

Lockyer Valley Monthly Report

July 2021



Key Points from July 2021



Lockyer Valley's Occupancy level for July was 46% and has seen a very steady increase of 48.4% since February 2021 which is great to see.



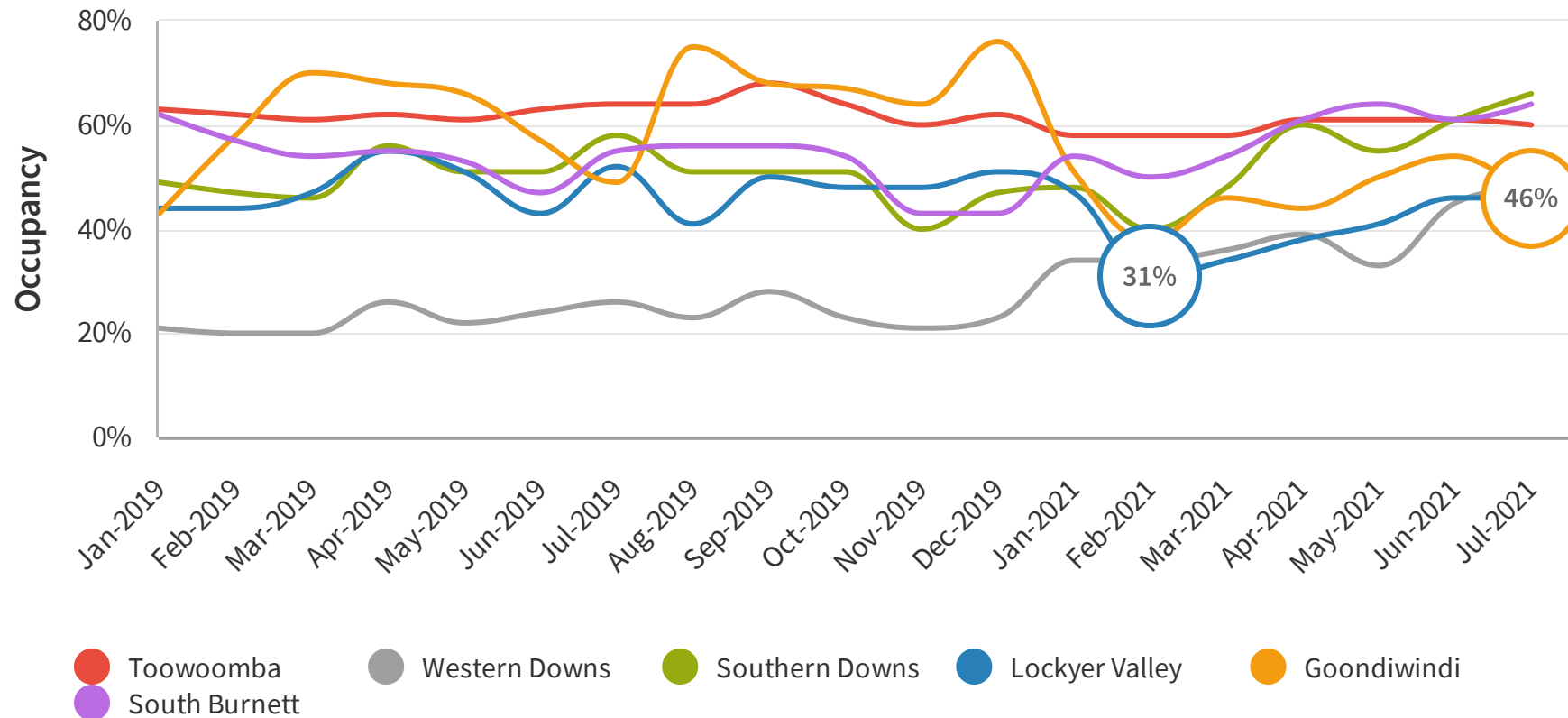
Length of Stay in July 2021 is 4 days, and has seen an increase of 33% since 2019.



July had an ADR of \$161 which is an increase of 40% when compared to last month.

Average Occupancy Rate

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

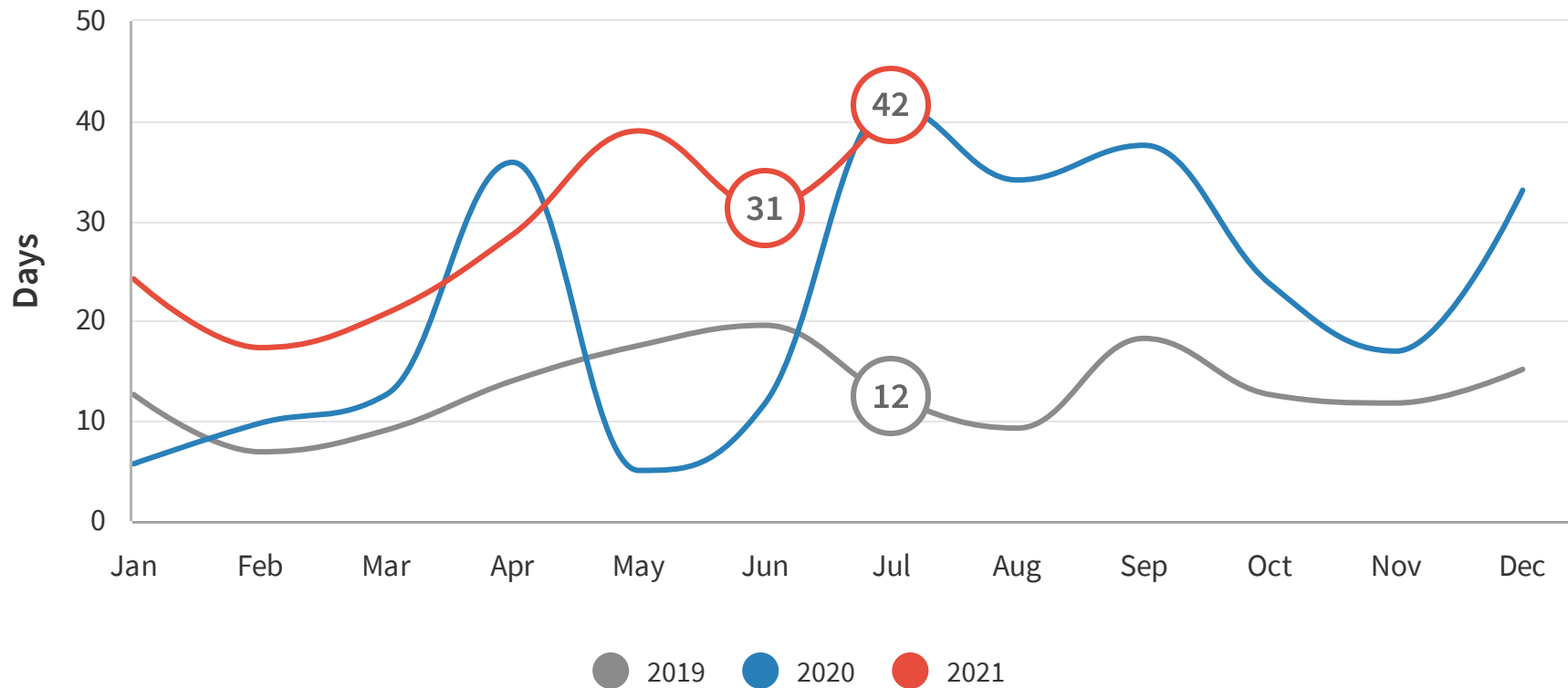


INSIGHT

Lockyer Valley's Occupancy level for July was 46% and has seen a very steady increase of 48.4% since February 2021 which is great to see.

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 29 means that people are booking accommodation on average 29 days before they arrive at the destination.



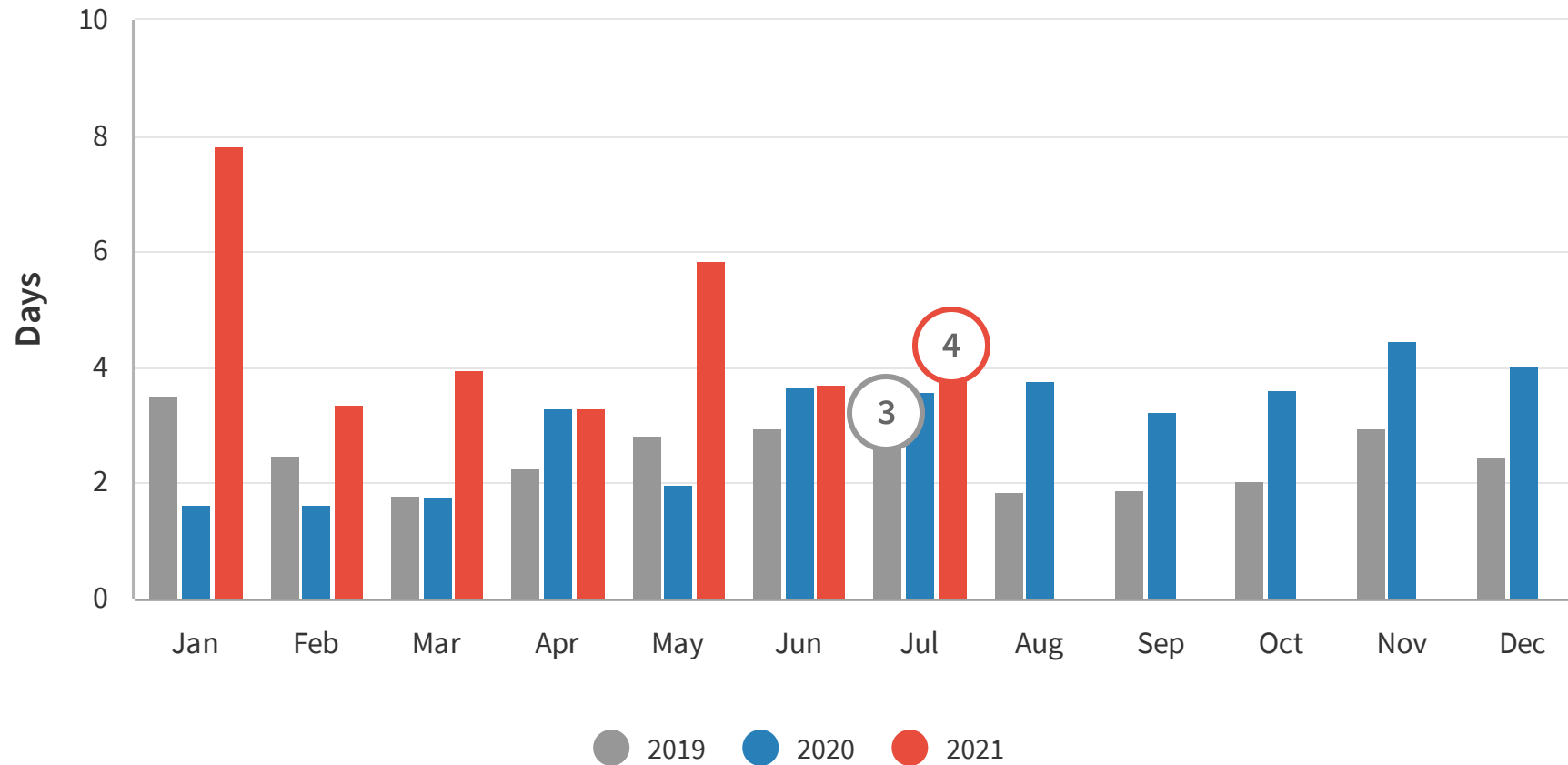
36%

INSIGHT

The Reservation Window for July is 42 days, and has had an increase of 36% since last month. When compared to 2019, the reservation window had an increase of 250%.

Length of Stay

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

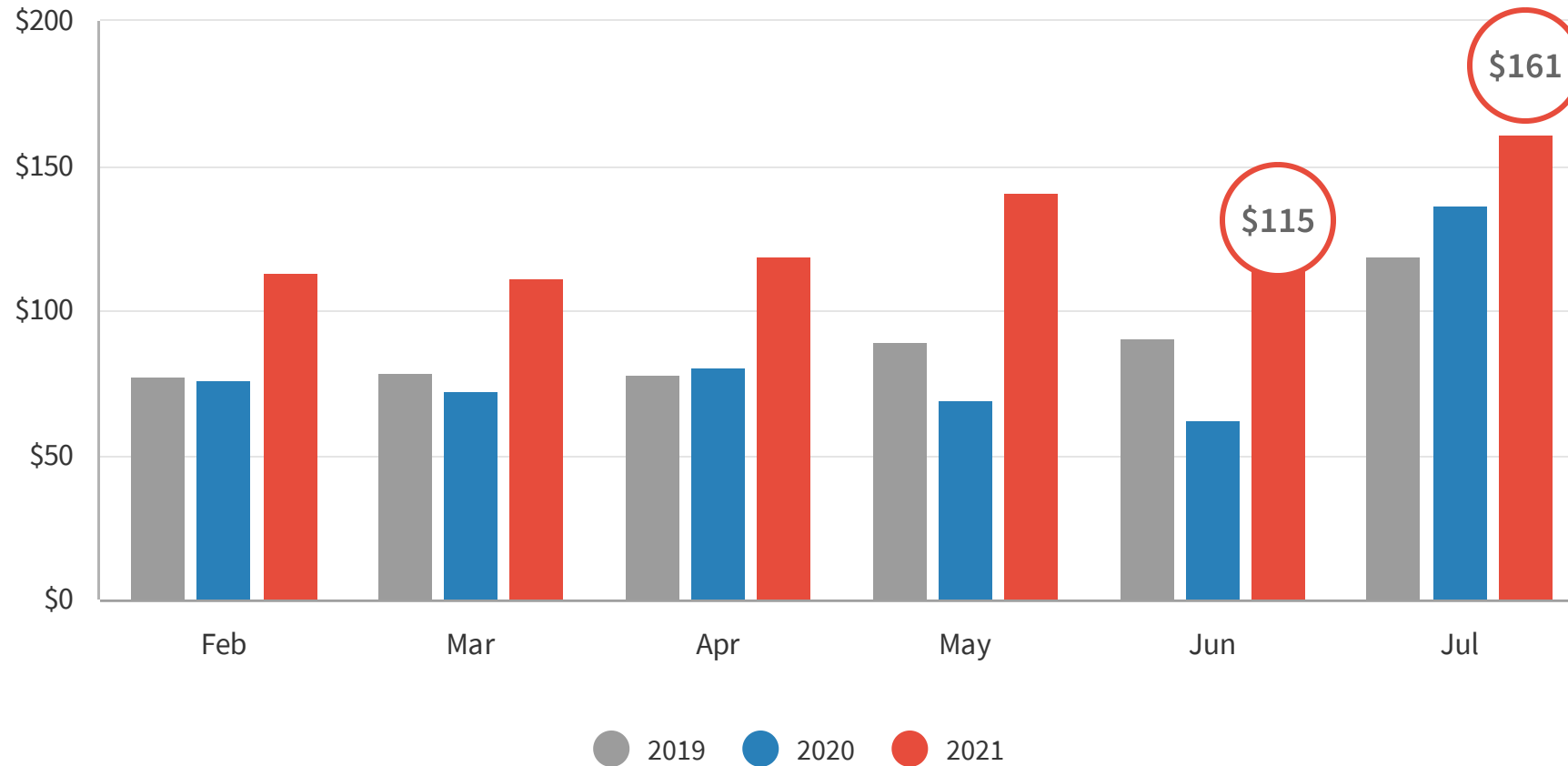


INSIGHT

Length of Stay in July 2021 is 4 days, and has seen an increase of 33% since 2019. There has also been some consistent growth since the beginning of the year.

Average Daily Rate

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



40%

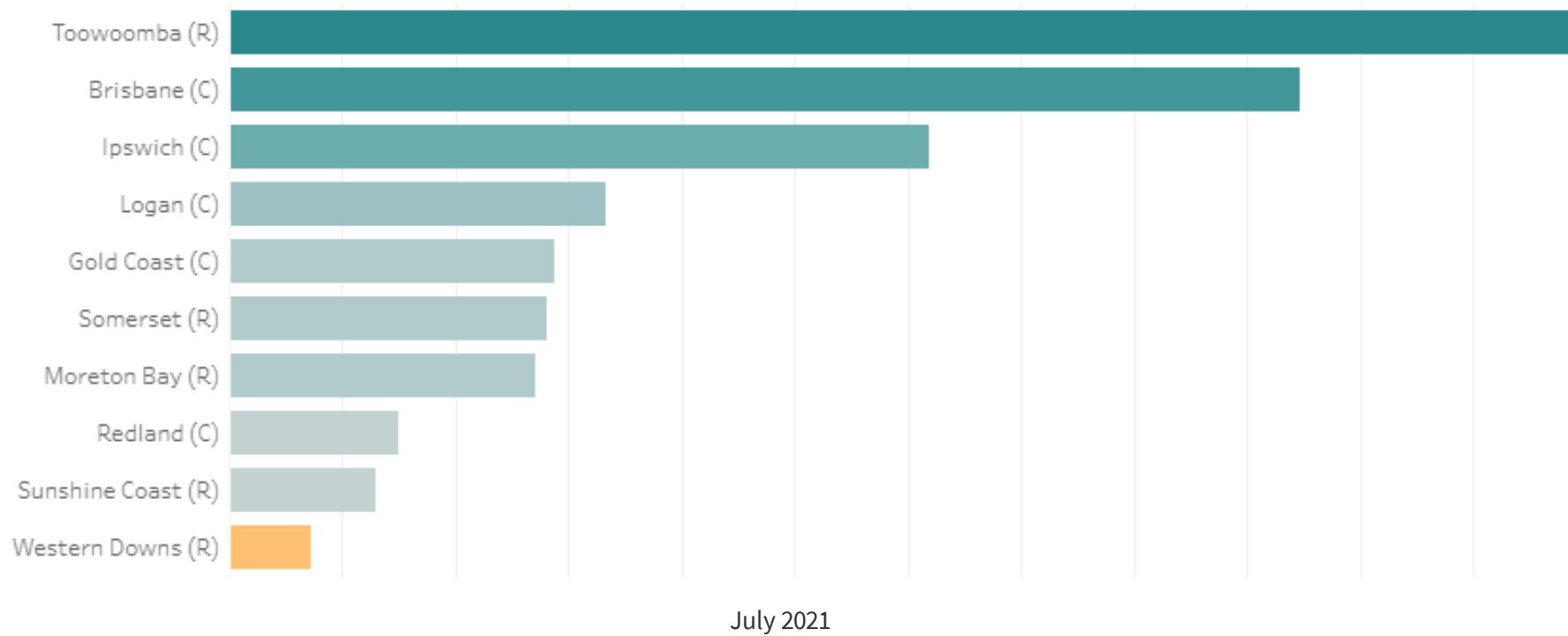
INSIGHT

Previous years show a stable trend in the Average Daily Rate, however 2021 has presented some large consistent growth. July had an ADR of \$161 which is an increase of 40% when compared to last month.

New methodology used to account for currency fluctuations

Source Market

The source market demonstrates which LGA visitors are travelling from, by checking device area data.

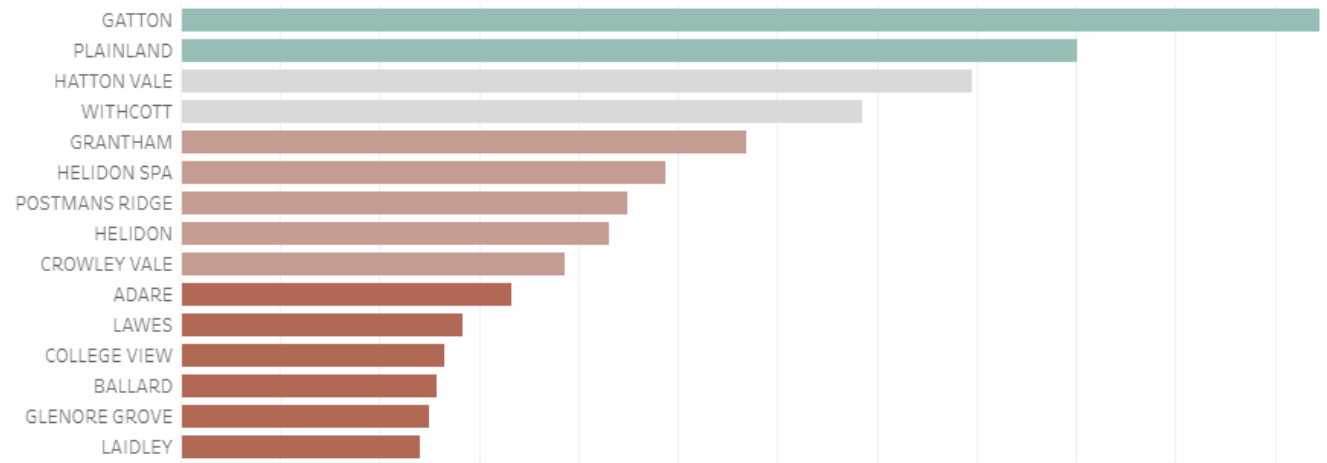


INSIGHT

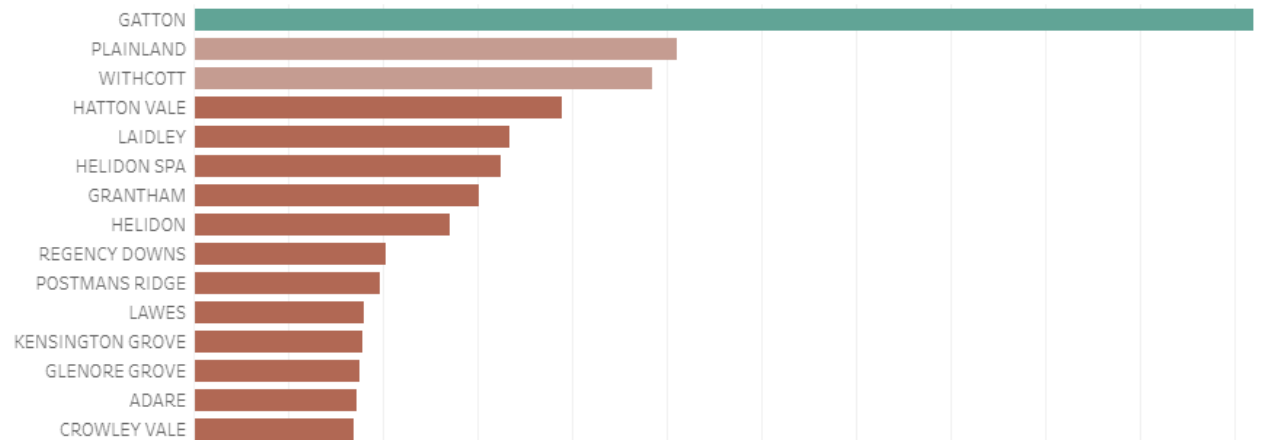
The LGA's with the most amount of devices seen within the Lockyer Valley region in July 2021 were Toowoomba with 24%, Brisbane with 19% and Ipswich with 12%.

Top Suburb Visitation

Top Suburb displays the suburbs most visited for the month.



July 2021



July 2019

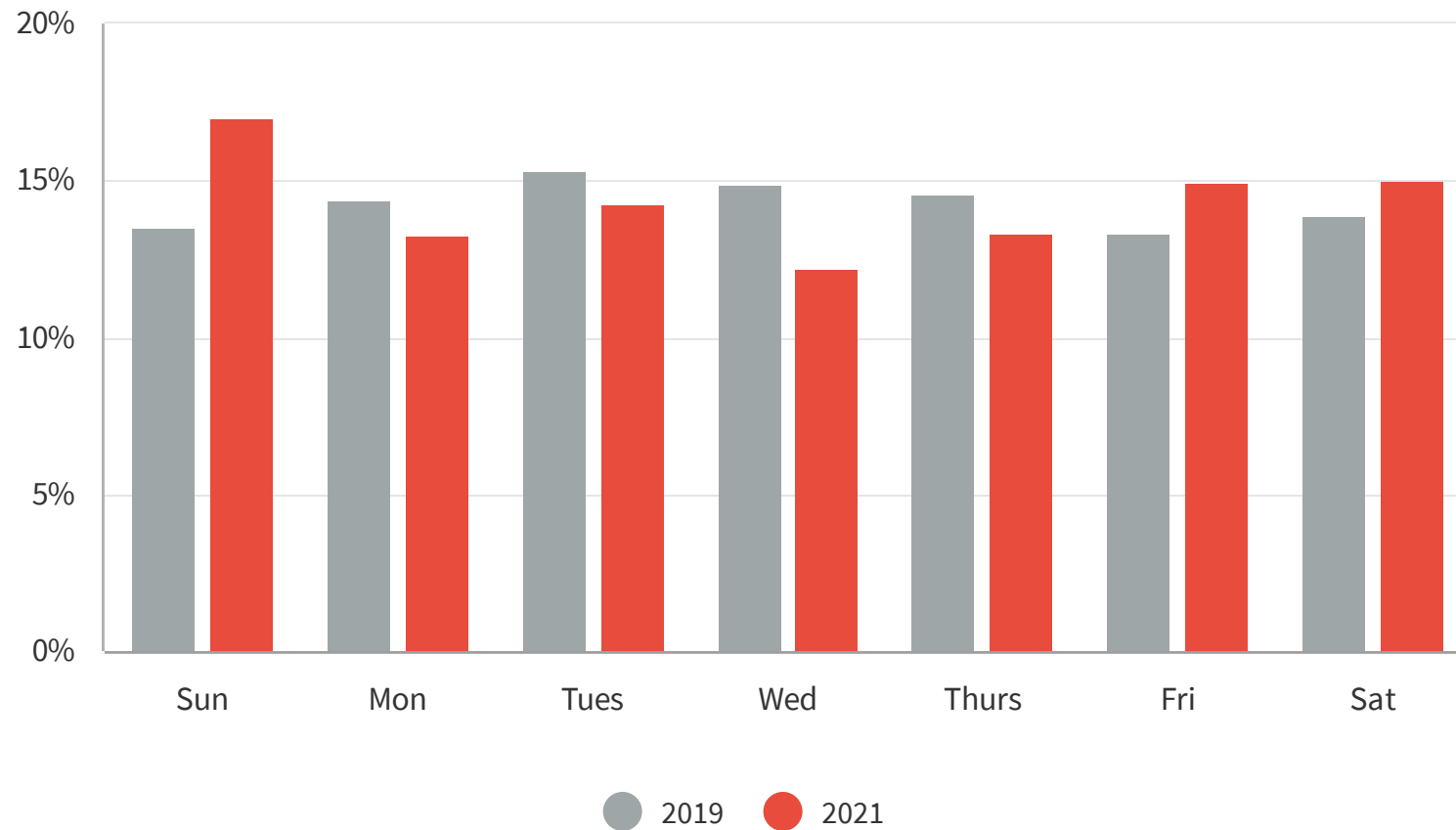


INSIGHT

The most visited suburb in the Month of July was Gatton with 23.02% of visits.

Day of the Week

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



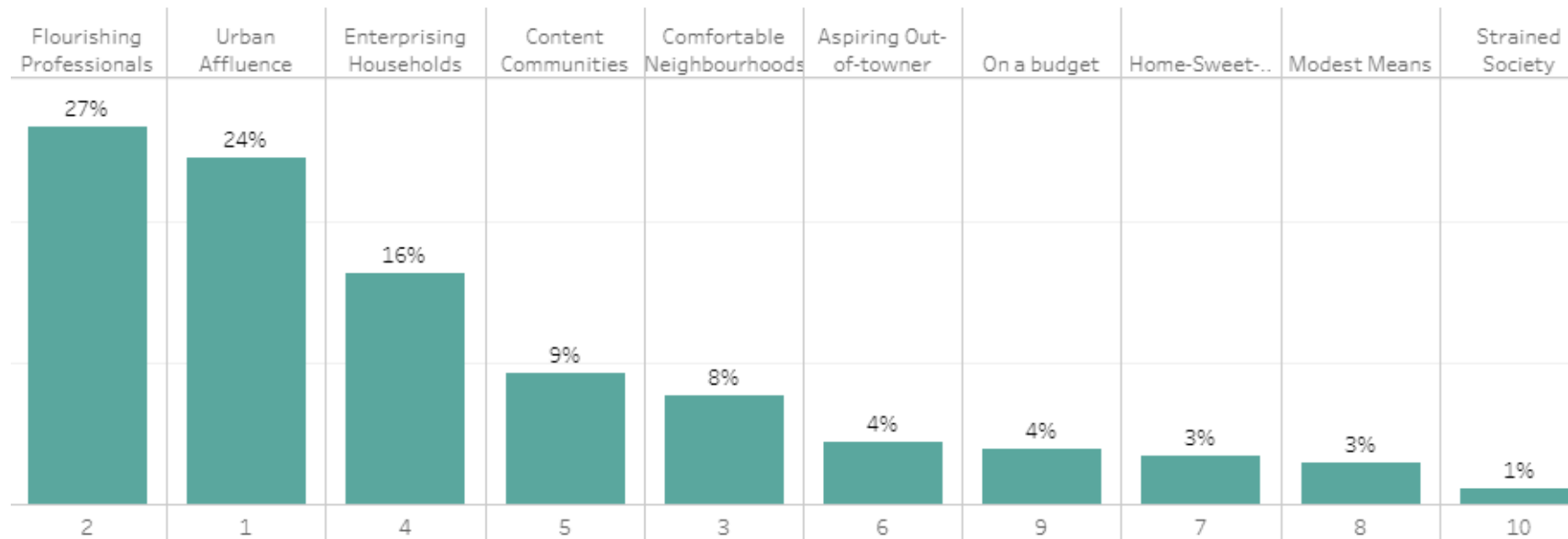
INSIGHT

The most popular day of the week to visit in July 2021 was Sunday with 16.98%.

Top Visitor Segments - Brisbane

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

Visitors Segments



Visitor Segmentation from Brisbane - July 2021



INSIGHT

51% of the total visitation to Lockyer Valley from Brisbane came from the top two wealthiest Cameos (1&2). Brisbane was the focus for this analysis as they have the highest propensity to stay overnight.

Top Visitor Suburbs Brisbane

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



Visitor Segmentation from Brisbane - July 2021



INSIGHT

The Gap recorded the highest levels of visitation from Brisbane at 2.18%.