

Lockyer Valley Monthly Report

June 2021



Key Points from June 2021



Lockyer Valleys occupancy level has seen a steady increase of 48% over the past 5 months.



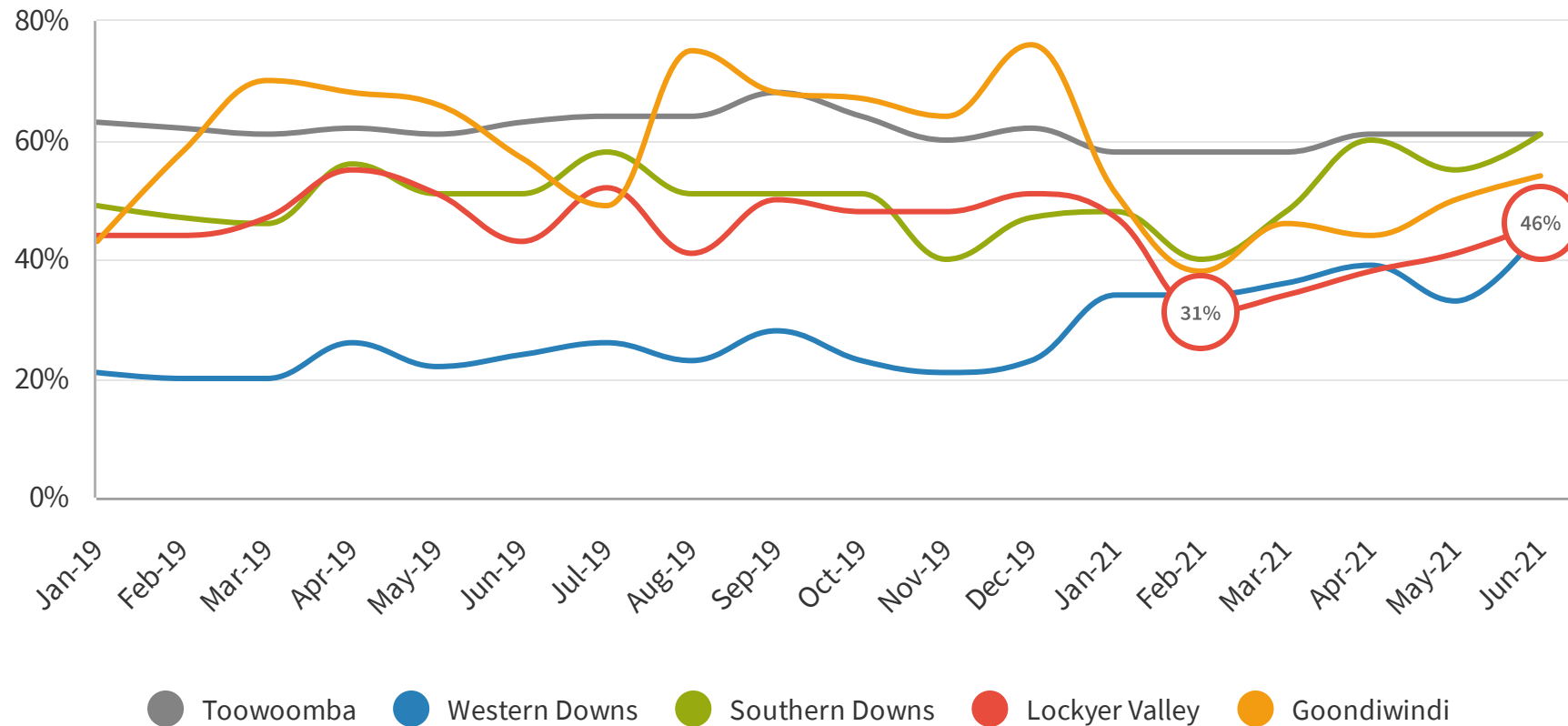
The Reservation Window for June is 31 days, and has had a small decline since last month of 25%.



The most popular day of the week to visit in June 2021 is Saturday with 16.69% 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.

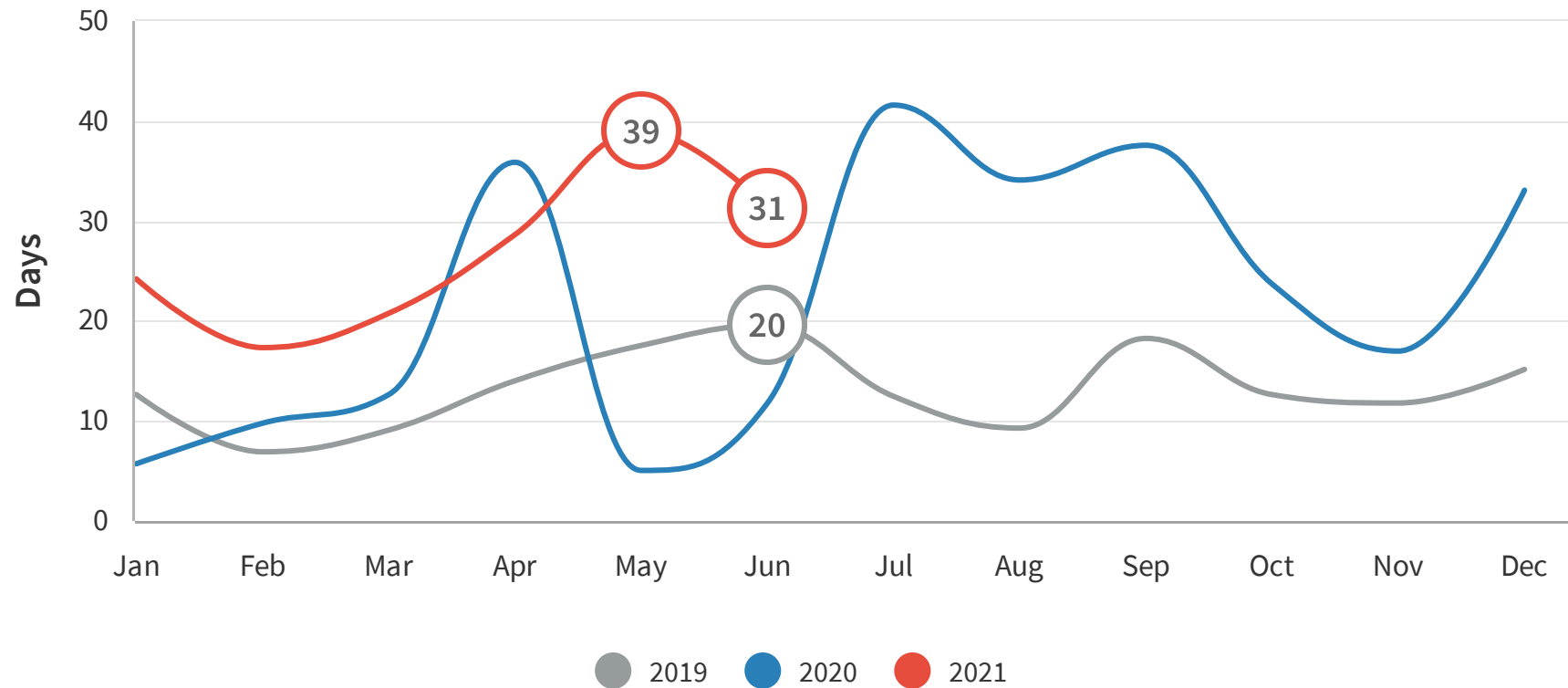


INSIGHT

The Average Occupancy Rate in June 2021 was 46% and has had a 48% increase since February, demonstrating some consistent growth.

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.



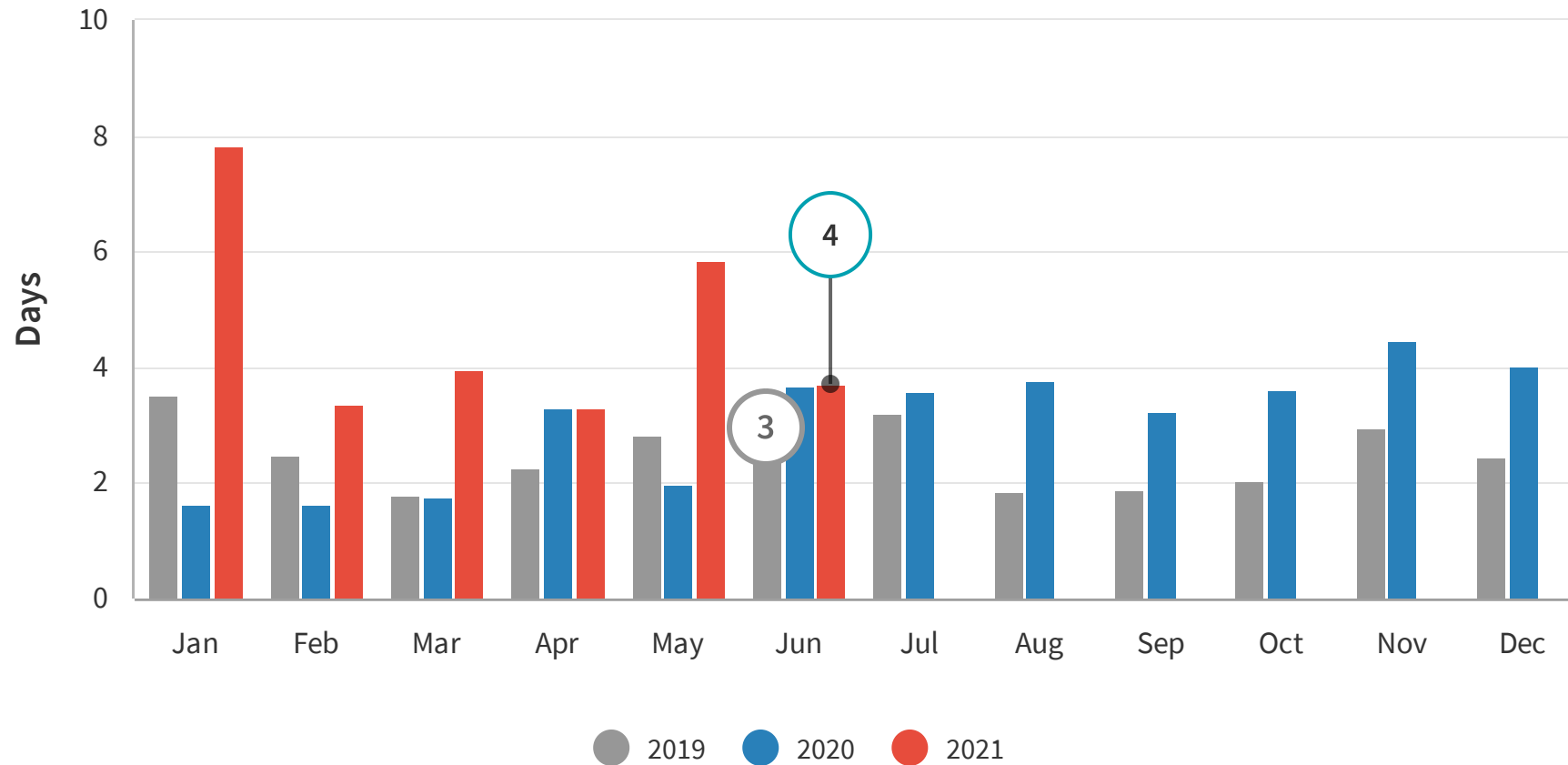
35%

INSIGHT

The Reservation Window for June is 31 days, and has had a small decline since last month of 25%. When compared to 2019 it has had an increase of 35%.

Length of Stay

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

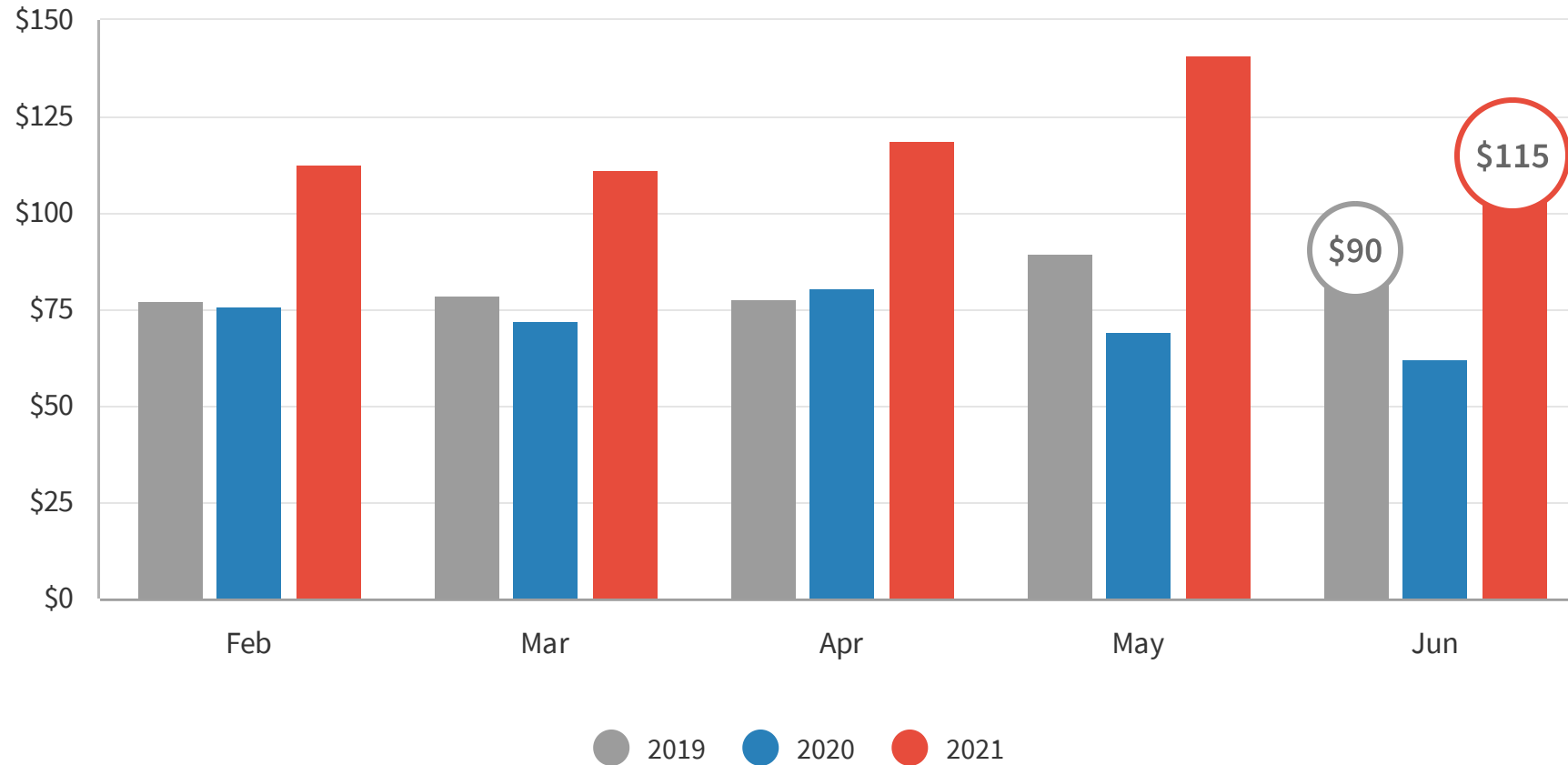


INSIGHT

Length of Stay in June 2021 is 4 days, and has seen an increase of 25% 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.



28%

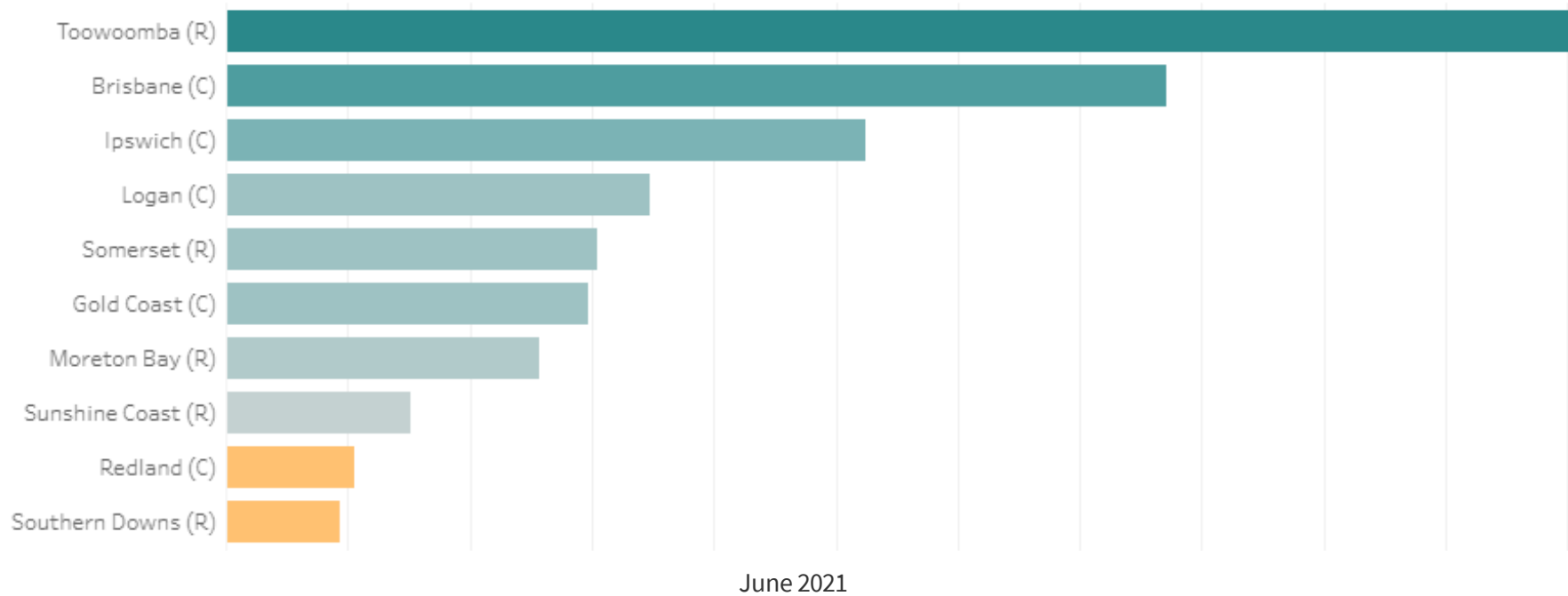
INSIGHT

Previous years show a stable trend in the Average Daily Rate, however 2021 has presented some large consistent growth. June has presented a jump of 28% with an ADR of \$115. An increase in ADR means that people are willing to pay for more accommodation which is a great result.

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.

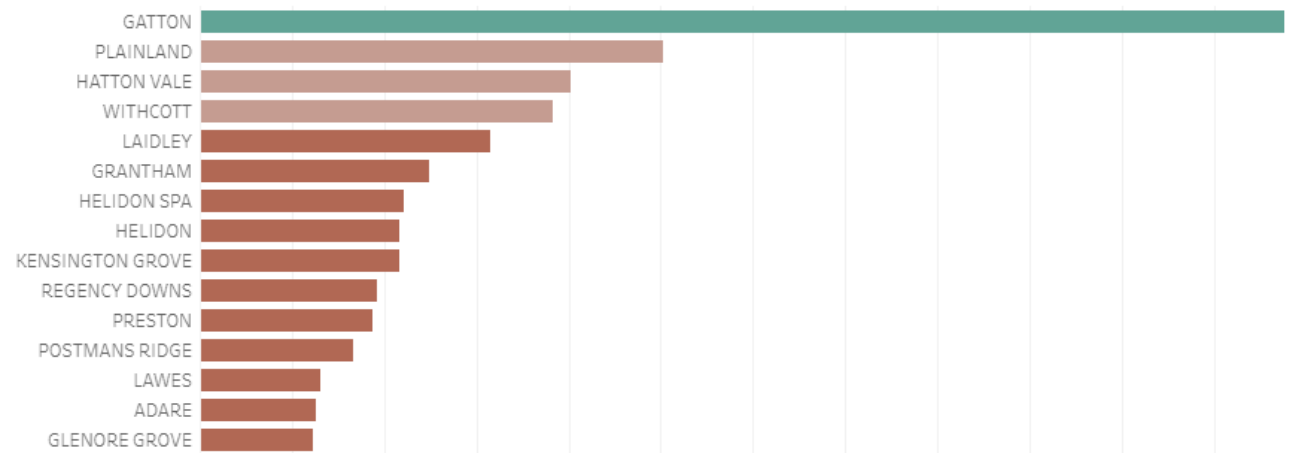


INSIGHT

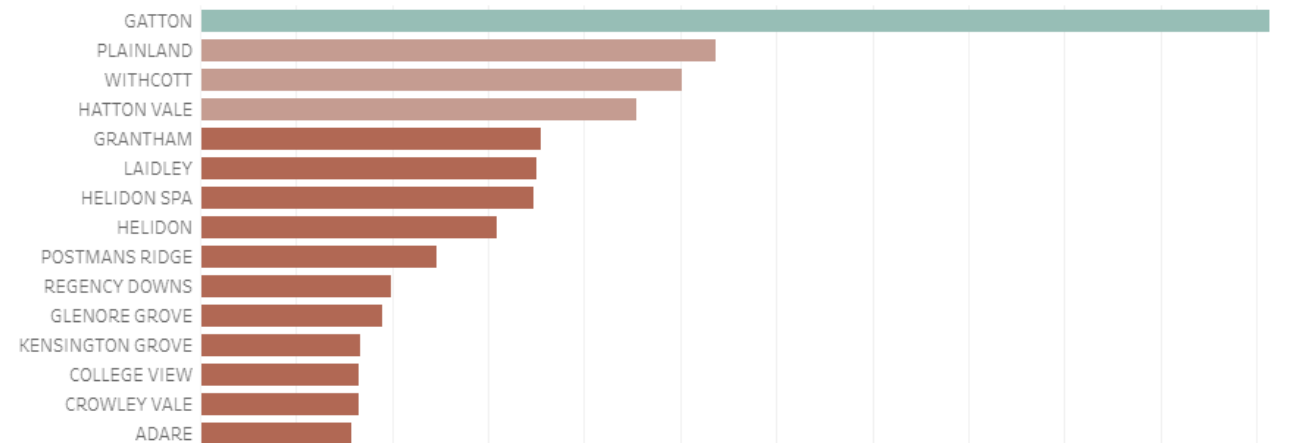
The LGA's with the most amount of devices seen within the Lockyer Valley region in June 2021 were Toowoomba with 22.2%, Brisbane with 15.4% and Ipswich with 10.49%.

Top Suburb Visitation

Top Suburb displays the suburbs most visited for the month.



June 2021



June 2019

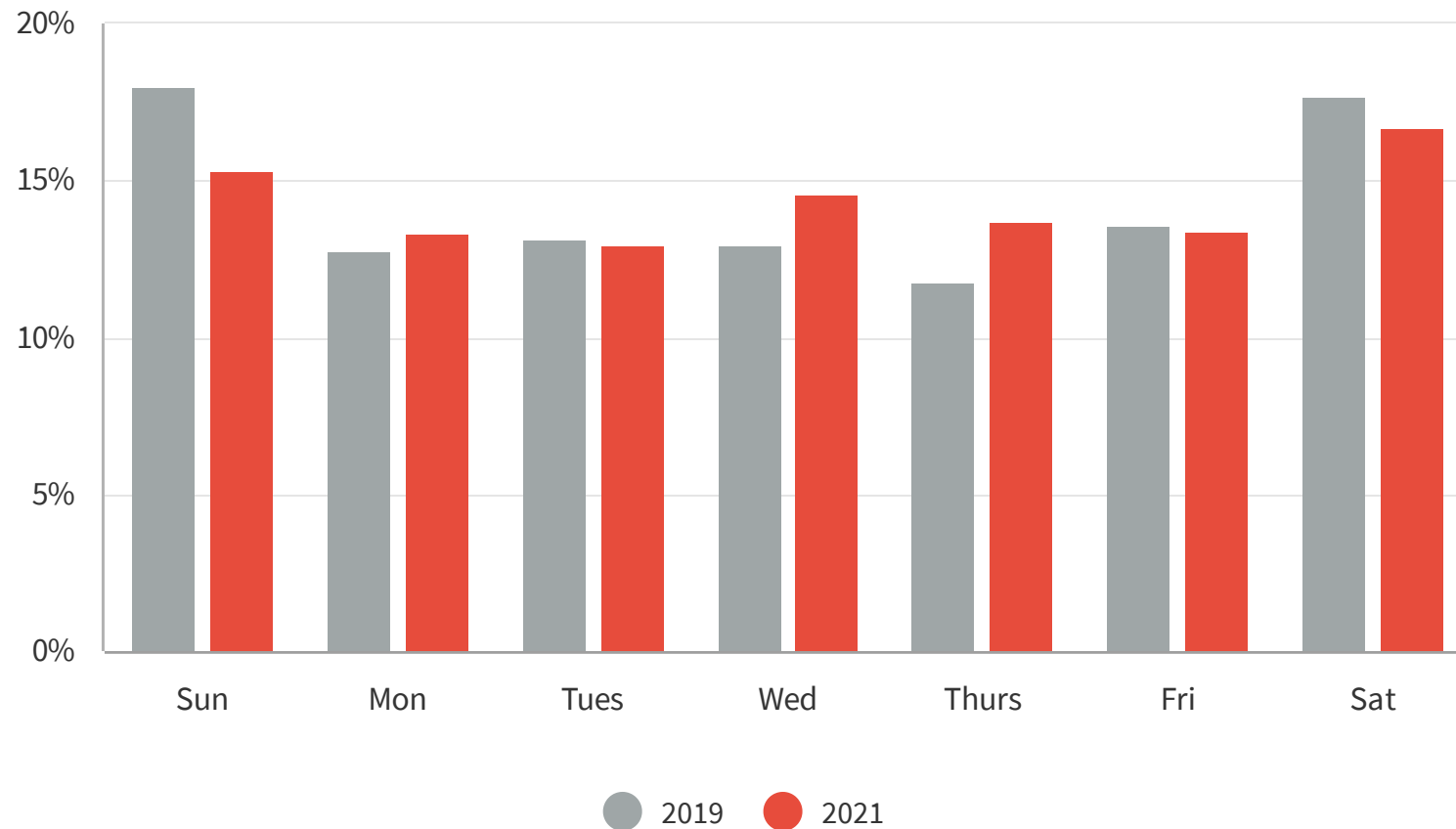


INSIGHT

The most visited suburb in the Month of June was Gatton with 23.52% of visits.

Day of the Week

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



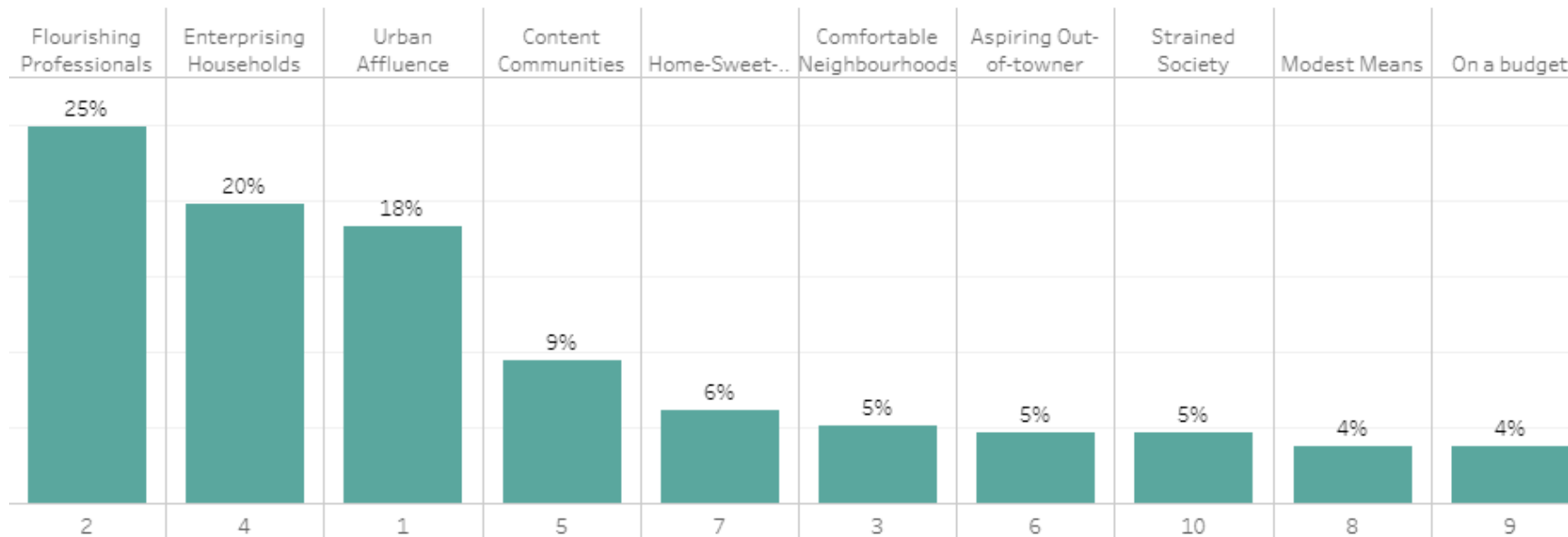
INSIGHT

The most popular day of the week to visit in June 2021 is Saturday with 16.69% of visitation and Sunday with a close second at 15.35%.

Top Visitor Segments - Brisbane

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

Visitors Segments



Visitor Segmentation from Brisbane - June 2021

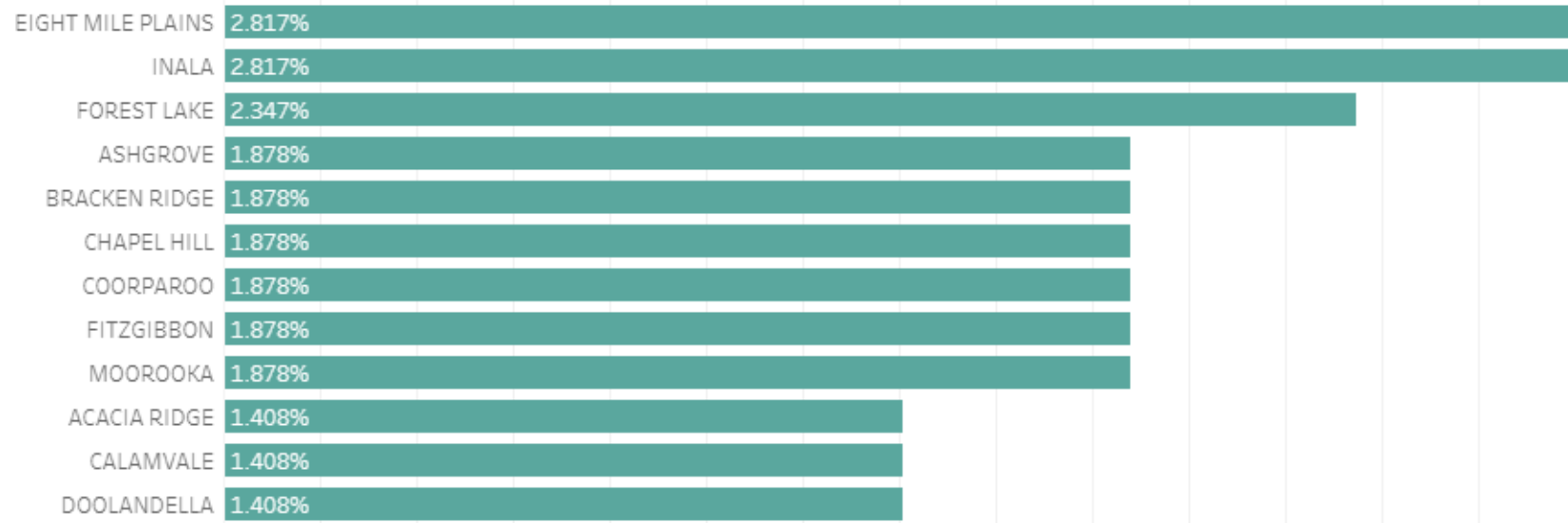


INSIGHT

43% 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 - June 2021



INSIGHT

Eight Mile Plains and Inala recorded the highest levels of visitation from Brisbane at 2.8%.