



EXPERIENCE
GOLDCOAST.

VISITOR ECONOMY DASHBOARD

ACCOMMODATION PERFORMANCE SUMMARY - JULY 2024

The month of July welcomed a new financial year and the end of the winter school break. Average occupancy across the month was 71.7%, a slight increase on last year (69.3%). July occupancy reached a peak of 86.0% on Saturday 6 July. The ADR for June was \$253, a 7.3% increase on last year (\$236). Forward occupancy (at 5 August) over the next 90 days averaged 54.4%, a slight increase on last year (54.0%).

Total flight visitors to the Gold Coast in July were down (-6%) compared to last year (276,310 vs 295,099); while international flight visitors to Brisbane were up (23%) from 252,845 to 310,149.

Major events in July included the Gold Coast Marathon, State of Origin (Game 3) and the Bond University Open Day. Notably, the combined June-July school break period for QLD, NSW, VIC and New Zealand ran over four weeks this year, compared to three weeks in 2023. There were no public holidays in July for Australia or New Zealand.

OCCUPANCY



72.2%

+1.2 PERCENTAGE POINTS VS JULY 2023

ADR



\$260

+4.4% VS JULY 2023

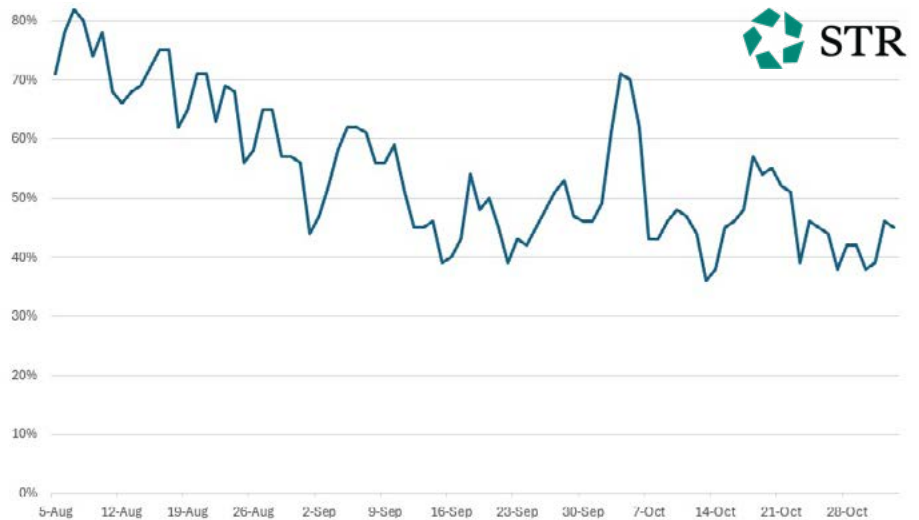
REVPAR



\$187

+6.2% VS JULY 2023

FORWARD OCCUPANCY FOR NEXT 90 DAYS



The Forward Occupancy graph above is a snapshot of reservations made as at 5 August 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	JULY	JULY	Variance
Domestic	282,329	283,655	+0%
International	48,871	35,514	-27%
Total	331,200	319,169	-4%

BRISBANE AVIATION (INBOUND SEATS)

Year	2023	2024	
Month	JULY	JULY	Variance
Domestic Seats	902,733	963,664	+7%
International Seats	265,125	325,564	+23%
Total	1,167,858	1,289,228	+10%

Future Capacity Information

AIRLINE PARTNER	ACTIVITIES/INITIATIVES
Jetstar	Increasing the number of services between Gold Coast and Christchurch over the holiday period (14 December to 26 January)
AirAsiaX	Suspension of services between Gold Coast and Kuala Lumpur from December 24. Currently no more flights in operation between the two cities due to the seasonal schedule that was in place.

Future Capacity Information

AIRLINE PARTNER	ACTIVITIES/INITIATIVES
Qantas	Announced the commencement of three (3) services per week to Port Vila (Vanuatu), commencing 10 September 2024.
China Eastern	Published growth to Shanghai (China) with the upgrade of seven (7) services per week (daily) from A330 to the modern A350-900 aircraft from 28 October 2024 to 29 March 2025.
Cathay Pacific	Published growth to Hong Kong (China) from six (6) to ten (10) services per week from 27 October 2024 to 29 March 2025. Published growth to Hong Kong (China) from six (6) to seven (7) services per week (daily) from 30 March 2025.

TOP CITY PAIRS (SEATS)

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

TOP 15 INBOUND NATIONALITIES

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

GOLD COAST AIRPORT DATA



BRISBANE AIRPORT DATA



UPCOMING MAJOR EVENTS

EVENT NAME	DATE	LOCATION
Lifesaving World Championships	20 Aug - 8 Sep	B'beach & Southport
Gold Coast Show	30 Aug - 1 Sep	Southport
Socceroos v Bahrain (FIFA WC 2026 Qualifier)	5 Sep	Robina
SWELL Sculpture Festival	6-15 Sep	Currumbin
NBL Blitz	7 Sep - 14 Sep	Carrara
Crafted Beer Festival	14 Sep	Broadbeach
Turf Games Summer Festival	14 Sep - 15 Sep	Runaway Bay
Premier Invitational	20-29 Sep	Carrara and Nerang

[MORE ABOUT MAJOR EVENTS](#)

UPCOMING BUSINESS EVENTS

EVENT NAME	DATE	DELEGATES
BDO Australia Conference	9-12 Sep	240
Australian Insurance Law National Conference	11-13 Sep	200
AOS, ASP & APS Combined Conference	18-21 Sep	350
Sanei Ltd Japan 70th Anniversary	20-23 Sep	600
Flooring Xtra NZ	21-24 Sep	150
Connect24	24-29 Sep	200
Australian Rett Syndrome National Conference	28 Sep - 1 Oct	50
Chemca 2024	29 Sep - 1 Oct	300
AMCA National Conference	30 Sep - 4 Oct	150

[MORE ABOUT BUSINESS EVENTS](#)