







# Alice Springs Monthly Accommodation Report

## July 2023

	OCCUPANCY RATE	AVERAGE ROOM RATE	REVPAR	DEMAND ROOM NIGHTS	SUPPLY ROOM NIGHTS	PROPERTIES
						
<b>HOTEL STYLE ACCOMMODATION</b>	<b>71%</b> -4.8pp	<b>\$197</b> -6.1%	<b>\$142</b> -11%	<b>22,000</b> -6.3%	<b>31,000</b> +0%	<b>8</b> +0%
	LISTING OCCUPANCY RATE	AVERAGE ROOM RATE	REVPAR	DEMAND LISTING NIGHTS	SUPPLY LISTING NIGHTS	AVAILABLE LISTED PROPERTIES
<b>SHORT TERM LETTING ACCOMMODATION</b>	<b>63%</b> -8.8pp	<b>\$143</b> -21%	<b>\$90</b> -31%	<b>1,100</b> -21%	<b>1,800</b> -9.6%	<b>87</b> +10%

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

Accommodation indicators for Alice Springs in July 2023 were mostly lower for the hotel sector and the short term letting sector when compared to July 2022. The occupancy rate dropped for the hotel sector, down -4.8 percentage points (pp) to 71% as a result of reduced demand (down -6.3% to 22,000 room nights). Supply of hotel room nights remained the same (stable 0% at 31,000 room nights), with the number of properties in the Alice Springs region also staying the same. For the short term letting sector, the listing occupancy rate was down -8.8pp to 63%. This was due to a decrease in demand listing nights (down -21%) despite a contraction in supply listing nights (down -9.6%). More properties came online in the short term letting sector, up +10% in July 2023 compared to July 2022.

In July 2023, compared to July 2022, average room rates were lower for the hotel sector, down -6.1% (or -\$12.90) to \$197, and revenue per available room (RevPAR) was down -11% (or -\$18.30) to \$142. For the short term letting market, room rates decreased by -21% (or -\$37.80) to \$143 and RevPAR decreased by -31% (or -\$39.80) to \$90.

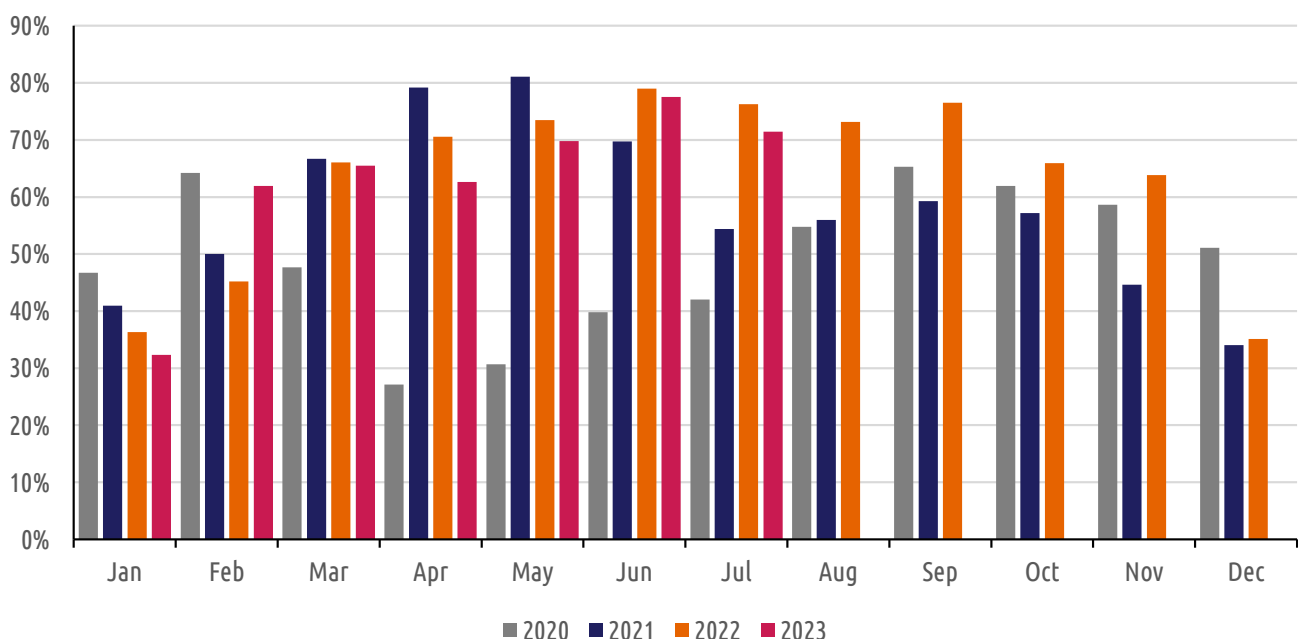
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For the year ending (YE) July 2023, the average annual room occupancy rate for the hotel sector was up +4.8pp at 63% compared to the same period last year. For the short term letting sector, the annual listing occupancy rate decreased by -5.1pp to 57%. The average daily rate (ADR) and RevPAR for the YE July 2023 were higher for the hotel sector at \$190 and \$123 respectively. These figures were mixed for the short term letting sector with ADR up at \$153 and RevPAR lower at \$78.

The short term letting sector in Alice Springs has grown significantly, with a +118% growth (from 40 to 87 listed properties) between July 2020 and July 2023.

The hotel occupancy rate in July 2023 was lower than July 2022 and higher than July 2021 and 2020 figures.

## ALICE SPRINGS MONTHLY HOTEL OCCUPANCY RATE



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

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### METHODOLOGY

The data in the hotel accommodation report is sourced from STR and is collected from a sample of six 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 75% of the establishments in Alice Springs and 84% 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 87 listed properties on either 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](mailto:Research.Tourismnt@nt.gov.au)

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