



## Welcome to the latest market updates

December 2024

Hi there,

The holiday period is rolling around fast, and peak season is beginning to ramp up in many markets around Australia. Here's our last update on market performance and tourism trends for 2024.

International arrivals continue to trend positively, with year-on-year growth recorded again in September. **ABS statistics** show every month in 2024 delivered consistent growth compared to 2023, highlighting a strong recovery.

Major sporting events and international acts have helped boost occupancy rates across key markets in recent months, with November showing particularly strong results. We're also excited to see holiday season bookings filling up quickly, which you can read more about below.

Thanks for your trust and support this year, and we look forward to continuing to provide you great returns in 2025.

Thanks for reading,



Billy Crock  
CEO & Cofounder  
**hometime**

## The Market Outlook

Read the latest update on booking and tourism trends from our in-house revenue management experts

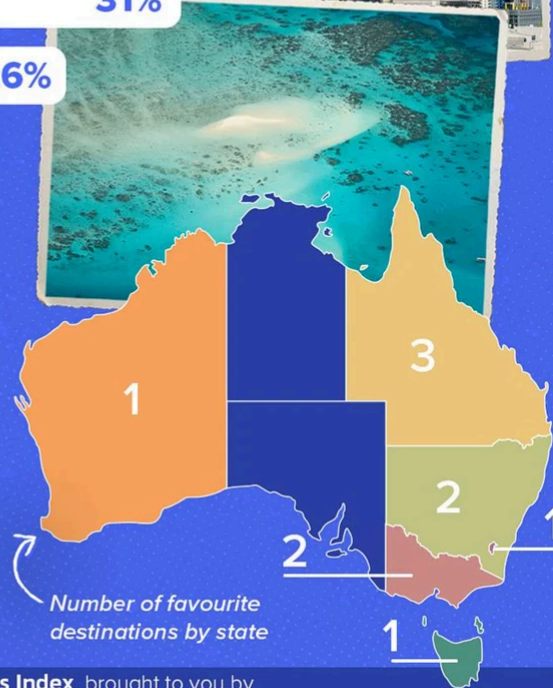
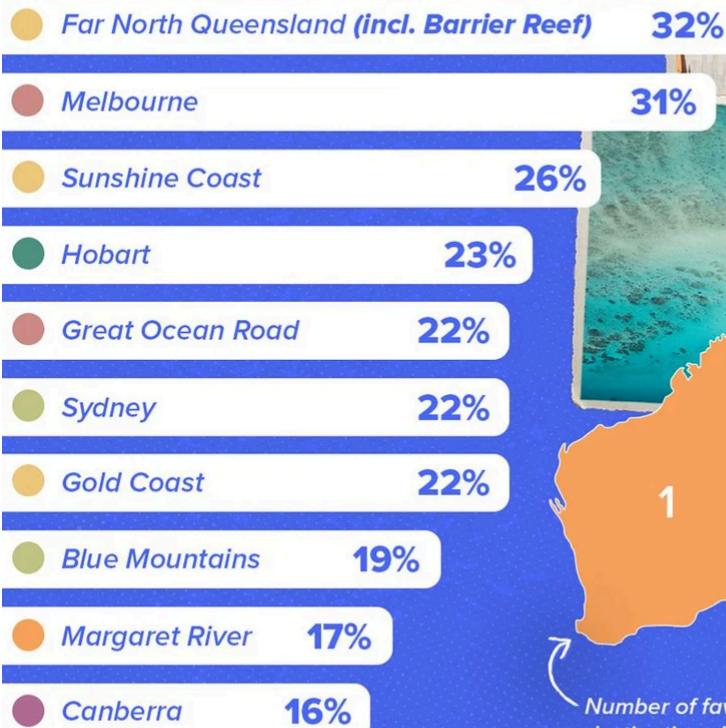


**Far North Queensland voted the number one Aussie holiday spot**

9Travel and Today's **Aussie Travel Trends Index survey** respondents voted Far North Queensland as the favourite holiday destination in Australia, followed closely by Melbourne. When it came to favourite regional towns, Daylesford was voted as the **top town**, followed by Cairns.

*PS: **Check out** some of our stunning properties in Cairns.*

## Favourite **Holiday Destinations** within Australia



Aussie Travel Trends Index, brought to you by

**Today** :: Travel

### 💰 NSW tops the charts with highest tourism spend

According to the **Tourism Research Australia's National Visitor Survey** conducted for the year ending September 2024, New South Wales leads the nation in overnight trips with **36 million** visits, marking a **3%** year-on-year increase. Visitors to NSW also spent the most, contributing **\$30 billion** to the state's economy—a **5%** rise. Victoria and Queensland followed closely in trip numbers, each showing steady **3%** growth, while Tasmania and the Northern Territory led percentage increases in expenditure with **13%** and **16%** increases, respectively.

Holidays remained the primary reason to travel at **42%**, and intrastate travel dominated with **69%** of trips. The national average spend per trip hit **\$963**, with travellers spending **\$277** per night, underscoring the significant economic impact of domestic tourism on Australia's economy.

### ✈️ How are international arrivals looking?

The **latest ABS statistics** showed a **7.9%** increase in visitors in September compared to last year, with **630,700 arrivals**. The three leading countries where visitors came from were New Zealand (118,440), China (73,570), and the UK (41,980). Most visitors came to visit New South Wales (233,670) while the fewest visitors planned to visit Tasmania (4,230).

### 🌟 How the last few months performed

Several major events in October and November significantly boosted bookings, particularly in key markets like Sydney and Melbourne. International acts such as Coldplay and Olivia Rodrigo, alongside major sporting events like the Melbourne Cup, Gold Coast 500, Phillip Island Grand Prix, and the AFL Grand Final weekend, attracted visitors from both interstate and overseas. Sydney, Brisbane and Perth all finished **above 87%** in occupancy for the month of November.

The October long weekend in New South Wales and Queensland also drove bookings across our various vacation markets, and the average occupancy for our markets on the Labour Day weekend was **above 90%**. Certain markets like Mudgee, Gold Coast, and Central Coast reached highs of **97%** - being almost fully booked for that weekend.

### 🤔 How are the next few months shaping up?

December and January are filling up; we've seen bookings steady for the peak season period across the last couple of months. With our lead time averaging **45 days**, the bookings have stayed at the same volume over the last couple of months. The last week of December has been extremely popular in our vacation markets, and we are expecting a last-minute rush for our urban markets as we draw closer to Christmas/NYE. We are closely monitoring market pricing and adjusting our rates accordingly to stay competitive, the aim is to achieve high occupancy rates whilst balancing nightly rates.

Northern markets (Darwin, Far North Queensland) are deep into the wet season (off-peak) for the next few months, after achieving more substantial occupancy (**72%**) in the shoulder period (September and October). We have targeted promotions across Airbnb and booking.com to encourage occupancy across the next few months and maximise any demand available for the holiday season. Even though it isn't the peak season in these markets, there is



always demand at the right price and often comes last-minute as guests look for deals.

## Don't miss a Hometime update

### **Reminder: You're now receiving two monthly payouts**

Starting this month, we now process your payout twice a month, giving you faster access to the money your property is earning. You'll receive your first payment mid-month and the second payment at the end of the month.

We've worked hard to bring you this update and it's important we continually improve our processes using the tech we build and manage in-house. If you have any questions or feedback, don't hesitate to contact your local Hometime host or our Customer Experience team who are happy to help.

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### **We're here to help this holiday season**

The Christmas and New Year holiday period is the busiest time of the year for our business and local hosts. With this in mind, we're available to support you during the busy season. Our Customer Experience team is available 9am - 5pm (AEST) Monday to Saturday. You can get in touch with the team by emailing [support@hometime.io](mailto:support@hometime.io) or calling 1300 616 299.

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### **In case you missed it: Hometime explains**

This year, we released two videos offering a transparent look at two key aspects of short-term rental management: pricing and styling. Check them out below.

- [How pricing for your home works](#)
- [Property styling for short-term rental success](#)

Thanks for reading,

**The Hometime Team**



Explore Australia's largest collection of professionally managed holiday homes

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