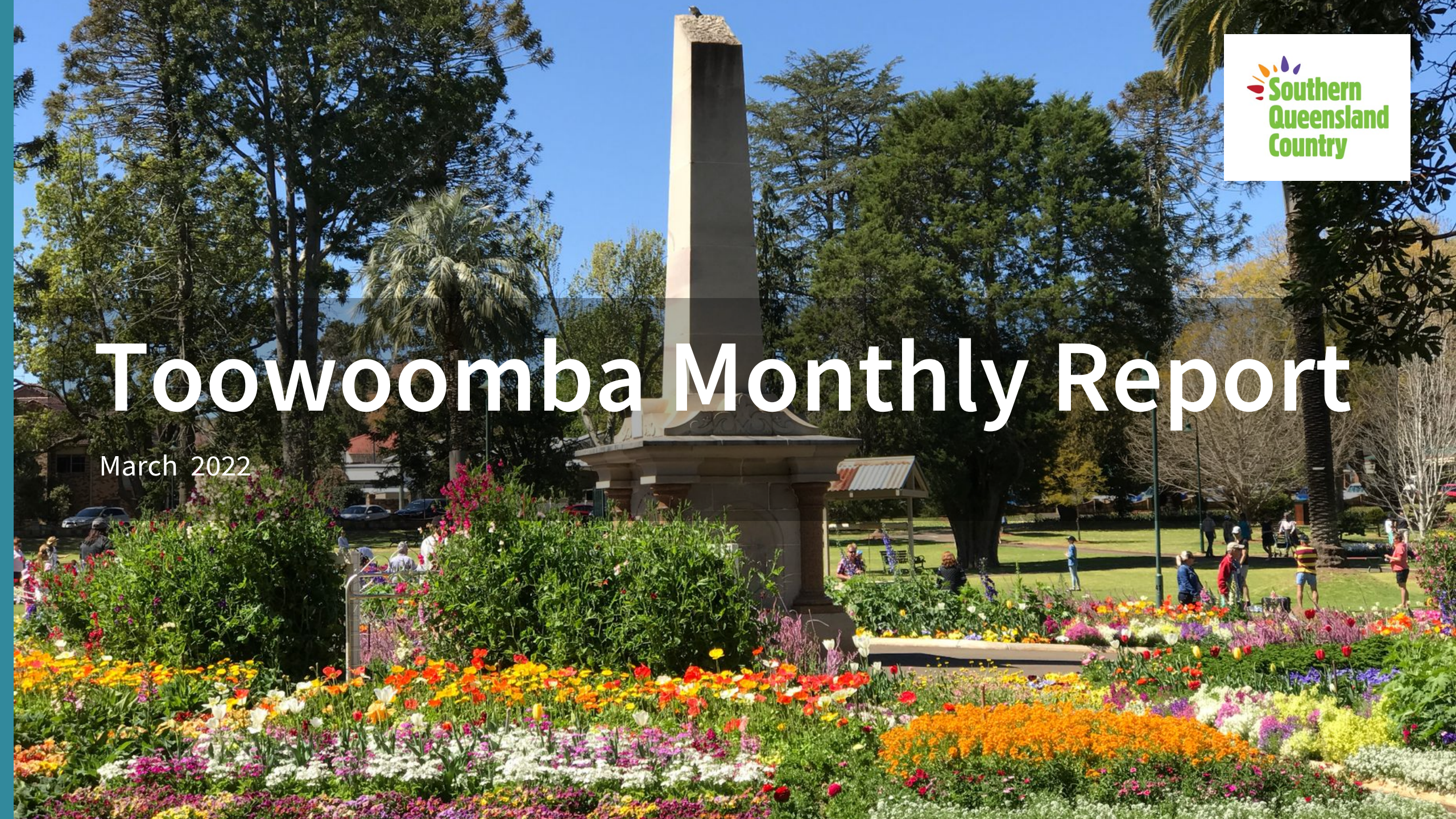


Toowoomba Monthly Report

March 2022



Key Points from March 2022



Toowoomba's average occupancy level for March 2022 was 67%, experiencing a small decline of 1%.



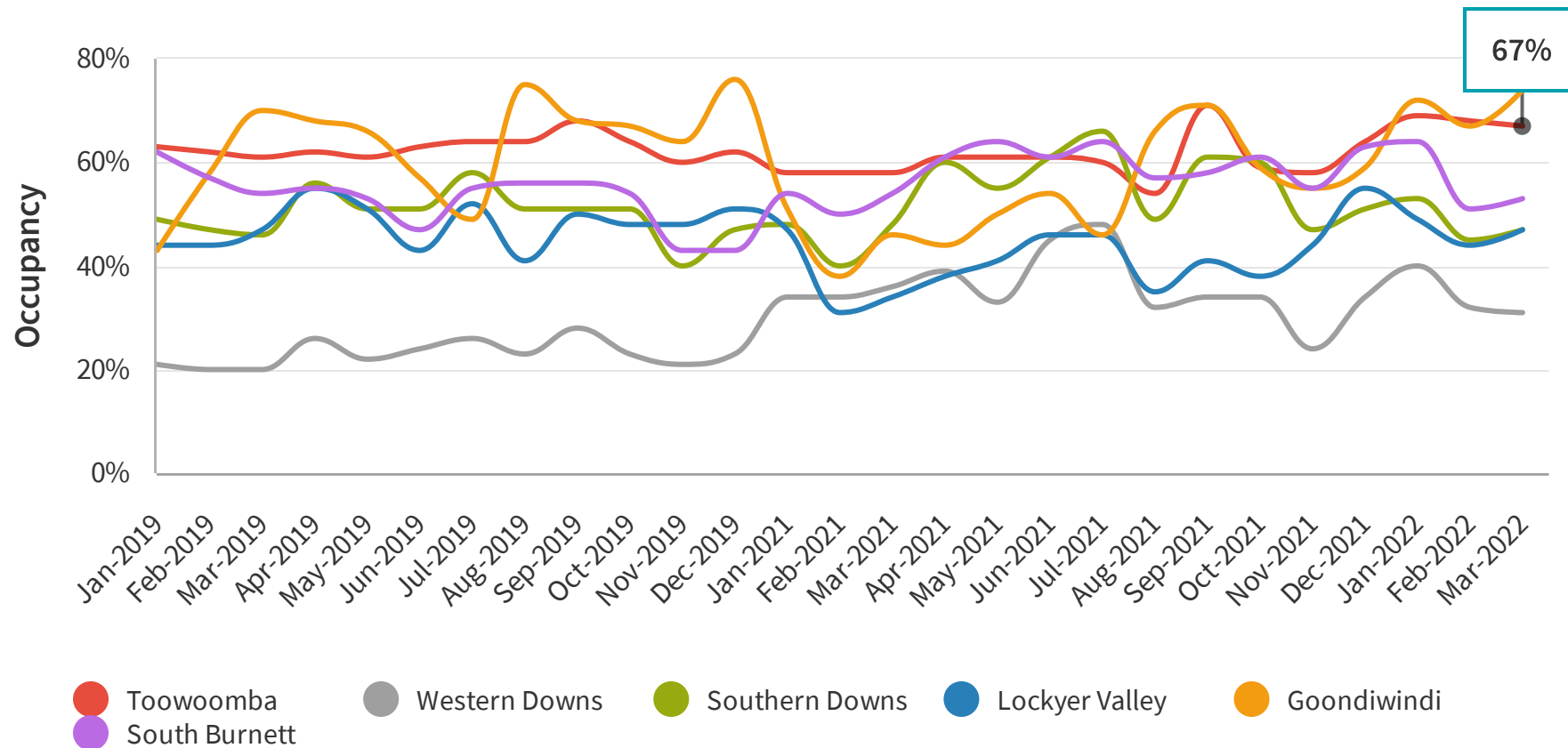
The average reservation window in March 2022 was 32, which is an increase of 14% since last month.



Average daily rate for March was \$164, increasing 3% since last month.

Average Occupancy Rate

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

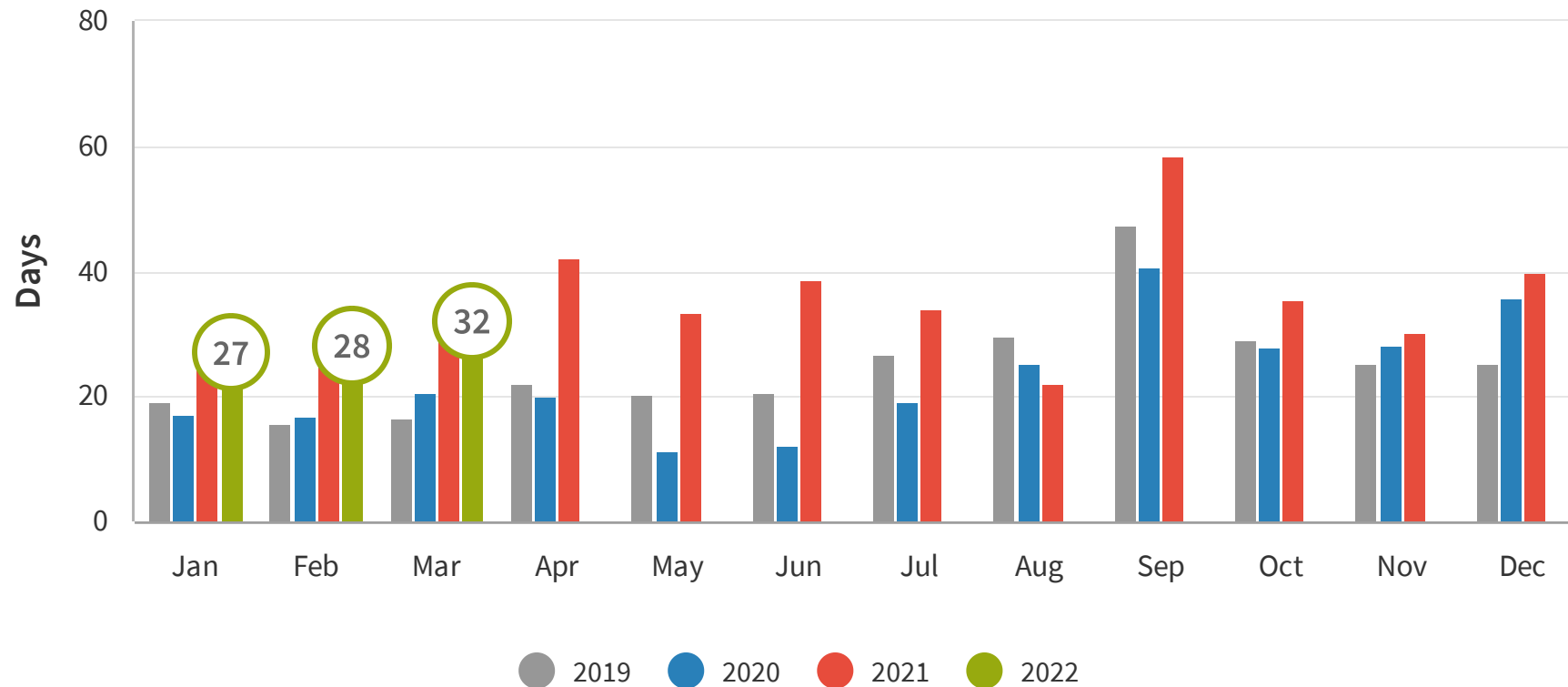


INSIGHT

Toowoomba's average occupancy level for March 2022 was 67%, experiencing a small decline of 1%.

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 42 days means that people are booking accommodation on average 42 days before they arrive at the destination.

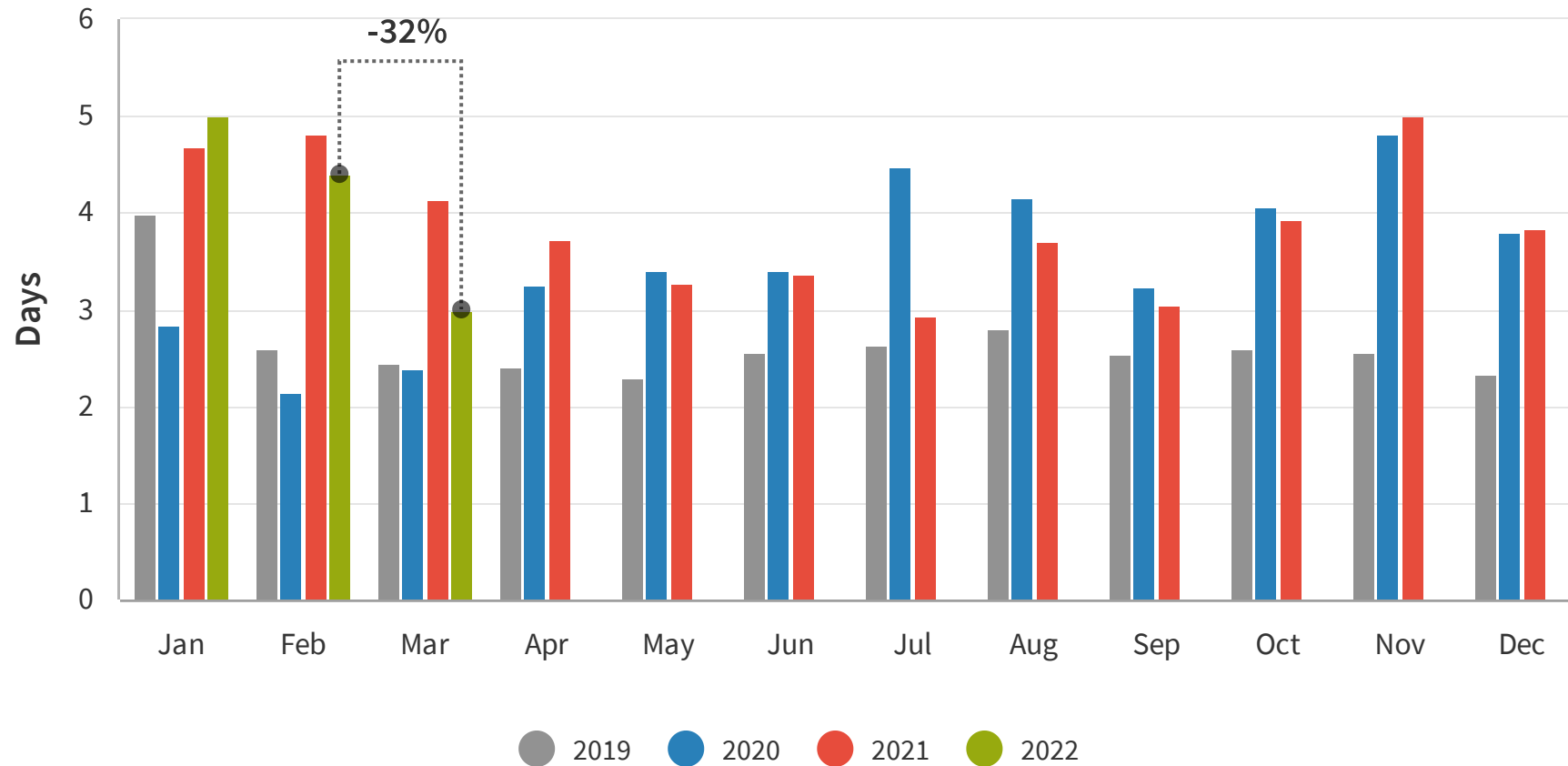


INSIGHT

The average reservation window in March 2022 was 32, which is an increase of 14% since last month.

Length of Stay

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

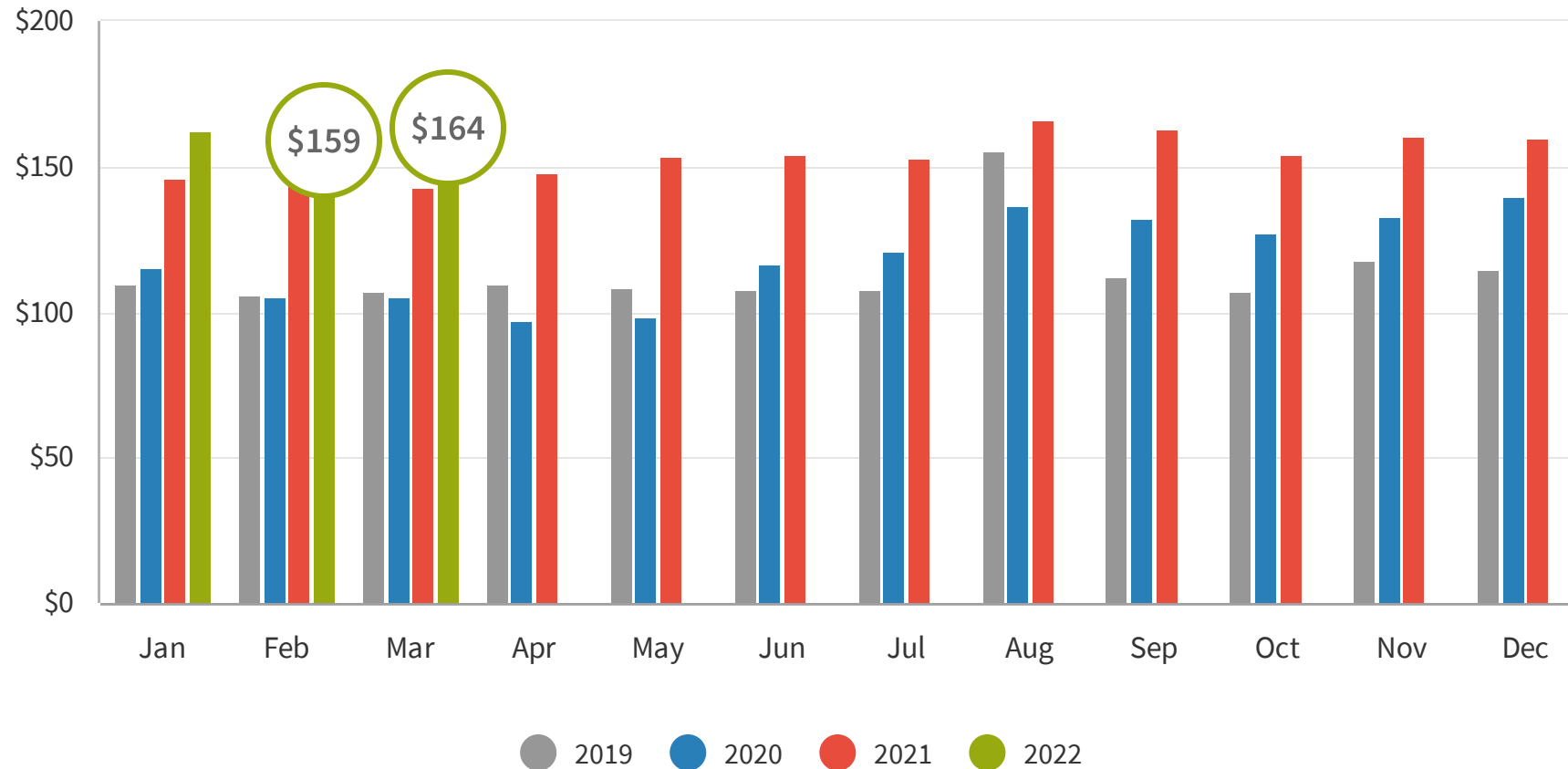


INSIGHT

March 2022 had a LOS of 3 days which is a 32% decrease from February.

Average Daily Rate

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

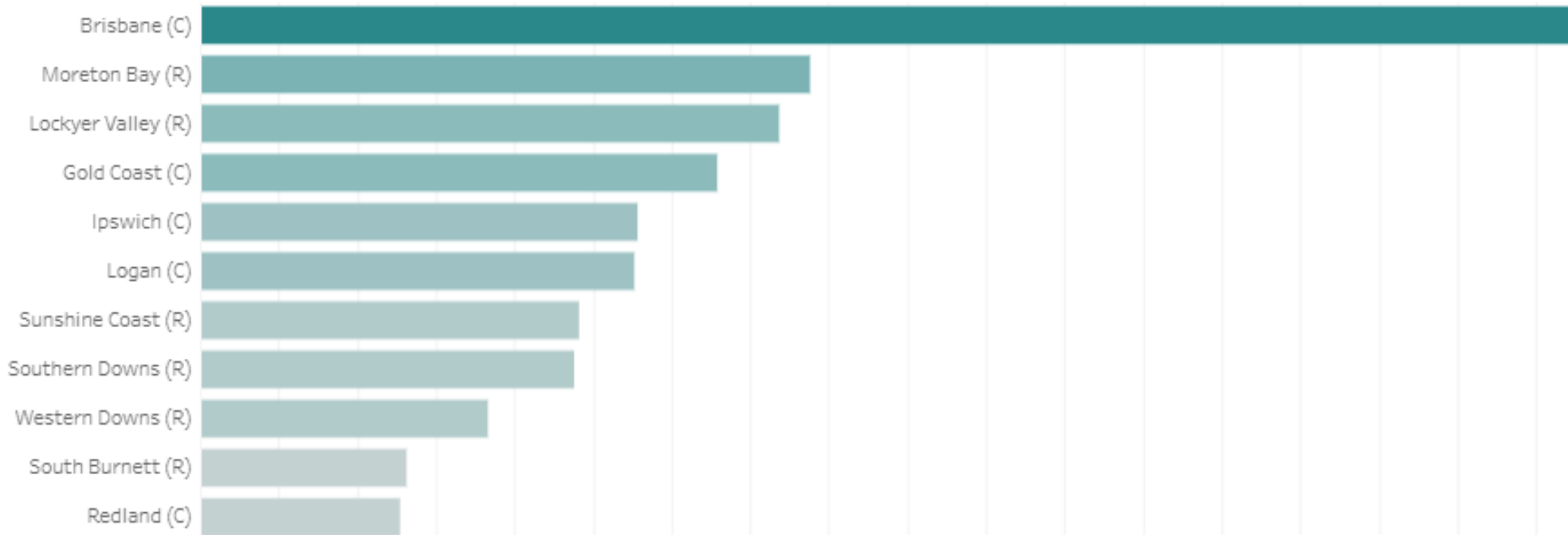


INSIGHT

Average daily rate for March was \$164, increasing 3% since last month.

Source Market

The source market demonstrates which LGA visitors are travelling from.

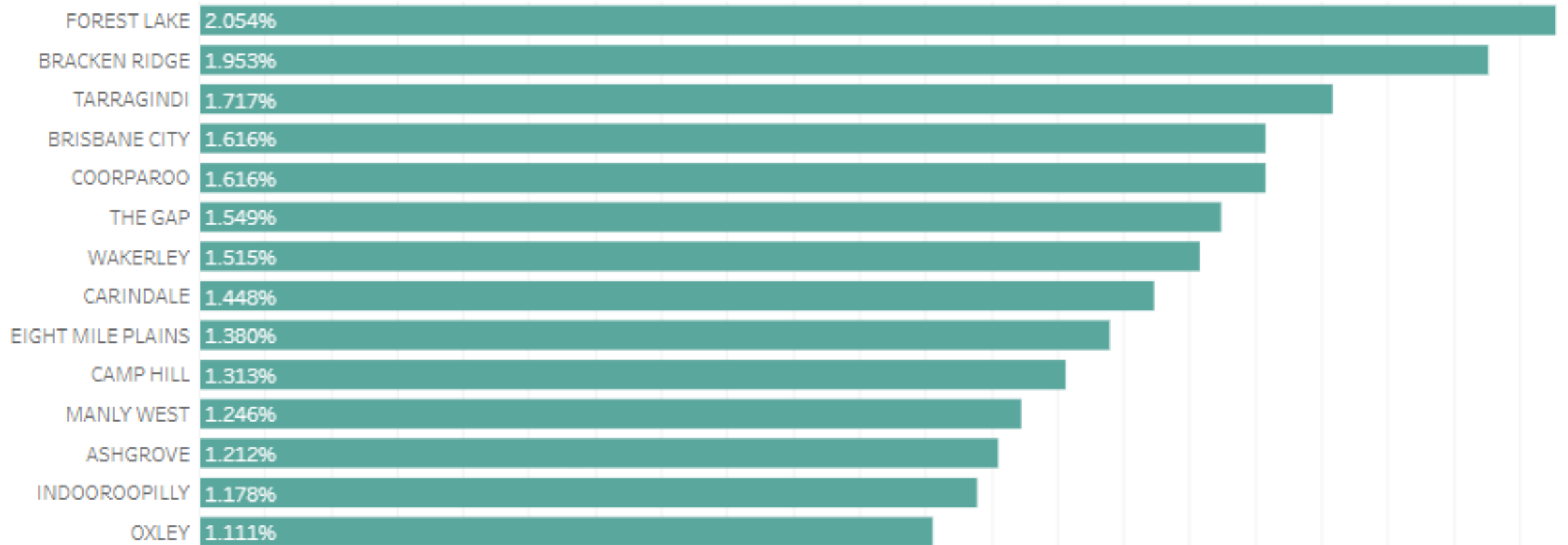


INSIGHT

The LGA's with the most amount of devices seen within the Toowoomba region in March 2022 were Brisbane with 17.53%, Moreton Bay 7.778% and Lockyer Valley 7.38%

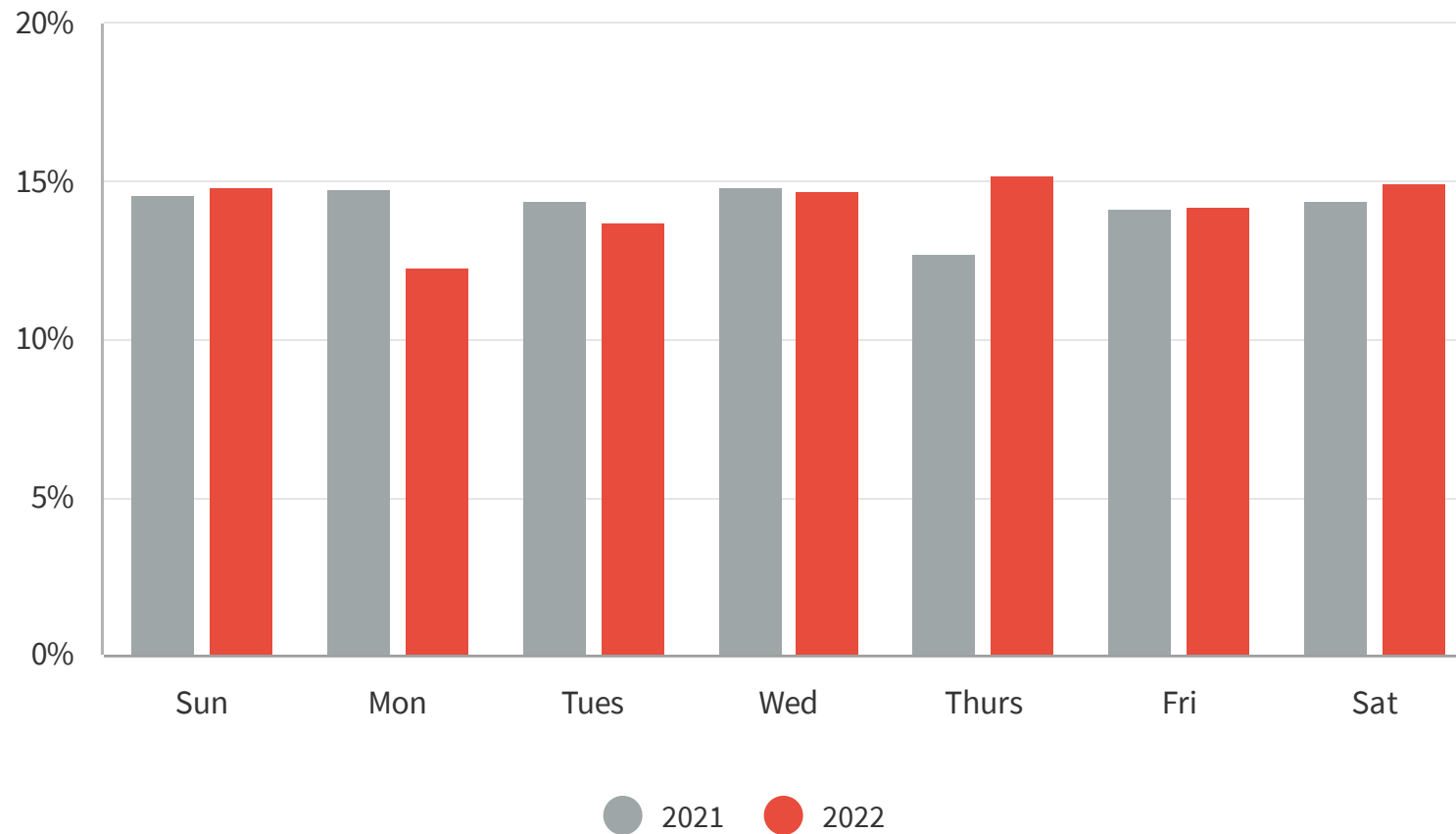
Top Visitor Suburbs Brisbane

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

Visitation to Toowoomba in March was very even across the week days, with the most popular being Thursday at 15.23%.