

Lockyer Valley Monthly Report

April 2021



Key Points from April 2021



Lockyer Valleys occupancy level has seen a steady increase of 19% over the past 3 months.



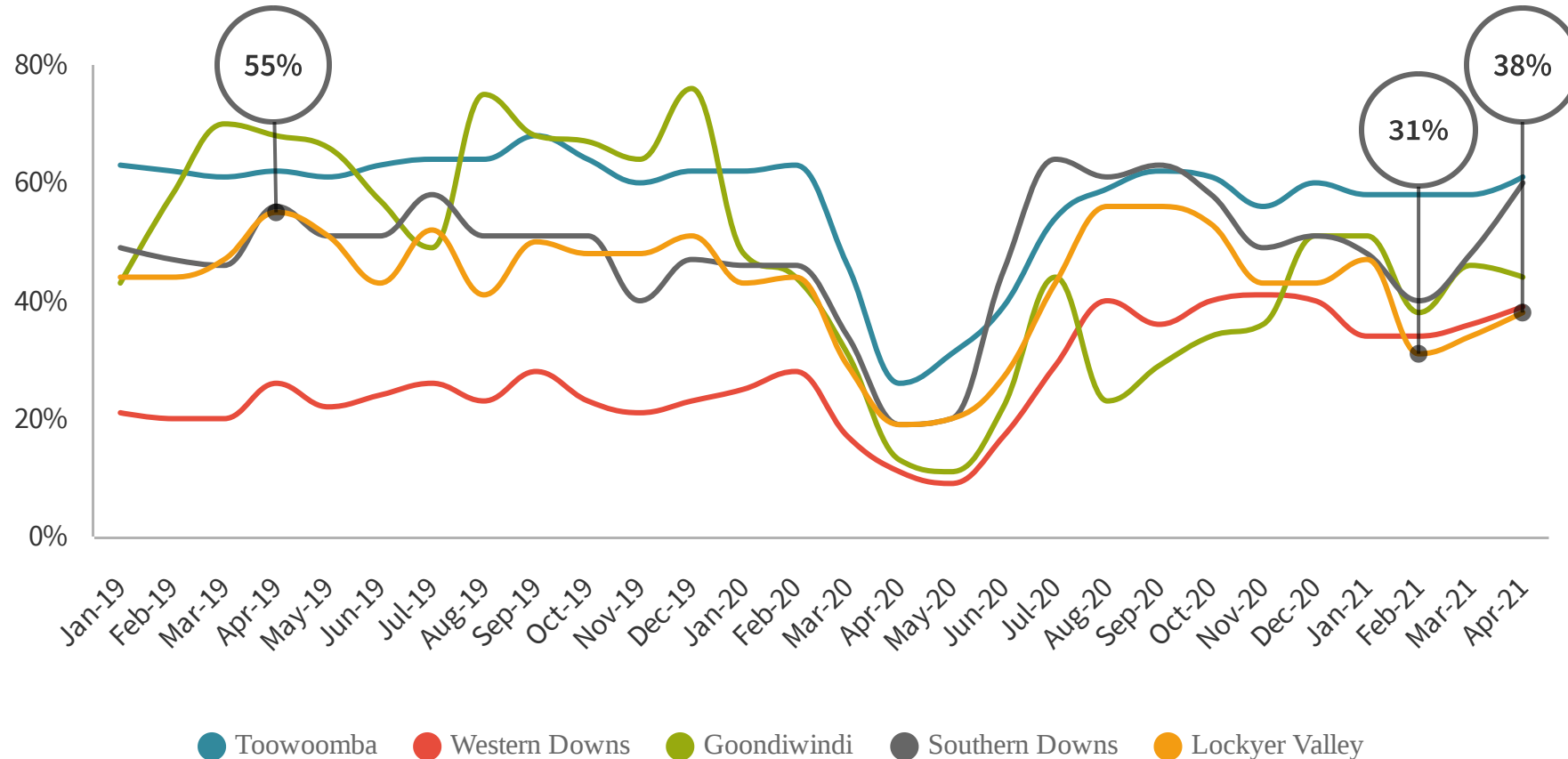
Length of stay for Lockyer Valley is down year on year but has seen an increase month on month.



The suburb that visited Lockyer Valley the most in April, was Forest Lake 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.

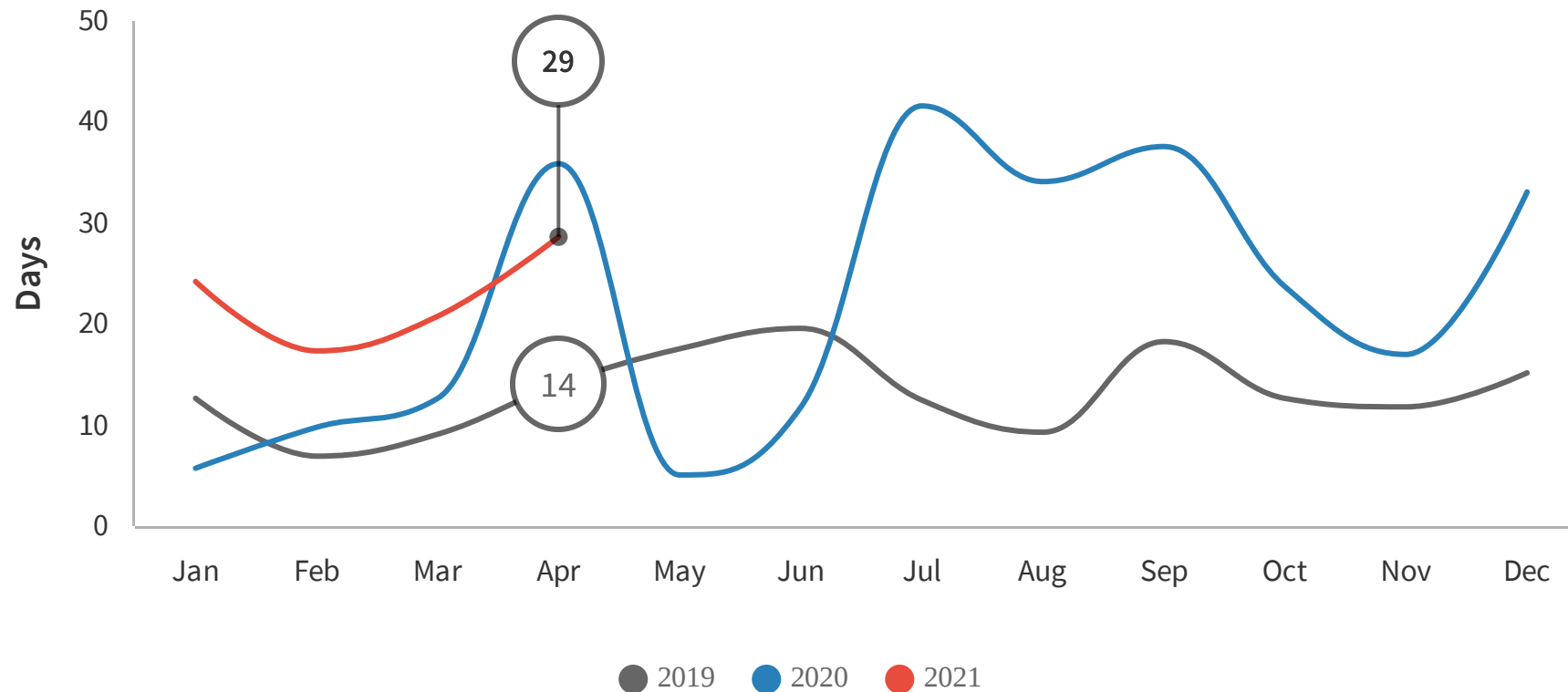


INSIGHT

The Average Occupancy Rate in February was 31% and has increased to 38% in April, this is a jump of 19%. In comparison to 2019 April however, there has been a 31% decrease.

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.



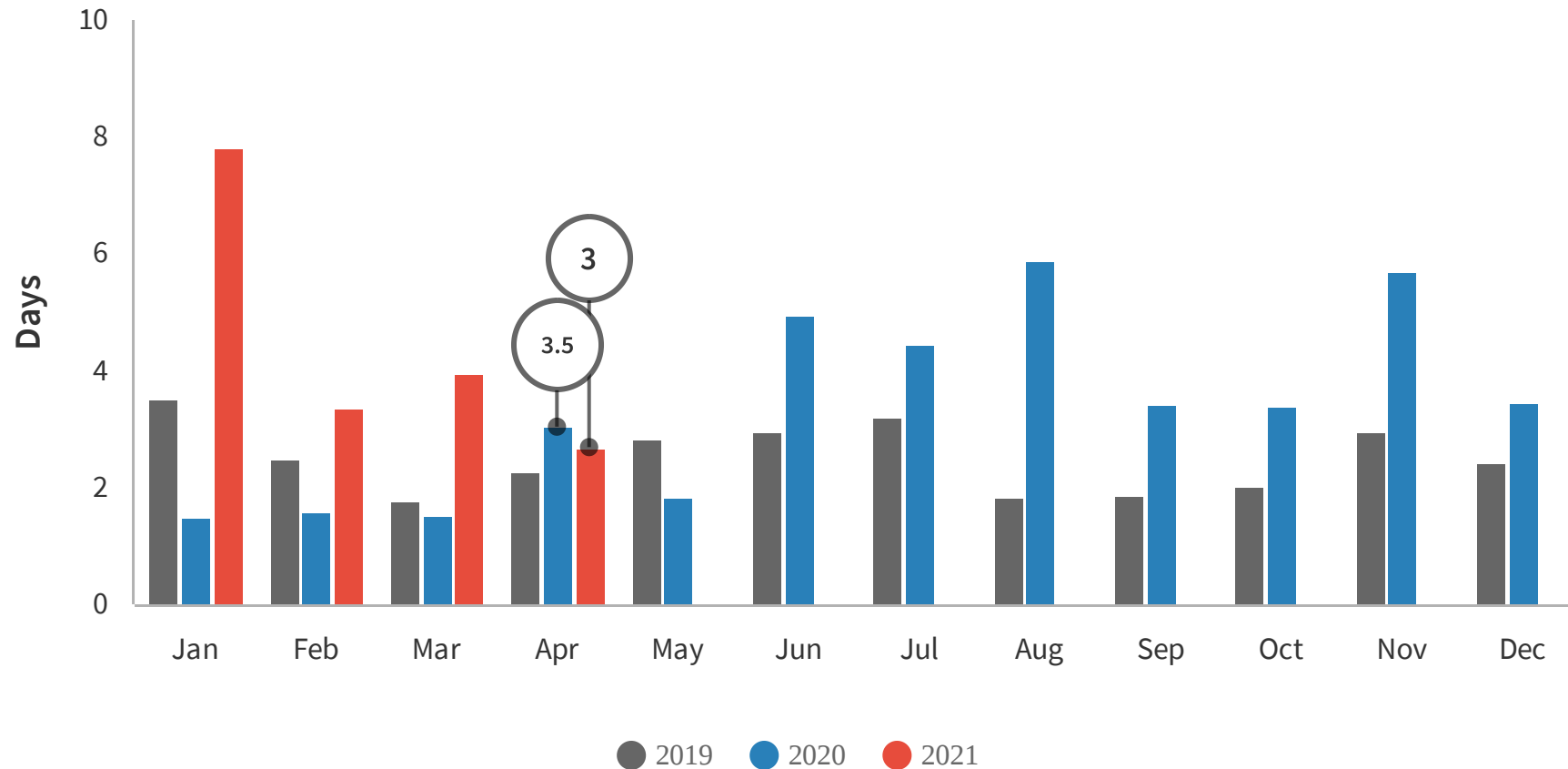
52%

INSIGHT

Although the Reservation Window is down from 2020, it's seen a 52% increase from 2019 and following a similar trend for the past 4 months.

Length of Stay

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

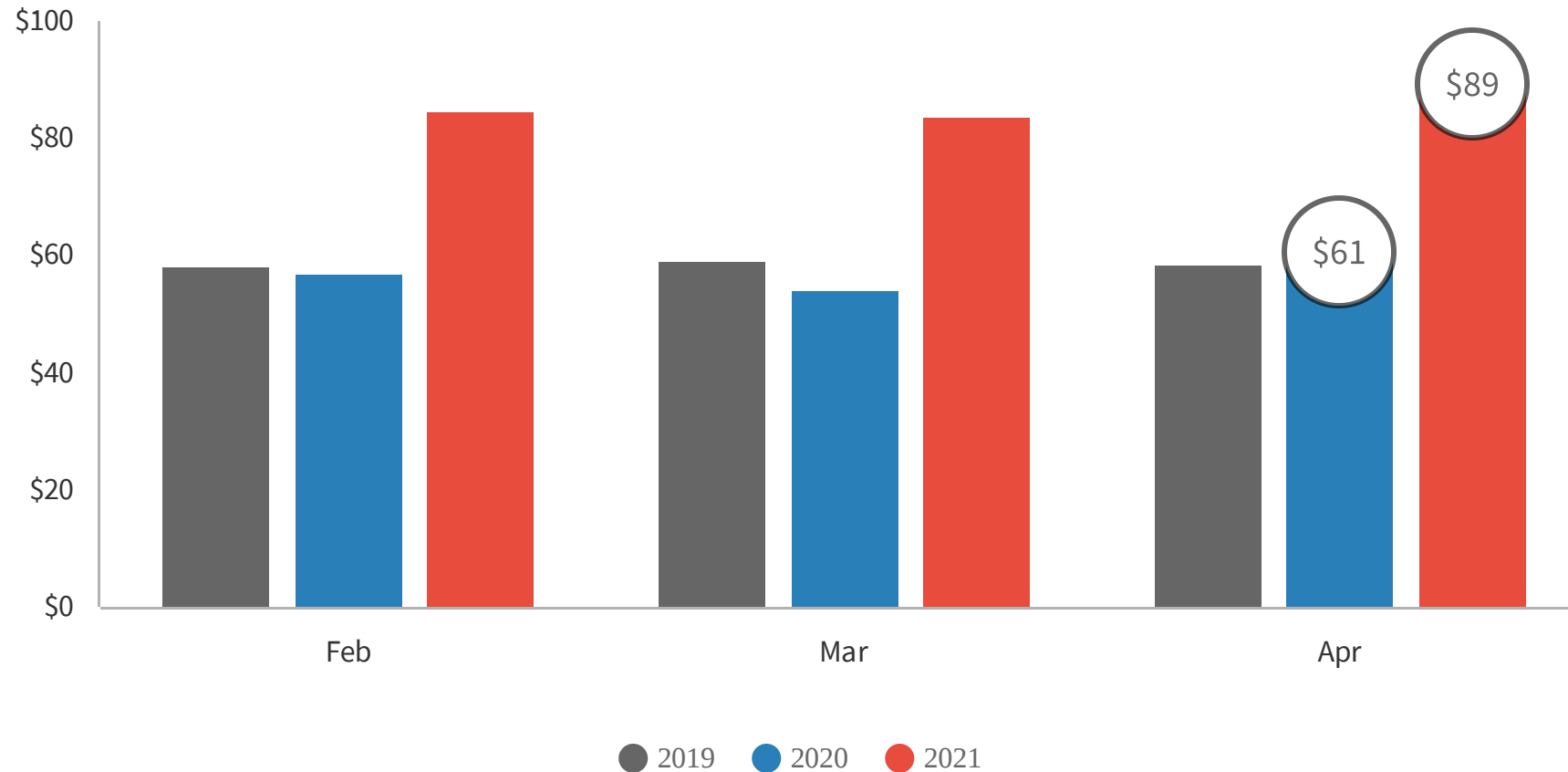


INSIGHT

Length of Stay in April 2020 was 3.5 days and decreased to 3 days in 2021, this is a 12% decrease. However, the past 3 months have shown good growth from 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.



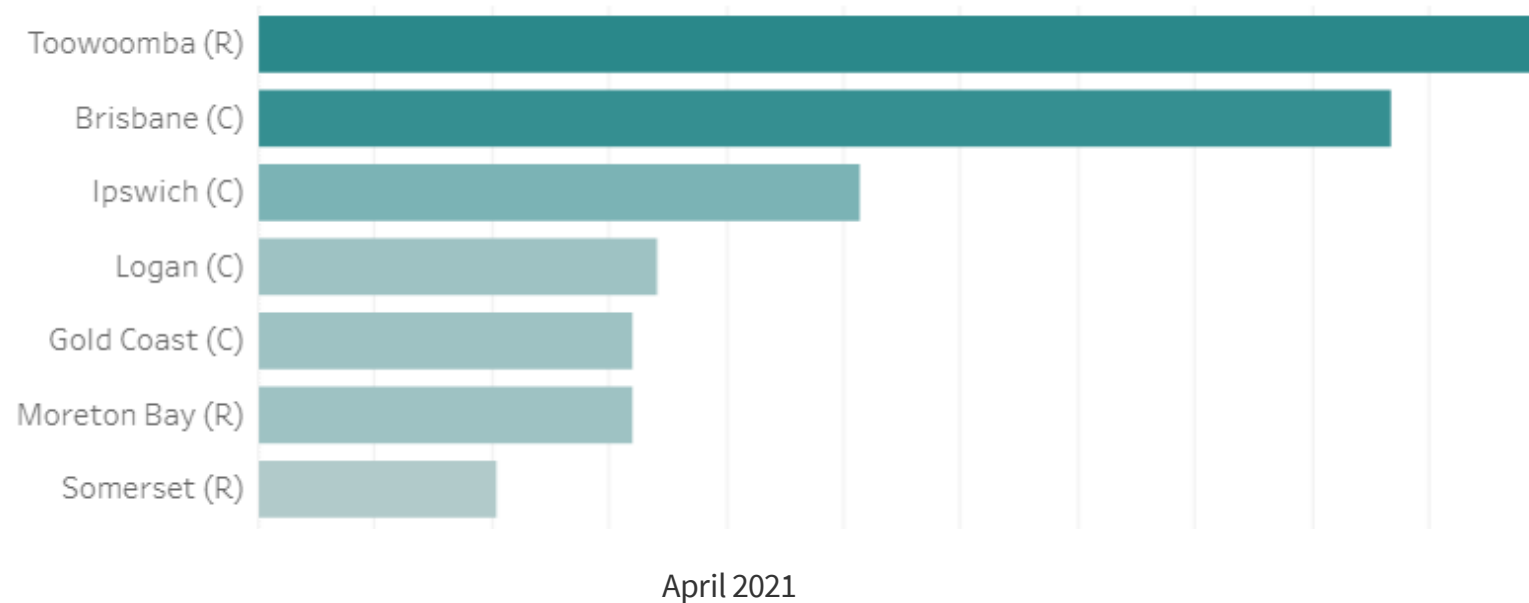
31%

INSIGHT

Previous years show a steady trend in the Average Daily Rate, however 2021 has presented some consistent growth. April presenting a large jump of 31% with a ADR of \$89. 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. Focusing on the top 7 for the month of April.

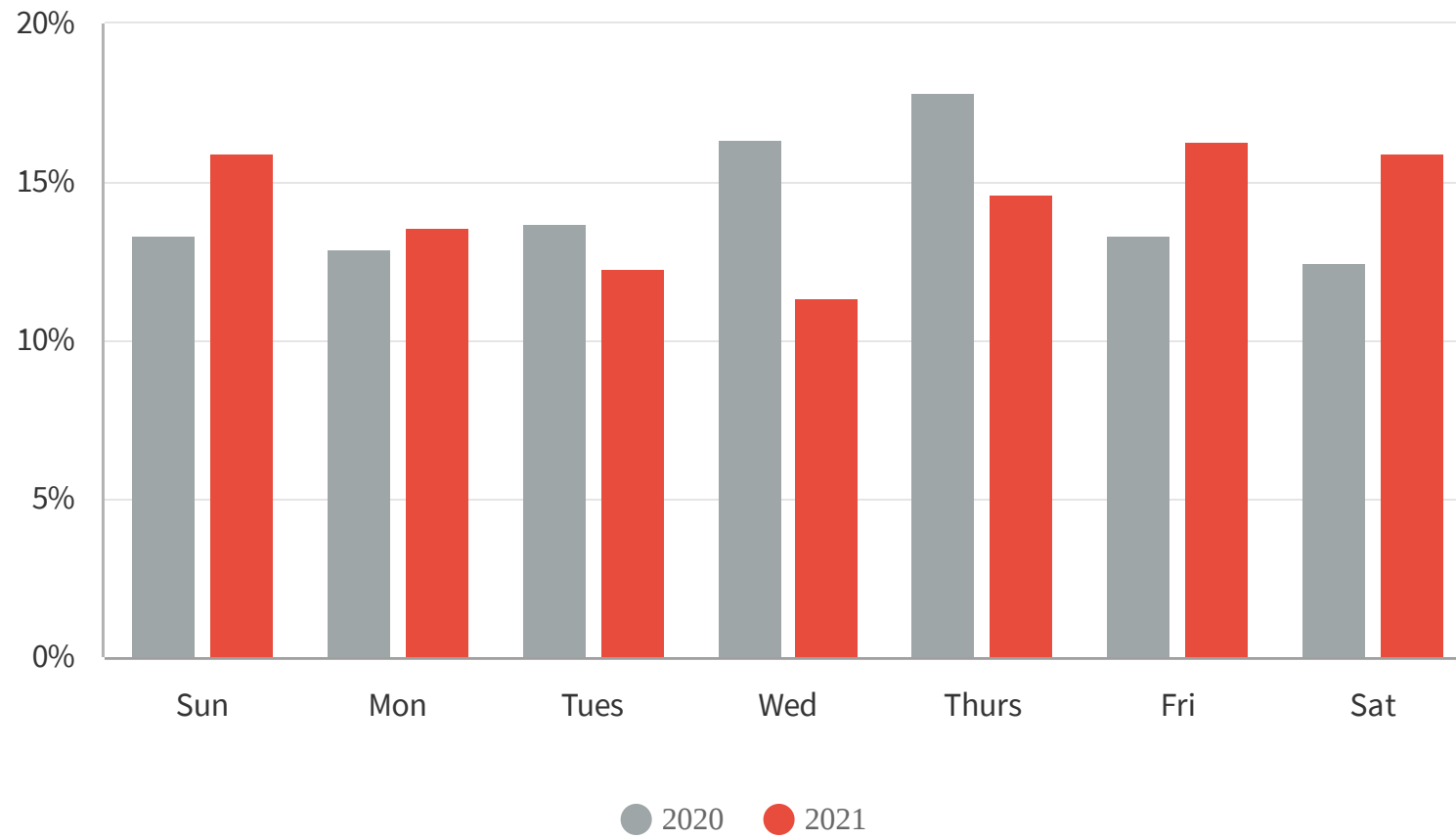


INSIGHT

The LGA's with the most amount of devices seen within the Lockyer Valley region in April 2021 were Toowoomba with 22%, Brisbane with 19.4% and Ipswich with 10.9%.

Day of the Week

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

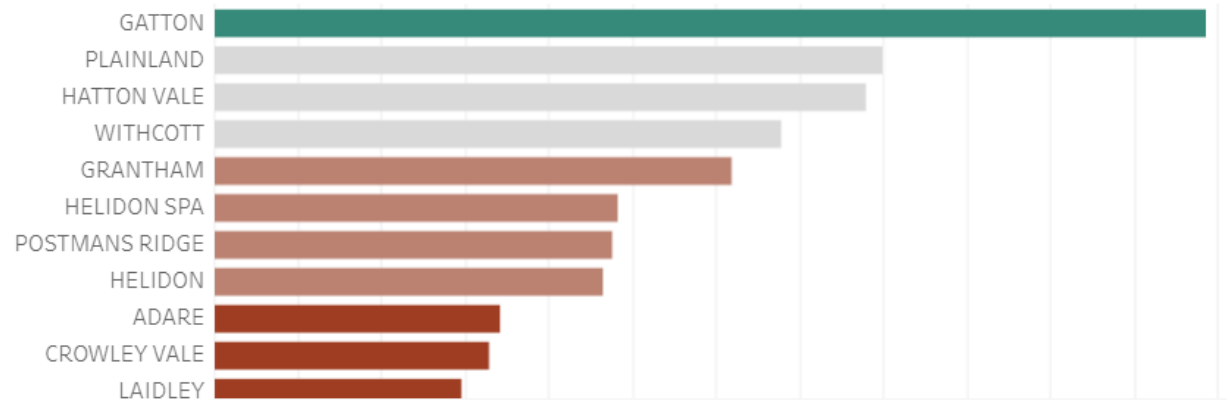


INSIGHT

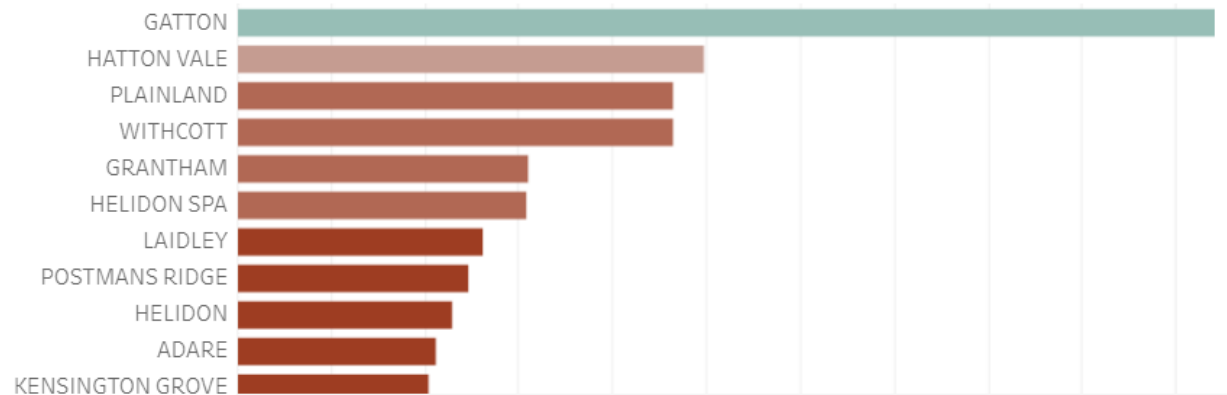
Interestingly, the most common days to visit in 2020 were Wednesday and Thursday - probably due to COVID. Now into 2021, the most common is Friday through to Sunday at 48.2% of total visitation - which would normally be the case.

Top Suburb Visitation

Top Suburb displays the suburbs most visited for the month of April.



April 2021



April 2020

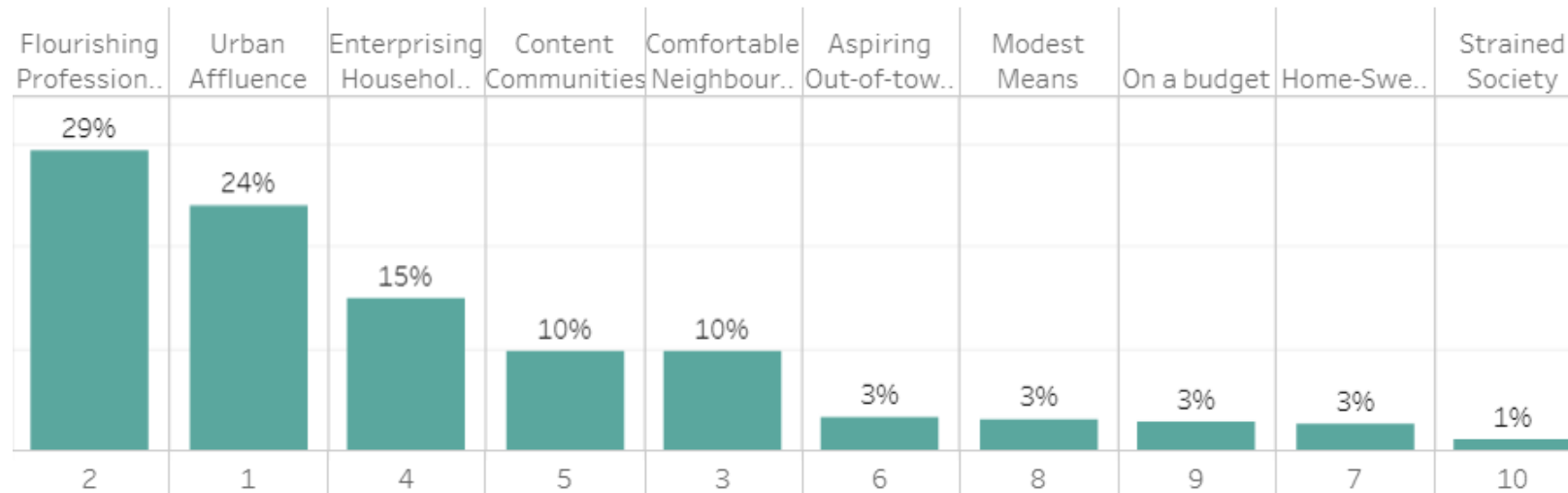


INSIGHT

The most visited suburb in the Month of April was Gatton with 23.71% of visits. 2020 saw a more even level of visitation amongst all suburbs because of the travel restrictions.

Top Visitor Segments - Brisbane

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



Visitor Segmentation from Brisbane - April 2021

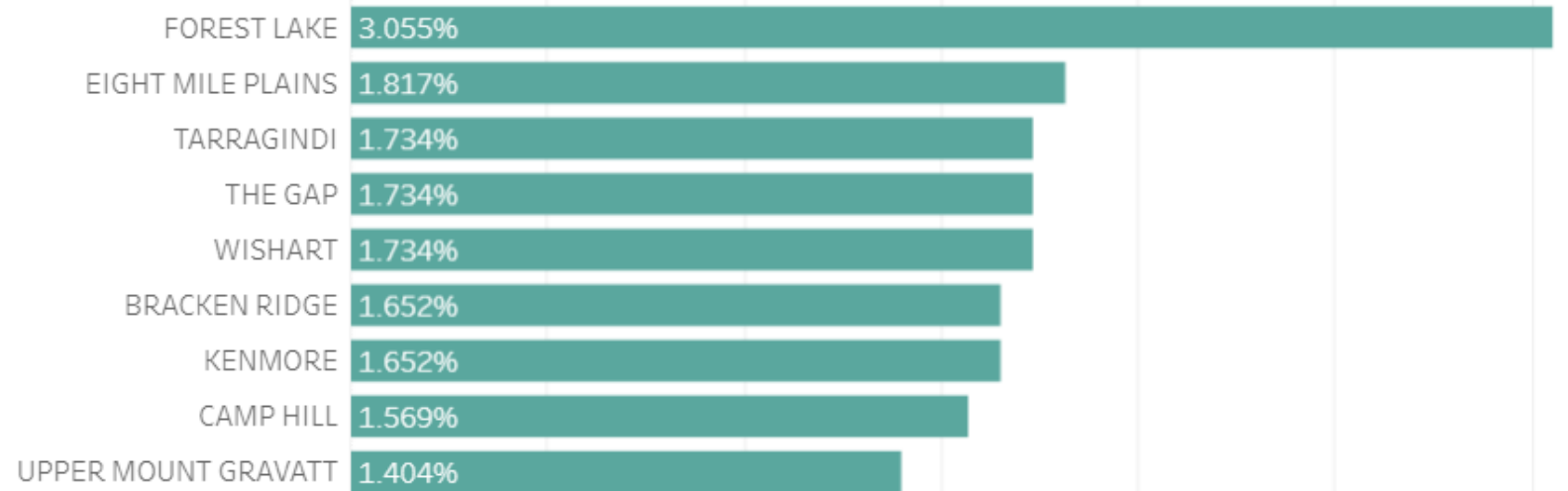


INSIGHT

The top two visitors of Lockyer Valley from Brisbane in the month of April were the two wealthiest segments, contributing to 53%. 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 - April 2021



INSIGHT

Forest lake recorded the highest visitation from Brisbane at 3% which was by far the largest across all suburbs.