

# Lockyer Valley Monthly Report

April 2022





# Key Points from April 2022



Lockyer Valley's average occupancy level for April 2022 was 47%, remaining level since last month.



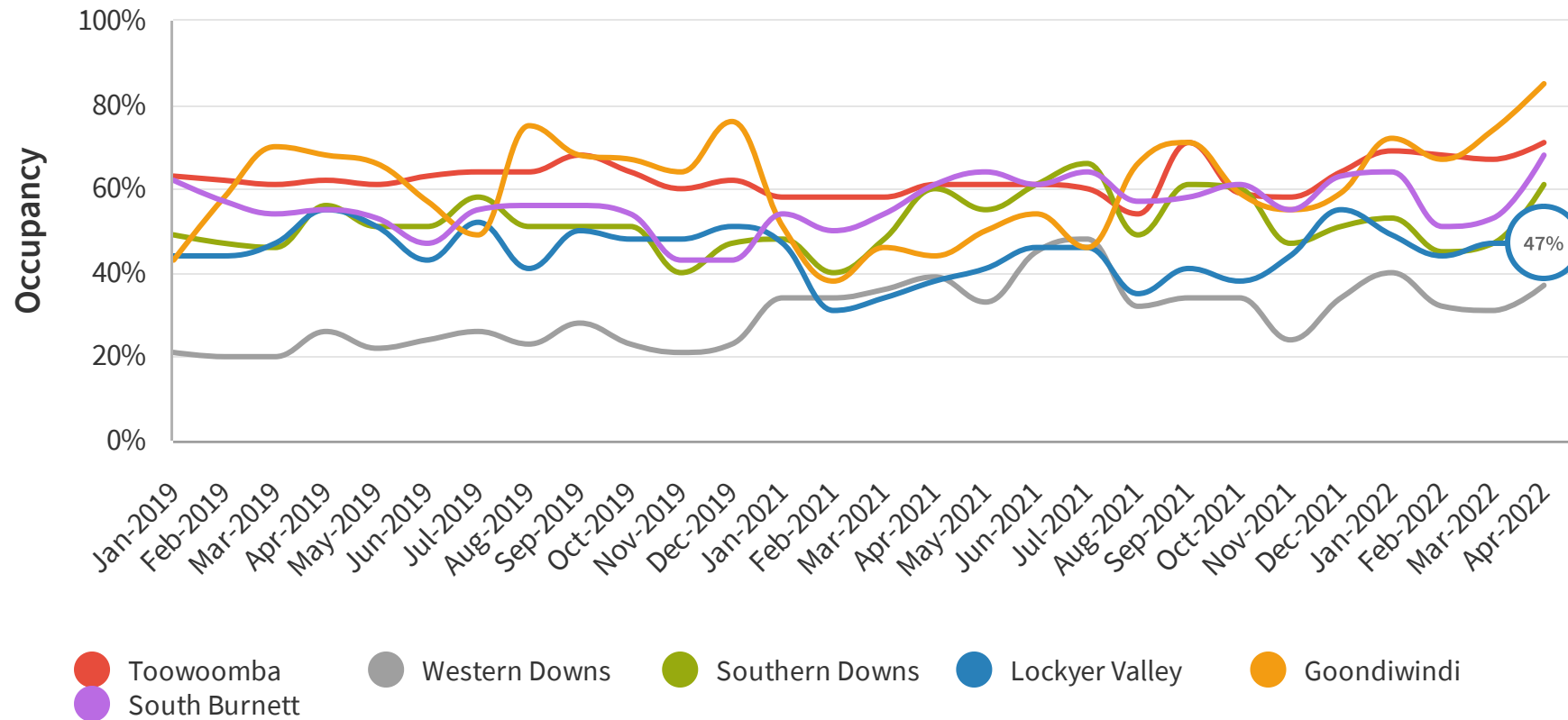
The reservation window for April 2022 was 35 days, which is an increase of 30% since last month.



The LGA's with the most amount of devices seen within the Lockyer Valley region in April 2022 were Toowoomba with 23.30%, Brisbane with 18.35% and Ipswich with 11.73%.

# Average Occupancy Rate

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

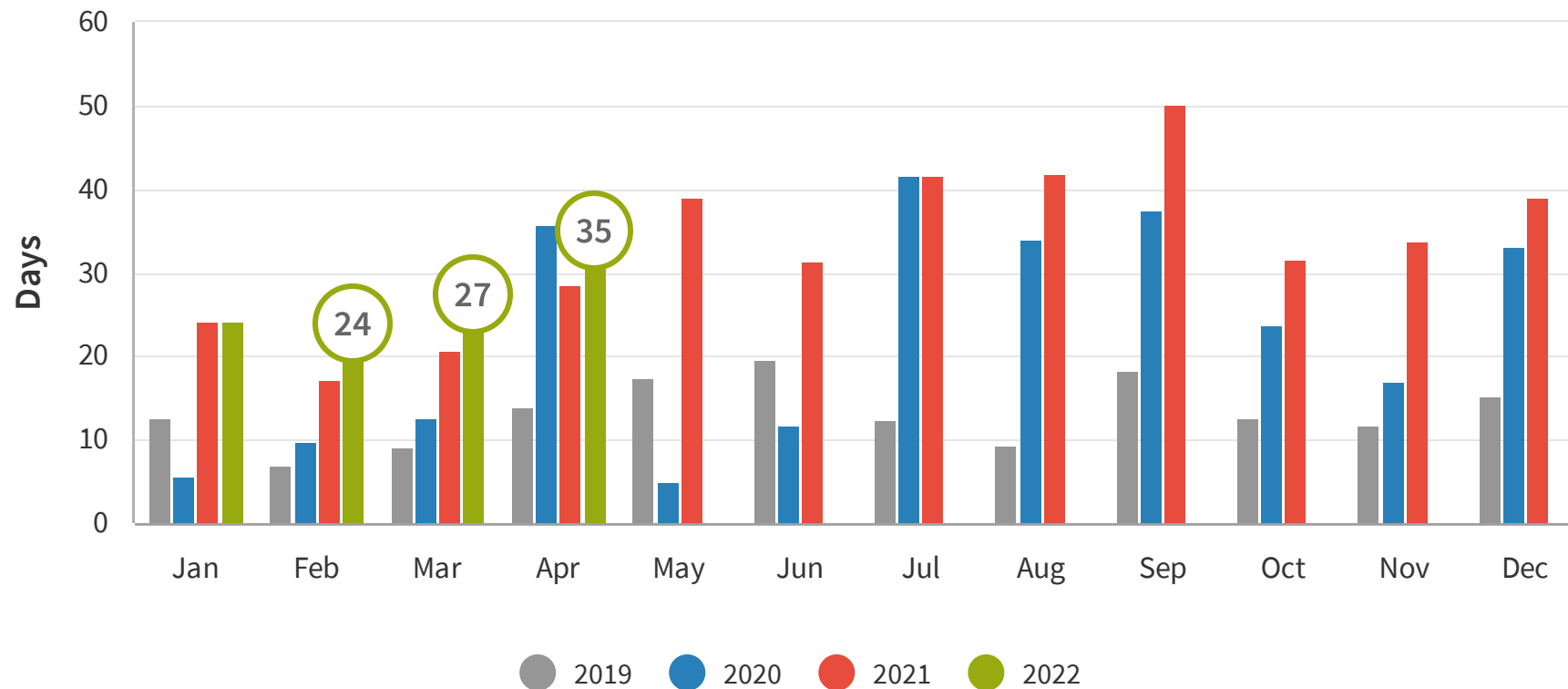


## INSIGHT

Lockyer Valley's average occupancy level for April 2022 was 47%, remaining level since last 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.

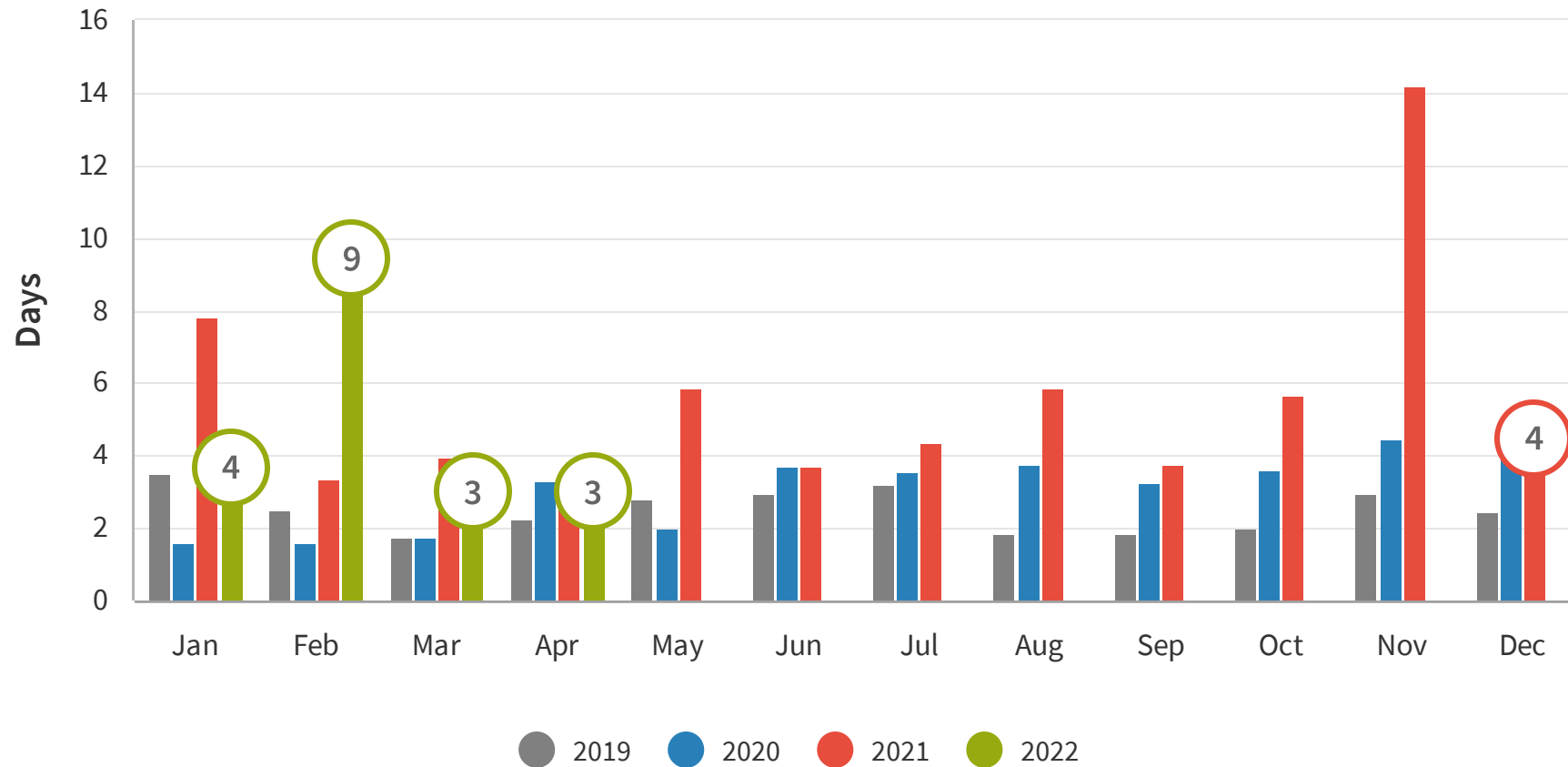


## INSIGHT

The reservation window for April 2022 was 35 days, which is a increase of 30% since last month.

# Length of Stay

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

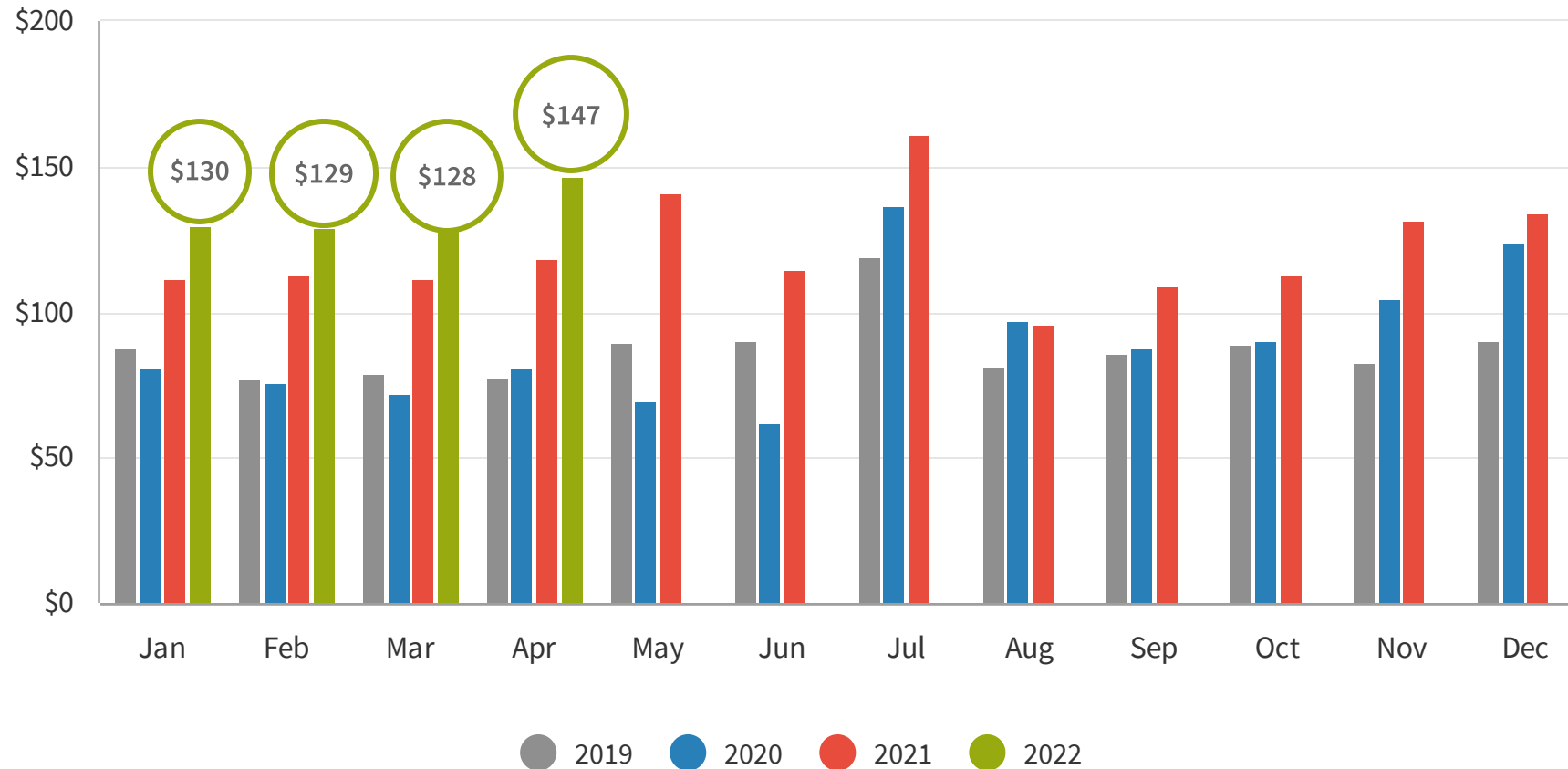


## INSIGHT

Length of Stay in April 2022 was 3 days, remaining level since last month.

# Average Daily Rate

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

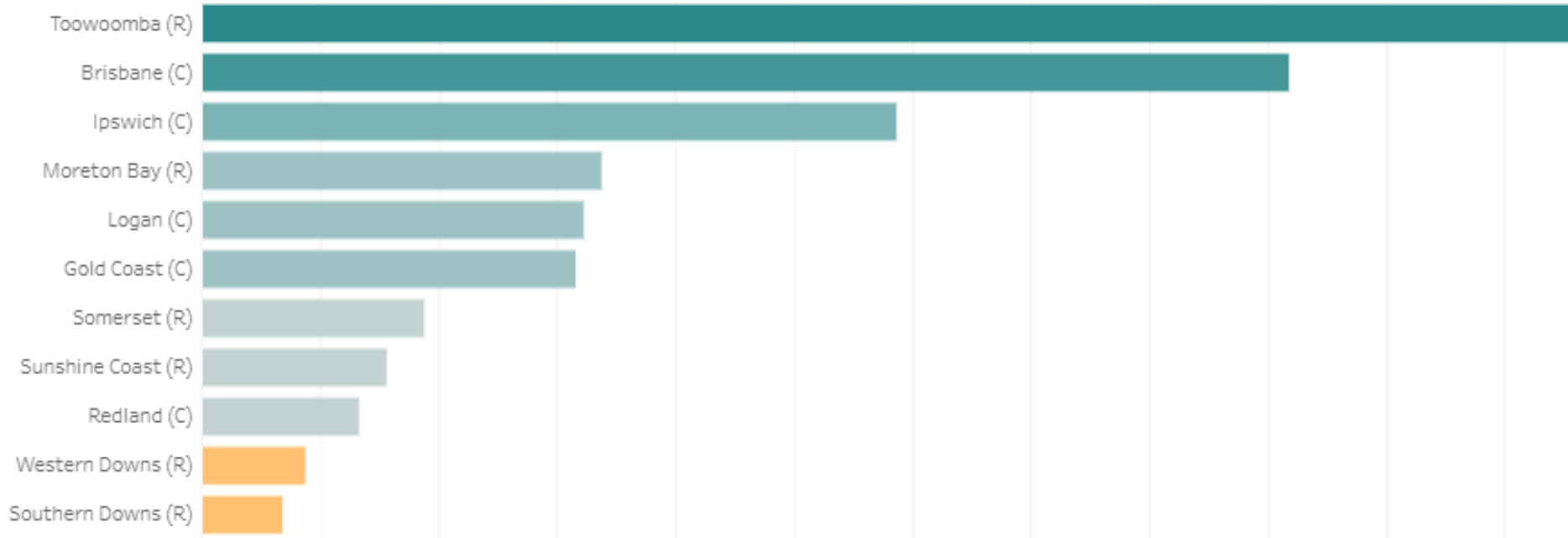


## INSIGHT

April 2022 had an ADR of \$147, which is an increase of 14% since last month. This increase in ADR was likely caused by the Easter holiday period.

# Source Market

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

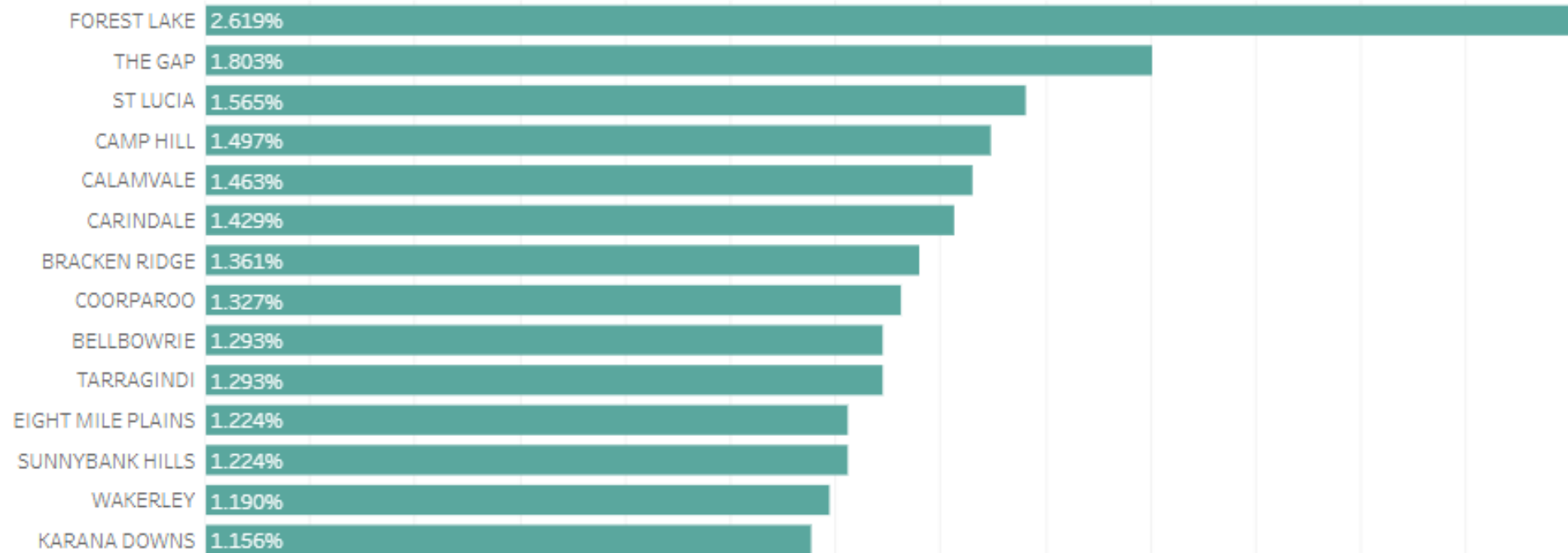


## INSIGHT

The LGA's with the most amount of devices seen within the Lockyer Valley region in April 2022 were Toowoomba with 23.30%, Brisbane with 18.35% and Ipswich with 11.73%.

# Top Visitor Suburbs Brisbane

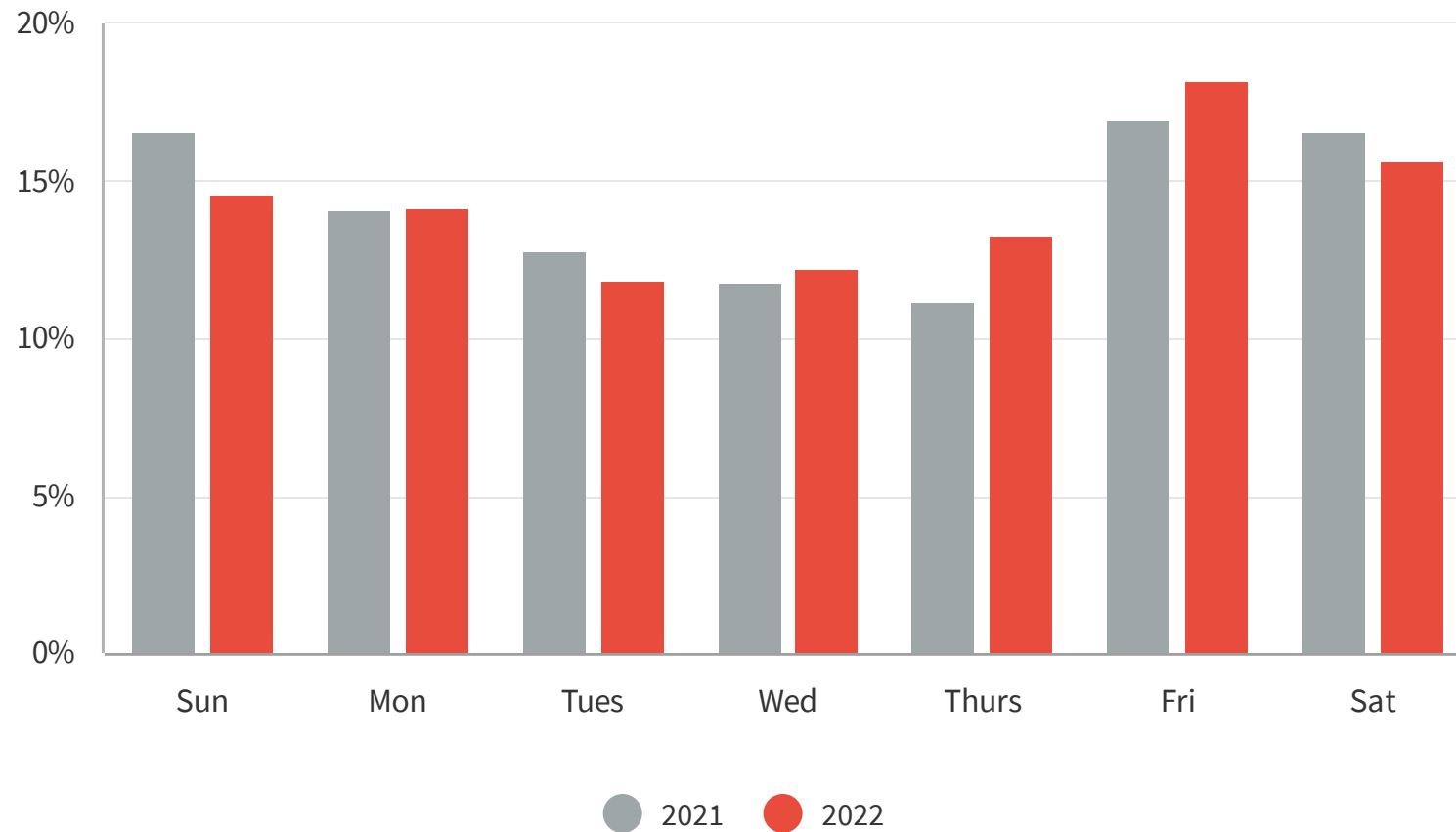
Top Visitor Segments show the segmentation of people who visited the most from Brisbane.





# 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 April 2022 was Friday with 19% of visitation.