

# Western Downs Monthly Report

February 2022

# Key Points from February 2022



Western Down's average occupancy level for February 2022 was 32%, declining 20% since last month. All SQC regions experienced a decline in occupancy this month.



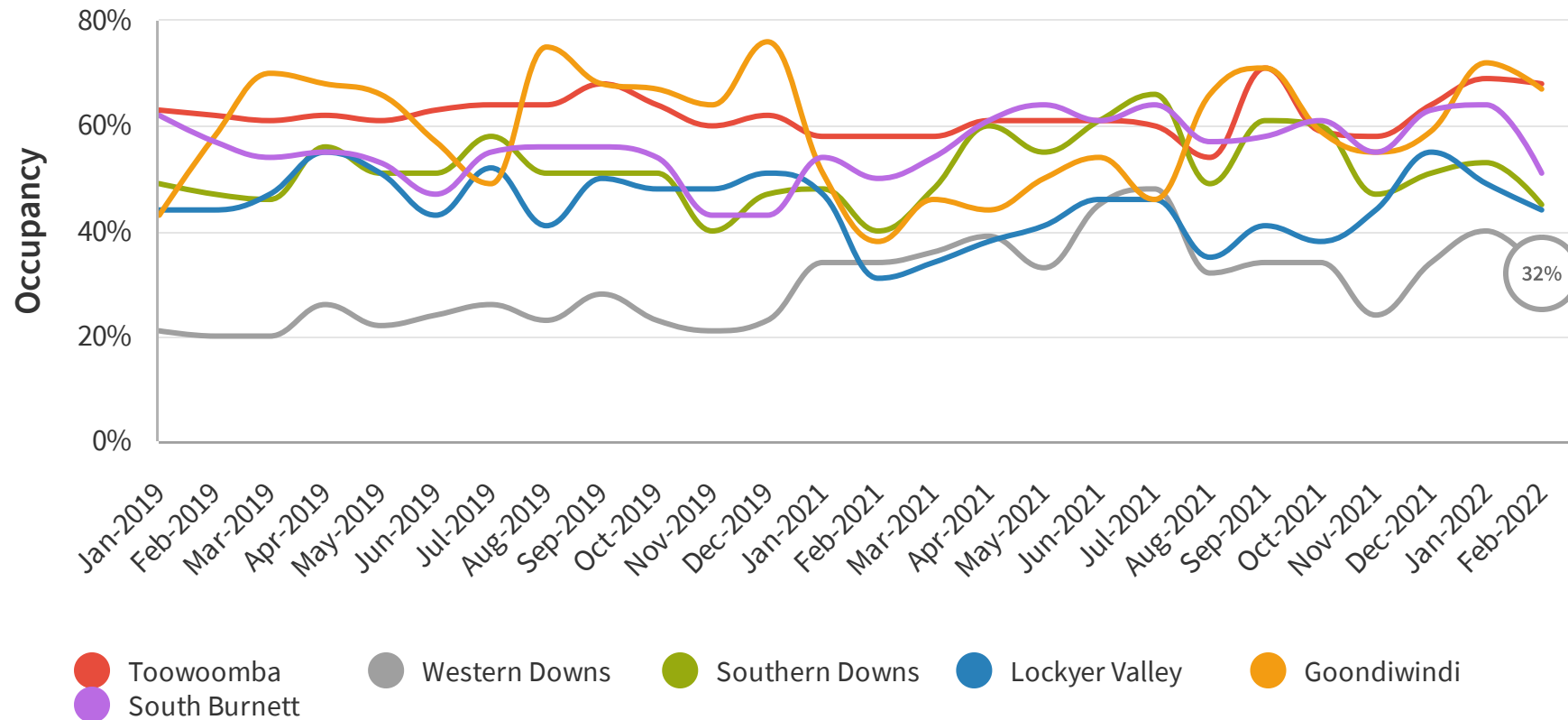
The average Reservation Window for February 2022 was 12 days which was a 100% when compared to last month.



The top 5 LGAs make up over 47.17% of all visitation to Western Downs with Toowoomba again on top with 15.64% 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.

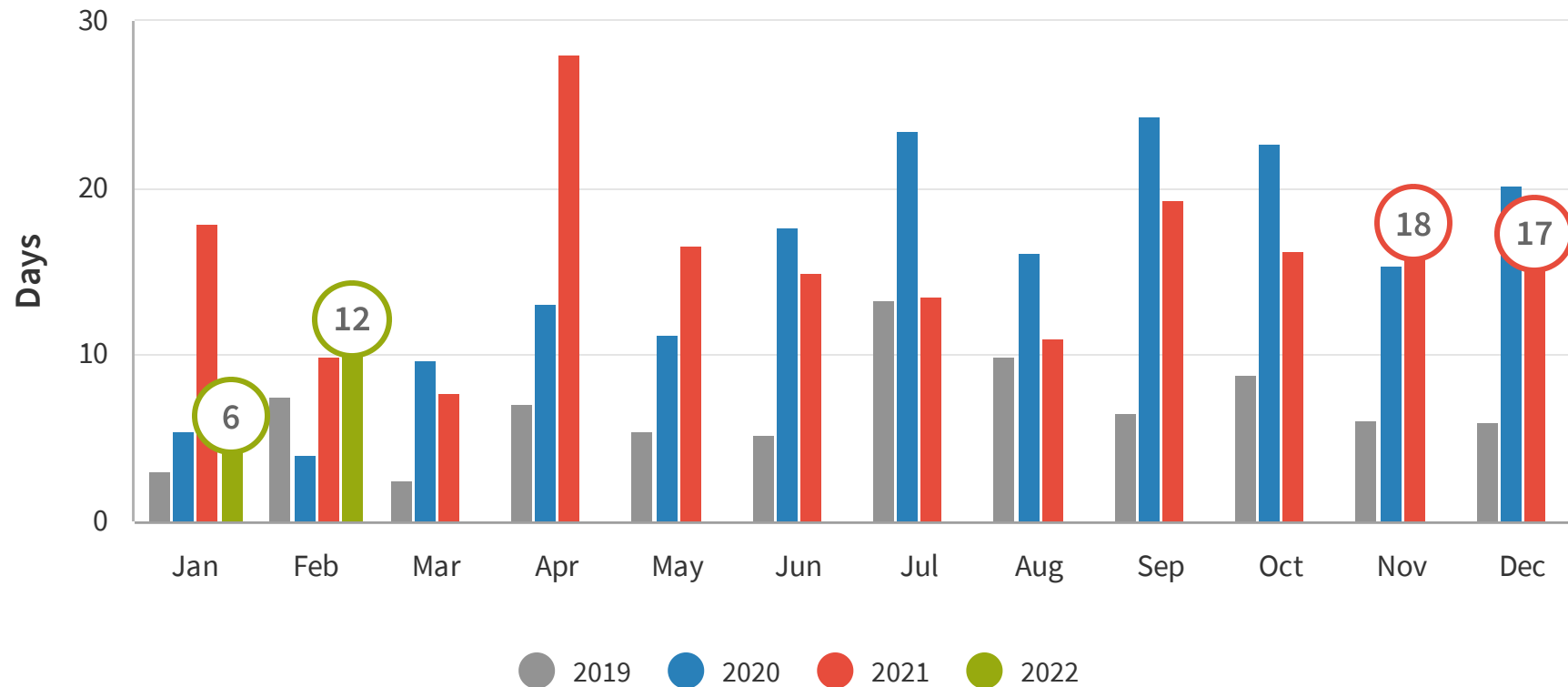


## INSIGHT

Western Down's average occupancy level for February 2022 was 32%, declining 20% 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 28 means that people are booking accommodation on average 28 days before they arrive at the destination.

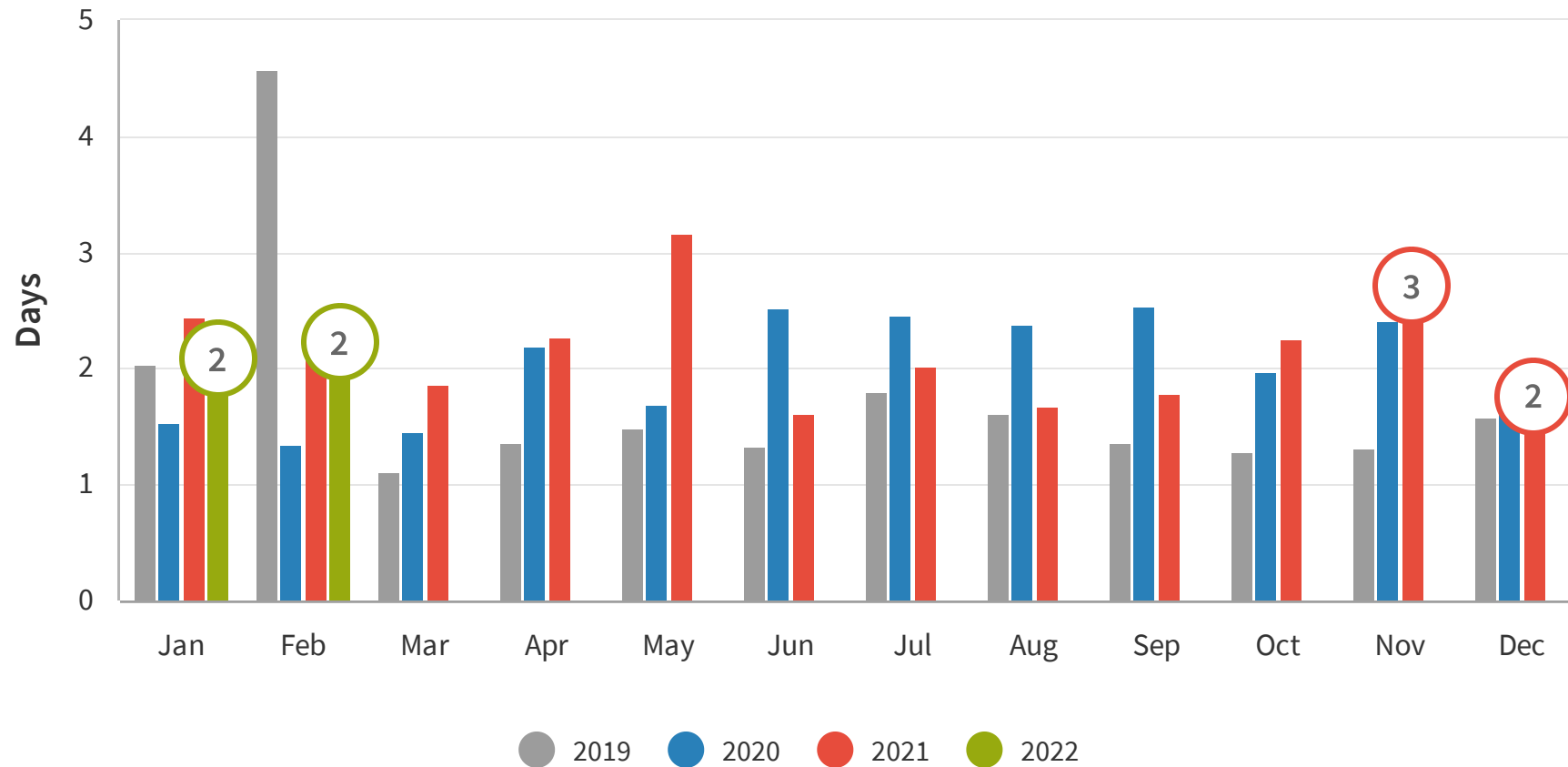


## INSIGHT

The average Reservation Window for February 2022 was 12 days which was a 100% when compared to last month.

# Length of Stay (days)

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

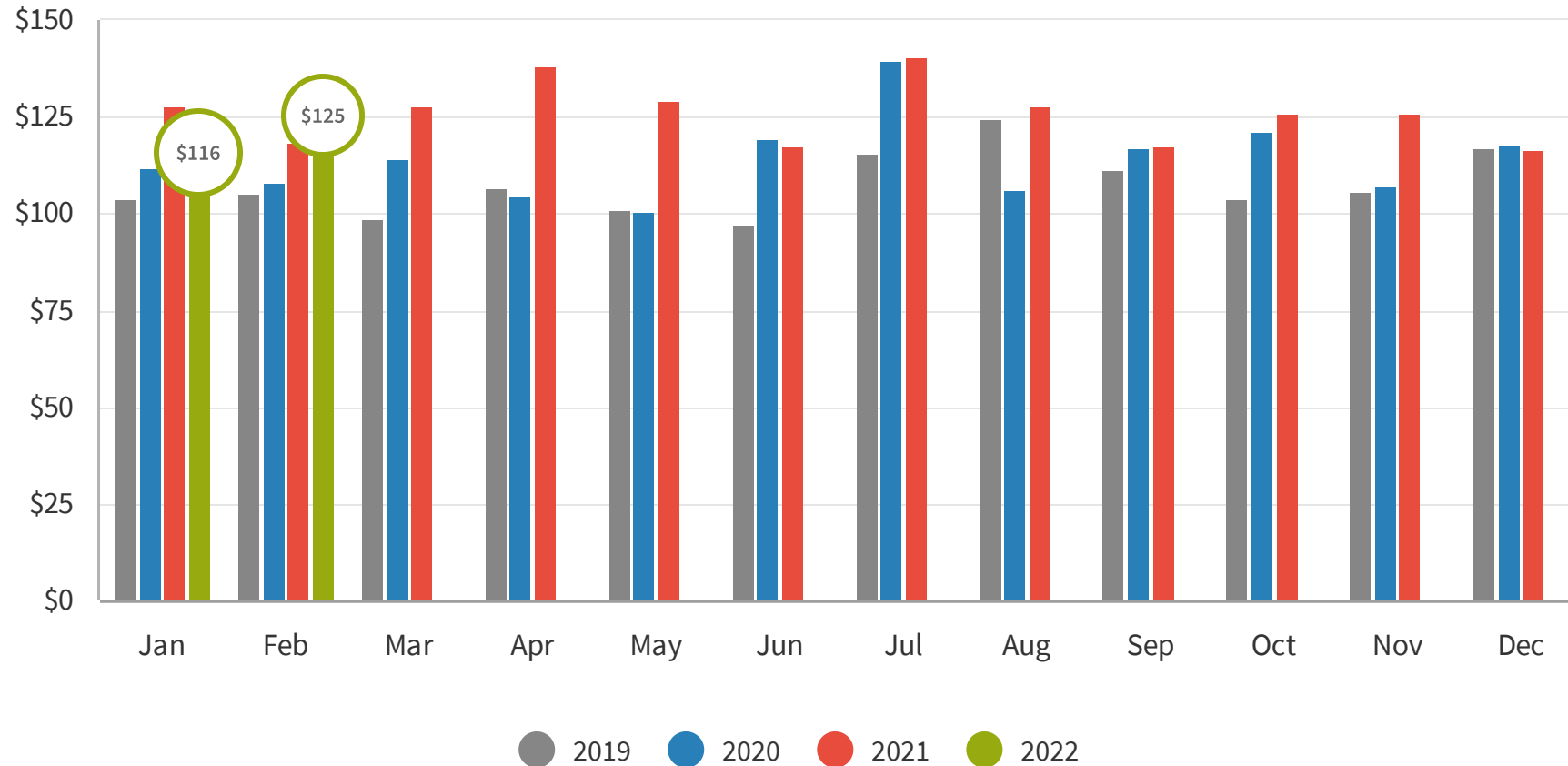


## INSIGHT

Length of stay for February 2022 was 2 days, remaining level since last month.

# Average Daily Rate

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

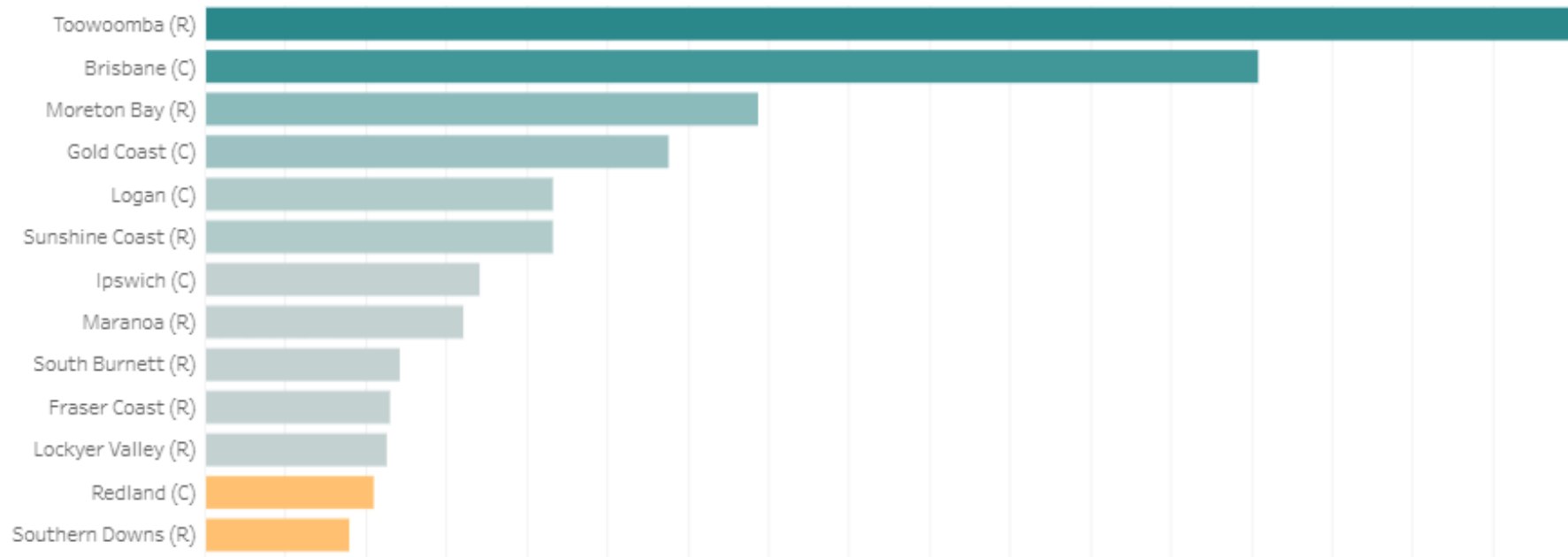


## INSIGHT

February 2022 had an ADR of \$125, which was an increase of 8% since last month.

# Source Market

The source market demonstrates which LGA visitors are travelling from.



## INSIGHT

The top 5 LGAs make up over 47.17% of all visitation to Western Downs with Toowoomba again on top with 15.64% of all visitation.

# Top Suburbs from Brisbane

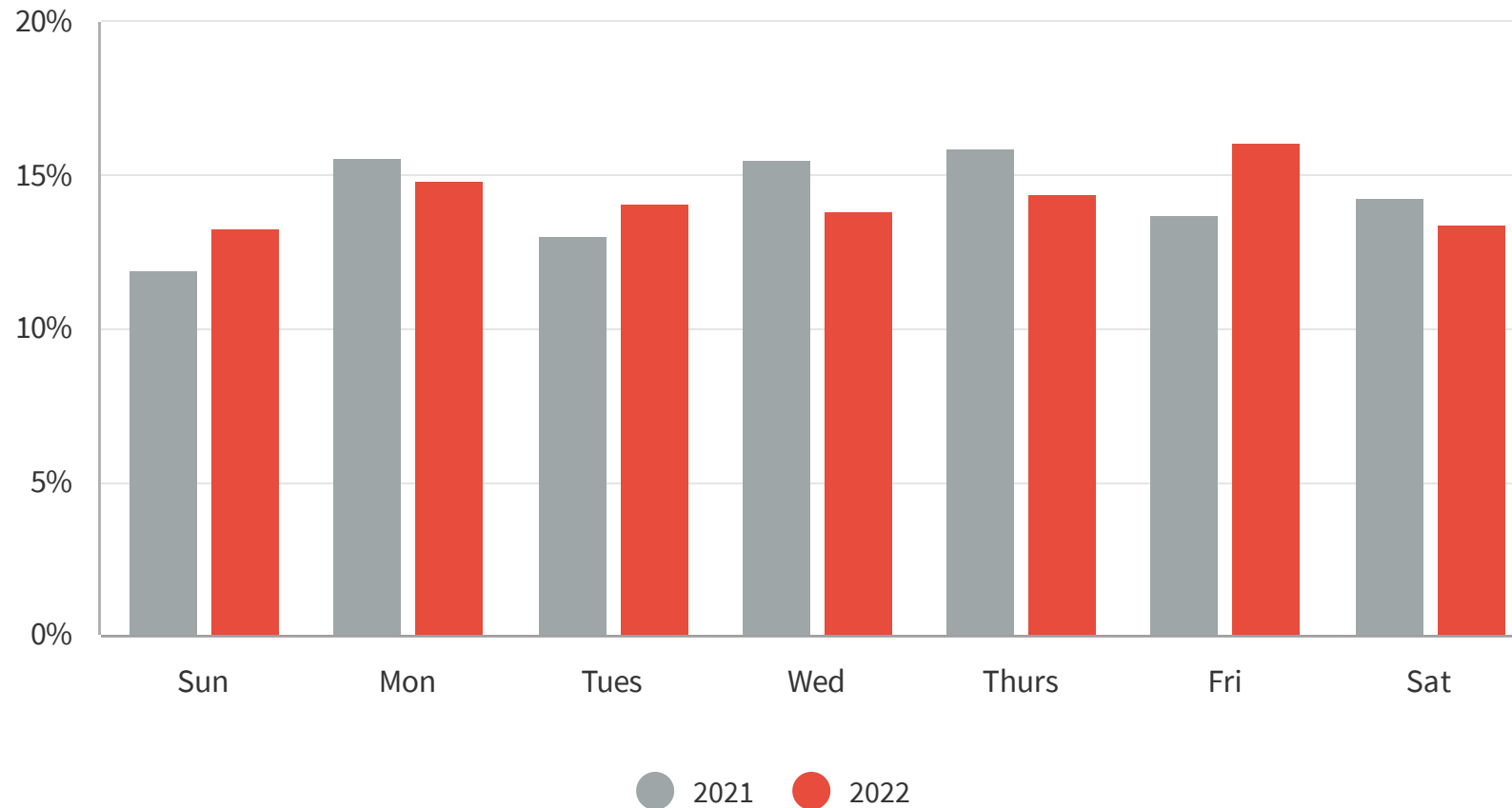
Top Suburbs from Brisbane shows where the highest amount of people travelled from in Brisbane.





# 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 February 2022 was Friday at 16.07% of visitation.