



ACCOMMODATION PERFORMANCE SUMMARY - FEBRUARY 2024

February remained reasonably resilient and delivered an average occupancy across the destination of 67.2%. The ADR was down across the month in response to the expected activity level, falling below the same period in February 2023.

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. With continuing media discussion about the cost of living, the normal post January activity remained subdued. The lower consumer confidence kept the booking window short which is evident in the short in the sharp peaks and troughs through March to Easter. There was some signs of stability in April bookings.

OCCUPANCY



67.2%

+2.1 PERCENTAGE POINTS VS FEB 2023
-2.2 PERCENTAGE POINTS VS FEB 2019

ACCOMMODATION DATA SOURCE, STR

ADR



\$236.23

-0.8 PERCENTAGE POINTS VS FEB 2023
+32.7 PERCENTAGE POINTS VS FEB 2019

REVPAR



\$160.53

FORWARD OCCUPANCY FOR NEXT 90 DAYS



The Forward Occupancy for next 90 days graph uses a snapshot of reservations taken on 1 December.

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



GOLD COAST AVIATION (INBOUND SEATS)

Year	2023	2024	
Month	FEB	FEB	YoY Var %
Domestic Seats	236,266	278,511	18%
International Seats	32,055	29,244	-9%
Total	268,321	307,755	15%

BRISBANE AVIATION (INBOUND SEATS)

Year	2023	2024	
Month	FEB	FEB	YoY Var %
Domestic Seats	799,672	836,974	4.7%
International Seats	205,265	317,006	54%
Total	1,004,937	1,153,980	

Future Capacity Information

AIRLINE PARTNER	ACTIVITIES/INITIATIVES
Bonza	Commenced Gold Coast to Darwin services with two flights per week (from 19 March 2024). Departures from Gold Coast on Tuesdays and Fridays, and arrivals on Wednesdays and Sundays from Darwin).

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

- Sydney
- Melbourne
- Auckland
- Adelaide
- Cairns

TOP 15 INBOUND NATIONALITIES BY PASSPORT (EXCLUDING AUSTRALIANS)

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

GOLD COAST AIRPORT



BNE PASSENGER STATISTICS



MAJOR AND SIGNIFICANT EVENTS

EVENT NAME	DATE(S)
Australian Age and Open Championships	6-20 Apr
Ultra Beach Gold Coast	12 Apr
Gold Coast Film Festival	17 - 28 Apr
Bonsoy Gold Coast Pro	27 Apr - 4 May

FOR UPCOMING EVENTS

BUSINESS EVENTS AND INCENTIVES

EVENT NAME	DELEGATES	MONTH
APHA National Congress 2024	220	Apr
Retail Fest 2024	1750	Apr
34th Int. Conference on Antiviral Research	125	Apr
Australian & New Zealand Addiction Conf.	500	Apr
ACN Meeting 2024	500	Mar

FOR INFO ON BUSINESS EVENTS