



# Western Downs Monthly Report

May 2022

# Key Points from May 2022



Western Downs average occupancy level for May 2022 was 29%, which is a decrease of 13% when compared to May 2021.



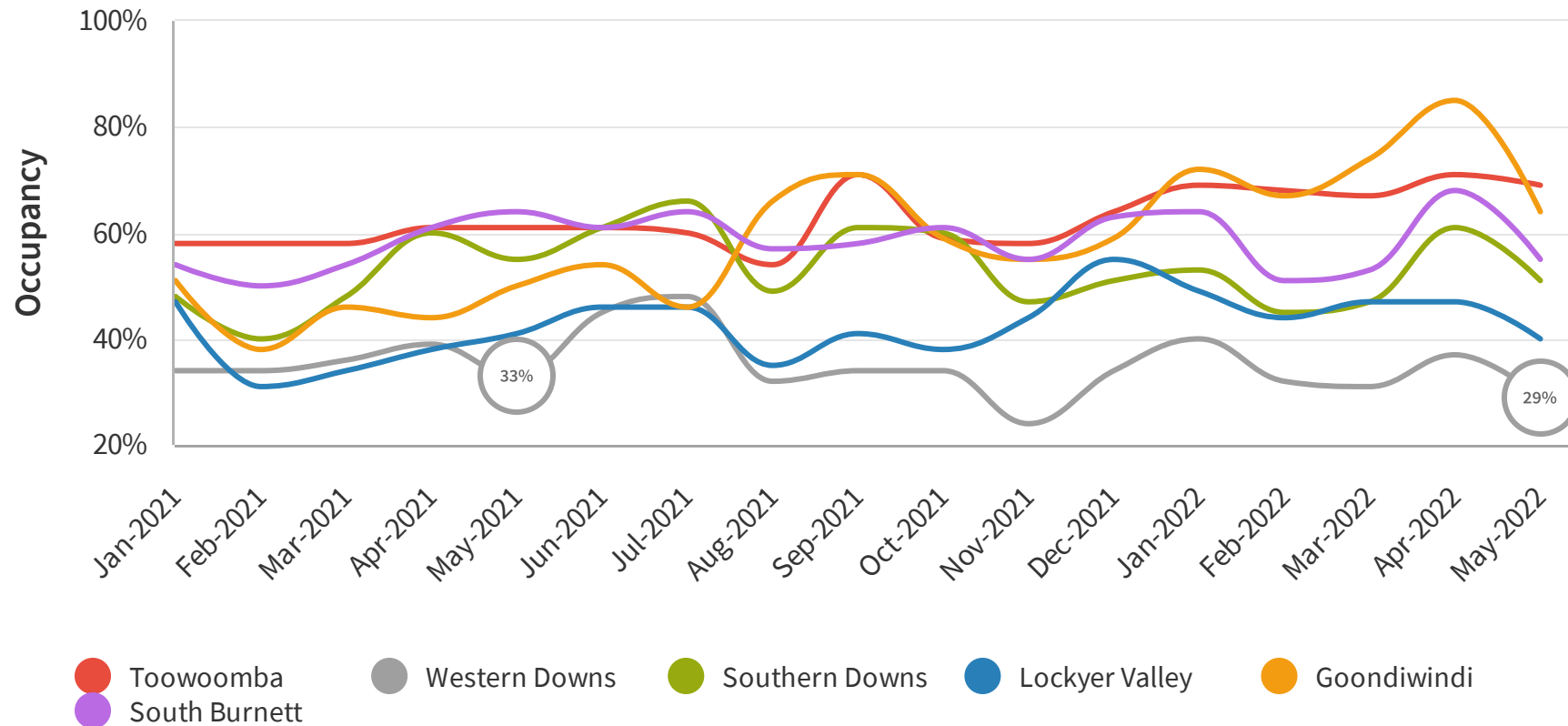
The average Reservation Window for May 2022 was 15 days which was a 11% decrease when compared to last year.



May 2022 had an ADR of \$124, which was a year on year decrease of 7%.

# Average Occupancy Rate

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

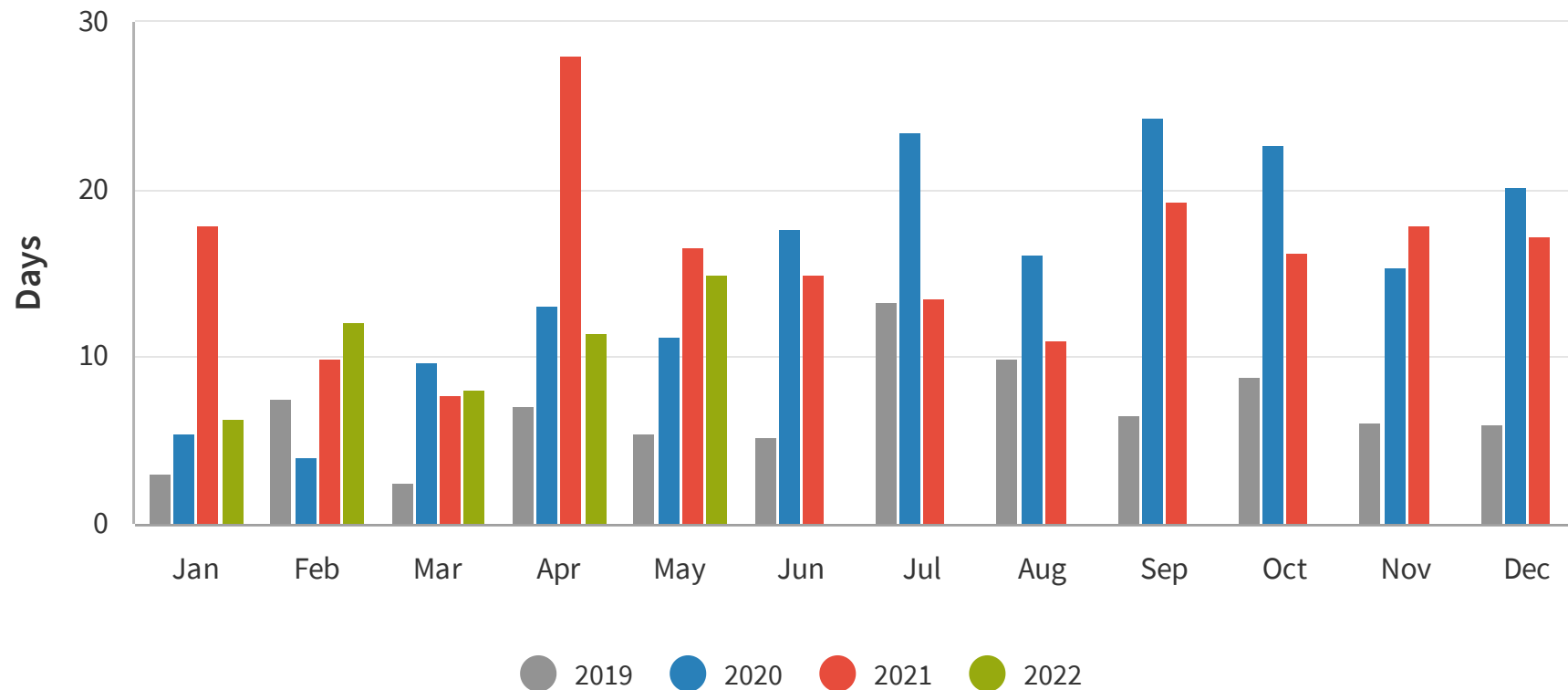


## INSIGHT

Western Downs average occupancy level for May 2022 was 29%, which is a decrease of 13% when compared to May 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.

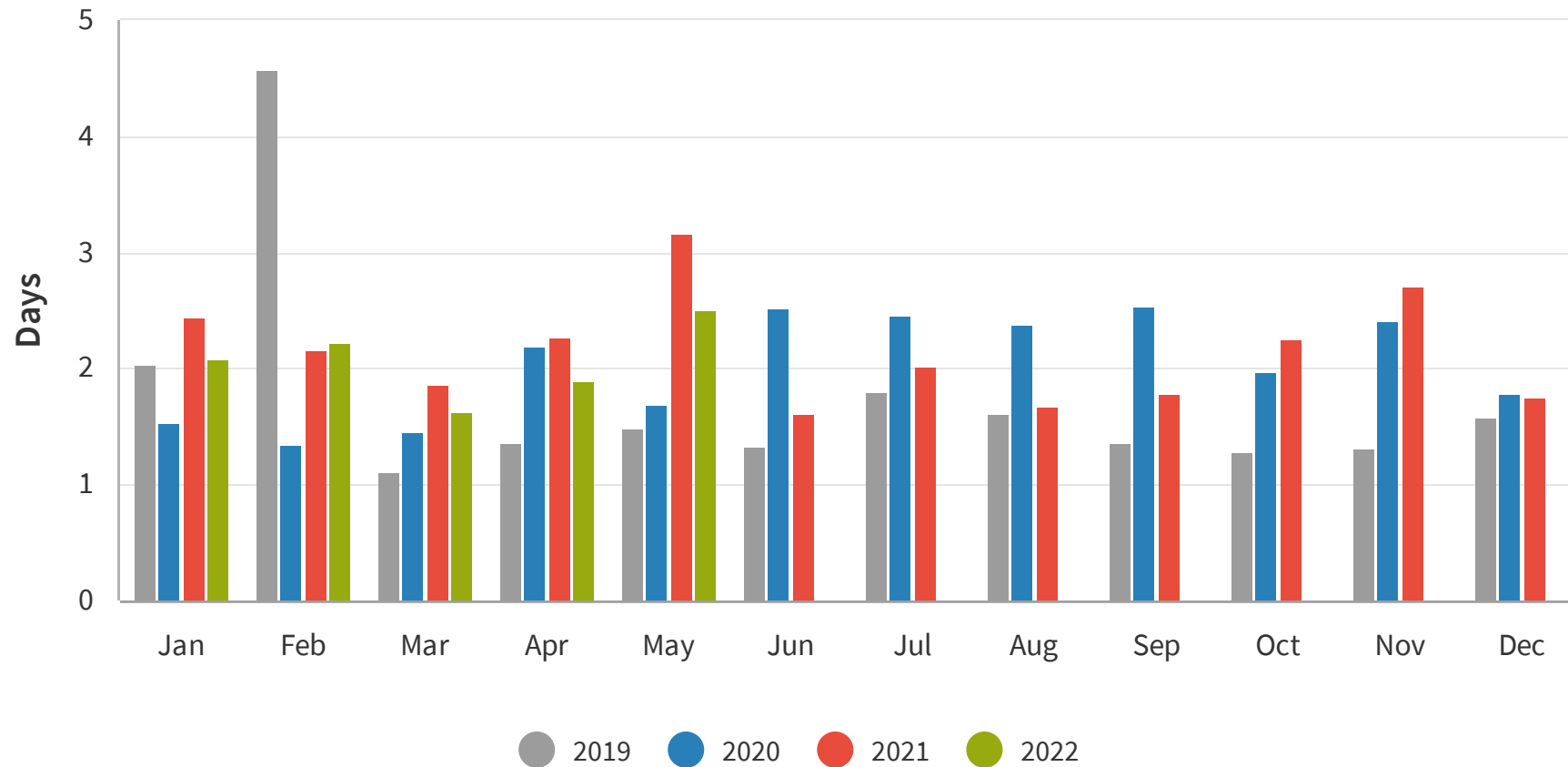


## INSIGHT

The average Reservation Window for May 2022 was 15 days which was a 11% 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.

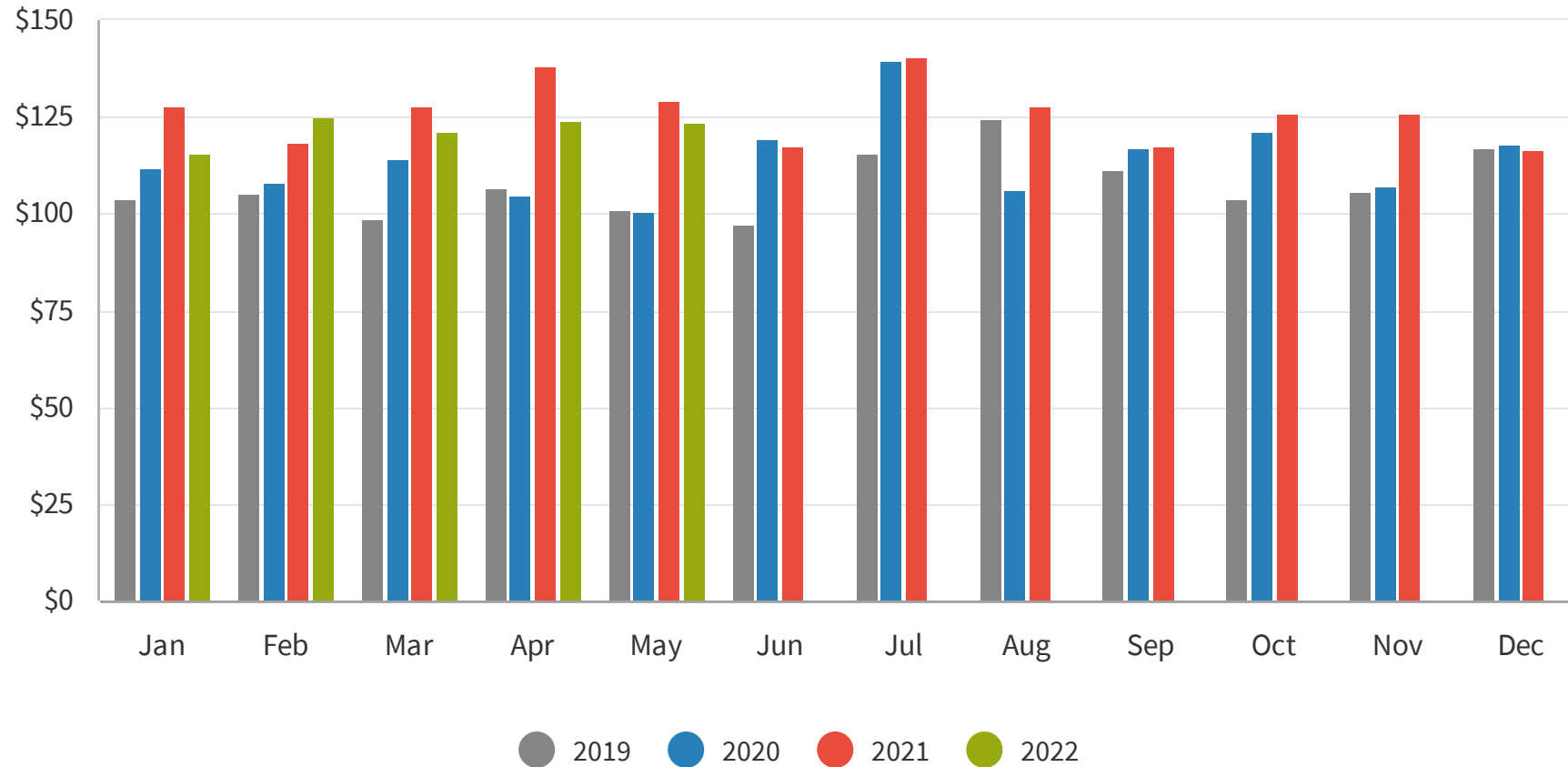


## INSIGHT

Length of stay for May 2022 was 2.51 days, when compared to May 2021 there has been a decrease of 21%.

# Average Daily Rate

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

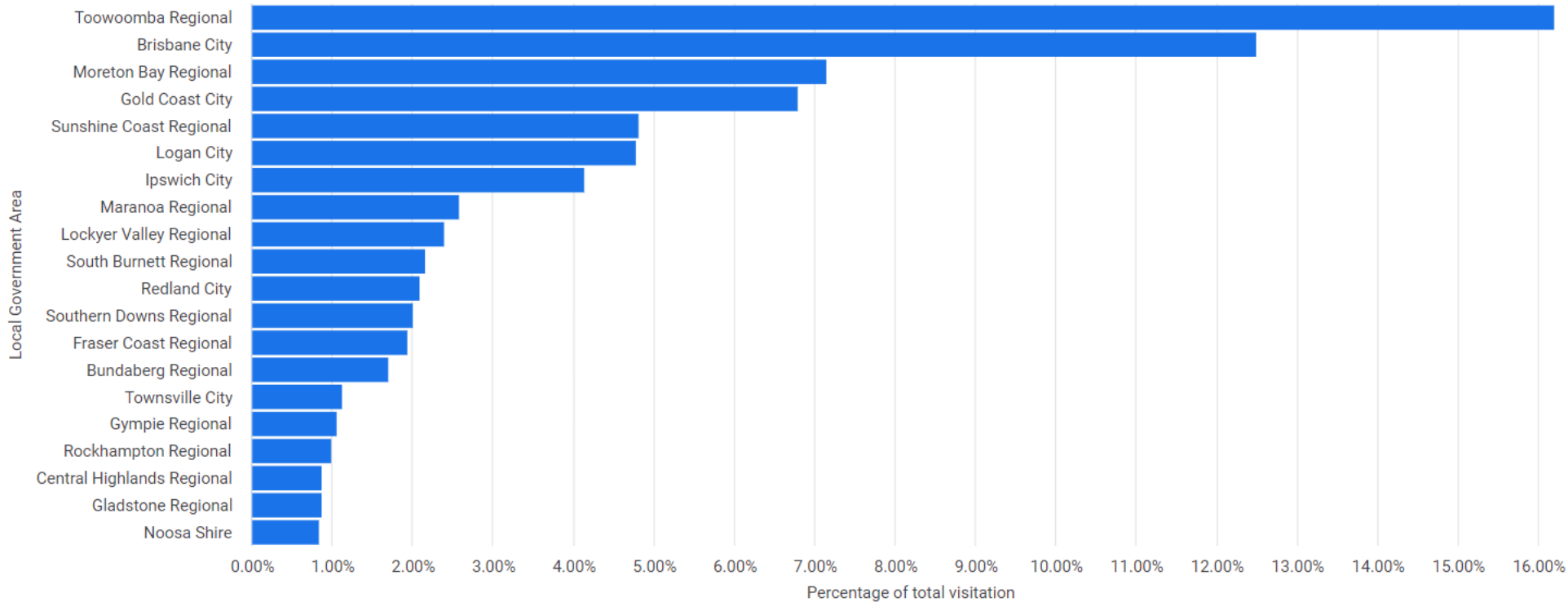


## INSIGHT

May 2022 had an ADR of \$124, which was a year on year decrease of 7%.

# Source Market

The source market demonstrates which LGA visitors are travelling from.

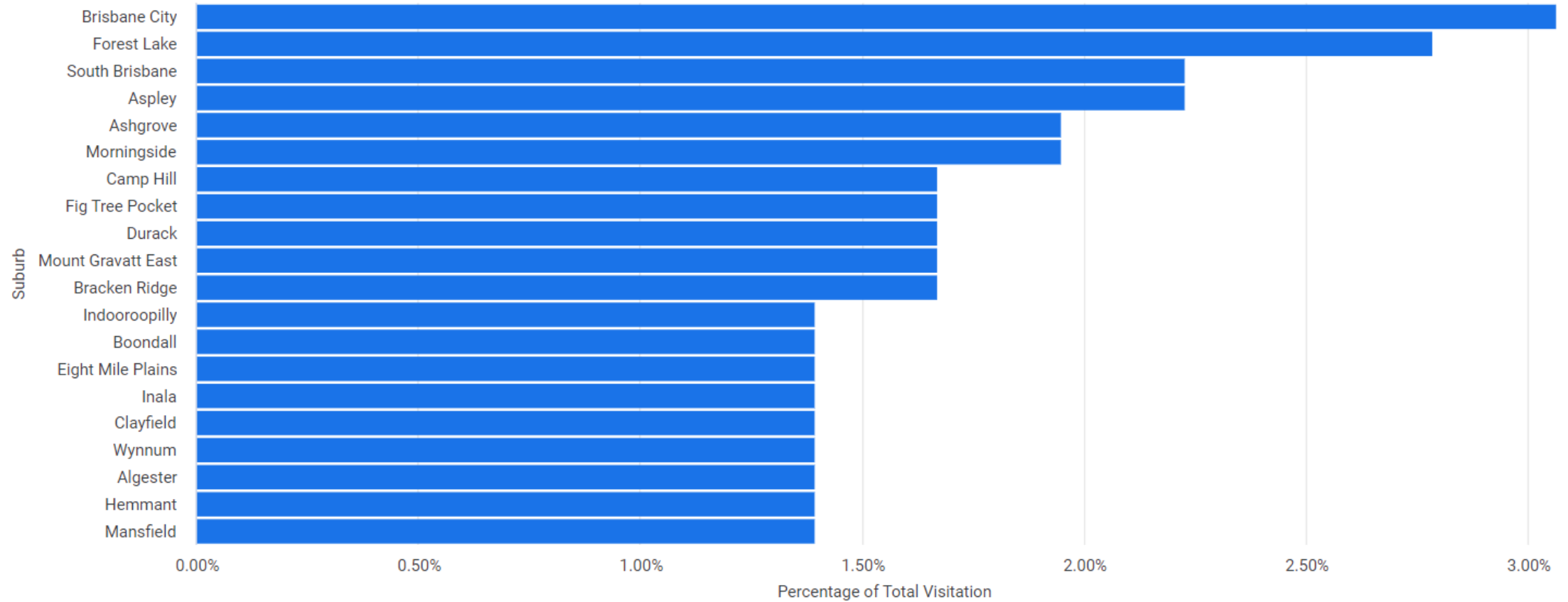


## INSIGHT

The top 5 LGAs make up over 47.46% of all visitation to Western Downs with Toowoomba again on top with 16.21% of all visitation.

# Top Suburbs from Brisbane

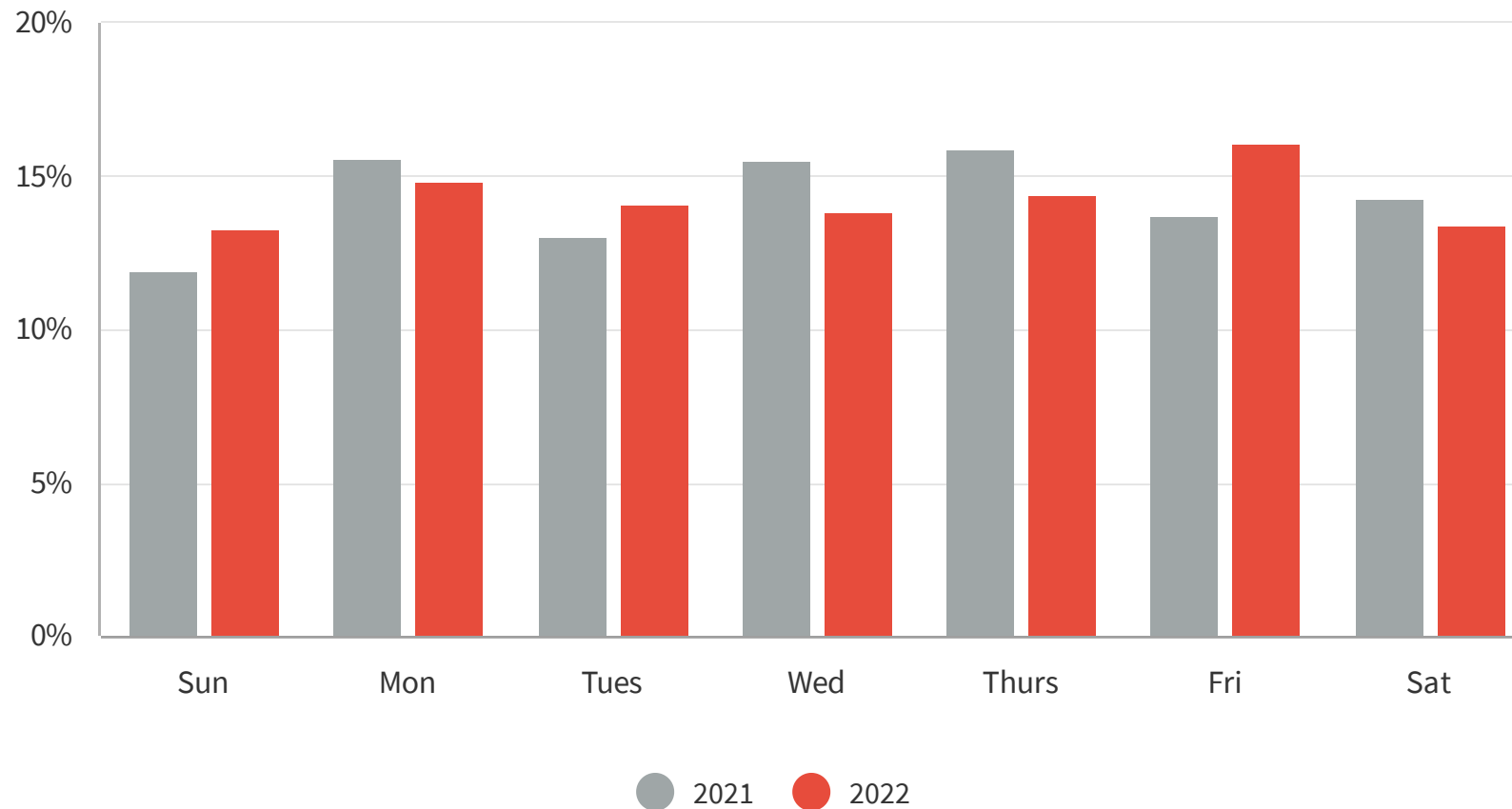
Top Suburbs from Brisbane shows where the highest amount of people travelled from in Brisbane.





# 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 May 2022 was Friday at 16.07% of visitation.