



ACCOMMODATION PERFORMANCE SUMMARY - JANUARY 2024

The Boxing Day rush set up the average occupancy across the destination in January to reach 73.8%, ahead of December as expected. As usual, the other January bookend of Australia Day saw the traditional rush back to work and/or school impacting the last four days of the month.

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. The effect of a shorter booking window continued through January with the pickup impacted by the traditional post Australia Day focus on back to work and school. The forward bookings through February remained relatively stable though with several sharper peaks and troughs. The current level of general consumer confidence is evident in the low level of commitment for February and March through to Easter.

OCCUPANCY



73.8%

-3.7 PERCENTAGE POINTS
VS JAN 2023
-8.1 PERCENTAGE POINTS
VS JAN 2019

ACCOMMODATION DATA SOURCE, STR

ADR



\$357.60

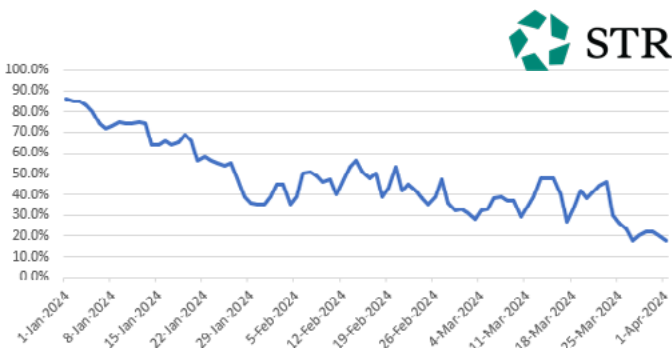
-7.5 PERCENTAGE POINTS
VS JAN 2023
+41.9 PERCENTAGE POINTS
VS JAN 2019

REVPAR



\$270.44

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	JAN	JAN	YoY Var %
Domestic Seats	309,830	363,172	17%
International Seats	33,287	37,353	6%
Total	345,012	400,525	16%

BRISBANE AVIATION (INBOUND SEATS)

Year	2023	2024	
Month	JAN	JAN	YoY Var %
Domestic Seats	863,211	872,596	1.1%
International Seats	229,536	342,667	49%
Total	1,092,747	1,215,263	

Future Capacity Information

AIRLINE PARTNER	ACTIVITIES/INITIATIVES
Bonza	<p>Bonza will commence the following services in March 2024:</p> <ul style="list-style-type: none"> Darwin - 2 times per week Bundaberg - 2 times per week Gladstone - 2 times per week <p>Bonza has recorded the best on-time arrivals performance in the country at 78.4% for the month of January, according to the latest monthly report.</p>
AirAsia X	<p>AirAsia X will be moving to a seasonal service operating March, April, June, July and December.</p>

Future Capacity Information

AIRLINE PARTNER	ACTIVITIES/INITIATIVES
American Airlines	<p>Announced commencement of daily seasonal service from Dallas to BNE, commencing 27 Oct 2024.</p>
Emirates	<p>Announced the growth of Dubai to BNE route from 1 Oct 2024, through the upgrade of 2nd daily service from B777 to A380</p>
Korean Airlines	<p>Upgrade of 5 services per week from A330 to B787 from 17 Jan 2024</p>

TOP CITY PAIRS - SEATS

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

TOP 15 INBOUND NATIONALITIES BY PASSPORT (EXCLUDING AUSTRALIANS)

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

GOLD COAST AIRPORT



BNE PASSENGER STATISTICS



MAJOR AND SIGNIFICANT EVENTS

EVENT NAME	DATE(S)
Gold Coast Volleyball Beach VolleyBall Festival	15-24 Mar
SLSQ Senior & Masters State Championships	15-17 Mar
SLSQ Youth State Championships	21-24 Mar
GC Laughs Festival	15-23 Mar

FOR UPCOMING EVENTS

BUSINESS EVENTS AND INCENTIVES

EVENT NAME	DELEGATES	MONTH
Screen Forever 2024	700	Mar
TSANZSRS Annual Scientific Meeting 2024	700	Mar
APP 2024	6000	Mar
BFT National Conference 2024	500	Mar
ACN Meeting 2024	500	Mar

FOR INFO ON BUSINESS EVENTS