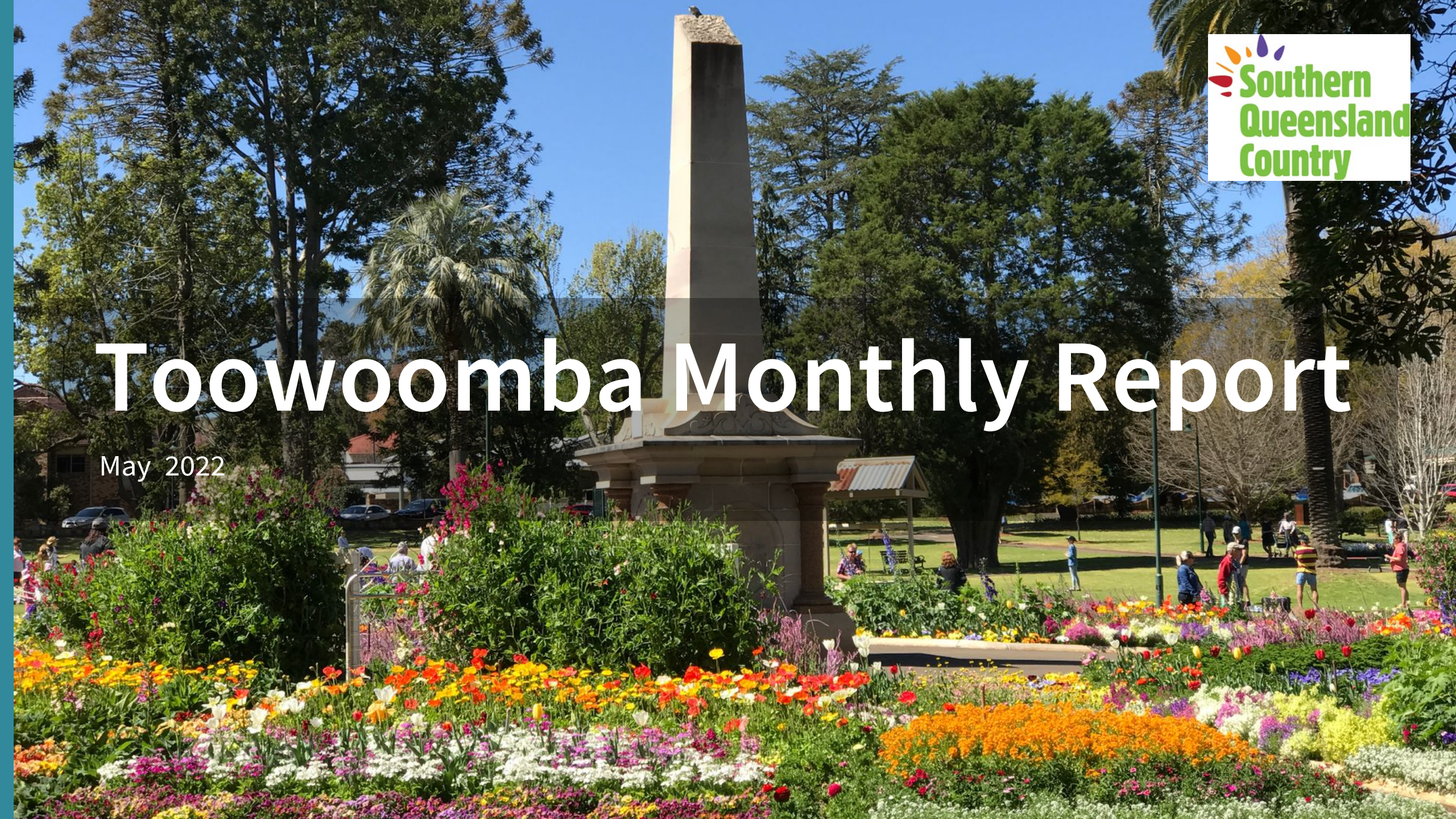




Toowoomba Monthly Report

May 2022



Key Points from May 2022



Toowoomba's average occupancy level for May 2022 was 69%, which is an increase of 13% when compared to May 2021.



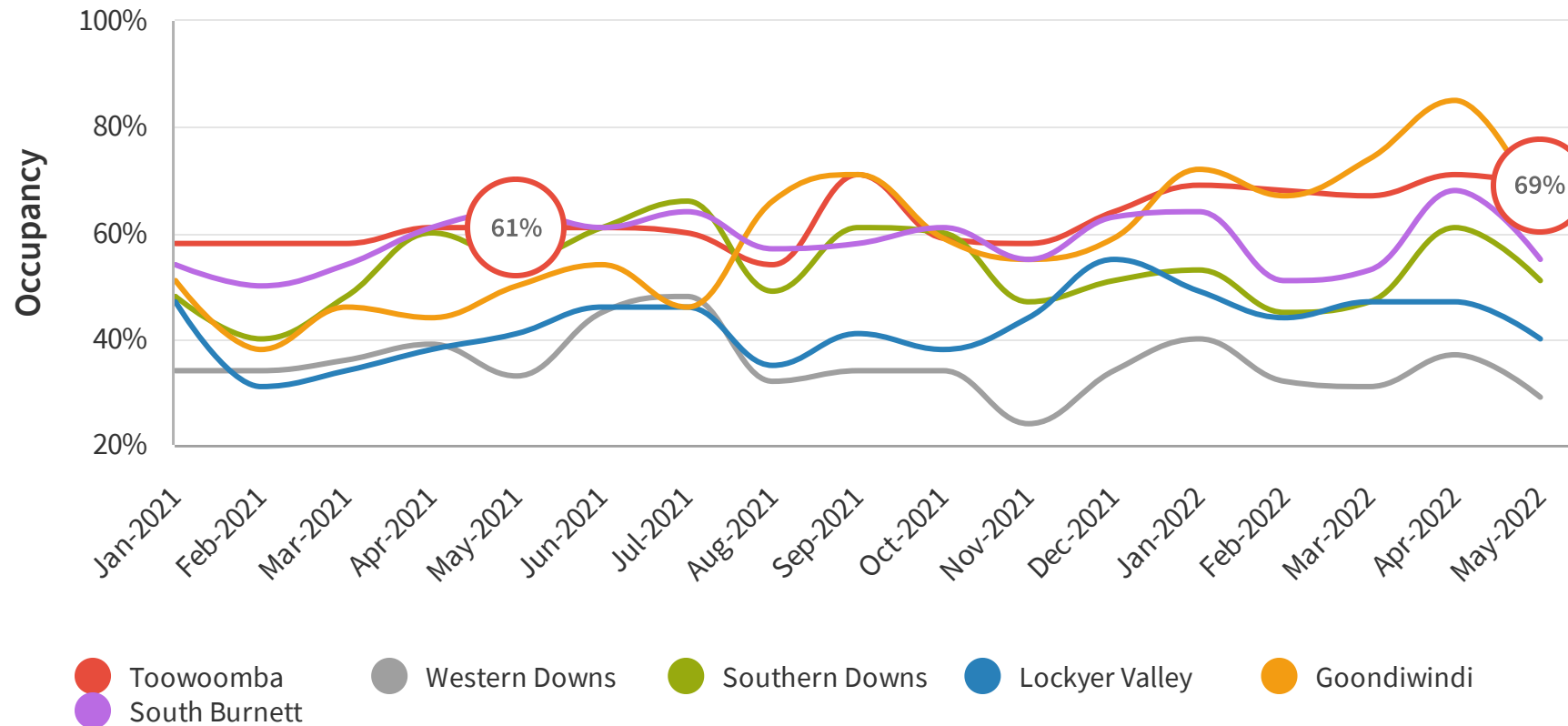
The average reservation window in May 2022 was 40 days, which is an increase of 21% when compared to May 2021.



May 2022 had a LOS of 4.15 days which is a 27% increase from May 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.

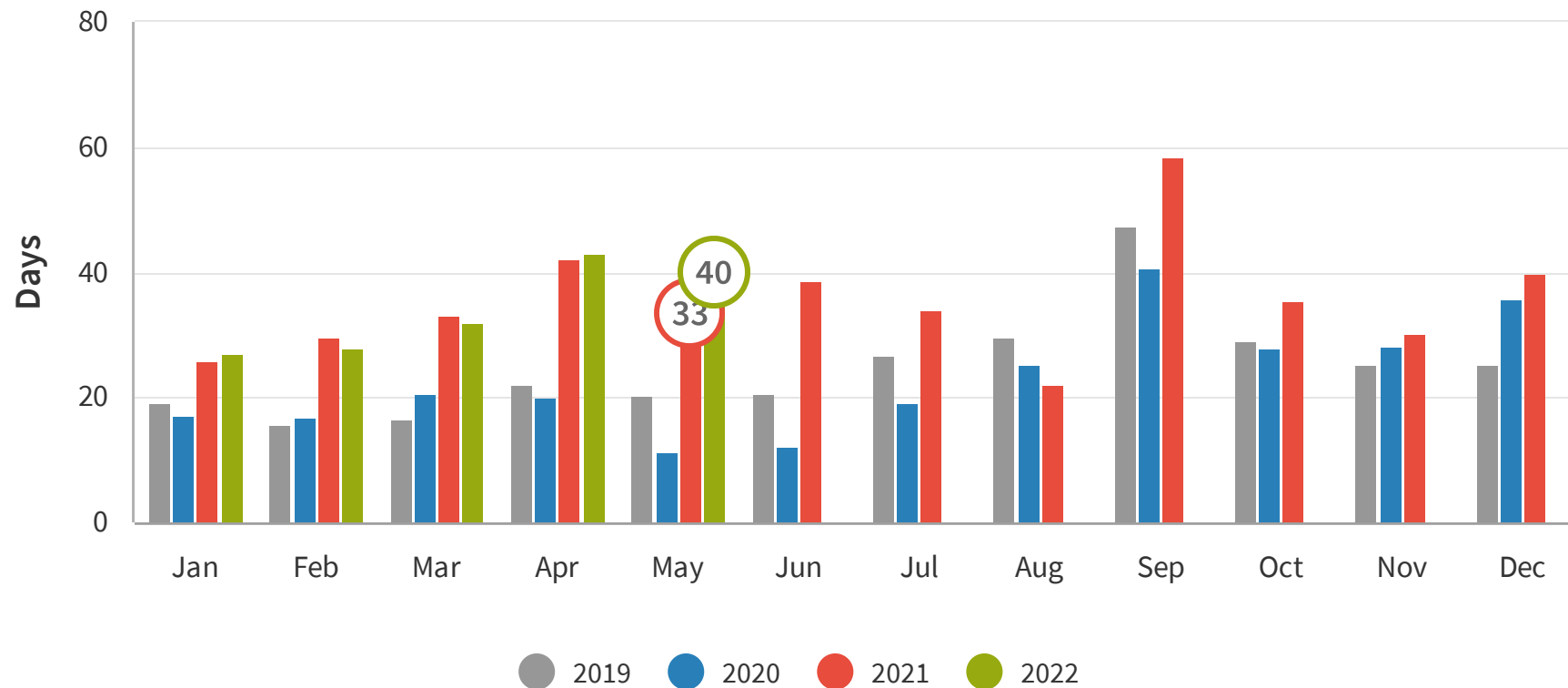


INSIGHT

Toowoomba's average occupancy level for May 2022 was 69%, which is an increase of 13% when compared to May 2021.

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.

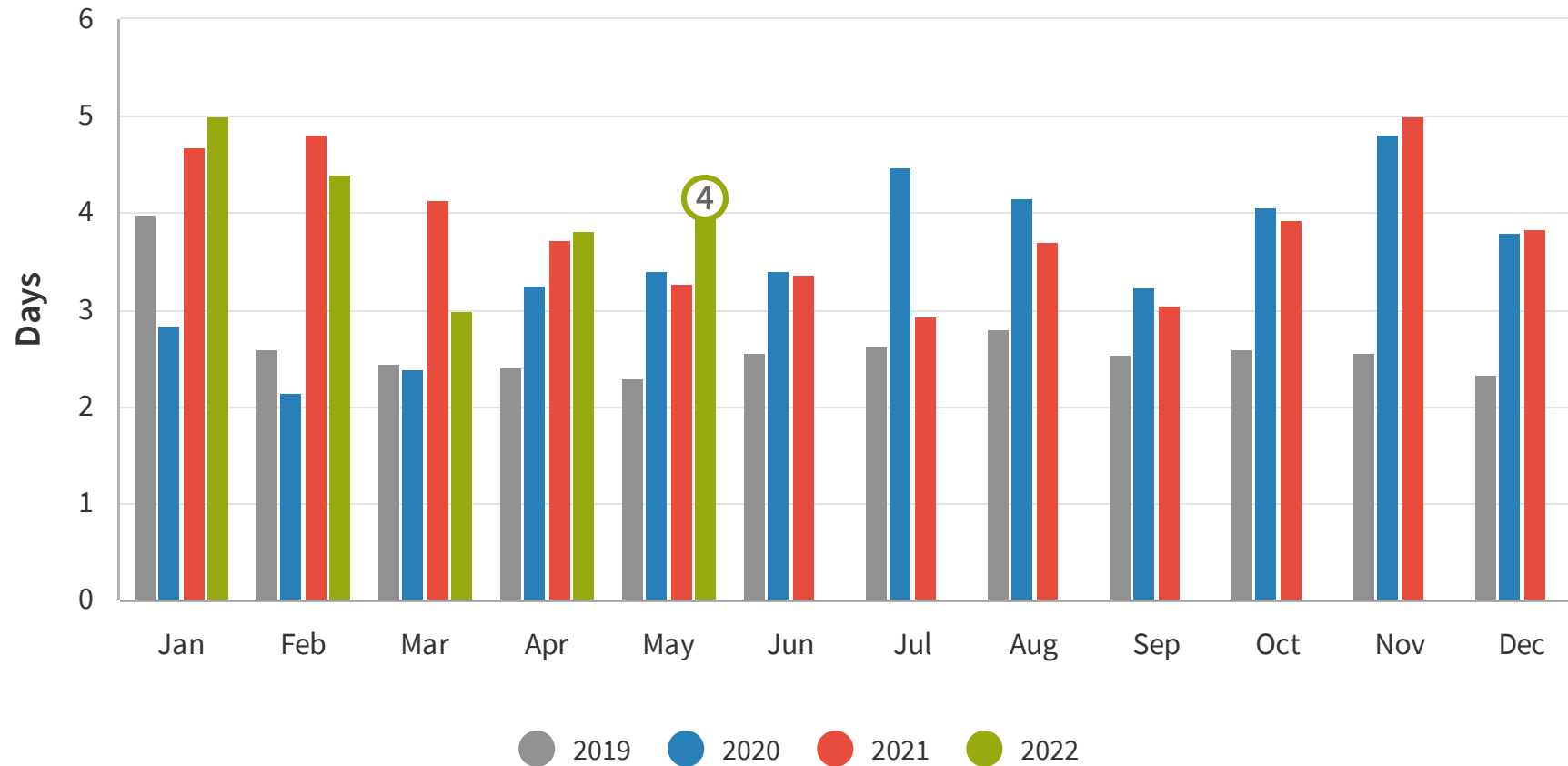


INSIGHT

The average reservation window in May 2022 was 40 days, which is an increase of 21% when compared to May 2021.

Length of Stay

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

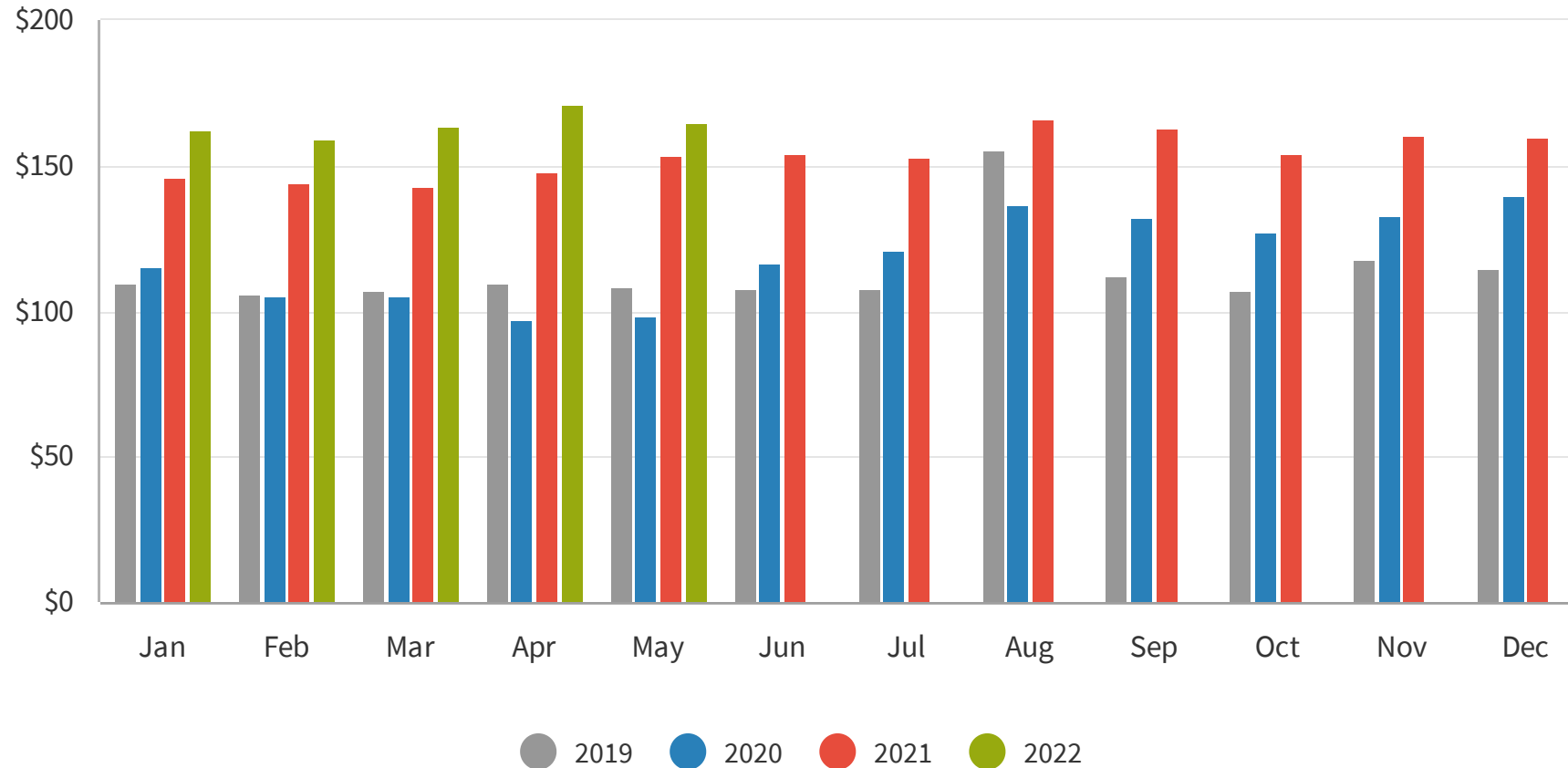


INSIGHT

May 2022 had a LOS of 4.15 days which is a 27% increase from May 2021.

Average Daily Rate

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

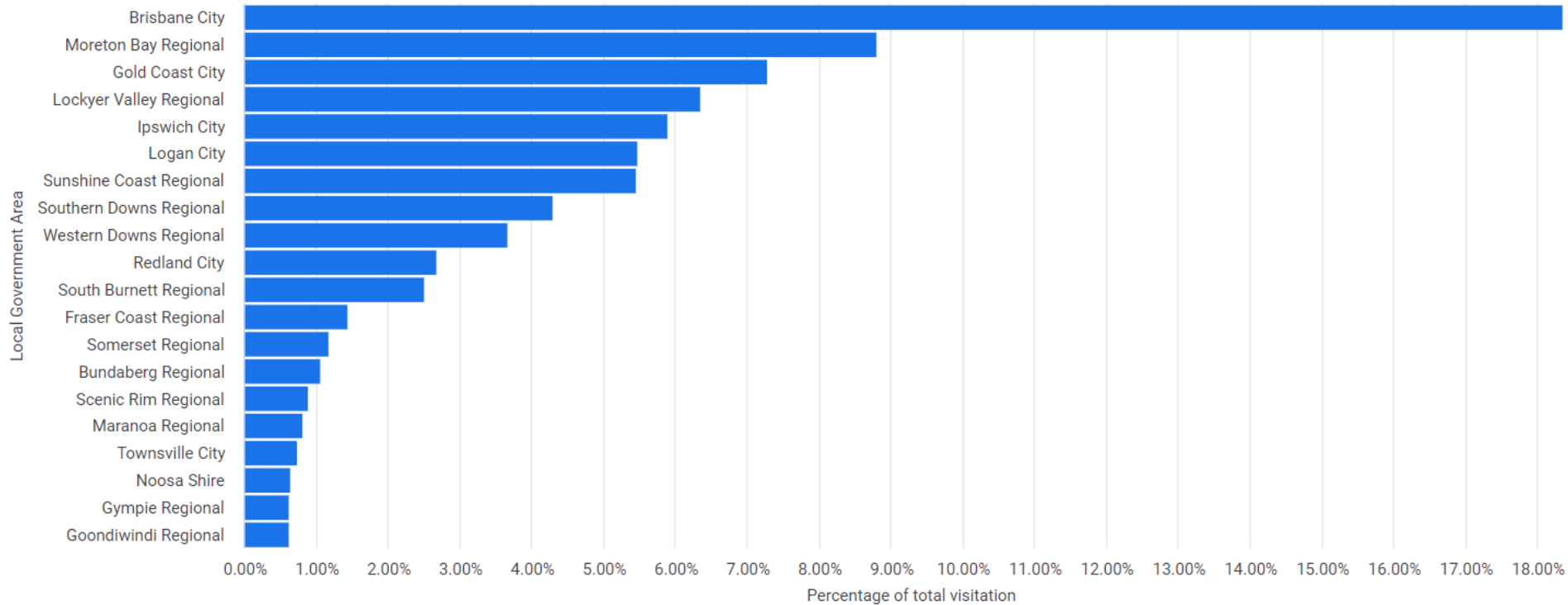


INSIGHT

Average daily rate for May was \$165, experiencing a very similar level to May 2021.

Source Market

The source market demonstrates which LGA visitors are travelling from.

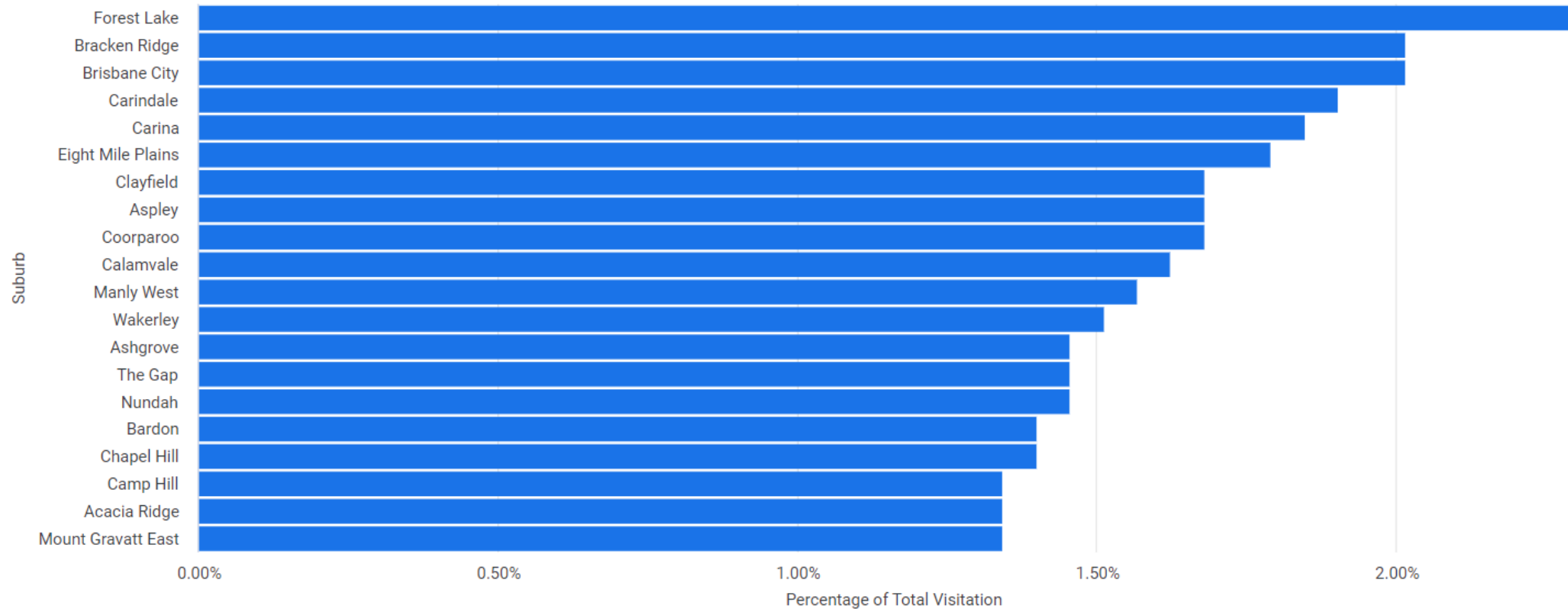


INSIGHT

The LGA's with the most amount of devices seen within the Toowoomba region in May 2022 were Brisbane with 18.36%, Moreton Bay 8.80% and Lockyer Valley 7.28%

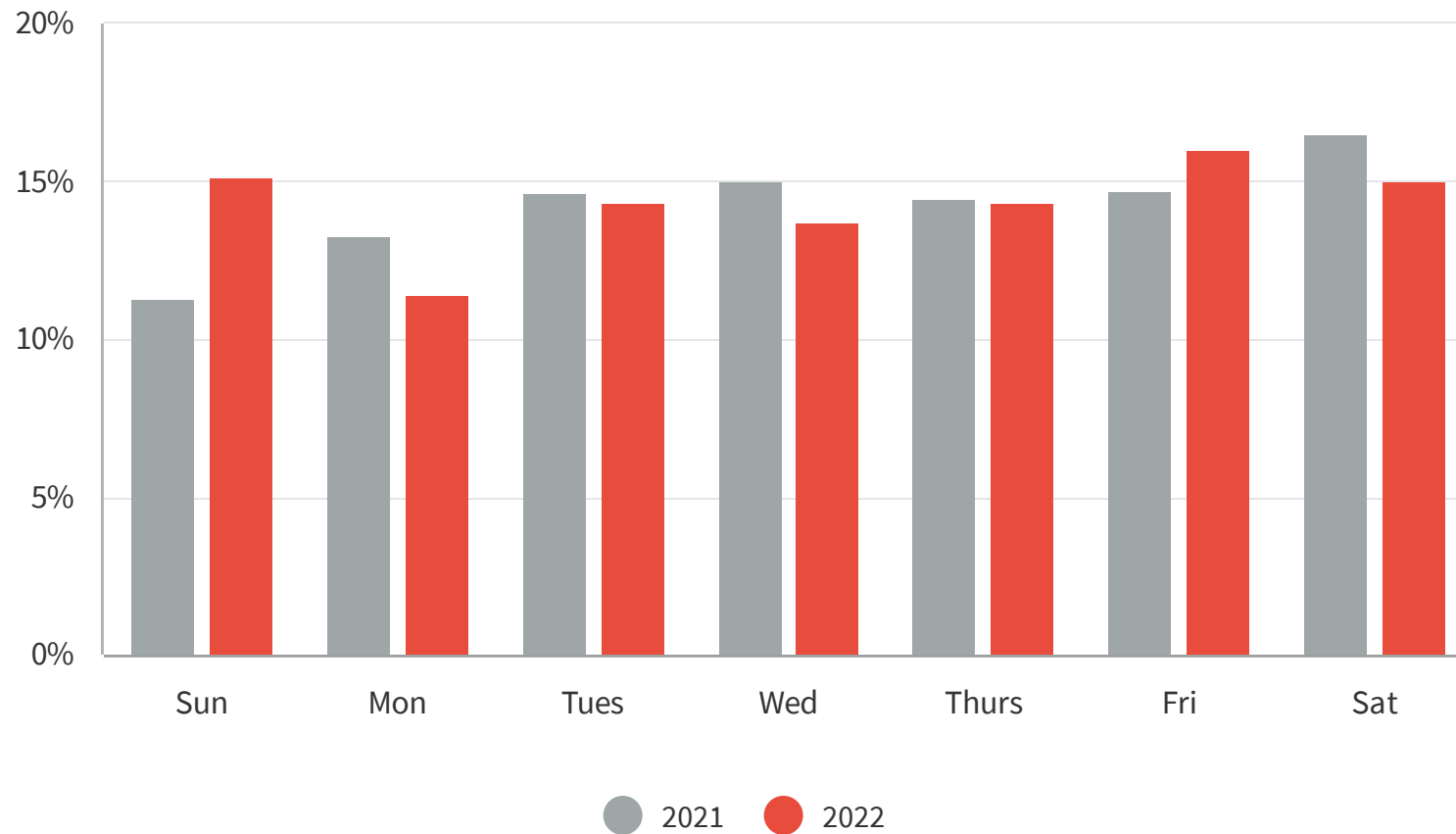
Top Visitor Suburbs Brisbane

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 May 2022 was the weekends with Friday, Saturday and Sunday ranking the highest.