

Queensland Accommodation Report August 2020

The accommodation sector in Queensland reported steady levels of performance during August when compared to July. Due to the winter school holiday period, performance in July is typically a little stronger than in August. Performance in August was also affected by the declaration of New South Wales and the Australian Capital Territory as COVID-19 hotspots, joining Victoria as regions where visitors require a permit for entry to Queensland and a 14-day period of hotel quarantine.

In terms of year-on-year performance for the August period, occupancy rates across the state were 45.1 per cent (-30.1 percentage points compared to August 2019), the average daily rate (ADR) was \$147.18 (-\$24.97 compared to August 2019) and RevPar was \$66.39 (-\$63.06 compared to August 2019). Demand for rooms declined by 40.7 per cent compared to August 2019, while the supply of rooms declined 1.1 per cent.

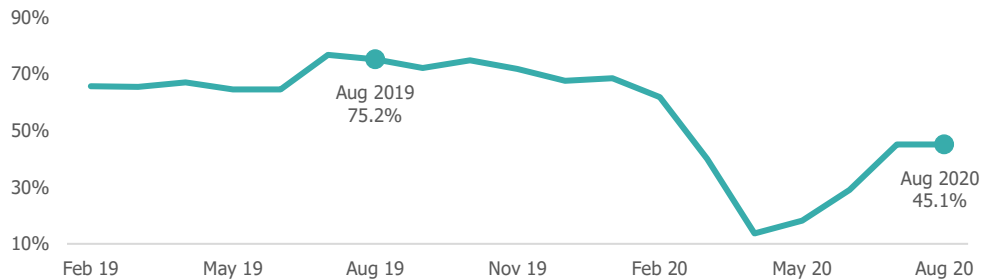
The Fraser Coast, Mackay, Southern Great Barrier Reef, Sunshine Coast, Townsville and Whitsundays destinations each reported RevPAR results stronger than the state average when performance was compared to the same period in 2019.

Occupancy



45.1%

▼ -30.1 percentage points vs August 2019

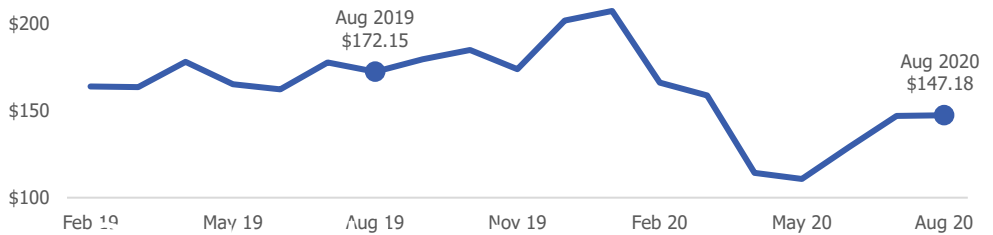


ADR



\$147.18

▼ -\$24.97 vs August 2019

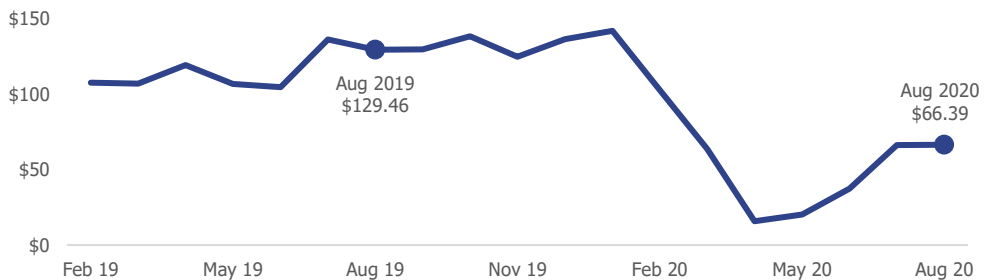


RevPar

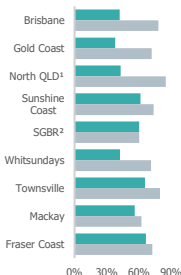


\$66.39

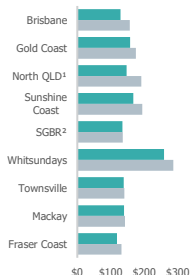
▼ -\$63.06 vs August 2019



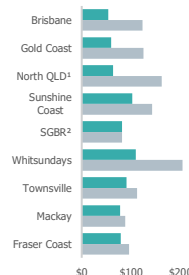
Occupancy by Region



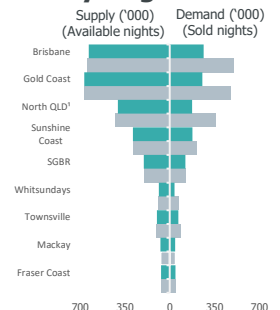
ADR by Region



RevPar by Region



Supply/Demand by Region



■ August 2019 ■ August 2020

Data by STR (participation rate 52.9% of census of 87,453 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 (% 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. Due to small sample size, please use caution when evaluating the results for this region

