

Lockyer Valley Monthly Report

May 2022



Key Points from May 2022



Lockyer Valley's average occupancy level for May 2022 was 40%, which is a small decrease of 2% when compared to May 2021.



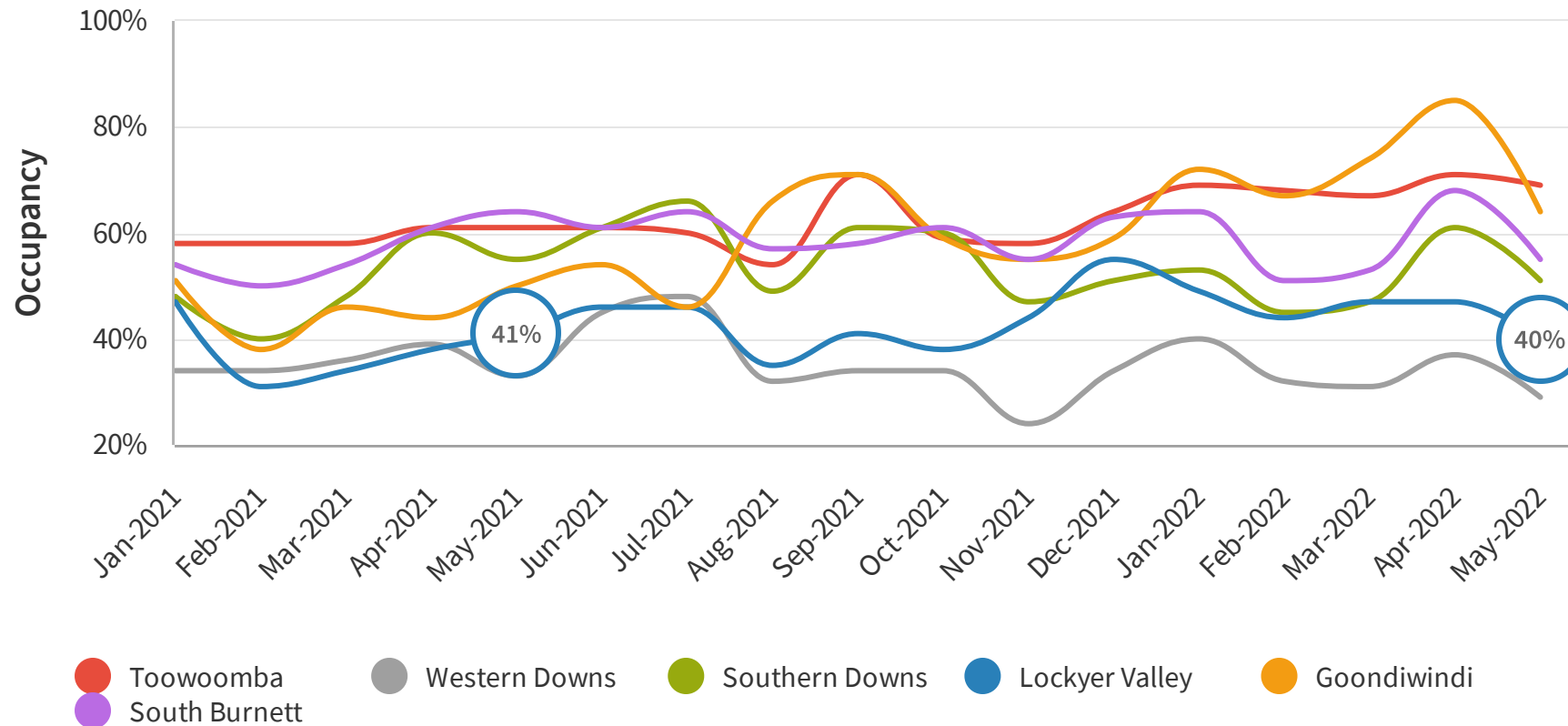
Reservation window has been increasing for the past 4 months, and has followed a very similar trend to 2021.



Length of Stay in May 2022 was 5.8 days, experiencing a very similar level to 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.

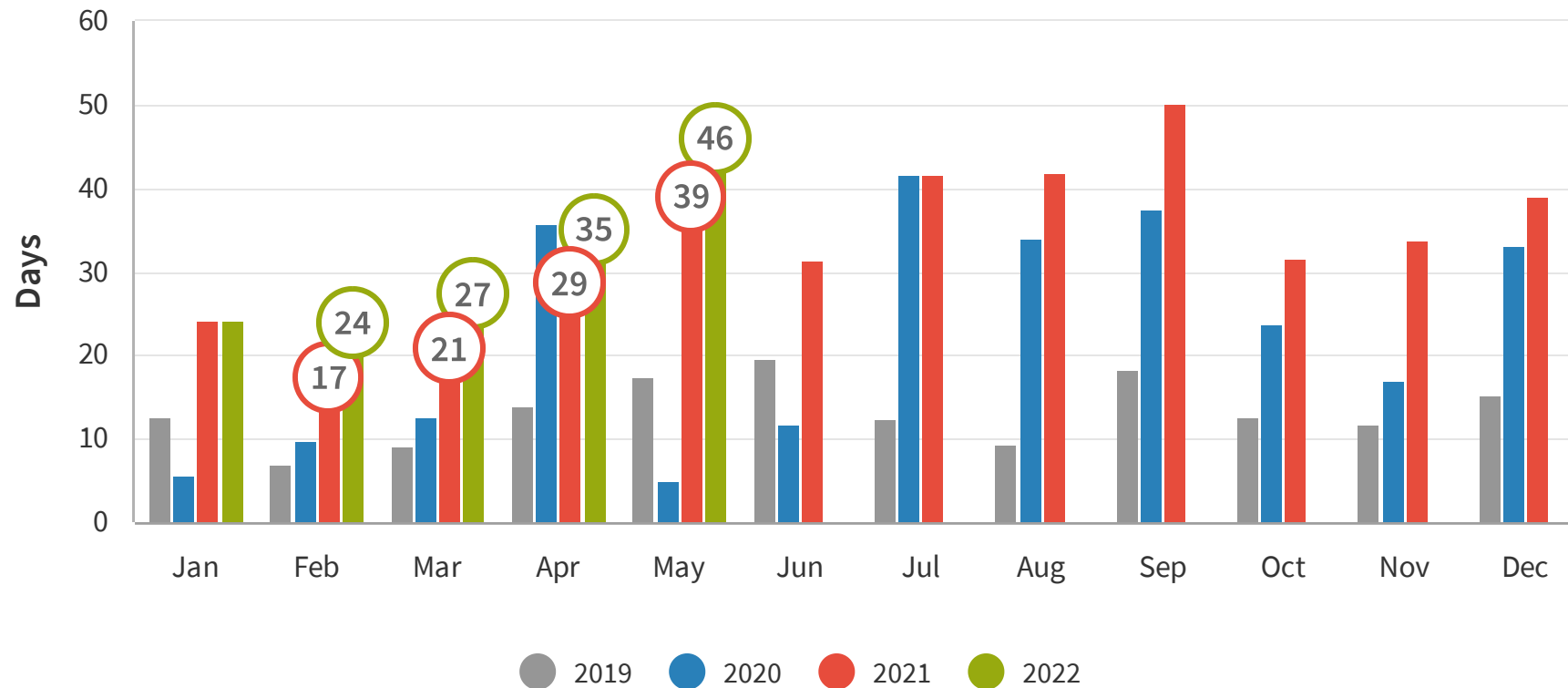


INSIGHT

Lockyer Valley's average occupancy level for May 2022 was 40%, which is a small decrease of 2% 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 29 means that people are booking accommodation on average 29 days before they arrive at the destination.

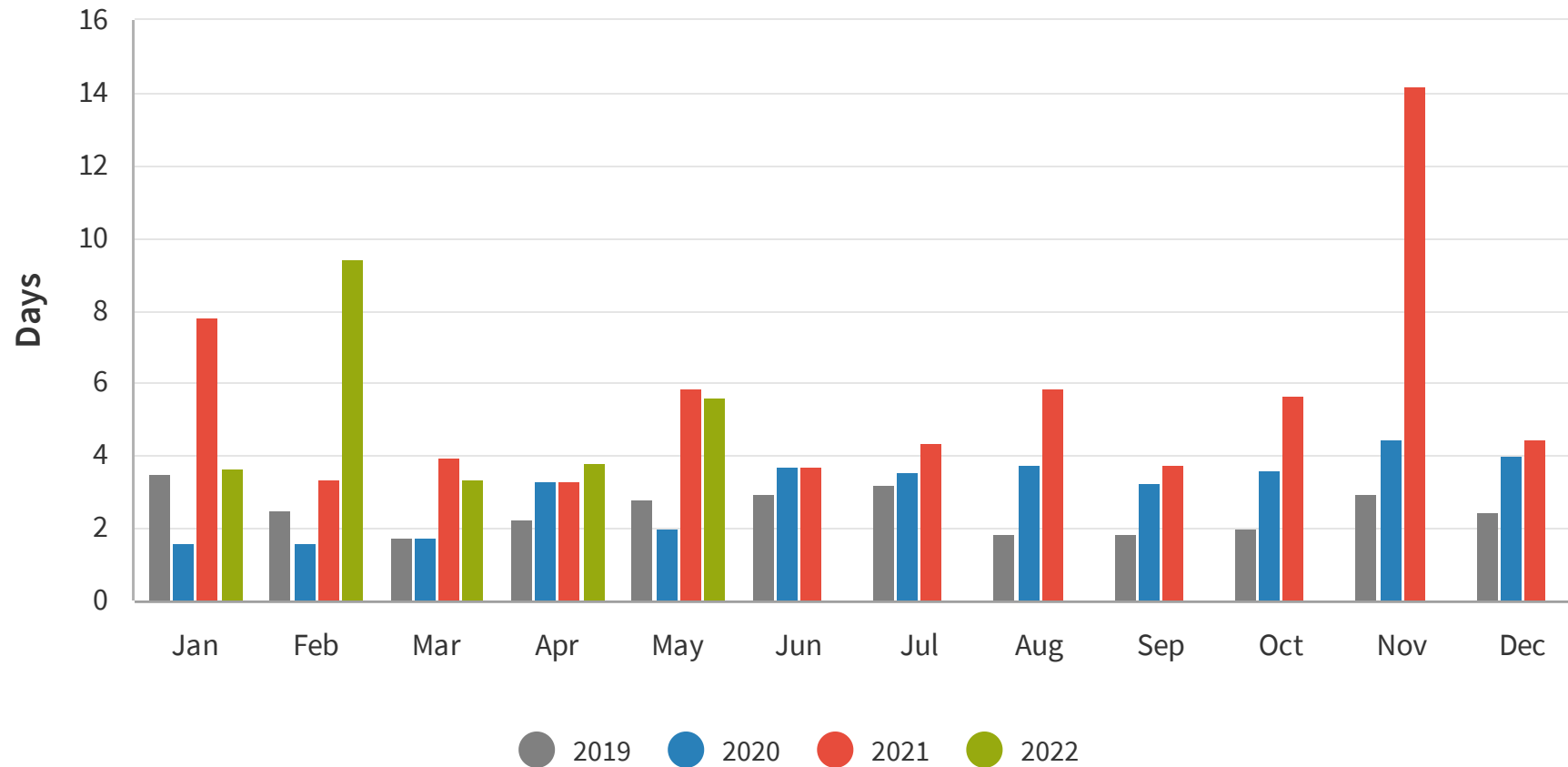


INSIGHT

The reservation window for May 2022 was 46 days, which is an increase of 18% when compared to May 2021. Reservation window has been increasing for the past 4 months, and has followed a very similar trend to 2021.

Length of Stay

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

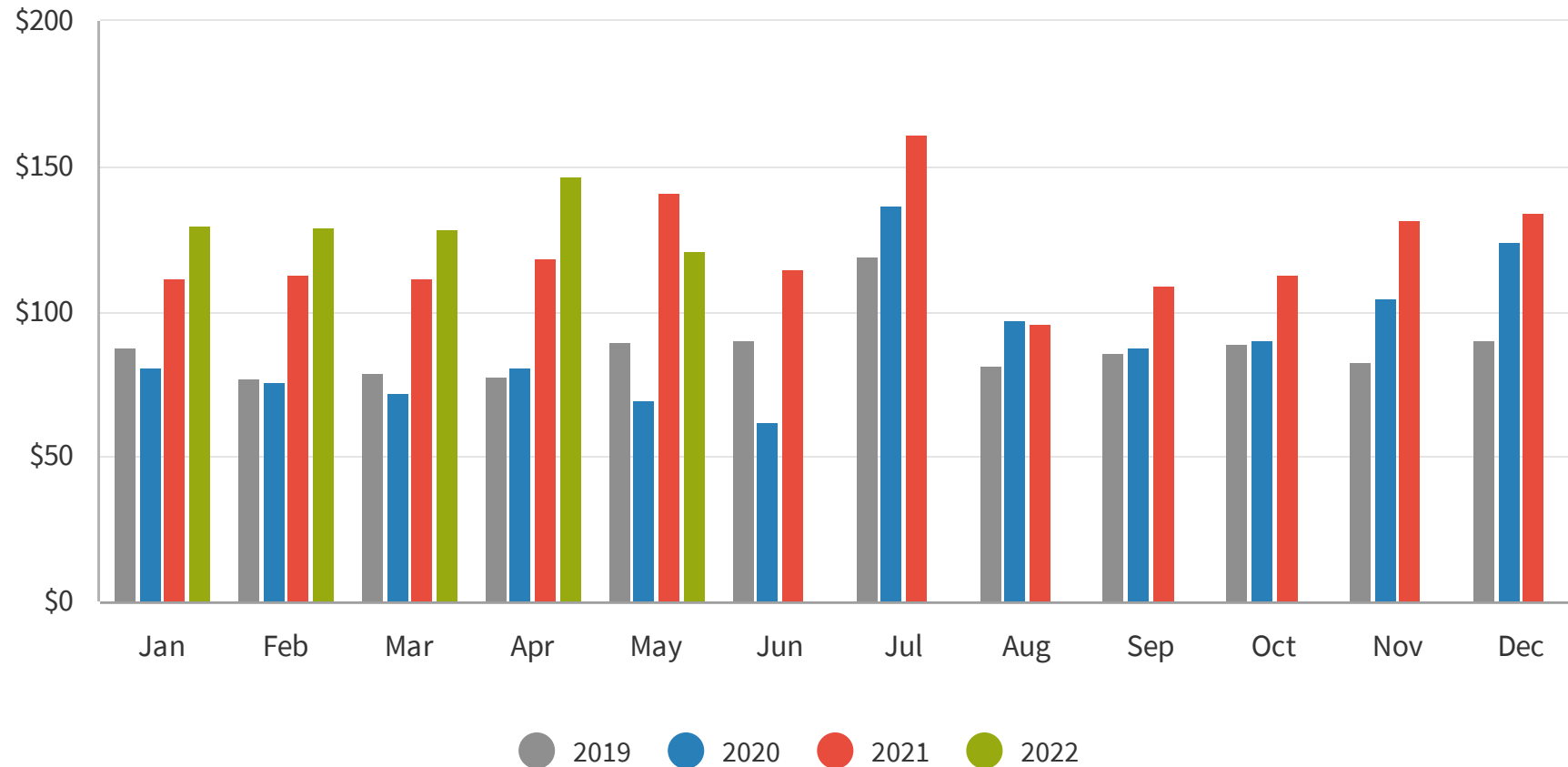


INSIGHT

Length of Stay in May 2022 was 5.8 days, experiencing a very similar level to 2021.

Average Daily Rate

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

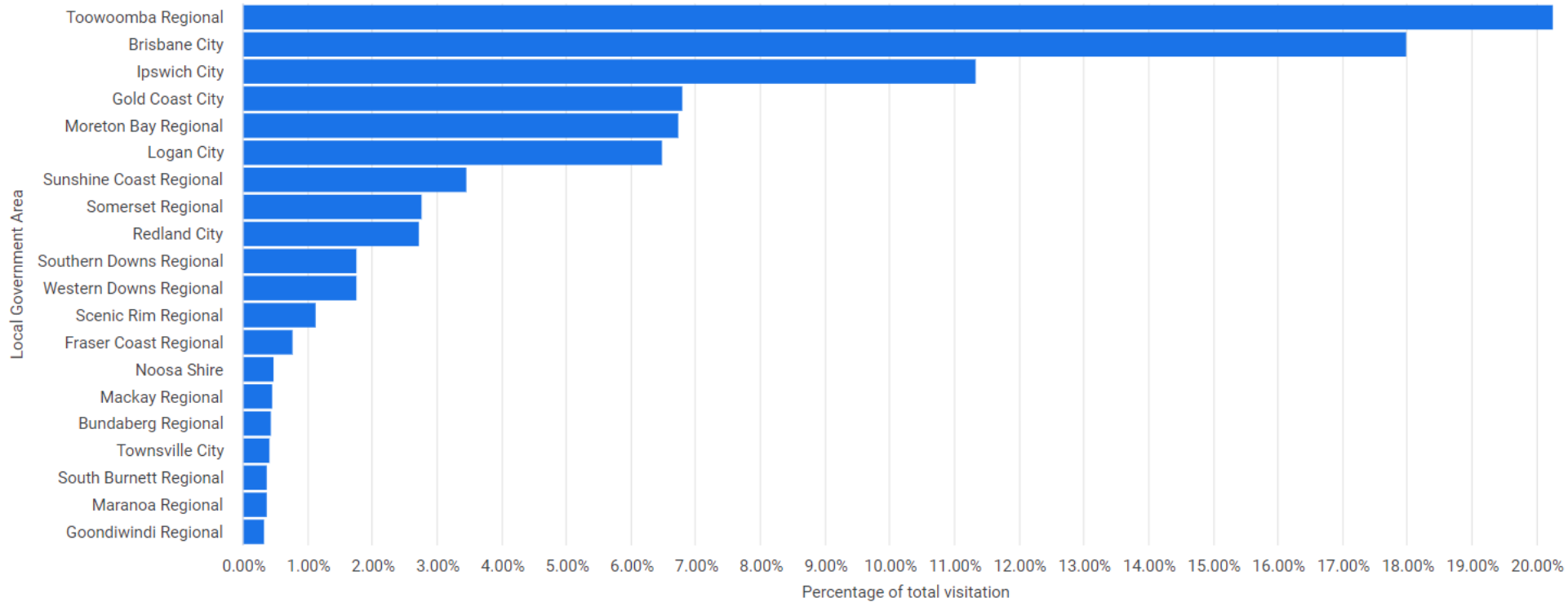


INSIGHT

May 2022 had an ADR of \$123, which is an decrease of 18% since last month. When compared to May 2021 there has also been a decrease of 14%.

Source Market

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

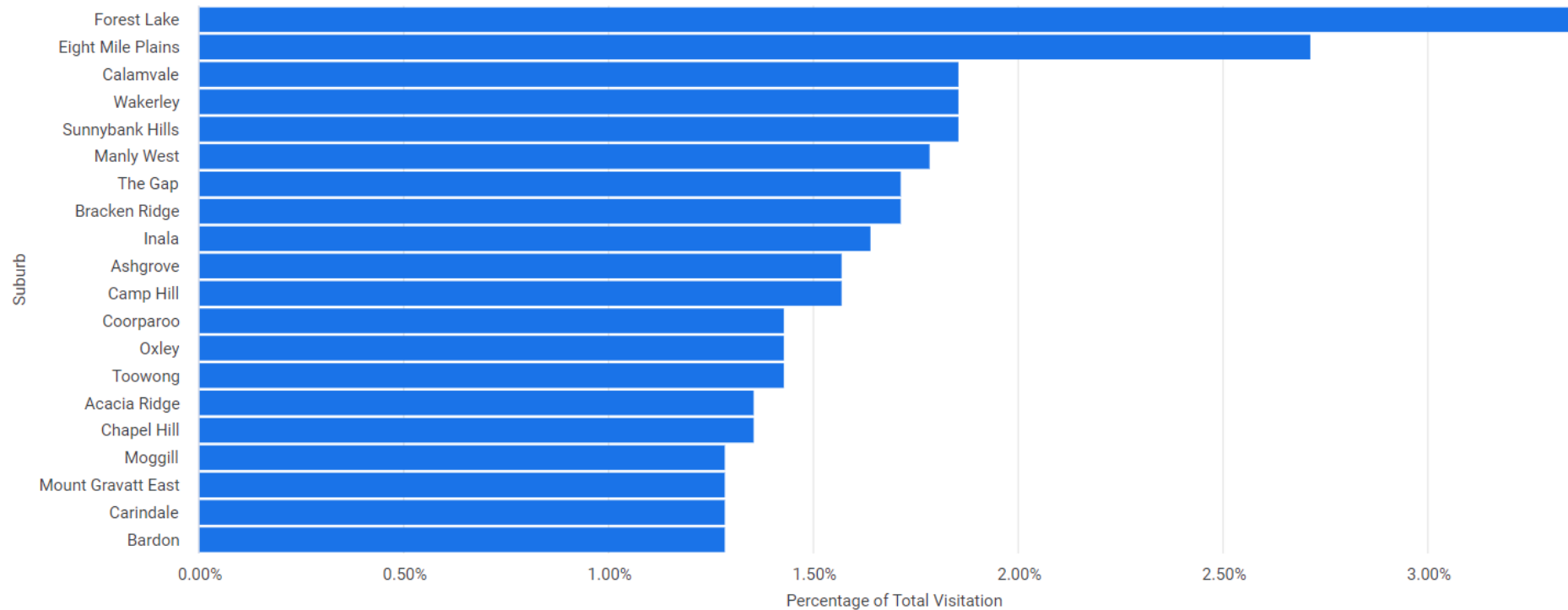


INSIGHT

The LGA's with the most amount of devices seen within the Lockyer Valley region in May 2022 were Toowoomba with 20.56%, Brisbane with 18% and Ipswich with 11.43%.

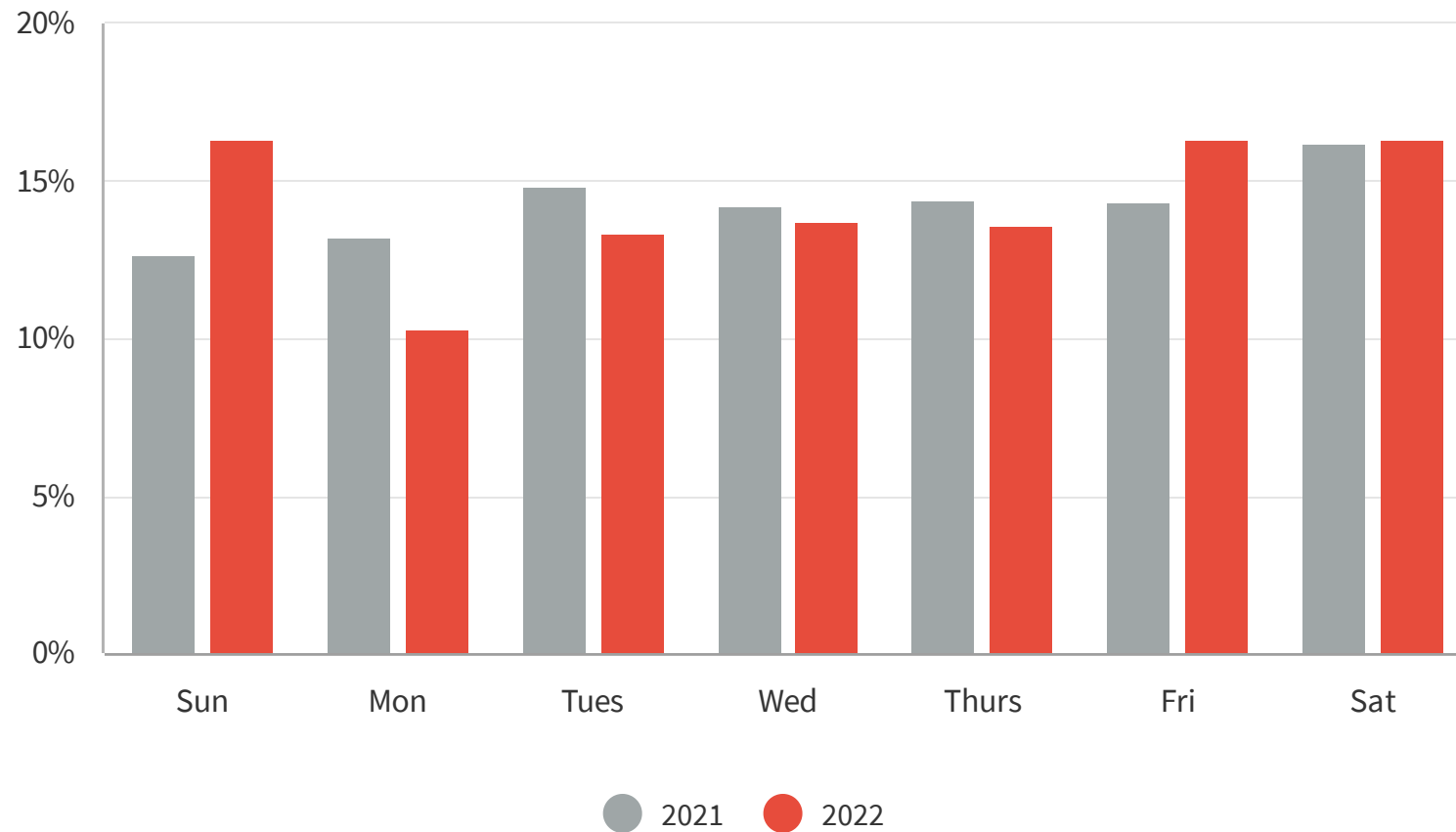
Top Visitor Suburbs Brisbane

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 May 2022 was Sunday with 16.16% of visitation.