

A person is walking from left to right, carrying a black rolling suitcase in their right hand and a black bag over their shoulder. They are wearing yellow trousers and dark blue sneakers. A blue and white checkered hat is visible near the suitcase. The background is a plain, light-colored wall and floor.

Expectations when visiting Canberra

Tourism projections for 2025



Shift in Expectations



FLEXIBILITY WHEN
BOOKING



VALUE FOR
MONEY



RECOGNITION



LOYALTY

Sustainability Expectations



83% travelers confirmed that travelling sustainably was important to them



43% believe that service providers “**hold the key to addressing environmental factors**”.

As an industry, we need to prioritise innovation, sustainability and environmental practices as a key element of our business.

Technology Expectations... It's not rocket science



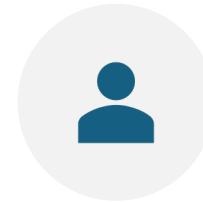
MAKE IT EASY



WHEN I WANT



FROM WHERE I
WANT



ABILITY TO
MANAGE MY OWN
BOOKING



WITH OR WITHOUT
INTERACTION

Performance at a Glance

ACT & Canberra Area Luxury

Jan-25	
Occupancy	74.5%
ADR	\$ 242.54
RevPAR	\$ 180.66
Jan 2025 v 2024 % change	
Occupancy	2.7%
ADR	-4.6%
RevPAR	-2.1%

Canberra . Sydney . Newcastle Adelaide (2026)



Changes in spending habits - F&B



AVERAGE SPEND



MENU PRICE



VALUE

Changes in spending habits (locals)

- ✓ Spending less
- ✓ Eating less
- ✓ Dining less frequently
- ✓ Sharing meals



2025 Predictions - F&B scene



TIGHTENING UP IN
FIRST HALF – ELECTION



CONFIDENCE RETURN



SELECTIVE WITH
SPEND

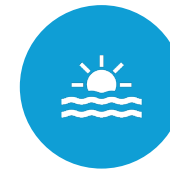
2025 Predictions - Accommodation



2025 indicating recovery
vs 2024



4% gain in occupancy
across the 12-month
average however ADR
has declined



Business patterns
returning to Canberra
"normal" with Tues/Wed
peaks



A recovery of Saturday
nights.



Events driving demand.
Eg. March



Long stay apartment
style accommodation



Shaw Estate

Marina Resort, Port Stephens (May)

