

Toowoomba Monthly Report

April 2022

Key Points from April 2022



Toowoomba's average occupancy level for April 2022 was 71%, which is the highest it has been in the past 4 years.



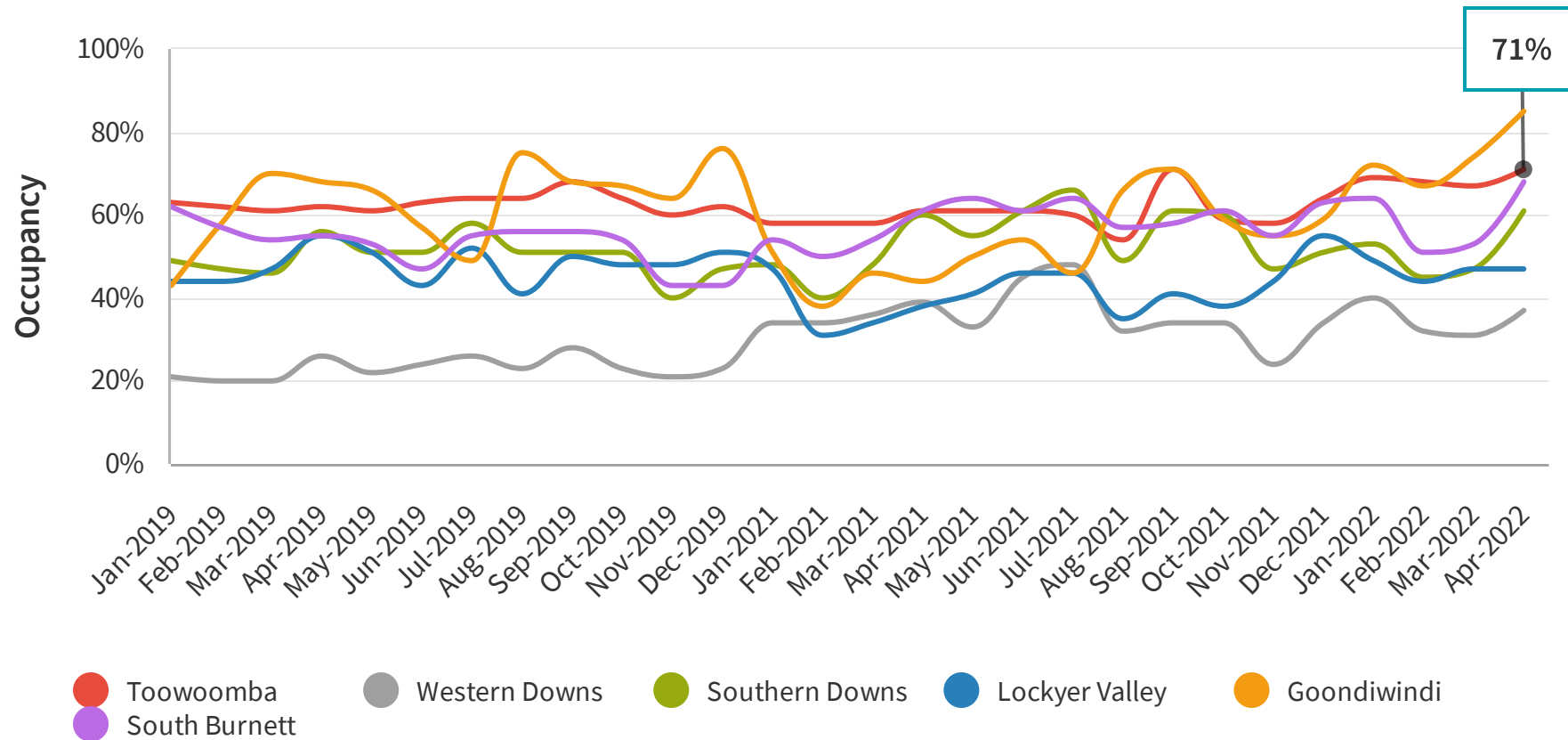
The average reservation window in April 2022 was 43 days, which is a considerable increase of 34% since last month.



The LGA's with the most amount of devices seen within the Toowoomba region in April 2022 were Brisbane with 18.3%, Moreton Bay 8.62% and Lockyer Valley 7.87%

Average Occupancy Rate

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

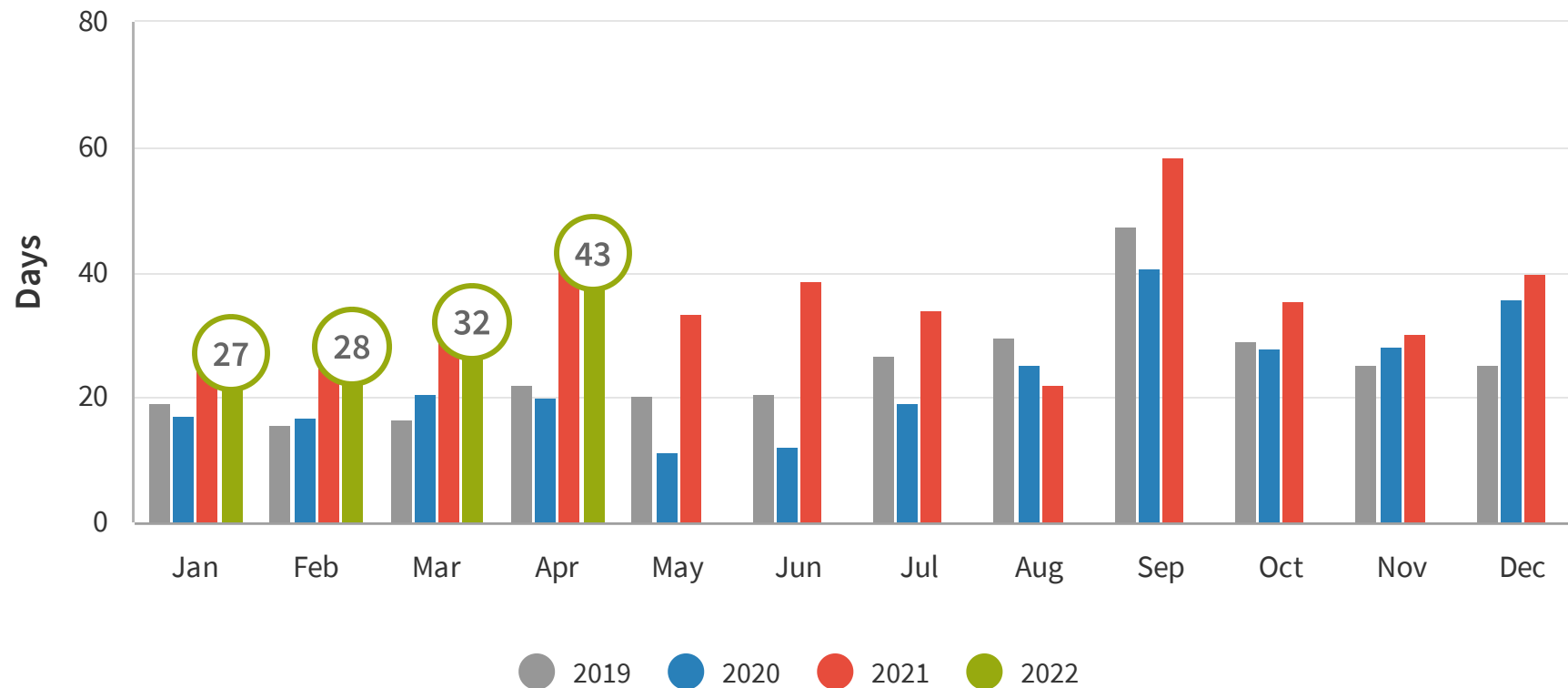


INSIGHT

Toowoomba's average occupancy level for April 2022 was 71%, which is the highest it has been in the past 4 years.

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.

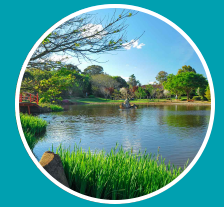
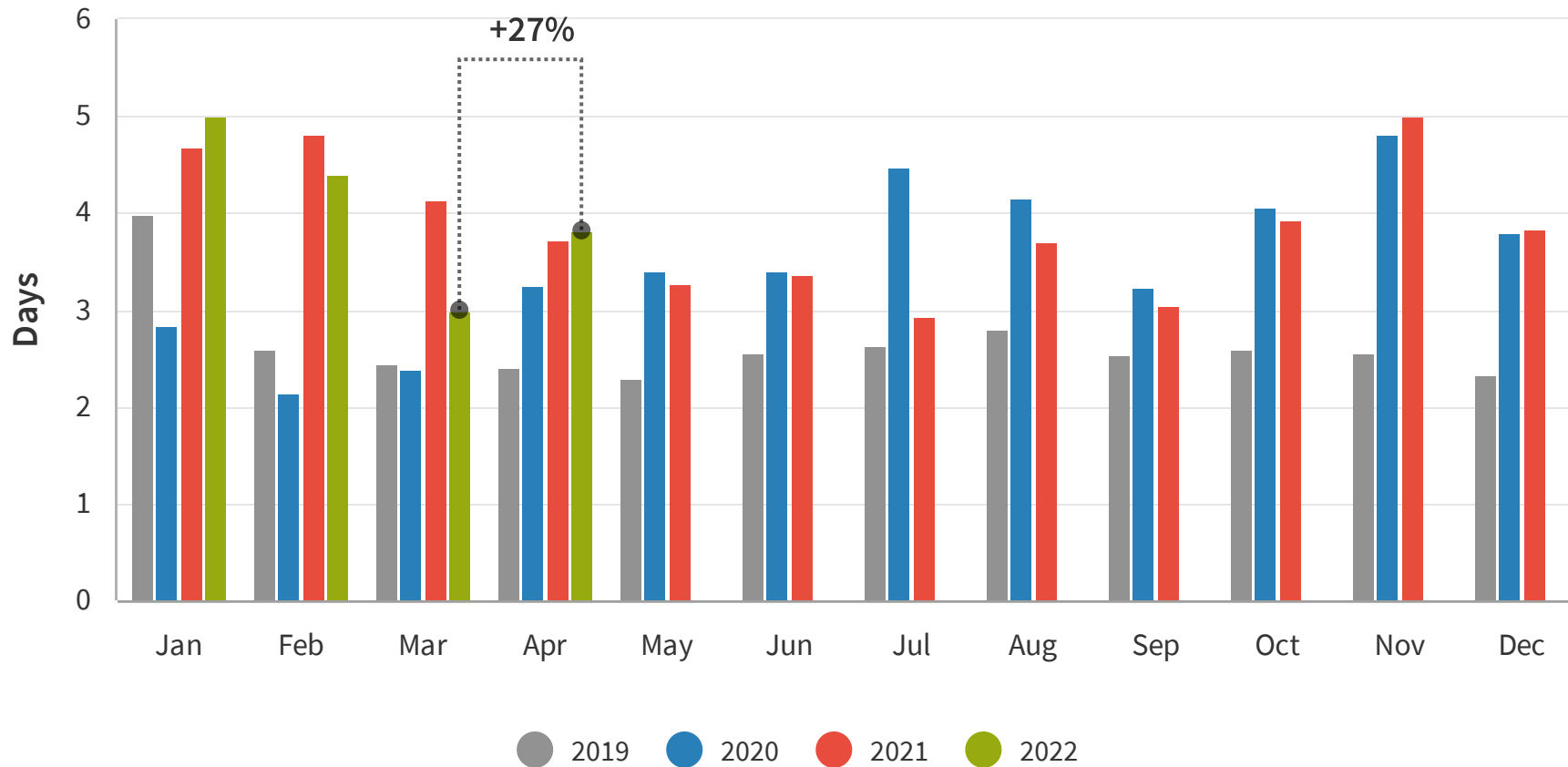


INSIGHT

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Length of Stay

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

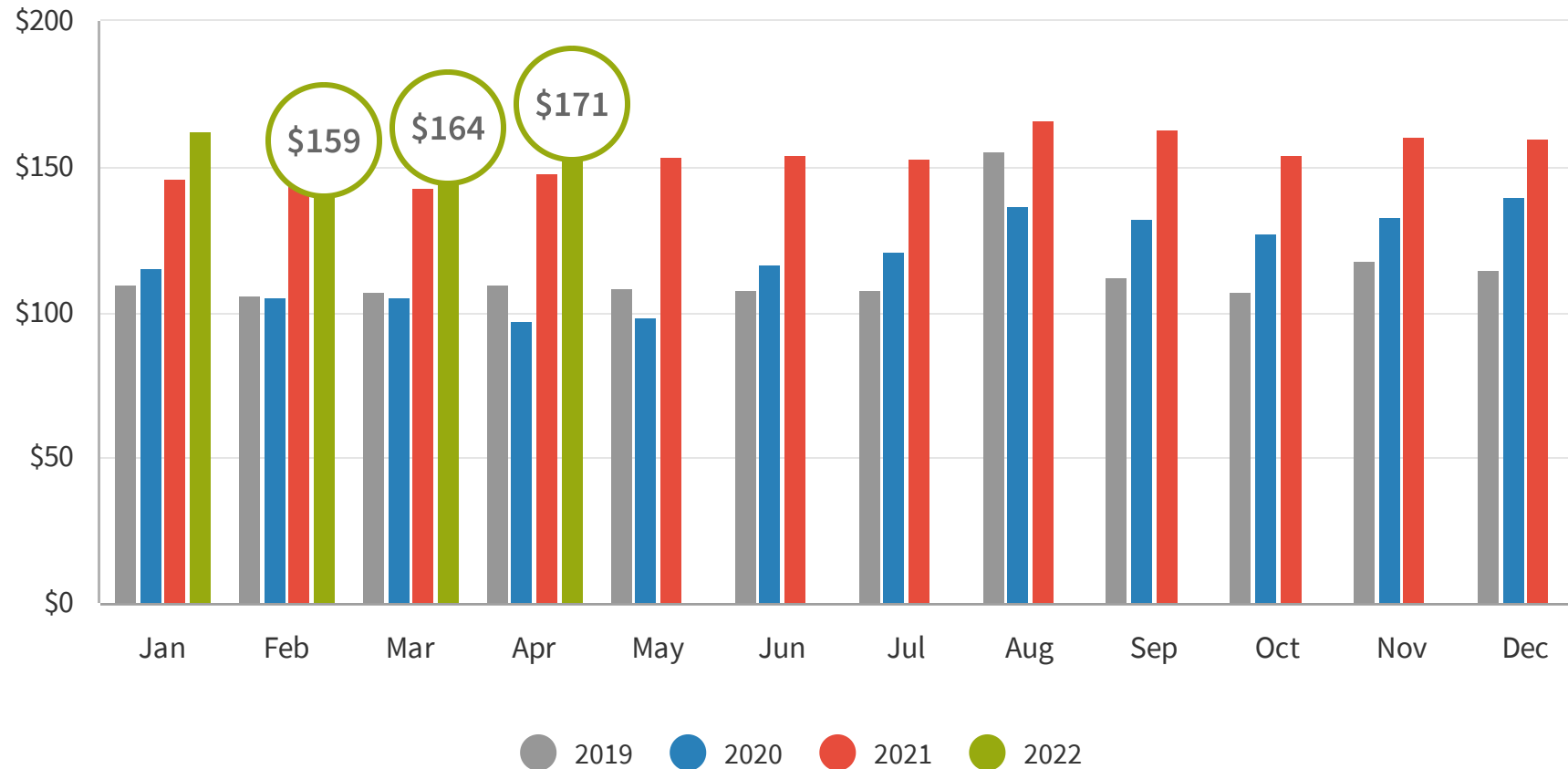


INSIGHT

April 2022 had a LOS of 3.8 days which is a 27% increase from March.

Average Daily Rate

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

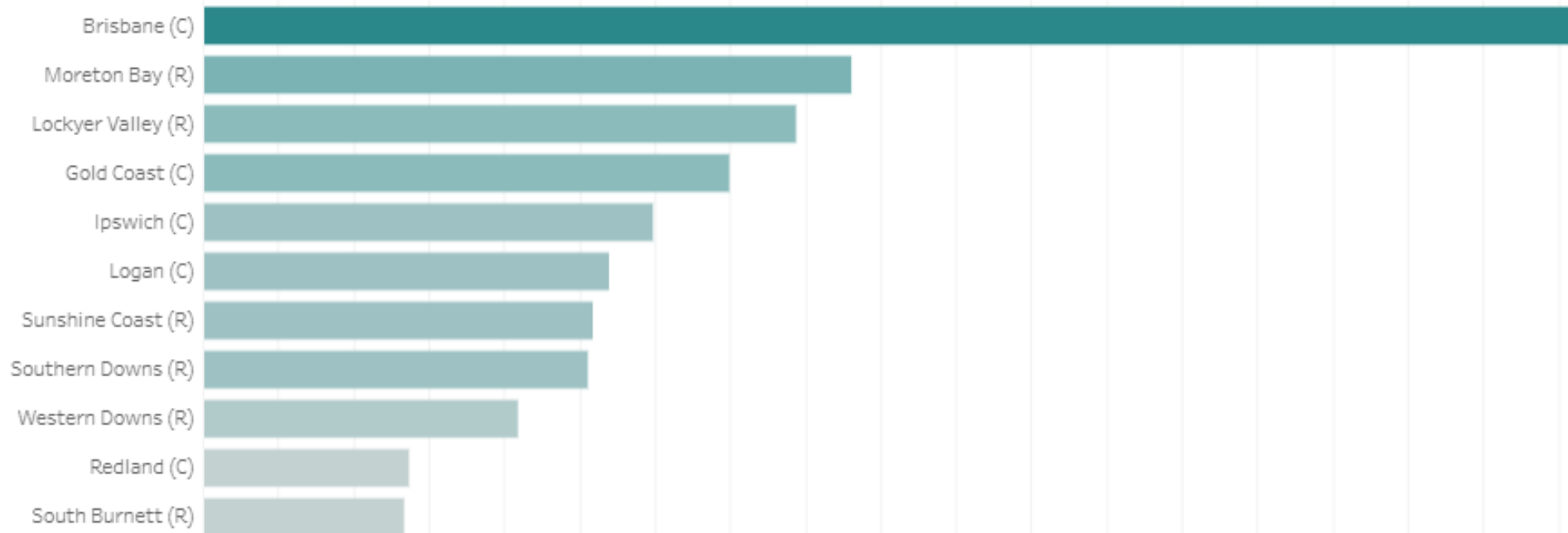


INSIGHT

Average daily rate for April was \$171, increasing 4% since last month.

Source Market

The source market demonstrates which LGA visitors are travelling from.

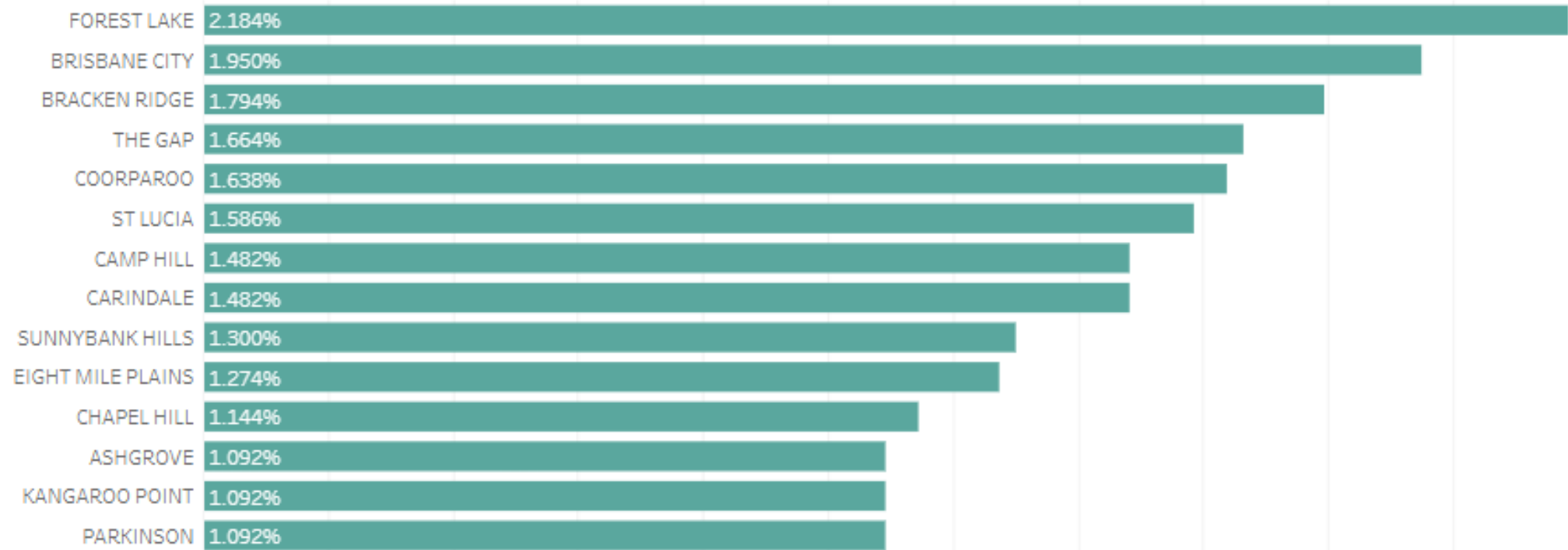


INSIGHT

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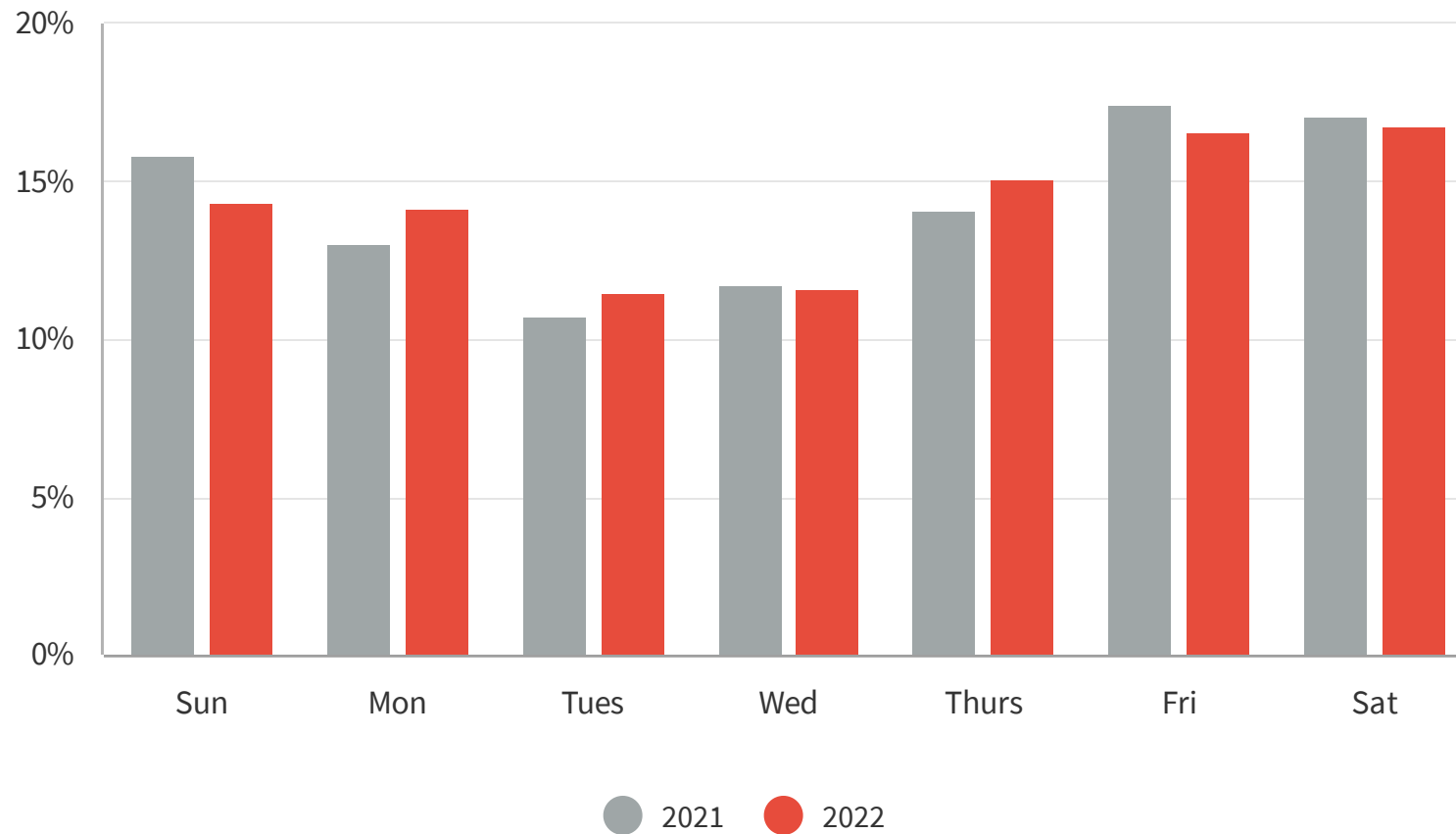
Top Visitor Suburbs Brisbane

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



Day of the Week

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



INSIGHT

Visitation to Toowoomba in April was very even across the week days, with the most popular being Saturday at 16.77%.