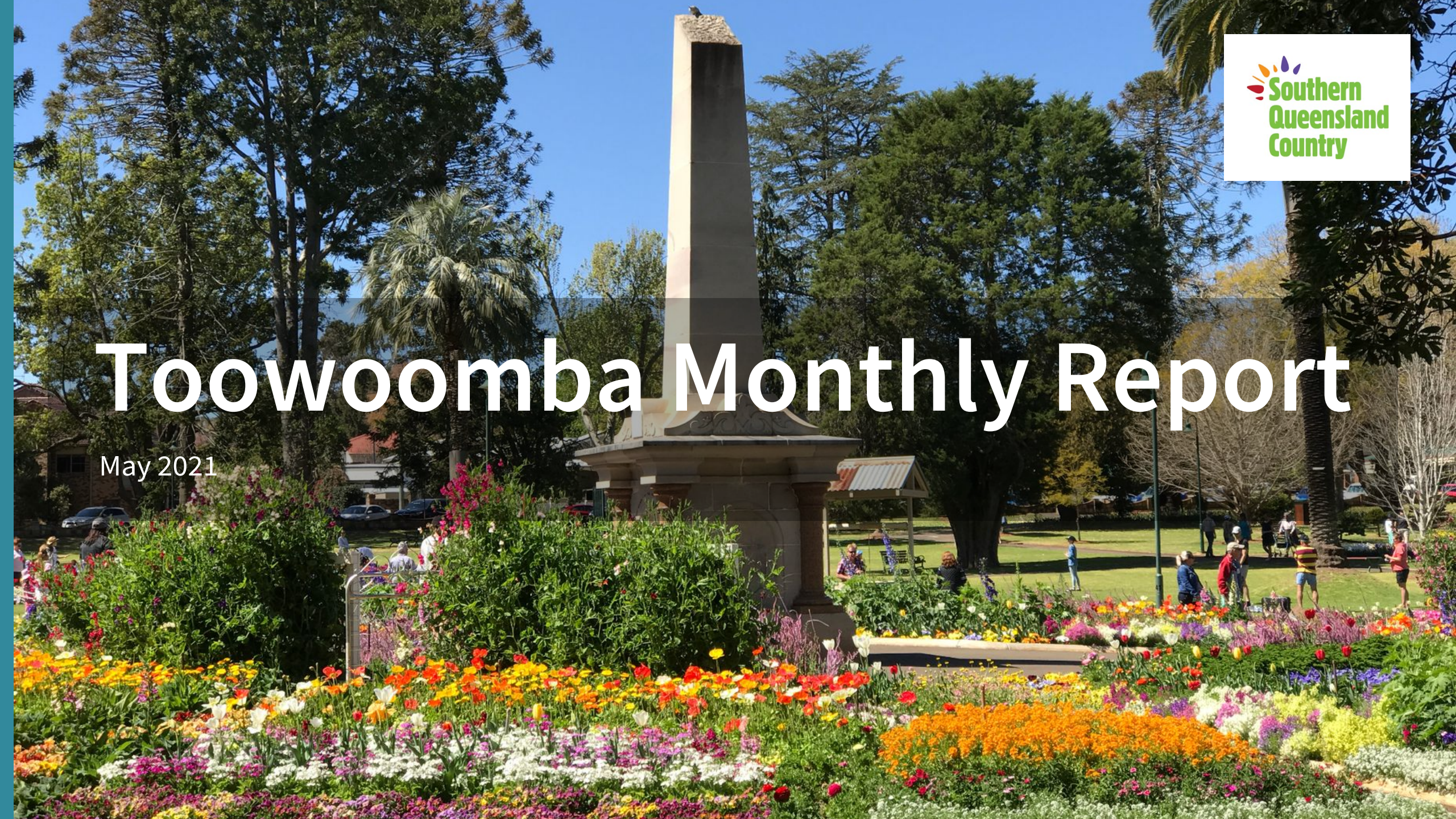


Toowoomba Monthly Report

May 2021



Key Points from May 2021



Toowoomba's Occupancy level for May was 61% and remains the highest among all LGAs for 8 straight months.



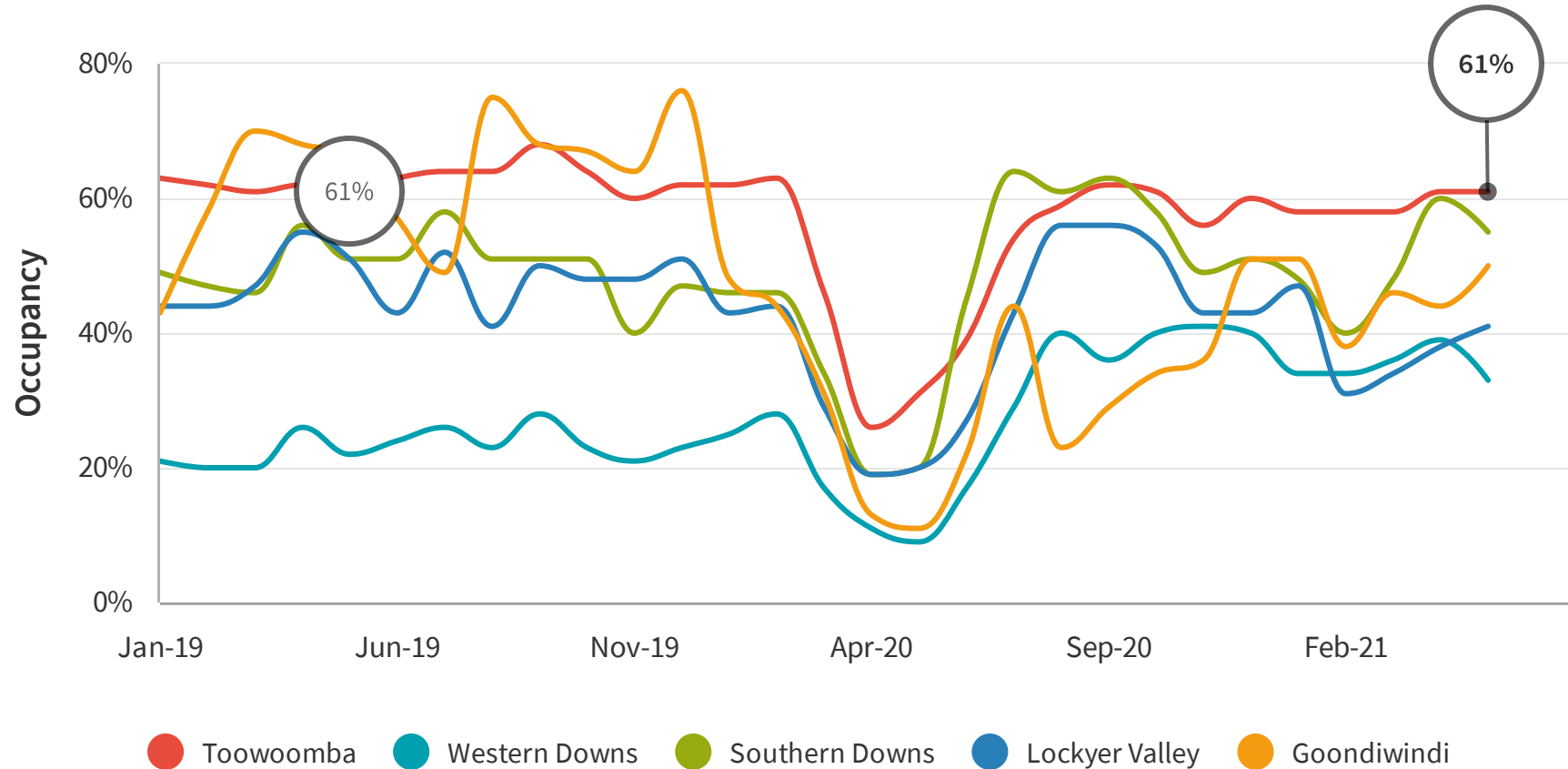
Average daily rate has shown great growth into 2021, with a 55% increase from May 2019 .



The top two visitors of Toowoomba from Brisbane in the month of April 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.

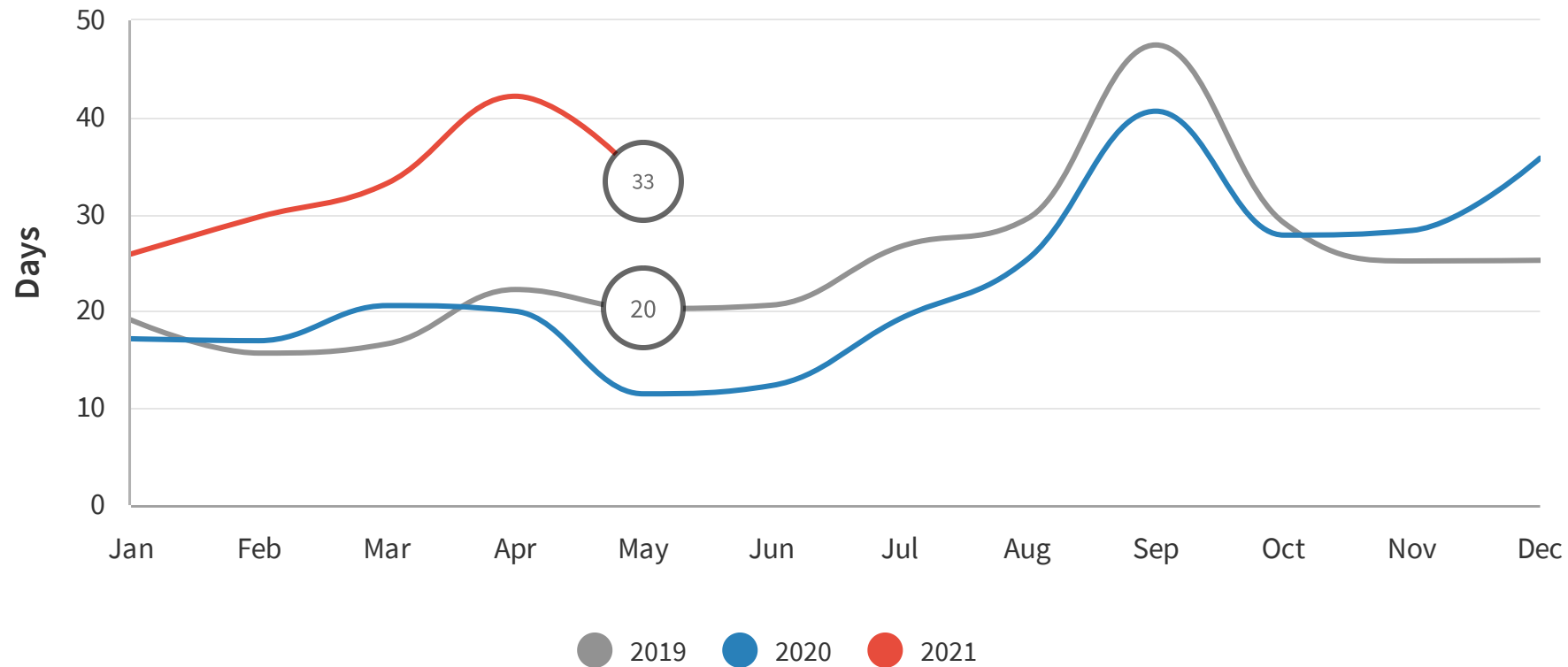


INSIGHT

Toowoomba's Occupancy level for May was 61% and maintains its position as the leader among the LGA's for 8 months straight. Toowoomba had the exact same level of occupancy in May of 2019.

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.

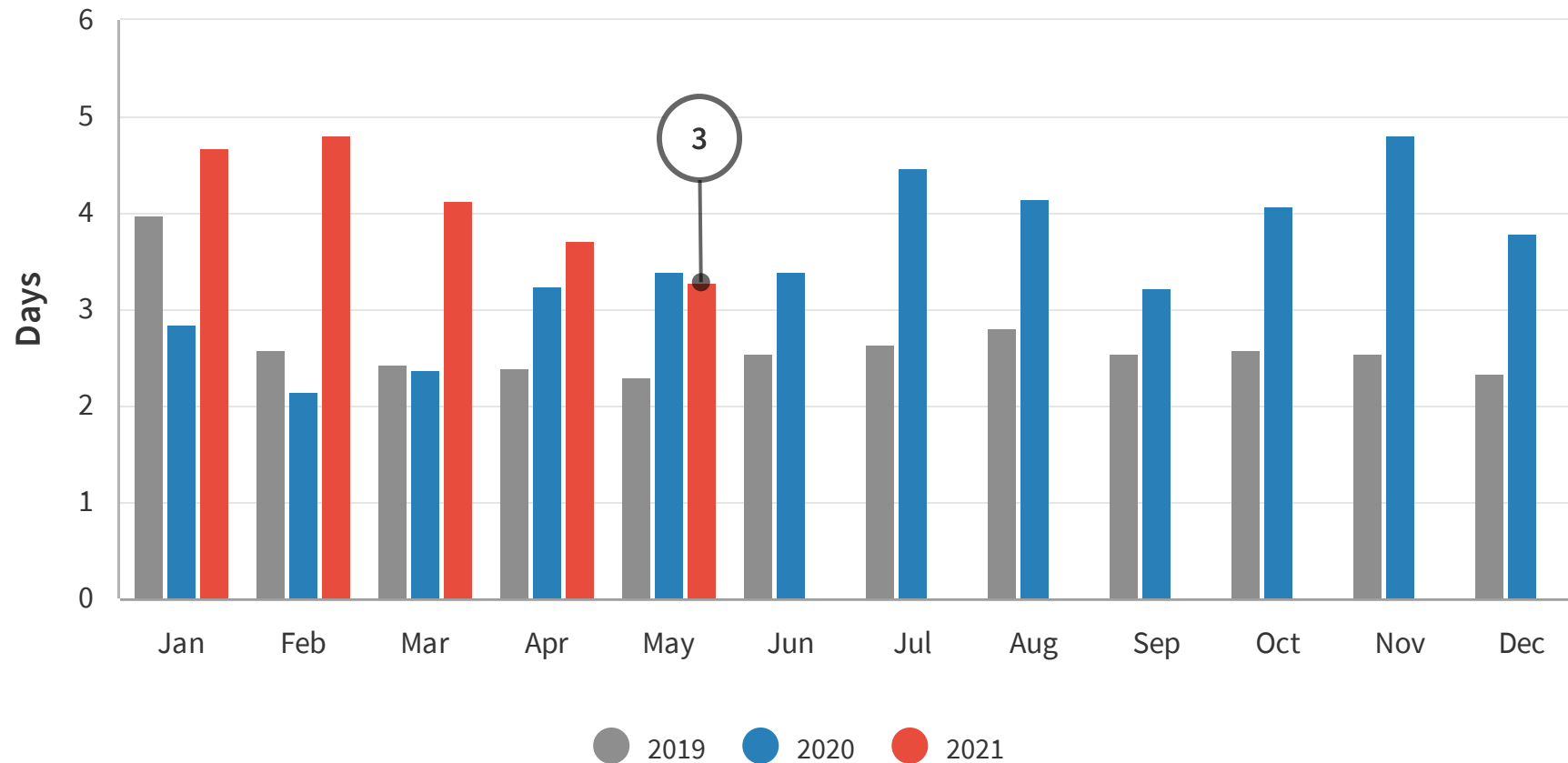


INSIGHT

The average Reservation Window in May 2021 is 33 days and is still looking healthy. This is an increase of 65% when comparing to May of 2019, pre COVID.

Length of Stay

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

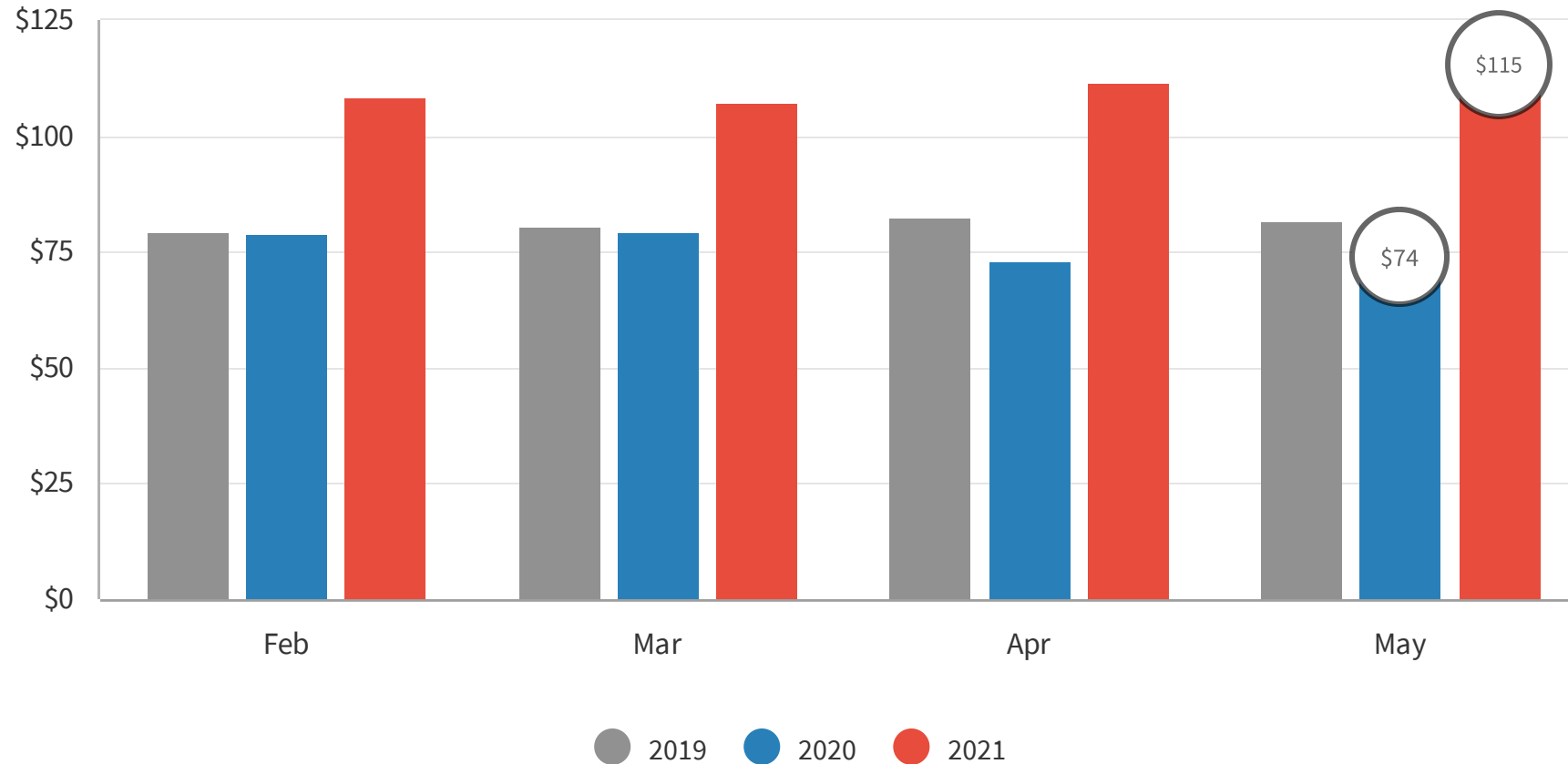


INSIGHT

Length of stay was 3 days in the month of May 2021 and saw a small decrease of 4% from this time last year but has shown some consistent growth over the past 4 months.

Average Daily Rate

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



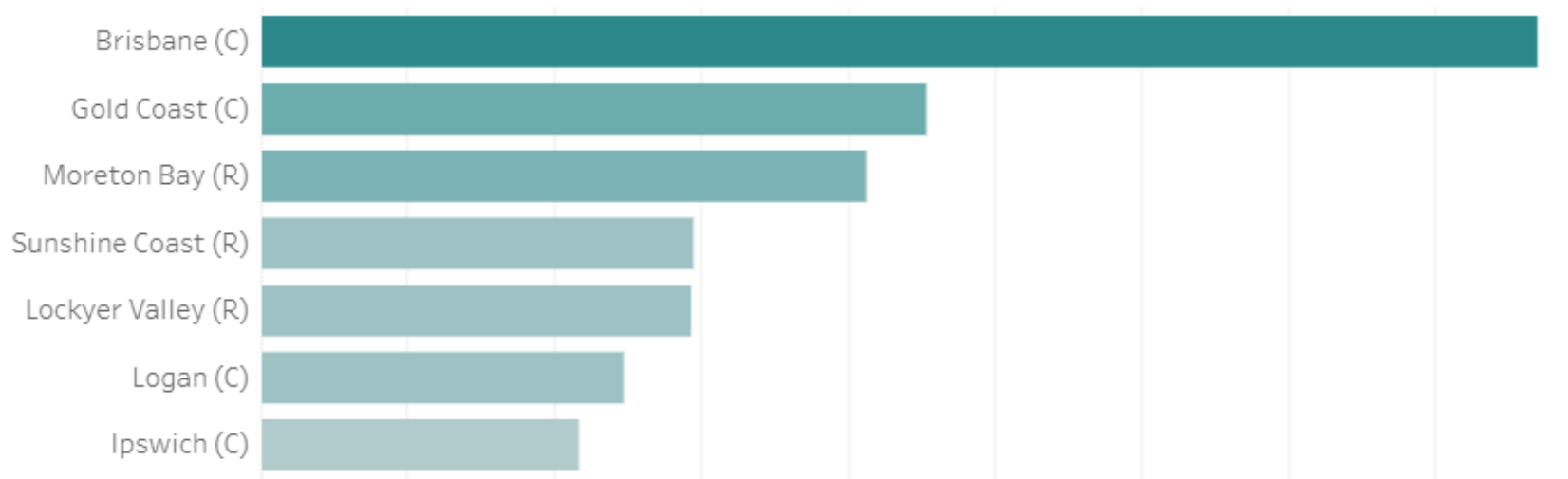
55%

INSIGHT

Previous years show a steady trend in the Average Daily Rate, however 2021 has presented some large consistent growth. May 2021 had an ADR of \$115 which was a jump of 55% from 2020.

Source Market

The source market demonstrates which LGA visitors are travelling from.



May 2021

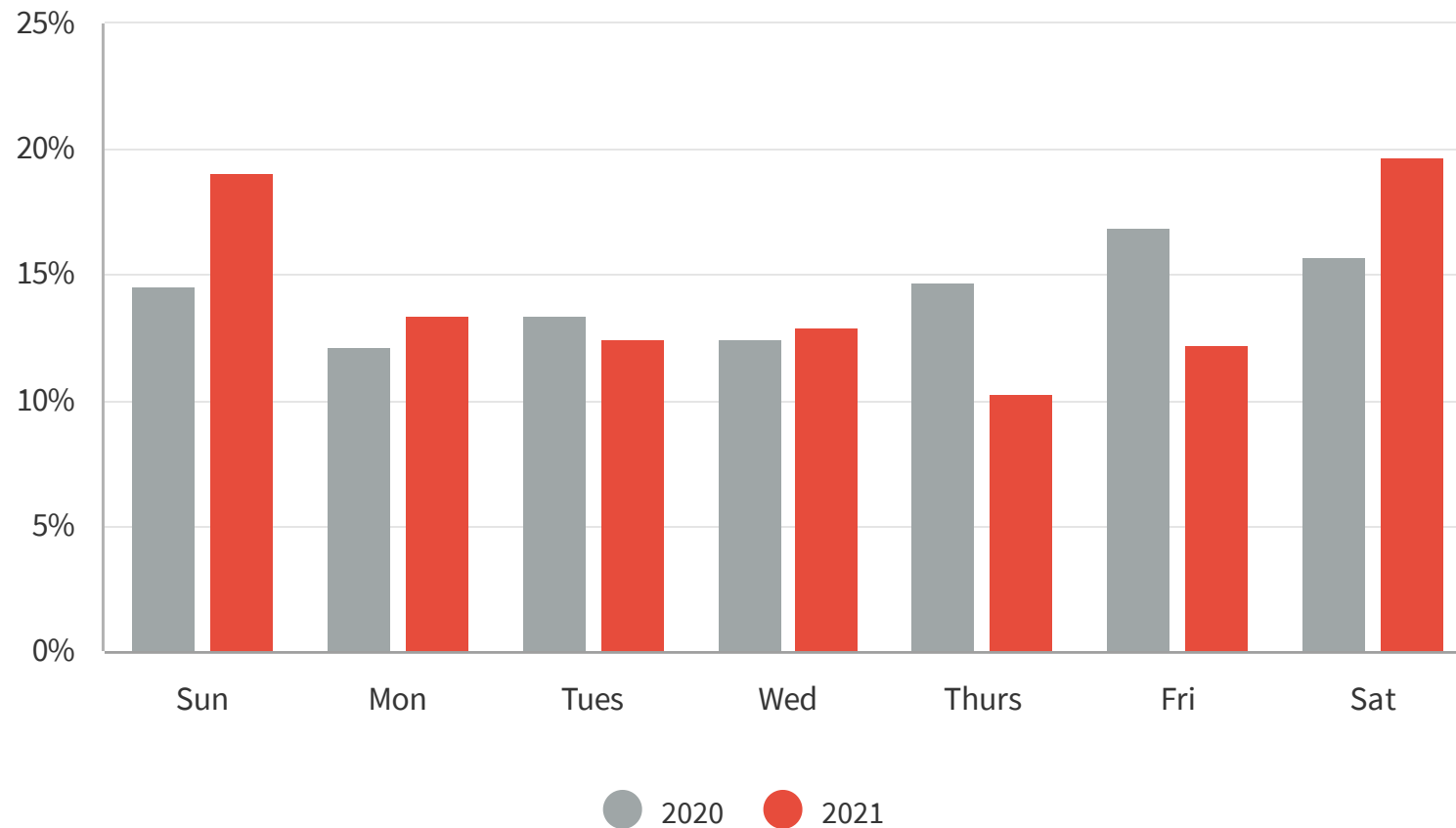


INSIGHT

The LGA's with the most amount of devices seen within the Toowoomba region in May 2021 were Brisbane with 17.39%, Gold Coast with 9.08% and Moreton Bay with 8.25%.

Day of the Week

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

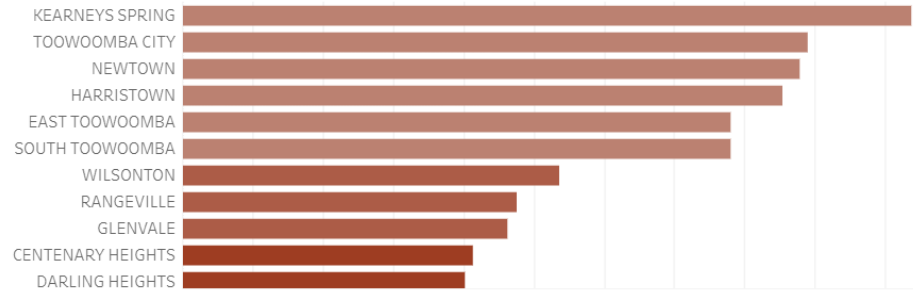


INSIGHT

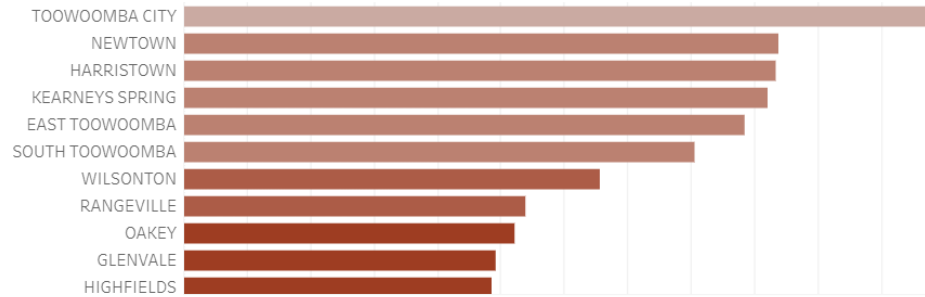
The most common days to visit in May 2020 were Thursday and Friday - probably due to COVID. Now into 2021, the most common days are Saturday and Sunday.

Top Suburb Visitation

Top Suburb displays the suburbs most visited for the month.



May 2021



May 2020

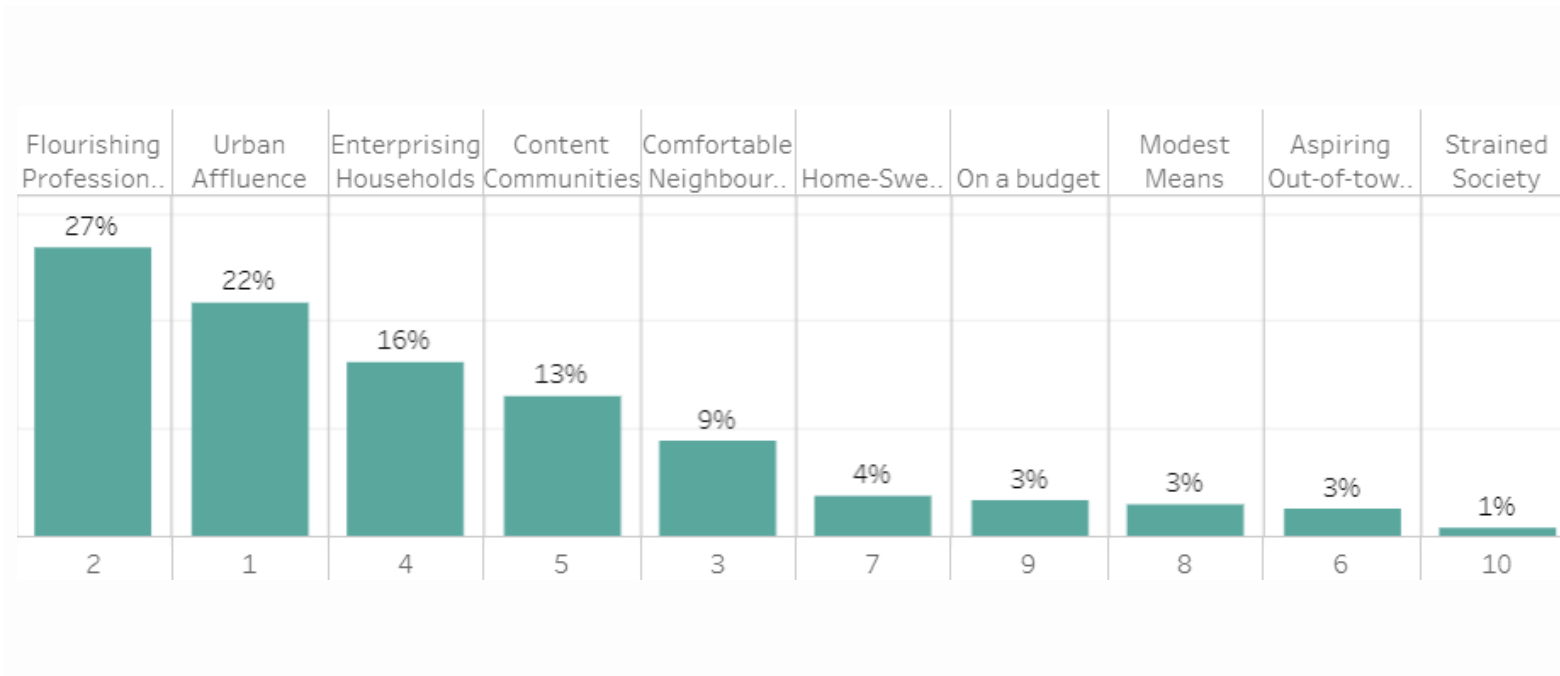


INSIGHT

The most visited suburb in the Month of May was Kearneys Spring with 10.3% of visits.

Top Visitor Segments

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



Visitor Segmentation from Brisbane - May 2021



INSIGHT

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