







# Alice Springs Monthly Accommodation Report

## October 2023

	OCCUPANCY RATE	AVERAGE ROOM RATE	REVPAR	DEMAND ROOM NIGHTS	SUPPLY ROOM NIGHTS	PROPERTIES
						
<b>HOTEL STYLE ACCOMMODATION</b>	<b>68%</b> +1.8pp	<b>\$166</b> -16%	<b>\$113</b> -14%	<b>21,000</b> +3.5%	<b>30,000</b> +0.8%	<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>55%</b> -6.7pp	<b>\$135</b> -4.9%	<b>\$75</b> -15%	<b>859</b> -14%	<b>1,600</b> -3.5%	<b>76</b> -3.8%

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

Accommodation indicators for Alice Springs in October 2023 were lower for the short term letting sector and mixed for the hotel sector when compared to October 2022. The occupancy rate for the hotel sector, went up +1.8 percentage points (pp) to 68% as a result of increased demand (up +3.5% to 21,000 room nights). Supply of hotel room nights experienced a marginal increase (up +0.8% to 30,000 room nights), with the number of properties in the Alice Springs region remaining the same. For the short term letting sector, the listing occupancy rate declined -6.7pp to 55%. This was due to a decrease in demand listing nights (down -14%) along with a decrease in supply listing nights (down -3.5%). Some properties were removed from the short term letting sector, down -3.8% in October 2023 compared to October 2022.

In October 2023 compared to October 2022, average room rates were lower for the hotel sector, down -16% (or -\$31.90) to \$166, and revenue per available room (RevPAR) was down -14% (or -\$17.70) to \$113. For the short term letting market, room rates decreased by -4.9% (or -\$7.00) to \$135 and RevPAR decreased by -15% (or -\$13.40) to \$75.

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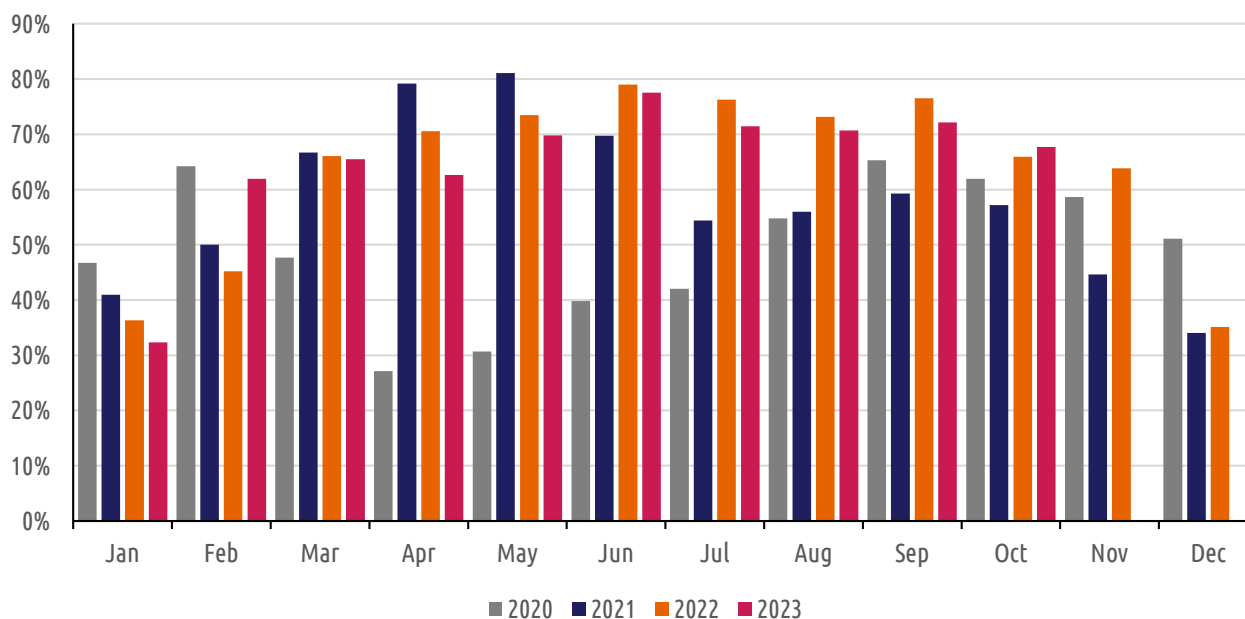
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For the year ending (YE) October 2023, the average annual room occupancy rate for the hotel sector was up +0.8pp at 63% compared to the same period last year. For the short term letting sector, the annual listing occupancy rate decreased by -6.5pp to 55%. The average daily rate (ADR) and RevPAR for the YE October 2023 were higher for the hotel sector at \$186 and \$119 respectively. These figures were lower for the short term letting sector with ADR and RevPAR down at \$146 and \$81 respectively.

The short term letting sector in Alice Springs has grown significantly, with a +153% growth (from 30 to 76 listed properties) between October 2020 and October 2023.

The hotel occupancy rate in October 2023 was higher than October 2020, 2021 and 2022 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 76 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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