

Lockyer Valley Monthly Report

June 2022



Key Points from June 2022



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



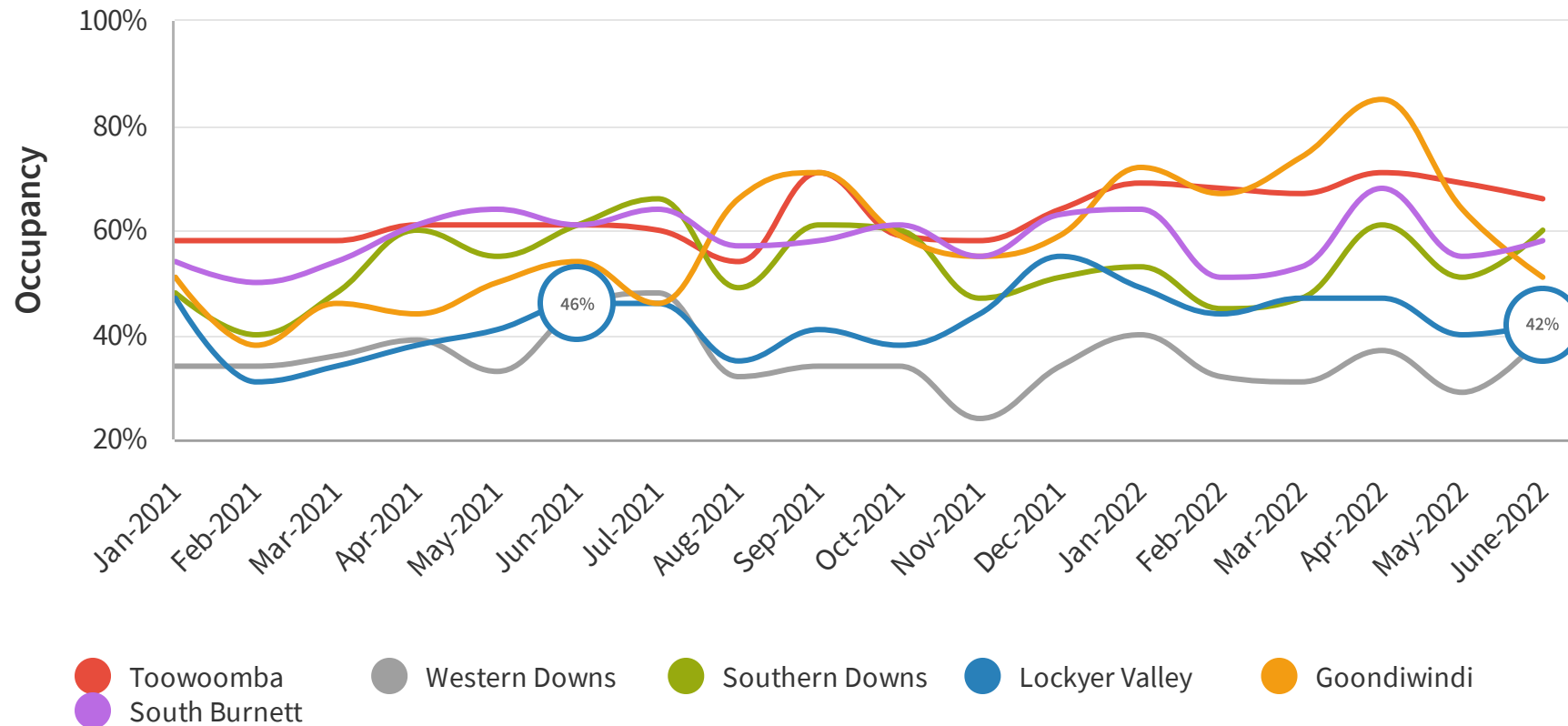
Length of Stay in June 2022 was 2.9 days, experiencing a very similar level to 2021.



The LGA's with the most amount of devices seen within the Lockyer Valley region in June 2022 were Toowoomba with 20.96%, Brisbane with 19.62% and Ipswich with 11.25%.

Average Occupancy Rate

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

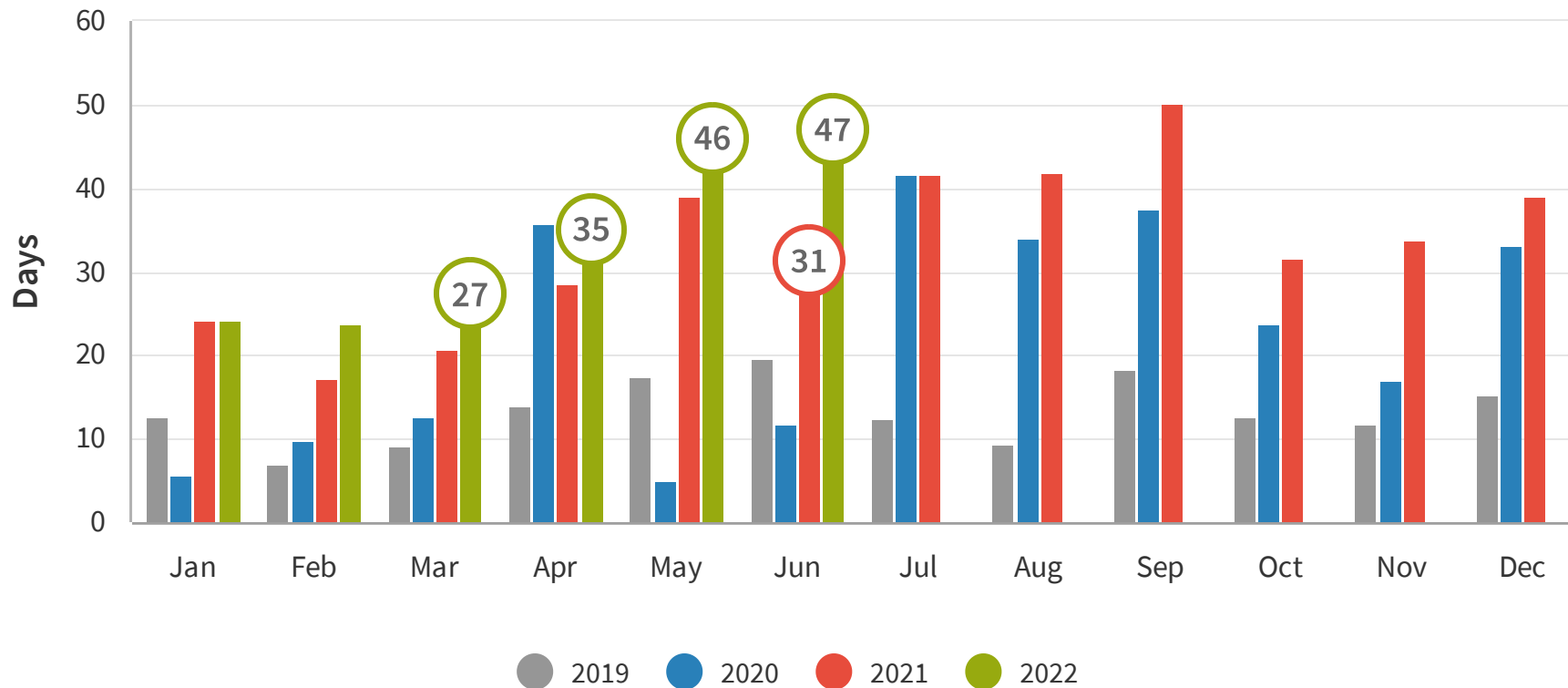


INSIGHT

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

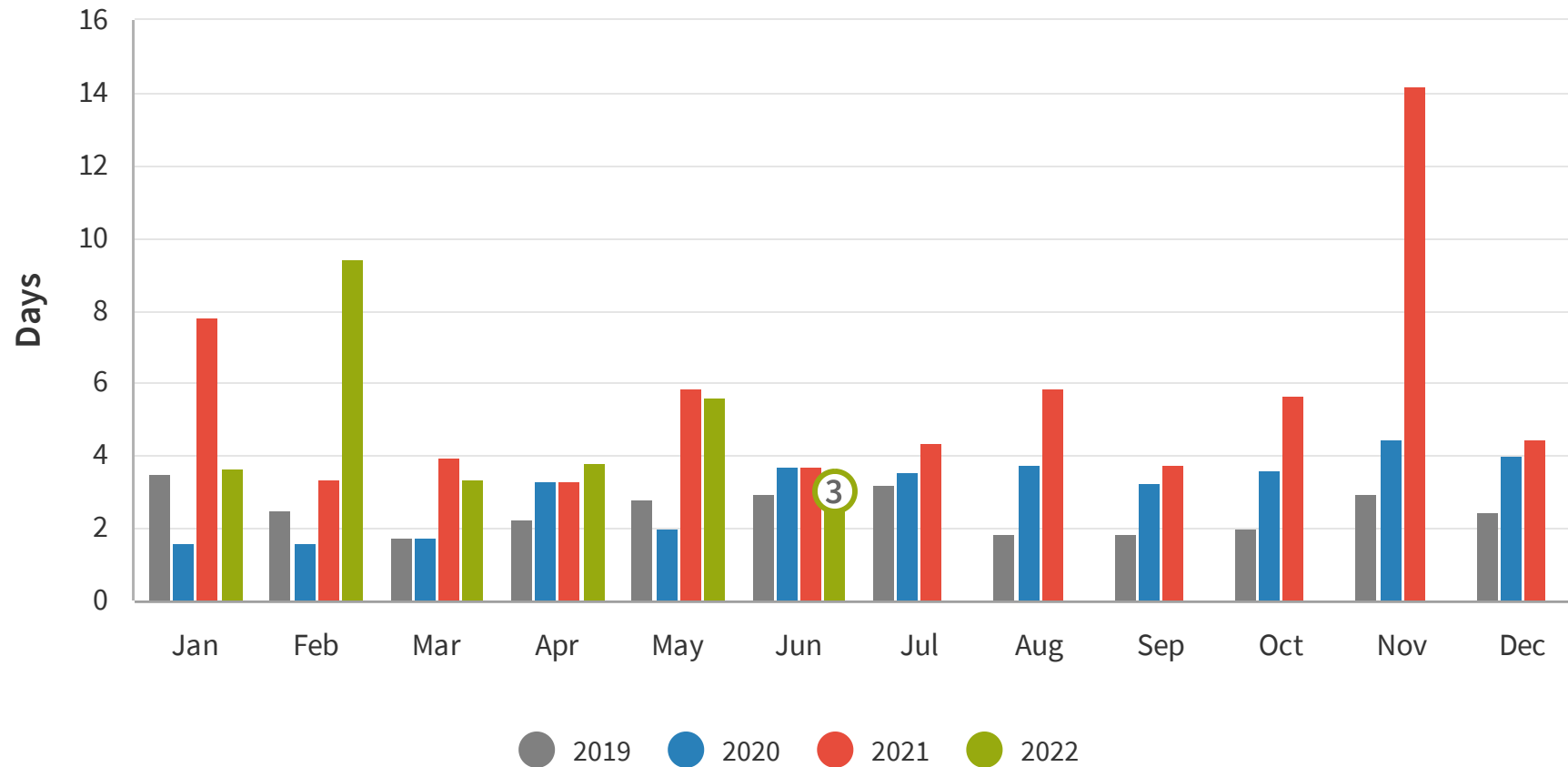


INSIGHT

The reservation window for June 2022 was 47 days, which is an increase of 52% when compared to June 2021. Reservation window has been increasing for the past 5 months, which is an excellent outcome for the region.

Length of Stay

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

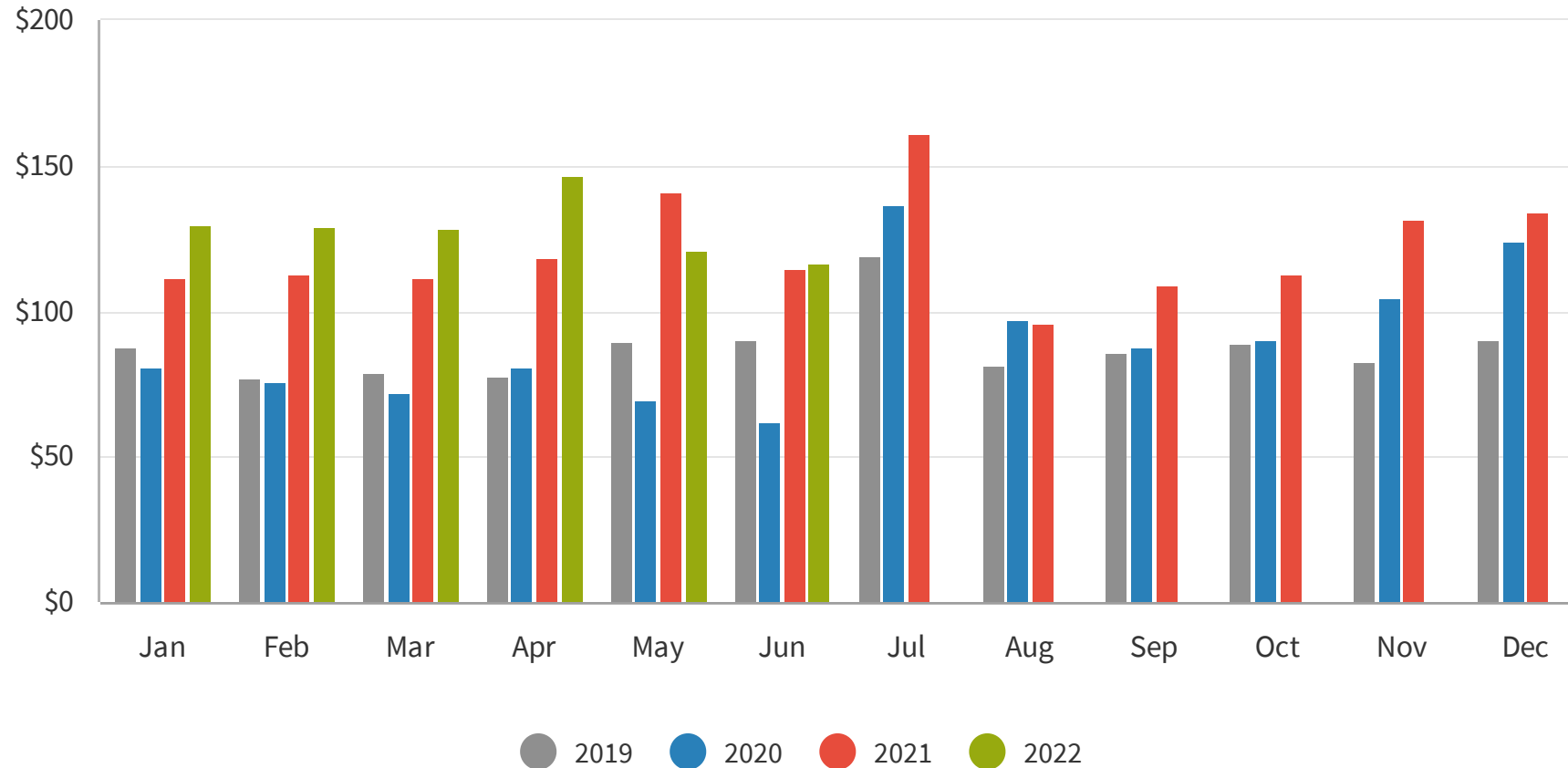


INSIGHT

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Average Daily Rate

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

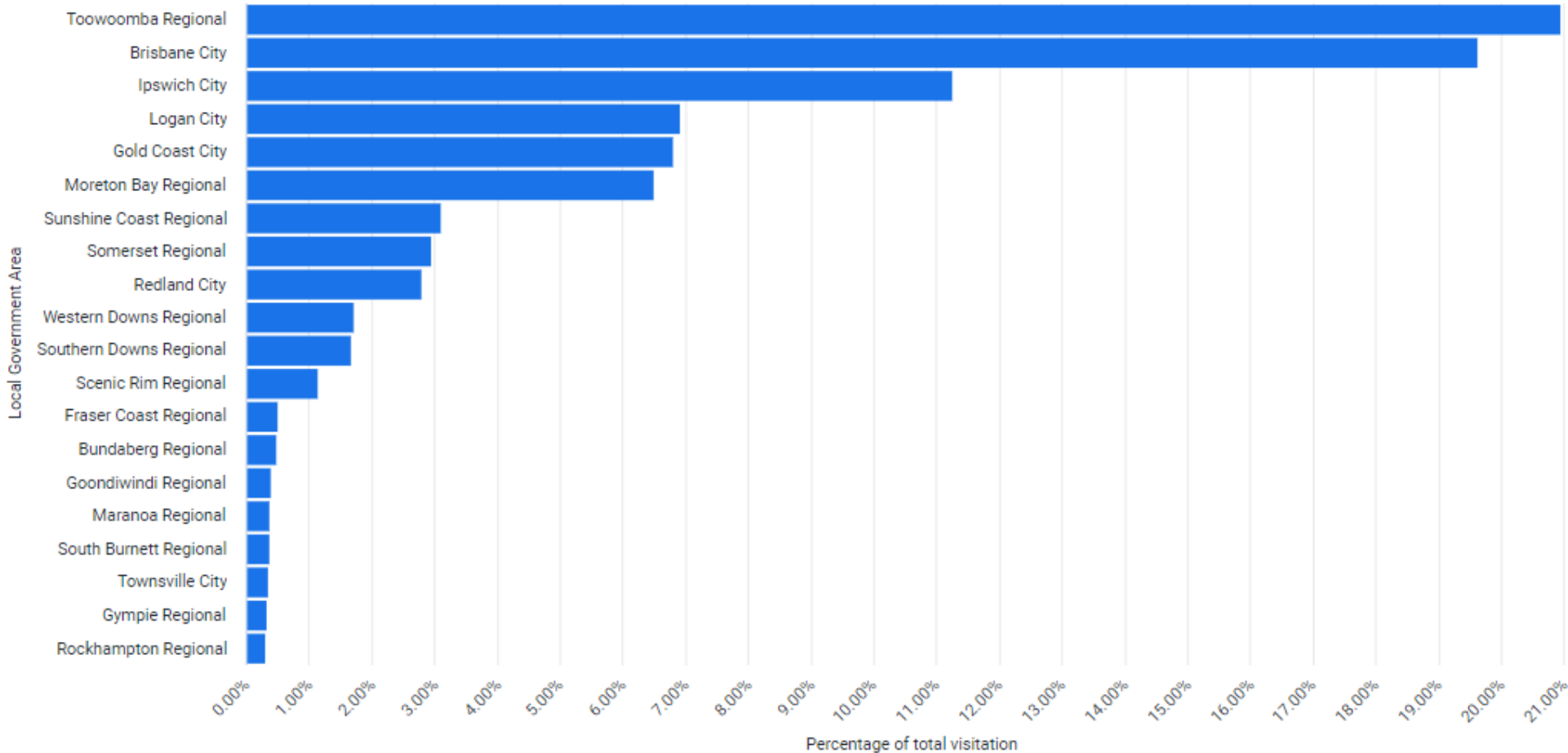


INSIGHT

June 2022 had an ADR of \$116, which is almost the same level as what was experienced in June 2021.

Source Market

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

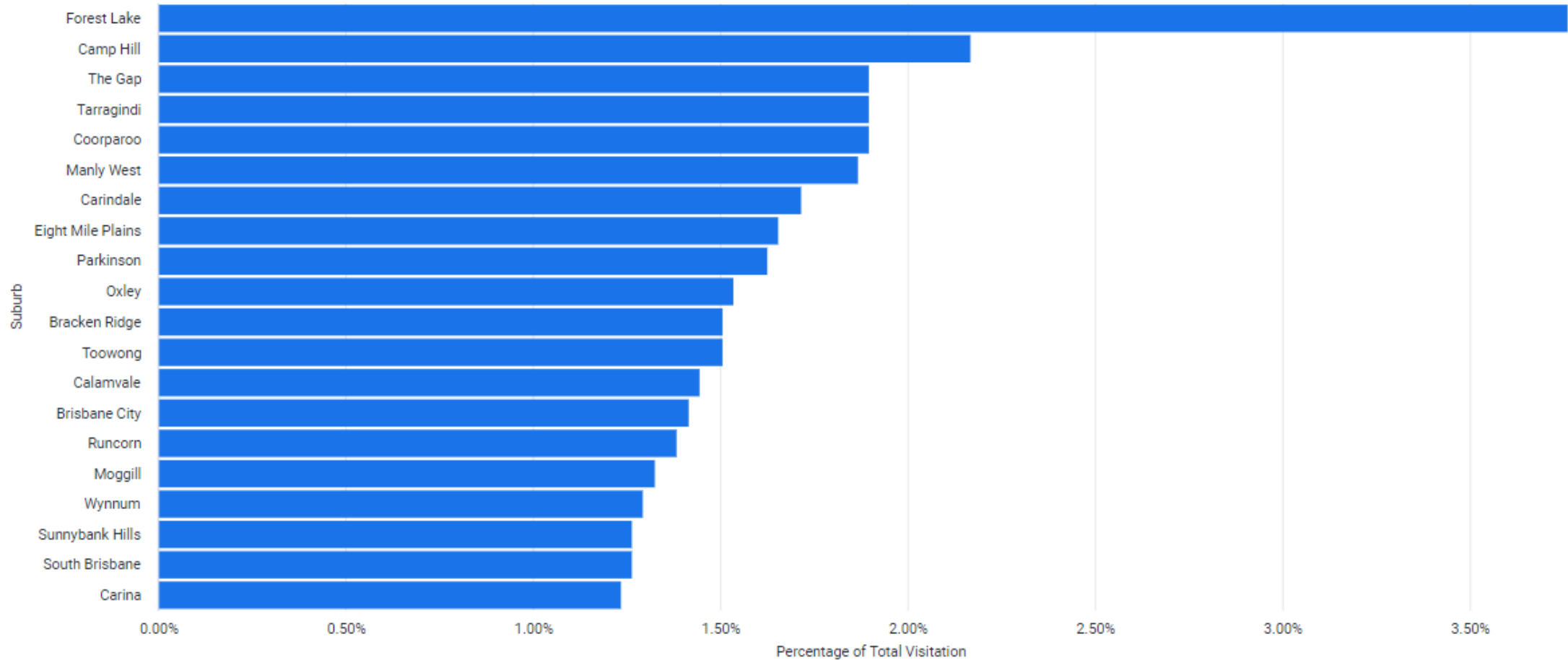


INSIGHT

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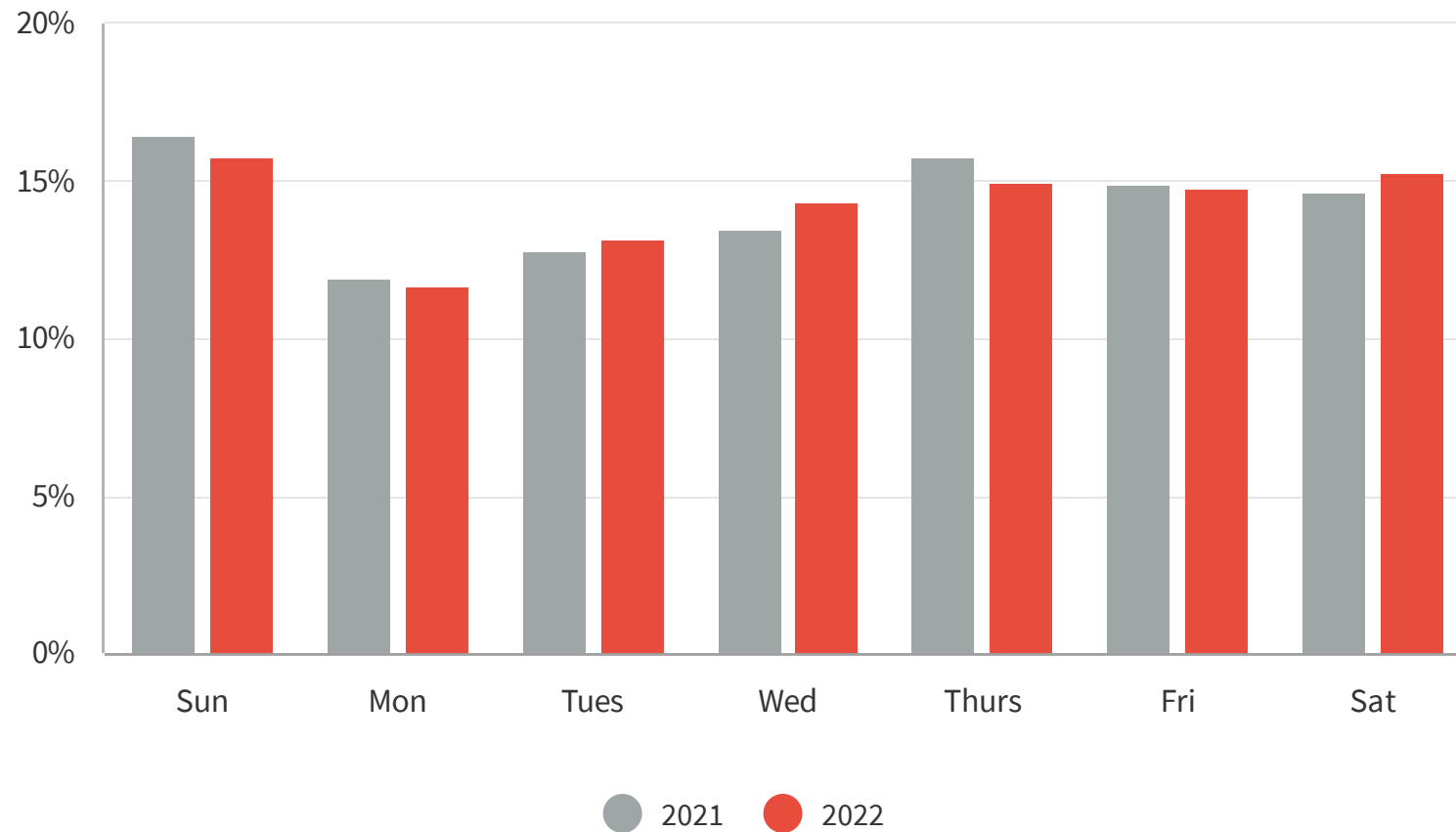
Top Visitor Suburbs Brisbane

Top Visitor 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 June 2022 was Sunday with 16.25% of visitation.