

Lockyer Valley Monthly Report

July 2022



Key Points from July 2022



Lockyer Valley's average occupancy level for July 2022 was 42%, which is a 9% decrease when compared to July 2021.



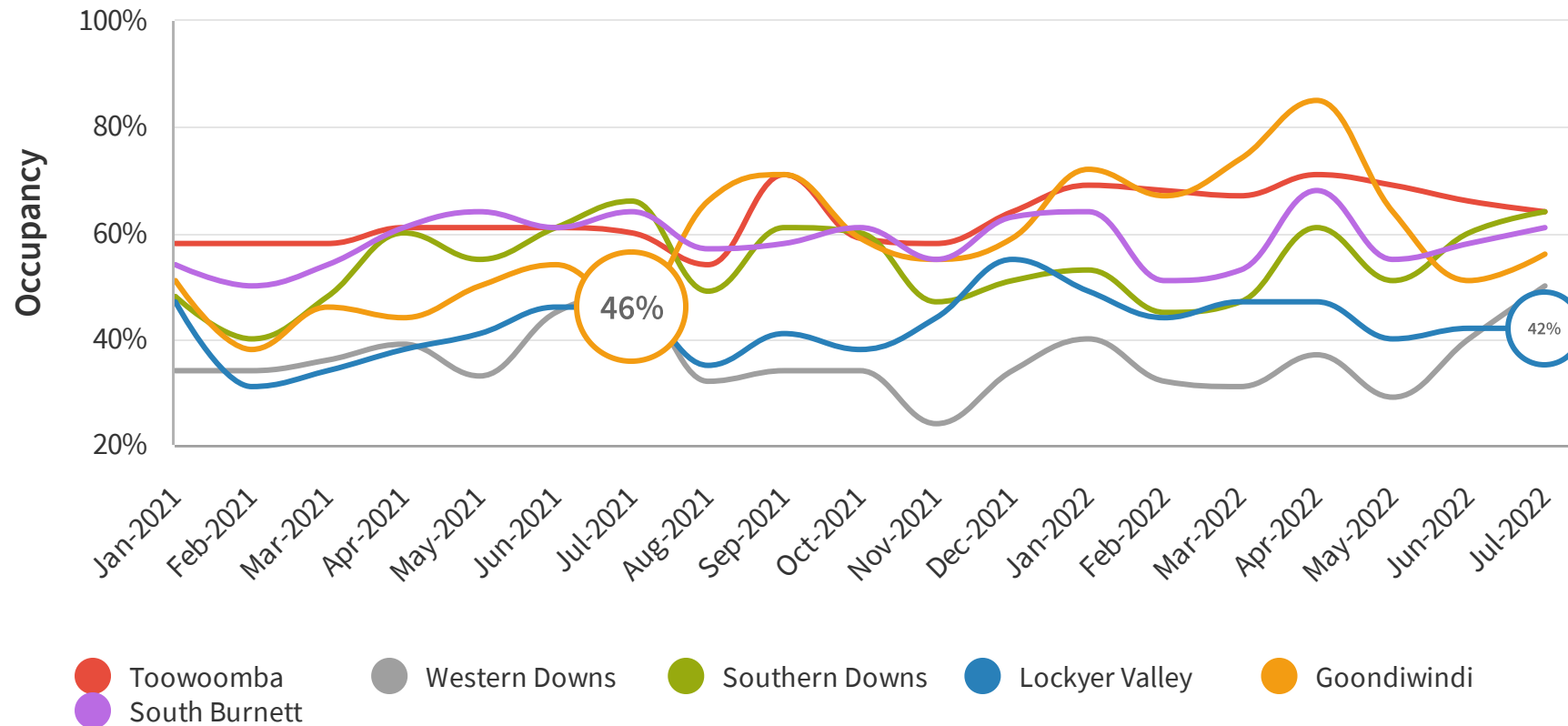
The reservation window for July 2022 was 31 days, which is a year on year decrease of 34%. This is the first month of 2022 that has experienced a month on month decrease in the reservation window.



The LGA's with the most amount of devices seen within the Lockyer Valley region in July 2022 were Toowoomba with 21.26%, Brisbane with 19.43% and Ipswich with 11.28%.

Average Occupancy Rate

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

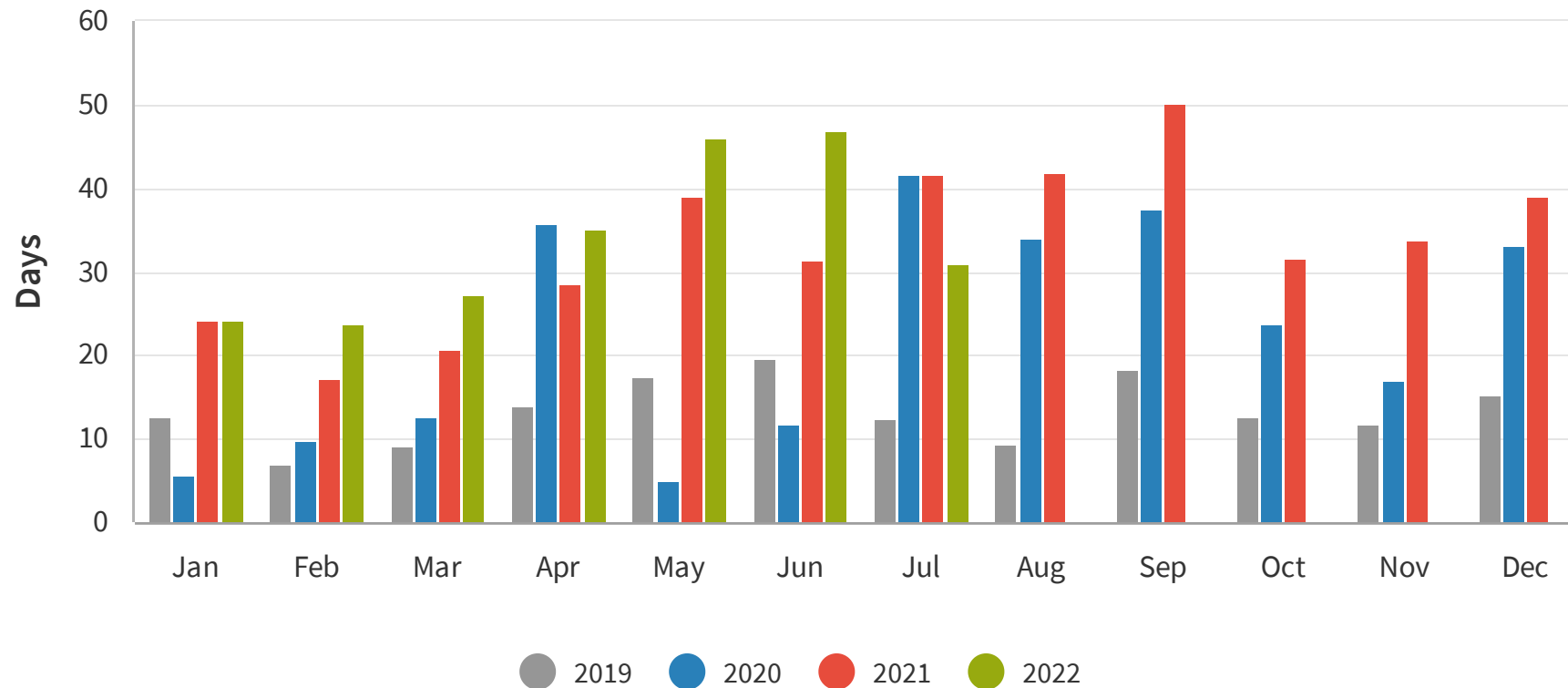


INSIGHT

Lockyer Valley's average occupancy level for July 2022 was 42%, which is a 9% decrease when compared to July 2021.

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.

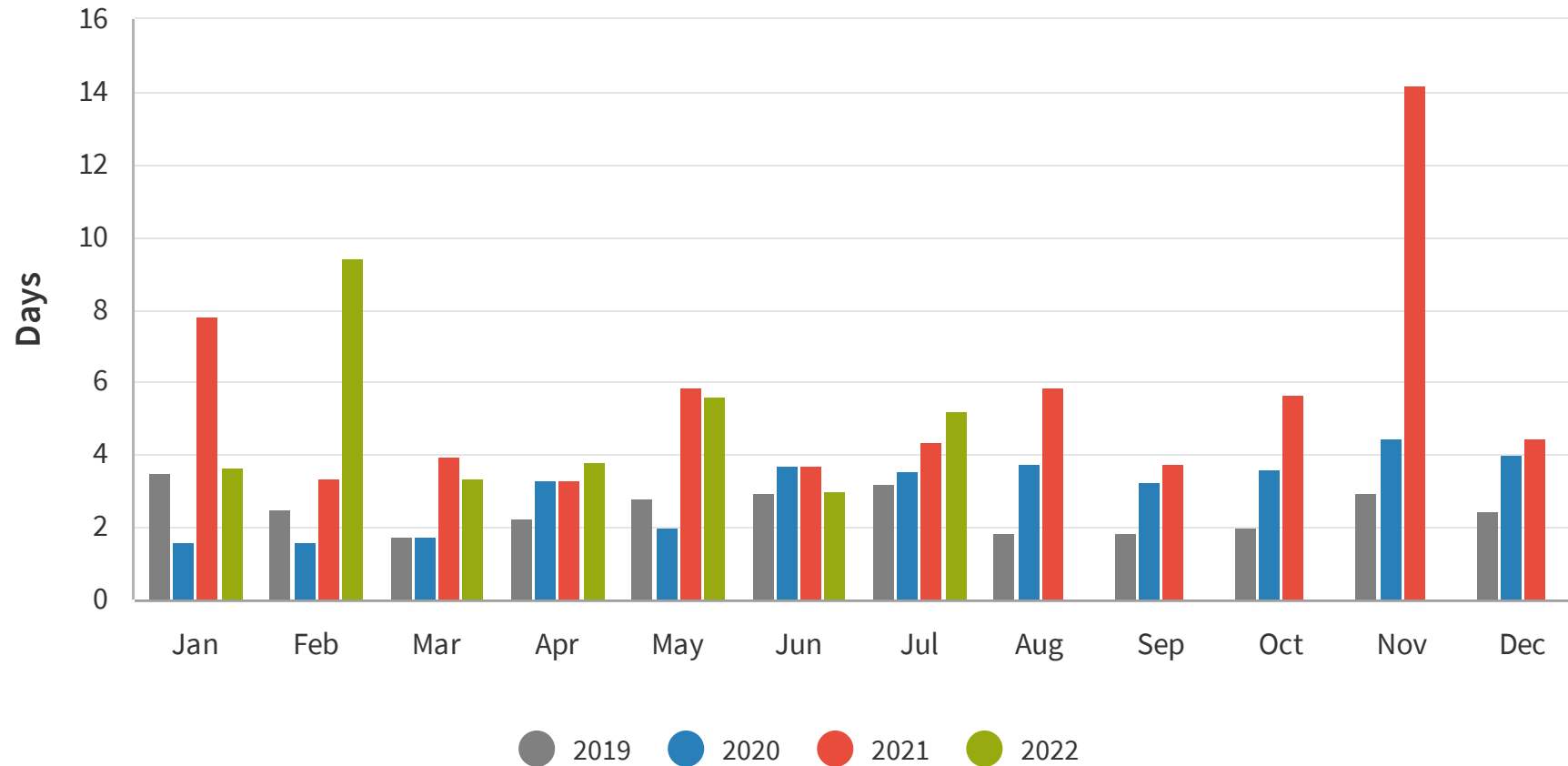


INSIGHT

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Length of Stay

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

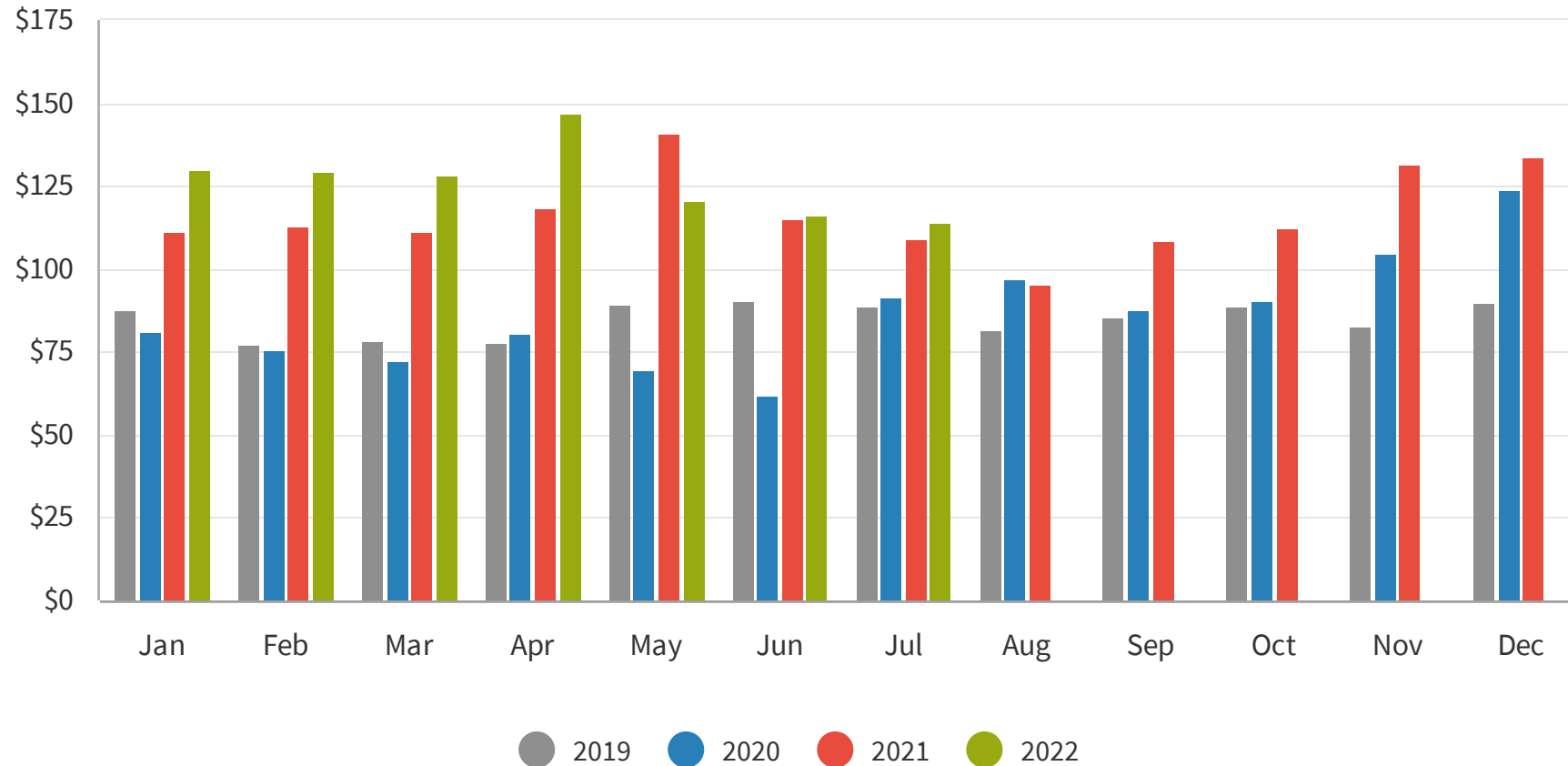


INSIGHT

Length of Stay in July 2022 was 5.2 days, experiencing a very similar level to 2021.

Average Daily Rate

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

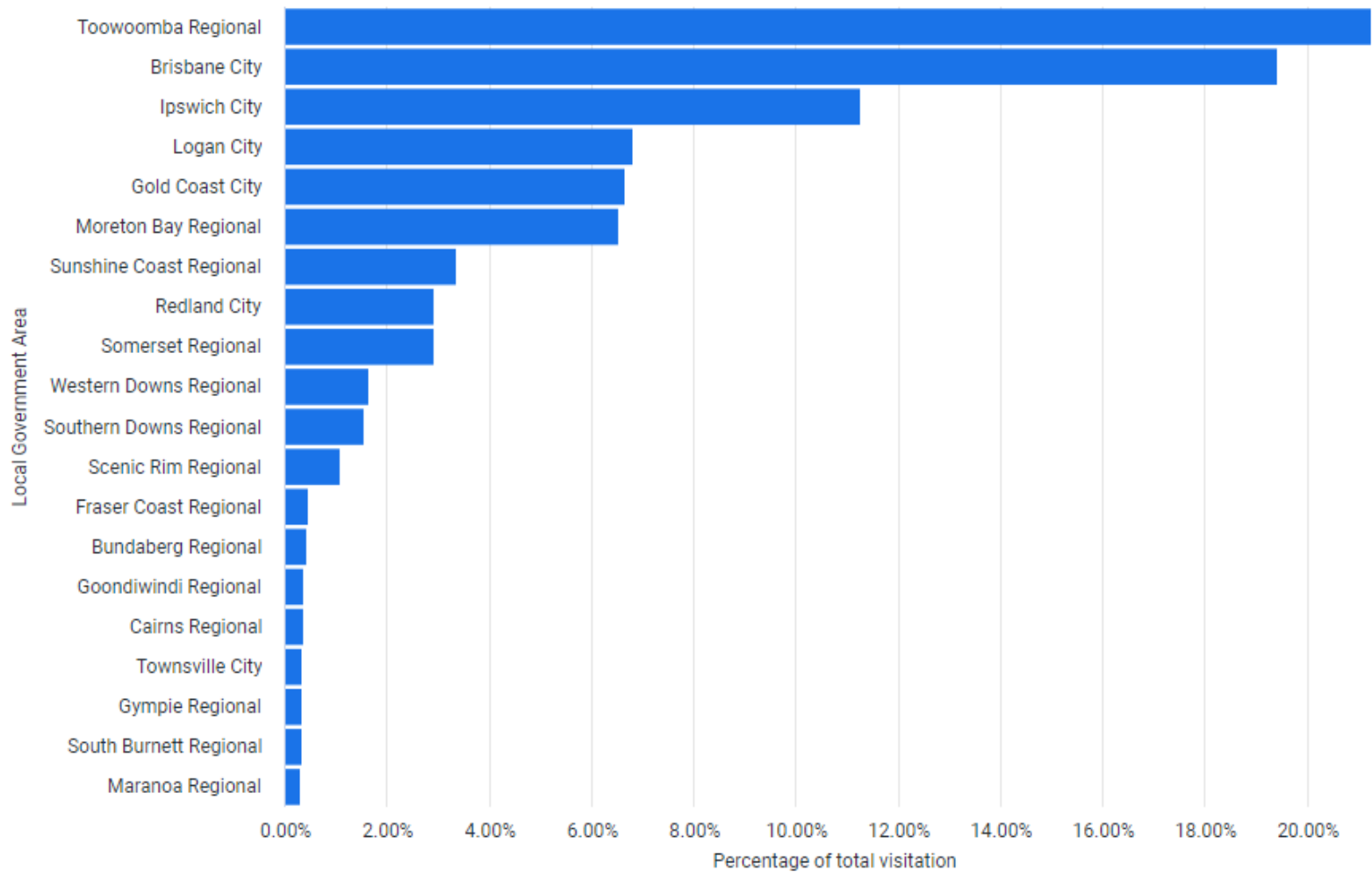


INSIGHT

July 2022 had an ADR of \$114, which is almost the same level as what was experienced in July 2021.

Source Market

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

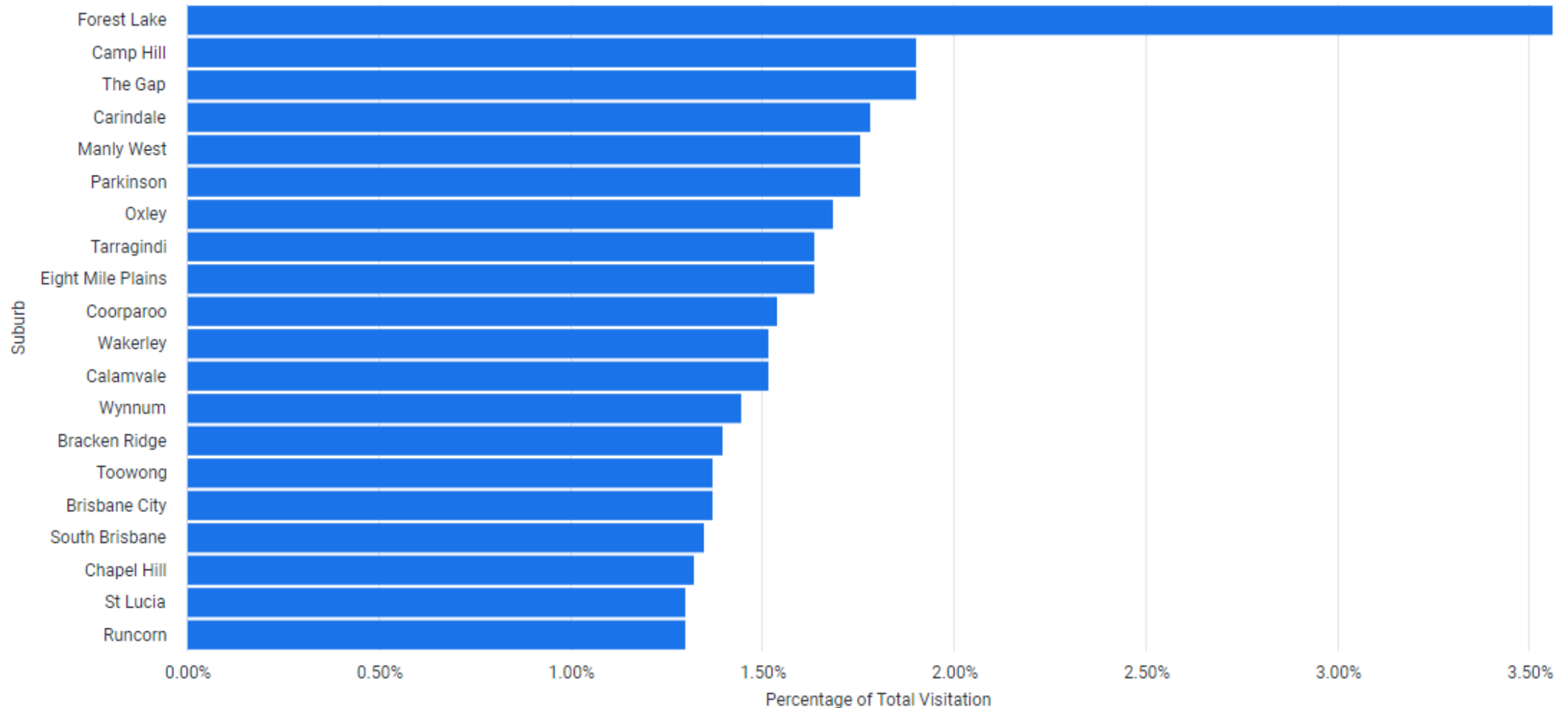


INSIGHT

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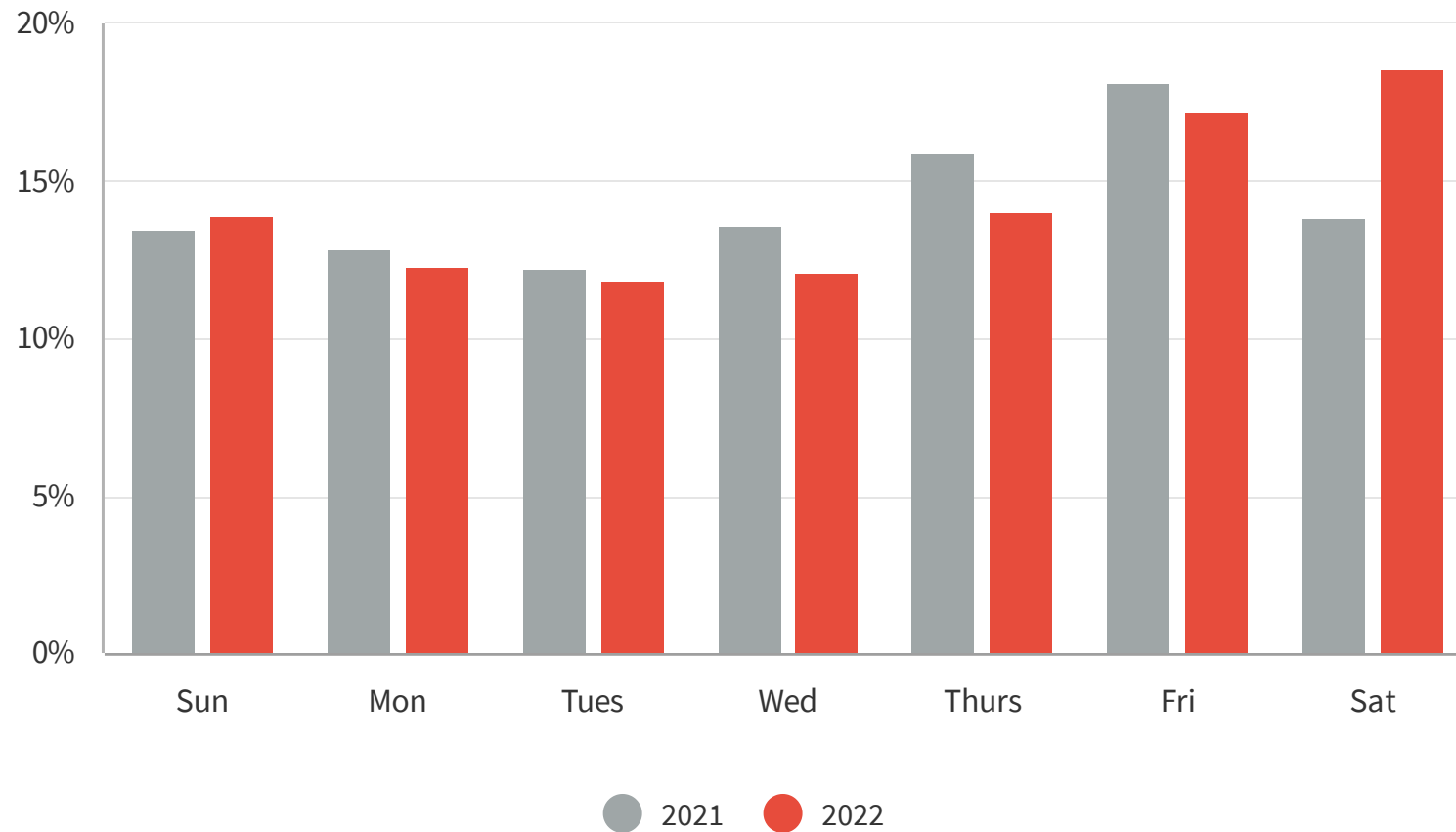
Top Visitor Suburbs Brisbane

Top Visitor Suburbs shows 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 July 2022 was Saturday with 18.59% of visitation.