

# Queensland Accommodation Report August 2023

The commercial accommodation industry in Queensland reported an increase in Occupancy Rates to 74.0 per cent for the August 2023 period (+2.6 percentage points compared to August 2022). Average Daily Rates (ADR) lifted to \$242.49 (+\$11.23 compared to August 2022) and Revenue Per Available Room (RevPAR) increased to \$179.42 (+\$14.24 compared to August 2022).

Compared to pre-COVID-19 performance from the August 2019 period, both the ADR and RevPAR indicators were higher in the current period, while Occupancy Rates were 1.2 percentage points below the level achieved in August 2019.

The Brisbane, Fraser Coast, Gold Coast, Mackay, Southern Great Barrier Reef, Southern Queensland Country, Sunshine Coast, Townsville and Tropical North Queensland regions reported steady or stronger levels of Occupancy Rate, ADR and RevPAR compared to August 2022.

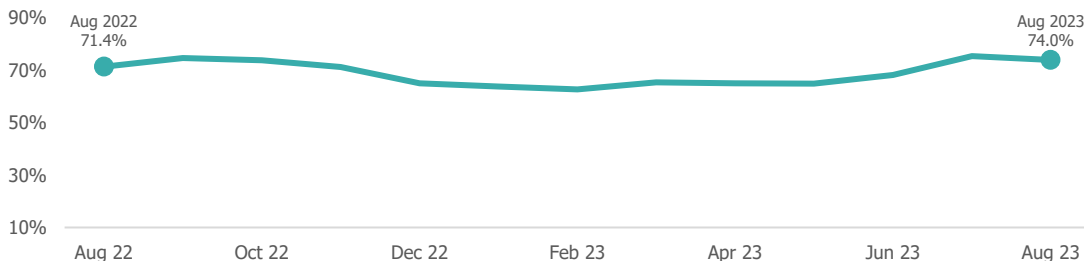
## Occupancy



**74.0%**

▲ +2.6 percentage points vs August 2022

▼ -1.2 percentage points vs August 2019



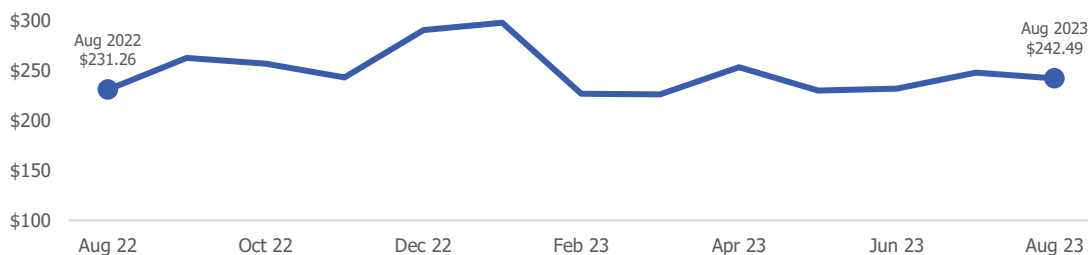
## ADR



**\$242.49**

▲ +\$11.23 vs August 2022

▲ +\$70.35 vs August 2019



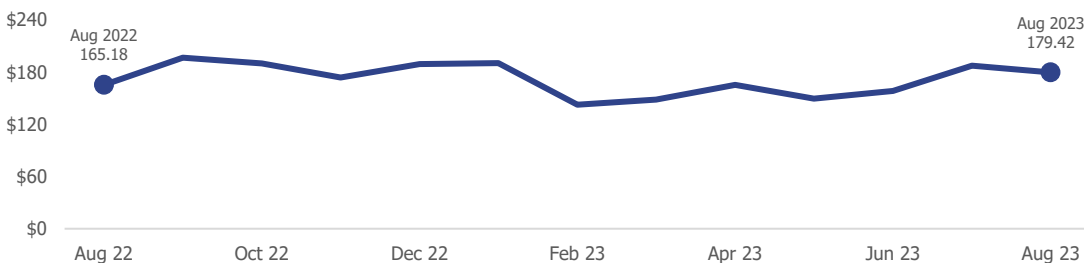
## RevPAR



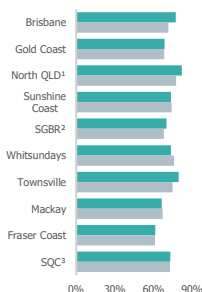
**\$179.42**

▲ +\$14.24 vs August 2022

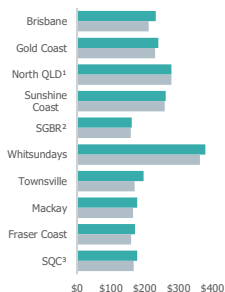
▲ +\$49.97 vs August 2019



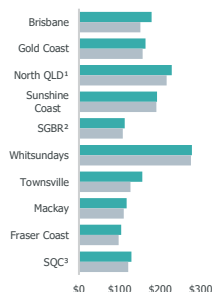
## Occupancy by Region



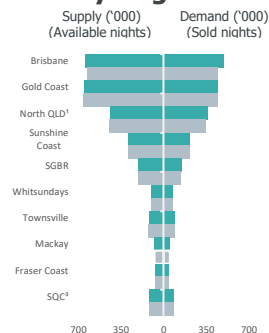
## ADR by Region



## RevPAR by Region



## Supply/Demand by Region



■ August 2022 ■ August 2023

Data by STR (participation rate 58.5 per cent of the census of 90,510 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

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

