

Lockyer Valley Monthly Report

December 2021



Key Points from December 2021



Lockyer Valley's average occupancy level for December was 55% which is a 28% increase month on month.



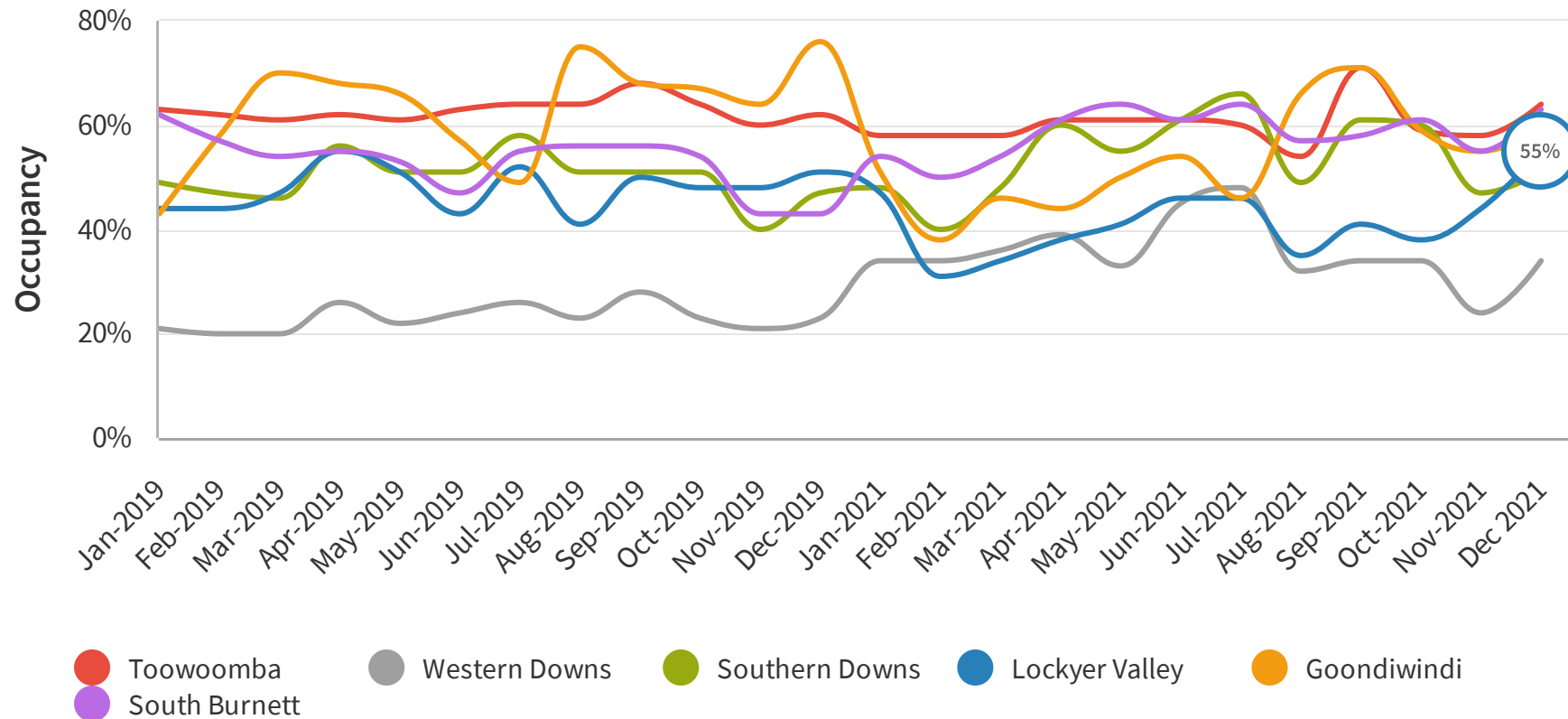
The reservation window for December was 39 days, and has increased by 14% since November. The reservation window has seen a steady incline over the past 3 months.



December 2021 had an ADR of \$134 remaining level 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.

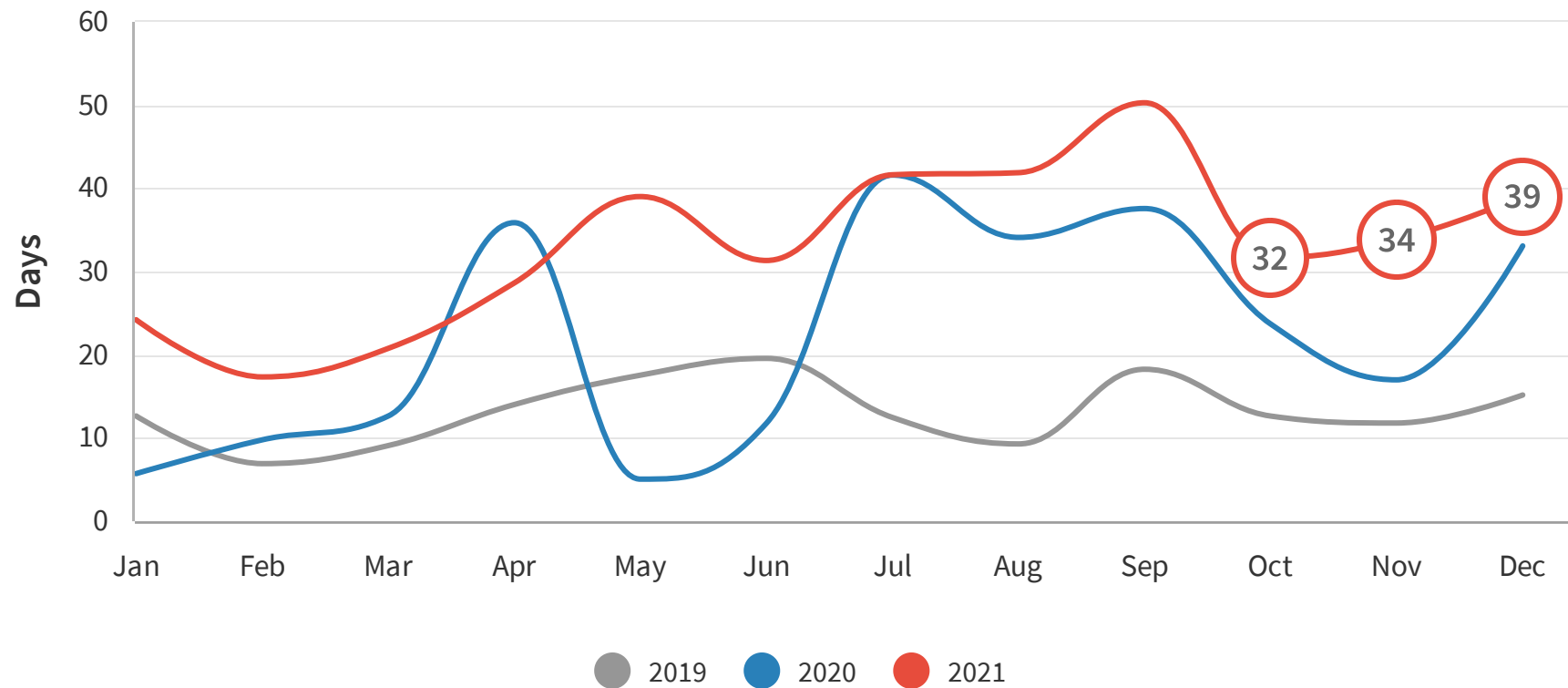


INSIGHT

Lockyer Valley's average occupancy level for December was 55% which is a 28% increase month on 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 29 means that people are booking accommodation on average 29 days before they arrive at the destination.

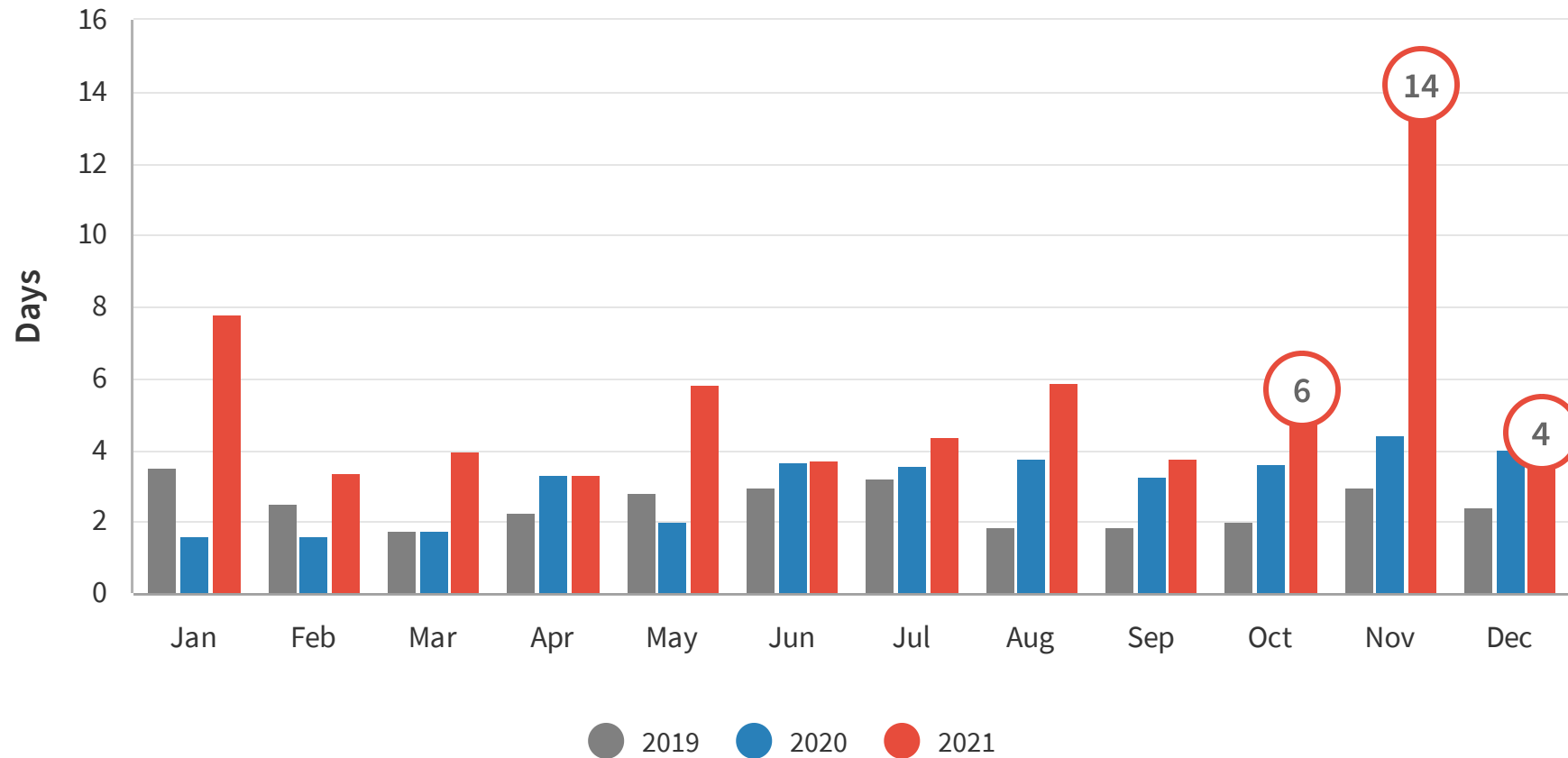


INSIGHT

The reservation window for December was 39 days, and has increased by 14% since November. The reservation window has seen a steady incline over the past 3 months.

Length of Stay

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

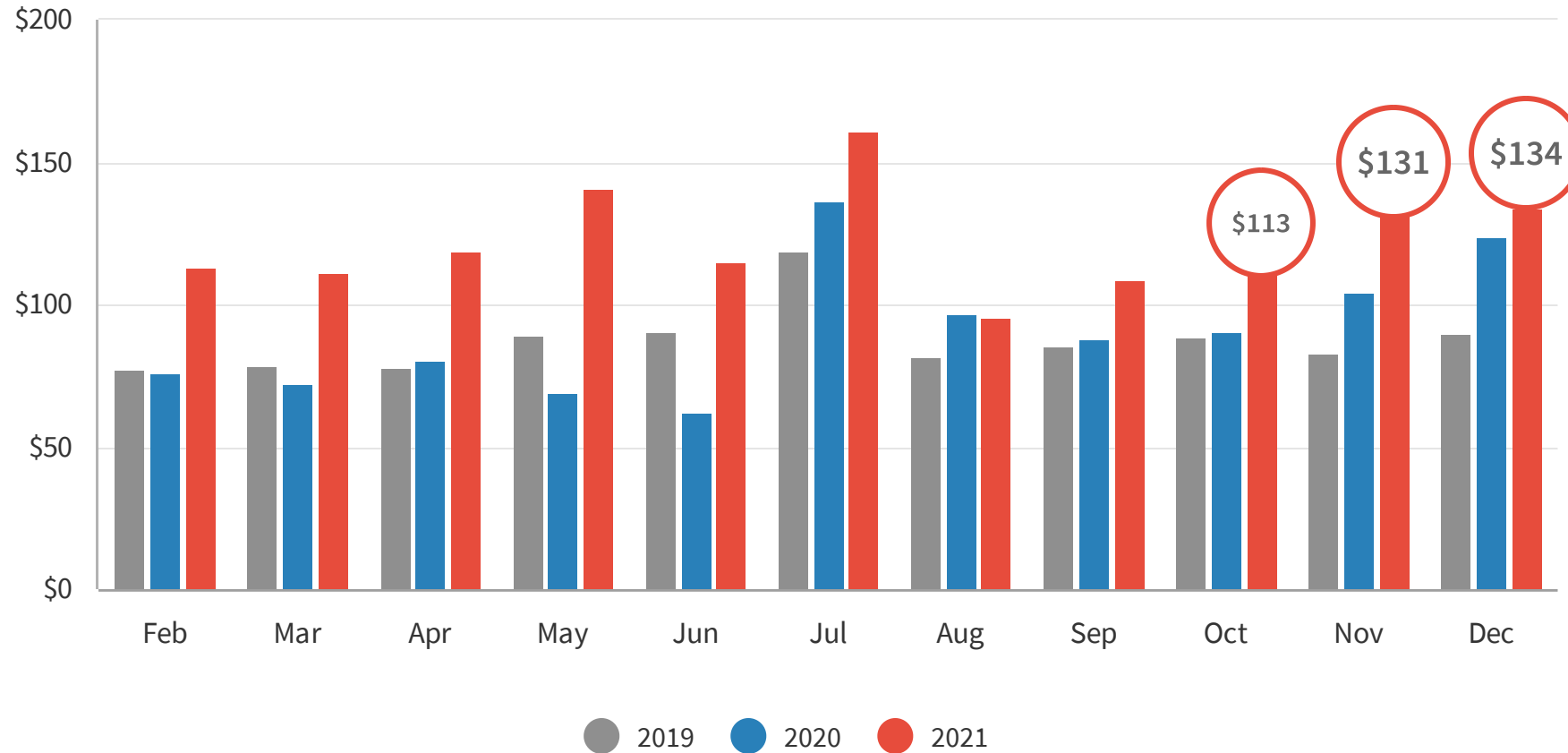


INSIGHT

Length of Stay in December 2021 was 4 days, which is a return to normal levels after last months huge spike.

Average Daily Rate

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

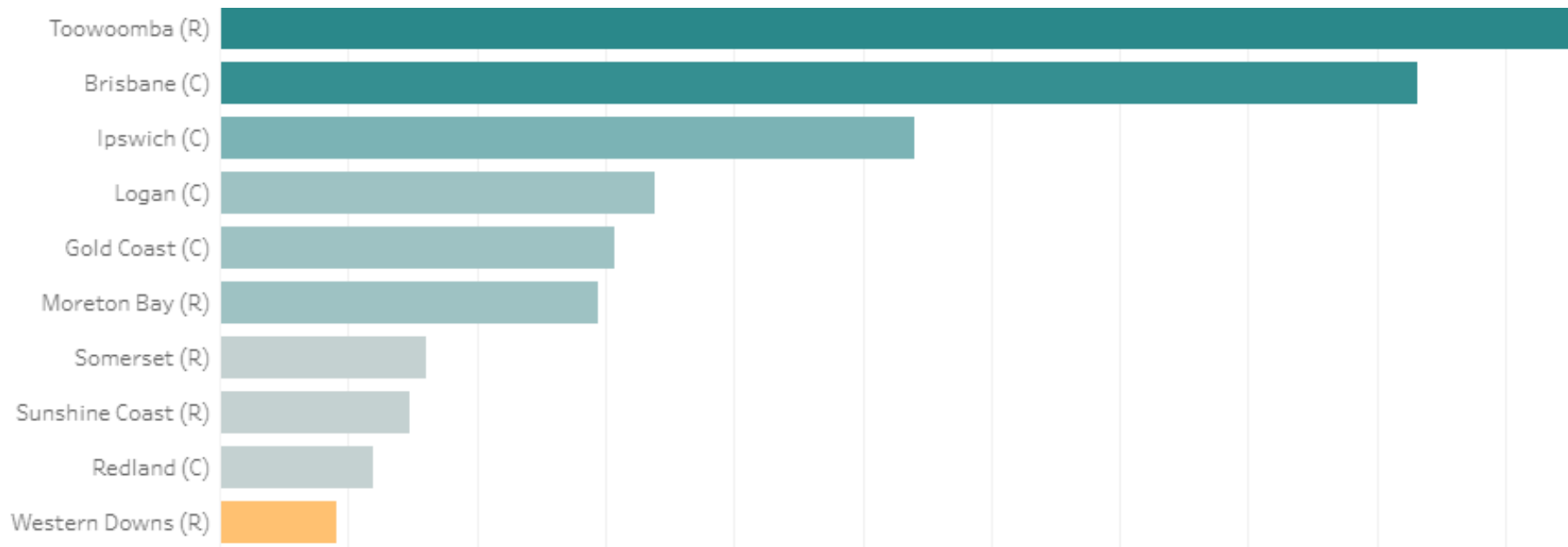


INSIGHT

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Source Market

The source market demonstrates which LGA visitors are travelling from, by checking device area data.

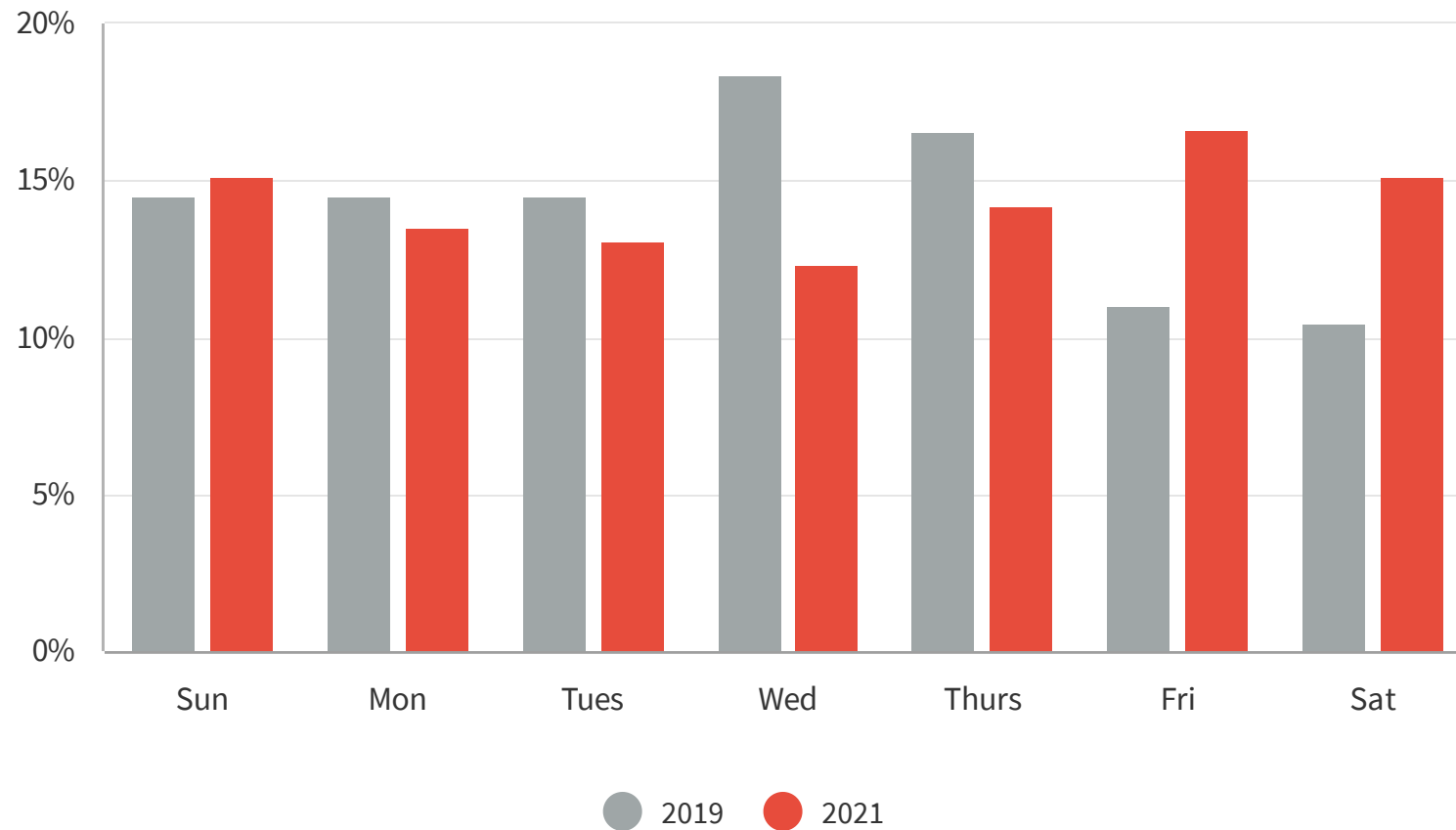


INSIGHT

The LGA's with the most amount of devices seen within the Lockyer Valley region in December 2021 were Toowoomba with 21.17%, Brisbane with 18.63% and Ipswich with 10.81%.

Day of the Week

These graphs visualise which days of the week people are visiting the most for the month.

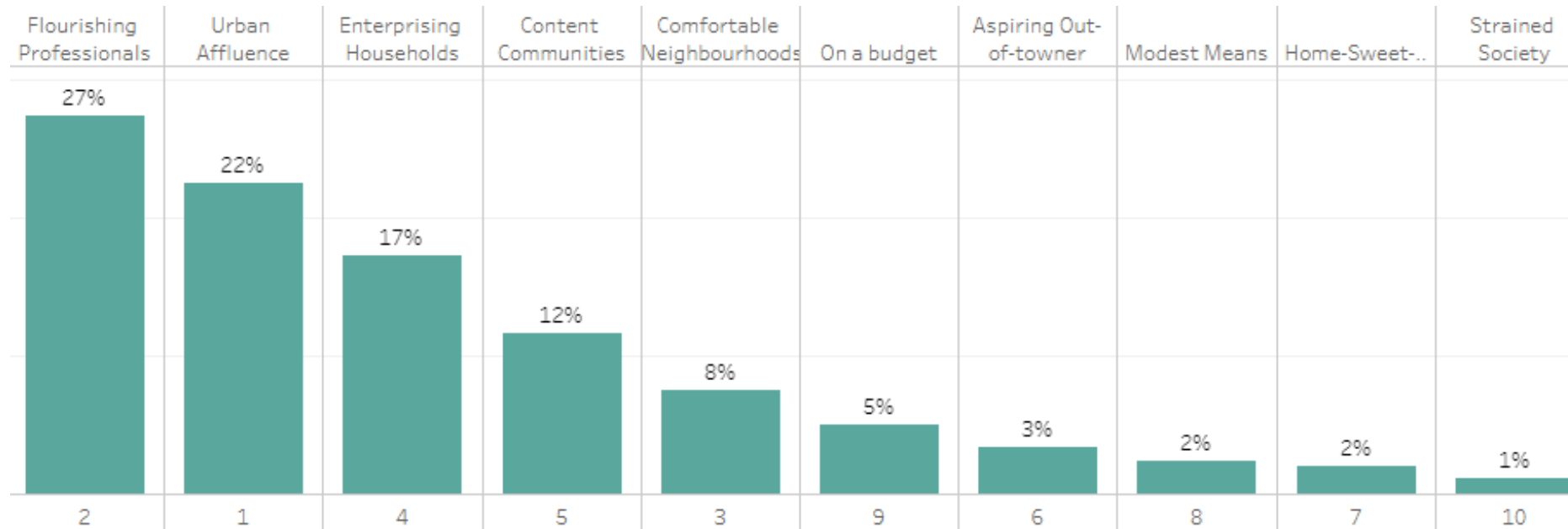


INSIGHT

The most popular day of the week to visit in December 2021 was Friday with 16.62% of visitation.

Top Visitor Segments - Brisbane

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



INSIGHT

51% of the total visitation to Lockyer Valley from Brisbane came from the top two wealthiest Cameos (1&2). 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.

