

# Toowoomba Monthly Report

November 2021

# Key Points from November 2021



The average reservation window in November 2021 was 30 days, and saw a decrease of 17% from last month. November 2020 also had a similar reservation window.



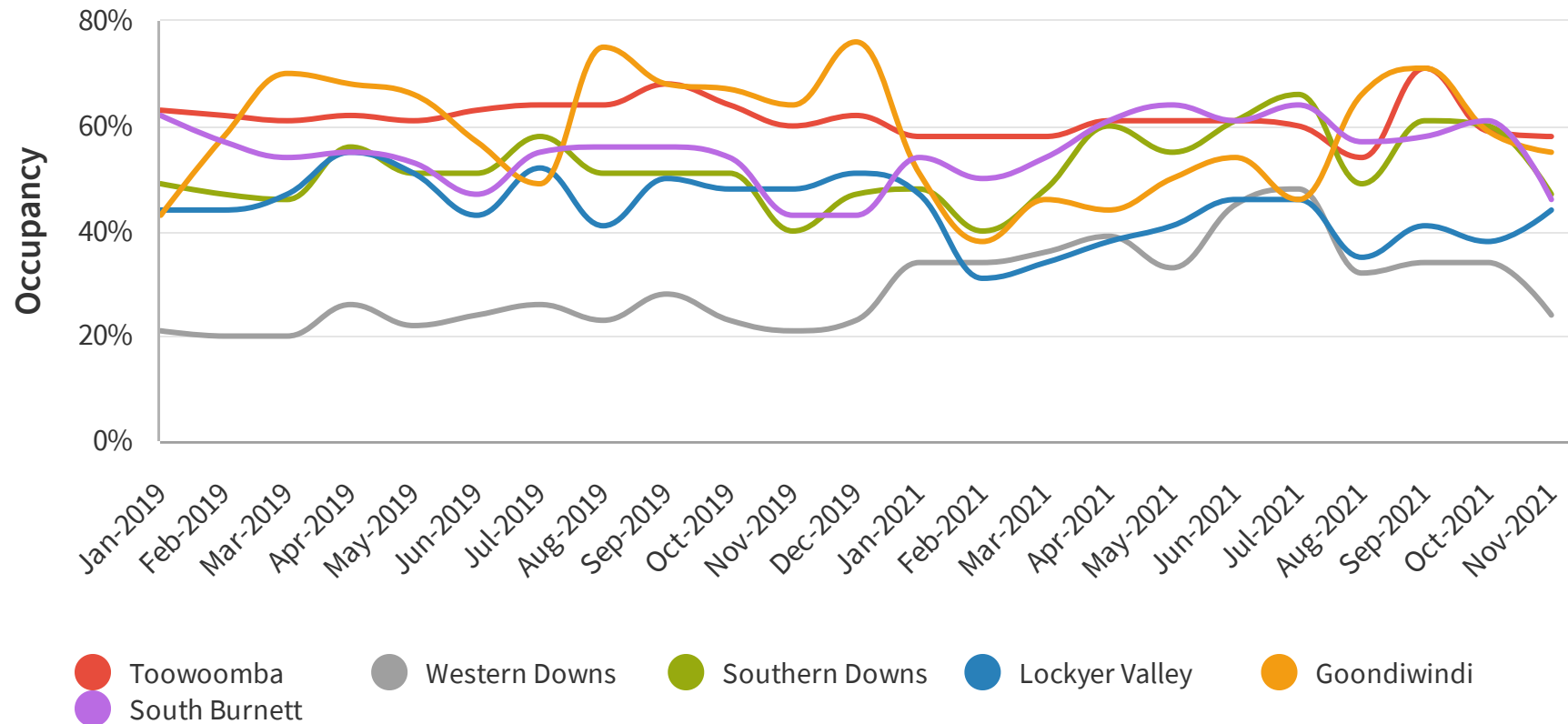
November 2021 had a LOS of 5 days, which is a 25% increase from October.



The most common day to visit in November 2021 was Sunday with 16.17% 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.

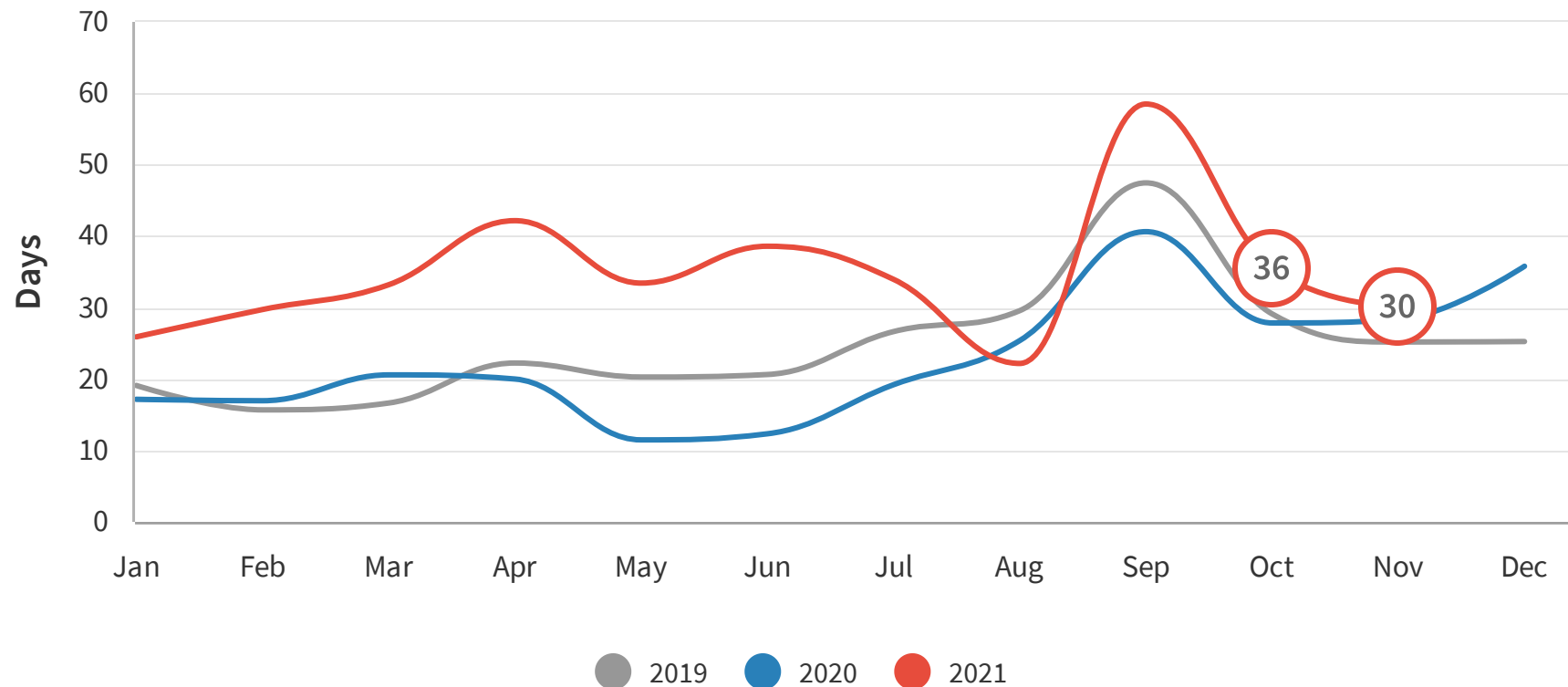


## INSIGHT

Toowoomba's average occupancy level for November was 58%, which was a very small decrease of 1.7% since last month.

# 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.

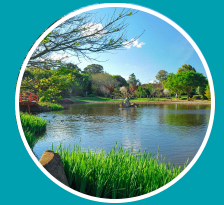
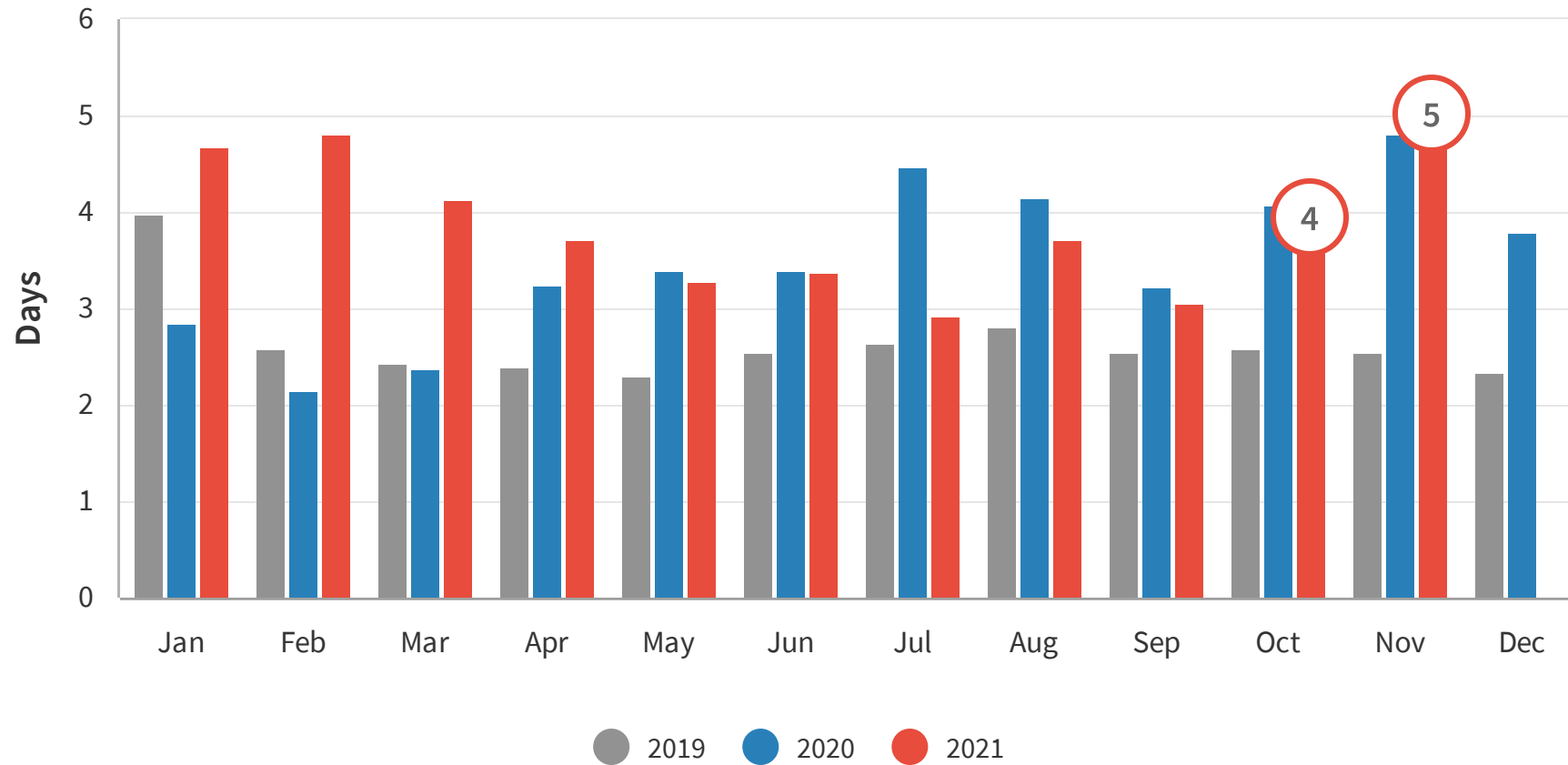


## INSIGHT

The average reservation window in November 2021 was 30 days, and saw a decrease of 17% from last month. November 2020 also had a similar reservation window.

# Length of Stay

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

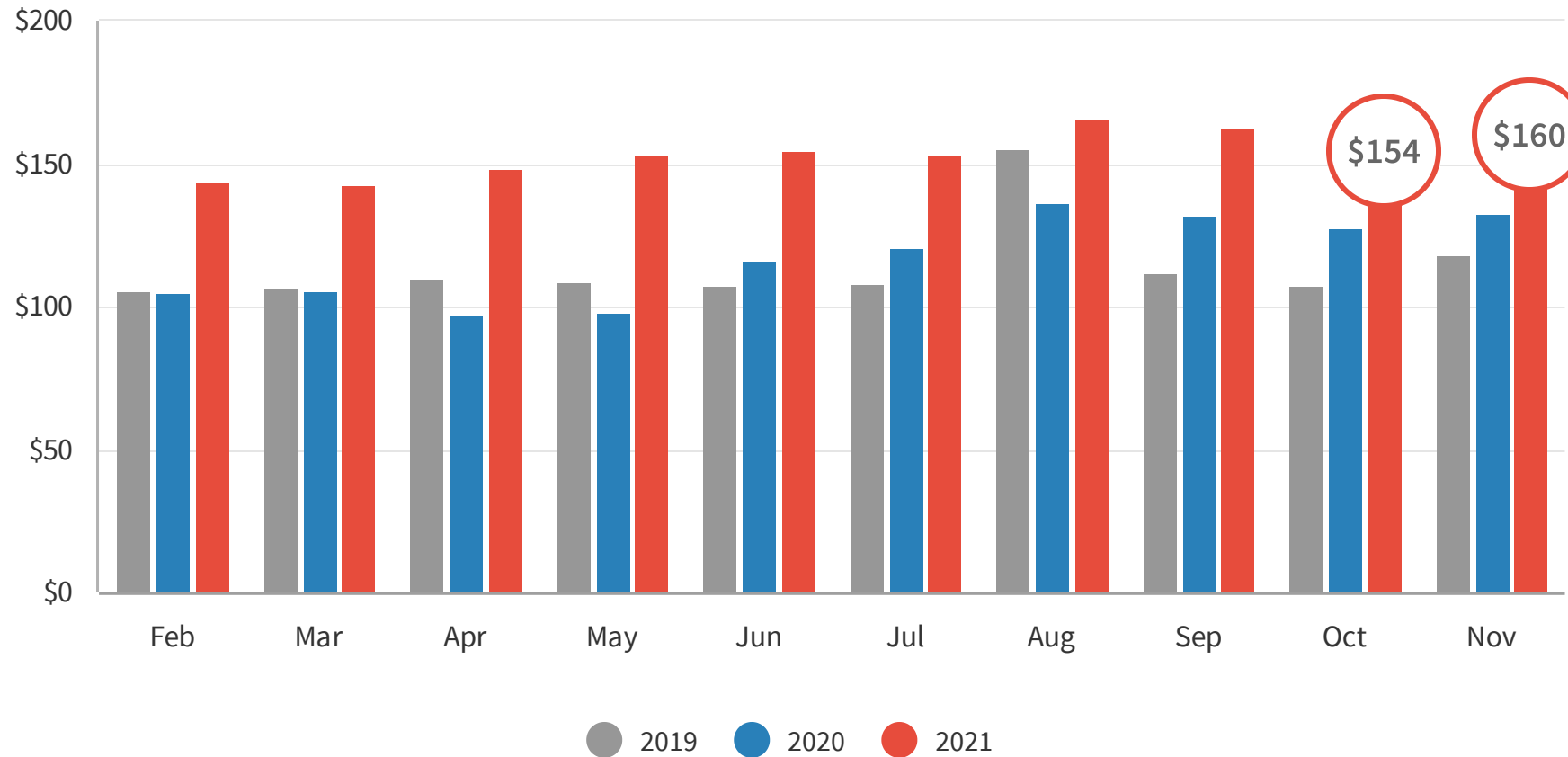


## INSIGHT

November 2021 had a LOS of 5 days, which is a 25% increase from October.

# Average Daily Rate

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

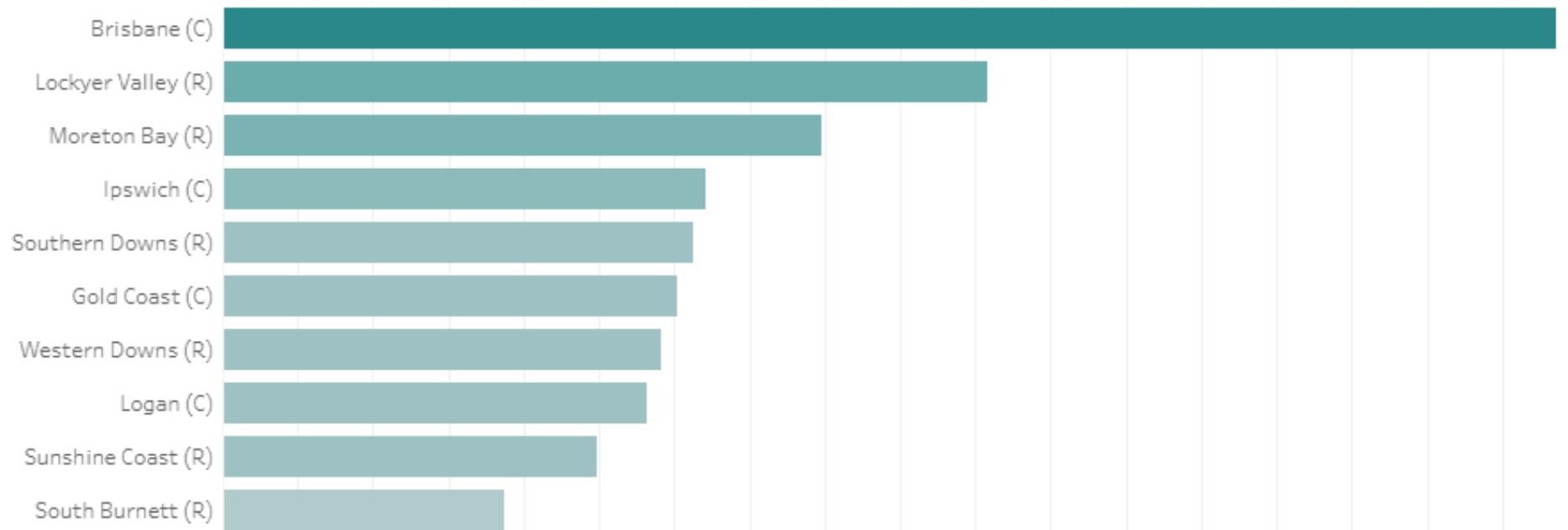


## INSIGHT

Previous years show a steady trend in the average daily rate, however 2021 has presented some large consistent growth. November 2021 had an ADR of \$160, which was a 4% increase since last month.

# Source Market

The source market demonstrates which LGA visitors are travelling from.

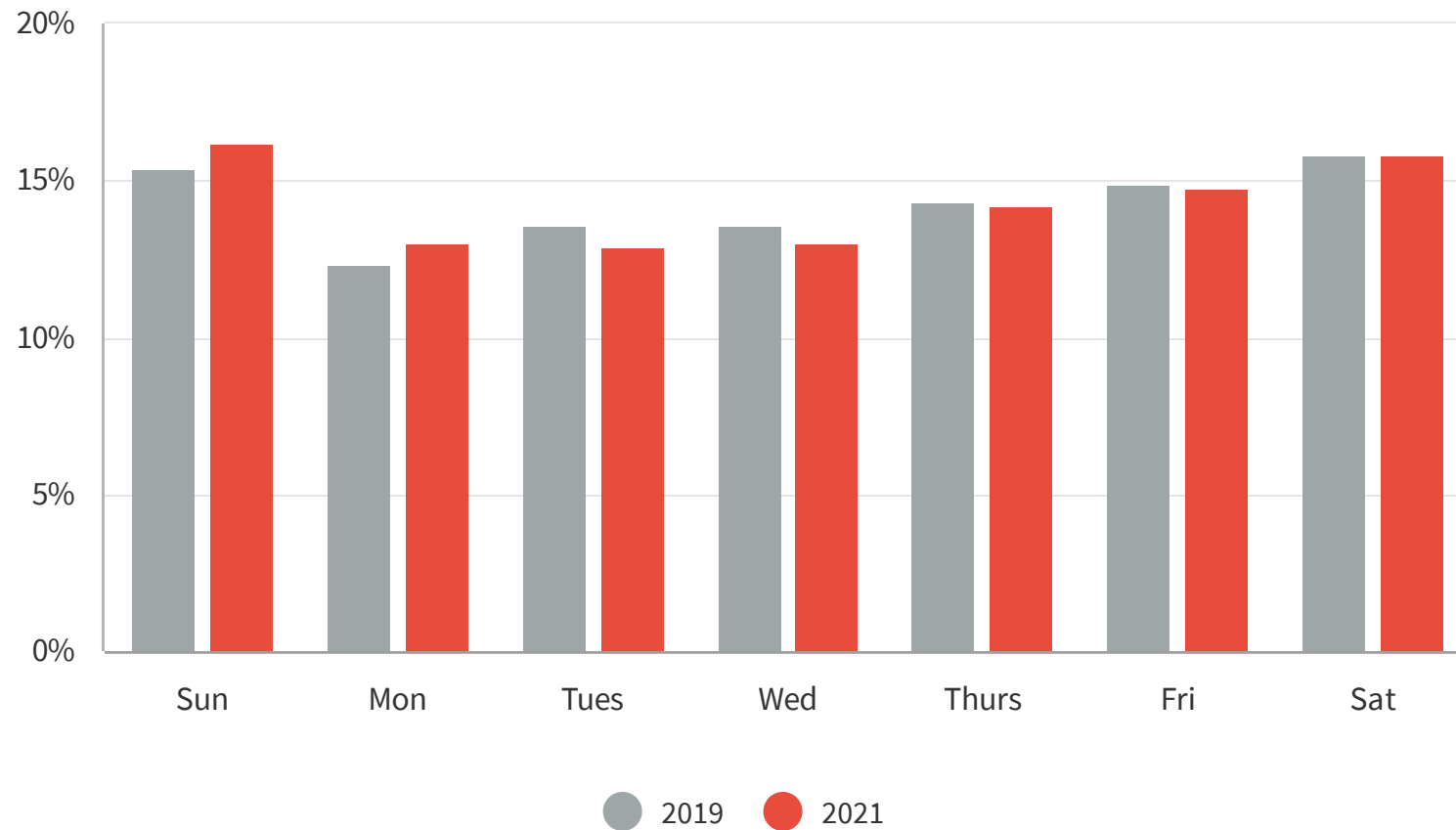


## INSIGHT

The LGA's with the most amount of devices seen within the Toowoomba region in November 2021 were Brisbane with 17.71%, Lockyer Valley with 10.7% and Moreton Bay with 7.96%.

# Day of the Week

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



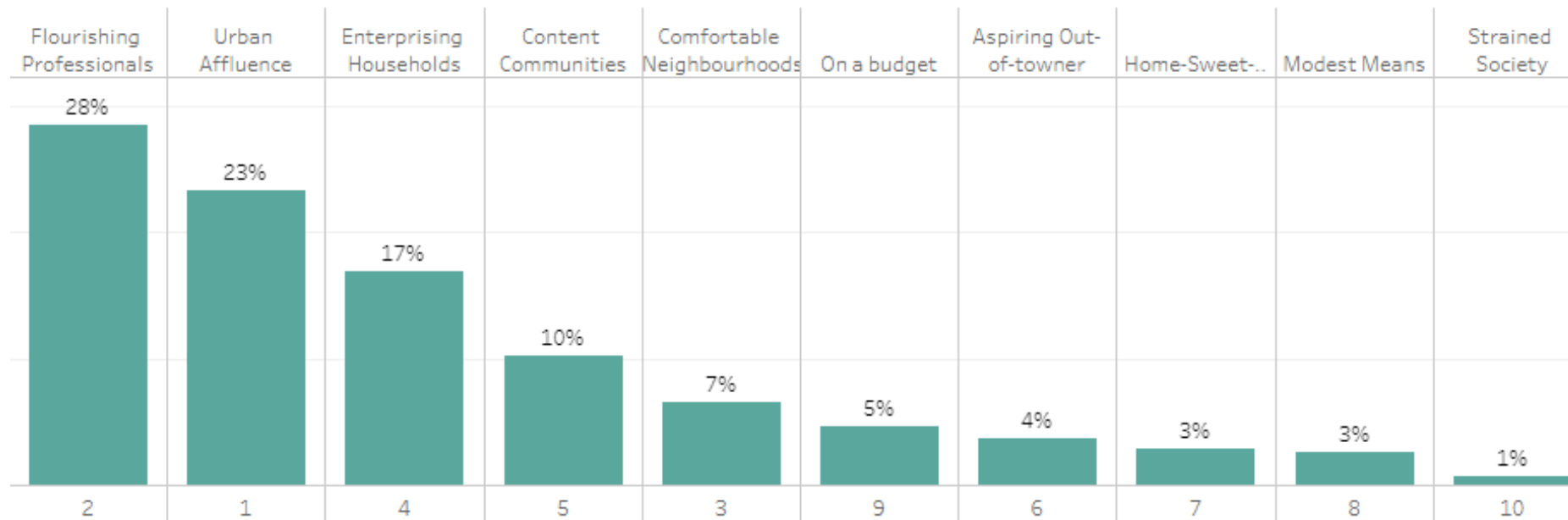
## INSIGHT

The most common day to visit in November 2021 was Sunday with 16.17% of visitation.



# 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 November were the two wealthiest segments, contributing to 51%. 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.

