






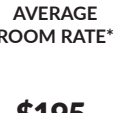
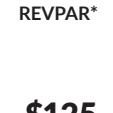


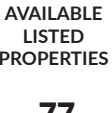


Alice Springs Monthly Accommodation Report

July 2024

	OCCUPANCY RATE	AVERAGE ROOM RATE	REVPAR	DEMAND ROOM NIGHTS	SUPPLY ROOM NIGHTS	PROPERTIES
						
HOTEL STYLE ACCOMMODATION	69% -2.7pp	\$199 +1.3%	\$138 -2.8%	21,000 -3.1%	31,000 +0.7%	8 0%
	LISTING OCCUPANCY RATE	AVERAGE ROOM RATE*	REVPAR*	DEMAND LISTING NIGHTS	SUPPLY LISTING NIGHTS	AVAILABLE LISTED PROPERTIES
						
SHORT TERM LETTING ACCOMMODATION	64% +4.0pp	\$195 -9.9%	\$125 -3.8%	956 -11%	1,490 -17%	77 -8.3%

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

Accommodation indicators for Alice Springs in July 2024 were predominantly weak for the hotel sector compared to July 2023. A curfew was declared in Alice Springs from 8 -10 July 2024, which impacted the tourism sector, including commercial accommodation.

The occupancy rate for the hotel sector was down -2.7 percentage points (pp) to 69%. Demand for hotel room nights experienced a decrease (down -3.1% to 21,000 room nights), while supply of hotel room nights experienced a marginal increase (up +0.7% to 31,000 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 -11% to 956) was offset by a larger decrease in supply listing nights (down -17% to 1,490), resulting in an overall increase in the listing occupancy rate by +4.0pp to 64%.

In July 2024 compared to July 2023, average daily room rates (ADR) were up +1.3% (or +\$2.60) to \$199, whilst revenue per available room (RevPAR) was down -2.8% (or -\$4.00) to \$138. For the short-term letting market, room rates and RevPAR were lower, down -9.9% (or -\$21.40) to \$195 and down -3.8% (or -\$5.00) to \$125.

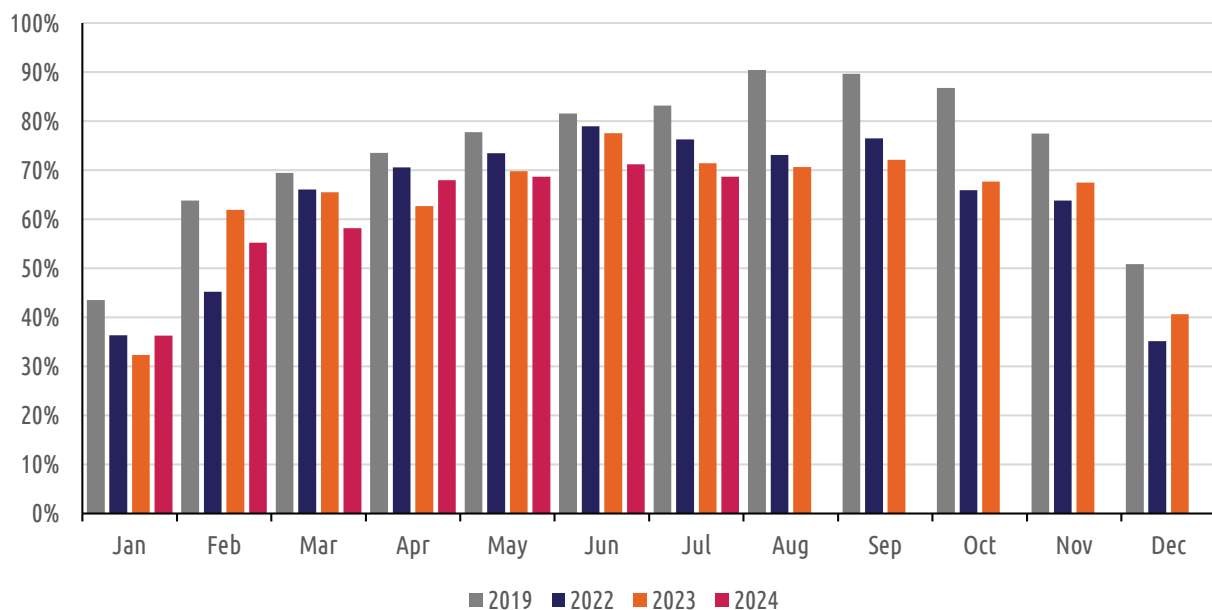
Alice Springs Monthly Accommodation Report July 2024

For the year ending (YE) July 2024, the average annual room occupancy rate for the hotel sector was down -0.9pp to 62% compared to the same period last year. For the short-term letting sector, the annual listing occupancy rate decreased by -1.0pp to 57%.

The ADR and RevPAR for the YE July 2024 for the hotel sector were \$180 (down -5.2% or -\$9.90) and \$115 (down -5.9% or -\$7.30) respectively. These figures were also weak for the short-term letting sector with ADR and RevPAR down to \$206 (-9.7% or -\$22.10) and \$108 (-16% or -\$21.00) respectively.

The short-term letting sector in Alice Springs has grown significantly, with a +114% growth (from 36 to 77 listed properties) between July 2021 and July 2024.

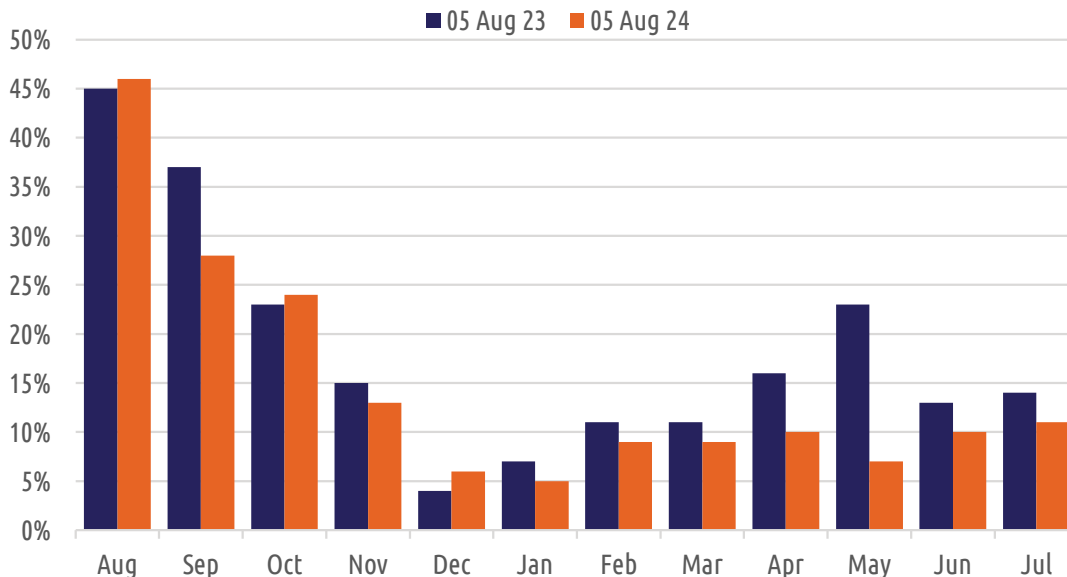
ALICE SPRINGS MONTHLY HOTEL OCCUPANCY RATE



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

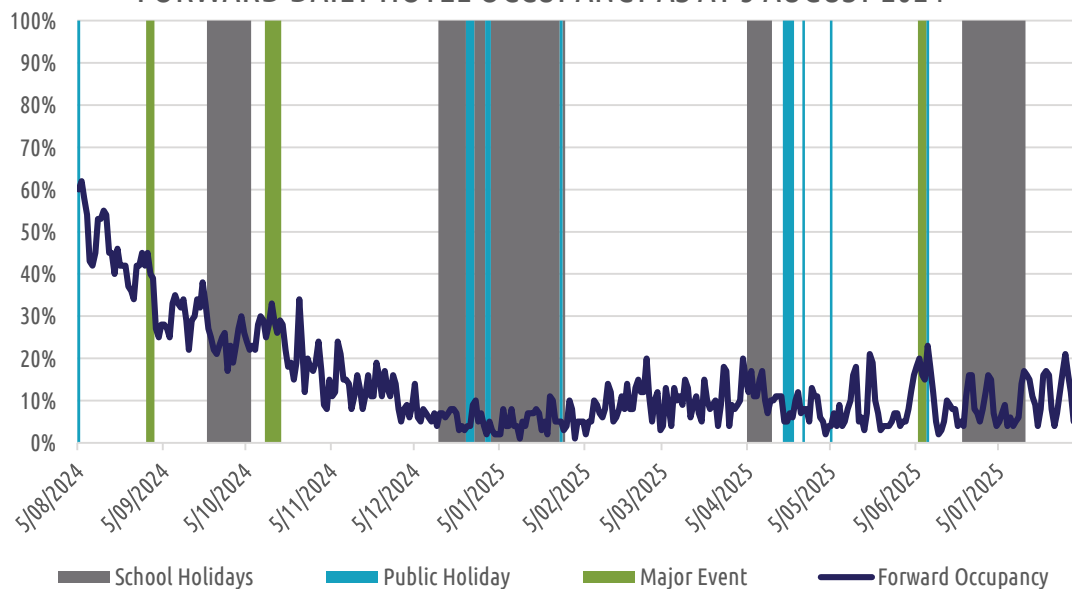
Alice Springs Monthly Accommodation Report July 2024

NT REGIONAL* FORWARD HOTEL OCCUPANCY



Forward bookings in August 2024 are ahead of August 2023, however, are significantly behind for September. October is ahead with the upcoming Alice Springs Masters Games, while November is behind and December is ahead compared to last year.

FORWARD DAILY HOTEL OCCUPANCY AS AT 5 AUGUST 2024



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

**Approximately 79% of the room supply in Regional NT is from Alice Springs*

Alice Springs Monthly Accommodation Report July 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 77 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

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