



EXPERIENCE
GOLDCOAST.

VISITOR ECONOMY DASHBOARD

ACCOMMODATION PERFORMANCE SUMMARY - AUGUST 2024

The month of August welcomed several major events, including the BLEACH Festival, Pacific Airshow and Lifesaving World Championships. Average occupancy across the month was 74.2%, a strong increase on last year (68.5%). The average daily rate (ADR) in August was \$253, up from \$241 last year. Forward occupancy (at 2 September) averaged at 65% over the next 28 days, a slight decrease on the same time last year (71%).

Total flight visitors in August to the Gold Coast Airport were down (-14%) compared to August last year; while total flight visitors to Brisbane were up (+4%) compared to August last year.

Public holidays were observed on August 5 (QLD and NT), August 14 (Brisbane) and August 30 (Gold Coast).

OCCUPANCY



74.2%

+ 5.7 PERCENTAGE
POINTS VS AUGUST 2023

ADR



\$253

+ 4.8%
VS AUGUST 2023

REVPAR



\$187

+ 13.6%
VS AUGUST 2023

FORWARD OCCUPANCY FOR NEXT 90 DAYS



The Forward Occupancy graph above is a snapshot of reservations made as at 2 September 2024. The downward trajectory is expected and indicates how far forward consumers are willing to book. The minor fluctuations indicate the weekly cycle of weekend peaks.

Please note: The accommodation data referenced herein is sourced from STR. It comprises 69% of accommodation rooms on the Gold Coast.

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.

REGIONAL OVERNIGHT MOBILITY DASHBOARD



The Regional Overnight Mobility Dashboard is an interactive dashboard that provides users with a regional overview of the profile of domestic overnight visitors by month. It shows where visitors to the selected Tourism Region came from, highlighting the size of the interstate vs. intrastate markets. It then breaks down visitation to regions within the inter and intrastate markets by visitors' home location.

[TOURISM DATA EXPLORER](#)



GOLD COAST AVIATION (INBOUND SEATS)

Year	2023	2024	
Month	AUGUST	AUGUST	Variance
Domestic	263,442	235,300	- 11 %
International	42,166	28,967	- 31 %
Total	305,608	264,267	- 14 %

BRISBANE AVIATION (INBOUND SEATS)

Year	2023	2024	
Month	AUGUST	AUGUST	Variance
Domestic Seats	908,607	892,148	- 2 %
International Seats	260,549	321,534	+ 23 %
Total	1,169,156	1,213,682	+ 4 %

Future Capacity Information

AIRLINE PARTNER	ACTIVITIES/INITIATIVES
Hong Kong Airlines	Seasonal service between Gold Coast and Hong Kong from mid January 2025 for 5 weeks.
Jetstar	Flights to Dunedin and Hamilton commencing from June 2025, 3 times per week for each service.

Future Capacity Information

AIRLINE PARTNER	ACTIVITIES/INITIATIVES
China Eastern	Published seasonal reduction to Shanghai from 7 to 4 services per week for early November 2024 (two weeks) and from mid February to end March 2025 (six weeks).
Korean Airlines	Published growth to Seoul from 3 to 4 services per week from 28 October 2024.
Virgin Australia	Published growth to Vanuatu from 7 to 10 services per week for mid December 2024 to mid 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 Singapore |
| 2 Japan | 7 USA | 12 Germany |
| 3 China | 8 India | 13 France |
| 4 United Kingdom | 9 Canada | 14 PNG |
| 5 Taiwan | 10 Philippines | 15 Malaysia |

GOLD COAST AIRPORT DATA



BRISBANE AIRPORT DATA



UPCOMING MAJOR EVENTS

EVENT NAME	DATE	LOCATION
All Schools Touch Football Championships	2 Oct - 6 Oct	Runaway Bay
Promiseland Festival	4 Oct - 6 Oct	Main Beach
Sail Paradise	4 Oct - 7 Oct	Main Beach
Coolangatta Gold	12 Oct - 13 Oct	Coolangatta
Groundwater Country Music Festival	18 Oct - 20 Oct	Broadbeach
Gold Coast Beach 5s Spring Festival	25 Oct - 27 Oct	Coolangatta
Boost Mobile Gold Coast 500	25 Oct - 27 Oct	Surfers Paradise
Pan Pacific Masters Games	1 Nov - 10 Nov	Various Locations
Schoolies	16 Nov - 8 Dec	Surfers Paradise
National Cheer and Dance Championships	5 Dec - 9 Dec	Broadbeach

UPCOMING BUSINESS EVENTS

EVENT NAME	DATE	DELEGATES
World Rett Syndrome Congress 2024	2 Oct - 5 Oct	250
Fuji Kazai 80th Anniversary 2025	6 Oct - 10 Oct	700
ClubsNSW Conference & AGM 2024	9 Oct - 12 Oct	800
Faculty of Forensic Psychiatry 2024 Conference	9 Oct - 12 Oct	200
Wounds Australia 2024	14 Oct - 16 Oct	800
Sleep Down Under 2024	15 Oct - 19 Oct	600
API National Property Conference 2024	16 Oct - 18 Oct	600
33rd ARNA National Conference 2024	16 Oct - 18 Oct	230
Mayors Breakfast	17 Oct	250
Greencross Clinical Symposium 2024	19 Oct - 24 Oct	1500
KPMG APC 24	20 Oct - 23 Oct	750
2024 Specsavers Conference	25 Oct - 26 Oct	800

[MORE ABOUT MAJOR EVENTS](#)

[MORE ABOUT BUSINESS EVENTS](#)