

DESTINATION
PERTH



Destination Perth - Monthly Report

May 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 6,174 unique listings , providing an estimated capacity of 25,786 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.

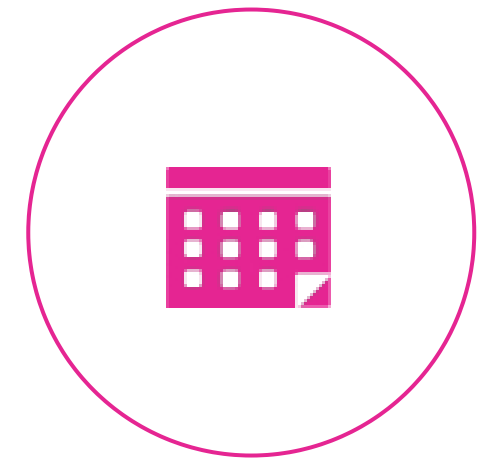
Key Points from May 2024



June 2024 future occupancy is projected to be 39% which is a decrease of 14% when compared to June 2023.



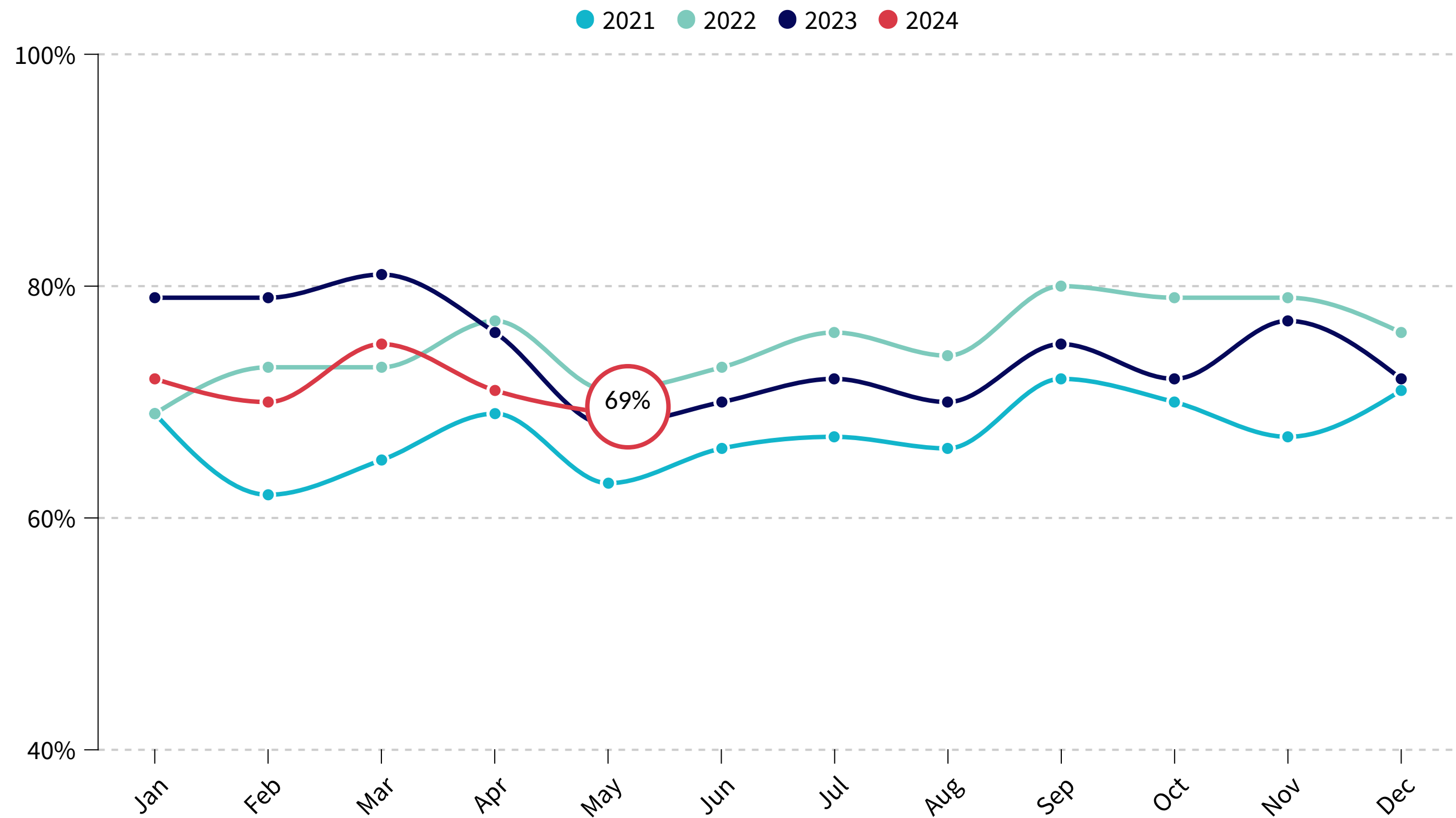
Length of stay in May 2024, was 5.3 days, a 13.1% decrease compared to May 2023.



June 2024 future occupancy is projected to be 39% which is a decrease of 14% when compared to June 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 May 2024, was 69%, a 1.5% increase compared to May 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.



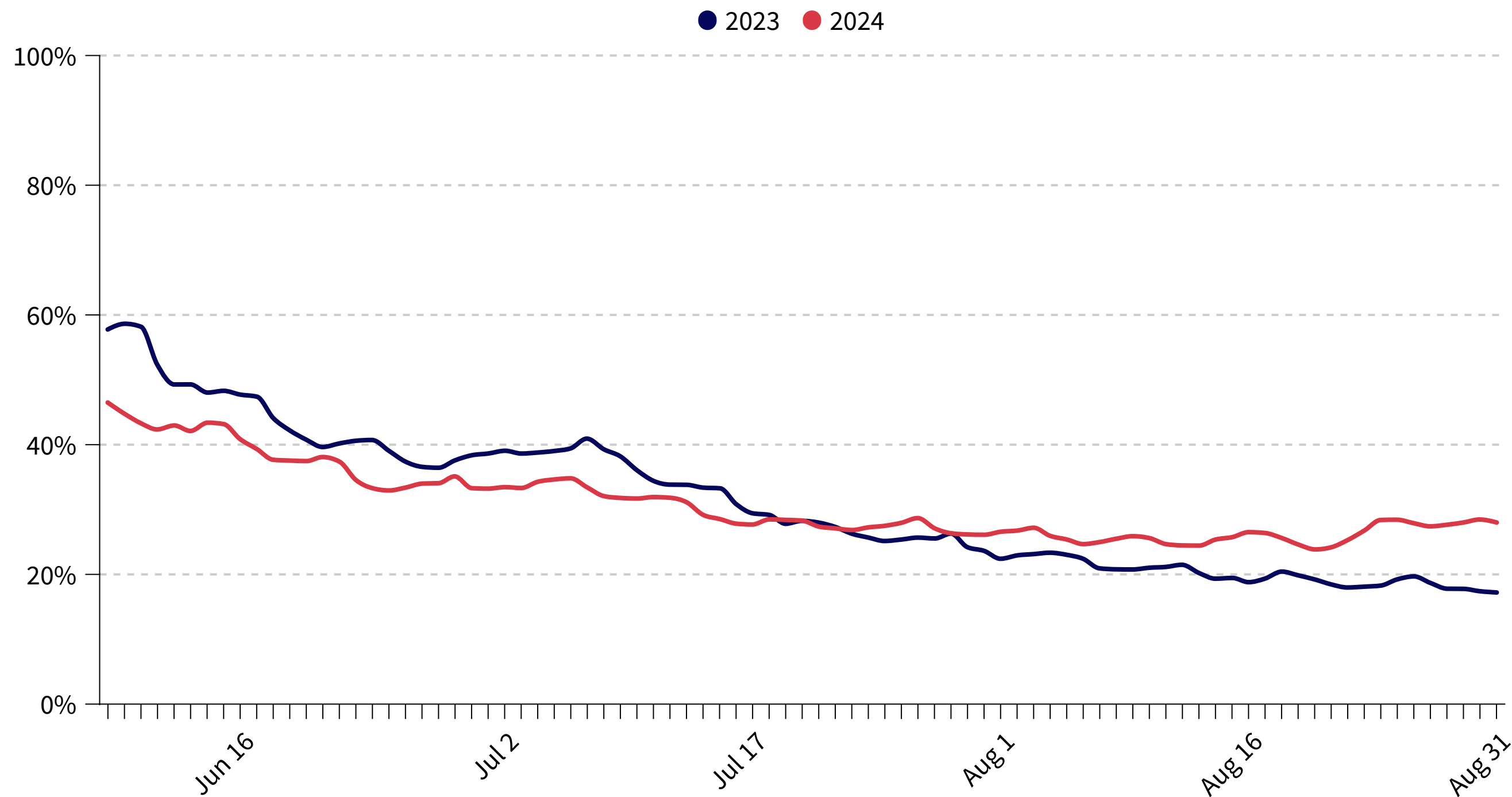
Accommodation Data

INSIGHT

June 2024 future occupancy is projected to be 39% which is a decrease of 14% when compared to June 2023.

Daily Future Occupancy - 3 Month Outlook

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



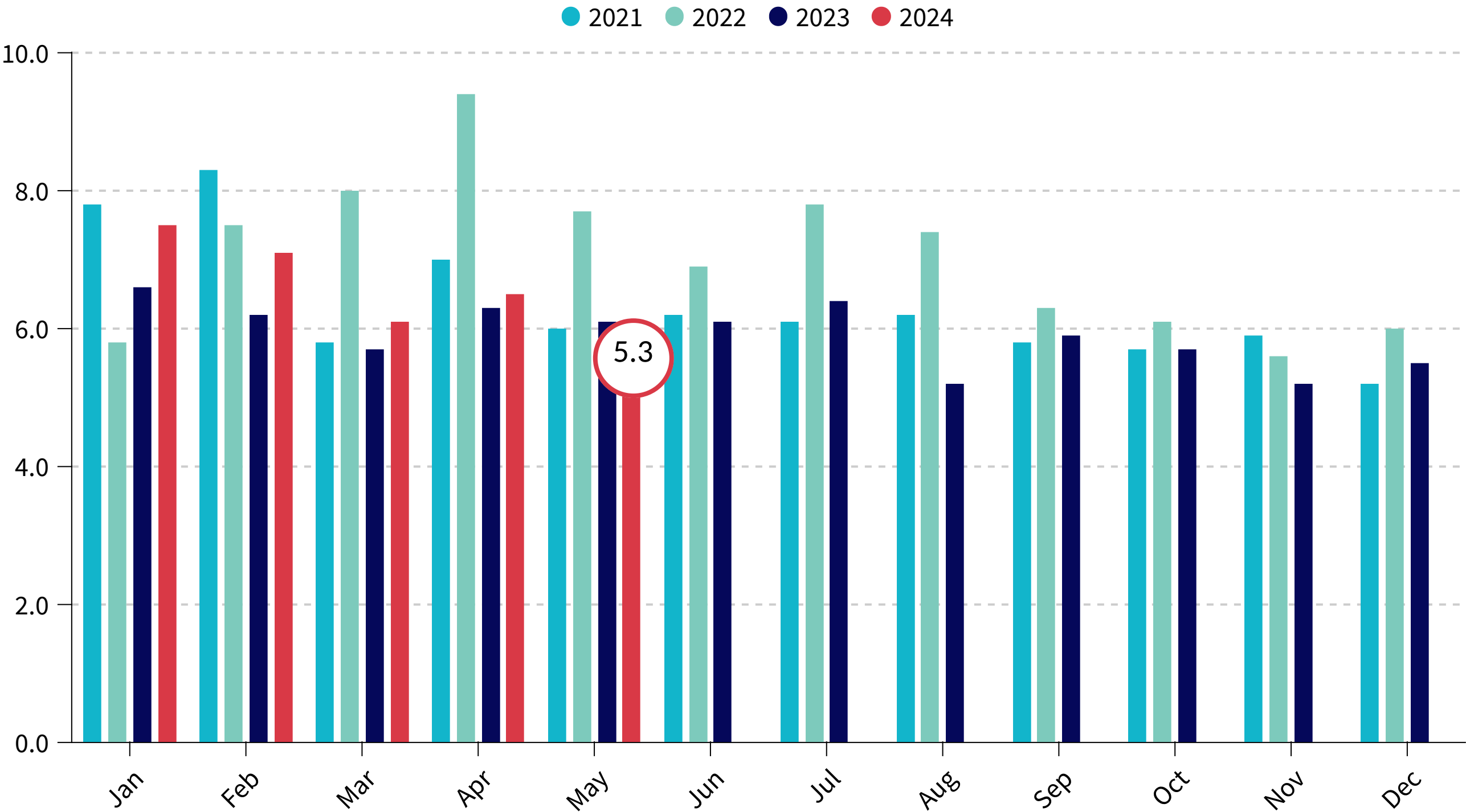
Accommodation Data

INSIGHT

Destination Perth's Future Occupancy for the next 3 months is trending lower till the middle of July 2024.

Length of Stay

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



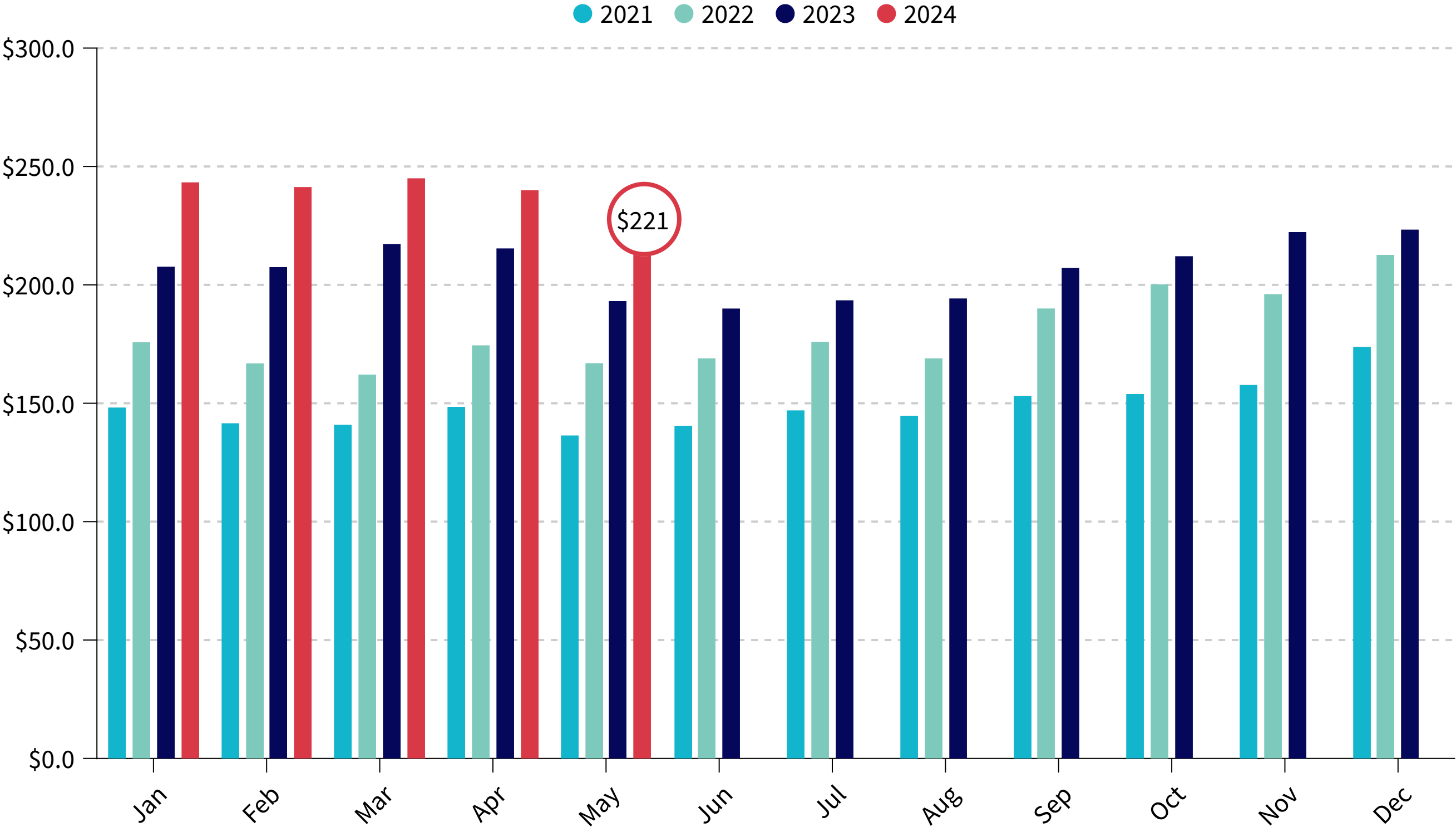
Accommodation Data

INSIGHT

Length of stay in May 2024, was 5.3 days, a 13.1% decrease compared to May 2023.

Average Daily Rate

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



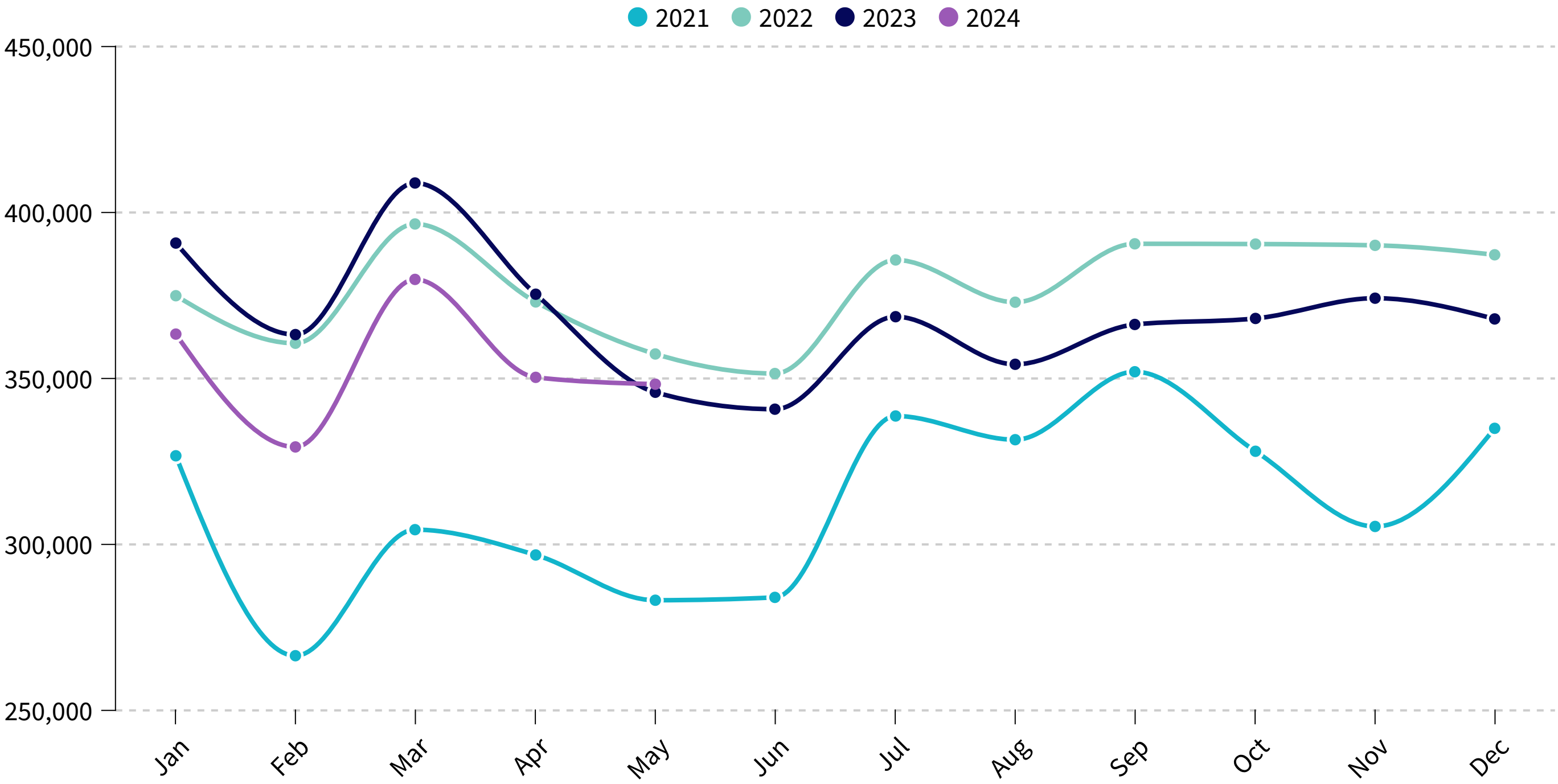
Accommodation Data

INSIGHT

Average daily rate for May 2024, was \$221, a 14.5% increase compared to May 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



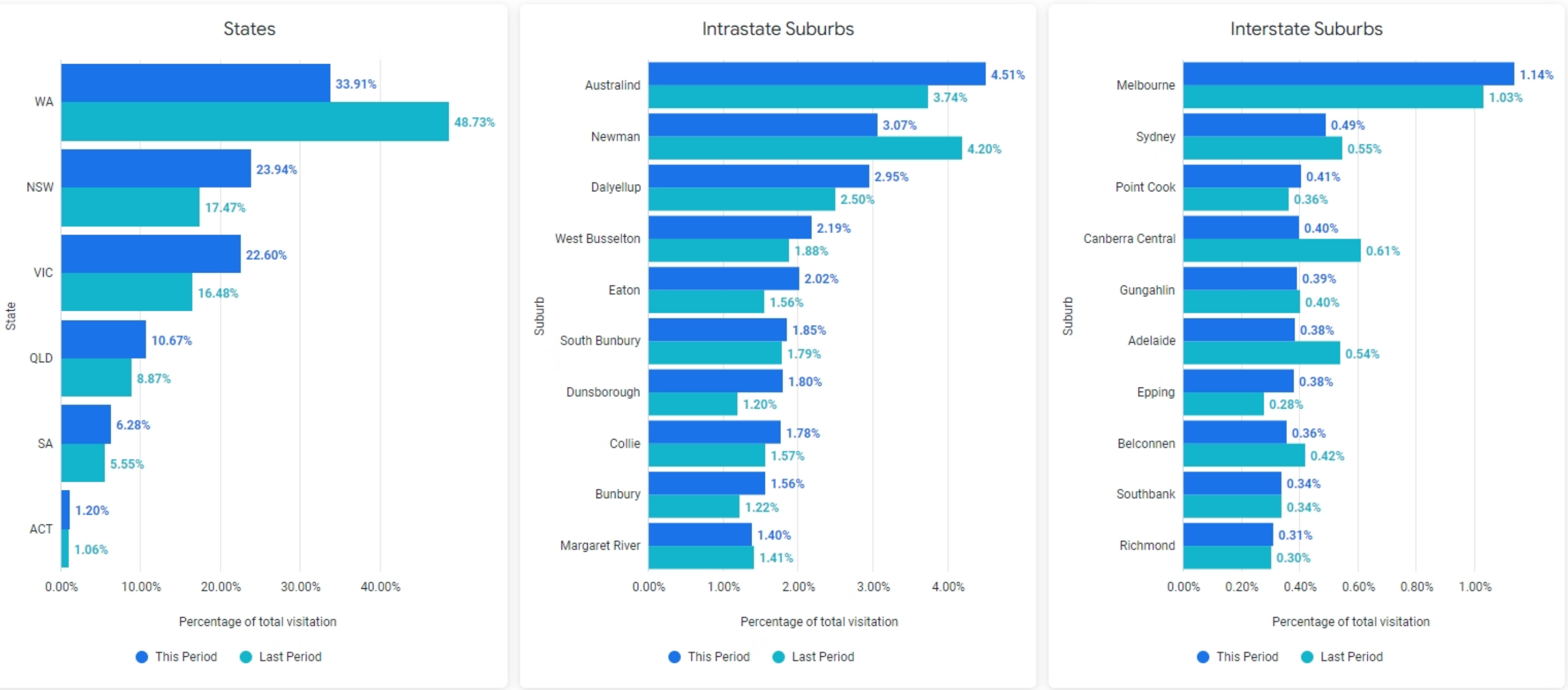
Accommodation Data, TRA and Mobility Data

INSIGHT

May 2024 had approximately 348,283 overnight visitors which is a increase of .7% compared to March 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

May 2023 vs May 2024

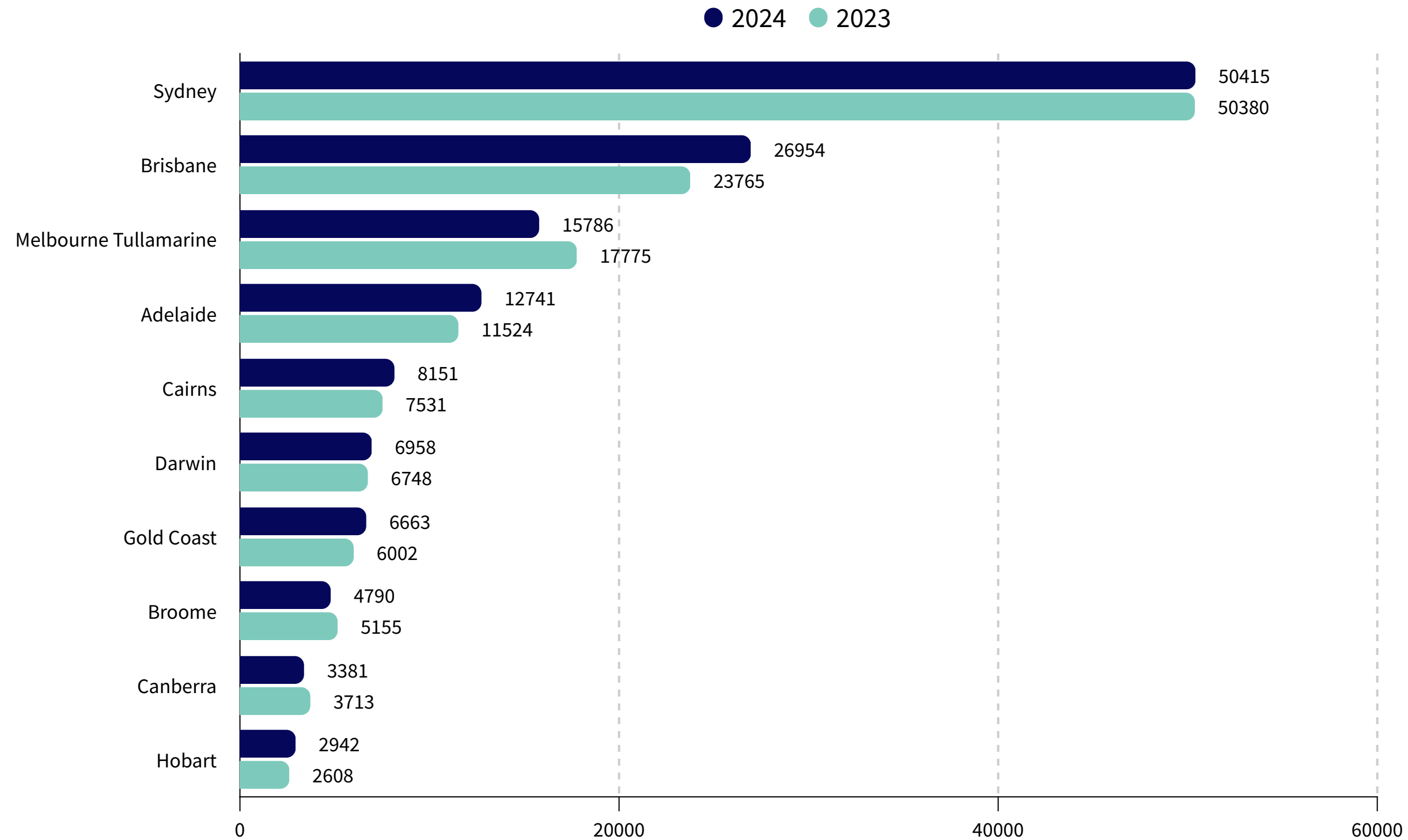
Interstate visitation May 2024 was 66.09% which is a 29% increase when compared to May 2023.

Australind had the highest intrastate visitation at 4.51%, a 21% increase compared to May 2023.

Melbourne was the biggest interstate suburb source market at 1.14%, a 11% decrease compared to May 2023.

Flight Search Data - Domestic

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



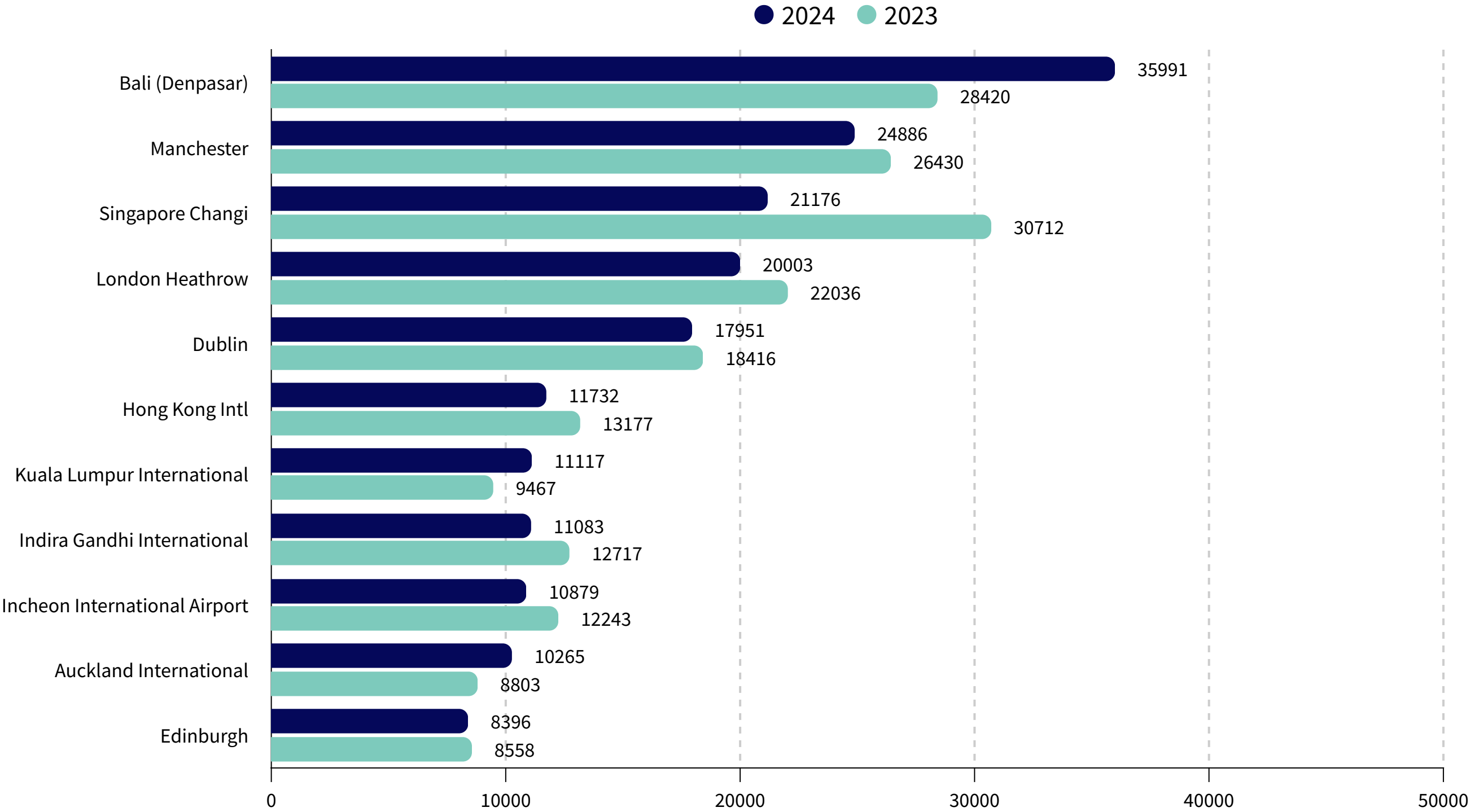
Flight Data

INSIGHT

Sydney had the highest monthly searches in May 2024 at 50,415, a 0.2% increase compared to May 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 May 2024 at 35,991, a increase of 27% compared to May 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!

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