

# Lockyer Valley Monthly Report

November 2021





# Key Points from November 2021



Lockyer Valley's average occupancy level for November was 44%, which was a increase of 16% since last month. Lockyer Valley was the only SQC region that had a positive change in occupancy for the month.



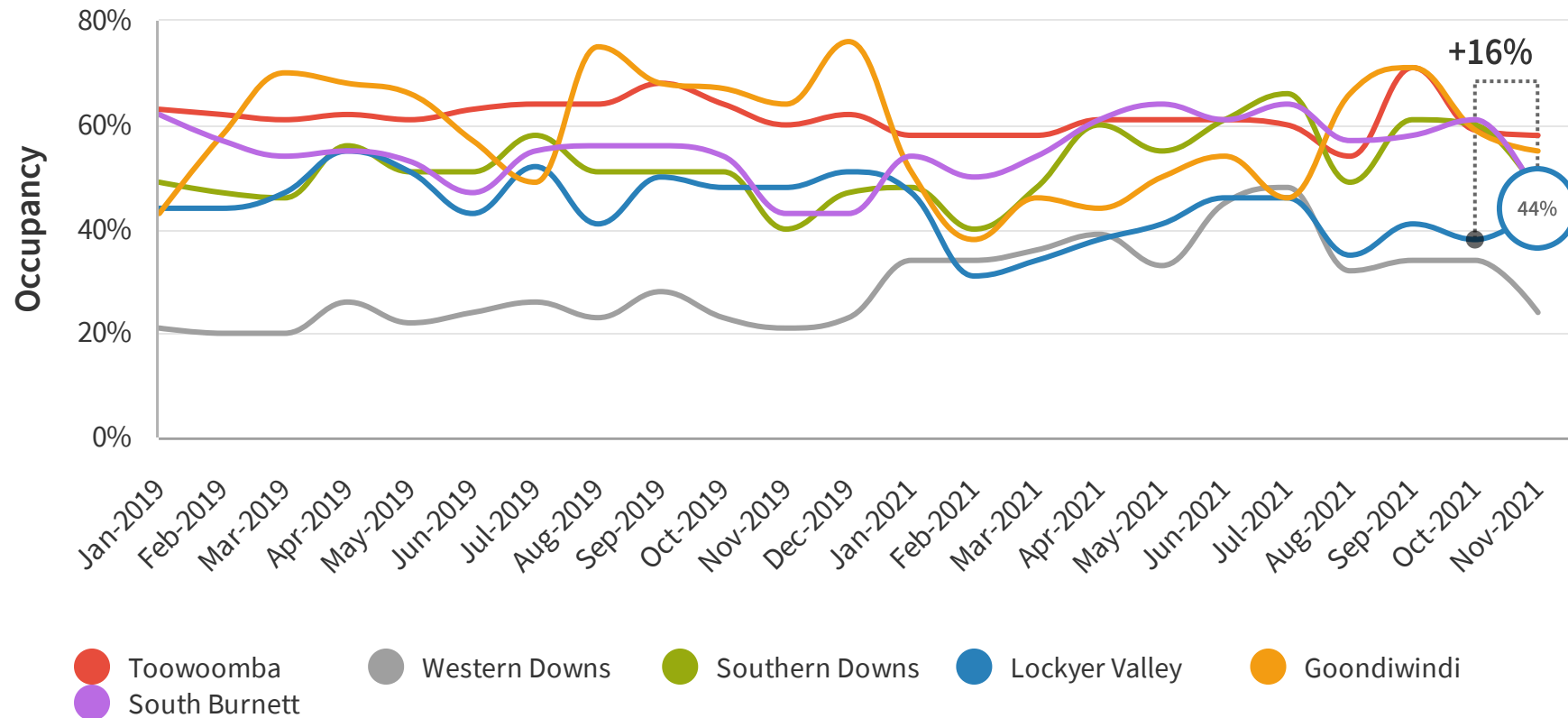
Length of Stay in November 2021 was 14 days, a significant increase of 133% since last month.



November 2021 had an ADR of \$131 which is an increase of increase of 20% 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.

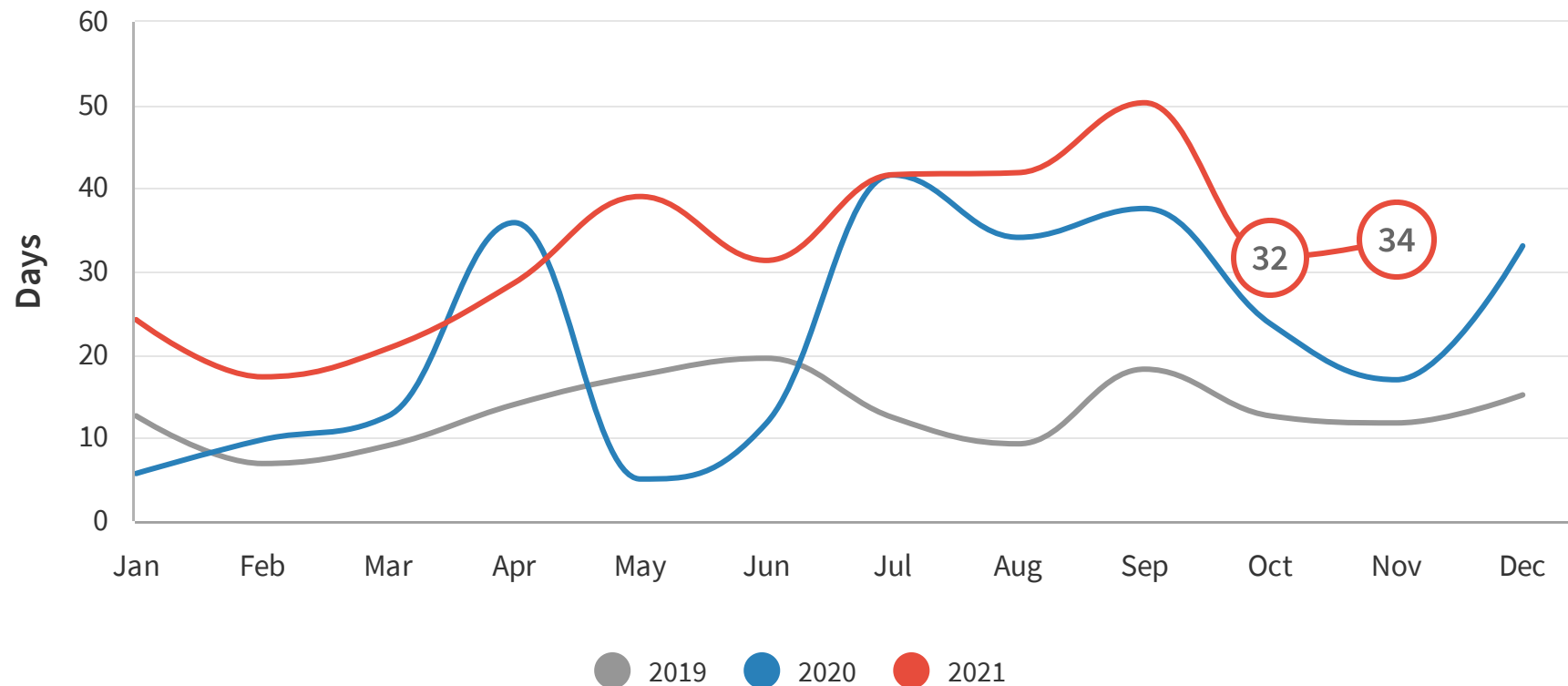


## INSIGHT

Lockyer Valley's average occupancy level for November was 44%, which was a increase of 16% since last month. Lockyer Valley was the only SQC region that had a positive change in occupancy for the month.

# 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.



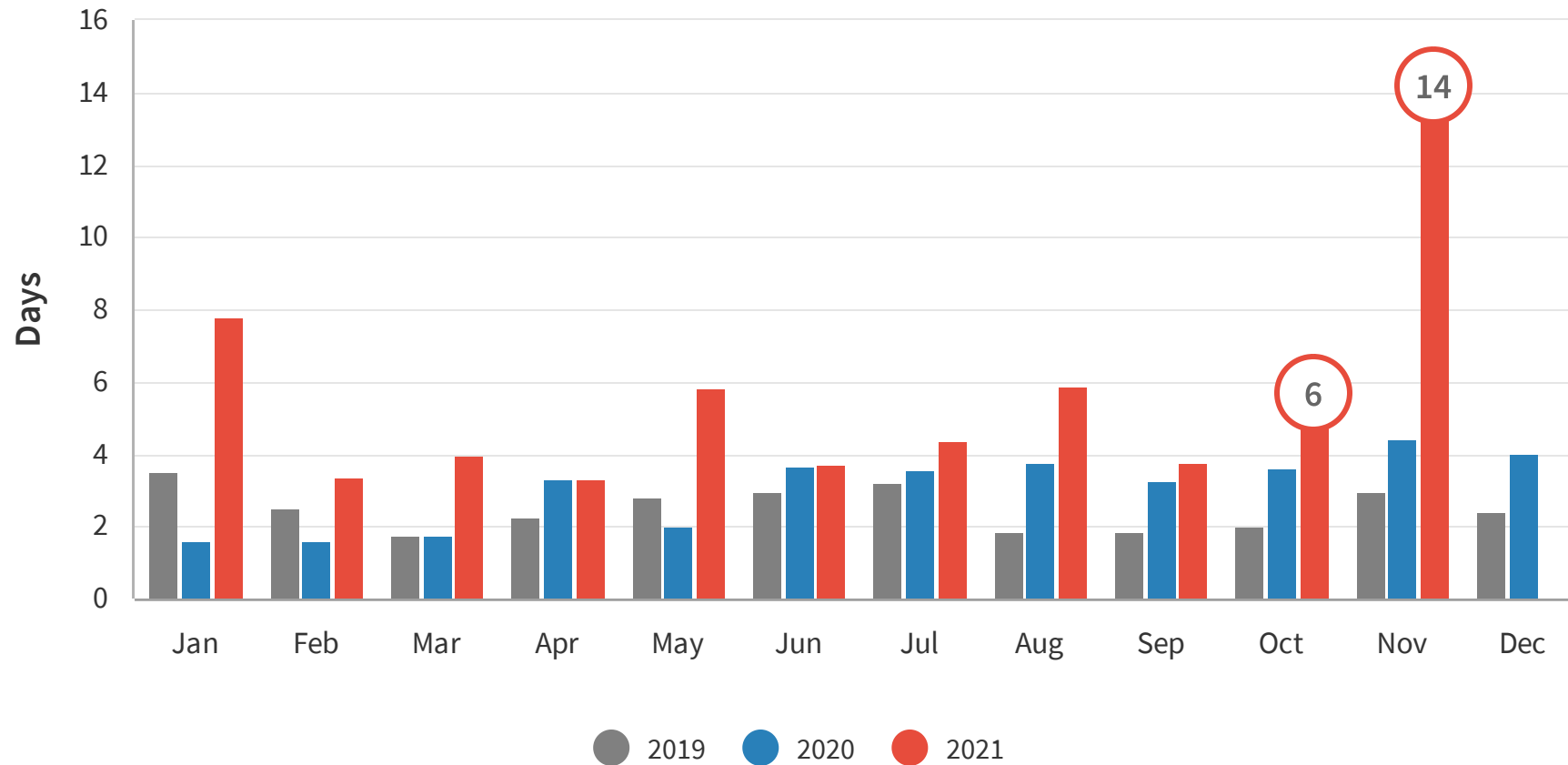
## 34 Days

INSIGHT

The reservation window for November was 34 days, and has increased by 6% since October. The reservation window has been in a great place since the beginning of the year, which is really positive for the region.

# Length of Stay

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

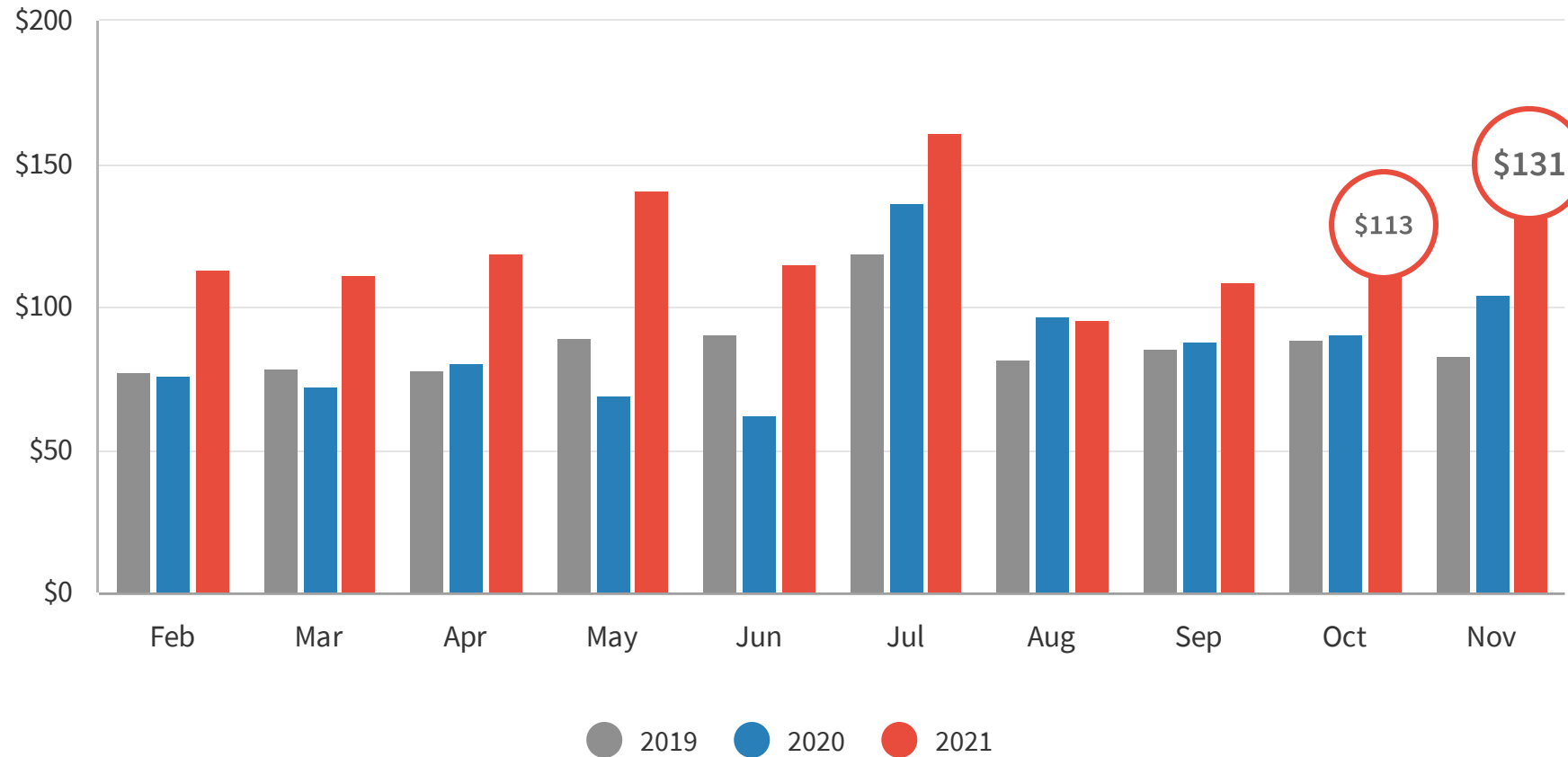


## INSIGHT

Length of Stay in November 2021 was 14 days, a significant increase of 133% since last month.

# Average Daily Rate

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



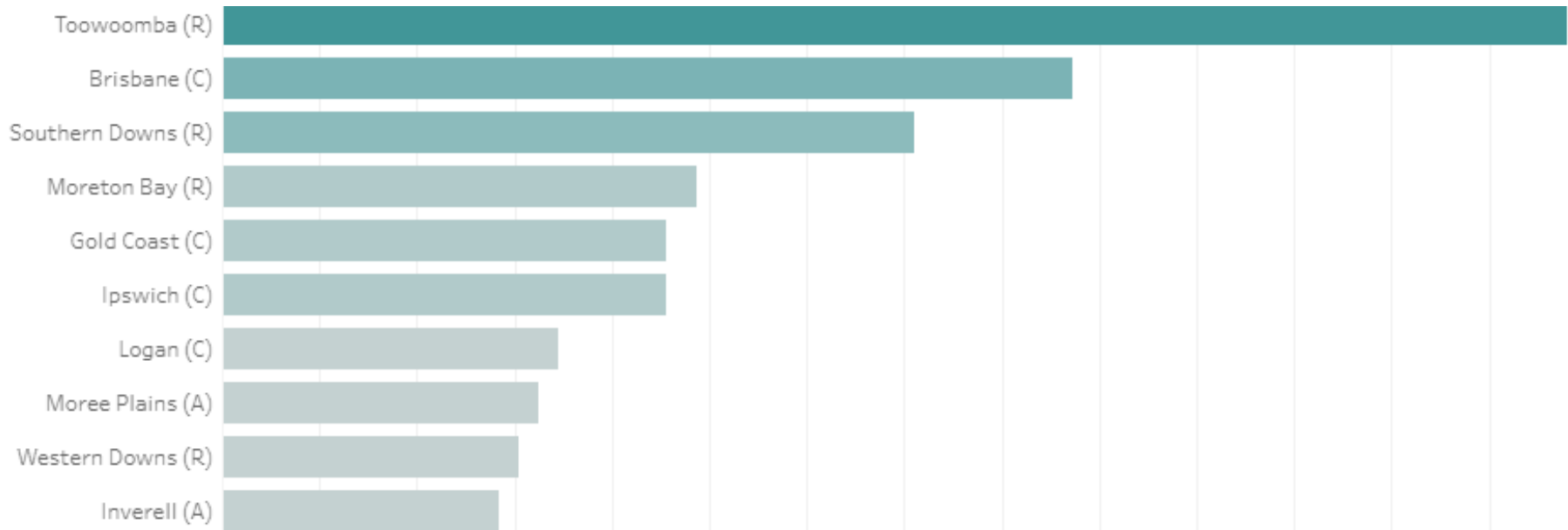
## 20%

INSIGHT

November 2021 had an ADR of \$131 which is an increase of increase of 20% when compared to last month.

# Source Market

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

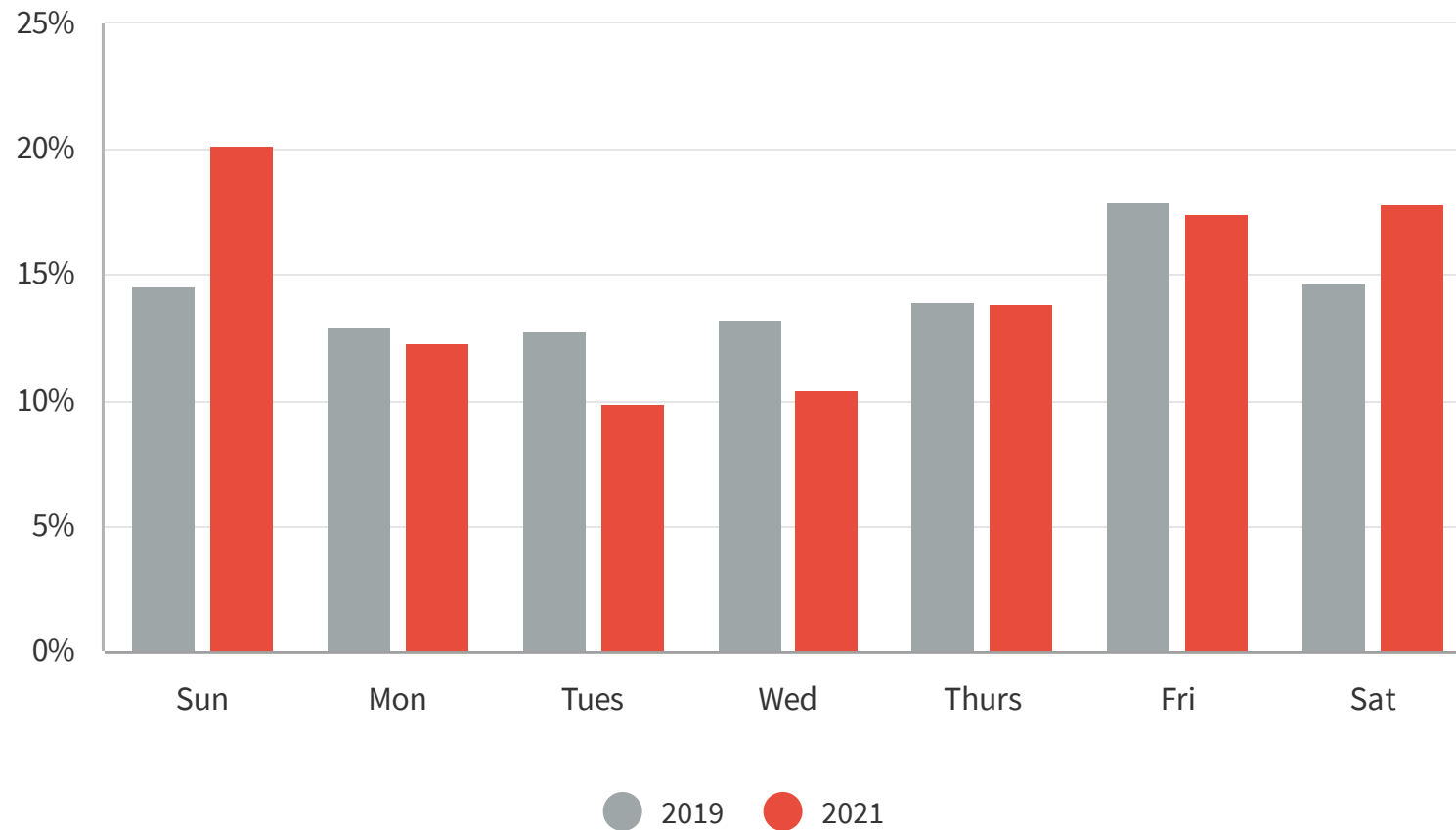


## INSIGHT

The LGA's with the most amount of devices seen within the Lockyer Valley region in November 2021 were Toowoomba with 25.55%, Brisbane with 16.99% and Ipswich with 12.74%.

# Day of the Week

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



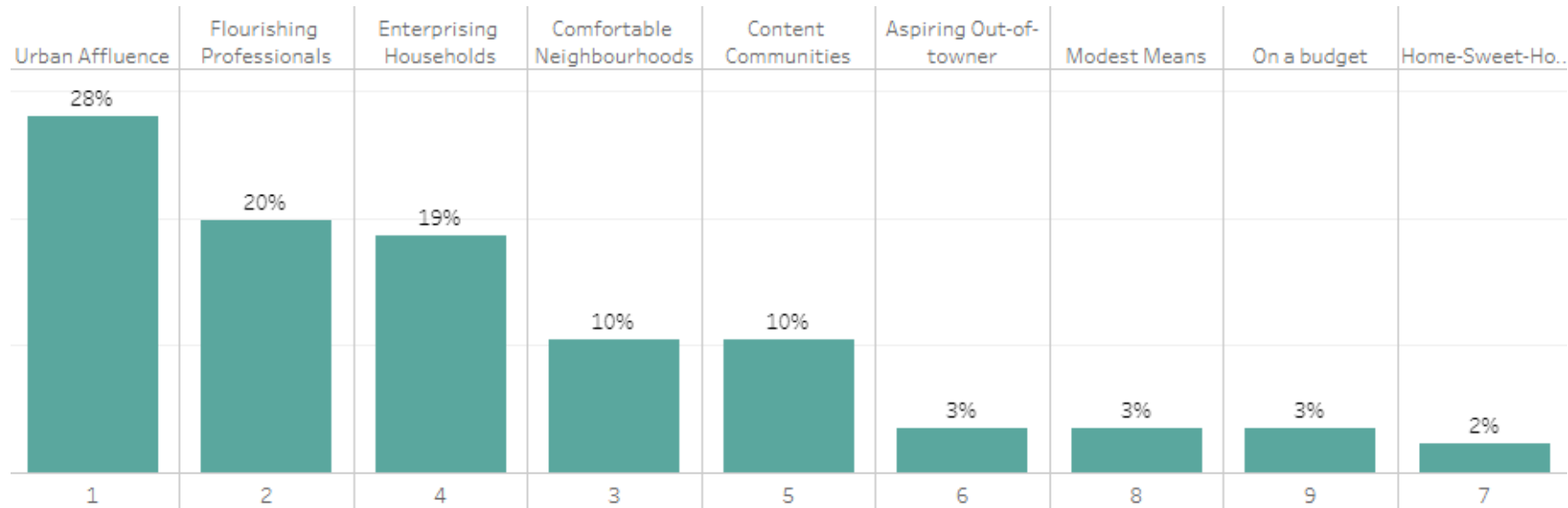
## INSIGHT

The most popular day of the week to visit in November 2021 was Sunday with 20.14% of visitation.



# Top Visitor Segments - Brisbane

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



## INSIGHT

48% 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.

