

Lockyer Valley Monthly Report

May 2021



Key Points from May 2021



Lockyer Valleys occupancy level has seen a steady increase of 32% over the past 4 months.



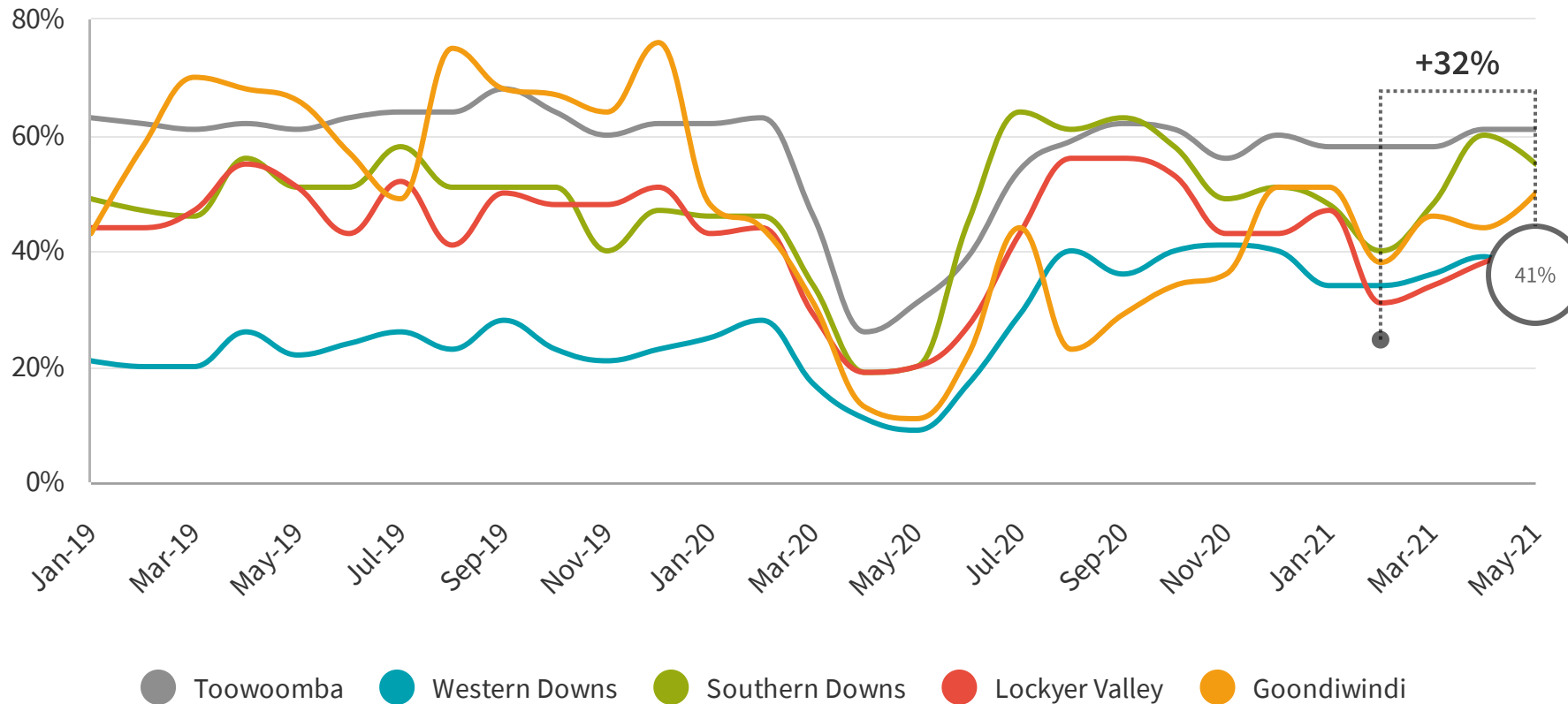
Reservation window has seen a 57% increase over the past 4 months .



The suburb that visited Lockyer Valley the most in May, was Rangeville which had almost double the amount of other suburbs.

Average Occupancy Rate

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

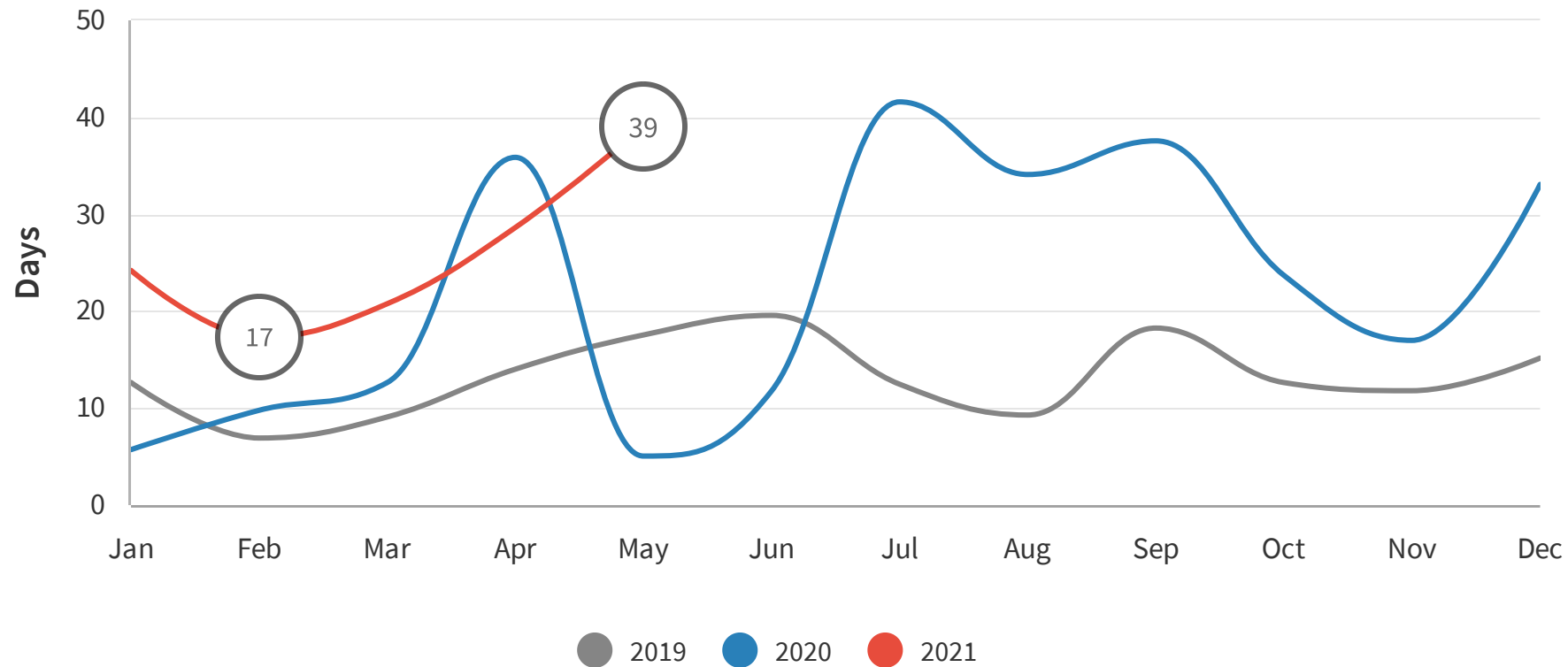


INSIGHT

The Average Occupancy Rate in May 2021 was 41% and has had a 32% 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.



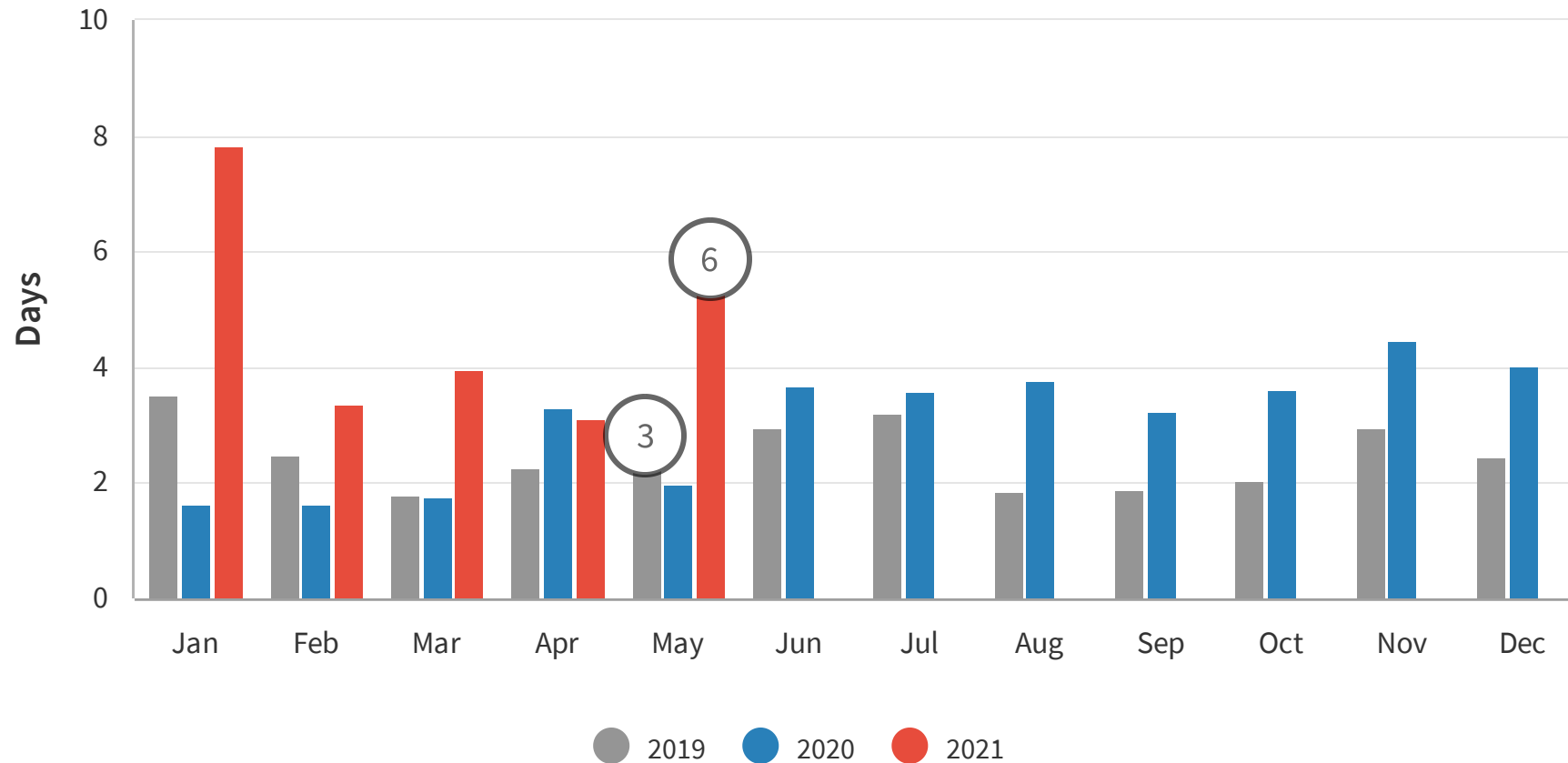
57%

INSIGHT

The Reservation Window for May is 39 days, and has been trending upwards since February with a 129% increase.

Length of Stay

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

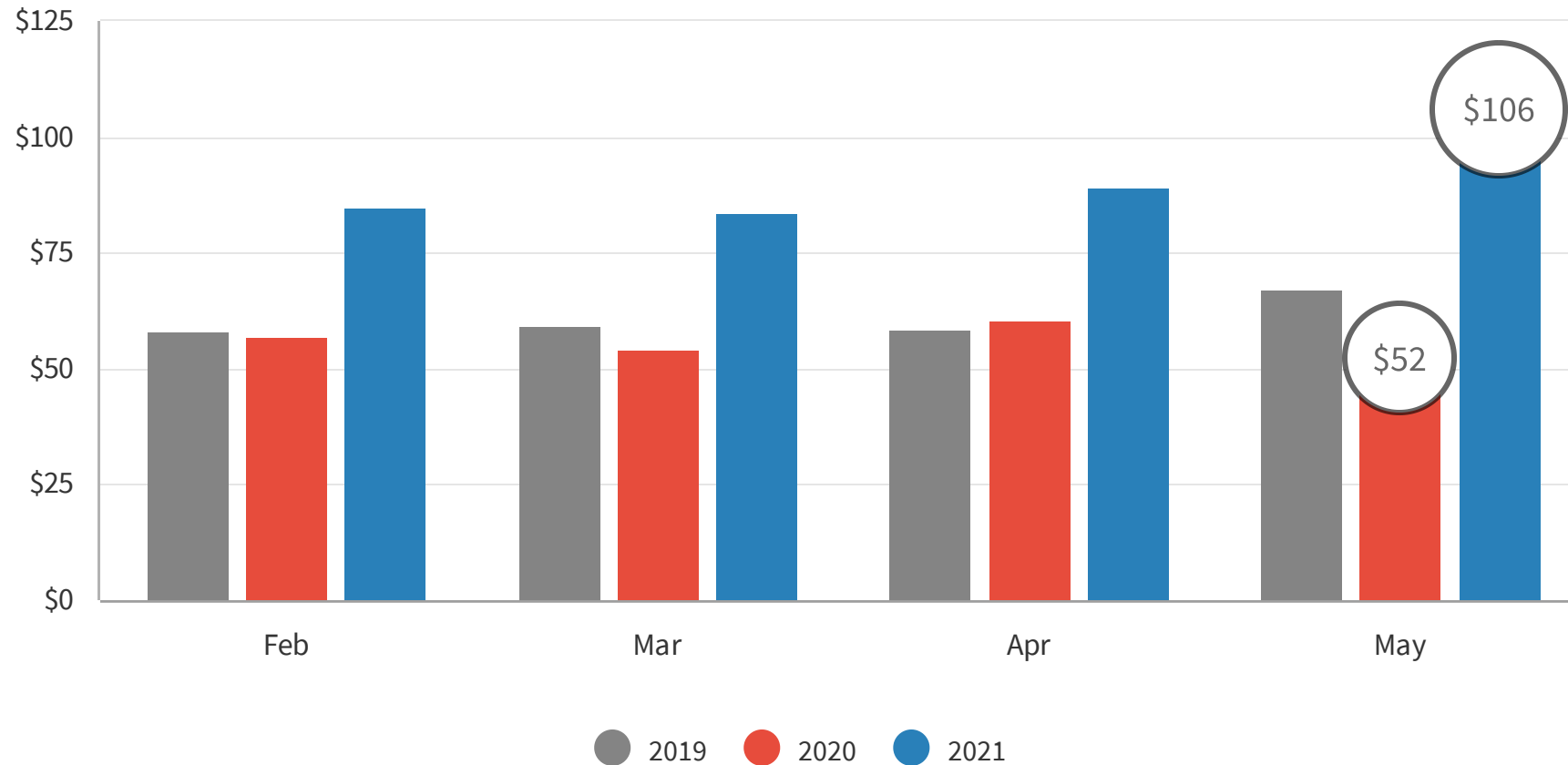


INSIGHT

Length of Stay in May 2019 was 3 days and increased to 6 days in May 2021, a 100% increase. 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.



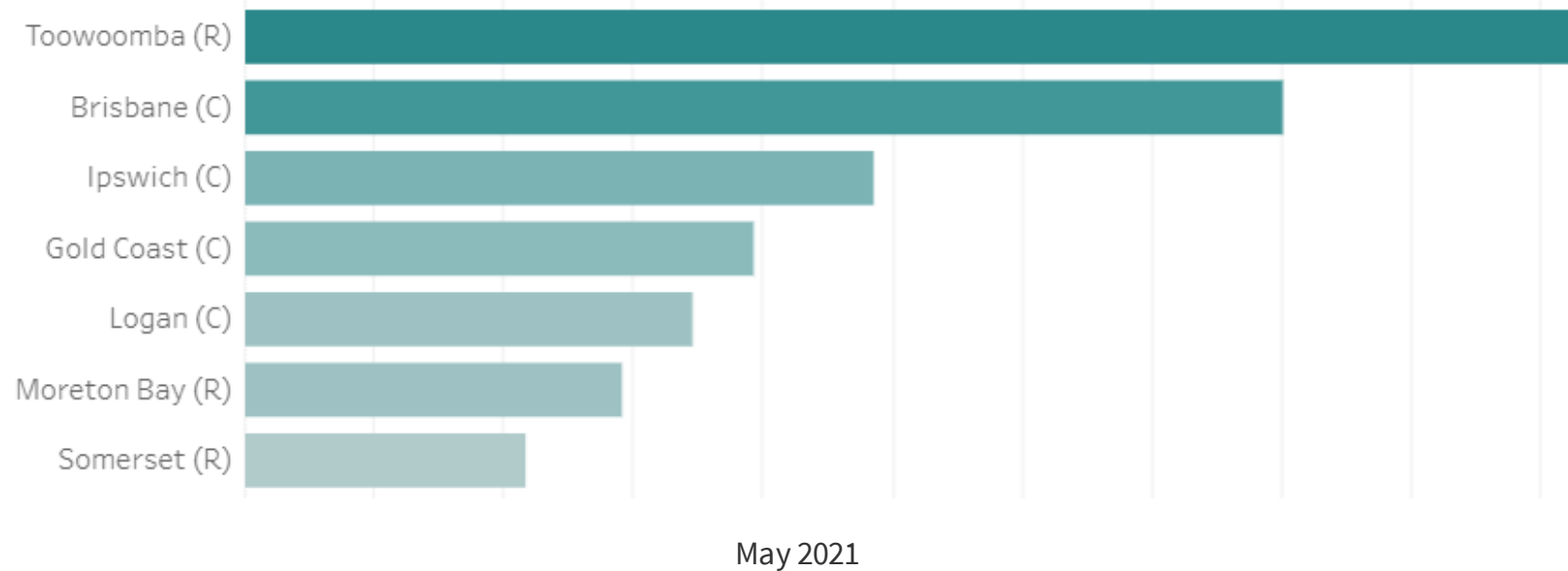
103%

INSIGHT

Previous years show a stable trend in the Average Daily Rate, however 2021 has presented some consistent growth. May presenting a large jump of 103% with an ADR of \$106. 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, by checking device area data.

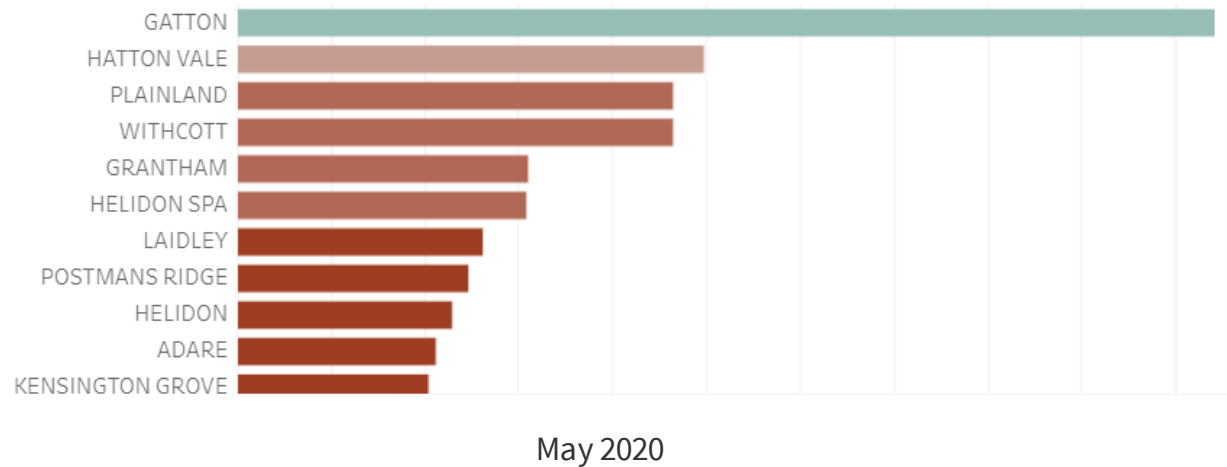
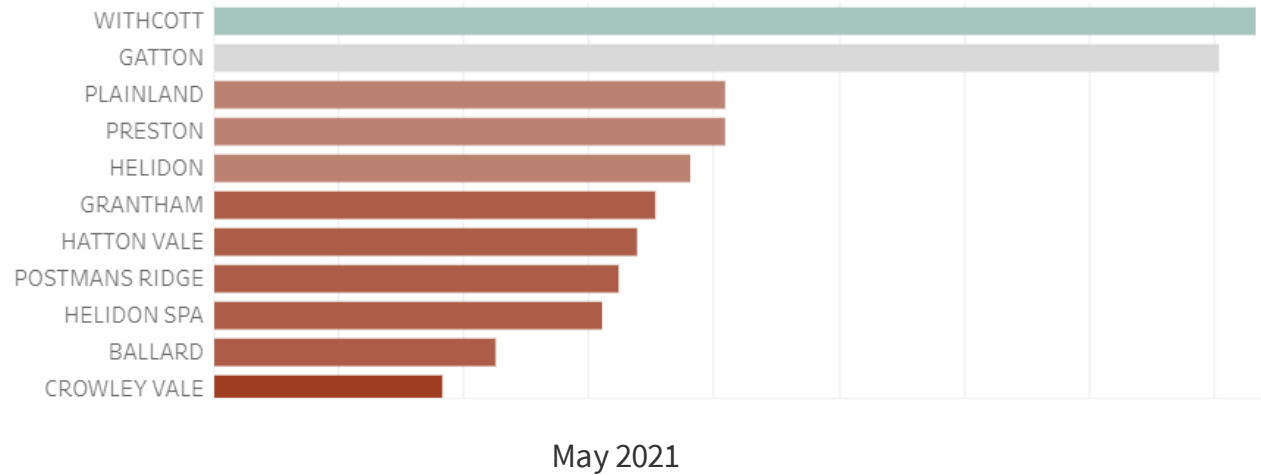


INSIGHT

The LGA's with the most amount of devices seen within the Lockyer Valley region in May 2021 were Toowoomba with 20%, Brisbane with 16% and Ipswich with 10%.

Top Suburb Visitation

Top Suburb displays the suburbs most visited for the month.



INSIGHT

The most visited suburb in the Month of May was Withcott with 16.76% of visits, quite a larger number of visits to Withcott when comparing to 2020.

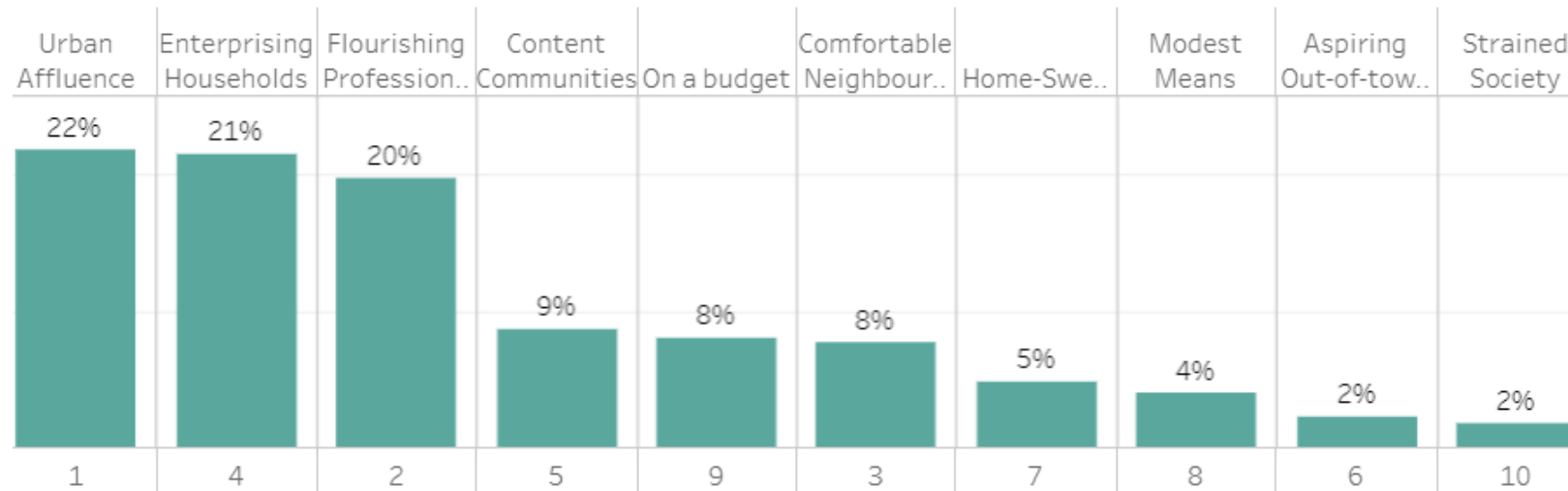
Top Visitor Segments - Brisbane

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



INSIGHT

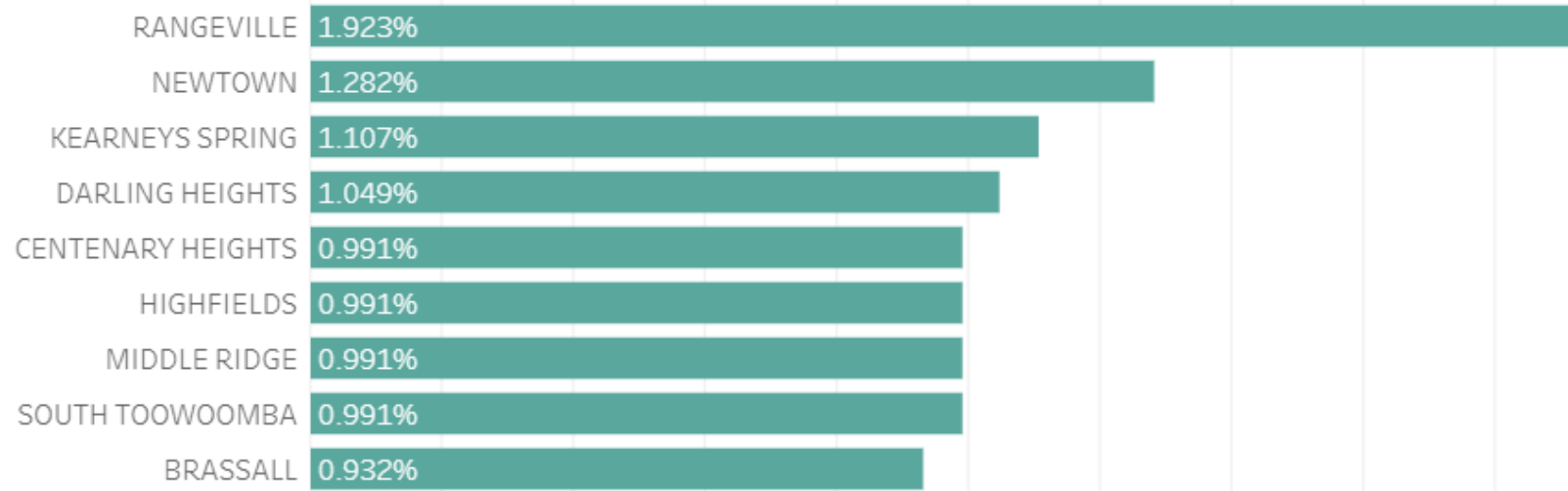
42% of the total visitation to Lockyer Valley from Brisbane came from the top two wealthiest Cameos (1&2) Brisbane was the focus for this analysis as they have the highest propensity to stay overnight.



Visitor Segmentation from Brisbane - May 2021

Top Visitor Suburbs Brisbane

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



Visitor Segmentation from Toowoomba - May 2021



INSIGHT

Rangeville recorded the highest visitation from Brisbane at 1.9% which was by far the largest across all suburbs.