

Toowoomba Monthly Report

January 2022

Key Points from January 2022



Toowoomba's average occupancy level for January 2022 was 69%, which was an increase of 19% over the past 2 months.



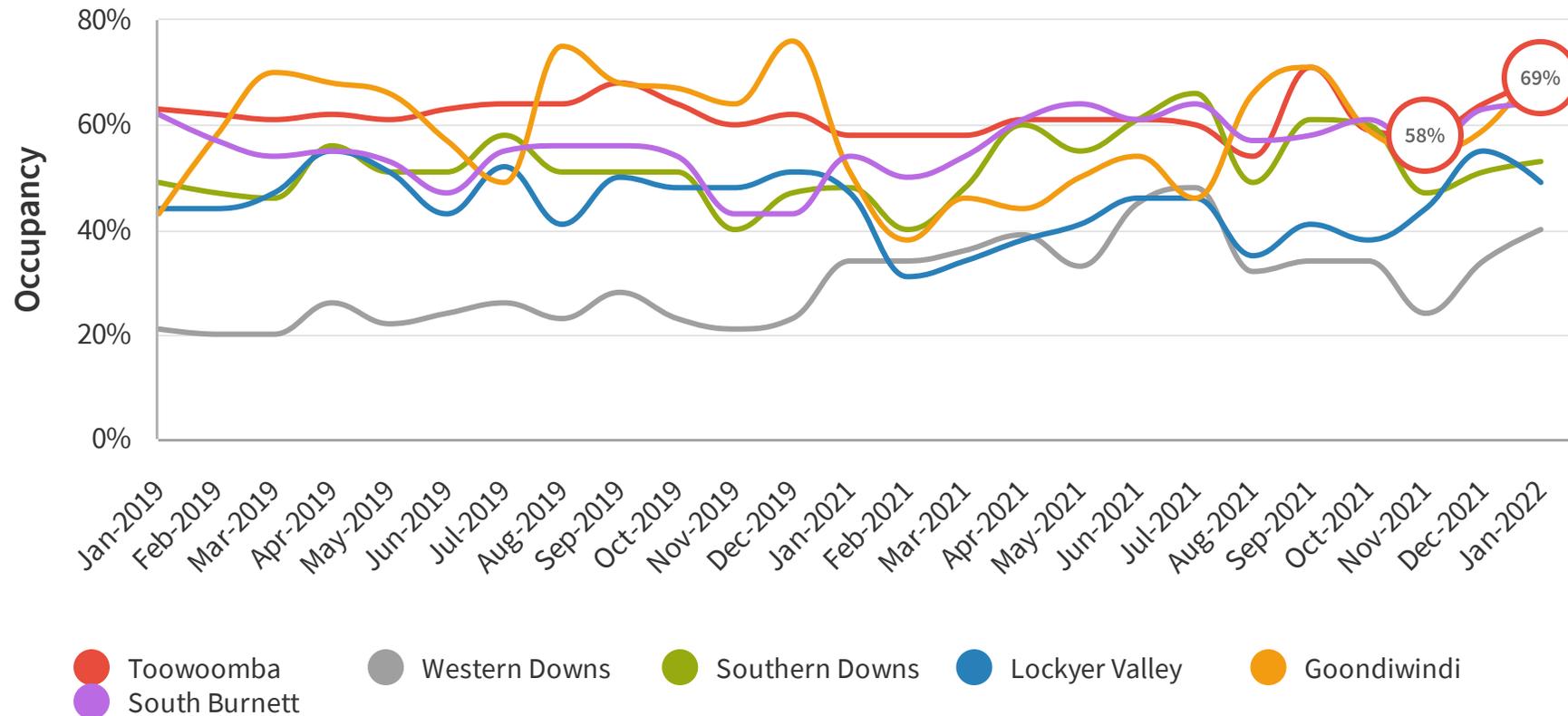
January 2022 had a LOS of 5 days which is a 25% increase from December.



Average daily rate for January was \$162, remaining steady since 2021.

Average Occupancy Rate

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

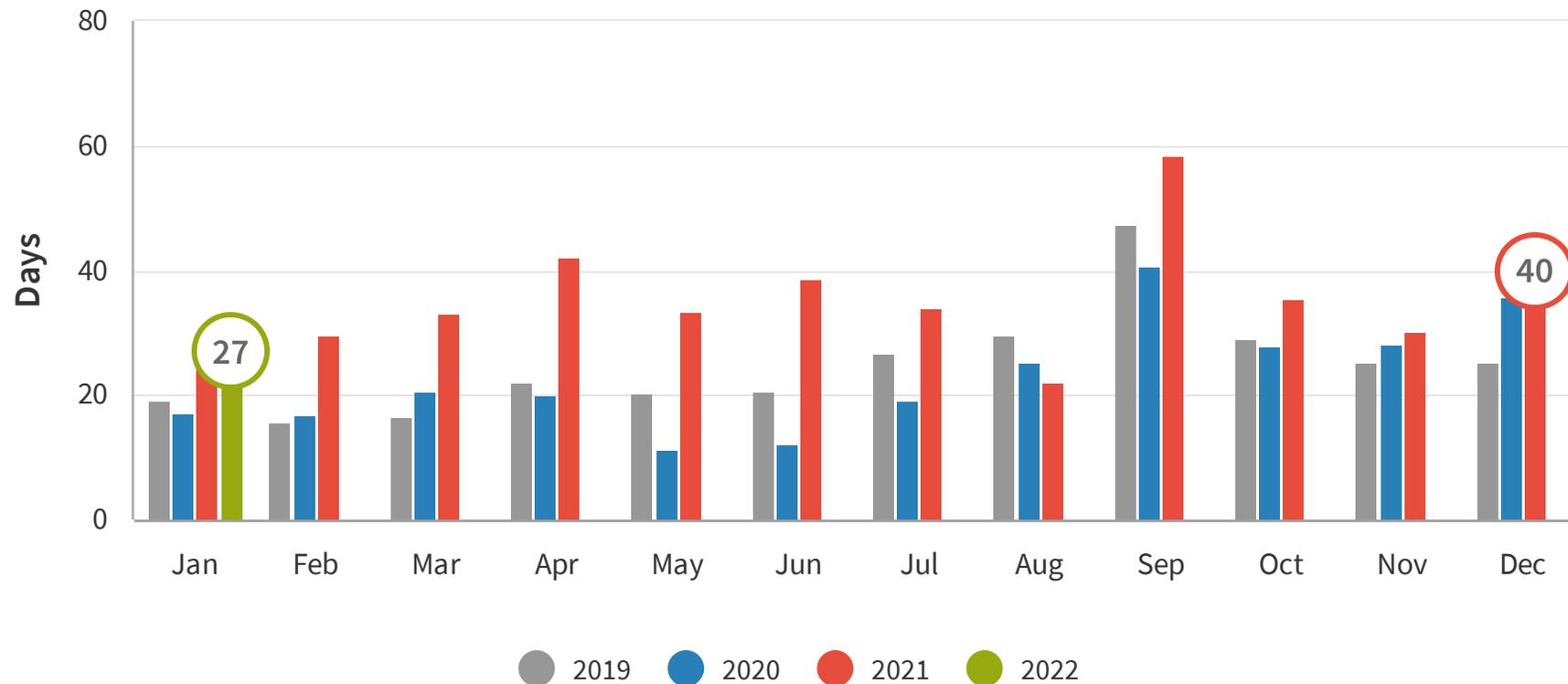


INSIGHT

Toowoomba's average occupancy level for January 2022 was 69%, which was an increase of 19% over the past 2 months.

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.

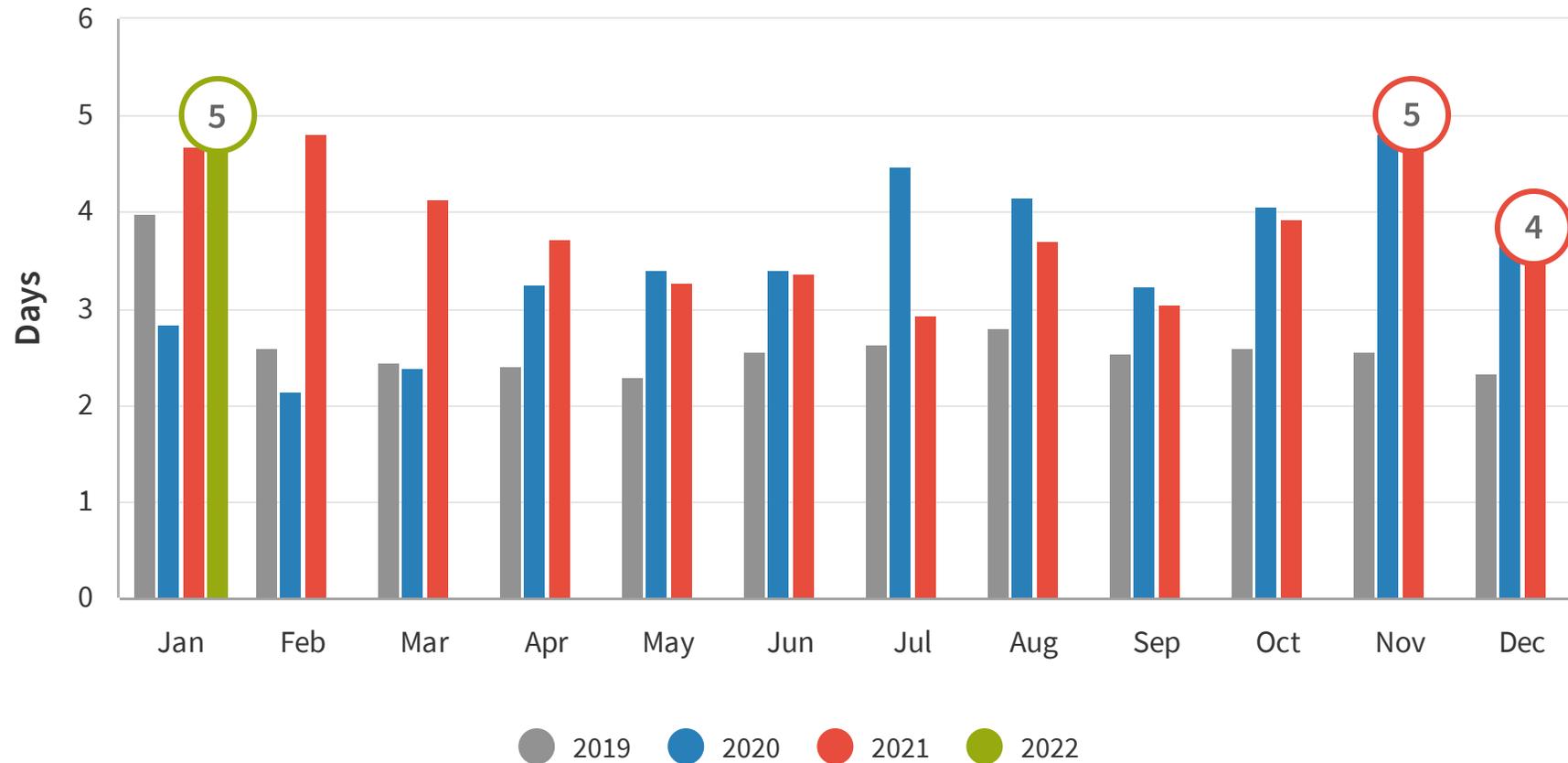


INSIGHT

The average reservation window in January 2022 was 27 days which was a 36% decrease month on month.

Length of Stay

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

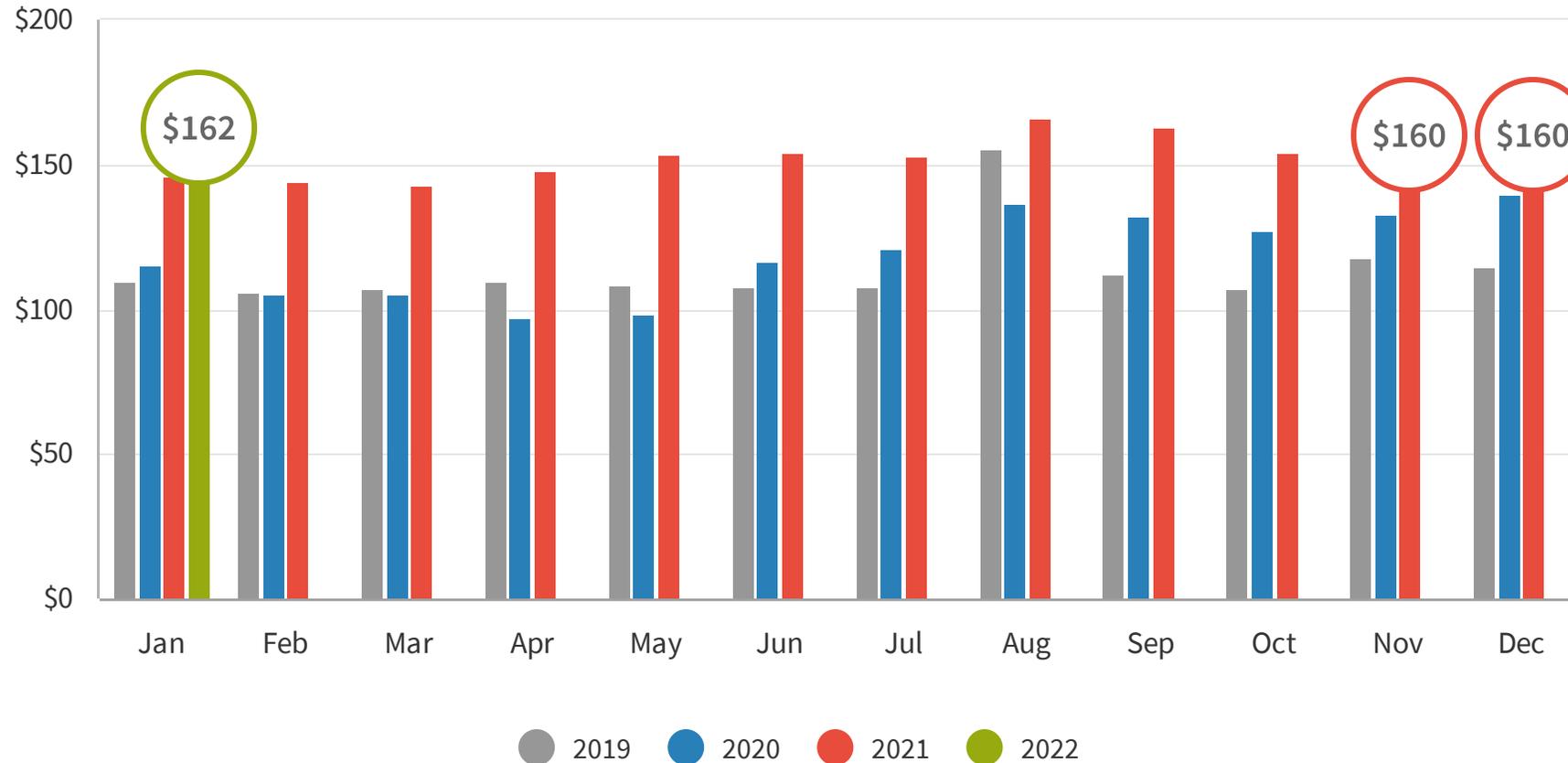


INSIGHT

January 2022 had a LOS of 5 days which is a 25% increase from December.

Average Daily Rate

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

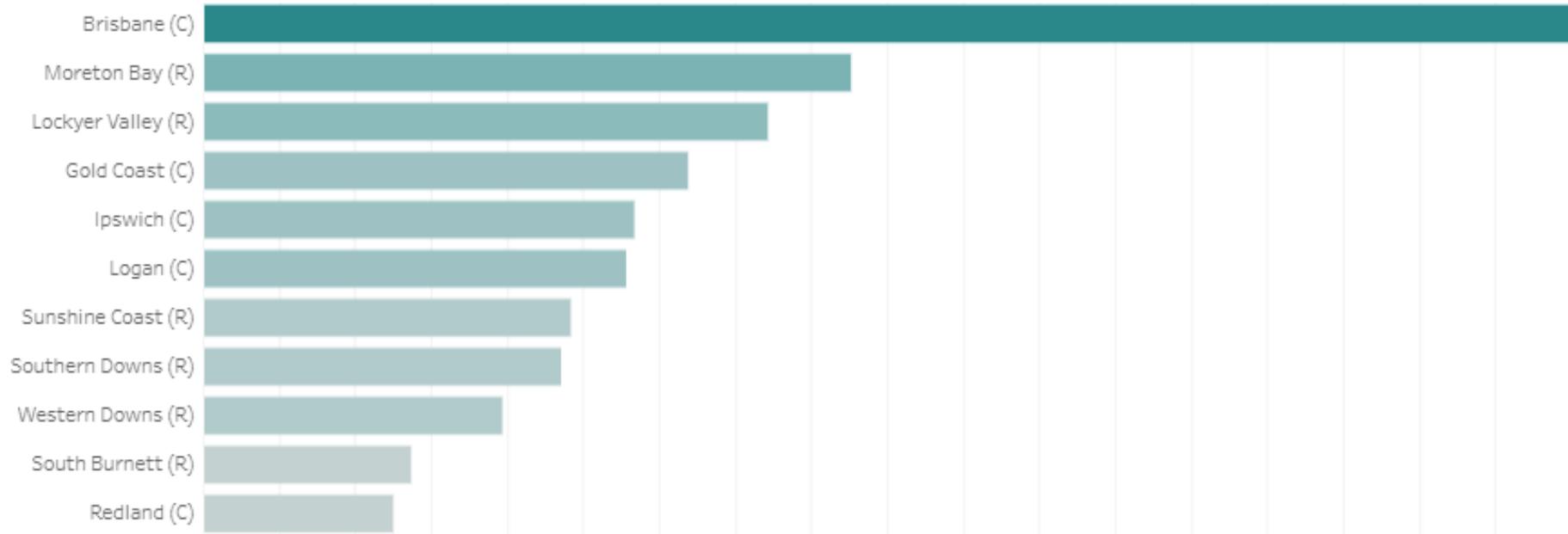


INSIGHT

Average daily rate for January was \$162, remaining steady since 2021.

Source Market

The source market demonstrates which LGA visitors are travelling from.

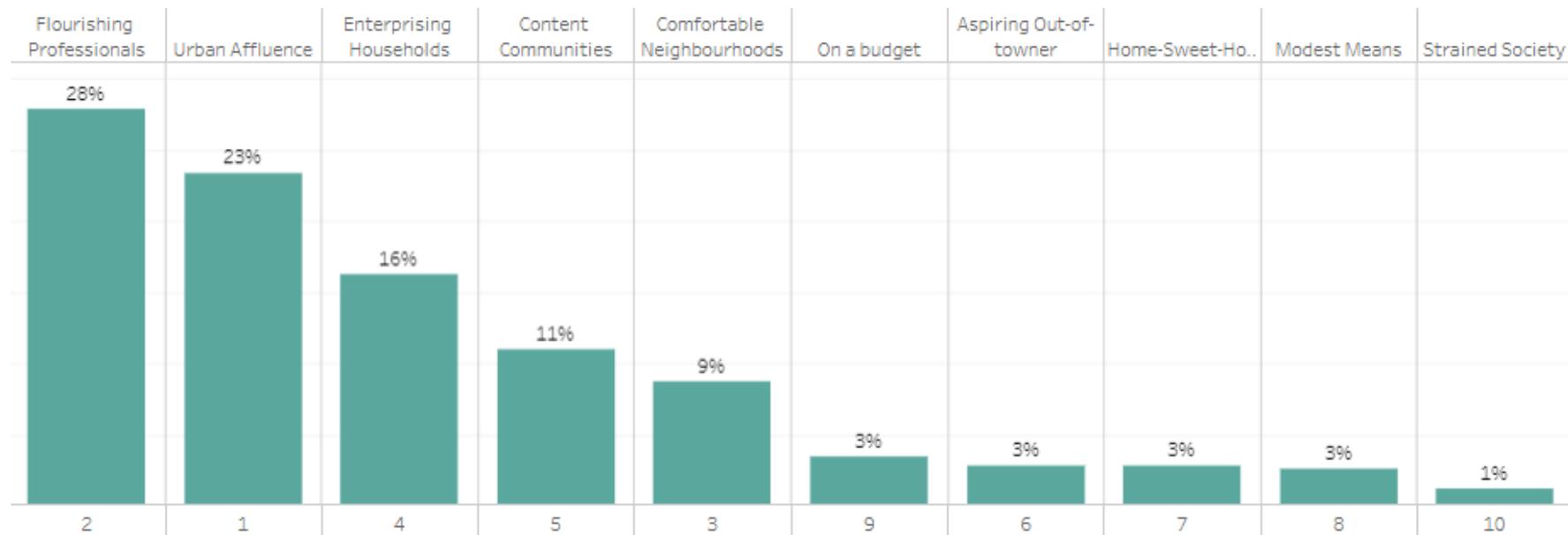


INSIGHT

The LGA's with the most amount of devices seen within the Toowoomba region in January 2022 were Brisbane with 18.14% Moreton Bay 8.54% and Lockyer Valley 7.43%

Top Visitor Segments

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

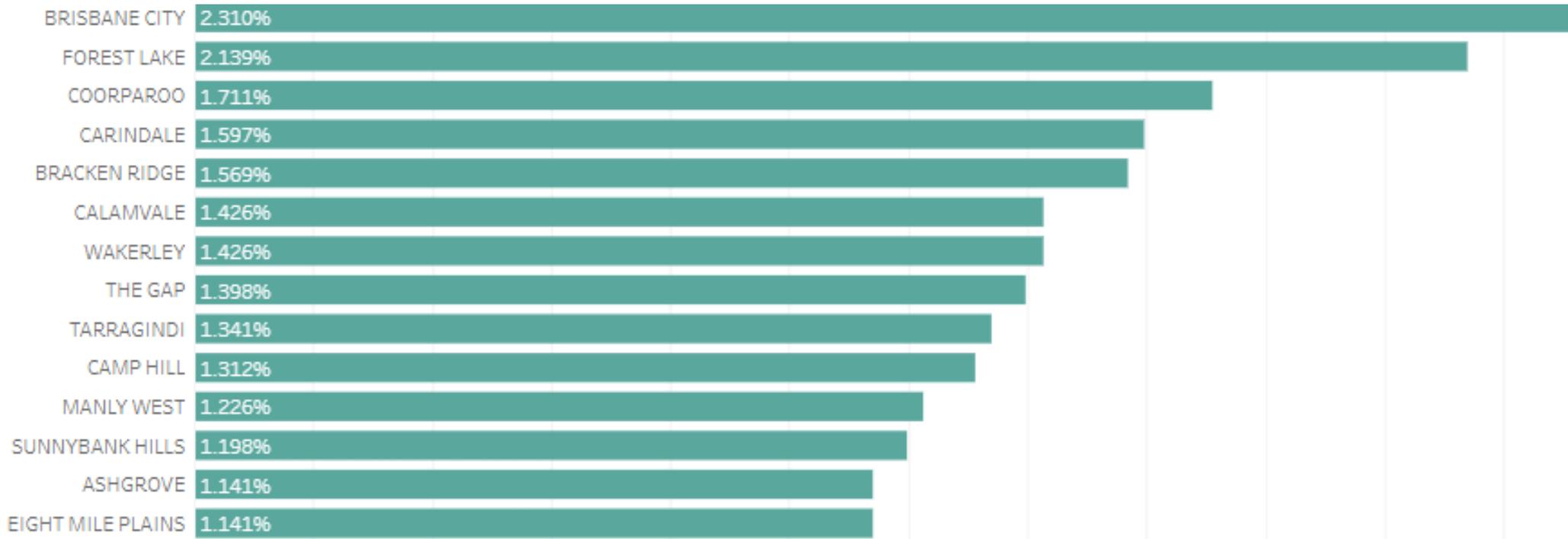


INSIGHT

The top two visitor segments of Toowoomba, from Brisbane in the month of January were the two wealthiest segments, contributing to 51%. Brisbane was the focus for this analysis as they have the highest propensity to stay overnight.

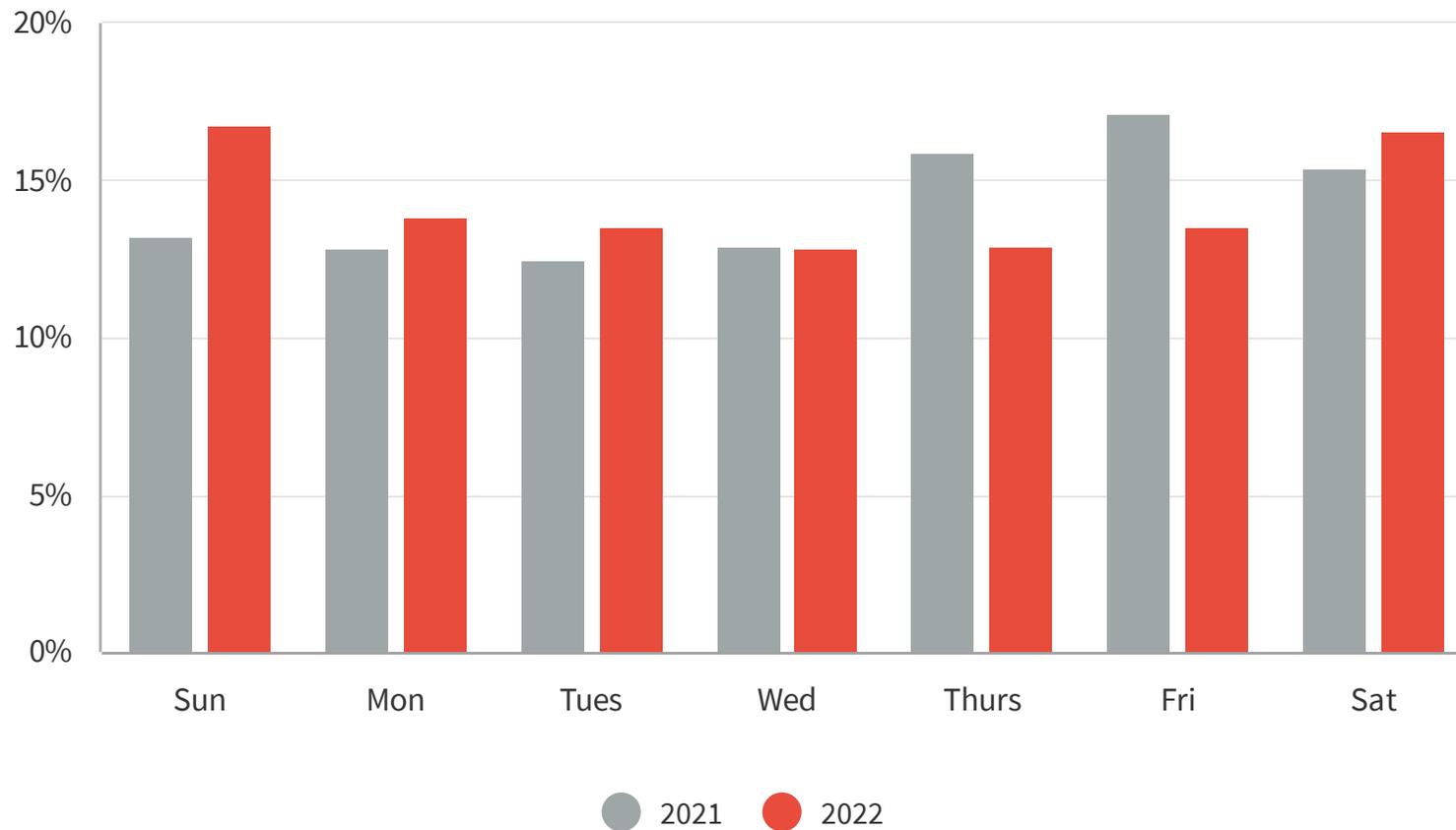
Top Visitor Suburbs Brisbane

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



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 January 2022 were the weekend with Friday, Saturday and Sunday ranking the highest.