







Northern Territory Monthly Accommodation Report

March 2023

When compared to March 2022, the national occupancy in March 2023 for the hotel sector increased by +12 percentage points (pp) to 73%. There were mixed results in occupancy rates in all states and territories. Western Australia had the largest increase (up +22pp to 81%), followed by Victoria (up +18pp to 75%), New South Wales (up +17pp to 77%), Queensland (up +3.3pp to 65%) and South Australia (up +2.8pp to 76%). There were drops in occupancy rates in the Australian Capital Territory (down -0.2pp to 69%), followed by Tasmania (down -0.3pp to 83%) and the Northern Territory (down -2.2pp to 50%). The occupancy rate of the NT at 50% was lower than the national average of 73% for March 2023, which is normal for the NT's low season.

	OCCUPANCY RATE	AVERAGE ROOM RATE	REVPAR	DEMAND ROOM NIGHTS	SUPPLY ROOM NIGHTS	PROPERTIES
						
HOTEL STYLE ACCOMMODATION	50% -2.2pp	\$156 +11%	\$79 +6.1%	142,000 -1.4%	282,000 +3.0%	102 0%
	LISTING OCCUPANCY RATE	AVERAGE ROOM RATE	REVPAR	DEMAND LISTING NIGHTS	SUPPLY LISTING NIGHTS	AVAILABLE LISTED PROPERTIES
SHORT TERM LETTING ACCOMMODATION	45% -1.3pp	\$174 -7.8%	\$79 -11%	9,000 +44%	19,000 +49%	928 +46%

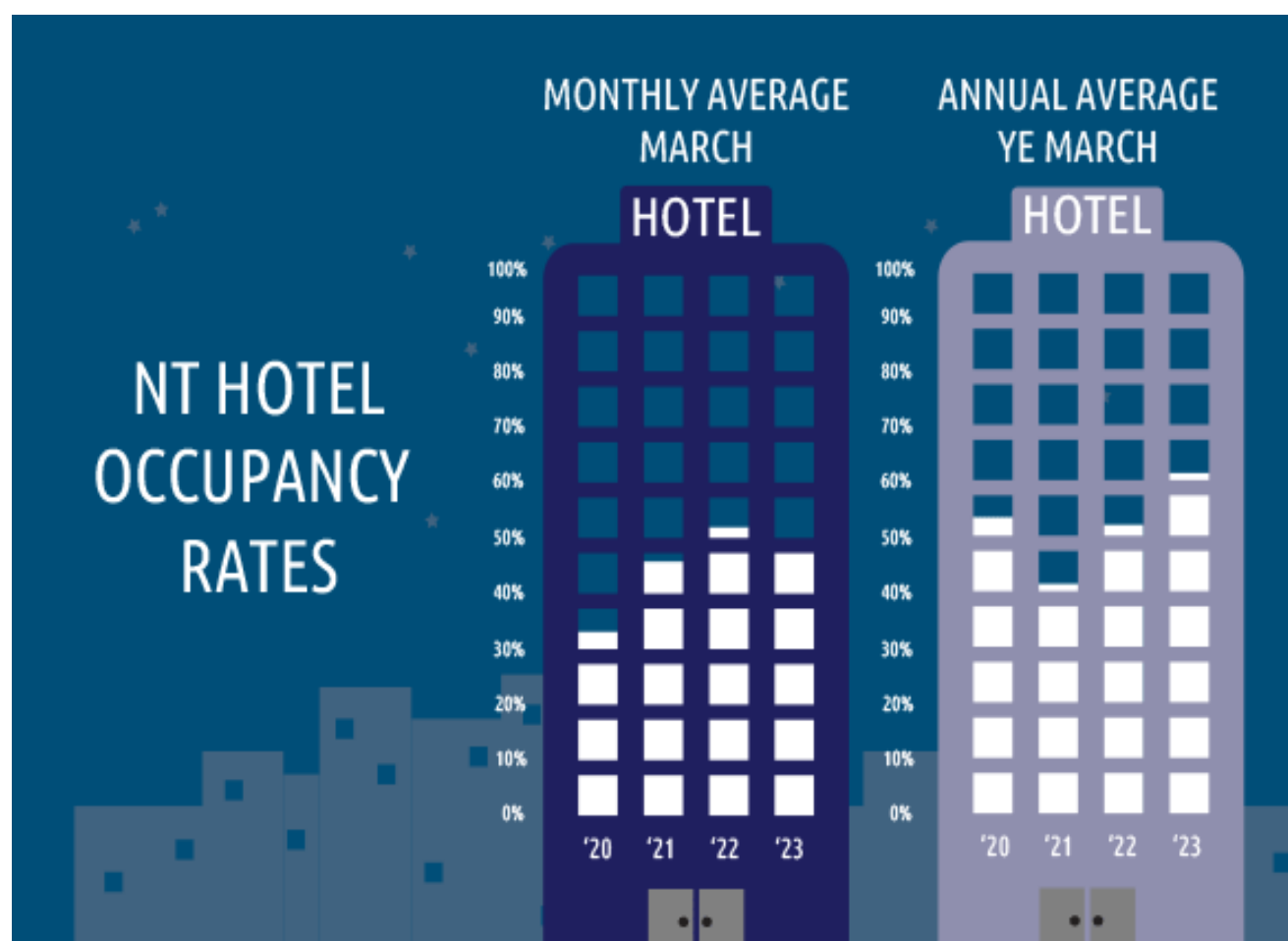
Percentage changes reflect data from March 2023 compared to March 2022

Accommodation indicators for the NT for the month of March 2023 were mixed for both the hotel sector and the short term letting sector. The hotel room occupancy rate in the NT for March 2023 decreased (down -2.2pp to 50%), while the listing occupancy rate in the short term letting market was also down -1.3pp to 45%. The demand for room nights across the NT decreased for the hotel market, down -1.4% to 142,000 room nights. For the short term letting sector, demand rose +44% to 9,000 listing nights. The hotel sector's room night supply in March 2023 increased compared to March 2022, up +3.0% to 282,000 listing nights across 103 properties. Similarly, the short term letting market witnessed an increase in supply, which shifted up +49% to 19,000 listing nights. The number of available listed properties for short term letting was up +46% to 928 over the same period. 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.

Northern Territory Monthly Accommodation Report

March 2023

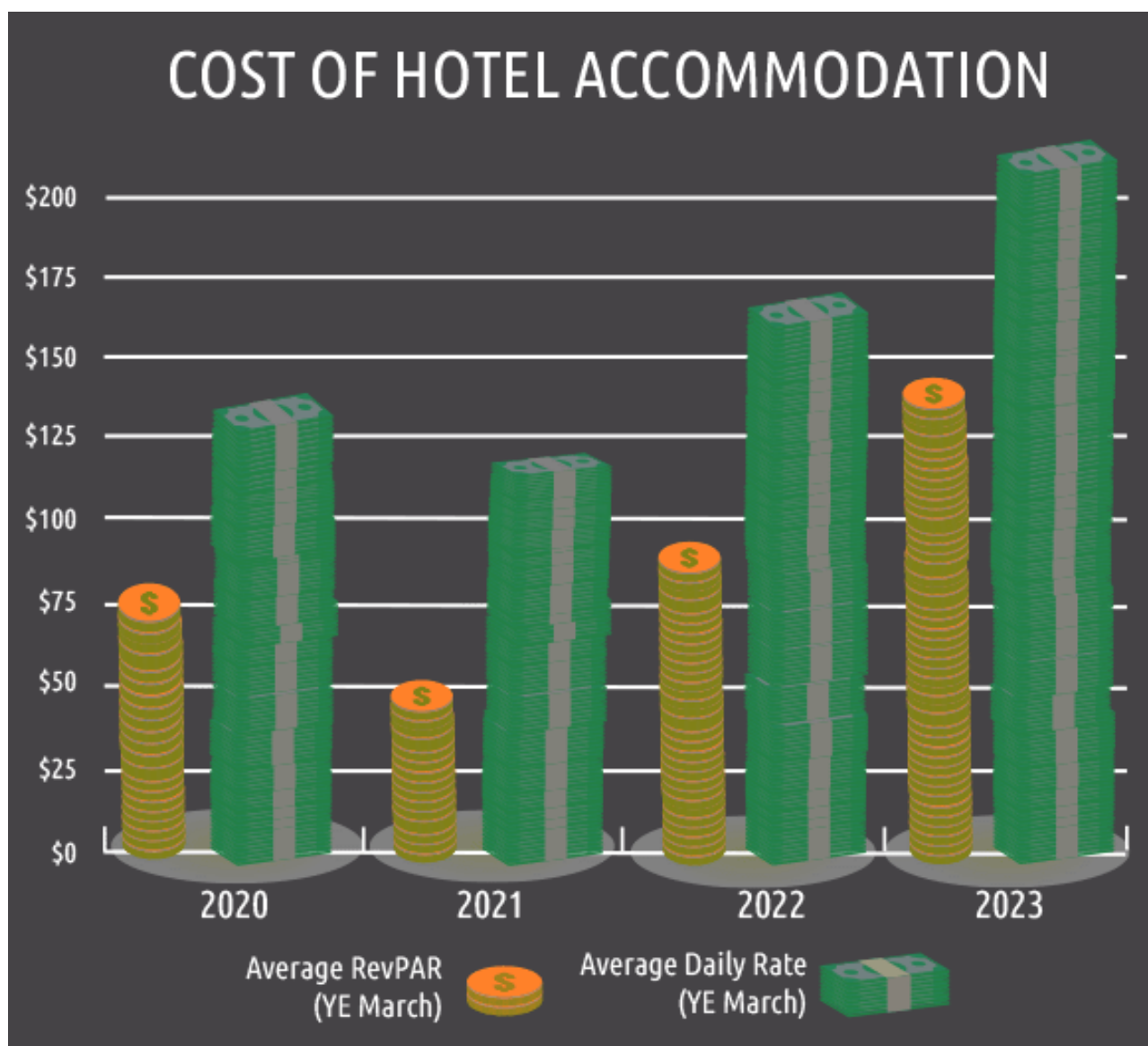
The average daily room rate for short term letting decreased by -7.8% (or -\$14.80) to \$174 and revenue per available room (RevPAR) also dropped by -11% (or -\$9.20) to \$79 in March 2023 compared to the same month in 2022. In contrast, the hotel sector's average daily room rate was up +11% (or +\$15.20) to \$156 and the RevPAR was up +6.1% (or +\$4.50) to \$79.



The year ending (YE) March 2023 result for the occupancy rate was positive for hotels, up +8.9pp to 62%, compared to the same period in 2022. The listing occupancy rate for the short term letting sector was on par at 60% (up marginally +0.6pp) over the same period. The increase in the occupancy rate for the hotel sector was due to increased demand (up +21% to 2.04 million room nights) outpacing an increase in supply (up +3.4% to 3.28 million room nights). Demand for short term letting over the same period was also up +43% to 11,000 listing nights while supply increased +41% to 19,000 listing nights.

Northern Territory Monthly Accommodation Report

March 2023

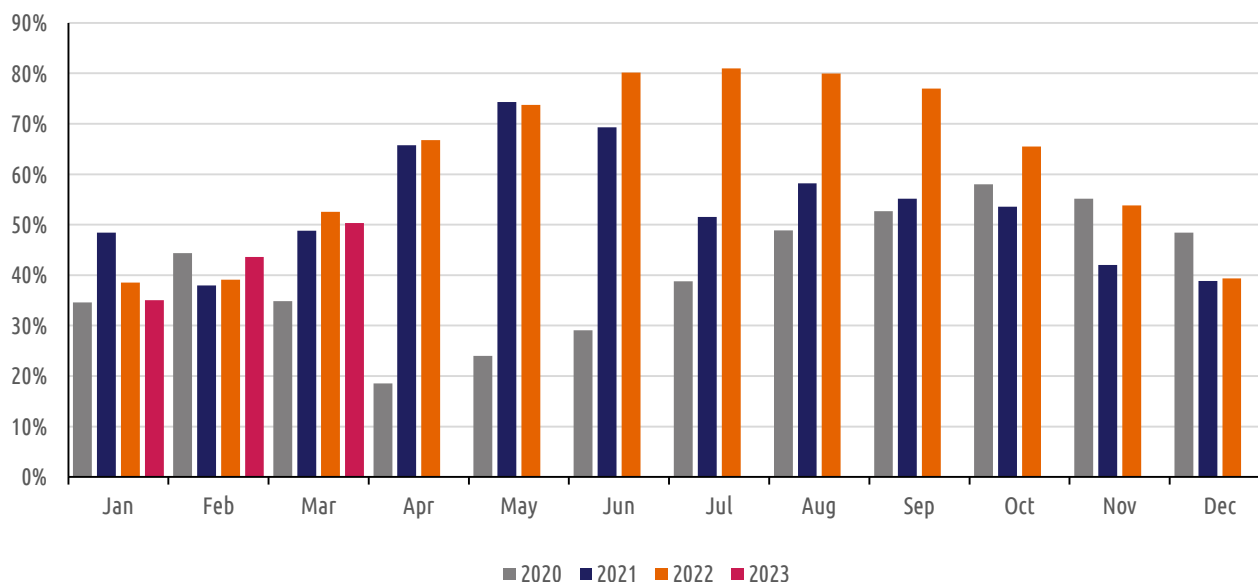


For the YE March 2023, the hotel average daily rate increased by +27% to \$218 when compared to the YE March 2022. RevPAR was also higher, up +54% to \$143 over the same period. Similarly, there were increases in the average daily rate and RevPAR for the short term letting market, up +11% to \$221 and up +16% to \$140 for the YE March 2023 respectively.

Northern Territory Monthly Accommodation Report

March 2023

NT MONTHLY HOTEL OCCUPANCY RATE



Forward occupancy measures are however slower than at the same time last year. Anecdotally booking lead times are shortening and bookings are also being impacted by increasing average room rates, rising costs of living pressures and increasing competition for discretionary spend from within and outside of the travel category.

The short term letting market in the Northern Territory continues to expand with a 53% growth in available listed properties since March 2020, demonstrating the increasing popularity of this style of accommodation letting among property owners and consumers.

Northern Territory Monthly Accommodation Report

March 2023

METHODOLOGY

The data in this report is sourced from STR and is collected from a sample of 39 hotels with 10 or more rooms in the NT*. Data is collected daily and collated to represent the industry. This sample represents 38% of the establishments in the NT and 61% of the formal 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 928 listed properties on both Airbnb and Vrbo in the Northern Territory. 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

Disclaimer: The Northern Territory of Australia exercised due care and skill to ensure that at the time of publication the information contained in this publication is true and correct. However, it is not intended to be relied on as professional advice or used for commercial purposes. The Territory gives no warranty or assurances as to the accuracy of the information contained in the publication and to the maximum extent permitted by law accepts no direct or indirect liability for reliance on its content.

**From February 2023, STR included Darwin Esplanade Central to its inventory, which has less than 10 rooms. This is due to the existing Mantra Esplanade property now running as two properties, including Darwin Esplanade Central under the management of Central Apartment Group.*