



Tourism: Towards 2030 Conference

Alice Springs

Tom Chappel

Business Development, Pacific

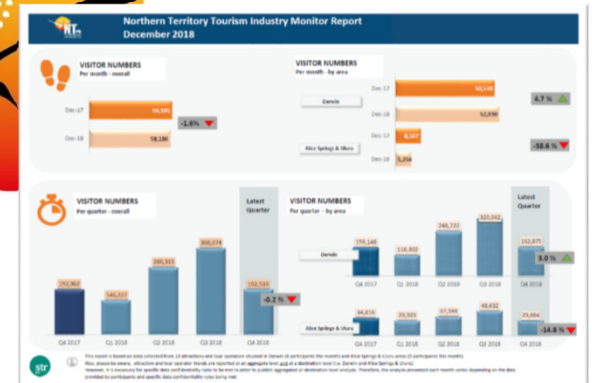
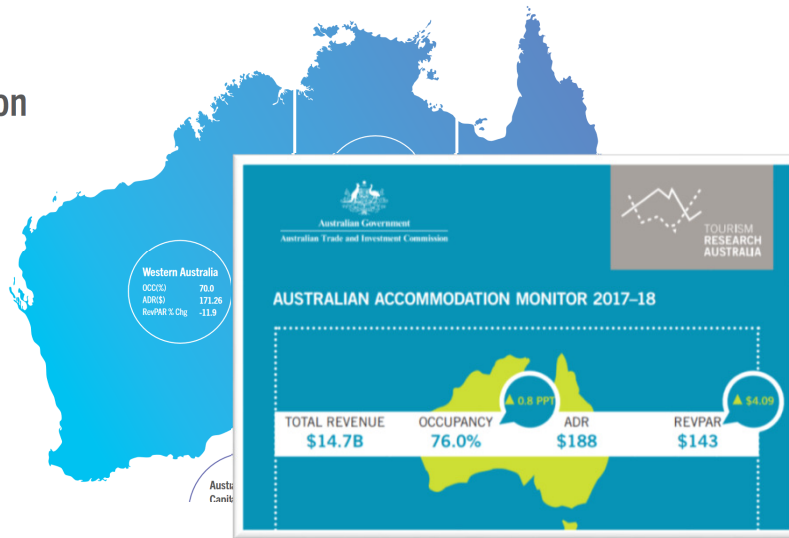
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Australian Accommodation Monitor (AAM)

Click on each territory to view detailed report.





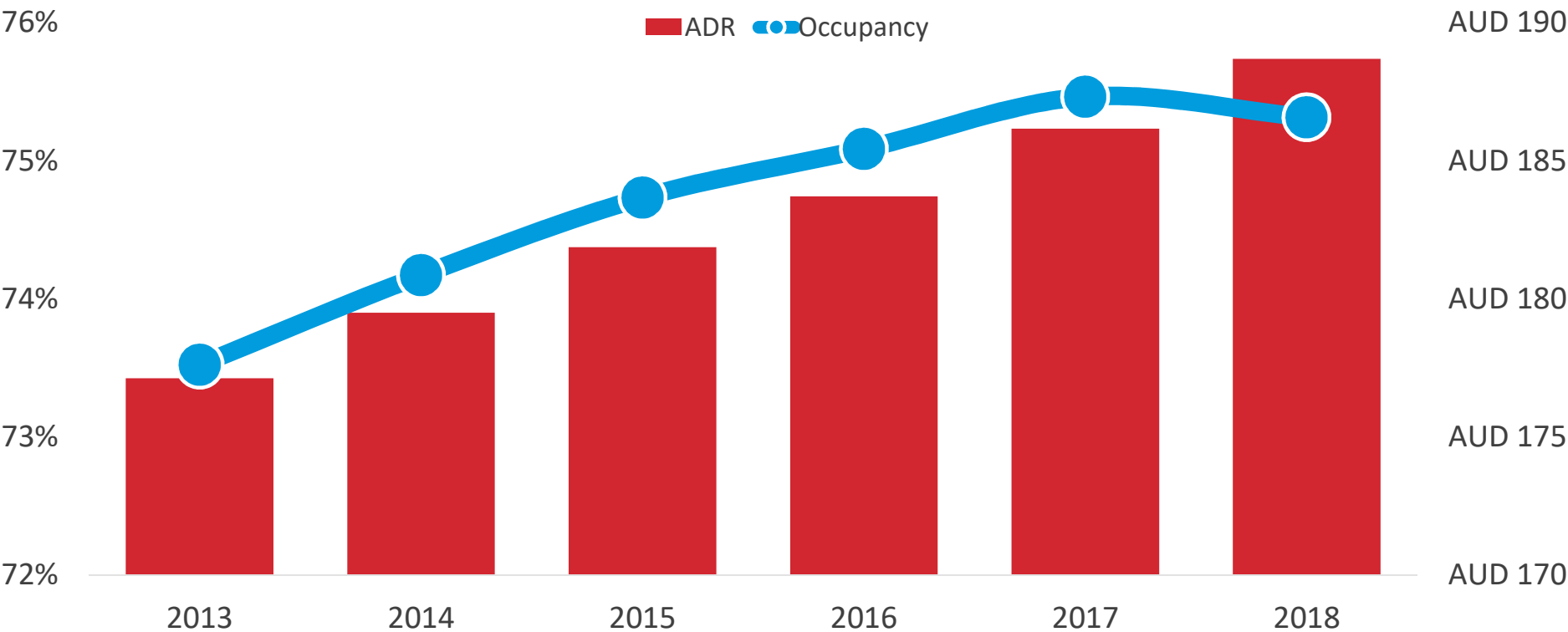
Australia's RevPAR Growth

2018 vs 2017

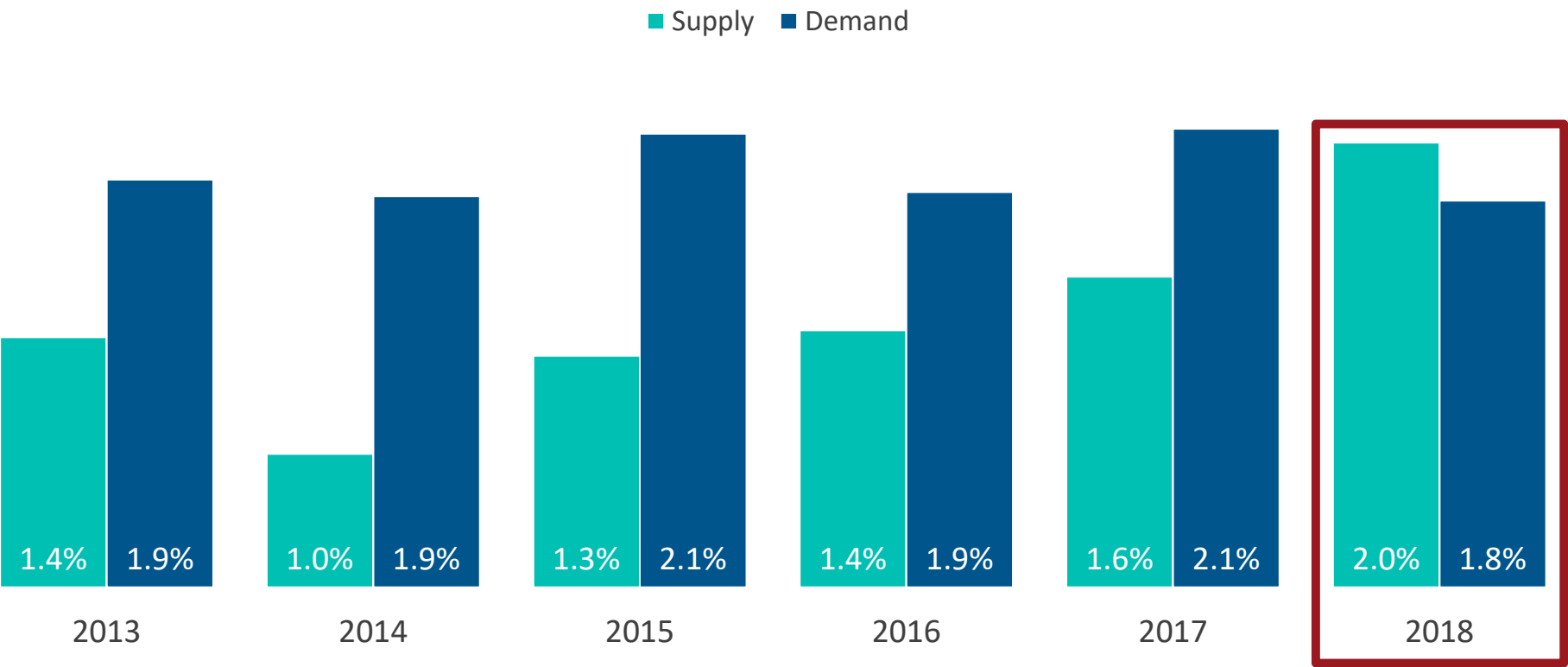
+1.20%

Occupancy declined for the first time since 2012

Total Australia, Occupancy & ADR Performance, FY 2013 – 2018, AUD

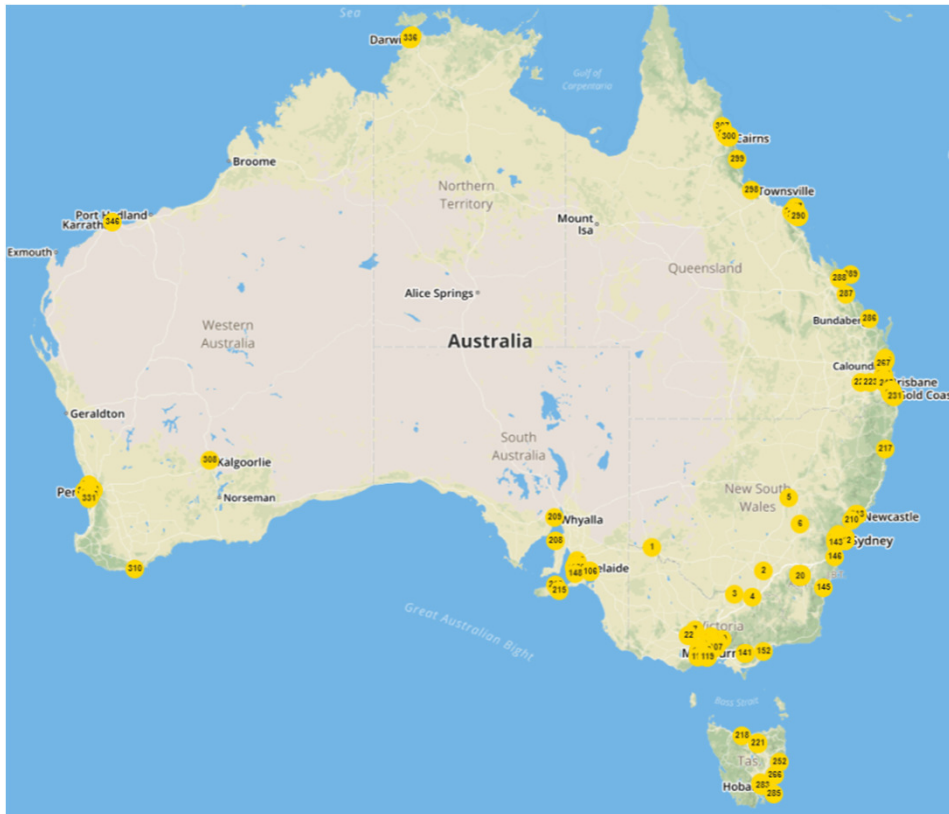


Why? Supply finally tipped demand



Total Australia, Supply & Demand Growth, FY 2013 – 2018

Supply isn't slowing down



50,000

Rooms planned to be built

3rd

largest pipeline across APAC

16,500

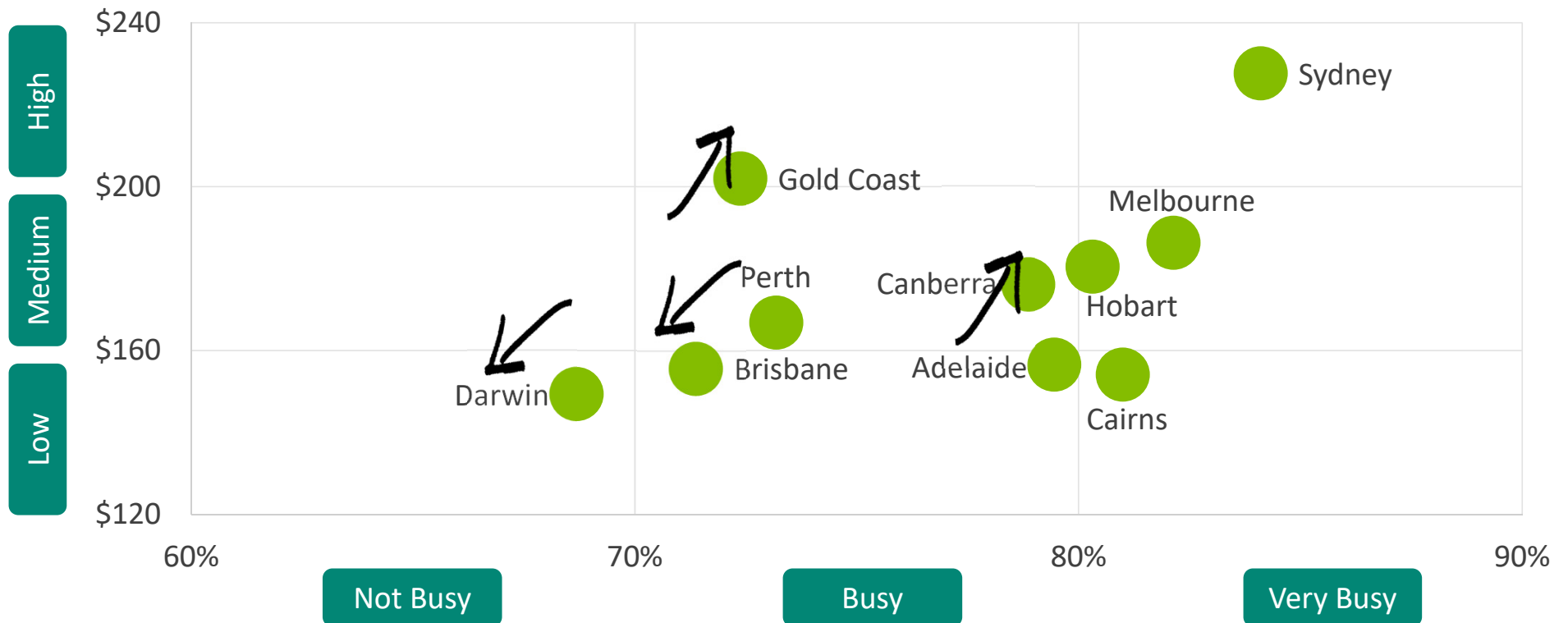
Under Construction

AM:PM by STR – Australia Pipeline

Sydney remains the standout but hasn't pulled away



AU Top 10 Markets, Occupancy & ADR Matrix, FY 2018, AUD

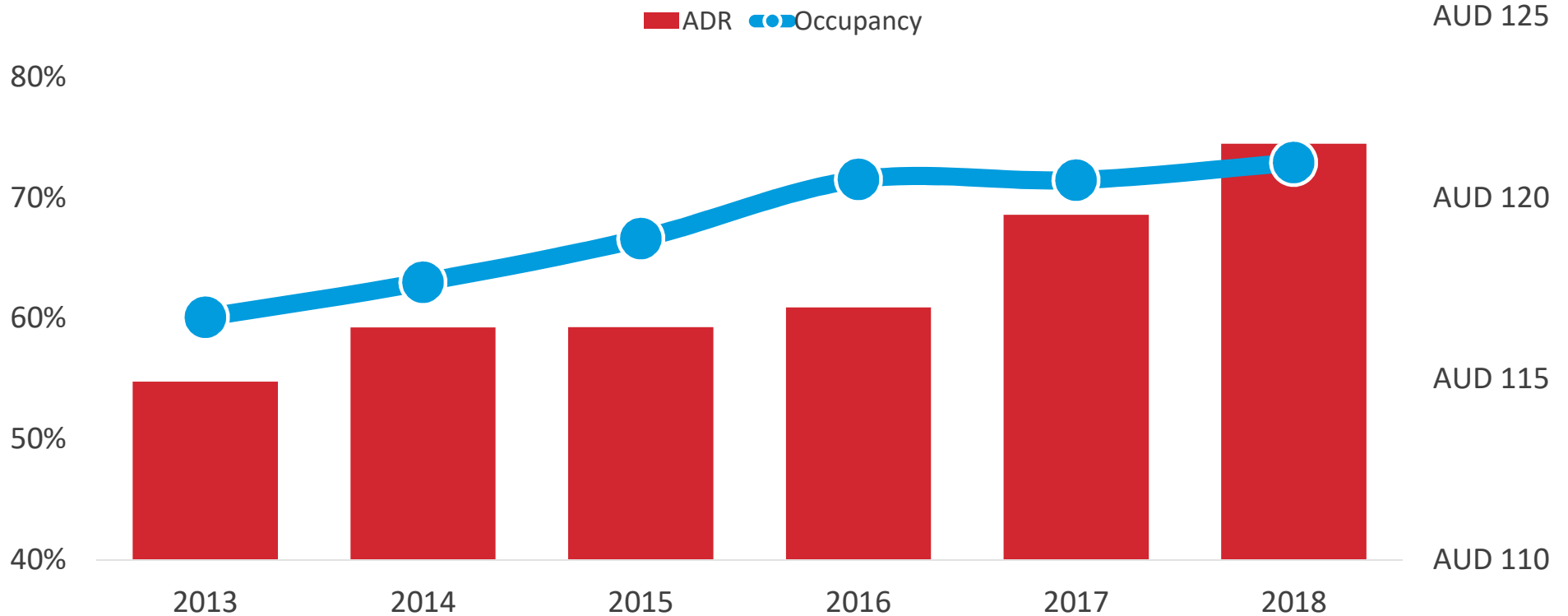




Alice Springs

Occupancy has plateaued, as rates continue to rise

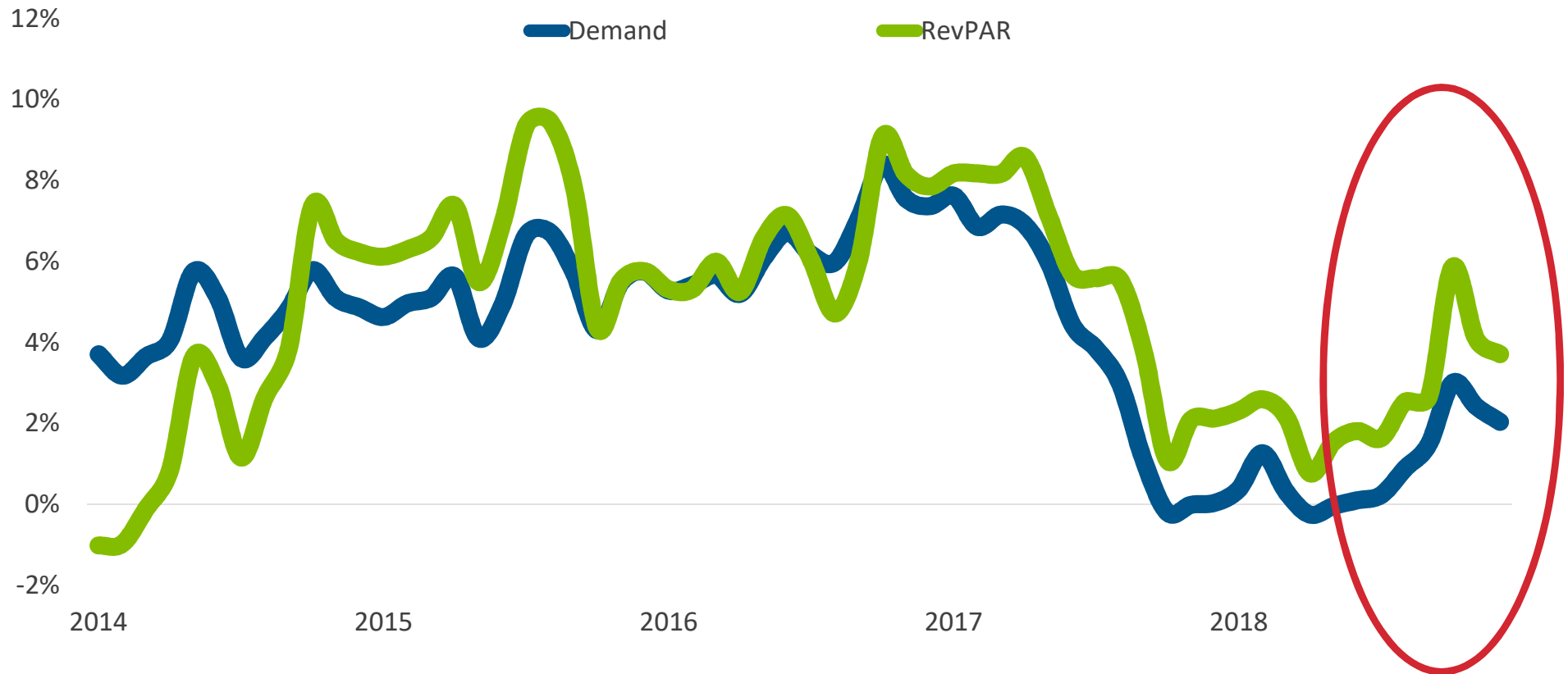
Alice Springs Total, Occupancy & ADR Performance, 2013 – 2018, AUD



Rate over demand is driving RevPAR now

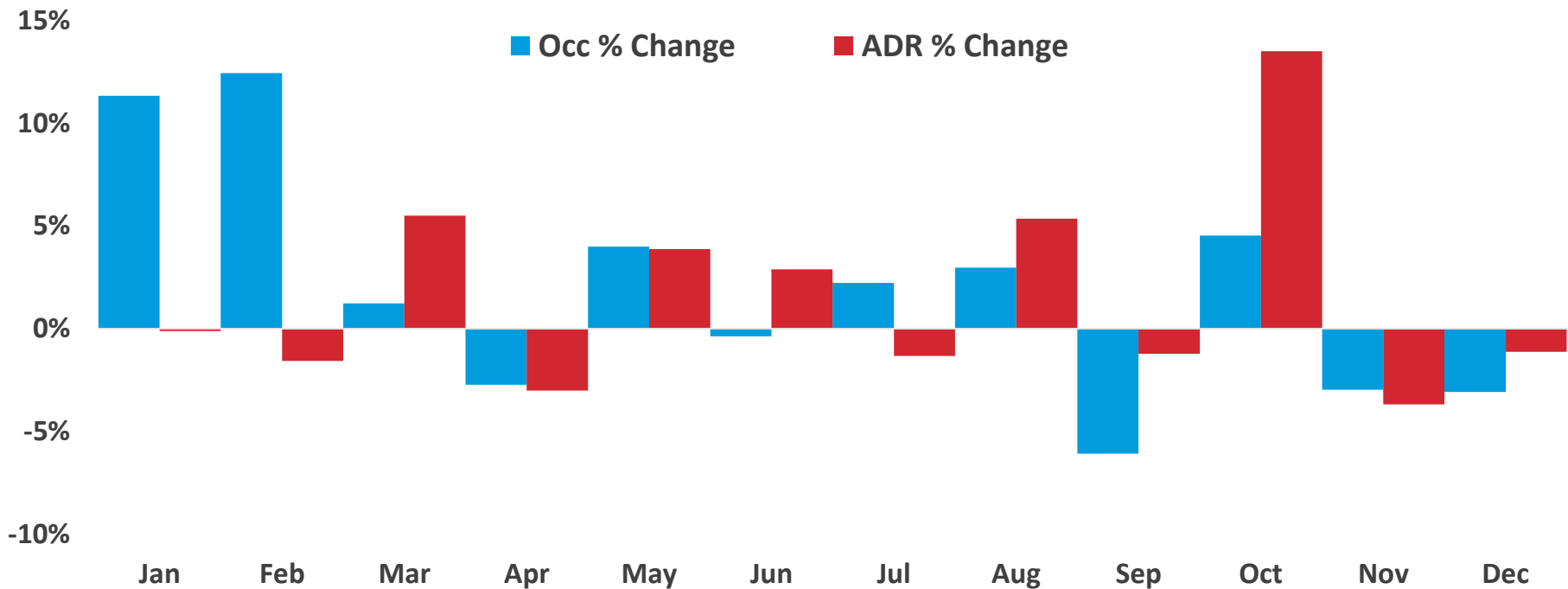


Total Alice Springs, Supply, Demand & RevPAR Growth, R12 January 2014 – December 2018, AUD



Last year was up more months than not, pleasing to see positive growth in average rate

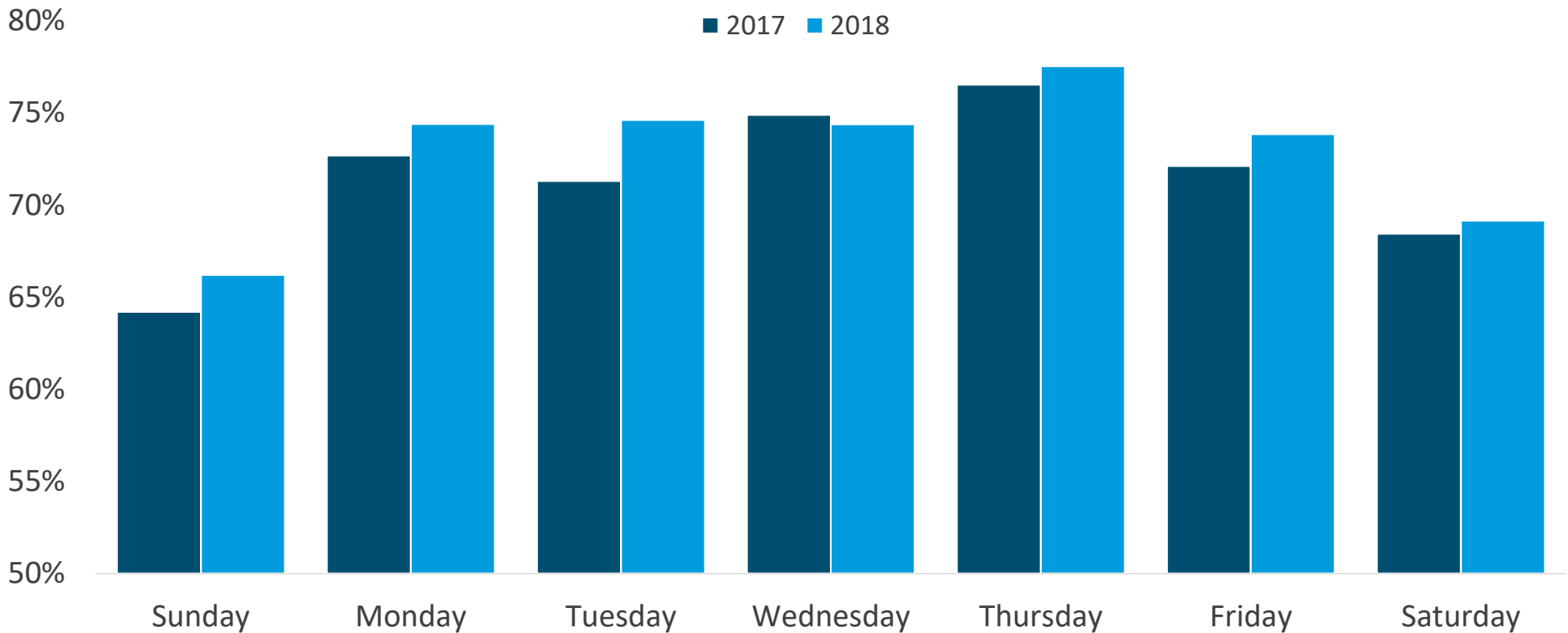
Alice Springs, Monthly Occupancy & ADR % Change, Jan – Dec 2018



Weekdays continue to outperform weekends overall



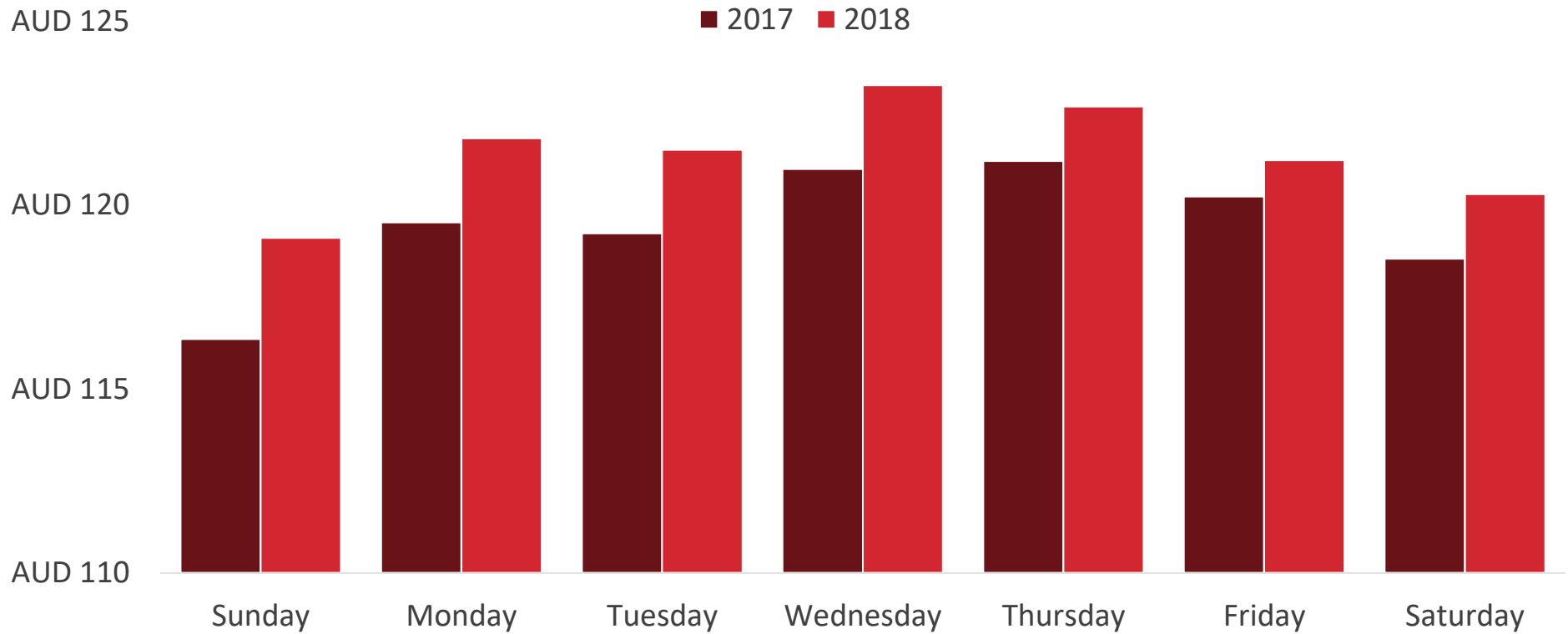
Total Alice Springs, Absolute Occupancy – Daily by Day, FY 2017 vs FY 2018



Rate is making a move on every day of the week

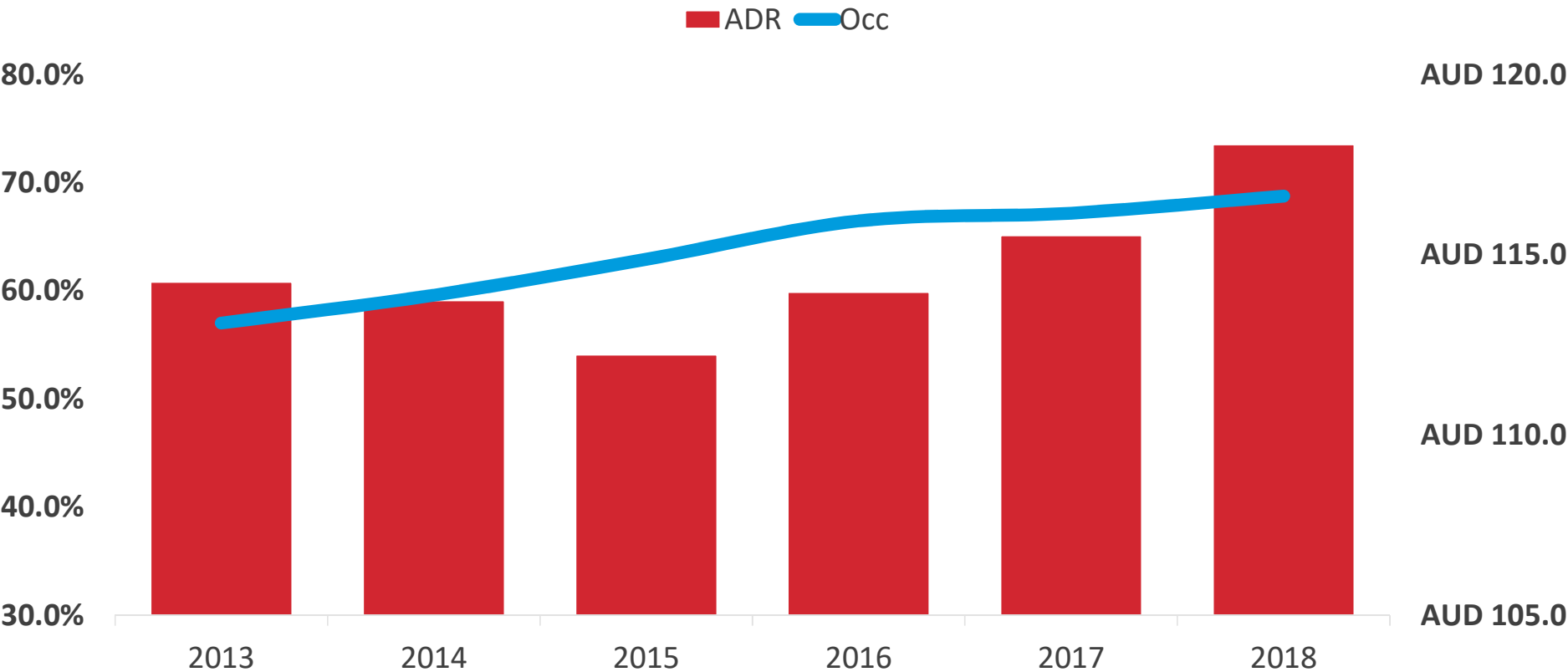


Total Alice Springs, Absolute ADR Performance – Daily by Day, FY 2017 vs FY 2018, AUD



And it isn't just high season driving growth

Alice Springs, ADR & Occupancy Performance, Low Season Selected Months 2013 - 2018

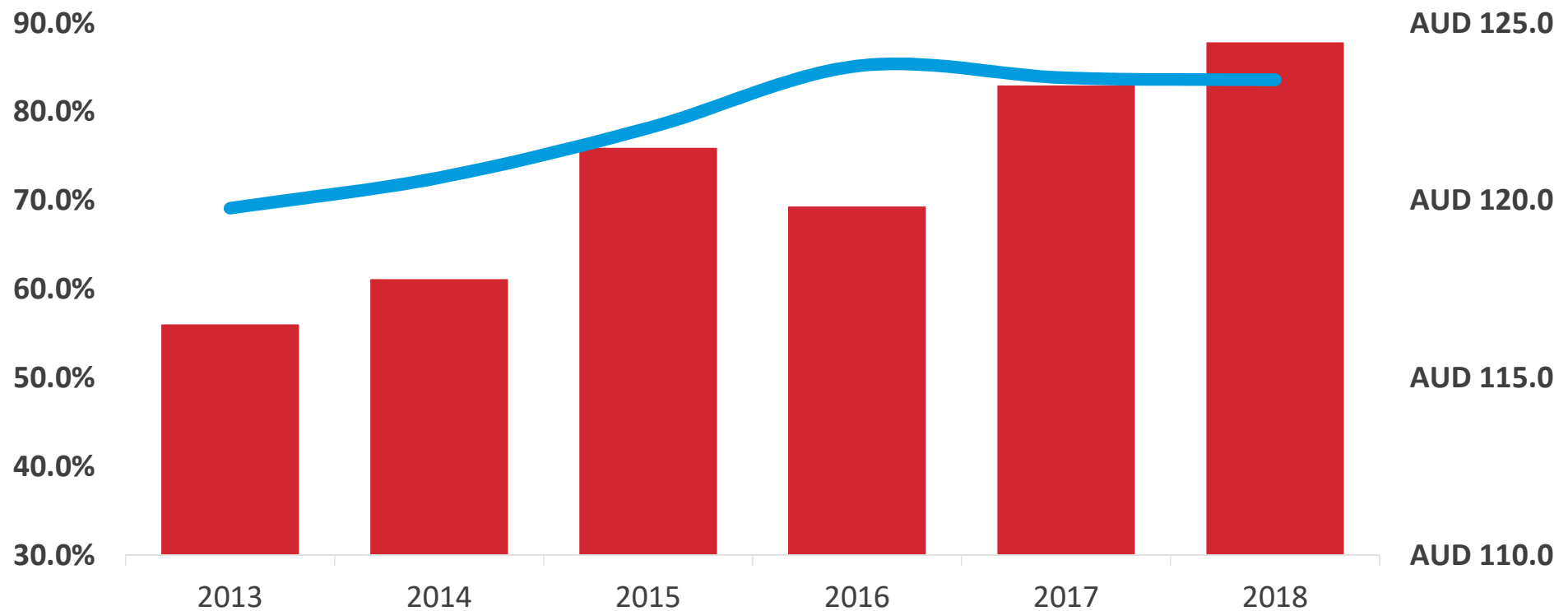


Will high season growth now rely on average rate?



Alice Springs, ADR & Occupancy Performance, High Season Selected Months 2013 - 2018

■ ADR ■ Occ





What impact do events have on accommodation performance?

2018 Alice Springs Masters Games, Occupancy &
ADR, 2018 v 2017



86.6 -1.3%

\$149 +6.5%

93.2 13.7%

\$132 2.9%

2018 AFL Premiership Season, Round 10, Fri –
Sun, Occupancy & ADR 2018 v 2017



Looking at other markets

Selected Markets, Event Dates, Daily Occupancy & Average Rate, 2018



83.0

\$136

Cairns

87.3

\$157

Ballarat



92.4 +9.0%

\$132 +7.2%

2018 Henley on Todd, Occupancy & ADR, 2018 v 2017

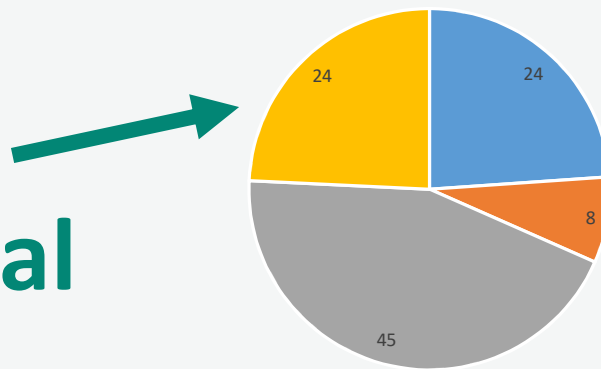


Northern Territory Tourism Industry Monitor Report

2018 in Review

Origin of visitors in the Northern Territory in 2018 (%)

24%
International



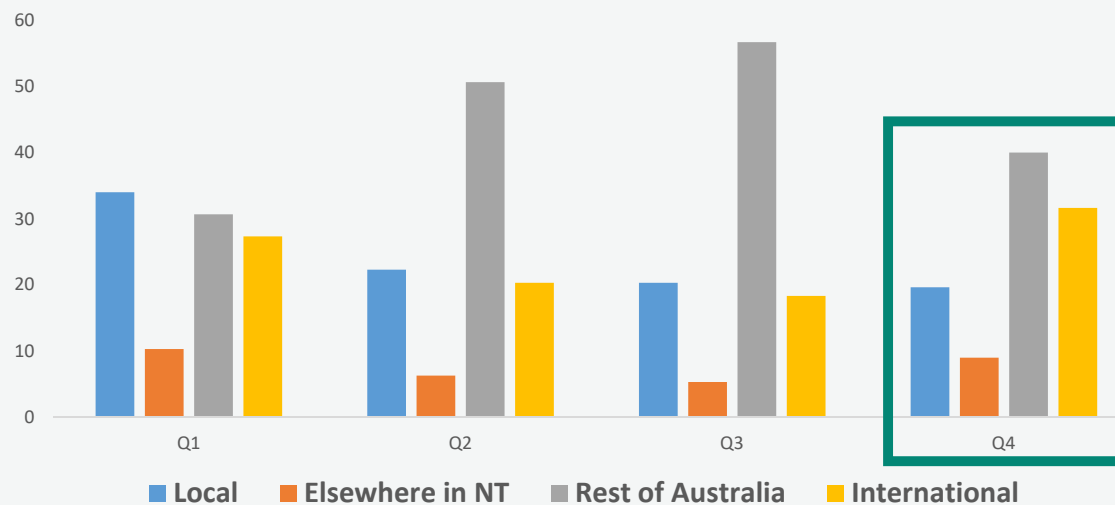
■ Local ■ Elsewhere in NT ■ Rest of Australia ■ International



Northern Territory Tourism Industry Monitor Report

2018 in Review

Visitor origins by quarter in the Northern Territories (%)



Positive opportunity, even in high season



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SI **WELCOMES FIRST CHINA FLIGHT**



📷 The inaugural Donghai airlines flight arrives in Darwin from Shenzhen, China, under a water cannon salute. Picture: Justin Kennedy

BUSINESS

NT's newest international airline, Donghai Airlines, touches down in Darwin



**Alice Springs RevPAR
Growth
During Uluru peak season
+5.6% YOY**

How can you access this information?



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Hotel Survey Report

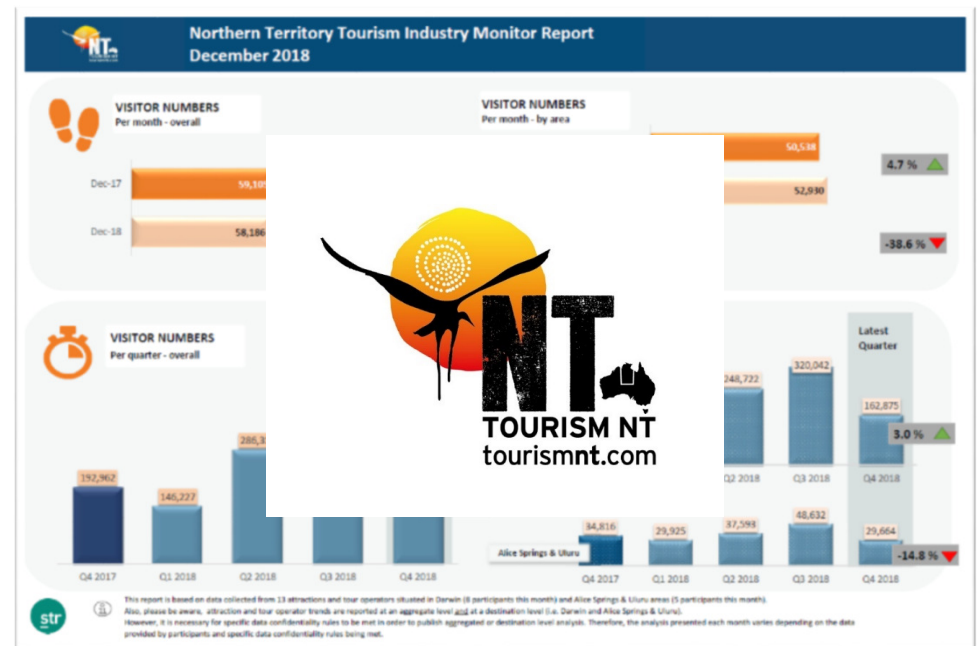
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Contact Tom for more information:
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Benchmarking

is a fundamental practice for any accommodation provider. By gaining a clearer picture of your property's performance in relation to your competitors in your local market, you can better focus on which areas you need to work on to drive greater market share and increase your property's value and profits.





Thank You!

Tom Chappel



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