

AEDA Insights

Visitor Economy Report

Q3 2024 (July - September)



Key Visitor Metrics – Q3 2024 vs Q3 2023

(Arrows/figures indicate the year-on-year change)

Flight Passengers
(Adelaide Airport)



2%

2.1m

↑3% on Q2 2024

Hotel Rooms Booked
(City of Adelaide)



6%

475k

↑4% on Q2 2024

Short Term Rentals
(Adelaide suburb Airbnb/Vbro)



9%

2k

↓10% on Q2 2024

Interstate Expenditure
(in City of Adelaide)



7%

\$113m

↓6% on Q2 2024

Visitor Info. Centre
(Pirie Street, Adelaide)



2%

7.6k

↓11% on Q2 2024

Estimated Delegates
(Business Events)



19%

19.8k

↑115% on Q1 2024

Summary of Findings

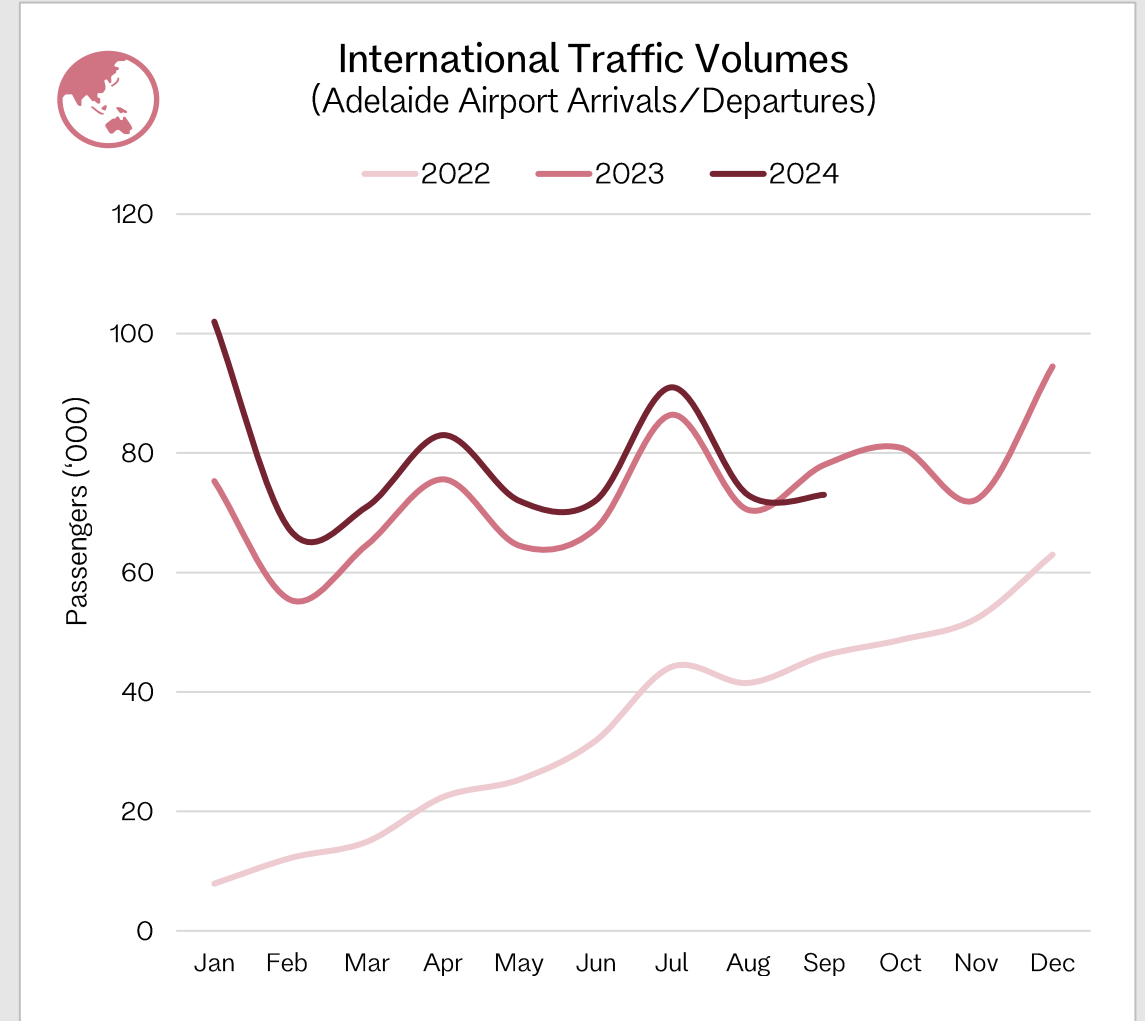
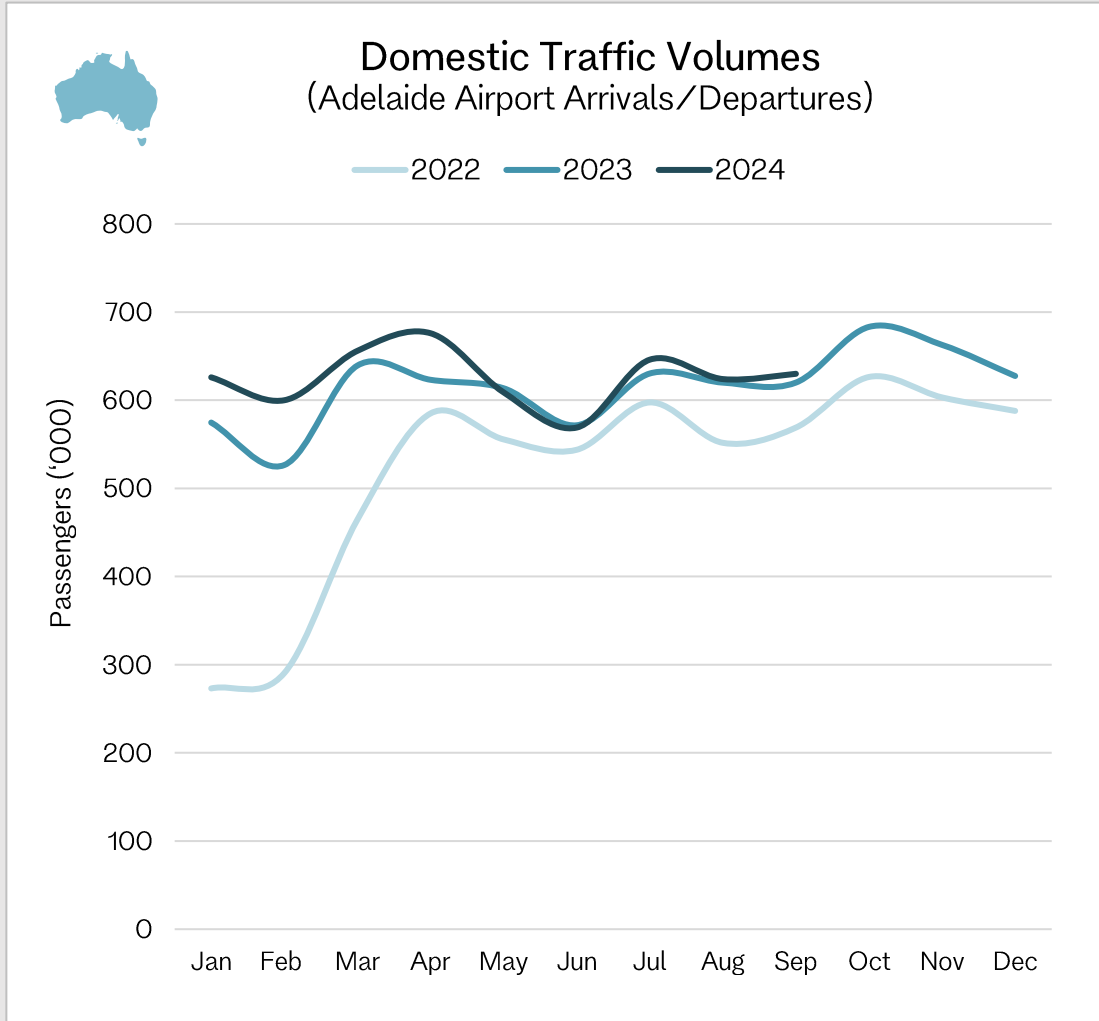
- The city's visitor economy was upheld by a strong quarter of business events and conferences as well as added interstate visitation from the AFL Finals.
- International and domestic travel in Q3 2024 was 2% higher when compared to last year and 3% higher than Q2 2024. Strong traffic demand was observed during the July school holiday period.
- Stronger correlations between domestic airport travel and accommodation occupancy continue to exist when compared to international travel. This is likely due to a greater proportion of South Australians travelling overseas compared to tourists arriving from international routes. International visitor arrivals can also use domestic flights to visit Adelaide.
- Short Term Rental Accommodation (STRA) continues to grow, with an increase in the number of rentals listed and nights booked, indicating a growing demand for STRA from the people who visit Adelaide. During Q3, STRA nights stayed was prominent during the Royal Adelaide Show and AFL Finals series.
- Hotel accommodation providers reported a quiet winter which was also reflected across the key performance metrics (ADR/REV Par). Even though overall room demand was higher than last year and 2019 levels, competition increased with the Adelaide Marriott Hotel opening in August, adding 285 rooms to the market.
- Hotel occupancy throughout metropolitan Adelaide was lower than other cities across Australia, a seasonal trend observed annually.
- The level of enquiries through the City of Adelaide's Visitor Information Centre consequently fell on last quarter and the previous year.
- Despite the quieter winter, there was a number of business events over the quarter that were estimated to attract over 1,000 delegates and 3,000 bed nights respectively for each conference, namely the AATE/ALEA National Conference, Australian Primary Health Care Nurses Association (APNA) National Conference, Philanthropy Australia Conference, LambEx 2024 and Gastroenterological Society of Australia ASM.
- Expenditure from interstate visitors increased 7% from Q3 2023 to Q3 2024 (a rate higher than inflation), indicating real spending growth from interstate tourists.
- Victoria, Western Australia, Queensland and the Northern Territory all went on school holidays a week earlier than South Australia, this combined with the opening of the Chihuly Exhibition in the Adelaide Botanic Gardens may explain an increase in visitor activity at the tail end of September.
- Jetstar have commenced direct Adelaide to Proserpine/Whitsundays services from 1 September 2024, operating three flights per week.
- Forward hotel accommodation bookings for October are relatively consistent with last year while looking further ahead, STRA listings spike for the Adelaide500 in November and the Adelaide Test Cricket Match in December.
- This summer's cruise ship season which starts in October and extends until June 2025 is expected to bring over 100 vessels, with 240,000 passengers and crew to South Australian shores. Prestigious operators like MSC Cruises, Norwegian Cruise Line, and Hapag Lloyd Cruises are known for carrying high-yielding visitors. Visitor Information volunteers will greet cruise ship passengers in the city to assist with their planning and connect them with local experiences.

Arrivals & Accommodation



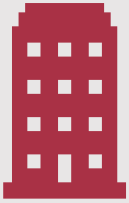


Domestic passengers through Adelaide Airport slightly improved on last year's levels whilst international passenger volumes continued to grow until September





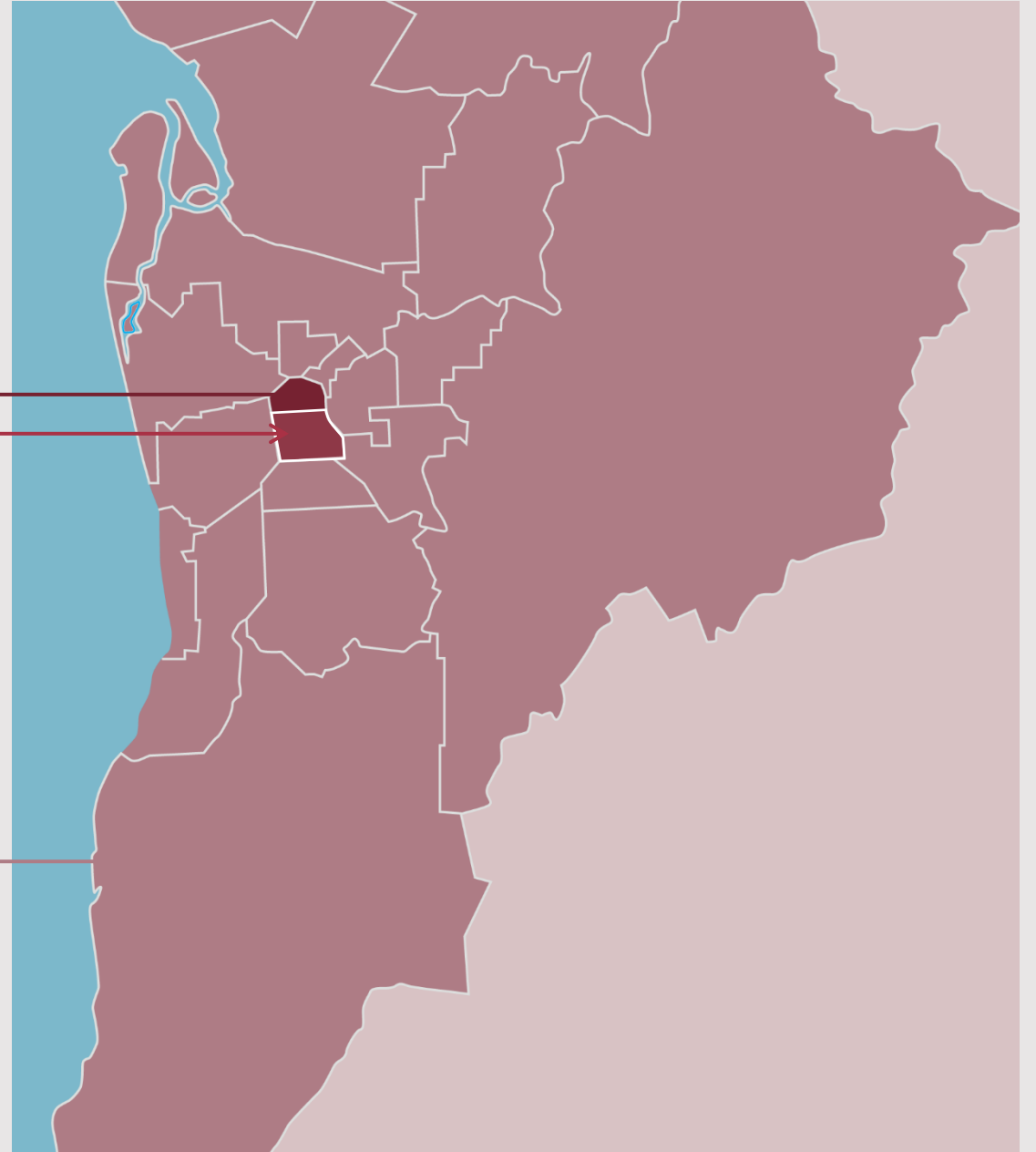
City of Adelaide
(Adelaide & North Adelaide)



Adelaide
(suburb postcode 5000)

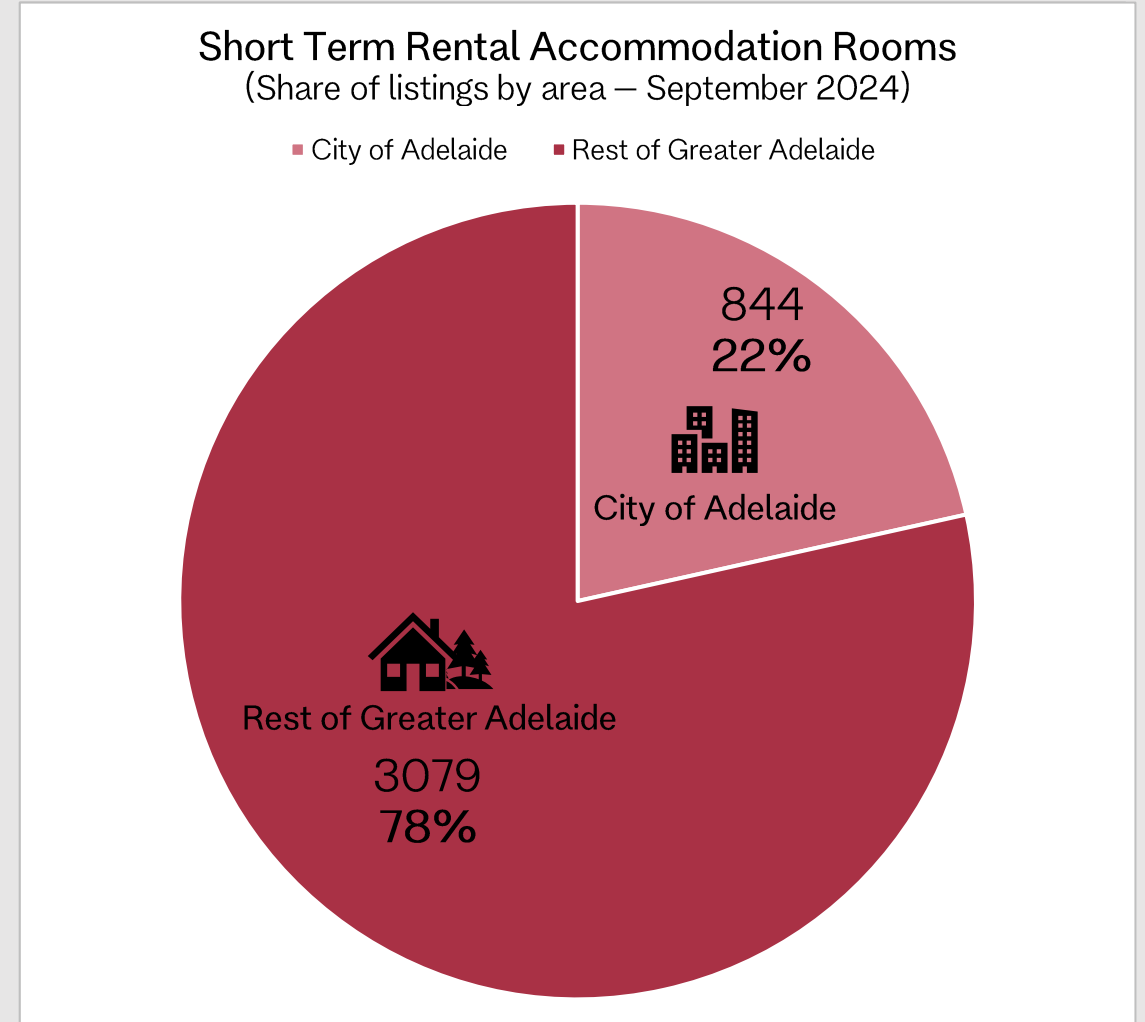
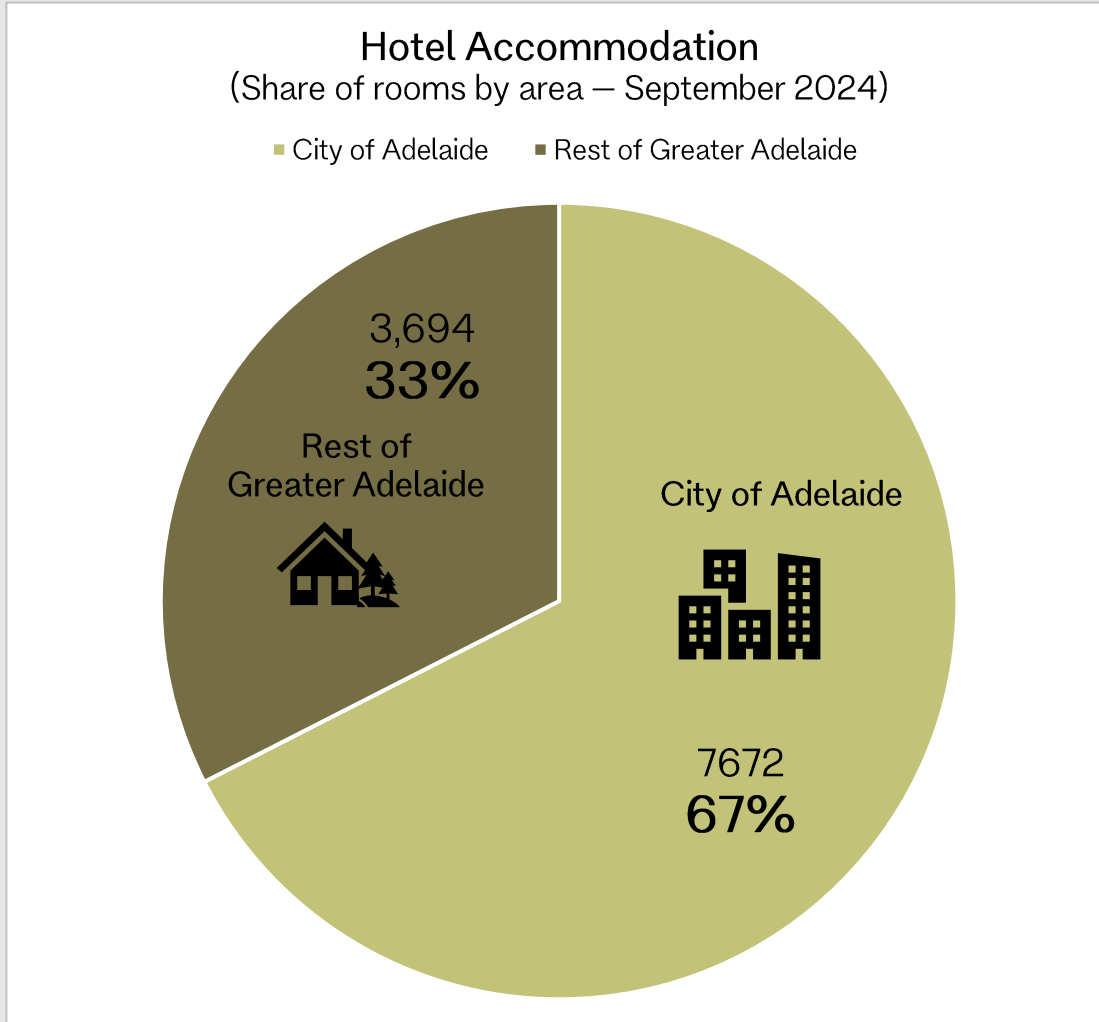


Greater Adelaide
(Metro suburbs inc. Aldinga, Mt Barker, Gawler)





When looking at accommodation, it is important to note the City of Adelaide has the majority share of hotels rooms in Greater Adelaide but the minority share of STRA





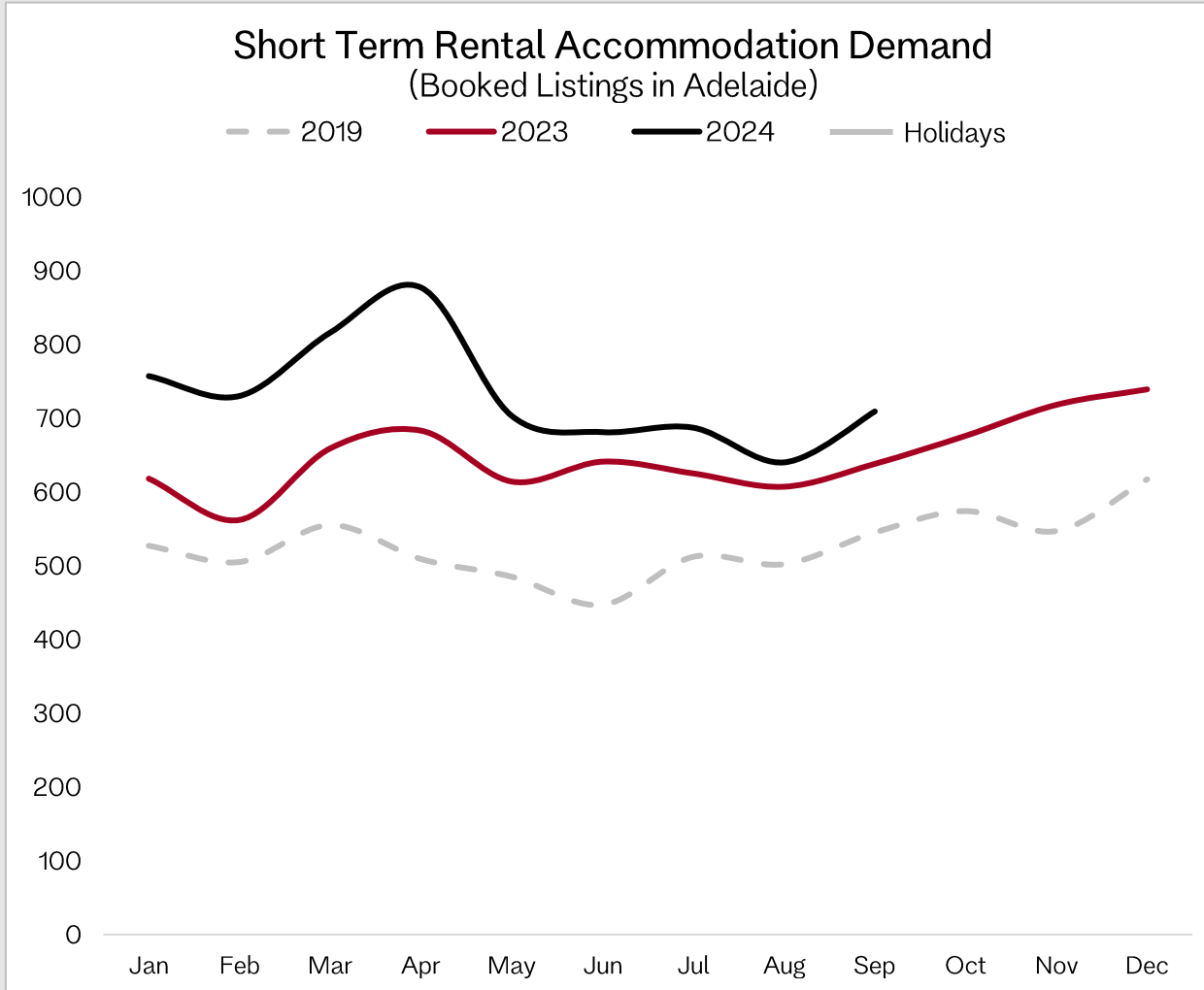
Domestic traffic volumes through Adelaide Airport have a stronger correlation with accommodation occupancy as compared with international traffic volumes

Correlation between Airport Traffic Volumes and Occupancy Rates
(January – September 2024)

Hotels (City of Adelaide)		STRA (City of Adelaide)	
Domestic	International	Domestic	International
68%	-21%	63%	23%



STRA providers have continued to see annual growth, with September increasing by 11% on 2023, surrounding AFL Finals and the Royal Adelaide Show



Source: AirDNA (Airbnb & Vrbo) postcode 5000



Average length of stay



3.8 days

0% on Q3 2023



Average Daily Rate (ADR)



\$231

+6% on Q3 2022



Nights Stayed

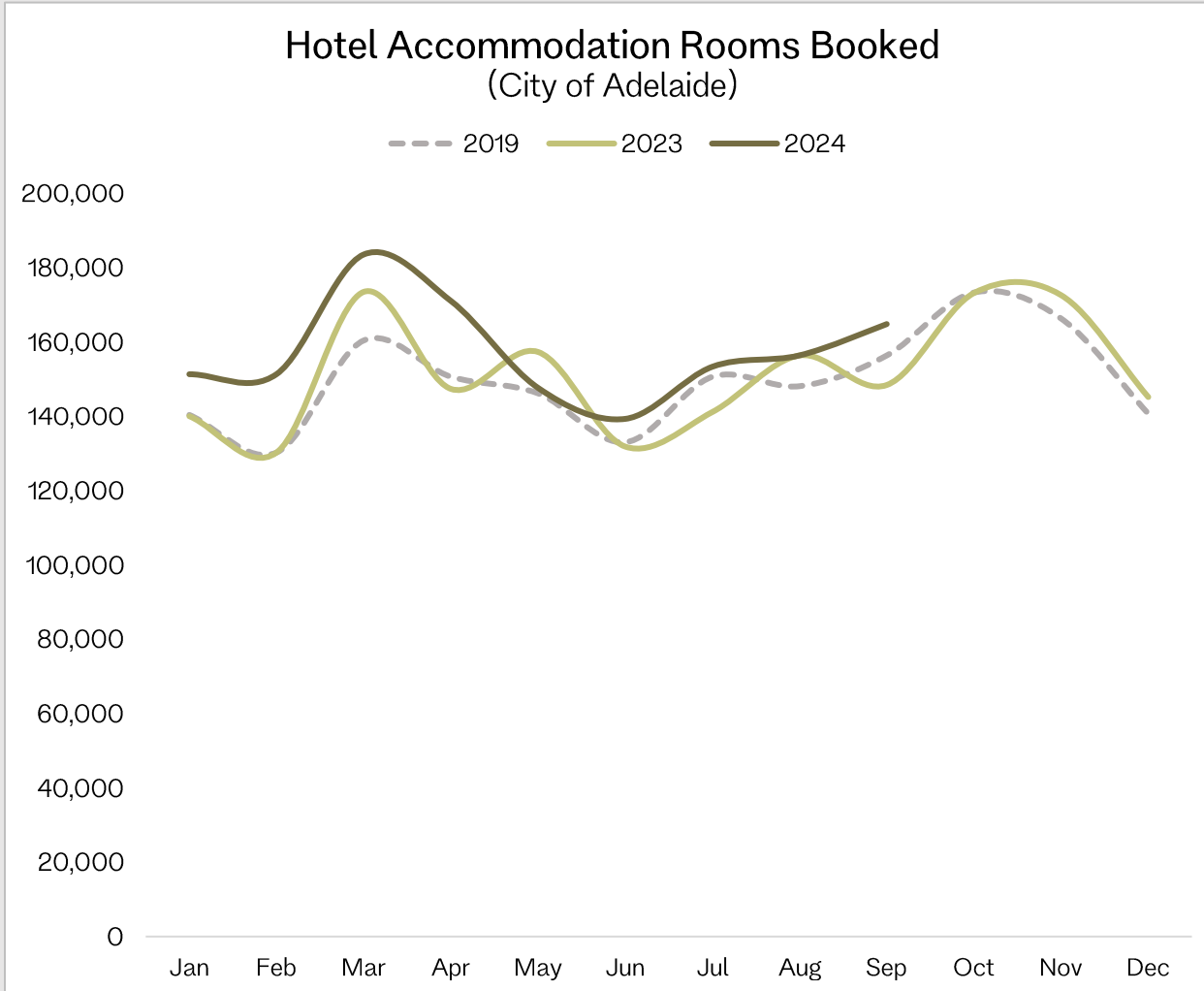


32k

+3% on Q3 2023



The number of rooms booked in city hotel accommodation throughout Q3 was above 2023 levels but as supply increased on last year, the ADR and RevPAR was lower



Source: Str

Revenue generated



\$86m

-1% on Q3 2023

Average Daily Rate (ADR)



\$184

-\$13 from Q3 2023

Revenue Per Available Room (RevPAR)

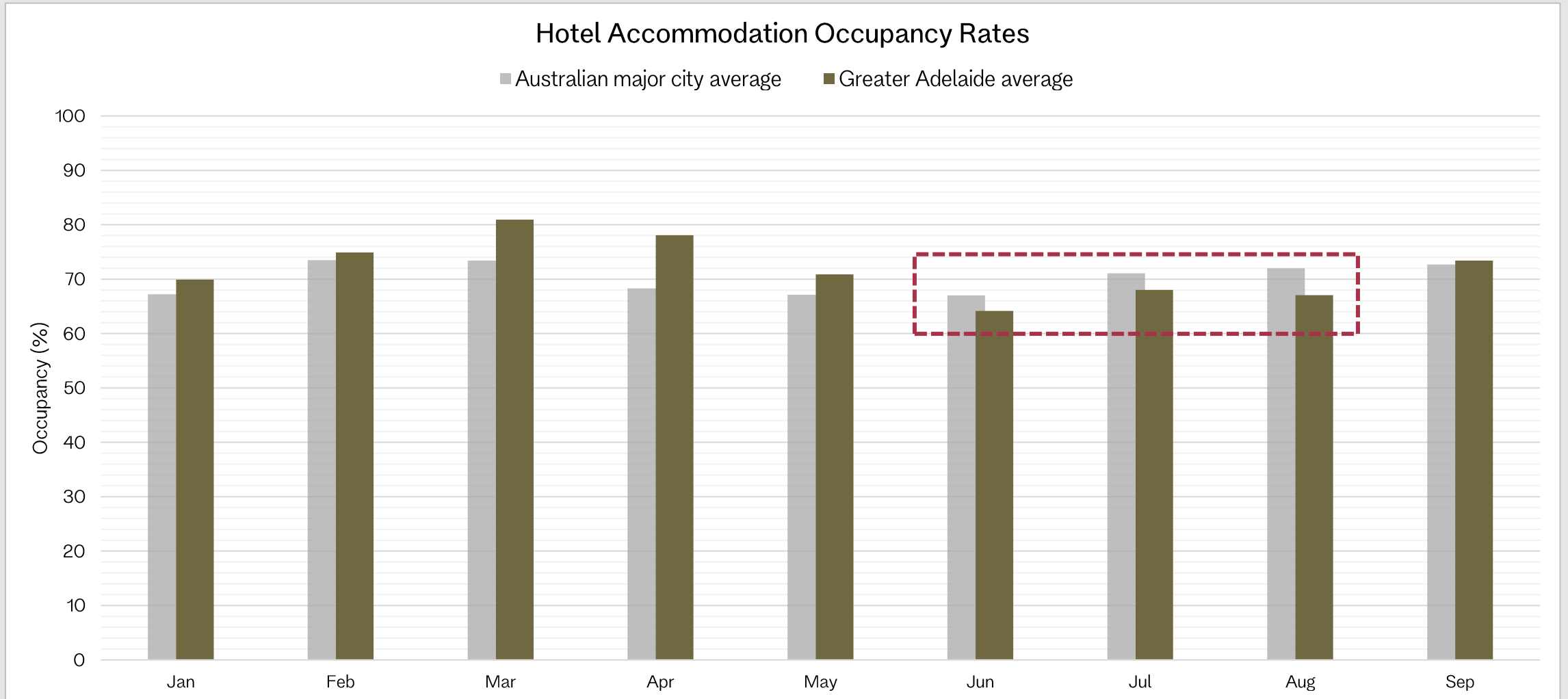



\$126

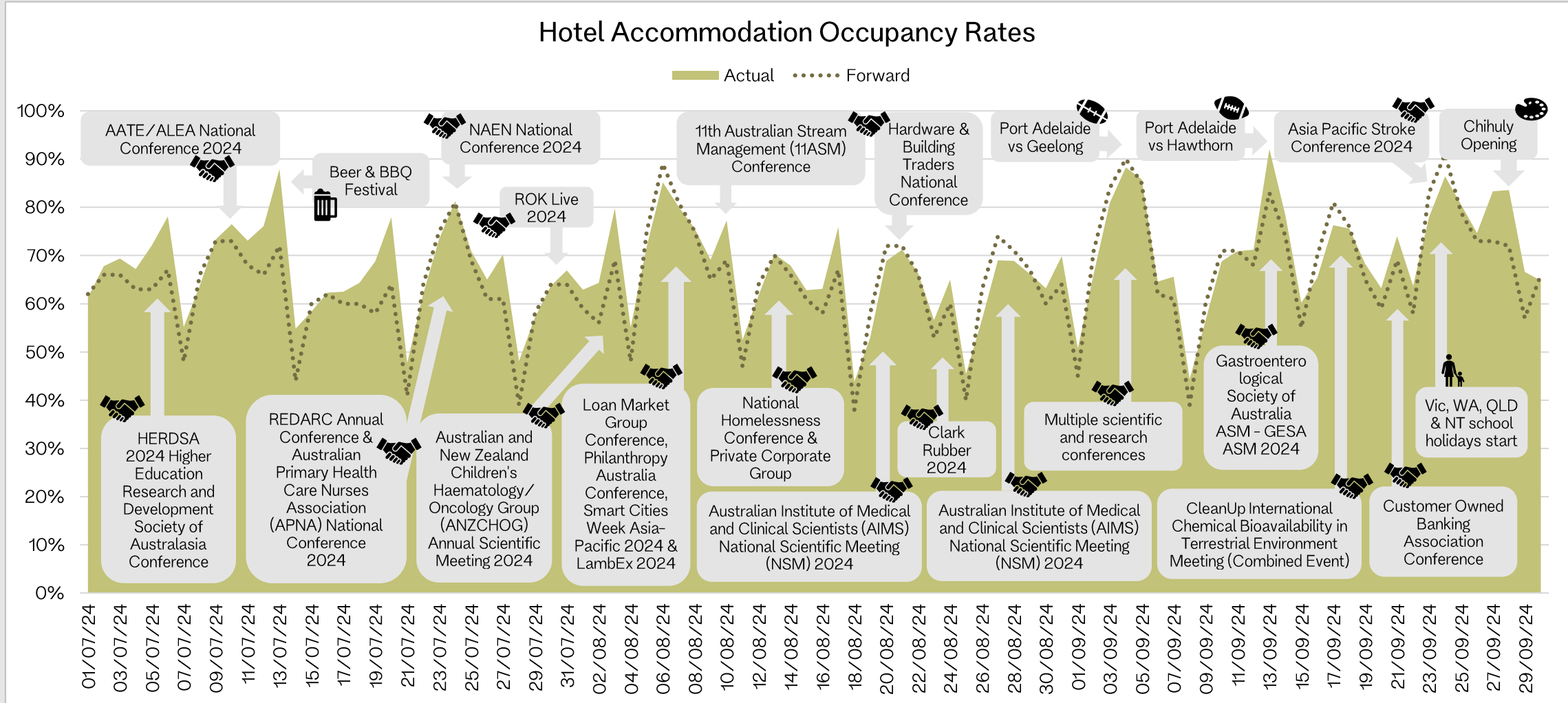
-\$4 on Q3 2023



Hotel accommodation occupancy in the metropolitan Adelaide area was lower during the winter months when compared to the rest of the cities across Australia



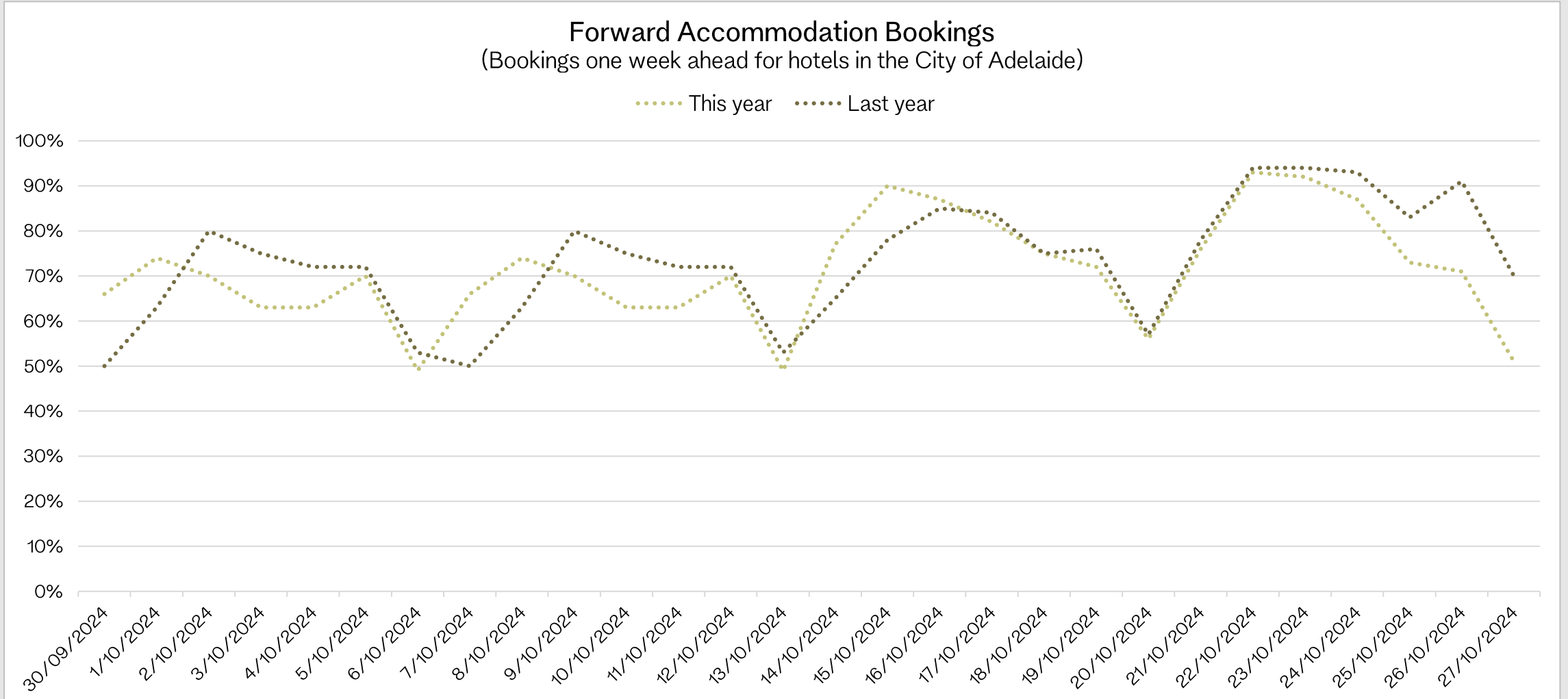

 Apart from weekly spikes on Friday and Saturday nights, the Beer & BBQ Festival, major sporting and business events/conferences were key drivers for hotel demand



Source: Str (Metropolitan city areas)

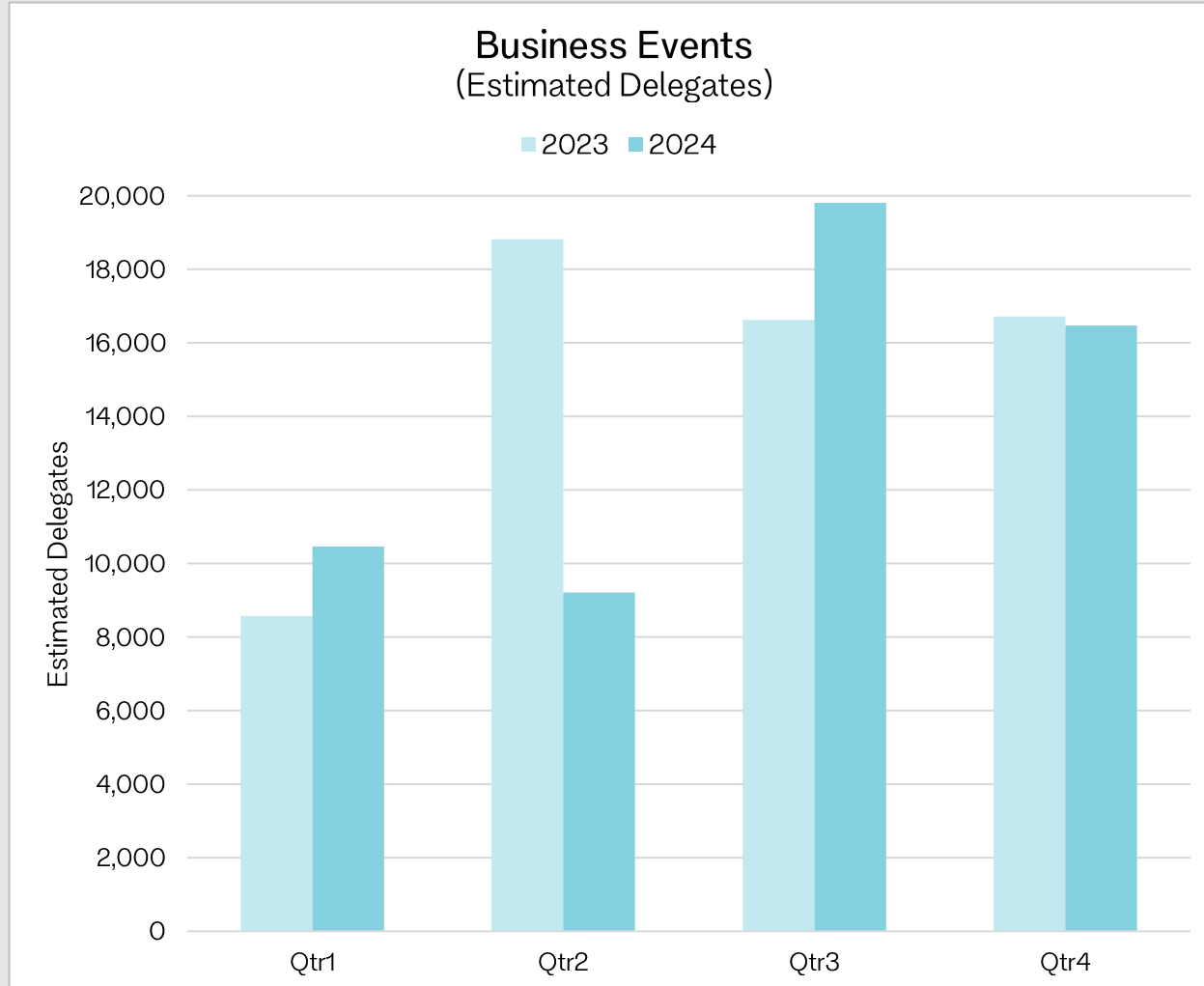


Hotel accommodation forward bookings during October are consistent with last year until the end of the month, when there is a slight fall on 2023 levels





The number of delegates to business events in Q3 was higher than last quarter and the same quarter last year, peaking in August and September



Source: Business Events Adelaide



Estimated Economic Impact*

\$85m



Business Events

45

+2 on Q3 2023



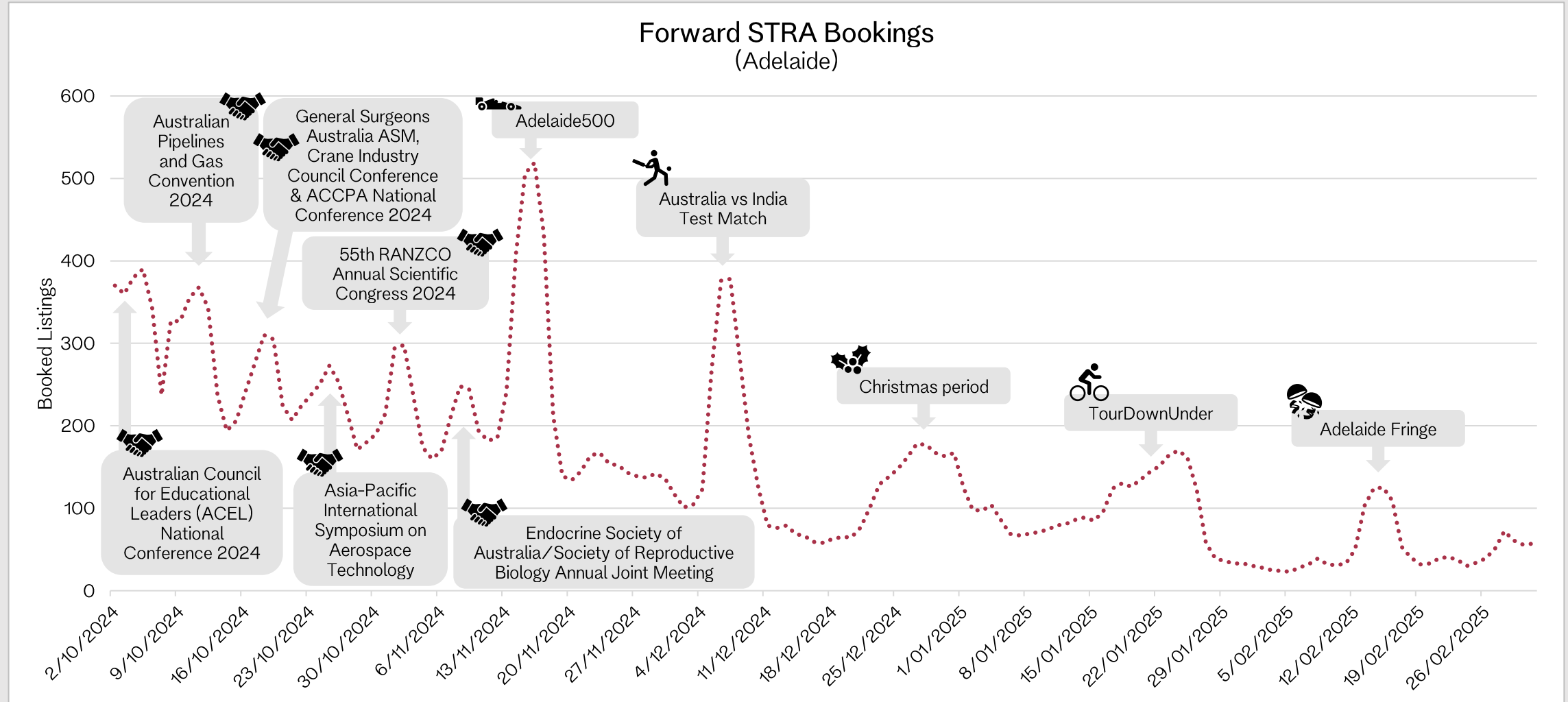
Bed Nights

84,630

+19% on Q3 2023

*Estimated economic impact may be lower as some events figures are not disclosed

💡 Looking further ahead to the end of the year, forward bookings for STRA exhibits spikes in listings during the Adelaide500 and the Adelaide Test cricket match



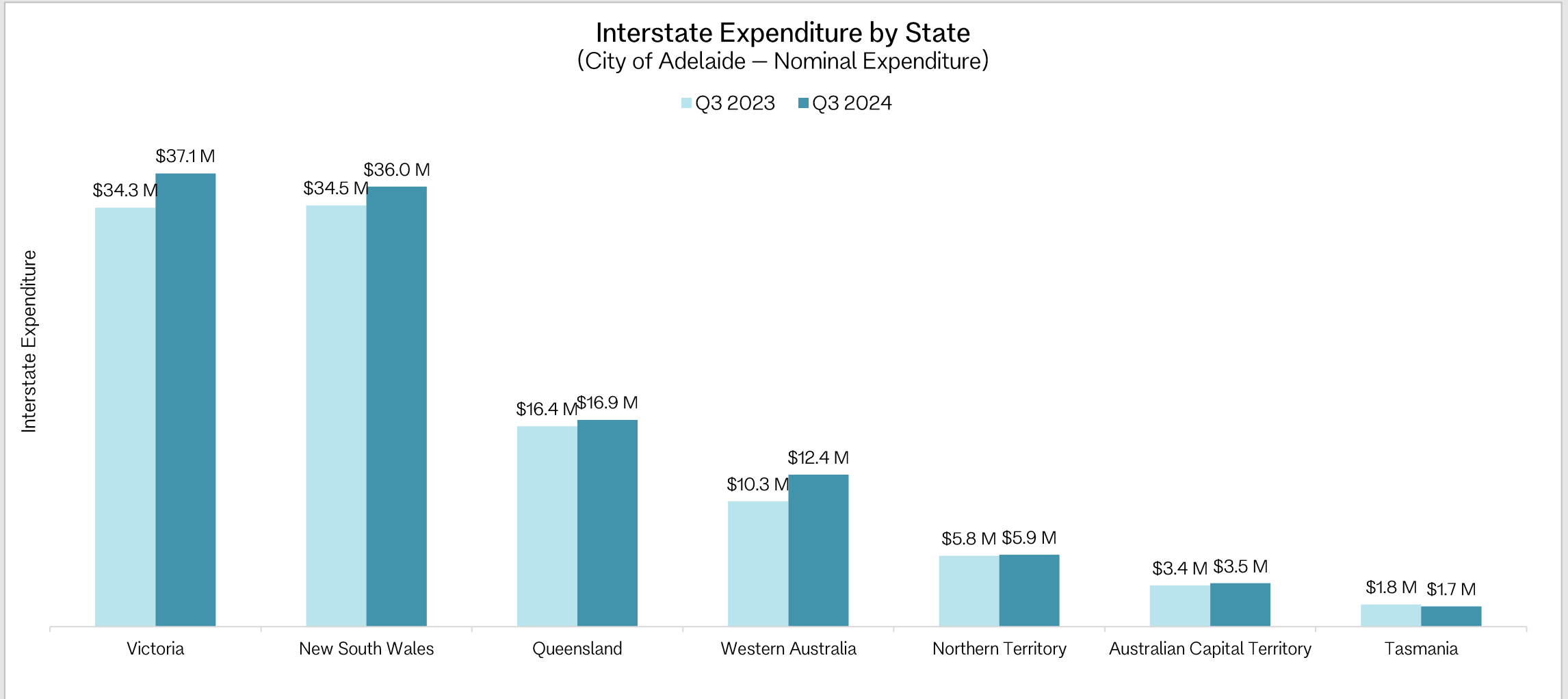
Source: AirDNA (Airbnb & Vrbo) postcode 5000

Interstate Expenditure



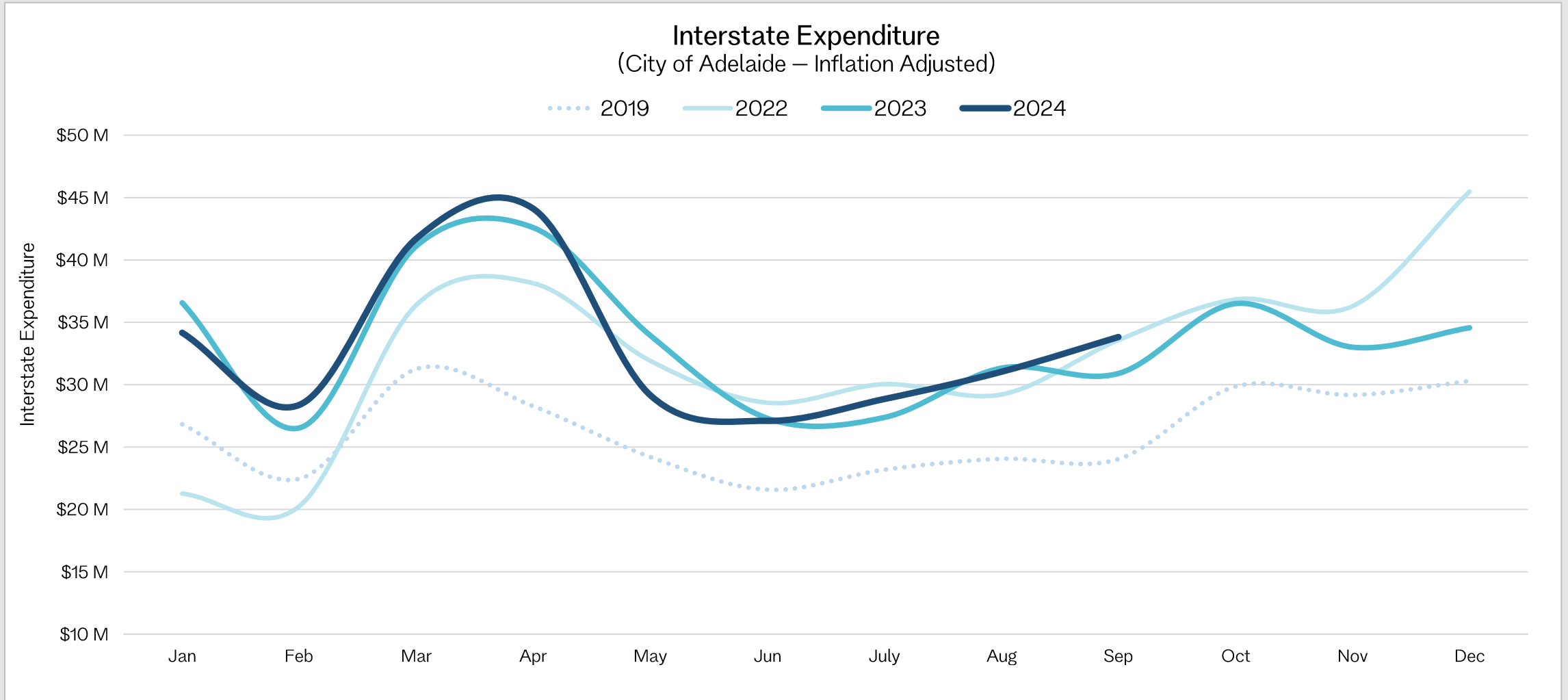


The city experienced a greater level of annual interstate expenditure growth from Victoria and Western Australia which both went on school holidays earlier this year






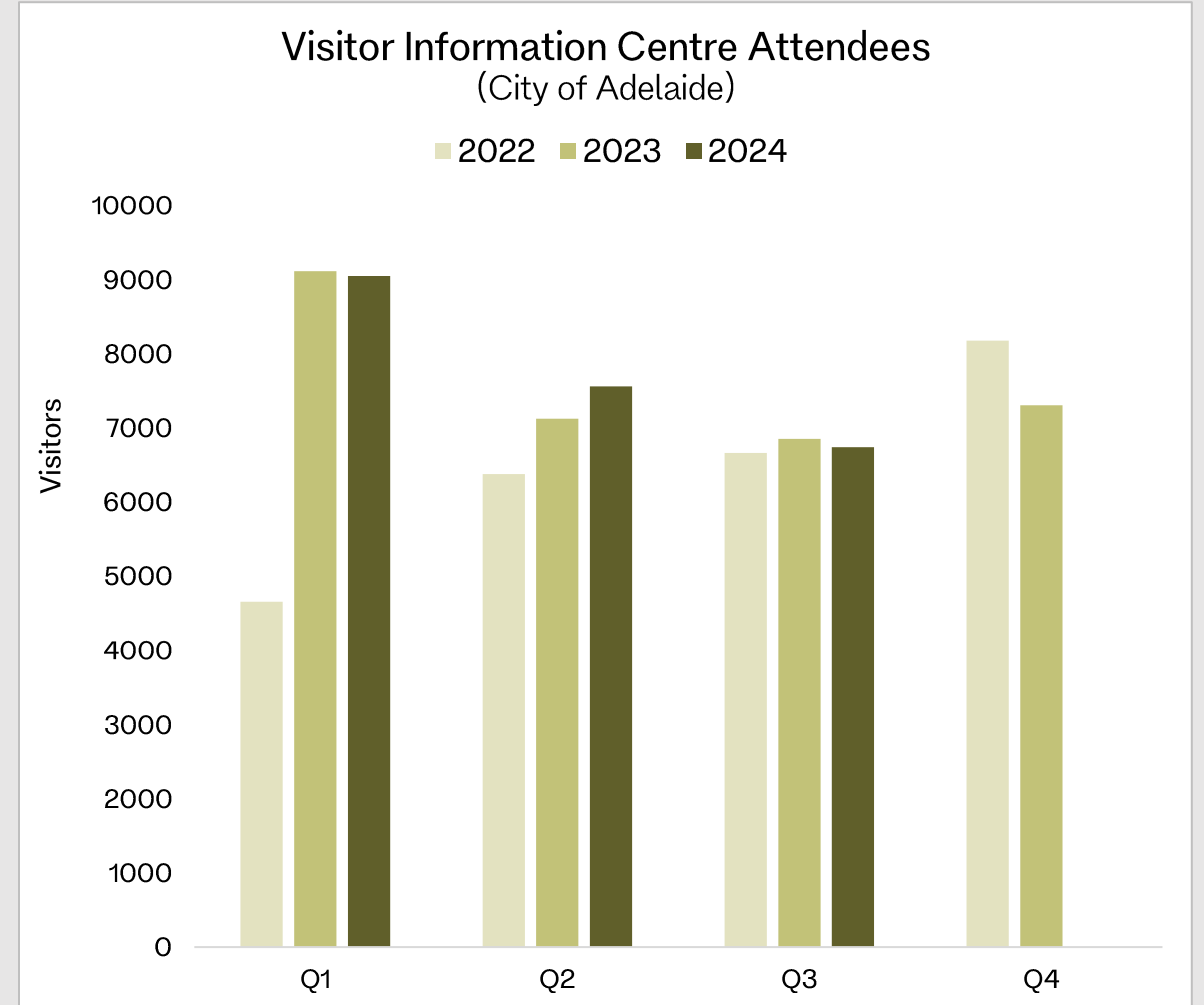
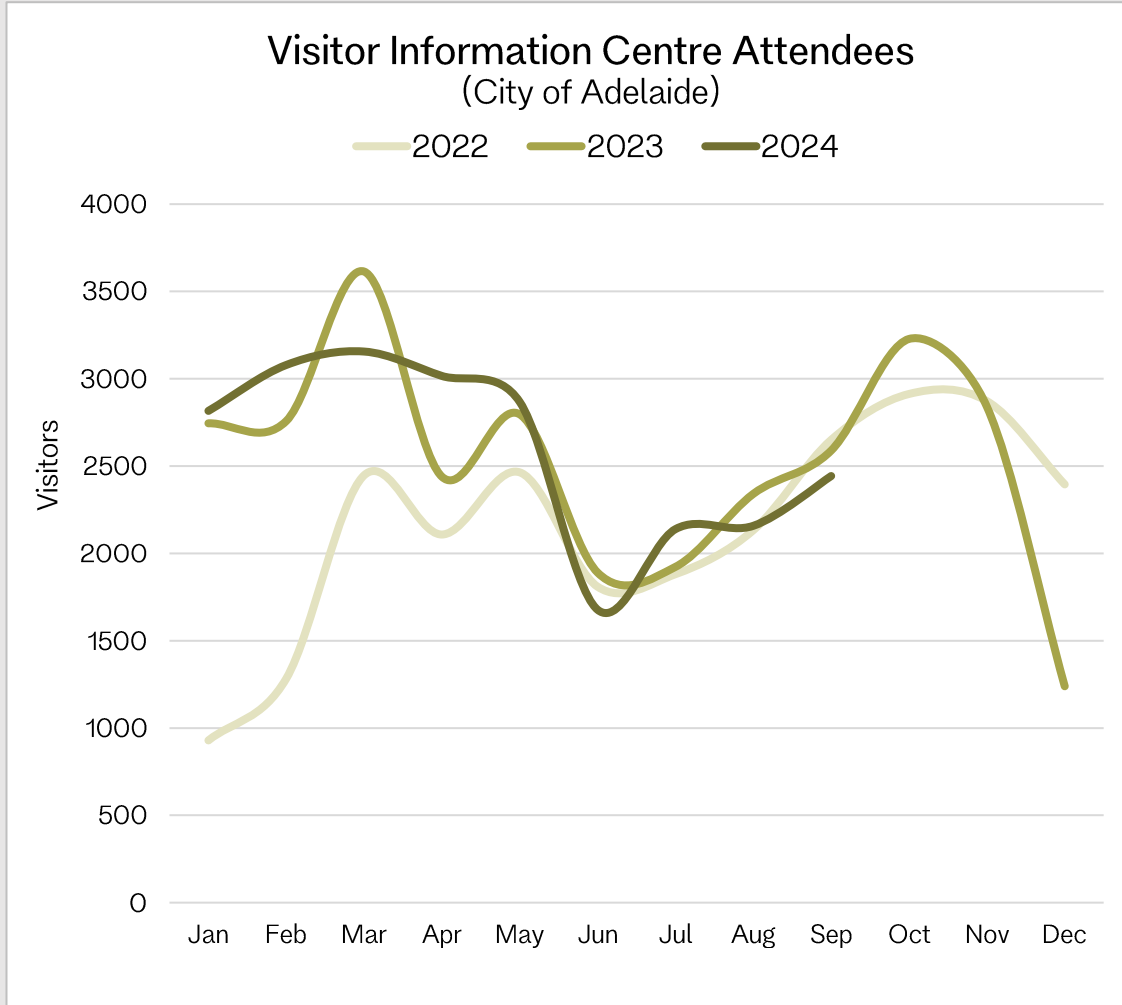
When adjusting for inflation, September had the strongest month of real interstate expenditure growth



Visitor Information Centre



 The number of enquiries at the visitor information centre in Q3 2024 was at similar levels to what has been observed over the past two years



Need More Data?

If you have a specific data or research request, please scan the QR Code and complete the form at the bottom of the AEDA Data & Insights web page:



aedasa.com.au



Disclaimers

All effort is made for representations to be true and accurate at the time of dispatch, although historical figures may change, and information contained in this document should be treated sensitively and not used wholly for investment decisions.

Str data uses a sample of up to approximately 50 accommodation providers for monthly data and between 30-33 providers for forward bookings.

Spendmapp aggregates data from EFTPOS transactions then extrapolates this to provide an accurate picture of expenditure activity for the region. There is a complex process of ensuring outlier transactions do not skew the data and to also maintain the privacy of merchants and cardholders by masking data at low level merchant and transaction volumes. Note that both dollar values and the number of transactions are transformed to account for non-card transactions, although online spending is not weighted for cash transactions. To calculate the real growth rates, CPI statistics were sourced from the [ABS website](#).

Acknowledgement of Country

The City of Adelaide acknowledges that we are located on the traditional Country of the Kaurna people of the Adelaide Plains and pays respect to Elders past, present and emerging.

We recognise and respect their cultural heritage, beliefs and relationship with the land. We also extend that respect to visitors of other Aboriginal Language Groups and other First Nations.

Thank you



aedasa.com.au

