

Lockyer Valley Monthly Report

February 2022



Key Points from February 2022



Lockyer Valley's average occupancy level for February 2022 was 44%, declining 10% since last month. All SQC regions experienced a decline in occupancy this month.



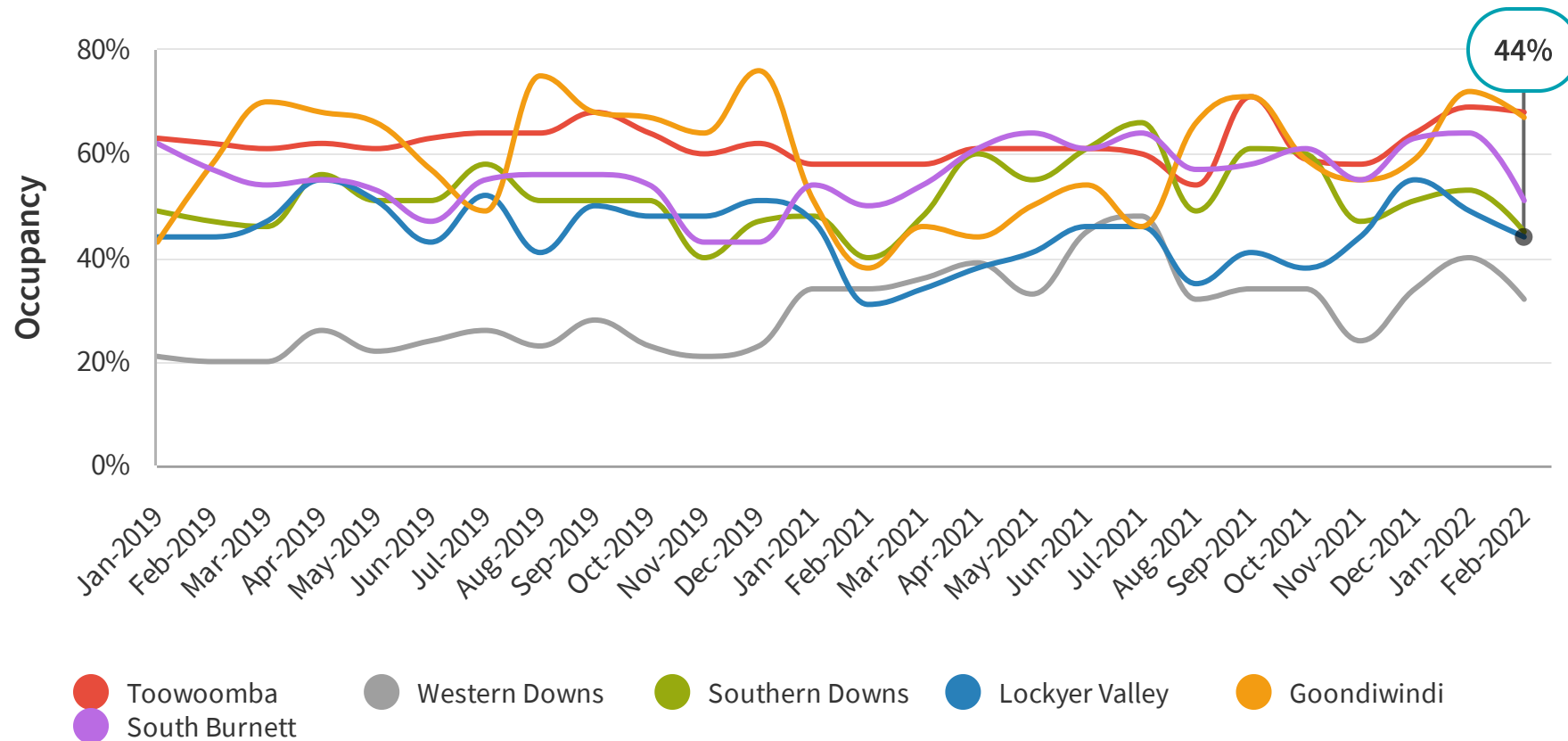
Length of Stay in February 2022 was 9 days, seeing an increase of 125% since last month.



The LGA's with the most amount of devices seen within the Lockyer Valley region in February 2022 were Toowoomba with 23.48%, Brisbane with 16.86% and Ipswich with 12.14%.

Average Occupancy Rate

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

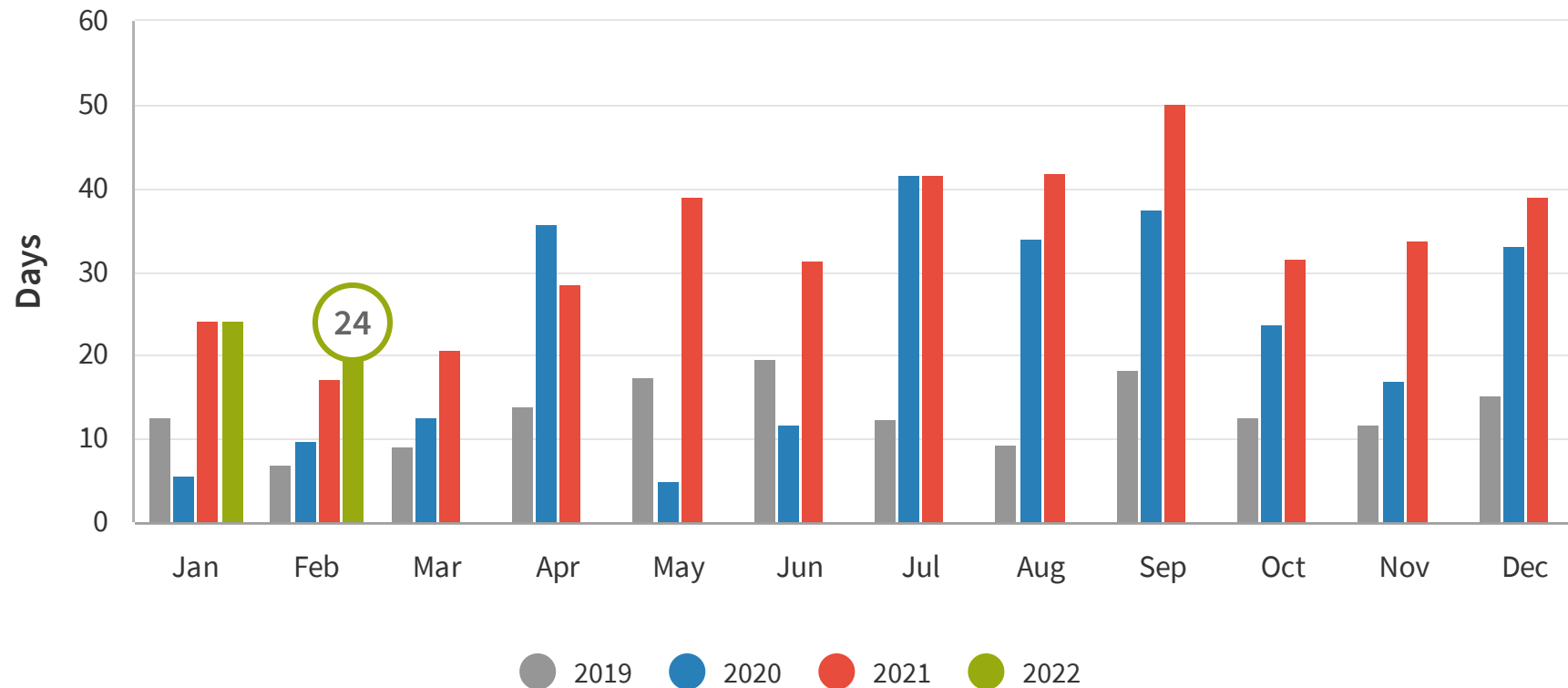


INSIGHT

Lockyer Valley's average occupancy level for February 2022 was 44%, declining 10% since last month. All SQC regions experienced a decline in occupancy this 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 29 means that people are booking accommodation on average 29 days before they arrive at the destination.

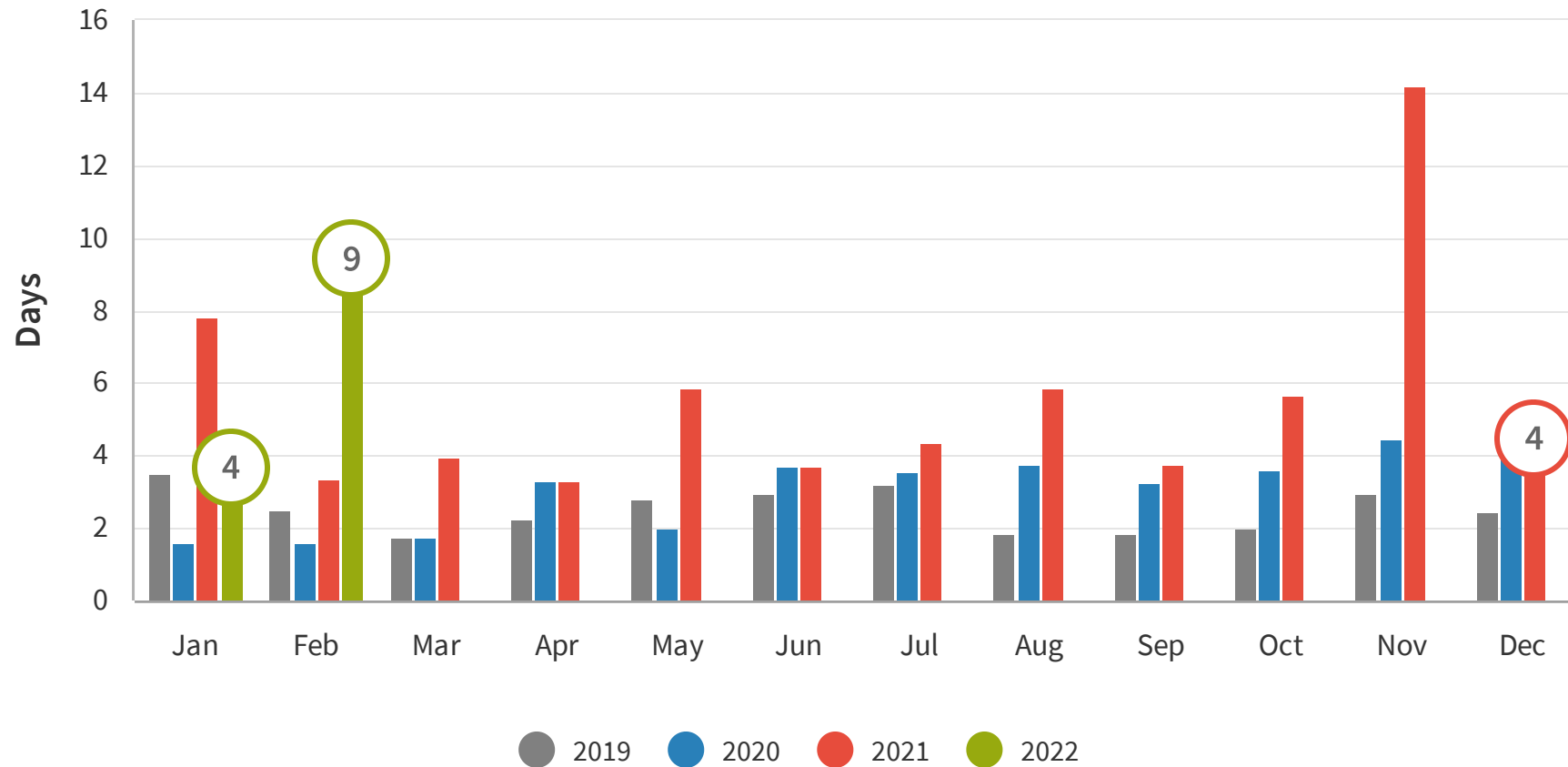


INSIGHT

The reservation window for February 2022 was 24 days, saw no change since last month.

Length of Stay

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

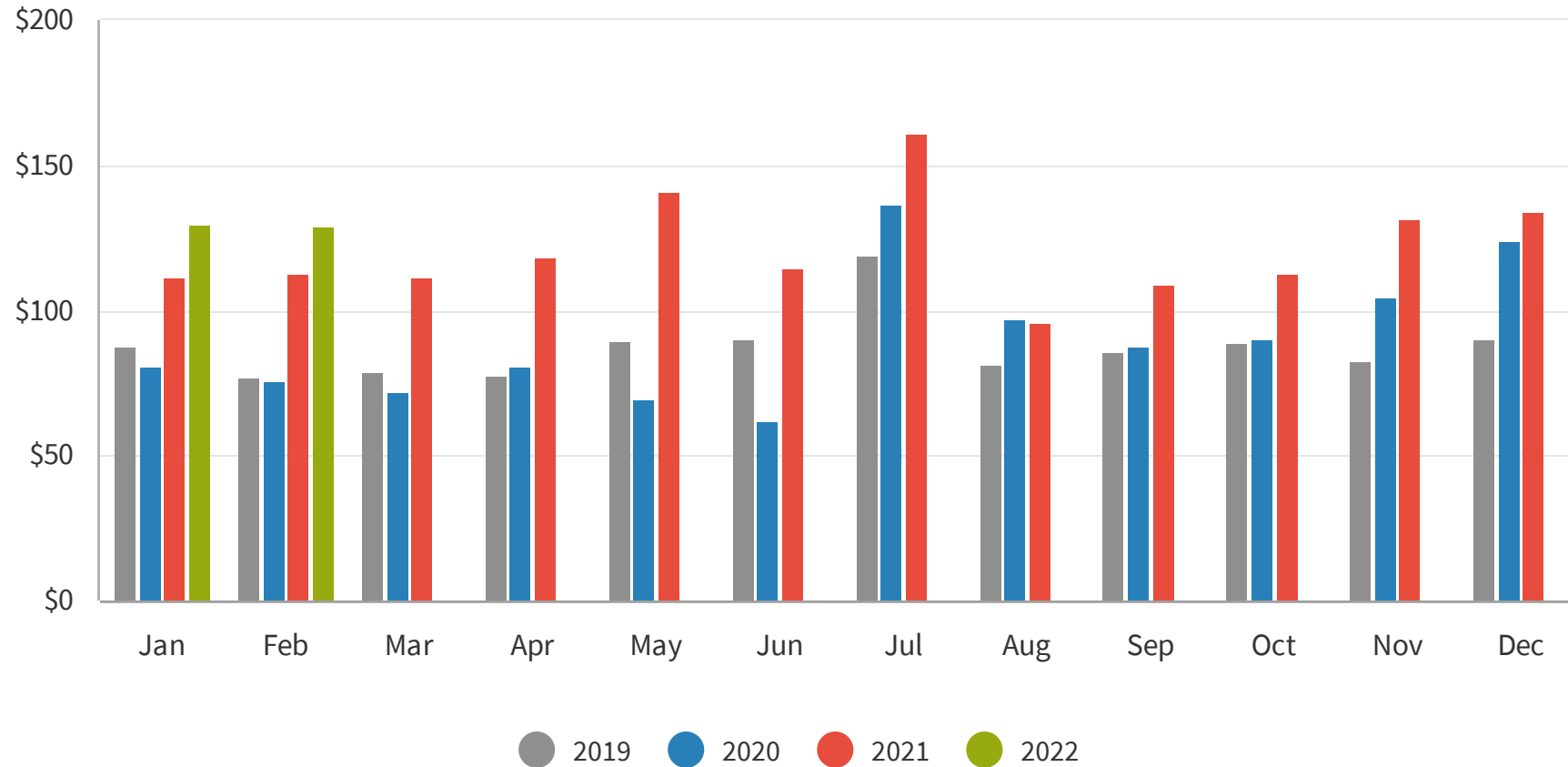


INSIGHT

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Average Daily Rate

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

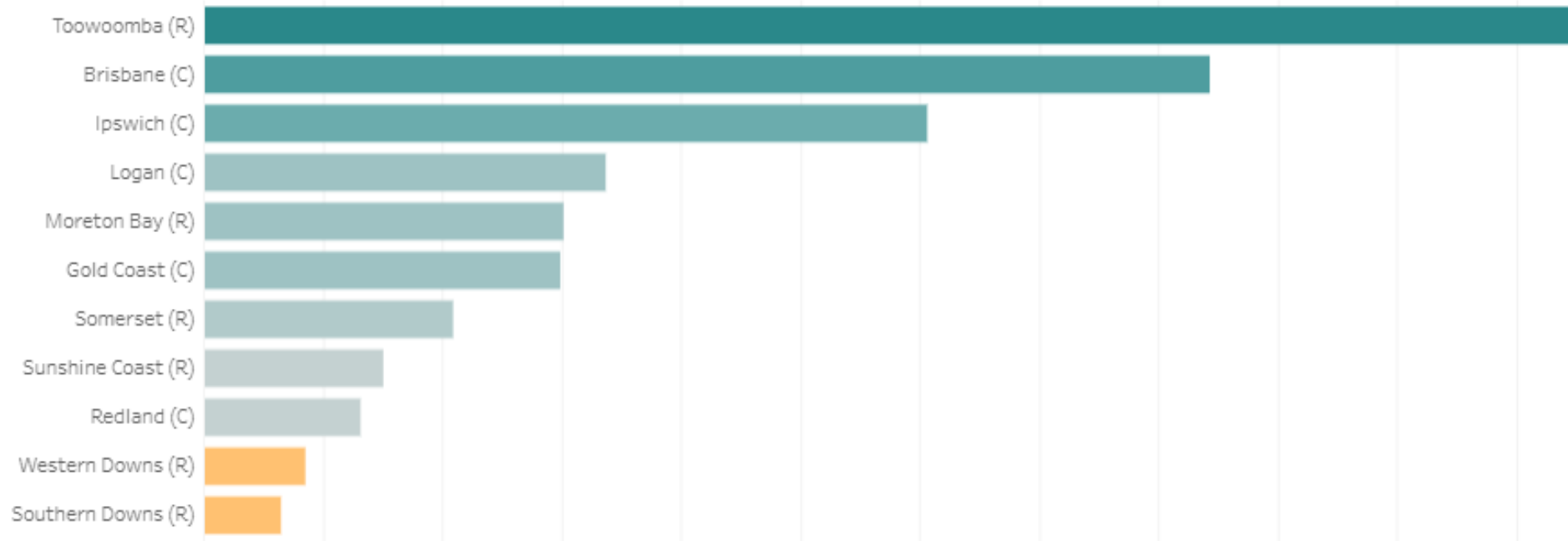


INSIGHT

February 2022 had an ADR of \$130, seeing no change from last month.

Source Market

The source market demonstrates which LGA visitors are travelling from, by checking device area data.

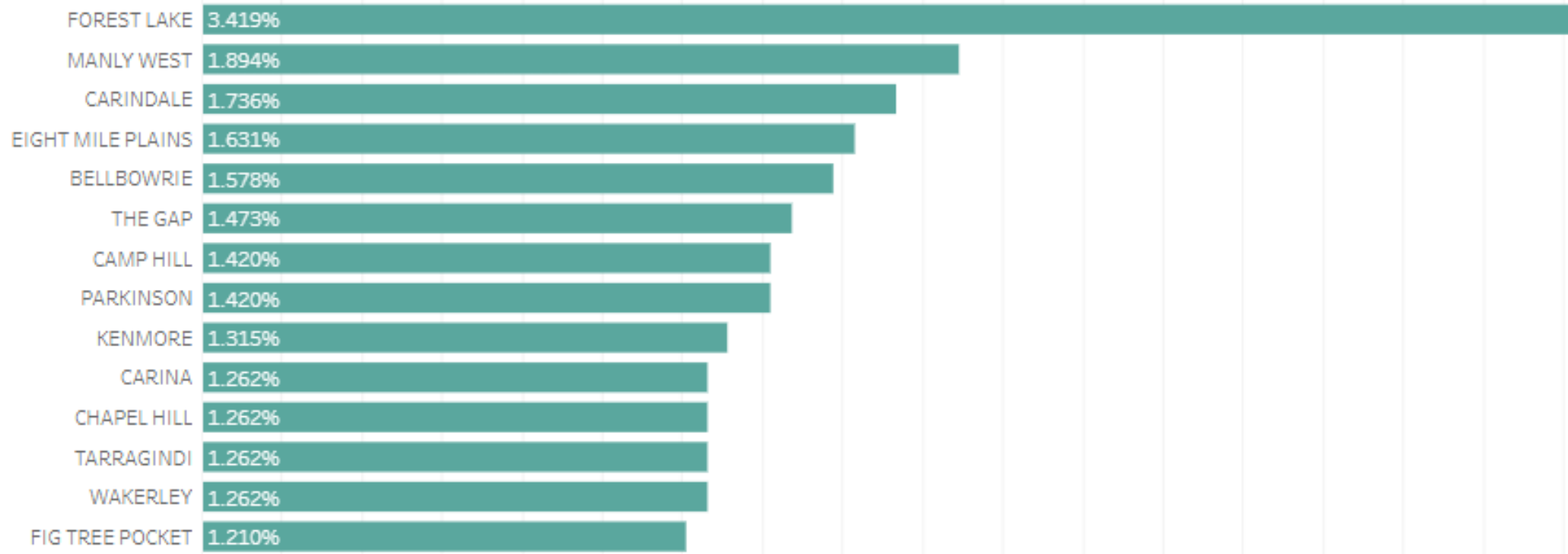


INSIGHT

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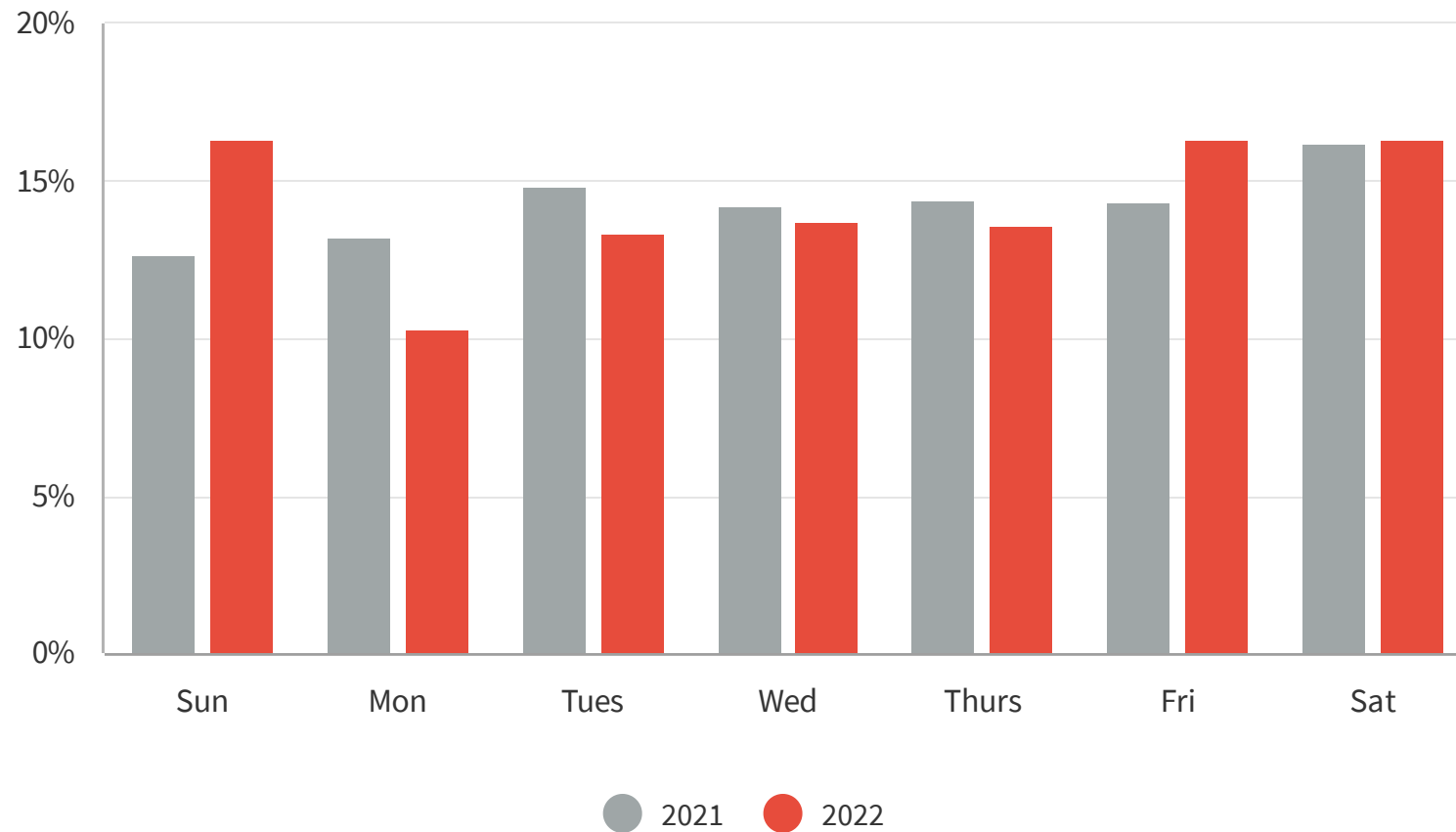
Top Visitor Suburbs Brisbane

Top Visitor Segments show the segmentation of people who visited the most from 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 of the week to visit in February 2022 was Sunday with 16.15% of visitation.