



EXPERIENCE
GOLDCOAST.

VISITOR ECONOMY DASHBOARD

ACCOMMODATION PERFORMANCE SUMMARY - JANUARY 2025

The month of January welcomed several major events, including the Magic Millions raceday, Basketball Queensland U18 Championships, Gold Coast International Futsal Cup, Australia Day and Lunar New Year celebrations.

Average occupancy across the month was 77.4%, a marked increase on last year (74.7%). The average daily rate (ADR) was \$365, down from \$371 last year.

Forward occupancy for the next 28 days (at 17 February) averaged 58%, a slight drop compared to the same time last year (60%).

Total inbound seats to Gold Coast Airport in January were down (-12%) compared to last year, while total inbound seats to Brisbane Airport were up (+5%).

Public holidays were observed for New Year's Day and Australia Day. School holidays concluded for most states and territories after the Australia Day long weekend.

OCCUPANCY



77.4%
+ 2.7 POINTS VS
JANUARY 2024

ADR



\$365
- 1.6% VS
JANUARY 2024

REVPAR



\$283
+ 1.9% VS
JANUARY 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](#)



GOLDCOAST AVIATION (INBOUND SEATS)

	JAN 2024	JAN 2025	Variance
Domestic	363,172	311,010	- 14 %
International	37,353	40,443	+ 8 %
Total	400,525	351,453	- 12 %

BRISBANE AVIATION (INBOUND SEATS)

	JAN 2024	JAN 2025	Variance
Domestic	872,596	876,217	+ 0 %
International	342,667	398,759	+ 16 %
Total	1,215,263	1,274,976	+ 5 %

Future Capacity Information

Fly Pelican	Announced 4 new services per week between Gold Coast and Newcastle, from late March 2025.
Jetstar	Announced 3 new services per week between Gold Coast and Hamilton (NZ), and between Gold Coast and Dunedin (NZ), from June 2025. Announced 4 services per week between Gold Coast and Darwin, from late June to late October 2025.

Future Capacity Information

Cathay Pacific	Published growth for Hong Kong from 10 to 12 services per week from April 2025.
China Eastern	Published growth from 4 to 5 services per week from April 2025.
Qantas	Announced return of B787 aircraft for Los Angeles from mid-August 2025.
Singapore Airlines	Published growth to 28 services per week from mid June 2025.
Solomon Airlines	Launched 1 return service per week between Brisbane and Auckland.

TOP CITY PAIRS

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

TOP 15 INBOUND NATIONALITIES

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

GOLDCOAST AIRPORT DATA



BRISBANE AIRPORT DATA



UPCOMING MAJOR EVENTS

EVENT NAME	DATE	LOCATION
Green Day	5 Mar	Cbus Super Stadium
Australian WPGA Championship	6 Mar - 9 Mar	Sanctuary Cove Golf and Country Club
Netball Queensland Suncorp Spirit Cup	7 Mar - 8 Mar	Gold Coast Sports and Leisure Centre
Australian Boardriders Battle Grand Final	8 Mar - 9 Mar	Burleigh Heads
Volleyball Queensland Beach Schools Cup	9 Mar - 10 Mar	Coolangatta Beach
VolleySlam	21 Mar - 30 Mar	Coolangatta Beach
Australian Surf Life Saving Championships	29 Mar - 6 Apr	North Kirra and Tugun SLSC
Gold Coast Triathlon	5 Apr - 6 Apr	Broadwater Parklands
Waterpolo Queensland State Titles	5 Apr - 13 Apr	Gold Coast Aquatic Centre
Ultra Beach Gold Coast	11 Apr	Broadwater Parklands
Cooly Classic Ocean Swim Festival	12 Apr - 13 Apr	Coolangatta
Gold Coast Film Festival	16 Apr - 27 Apr	HOTA, Home of the Arts
Gold Coast Running Festival	27 Apr	Cbus Super Stadium

UPCOMING BUSINESS EVENTS

EVENT NAME	DATE	DELEGATES
AIRR & Elders National Conference	6 Mar - 10 Mar	1,500
ARGANZ Abdominal Radiology Group Australia & NZ	6 Mar - 9 Mar	350
European Association for Communication in Healthcare	17 Mar - 19 Mar	20
Apiam Leadership Conference	17 Mar - 20 Mar	200
Screen Forever	18 Mar - 20 Mar	700
Aust. Pharmacy Professional Conf. & Trade Exhibition	20 Mar - 23 Mar	6,000
Trauma-Informed Symposium	21 Mar - 22 Mar	20
National Mortgage Brokers	26 Mar - 28 Mar	250
SUBCON Subway Australia & NZ Convention	28 Mar - 30 Mar	1,000
Australian Distillers Annual Conference	31 Mar - 2 Apr	600
ICEF Australia & New Zealand	9 Apr - 11 Apr	450
Amway Thailand	21 Apr - 27 Apr	1,500
Lift Brands Asia Pacific Business Summit	29 Apr - 2 May	500

[MORE ABOUT MAJOR EVENTS](#)

[MORE ABOUT BUSINESS EVENTS](#)