



Surfers Paradise Magnet

Surfers Paradise is critical to the Gold Coast's success as a tourist destination.

Together with the adjoining suburbs of Main Beach, Broadbeach and Mermaid Beach, in 2014/15 it accounted for 78% of the room nights occupied* and 81% of the takings from accommodation.

The tourism accommodation survey from the Australian Bureau of Statistics (ABS) is

* in hotels, resorts, motels and serviced apartments with 15 rooms plus.

now published annually, with the 2014/15 data made available in November 2015. It showed there were just under 5 million room nights available across Gold Coast City, with 3.5 million room nights occupied.

Highest tariffs in Main Beach

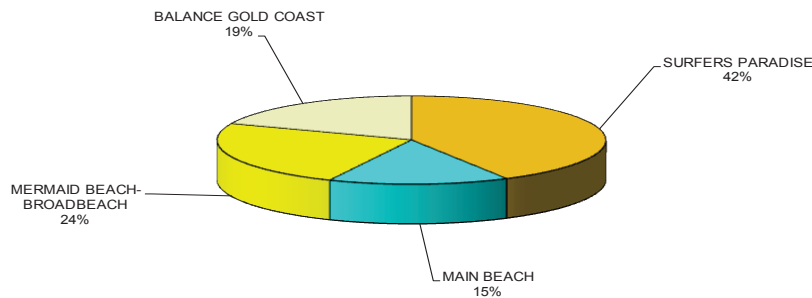
The average annual Gold Coast room occupancy of 70.5% was somewhat higher in Surfers Paradise (72%) and Mermaid Beach-Broadbeach (74%).

Main Beach, with its high profile hotels (Palazzo Versace, Sheraton Mirage and Sea World Resort) had an average occupancy of 67.5%, but enjoyed the highest average tariff of \$295 per night, as well as the highest average revenue per room night available (\$199 per night).

The diversity of accommodation available in Surfers Paradise resulted in a comparatively lower average tariff in 2014/15 of \$145 per night (compared with \$165 per night for Gold Coast City).

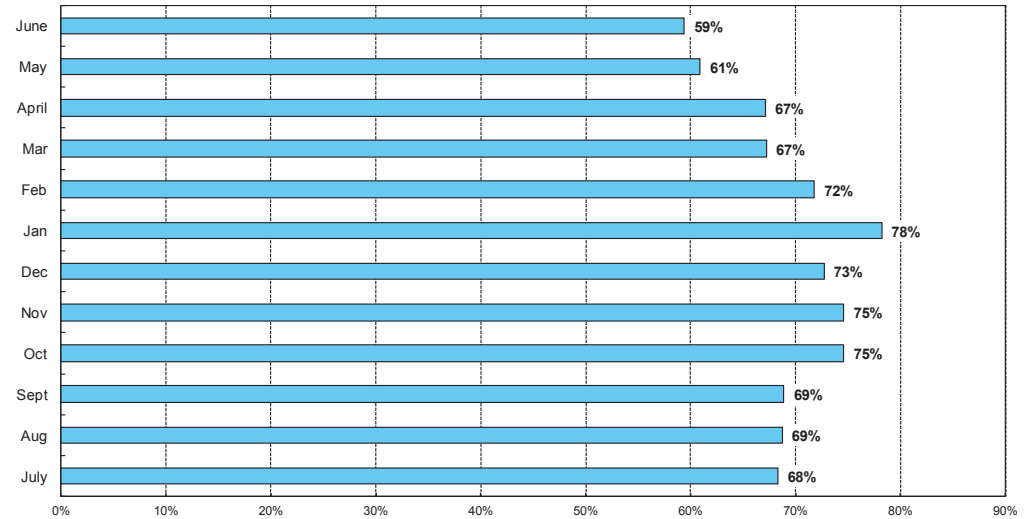
Graph 1 shows the dominance of the accommodation establishments between Main Beach and Mermaid Beach in terms of total takings from accommodation. This dominance is driven by the location of our international hotels.

GRAPH 1 - GOLD COAST TAKINGS FROM ACCOMMODATION 2014/15



Source: ABS data

GRAPH 2 - GOLD COAST ROOM OCCUPANCY BY MONTH 2014/15



Source: ABS data

% ROOM OCCUPANCY

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It is estimated that around 5,772 rooms are located between Main Beach and Broadbeach, or 85% of the total on the Gold Coast.

The location of high profile serviced apartments tends to reflect this pattern.

Among the notable exceptions to the concentration of hotel accommodation are Royal Pines Resort at Ashmore, home to the RACV Ladies Masters golfing championship; and the Intercontinental Hotel at Sanctuary Cove, located at the centre of three world class golf courses and home to the Sanctuary Cove International Boat Show.

Evening out seasonality

Tourism industry leaders and individual accommodation operators work hard to even out the seasonality impact of high occupancy rates experienced during summer and school holidays, and lower occupancy rates in winter.

Graph 2 shows that in 2014/15, the overall Gold Coast experienced average monthly occupancies exceeding 70% for the five months from October to February. The peak January occupancy rate was 78%.

The elimination of seasonality has been most successful in the smaller Mermaid Beach-Broadbeach market (this accounted for just over one million room nights* available in 2014/15, or 21% of the Gold Coast City total). Only in June 2015, did its average monthly occupancy slip below 70%. It reached 81% in January 2015, similar to Main Beach (80%), and slightly below Surfers Paradise (84%).

The success in reducing the impact of seasonality is due in no small part to the year-round programme of cultural and sporting events. Table 1 lists “what’s on” events identified by Gold Coast Tourism from February 2016 to January 2017.

Apart from the listed events, the Gold Coast Suns host AFL matches at Metricon Stadium at Carrara and the Gold Coast

Titans host matches at the Cbus Super Stadium at Robina throughout the year.

While many of the events listed in Table 1 are held in Surfers Paradise and Broadbeach, the Light Rail has played an important role in spreading the benefits to accommodation houses outside of these central suburbs.



Maintaining our appeal

Clearly there is more to ensuring the Gold Coast maintains its reputation as a magnet for both Australian and international tourists. City and industry leaders need to focus on:

- continually improving access to the City (by air, public transport and road);
- protecting our natural assets;
- promoting the diversity of our attractions; and
- ensuring the constant renewal of our tourism accommodation and manmade attractions.

While the ABS figures are somewhat dated, information published by STR Global highlights the continued improvement in the Gold Coast occupancies and revenues over more recent months. For Surfers Paradise, the average occupancy rate of 77% for the year to November 2015 was five percentage points higher than the year before (source: Gold Coast Bulletin 24 December 2015).

The current strength of Gold Coast tourism’s performance is attributable to several factors, including the lower Australian dollar, great weather and the strong growth in international visitors (902,000 visitors in 2015, spending 10 million nights, up by 15% on 2014). A 25% jump in domestic business visitors in the year to September 2015 has also contributed.

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TABLE 1 - WHAT’S ON GOLD COAST

EVENT	DATES	LOCATIONS
Sand Safari	5-28 February 2016	Surfers Paradise Foreshore and elsewhere
RACV Ladies Masters	25-28 February 2016	Royal Pines Resort
Bleach Festival	4-20 March 2016	Citywide
Quiksilver and Roxy Pro	10-21 March 2016	Coolangatta
Australia Street Entertainment Championship	25-28 March 2016	Surfers Paradise
Gold Coast Film Festival	31 March-10 April 2016	Citywide
The Cooly Classic Coolangatta Ocean Swim	3 April 2016	Coolangatta/Kirra
Seafire	9 April 2016	Surfers Paradise Beach
Gold Coast Triathlon-World Triathlon Series Gold Coast	10-11 April 2016	Broadwater Parklands
Surfers Paradise LIVE	6-8 May 2016	Surfers Paradise
Blues on Broadbeach	19-22 May 2016	Broadbeach
Sanctuary Cove International Boat Show	19-22 May 2016	Sanctuary Cove, Hope Island
Cooly Rocks On	3-13 June 2016	Coolangatta/Tweed Heads
Australian Open-Bowls	11-23 June 2016	12 Gold Coast Clubs
Broadbeach Country Music Festival	17-19 June 2016	Broadbeach
Gold Coast Airport Marathon	2-3 July 2016	Paradise Point to Burleigh Heads
Viva Surfers Paradise	8-17 July 2016	Surfers Paradise
Broadbeach Jazz Festival	20-21 August 2016	Broadbeach
Swell Sculpture Festival	9-18 September 2016	Currumbin Beach
The Surfers Paradise Kids Week	19-25 September 2016	Surfers Paradise Beach and Foreshore
Opera in the Park	26 September 2016	Kurrawa Park, Broadbeach
Castrol Gold Coast 600	21-23 October 2016	Surfers Paradise & Main Beach
Jupiters Pan Pacific Masters Games	5-13 November 2016	Broadbeach and elsewhere
Australian PGA Championship	December 2016	Royal Pines Resort, Ashmore
Broadbeach Christmas Carols	December 2016	Kurrawa Park, Broadbeach
Carols on the Beach Surfers Paradise	December 2016	Surfers Paradise Beach
New Year’s Eve Fireworks	31 December 2016	Surfers Paradise Foreshore and elsewhere
Jeep Magic Millions Carnival and Race Day	January 2017	Bundall
Australia Day	26 January 2017	Gold Coast Turf Club and elsewhere
Burleigh Pro 2017	January 2017	Burleigh Headland Beach

Source: Gold Coast Tourism. What’s On Guide

<http://www.visitgoldcoast.com/Portals/0/Documents/Events/GC-Events-Guide-2016-February.pdf>