







Alice Springs Monthly Accommodation Report

June 2024

	OCCUPANCY RATE	AVERAGE ROOM RATE	REVPAR	DEMAND ROOM NIGHTS	SUPPLY ROOM NIGHTS	PROPERTIES
						
HOTEL STYLE ACCOMMODATION	71% -6.4pp	\$212 -4.3%	\$153 -12%	21,000 -7.6%	30,000 +0.7%	8 0%
	LISTING OCCUPANCY RATE	AVERAGE ROOM RATE*	REVPAR*	DEMAND LISTING NIGHTS	SUPPLY LISTING NIGHTS	AVAILABLE LISTED PROPERTIES
SHORT TERM LETTING ACCOMMODATION	67% +4.9pp	\$205 -12%	\$137 -5.0%	1,070 -1.4%	1,602 -8.6%	77 -8.3%

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

Accommodation indicators for Alice Springs in June 2024 were predominantly weak for the hotel sector compared to June 2023. The occupancy rate for the hotel sector was down -6.4 percentage points (pp) to 71%. Demand for hotel room nights experienced a decrease (down -7.6% to 21,000 room nights), while supply of hotel room nights experienced a marginal increase (up +0.7% 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 -1.4% to 1,070) compared to a decrease in supply listing nights (down -8.6% to 1,602) resulted in an increase of the listing occupancy rate by +4.9pp to 67%.

In June 2024 compared to June 2023, average daily room rates (ADR) and revenue per available room (RevPAR) were lower for the hotel sector, down -4.3% (or -\$9.60) to \$212 and down -12% (or -\$20.20) to \$153, respectively. For the short-term letting market, room rates and RevPAR were also lower, down -12% (or -\$27.90) to \$205 and down -5.0% (or -\$7.20) to \$137.

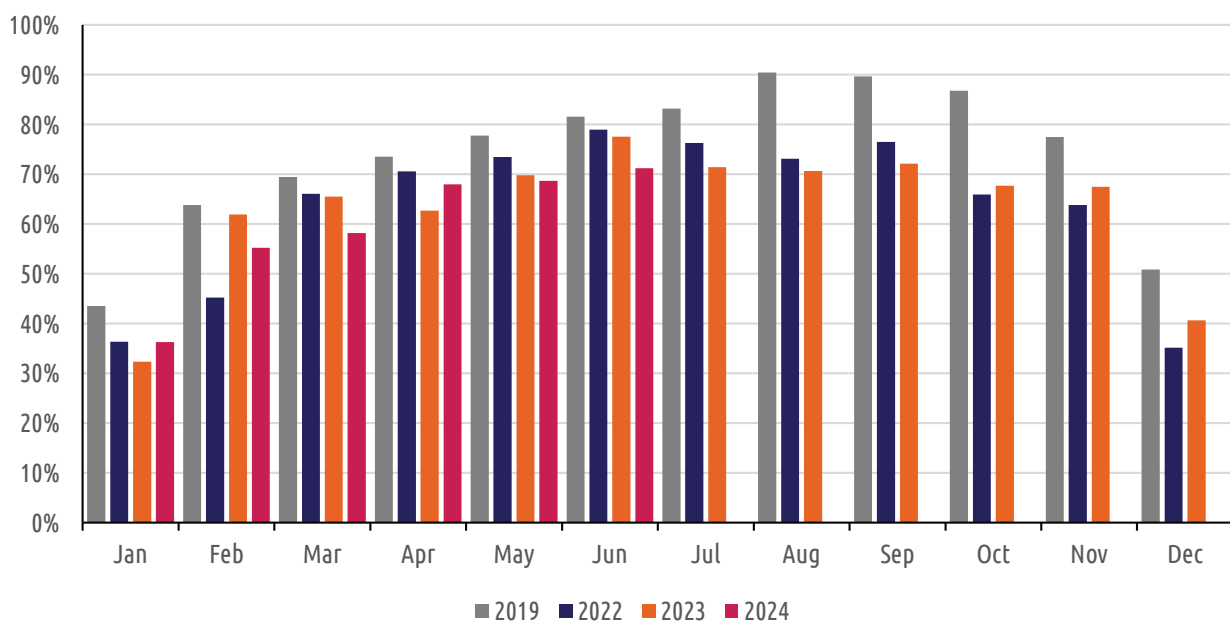
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For the year ending (YE) June 2024, the average annual room occupancy rate for the hotel sector was down -1.1pp at 62% compared to the same period last year. For the short-term letting sector, the annual listing occupancy rate decreased by -2.6pp to 57%.

The ADR and RevPAR for the YE June 2024 for the hotel sector were \$180 (down -5.9% or -\$11.20) and \$116 (down -6.8% or -\$8.50) respectively. These figures were also weak for the short-term letting sector with ADR and RevPAR down to \$207 (-11% or -\$25.80) and \$118 (-16% or -\$22.70) respectively.

The short-term letting sector in Alice Springs has grown significantly, with a +120% growth (from 35 to 77 listed properties) between June 2021 and June 2024.

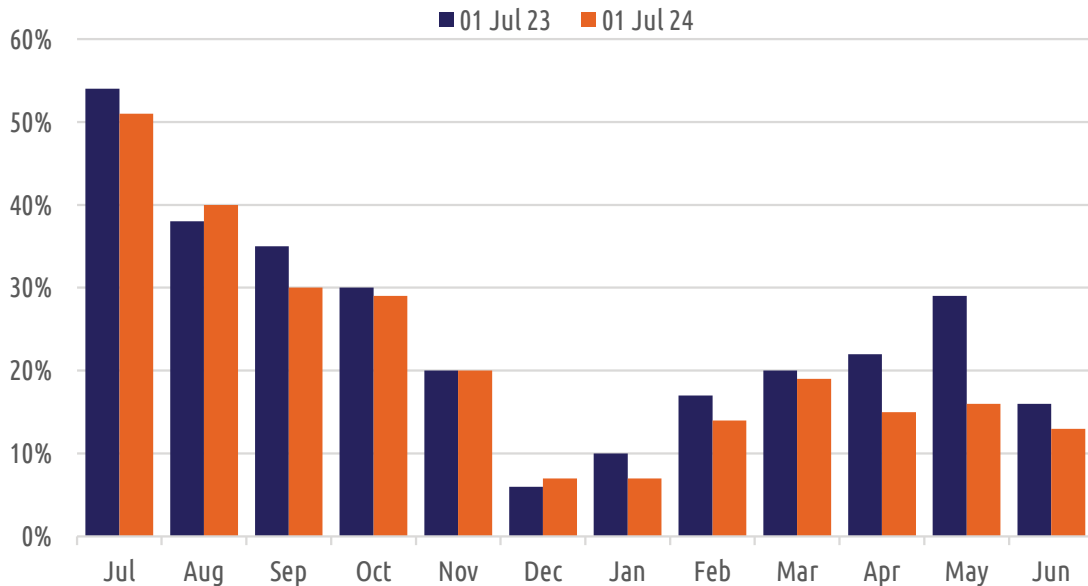
ALICE SPRINGS MONTHLY HOTEL OCCUPANCY RATE



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

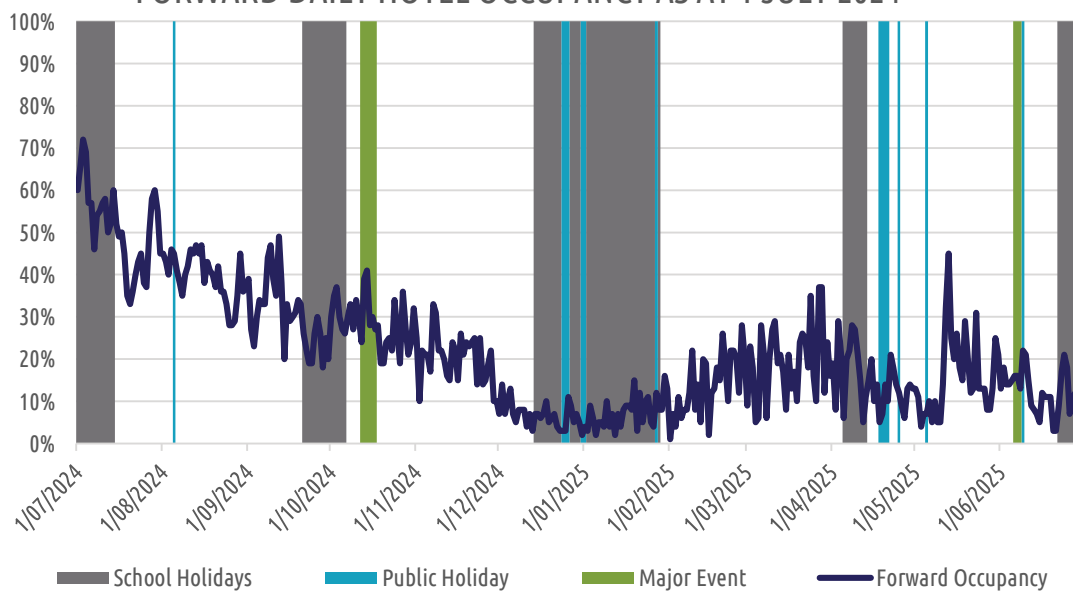
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REGIONAL NT* FORWARD HOTEL OCCUPANCY



Forward bookings in July 2024 are behind July 2023, however; are ahead for August, while behind for September and October. November is on par, and December is marginally ahead compared to the same period last year.

FORWARD DAILY HOTEL OCCUPANCY AS AT 1 JULY 2024



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

**Please note approximately 79% of the room supply in Regional NT is from Alice Springs*

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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 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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