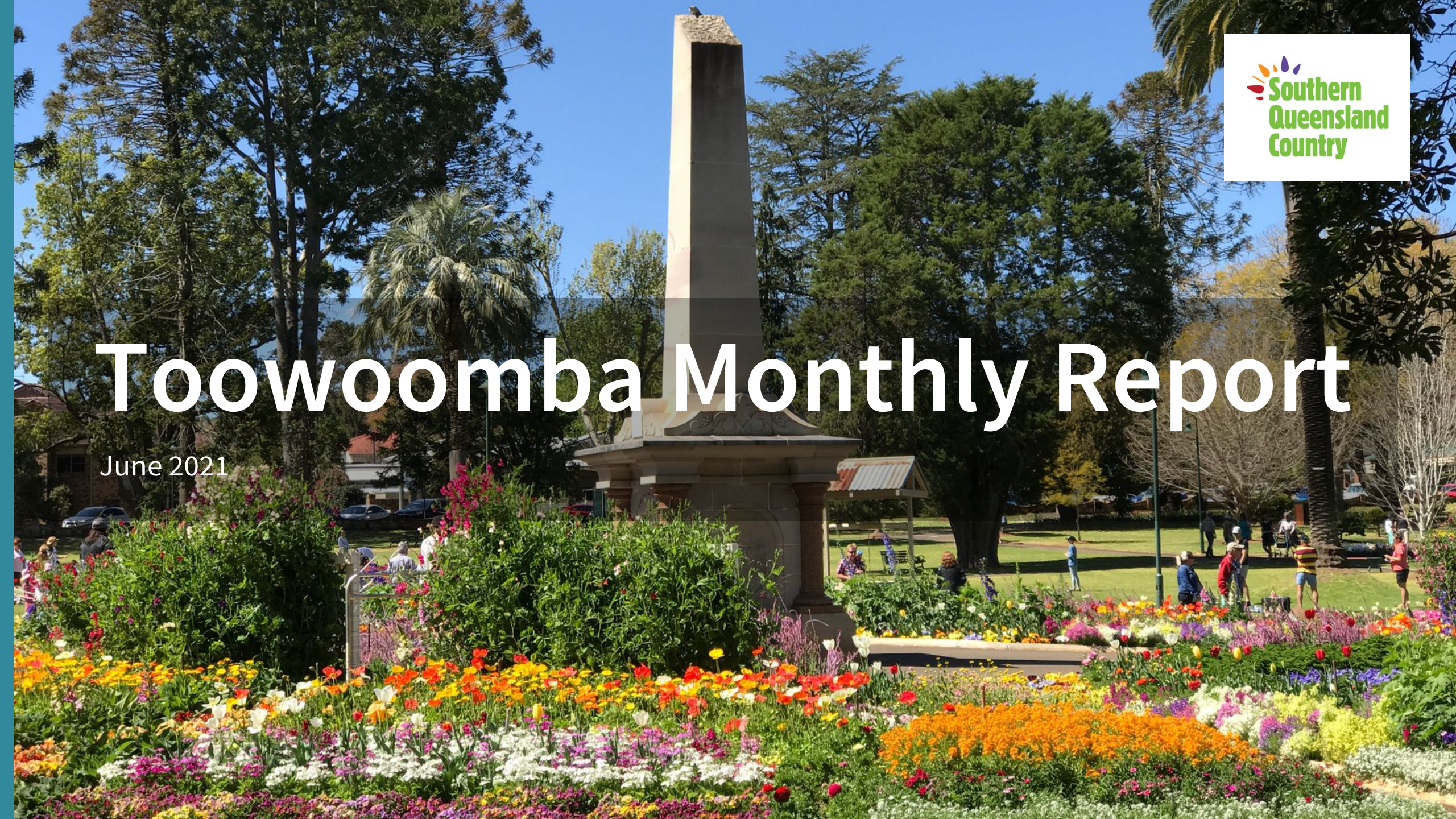


# Toowoomba Monthly Report

June 2021



# Key Points from June 2021



Toowoomba's Occupancy level for June was 61% and remains the highest among all LGAs for 9 straight months.



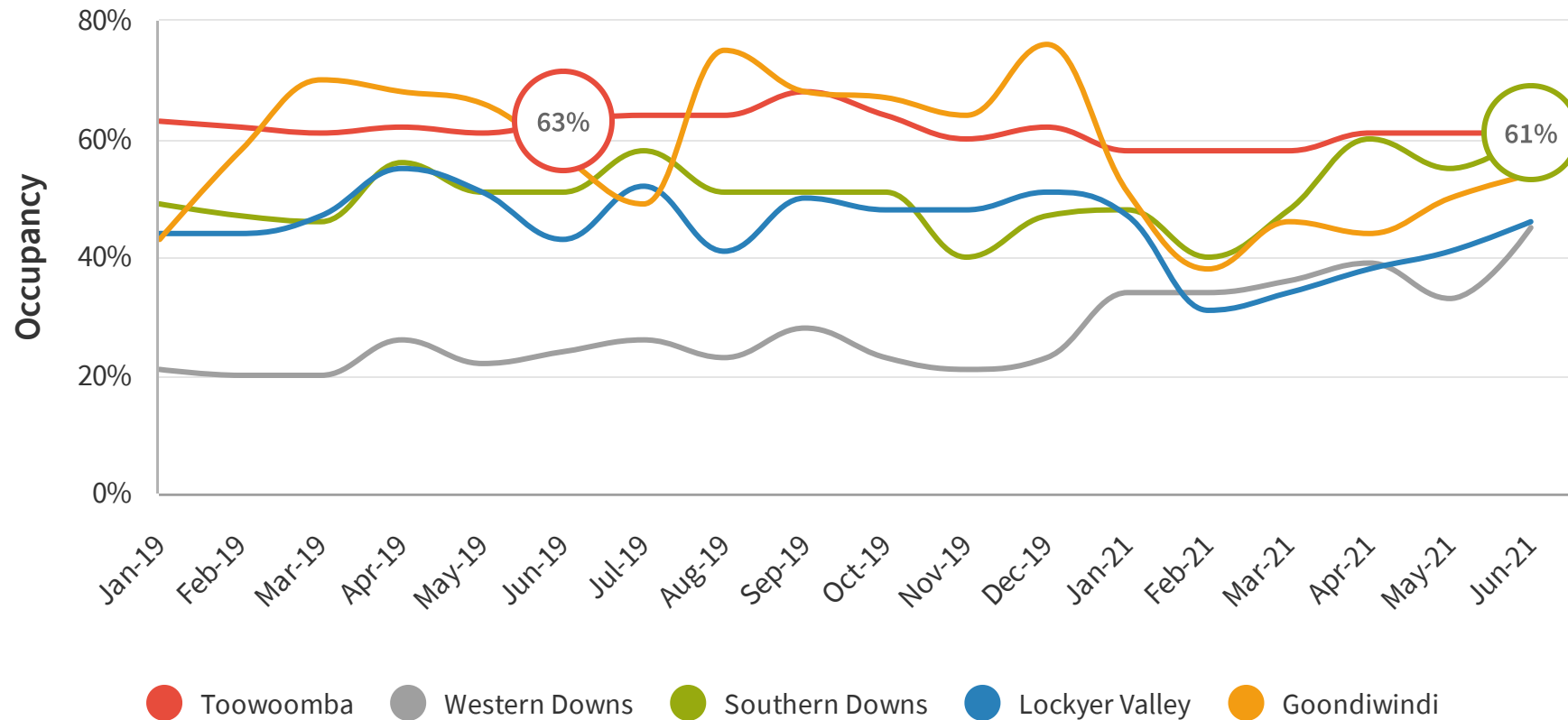
Length of stay was 3 days in the month of June 2021 and saw an increase of 24% from 2019. Length of stay has seen some good growth since the beginning of the year.



The top two visitors of Toowoomba from Brisbane in the month of June were the two wealthiest segments, contributing to 50% of visitation.

# Average Occupancy Rate

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



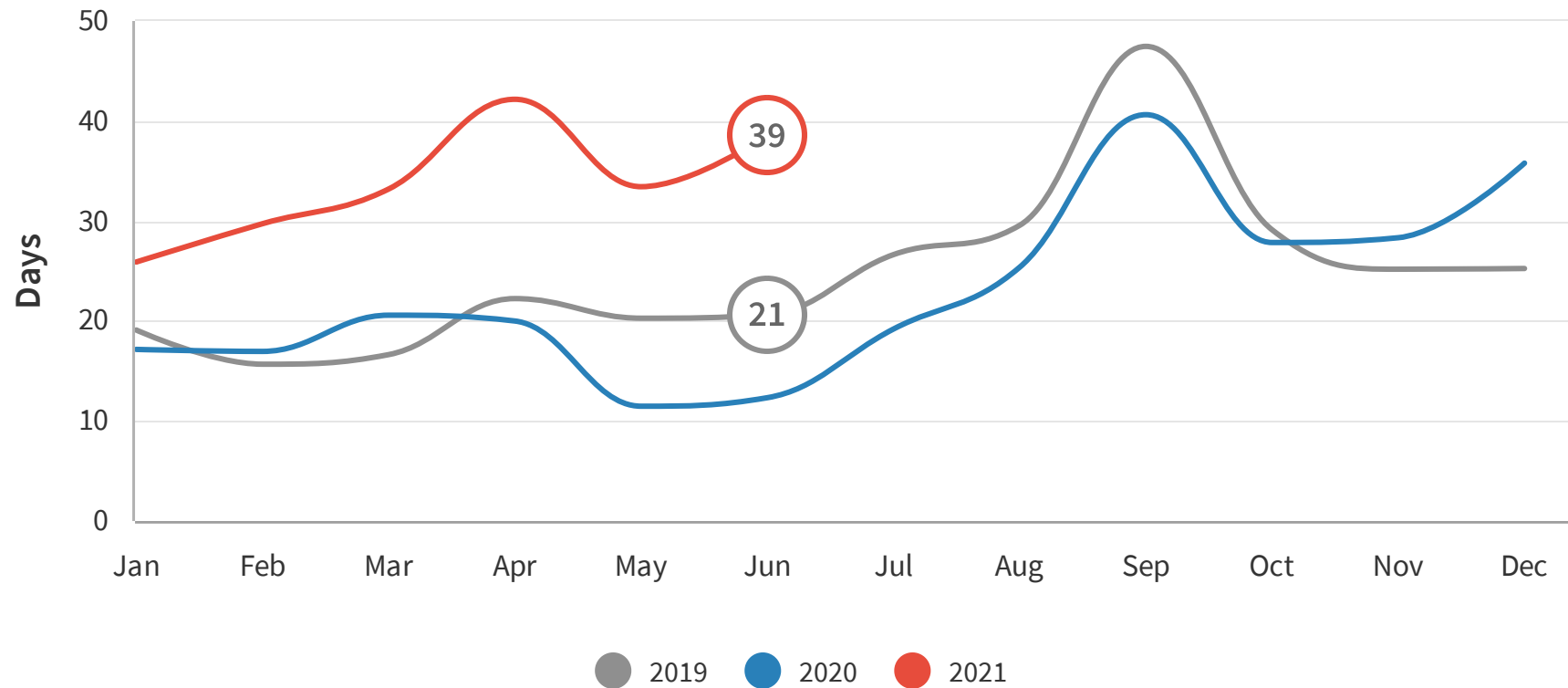
## INSIGHT

Toowoomba's Occupancy level for June was 61% and maintains its position as the leader among the LGA's for 9 months straight.

Toowoomba has maintained 61% occupancy for the past 3 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.

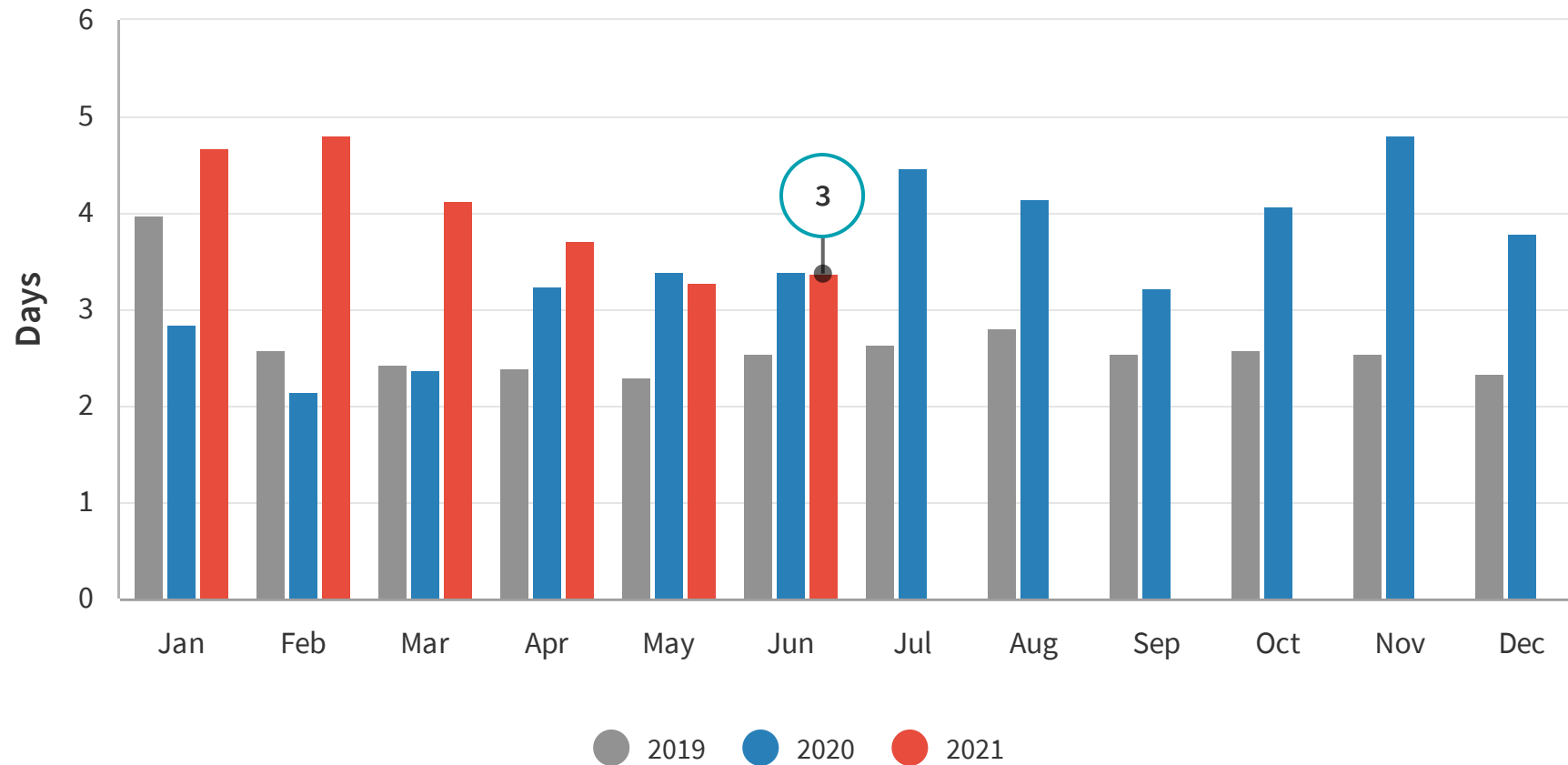


## INSIGHT

The average Reservation Window in June 2021 is 39 days and still looking very positive when compared year on year. This is an increase of 46% when comparing to June of 2019, pre COVID.

# Length of Stay

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

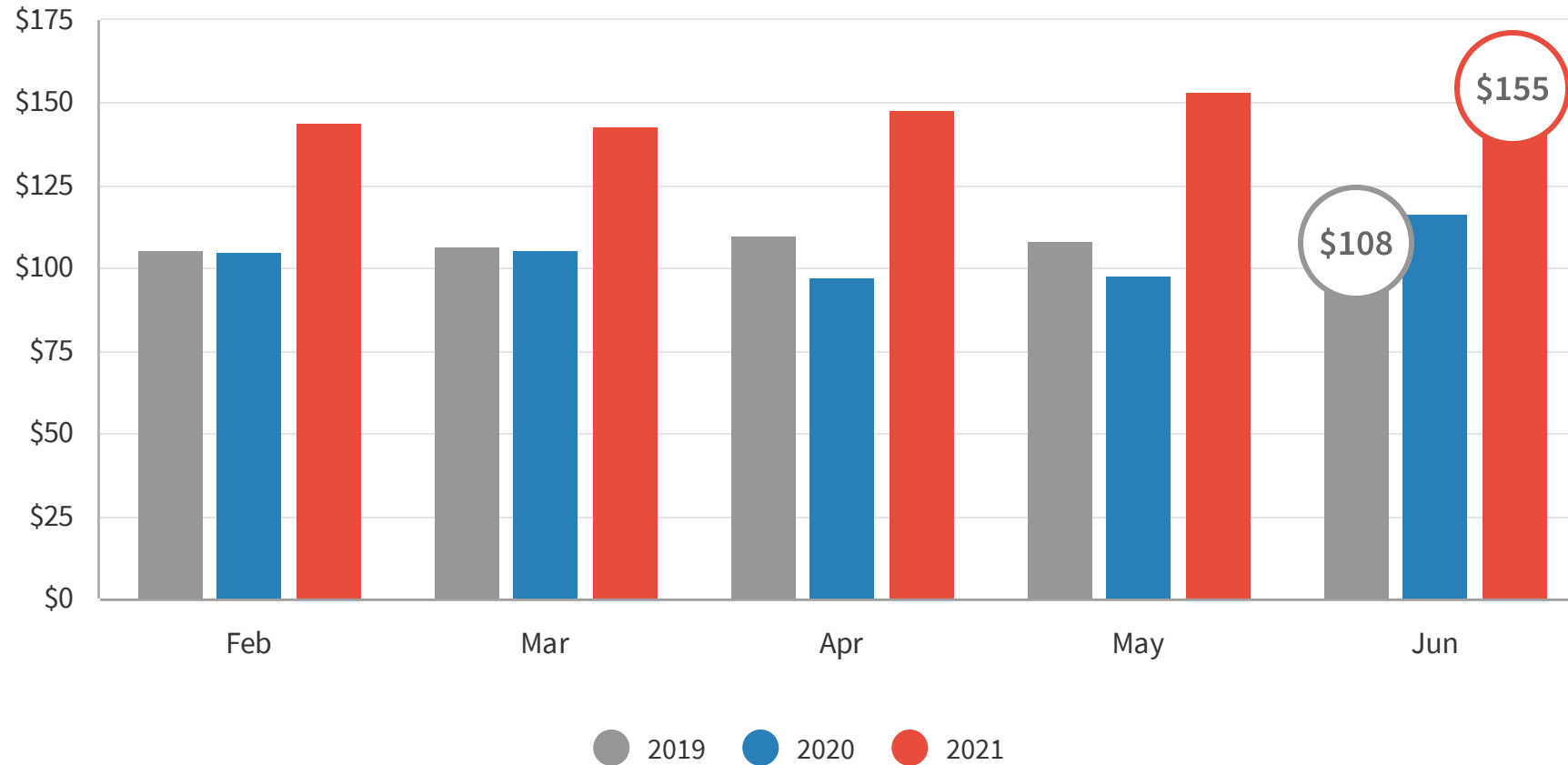


## INSIGHT

Length of stay was 3 days in the month of June 2021 and saw an increase of 24% from 2019. Length of stay has seen some good growth since the beginning of the year.

# Average Daily Rate

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



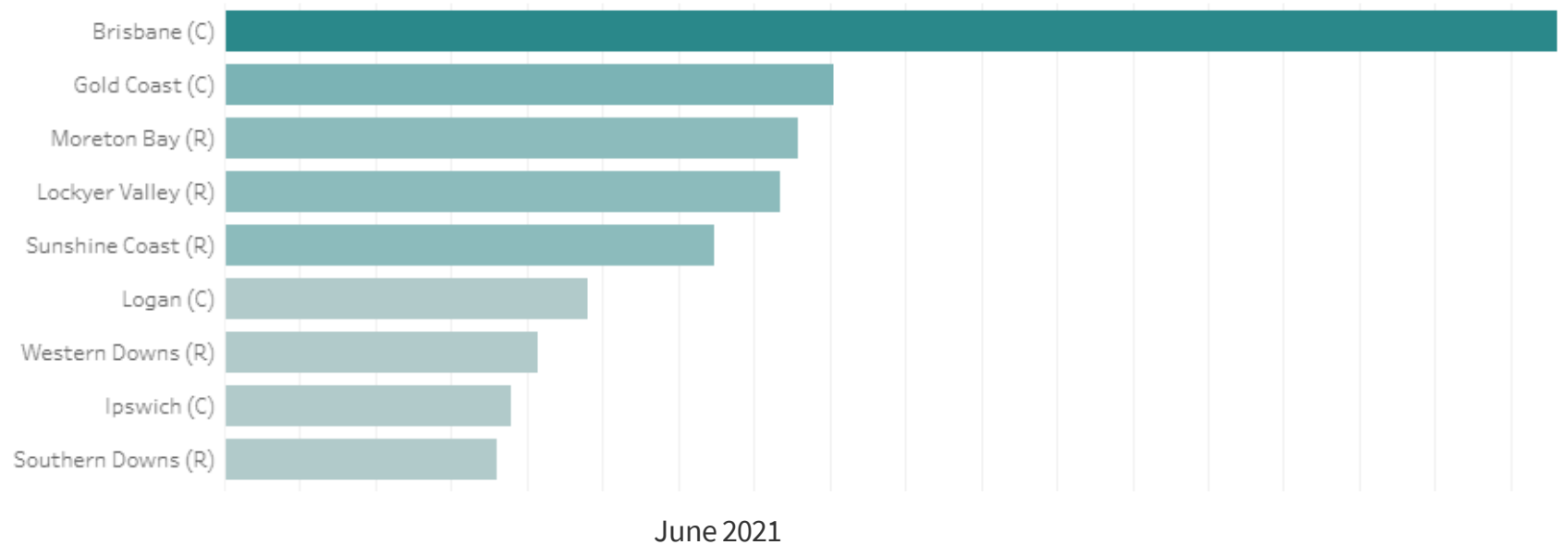
## 32%

INSIGHT

Previous years show a steady trend in the Average Daily Rate, however 2021 has presented some large consistent growth. June 2021 had an ADR of \$155 which was a jump of 43% from 2019.

# Source Market

The source market demonstrates which LGA visitors are travelling from.

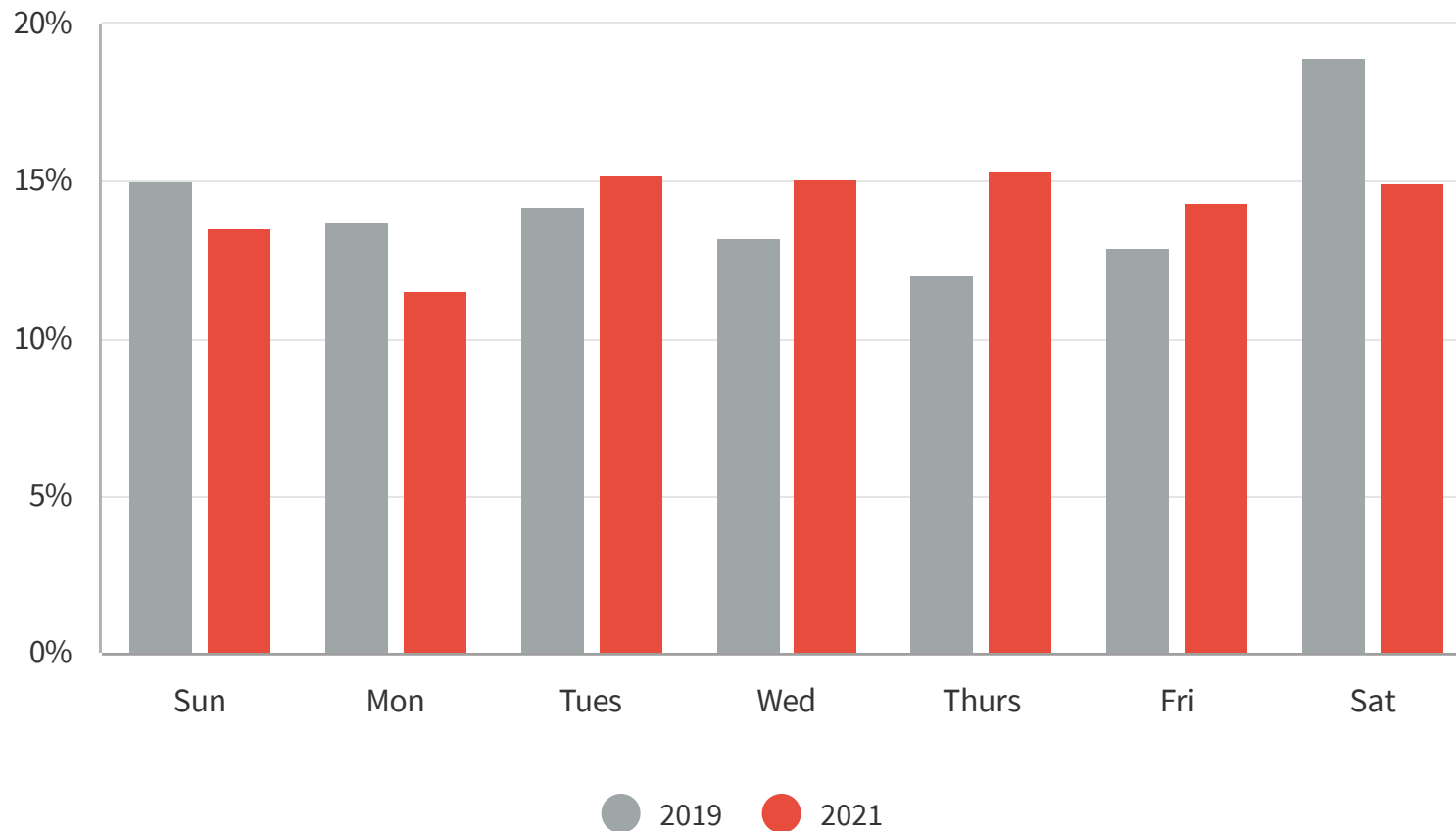


## INSIGHT

The LGA's with the most amount of devices seen within the Toowoomba region in June 2021 were Brisbane with 17.16%, Gold Coast with 8.06% and Moreton Bay with 7.59%.

# Day of the Week

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



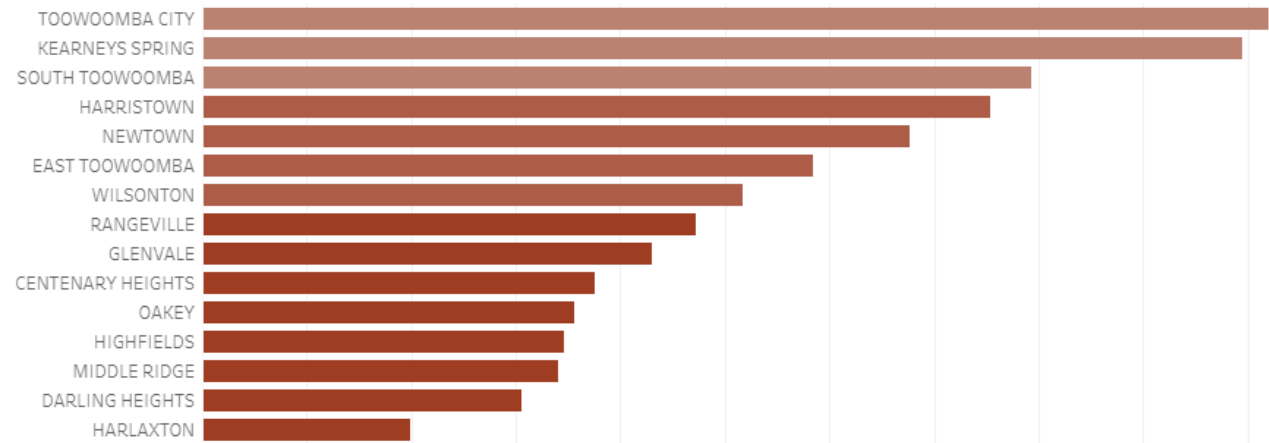
## INSIGHT

The most common day to visit in June 2019 was Saturday. Now into June 2021, there is even level of distribution with Tuesday - Saturday being the most popular at around 15%.

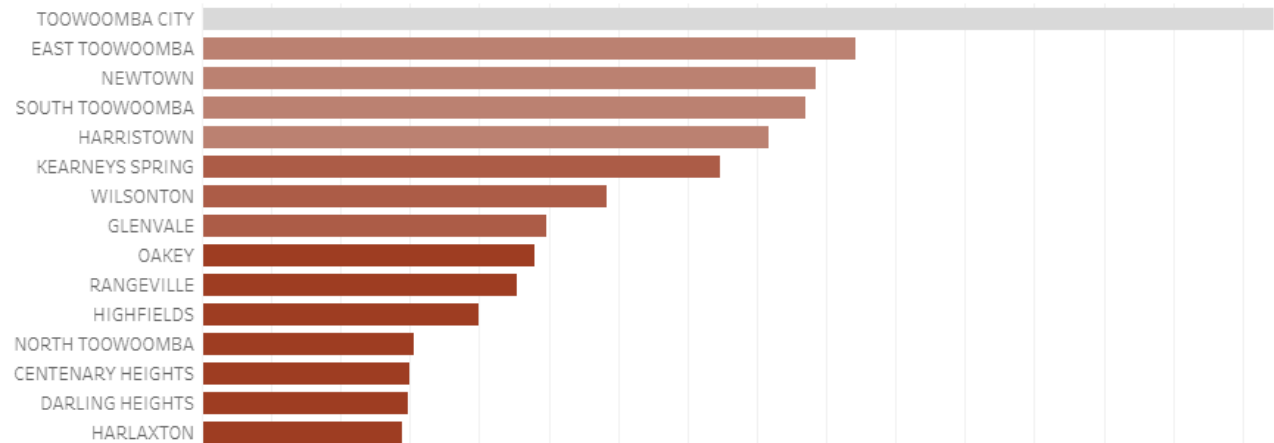


# Top Suburb Visitation

Top Suburb displays the suburbs most visited for the month.



June 2021



June 2019

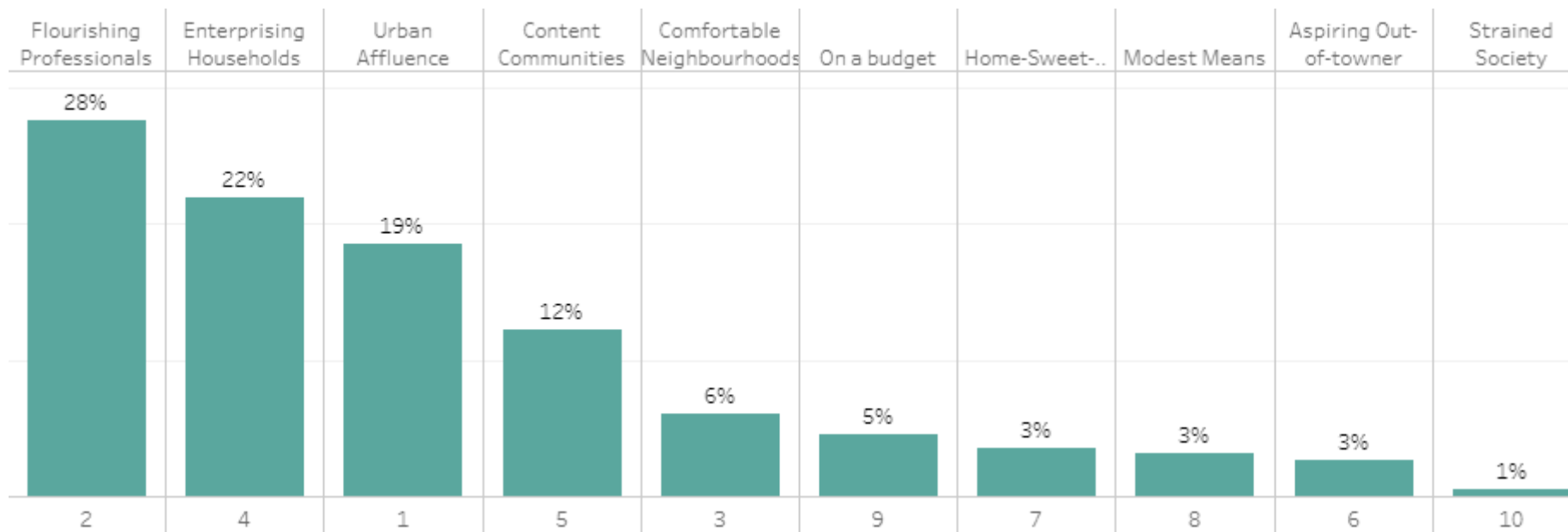


## INSIGHT

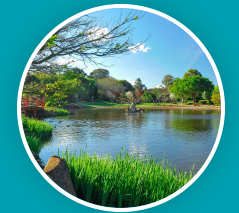
The top three most visited suburbs in the month of June were Toowoomba City with 10%, Kearneys Spring with 9.9% and South Toowoomba with 7.9%.

# Top Visitor Segments

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



Visitor Segmentation from Brisbane - June 2021



## INSIGHT

The top two visitor segments of Toowoomba, from Brisbane in the month of June were the two wealthiest segments, contributing to 50%. Brisbane was the focus for this analysis as they have the highest propensity to stay overnight.