

Western Downs Monthly Report

April 2022

Key Points from April 2022



Western Down's average occupancy level for April 2022 was 37%, experiencing a 19% increase since last month.



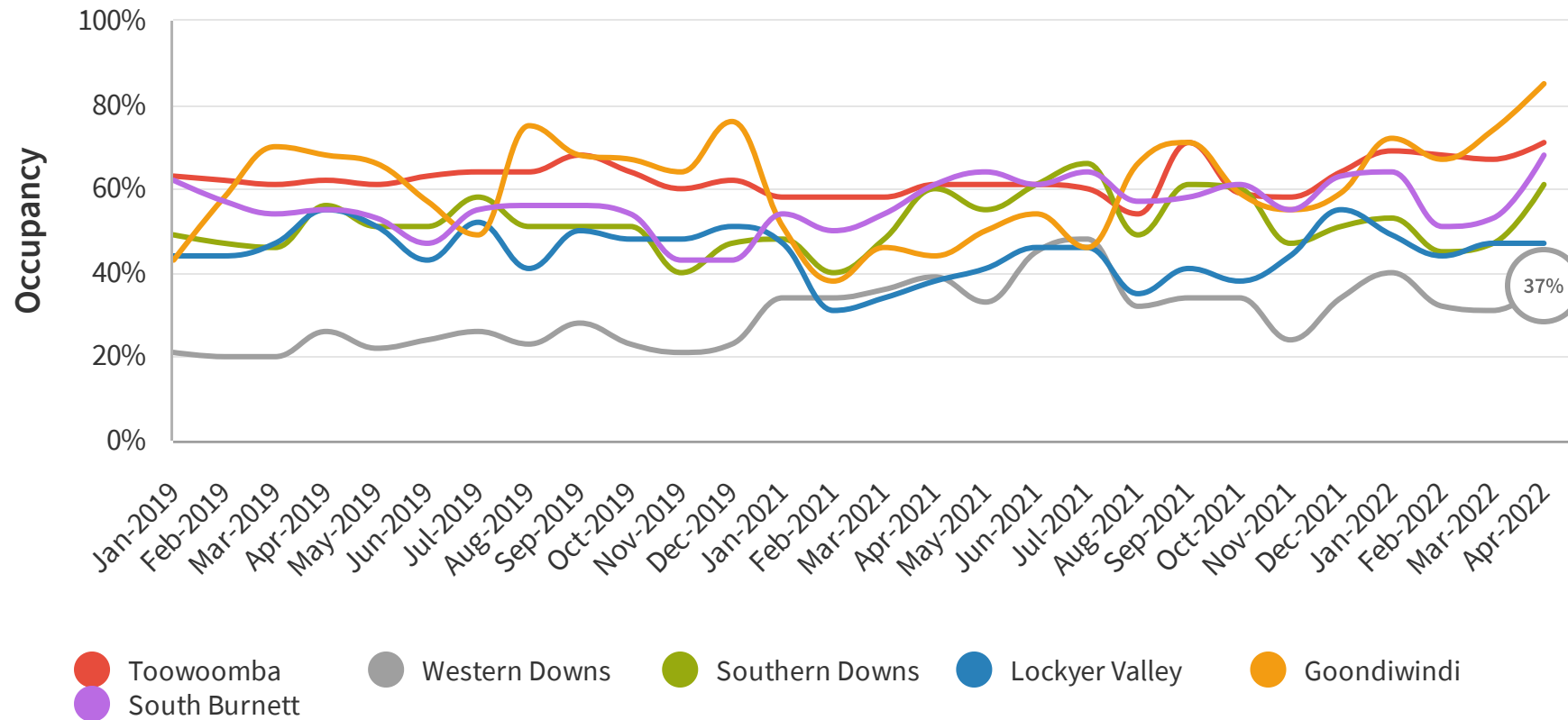
The average Reservation Window for April 2022 was 12 days which was a 50% increase when compared to last month.



The top 5 LGAs make up over 45.67% of all visitation to Western Downs with Toowoomba again on top with 15.59% of all visitation.

Average Occupancy Rate

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

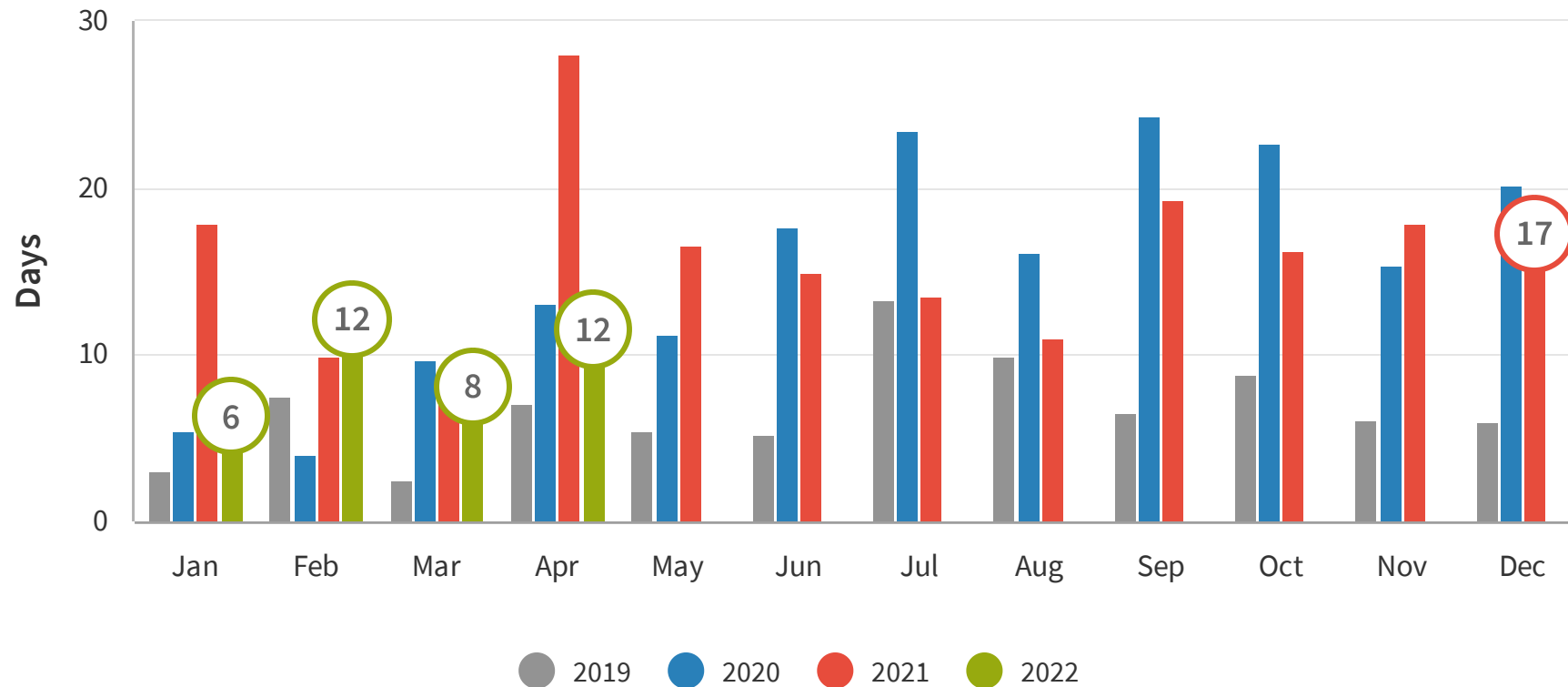


INSIGHT

Western Downs's average occupancy level for April 2022 was 37%, experiencing a 19% increase since last 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 28 means that people are booking accommodation on average 28 days before they arrive at the destination.

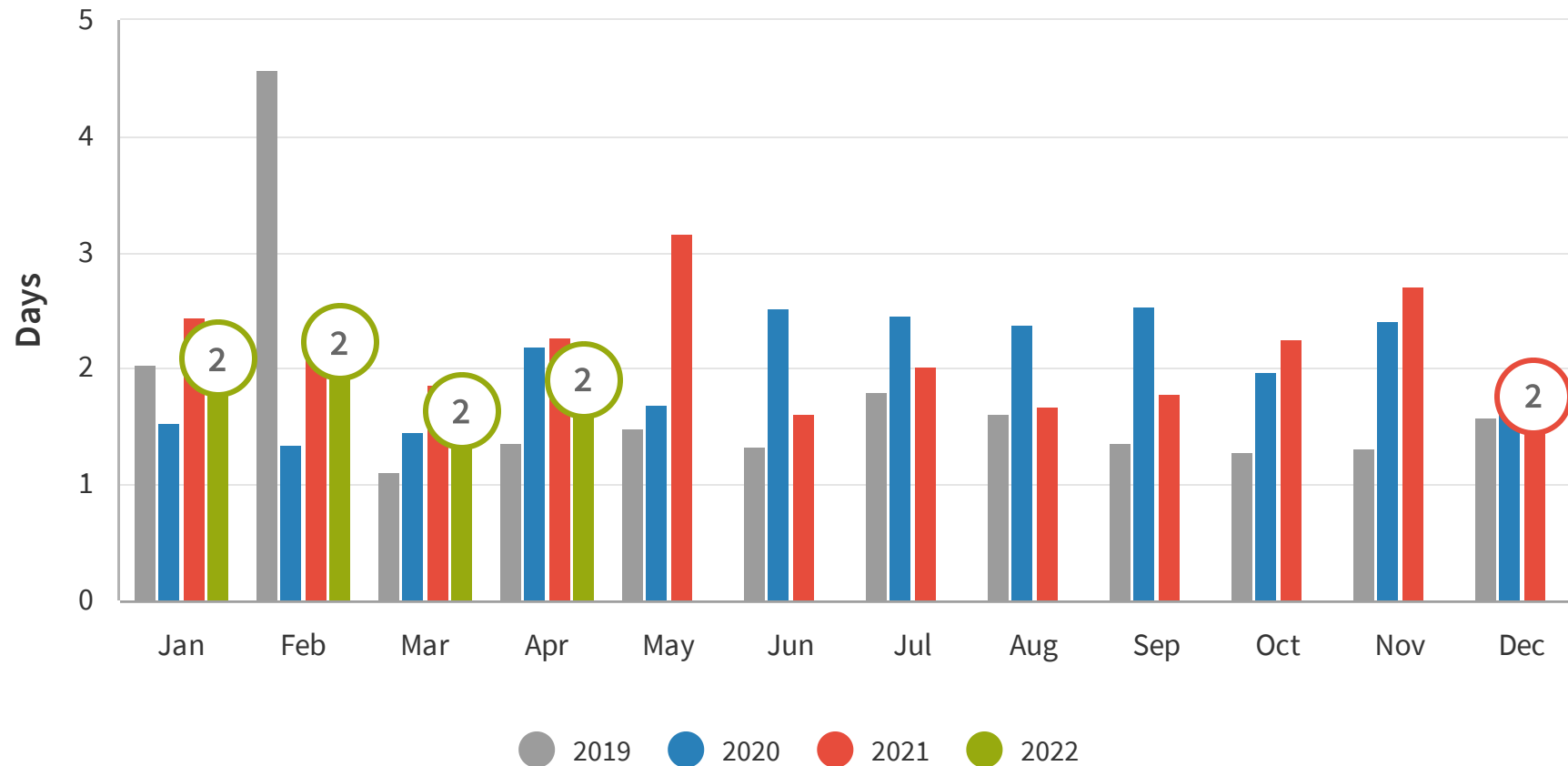


INSIGHT

The average Reservation Window for April 2022 was 12 days which was a 50% increase when compared to last month.

Length of Stay (days)

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

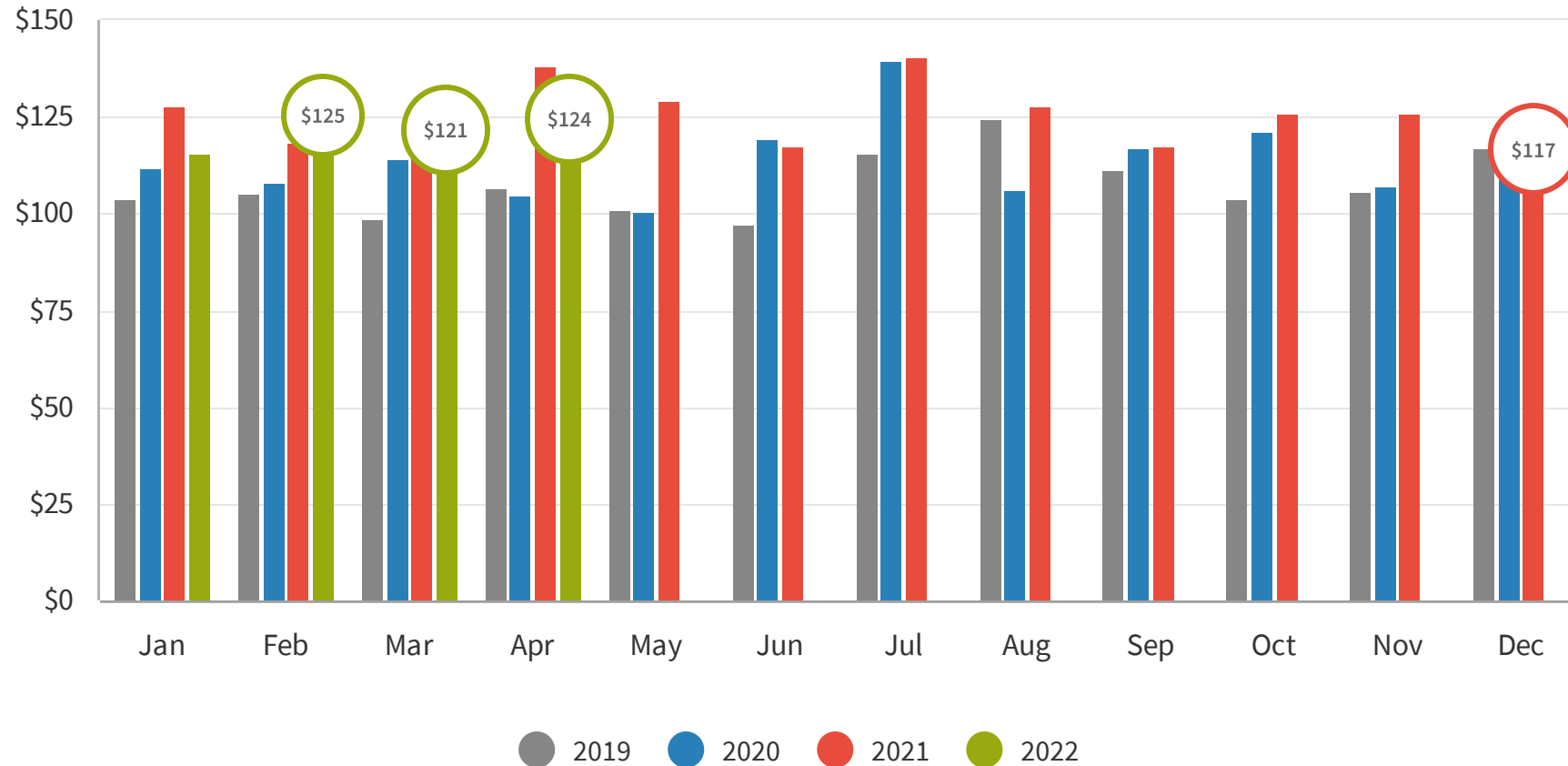


INSIGHT

Length of stay for April 2022 was 2 days, remaining level for the past 4 months.

Average Daily Rate

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

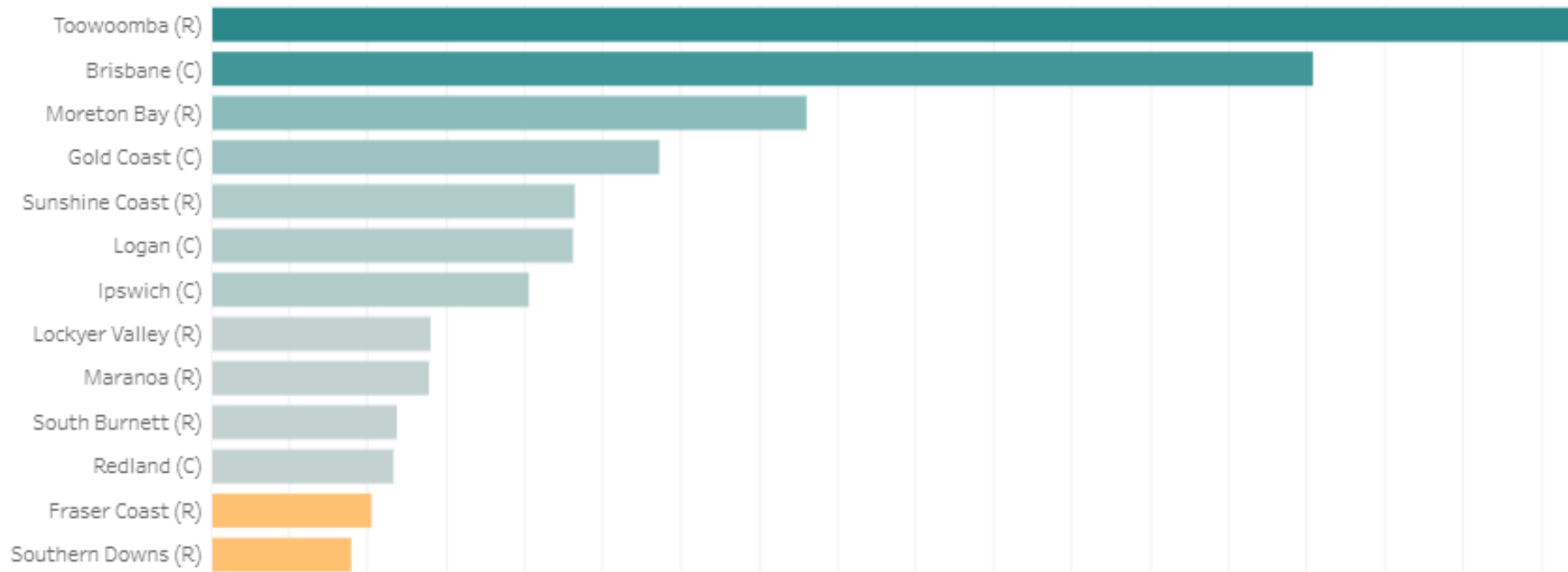


INSIGHT

April 2022 had an ADR of \$124, which was a increase of 2.4% since last month.

Source Market

The source market demonstrates which LGA visitors are travelling from.

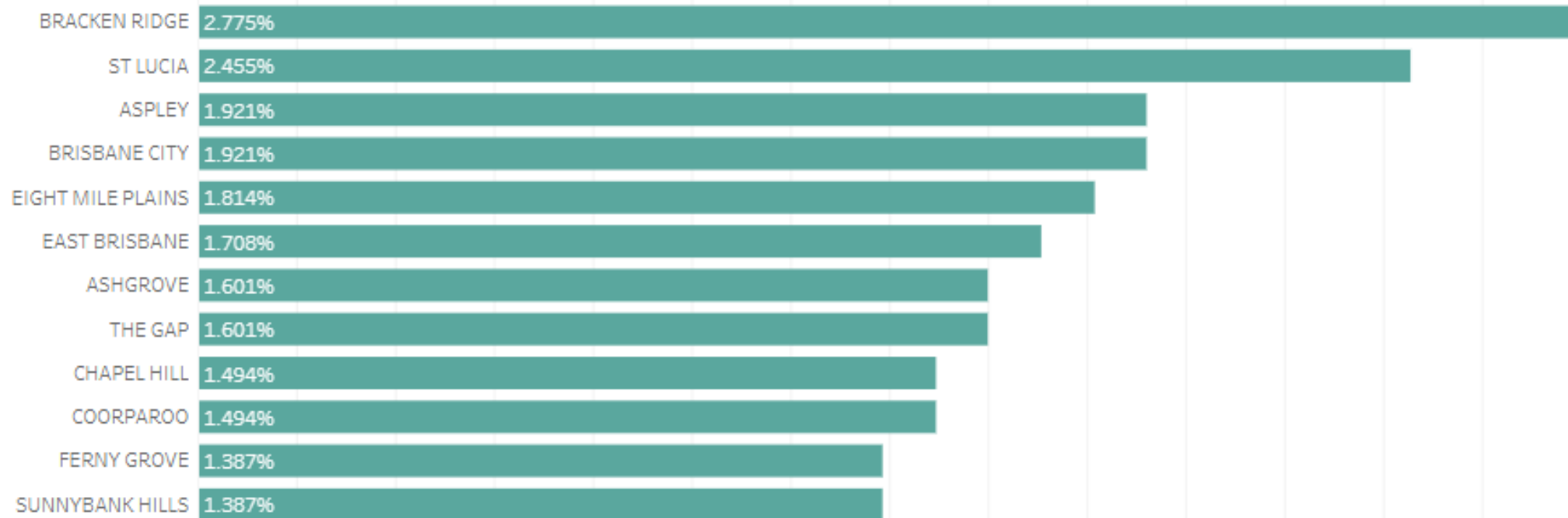


INSIGHT

The top 5 LGAs make up over 43.9% of all visitation to Western Downs with Toowoomba again on top with 17.52% of all visitation.

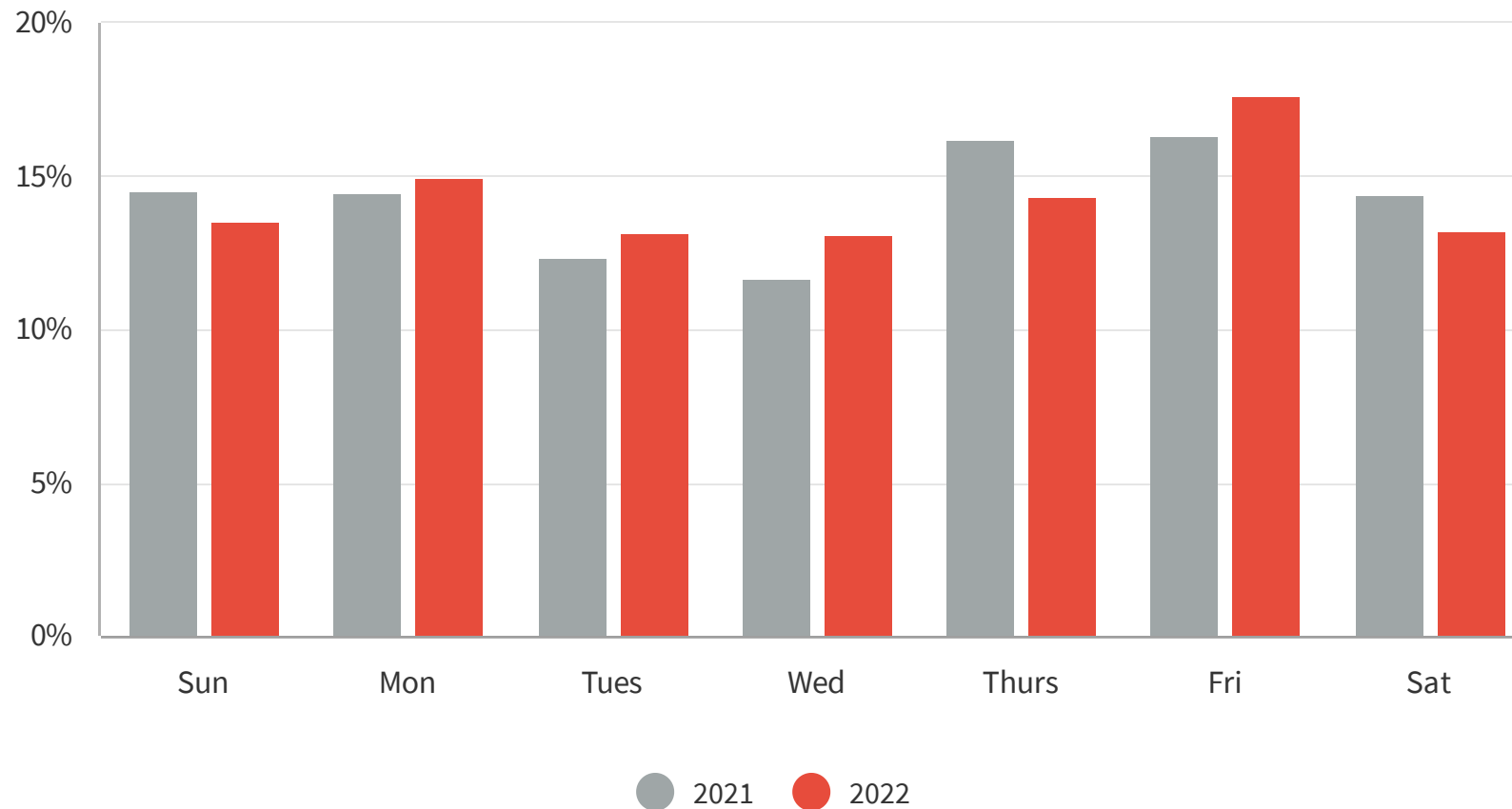
Top Suburbs from Brisbane

Top Suburbs from Brisbane shows where the highest amount of people travelled from in 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 in April 2022 was Friday at 17.64% of visitation.