

Lockyer Valley Monthly Report

September 2021



Key Points from September 2021



The Lockyer Valley's occupancy level for September was 41% and has increased 17% since last month. When comparing to September 2019, there is a decrease of 18%.



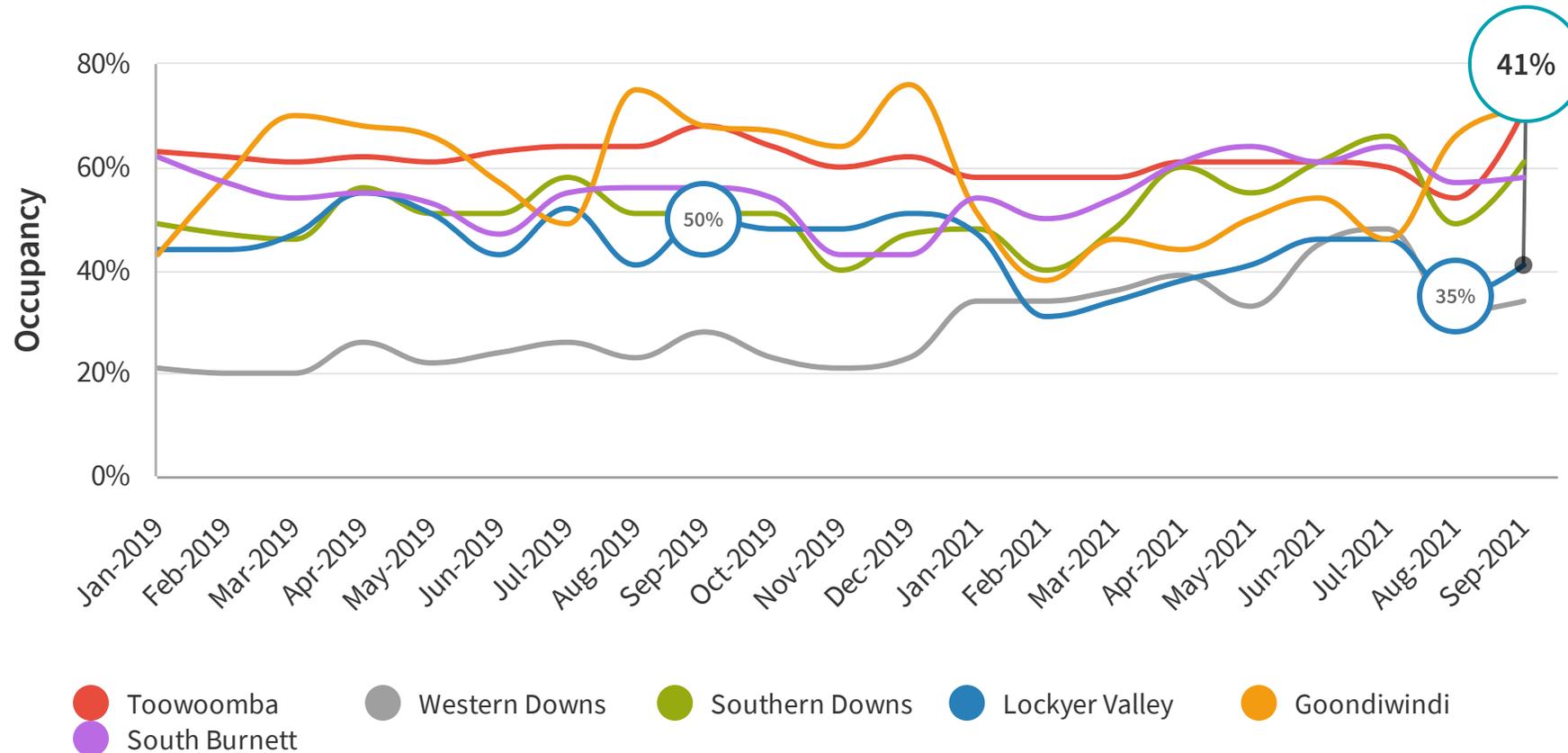
Length of Stay in September 2021 was 4 days, which is a 33% decrease since August.



September had an ADR of \$109 which is an increase of 19% 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.

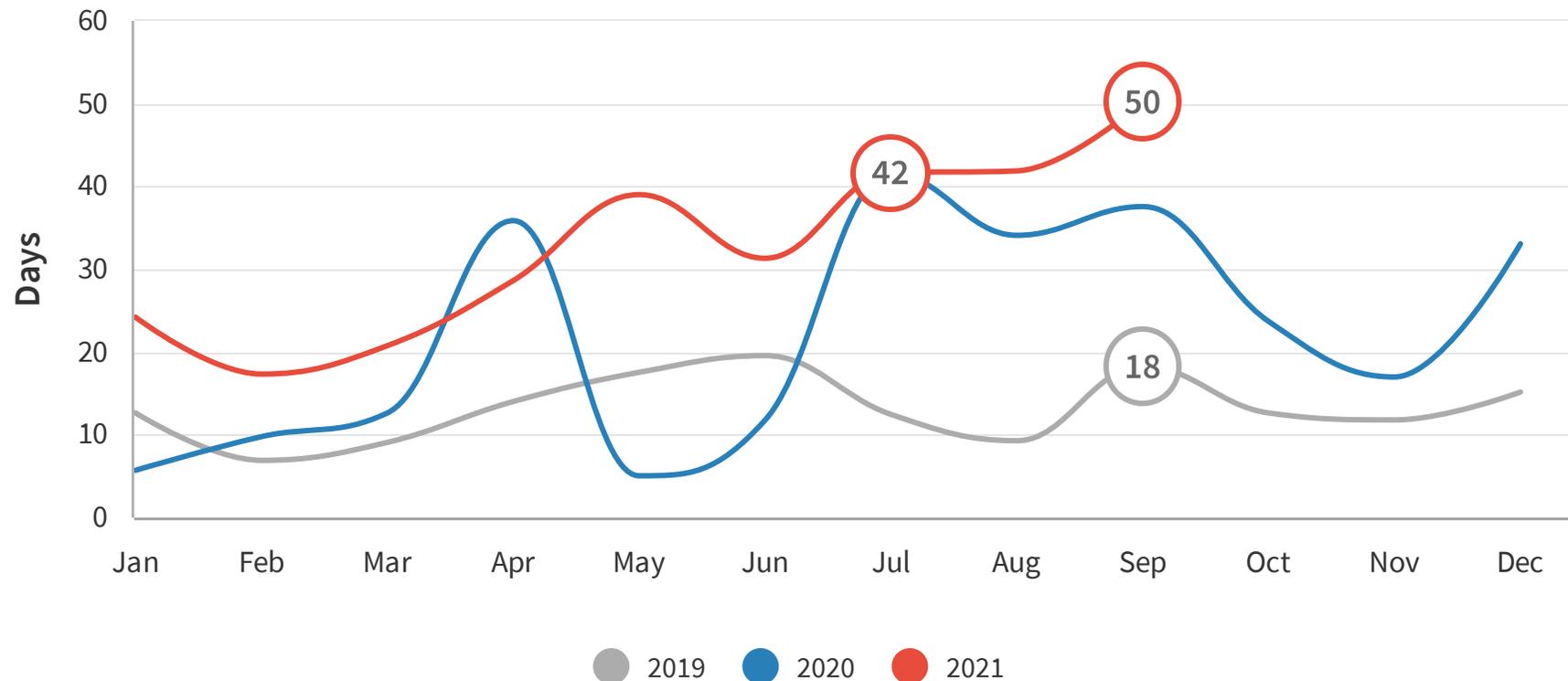


INSIGHT

The Lockyer Valley's occupancy level for September was 41% and has increased 17% since last month. When comparing to September 2019, there is a decrease of 18%.

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.



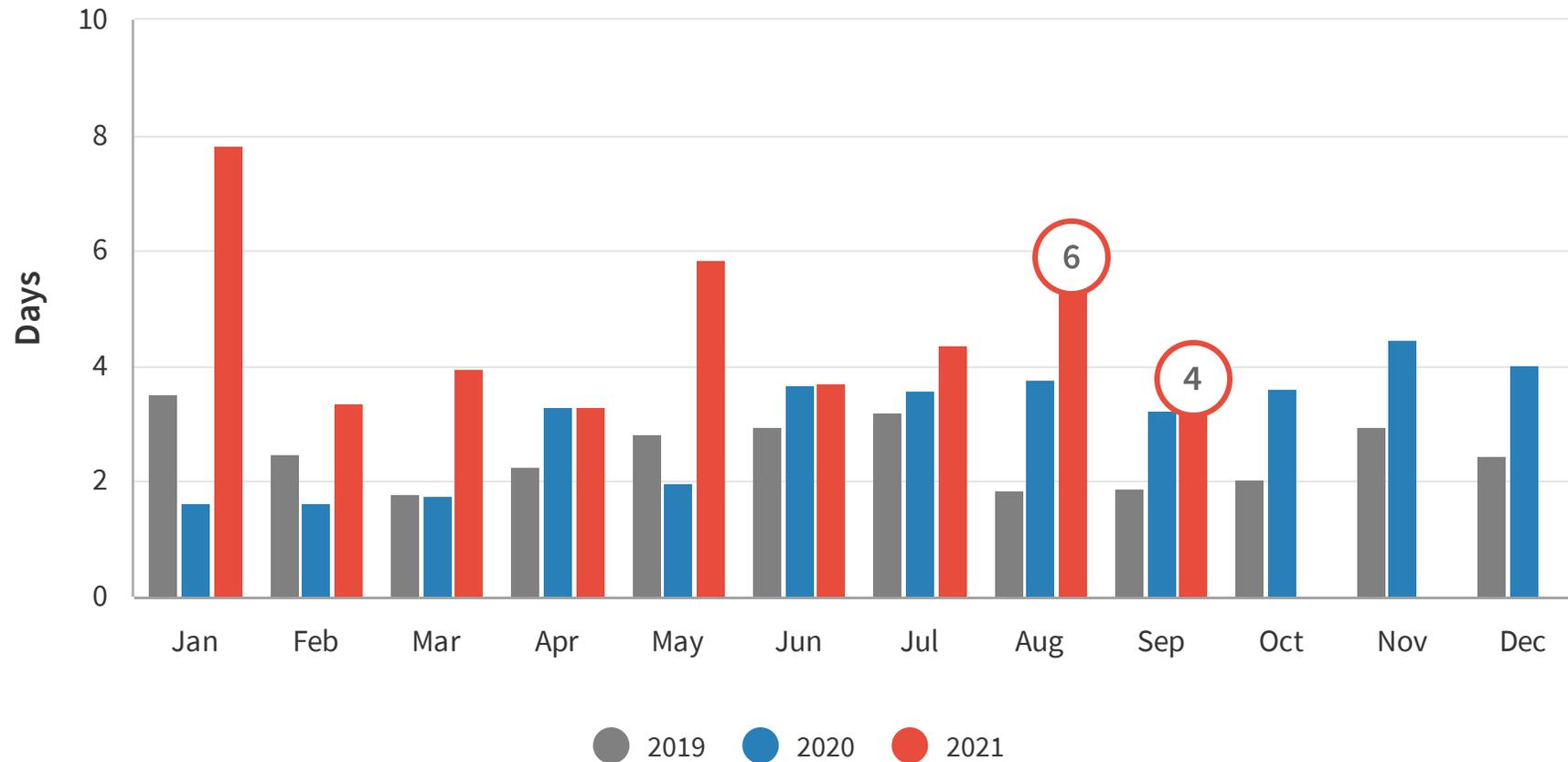
19%

INSIGHT

The Reservation Window has been trending upwards for the past two months and seen an increase of 19%. The reservation window is a great spot when compared to September 2019, with an increase of 177%.

Length of Stay

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

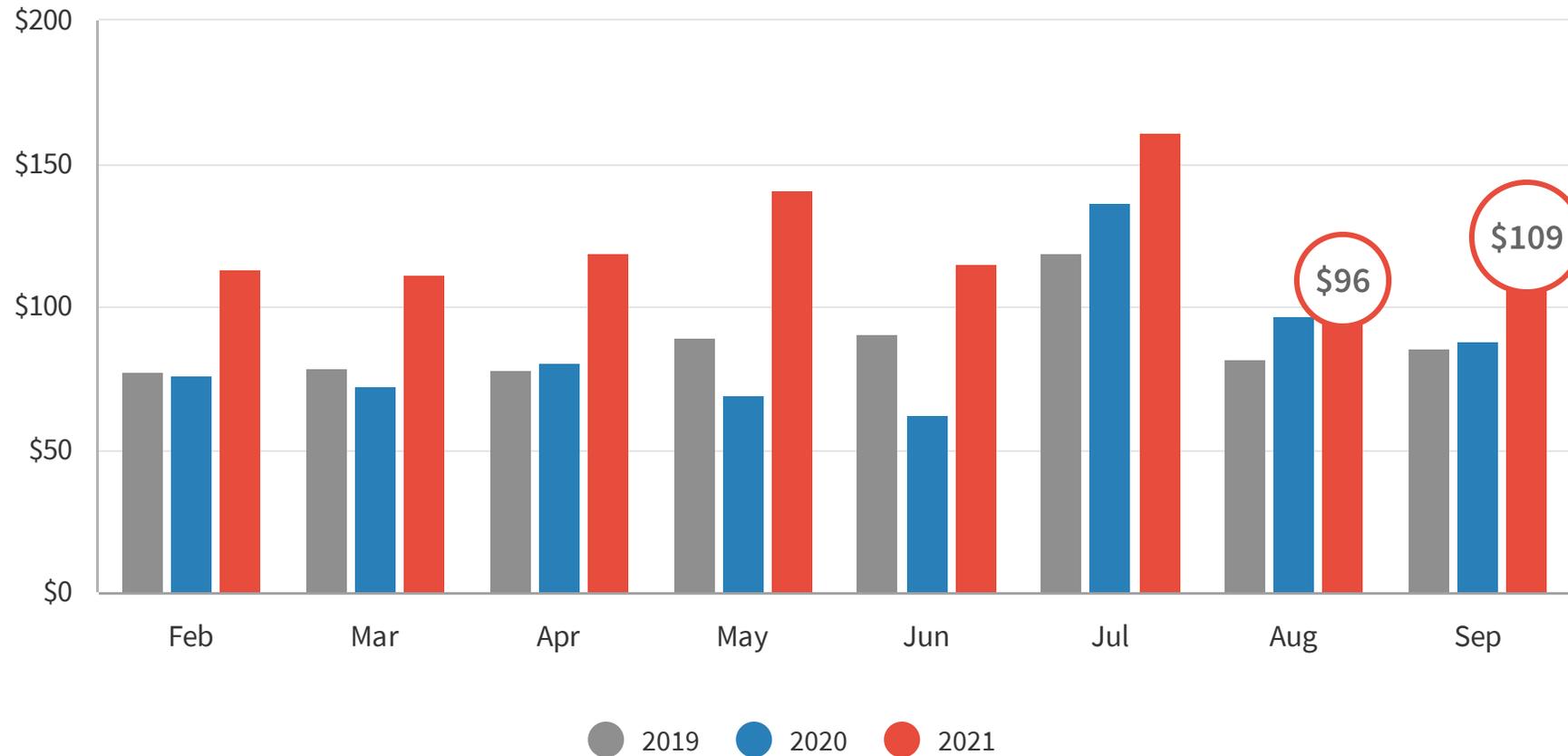


INSIGHT

Length of Stay in September 2021 was 4 days, which is a 33% decrease since August.

Average Daily Rate

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



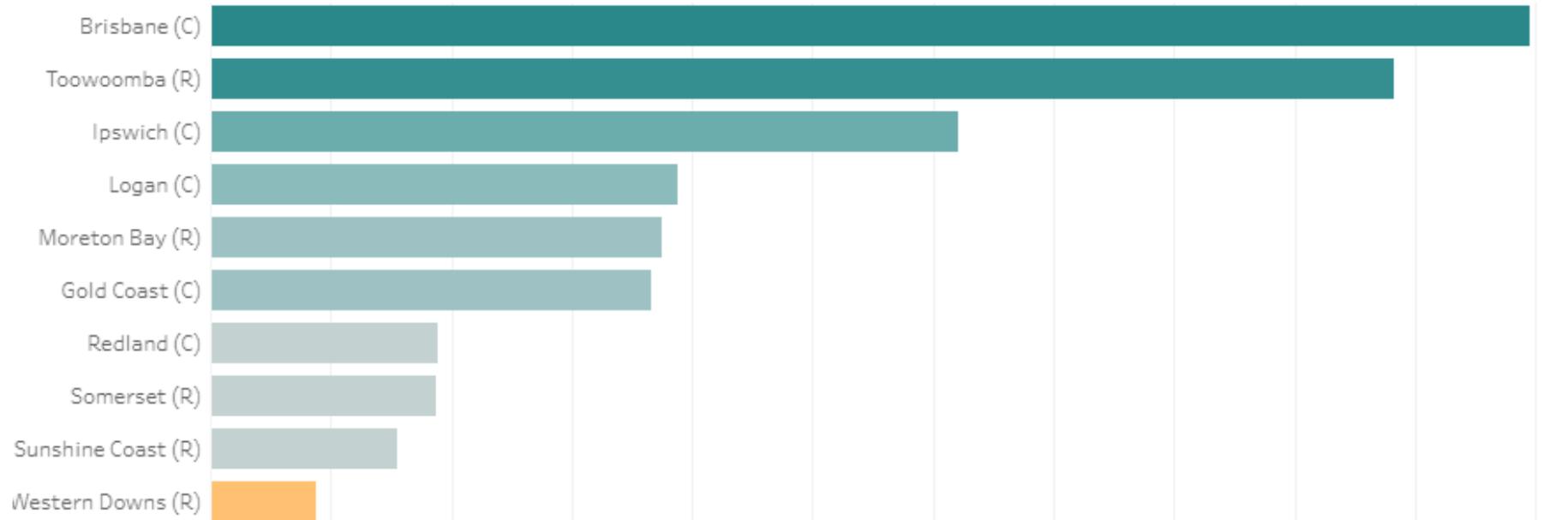
19%

INSIGHT

September had an ADR of \$109 which is an increase of 19% when compared to last month.

Source Market

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

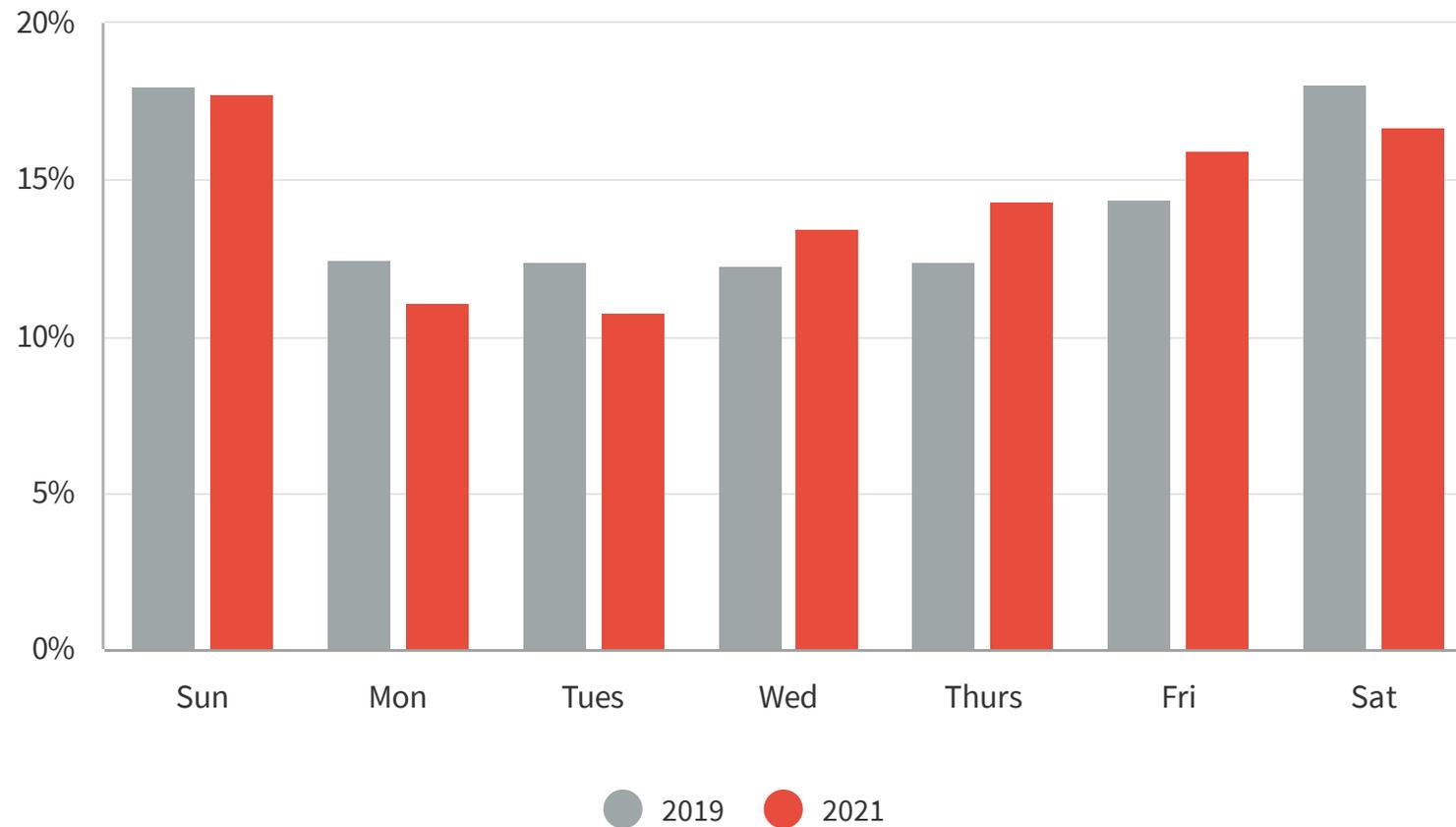


INSIGHT

The LGA's with the most amount of devices seen within the Lockyer Valley region in September 2021 were Brisbane with 21.9%, Toowoomba with 19.65% and Ipswich with 12.41%.

Day of the Week

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

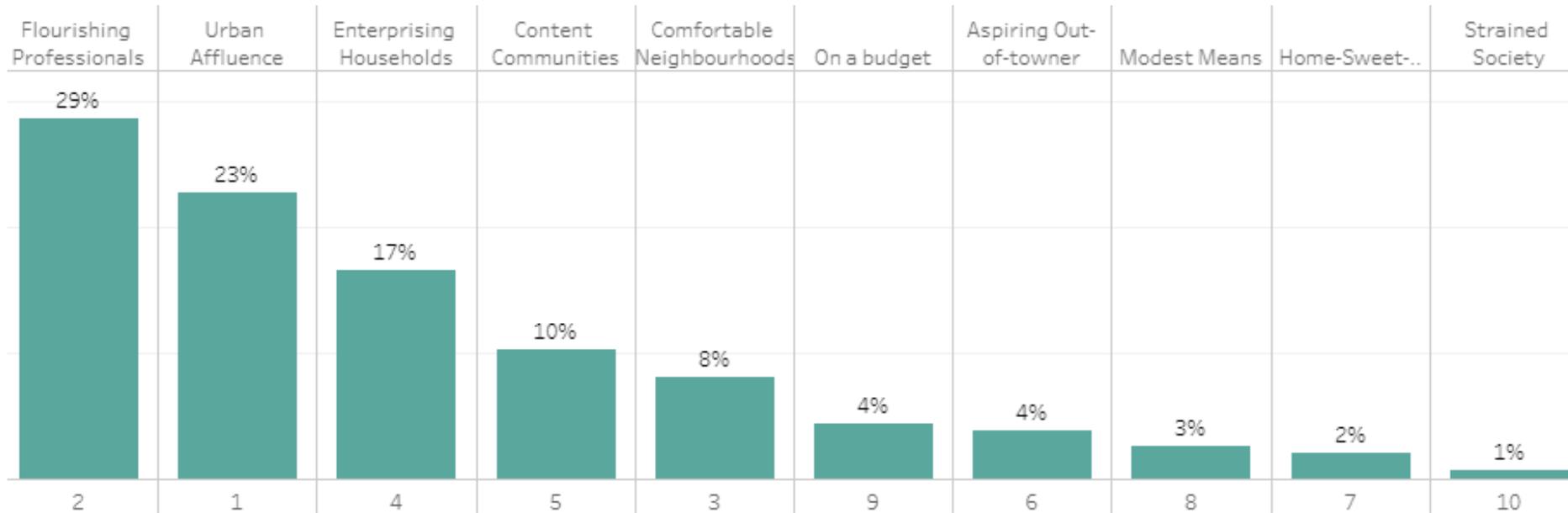


INSIGHT

The most popular day of the week to visit in September 2021 was Sunday with 17.74% of visitation.

Top Visitor Segments - Brisbane

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

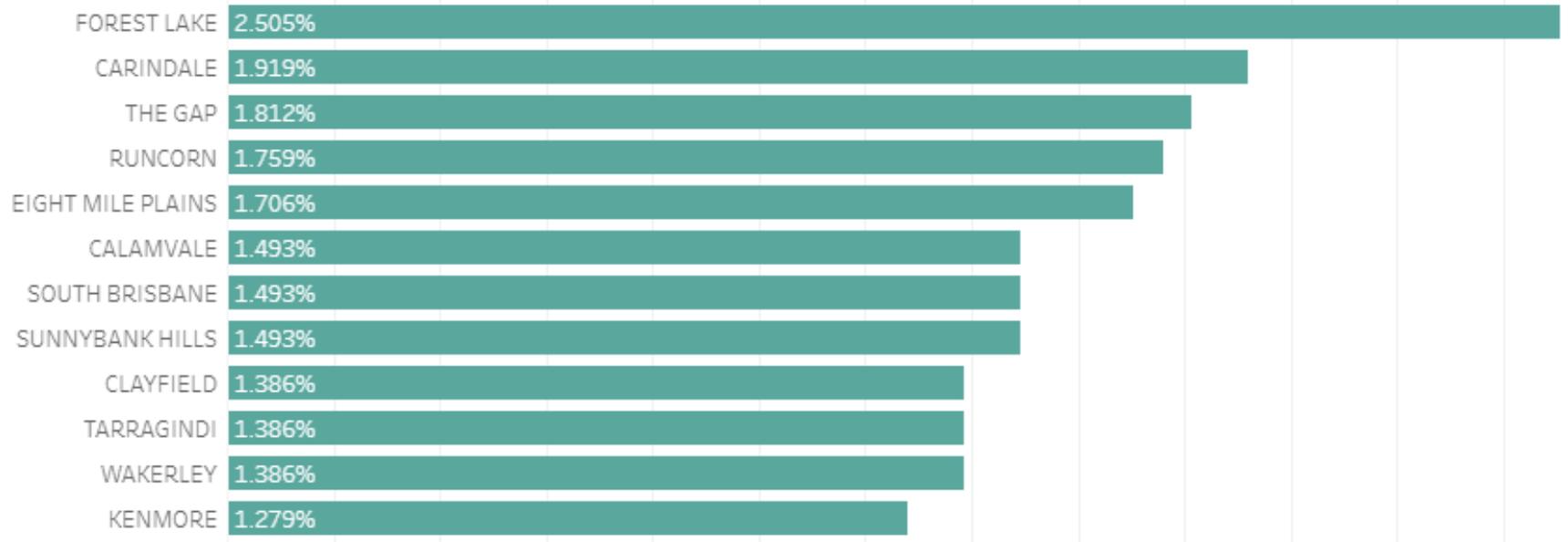


INSIGHT

52% 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 2.505%.