

Lockyer Valley Monthly Report

October 2021



Key Points from October 2021



Lockyer Valley's occupancy level for October was 38%, which is a decrease of 7.3% since last month.



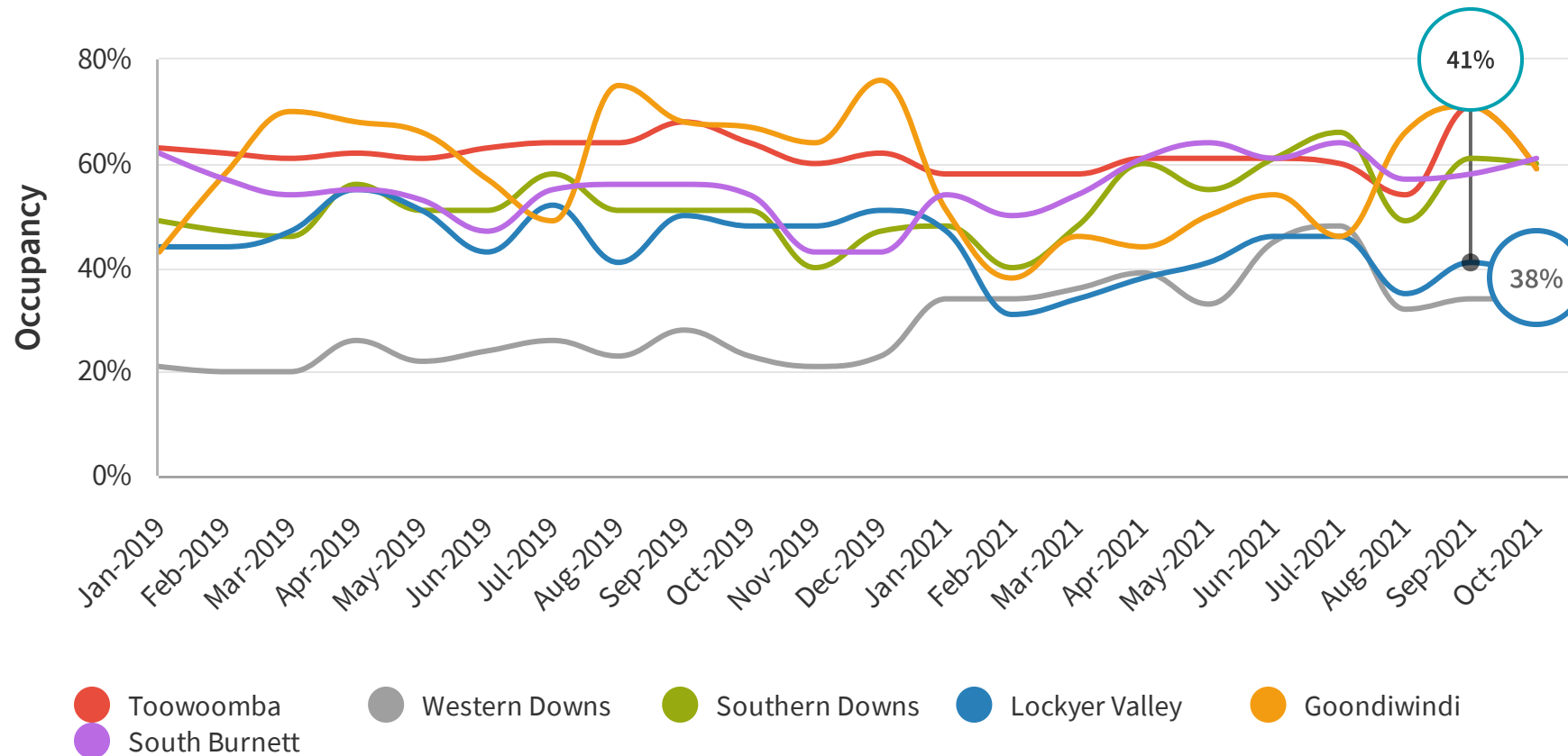
The reservation window for October was 32 days, and has decreased by 36% since September. This decline can be seen as seasonal, as it was experienced in both 2019 and 2020.



October had an ADR of \$113 which is an increase of 3.6% 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.

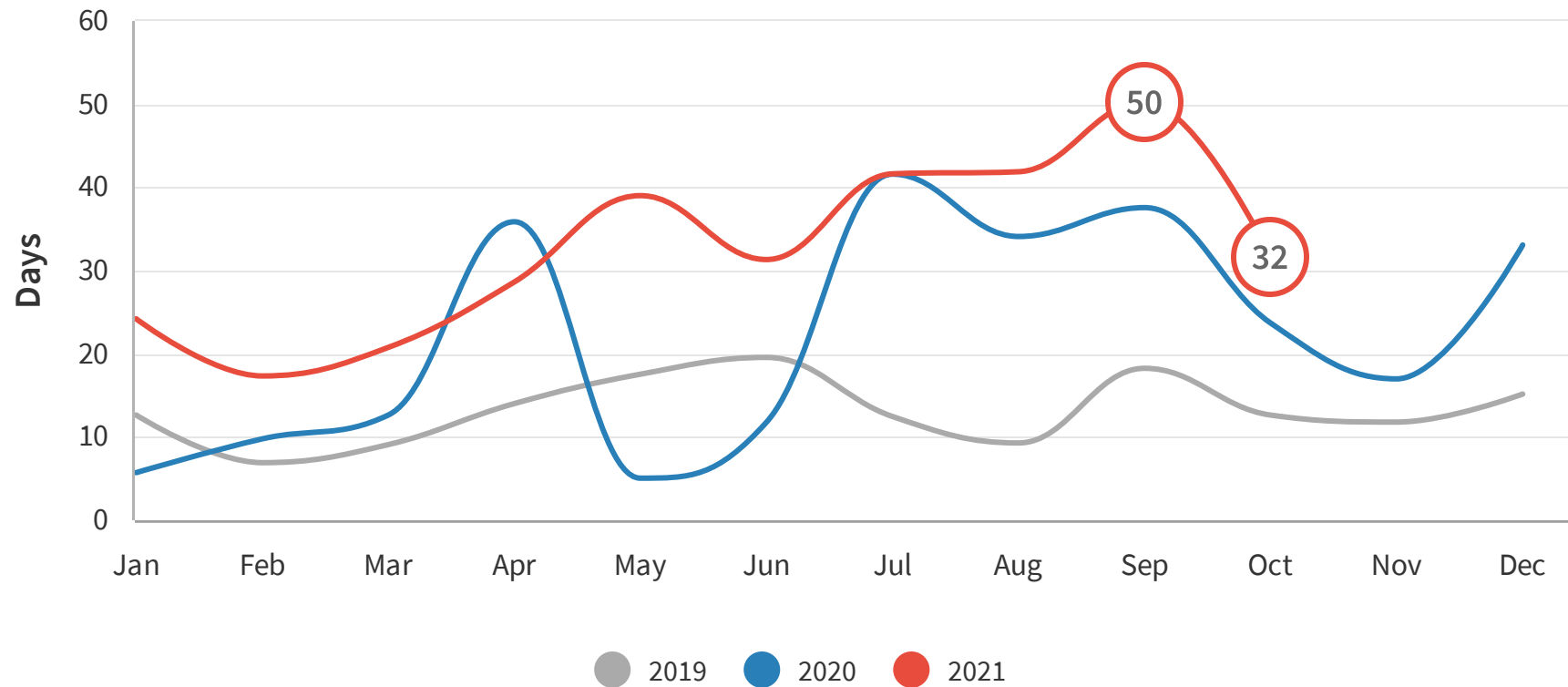


INSIGHT

Lockyer Valley's occupancy level for October was 38%, which is a decrease of 7.3% since last month. This decrease in occupancy was experienced among most of the SQC regions.

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.



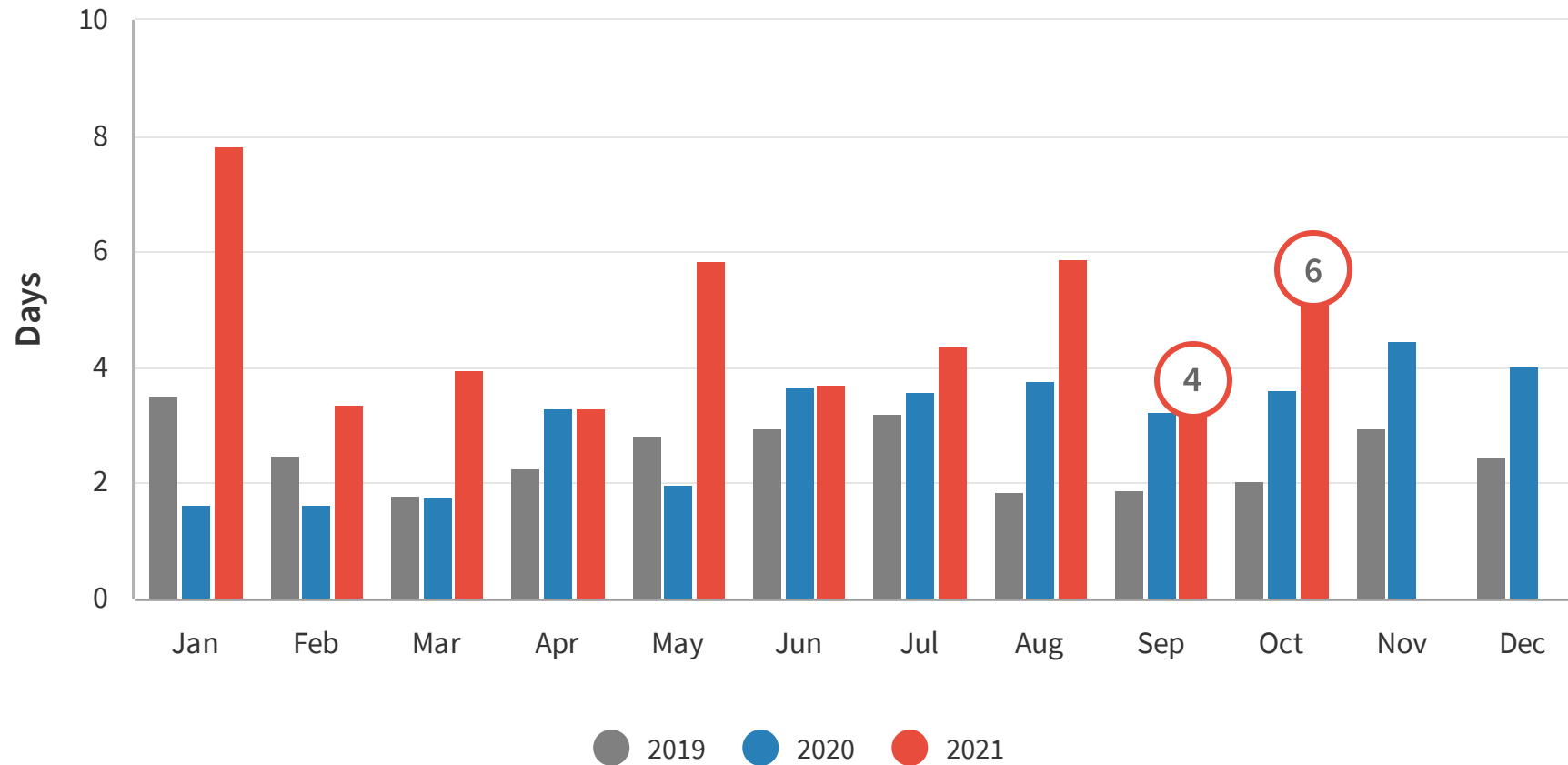
-36%

INSIGHT

The reservation window for October was 32 days, and has decreased by 36% since September. This decline can be seen as seasonal, as it was experienced in both 2019 and 2020.

Length of Stay

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

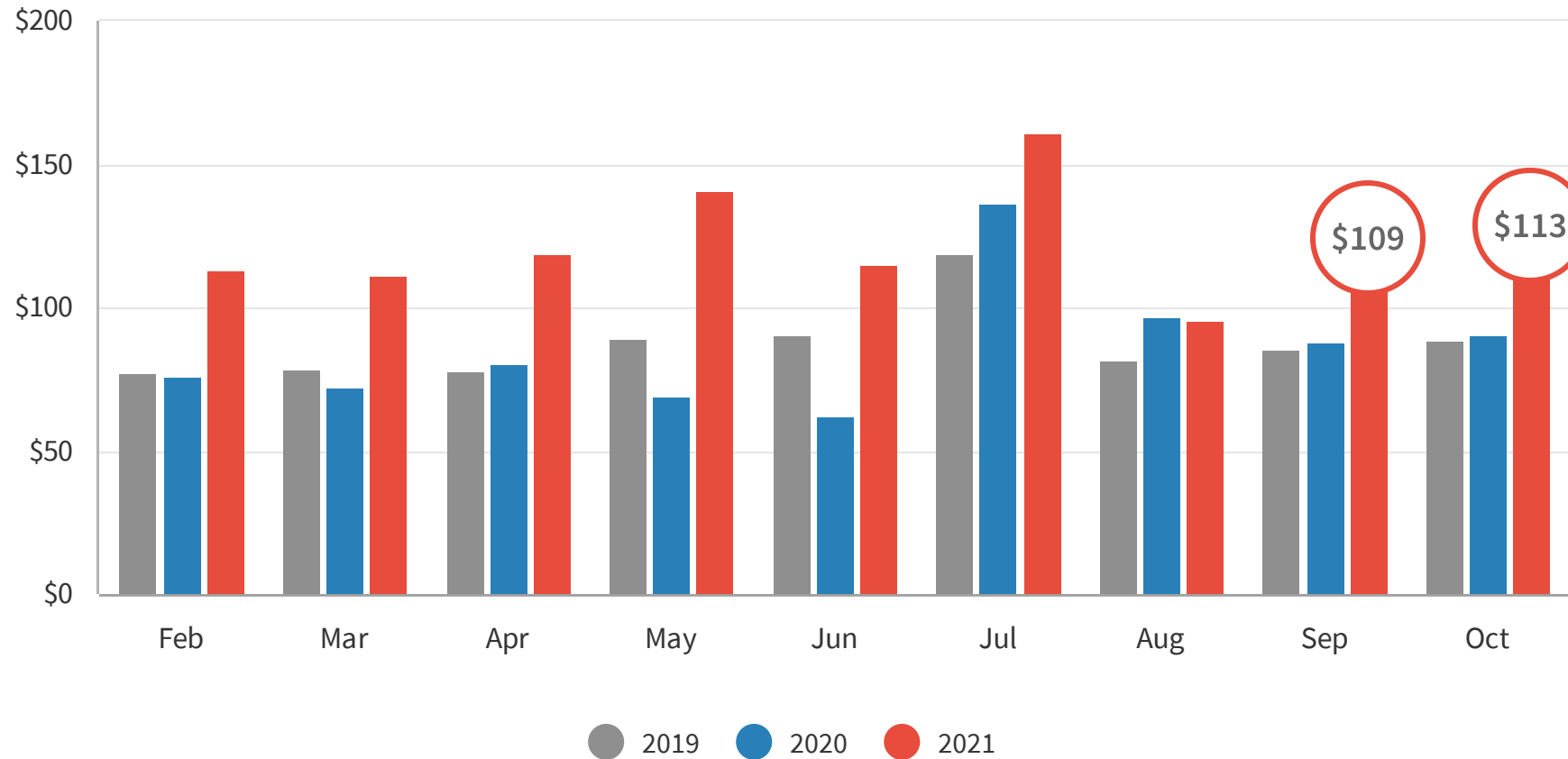


INSIGHT

Length of Stay in October 2021 was 6 days, a significant increase of 50% since last month.

Average Daily Rate

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



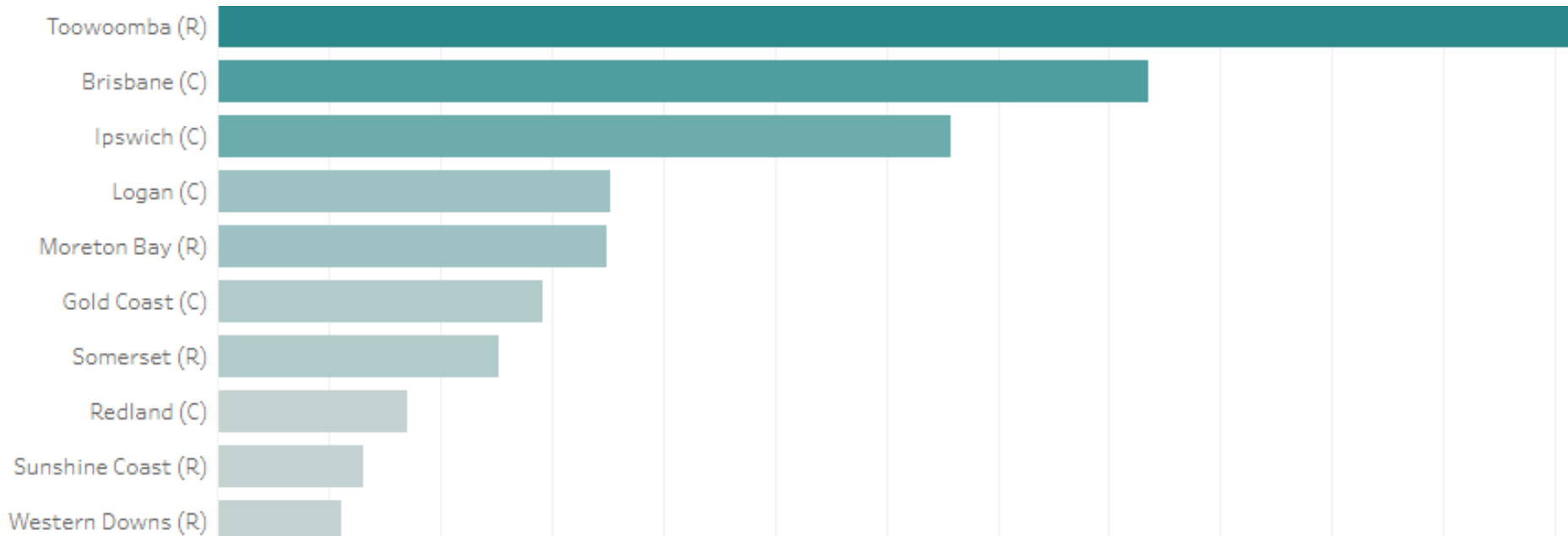
3.6%

INSIGHT

October had an ADR of \$113 which is an increase of 3.6% when compared to last month.

Source Market

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

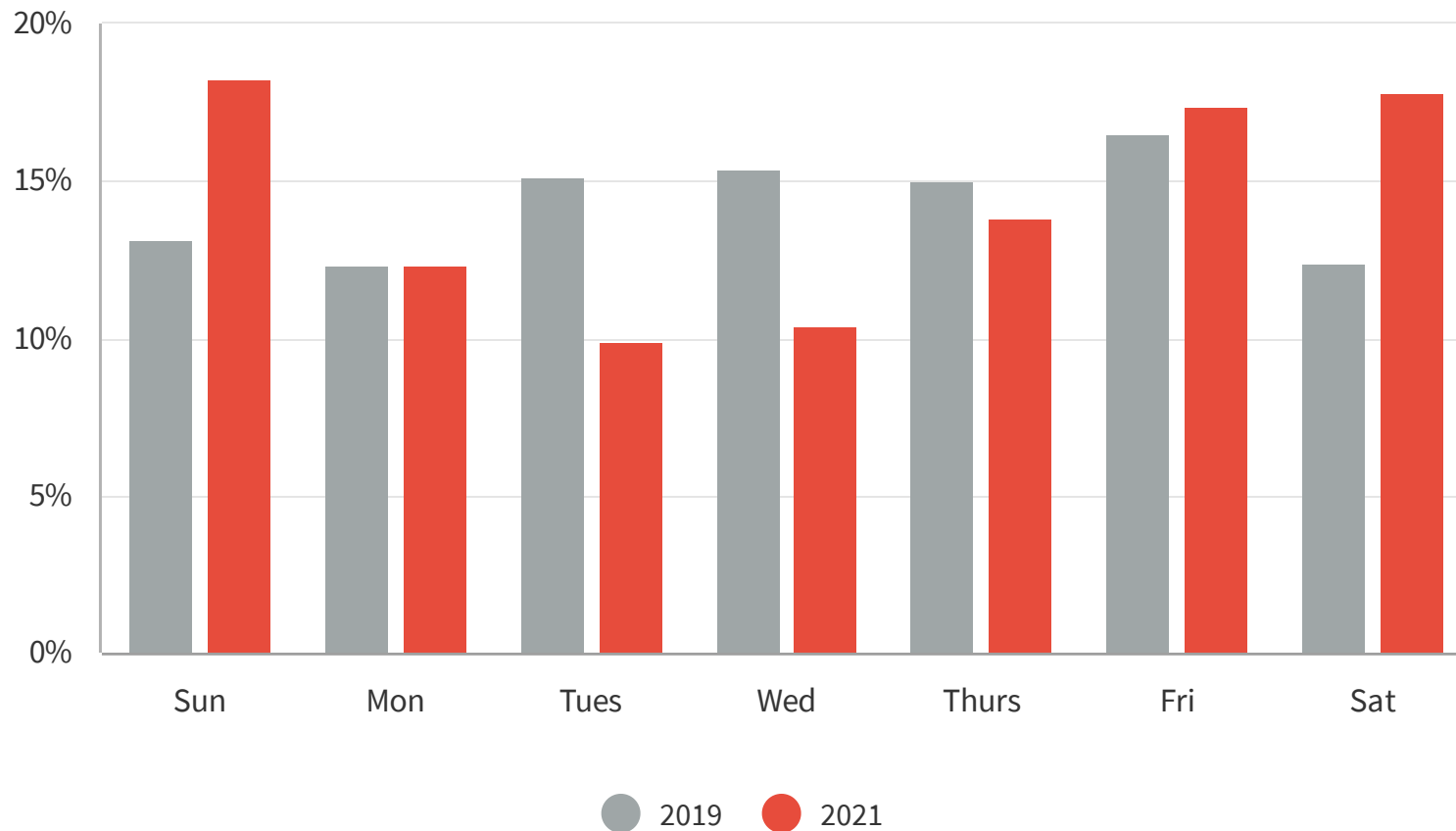


INSIGHT

The LGA's with the most amount of devices seen within the Lockyer Valley region in September 2021 were Toowoomba with 24.45%, Brisbane with 16.71% and Ipswich with 13.54%.

Day of the Week

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

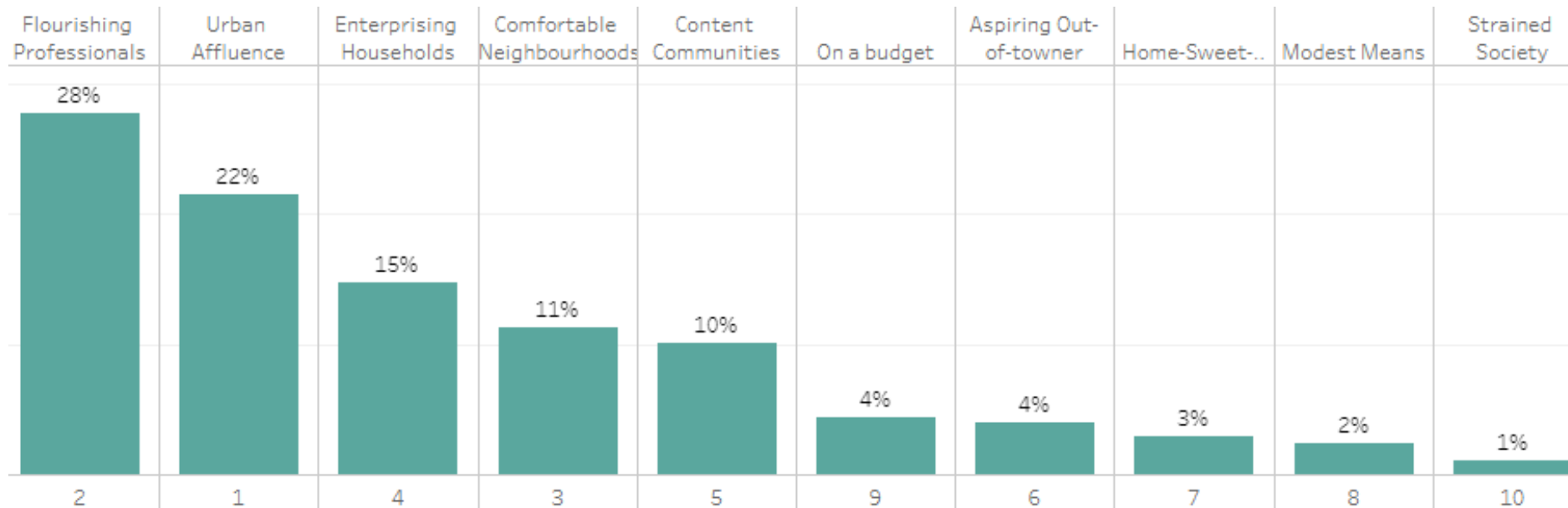


INSIGHT

The most popular day of the week to visit in October 2021 was Sunday with 17.74% of visitation. Interestingly 2019 had most of the visitation throughout the weekdays, which has now changed in 2021 with Friday, Saturday and Sunday being the most popular.

Top Visitor Segments - Brisbane

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

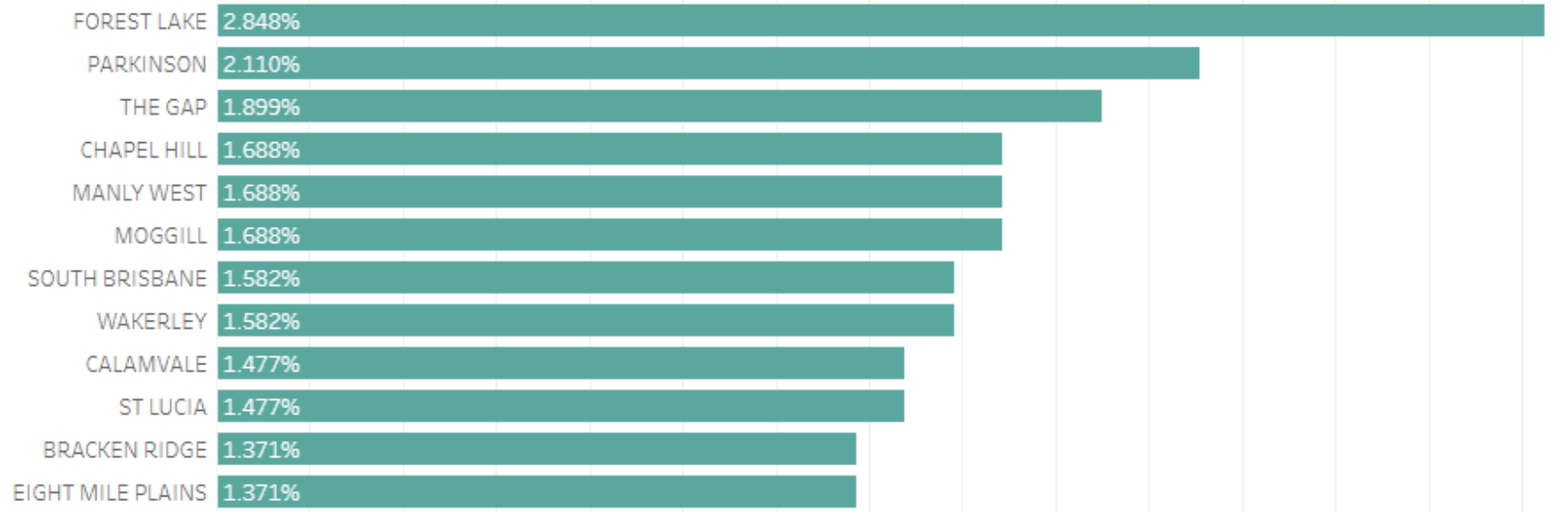


INSIGHT

50% 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.



INSIGHT

Forest Lake recorded the highest levels of visitation from Brisbane at 2.848%.