



# Western Downs Monthly Report

June 2022

# Key Points from June 2022



Western Downs average occupancy level for June 2022 was 40%, which is a decrease of 11% when compared to June 2021.



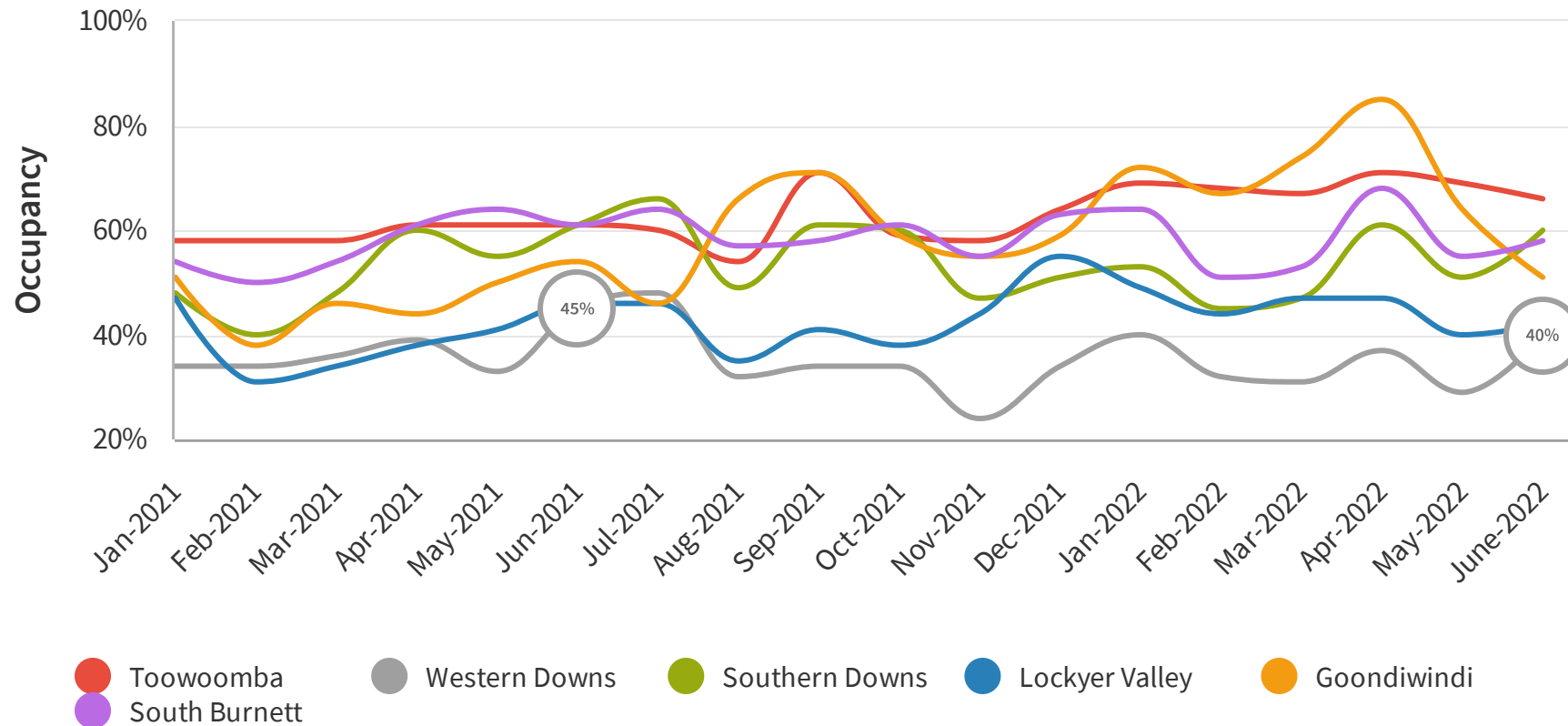
Length of stay for June 2022 was 5.82 days, which is a huge increase of 259% when compared to June 2021.



The top 5 LGAs make up over 50.39% of all visitation to Western Downs with Toowoomba again on top with 16.78% 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.

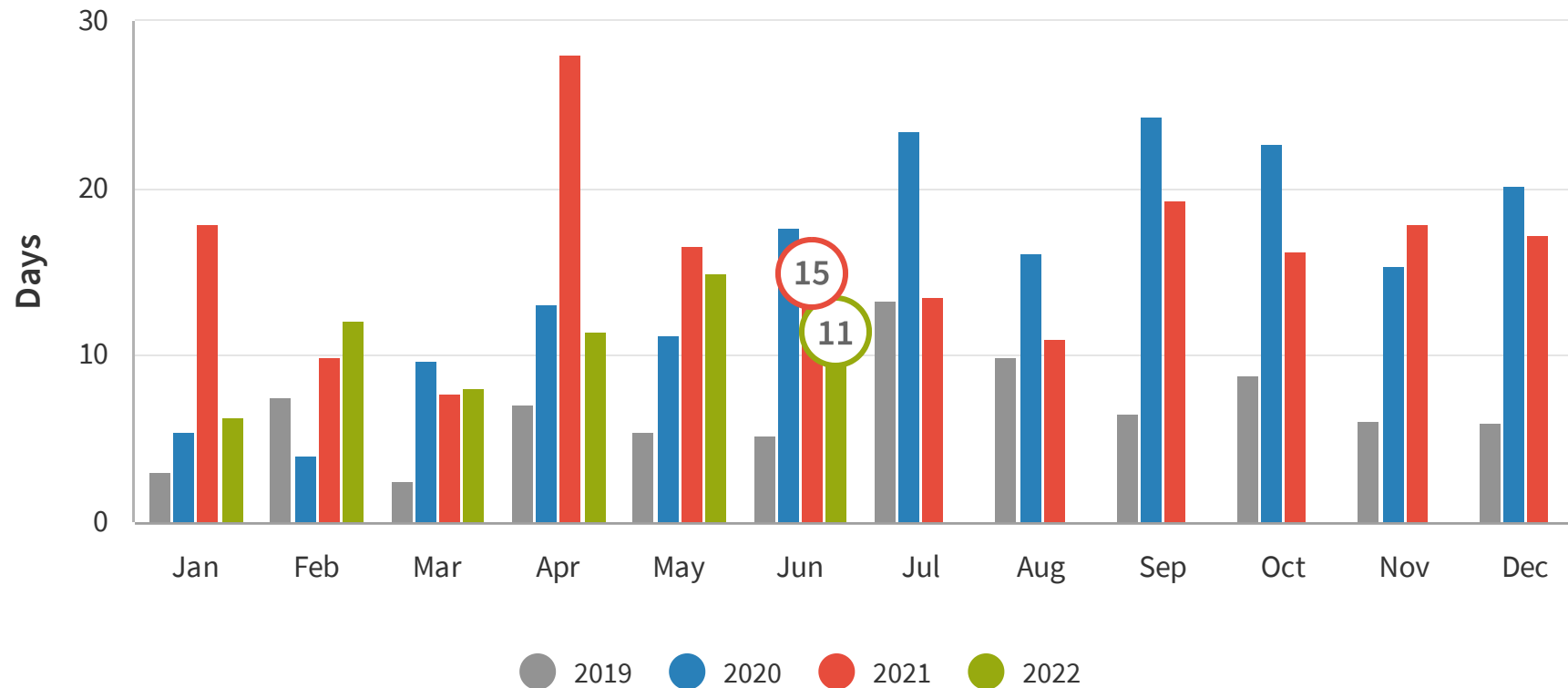


## INSIGHT

Western Downs average occupancy level for June 2022 was 40%, which is a decrease of 11% when compared to June 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.

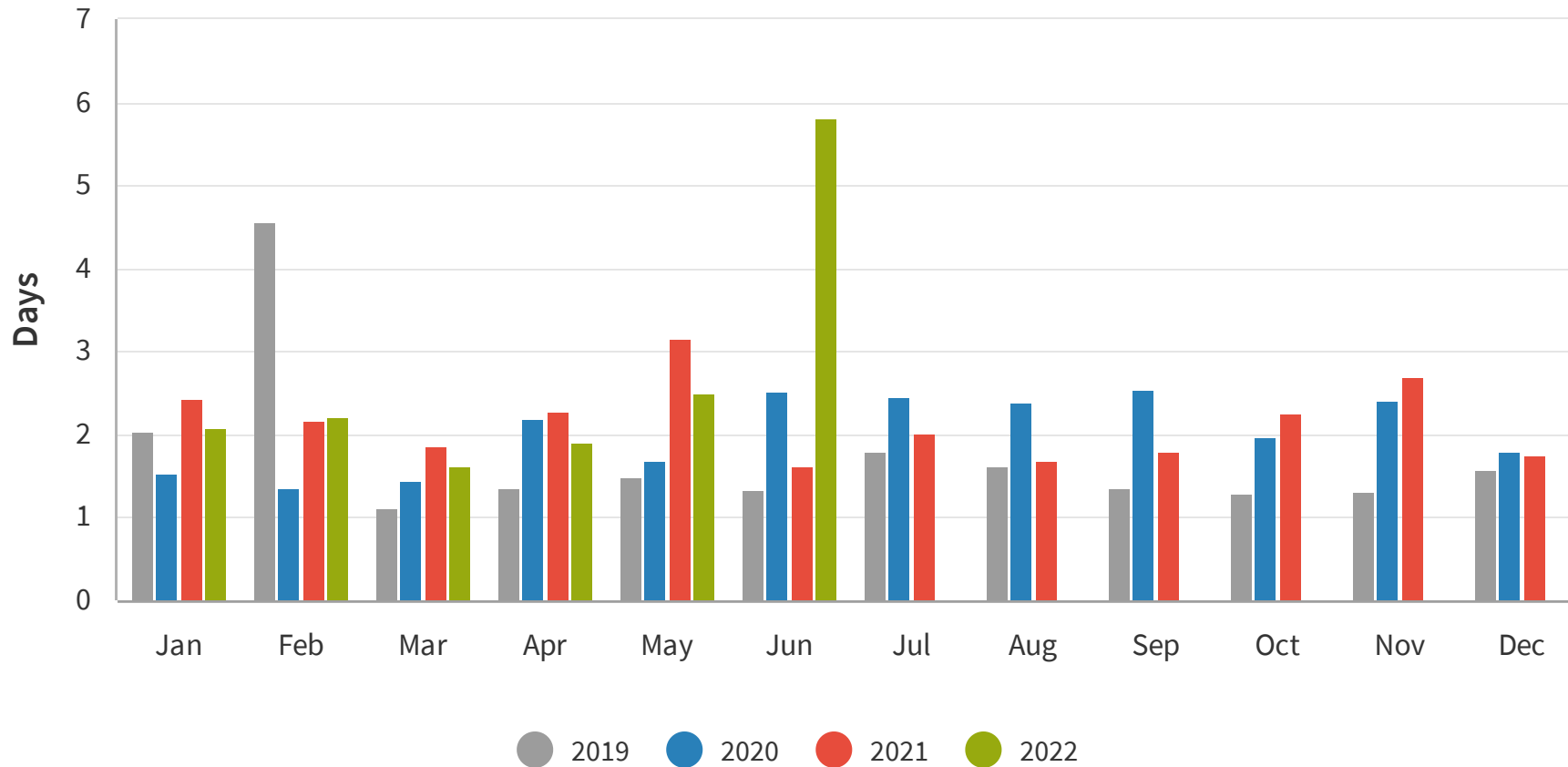


## INSIGHT

The average Reservation Window for June 2022 was 11 days which was a 26% decrease when compared to last year.

# Length of Stay (days)

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

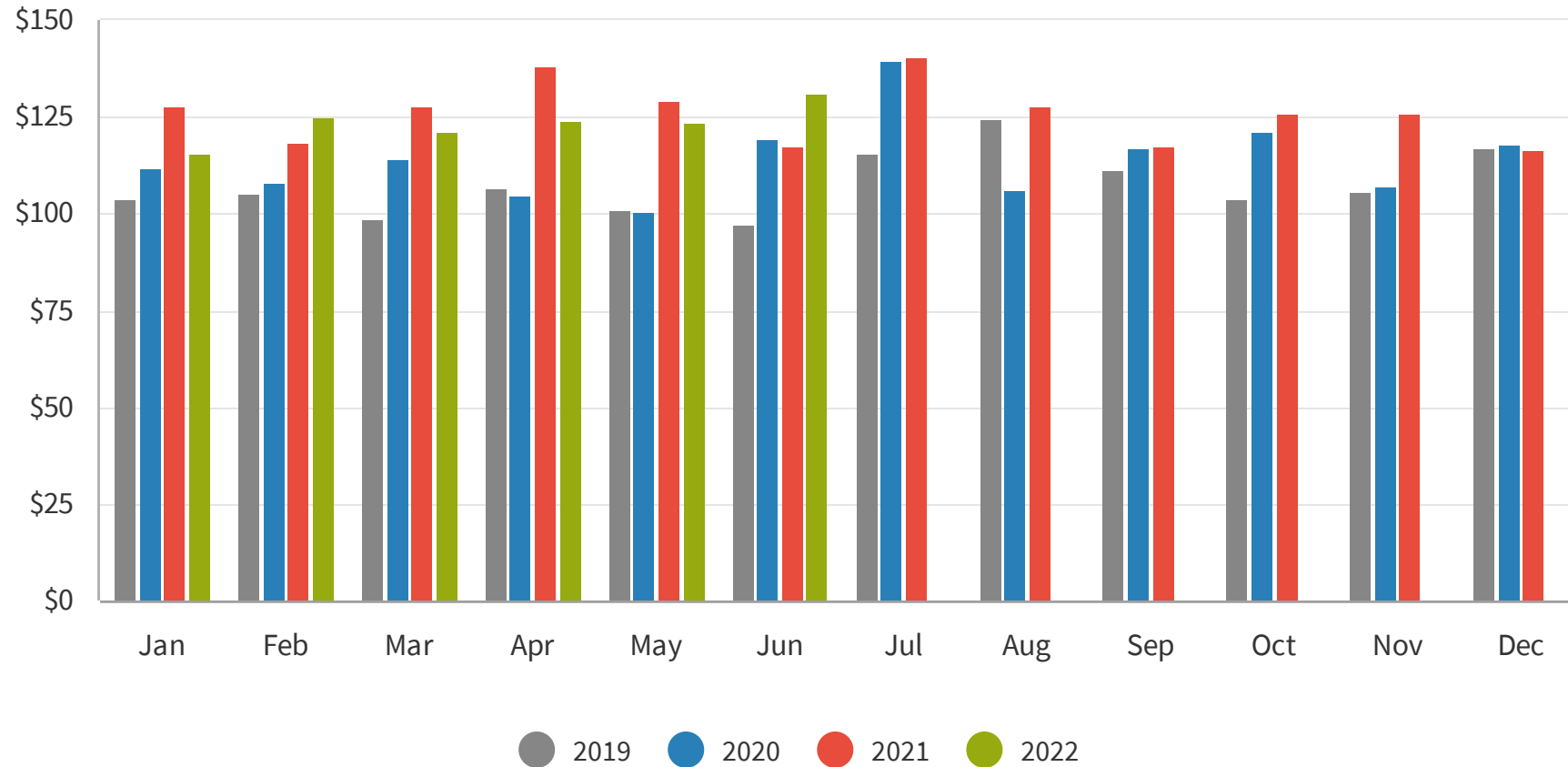


## INSIGHT

Length of stay for June 2022 was 5.82 days, which is a huge increase of 259% when compared to June 2021.

# Average Daily Rate

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

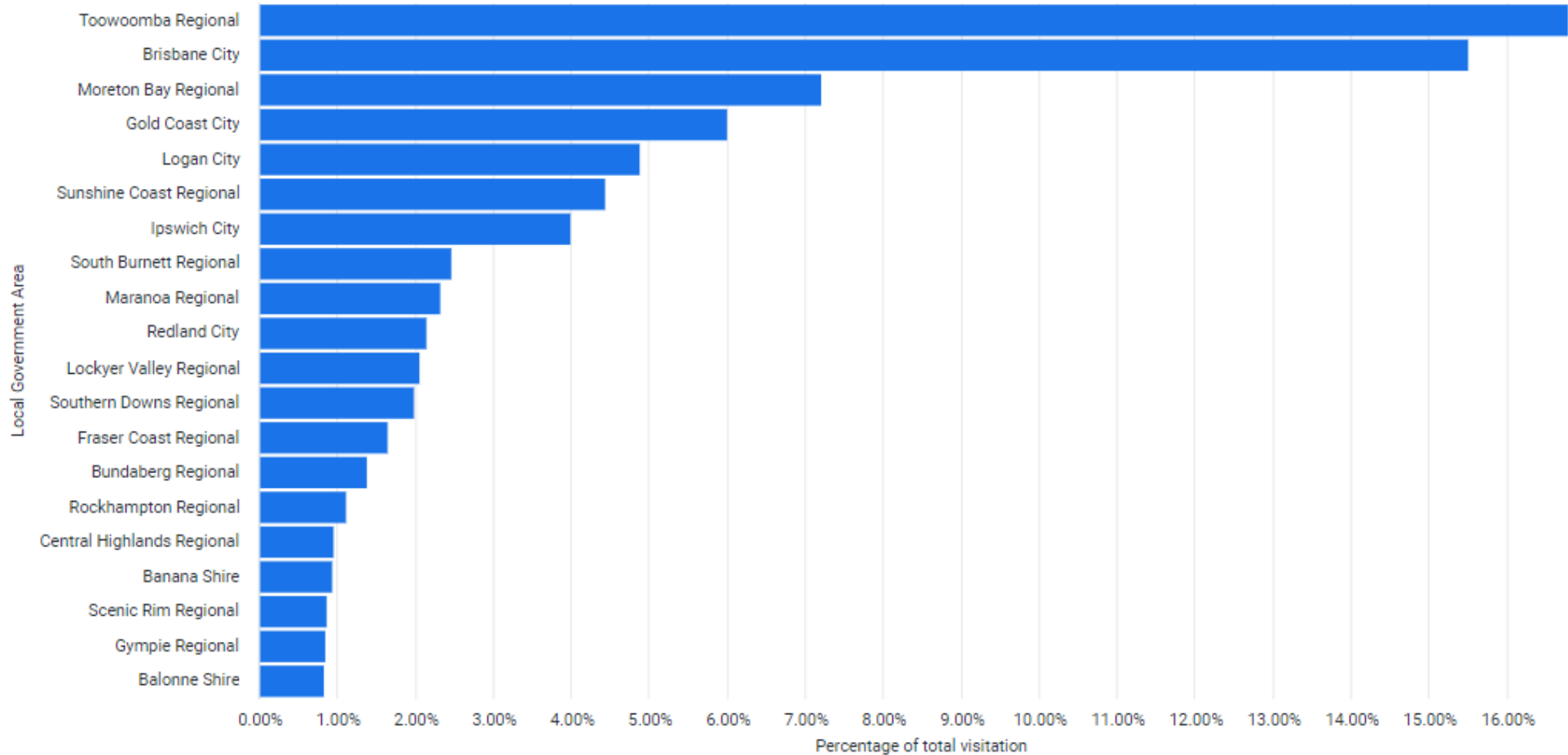


## INSIGHT

June 2022 had an ADR of \$131, which was a year on year increase of 8%.

# Source Market

The source market demonstrates which LGA visitors are travelling from.

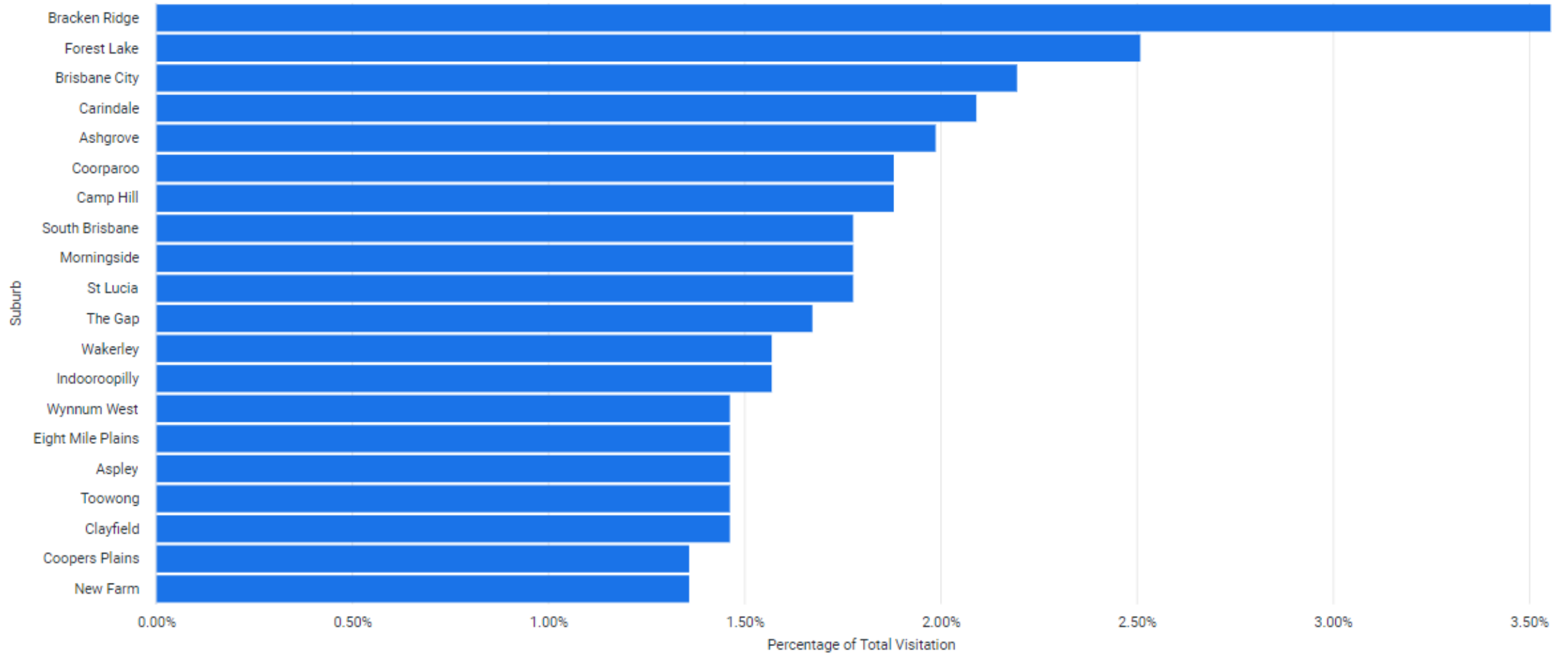


## INSIGHT

The top 5 LGAs make up over 50.39% of all visitation to Western Downs with Toowoomba again on top with 16.78% of all visitation.

# Top Suburbs from Brisbane

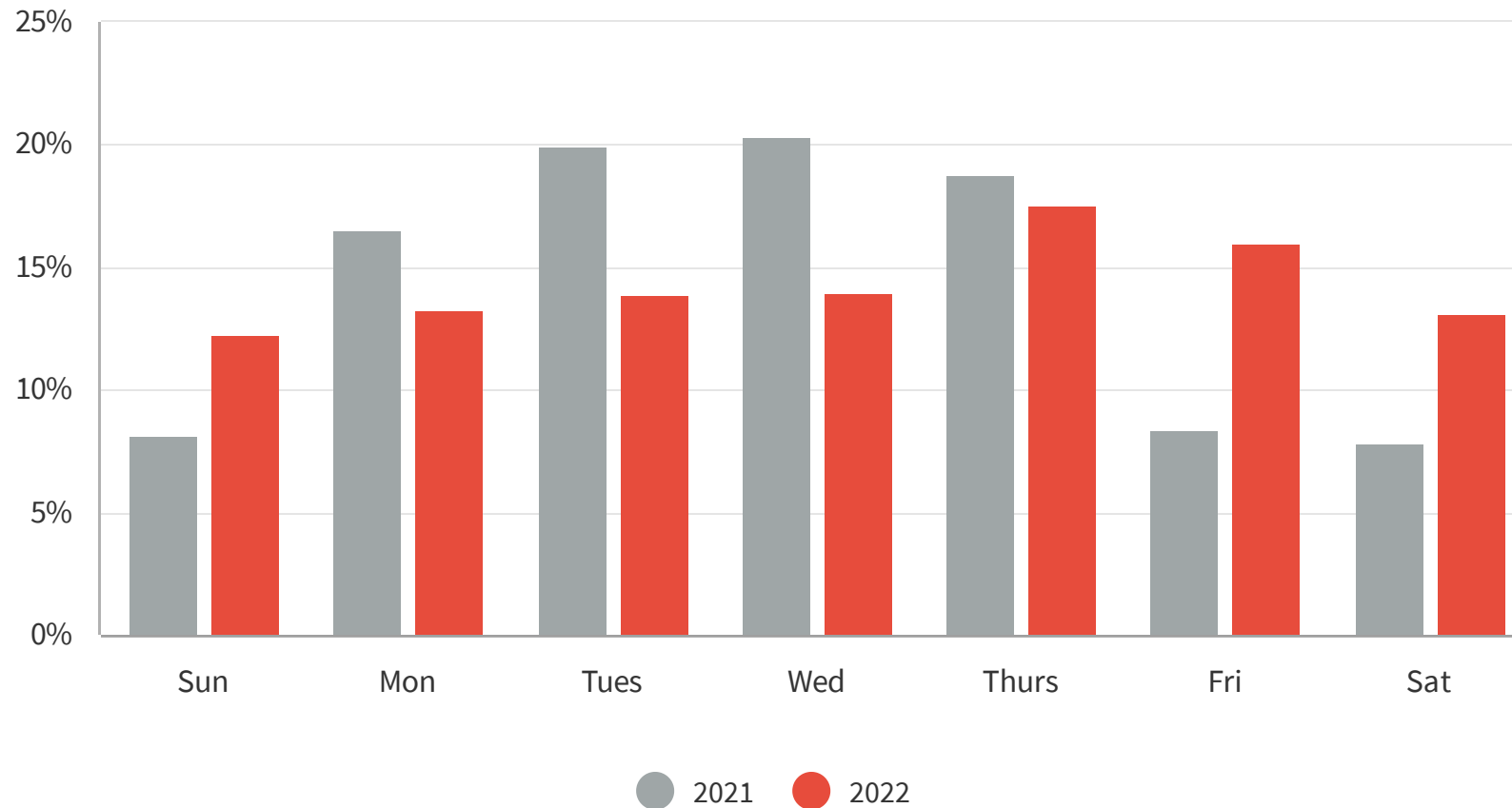
Top Suburbs from Brisbane shows where the highest amount of people travelled from in Brisbane.





# 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 June 2022 was Thursday at 17.52% of visitation.