



EXPERIENCE
GOLDCOAST.

VISITOR ECONOMY DASHBOARD

ACCOMMODATION PERFORMANCE SUMMARY - OCTOBER 2024

The month of October welcomed several major events, including the Groundwater Country Music Festival, Boost Mobile Gold Coast 500 and the Coolangatta Gold.

Average occupancy across the month was 74.9%, a slight increase on last year (72.8%). The average daily rate (ADR) in October was \$293, up from \$276 last year. Forward occupancy for the next 28 days (at 18 November) averaged 66%, a slight increase compared to the same time last year (64%).

Total inbound seats to Gold Coast Airport in October were down (-8%) compared to last year, while total inbound seats to Brisbane Airport were up (+7%) compared to last year.

Public holidays were observed on 7 October (King's Birthday in QLD; Labour Day in ACT, NSW, SA, TAS) and 28 October (Labour Day in NZ).

OCCUPANCY



74.9%

+ 2.1 POINTS VS
OCTOBER 2023

ADR



\$293

+ 6.1% VS
OCTOBER 2023

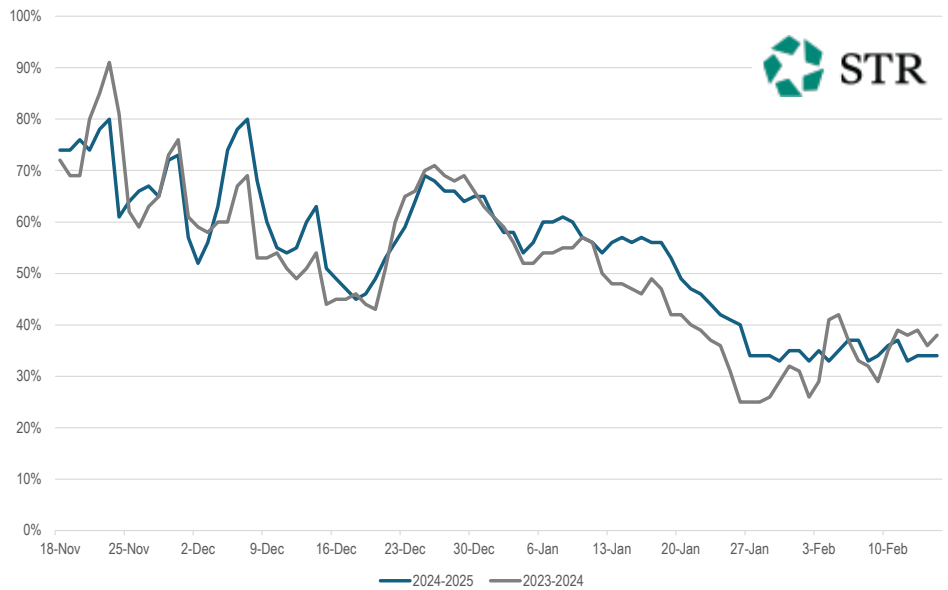
REVPAR



\$219

+ 9.2% VS
OCTOBER 2023

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](#)



GOLDCOAST AVIATION (INBOUND SEATS)

	OCT 2023	OCT 2024	Variance
Domestic	280,426	265,373	- 5%
International	40,627	30,753	- 24%
Total	321,053	296,226	- 8%

BRISBANE AVIATION (INBOUND SEATS)

	OCT 2023	OCT 2024	Variance
Domestic	916,957	927,678	+ 1%
International	267,340	333,969	+ 25%
Total	1,184,297	1,261,647	+ 7%

Future Capacity Information

AirAsiaX	Suspension of services between Gold Coast and Kuala Lumpur from December 2024. Currently no more connection flights in operation due to the seasonal schedule.
Air New Zealand	Inbound seat capacity from New Zealand for December 2024 to January 2025 is up 26% compared to last year.
Hong Kong Airlines	Launching seasonal service between Gold Coast and Hong Kong from January 2025 for 5 weeks.
Jetstar	Announced flights to Dunedin and Hamilton from June 2025, 3 times per week for each service. Increasing services between Gold Coast and Christchurch for December 2024 to January 2025.
Virgin Australia	Announced additional capacity for Adelaide, Sydney and Melbourne for December 2024 to January 2025.

Future Capacity Information

Batik Air	Published growth to Bali, upgrading 4 out of 7 services from B737 to A330, from early-December 2024 to mid-February 2025.
China Eastern	Published growth to Shanghai, upgrading services from A330 to A350, from mid-December 2024.
Delta Airlines	Launching 3 services per week to Los Angeles from early-December 2024.
Jetstar	Launching 3 services per week to Bangkok from mid-December 2024.
VietJet	Published growth to Vietnam from 4 to 5 services per week for mid-December 2024 to late-February 2025.
Virgin Australia	Published growth to Vanuatu from 7 to 10 services per week for mid-December 2024 to mid-January 2025.

TOP CITY PAIRS

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

TOP 15 INBOUND NATIONALITIES

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

GOLDCOAST AIRPORT DATA



BRISBANE AIRPORT DATA



UPCOMING MAJOR EVENTS

EVENT NAME	DATE	LOCATION
Matildas vs Brazil	1 Dec	CBus Super Stadium
Basketball Australia School Championships	1 Dec - 6 Dec	Carrara and Coomera
National Cheer and Dance Championships	5 Dec - 9 Dec	Gold Coast Convention & Exhibition Centre
Australian Volleyball Schools Cup	9 Dec - 15 Dec	Carrara and Coomera
Magic Millions	11 Jan	Gold Coast Turf Club
AACTA Festival	5 Feb - 9 Feb	HOTA, Home of the Arts
Green Day	5 Mar	Cbus Super Stadium
Australian WPGA Championship	6 Mar - 9 Mar	Sanctuary Cove Golf and Country Club

UPCOMING BUSINESS EVENTS

EVENT NAME	DATE	DELEGATES
National Health & Innovation Precincts Summit	2 Dec - 4 Dec	300
International Conference for MedTech & Regenerative Medicine and Dentistry 2024	5 Dec - 7 Dec	150
Stryker Sales & Marketing Meeting 2025	14 Dec - 18 Dec	460
Australian Dairy Conference 2025	12 Feb - 14 Feb	600
SlipStream Connect 2025	19 Feb - 21 Feb	250
Team Mak Impact 2025	21 Feb - 23 Feb	1800

MORE ABOUT MAJOR EVENTS

MORE ABOUT BUSINESS EVENTS