

Toowoomba Monthly Report

April 2021



Key Points from April 2021



Toowoomba's Occupancy level for April was 60% and remains the highest among all LGAs for 7 straight months.



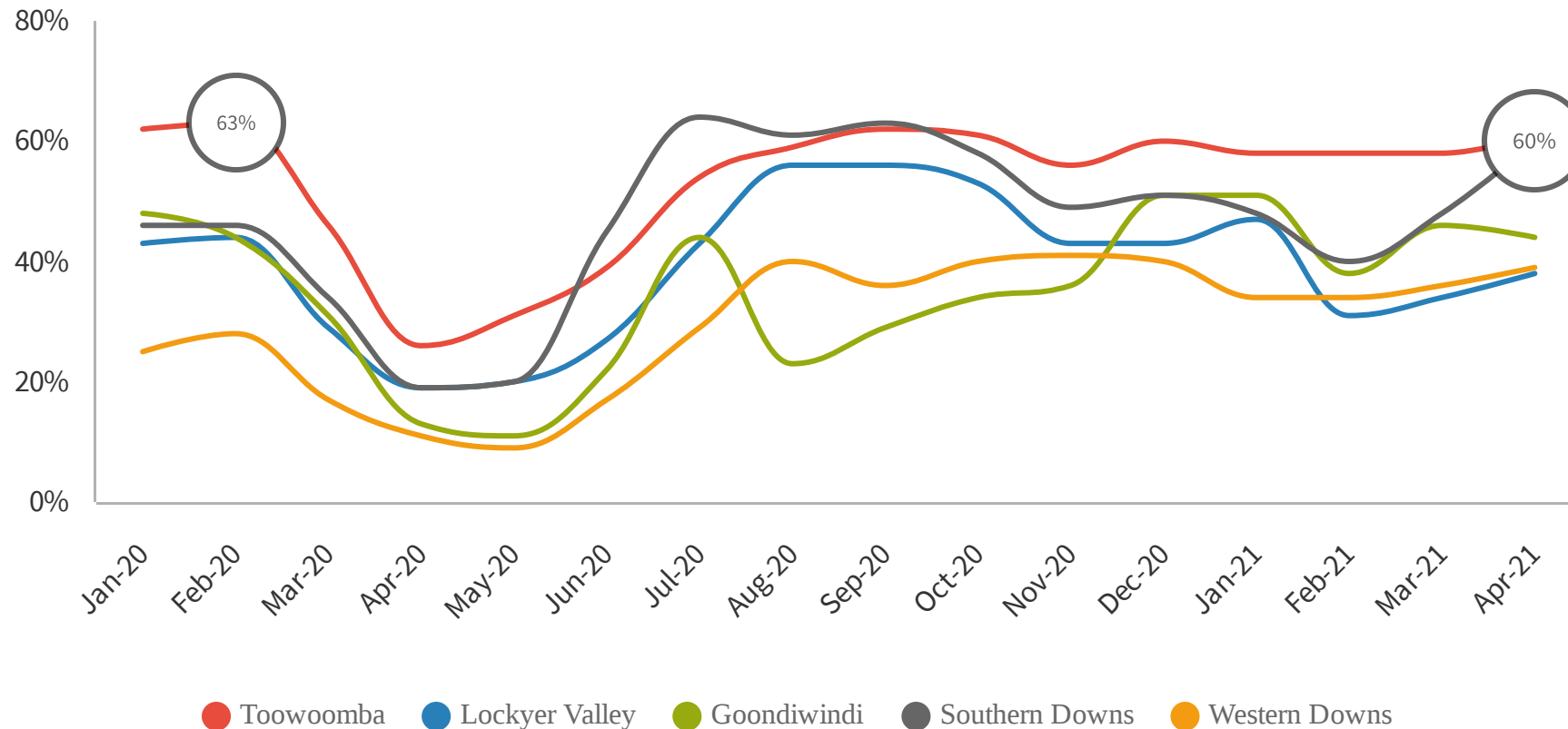
Average daily rate has shown great growth into 2021, with a 35% increase from April last year .



The top two visitors of Toowoomba from Brisbane in the month of April were the two wealthiest segments, contributing to 53%.

Average Occupancy Rate

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

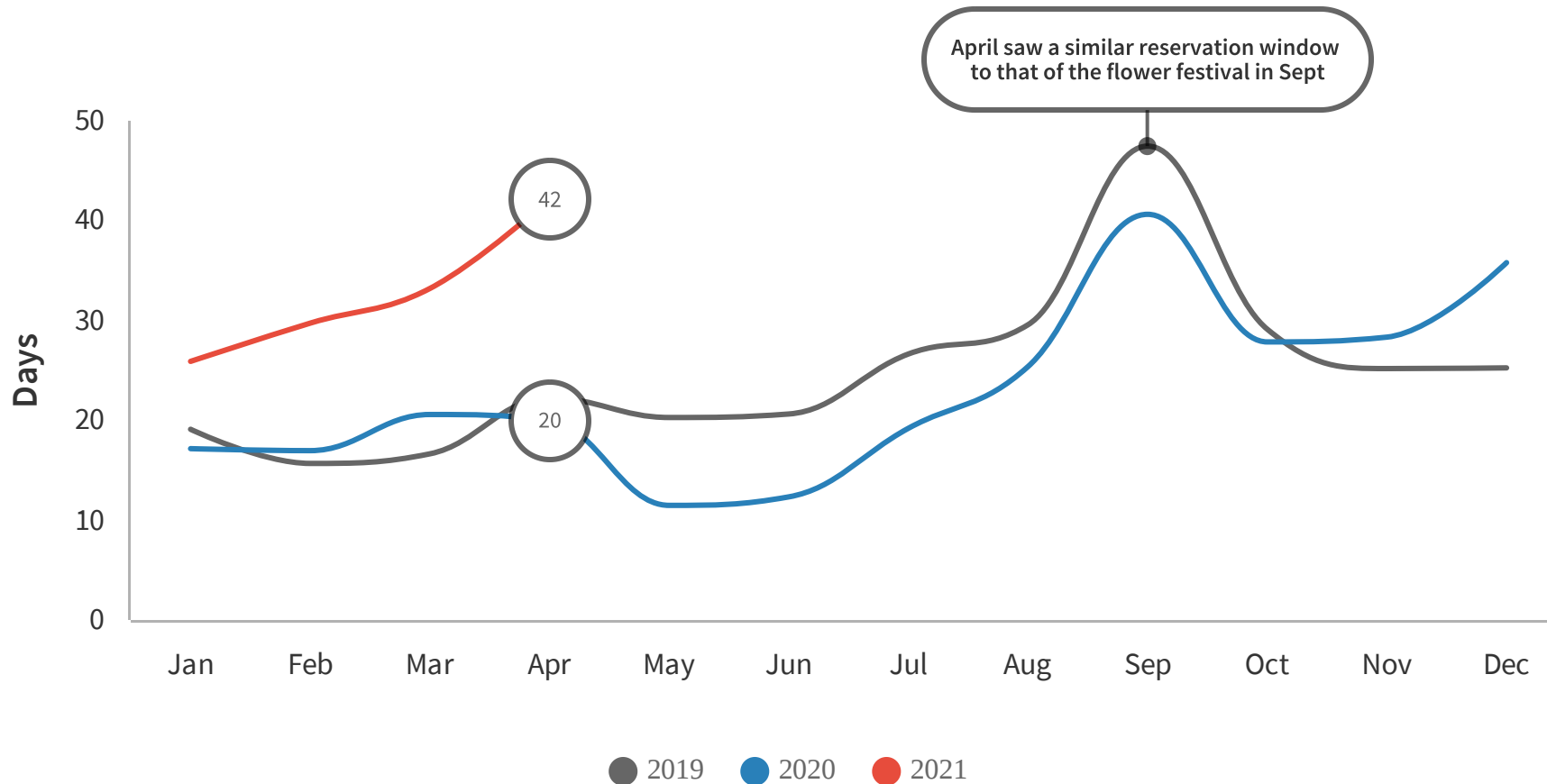


INSIGHT

Toowoomba's Occupancy level for April was 60% and remains the highest among all LGAs for 7 straight months. A similar level of occupancy was seen in January/February 2020.

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.

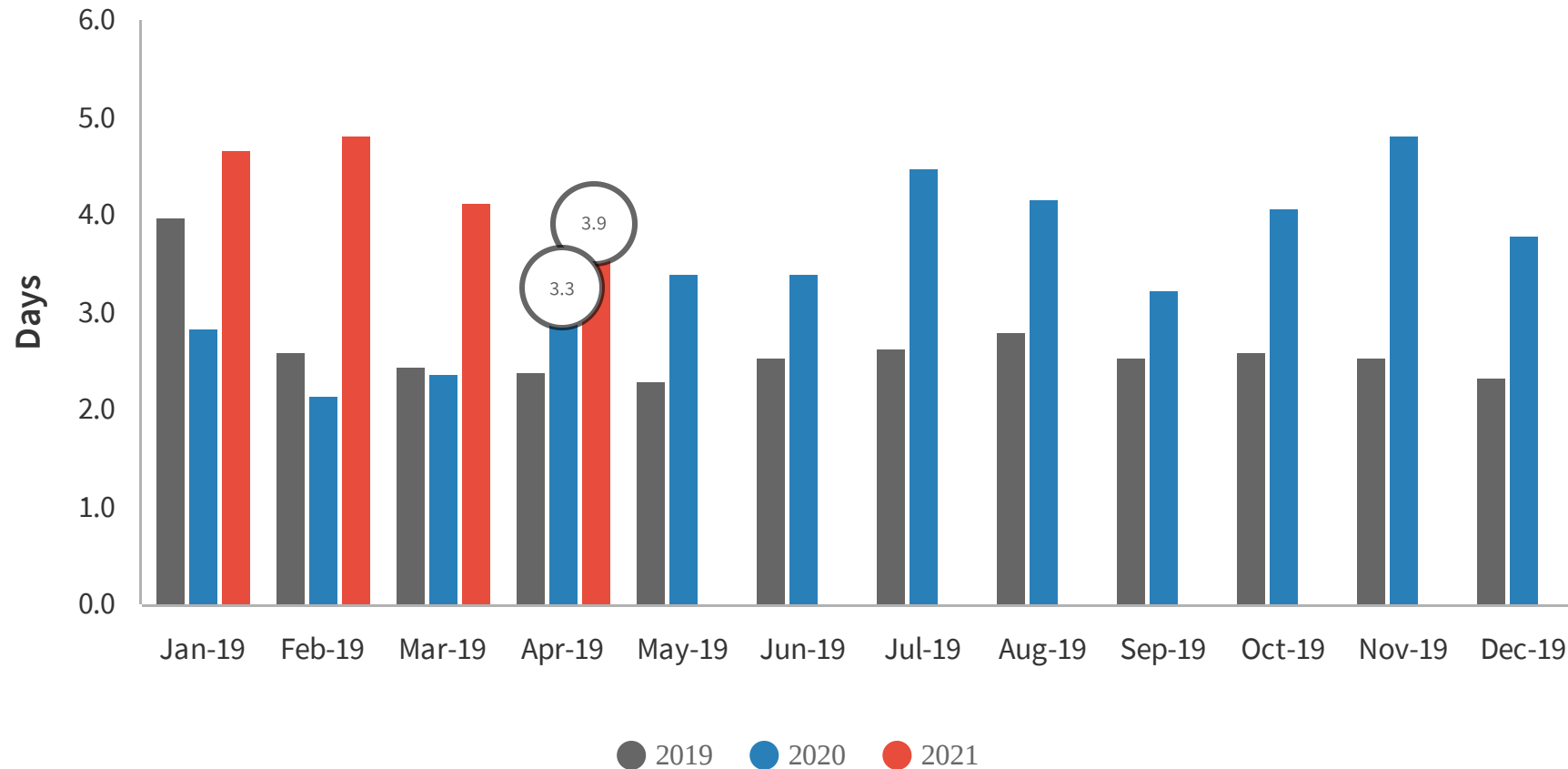


INSIGHT

The average Reservation Window is seeing some great growth into 2021. April had a Reservation Window of 42 days which was an increase of 53% from last year.

Length of Stay

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

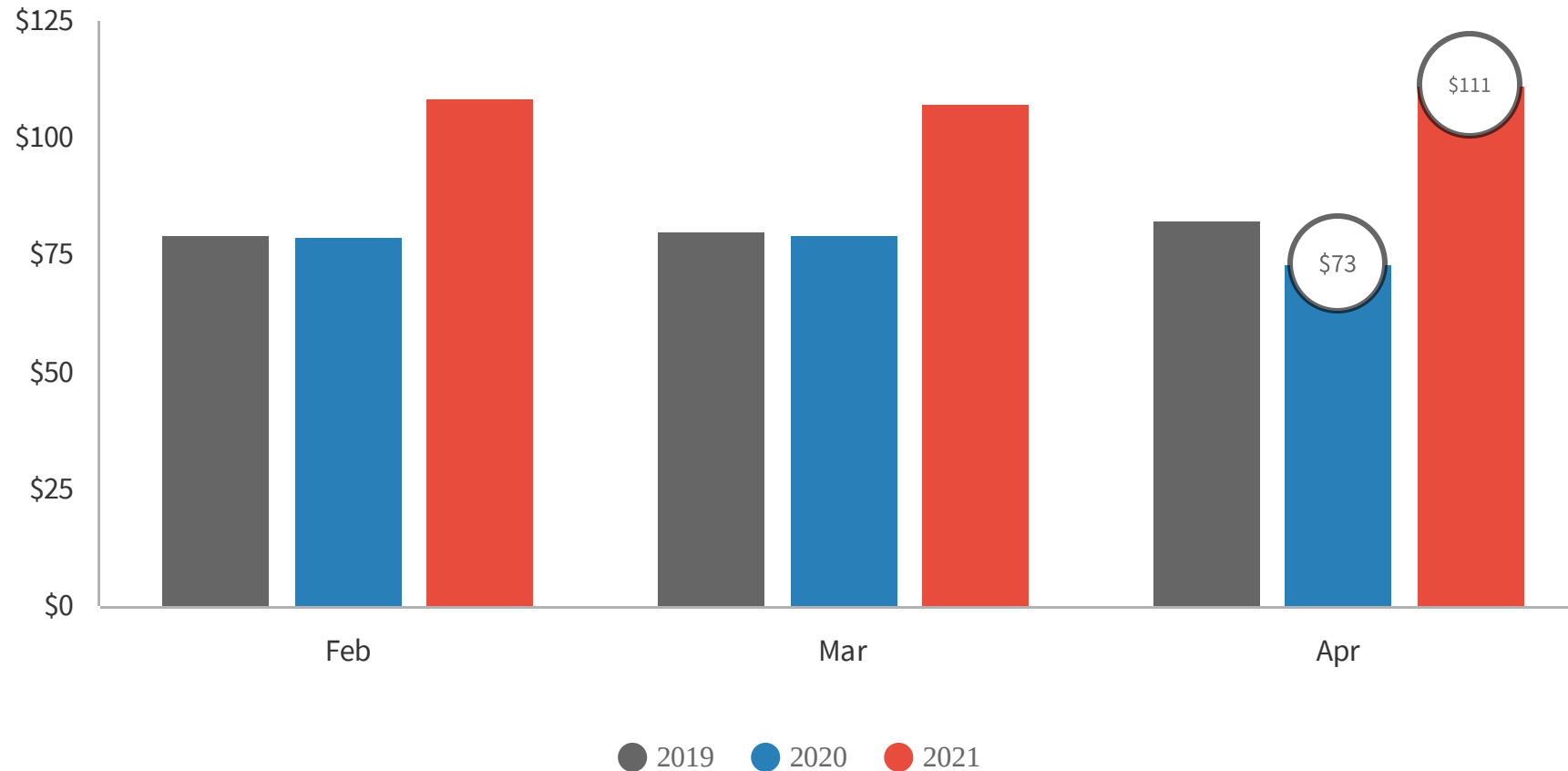


INSIGHT

Length of stay was 3.9 in the month of April 2021 and saw a small increase of 14% 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.



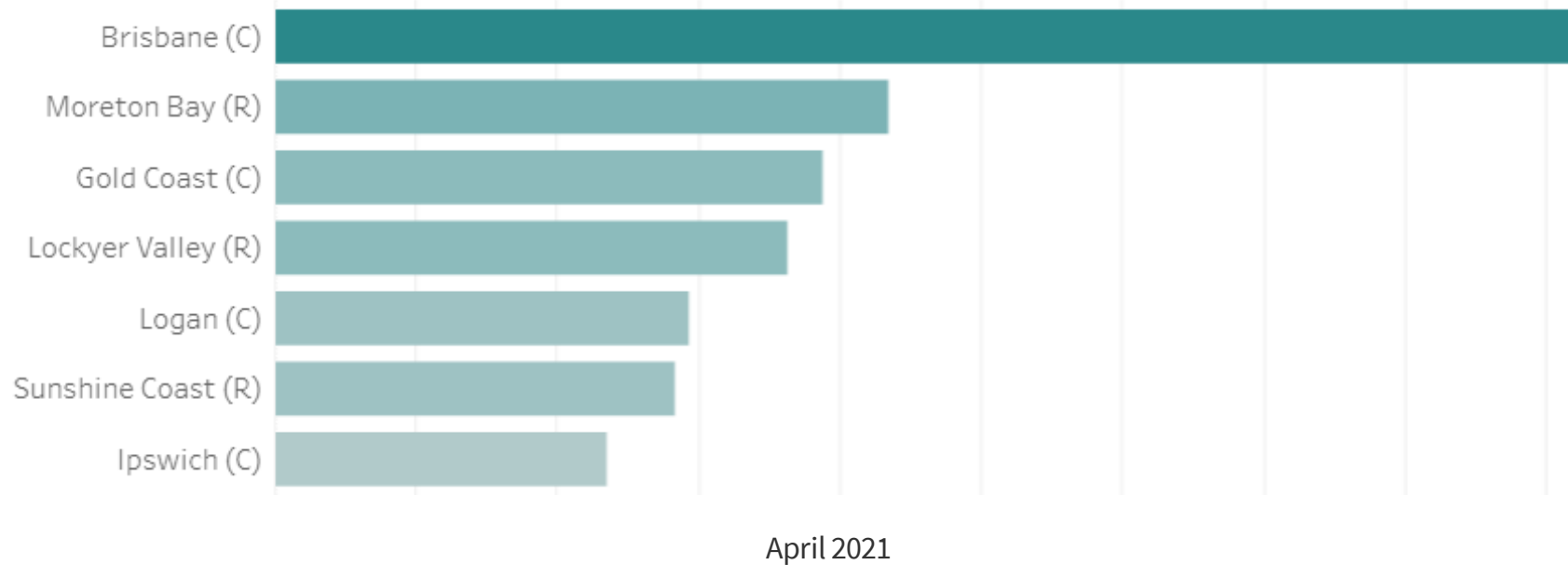
35%

INSIGHT

Previous years show a steady trend in the Average Daily Rate, however 2021 has presented some consistent growth. April 2021 had a ADR of \$111 which was a large jump of 35%.

Source Market

The source market demonstrates which LGA visitors are travelling from.

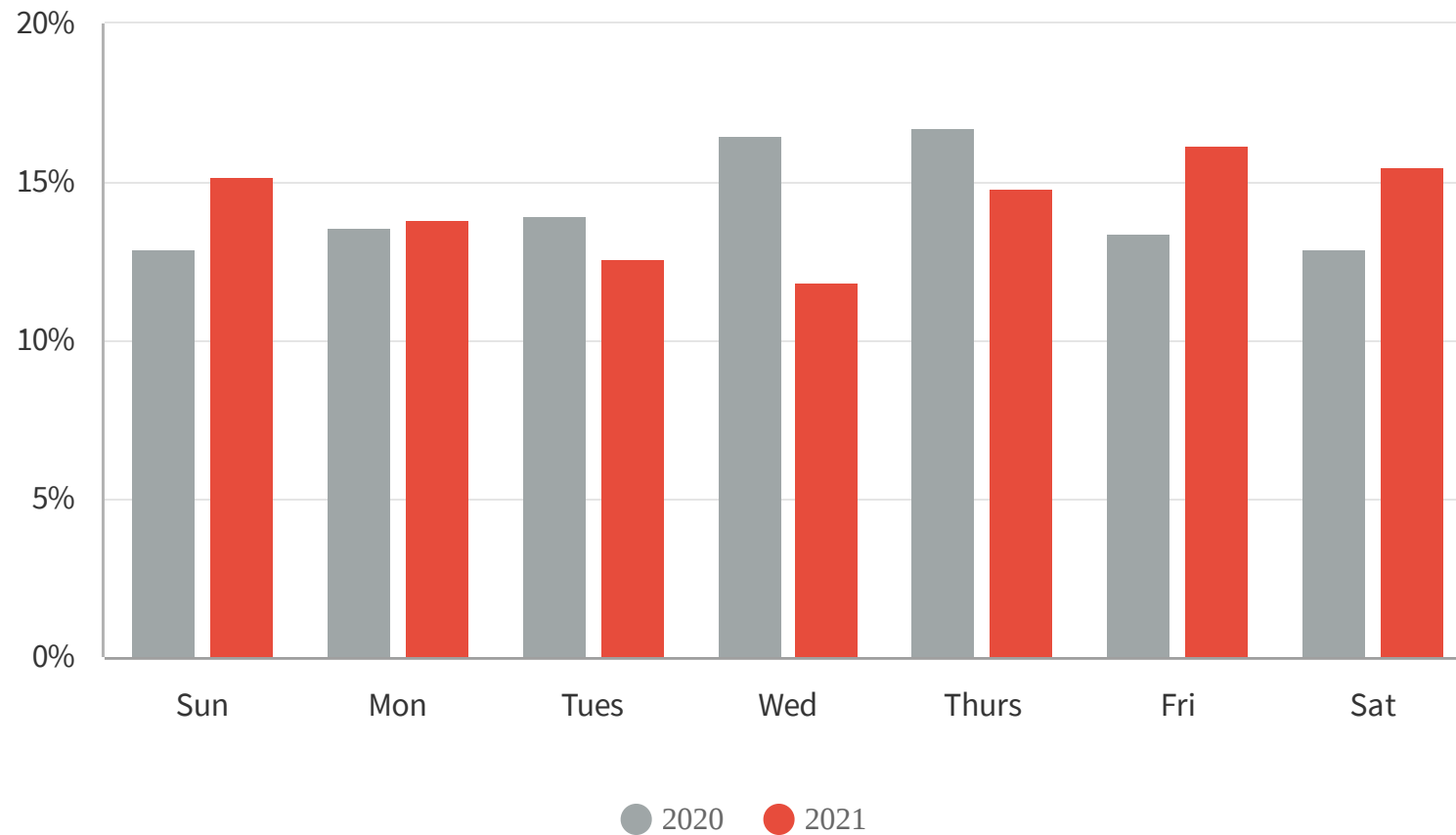


INSIGHT

The LGA's with the most amount of devices seen within the Lockyer Valley region in April 2021 were Brisbane with 18.7%, Moreton Bay with 8.4% and Gold Coast with 7.6%.

Day of the Week

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

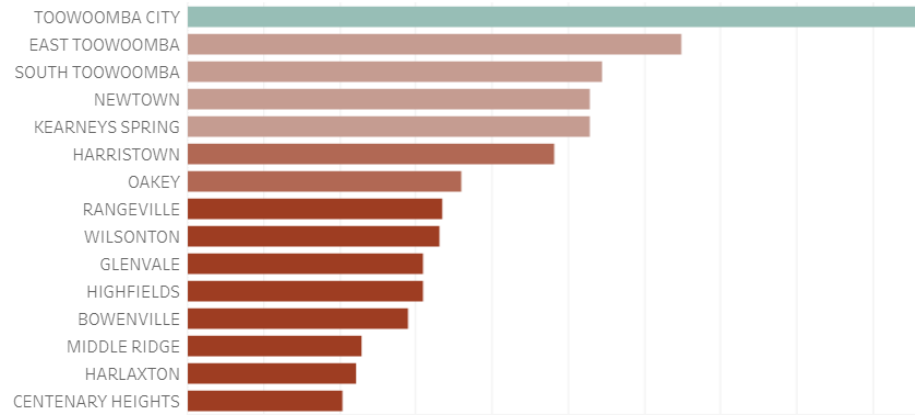


INSIGHT

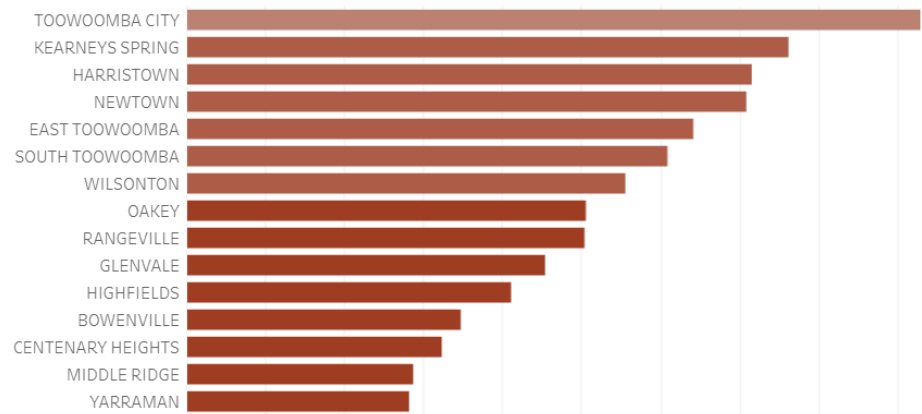
Interestingly, the most common days to visit in April 2020 were Wednesday and Thursday - probably due to COVID. Now into 2021, the most common is Friday through to Sunday.

Top Suburb Visitation

Top Suburb displays the suburbs most visited for the month of April.



April 2021



April 2020

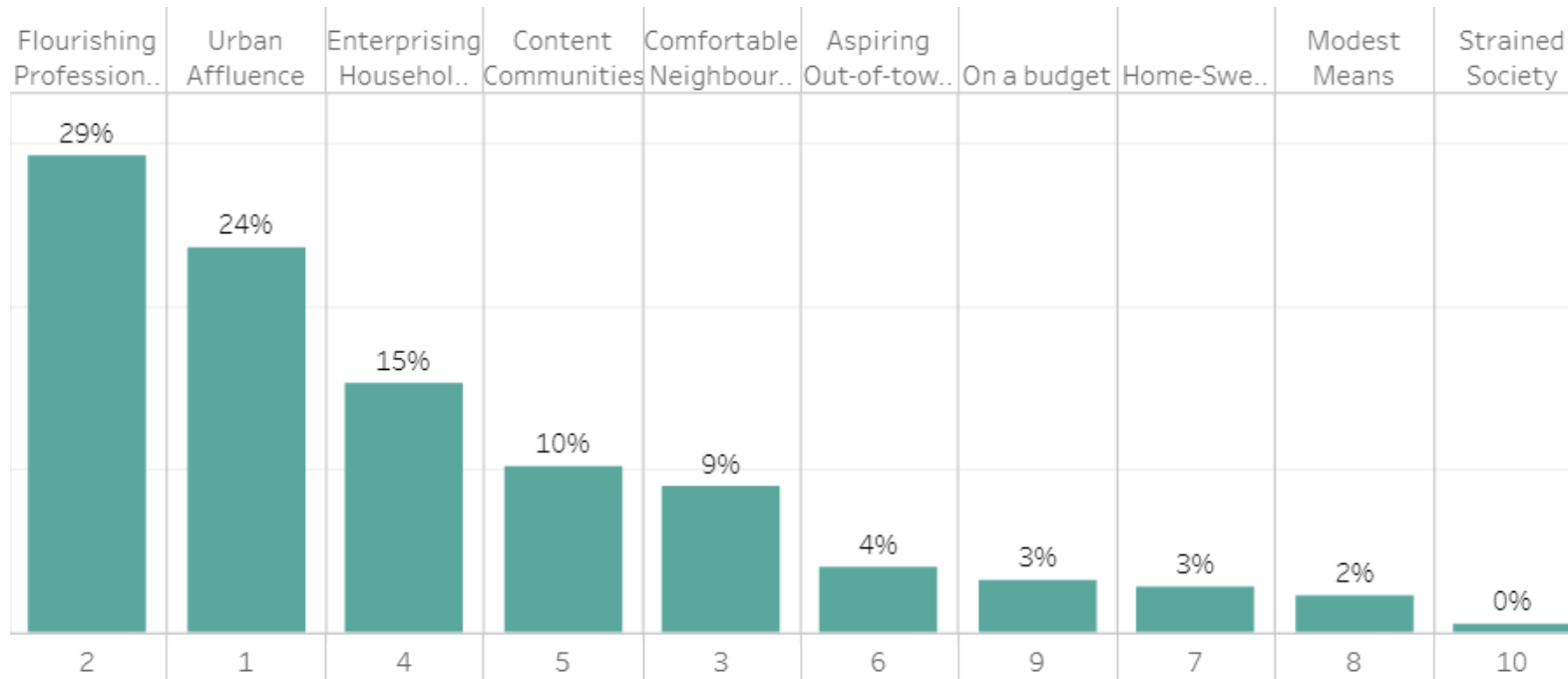


INSIGHT

The most visited suburb in the Month of April was the City with 19.37% of visits. 2020 saw a more even level of visitation because of the travel restrictions.

Top Visitor Segments

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



Visitor Segmentation from Brisbane - April 2021



INSIGHT

The top two visitors of Toowoomba from Brisbane in the month of April were the two wealthiest segments, contributing to 53%. Brisbane was the focus for this analysis as they have the highest propensity to stay overnight.