







Alice Springs Monthly Accommodation Report

August 2024

The online dashboard for hotel and short-term accommodation for Alice Springs is available [here](#).

	OCCUPANCY RATE	AVERAGE ROOM RATE	REVPAR	DEMAND ROOM NIGHTS	SUPPLY ROOM NIGHTS	PROPERTIES
						
HOTEL STYLE ACCOMMODATION	75% +4.5pp	\$200 -0.4%	\$151 +5.6%	23,000 +6.3%	31,000 -0.1%	8 0%

Percentage changes reflect data from August 2024 compared to August 2023

Accommodation indicators for Alice Springs in August 2024 were mostly positive for the hotel sector compared to August 2023. The month of August 2024 has bounced back after a two-day curfew in early July which impacted accommodation occupancy. The Henley on Todd Regatta event was held on 17 August which positively impacted demand in Alice Springs.

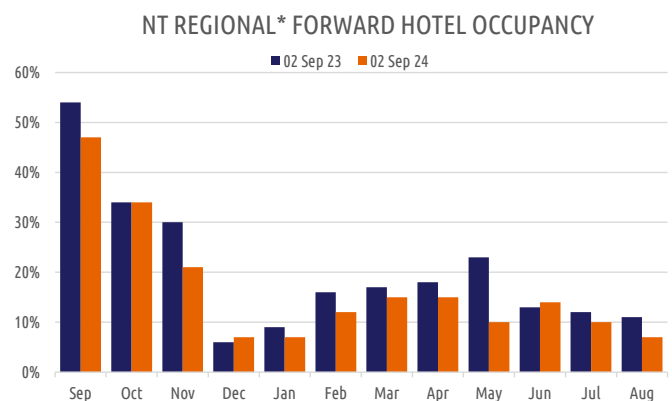
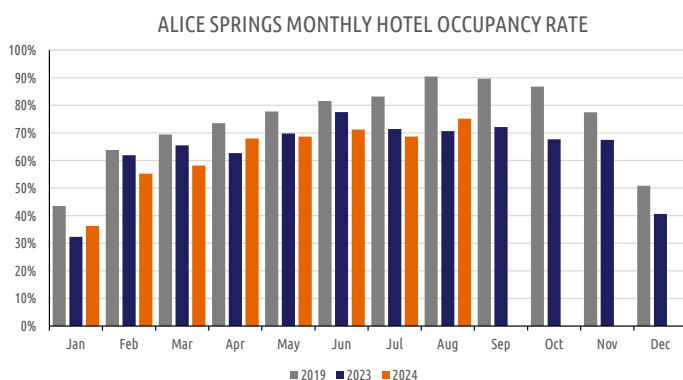
The hotel occupancy rate in August 2024 was lower than in August 2019 however higher than in August 2023.

For the month of August 2024, the Alice Springs hotel sector saw:

- occupancy up +4.5 percentage points (pp) to 75%
- demand up +6.3% to 23,000 room nights
- revenue per available room (RevPAR) up +5.6% (or +\$8.00) to \$151
- average daily rate (ADR) down -0.4% (or -\$0.80) to \$200
- supply down -0.1% to 31,000 room nights.

For the year ending (YE) August 2024, the Alice Springs hotel sector saw:

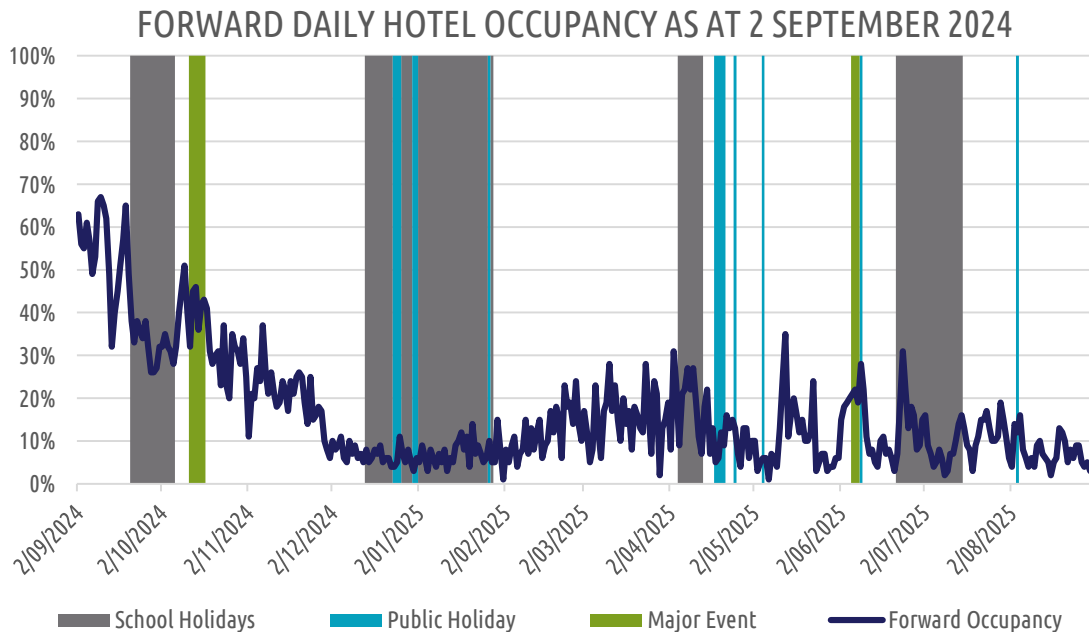
- occupancy down -0.3pp to 62%
- RevPAR down -4.9% (or -\$5.90) to \$116
- ADR down -5.0% (or -\$9.40) to \$180.









Forward bookings in September 2024 are behind September 2023. Bookings for October are on par with the previous year due to upcoming Alice Springs Masters Games, while November is behind and December is ahead of last year.

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



	OCCUPANCY RATE	AVERAGE ROOM RATE	REVPAR	DEMAND ROOM NIGHTS	SUPPLY ROOM NIGHTS	PROPERTIES
SHORT-TERM LETTING ACCOMMODATION	 74% +18pp	 \$195 -5.4%	 \$144 +24%	 1,080 +6.9%	 1,470 -19%	 71 -6.6%

Percentage changes reflect data from August 2024 compared to August 2023

The short-term letting sector in Alice Springs has grown significantly, with a +115% growth (from 33 to 71 listed properties) between August 2021 and August 2024.

For the month of August 2024, the Alice Springs short-term letting sector saw:

- occupancy up +18pp to 74%
- demand up +6.9% to 1,080 listing nights
- RevPAR up +24% (or +\$28.10) to \$144
- ADR down -5.4% (or -\$11.10) to \$195
- supply down -19% to 1,470 listing nights.

For the YE August 2024, the Alice Springs short-term letting sector saw:

- occupancy up +2.1pp to 59%
- ADR down -11% (or -\$23.70) to \$194
- RevPAR down -8.3% (or -\$10.40) to \$114.

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METHODOLOGY

The data in the hotel accommodation report is sourced from STR and is collected from a sample of 6 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 71 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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