

EXPERIENCE
GOLDCOAST.

DESTINATION
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ACCOMMODATION, AVIATION, EVENTS AND BUSINESS EVENTS DASHBOARD

ACCOMMODATION PERFORMANCE SUMMARY - SEPTEMBER 2023

September school holidays had a positive impact on the month overall with average occupancy reaching 74.9%, slightly down on 2022 and up on 2019. The average daily room rate also benefited from the holidays at \$275.64 down slightly on 2022 and up nearly 50% on 2019.

The forward occupancy graph (below) represents reservations in the system on any given date. The downward trajectory of the graph is expected as it is a function of how far consumers are willing to commit to discretionary spending. Post September school holidays, the run of frequent peaks and troughs indicate the cycle of weekend peaks. There is a sharper peak in late November highlighting Schoolies week followed by another pronounced increase in late December leading into the Christmas and New Year period. Accommodation data referenced herein is sourced from STR. It comprises of 63% of accommodation rooms on the Gold Coast.

OCCUPANCY



74.9%

-1.3 PERCENTAGE POINTS
VS SEP 2022
+ 4.9 PERCENTAGE POINTS
VS SEP 2019

ACCOMMODATION DATA SOURCE, STR

ADR



\$275.64

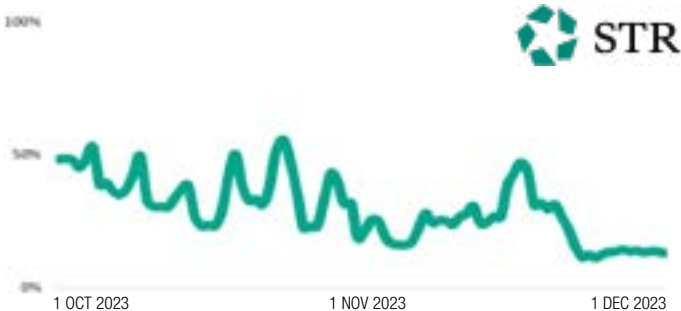
-2.1% PERCENTAGE POINTS
VS SEP 2022
+49% PERCENTAGE POINTS
VS SEP 2019

REVPAR



\$210.21

FORWARD OCCUPANCY FOR NEXT 90 DAYS



The Forward Occupancy for next 90 days graph uses a snapshot of reservations taken on 16 October.

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

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GOLD COAST AVIATION

Year	2022	2023	
Month	SEP	SEP	YoY Var %
Domestic Seats	266,291	279,086	5%
International Seats	31,621	45,135	45%
Total	297,912	324,221	

BRISBANE AVIATION

Year	2022	2023	
Month	SEP	SEP	YoY Var %
Domestic Seats	812,249	897,152	10%
International Seats	178,557	260,817	46%
Total	990,806	1,157,969	

Future Capacity Information

AIRLINE PARTNER	ACTIVITIES/INITIATIVES
Bonza	Commencement of services to 14 destinations from 15 Nov - 7 Dec 2023 When fully operational, 7,800 additional seats will be available. Destinations will include: Townsville, Melbourne, Mackay, Rockhampton, Albury, Launceston, Darwin, Cairns, Bundaberg, Avalon, Mt Isa, Mildura, Gladstone, Proserpine.
Jetstar	Growth on AKL from 7 to 11 services per week from November 2023

Future Capacity Information

AIRLINE PARTNER	ACTIVITIES/INITIATIVES
Cathay Pacific	Growth on Hong Kong from 5 to 6 services per week from 31 Dec 2023
China Airlines	Growth on Taipei from 5 to 6 services from 30 Oct 2023
China Eastern	Launch of Shanghai services from 31 Oct 2023 at 3 per week building to 7 per week from 11 Dec 2023 - 25 Feb 2024.
China Southern	Relaunch Guangzhou services from 17 Nov 2023 at 4 per week building to 7 services per week from 11 Dec - 25 Feb 2024.
Virgin Australia	Seasonal growth on Queenstown (NZ) from 7 to 9 services per week 11 Dec 2023 - 25 February 2024.

TOP CITY PAIRS - SEATS

1. Sydney
2. Melbourne
3. Auckland
4. Adelaide
5. Narita, Japan

TOP 15 INBOUND NATIONALITIES BY PASSPORT (EXCLUDING AUSTRALIANS)

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

GOLD COAST AIRPORT



BNE PASSENGER STATISTICS



MAJOR AND SIGNIFICANT EVENTS

EVENT NAME	DATE(S)
Paul McCartney Got Back Tour 2023	4 Nov
Spilt Milk, Gold Coast Sports Precinct	26 Nov
Basketball Australia School Championships	27 Nov - 1 Dec
Fisiocrem GC50 Run Festival	2-3 Dec
Australian Volleyball Schools Cup	3-9 Dec
Basketball QLD First Nations Championships	13-17 Dec

FOR UPCOMING EVENTS

MAJOR EVENTS
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BUSINESS EVENTS AND INCENTIVES

EVENT NAME	DELEGATES	MONTH
National Vet Conference 2023	850	Nov
Nutrien Ag Solutions & CRT Summit 2023	1000	Nov
Australian Association of Gerontology	550	Nov
Australian Archaeological Association	400	Dec
Bio4Apps Conference	100	Dec

FOR INFO ON BUSINESS EVENTS

BUSINESS EVENTS
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