



ACCOMMODATION PERFORMANCE SUMMARY - MARCH 2024

Average occupancy through March, particularly the lead into the early Easter, was influenced by the weather and then significant media speculation about the weather. Ultimately Easter itself was a great time to be on the Gold Coast. Across the month, average occupancy reached 66.8%. The time shift of Easter between this year and last year, limits year on year comparison, however the outcome was in line with the pre-pandemic result. 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 impact of the later NSW school holidays can be seen in the wider mid-April peak. The ANZAC Day and Labour Day public holidays can also be noted with the sharp peaks in late April and early May. Interestingly, the peak for following weekend (11/5-12/5) remained relatively subdued. The short-term booking remained tight and may be impacting the normally higher peaks later in the period shown.

OCCUPANCY



66.8%

+3 PERCENTAGE POINTS
VS MAR 2023
+0.5 PERCENTAGE POINTS
VS MAR 2019

ACCOMMODATION DATA SOURCE, STR

ADR



\$247.40

+4.7 PERCENTAGE POINTS
VS MAR 2023
+41.0 PERCENTAGE POINTS
VS MAR 2019

REVPAR



\$165.14

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

TOURISM & EVENTS
Queensland

GOLD COAST AVIATION (INBOUND SEATS)

Year	2023	2024	
Month	MAR	MAR	YoY Var %
Domestic Seats	258,144	304,444	18%
International Seats	36,372	28,755	-21%
Total	294,516	333,199	13%

BRISBANE AVIATION (INBOUND SEATS)

Year	2023	2024	
Month	MAR	MAR	YoY Var %
Domestic Seats	900,042	898,440	-0.2%
International Seats	226,193	329,496	46%
Total	1,126,235	1,227,936	

Future Capacity Information

Q1 AIRPORT UPDATE

Gold Coast Airport

Gold Coast Airport witnessed one of its busiest first quarters on record, with approximately 826,000 inbound passengers.

In particular, last month marked the busiest February ever, followed by the second busiest March on record.

This is a testament to the increasing popularity and demand for travel through Gold Coast Airport.

Future Capacity Information

AIRLINE PARTNER ACTIVITIES/INITIATIVES

Delta Airlines

Announced commencement of three services per week seasonal service from Los Angeles to Brisbane, commencing 4 December 2024.

Jetstar

Published in schedule seasonal growth to Osaka (Japan), with the increase from four to five services per week for 29 July to 8 September 2024.

China Southern

End of seasonal increase from Guangzhou from four to seven flights per week. From 26 February 2024, airline returned to four flights per week.

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

GOLD COAST AIRPORT



BNE PASSENGER STATISTICS



MAJOR AND SIGNIFICANT EVENTS

EVENT NAME	DATE(S)
Bonsoy Gold Coast Pro	27 Apr - 4 May
Australian Gymnastics Championships	9 - 22 May
Bowls Queensland State Championships	13 - 26 May
Blues on Broadbeach	16 - 19 May
Sanctuary Cove International Boat Show	23- 26 May
Volleyball Queensland Intermediate Schools Cup	31 May - 2 June

FOR UPCOMING EVENTS

BUSINESS EVENTS AND INCENTIVES

EVENT NAME	DELEGATES	MONTH
All-Actuaries Summit 2024	600	May
Fire Australia 2024	1500	May
Caravan Industry Association of Australia	800	May
Lift Brands Conference 2024	600	May
Mhomentum 2024	500	May
G8 2024 National Conference	600	May

FOR INFO ON BUSINESS EVENTS