







Alice Springs Monthly Accommodation Report

April 2024

	OCCUPANCY RATE	AVERAGE ROOM RATE	REVPAR	DEMAND ROOM NIGHTS	SUPPLY ROOM NIGHTS	PROPERTIES
						
HOTEL STYLE ACCOMMODATION	68% +5.3pp	\$201 +0.6%	\$139 +9.8%	20,000 +9.4%	30,000 +0.8%	8 0%
	LISTING OCCUPANCY RATE	AVERAGE ROOM RATE*	REVPAR*	DEMAND LISTING NIGHTS	SUPPLY LISTING NIGHTS	AVAILABLE LISTED PROPERTIES
SHORT TERM LETTING ACCOMMODATION	68% +4.0pp	\$225 -0.2%	\$153 +6.1%	823 -14%	1,200 -19%	63 -14%

Percentage changes reflect data from April 2024 compared to April 2023.

*Average room rate and RevPAR for short term letting accommodation has been adjusted to AUD where historically it had been in USD, due to updates in the AirDNA data retrieval system.

Accommodation indicators for Alice Springs in April 2024 were strong for the hotel sector compared to April 2023. The occupancy rate for the hotel sector was up +5.3 percentage points (pp) to 68% because of higher demand (up +9.4% to 20,000 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, a decrease in demand listing nights (down -14% to 823) with an even greater decrease in supply listing nights (down -19% to 1,200) resulted an increase in the listing occupancy rate by +4.0pp to 68%.

In April 2024 compared to April 2023, average daily room rates (ADR) and revenue per available room (RevPAR) were higher for the hotel sector, up marginally +0.6% (or +\$1.10) to \$201 and up +9.8% (or +\$12.40) to \$139 respectively. For the short term letting market, room rates decreased marginally by -0.2% (or -\$0.40) to \$225 while RevPAR increased by +6.1% (or +\$8.80) to \$153.

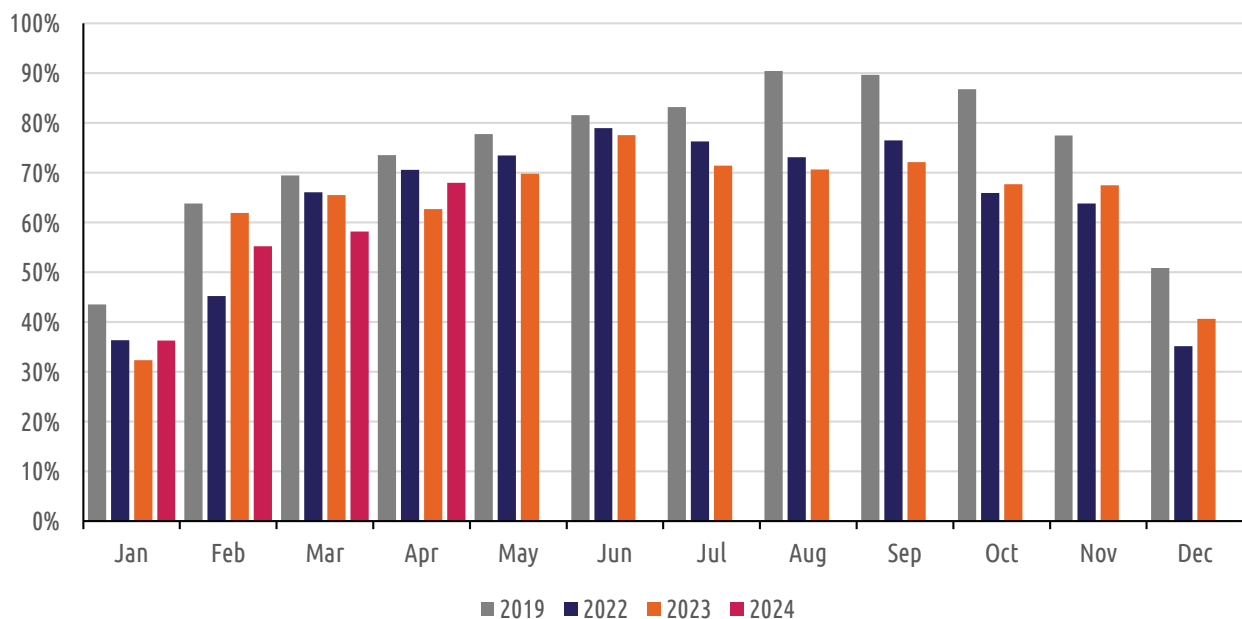
Alice Springs Monthly Accommodation Report April 2024

For the year ending (YE) April 2024, the average annual room occupancy rate for the hotel sector was slightly lower -0.9pp at 63% compared to the same period last year. For the short term letting sector, the annual listing occupancy rate decreased by -6.0pp to 56%.

The ADR and RevPAR for the YE April 2024 for the hotel sector were \$181 (down -5.3% or -\$10.20) and \$118 (down -5.7% or -\$7.10) respectively. These figures were also weak for the short term letting sector with ADR and RevPAR down to \$212 (-10% or -\$24.50) and \$119 (-20% or -\$30.00) respectively.

The short term letting sector in Alice Springs has grown significantly, with a +163% growth (from 24 to 63 listed properties) between April 2021 and April 2024.

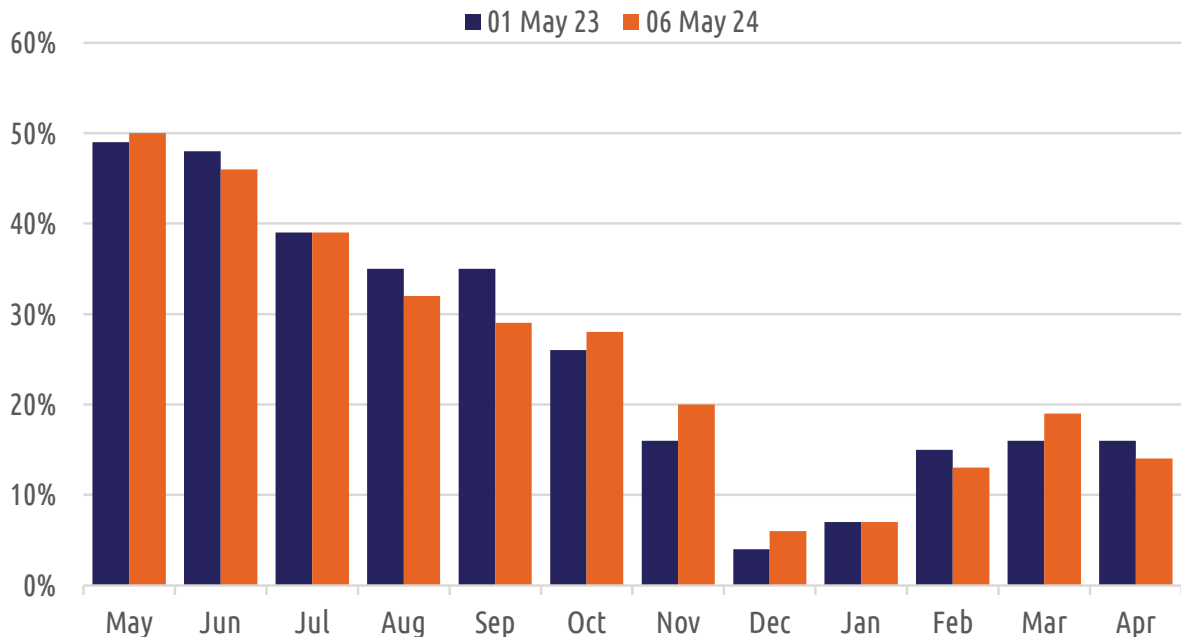
Alice Springs Monthly Hotel Occupancy Rate



The hotel occupancy rate in April 2024 was lower than figures for April 2019 and 2022, however higher than in April 2023.

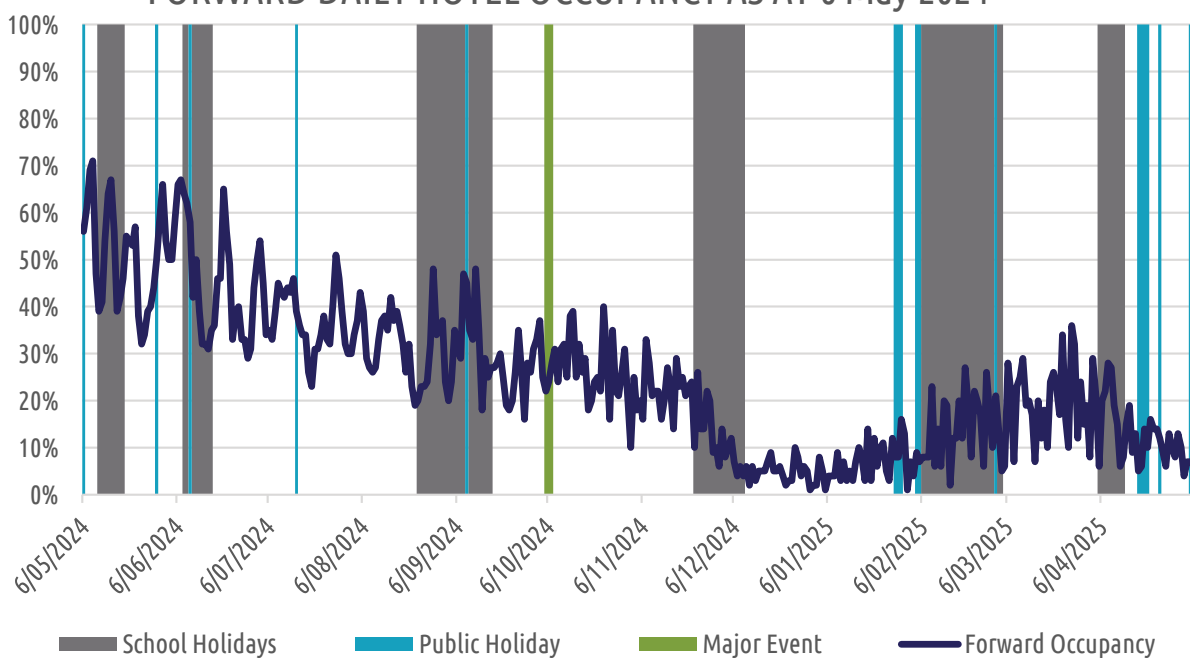
Alice Springs Monthly Accommodation Report April 2024

NT REGIONAL FORWARD HOTEL OCCUPANCY



Forward bookings in May 2024 are above May 2023, however; June is behind compared to 2023 and July bookings are on par with the previous year. Bookings continue to be behind 2023 in August and September, before the trend reverses for the December quarter where booking are stronger in 2024.

FORWARD DAILY HOTEL OCCUPANCY AS AT 6 May 2024



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

Alice Springs Monthly Accommodation Report

April 2024

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 63 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. As of March 2024, AirDNA has implemented a new data retrieval platform with an updated methodology. This change could potentially lead to variances when compared to previously published results. It should be noted that historically, AirDNA expenditure related figures have been based on US currency.

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.