






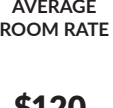

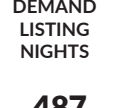

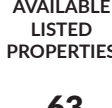


Alice Springs Monthly Accommodation Report

February 2023

	OCCUPANCY RATE	AVERAGE ROOM RATE	REVPAR	DEMAND ROOM NIGHTS	SUPPLY ROOM NIGHTS	PROPERTIES
						
HOTEL STYLE ACCOMMODATION	62% +17pp	\$169 +28%	\$106 +78%	17,000 +60%	28,000 +16%	8 +14%
	LISTING OCCUPANCY RATE	AVERAGE ROOM RATE	REVPAR	DEMAND LISTING NIGHTS	SUPPLY LISTING NIGHTS	AVAILABLE LISTED PROPERTIES
						
SHORT TERM LETTING ACCOMMODATION	45% -15pp	\$120 +13%	\$54 -15%	487 +65%	1,072 +118%	63 +66%

Percentage changes reflect data from February 2023 compared to February 2022.

The results for February 2023 for Alice Springs reflect the changing operating environment including fluctuations in supply and demand due to the easing of COVID-19 related travel restrictions from December 2021 and the reopening of Australia's international border from 21 February 2022.

Accommodation indicators for Alice Springs in February 2023 were positive for the hotel sector and mixed for the short term letting market when compared to February 2022. The occupancy rate was higher in the hotel sector, up +17 percentage points (pp) to 62%. This was due to increased demand, up +60% to 17,000 room nights, while room supply increased by +16% to 28,000 room nights. For the short term letting sector, the listing occupancy rate was down -15pp to 45%. The short term letting sector witnessed growth in both demand listing nights (up +65%) and supply listing nights (up +118%). The number of properties listed for short term letting rose by +66% in February 2023 compared to February 2022.

Room supply in Alice Springs was positively impacted in February 2023 compared to the previous year due to the Mercure Alice Springs Resort returning to the hotel accommodation market from August 2022. In addition, over the past year more properties came online in the short term letting sector, possibly due to short term rental owners receiving higher earnings than the long term annual rentals.

In February 2023, compared to February 2022, room rates and revenue per available room night (RevPAR) were higher for the hotel sector, up +28% (or +\$37.20) to \$169 and up +78% (or +\$46.70) to \$106, respectively. For the short term letting market, room rates increased +13% (or +\$13.50) to \$120 and RevPAR decreased by -15% (or -\$9.60) to \$54.

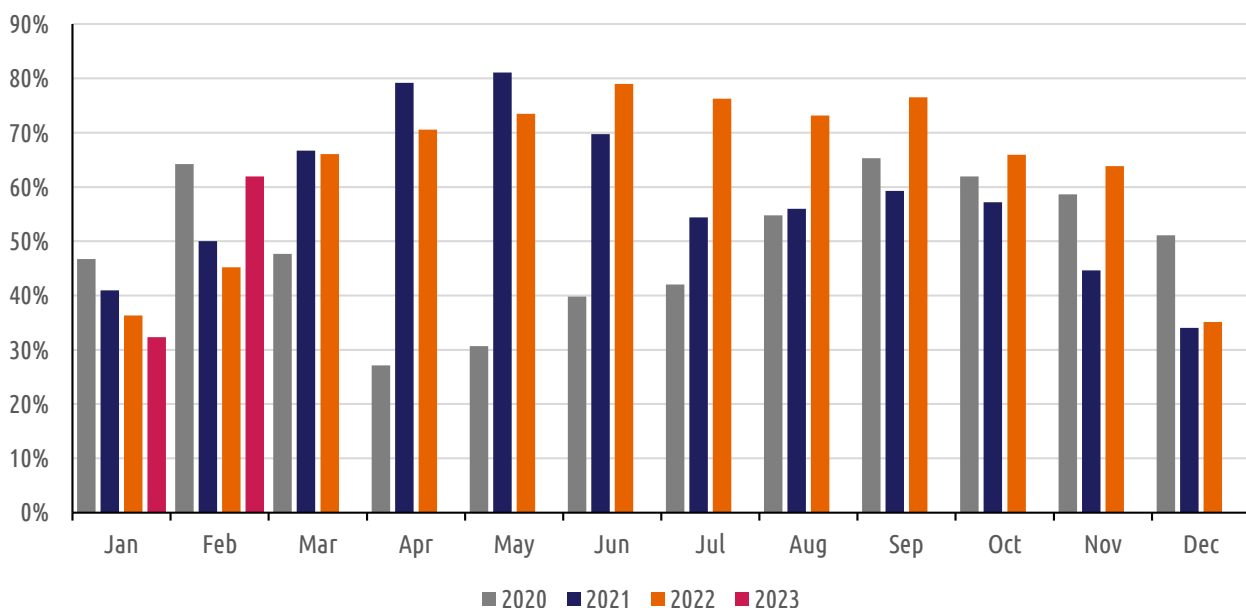
Alice Springs Monthly Accommodation Report February 2023

For the year ending (YE) February 2023, the average annual room occupancy rate for the hotel sector was up +7.5pp at 65% compared to the same period last year. For the short term letting sector, the annual listing occupancy rate decreased -5.2pp to 62%. The average daily rate and RevPAR for the YE February 2023 were higher for the hotel sector at \$188 and \$124 respectively; compared to the short term letting sector at \$160 and \$100 respectively.

The short term letting sector in Alice Springs has grown significantly, with +66% growth (from 38 to 63 properties) from February 2020 to February 2023.

The occupancy rate in February 2023 was lower than in February 2020 and higher than in 2021 and 2022. The hotel sector's monthly occupancy rate has improved year on year since June 2022.

ALICE SPRINGS MONTHLY HOTEL OCCUPANCY RATE



Historically, capacity is constrained around major event periods including Parrtjima, Finke Desert Race, AFL fixtures and the Red Centre NATS.

Alice Springs Monthly Accommodation Report

February 2023

METHODOLOGY

The data in the hotel accommodation report is sourced from STR and is collected from a sample of five hotels with 10 or more rooms in Alice Springs. Data is collected daily and collated to represent the industry and includes data for leisure, business and other purposes of travel. This sample represents 63% of the establishments in Alice Springs and 73% of the traditional accommodation room supply. STR defines a property (hotel) on the basis of three exclusionary criteria:

- 10 or more rooms;
- open to the public (excludes properties requiring membership, affiliation or club status);
- generates nightly revenue.

The short term letting data is sourced from the AirDNA platform. AirDNA collects data for 63 listed properties on both Airbnb and Vrbo in Alice Springs. Data from Airbnb and Vrbo is scraped daily and combined with data provided by partnered short term letting properties to provide a diversified data source and ensure an accurate representation of the short term letting market.

Tourism NT's research team collects detailed data on the accommodation metrics including demand, daily rates and RevPAR historical series for Darwin, Alice Springs and the Northern Territory. This information is available on request.

Email: Research.Tourismnt@nt.gov.au

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