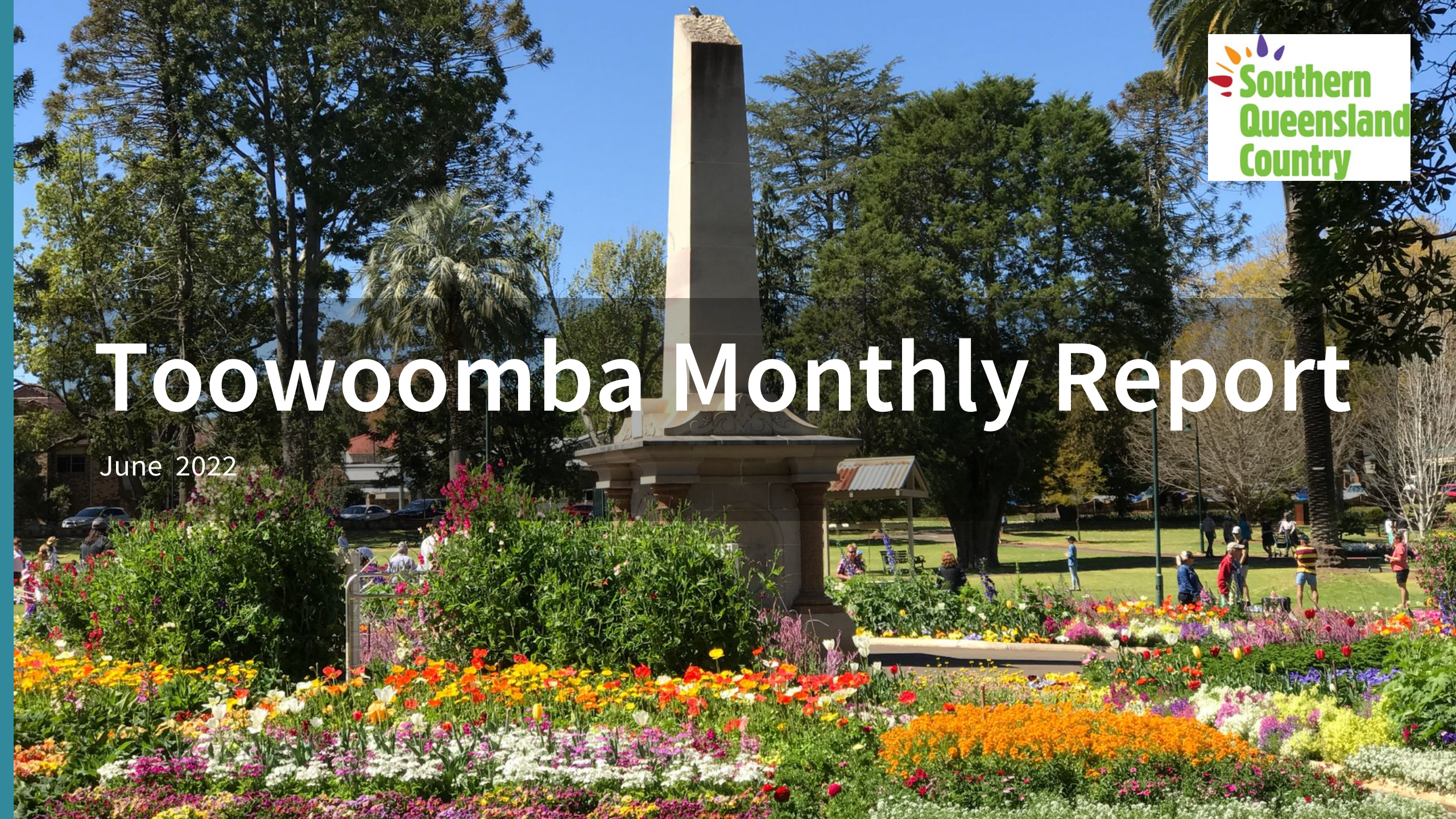




# Toowoomba Monthly Report

June 2022



# Key Points from June 2022



Toowoomba's average occupancy level for June 2022 was 66%, which is a 8% increase when compared to June 2021. Toowoomba had the highest occupancy out of all the SQC regions.



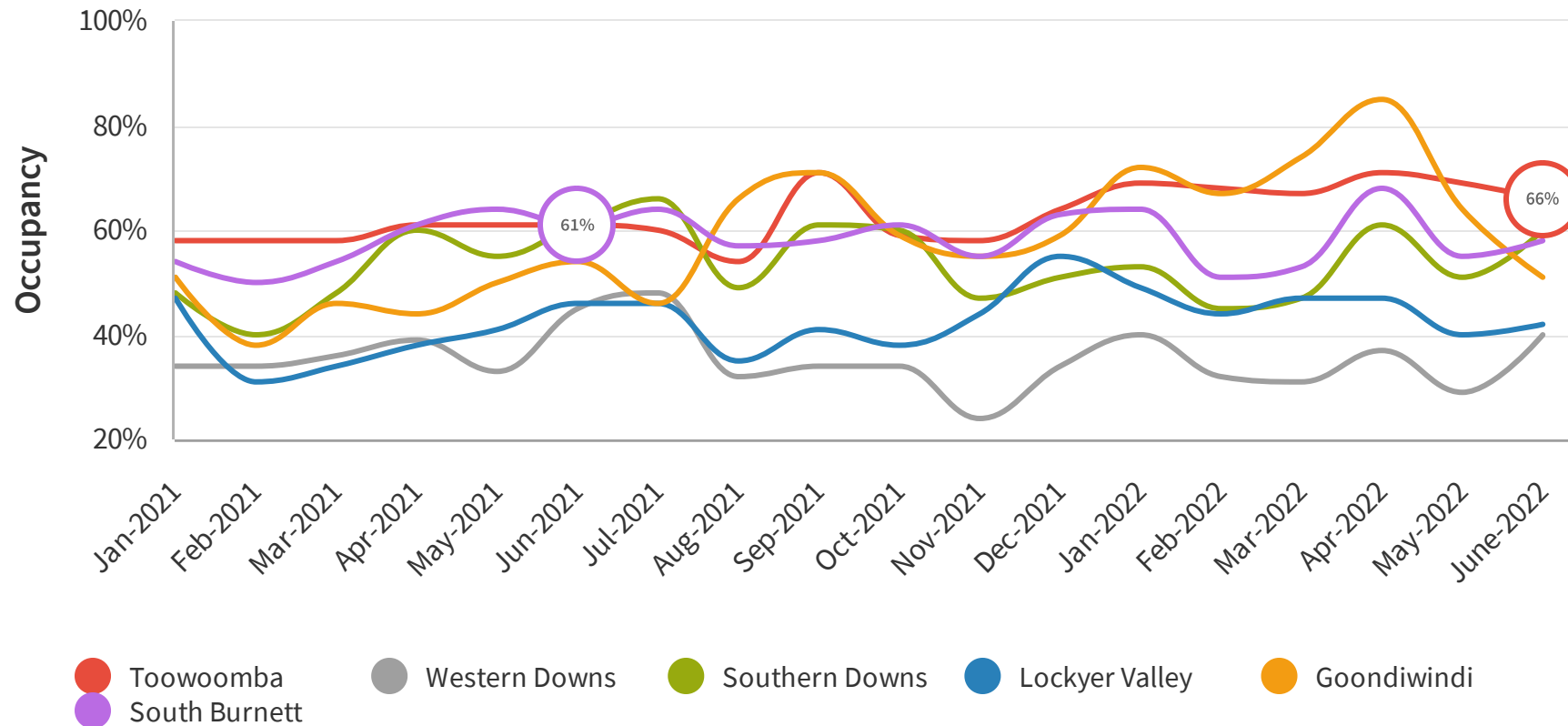
The average reservation window in June 2022 was 36 days, which is an decrease of 8% when compared to June 2021.



The LGA's with the most amount of devices seen within the Toowoomba region in June 2022 were Brisbane with 20.10%, Moreton Bay 8.63% and Lockyer Valley 7.21%

# Average Occupancy Rate

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

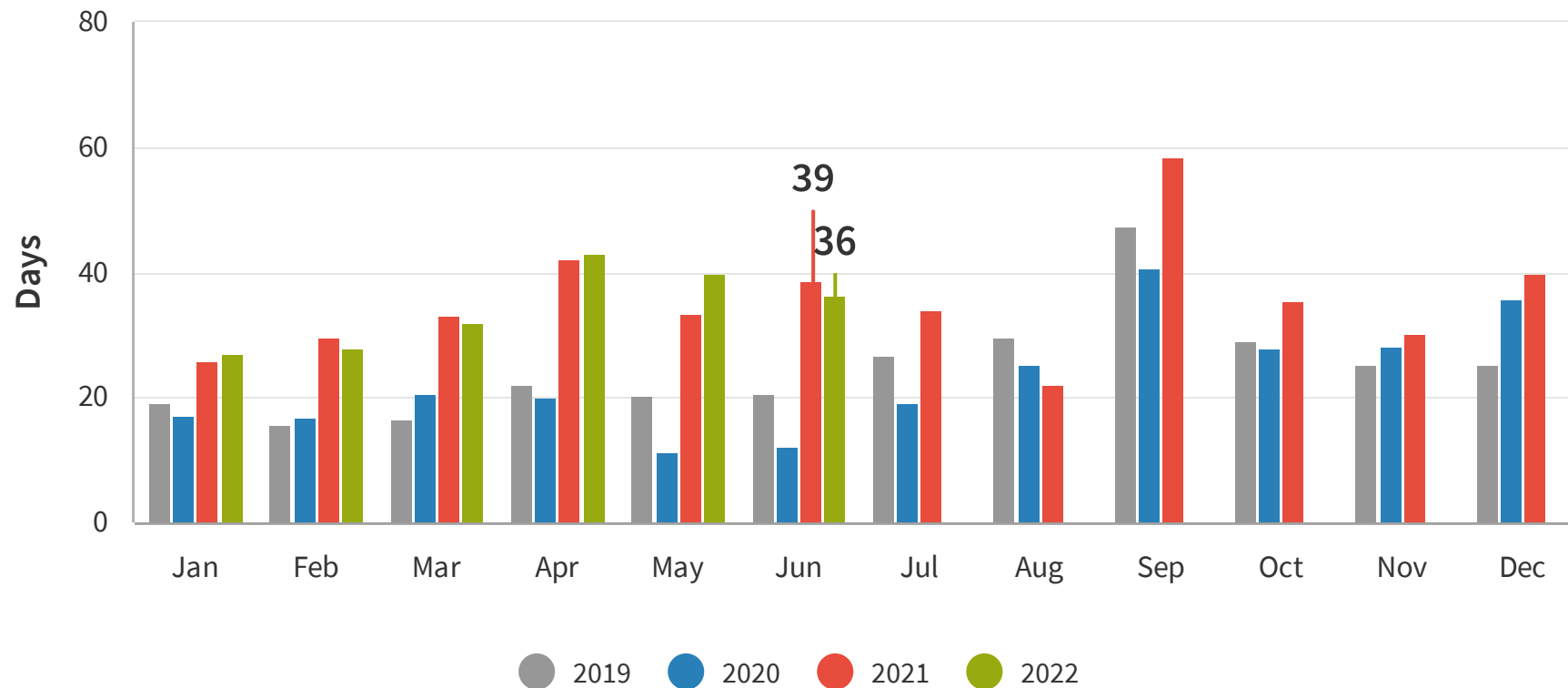


## INSIGHT

Toowoomba's average occupancy level for June 2022 was 66%, which is a 8% increase when compared to June 2021. Toowoomba had the highest occupancy out of all the SQC regions.

# 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.

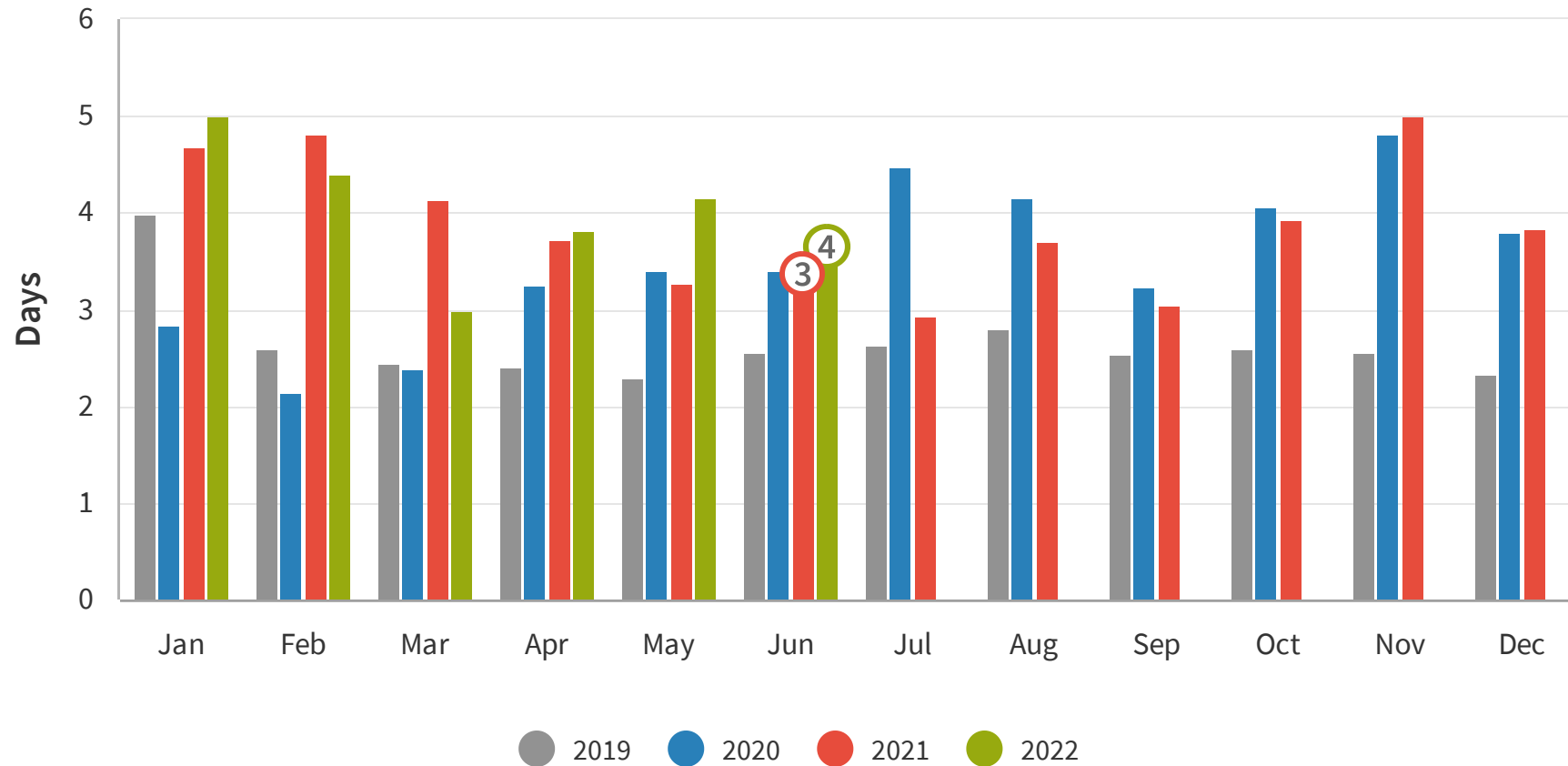


## INSIGHT

The average reservation window in June 2022 was 36 days, which is a decrease of 8% when compared to June 2021.

# Length of Stay

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

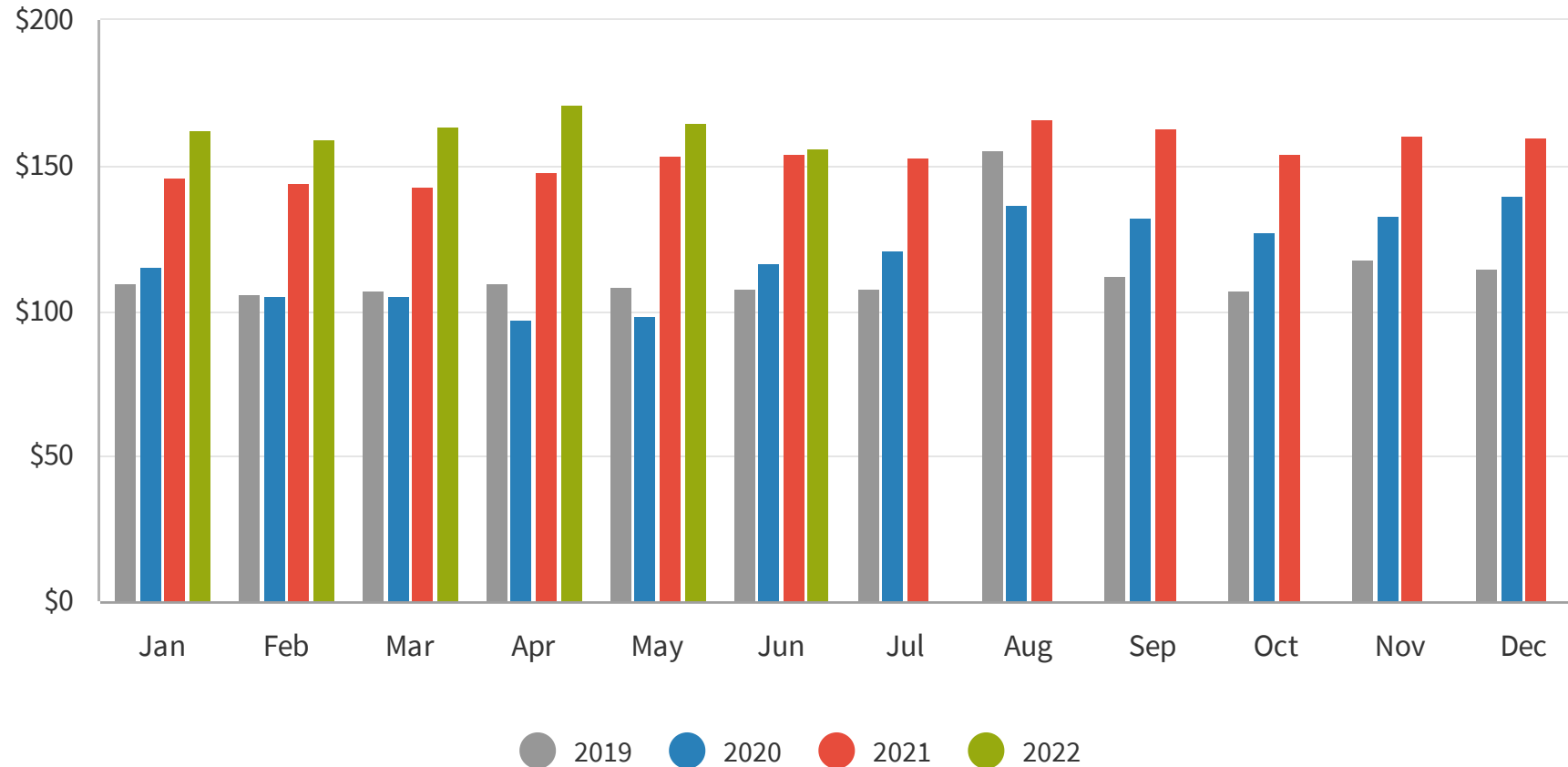


## INSIGHT

June 2022 had a LOS of 3.65 days which is a 8% increase from June 2021.

# Average Daily Rate

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

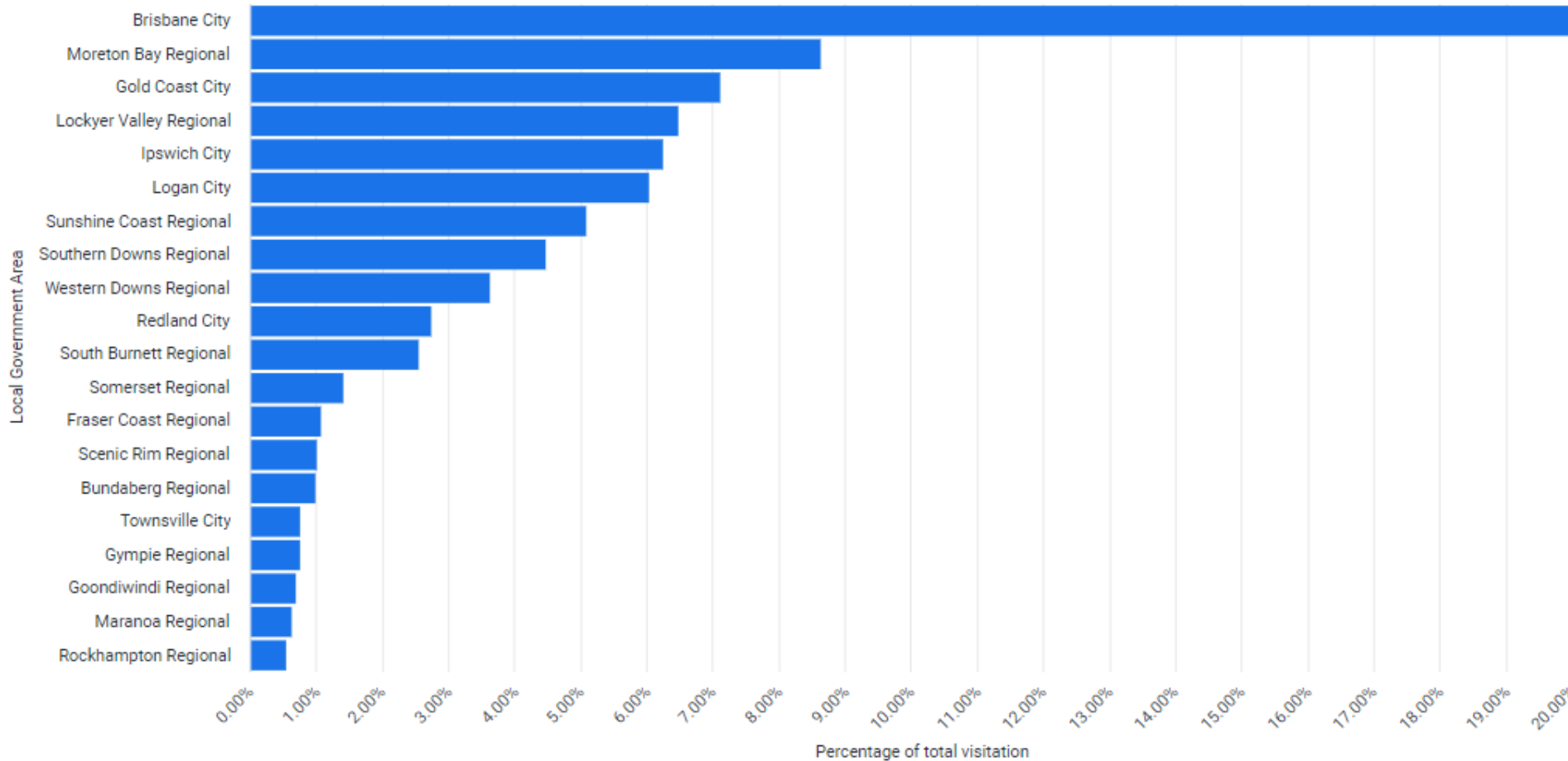


## INSIGHT

Average daily rate for June was \$156, experiencing a very similar level to June 2021.

# Source Market

The source market demonstrates which LGA visitors are travelling from.

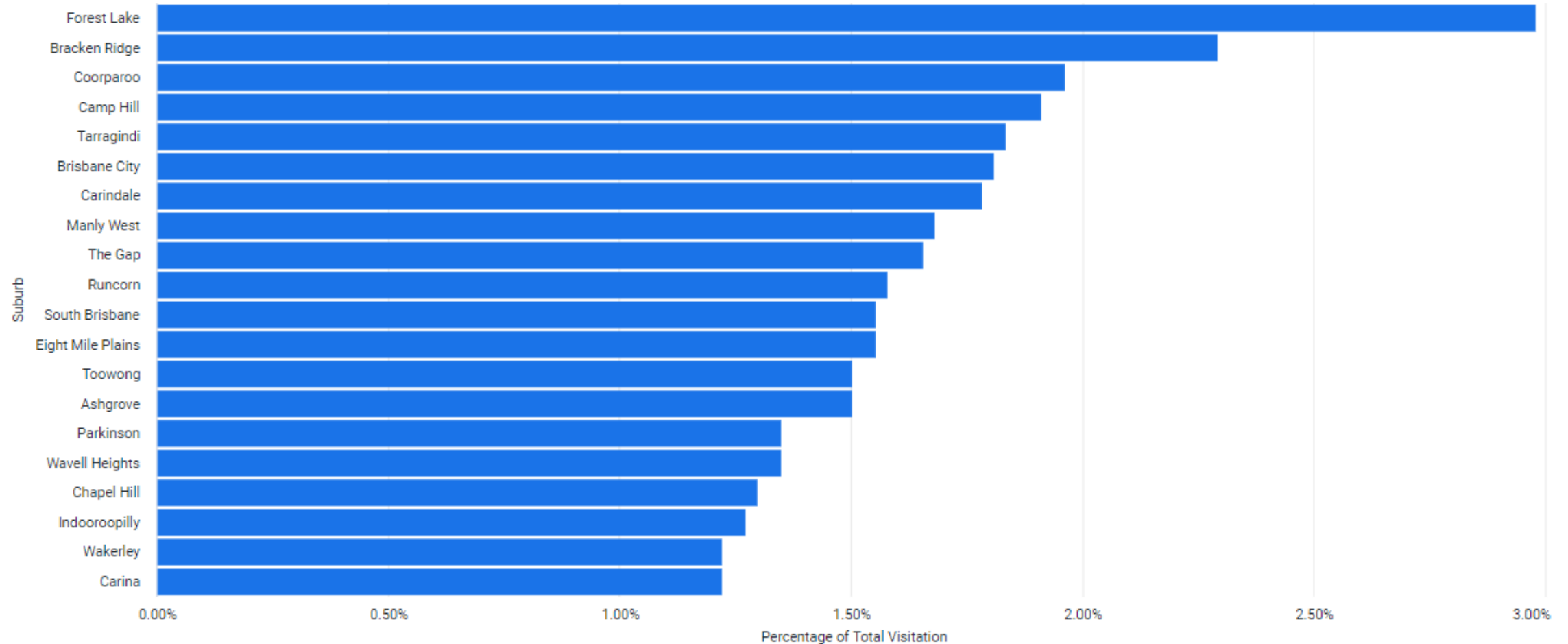


## INSIGHT

The LGA's with the most amount of devices seen within the Toowoomba region in June 2022 were Brisbane with 20.10%, Moreton Bay 8.63% and Lockyer Valley 7.21%

# Top Visitor Suburbs Brisbane

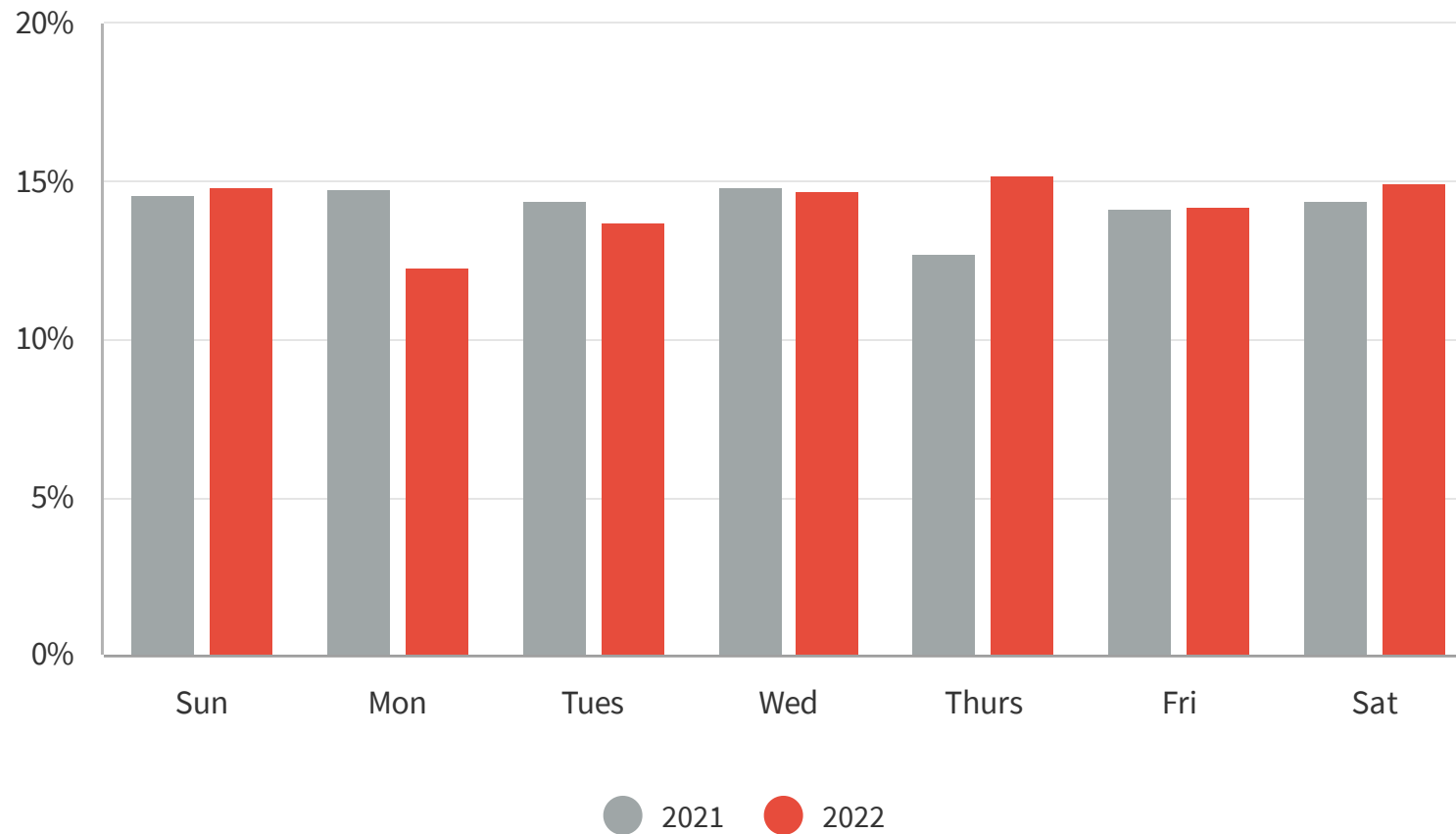
Top Visitor Segments show the segmentation of people who visited the most from Brisbane.





# 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 June was very even across the week days, with the most popular being Thursday at 15.68%.