

Northern Territory Monthly Accommodation Report September 2024

The online dashboard for hotel and short-term accommodation for the Northern Territory is available [here](#).

When compared to September 2023, the Northern Territory (NT) hotel occupancy rate in September 2024 was up +2.0 percentage points (pp) to 67% and lower than the national average of 73% as the NT enters into the shoulder season. Hotel occupancy for Victoria, South Australia and Tasmania were also below the national average, where as Western Australia and ACT showed the highest uplift for the month of September 2024.

AUSTRALIA HOTEL OCCUPANCY RATES

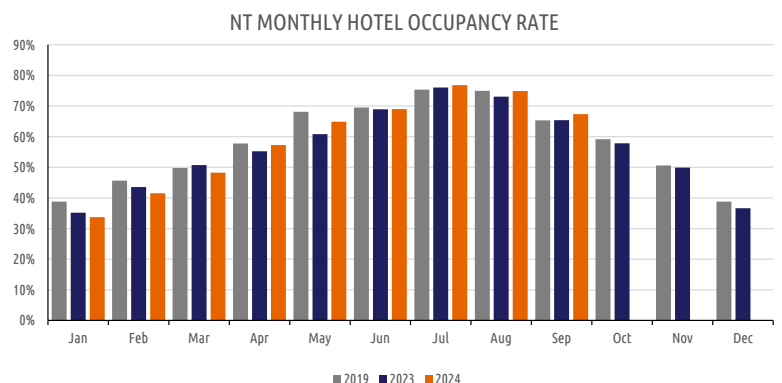


	OCCUPANCY RATE	AVERAGE ROOM RATE	REVPAR	DEMAND ROOM NIGHTS	SUPPLY ROOM NIGHTS	PROPERTIES
HOTEL STYLE ACCOMMODATION	67% +2.0pp	\$224 -8.8%	\$151 -6.1%	187,000 +0.9%	278,000 -2.1%	107 -0.9%

Percentage changes reflect data from September 2024 compared to September 2023

The hotel sector occupancy rate in September 2024 was higher than in September 2023 and 2019. For the month of September 2024, the NT hotel sector had:

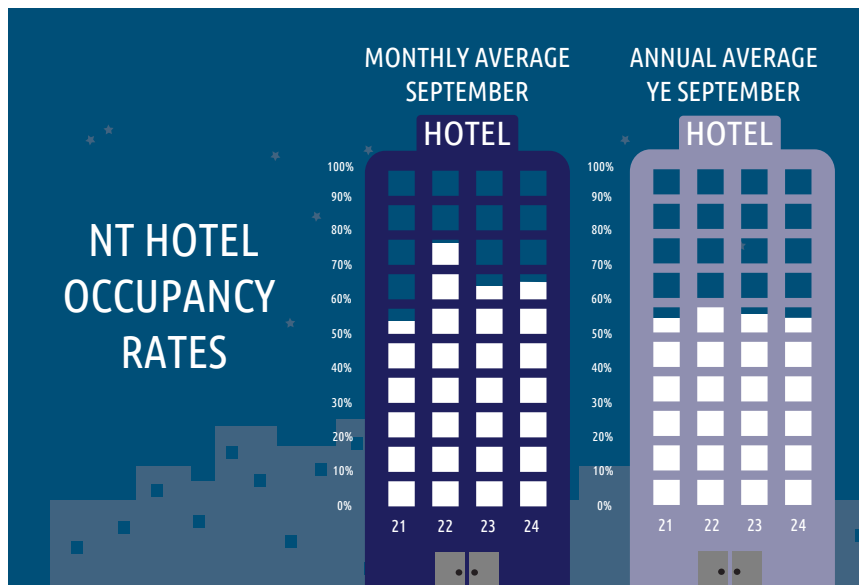
- occupancy up +2.0 pp to 67%
- demand up +0.9% to 187,000 room nights
- average daily rate (ADR) down -8.8% (or -\$21.80) to \$224
- revenue per available room (RevPAR) down -6.1% (or -\$9.80) to \$151
- supply down -2.1% to 278,000 room nights.



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

- supply up +0.1% to 3.40 million room nights.
- occupancy down -0.9pp to 56%
- ADR down -3.6% (or -\$7.80) to \$212
- RevPAR down -4.8% (or -\$6.20) to \$124
- demand down -1.8% to 1.91 million room nights.



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	OCCUPANCY RATE	AVERAGE ROOM RATE	REVPAR	DEMAND ROOM NIGHTS	SUPPLY ROOM NIGHTS	PROPERTIES
SHORT-TERM LETTING ACCOMMODATION						
	63% +3.9pp	\$307 +8.7%	\$194 +16%	15,000 +1.4%	24,000 -4.8%	1,069 -5.7%

Percentage changes reflect data from September 2024 compared to September 2023

The number of short-term letting properties has grown 70% overall from 630 in September 2021 to 1,069 in September 2024, however, the last year has seen a reduction in supply of -5.7%.

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

- occupancy up +3.9pp to 63%
- ADR up +8.7% (or +\$24.60) to \$307
- RevPAR up +16% or (+\$26.50) to \$194
- demand up +1.4% to 15,000 listing nights
- supply down -4.8% to 24,000 listing nights.

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

- occupancy up +1.1pp to 56%
- RevPAR up +1.7% (or +\$2.80) to \$166
- demand up +0.1% to 143,000 listing nights
- ADR down -0.8% (or -\$2.30) to \$288
- supply down -0.8% to 248,000 listing nights.

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METHODOLOGY

The data in this report is sourced from STR and is collected from a sample of 44 hotels with 10 or more rooms in the NT. Data is collected daily and collated to represent the industry. This sample represents 41% of the establishments in the NT and 60% of the formal 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 1,069 listed properties on either Airbnb and Vrbo in the Northern Territory. 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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