







Alice Springs Monthly Accommodation Report

May 2024

	OCCUPANCY RATE	AVERAGE ROOM RATE	REVPAR	DEMAND ROOM NIGHTS	SUPPLY ROOM NIGHTS	PROPERTIES
						
HOTEL STYLE ACCOMMODATION	69% -1.1pp	\$190 -2.1%	\$131 -4.0%	21,000 -0.8%	31,000 +0.8%	8 0%
	LISTING OCCUPANCY RATE	AVERAGE ROOM RATE*	REVPAR*	DEMAND LISTING NIGHTS	SUPPLY LISTING NIGHTS	AVAILABLE LISTED PROPERTIES
SHORT TERM LETTING ACCOMMODATION	63% +7.8pp	\$187 -16%	\$118 -4.5%	890 +3.6%	1,400 -9.3%	67 -15%

Percentage changes reflect data from May 2024 compared to May 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 May 2024 were predominantly weak for the hotel sector compared to May 2023. The occupancy rate for the hotel sector was down -1.1 percentage points (pp) to 69%. Demand of hotel room nights experienced a marginal decrease (down -0.8% to 21,000 room nights), while supply of hotel room nights increased marginally (up +0.8% to 31,000 room nights), with the number of properties in the Alice Springs region remaining the same. For the short term letting sector, there was an increase in demand listing nights (up +3.6% to 890) with a decrease in supply listing nights (down -9.3% to 1,400). This resulted in an increase in the listing occupancy rate by +7.8pp to 63%.

In May 2024 compared to May 2023, average daily room rates (ADR) and revenue per available room (RevPAR) were lower for the hotel sector, down -2.1% (or -\$4.10) to \$190 and down -4.0% (or -\$5.40) to \$131 respectively. For the short term letting market, room rates and RevPar were also lower, down -16% (or -\$36.70) to \$187 and down -4.5% (or -\$5.60) to \$118.

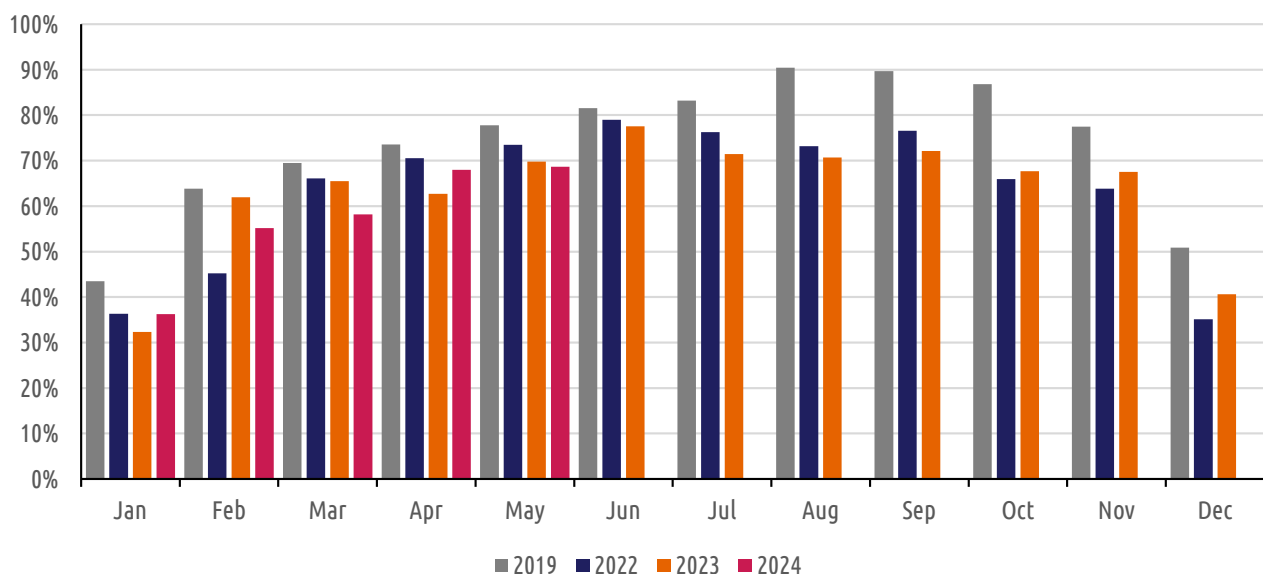
Alice Springs Monthly Accommodation Report May 2024

For the year ending (YE) May 2024, the average annual room occupancy rate for the hotel sector was slightly lower -0.7pp at 63% compared to the same period last year. For the short term letting sector, the annual listing occupancy rate decreased by -4.0pp to 57%.

The ADR and RevPAR for the YE May 2024 for the hotel sector were \$181 (down -5.3% or -\$10.20) and \$117 (down -5.5% or -\$6.80) respectively. These figures were also weak for the short term letting sector with ADR and RevPAR down to \$209 (-12% or -\$27.50) and \$119 (-19% or -\$27.60) respectively.

The short term letting sector in Alice Springs has grown significantly, with a +148% growth (from 27 to 67 listed properties) between May 2021 and May 2024.

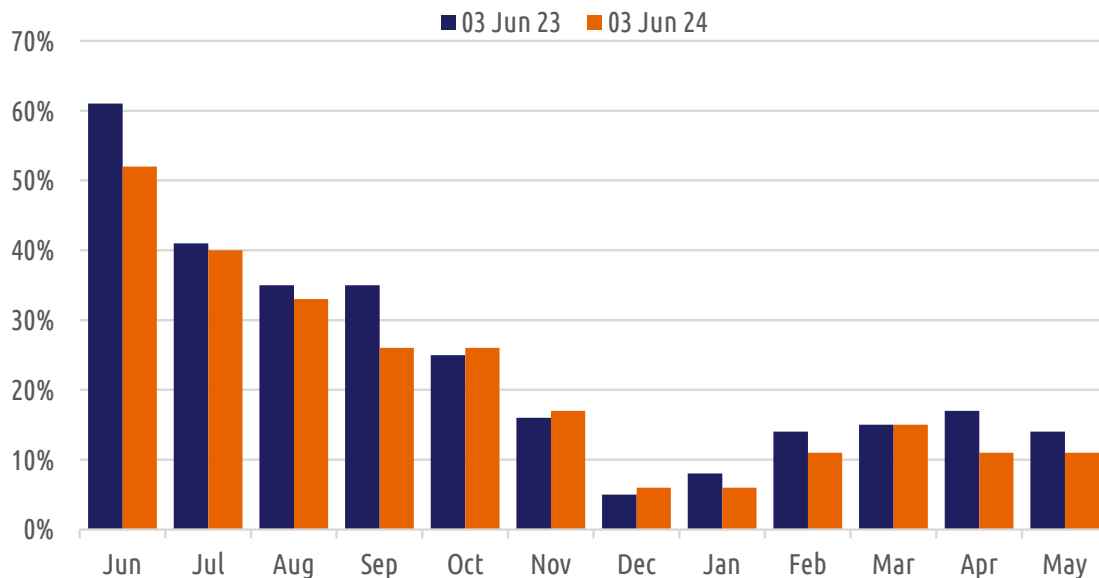
Alice Springs Monthly Hotel Occupancy Rate



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

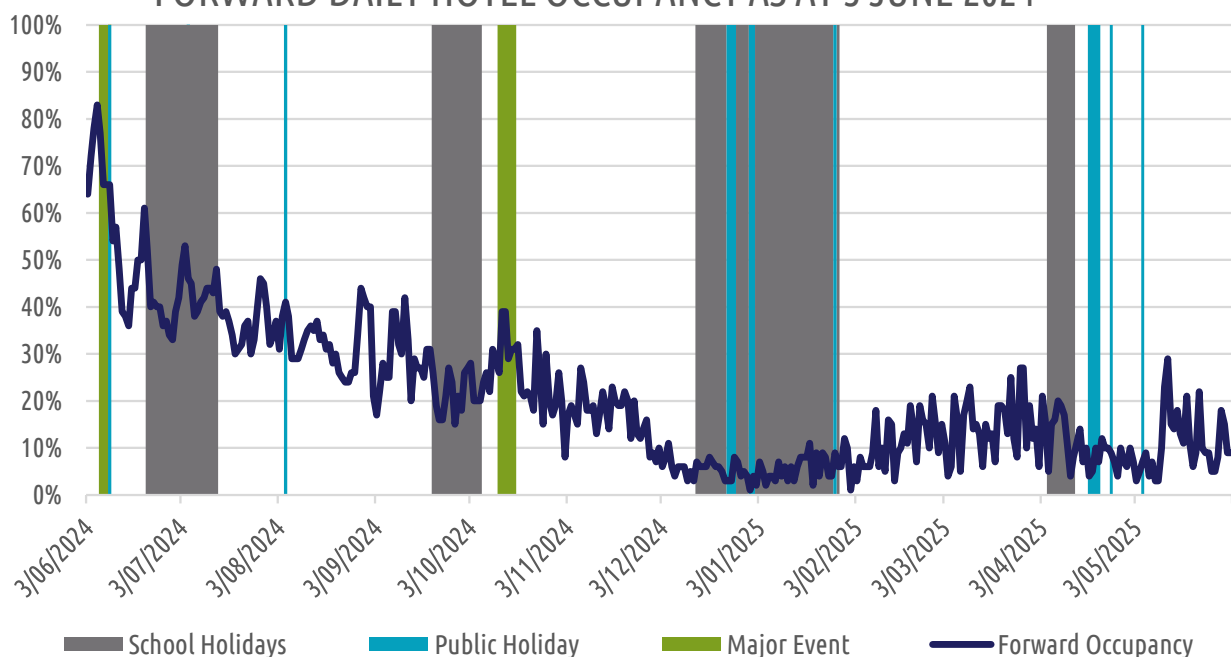
Alice Springs Monthly Accommodation Report May 2024

NT REGIONAL FORWARD HOTEL OCCUPANCY



Forward bookings are behind from June through to September 2024 compared to the same period last year, before the trend reverses for the December quarter where bookings are stronger in 2024.

FORWARD DAILY HOTEL OCCUPANCY AS AT 3 JUNE 2024



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

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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 67 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.

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