







Alice Springs Monthly Accommodation Report September 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	65% -7.4pp	\$189 -1.9%	\$123 -12%	19,000 -10%	30,000 -0.1%	8 0%

Percentage changes reflect data from September 2024 compared to September 2023

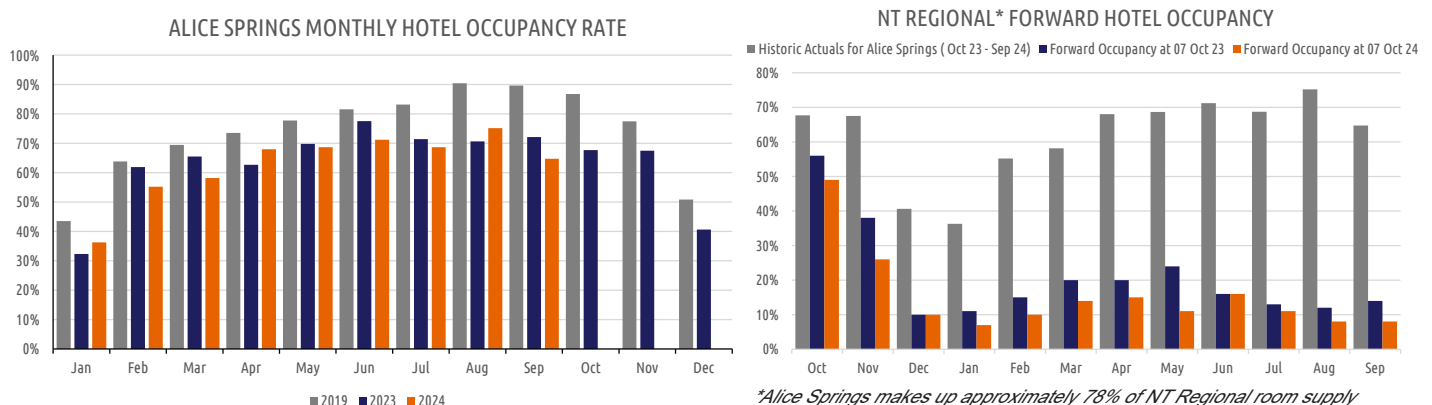
Accommodation indicators for Alice Springs in September 2024 were negative for the hotel sector compared to September 2023.

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

- occupancy down -7.4 percentage points (pp) to 65%
- average daily rate (ADR) down -1.9% (or -\$3.60) to \$189
- revenue per available room (RevPAR) down -12% (or -\$17.20) to \$123
- demand down -10% to 19,000 room nights
- supply down -0.1% to 30,000 room nights.

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

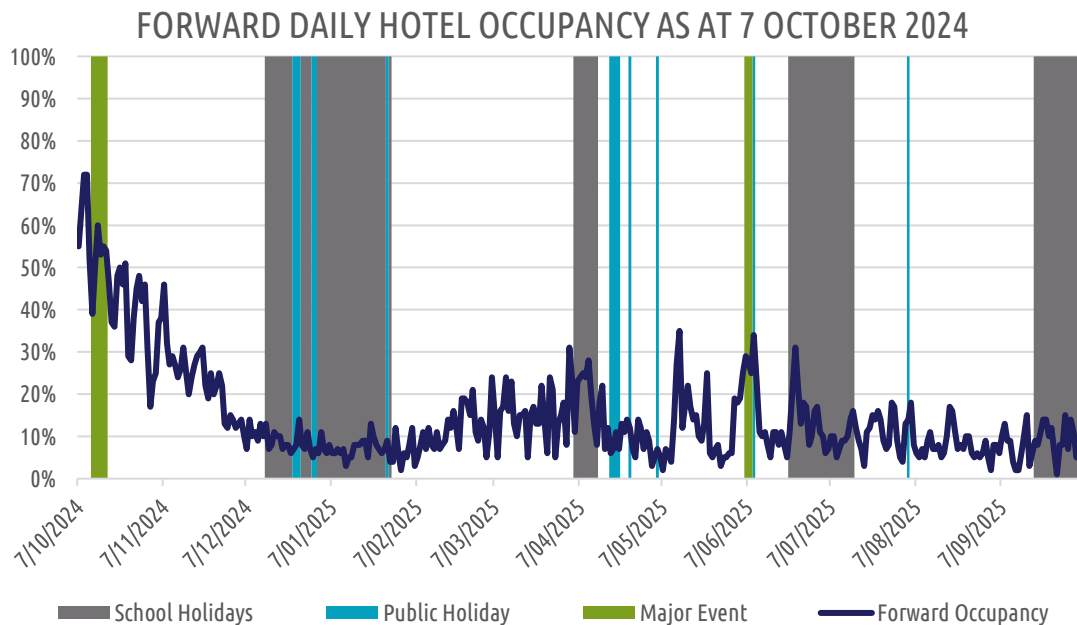
- occupancy down -0.6pp to 62%
- ADR down -4.5% (or -\$8.50) to \$180
- RevPAR down -4.8% (or -\$5.80) to \$115.









Forward bookings in October 2024 are behind October 2023. Bookings remain behind for November, however on par in December.

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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	 63% +0.8pp	 \$201 -6.3%	 \$127 -5.1%	 1,014 +0.4%	 1,604 -0.9%	 73 -6.4%

Percentage changes reflect data from September 2024 compared to September 2023

The short-term letting sector in Alice Springs has grown significantly, with a +121% growth (from 33 to 73 listed properties) between September 2021 and September 2024.

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

- occupancy up +0.8pp to 63%
- demand up +0.4% to 1,014 listing nights
- ADR down -6.3% (or -\$13.50) to \$201
- RevPAR down -5.1% (or -\$6.80) to \$127
- supply down -0.9% to 1,604 listing nights.

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

- occupancy up +2.5pp to 59%
- ADR down -9.9% (or -\$21.30) to \$193
- RevPAR down -6.5% (or -\$7.90) 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 73 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.

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