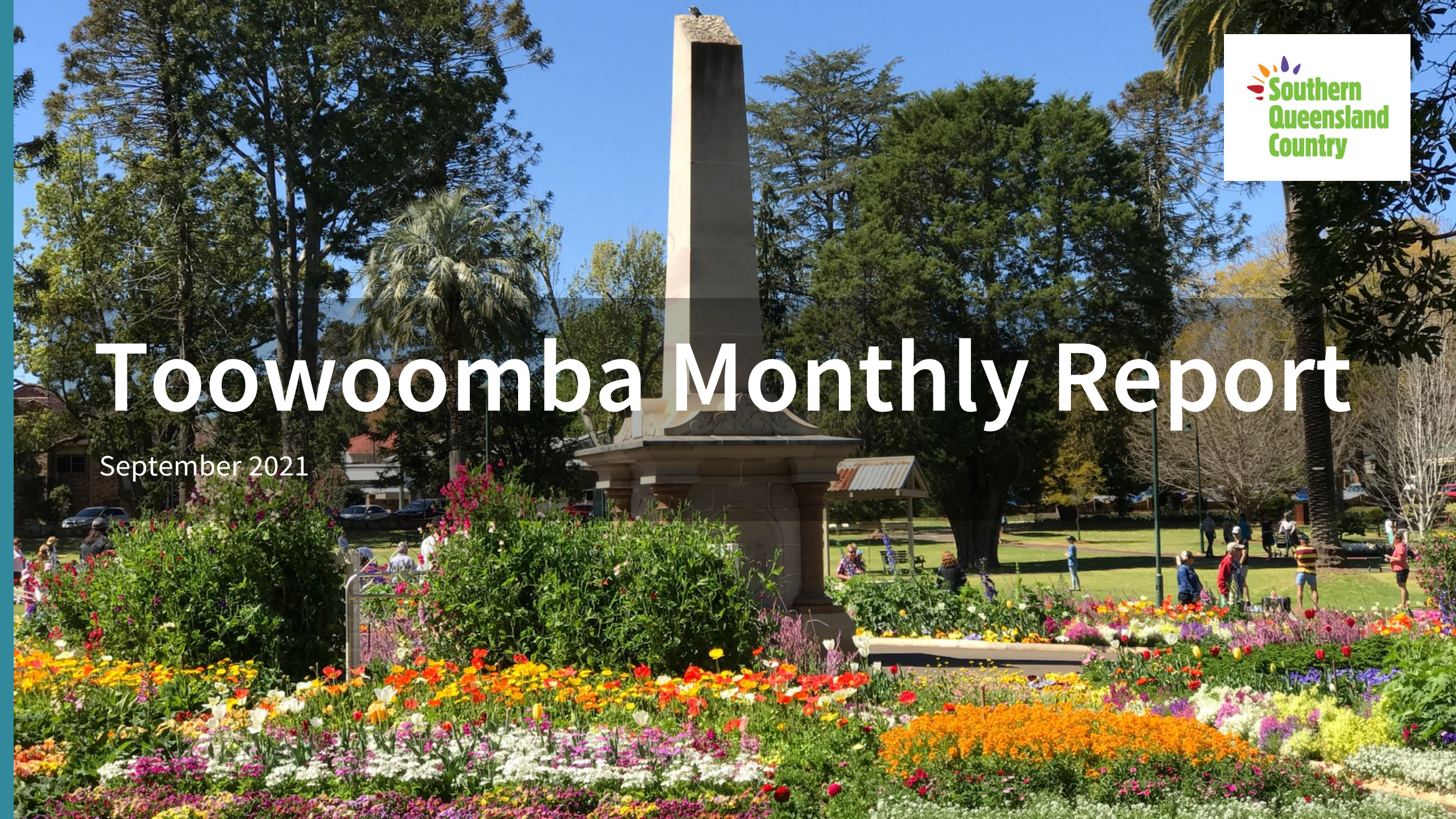


Toowoomba Monthly Report

September 2021



Key Points from September 2021



Toowoomba's occupancy level for September was 71%, which is an increase of 31% since last month. Toowoomba and Goondiwindi have the highest occupancy for the SQC region.



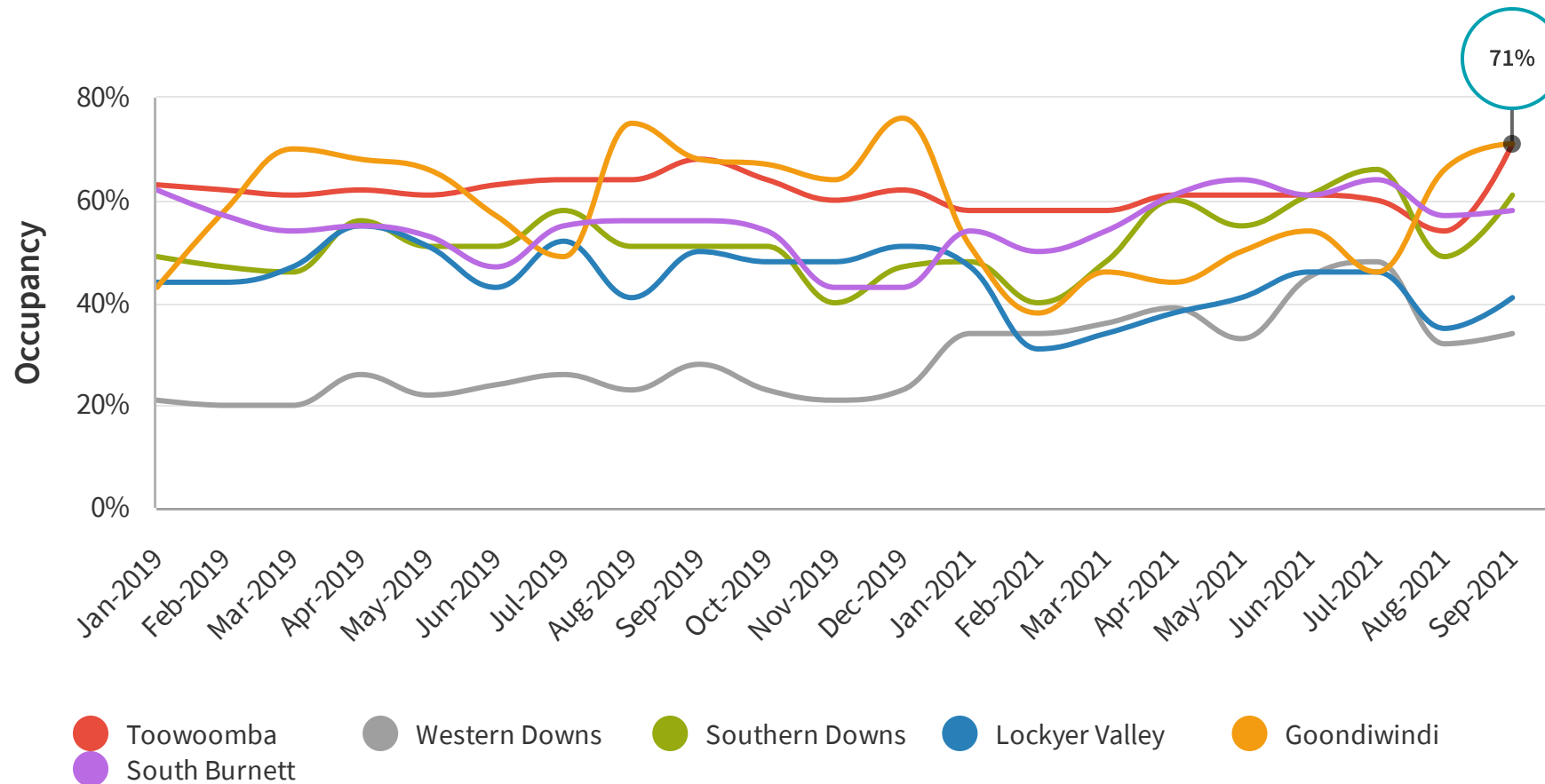
The average Reservation Window in September 2021 is 59 days, and saw a large increase of 168% since last month.



Previous years show a steady trend in the Average Daily Rate, however 2021 has presented some large consistent growth. September 2021 had an ADR of \$163.

Average Occupancy Rate

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

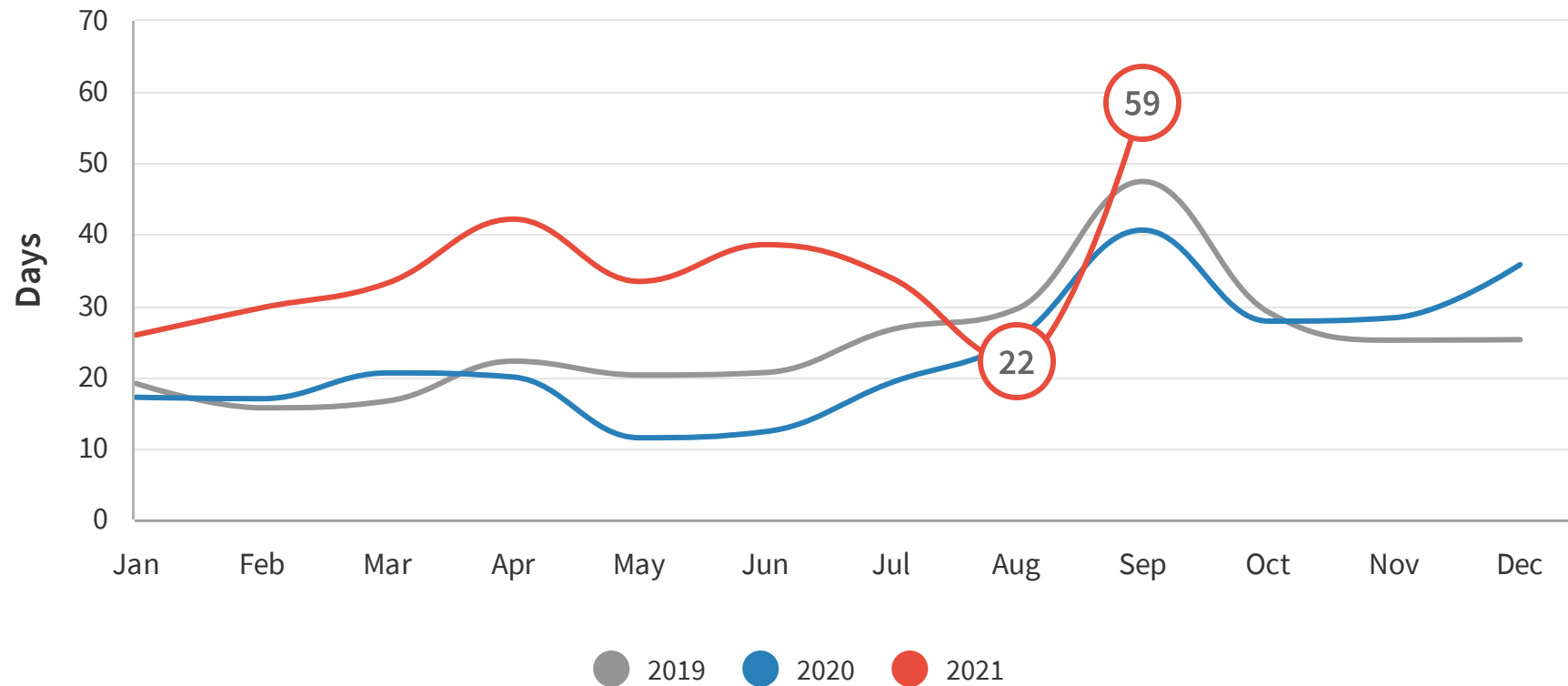


INSIGHT

Toowoomba's occupancy level for September was 71%, which is a increase of 31% since last month. Toowoomba and Goondiwindi have the highest occupancy for the SQC 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.

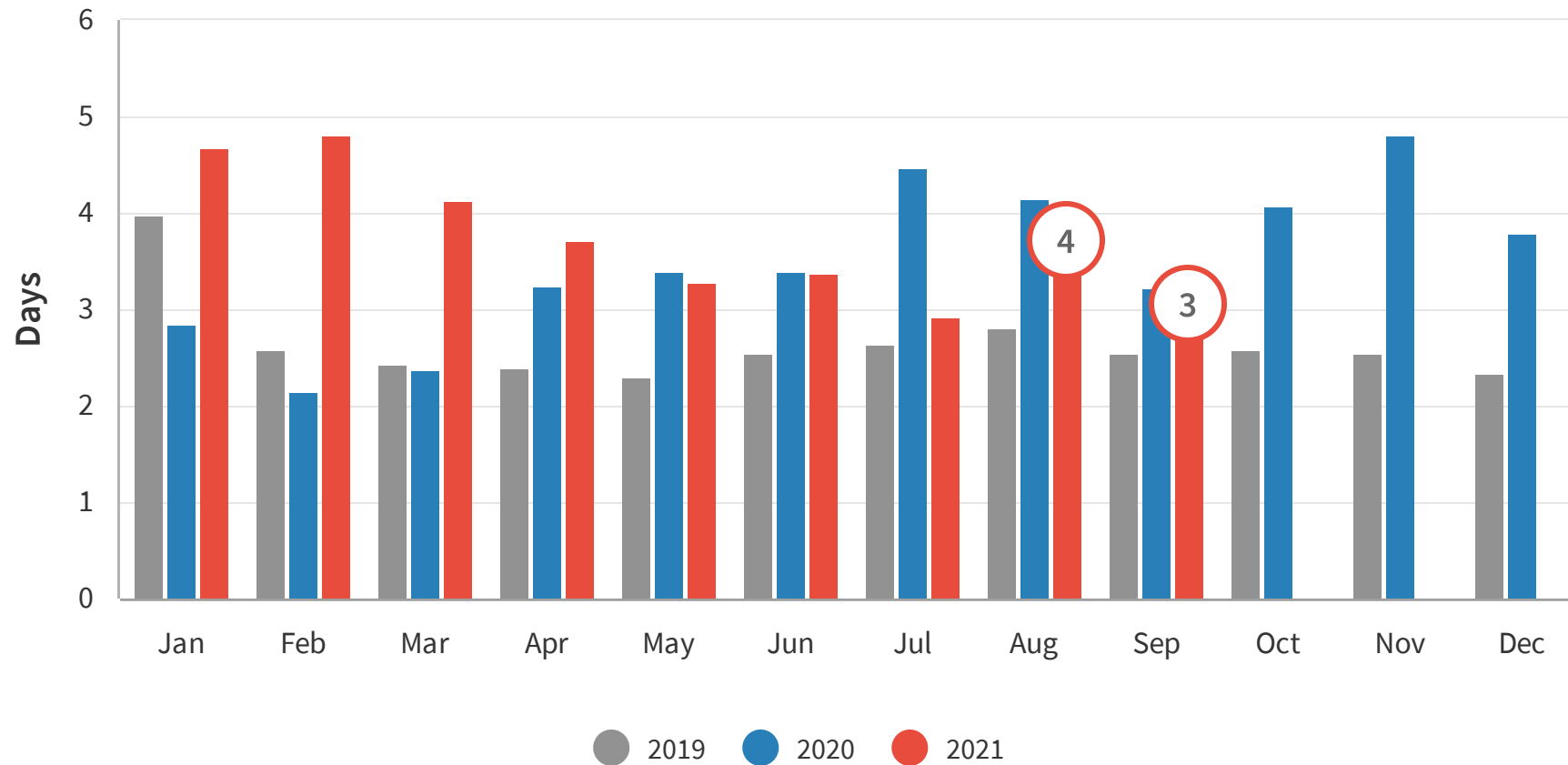


INSIGHT

The average Reservation Window in September 2021 is 59 days, and saw a large increase of 168% since last month.

Length of Stay

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

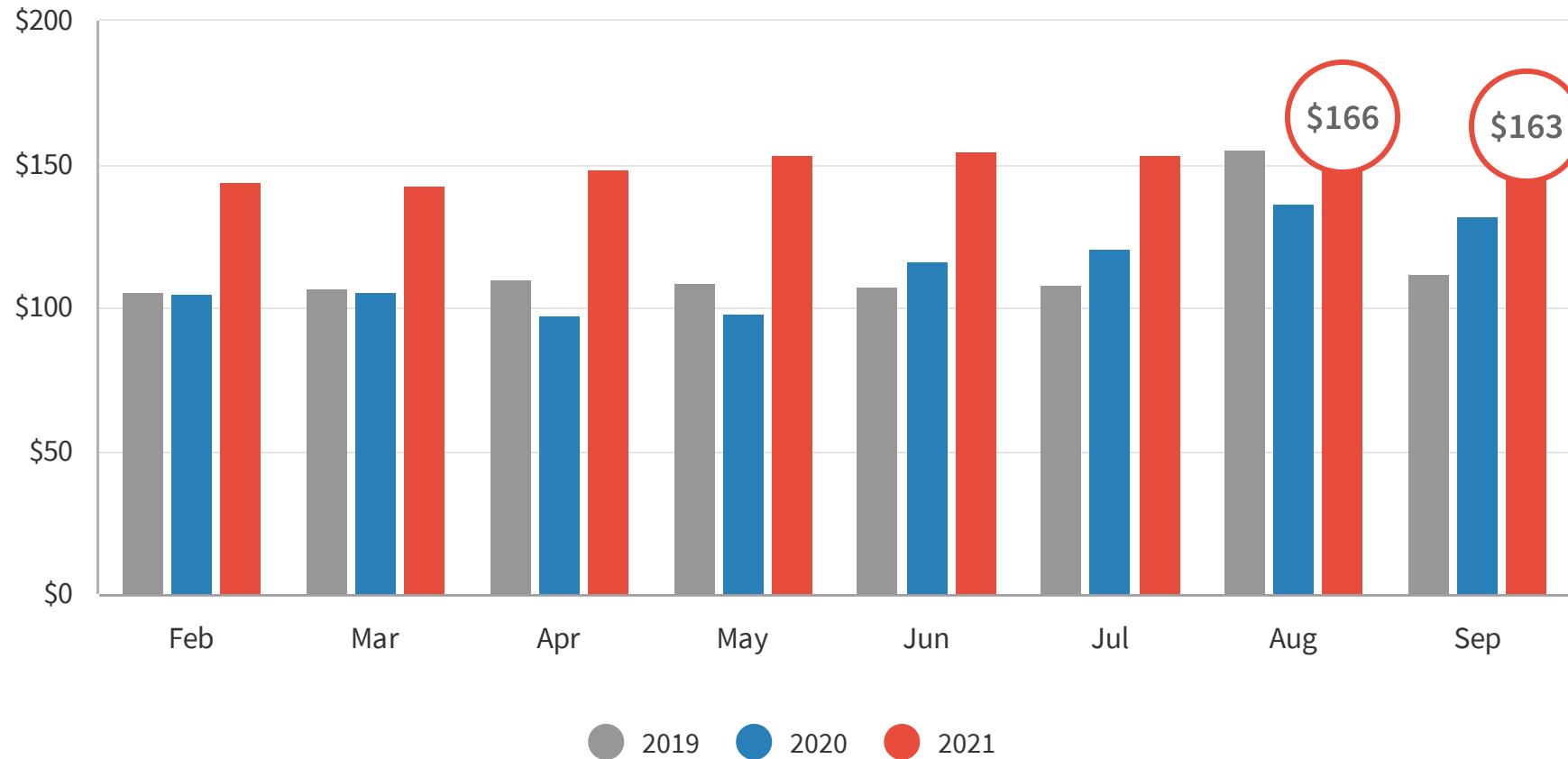


INSIGHT

Length of stay was 3 days for September 2021, which is a 25% decrease from August.

Average Daily Rate

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

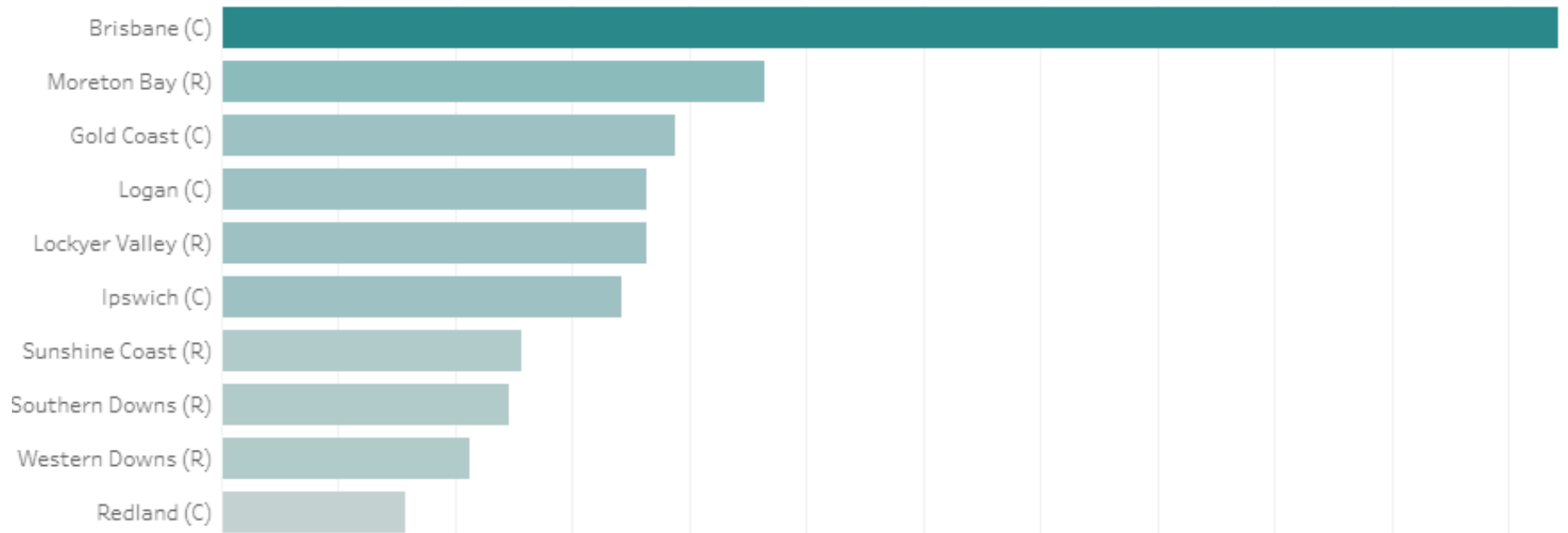


INSIGHT

Previous years show a steady trend in the Average Daily Rate, however 2021 has presented some large consistent growth. September 2021 had an ADR of \$163.

Source Market

The source market demonstrates which LGA visitors are travelling from.

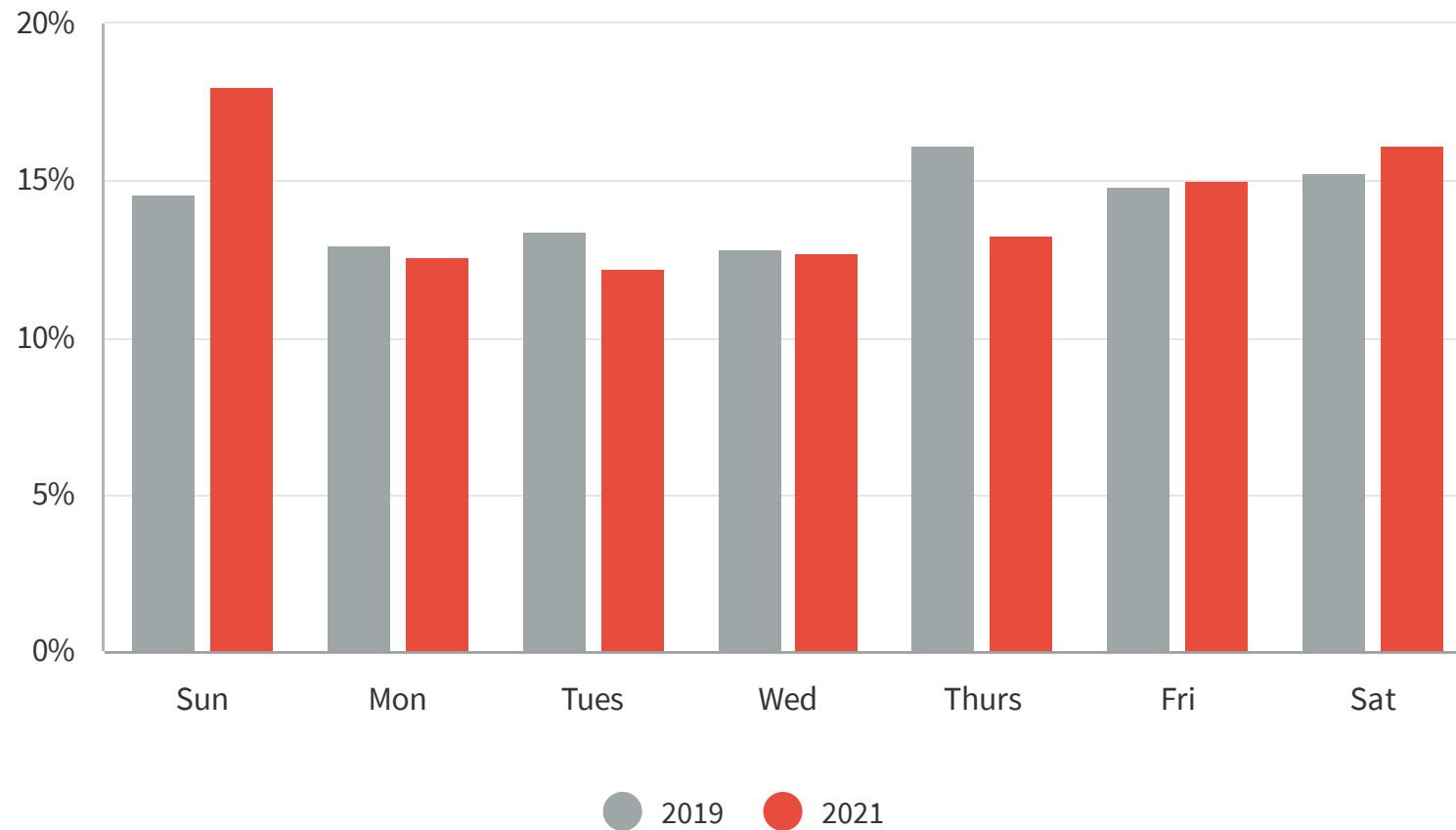


INSIGHT

The LGA's with the most amount of devices seen within the Toowoomba region in September 2021 were Brisbane with 22.83%, Moreton Bay with 9.27% and the Gold Coast with 8.49%.

Day of the Week

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

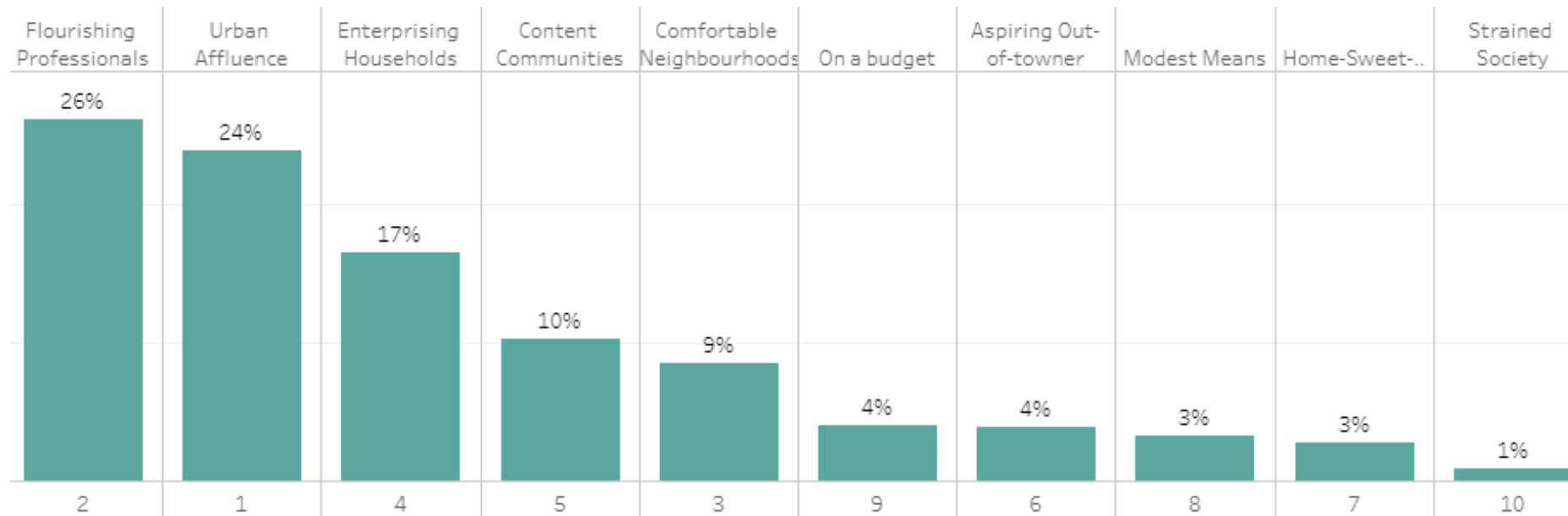


INSIGHT

The most common day to visit in September 2021 was Sunday with 17.47% 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 September were the two wealthiest segments, contributing to 50%. 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.

