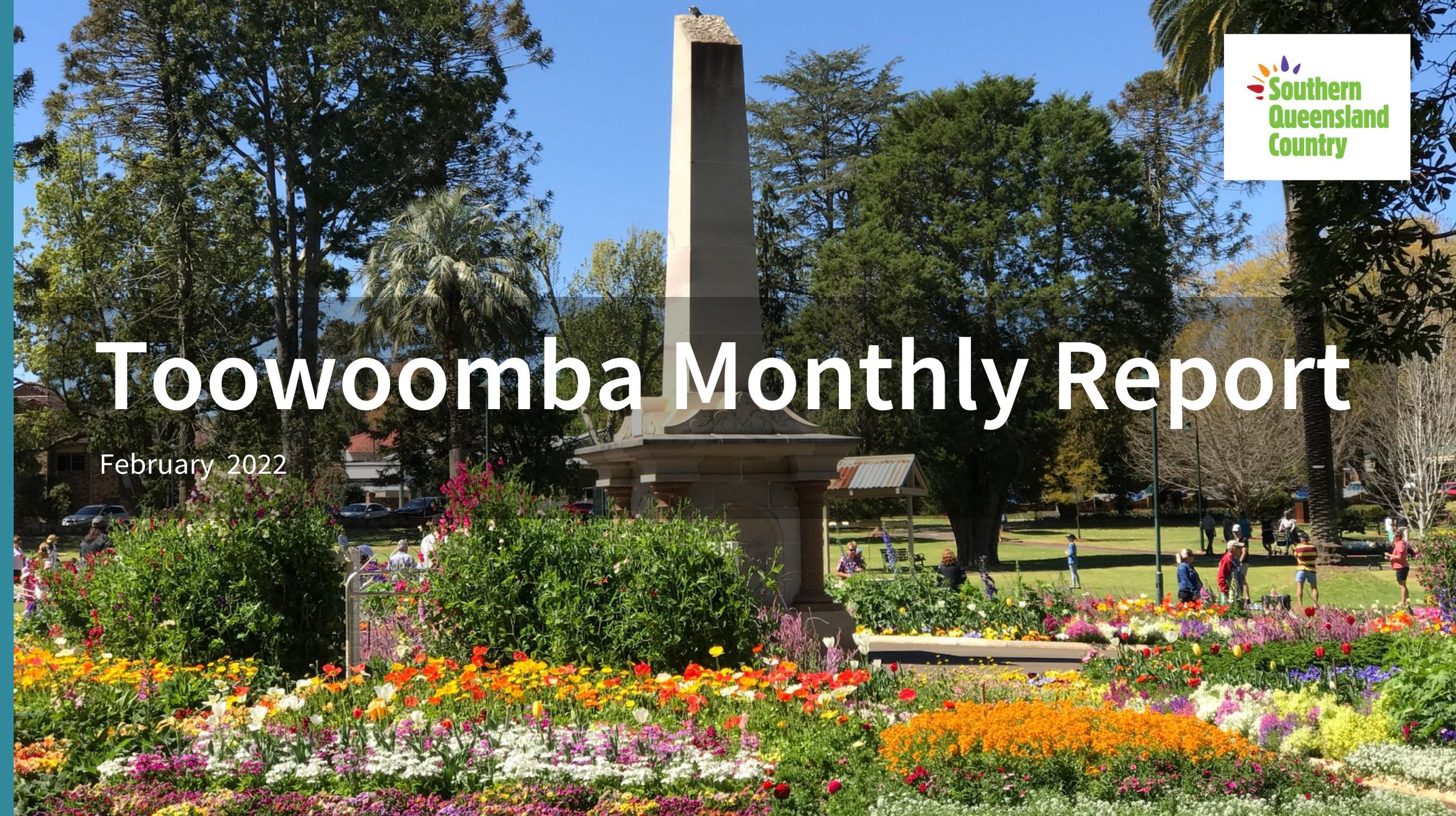


Toowoomba Monthly Report

February 2022



Key Points from February 2022



Toowoomba's average occupancy level for February 2022 was 68%, remaining level since last month. Toowoomba and Goondiwindi both lead the SQC in occupancy levels for the month.



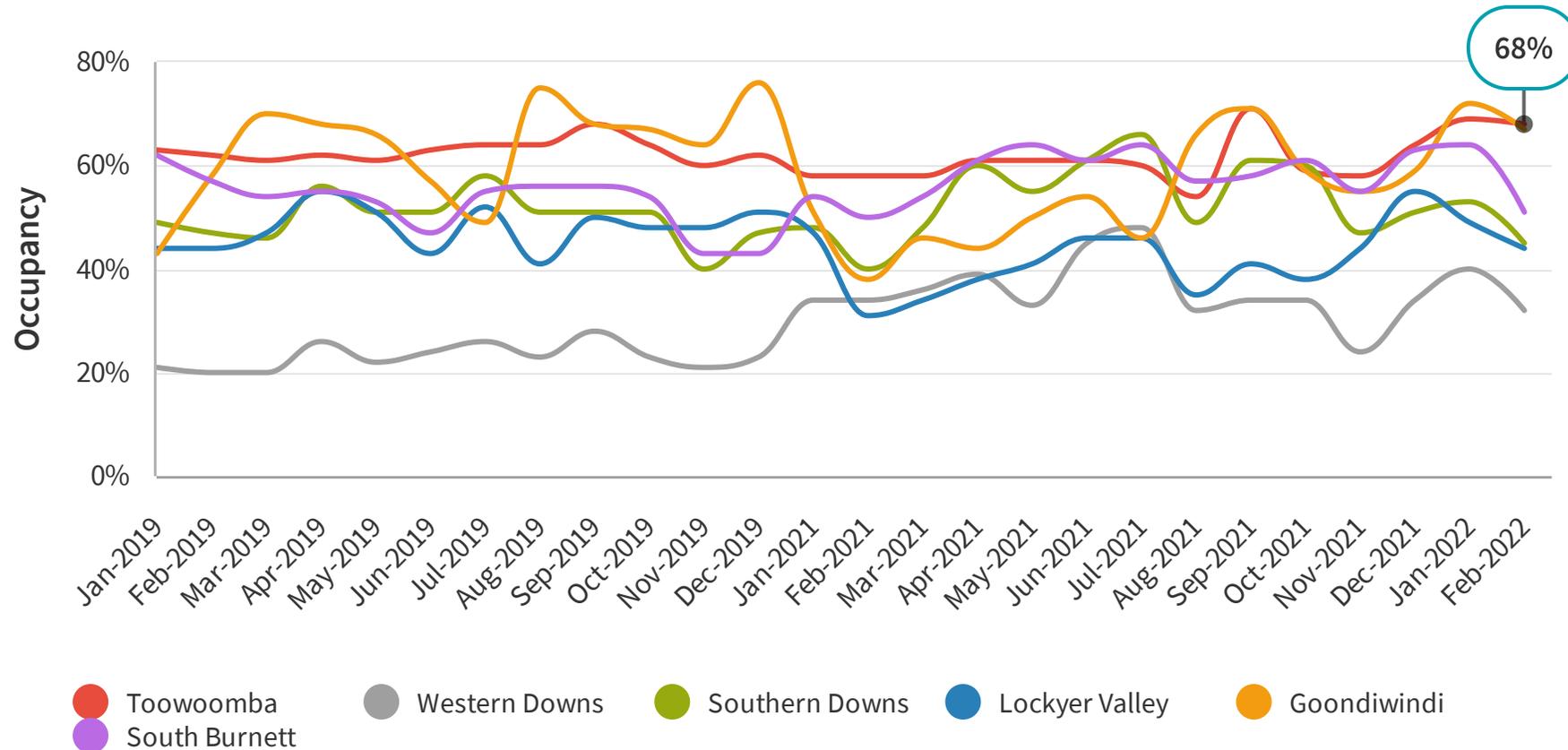
February 2022 had a LOS of 4.4 days which is a 12% decrease from January.



Average daily rate for February was \$159, remaining steady since last month.

Average Occupancy Rate

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

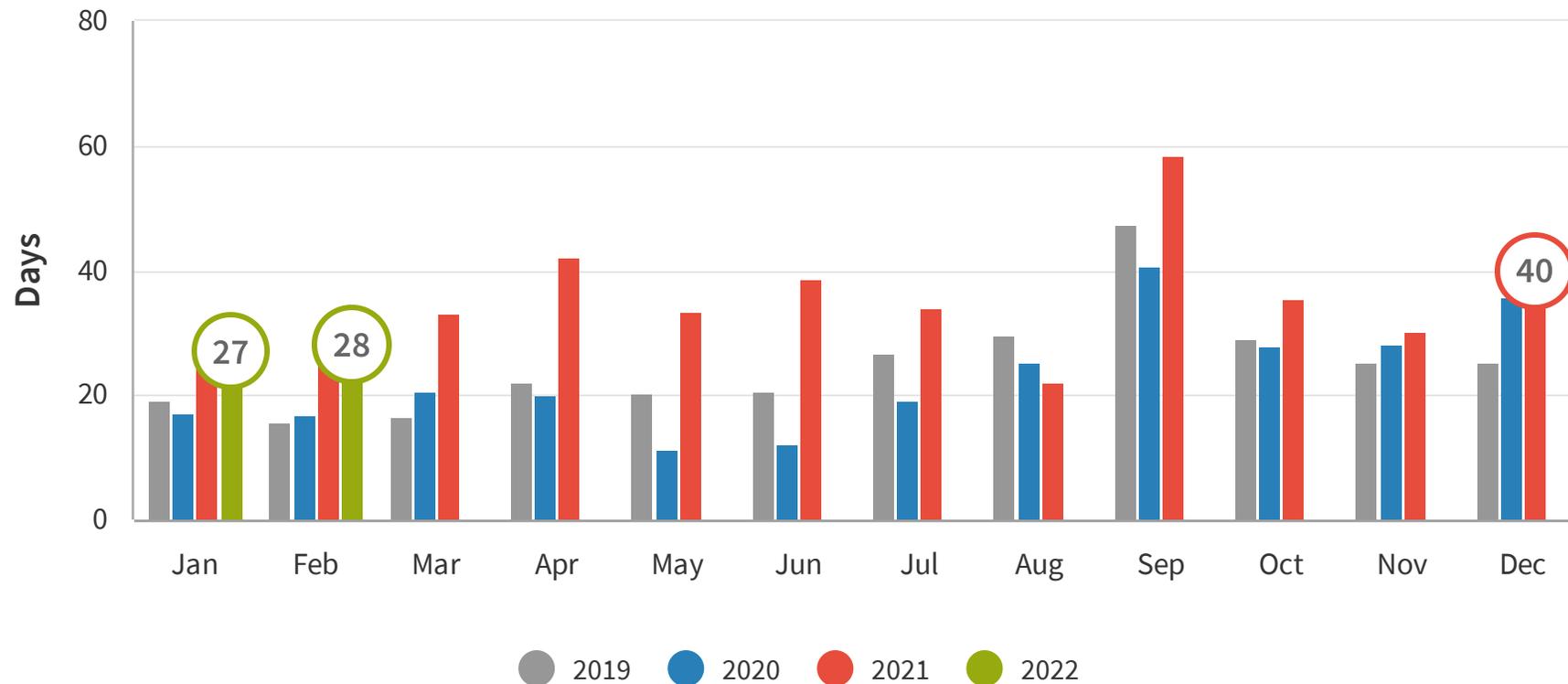


INSIGHT

Toowoomba's average occupancy level for February 2022 was 68%, remaining level since last month. Toowoomba and Goondiwindi both lead the SQC in occupancy levels for the month.

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.

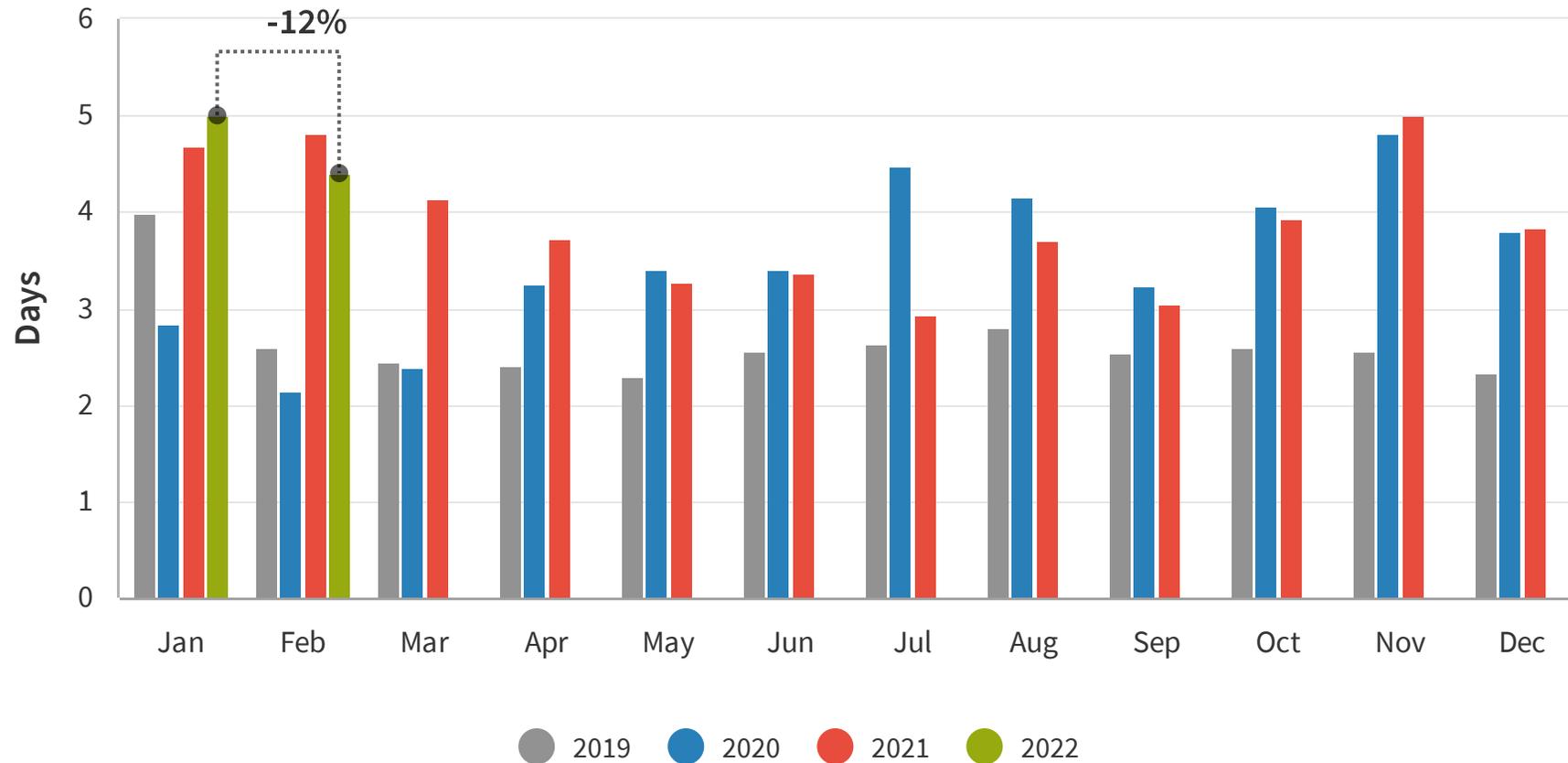


INSIGHT

The average reservation window in February 2022 was 28, seeing a small increase of 3.7% since last month.

Length of Stay

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

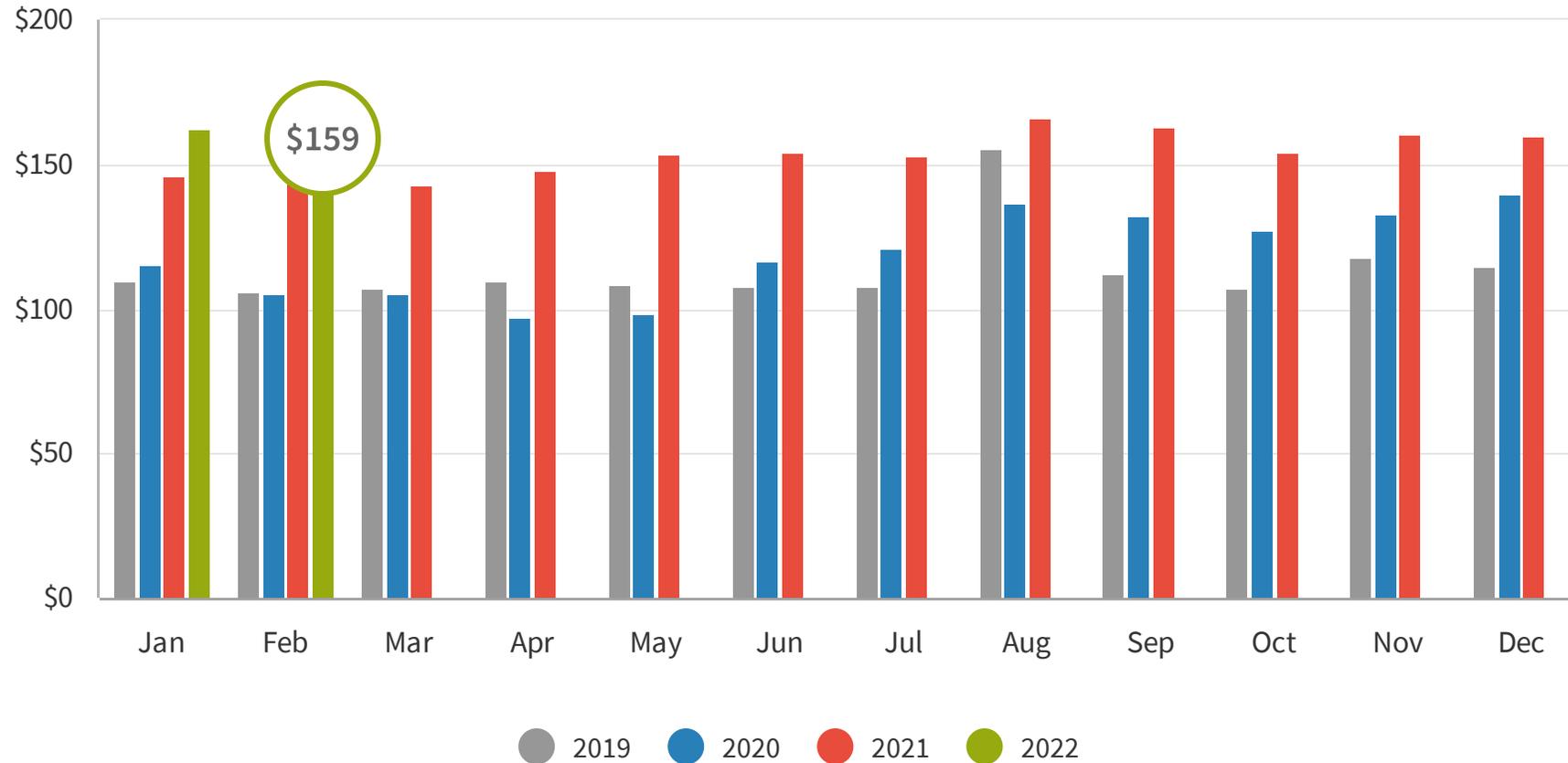


INSIGHT

February 2022 had a LOS of 4.4 days which is a 12% decrease from January.

Average Daily Rate

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

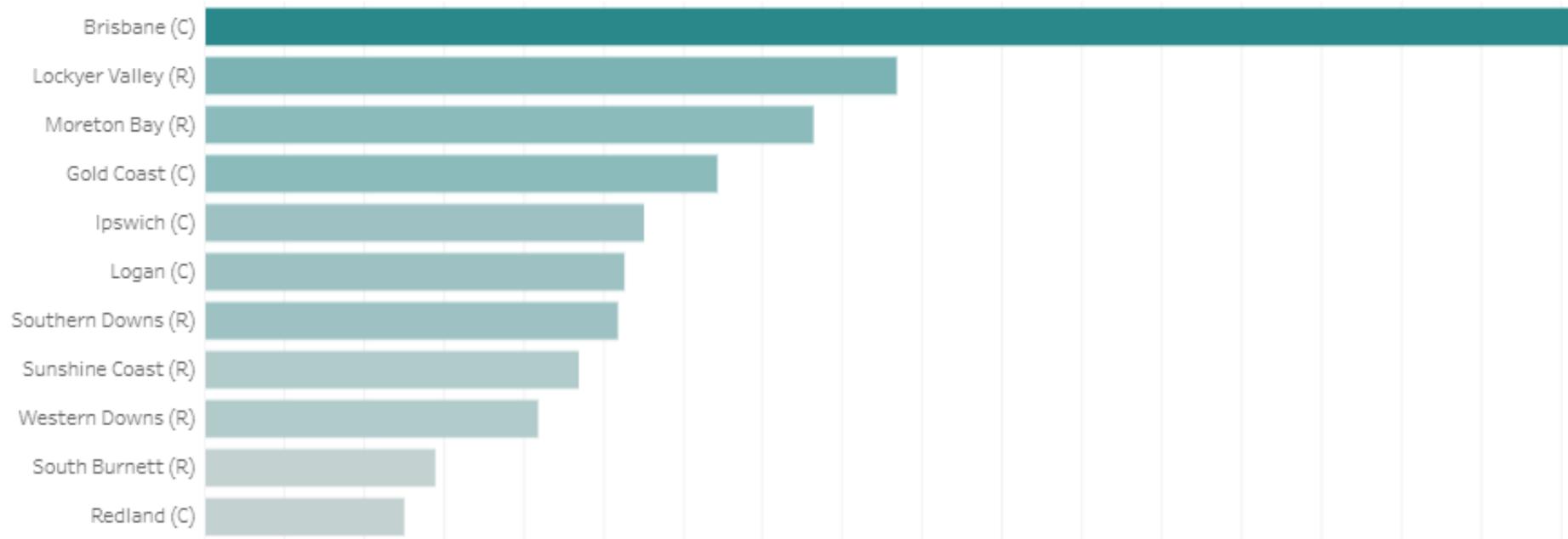


INSIGHT

Average daily rate for February was \$159, remaining steady since last month.

Source Market

The source market demonstrates which LGA visitors are travelling from.

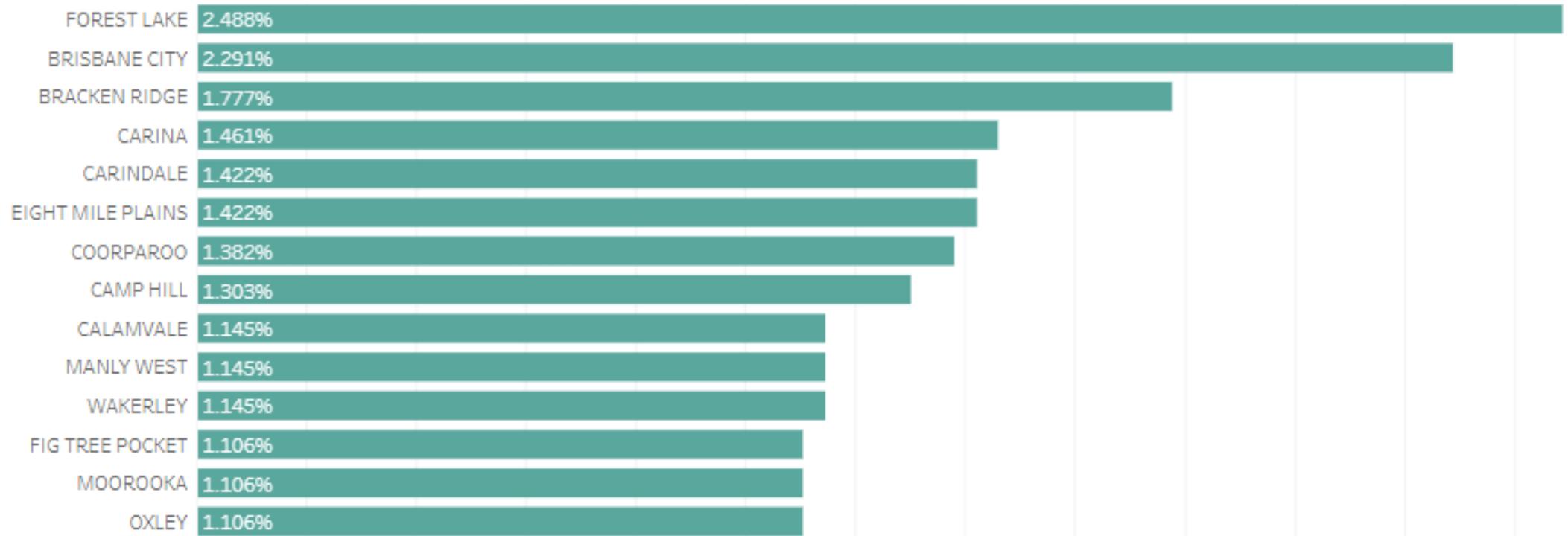


INSIGHT

The LGA's with the most amount of devices seen within the Toowoomba region in February 2022 were Brisbane with 17.34%, Lockyer Valley 8.68% and Moreton Bay 7.64%

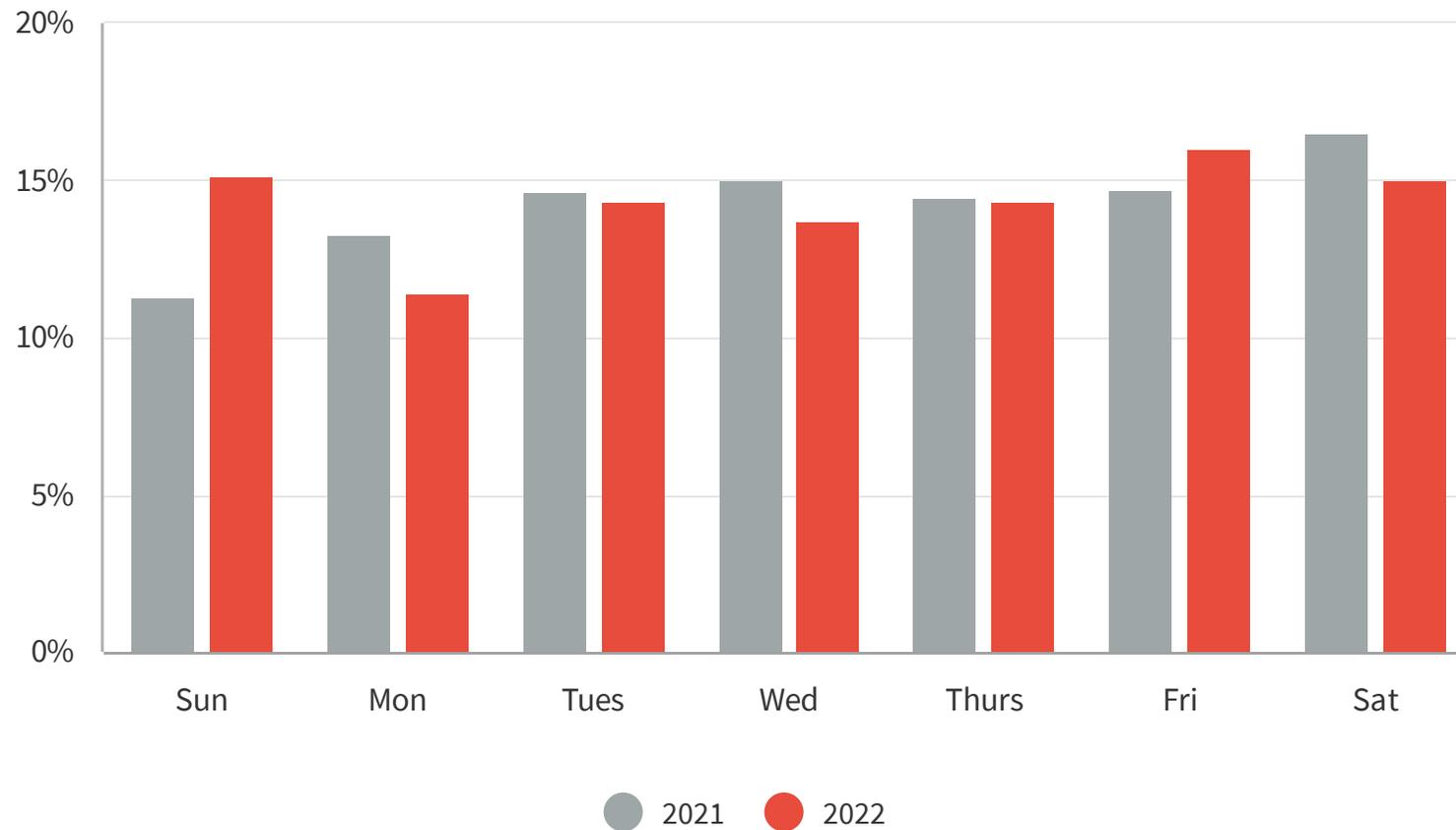
Top Visitor Suburbs Brisbane

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

The most common days to visit in February 2022 were the weekend with Friday, Saturday and Sunday ranking the highest.