



ACCOMMODATION PERFORMANCE SUMMARY - MAY 2024

The month of May brings with it cooler temperatures and the period often referred to within the industry as 'off peak'. May this year was no different and in fact the average occupancy for May across the Gold Coast at 60.0% was virtually the same as it was last year, even back to 2019. The ADR has moderated in recent months and in May it was up only 2.8% compared to last year and 37.2% compared to 2019.

The forward occupancy graph (below) represents the reservations within the system on any given date. The downward trajectory in the graph is expected as it is a function of how far forward consumers are willing to commit to discretionary expenditure. The run of frequent small peaks and troughs are expected and indicate the weekly cycle of weekend peaks. The short-term booking window has remained quite dynamic and has varied between one to three weeks. The short-term pickup has strengthened through late May/early June and ranged between 5% and 9% over the window duration.

OCCUPANCY



60.0%

-0.9 PERCENTAGE POINTS VS MAY 2023
+0.5 PERCENTAGE POINTS VS MAY 2019

ACCOMMODATION DATA SOURCE, STR

ADR



\$234.72

+2.8% VS MAY 2023
+37.2% VS MAY 2019

REVPAR



\$143.38

FORWARD OCCUPANCY FOR NEXT 90 DAYS



The Forward Occupancy for next 90 days graph uses a snapshot of reservations taken.

The accommodation data referenced herein is sourced from STR. It comprises 63% of accommodation rooms on the Gold Coast.

Occupancy (per cent of rooms sold)

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

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

REGIONAL OVERNIGHT MOBILITY DATA SNAPSHOT



TOURISM DATA EXPLORER



GOLDCOAST AVIATION (INBOUND SEATS)

Year	2023	2024	
Month	MAY	MAY	YoY Var %
Domestic Seats	250,373	251,223	0%
International Seats	43,749	27,971	-36%
Total	294,122	279,194	-5%

BRISBANE AVIATION (INBOUND SEATS)

Year	2023	2024	
Month	MAY	MAY	YoY Var %
Domestic Seats	914,697	934,521	2.2%
International Seats	239,051	307,591	29%
Total	1,153,748	1,242,112	

Future Capacity Information

AIRLINE PARTNER	ACTIVITIES/INITIATIVES

Future Capacity Information

AIRLINE PARTNER	ACTIVITIES/INITIATIVES
Qantas	Commencement of 4 services per week to Manila from 28 October 2024. Growth to Singapore from 7 to 9 services per week from 27 October 2024.
China Southern	Seasonal growth to Guangzhou from 4 to 7 services per week from 30 June - 30 July 2024.
China Eastern	Seasonal growth to Shanghai from 3 to 7 services per week from 28 June 2024 - 4 August 2024.
Korean Airlines	Temporary reduction to Seoul Incheon (South Korea) from 5 to 3 services per week from 1 July - 27 October 2024.

TOP CITY PAIRS - SEATS

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

TOP 15 INBOUND NATIONALITIES BY PASSPORT (EXCLUDING AUSTRALIANS)

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

GOLD COAST AIRPORT



BNE PASSENGER STATISTICS



MAJOR AND SIGNIFICANT EVENTS

EVENT NAME	DATE
Gold Coast Marathon	6 - 7 Jul
Hockey Australia U18 National Championships	3 - 11 Jul
SHARKSKIN Australian & Interstate IRB Championships	18 - 21 Jul
Gold Coast Offshore Superboat Grand Prix	27 - 28 Jul

BUSINESS EVENTS AND INCENTIVES

EVENT NAME	DELEGATES	MONTH
AU NZ Disaster & Emergency Mgmt Conf.	500	Jul
The Cheesecake Shop Franchise Conference	300	Jul
Women in Sport Summit	500	Jul
AU NZ College of Veterinary Scientists	1000	Jul
SBMAQ 2024 Conference	900	Jul
Green Expo 2024	800	Jul

FOR UPCOMING EVENTS

FOR INFO ON BUSINESS EVENTS