



EXPERIENCE  
**GOLDCOAST.™**

# ACCOMMODATION, AVIATION, EVENTS AND BUSINESS EVENTS DASHBOARD

## ACCOMMODATION PERFORMANCE SUMMARY - OCTOBER 2023

There was a residue impact from the September school holidays with one week (NSW) appearing in October's accommodation data. Average occupancy for October was 72.6%, down slightly on 2022 (76.9%) as well as 2019 (78%). Average Daily Room Rate (ADR) was line ball with 2022 at \$269.58, however up significantly on 2019 (\$205.43).

The forward occupancy graph (below) represents reservations in the system on any given date. The downward trajectory of the graph is expected as it is a function of how far consumers are willing to commit to discretionary spending. Post September school holidays, the run of frequent peaks and troughs indicate the cycle of weekend peaks. There is a sharper peak in late November highlighting Schoolies week followed by another pronounced increase in late December leading into the Christmas and New Year period. Accommodation data referenced herein is sourced from STR. It comprises of 63% of accommodation rooms on the Gold Coast.

### OCCUPANCY



**72.6%**

-4.3 PERCENTAGE POINTS  
VS SEP 2022  
-5.4 PERCENTAGE POINTS  
VS SEP 2019

ACCOMMODATION DATA SOURCE, STR

### ADR



**\$269.58**

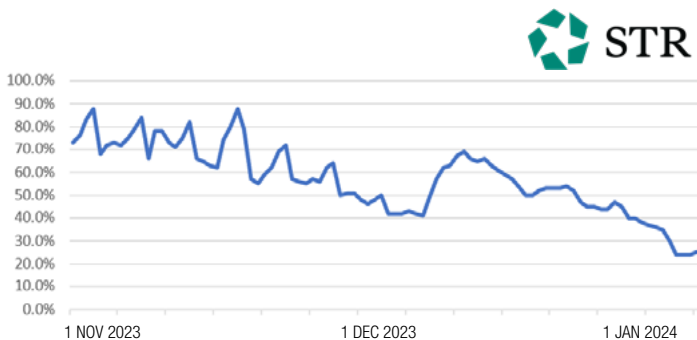
-3.7% PERCENTAGE POINTS  
VS SEP 2022  
+31.2% PERCENTAGE  
POINTS VS SEP 2019

### REVPAR



**\$198.27**

## FORWARD OCCUPANCY FOR NEXT 90 DAYS



The Forward Occupancy for next 90 days graph uses a snapshot of reservations taken on 1 November.

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

TOURISM & EVENTS  
Queensland

## GOLD COAST AVIATION (INBOUND SEATS)

Year	2022	2023	
Month	OCT	OCT	YoY Var %
Domestic Seats	274,304	280,426	2%
International Seats	30,794	40,627	32%
<b>Total</b>	<b>305,098</b>	<b>321,053</b>	<b>5%</b>

## BRISBANE AVIATION (INBOUND SEATS)

Year	2022	2023	
Month	OCT	OCT	YoY Var %
Domestic Seats	849,239	916,957	8%
International Seats	193,455	267,340	38%
<b>Total</b>	<b>1,042,694</b>	<b>1,184,297</b>	

### Future Capacity Information

AIRLINE PARTNER	ACTIVITIES/INITIATIVES
<b>Bonza</b>	Commencement of services to 14 destinations from 15 Nov - 7 Dec 2023 When fully operational, 7,800 additional seats will be available.  Destinations will include: Townsville, Melbourne, Mackay, Rockhampton, Albury, Launceston, Darwin, Cairns, Bundaberg, Avalon, Mt Isa, Mildura, Gladstone, Proserpine.
<b>AirAsia X</b>	Recommencing services between Auckland and Gold Coast from 3 Feb, 2024 adding more than 58,800 inbound seats per annum to the route.

### Future Capacity Information

AIRLINE PARTNER	ACTIVITIES/INITIATIVES
<b>Cathay Pacific</b>	Growth on Hong Kong from 5 to 6 services per week from 31 Dec 2023
<b>China Airlines</b>	Growth on Taipei from 5 to 6 services from 30 Oct 2023
<b>China Eastern</b>	Shanghai services building from 5 to 7 per week from 11 Dec 2023 - 25 Feb 2024.
<b>China Southern</b>	Guangzhou services from 4 to 7 per week from 11 Dec 2023 - 25 Feb 2024.
<b>Virgin Australia</b>	Seasonal growth on Queenstown (NZ) from 7 to 9 services per week 11 Dec 2023 - 25 February 2024.
<b>Korean Airlines</b>	Growth on Seoul from 5 to 7 services from 13 November 2023.

### TOP CITY PAIRS - SEATS

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

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

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

GOLD COAST AIRPORT



BNE PASSENGER STATISTICS



## MAJOR AND SIGNIFICANT EVENTS

EVENT NAME	DATE(S)
Australian Volleyball Schools Cup	3-9 Dec
Basketball QLD First Nations Championships	13-17 Dec
The Star Gold Coast Magic Millions Carnival	3-16 Jan
National Futsal Championships	5-9 Jan
Jucy Fest	20 Jan
Basketball QLD Under 18 State Championships	10-14 Jan

## BUSINESS EVENTS AND INCENTIVES

EVENT NAME	DELEGATES	MONTH
Australian Archaeological Association	400	Dec
Bio4Apps Conference	100	Dec

FOR UPCOMING EVENTS

MAJOR EVENTS  
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FOR INFO ON BUSINESS EVENTS

BUSINESS EVENTS  
**GOLDCOAST.™**