

# Western Downs Monthly Report

January 2022

# Key Points from January 2022



Western Downs average occupancy level for January 2022 was 40%, seeing an increase of 66% over the past 2 months.



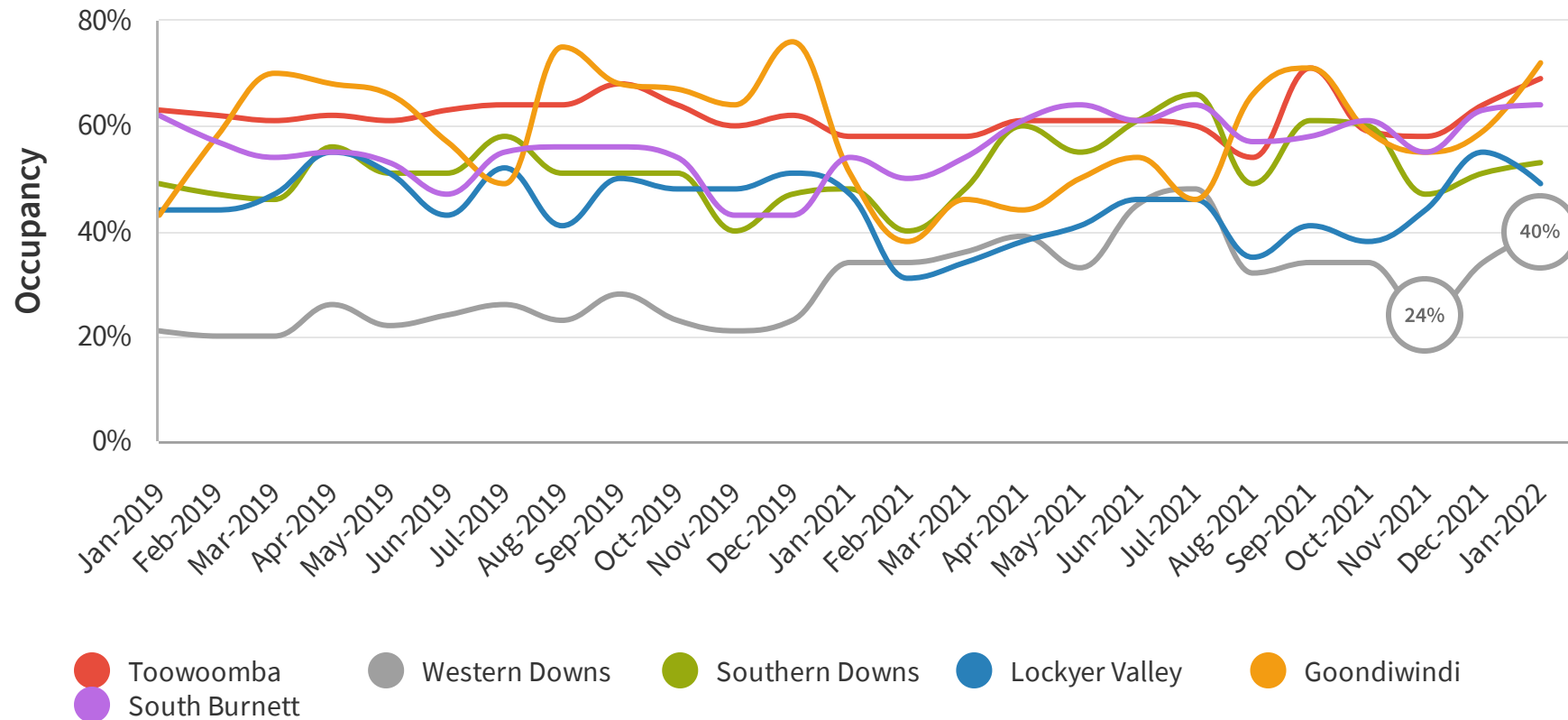
The most popular day to visit in January 2022 was Friday at 16.11% of visitation.



The top two visitors of Western Downs from Brisbane in the month of January were the two wealthiest segments, contributing to 45% of 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.

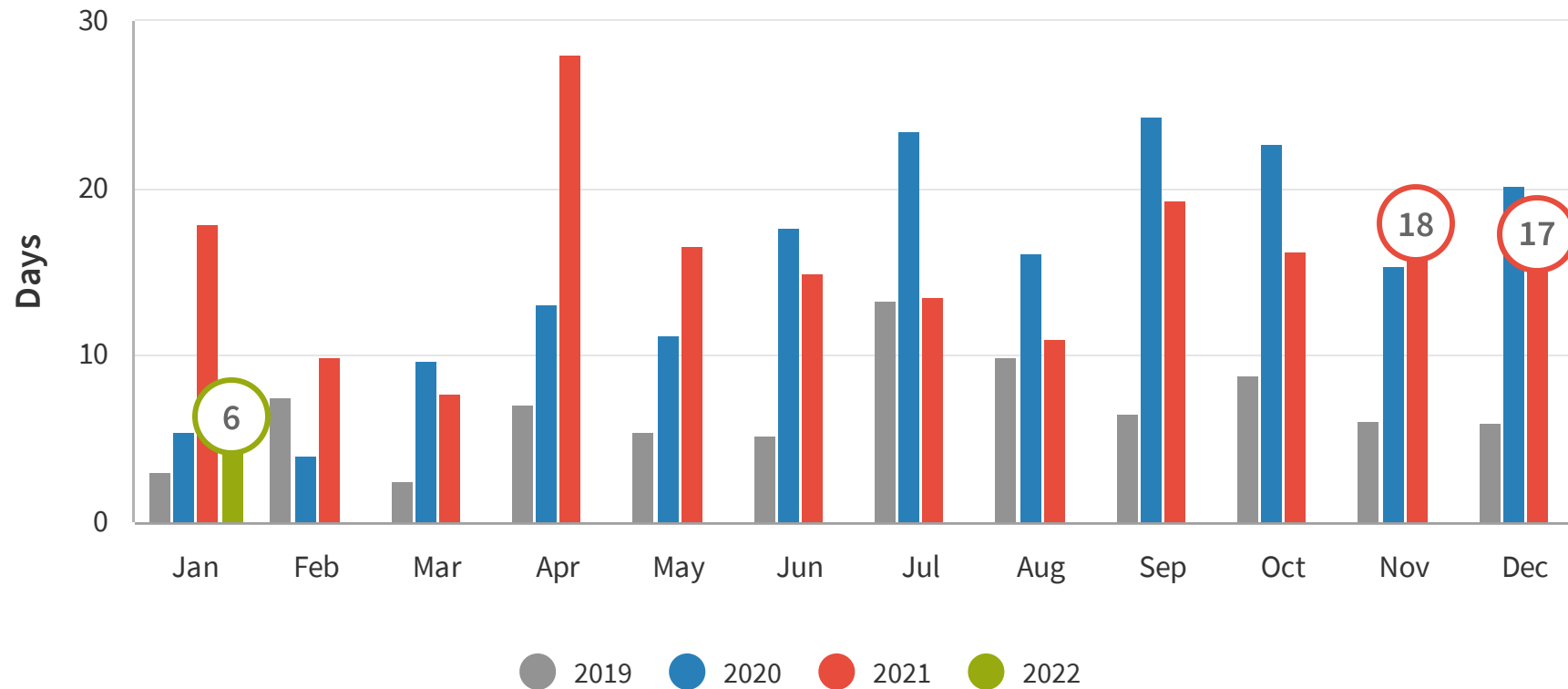


## INSIGHT

Western Downs average occupancy level for January 2022 was 40%, seeing an increase of 66% over the past 2 months.

# 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.

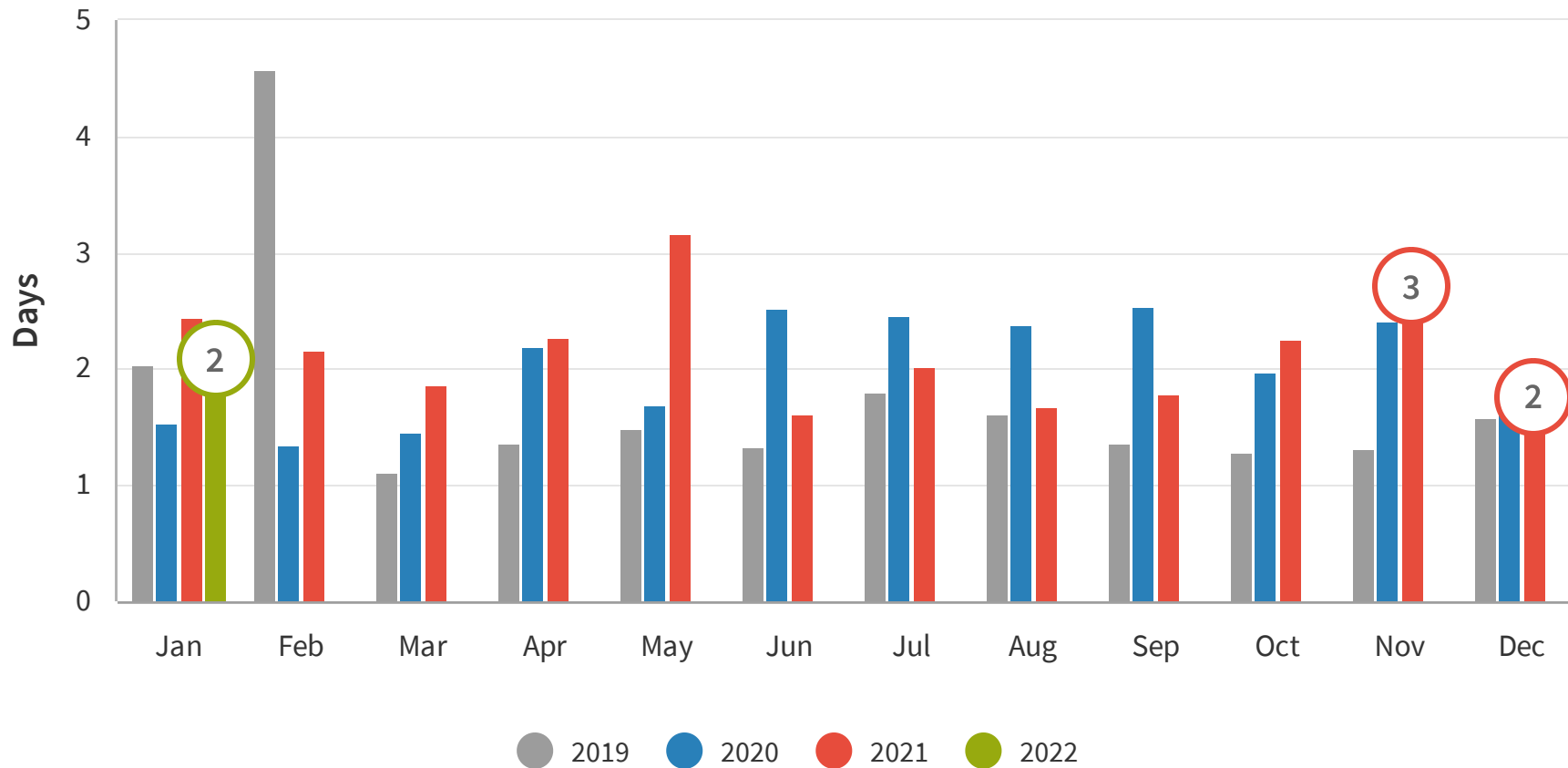


## INSIGHT

The average Reservation Window for January 2022 was 6 days which was a decrease of 70% when compared to December last year. This decline in reservation was also experienced in 2019 and 2020, so it can be considered seasonal.

# Length of Stay (days)

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

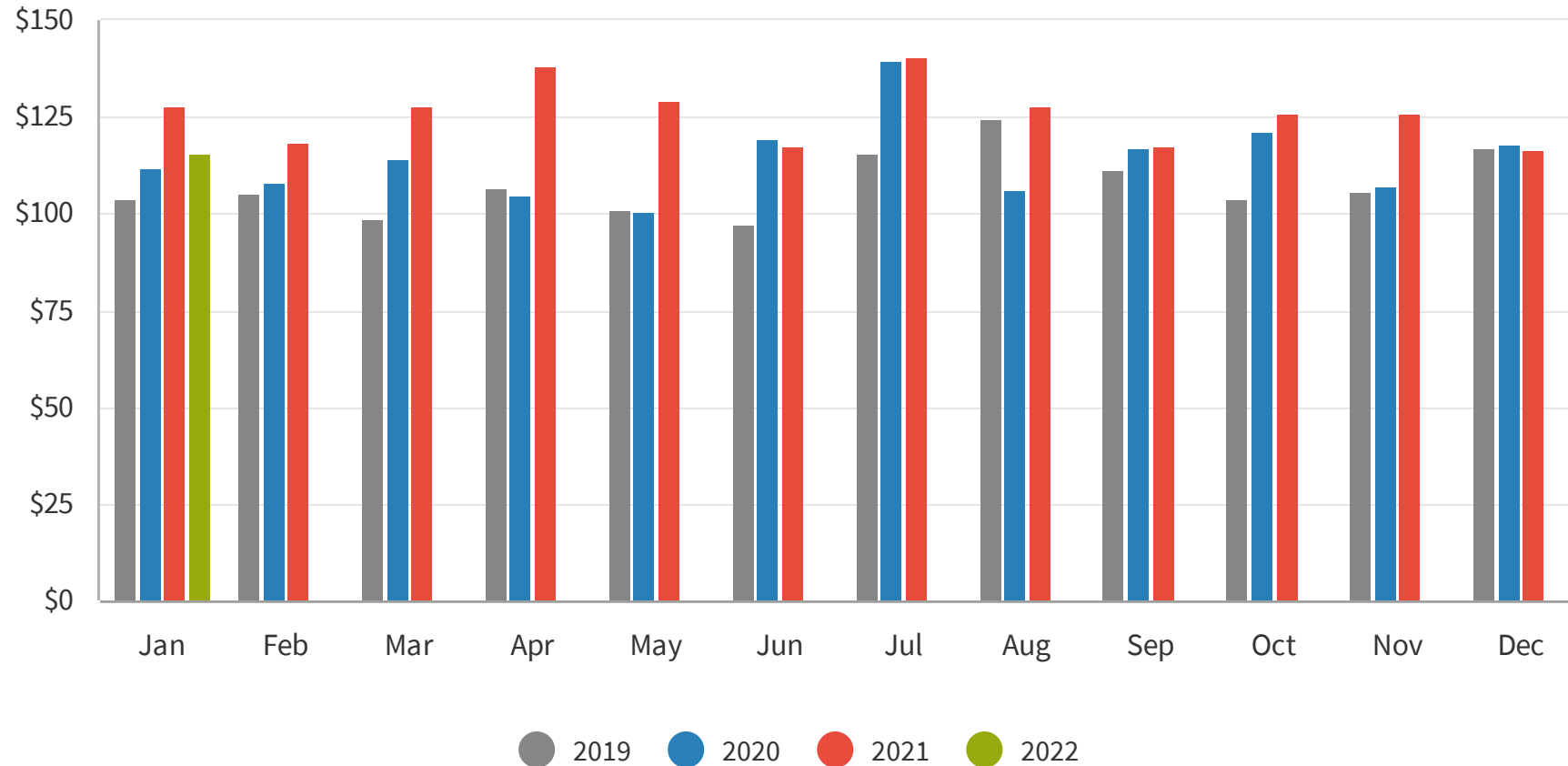


## INSIGHT

Length of stay for January 2022 was 2 days, remaining level since last month.

# Average Daily Rate

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

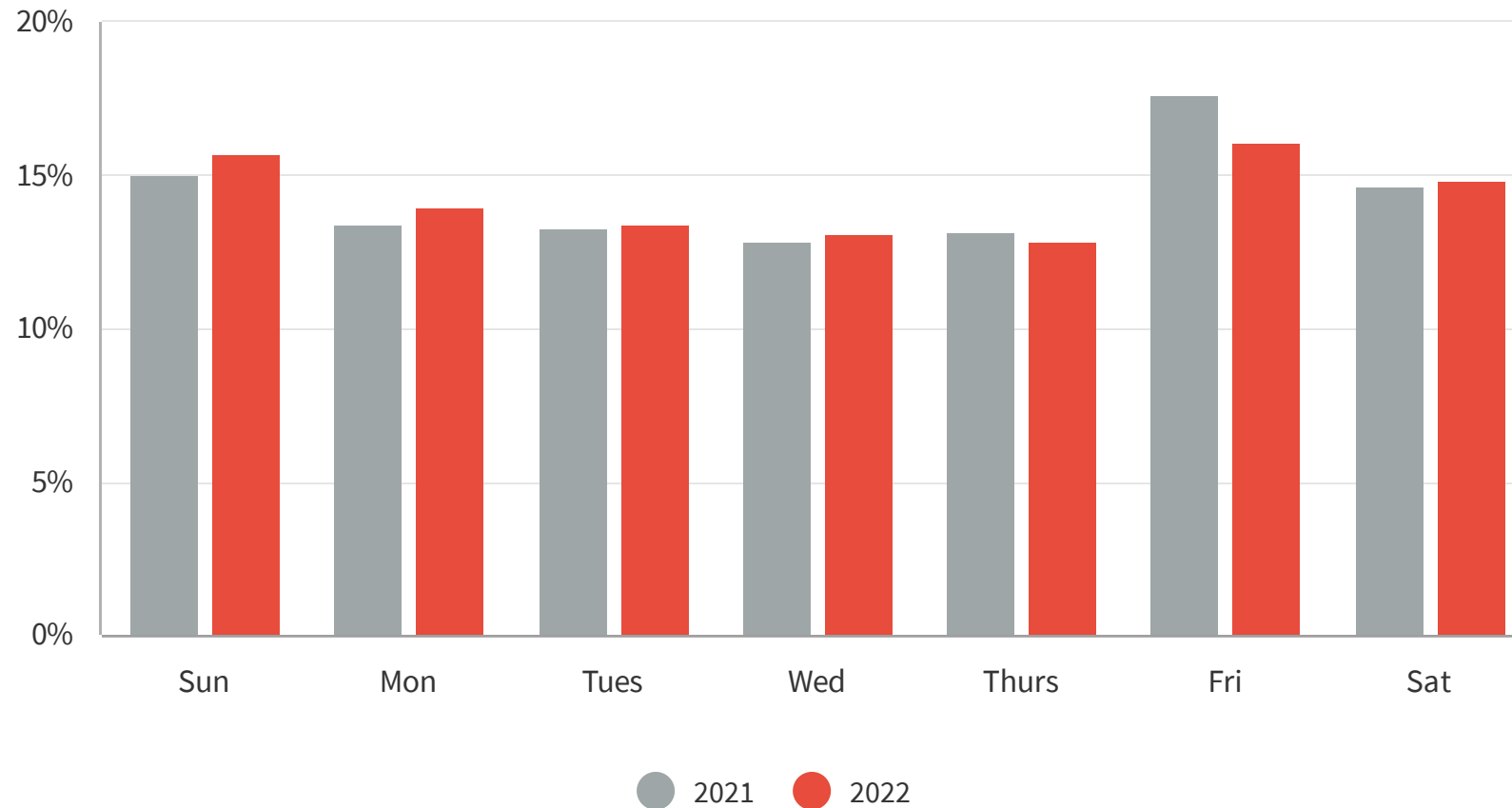


## INSIGHT

January 2022 had an ADR of \$116, experiencing no change since last month.

# Day of the Week

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

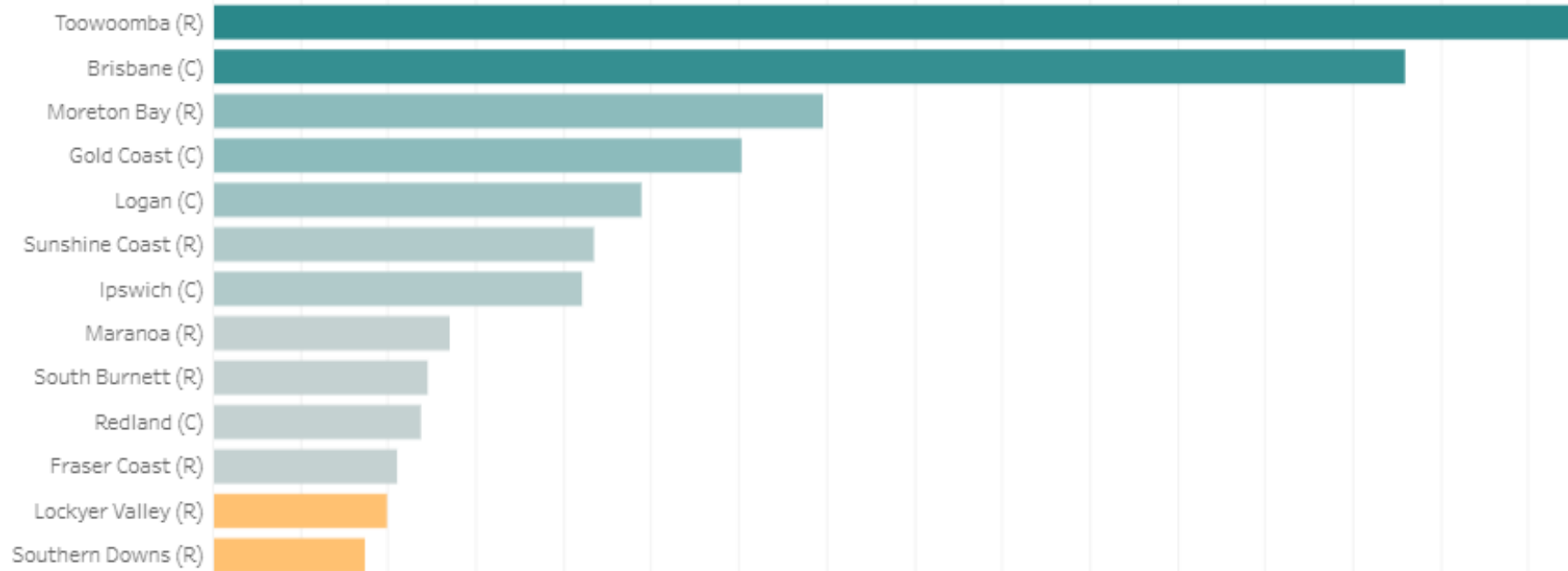


## INSIGHT

The most popular day to visit in January 2022 was Friday at 16.11% of visitation.

# Source Market

The source market demonstrates which LGA visitors are travelling from.



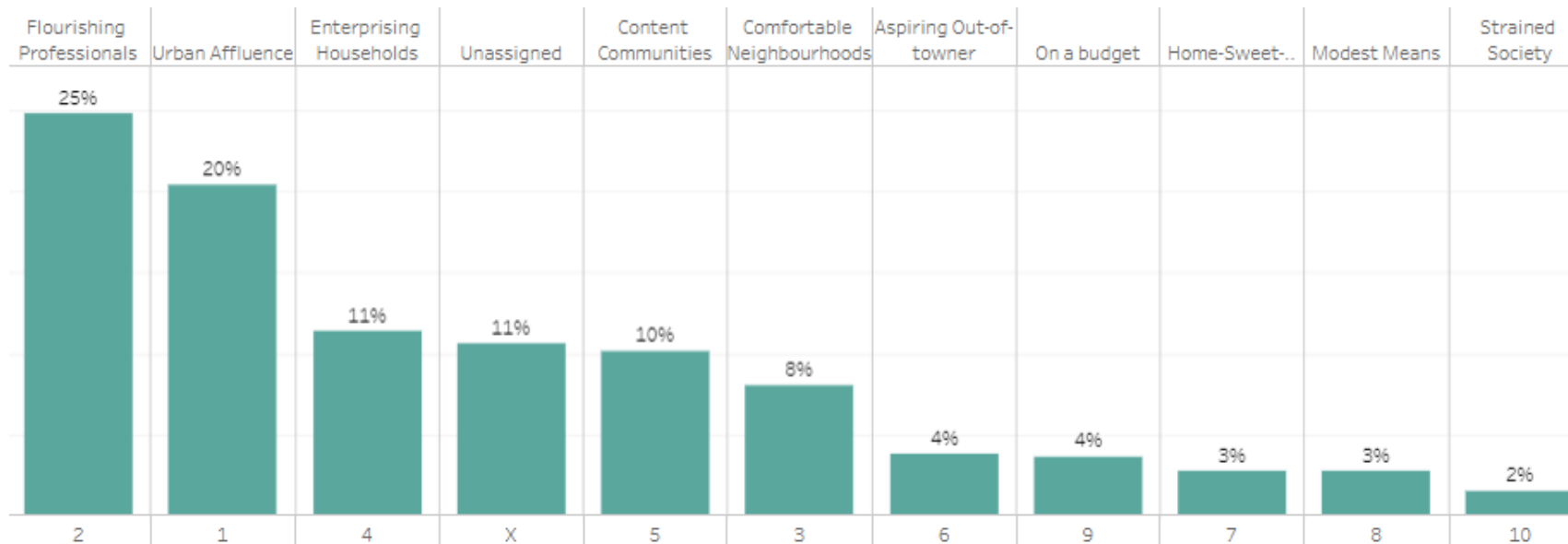
## INSIGHT

The top 5 LGAs make up over 47.14% of all visitation to Western Downs with Toowoomba again on top with 15.64% of all visitation.



# Top Visitor Segments - Brisbane

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



## INSIGHT

The top two visitors of Western Downs from Brisbane in the month of January were the two wealthiest segments, contributing to 45% of visitation. Brisbane was the focus for this analysis as they have the highest propensity to stay overnight.

# Top Suburbs from Brisbane

Top Suburbs from Brisbane shows where the highest amount of people travelled from in Brisbane.

