

Lockyer Valley Monthly Report

March 2022



Key Points from March 2022



Lockyer Valley's average occupancy level for March 2022 was 47%, experiencing a small increase of 7%.



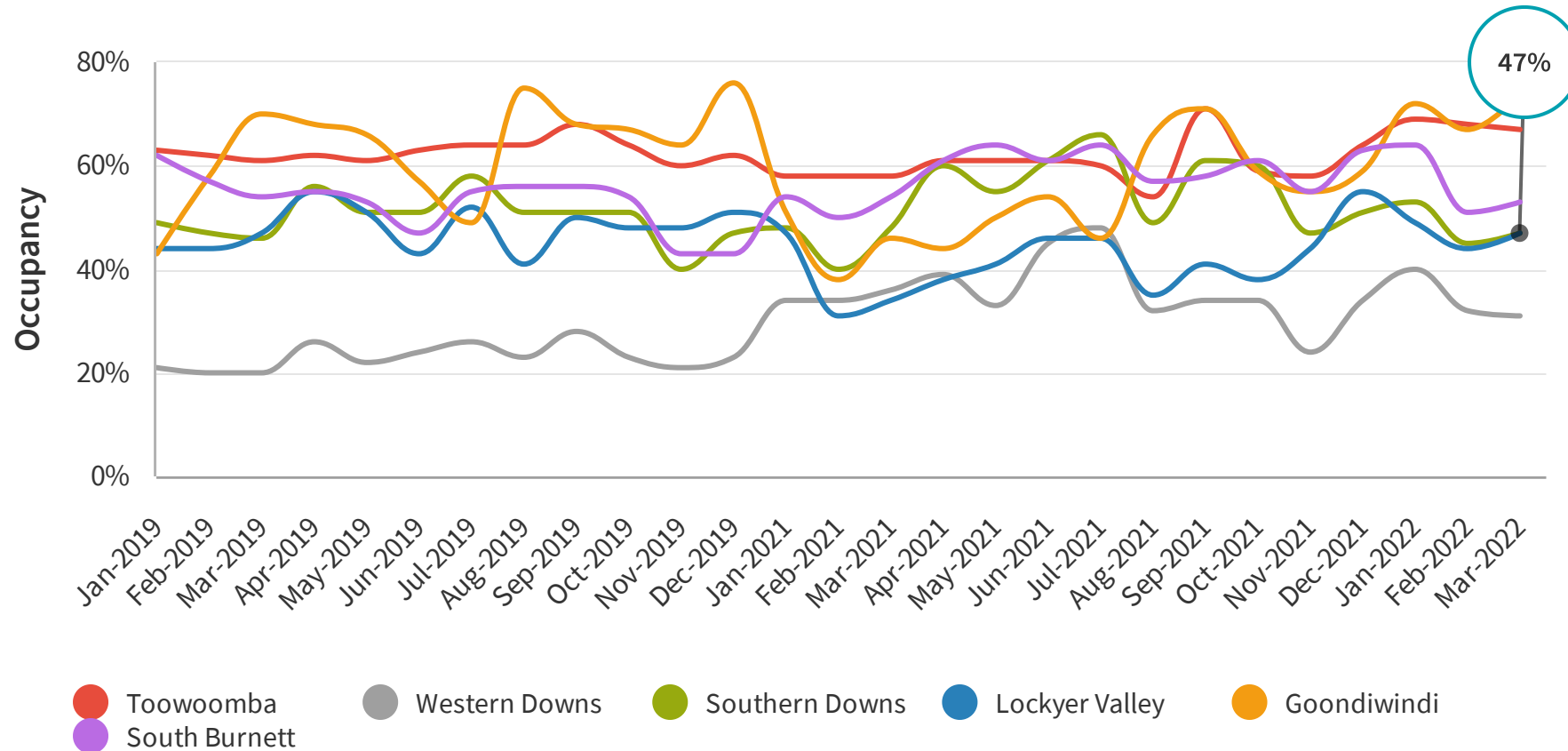
The reservation window for March 2022 was 27 days, which is an increase of 12.5% since last month.



The LGA's with the most amount of devices seen within the Lockyer Valley region in March 2022 were Toowoomba with 21.34%, Brisbane with 17.87% and Ipswich with 11.19%.

Average Occupancy Rate

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

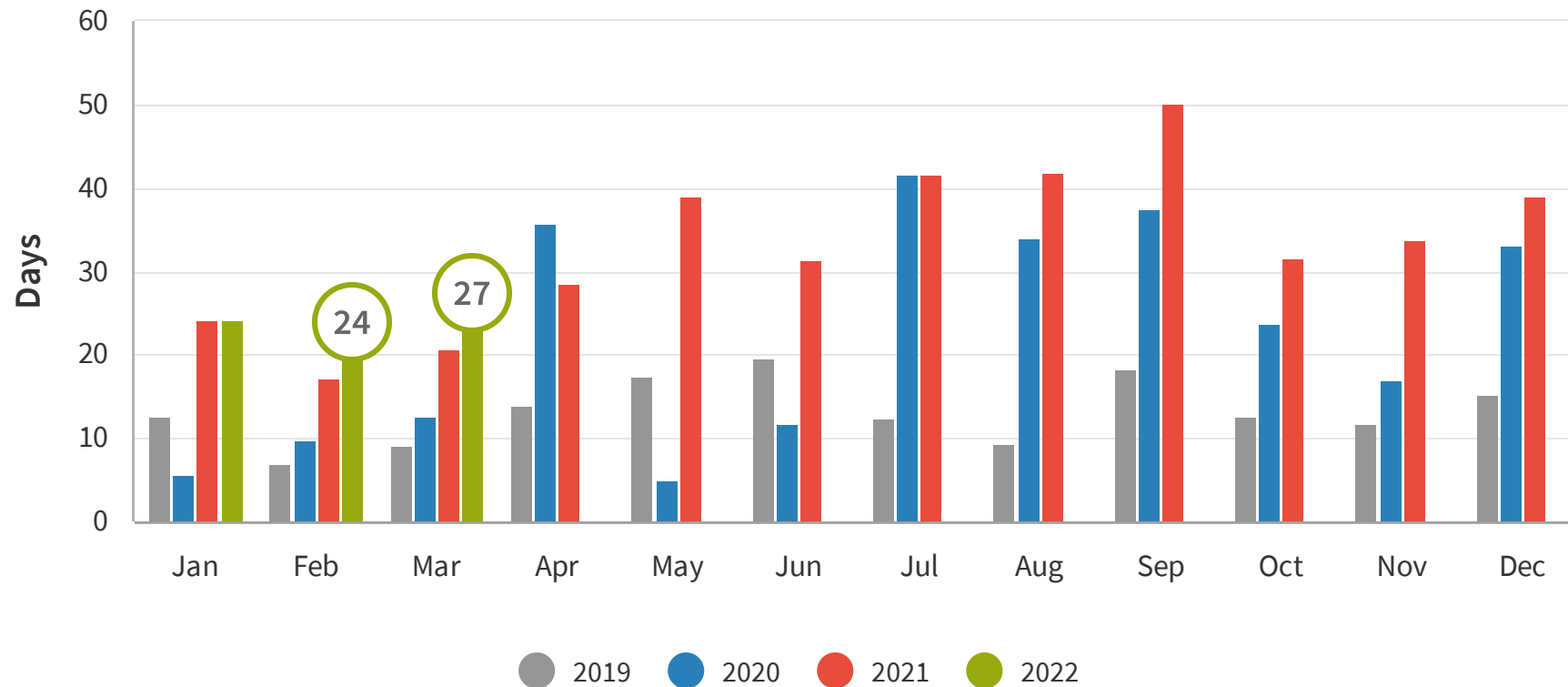


INSIGHT

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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.

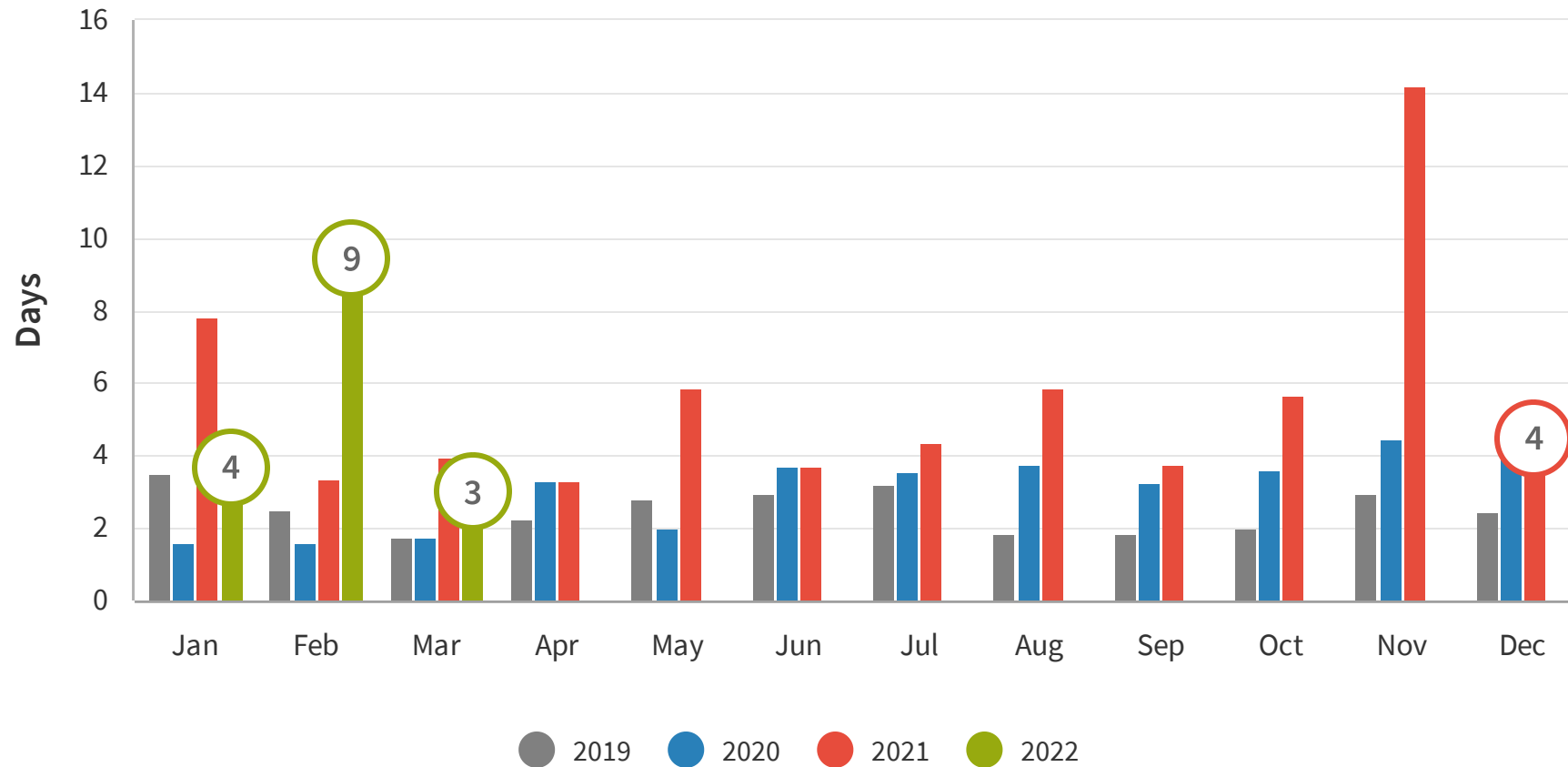


INSIGHT

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Length of Stay

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

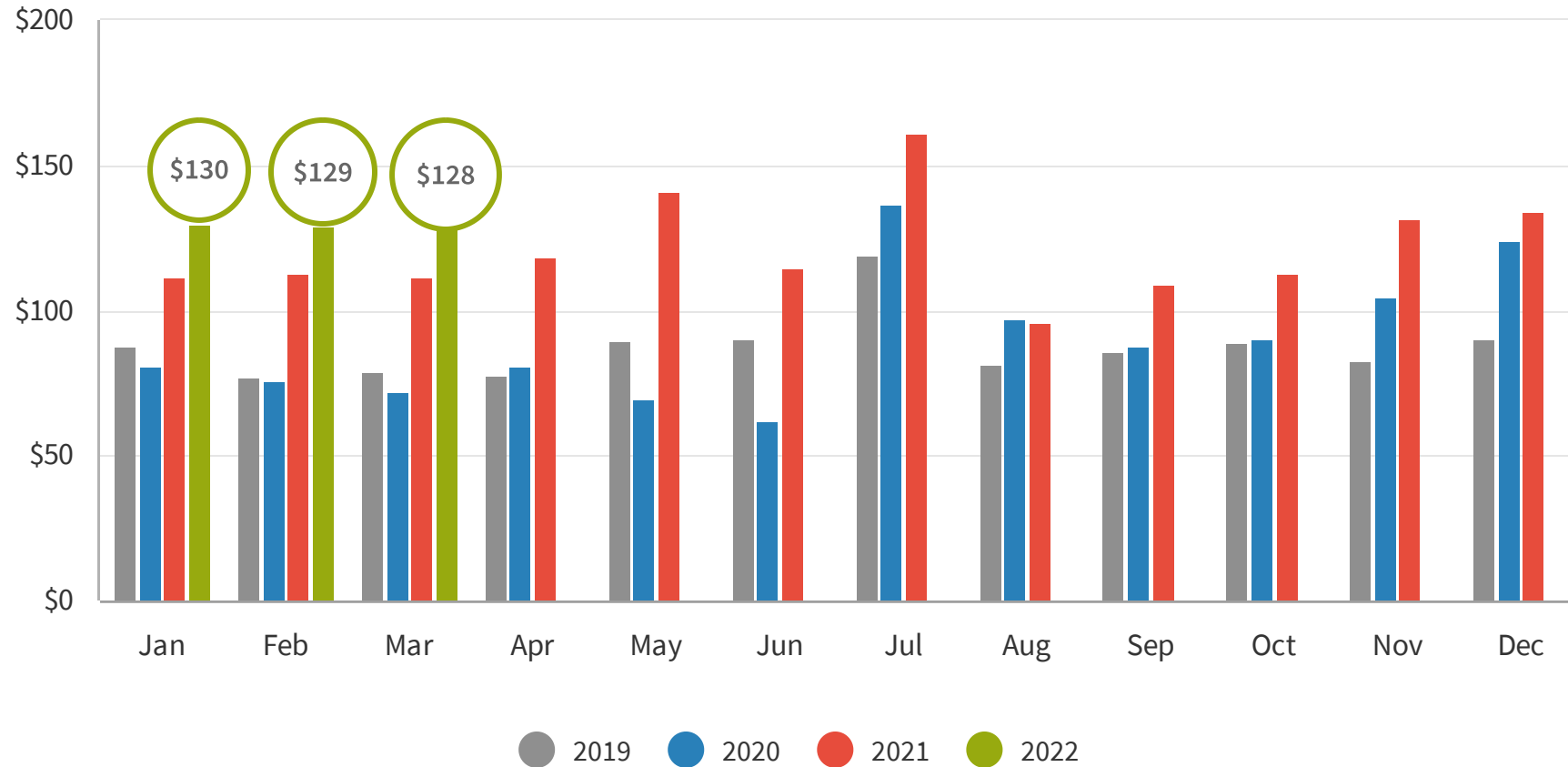


INSIGHT

Length of Stay in March 2022 was 3 days, which is a decrease of 66% since last month. This large decrease is to be expected, with levels returning to normal after such a big month in February.

Average Daily Rate

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

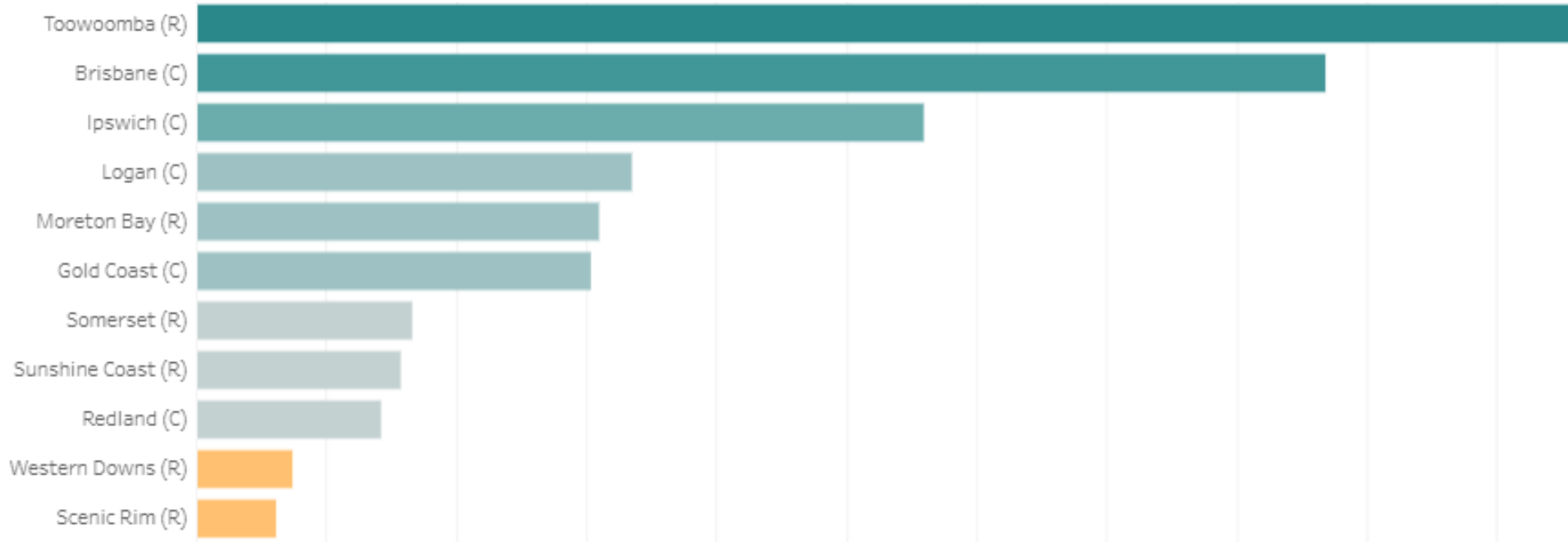


INSIGHT

March 2022 had an ADR of \$128, seeing no significant change from last month.

Source Market

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

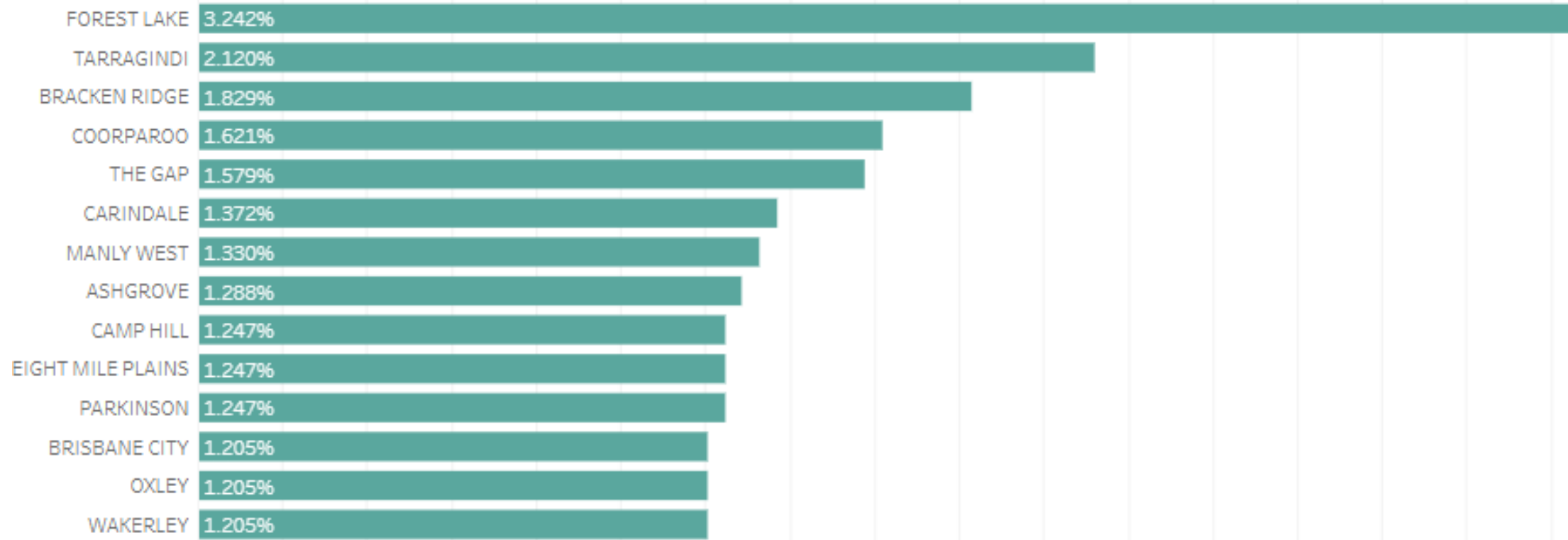


INSIGHT

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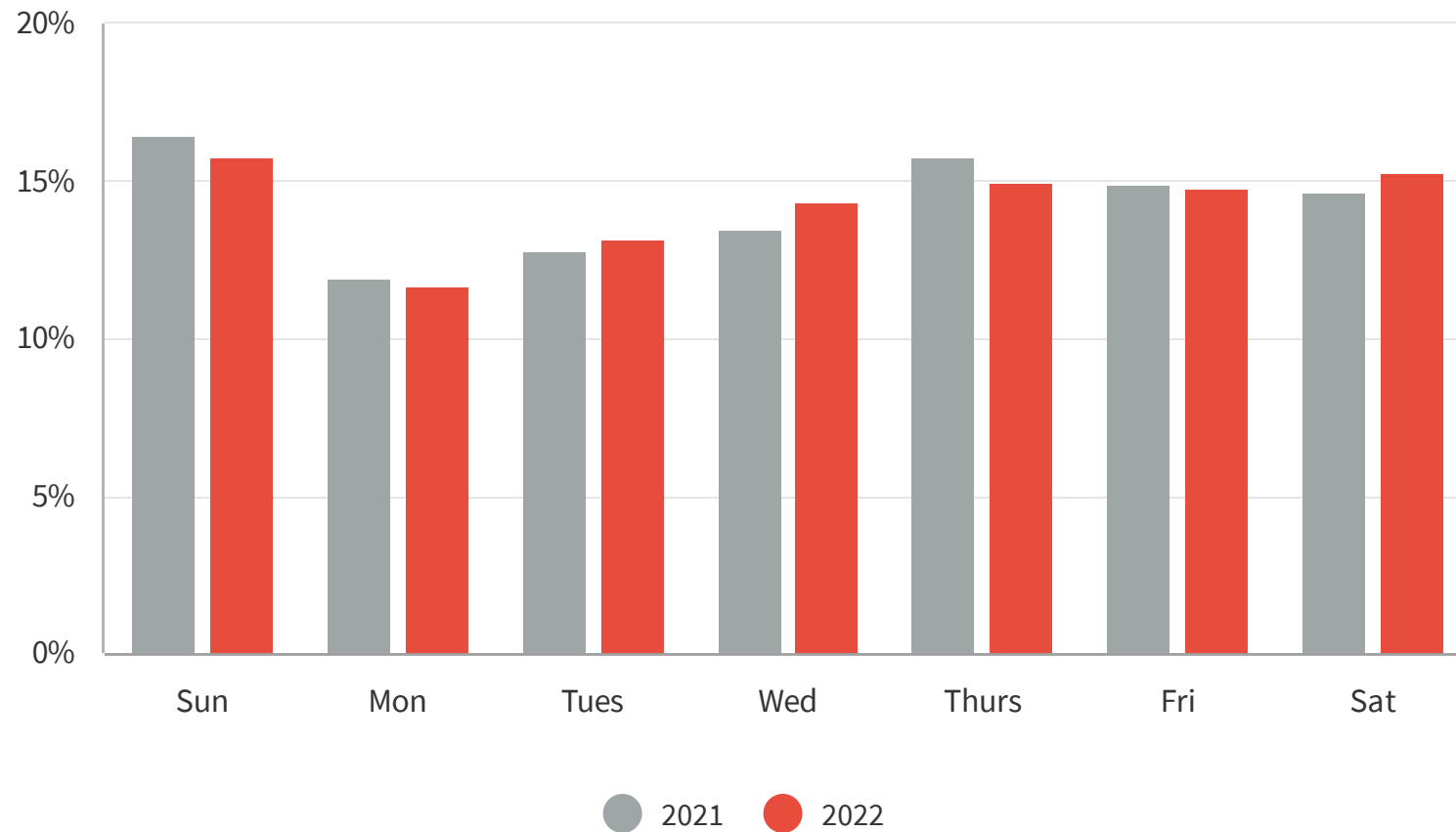
Top Visitor Suburbs Brisbane

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 March 2022 was Sunday with 16.46% of visitation.