Darwin Monthly Accommodation Report
January 2024

	OCCUPANCY RATE	AVERAGE ROOM RATE	REVPAR	DEMAND ROOM NIGHTS	SUPPLY ROOM NIGHTS	PROPERTIES
HOTEL STYLE ACCOMMODATION	32% -1.2pp	$139 -3.9%	$45 -7.4%	56,000 0.0%	172,000 +3.8%	51 +4.8%

	LISTING OCCUPANCY RATE	AVERAGE ROOM RATE	REVPAR	DEMAND LISTING NIGHTS	SUPPLY LISTING NIGHTS	AVAILABLE LISTED PROPERTIES
SHORT TERM LETTING ACCOMMODATION	45% +4.3pp	$165 +1.6%	$75 +12%	5,000 +13%	12,000 +2.4%	694 +12%

Percentage changes reflect data from January 2024 compared to January 2023

Indicators for the Darwin hotel sector were predominantly weak for the month of January 2024 compared to the previous year, on the back of stable demand and an increase in supply. Hotel supply was higher, increasing +3.8% to 172,000 room nights. An additional 202 hotel rooms came online when comparing January 2024 to the same period last year. Hotel demand remained unchanged at 56,000 room nights. The short term letting sector was positive, with the increase in demand, up +13% to 5,000 listing nights surpassing the increase in supply, up +2.4% to 12,000 listing nights compared to same period in January 2023.

The occupancy rate declined slightly -1.2 percentage points (pp) to 32% for hotels, while occupancy increased in the short term letting sector up +4.3pp to 45%. The average daily rate (ADR) and revenue per available room (RevPAR) figures were lower for the hotel sector in January 2024, down -3.9% (or -$5.60) to $139 and down -7.4% (or -$3.60) to $45 respectively. For the short term letting sector, the ADR and RevPAR figures were higher at $165 (up +1.6% or +$2.70) and $75 (up +12% or +$8.10) respectively.

The year ending (YE) January 2024 room occupancy rate for the hotel sector was lower, down -8.3pp at 54% compared to January 2023. This was due to an increase in supply, up +7.7% (to 2,049,000 room nights) outpacing hotel demand, which decreased -6.9% (to 1,105,000 room nights) over the same period. The yearly listing occupancy rate for the short term letting sector was down -5.4pp to 55%, with an increase in listing supply at +31% surpassing an increase in listing demand at +21%.

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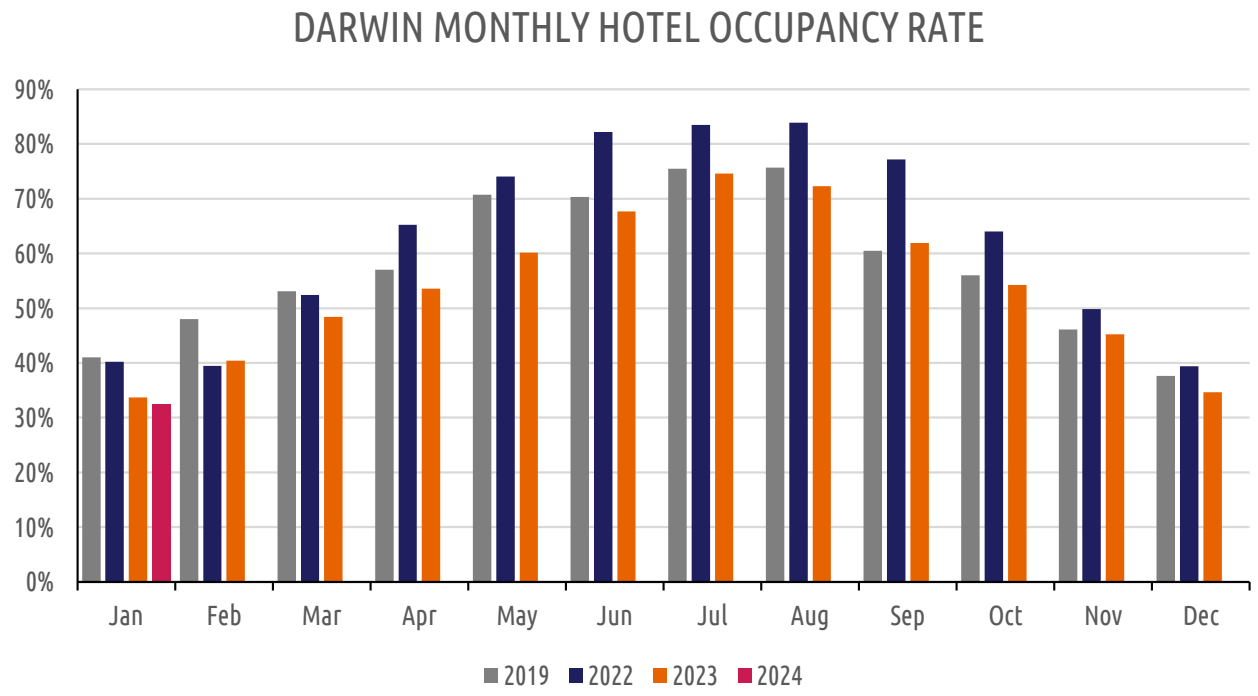
The ADR and RevPAR for the YE January 2024 for the hotel sector were $192 (down -5.0% or -$10.0) and $110 (down -19% or -$25.60) respectively, as compared to the YE January 2023. The average daily rate and RevPAR for the YE January 2024 for short term letting were $189 (down -13% or -$28.50) and $107 (down -23% or -$32.20) respectively, as compared to the YE January 2023.

The short term letting sector in Darwin has grown significantly with +108% growth (from 334 to 694 listed properties) between January 2021 and January 2024.

The hotel sector occupancy rate in January 2024 was lower than in January 2019, 2022 and 2023.



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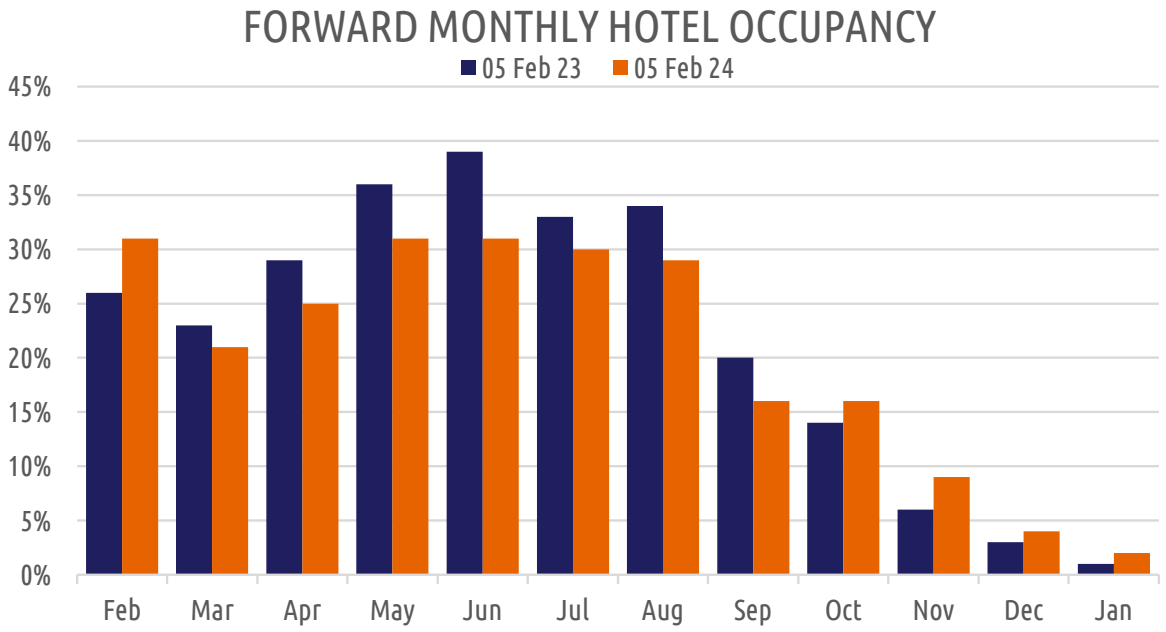
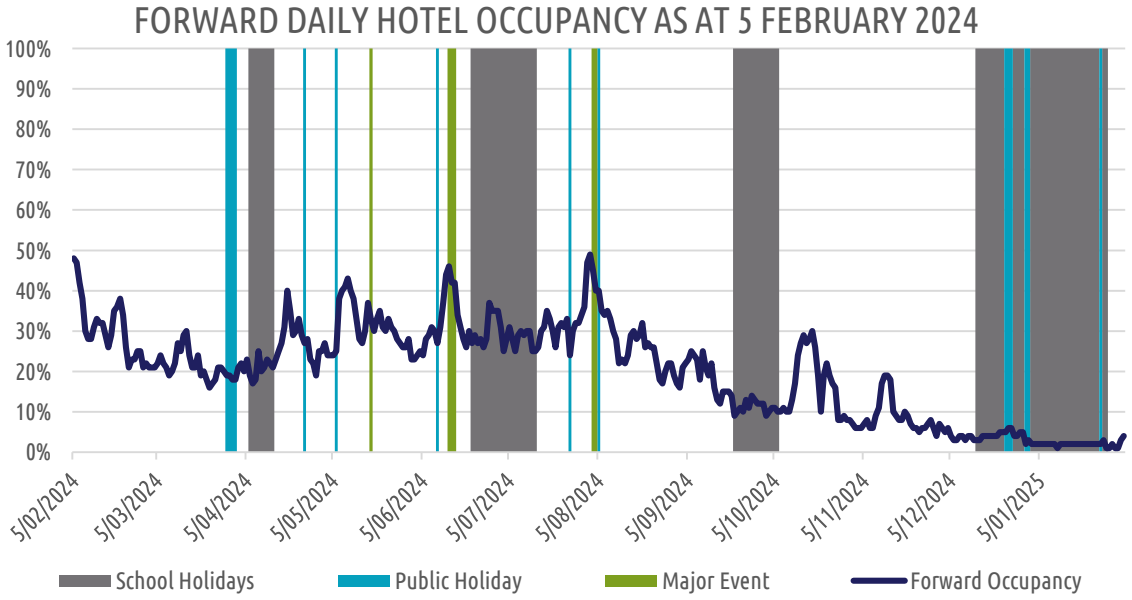
Forward occupancy measures are behind where they were at the same time last year. Anecdotally booking lead times are shortening and bookings are also being impacted by increasing average room rates, rising costs of living pressures and increasing competition for discretionary spend from within and outside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



Looking ahead, there is significant capacity available right through the coming year.



METHODOLOGY

The data in the hotel accommodation report is sourced from STR and is collected from a sample of 31 hotels with 10 or more rooms in Darwin. Data is collected daily and collated to represent the industry and includes data for leisure, business and other purposes of travel. This sample represents 60% of the establishments in Darwin and 77% 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 694 listed properties on either Airbnb and Vrbo in Darwin. 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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