

Lockyer Valley Monthly Report

January 2022



Key Points from January 2022



Lockyer Valley's average occupancy level for January 2022 was 49%, which was a decrease of 10% since last month.



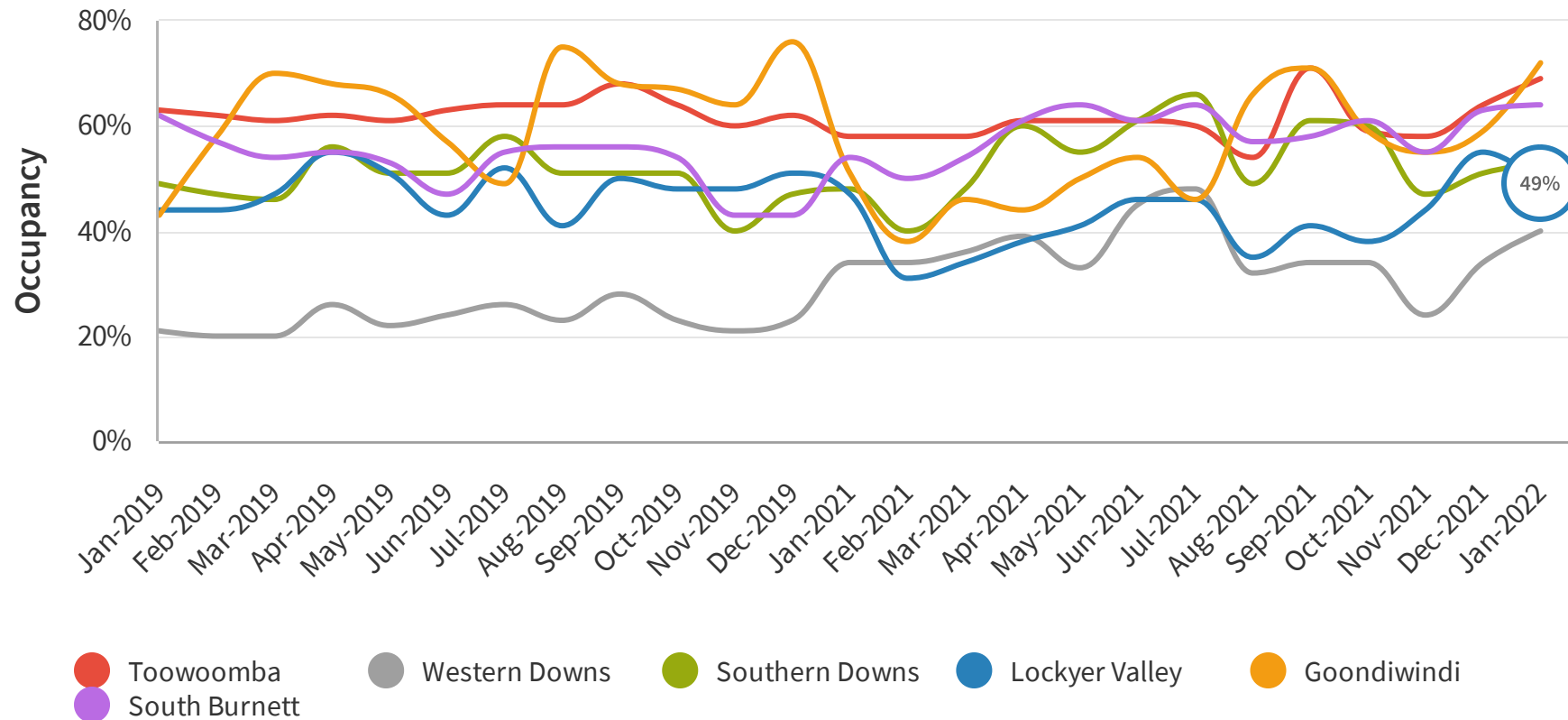
January 2022 had an ADR of \$130, which is a decline of 3% since December.



The LGA's with the most amount of devices seen within the Lockyer Valley region in January 2022 were Toowoomba with 22.38%, Brisbane with 17.5% and Ipswich with 11.69%.

Average Occupancy Rate

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

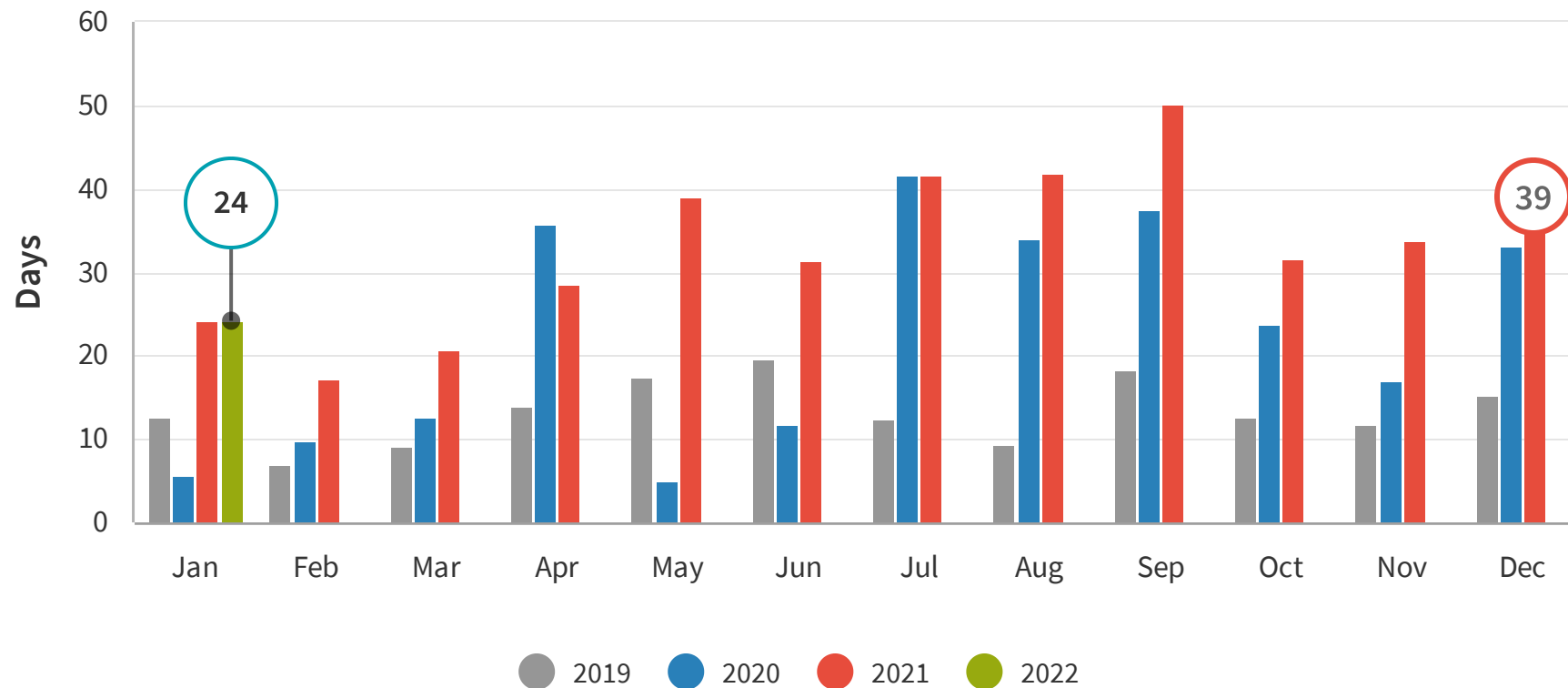


INSIGHT

Lockyer Valley's average occupancy level for January 2022 was 49%, which was a decrease of 10% 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.

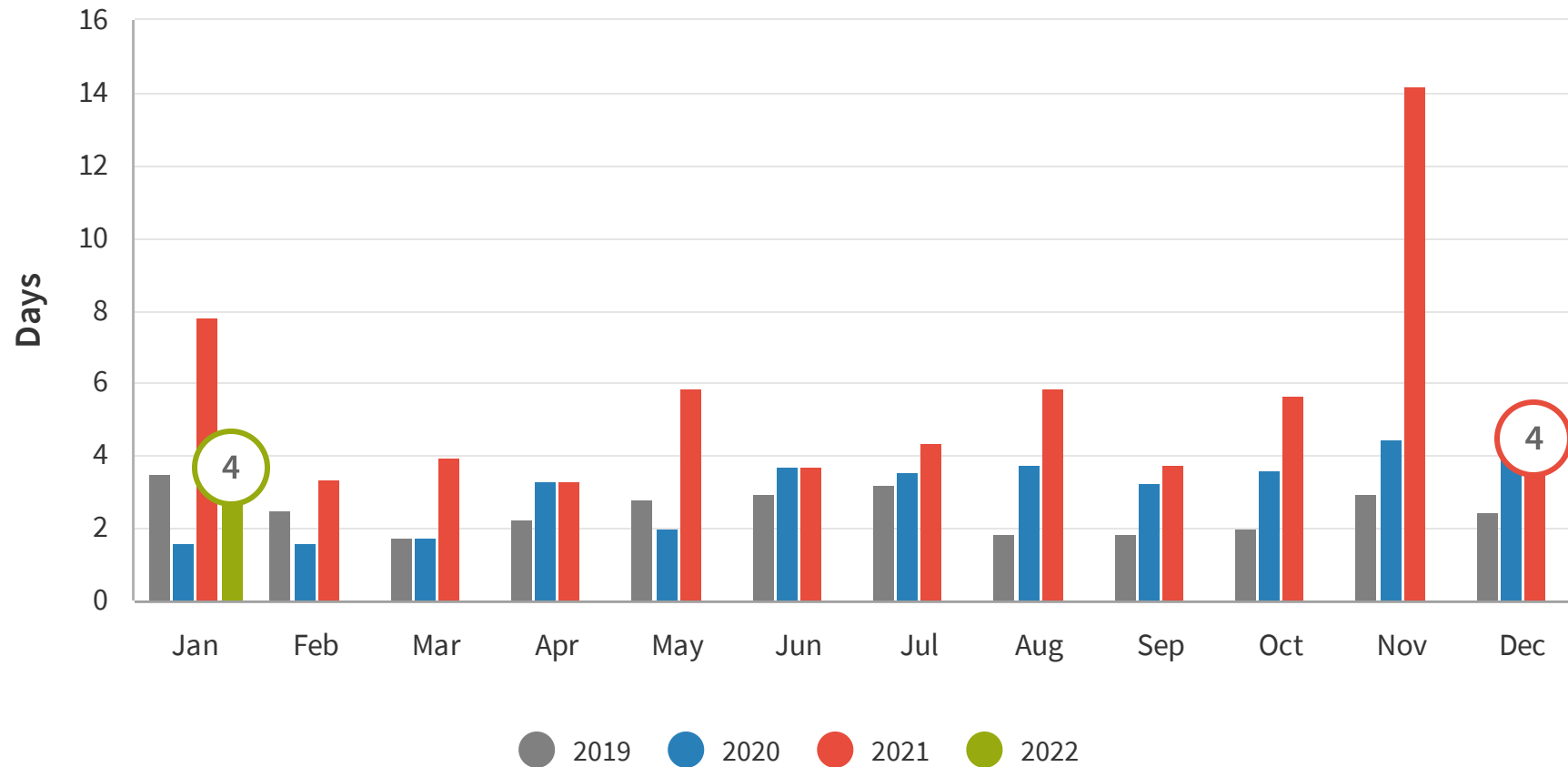


INSIGHT

The reservation window for January 2022 was 24 days, and has decreased by 38% since December.

Length of Stay

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

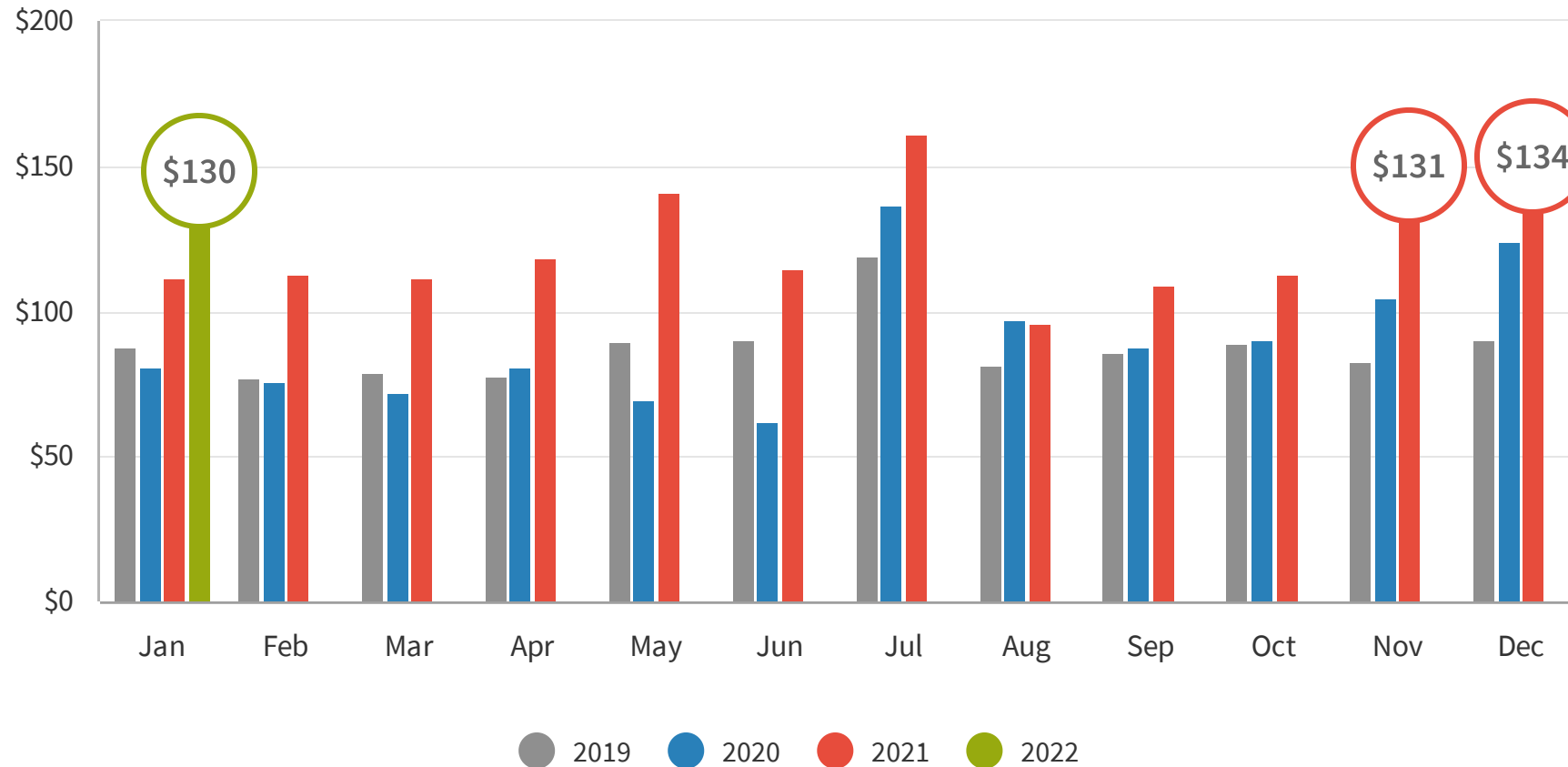


INSIGHT

Length of Stay in January 2022 was 4 days, remaining level since December last month.

Average Daily Rate

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

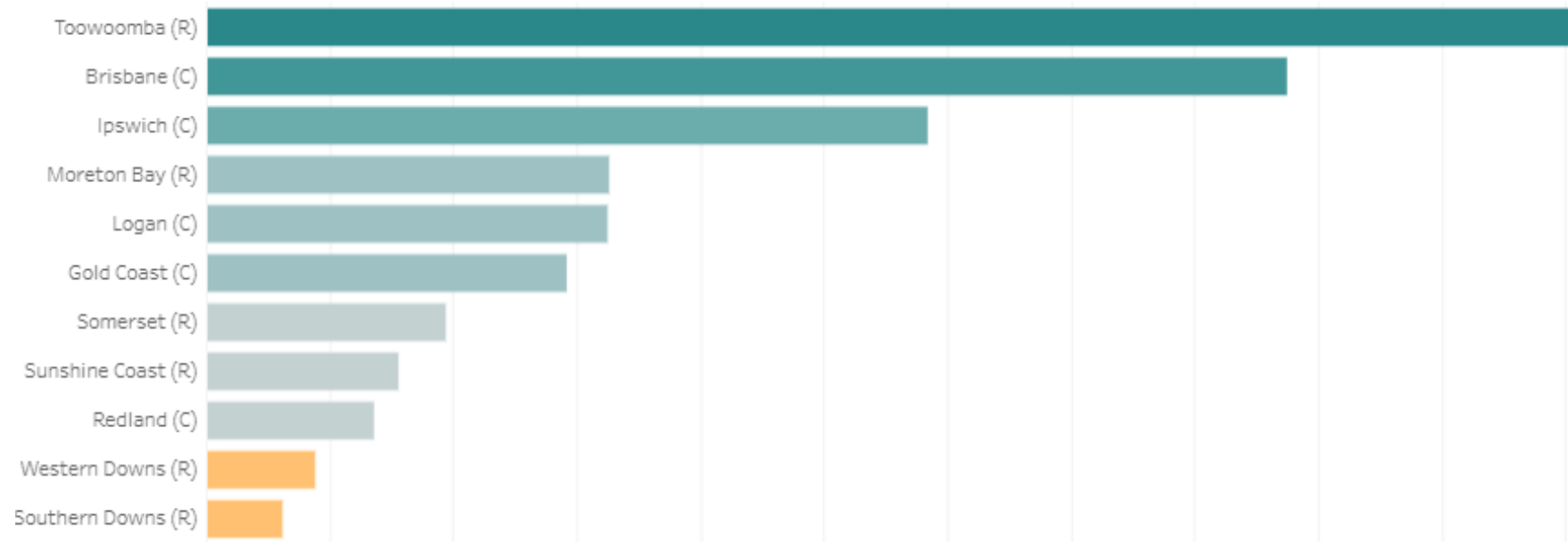


INSIGHT

January 2022 had an ADR of \$130, which is a decline of 3% since December.

Source Market

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

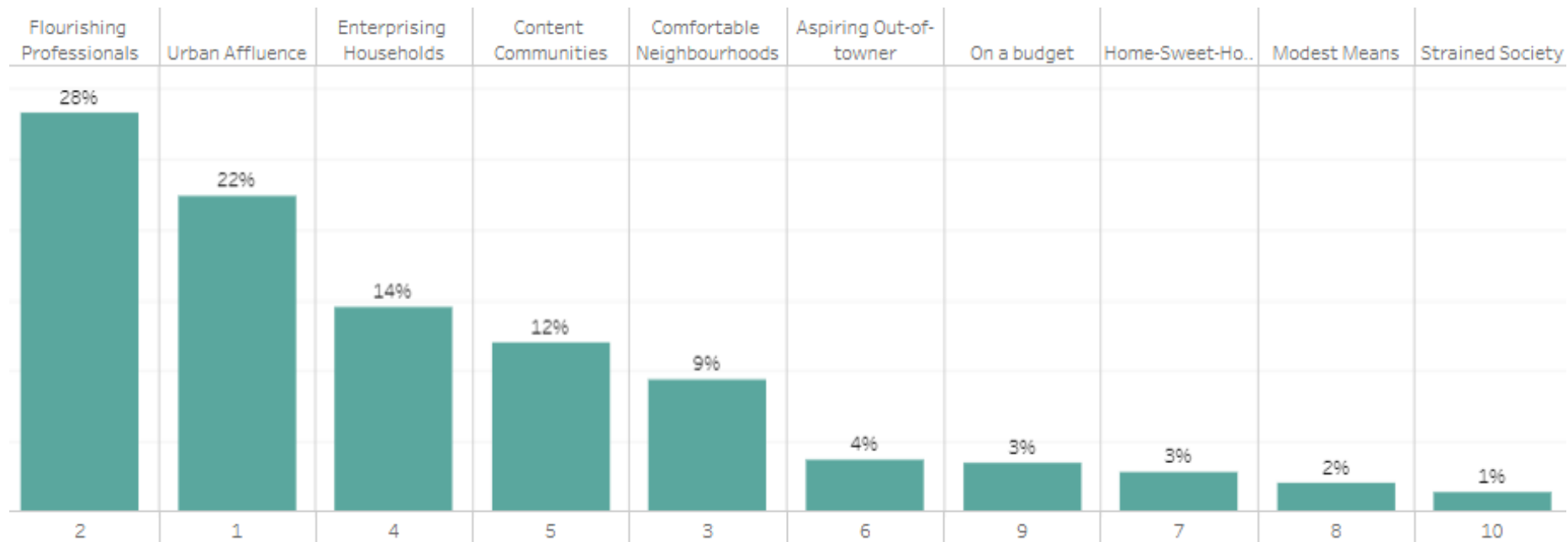


INSIGHT

The LGA's with the most amount of devices seen within the Lockyer Valley region in January 2022 were Toowoomba with 22.38%, Brisbane with 17.5% and Ipswich with 11.69%.

Top Visitor Segments - Brisbane

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

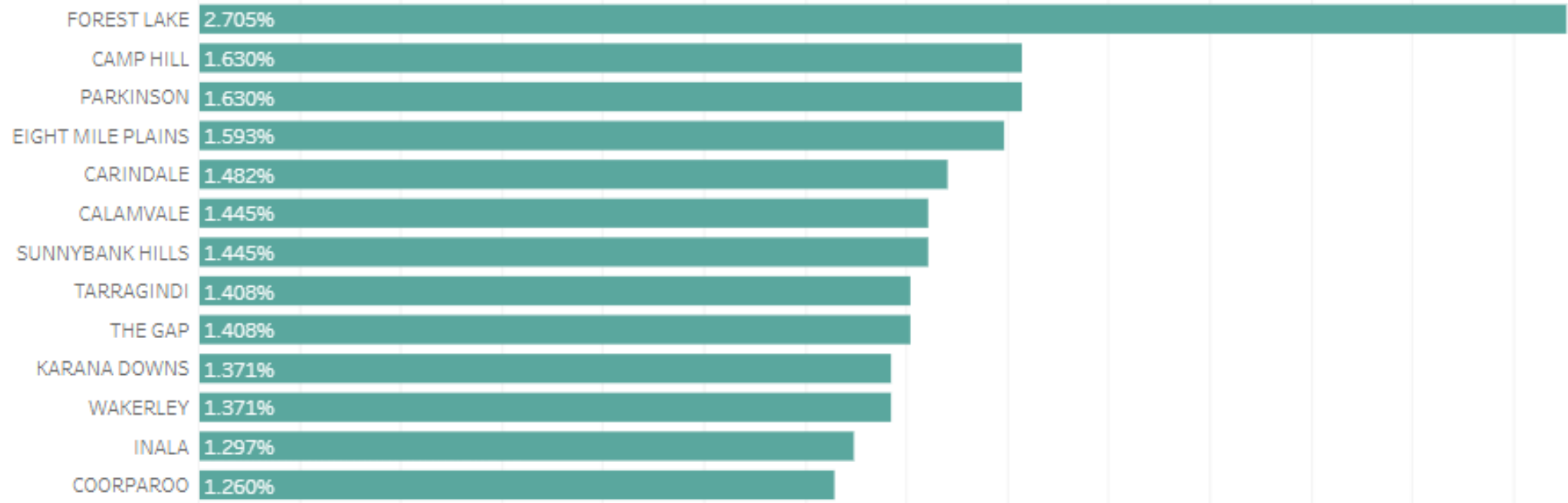


INSIGHT

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.

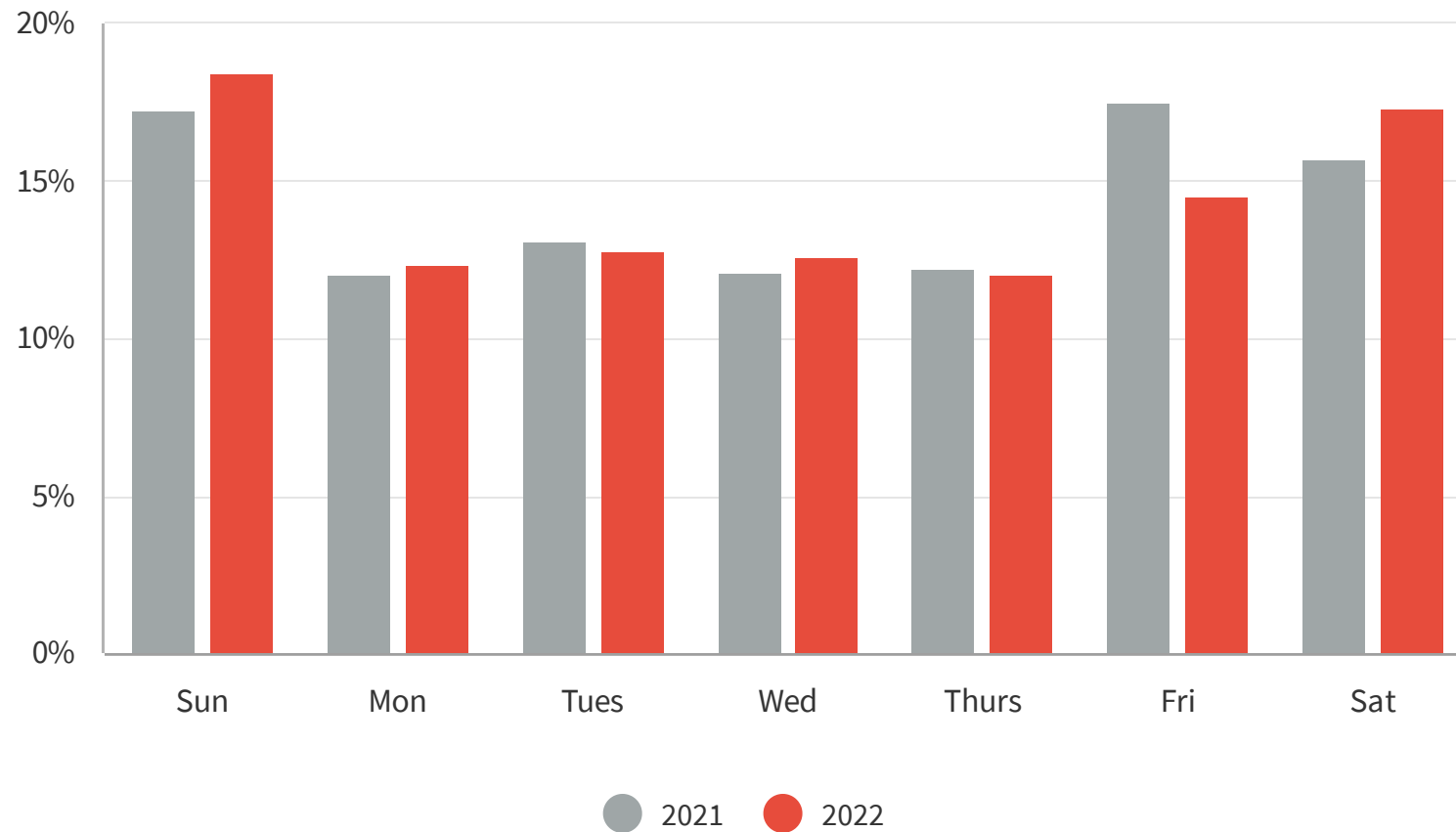
Top Visitor Suburbs Brisbane

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



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 January 2022 was Sunday with 18.42% of visitation.