






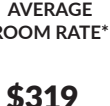
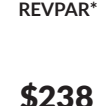


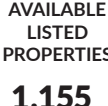


# Northern Territory Monthly Accommodation Report

## July 2024

When compared to July 2023, the Northern Territory (NT) occupancy rate in July 2024 for the hotel sector was up marginally by +0.5 percentage points (pp) to 77%. The NT occupancy rate was higher than the national average of 71% for July 2024, which was also up by +0.5pp compared to the same period last year. Six states or territories experienced an increase in occupancy rates, with Tasmania up +6.1pp to 63%, Western Australia up +3.9pp to 73%, the Australian Capital Territory up +3.4pp to 75%, South Australia up +2.6pp to 64%, Queensland up +1.1pp to 77% and Victoria up +0.4pp to 66%. New South Wales was the only state to experience a decrease (down -1.8pp to 70%).

|   | OCCUPANCY RATE  | AVERAGE ROOM RATE   | REVPAR   | DEMAND ROOM NIGHTS   | SUPPLY ROOM NIGHTS  | PROPERTIES   |
|---|---|---|--|--|---|--|
| <b>HOTEL STYLE ACCOMMODATION</b>        | <br><b>77%</b><br>+0.5pp   | <br><b>\$270</b><br>+0.2%  | <br><b>\$207</b><br>+0.9%   | <br><b>220,000</b><br>-1.4%  | <br><b>287,000</b><br>-2.0%  | <br><b>107</b><br>-0.9%     |
| <b>SHORT TERM LETTING ACCOMMODATION</b> | <br><b>75%</b><br>+4.8pp | <br><b>\$319</b><br>-10% | <br><b>\$238</b><br>-4.3% | <br><b>19,000</b><br>-1.3% | <br><b>26,000</b><br>-7.7% | <br><b>1,155</b><br>-4.3% |

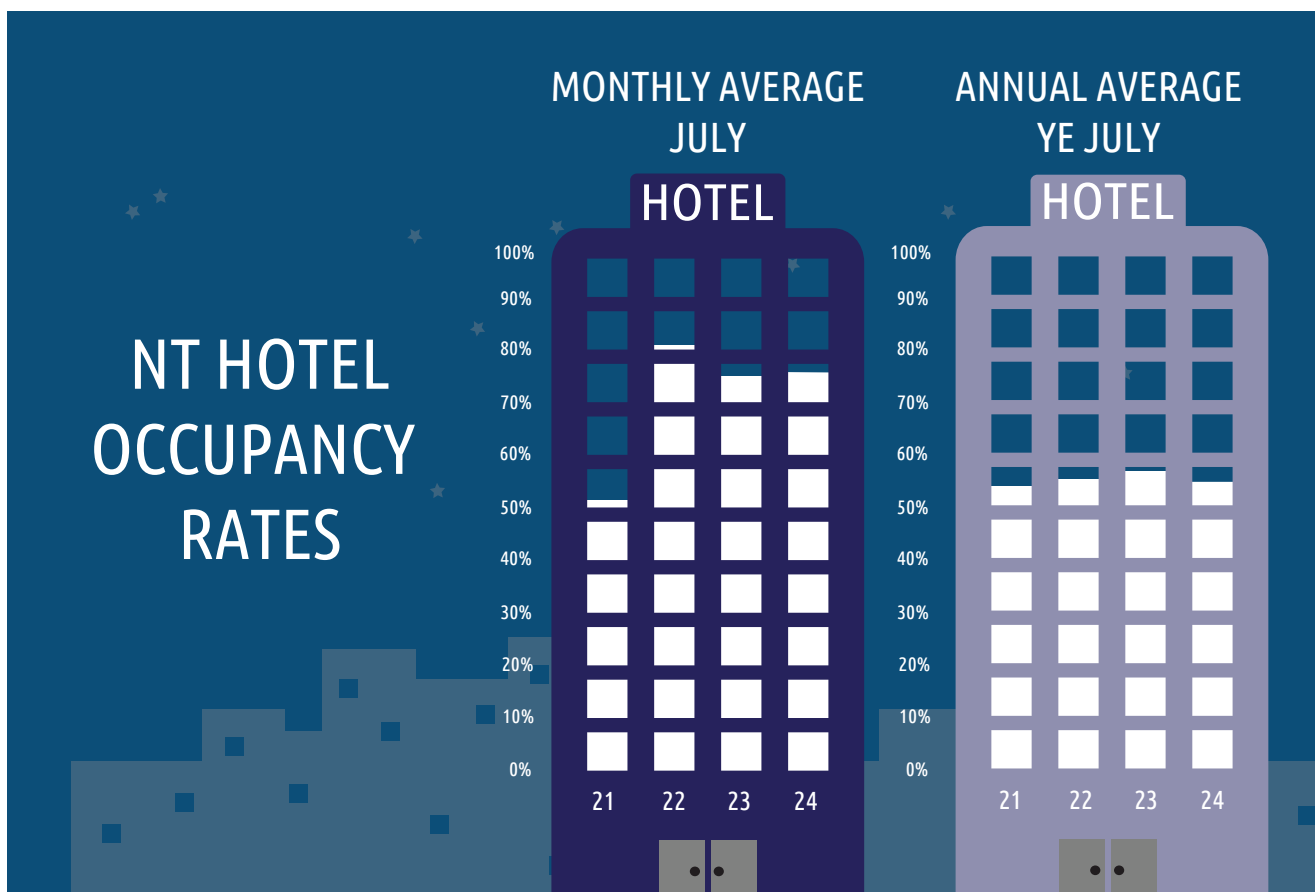
Percentage changes reflect data from July 2024 compared to July 2023

Compared to the same period last year, the average daily room rate for the hotel sector was marginally up +0.2% (or +\$0.40) to \$270 and down -10% (or -\$37.20) to \$319 for short-term letting sector. Revenue per available room (RevPAR) was marginally higher for the hotel sector, up +0.9% (or +\$1.80) to \$207 while RevPAR decreased for the short-term letting sector at \$238 (down -4.3% or -\$10.70) over the same period.

Hotel room supply decreased -2.0% at 287,000 room nights across 107 properties. The demand for room nights across the NT also decreased for the hotel sector, down -1.4% to 220,000 room nights. The short-term letting sector saw weak results. Supply and demand both decreased and the number of available listed properties for short-term letting was down -4.3% to 1,155 over the same period.

# Northern Territory Monthly Accommodation Report

## July 2024



The year ending (YE) July 2024 result for occupancy rate was down -2.6pp to 56% for hotels, compared to the same period in 2023. This was due to a marginal increase in supply, up +0.9% (to 3.41 million room nights), combined with a decrease in demand, down -3.8% (to 1.92 million room nights) over the same period.

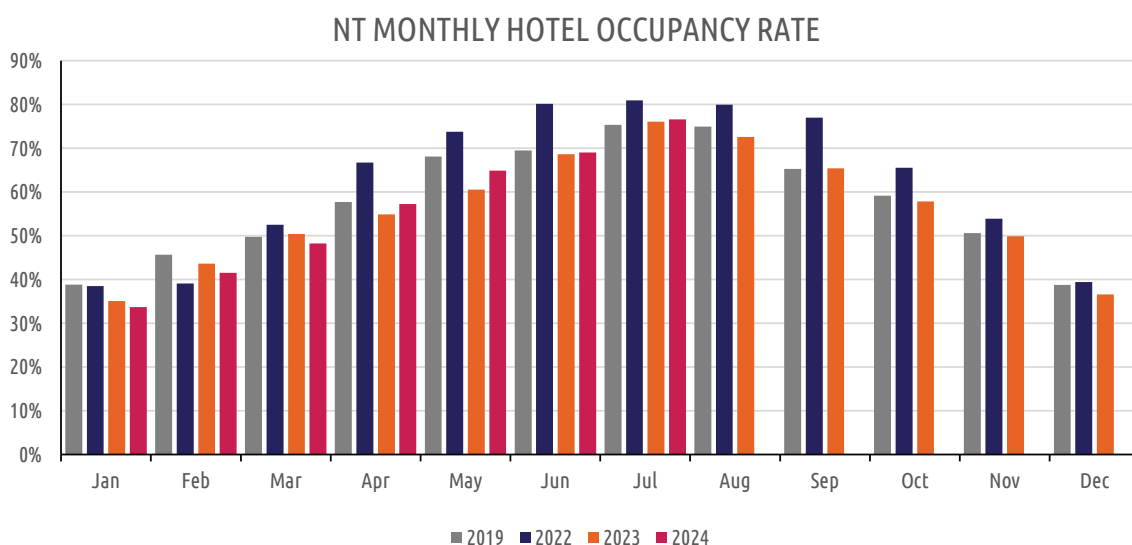
The yearly listing occupancy rate for the short-term letting sector was lower at 55% (down -1.6pp), with an increase in supply up +5.6% to 251,000 listing nights, surpassing demand up +2.3% to 143,000 listing nights.

The number of short-term letting properties has grown overall from 662 in July 2021 to 1,155 in July 2024, however, the last year has seen a reduction in supply of -4.3%.

# Northern Territory Monthly Accommodation Report July 2024



For the YE July 2024, the hotel average daily rate decreased -4.2% to \$214 compared to the YE July 2023. RevPAR was also lower, down -8.7% to \$125 over the same period. For the short-term letting market, there were also decreases in the average daily rate and RevPAR, down -5.2% to \$289 and down -9.5% to \$163 for the YE July 2024, respectively.



The hotel sector occupancy rate in July 2024 was marginally above July 2023 and higher than July 2019, however lower than July 2022.

# Northern Territory Monthly Accommodation Report

## July 2024

### METHODOLOGY

The data in this report is sourced from STR and is collected from a sample of 45 hotels with 10 or more rooms in the NT. Data is collected daily and collated to represent the industry. This sample represents 42% of the establishments in the NT and 62% 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 1,155 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](mailto:Research.Tourismnt@nt.gov.au)

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