

Toowoomba Monthly Report

December 2021

Key Points from December 2021



Toowoomba's average occupancy level for December was 64% which was a slight increase on November and on par with the year prior.



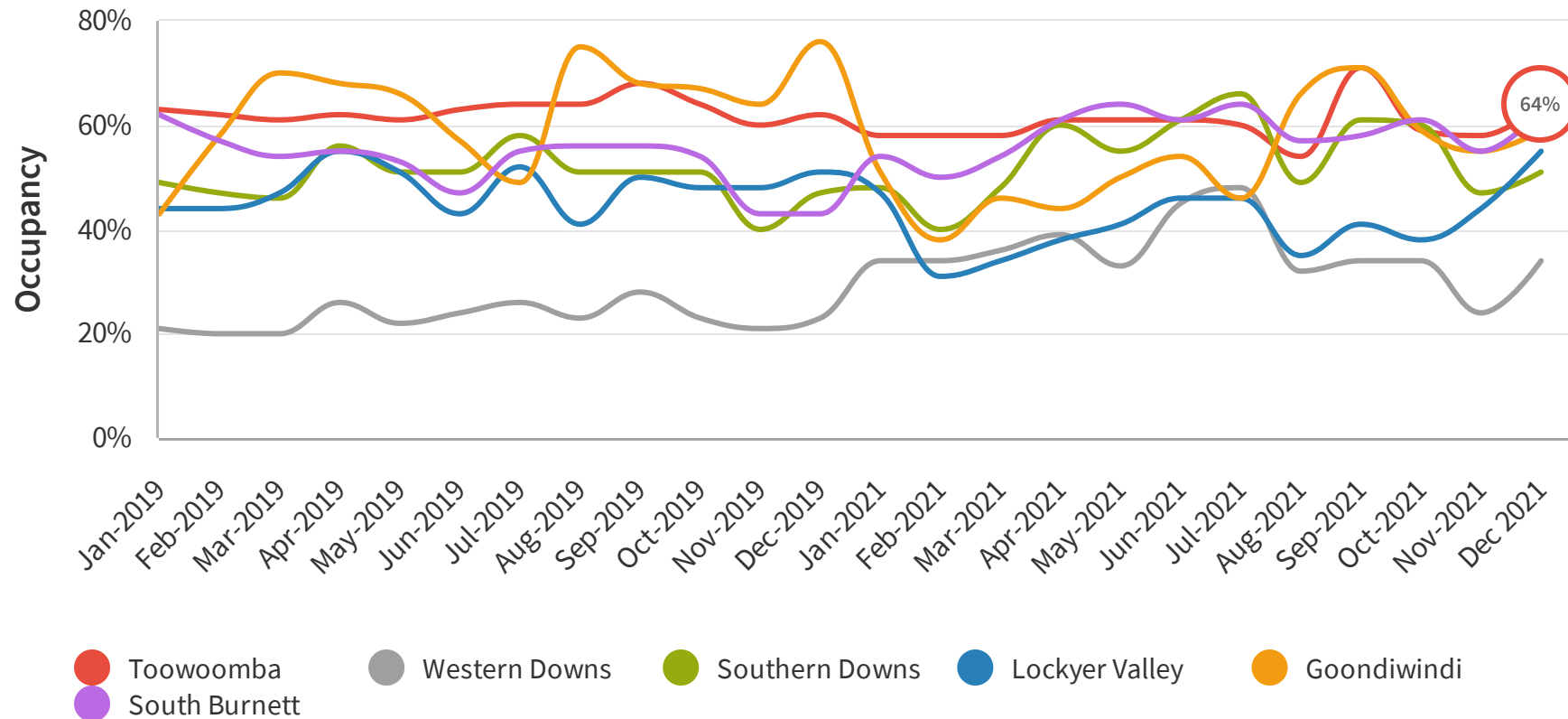
The average reservation window in Dec 2021 was 40 days which was a 33% increase month on month.



The most common day to visit in Dec 2021 was the weekend with Friday, Saturday and Sunday ranking the highest.

Average Occupancy Rate

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

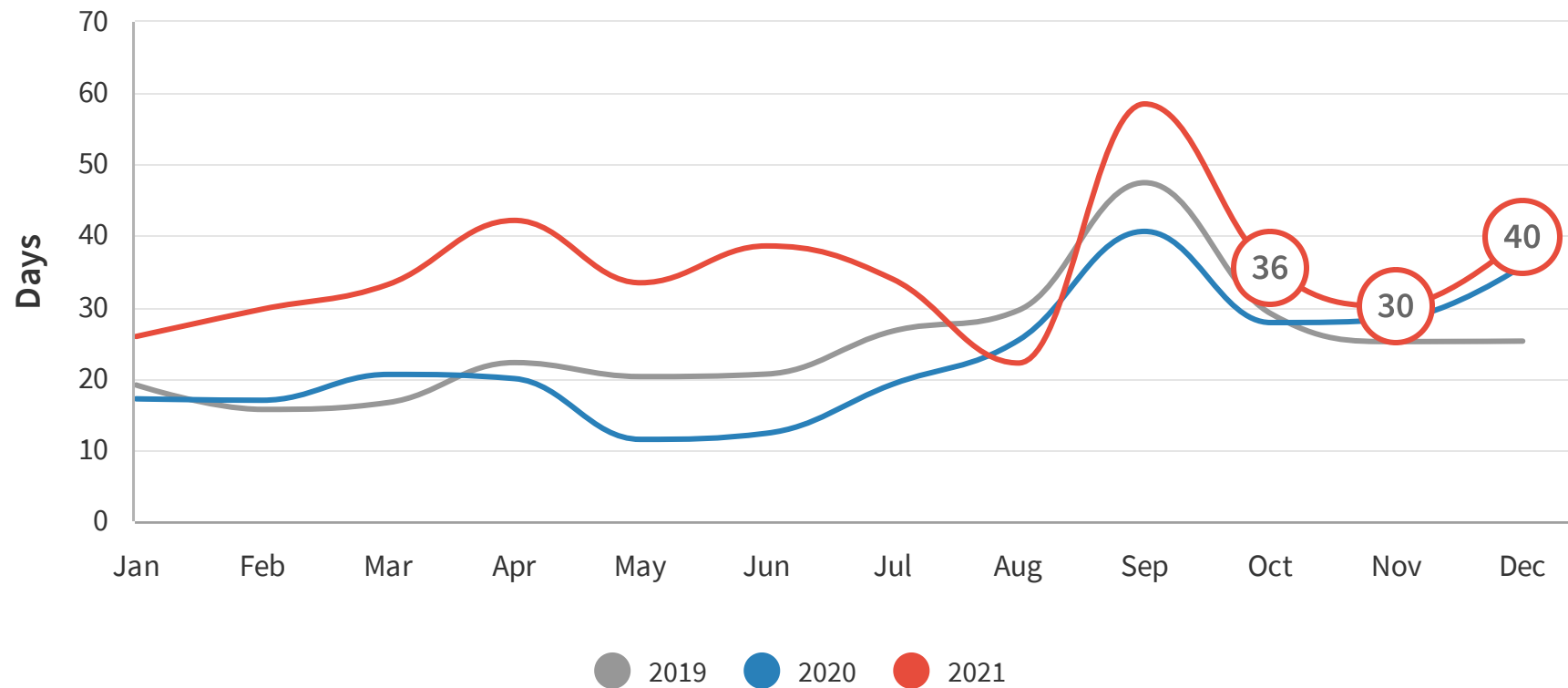


INSIGHT

Toowoomba's average occupancy level for December was 64% which was a slight increase on November and on par with the year prior.

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 42 days means that people are booking accommodation on average 42 days before they arrive at the destination.

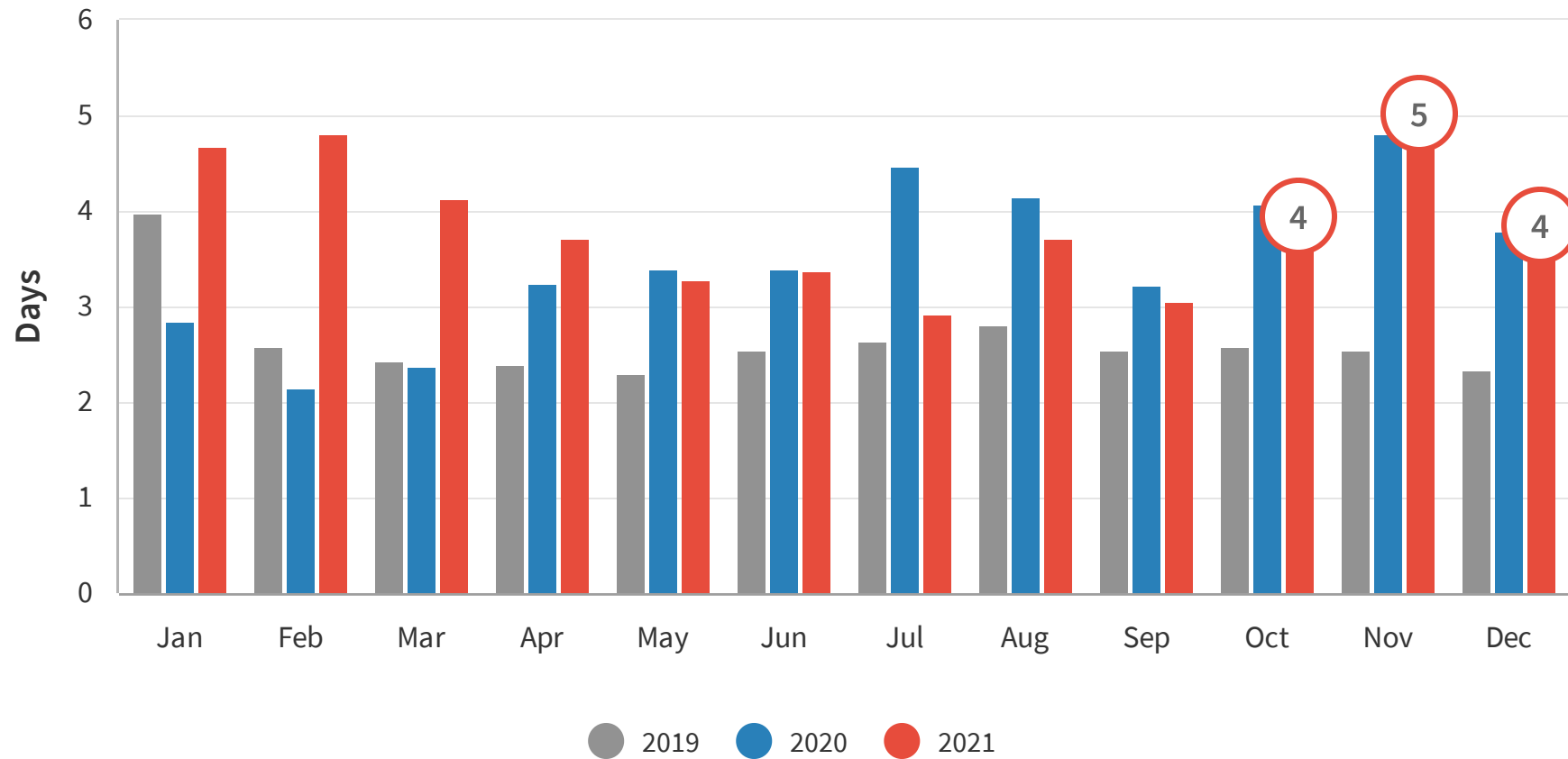


INSIGHT

The average reservation window in Dec 2021 was 40 days which was a 33% increase month on month.

Length of Stay

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

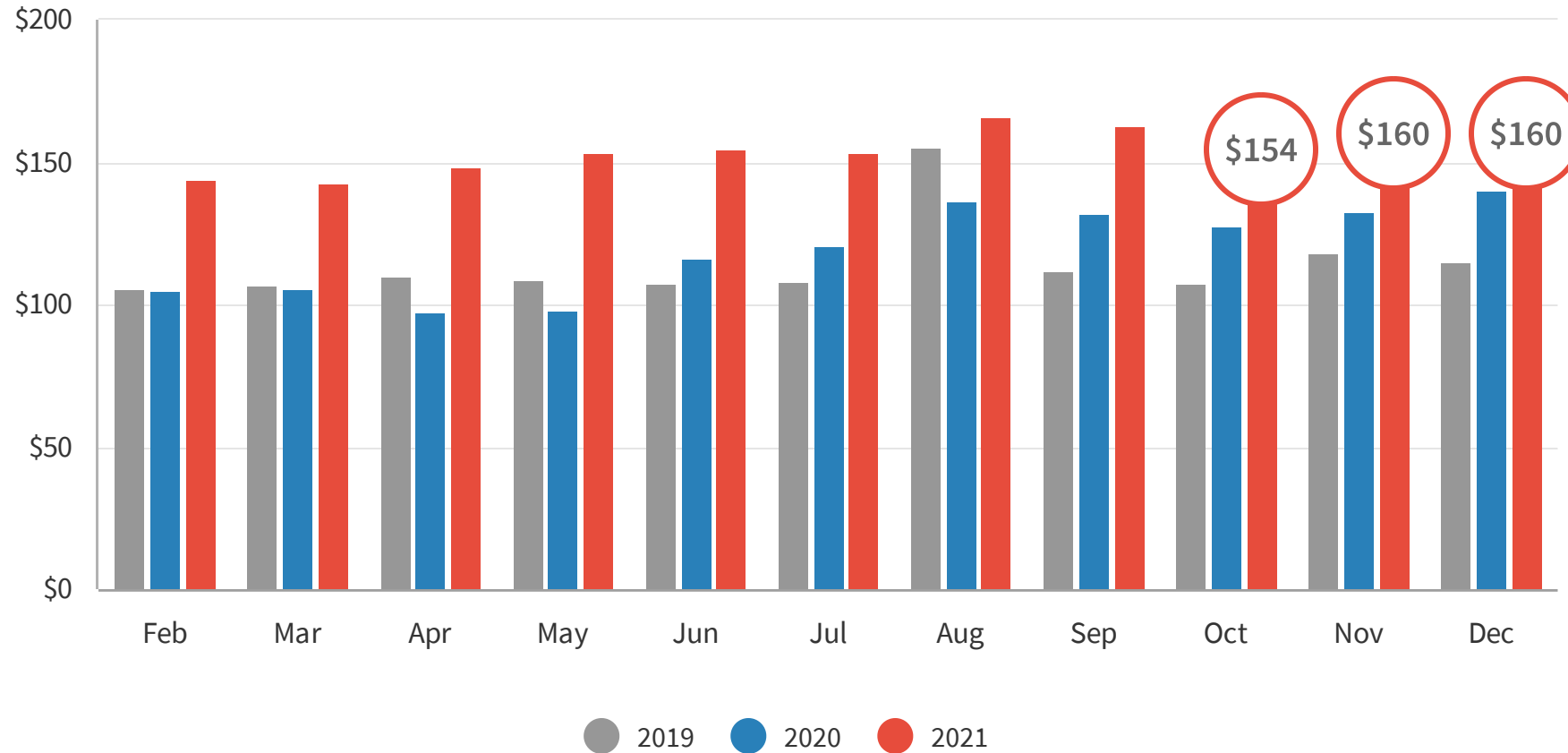


INSIGHT

Dec 2021 had a LOS of 4 days which is a 20% decrease from November but is completely normal for Dec when looking at previous years.

Average Daily Rate

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



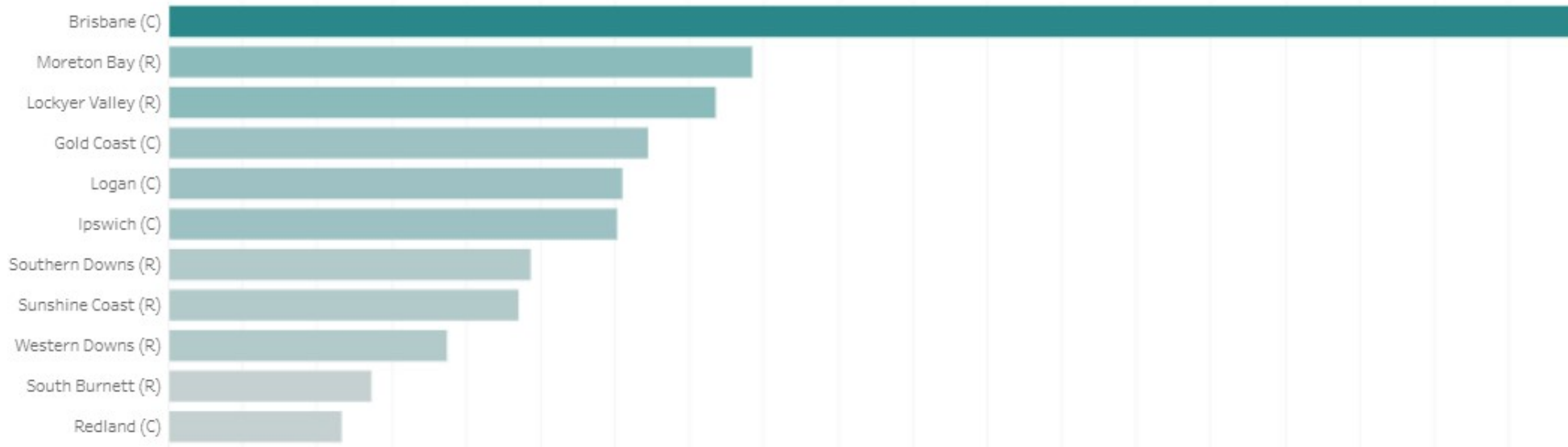
INSIGHT

Average daily rate for December was \$160, remaining level month on month.

Source Market

The source market demonstrates which LGA visitors are travelling from.

Which LGA are people coming from?

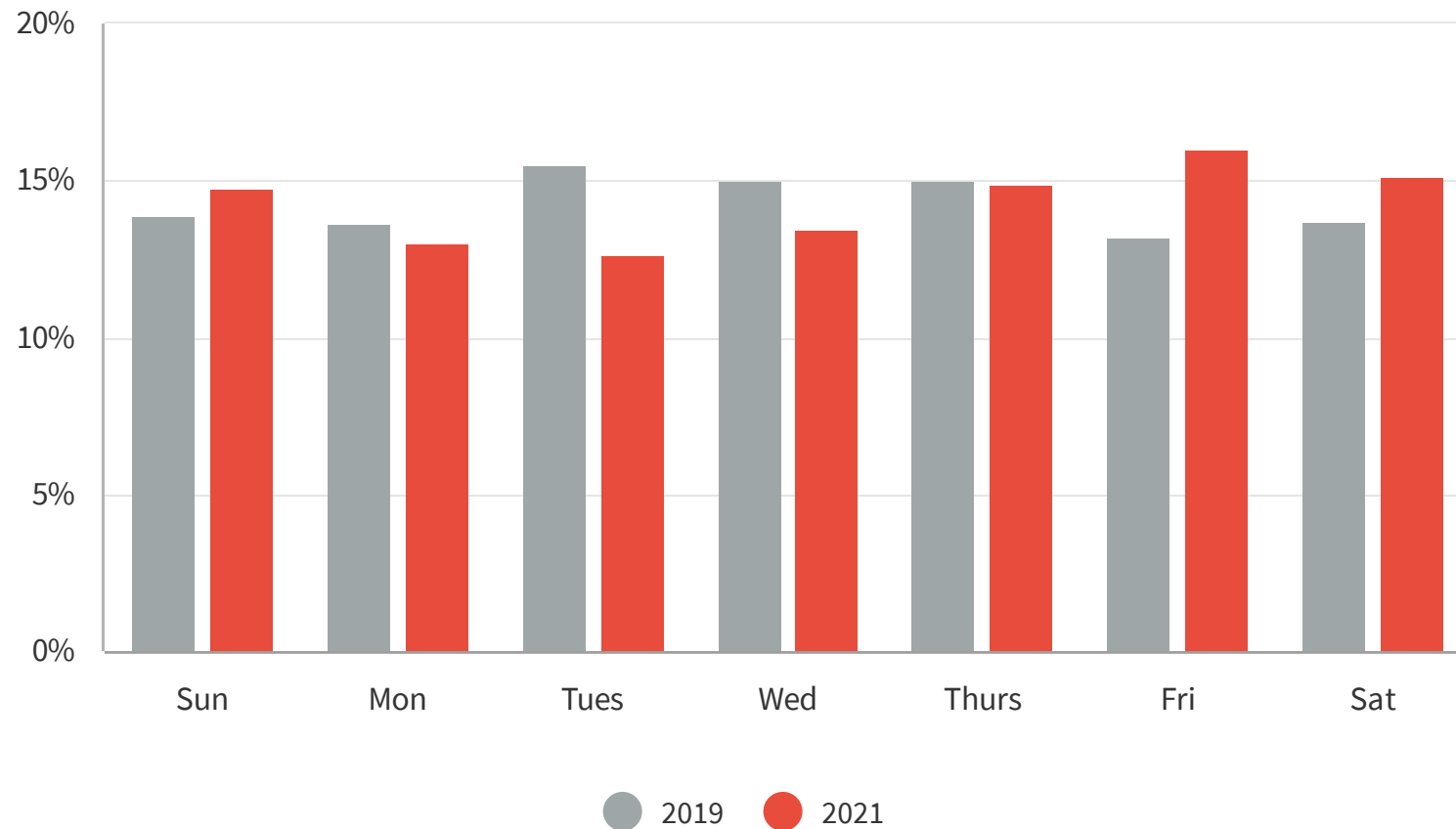


INSIGHT

The LGA's with the most amount of devices seen within the Toowoomba region in Dec 2021 were Brisbane with 18.95% Moreton Bay 7.85% and Lockyer Valley 7.35%

Day of the Week

These graphs visualise which days of the week people are visiting the most for the month.

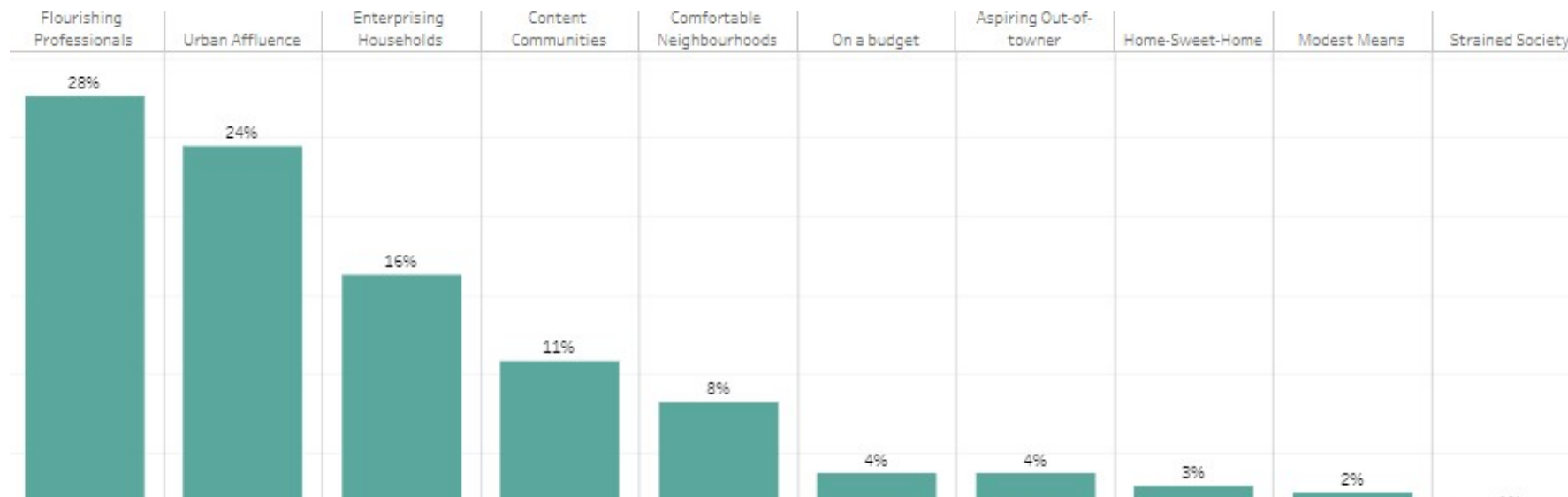


INSIGHT

The most common day to visit in Dec 2021 was the weekend with Friday, Saturday and Sunday ranking the highest.

Top Visitor Segments

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



INSIGHT

The top two visitor segments of Toowoomba, from Brisbane in the month of December were the two wealthiest segments, contributing to 52%. 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.

What suburbs are people coming from?

