Victoria's Accommodation Sector 2023-24

Results from the Australian Accommodation Monitor (properties 10+ rooms)

Key results for Victoria

$3.5 BILLION
total revenue
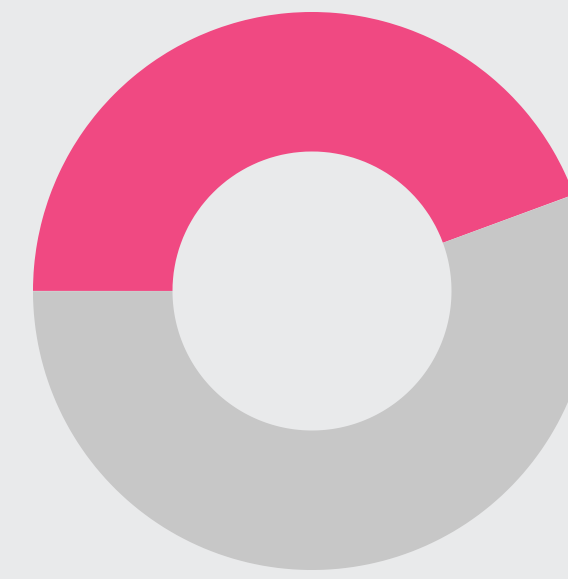▲ +6.5% YoY

$149.19 RevPAR
revenue per available room
▲ +1.6% YoY

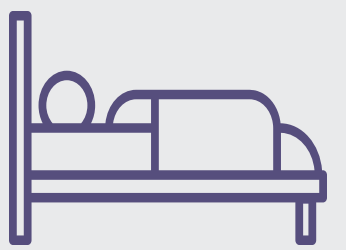**15.9 MILLION**
room nights occupied
▲ +8.4% YoY

68.3%
occupancy rate
▲ +4.0% YoY

Luxury & Upper Upscale Class

$1.1b
revenue

67.9% ▲ +6.6% YoY
occupancy rate

$201.12
RevPAR ▲ +2.7% YoY

Upscale & Upper Mid Class
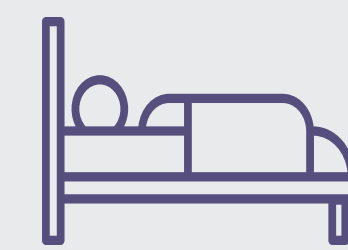
$1.4b
revenue

69.0% ▲ +3.8% YoY
occupancy rate

$133.86
RevPAR ▲ +1.7% YoY

Midscale & Economy Class

$658.3m
revenue

66.3% ▼ -0.8% YoY
occupancy rate

$94.49
RevPAR ▼ -2.9% YoY

Key results for Melbourne

total revenue
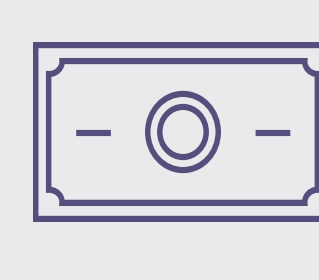**$2.4b**
▲ +8.4% YoY

occupancy rate
70.4%
▲ +5.2% YoY

room nights occupied
11.0m
▲ +11.0% YoY

RevPav
$154.13
▲ +2.2% YoY

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Results from the Australian Accommodation Monitor (properties 10+ rooms)

Victoria indicators July 2023 - June 2024 results

Supply 23.3m (rooms available) ▲ +4.3% YoY

Supply by accommodation type

Hotels & resorts 11.9m ▲ +5.1% YoY

Motels/private hotels/ guest houses 4.3m ▲ +1.2% YoY

Serviced apartments 6.0m ▲ +5.3% YoY

Holiday parks 1.1m ▲ +3.2% YoY

Accommodation demand strengthened

- Accommodation occupancy in Victoria has remained solid in 2023-24, boosted by key events such as the Australian Formula One Grand Prix in March.

- Overall accommodation occupancy in Victoria in 2023-24 averaged a rate of 68.3%, reflecting good momentum in demand.

- Supply in Victoria has grown by 4.3% year-on-year to 23.3 million rooms available in 2023-24.

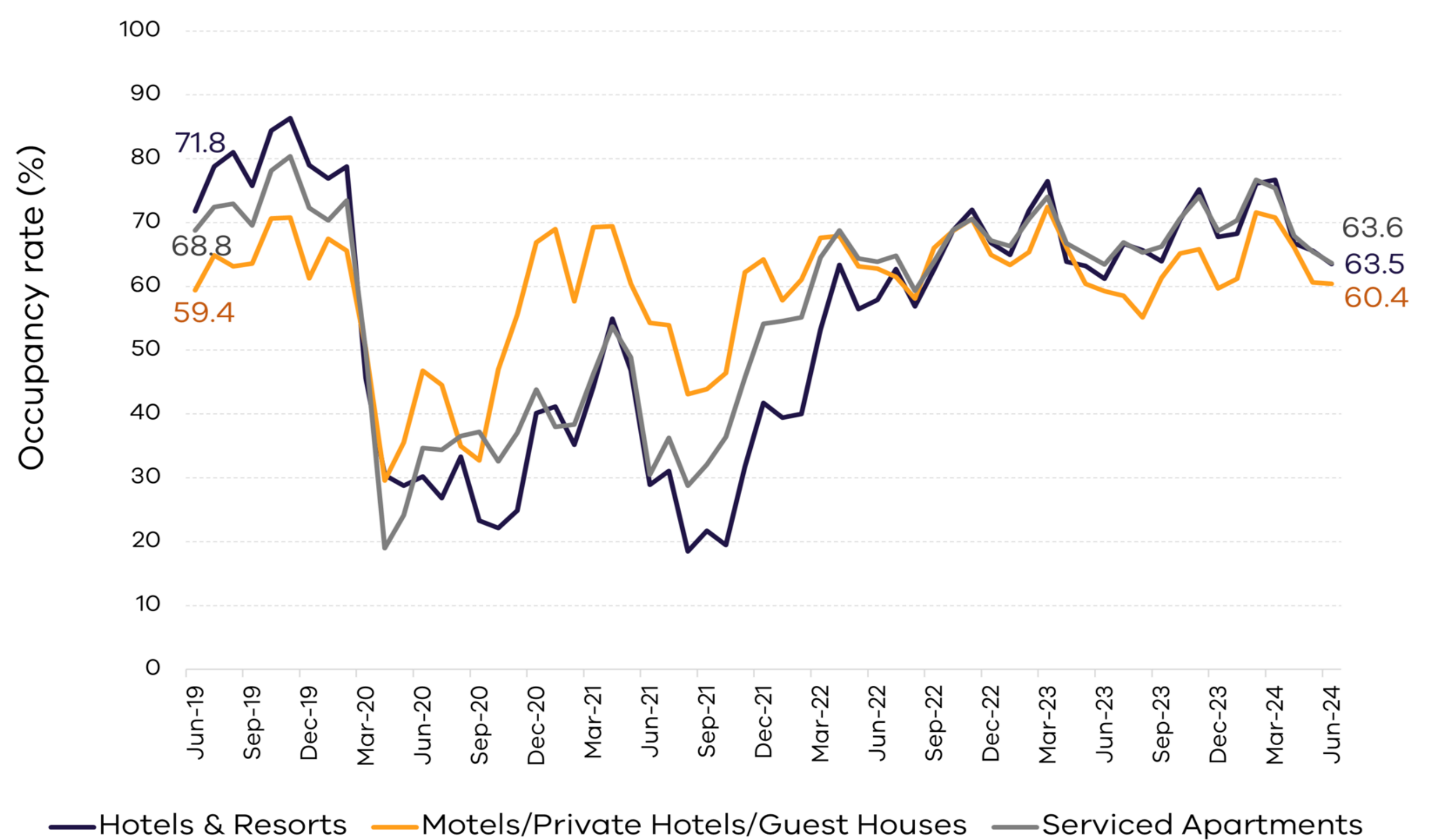### Victorian Accommodation Establishments 10+ Rooms Quarterly Supply, Demand and Occupancy Rates

Legend: Demand | Supply | Occ (%)
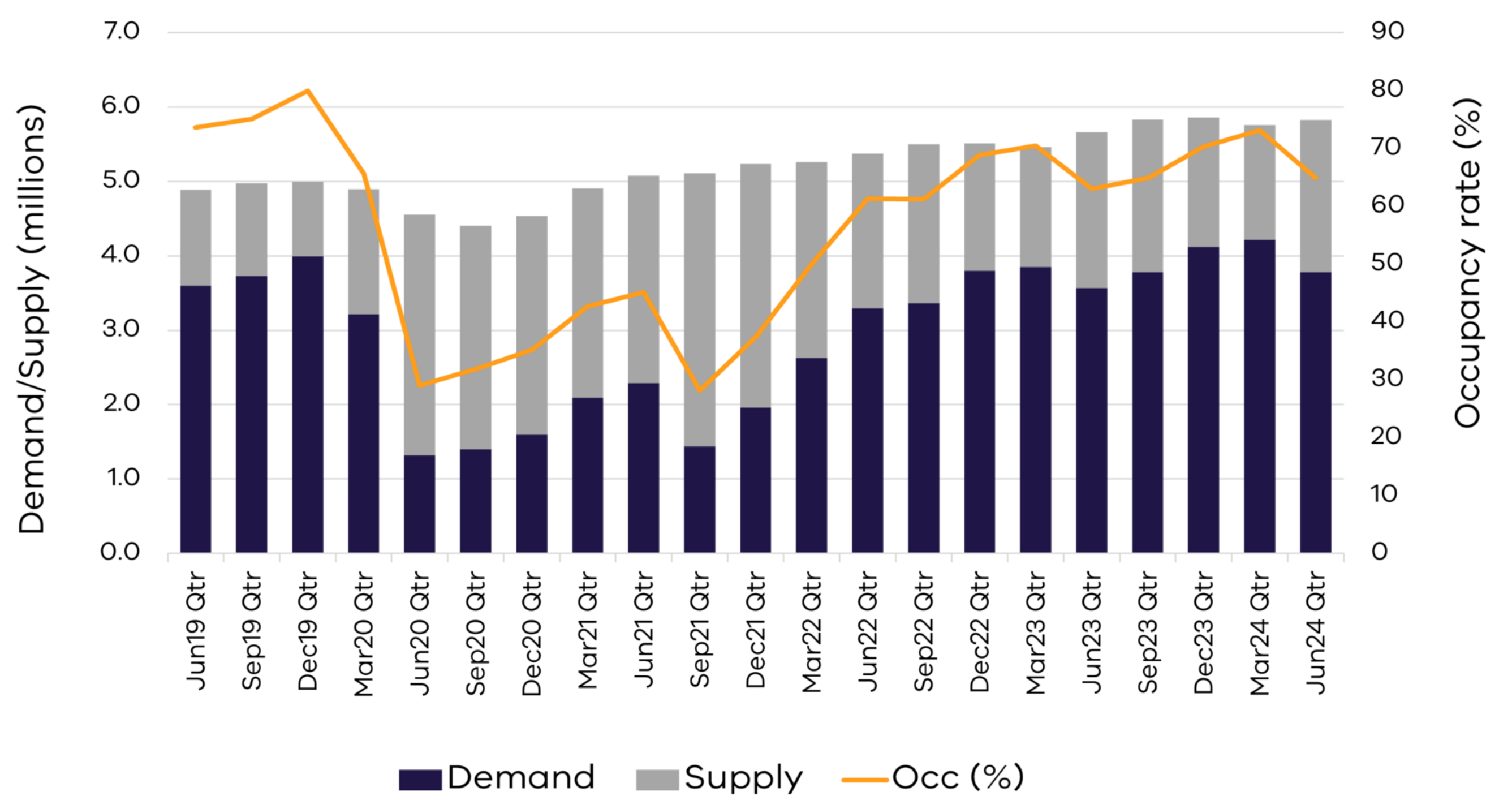
Supply noted in chart as rooms available minus rooms sold.

Solid performances were noted across accommodation categories

- Hotels and resorts (76.4%) noted the highest demand in March 2024 boosted by major events such as the Australian Formula One Grand Prix.

- In February, peak occupancy rates were recorded for serviced apartments (76.7%) and motels/private hotels/guesthouses (71.6%), largely driven by the heightened demand generated by Taylor Swift's concerts.

- Occupancy rates for all accommodation types have softened slightly in May/June 2024 reflecting seasonal trends during the winter period, as well as broader weakening in travel demand as cost of living pressures mount.

Victorian Accommodation Establishments 10+ Rooms Monthly Occupancy Rates (%) - June 2019 to June 2024

Legend: Hotels & Resorts | Motels/Private Hotels/Guest Houses | Serviced Apartments

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