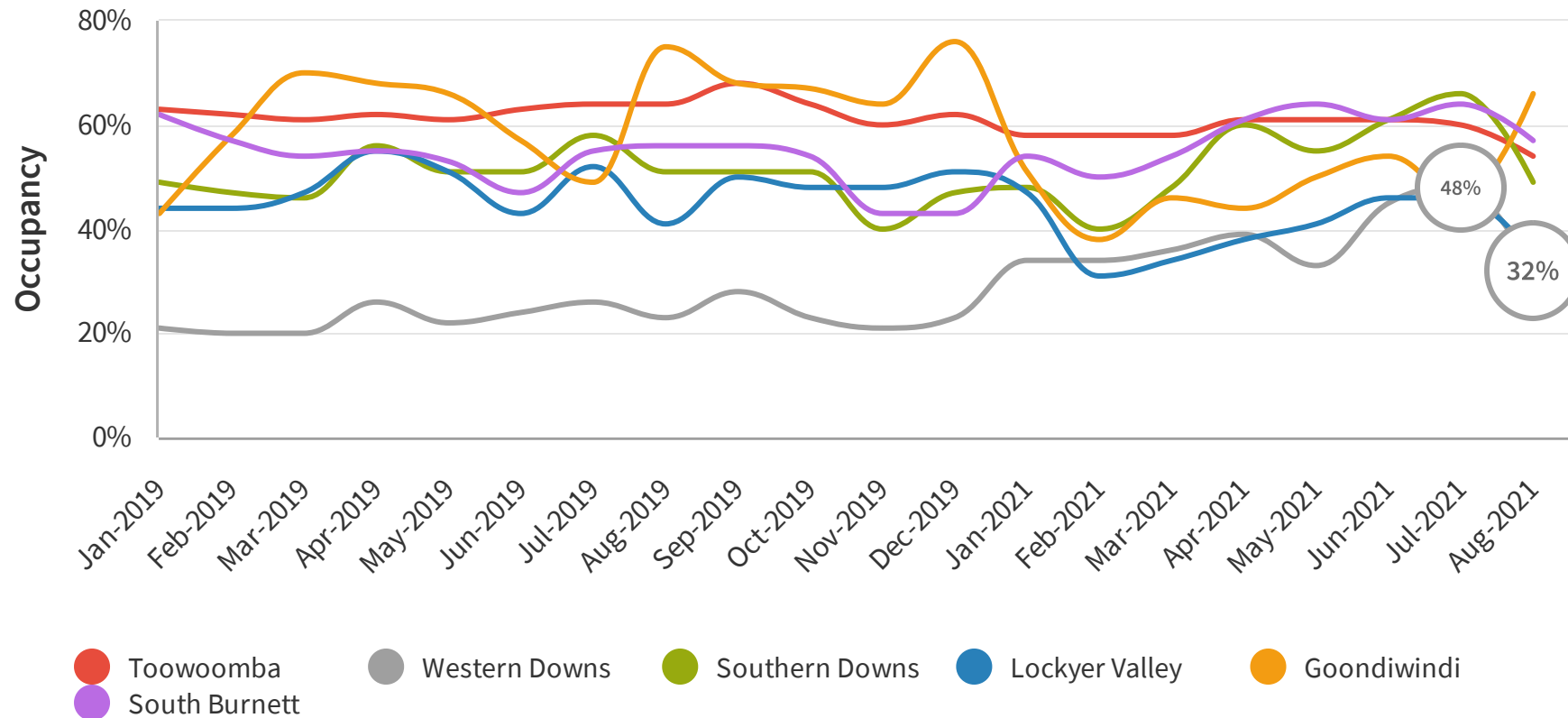
The average Reservation Window for August 2021 is 11 days and has seen a decline of 21% since last month.



August 2021 had an ADR of \$210 which is a big increase of 50% when compared to last month. Average daily rate has been looking quite healthy since the beginning of the year.

Average Occupancy Rate

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

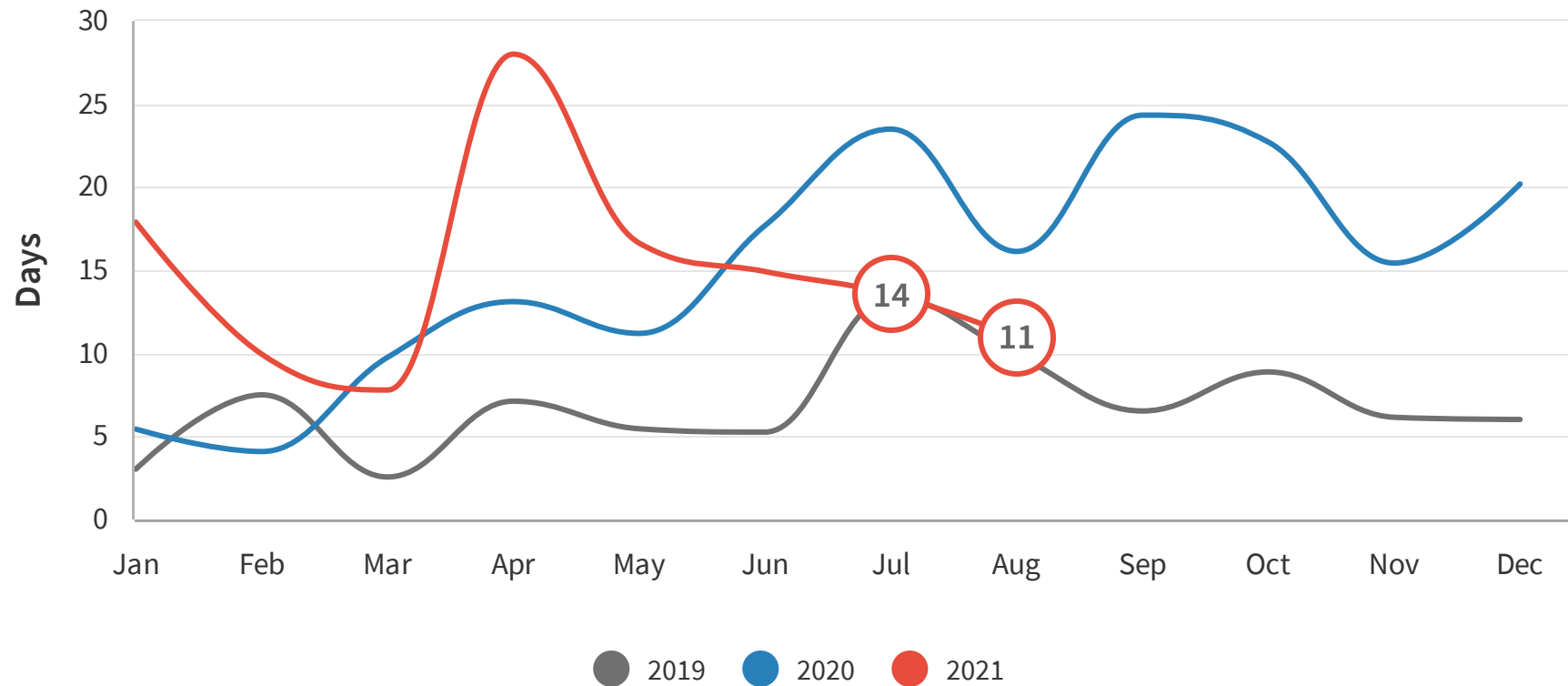


INSIGHT

Western Down's Occupancy level for August was 32% and has had a 33% decrease since last month. This decrease can be attributed to the lockdown that Queensland experienced in August.

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.

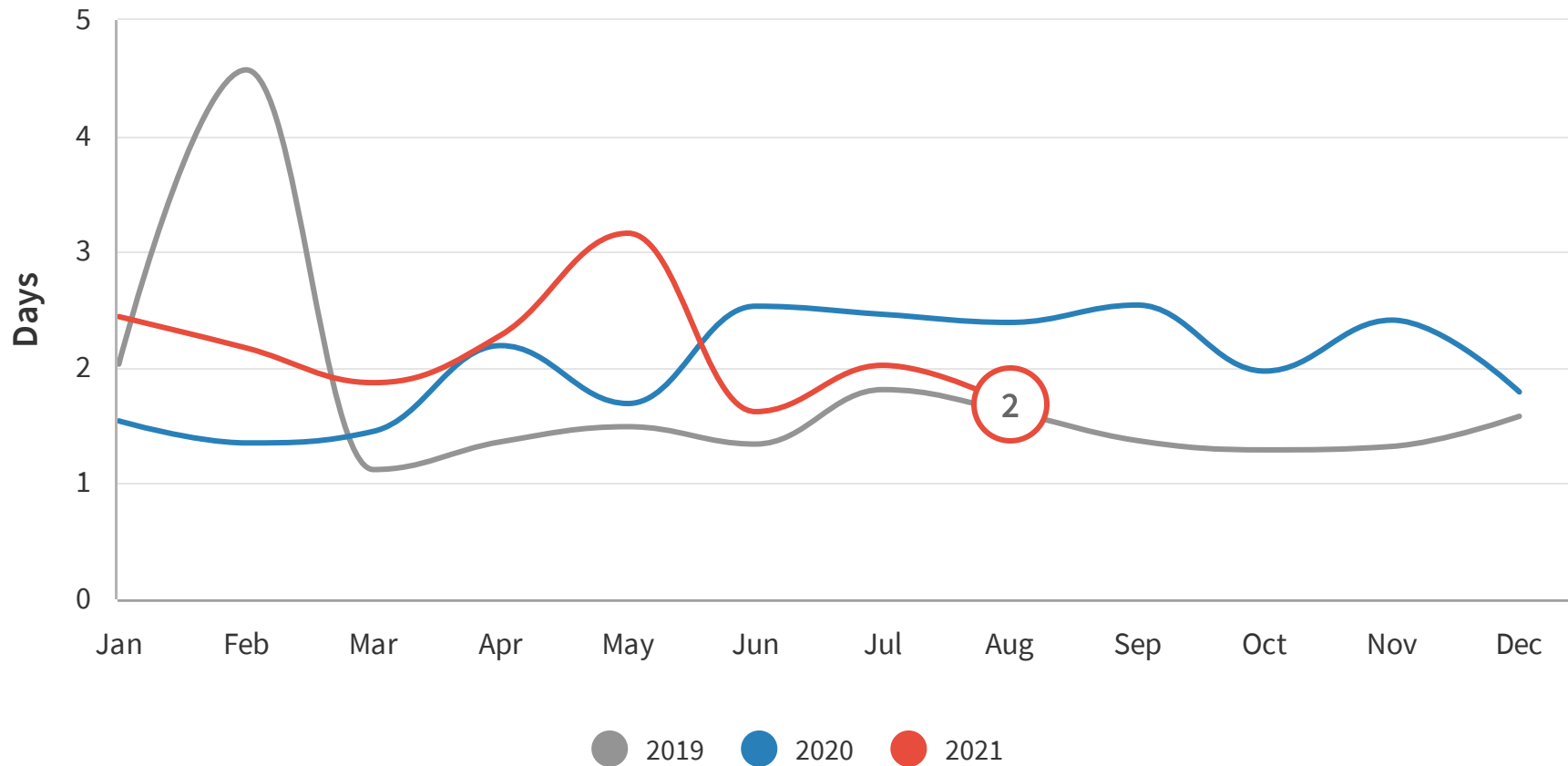


INSIGHT

The average Reservation Window for August 2021 is 11 days and has seen a decline of 21% since last month. A similar reservation window was seen in August 2019.

Length of Stay (days)

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

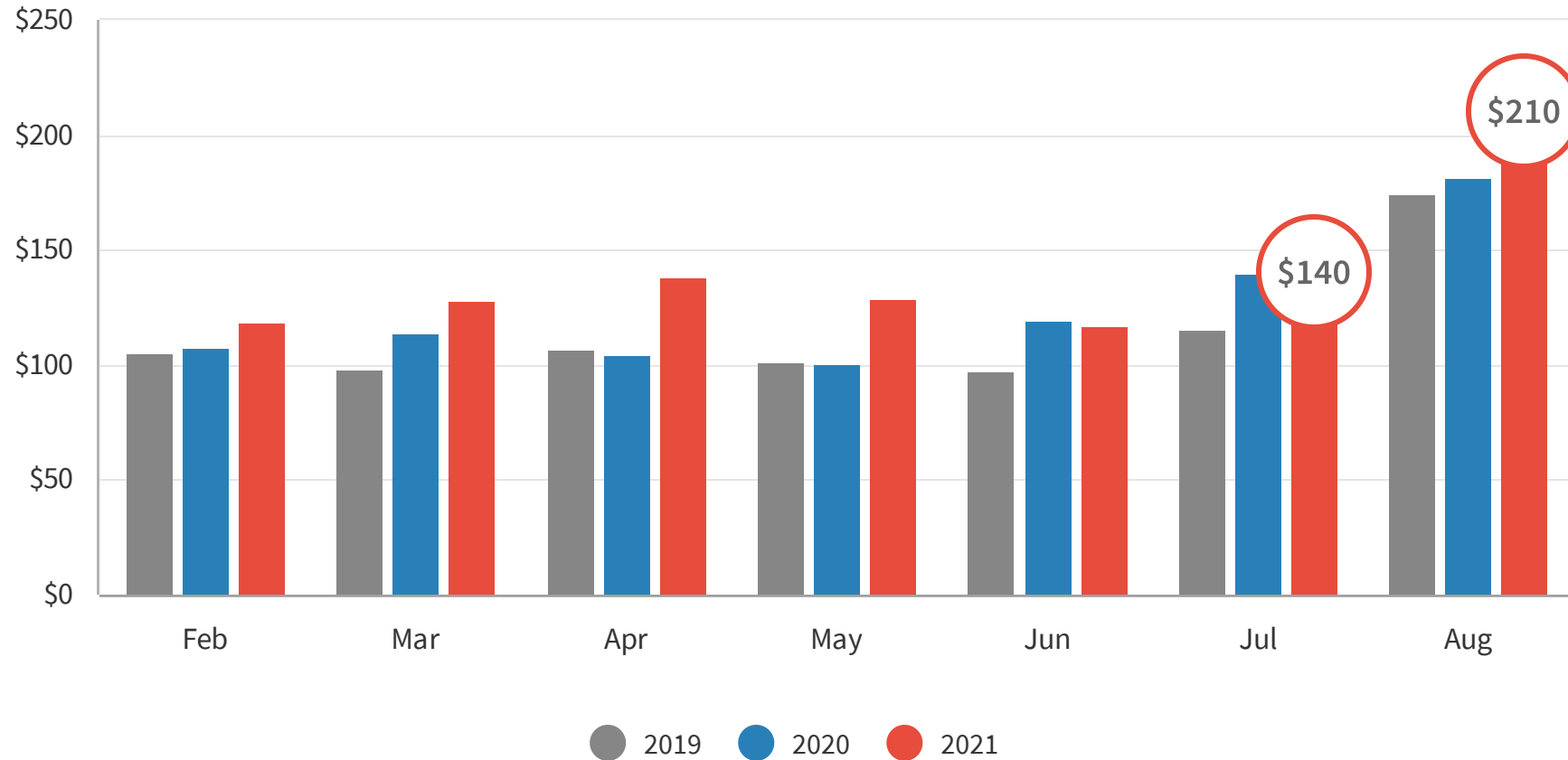


INSIGHT

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



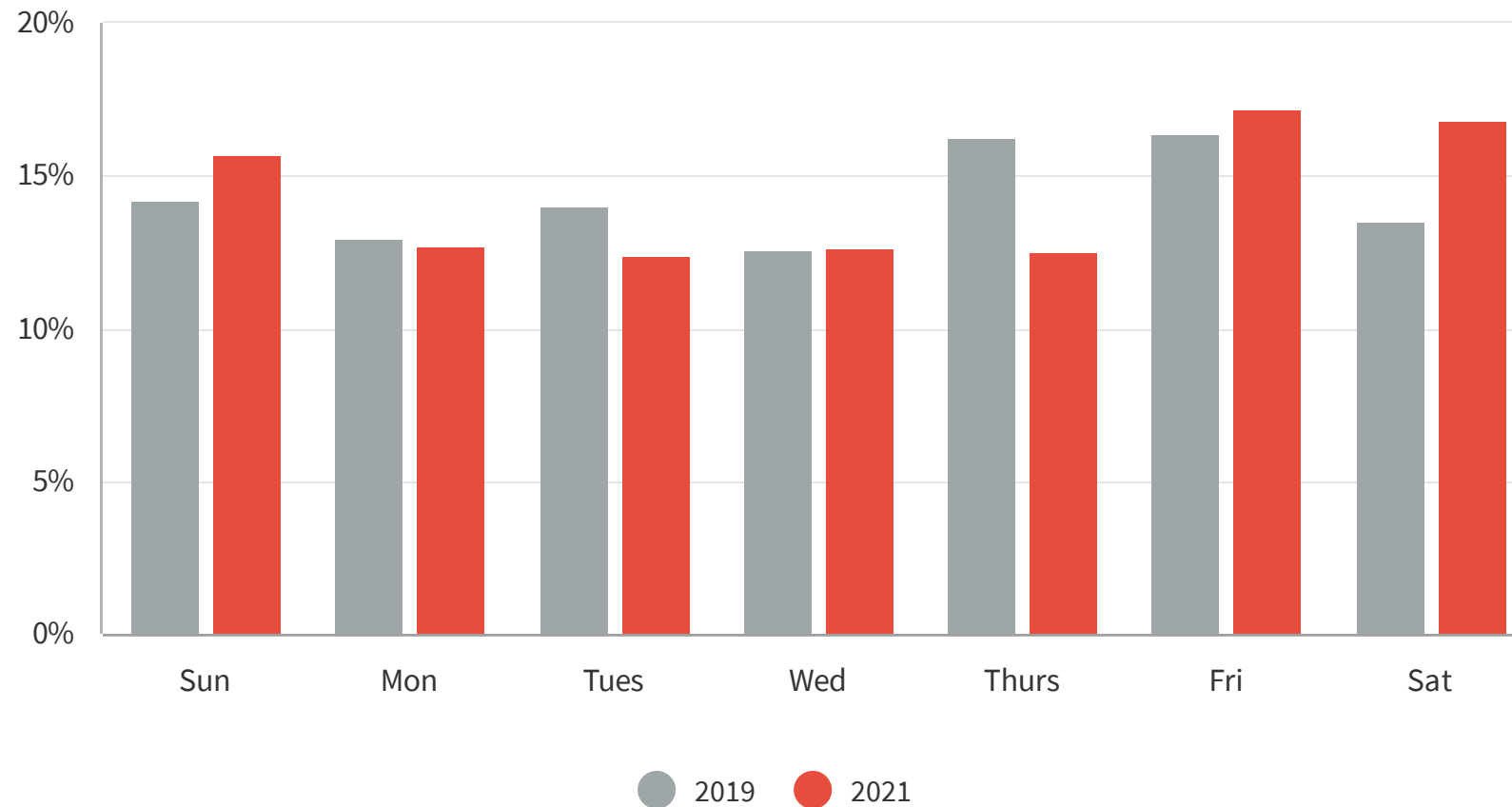
50%

INSIGHT

August 2021 had an ADR of \$210 which is a big increase of 50% when compared to last month. Average daily rate has been looking quite healthy since the beginning of the year. Having a higher ADR is great because it means people are willing to spend more to come to the area.

Day of the Week

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

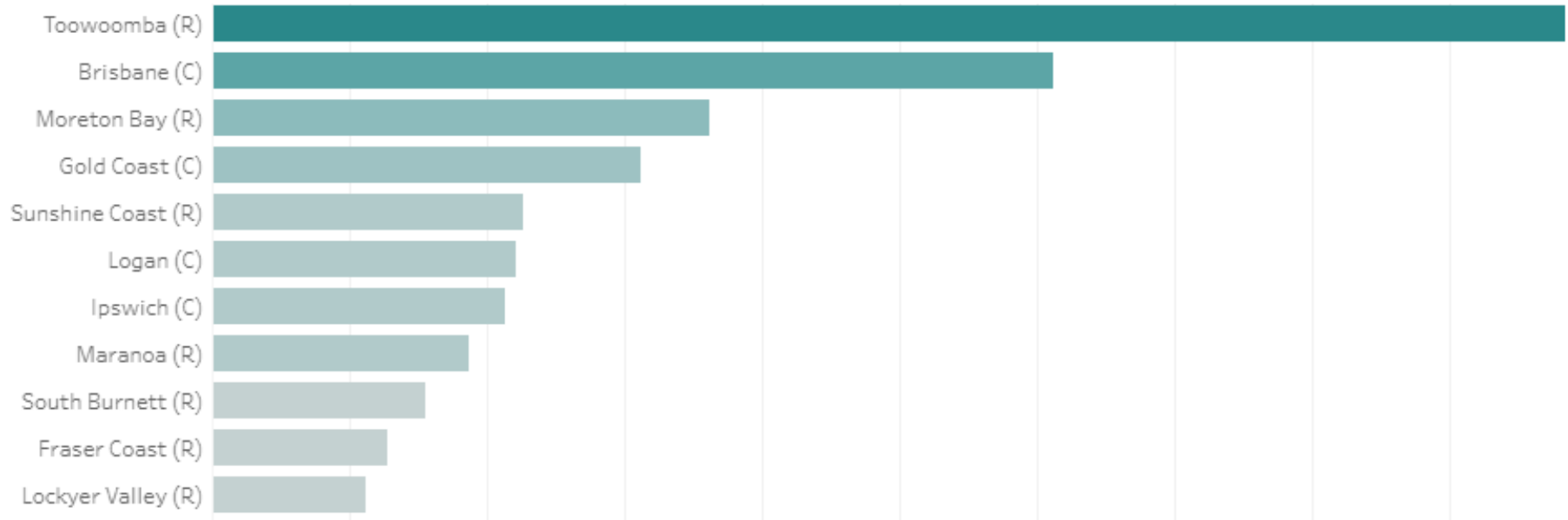


INSIGHT

The most popular day to visit in August 2021 was Friday at 17.22% of visitation, with Saturday being the next most popular at 16.88% of visitation.

Source Market

The source market demonstrates which LGA visitors are travelling from.



August 2021

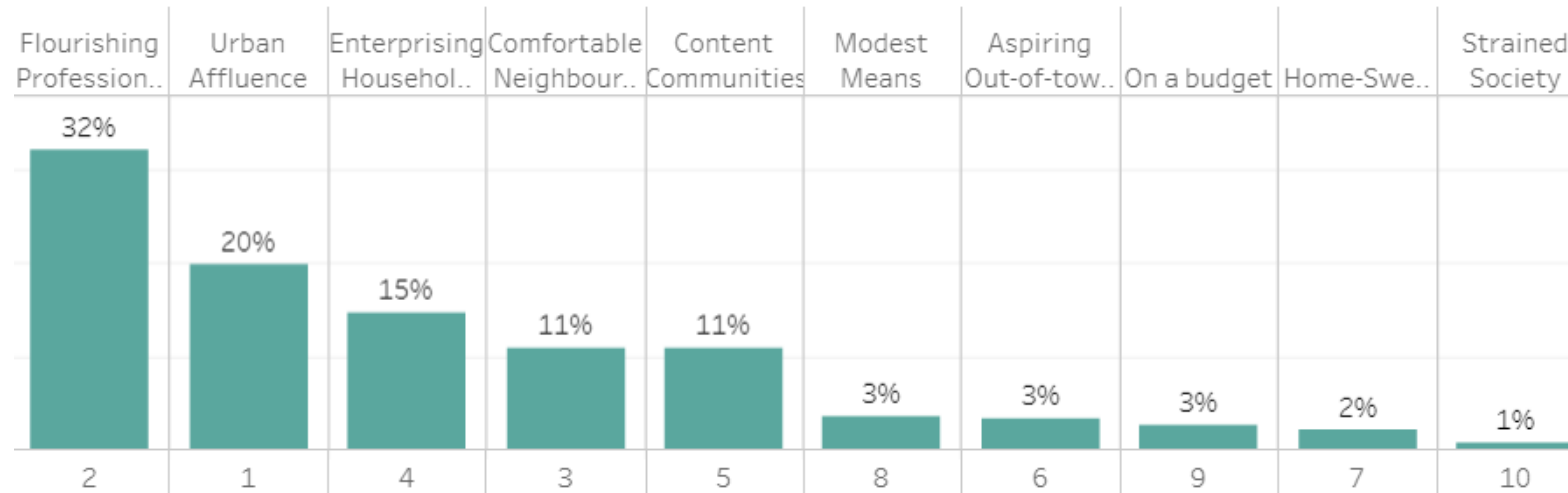


INSIGHT

The LGA's with the most amount of devices seen within the Western Downs region in August 2021 were Toowoomba with 19.66%, Brisbane with 12.23% and Moreton Bay with 7.22%.

Top Visitor Segments - Brisbane

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



Visitor Segmentation from Brisbane - August 2021

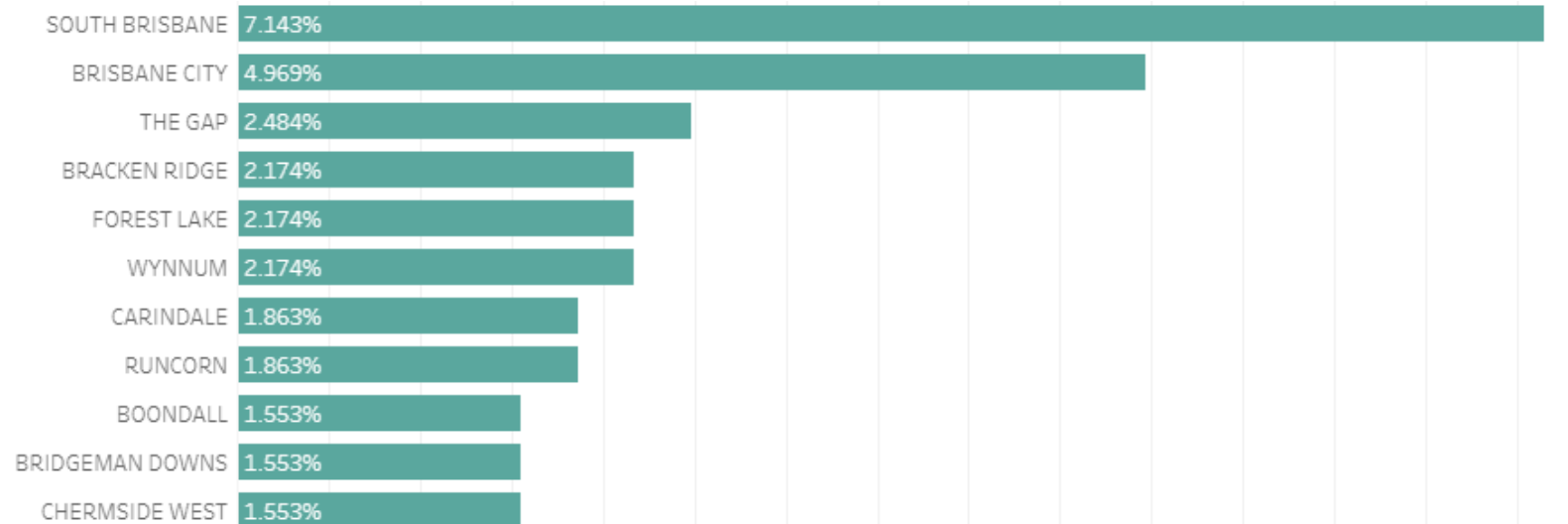


INSIGHT

The top two visitors of Western Downs from Brisbane in the month of July 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 - August 2021



INSIGHT

The top Brisbane suburbs that visited Western Downs in the month of August 2021 were South Brisbane with 7.14%, Brisbane City with 4.96% and The Gap with 2.48%.