



## ACCOMMODATION PERFORMANCE SUMMARY - DECEMBER 2023

Despite the traditional pre-Christmas lull, average occupancy across the Gold Coast in December (72.6%) increased slightly on November (70.9%). The December uplift was powered by the expected surge in bookings from Boxing Day to New Year's Eve which also drove the ADR for the last week to \$506.00.

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. Though the booking window shortened considerably, forward bookings for the Xmas/NYE week rose sharply which was partially offset by the short sharp decline after Australia Day. There is a sharper peak in late November which highlights schoolies week, and then the steep increase late December leading into Christmas week itself. February showed some strength, however with the short booking window the markets remains reasonably volatile.

### OCCUPANCY



**70.8%**

-0.7 PERCENTAGE POINTS VS DEC 2022  
-3.7 PERCENTAGE POINTS VS DEC 2022

ACCOMMODATION DATA SOURCE, STR

### ADR



**\$314.80**

+21% PERCENTAGE POINTS VS DEC 2022  
+25% PERCENTAGE POINTS VS DEC 2019

### REVPAR



**\$232.10**

### 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	2022	2023	
Month	DEC	DEC	YoY Var %
Domestic Seats	292,459	331,898	13%
International Seats	33,287	35,801	8%
<b>Total</b>	<b>325,746</b>	<b>367,699</b>	<b>13%</b>

## BRISBANE AVIATION (INBOUND SEATS)

Year	2022	2023	
Month	DEC	DEC	YoY Var %
Domestic Seats	859,568	861,518	0.2%
International Seats	229,275	343,399	50%
<b>Total</b>	<b>1,088,843</b>	<b>1,204,917</b>	

### Future Capacity Information

AIRLINE PARTNER	ACTIVITIES/INITIATIVES
Bonza	December saw the commencement of the Mount Isa, Whitsundays, Cairns, Mildura and Avalon. The remaining routes to commence in mid-March 2024 include Darwin, Bundaberg and Gladstone bringing their network to a total of 14 regions into Gold Coast. Bonza has also celebrated their first birthday with sale fares across their network, with sharp pricing on all Gold Coast routes.
Virgin Australia	Virgin Australia operated daily Gold Coast services over the summer peak of December and January.

### Future Capacity Information

AIRLINE PARTNER	ACTIVITIES/INITIATIVES
United Airlines	Commenced 3 flights per week to Los Angeles
Cathay Pacific	Growth from 4 to 6 flights per week to Hong Kong
Jetstar	Growth from 5 to 7 services per week to Narita
Air Canada	Growth to Vancouver by upgrading B787 to B777
China Eastern	Seasonal growth from 3 to 7 services per week
China Southern	Seasonal growth from 4 to 7 services per week
Singapore Airlines	Seasonal growth to Singapore from 21 to 25 services per week

### TOP CITY PAIRS - SEATS

- Sydney
- Melbourne
- Auckland
- Adelaide
- Canberra

### TOP 15 INBOUND NATIONALITIES BY PASSPORT (EXCLUDING AUSTRALIANS)

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

GOLD COAST AIRPORT



BNE PASSENGER STATISTICS



## MAJOR AND SIGNIFICANT EVENTS

EVENT NAME	DATE(S)
Shaw & Partners Shannon Eckstein Ironman Classic	23 - 25 Feb
Volleyball Queensland Beach Schools Cup	3-4 Mar
Australian Boardriders Battle Grand Final	9-10 Mar

FOR UPCOMING EVENTS

## BUSINESS EVENTS AND INCENTIVES

EVENT NAME	DELEGATES	MONTH
Frontline Mental Health Symposium 2024	300	Mar
MPAQ Conference 2024	250	Mar
2024 SCA (QLD) Annual Conference	350	Mar
Child & Adolescent Mental Health Conference	300	Mar
Screen Forever 2024	700	Mar

FOR INFO ON BUSINESS EVENTS