



EXPERIENCE
GOLDCOAST.

VISITOR ECONOMY DASHBOARD

ACCOMMODATION PERFORMANCE SUMMARY - AUGUST 2025

The month of August held several major events, including the BLEACH Festival, the Volleyball Queensland Senior Schools Cup, and the Australian Open and Oceania World Taekwondo Presidents Cup. Public holidays were observed on August 4 in NT for Picnic Day, August 13 in Brisbane for the Ekka, and August 29 in Gold Coast for the Gold Coast Show.

Average occupancy across the month of August was 70.2%, -4.2 points lower versus last year (74.4%). The average daily rate (ADR) was \$251, slightly lower versus last year (\$252). Forward bookings occupancy for the next 28 days (at September 22) averaged 74%, +2 points higher versus the same time last year (72%).

OCCUPANCY



70.2%
- 4.2 POINTS VS
AUGUST 2024

ADR



\$251
- 0% VS
AUGUST 2024

FORWARD OCCUPANCY FOR NEXT 90 DAYS



Occupancy = Percent sold of available rooms.
ADR (Average Daily Rate) = Room revenue divided by rooms sold.
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.

VISITATION DATA



The interactive visitation data published by TEQ provides a overview of domestic and international visitation to Queensland, the Gold Coast and other tourism regions.

DOMESTIC VISITATION **INTERNATIONAL VISITATION**



GOLD COAST AVIATION (INBOUND SEATS)

	AUG 2024	AUG 2025	Variance
Domestic	235,300	243,427	+3%
International	235,300	37,158	+28%
Total	264,267	280,585	+6%

BRISBANE AVIATION (INBOUND SEATS)

	AUG 2024	AUG 2025	Variance
Domestic	892,148	934,374	+5%
International	321,534	380,177	+18%
Total	1,213,682	1,314,551	+8%

TOP 10 INBOUND CITIES

1. Sydney	6. Cairns
2. Melbourne	7. Geelong
3. Auckland	8. Denpasar
4. Adelaide	9. Newcastle
5. Canberra	10. Christchurch

TOP 15 INBOUND NATIONALITIES

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

GOLD COAST AIRPORT DATA



BRISBANE AIRPORT DATA



UPCOMING MAJOR EVENTS

EVENT NAME	DATE	LOCATION
Premier Invitational	Sep 26-Oct 5	Various Locations
UniSport Nationals	Sep 27-Oct 3	Various Locations
Australian Pickleball Championships	Sep 29-Oct 6	Pimpama Sports Hub
All Schools Touch Football Championships	Oct 8-12	Gold Coast Performance Centre
GC50 Run Festival	Oct 11-12	Coolangatta
Groundwater Country Music Festival	Oct 17-19	Kurrawa Park
Shaw & Partners Coolangatta Gold	Oct 18-19	Coolangatta
Turf Games Summer Festival	Oct 18-19	Gold Coast Performance Centre
UniSport Nationals Cheer & Dance Competition	Oct 20	Gold Coast Sports & Leisure Centre
Boost Mobile Gold Coast 500	Oct 24-26	Surfers Paradise
Gold Coast Oceania Open	Nov 1-2	Carrara Indoor Sports Stadium
Men's T20 Australia v India	Nov 6	People First Stadium
Elastic Hearts	Nov 6-8	HOTA, Home of the Arts
Brisbane Bullets v New Zealand Breakers	Nov 12	Gold Coast Sports and Leisure Centre
3Ptag QLD Junior All Nations Tournament	Nov 14-16	Runaway Bay Sports Complex
Schoolies	Nov 21-Dec 6	Surfers Paradise
Gold Coast Beach Oztag	Nov 22-23	Coolangatta
Gold Coast Music Awards	Nov 27	HOTA, Home of the Arts
Festival of Touch	Nov 28-Dec 7	Coomera Sports Park
World Supercross Australian GP	Nov 29	Cbus Super Stadium
Australian School Basketball Championships	Nov 29-Dec 5	Various Locations
Australian Volleyball Schools Cup	Dec 7-13	Gold Coast Sports and Leisure Centre
Spilt Milk	Dec 14	Gold Coast Sports Precinct

MORE ABOUT MAJOR EVENTS

UPCOMING BUSINESS EVENTS

EVENT NAME	DATE	DELEGATES
ACCPA National Conference	Sep 30-Oct 2	1,500
Fuji Kizai 80th Anniversary	Oct 6-10	700
Clubs NSW Conference & AGM	Oct 8-11	800
NIBA Conference	Oct 19-22	600
Here to Stay 2025	Oct 23-24	300
PETAA Leading with Literacy Conference	Oct 23-24	300
Anytime Fitness 2025	Oct 23-26	800
Australian International Movie Convention	Oct 29-31	800
National Vet Conference	Oct 30-31	700
Australian Society for Stem Cell Research Conference	Nov 10-12	180
Asian Conference on Pattern Recognition	Nov 10-13	200
ACC National Conference	Nov 12-14	300
2nd Australian Materials Chemistry Conference	Nov 16-19	250
APAMT Conference	Nov 18-20	1,000
International IEE Conference on Intelligent Transportation Systems	Nov 18-21	500
Intelligent Transport Systems Australia Summit	Nov 18-21	300
SAS Co. Ltd Incentive Trip	Nov 20-24	230
Australasian College for Emergency Medicine Conference	Nov 23-27	1,000
26th PDCAT International Conference	Nov 28-30	300
Australian Linguistic Society Conference	Dec 2-5	150
International Membrane Science and Technology Conference	Dec 7-11	250

MORE ABOUT BUSINESS EVENTS