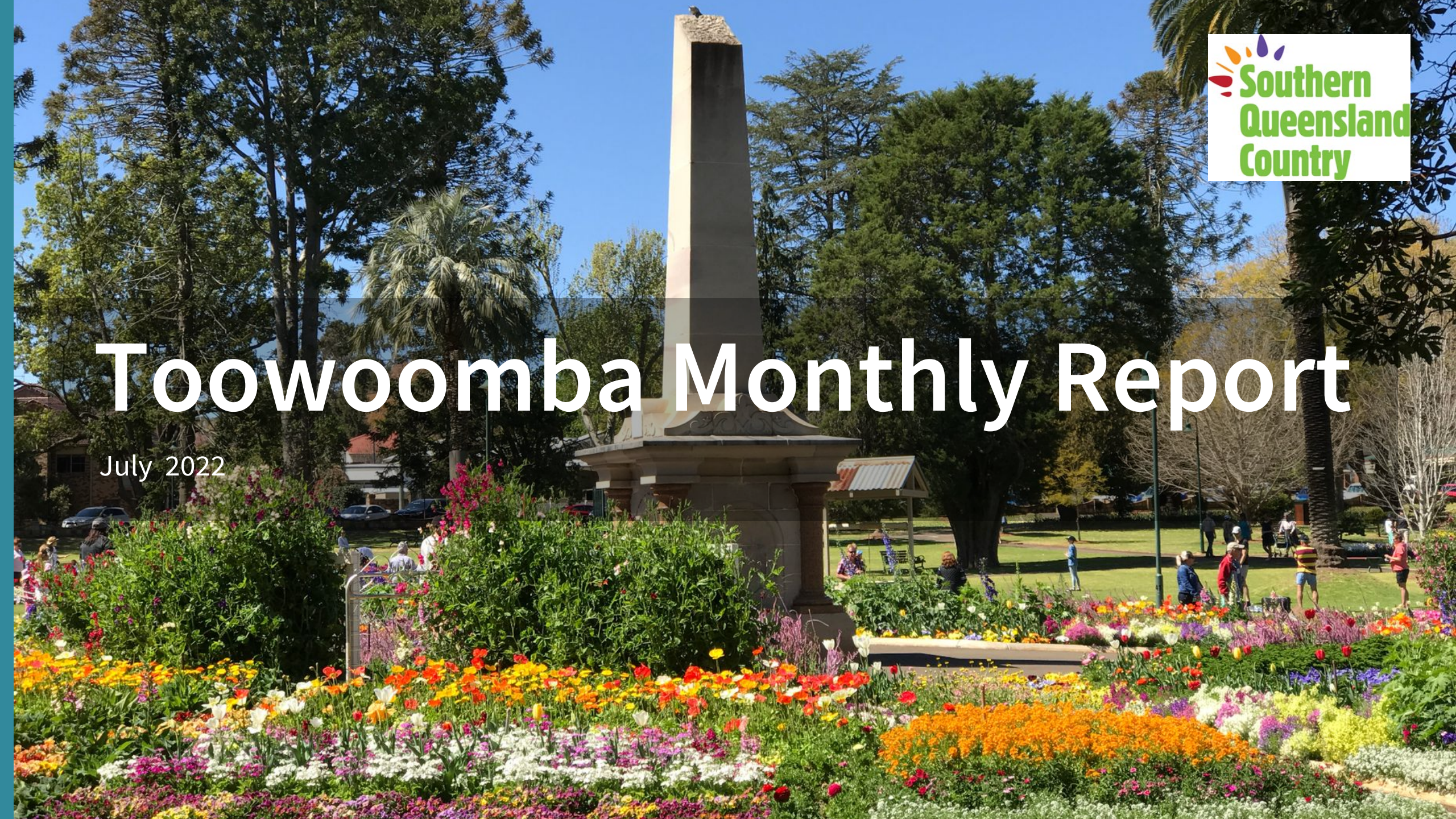




Toowoomba Monthly Report

July 2022



Key Points from July 2022



Toowoomba's average occupancy level for July 2022 was 64%, which is a 7% increase when compared to July 2021. Toowoomba and Southern Downs had the highest occupancy out of all the SQC.



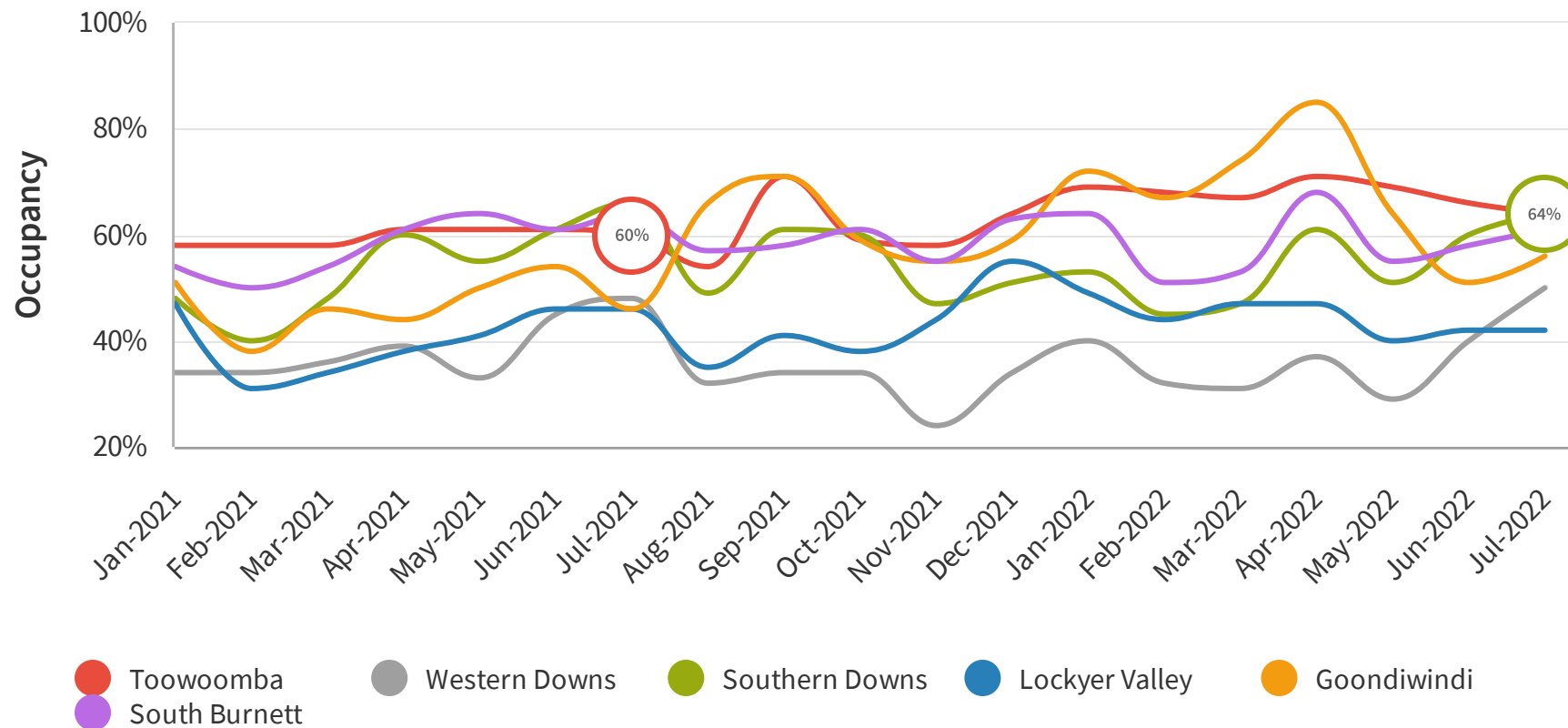
The LGA's with the most amount of devices seen within the Toowoomba region in July 2022 were Brisbane with 20.23%, Moreton Bay 8.81% and Gold Coast with 7.26%



The average reservation window in July 2022 was 33 days, which is a decrease of 3% when compared to July 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.

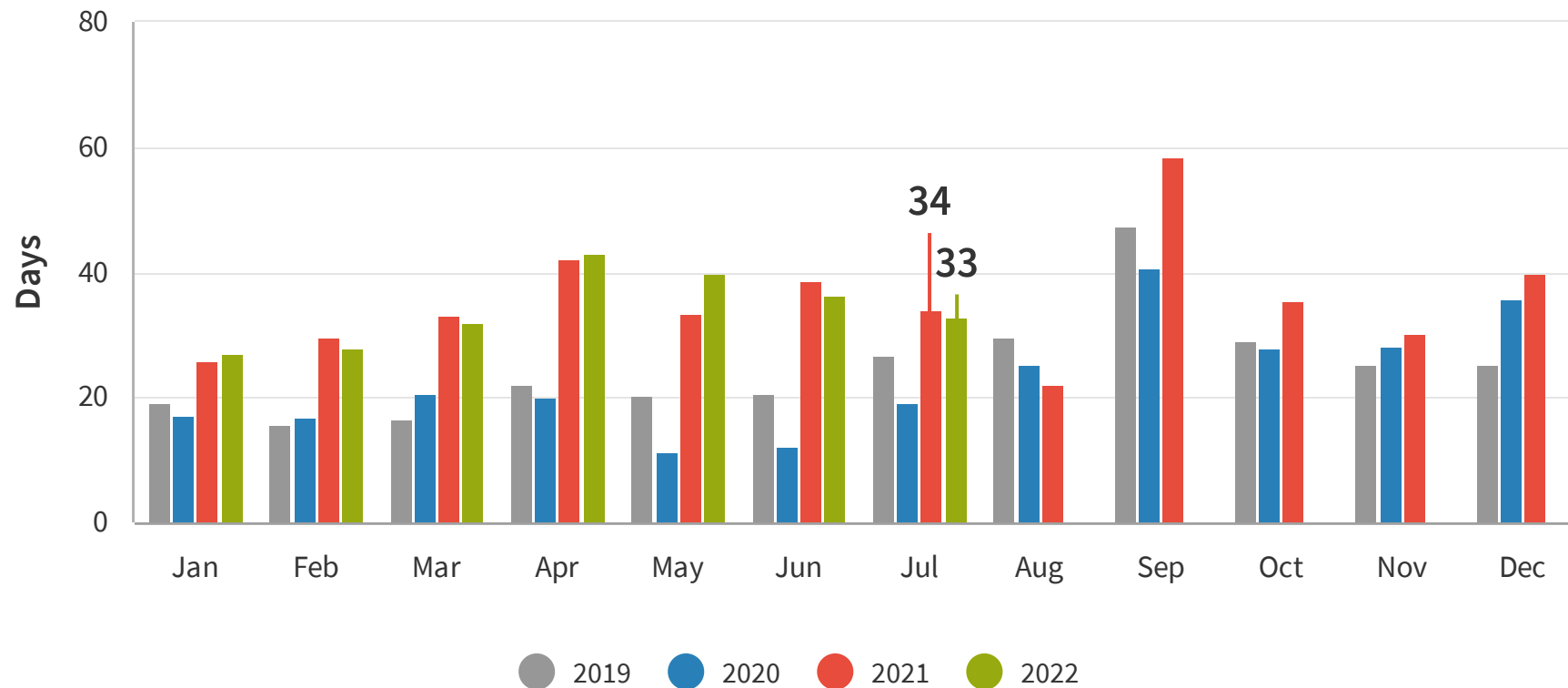


INSIGHT

Toowoomba's average occupancy level for July 2022 was 64%, which is a 7% increase when compared to July 2021. Toowoomba and Southern Downs had the highest occupancy out of all the SQC.

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.

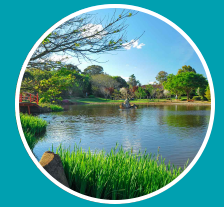
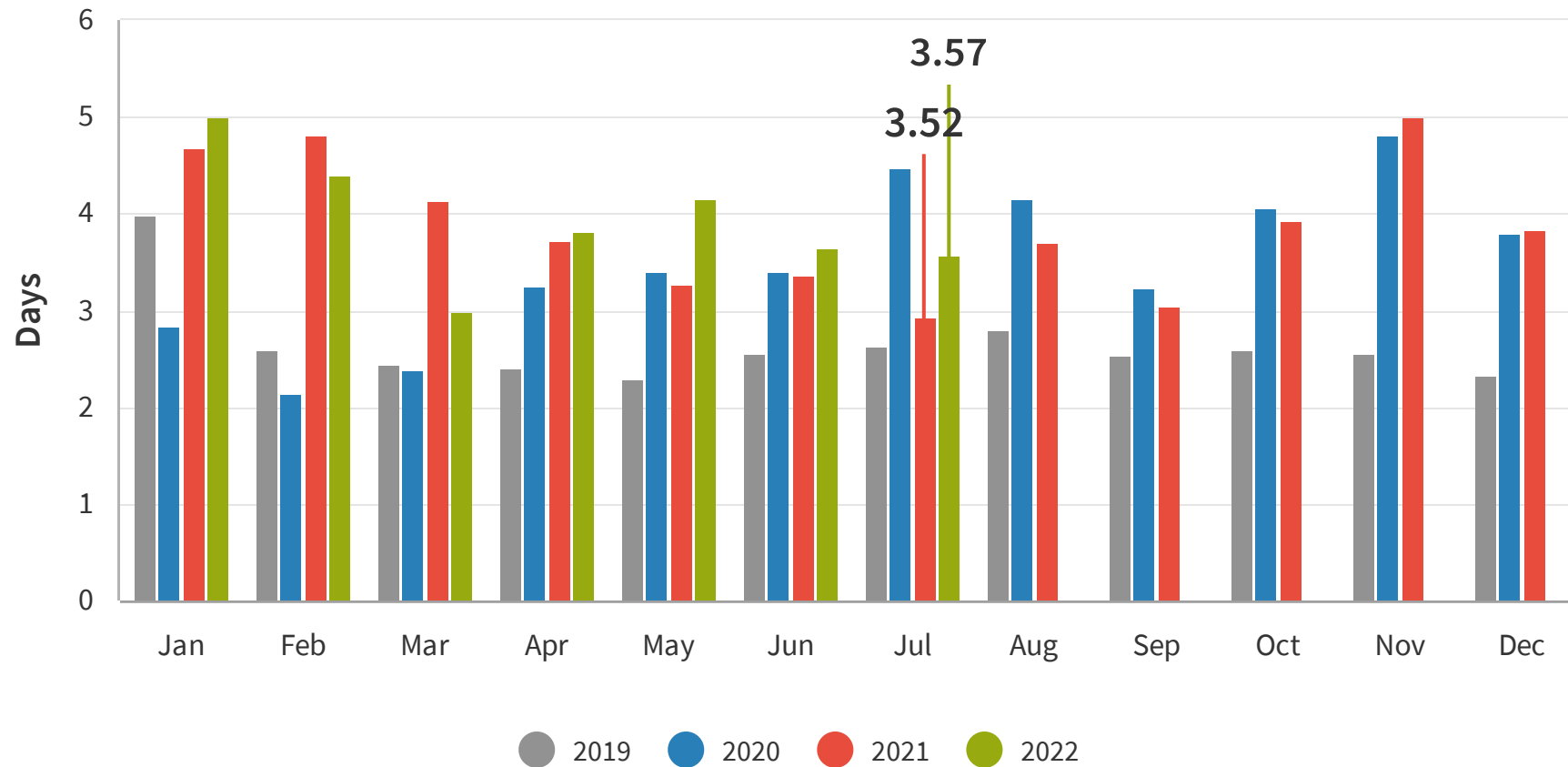


INSIGHT

The average reservation window in July 2022 was 33 days, which is a decrease of 3% when compared to July 2021.

Length of Stay

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

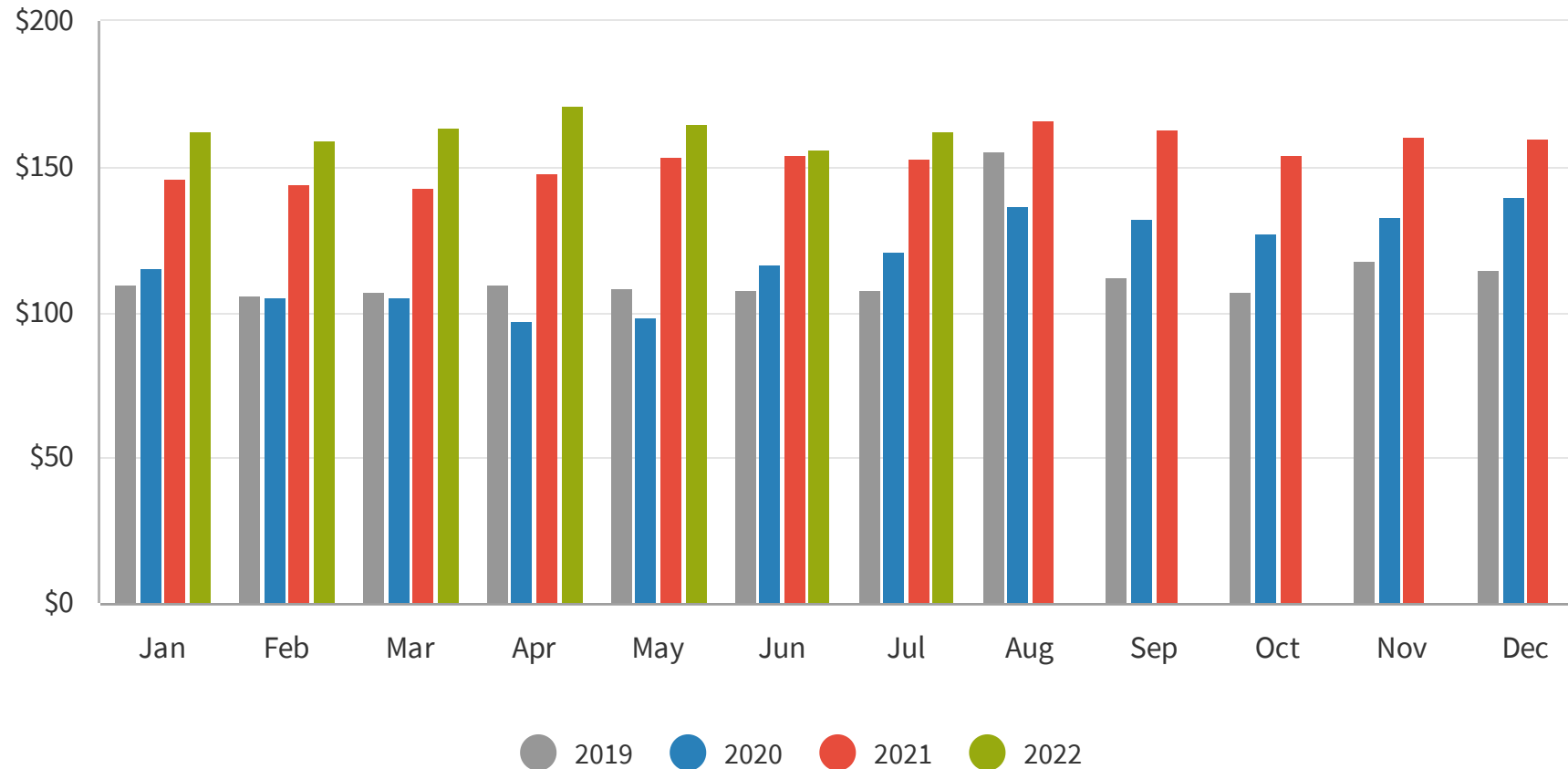


INSIGHT

July 2022 had a LOS of 3.57 days which is a year on year increase of 1%.

Average Daily Rate

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

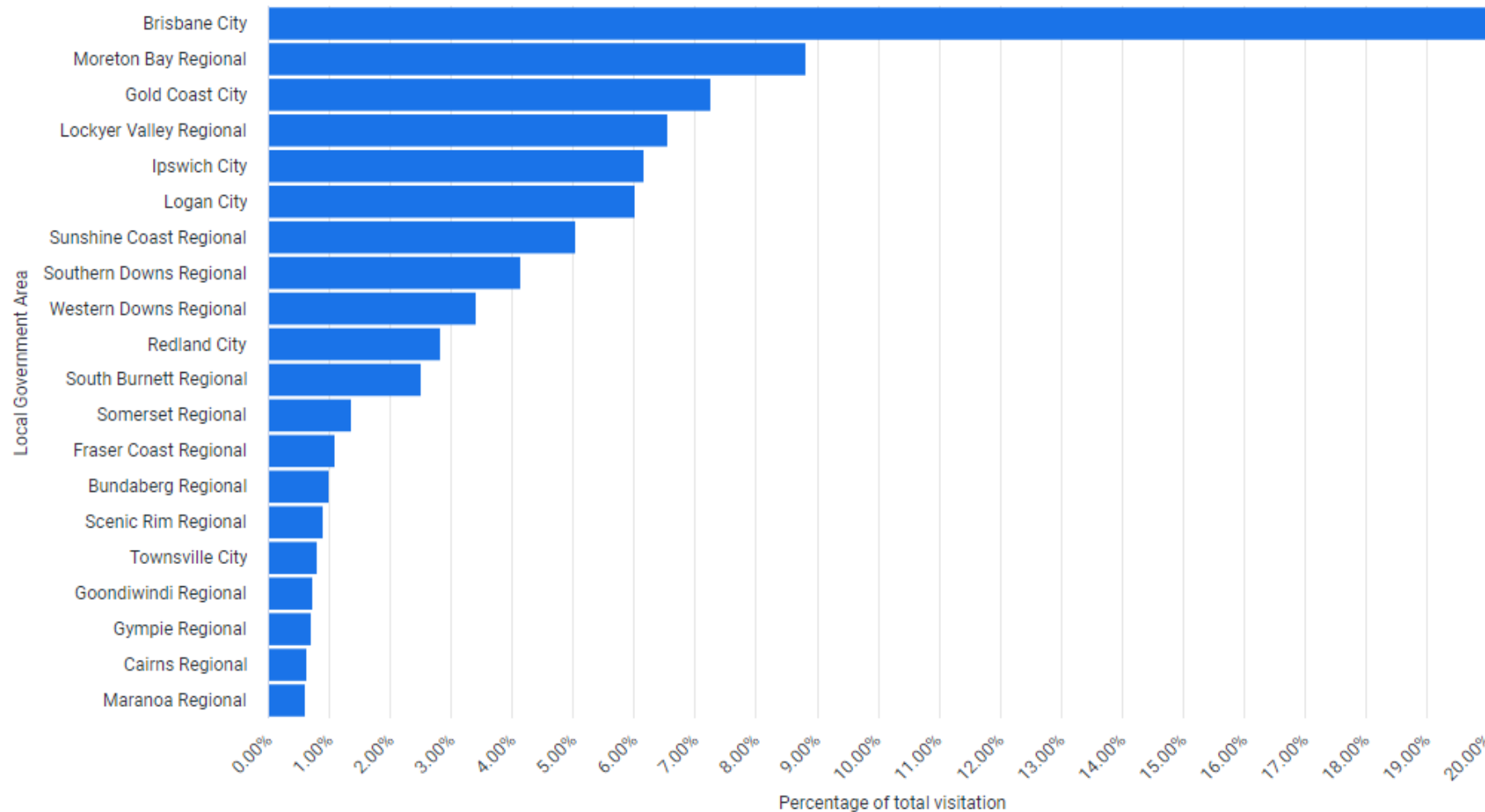


INSIGHT

Average daily rate for July was \$162.27, experiencing a very small increase of 4% when compared to July 2021.

Source Market

The source market demonstrates which LGA visitors are travelling from.

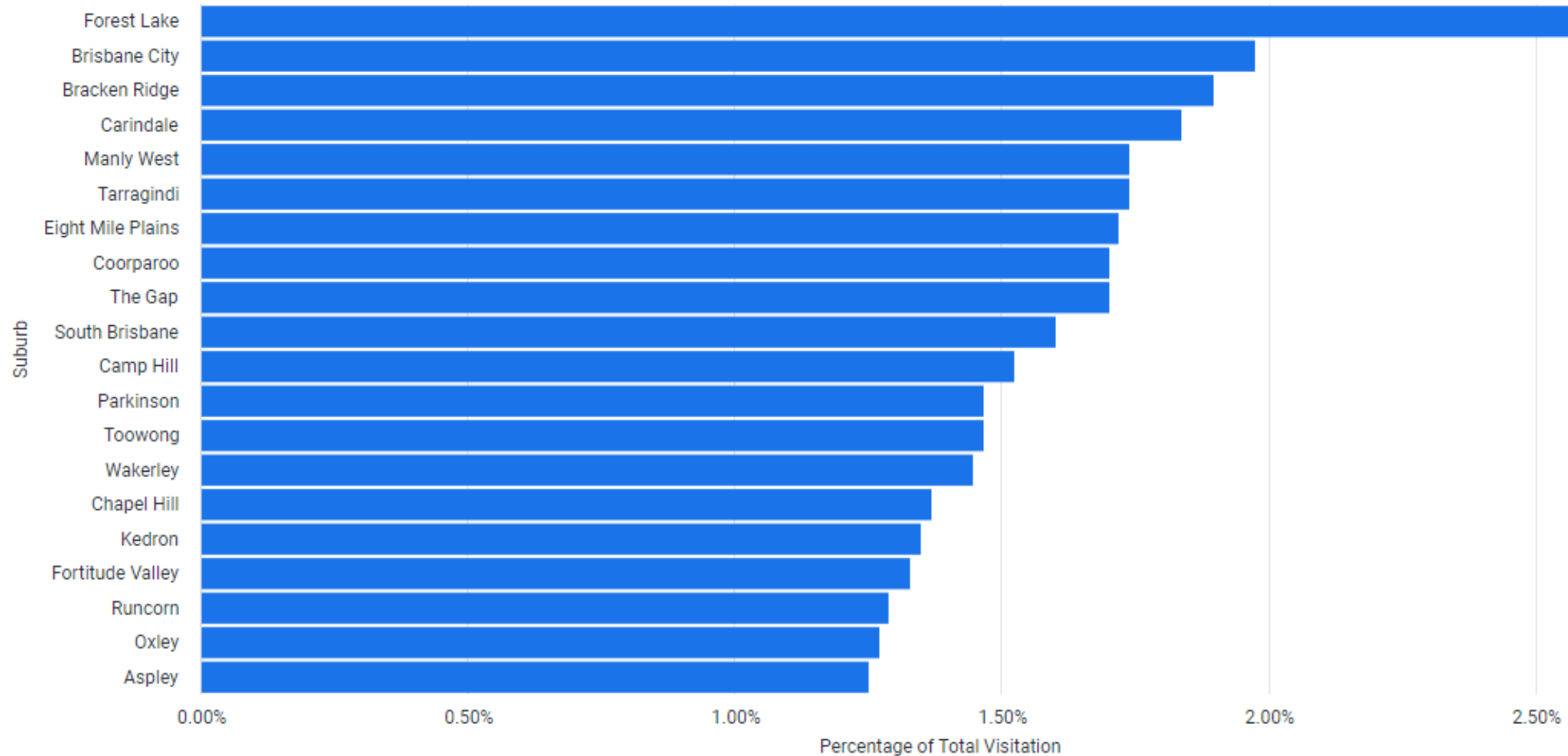


INSIGHT

The LGA's with the most amount of devices seen within the Toowoomba region in July 2022 were Brisbane with 20.23%, Moreton Bay 8.81% and Gold Coast with 7.26%

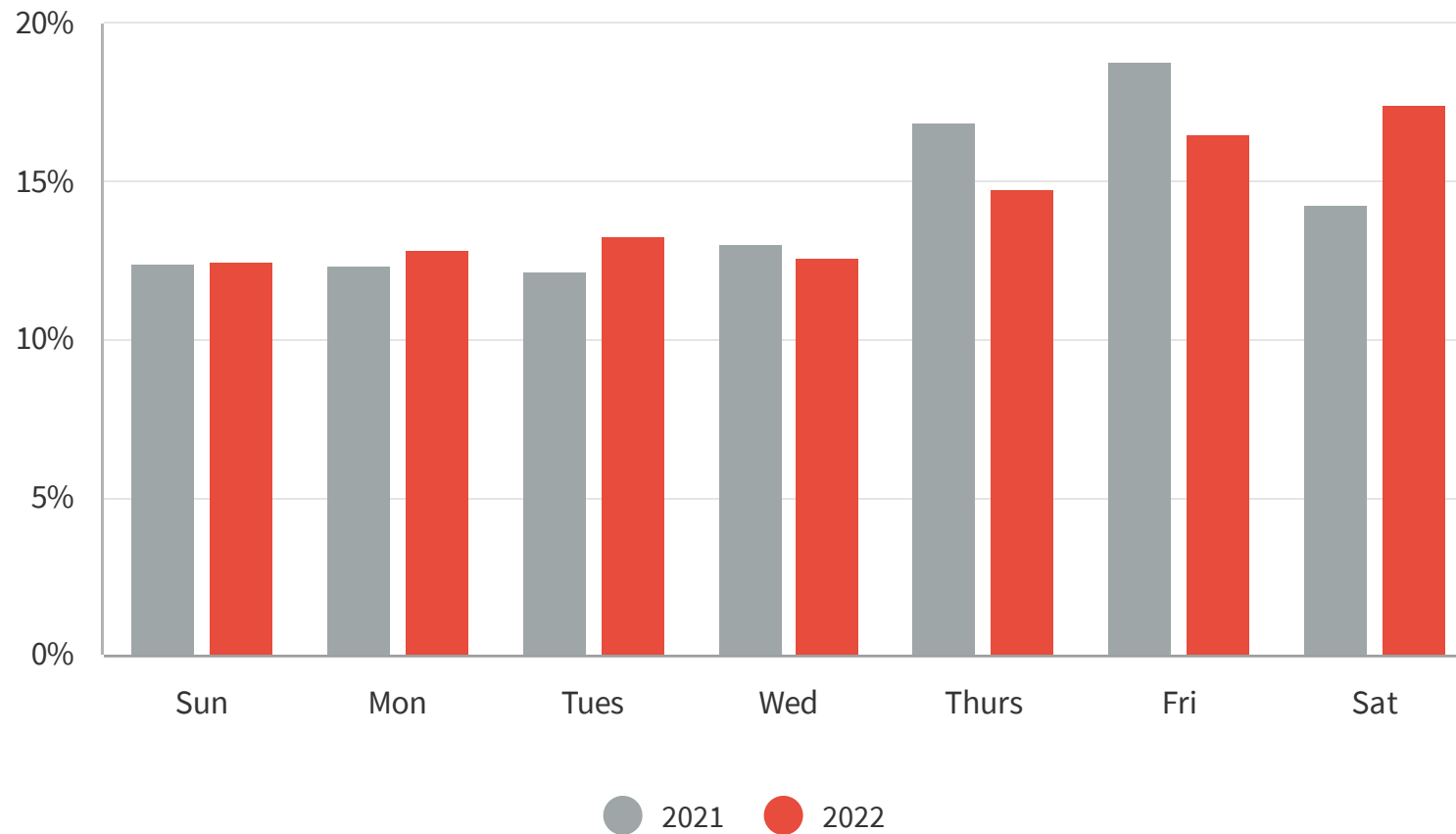
Top Visitor Suburbs Brisbane

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 popular day to visit Toowoomba in July was Saturday, accounting for 17.47% of visitation.