

# Toowoomba Monthly Report

August 2021

# Key Points from August 2021



Toowoomba's Occupancy level for August was 54%, and has had a 10% decrease when compared to July last month. This decline can be attributed to the lockdown that QLD experienced in August.



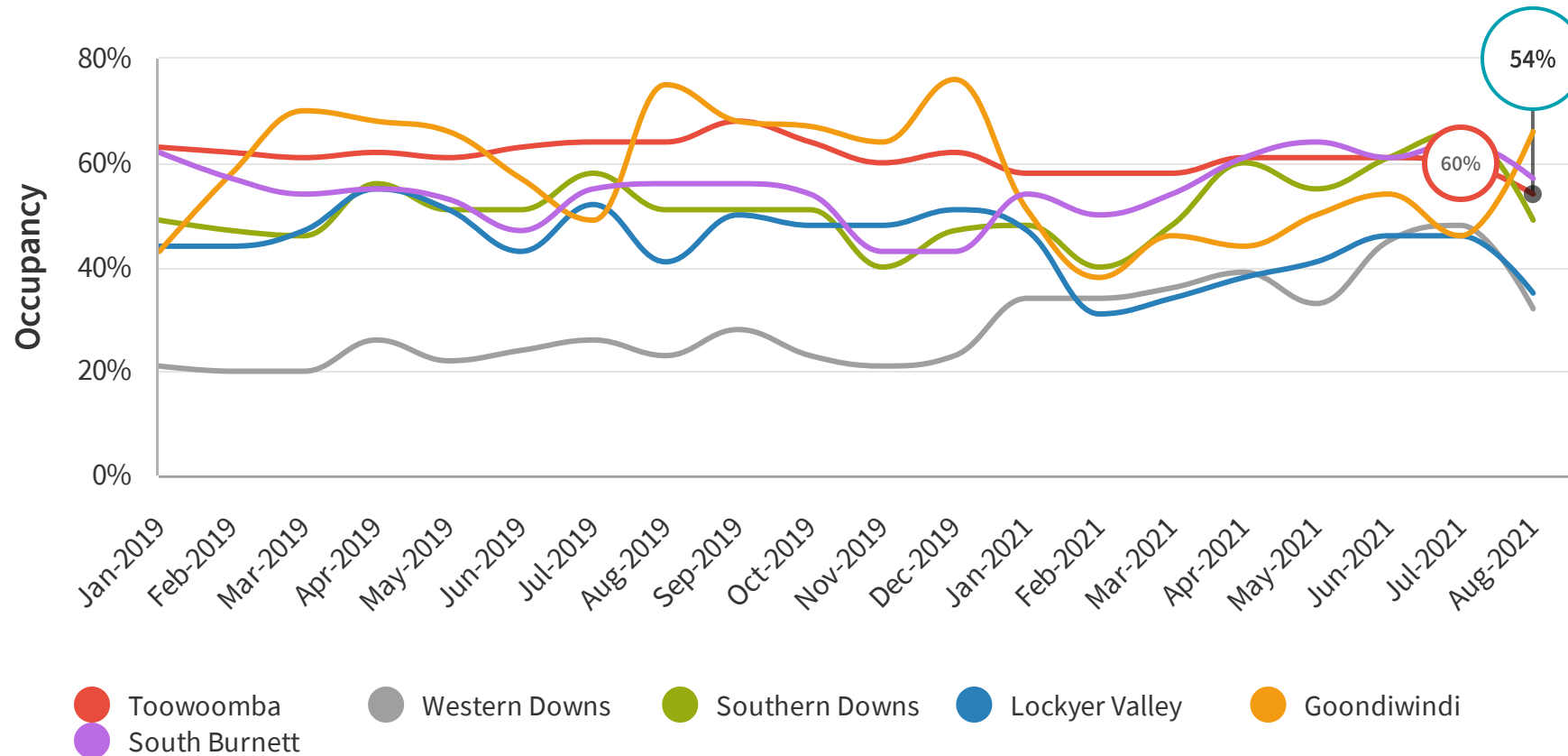
The average Reservation Window in August 2021 is 22 days, and has declined 43% over the past 3 months. When comparing to August of 2019, a similar reservation window was seen.



The LGA's with the most amount of devices seen within the Toowoomba region in August 2021 were Brisbane with 18.03%, Lockyer Valley with 9.86% and Moreton Bay with 8.49%.

# Average Occupancy Rate

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

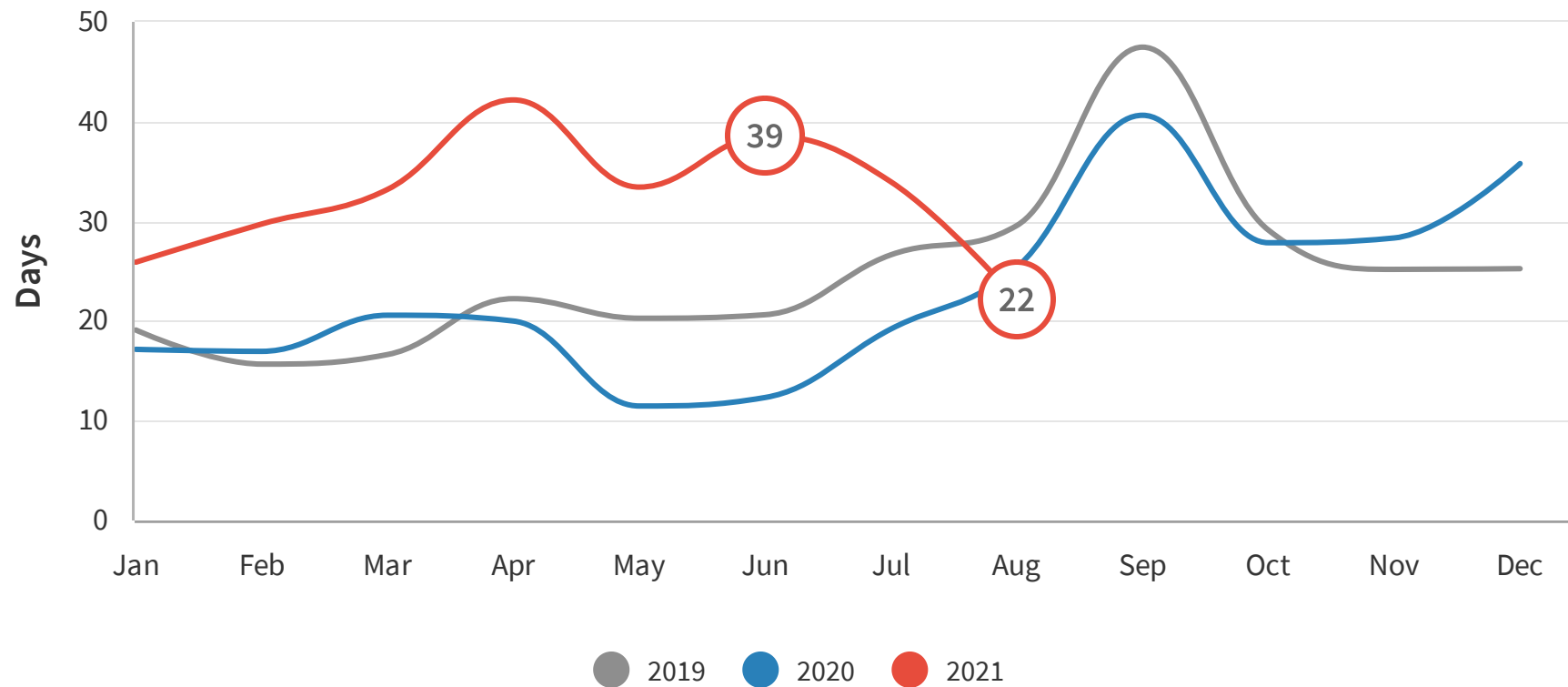


## INSIGHT

Toowoomba's Occupancy level for August was 54%, and has had a 10% decrease when compared to July last month. This decline can be attributed to the lockdown that QLD experienced in August.

# 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.

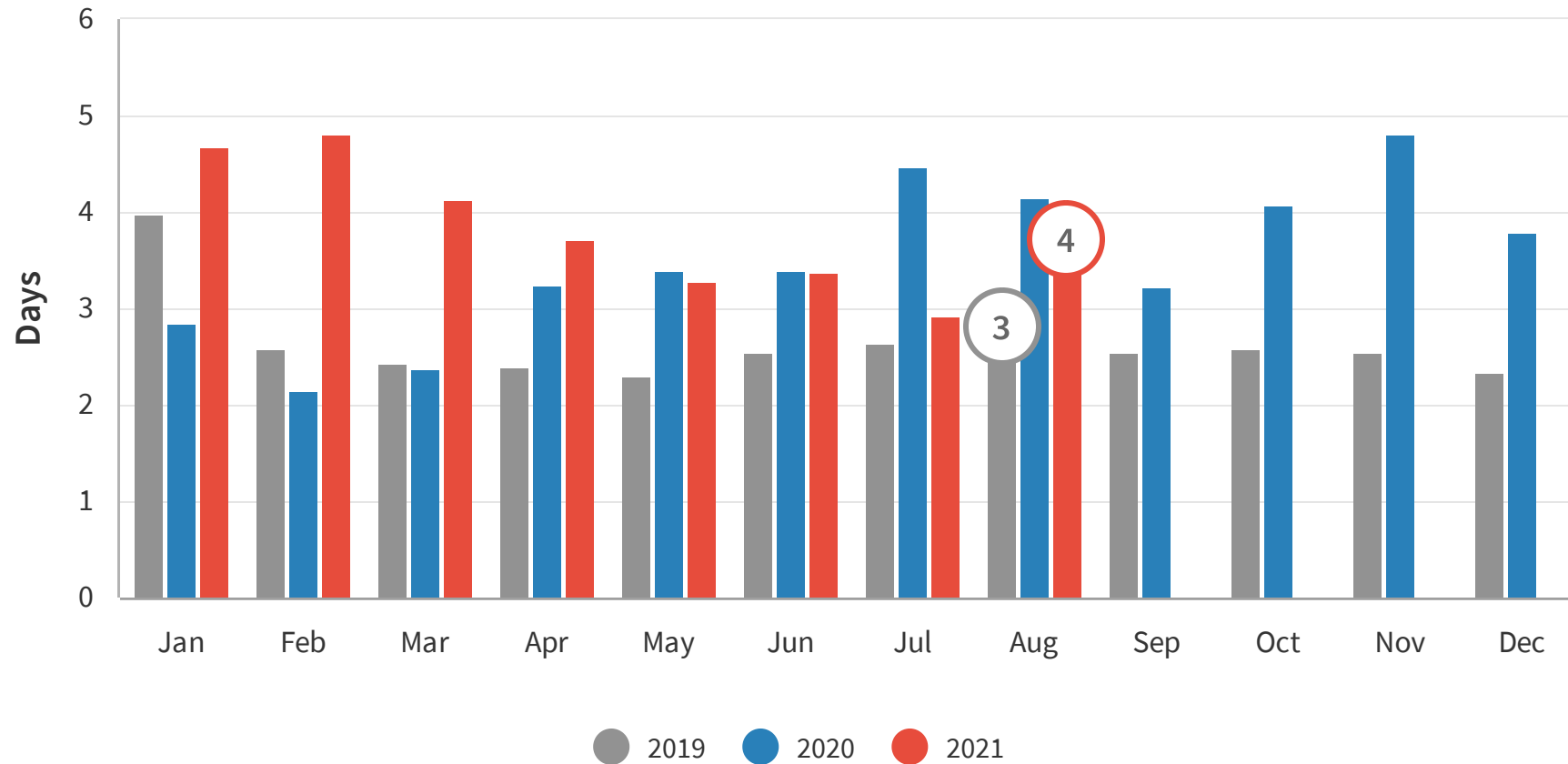


## INSIGHT

The average Reservation Window in August 2021 is 22 days, and has declined 43% over the past 3 months. When comparing to August of 2019, a similar reservation window was seen.

# Length of Stay

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

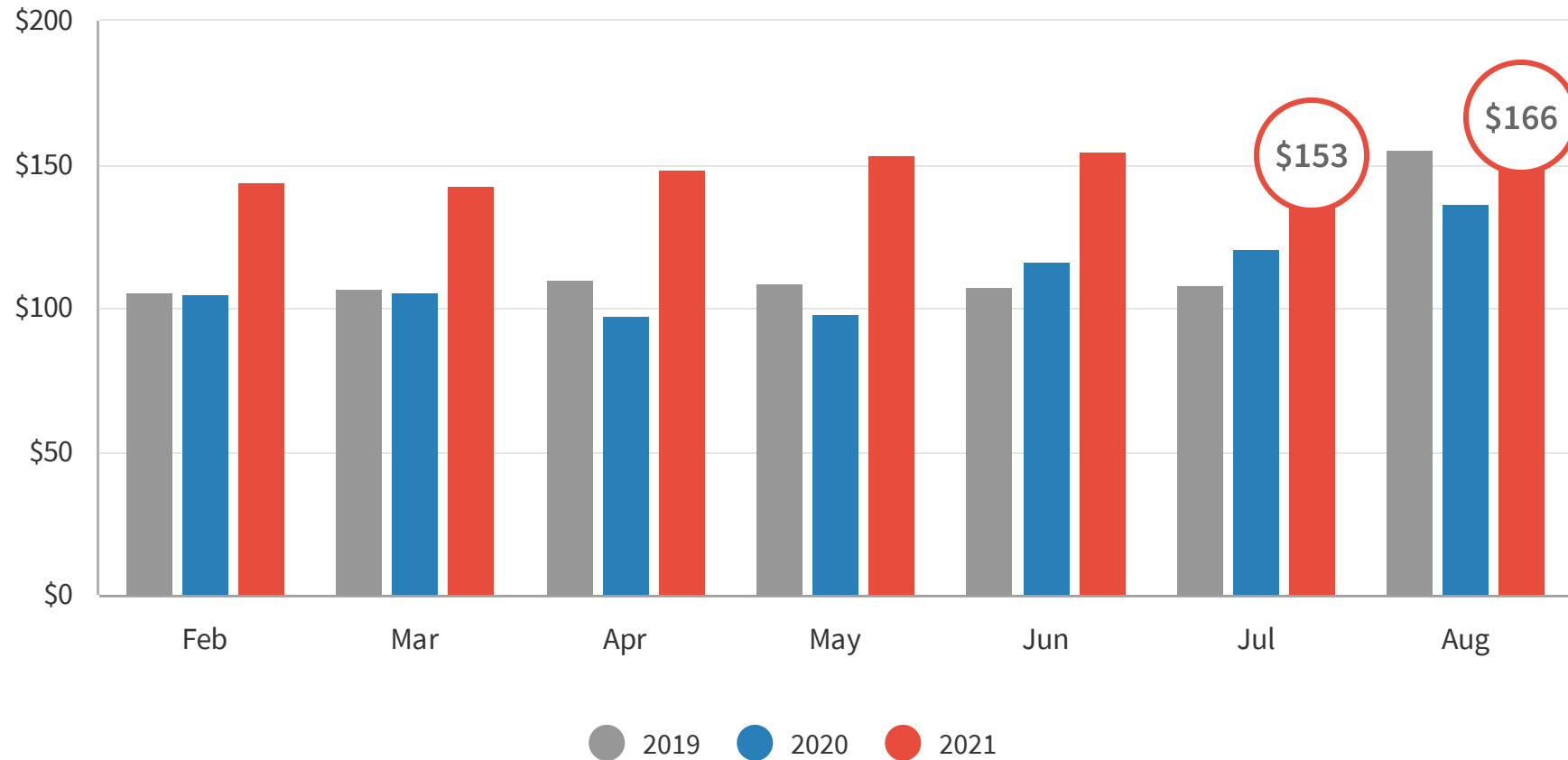


## INSIGHT

Length of stay was 4 days in the month of August 2021 and saw a decrease of 25% when compared to 2020.

# Average Daily Rate

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

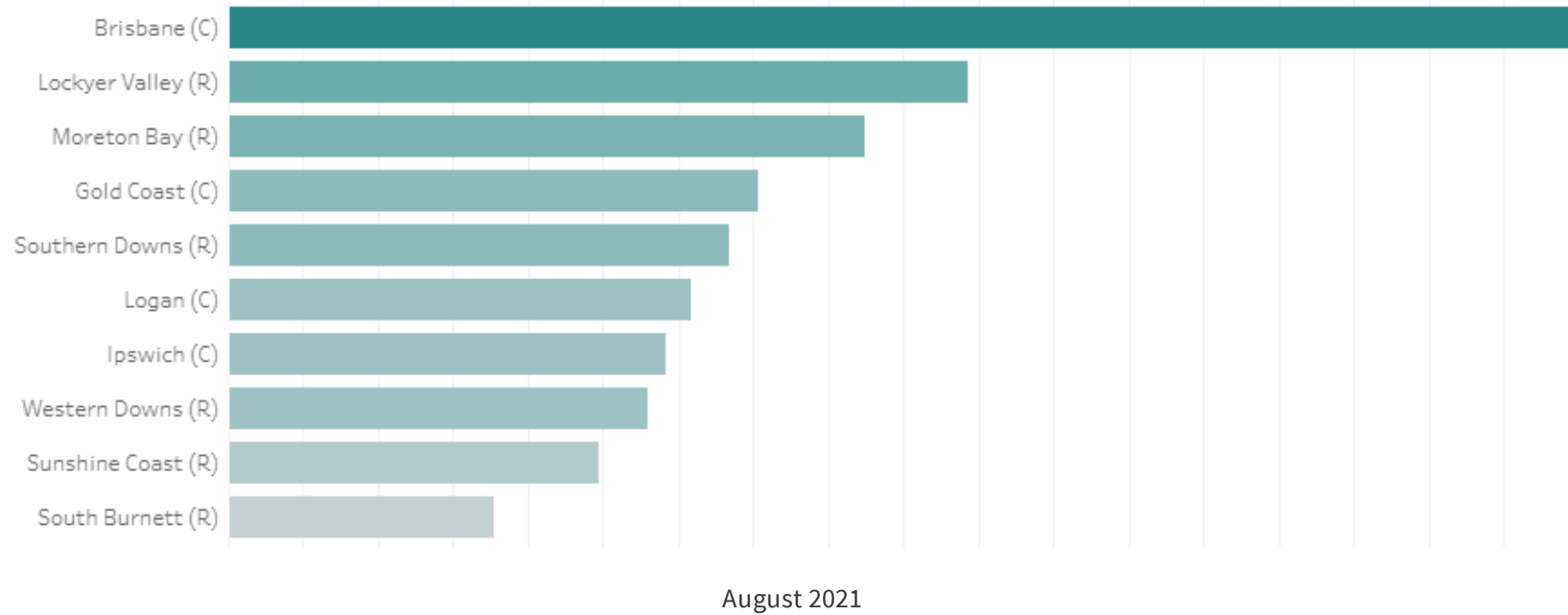


## INSIGHT

Previous years show a steady trend in the Average Daily Rate, however 2021 has presented some large consistent growth. August 2021 had an ADR of \$166 which is an increase of 8%.

# Source Market

The source market demonstrates which LGA visitors are travelling from.

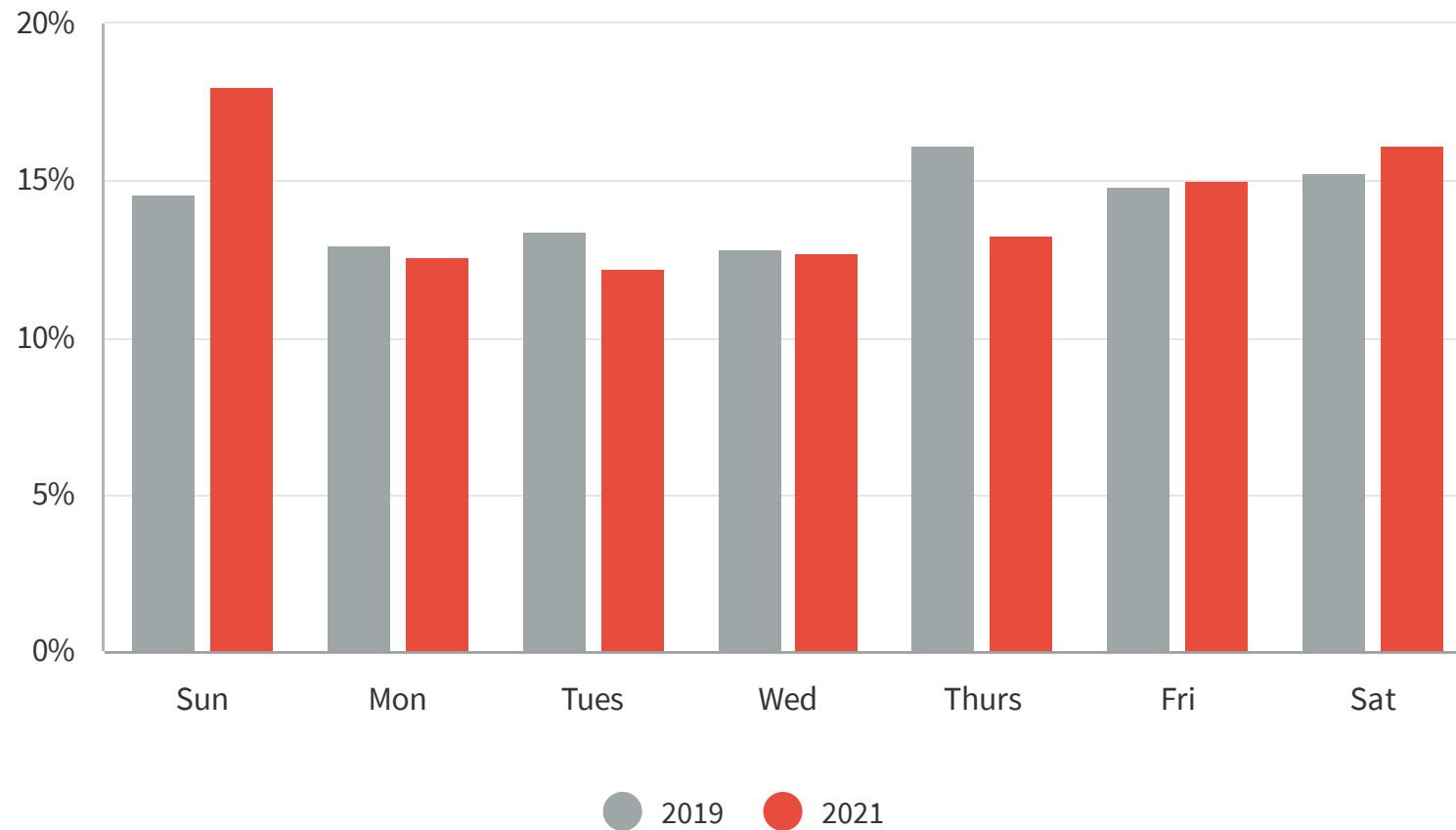


## INSIGHT

The LGA's with the most amount of devices seen within the Toowoomba region in August 2021 were Brisbane with 18.03%, Lockyer Valley with 9.86% and Moreton Bay with 8.49%.

# Day of the Week

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



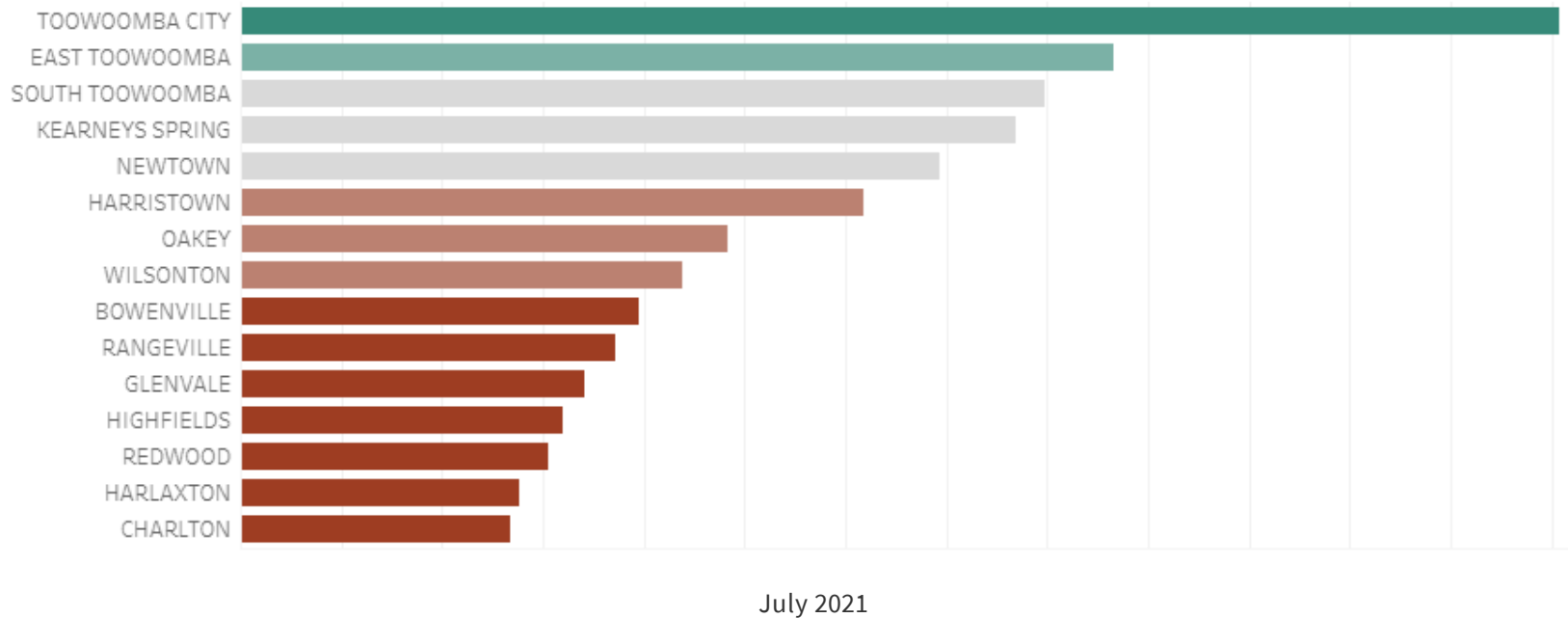
## INSIGHT

The most common day to visit in August 2021 was Sunday with 17.47% of visitation.



# Top Suburb Visitation

Top Suburb displays the suburbs most visited for the month.

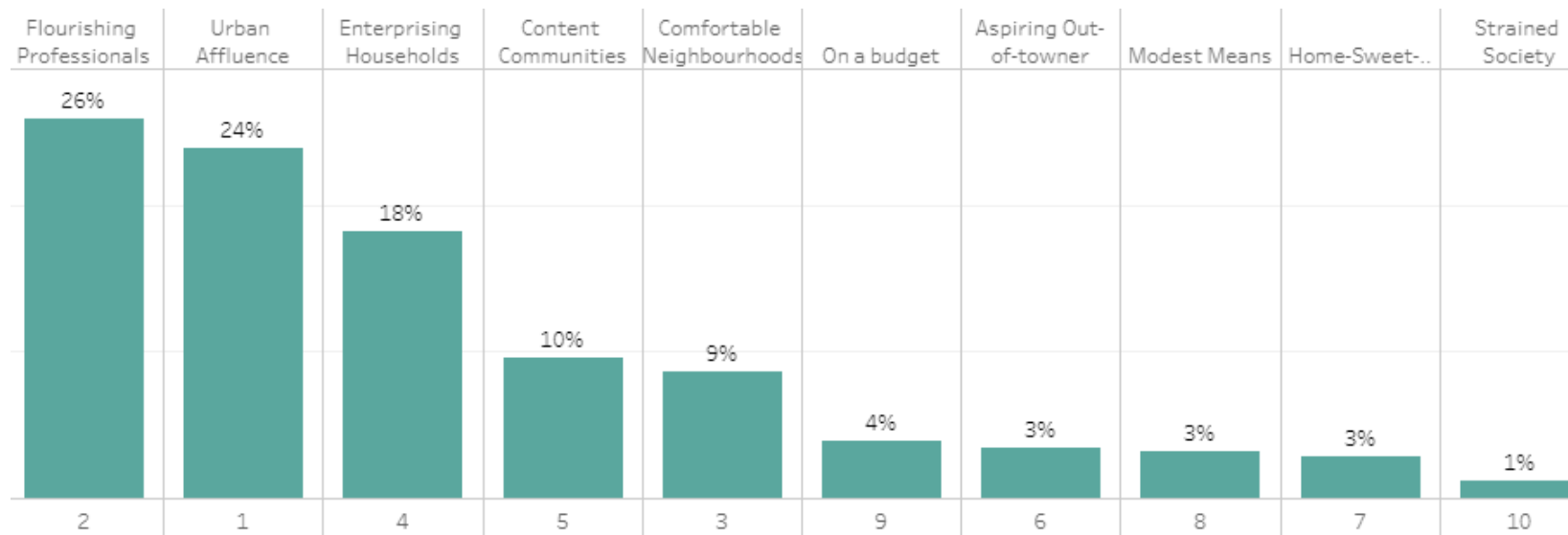


## INSIGHT

The top three most visited suburbs in the month of June were Toowoomba City with 26.14%, East Toowoomba with 17.4% and South Toowoomba with 15.95%.

# Top Visitor Segments

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



Visitor Segmentation from Brisbane - August 2021



## INSIGHT

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