



EXPERIENCE
GOLDCOAST.™

VISITOR ECONOMY DASHBOARD

ACCOMMODATION PERFORMANCE SUMMARY - OCTOBER 2025

The month of October held several major events, including the GC50 Run Festival, Groundwater Country Music Festival, Coolangatta Gold, Turf Games Summer Festival and the Supercars Gold Coast 500.

Public holidays were observed on October 6 for the King's Birthday in QLD and Labour Day in NSW, SA and ACT, and on October 27 for Labour Day in New Zealand. Average occupancy across the month of October was 75%, in line with last year. The average daily rate (ADR) was \$302, +3% versus last year (\$292).

Forward bookings occupancy for the next 28 days (at November 24) averaged 65%, +1 point versus the same time last year (64%).

OCCUPANCY



75%
+0 POINTS VS
OCTOBER 2024

ADR



\$302
+3% VS
OCTOBER 2024

FORWARD OCCUPANCY FOR NEXT 90 DAYS

 STR



Occupancy = Percent sold of available rooms.

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

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.

VISITATION DATA



The interactive visitation data published by TEQ provides a overview of domestic and international visitation to Queensland, the Gold Coast and other tourism regions.

DOMESTIC VISITATION

INTERNATIONAL VISITATION

TOURISM & EVENTS
Queensland

GOLD COAST AVIATION (INBOUND SEATS)

	OCT 2024	OCT 2025	Variance
Domestic	265,473	277,459	+5%
International	30,753	41,929	+36%
Total	296,226	319,388	+8%

BRISBANE AVIATION (INBOUND SEATS)

	OCT 2024	OCT 2025	Variance
Domestic	927,678	993,587	+7%
International	335,156	384,986	+15%
Total	1,262,834	1,378,573	+9%

TOP 10 INBOUND CITIES

1. Sydney	6. Bali
2. Melbourne	7. Cairns
3. Auckland	8. Newcastle
4. Adelaide	9. Geelong
5. Canberra	10. Christchurch

GOLD COAST AIRPORT DATA



TOP 15 INBOUND NATIONALITIES

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

BRISBANE AIRPORT DATA



UPCOMING MAJOR EVENTS

EVENT NAME	DATE	LOCATION
Australian School Basketball Championships	Nov 29-Dec 5	Various Locations
Australian Volleyball Schools Cup	Dec 7-13	Gold Coast Sports and Leisure Centre
Spilt Milk	Dec 14	Gold Coast Sports Precinct
Jai Opetaia v Huseyin Cinkara	Dec 6	Gold Coast Convention and Exhibition Centre
Magic Millions	Jan 10	Gold Coast Turf Club
National Futsal Championships	Jan 13-17	Gold Coast Sports Precinct
Brisbane Bullets v Adelaide 36ers	Jan 28	Gold Coast Sports and Leisure Centre
SLSA Iron Series Super Sprint and Grand Eliminator	Jan 31-Feb 1	Miami
Red Hot Summer Tour	Feb 1	Broadwater Parklands
AACTA Festival	Feb 4-8	HOTA, Home of the Arts
Laneway Festival	Feb 7	Southport Sharks
Beach 5s Australia Championship	Feb 13-15	Greenmount Beach
Shannon Eckstein Ironman Classic	Feb 13-15	Northcliffe Surf Life Saving Club
ITTF World Para Future	Feb 14-16	Venue TBC
Suncorp Spirit Cup	Feb 20	Gold Coast Sports and Leisure Centre
Para Swimming World Series	Feb 20-22	Gold Coast Aquatic Centre
NBL Ignite Cup Final	Feb 22	Gold Coast Convention and Exhibition Centre

UPCOMING BUSINESS EVENTS

EVENT NAME	DATE	DELEGATES
Australian Linguistic Society Conference	Dec 2-5	150
International Membrane Science and Technology Conference	Dec 7-11	250
Go Vita Conference	Feb 10-12	300
World Surfing Conservation Conference	Feb 16-19	500
Amway Hong Kong Leadership Seminar	Mar 1-5	400
Australasian Pharmacy Professional Conference	Mar 12-14	6,000
Screen Forever 40	Mar 17-19	700
ANZSNR Annual Scientific Meeting	Mar 19-21	200
ANZGOG Annual Scientific Meeting	Mar 25-27	300
Endocrine Society of Australia Seminar	Apr 10-12	350
Floodplain Management Australia National Conference	Apr 21-24	400

MORE ABOUT MAJOR EVENTS

MORE ABOUT BUSINESS EVENTS