



Welcome to the latest market updates

May 2024

Hi there,

I hope you're keeping well.

We received some great feedback after our first edition of Transit Trends and so we're back with a look at the latest updates on market conditions and tourism trends around Australia.

With tough economic conditions and airfares remaining costly, Australians are likely to pick local destinations in 2024, according to [YouGov](#). This is positive news for our popular holiday regions across Australia and I'd recommend having a read of the report.

International arrivals to Australia are still down compared to 2019 levels, but the numbers are steadily growing year on year. This suggests we're on the right track to an eventual full recovery.

We're featuring a great offer of support from our partners [Craggle](#), dedicated to getting you the best possible rates on your mortgage that lenders may not offer you directly - another worthwhile read.

Thanks for reading,



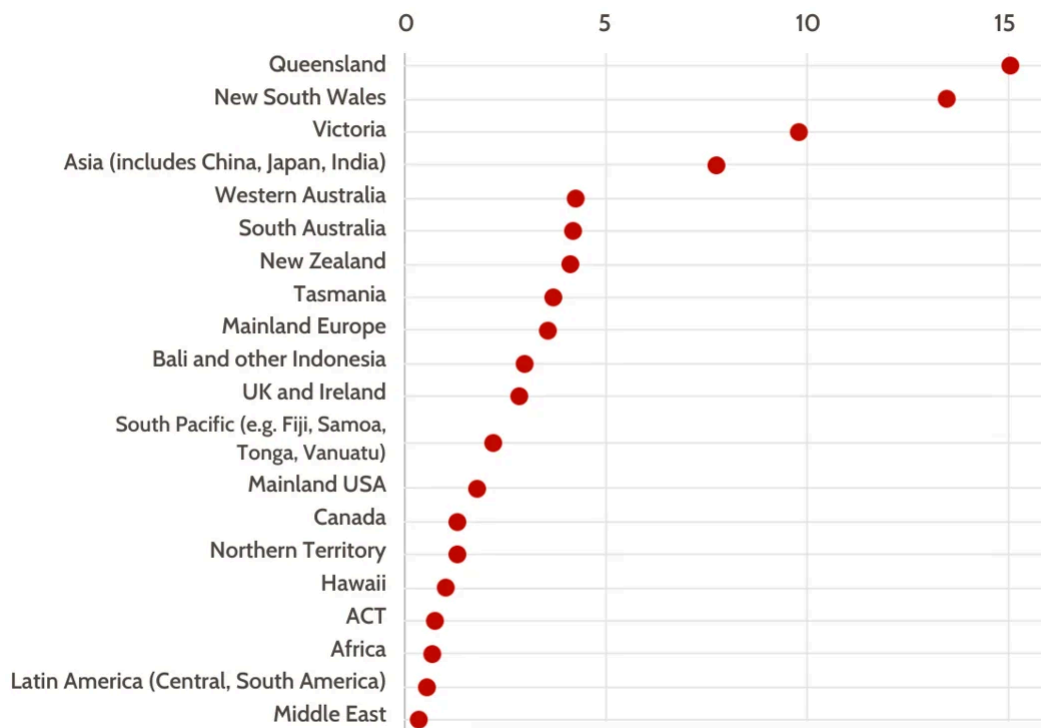
Billy Crock
CEO & Co-founder
hometime

The Market Outlook

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

Where are Australians looking to travel next?

Australians are likely to pick local destinations over international in 2024, according to [YouGov](#), which surveys the public and analyses consumer behaviour. When it comes to upcoming travel wishlists, domestic destinations have claimed the top three spots - **Queensland (15%), New South Wales (13%) and Victoria (10%).**



Despite rising living costs, Aussies are prioritising travel

[American Express's Global Travel Trends](#) report claims 76% of Australians are looking to go on three holidays this year, with an average spend of \$9,131 on leisure travel expected.

Bucket list **trips/dream vacations (31%)** and event-specific travel for **sporting events or concerts (19%)** are the most significant reasons to travel in 2024. This correlates with the higher occupancy levels we've seen across the Hometime portfolio including the Australian Formula 1 Grand Prix (**99% occupancy**) and upcoming local events such as the NRL Magic Round in Brisbane in mid-May (**94% occupancy**), and Ironman Cairns (**currently 80% occupancy**) in June.

When booking holidays, most Australian travellers like to be prepared. Almost **six in 10 (59%)** prefer booking their holidays well in advance.

Comparatively, nearly **three in 10 (28%)** like to do the opposite, and wait for last-minute deals. We've seen this trend across public holidays like Anzac Day, which saw good last-minute traction and other future holidays (July school holidays) getting bookings from now in northern Queensland.

International arrivals on the right track

Australia is still 17% down on international arrivals compared to 2019 levels. A recent [ABC article](#) suggests airfares and overall costs when visiting Australia contributed to this slower growth rate. The monthly arrivals for February 2024 (the latest data available) were up **43% year on year (YoY)**. Still, the year ending February 2024 was up **68% YoY**, suggesting we are trending in the right direction, with estimates that 2025 will see numbers return to pre-pandemic levels for international tourists.

How the last few months performed

We saw great results in various markets across February and March. Key events and public holidays such as Taylor Swift's concerts, the Easter break, and the Australian Formula 1 Grand Prix contributed to high occupancy for several weekends.

Overall, we had **YoY growth in nightly rates** for **Sydney (+15%)**, **Melbourne (+15%)**, **Newcastle (+6%)** and **Cairns (+10%)**.

We also had good **YoY occupancy growth** in a few of our vacation markets: **Newcastle (+19%)**, **Mudgee (+19%)**, **Sunshine Coast (+15%)**, and **Mornington Peninsula (+15%)**.

Although April is historically a peak month for some markets, performance was varied with Easter starting early in March. The first half of April was strong with school holidays in QLD, VIC, and SA securing **70% occupancy**. Booking pace slowed down as the off-peak season started in the second half of April.

We still saw good last-minute traction for the Anzac Day weekend, achieving over 80% occupancy across **Mudgee (98%)**, **Adelaide (97%)**, **Central Coast (91%)**, **Newcastle (92%)** and **Wollongong (91%)**.

How are the next few months looking?

May tends to be an overall low season month in vacation and urban markets due to the end of school holidays. To address this, we add seasonally

appropriate promotions on Airbnb and Booking.com. However, the long weekend in June stands out as the next peak weekend for all markets, and we're seeing a good pick-up in bookings for this period. We're closely monitoring market pricing and adjusting our rates to stay competitive.

We're in the shoulder season in our most northern markets while gearing up for peak season. Sold bookings in **Far North Queensland** and **Darwin** are **up 40%** compared to last month's average, showing peak season bookings are ramping up. The shoulder season in Darwin (May/June) is still trending behind last year, but in positive news, the peak months of July/August are seeing some good pick-up.

💡 **Tip: What is shoulder season?**

Learn more about it in our [revenue management video](#)!



Special offer: A fairer home loan rate

Craggle is on a mission to revolutionise the home loan market - a bold statement and one that we probably all agree is needed now more than ever. Many homeowners don't enquire about better rates with their existing lenders or shop around with new lenders because they feel the chances of success are low.

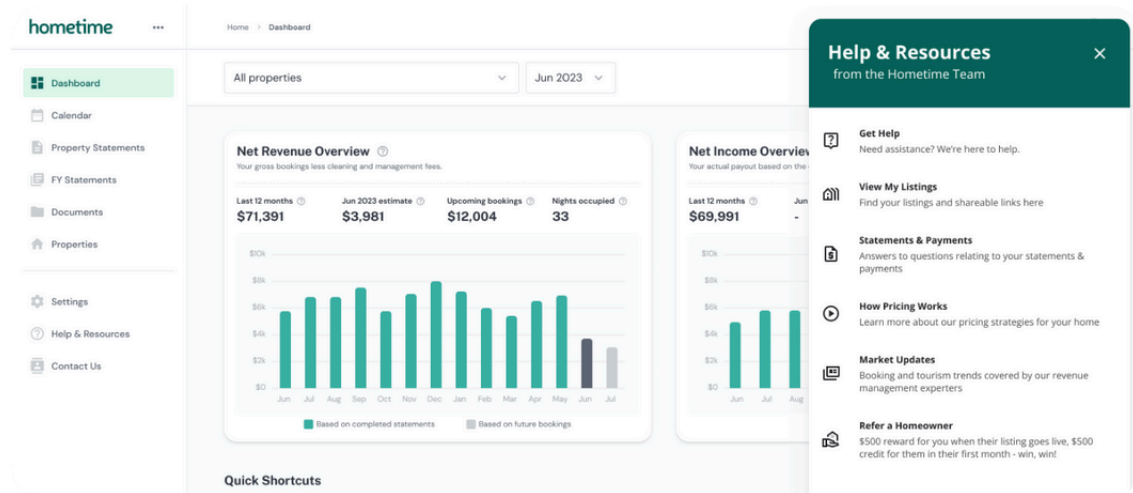
The team at Craggle leverage the collective power of home loan holders and negotiate better interest rates directly with the banks on your behalf. It's a three-minute signup that can put you one step closer to a fairer rate on your home loan. Craggle gives your existing lender the chance to retain you at a better rate while sourcing offers from other banks. The final decision is completely up to you.

Refer homeowners and be rewarded

And what's even better is once you've signed up, you can let other homeowners know and be rewarded. So if you know someone interested in a better home loan rate, we've created an offer with Craggle where you and your referral can get \$100 when a loan is successfully refinanced through the platform.

Get a fairer home loan rate

Don't forget to check out...



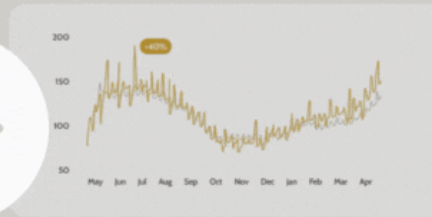
New resources available in your portal

A brand new **Help & Resources** section is now available in your [Homeowner Portal](#). This is your gateway to valuable resources including previous Transit Trends newsletters, and the newly-refreshed Help Centre full of useful answers to your frequently asked questions.

Check it out

Holiday & Event Pricing

- Our algorithm adjusts pricing during peak demand periods. This can typically include holidays and events.
- The revenue management team may manually increase prices and minimum stays to maximize revenue.
- Ongoing reviews are conducted for peak periods, making further adjustments as needed.
- Internal and external data help determine if more aggressive pricing is suitable for a specific date, considering event type, popularity, and competitor pricing.



*Graphs are indicative only and not representative of a particular property or market



Dale
Revenue Manager

Billy
CEO & Co-founder



Want to know how we set prices for holidays and events?

We're frequently asked, '**How do you set prices and nightly rates for my property during events?**'. If you're also curious, check out our explainer video below featuring one of our revenue management experts, Dale.

[Watch the explainer](#)

💡 **Tip:** Check out the [entire video session here](#), which covers everything that goes into setting prices for your home.

Help your Hosting Partner prepare for your stays

You can now add extra information when you block out your calendar for yourself, or someone you know. This additional information includes guest names, contact details, and helpful notes like the number of guests and special considerations. Remember, when blocking dates, the **last date blocked** should be the **last night** you're staying. This makes your property available to be booked by guests the same day you check out.

Thanks for reading,

The Hometime Team

You are receiving this update because you are a Hometime homeowner.



Explore Australia's largest collection of professionally managed holiday homes

Email support@hometime.io

Hometime, Level 1, 1 Sussex St, Barangaroo, NSW 2000, Australia

[Unsubscribe](#) [Manage preferences](#)