



EXPERIENCE  
**GOLDCOAST.**

# VISITOR ECONOMY DASHBOARD

## ACCOMMODATION PERFORMANCE SUMMARY - MARCH 2025

The month of March welcomed several major events, including the Gold Coast VolleySlam and Australian Surf Life Saving Championships. Unfortunately the city, and our visitor economy in particular, was heavily impacted by Ex-Tropical Cyclone Alfred.

Average occupancy across the month was 55.5%; a significant drop versus last year (68.4%). The average daily rate (ADR) was \$235; down considerably versus last year (\$255).

Forward occupancy for the next 28 days (at April 28) averaged 56%, a slight increase versus the same time last year (55%).

Total inbound seats to Gold Coast Airport and Brisbane Airport were both down compared to last year, -19% and -5% respectively.

Public holidays were observed on 3 March for Labour Day (WA) and 10 March for Labour Day (VIC), Adelaide Cup Day (SA), Eight Hours Day (TAS) and Canberra Day (ACT).

### OCCUPANCY



**55.5%**

- 12.9 POINTS VS  
MARCH 2024

### ADR



**\$235**

- 7.8% VS  
MARCH 2024

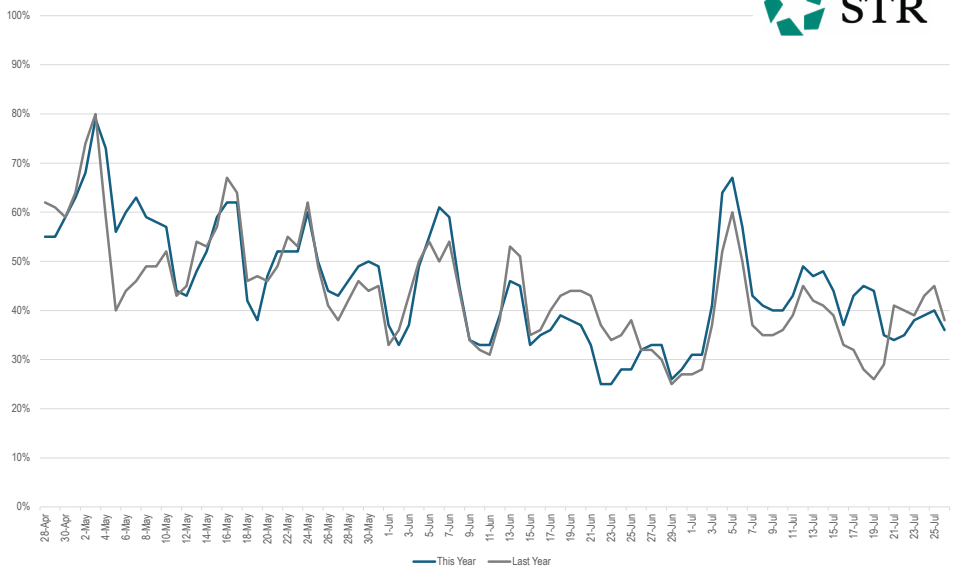
### REVPAR



**\$131**

- 25.2% VS  
MARCH 2024

### FORWARD OCCUPANCY FOR NEXT 90 DAYS



**Occupancy** = Percent sold of available rooms.

**ADR** (Average Daily Rate) = Room revenue divided by rooms sold.

**RevPAR** (Revenue Per Available Room) = Room revenue divided by rooms available.

**Forward Occupancy** = Reservations within the system on any given date.

The downward trajectory is expected and indicates how far forward consumers are willing to book.

## REGIONAL OVERNIGHT MOBILITY DATA



The Regional Overnight Mobility Dashboard provides a regional overview of domestic overnight visitation by month, including the origin and volume of interstate and intrastate visitors.

[TOURISM DATA EXPLORER](#)



## GOLD COAST AVIATION (INBOUND SEATS)

	MAR 2024	MAR 2025	Variance
Domestic	304,444	243,075	- 20 %
International	28,755	25,533	- 11 %
<b>Total</b>	<b>333,199</b>	<b>268,608</b>	<b>- 19 %</b>

## BRISBANE AVIATION (INBOUND SEATS)

	MAR 2024	MAR 2025	Variance
Domestic	898,440	836,169	- 7 %
International	329,496	332,472	+ 1 %
<b>Total</b>	<b>1,227,936</b>	<b>1,168,641</b>	<b>- 5 %</b>

### Future Capacity Information

<b>Jetstar</b>	Announced 3 new services per week between Gold Coast and Hamilton (NZ), and between Gold Coast and Dunedin (NZ), from June 2025.
	Announced 3 services per week between Gold Coast and Bali, commencing August 2025.
	Announced 4 services per week between Gold Coast and Darwin, from late June to late October 2025.

### Future Capacity Information

<b>Qantas</b>	Announced return of B787 aircraft for Los Angeles from mid-August 2025.
<b>Singapore Airlines</b>	Published growth to 28 services per week from mid June 2025.

### TOP CITY PAIRS

1. Sydney
2. Melbourne
3. Auckland
4. Adelaide
5. Canberra

### TOP 15 INBOUND NATIONALITIES

- |                  |               |                |
|------------------|---------------|----------------|
| 1 New Zealand    | 6 India       | 11 Philippines |
| 2 USA            | 7 South Korea | 12 Germany     |
| 3 United Kingdom | 8 Taiwan      | 13 PNG         |
| 4 Japan          | 9 Canada      | 14 Singapore   |
| 5 China          | 10 France     | 15 Vietnam     |

### GOLD COAST AIRPORT DATA



### BRISBANE AIRPORT DATA



## UPCOMING MAJOR EVENTS

EVENT NAME	DATE	LOCATION
Out 2 Lunch Festival	May 3 - May 4	Surfers Paradise
WSL Bonsoy Gold Coast Pro	May 3 - May 13	Snapper Rocks
Gold Coast Careers Festival	May 14 - May 15	Gold Coast Sports and Leisure Centre
Blues on Broadbeach	May 15 - May 18	Broadbeach
International Boat Show	May 22 - May 25	Sanctuary Cove
Volleyball Queensland Intermediate Schools Cup	May 30 - Jun 1	Various Locations
SeaFire	May 31	Surfers Paradise
Cooly Rocks On	Jun 4 - Jun 8	Coolangatta
Australian Open Bowls	Jun 7 - Jun 20	Broadbeach
Solento Surf Festival	Jun 7 - Jun 14	Burleigh Heads
Volleyball Queensland Senior State Championships Runaway Bay	Jun 28 - Jun 29	Coomera and Runaway Bay
Gold Coast Marathon	Jul 5 - Jul 6	Broadwater Parklands
Open Day, Bond University	Jul 26	Robina
BLEACH Festival	Jul 31 - Aug 10	HOTA, Home of the Arts

## UPCOMING BUSINESS EVENTS

EVENT NAME	DATE	DELEGATES
Lift Brands Conference	Apr 29 - May 2	500
Toastmasters District Annual Conference	May 2 - May 4	300
Australasian College of Phlebology Conference	May 9 - May 12	100
Pru Life Incentive Group	May 9 - May 12	700
26th International Symposium on Radiopharmaceutical Chemistry	May 11 - May 15	700
Caravan Industry Association of Australia Annual National Conference	May 14 - May 16	800
2025 APS Festival of Psychology	May 16 - May 18	1,500
RANZCP 2025 Congress	May 18 - May 21	1,000
Australian Superyacht Conference	May 19 - May 21	140
Storage King Conference	May 26 - May 29	200
International Academy of Mediators Conference	May 26 - May 30	325
Retail Fest 2025	May 28 - May 30	2,000
The Australian Institute of Health and Safety Annual Conference	Jun 2 - Jun 4	700
Joint National Coast to Coast and QLD Coastal Conference	Jun 4 - Jun 6	350
Retirement Villages Association Conference	Jun 16 - Jun 18	500
Digital Economy Australia Conference	Jun 16 - Jun 19	350
Australian Podiatry Conference	Jun 25 - Jun 28	1,200

[MORE ABOUT MAJOR EVENTS](#)

[MORE ABOUT BUSINESS EVENTS](#)