

DESTINATION  
**PERTH**



# Destination Perth - Monthly Report

October 2024



# Data Sources

The accommodation data in this report is sourced from various sharing economy platforms in the Destination Perth Region, such as AirBNB, Booking.com, Tripadvisor and Stayz. The accommodation supply from these booking platforms is 7,827 unique listings , providing an estimated capacity of 30,928 visitors. Note the capacity excludes some operators who may not advertise on these platforms.

Mobility data is sourced from millions of opt in anonymous devices around Australia who have elected to share their location data via applications.

While Localis endeavours to ensure the methodologies and data used in this report are best practice and as accurate as possible, it is agreed and understood that the client accepts sole responsibility for how the data is used. Localis accepts no responsibility for any loss incurred as a result of using this data.

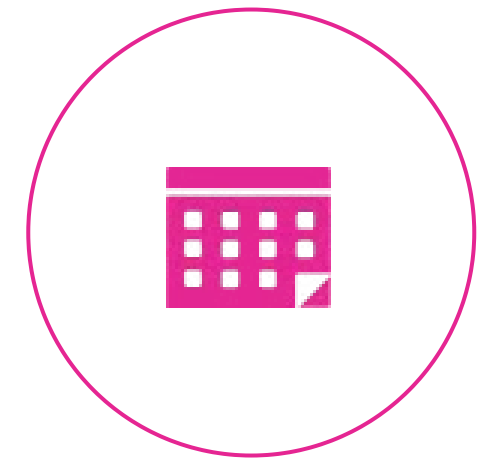
# Key Points from October 2024



Perth Regions monthly average occupancy for October 2024, was 65%, a 2% decrease compared to October 2023.



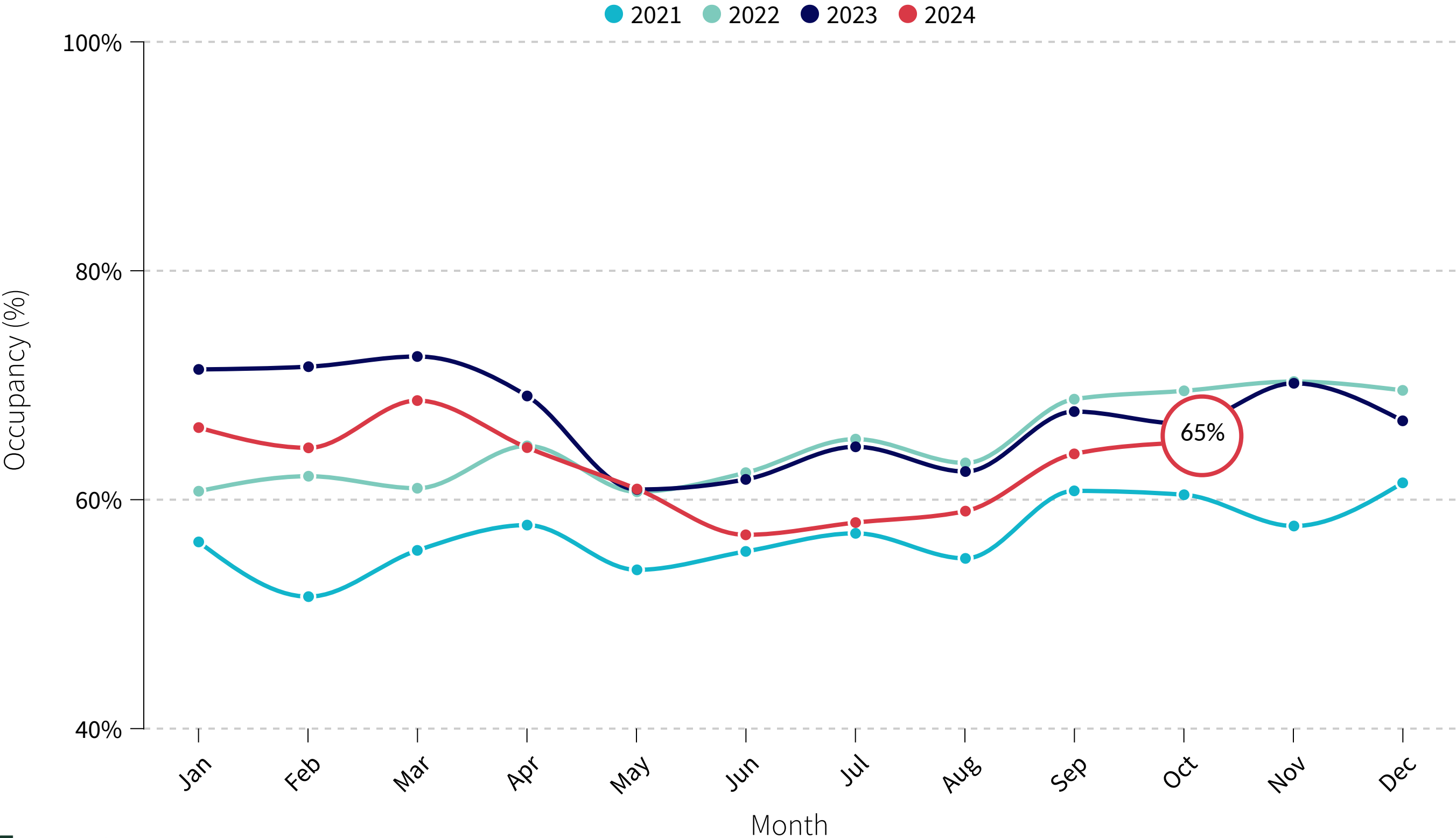
Length of stay in October 2024, was 5.7 days, a 10% increase compared to October 2024.



November 2024 future occupancy is projected to be 40% which is a decrease of 38% when compared to November 2023.

# Average Occupancy Rate

The occupancy rate is the ratio between the number of occupied rooms and the number of rooms offered that are open.



## Accommodation Data

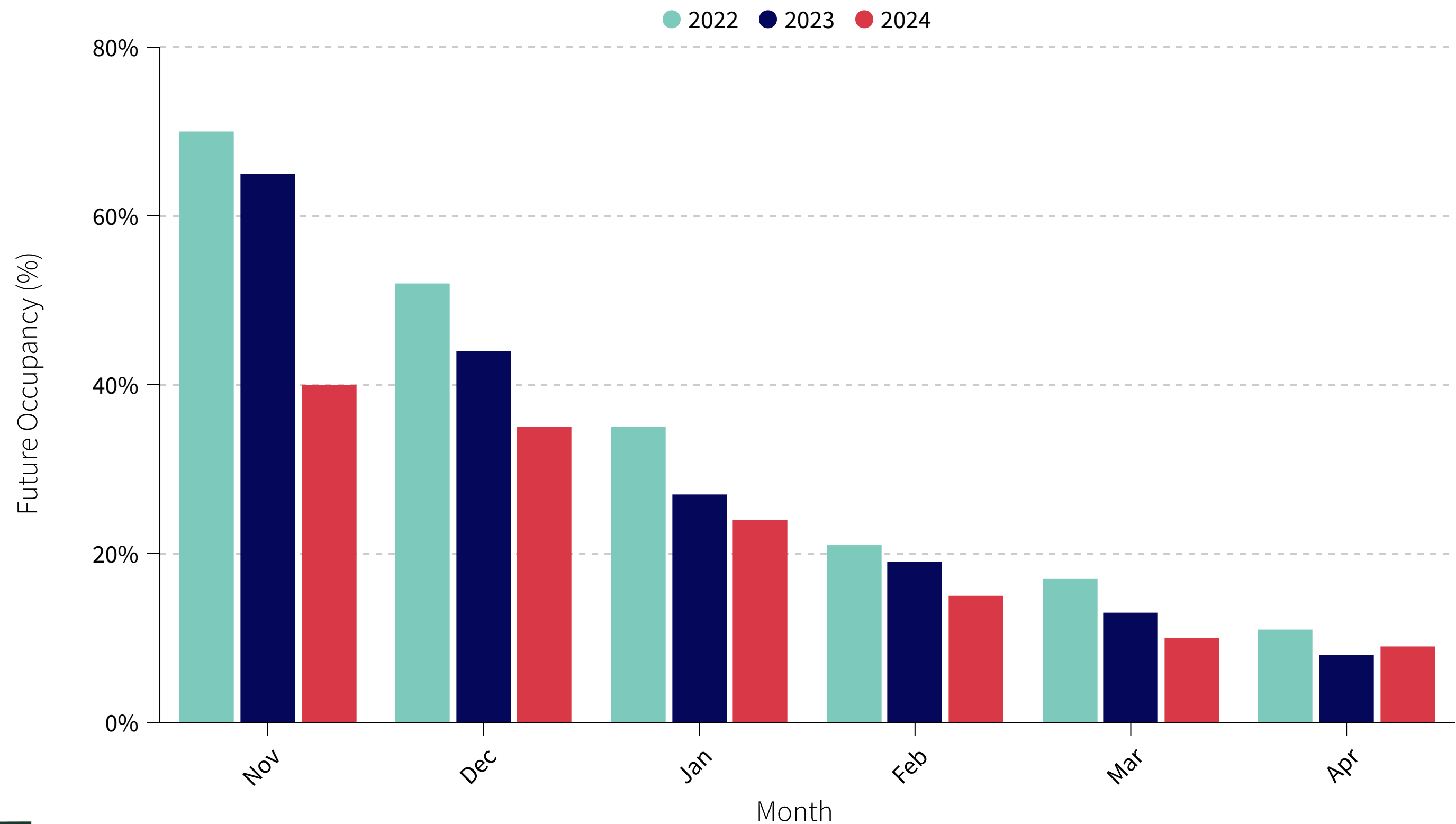
### INSIGHT

Perth Regions monthly average occupancy for October 2024, was 65%, a 2% decrease compared to October 2023.



# Future Occupancy Rate

This graph shows monthly future occupancy for the next 6 months. You can also compare this to what the future bookings were for the same month in previous years.



## Accommodation Data

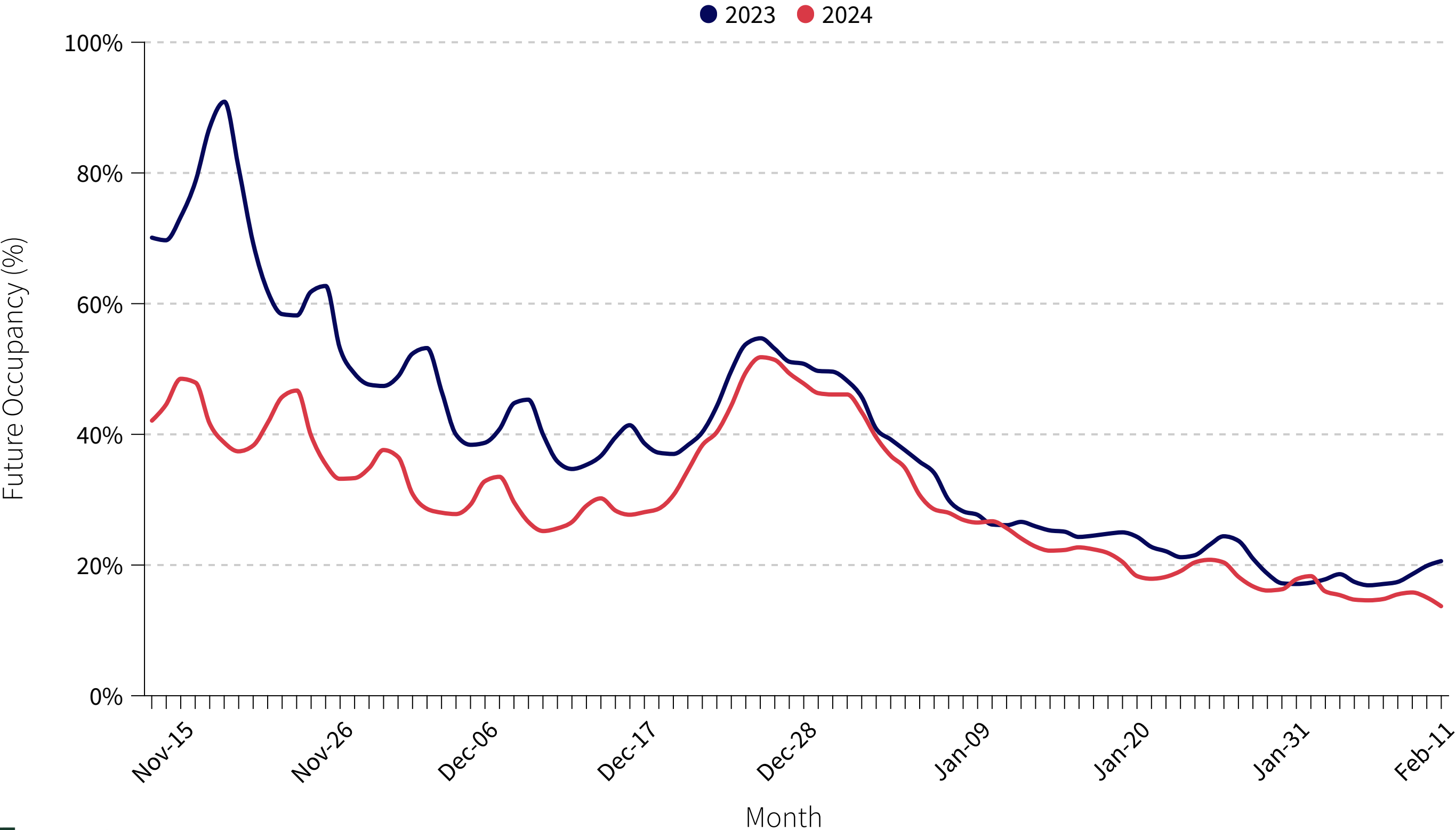
### INSIGHT

November 2024 future occupancy is projected to be 40% which is a decrease of 38% when compared to November 2023.



# Daily Future Occupancy - 3 Month Outlook

The graph below shows daily future occupancy over the next 3 months.



## Accommodation Data

### INSIGHT

Destination Perth's future occupancy is trending lower till the holiday period where it begins to level out.



# Length of Stay

Length of stay is the amount of time that was booked at the accommodation.



## Accommodation Data

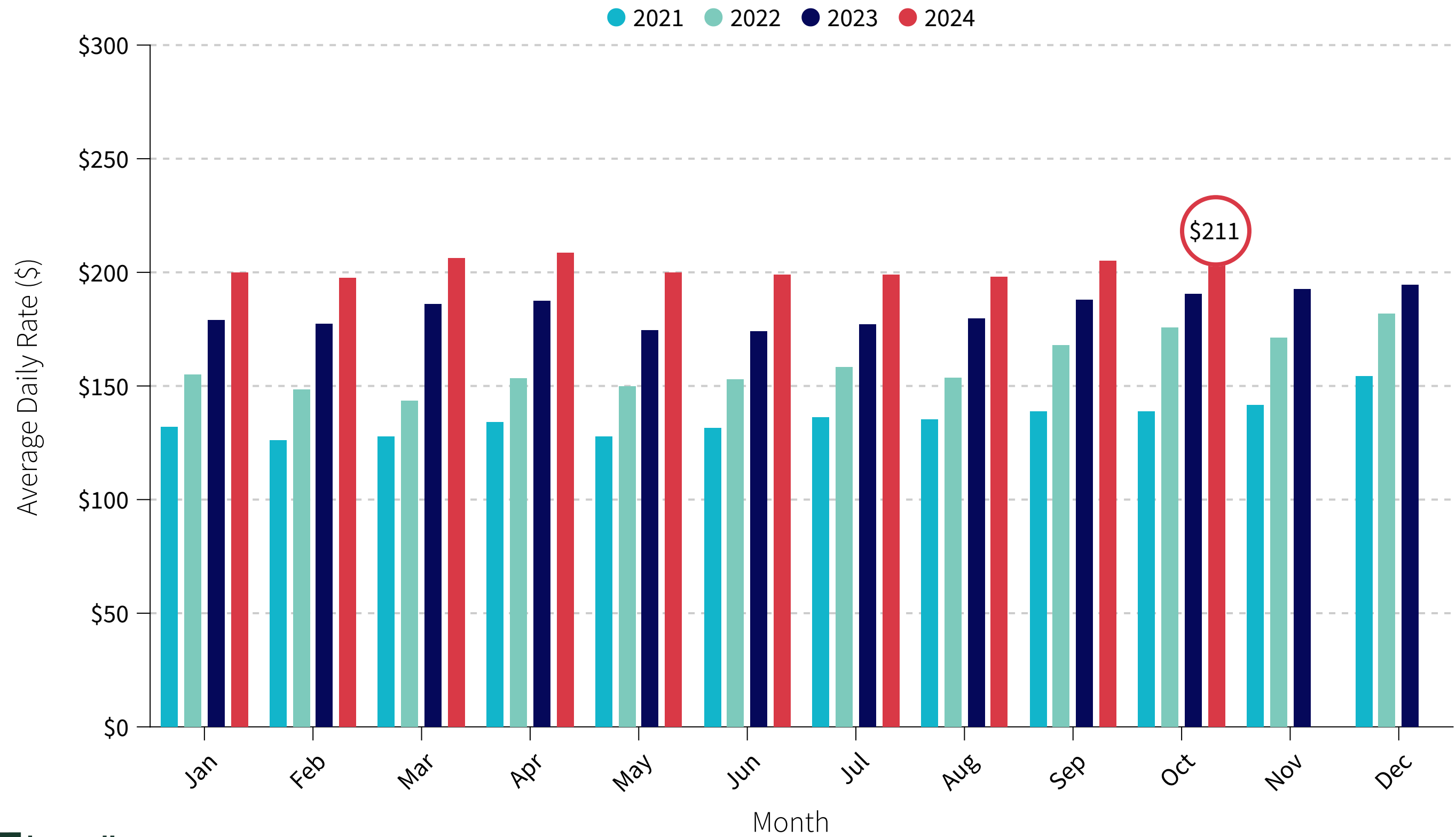
### INSIGHT

Length of stay in October 2024, was 5.7 days, a 10% increase compared to October 202



# Average Daily Rate

The average daily rate (ADR) measures the average rental revenue earned for an occupied room per day.



## Accommodation Data

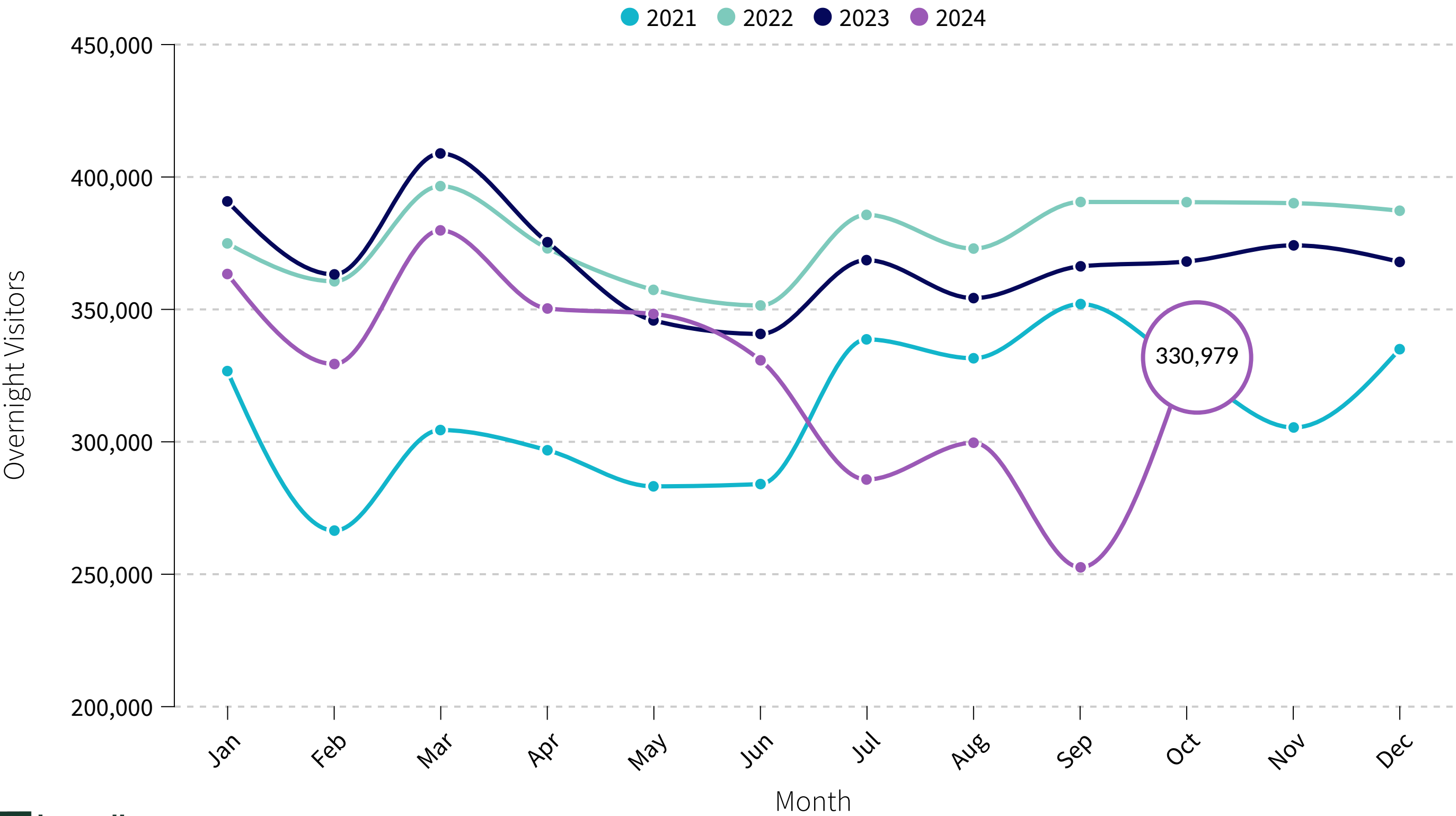
### INSIGHT

Average daily rate for October 2024, was \$211, a 11% increase compared to October 2023.



# Estimated Overnight Visitation

The below chart shows the total estimated overnight visitation to Destination Perth Region. This methodology uses a combination of mobility data, occupancy data and Tourism Research Australia data



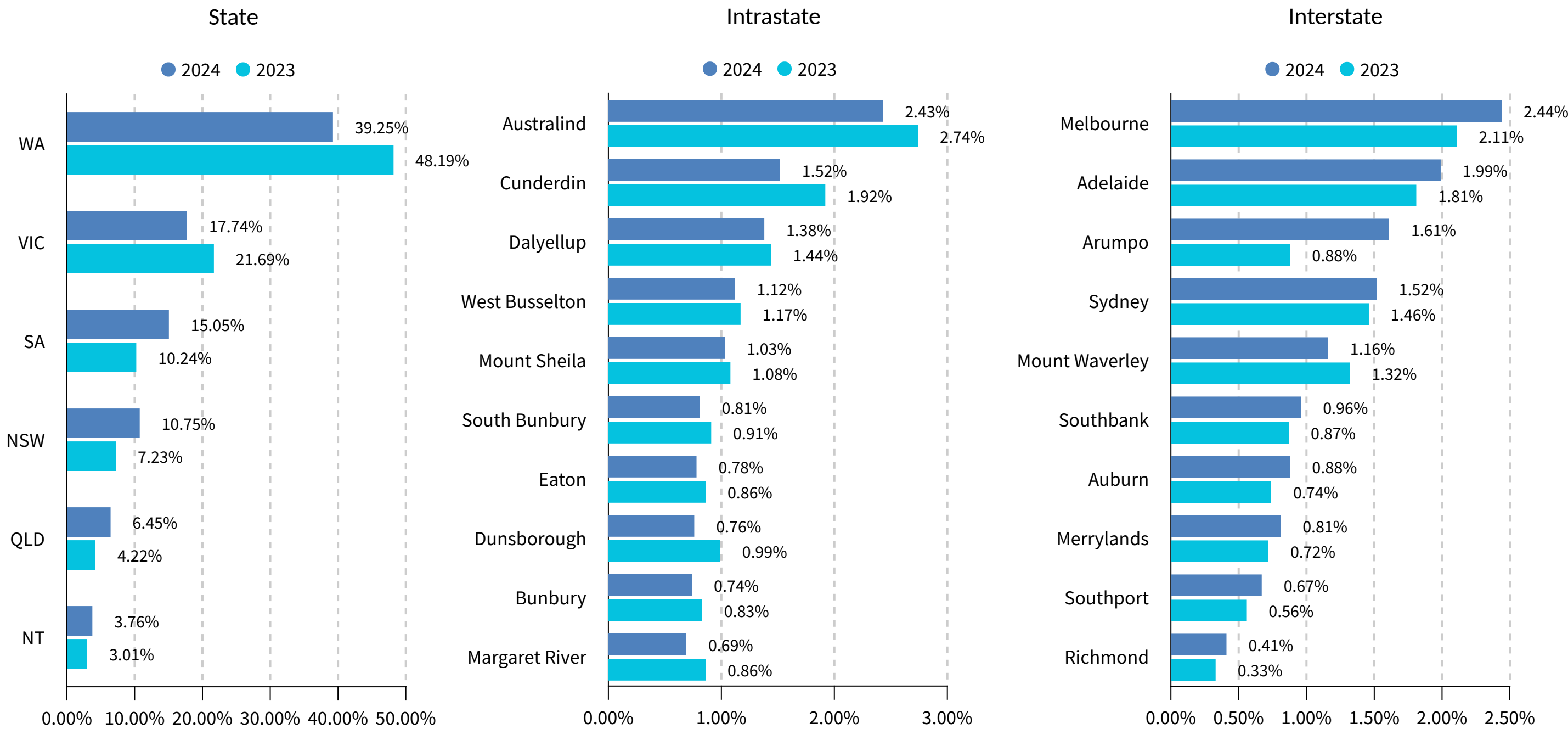
## Accommodation Data, TRA and Mobility Data

### INSIGHT

October 2024, had approximately 330.979 overnight visitors which is a decrease of 10% compared to October 2023

# Interstate + Intrastate Source Markets

This section compares visitation to Destination Perth by state, city, Western Australian suburbs (excluding locals of LGA's in Destination Perth Region) and interstate suburbs for the most recently completed month versus the same month last year.



## Mobility Data INSIGHT

### October 2023 vs October 2024

Interstate visitation October 2024 was 60.75% which is a 17% decrease when compared to October 2023.

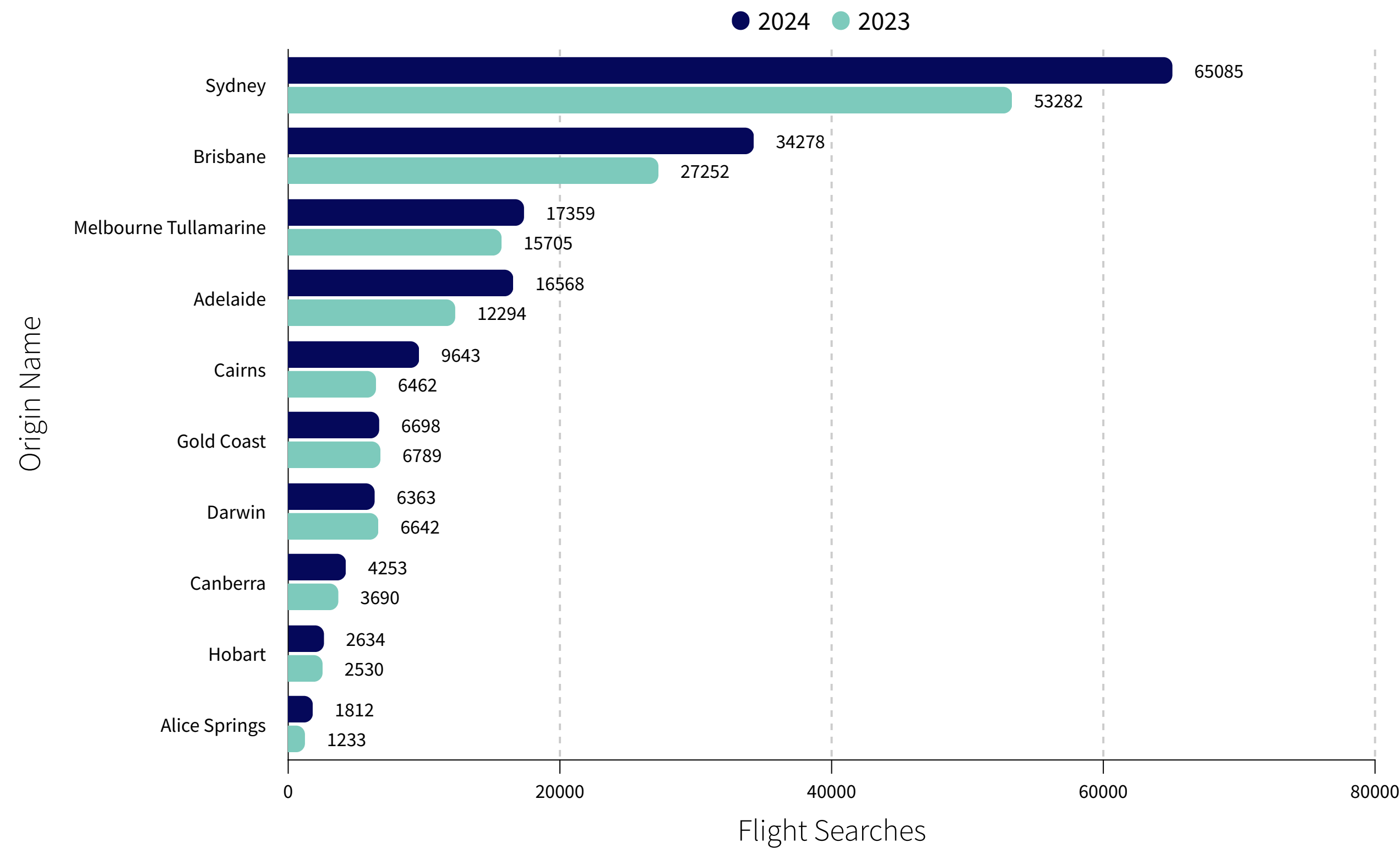
Australind had the highest intrastate visitation at 2.43%, a 11% decrease compared to October 2023.

Melbourne was the biggest interstate suburb source market at 2.44%, a 16% increase compared to October 2023.



# Flight Search Data - Domestic

This section compares shows the flight search data from domestic markets to Perth Airport.



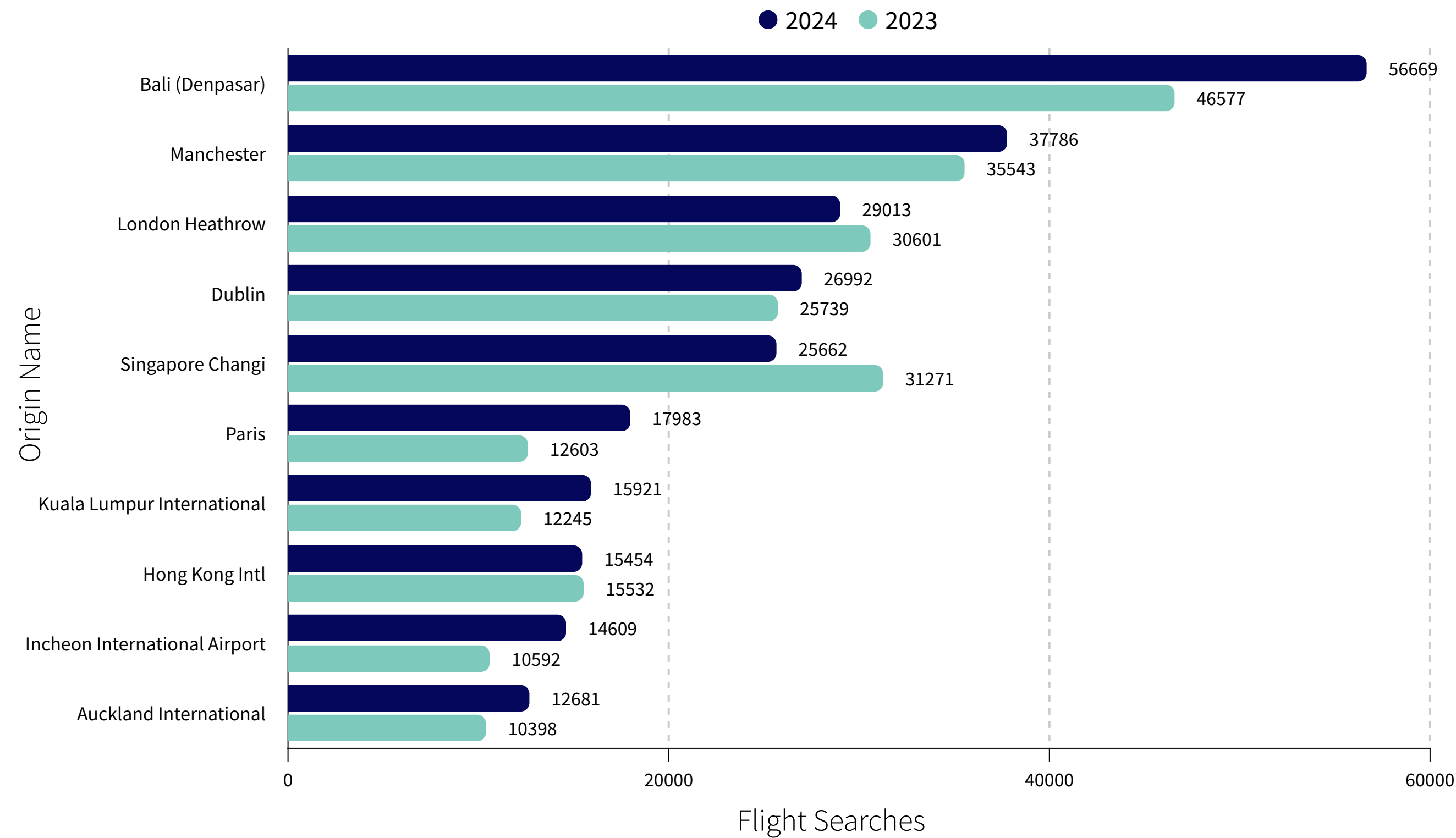
## Flight Data

### INSIGHT

Sydney had the highest monthly searches in October 2024 at 65,085, a 22% increase compared to October 2023.

# Flight Search Data - International

This section shows the top 10 flight search data from international markets to Perth Airport.



## Flight Data

### INSIGHT

Bali (Denpasar) had the highest monthly searches in October 2024 at 56,669, a increase of 22% compared to October 2023.



# Personalised Monthly Report



Through a partnership between Destination Perth and Localis, any members who upgrade to the Localis Professional Membership will be entitled to a monthly report specifically for your region.

If you are seeking a monthly report for your region, reach out to localis today!

[team@localis.co](mailto:team@localis.co)