

Queensland Accommodation Report January 2023

Queensland's accommodation industry reported higher Occupancy Rates, Average Daily Rates (ADR) and Revenue Per Available Room (RevPAR) during January 2023 when compared with January 2022. Performance was supported by a strong summer school holiday period.

In terms of January 2023 performance relative to January 2022, occupancy rates across the state were 64.2 per cent (+6.6 percentage points compared to January 2022), ADR was \$297.53 (+\$32.67 compared to January 2022) and RevPAR was \$191.16 (+\$38.54 compared to January 2022). While the supply of rooms has remained steady, room demand increased by 12.4 per cent compared to last year.

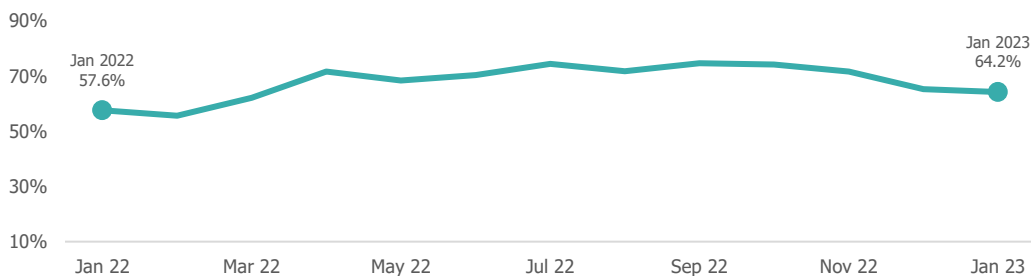
Several regions around the state reported stronger or steady levels of Occupancy Rate, ADR and RevPAR compared to January 2022 including Brisbane, Gold Coast, Southern Queensland Country, Sunshine Coast, Townsville and Whitsundays.

Occupancy

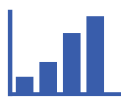


64.2%

▲ +6.6 percentage points vs January 2022

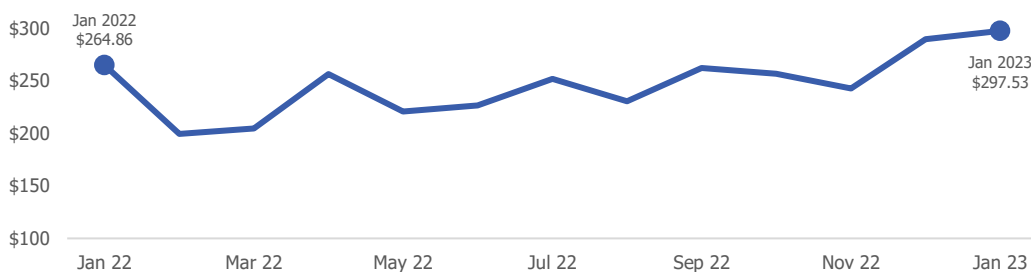


ADR



\$297.53

▲ +\$32.67 vs January 2022

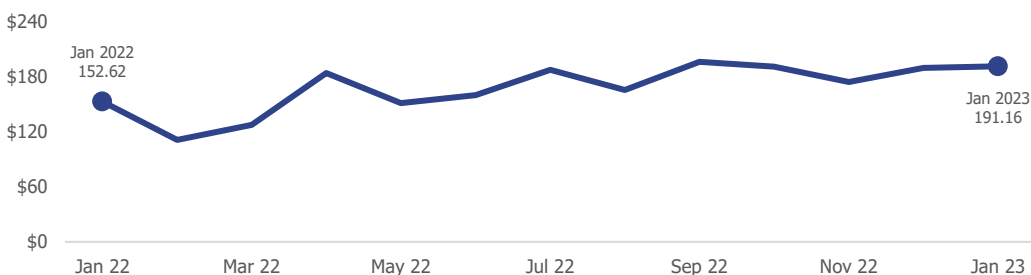


RevPAR

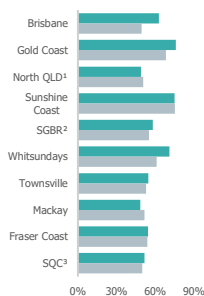


\$191.16

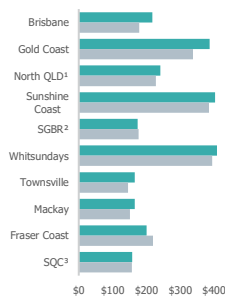
▲ +\$38.54 vs January 2022



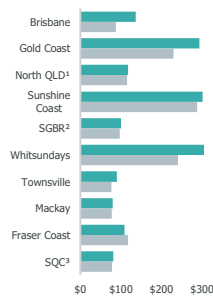
Occupancy by Region



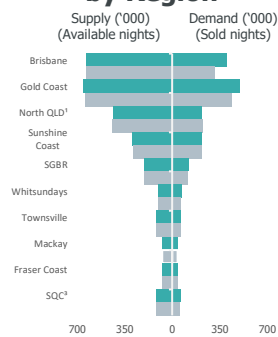
ADR by Region



RevPAR by Region



Supply/Demand by Region



■ January 2022 ■ January 2023

Data by STR (participation rate 58.4 per cent of the census of 89,441 rooms).
 STR provides data benchmarking and analytics for the global hotel industry (<http://www.str.com/aam>)
 ADR (Average Daily Rate) - Room revenue divided by rooms sold, displayed as the average rental rate for a single room
 Demand (Rooms Sold) - Rooms sold in a specified time period
 Occupancy (per cent of Available Rooms Sold) - Rooms sold divided by rooms available multiplied by 100
 RevPAR (Revenue Per Available Room) - Room revenue divided by rooms available
 Supply (Rooms Available) - Rooms multiplied by the number of days in a specified time period

¹ North Queensland includes Cairns, Port Douglas and Palm Cove
² SGBR - Southern Great Barrier Reef
³ SQC - Southern Queensland Country

