

# Lockyer Valley Monthly Report

August 2021





# Key Points from August 2021



Lockyer Valley's Occupancy level for August was 35% and has had a 23% decrease since last month. This decrease can be attributed to the lockdown that Queensland experienced in August.



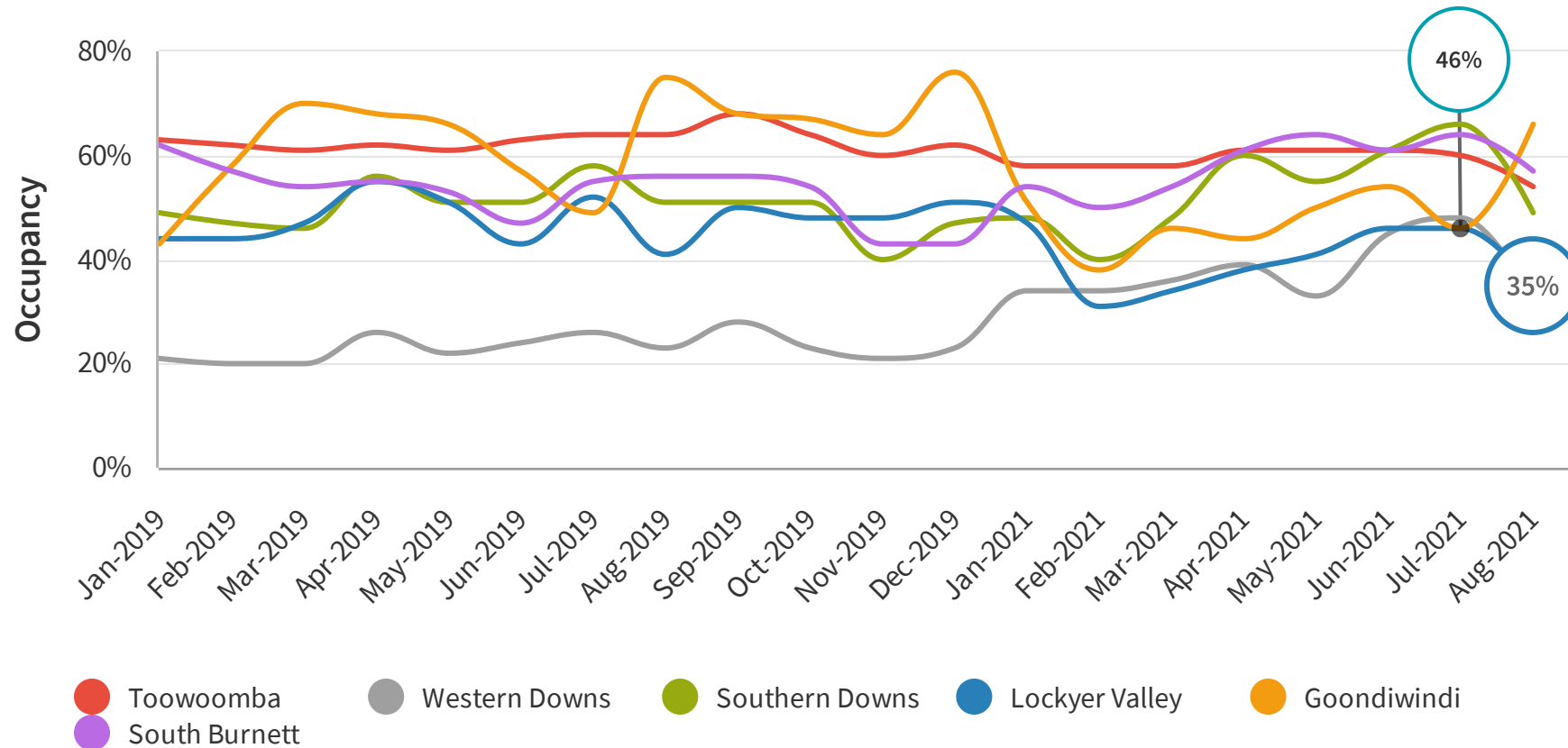
The Reservation Window for August was 42 days. When compared to 2019 the reservation window has had some really healthy growth, with this month having an increase of 366%.



August had an ADR of \$96 which is a decrease of 40% when compared to last month. It can be seen that this decrease is a trend that occurs every year for the Lockyer Valley, with July being peak season.

# Average Occupancy Rate

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

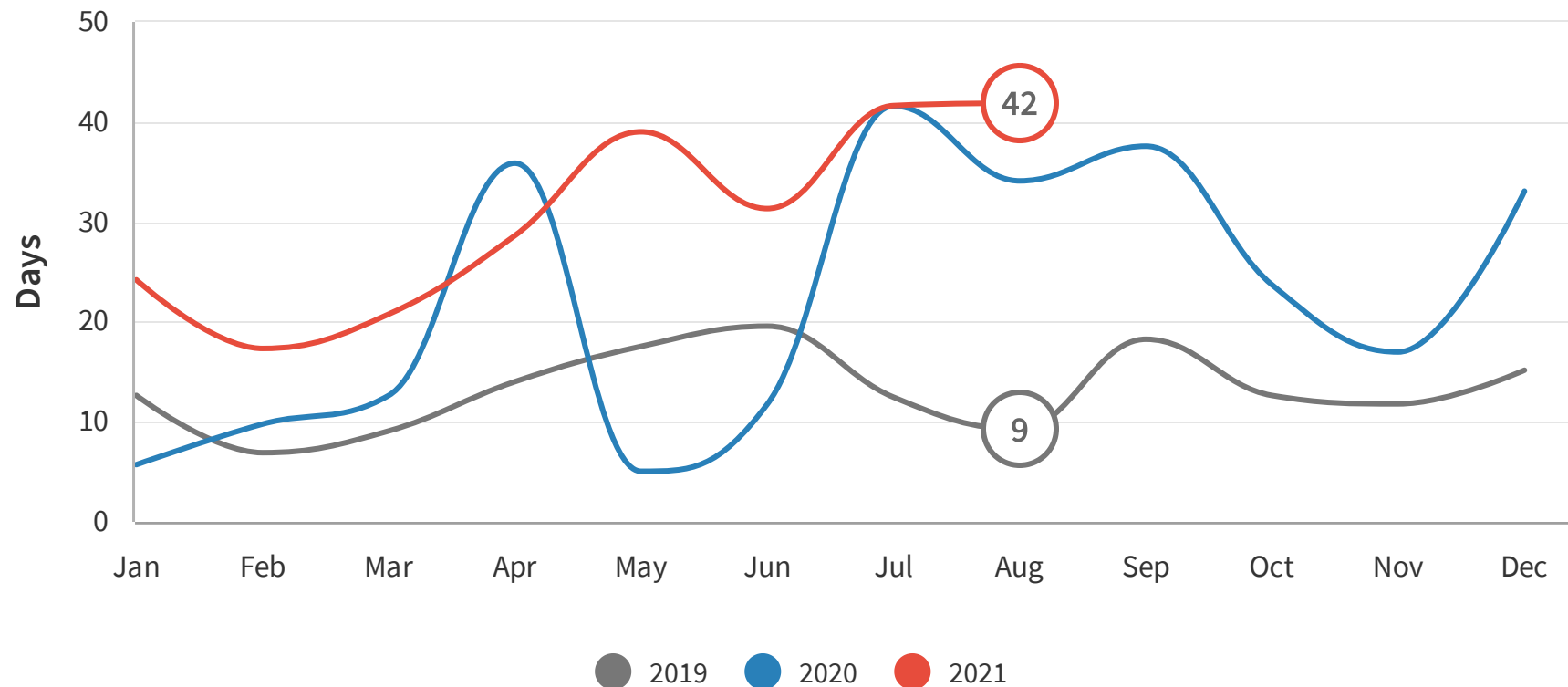


## INSIGHT

Lockyer Valley's Occupancy level for August was 35% and has had a 23% decrease since last month. This decrease can be attributed to the lockdown that Queensland experienced in August.

# 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.



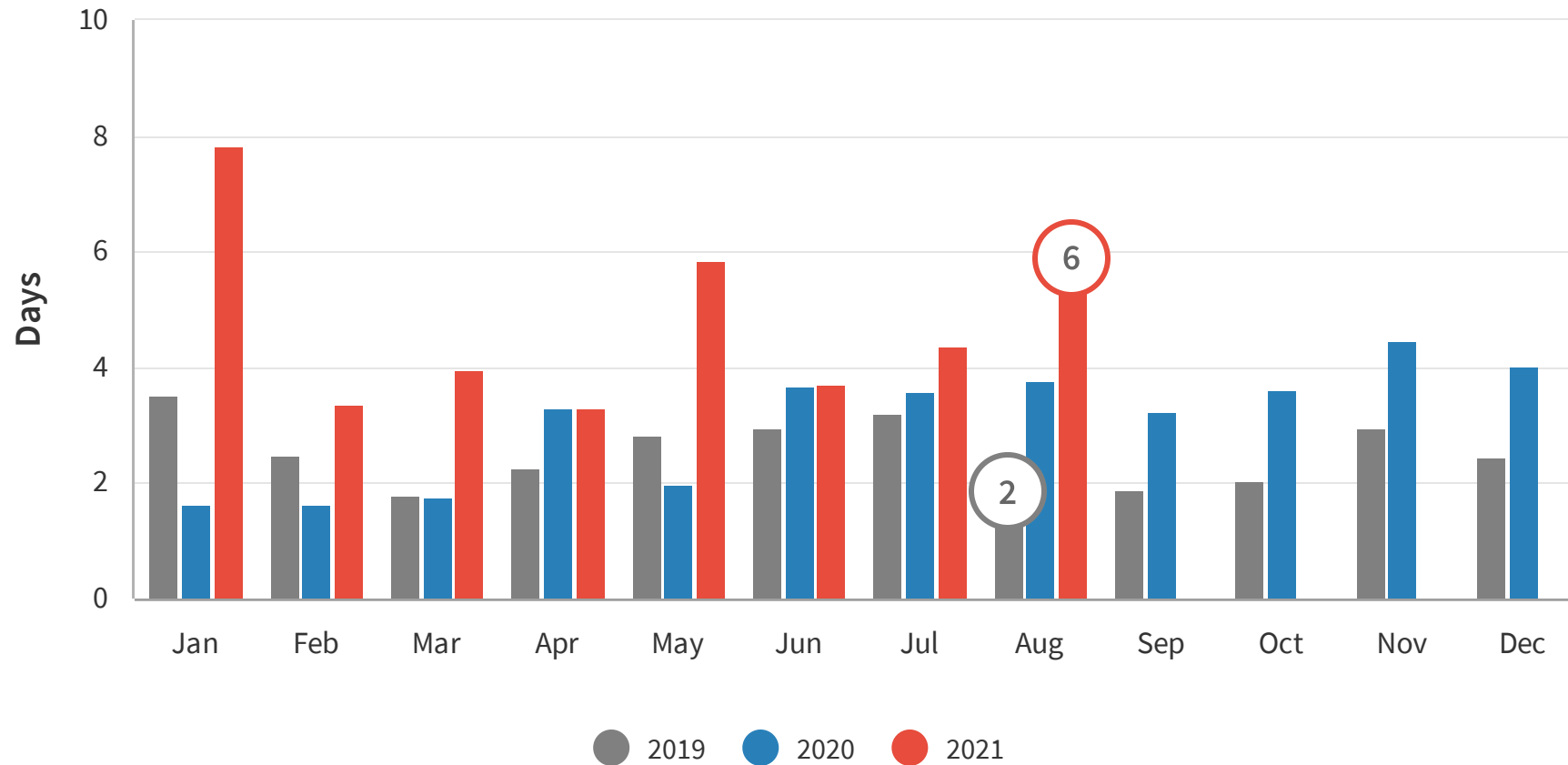
## 366%

INSIGHT

The Reservation Window for August was 42 days. When compared to 2019 the reservation window has had some really healthy growth, with this month having an increase of 366%.

# Length of Stay

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

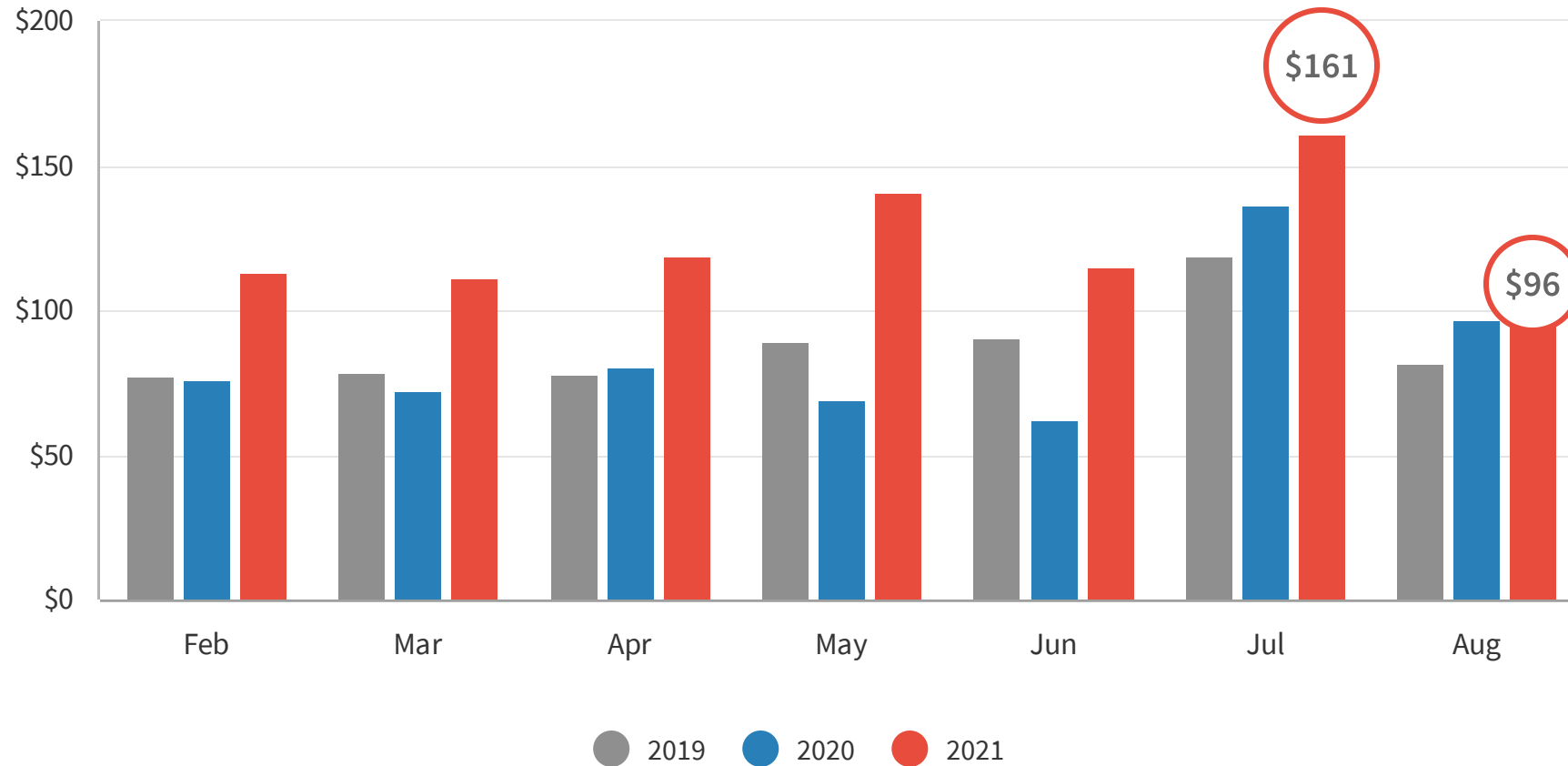


## INSIGHT

Length of Stay in August 2021 is 6 days, and has seen an increase of 200% since 2019. Length of stay has maintained healthy growth since the start of the year, which is really positive for the region.

# Average Daily Rate

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



## 40%

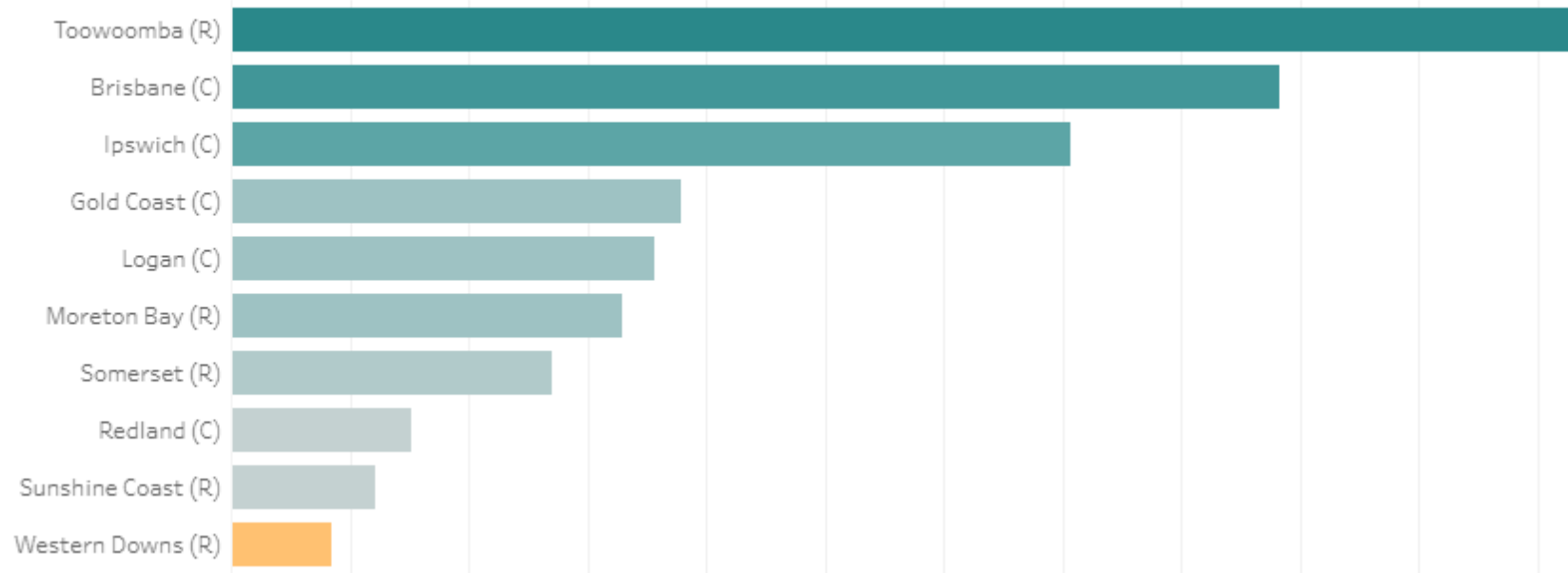
INSIGHT

August had an ADR of \$96 which is a decrease of 40% when compared to last month. It can be seen that this decrease is a trend that occurs every year for the Lockyer Valley, with July being peak season.

# Source Market

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

Which LGA are people coming from?



August 2021

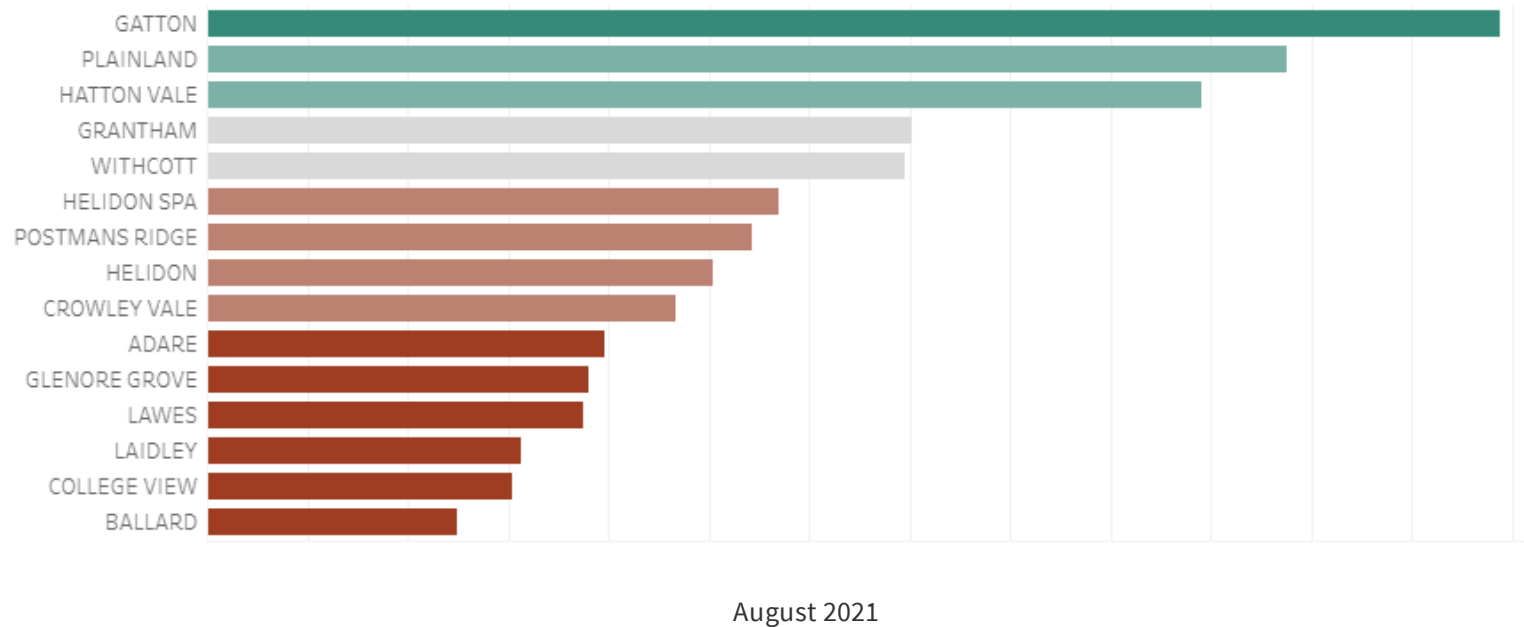


## INSIGHT

The LGA's with the most amount of devices seen within the Lockyer Valley region in August 2021 were Toowoomba with 22.7%, Brisbane with 17.65% and Ipswich with 14.14%.

# Top Suburb Visitation

Top Suburb displays the suburbs most visited for the month.



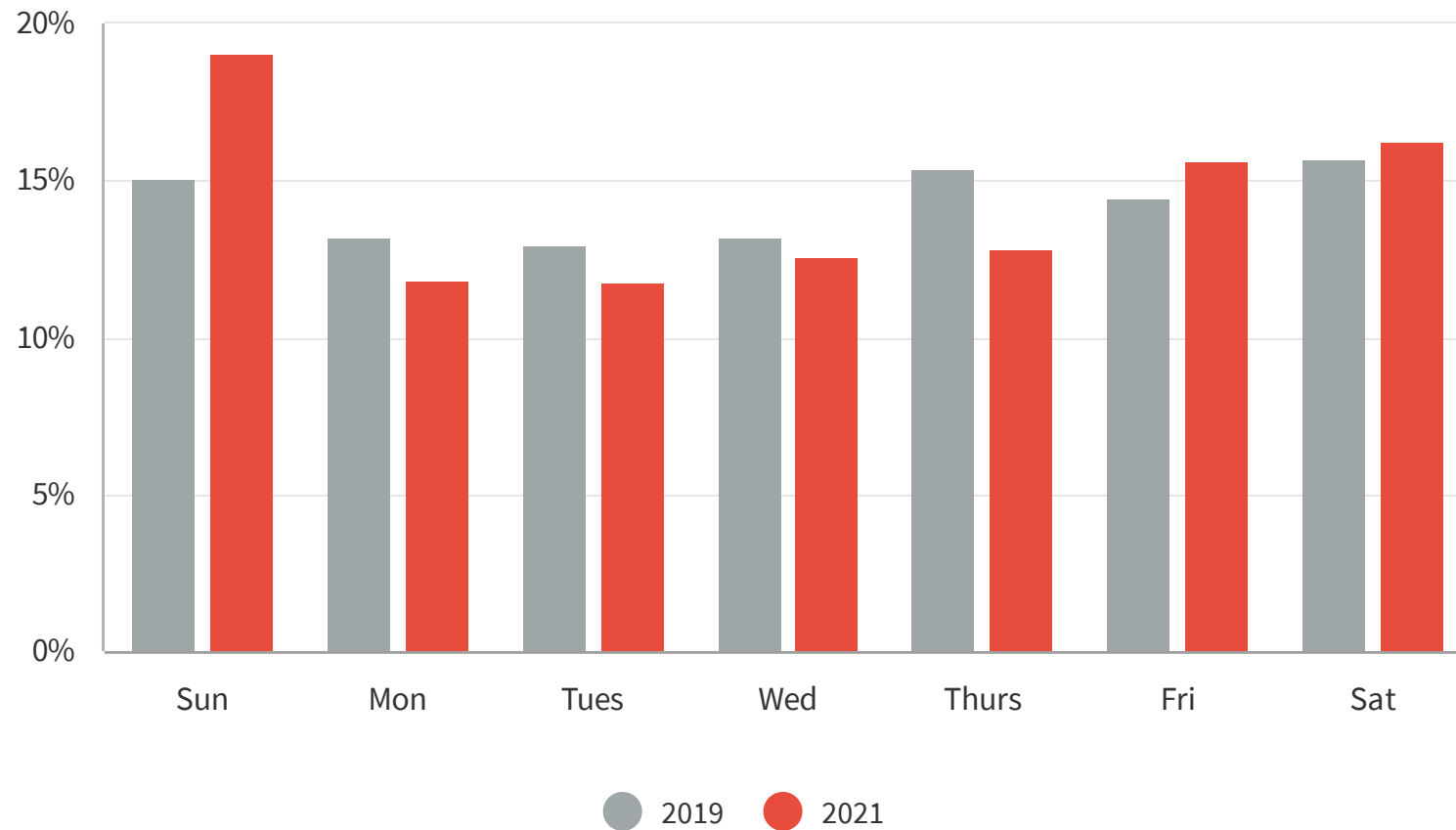
## INSIGHT

The most visited suburb in the Month of July was Gatton with 25.7% of visits, followed by Plainland with 21.50% and Hatton Vale with 19.81%.



# Day of the Week

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

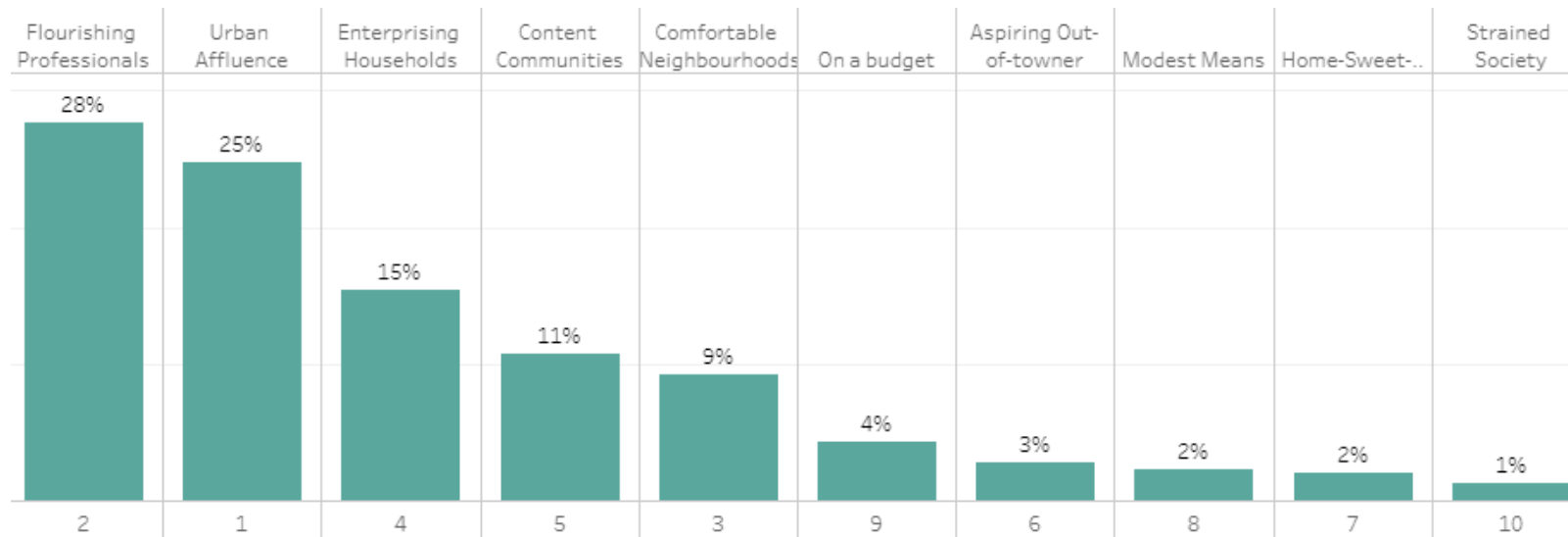


## INSIGHT

The most popular day of the week to visit in August 2021 was Sunday with 19.04%.

# Top Visitor Segments - Brisbane

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



Visitor Segmentation from Brisbane - August 2021



## INSIGHT

53% 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.



Visitor Segmentation from Brisbane - August 2021



## INSIGHT

The Gap recorded the highest levels of visitation from Brisbane at 2.18%.