



EXPERIENCE  
**GOLDCOAST.**

# VISITOR ECONOMY DASHBOARD

## ACCOMMODATION PERFORMANCE SUMMARY - SEPTEMBER 2024

The month of September welcomed several major events, including the SWELL Sculpture Festival, NBL Blitz, Premier International and the Socceroos v Bahrain FIFA World Cup 2026 Qualifier.

Average occupancy across the month was 73.7%, a slight decrease on last year (75.5%). The average daily rate (ADR) in September was \$264, down from \$286 last year. Forward occupancy for the next 28 days (at 14 October) averaged 67%, a slight decrease compared to last year (69%).

Total flight visitors in September to the Gold Coast Airport were down (-12%) compared to last year and total flight visitors to Brisbane Airport were up (+5%) compared to last year.

Public holidays were observed on 23 September (King's Birthday, WA) and 27 September (AFL Grand Final, VIC).

### OCCUPANCY



# 73.7%

- 1.8 PERCENTAGE POINTS VS SEPTEMBER 2023

### ADR



# \$264

- 7.7% VS SEPTEMBER 2023

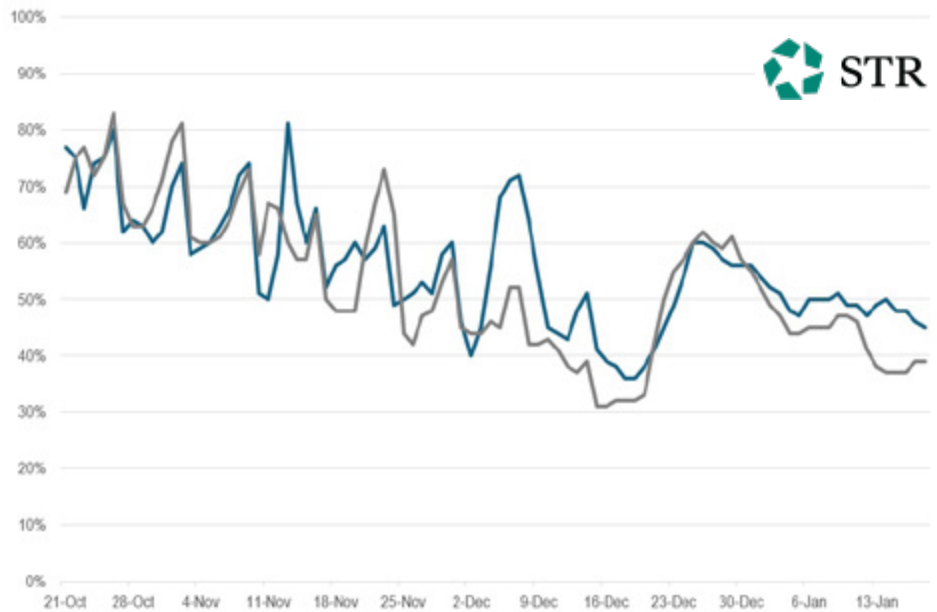
### REVPAR



# \$195

- 9.9% VS SEPTEMBER 2023

### 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)

	SEPT 2023	SEPT 2024	Variance
Domestic	279,086	251,967	- 10%
International	45,135	32,535	- 28%
<b>Total</b>	<b>324,221</b>	<b>284,502</b>	<b>- 12%</b>

## BRISBANE AVIATION (INBOUND SEATS)

	SEPT 2023	SEPT 2024	Variance
Domestic	897,152	900,284	+ 0%
International	260,817	320,392	+ 23%
<b>Total</b>	<b>1,157,969</b>	<b>1,220,676</b>	<b>+ 5%</b>

### Future Capacity Information

<b>AirAsiaX</b>	Suspension of services between Gold Coast and Kuala Lumpur from December 2024. Currently no more connection flights in operation due to the seasonal schedule.
<b>Air New Zealand</b>	Inbound seat capacity from New Zealand for December 2024 to January 2025 is up 26% compared to last year.
<b>Hong Kong Airlines</b>	Launching seasonal service between Gold Coast and Hong Kong from January 2025 for 5 weeks.
<b>Jetstar</b>	Announced flights to Dunedin and Hamilton from June 2025, 3 times per week for each service. Increasing services between Gold Coast and Christchurch for December 2024 to January 2025.
<b>Virgin Australia</b>	Announced additional capacity for Adelaide, Sydney and Melbourne for December 2024 to January 2025.

### Future Capacity Information

<b>American Airlines</b>	Launching 7 services per week to Dallas from late October 2024.
<b>Cathay Pacific</b>	Published growth from 6 to 10 services per week to Hong Kong from late October 2024.
<b>China Eastern</b>	Published growth from 3 to 7 services per week to Shanghai from late October 2024, and upgrading from A330 to A350 from mid December 2024.
<b>China Southern</b>	Published growth from 4 to 7 services per week from mid November 2024.
<b>Delta Airlines</b>	Launching 3 services per week to Los Angeles from early December 2024.
<b>Jetstar</b>	Launching 3 services per week to Bangkok from mid December 2024.
<b>Qantas</b>	Published growth from 7 to 9 services per week to Singapore from late October 2024. Launching 4 services per week to Manila from late October 2024.
<b>Virgin Australia</b>	Published growth to Vanuatu from 7 to 10 services per week for December 2024 to January 2025.

### TOP CITY PAIRS

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

### TOP 15 INBOUND NATIONALITIES

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

### GOLDCOAST AIRPORT DATA



### BRISBANE AIRPORT DATA



## UPCOMING MAJOR EVENTS

EVENT NAME	DATE	LOCATION
Pan Pacific Masters Games	1 Nov - 10 Nov	Various Locations
Kid Laroï	11 Nov	HOTA, Home of the Arts
Pearl Jam	13 Nov	People First Stadium
Schoolies	16 Nov - 8 Dec	Surfers Paradise
Spilt Milk	23 Nov	Broadwater Parklands
Matildas vs Brazil	1 Dec	CBus Super Stadium
Basketball Australia School Championships	1 Dec - 6 Dec	Carrara and Coomera
National Cheer and Dance Championships	5 Dec - 9 Dec	Gold Coast Convention & Exhibition Centre
Australian Volleyball Schools Cup	9 Dec - 15 Dec	Carrara and Coomera
Magic Millions	11 Jan	Gold Coast Turf Club

## UPCOMING BUSINESS EVENTS

EVENT NAME	DATE	DELEGATES
2024 Australian Assistive Technology Conference	6 Nov - 8 Nov	300
Australian Financial Group NEXT 2024	12 Nov - 15 Nov	850
Clinical Oncology Society of Australia 2024	13 Nov - 15 Nov	800
Hastings Deering Aftermarket Forum	13 Nov - 15 Nov	45
The Things You Can't Un-Hear Live Event 2024	14 Nov	200
AusRail 2024	24 Nov - 28 Nov	1000
AMA Queensland Intern Workshop 2024	28 Nov	50

[MORE ABOUT MAJOR EVENTS](#)

[MORE ABOUT BUSINESS EVENTS](#)