

# Western Downs Monthly Report

March 2022

# Key Points from March 2022



Western Down's average occupancy level for March 2022 was 31%, declining 1% since last month.



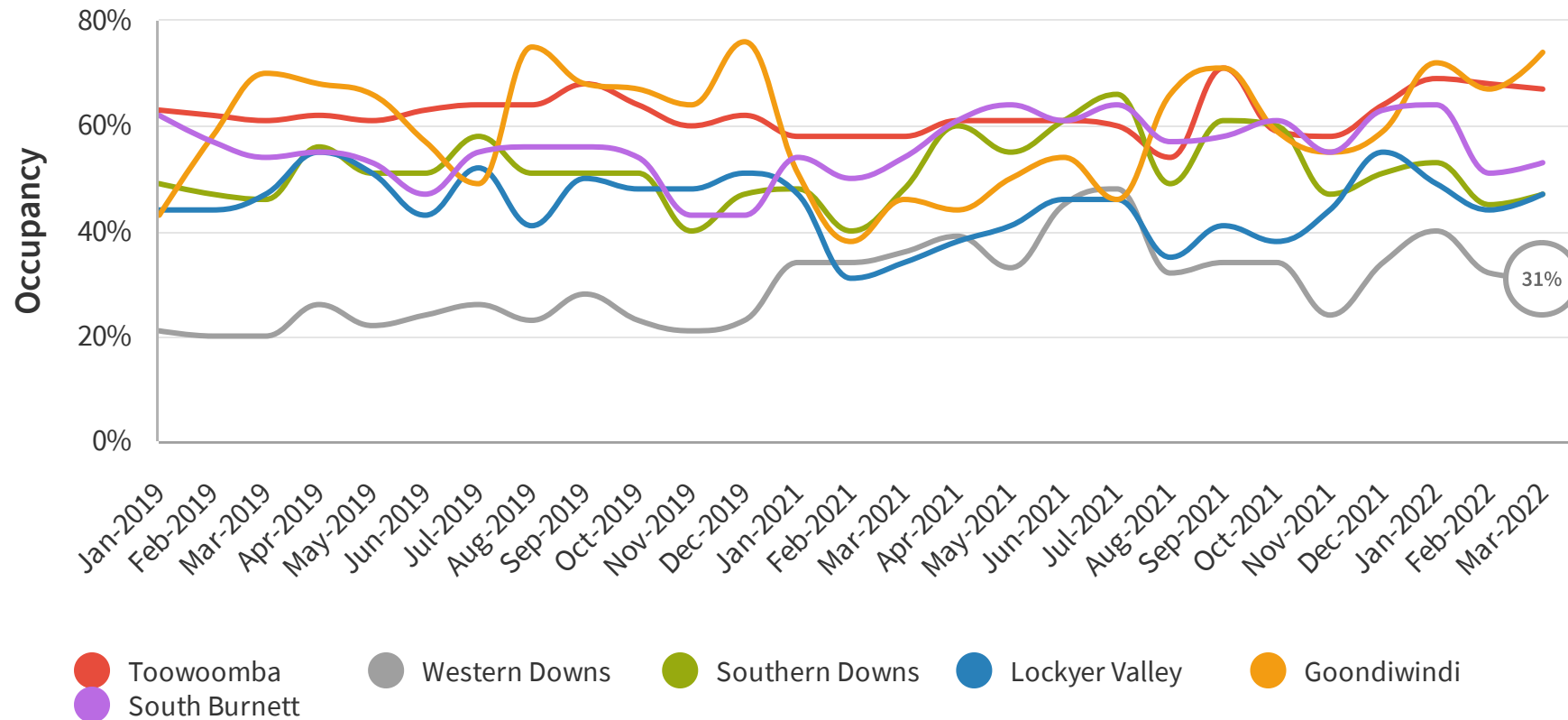
The average Reservation Window for March 2022 was 12 days which was a 33% decrease when compared to last month.



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.

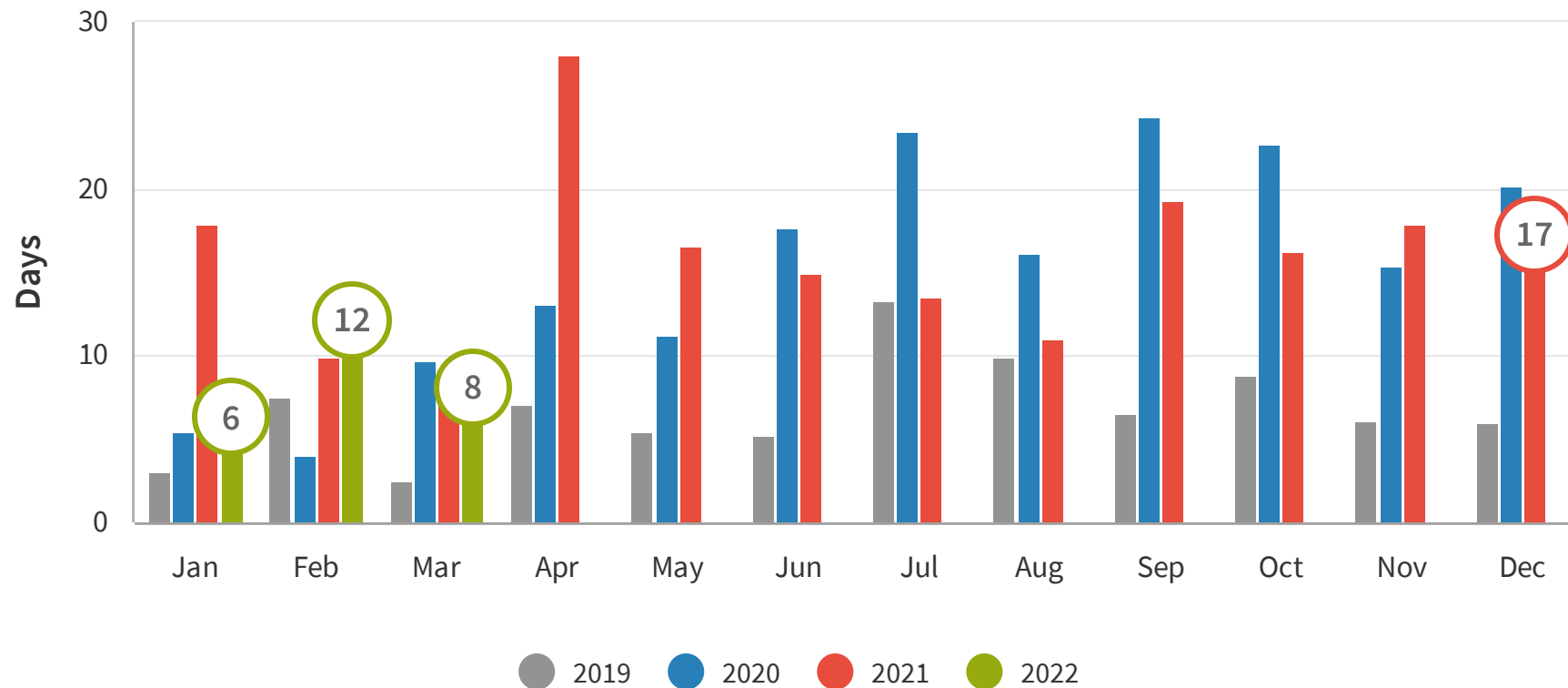


## INSIGHT

Western Down's average occupancy level for March 2022 was 31%, declining 1% 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.

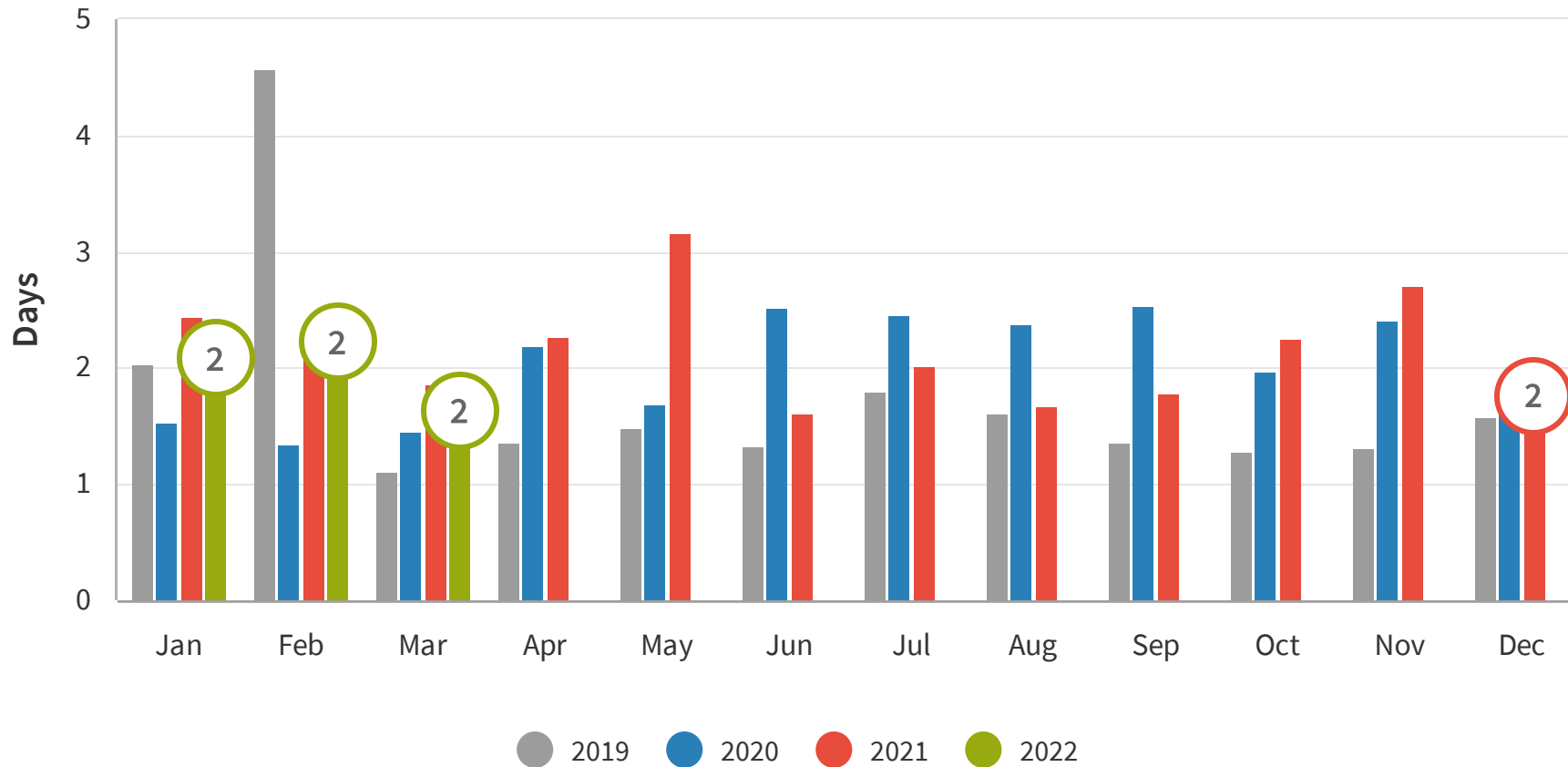


## INSIGHT

The average Reservation Window for March 2022 was 12 days which was a 33% decrease when compared to last month.

# Length of Stay (days)

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

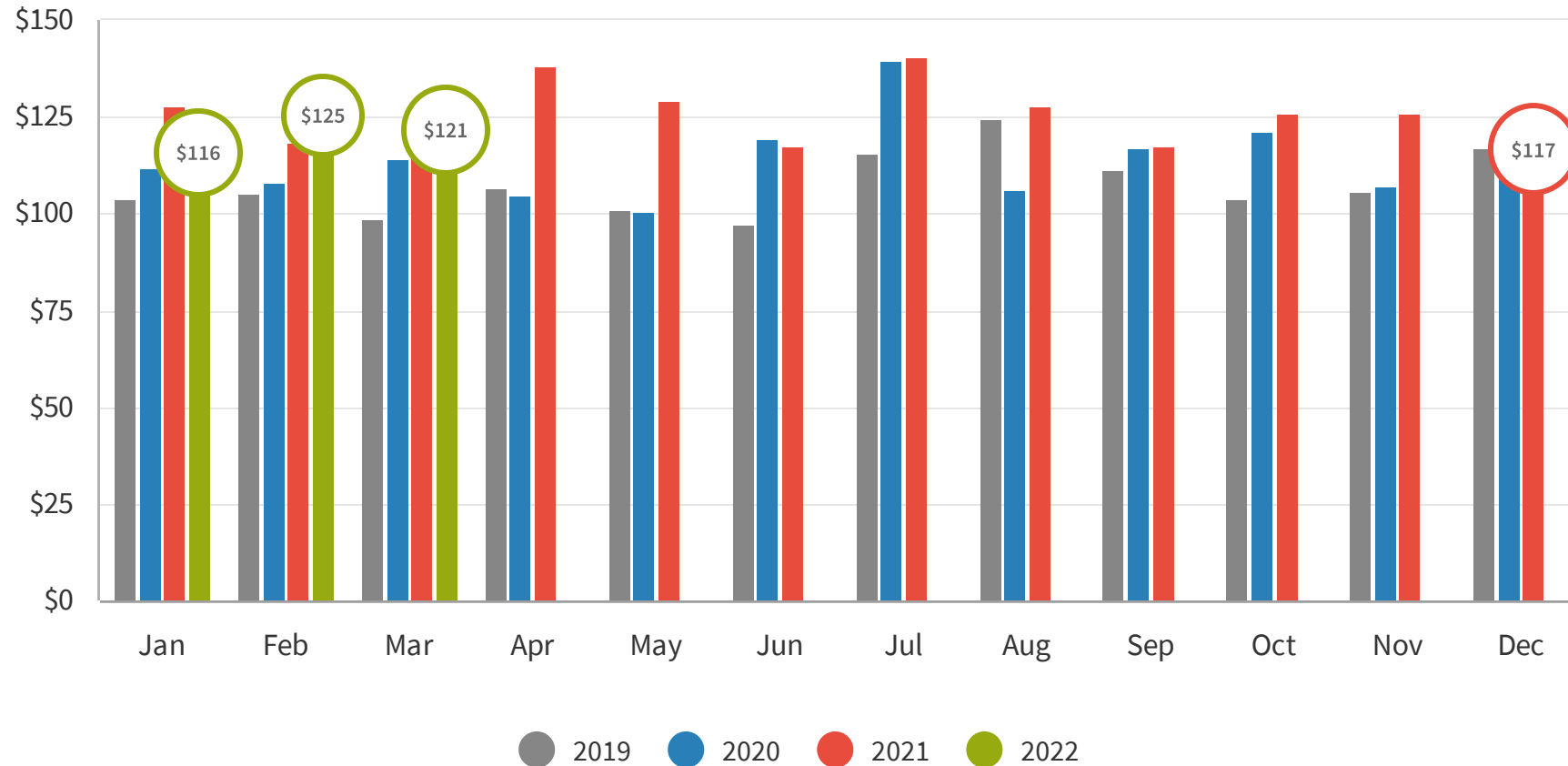


## INSIGHT

Length of stay for March 2022 was 2 days, remaining level for the past 3 months.

# Average Daily Rate

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

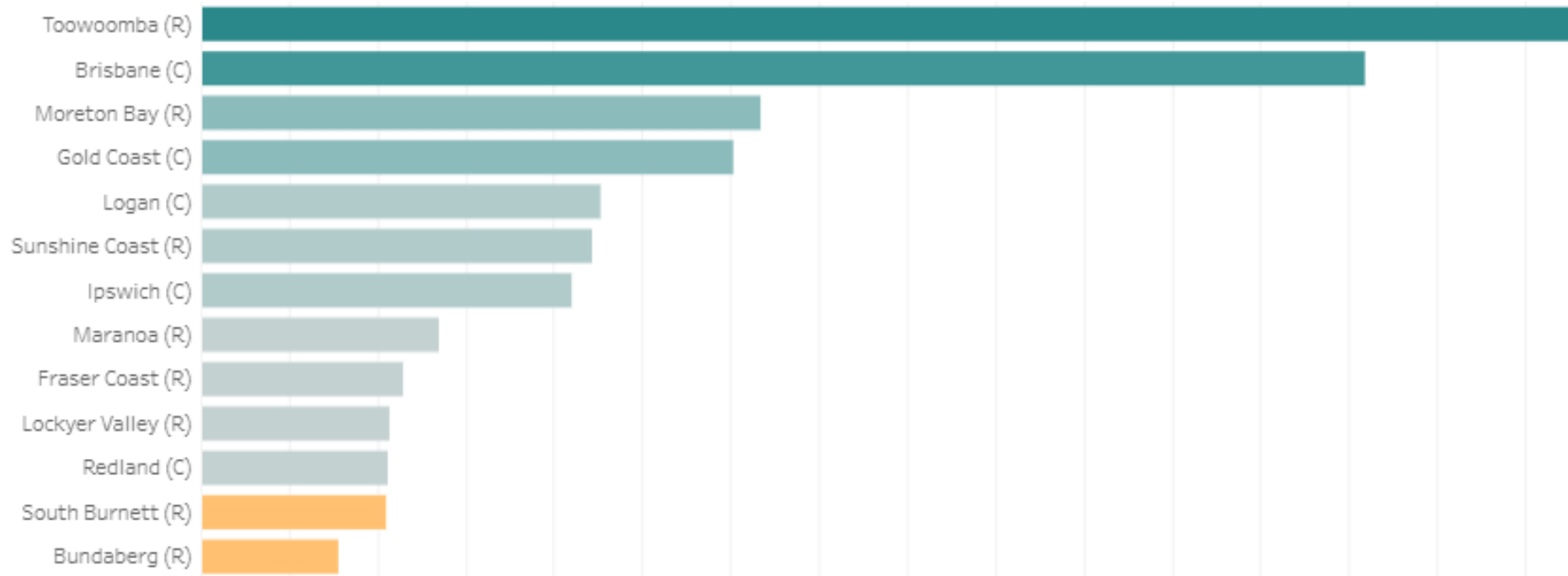


## INSIGHT

March 2022 had an ADR of \$121, which was a decrease of 3.2% since last month.

# Source Market

The source market demonstrates which LGA visitors are travelling from.

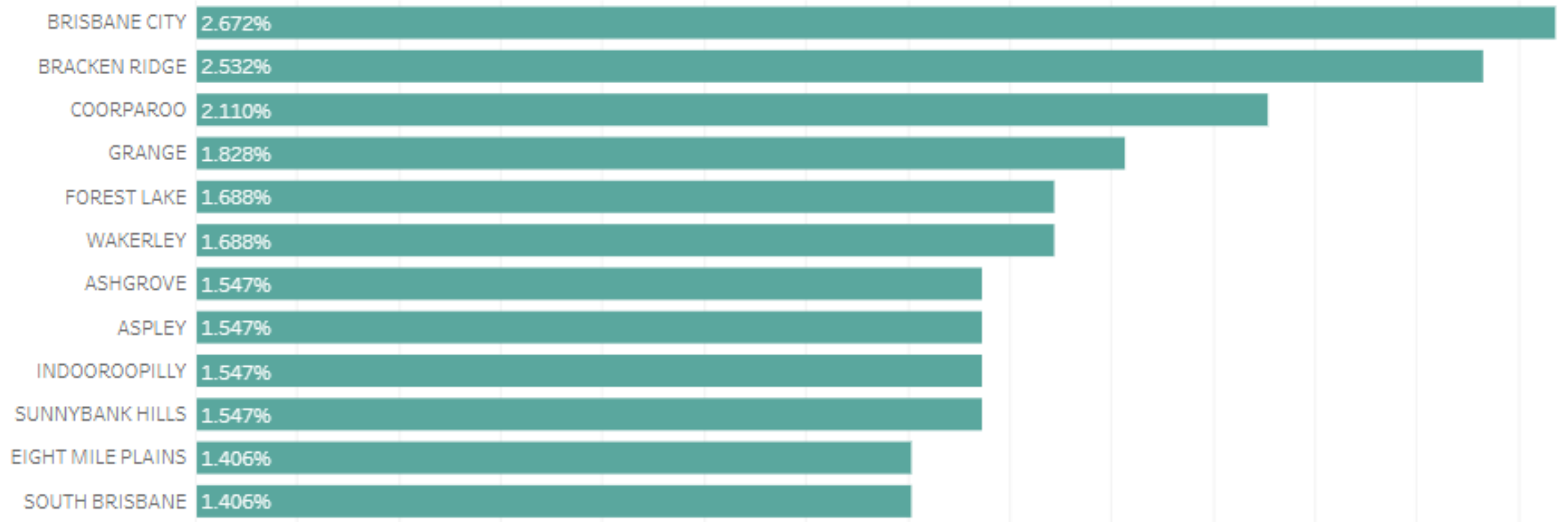


## INSIGHT

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.

# Top Suburbs from Brisbane

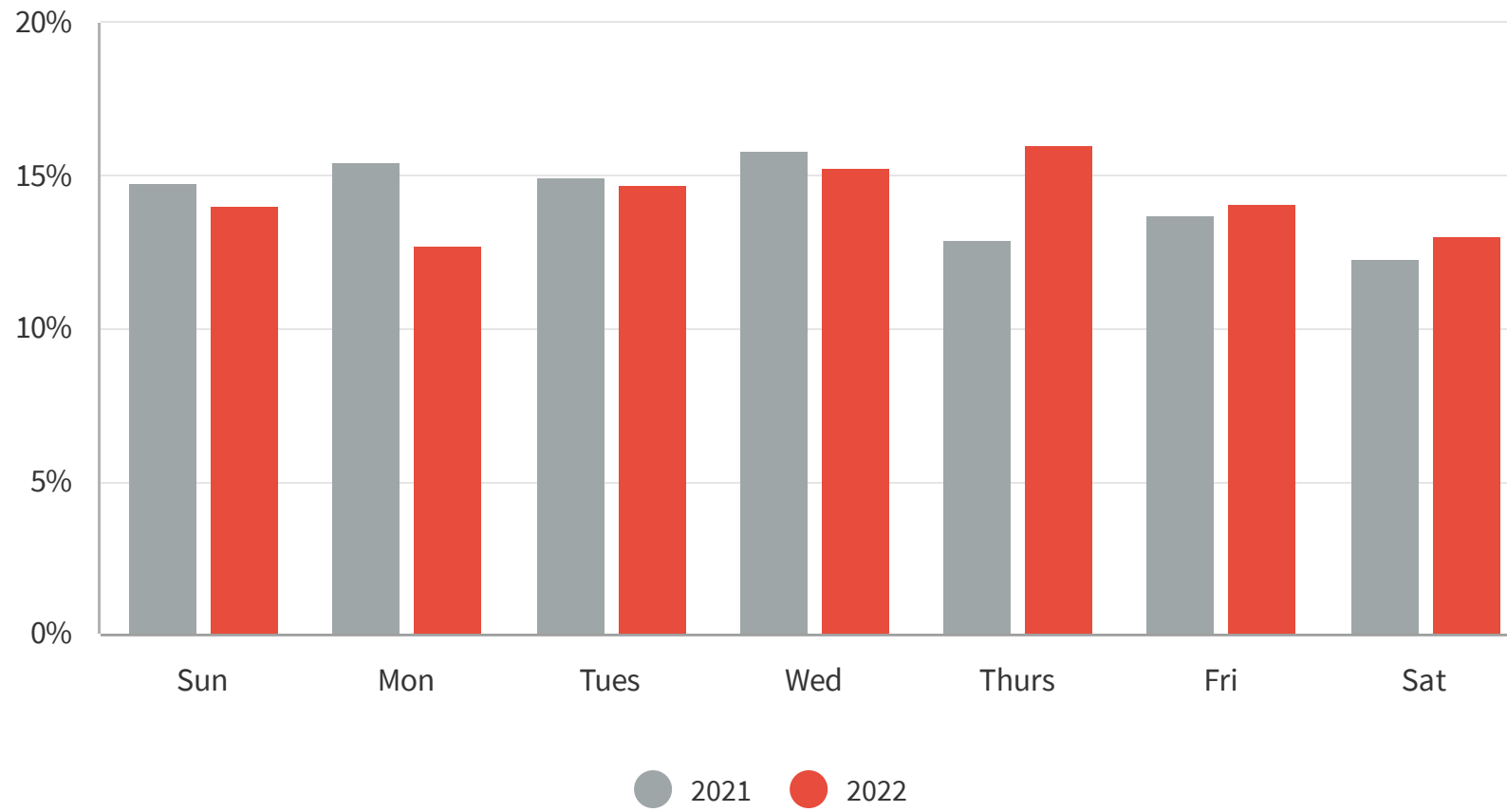
Top Suburbs from Brisbane shows where the highest amount of people travelled from in Brisbane.





# 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 March 2022 was Thursday at 16.03% of visitation.