

Toowoomba Monthly Report

October 2021

Key Points from October 2021



The average reservation window in October 2021 was 36 days, and saw a significant decrease of 38% from last month.



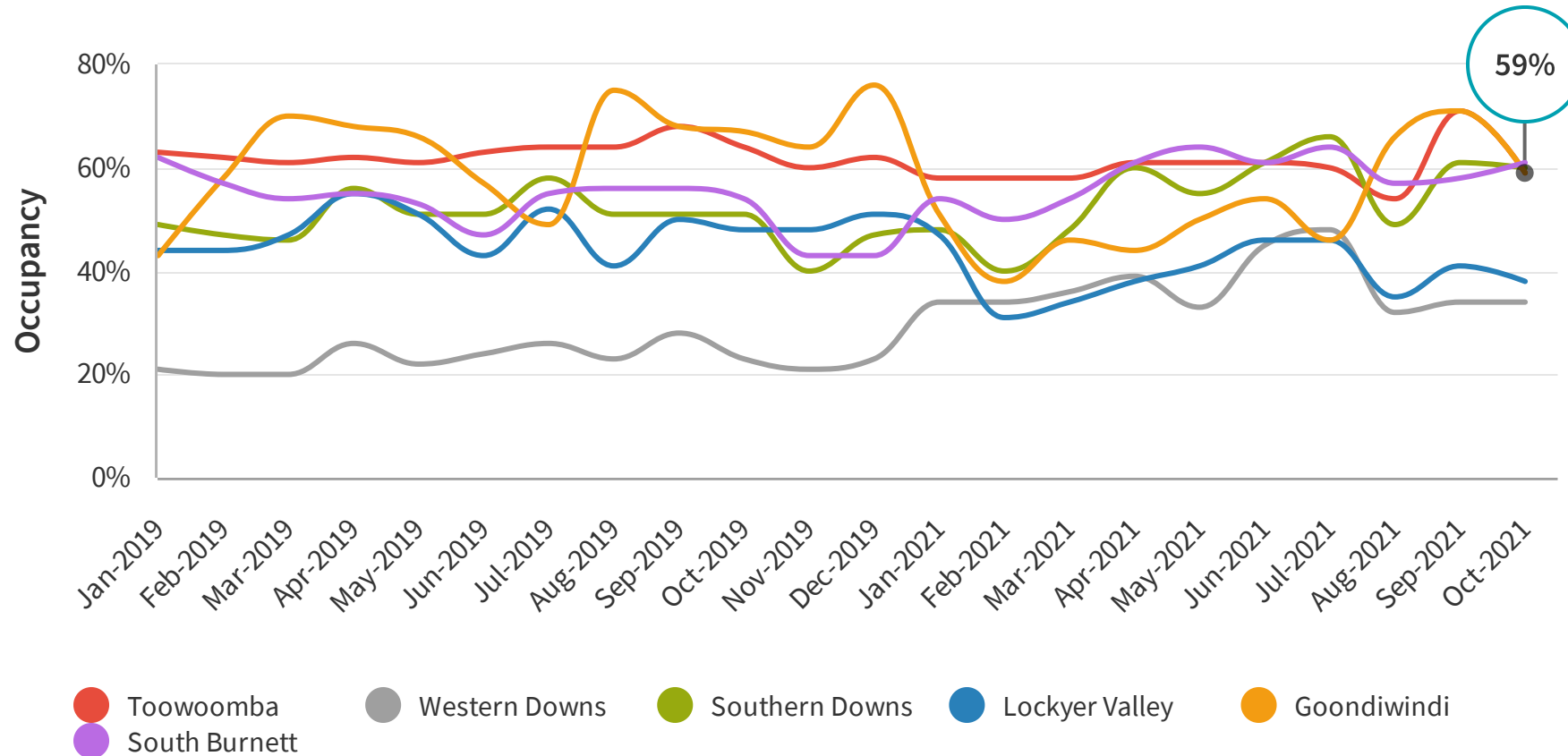
Toowoomba's occupancy level for October was 59%, which was a decrease of 17% since last month.



Length of stay was 4 days for October 2021, which is a 33% increase from September.

Average Occupancy Rate

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

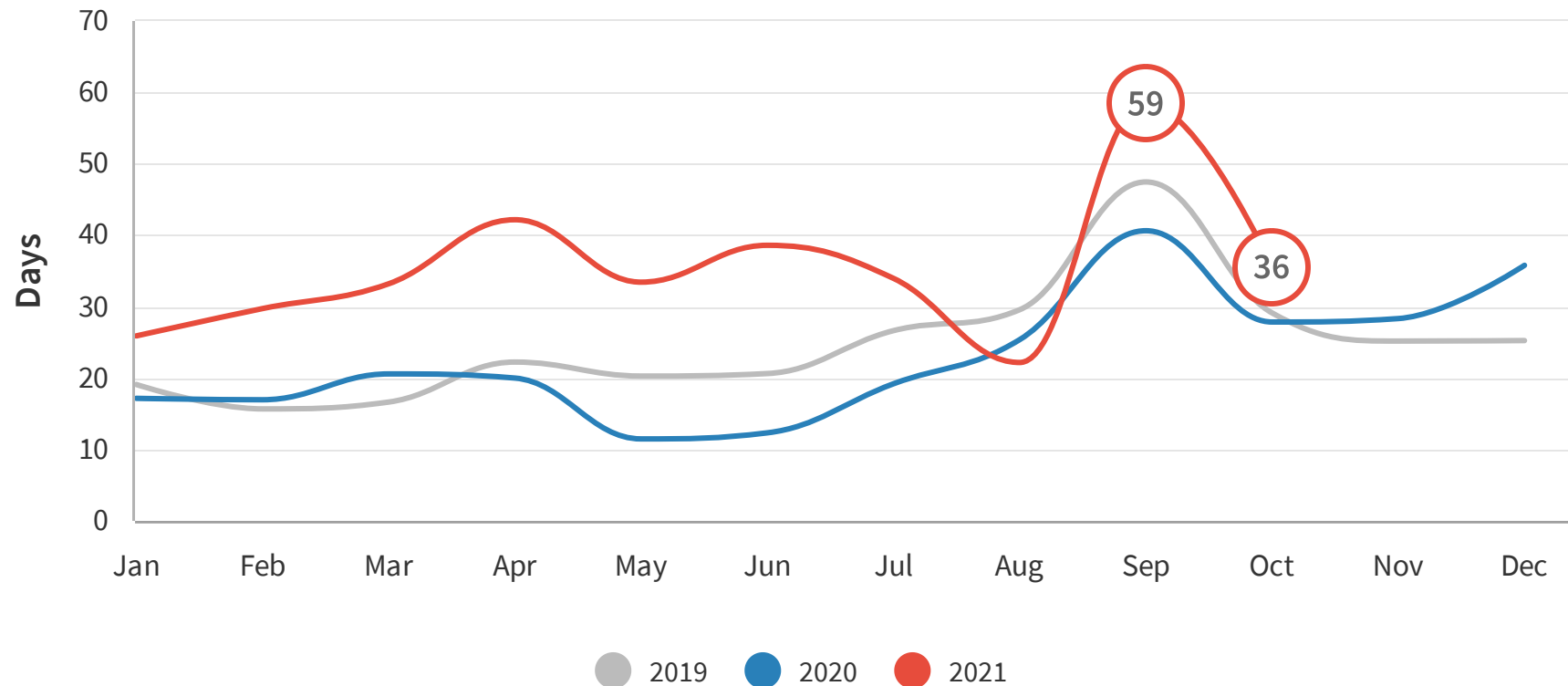


INSIGHT

Toowoomba's occupancy level for October was 59%, which was a decrease of 17% since last month. Toowoomba, Southern Downs, Goondiwindi and South Burnett all shared a similar level of occupancy this month and were the highest for the region.

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.

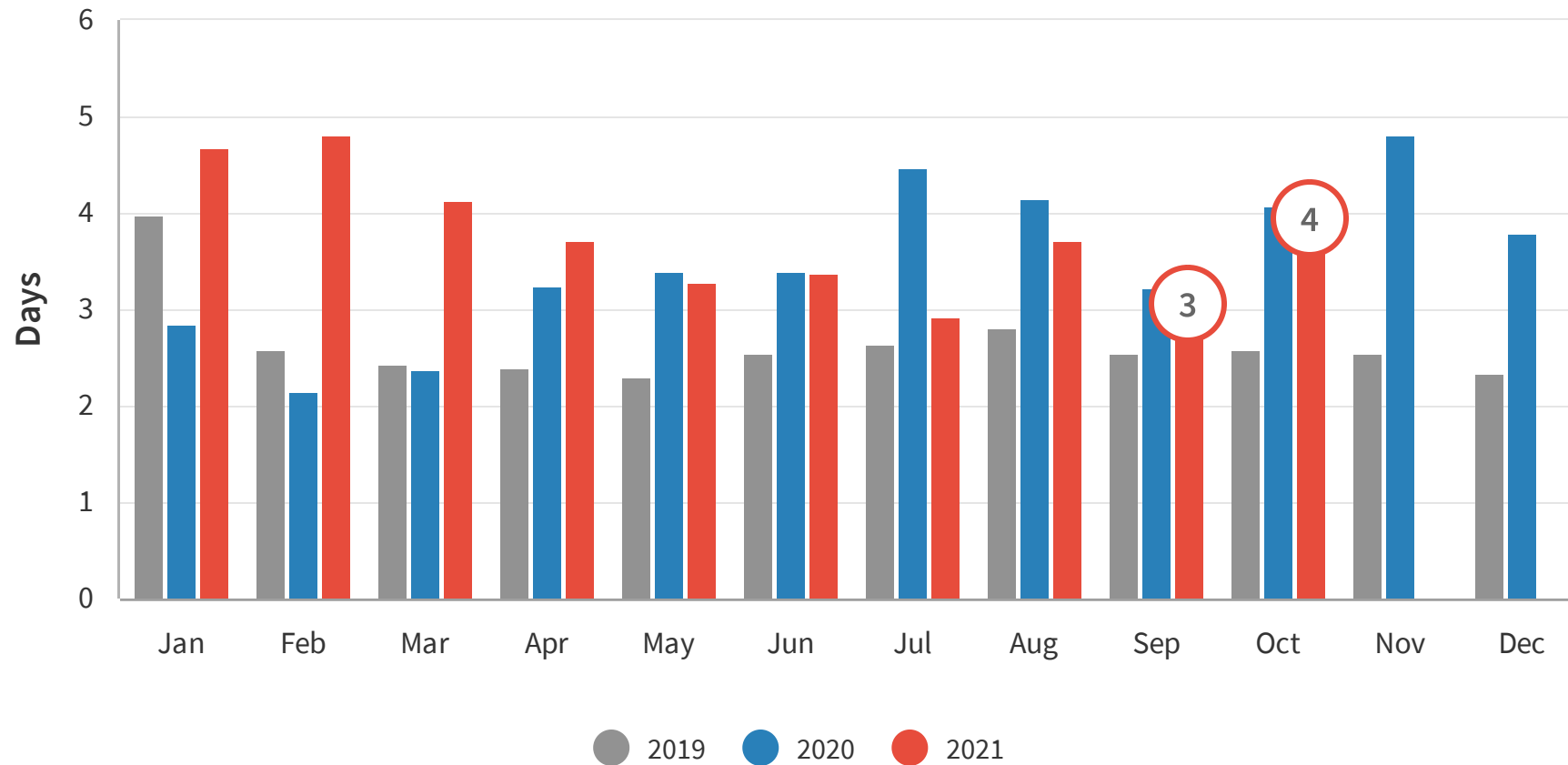


INSIGHT

The average reservation window in October 2021 was 36 days, and saw a significant decrease of 38% from last month. This decrease was to be expected as it is seasonal and occurs each year for Toowoomba.

Length of Stay

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

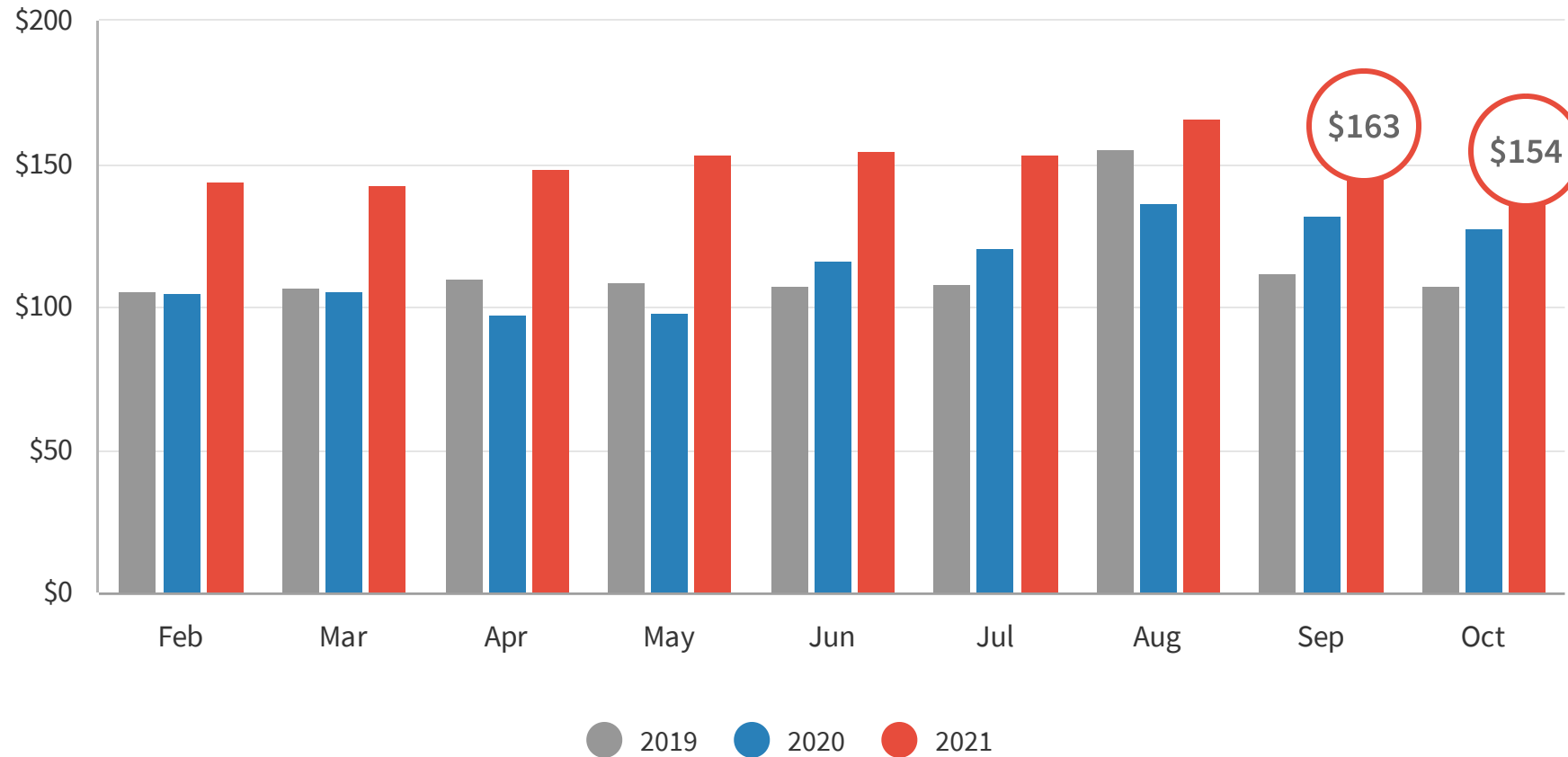


INSIGHT

Length of stay was 4 days for October 2021, which is a 33% increase from September.

Average Daily Rate

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

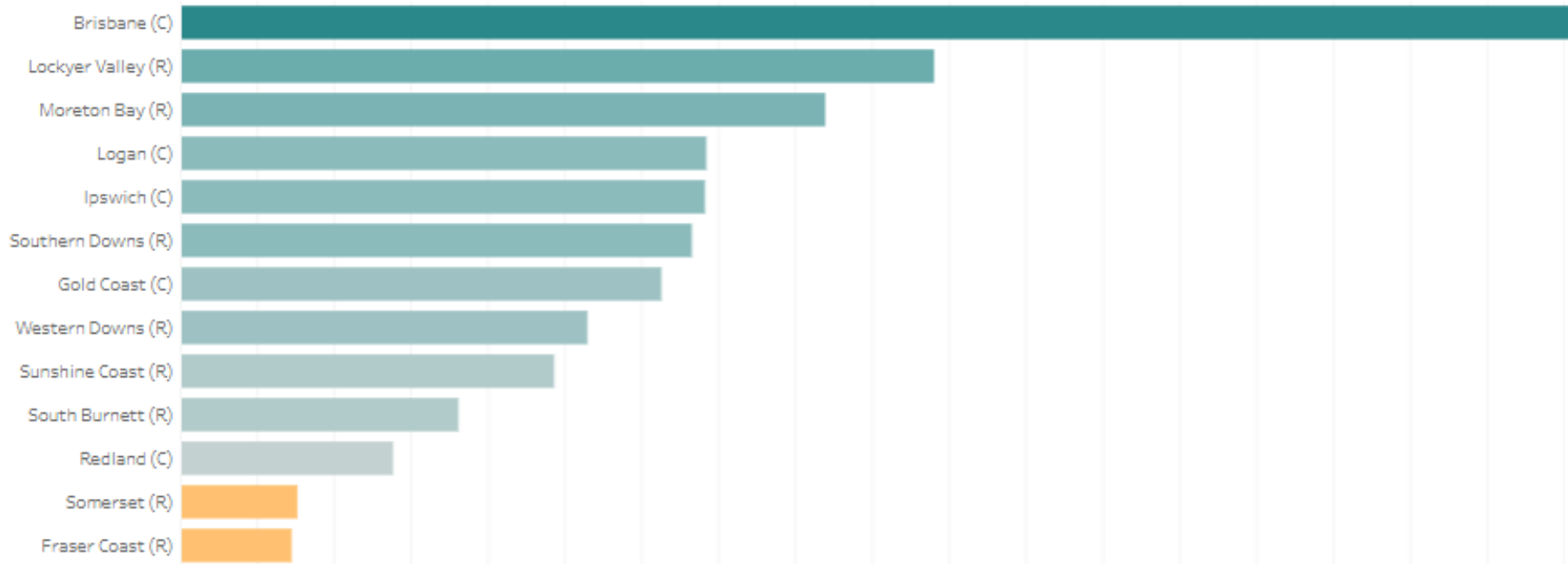


INSIGHT

Previous years show a steady trend in the average daily rate, however 2021 has presented some large consistent growth. October 2021 had an ADR of \$154, which was a decrease of 5% from last month.

Source Market

The source market demonstrates which LGA visitors are travelling from.

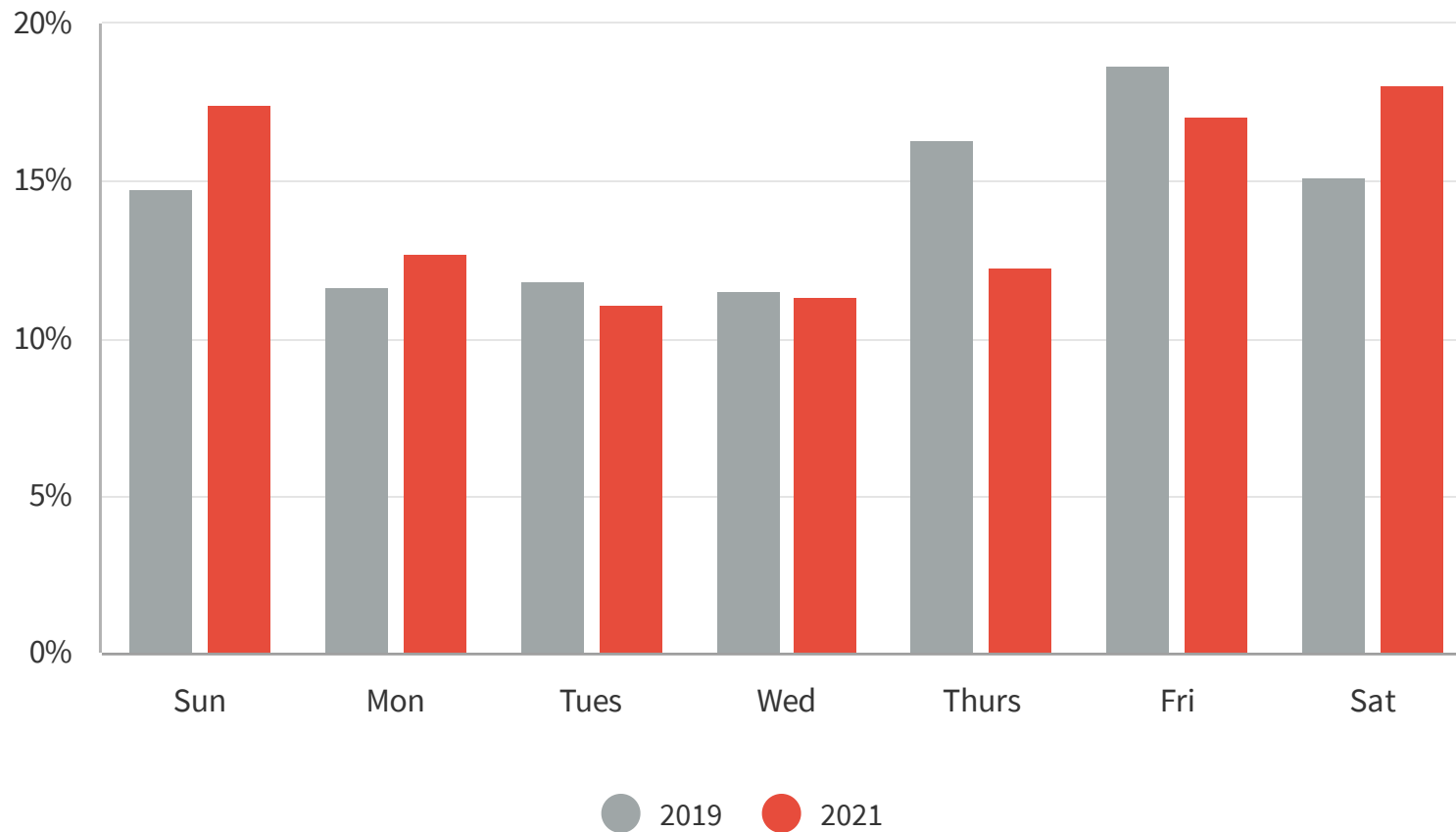


INSIGHT

The LGA's with the most amount of devices seen within the Toowoomba region in October 2021 were Brisbane with 18.33%, Lockyer Valley with 9.81% and Moreton Bay with 8.39%.

Day of the Week

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

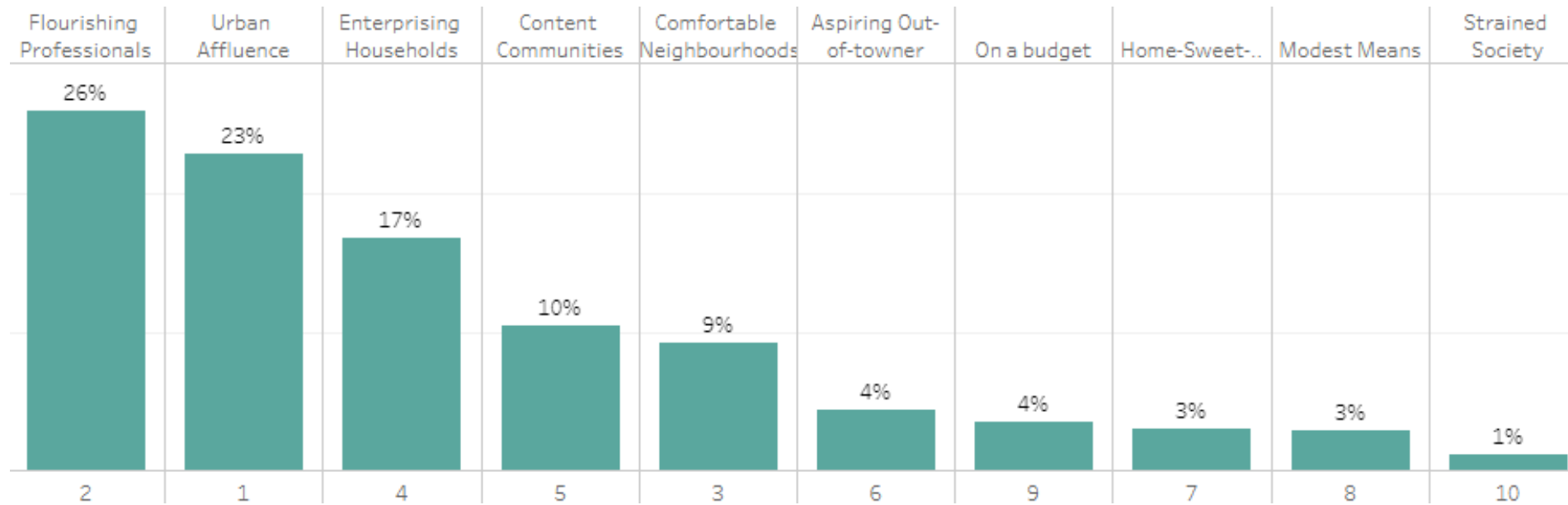


INSIGHT

The most common day to visit in October 2021 was Saturday with 18.92% 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 October were the two wealthiest segments, contributing to 49%. 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.

