



EXPERIENCE  
**GOLDCOAST.**

# VISITOR ECONOMY DASHBOARD

## ACCOMMODATION PERFORMANCE SUMMARY - FEBRUARY 2025

The month of February welcomed several major events, including the AACTA Festival, Gold Coast Open, BMX Freestyle National Championships and the Shannon Eckstein Ironman Classic.

Average occupancy across the month was 66.0%, a slight decrease versus last year (68.3%). The average daily rate (ADR) was \$245, up marginally from \$244 last year.

Forward occupancy for the next 28 days (at 17 March) averaged 58%, a slight increase versus the same time last year (55%).

Total inbound seats to Gold Coast Airport and Brisbane Airport were both down compared to last year, -23% and -1% respectively.

Public holidays were observed for the Royal Hobart Regatta (TAS only) and Waitangi Day (NZ only).

### OCCUPANCY



**66.0%**  
- 2.3 POINTS VS  
FEBRUARY 2024

### ADR



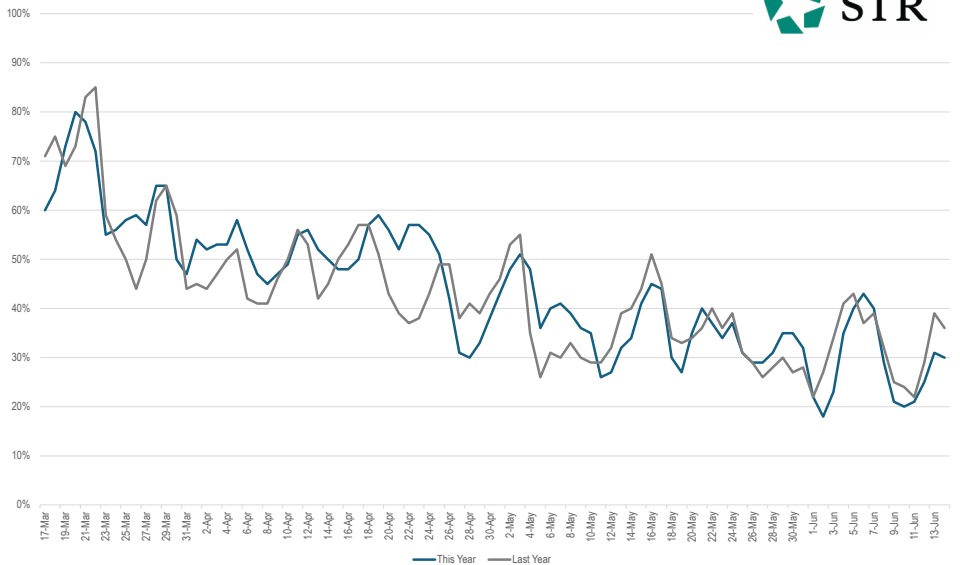
**\$245**  
+ 0.4% VS  
FEBRUARY 2024

### REVPAR



**\$161**  
- 3.0% VS  
FEBRUARY 2024

### FORWARD OCCUPANCY FOR NEXT 90 DAYS



**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. The downward trajectory is expected and indicates how far forward consumers are willing to book.

## REGIONAL OVERNIGHT MOBILITY DATA



The Regional Overnight Mobility Dashboard provides a regional overview of domestic overnight visitation by month, including the origin and volume of interstate and intrastate visitors.

[TOURISM DATA EXPLORER](#)



## GOLD COAST AVIATION (INBOUND SEATS)

	FEB 2024	FEB 2025	Variance
Domestic	278,511	215,496	- 23 %
International	29,244	22,899	- 22 %
<b>Total</b>	<b>307,755</b>	<b>238,395</b>	<b>- 23 %</b>

## BRISBANE AVIATION (INBOUND SEATS)

	FEB 2024	FEB 2025	Variance
Domestic	836,974	808,004	- 3 %
International	317,006	338,735	+ 7 %
<b>Total</b>	<b>1,153,980</b>	<b>1,146,739</b>	<b>- 1 %</b>

### Future Capacity Information

<b>Fly Pelican</b>	Announced 4 new services per week between Gold Coast and Newcastle, from late March 2025.
<b>Jetstar</b>	Announced 3 new services per week between Gold Coast and Hamilton (NZ), and between Gold Coast and Dunedin (NZ), from June 2025. Announced 4 services per week between Gold Coast and Darwin, from late June to late October 2025.

### Future Capacity Information

<b>Cathay Pacific</b>	Published growth for Hong Kong from 10 to 12 services per week from April 2025.
<b>China Eastern</b>	Published growth from 4 to 5 services per week from April 2025.
<b>China Southern</b>	Increasing from 4 to 5 services per week from April 2025.
<b>Qantas</b>	Announced return of B787 aircraft for Los Angeles from mid-August 2025.
<b>Singapore Airlines</b>	Published growth to 28 services per week from mid June 2025.

### TOP CITY PAIRS

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

### TOP 15 INBOUND NATIONALITIES

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

### GOLD COAST AIRPORT DATA



### BRISBANE AIRPORT DATA



## UPCOMING MAJOR EVENTS

EVENT NAME	DATE	LOCATION
VolleySlam	21 Mar - 30 Mar	Coolangatta Beach
Australian Surf Life Saving Championships	29 Mar - 6 Apr	North Kirra and Tugun SLSC
Gold Coast Triathlon	5 Apr - 6 Apr	Broadwater Parklands
Waterpolo Queensland State Titles	5 Apr - 13 Apr	Gold Coast Aquatic Centre
Ultra Beach Gold Coast	11 Apr	Broadwater Parklands
Cooly Classic Ocean Swim Festival	12 Apr - 13 Apr	Coolangatta
Gold Coast Film Festival	16 Apr - 27 Apr	HOTA, Home of the Arts
Out 2 Lunch Festival	3 May - 4 May	Surfers Paradise
WSL Bonsoy Gold Coast Pro	May 3 - May 13	Snapper Rocks
Gold Coast Careers Festival	May 14 - May 15	Gold Coast Sports and Leisure Centre
Blues on Broadbeach	May 15 - May 18	Broadbeach
International Boat Show	May 22 - May 25	Sanctuary Cove
Volleyball Queensland Intermediate Schools Cup	May 30 - Jun 1	Various Locations
SeaFire	May 31	Surfers Paradise

[MORE ABOUT MAJOR EVENTS](#)

## UPCOMING BUSINESS EVENTS

EVENT NAME	DATE	DELEGATES
Aust. Pharmacy Professional Conf. & Trade Exhibition	20 Mar - 23 Mar	6,000
Trauma-Informed Symposium	21 Mar - 22 Mar	20
National Mortgage Brokers	26 Mar - 28 Mar	250
SUBCON Subway Australia & NZ Convention	28 Mar - 30 Mar	1,000
Australian Distillers Annual Conference	31 Mar - 2 Apr	600
ICEF Australia & New Zealand	9 Apr - 11 Apr	450
Amway Thailand	21 Apr - 27 Apr	1,500
Lift Brands Conference	29 Apr - 2 May	500
Toastmasters District Annual Conference	2 May - 4 May	300
Australasian College of Phlebology Conference	9 May - 12 May	100
Pru Life Incentive Group	9 May - 12 May	700
26th International Symposium on Radiopharmaceutical Chemistry	11 May - 15 May	700
Caravan Industry Association of Australia Annual National Conference	14 May - 16 May	800
2025 APS Festival of Psychology	16 May - 18 May	1,500
RANZCP 2025 Congress	18 May - 21 May	1,000
Australian Superyacht Conference	19 May - 21 May	140
Storage King Conference	26 May - 29 May	200
International Academy of Mediators Conference	26 May - 30 May	325
Retail Fest 2025	28 May - 30 May	2,000

[MORE ABOUT BUSINESS EVENTS](#)