



Western Downs Monthly Report

July 2022

Key Points from July 2022



Western Downs average occupancy level for July 2022 was 50%, which is a 2% increase when compared to July 2021.



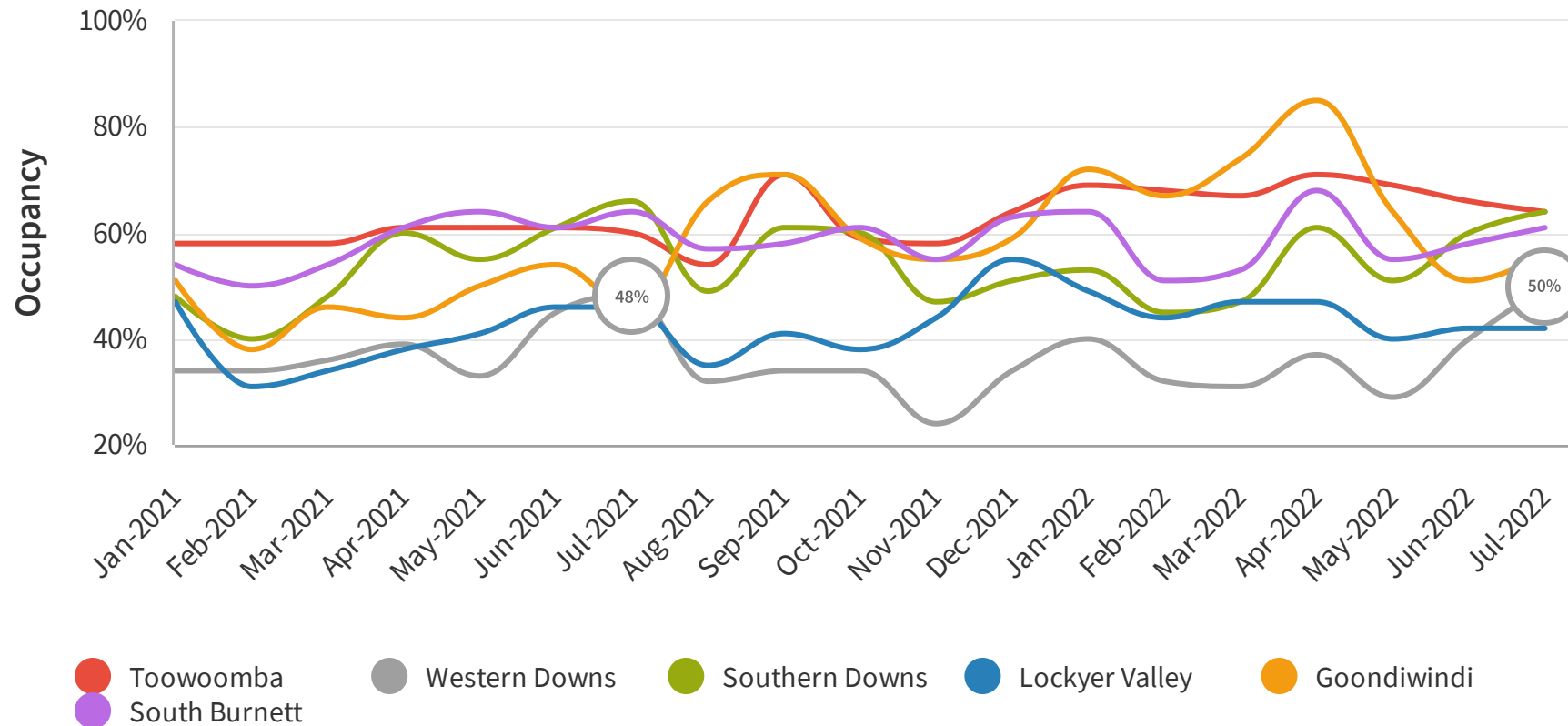
The average Reservation Window for July 2022 was 18 days which was a 29% increase when compared to last year.



Length of stay for July 2022 was 3.62 days, which is a 80% increase when compared to July 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.

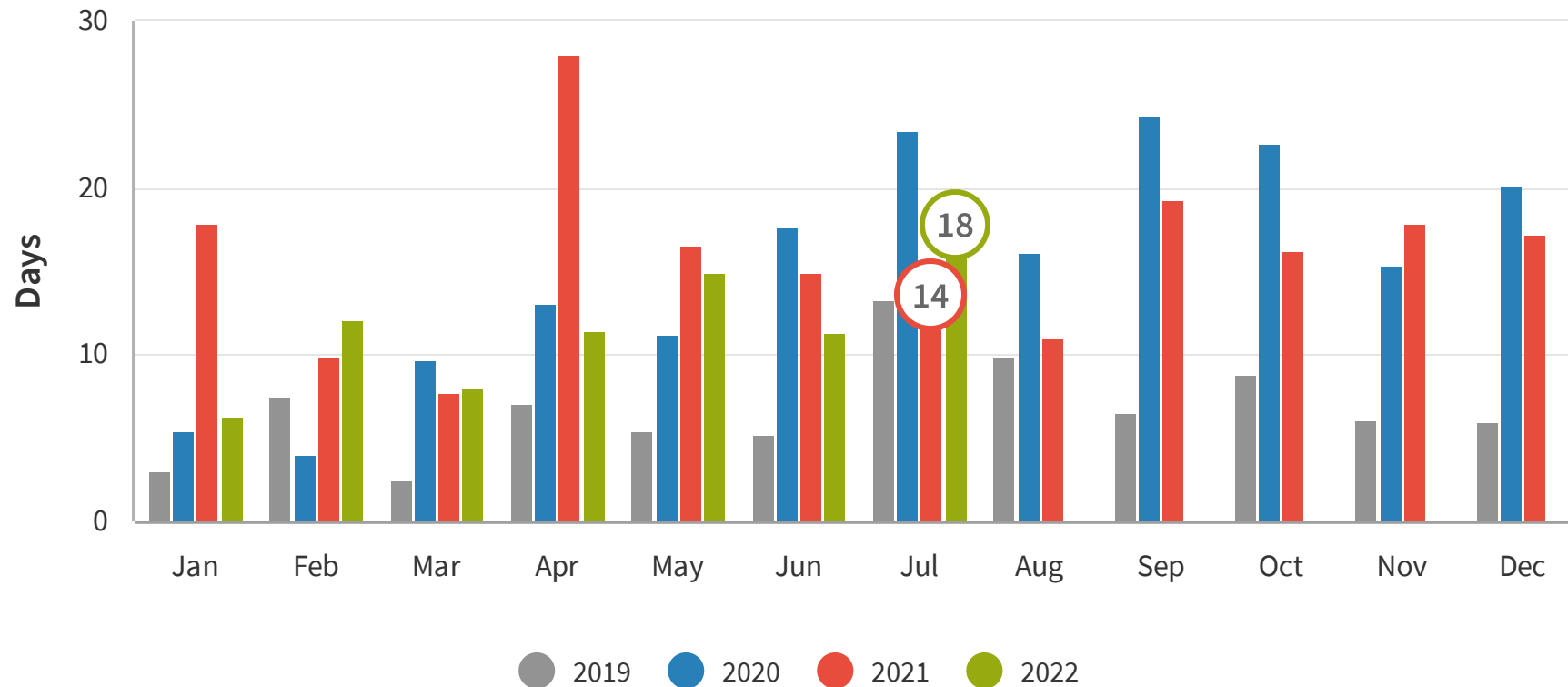


INSIGHT

Western Downs average occupancy level for July 2022 was 50%, which is a 2% increase when compared to July 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 28 means that people are booking accommodation on average 28 days before they arrive at the destination.

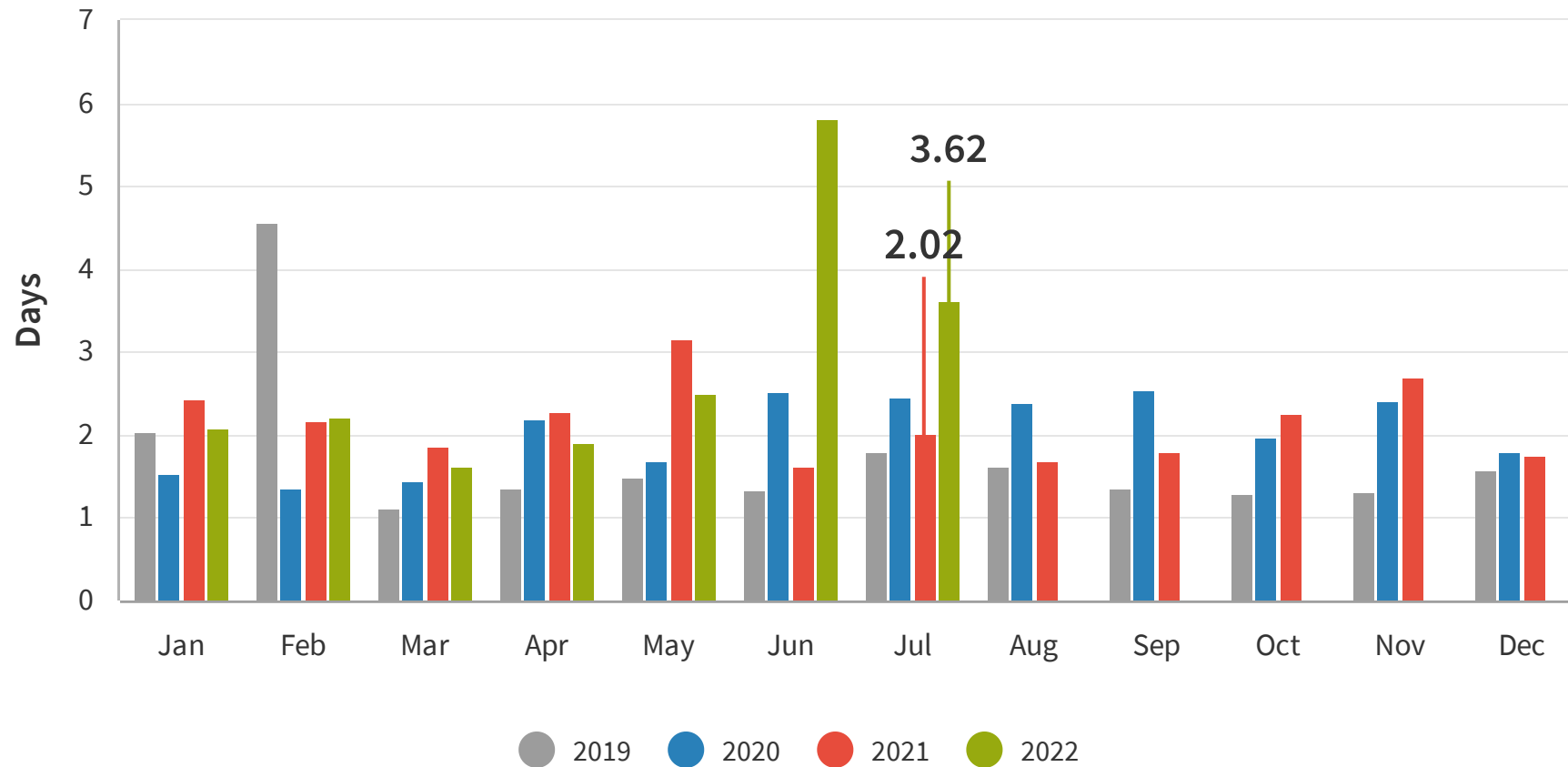


INSIGHT

The average Reservation Window for July 2022 was 18 days which is a 29% increased when compared to last year.

Length of Stay (days)

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

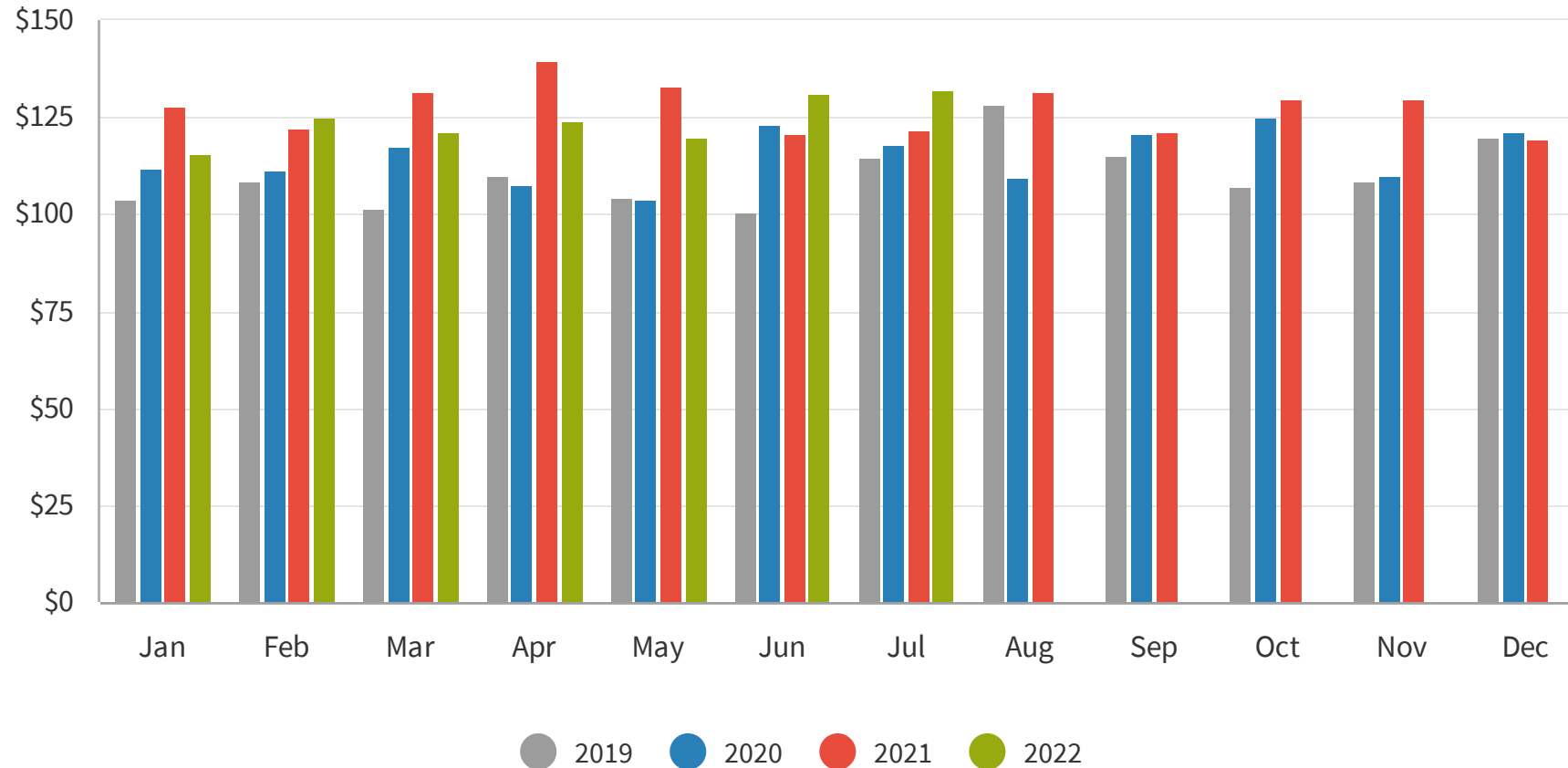


INSIGHT

Length of stay for July 2022 was 3.62 days, which is a 80% increase when compared to July 2021.

Average Daily Rate

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

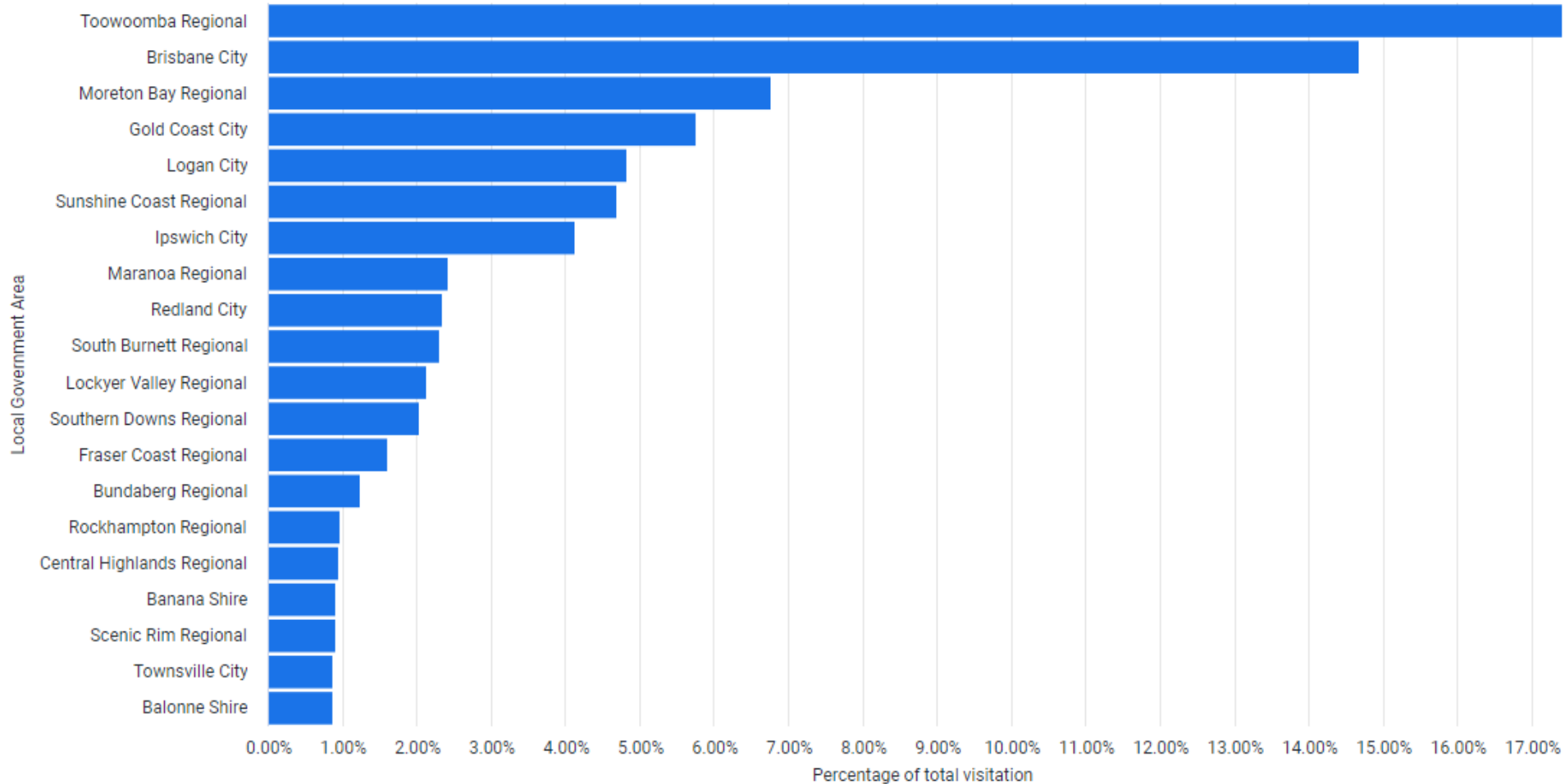


INSIGHT

July 2022 had an ADR of \$132, which was a year on year increase of 8%.

Source Market

The source market demonstrates which LGA visitors are travelling from.

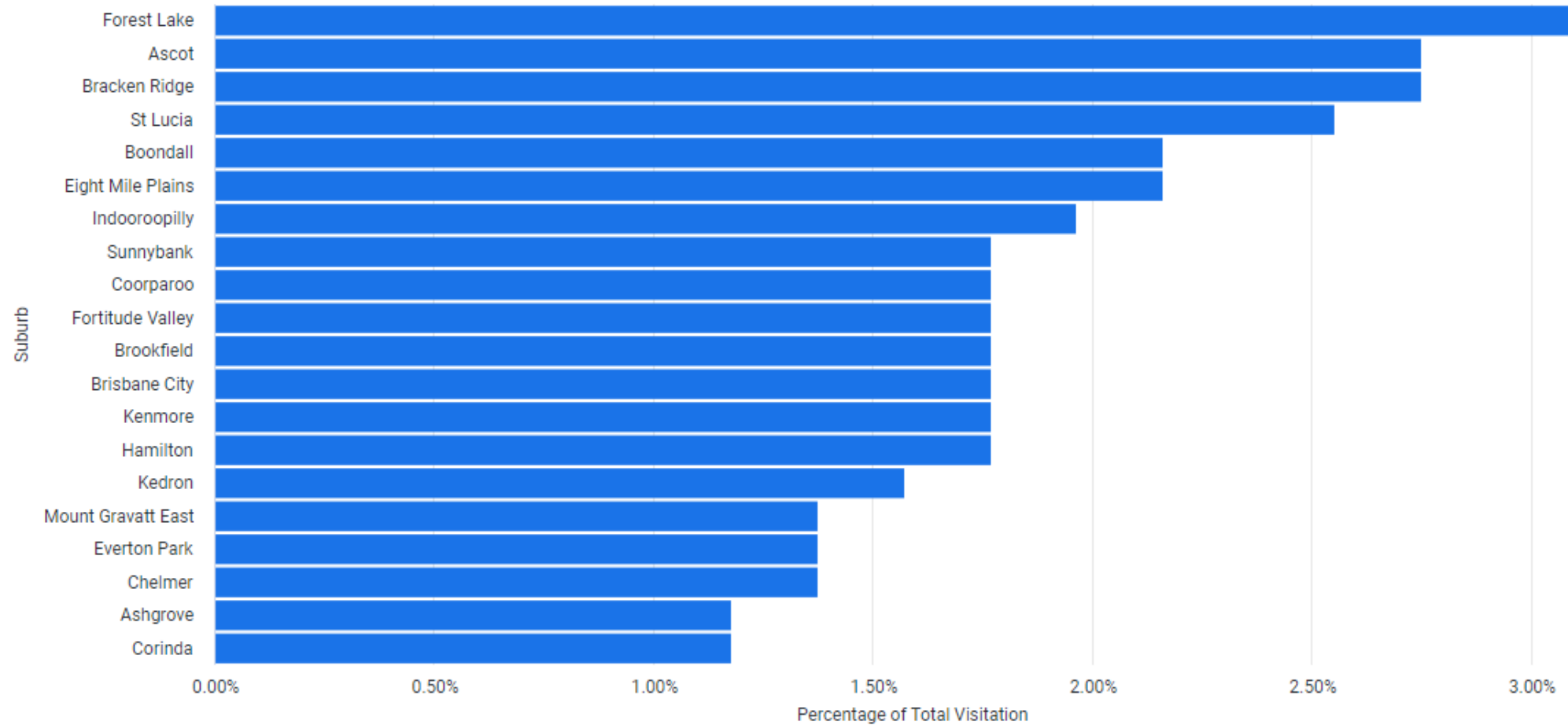


INSIGHT

The top 5 LGAs make up over 49.43% of all visitation to Western Downs with Toowoomba again on top with 17.41% of all visitation.

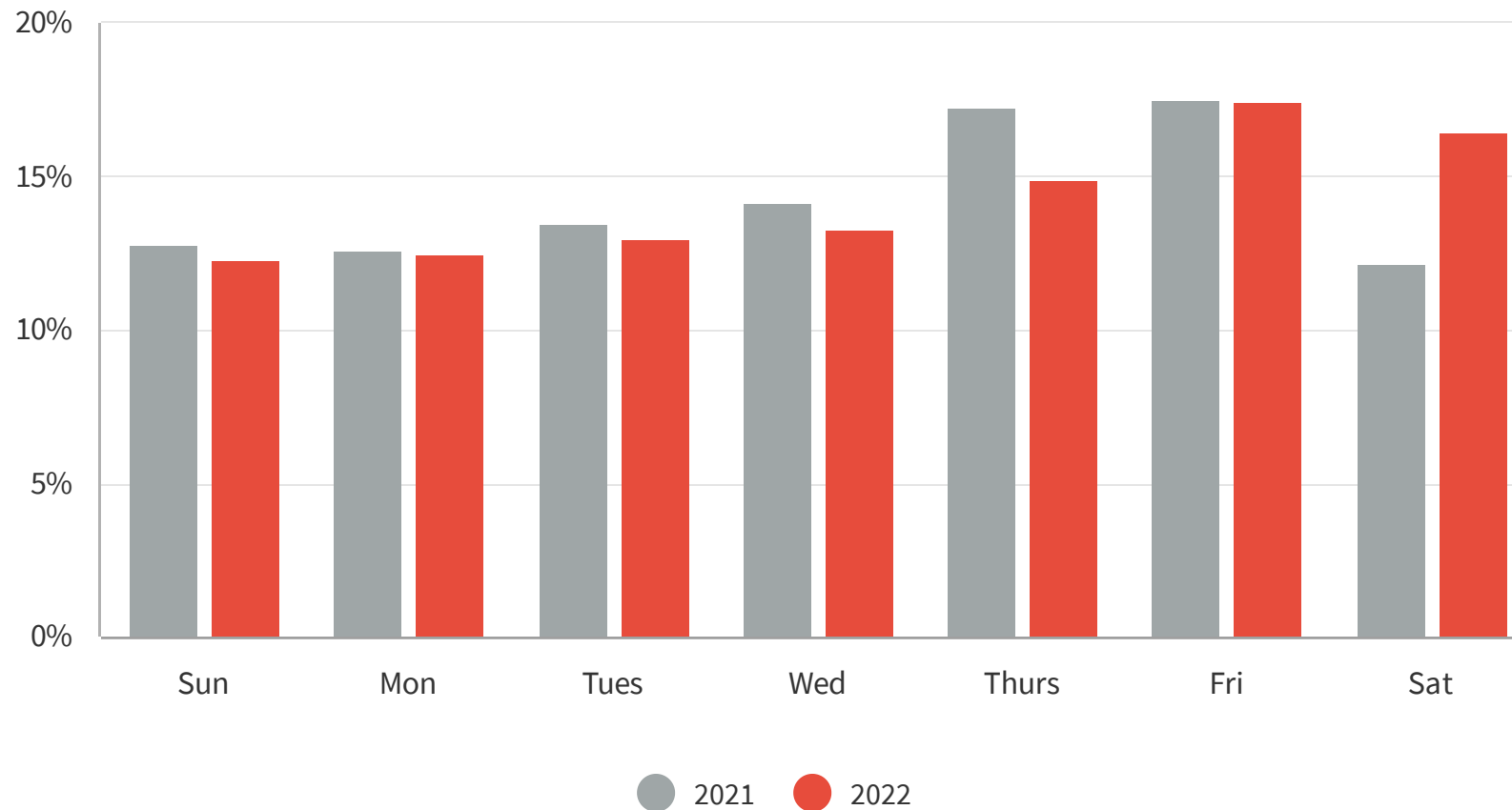
Top Suburbs from Brisbane

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 July 2022 was Friday at 17.52% of visitation.