

Toowoomba Monthly Report

July 2021

Key Points from July 2021



Toowoomba's Occupancy level for July was 60% and has had a similar level of occupancy for the past 4 months.



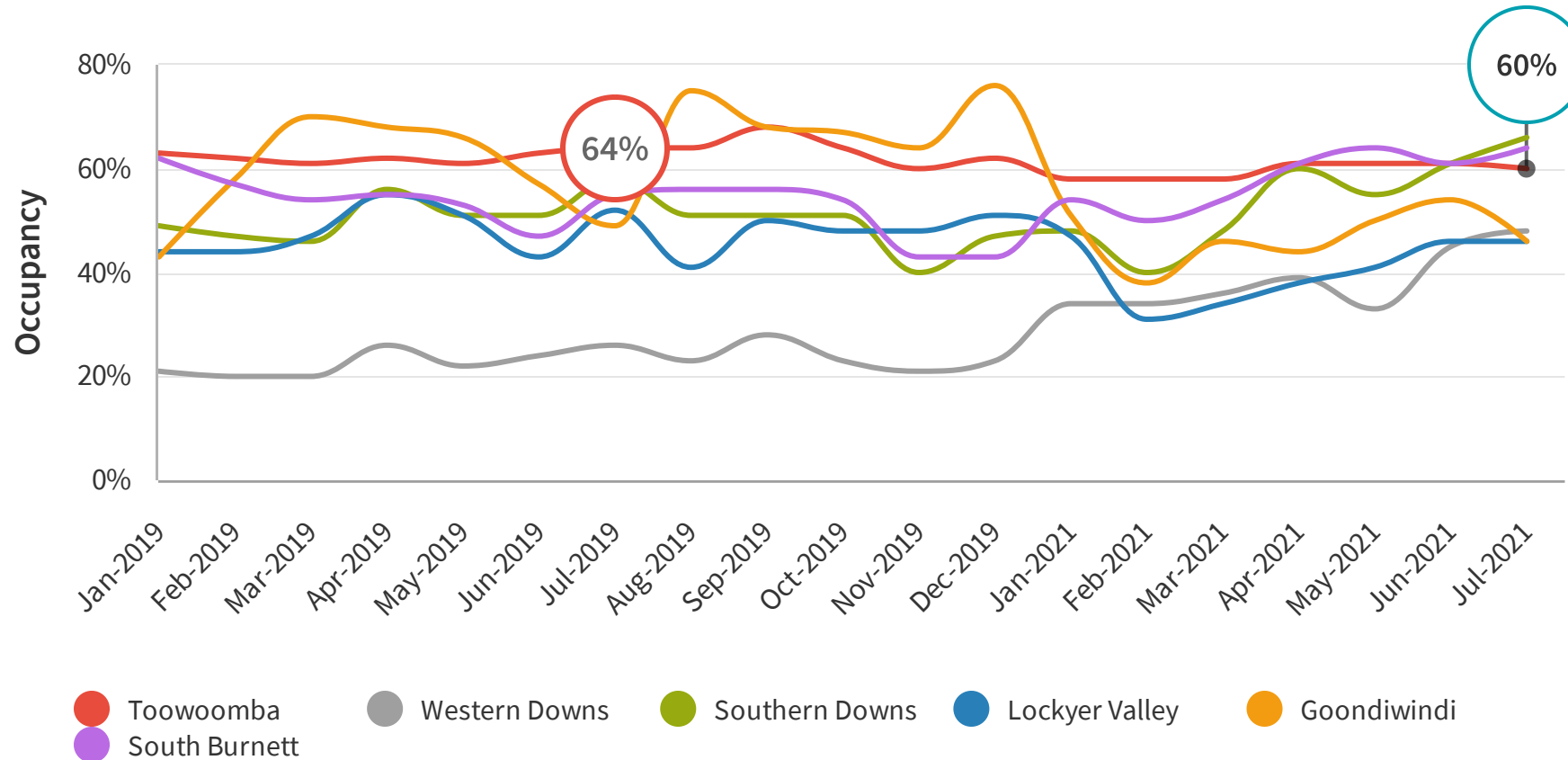
The average Reservation Window in July 2021 is 34 days, which is a 13% decrease from last month.



July 2021 had an ADR of \$153 and has been at a similar rate since the beginning of the year.

Average Occupancy Rate

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

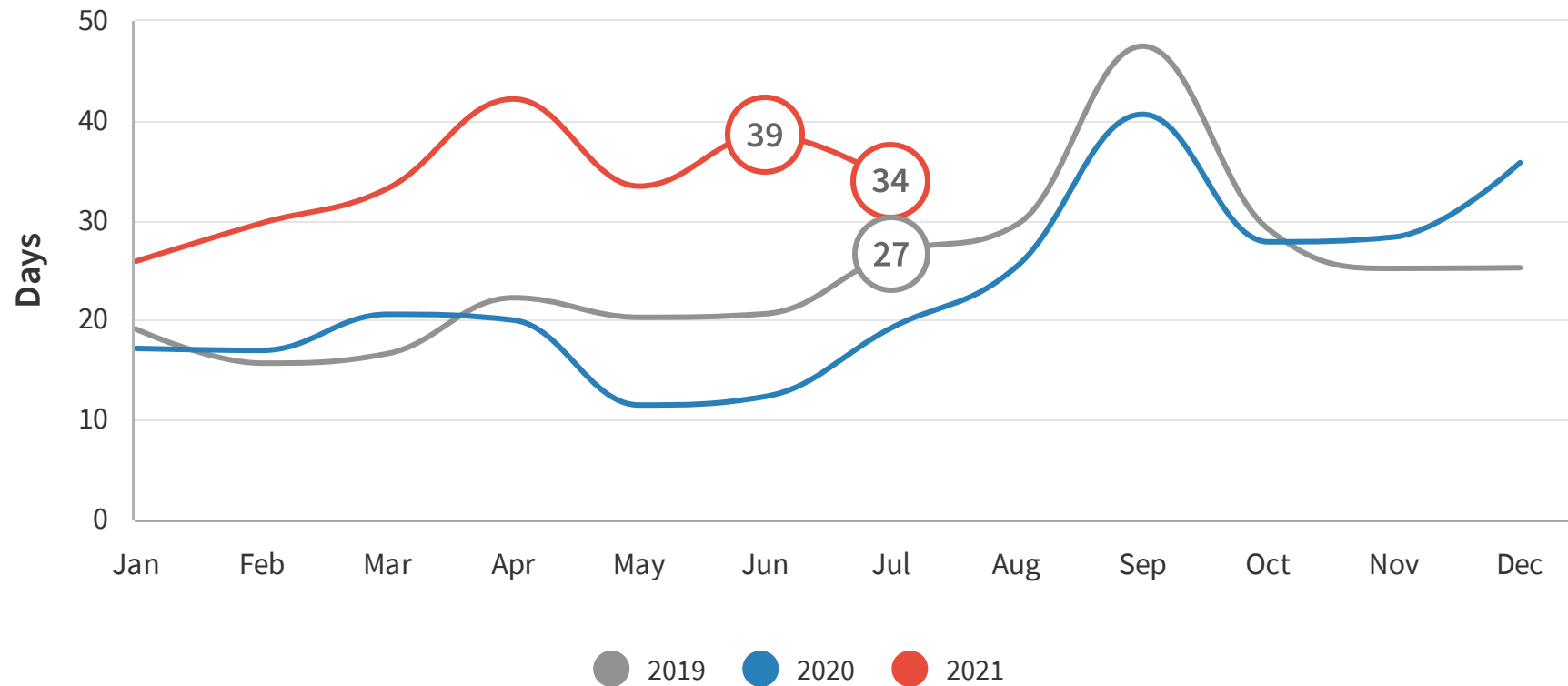


INSIGHT

Toowoomba's Occupancy level for July was 60% and remains in the top 3 of all SQC regions. Toowoomba has seen has similar level of Occupancy for the past 4 months.

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.

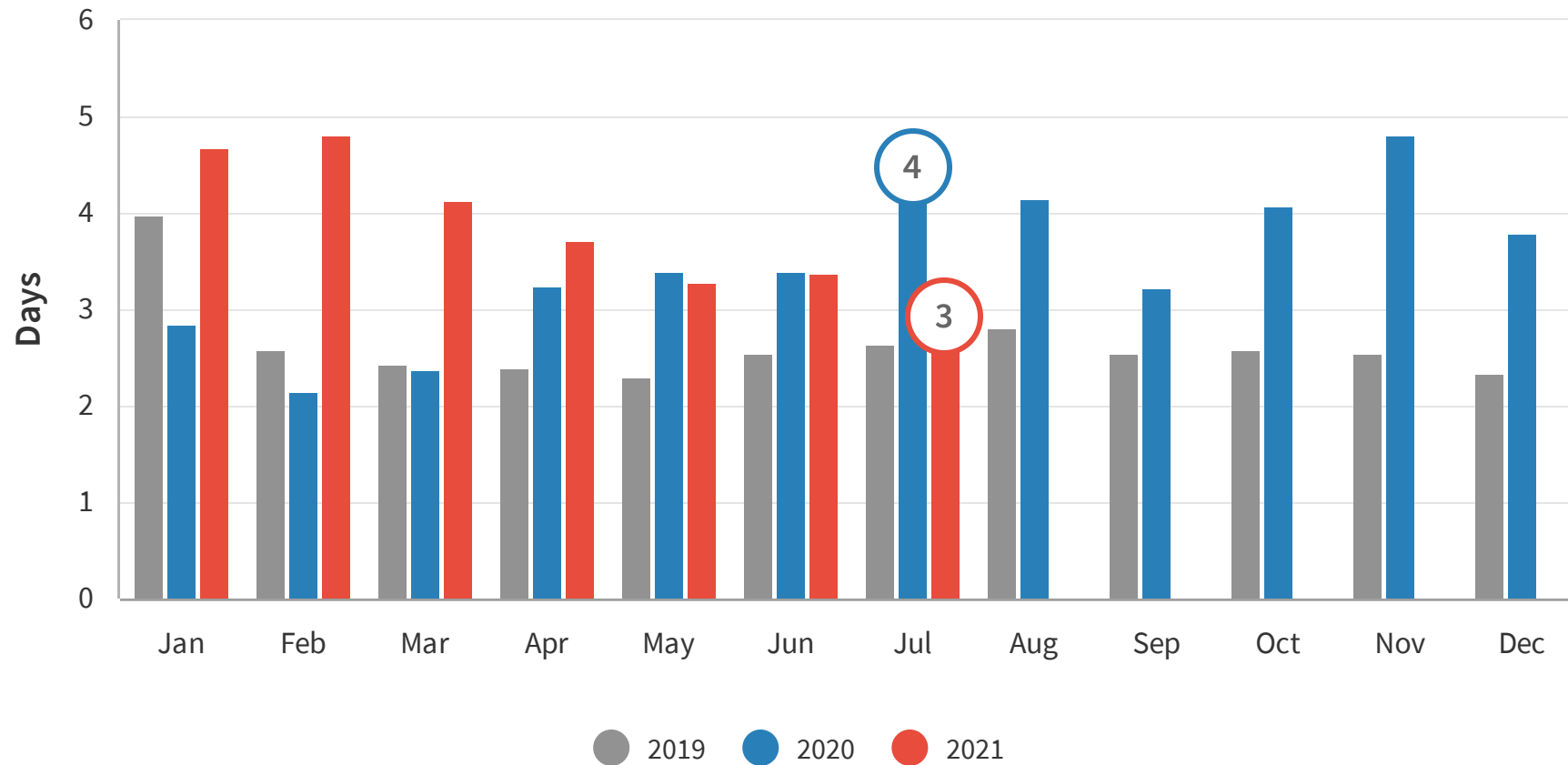


INSIGHT

The average Reservation Window in July 2021 is 34 days, which is a 13% decrease from last month. When comparing to July of 2019, there has been a 26% increase.

Length of Stay

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

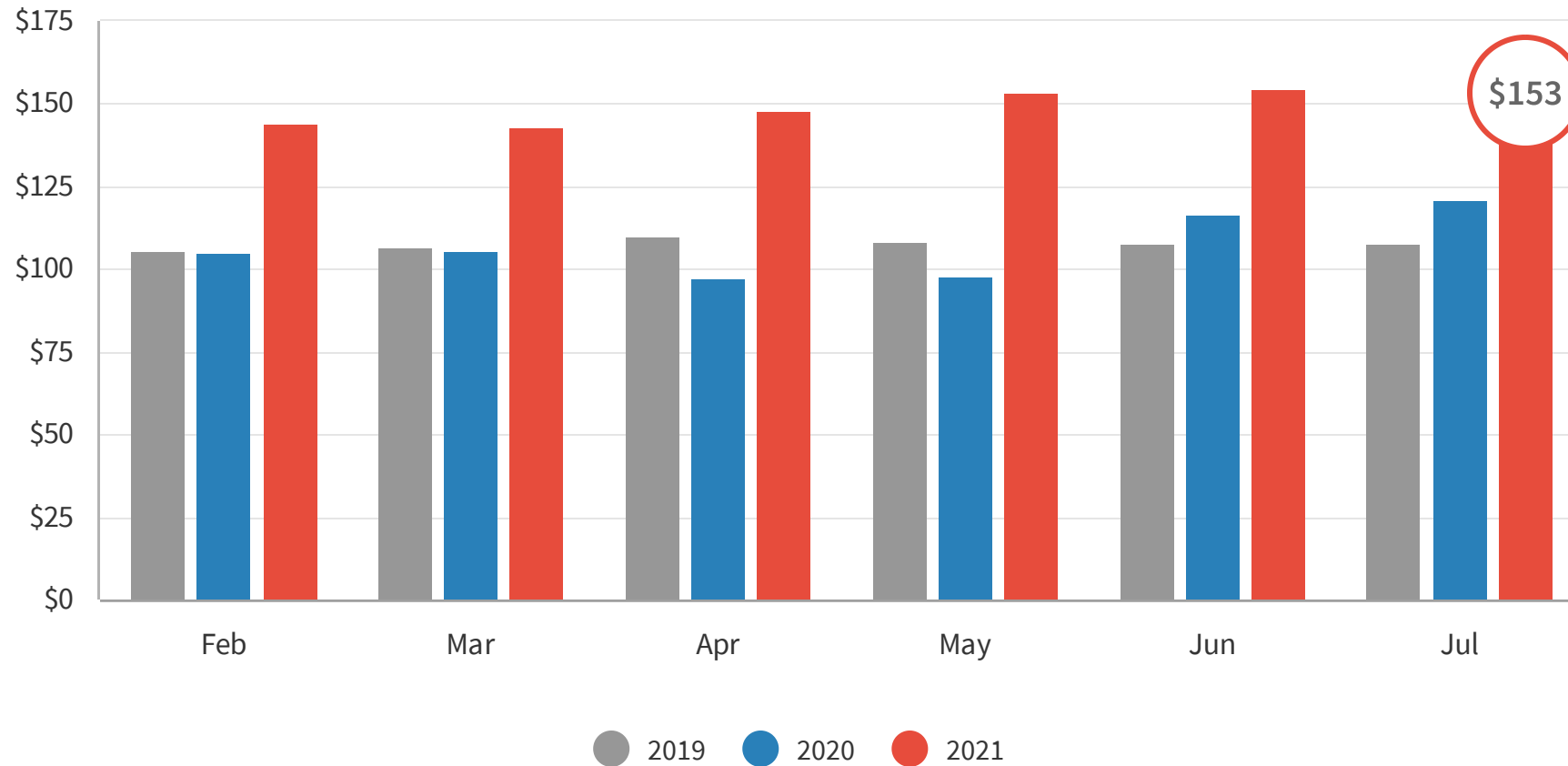


INSIGHT

Length of stay was 3 days in the month of July 2021 and saw a decrease of 33% when compared to 2020.

Average Daily Rate

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

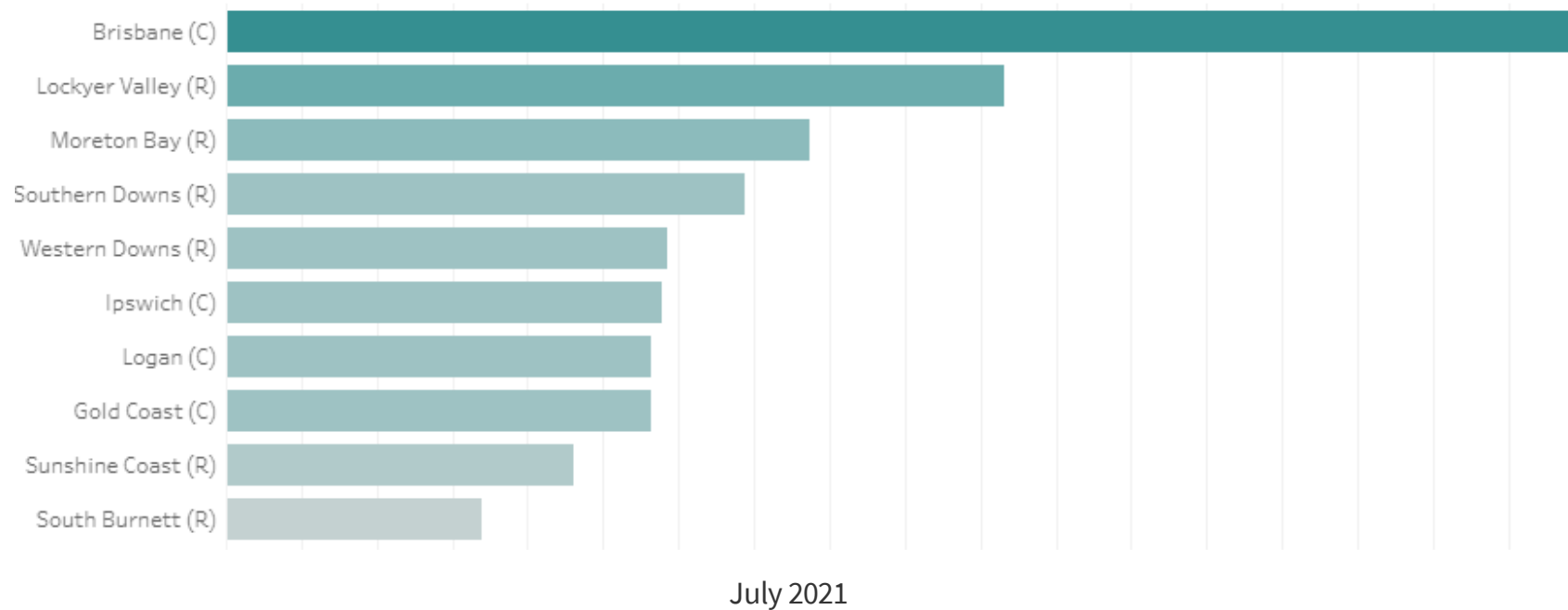


INSIGHT

Previous years show a steady trend in the Average Daily Rate, however 2021 has presented some large consistent growth. July 2021 had an ADR of \$153 and has been at a similar rate since the beginning of the year.

Source Market

The source market demonstrates which LGA visitors are travelling from.

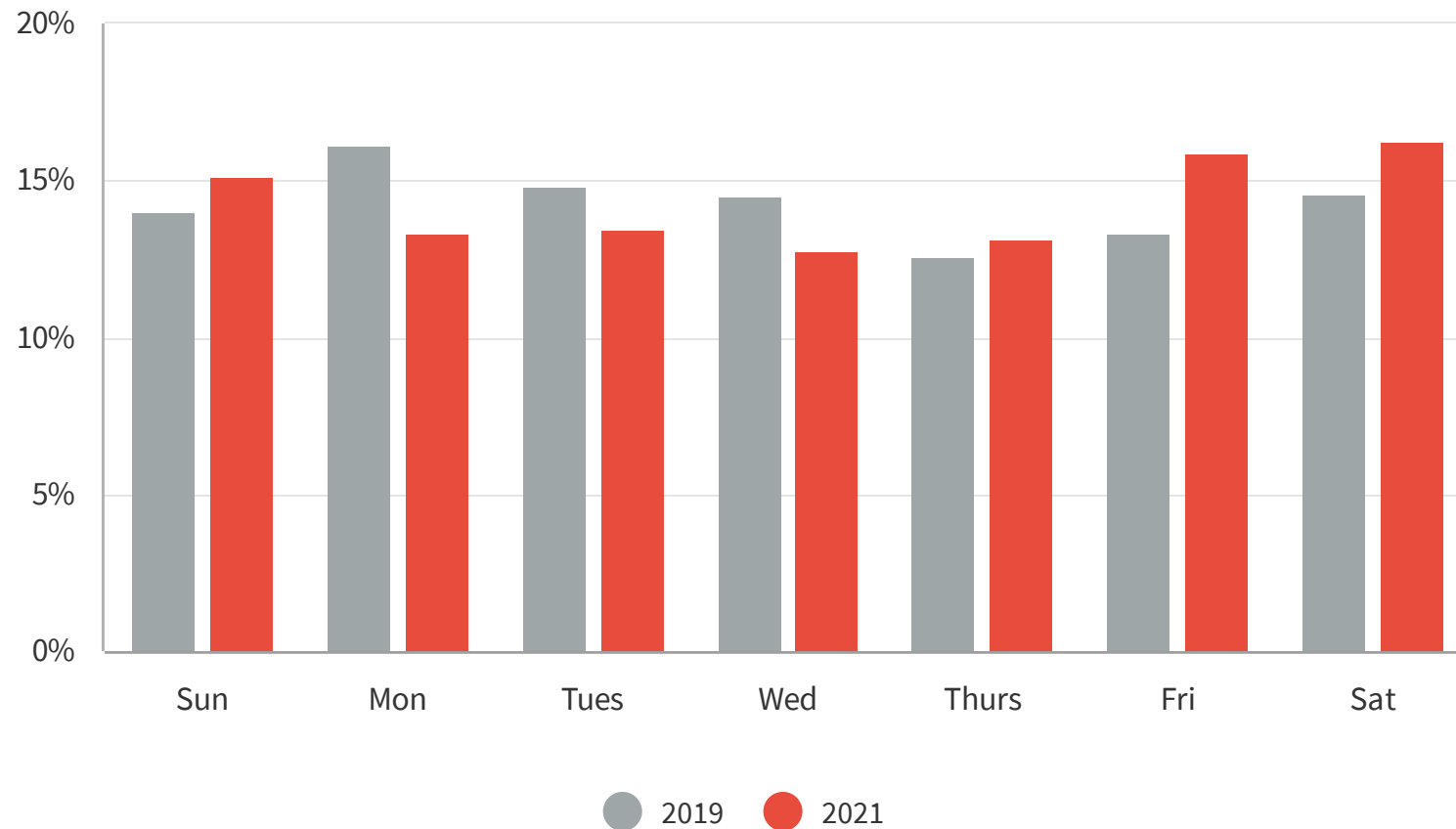


INSIGHT

The LGA's with the most amount of devices seen within the Toowoomba region in June 2021 were Brisbane with 17.86%, Lockyer Valley with 10.33% and Moreton Bay with 7.75%.

Day of the Week

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

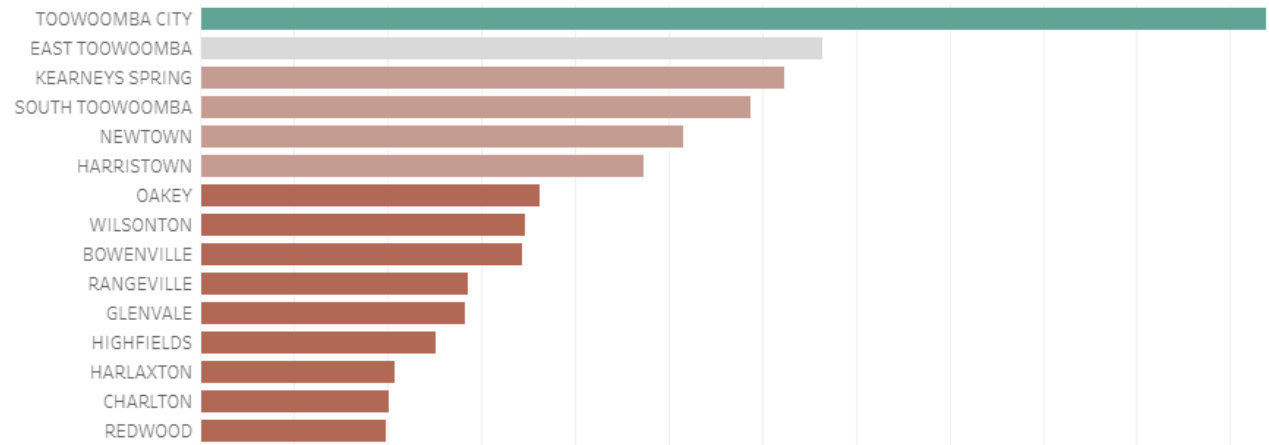


INSIGHT

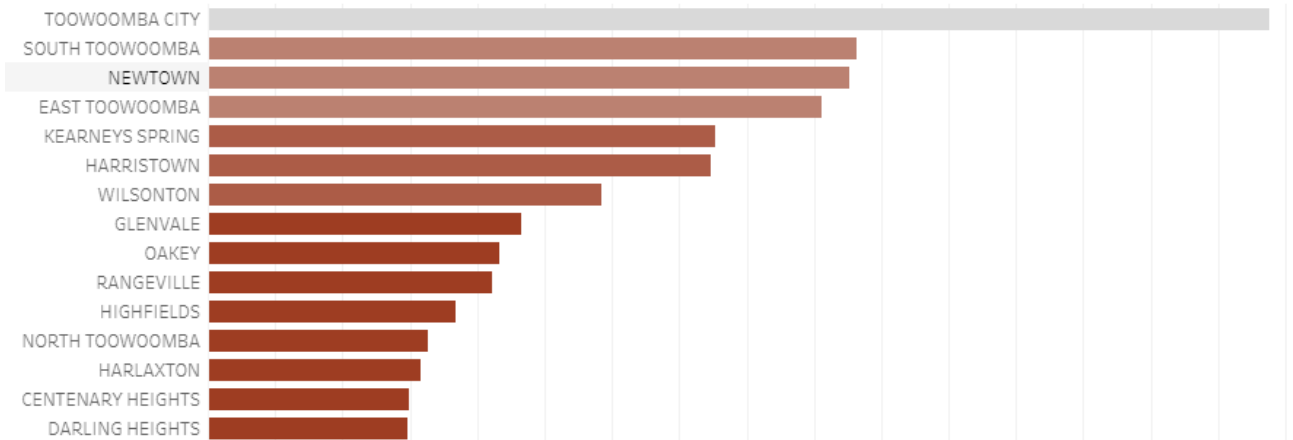
The most common day to visit in July 2021 was Saturday with 16.29% of visitation. Similar levels were seen in July 2019, however Monday was the busiest day.

Top Suburb Visitation

Top Suburb displays the suburbs most visited for the month.



July 2021



July 2019



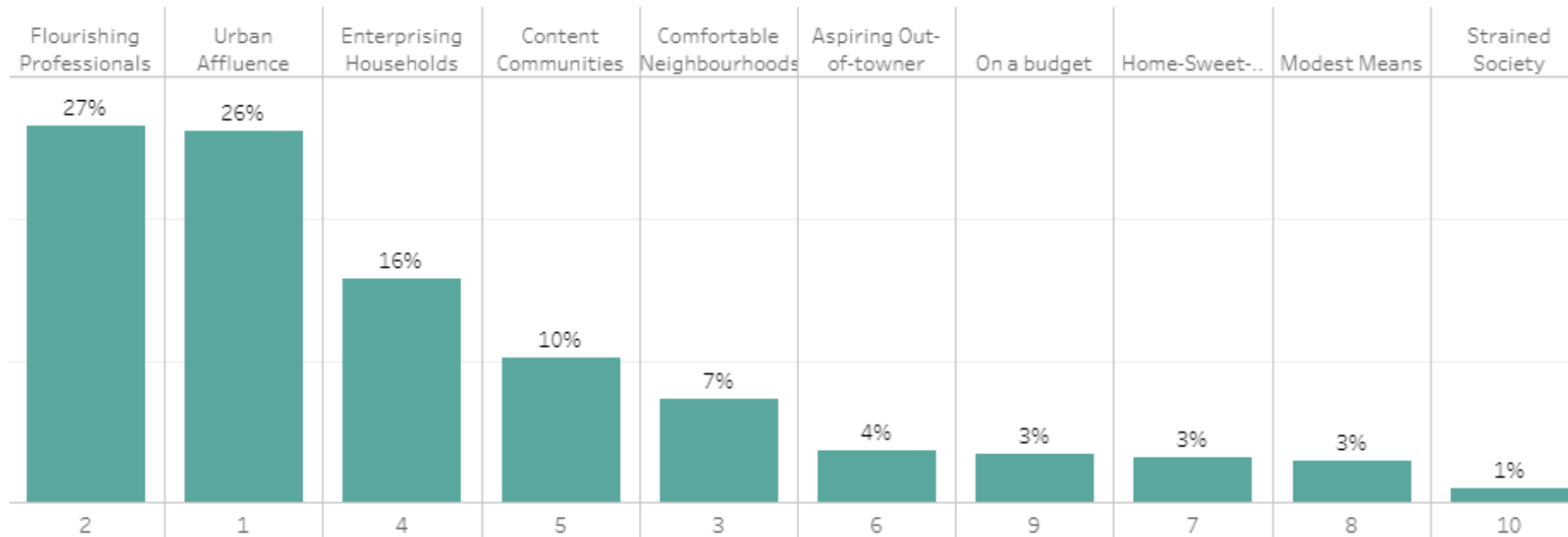
INSIGHT

The top three most visited suburbs in the month of June were Toowoomba City with 24%, East Toowoomba with 14% and Kearneys Spring with 12.7%.

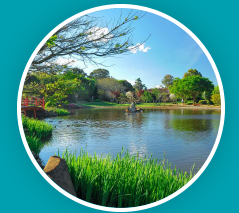
Top Visitor Segments

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

Visitors Segments



Visitor Segmentation from Brisbane - July 2021



INSIGHT

The top two visitor segments of Toowoomba, from Brisbane in the month of June were the two wealthiest segments, contributing to 53%. Brisbane was the focus for this analysis as they have the highest propensity to stay overnight.