



Canberra Region Tourism Leaders' Forum

James Goodwin

CEO

Accommodation Australia

Today's Itinerary

Check-in

- Top Priorities for Accommodation

Enjoy your stay

- Hotel Occupancy Outlook
- Economic and Consumer Outlook

Check-out

- Opportunities for collaboration





STRATEGIC PLAN 2025-28

Vision

To lead sustainable enduring growth for our members.

Purpose

Influential advocate for a better future. AA's contribution, and the impact of that contribution.

Mission

We will be at the forefront to advocate, unite and influence for our accommodation members. We support them to make informed decisions and proactively capture opportunities that address industry challenges, delivering growth for all.



STRATEGIC
PILLARS

POLICY & ADVOCACY

ENGAGED MEMBERS

FINANCE & GOVERNANCE

OBJECTIVES

- Tourism demand
 - Destination marketing
 - Aviation capacity and competitiveness
- Workforce
 - Sensible IR settings
- Training & skills
 - Incentivise formal and workplace training
- Migration
 - Right settings - temporary and permanent visas
- Short term rental
 - Regulation and cap
- Energy and emissions
 - Incentives and support
- Business support
 - Tax and red-tape relief

- Membership retention and attraction through shared value proposition
 - Support and encourage state Accommodation Managers
 - Support member events and networking opportunities
 - Project "Hot Data" to understand sector and potential members
 - Attract national corporate partners
- 
- Launch and continued development of eeger platform
 - Help attract and retain accommodation staff
 - Extension of Cth funding
 - Transition to sustainable business model
 - Raise profile through marketing and industry engagement

- Governance
 - Embed new state-based Director model
 - Maintain compliance and reporting with Fair Work and AEC
- Finance
 - Review operations to maintain best practice
 - Build capability and capability
 - Sound investment and financial strategy
- Professional Development
 - High performing team
- Diversity, Equity and Inclusion
 - Management
 - Board
 - "Panel Pledge"

ENABLING
VALUES

WISDOM

AUTHENTICITY

MATTER

INCLUSIVE

GROWTH

AHA ACT

- Representing Canberra's accommodation and licensed hospitality industry – accommodation hotels, pubs, bars, restaurants, nightclubs and licensed cafes.
- Legal and IR advice included in membership including templates for contracts, staff handbooks, and internal controls
- Policy and Advocacy
 - Night Time Economy reform
 - Crime and antisocial behaviour
 - Light Rail Construction support
- Member-only events and deals on energy and travel
- Hospitality & Accommodation Awards



General Manager
Chris Gatfield

**2025 AHA ACT
AWARDS FOR
EXCELLENCE**

Hotel Occupancy 2025 Report Card



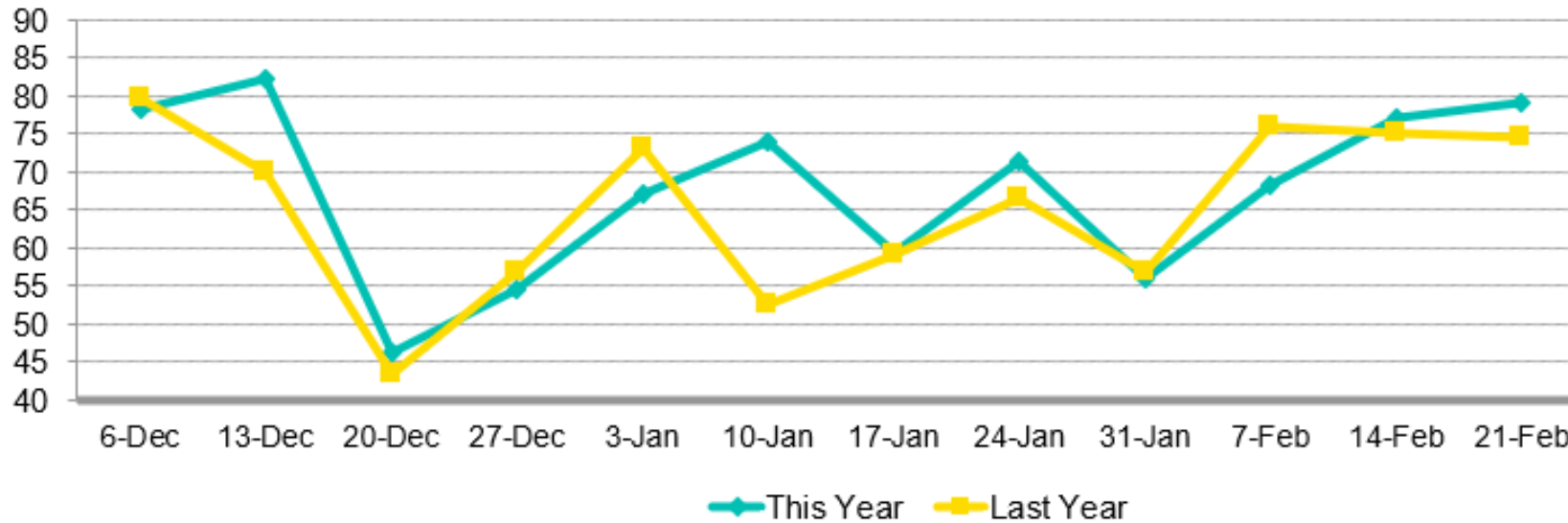
- 2025 occupancy was a good result with strong results across most capitals.
- Particularly good results in the second half of the year
- Occupancy was 74.3% across capital cities and Gold Coast compared with 72.3 in 2024 - overall increase of 2.8% or 2 points
- All capitals increased except Gold Coast (due to Cyclone Alfred) and Brisbane steady – down 0.5 points.
- Perth leads with highest occupancy followed by Sydney, Hobart and Adelaide.
- The average cost of a room increased to \$231.50 – up 3.4%

	2025	2024
All Capitals	74.3	72.3
Sydney	81.3	77.8
(Sydney CBD)	83.6	79.5
Melbourne	74.6	71.1
Brisbane	75.5	76.0
Adelaide	76.3	72.7
Perth	81.6	79.4
Hobart	78.1	74.4
Darwin	60.1	57.5
Canberra	72.9	71.1
Gold Coast	68.5	70.4

ACT Outlook 2026



Weekly Occ (%) - Dec 06, 2025 to Feb 21, 2026



- Stable occupancy but positive signals for 2026
- YTD 70.2% compared to 70.7% this time last year
- Nightly rate down 5% - challenge to keep pace with costs

Tourism Demand and Trends



- International visitor recovery is good – about 95% recovery
- The remaining 5% is proving harder to achieve – but predictions of record 10 million tourists in 2026
- Leading source countries where visitors came from were:
 - New Zealand, China, USA, United Kingdom, India
- Short term trips by Australians overseas were the highest on record in 2025
- The public is prioritising travel despite cost-of-living pressures
- Consumers want “value” and want “experiences”
- People don’t just want to feel good but to do good

Opportunities for Canberra Region

1. Creating tourism demand
 - Calendar of major events
 - Business
 - Festivals and concerts
 - Sporting events
2. Improving air connectivity and competition
3. New and emerging markets
4. Encourage industry cooperation and investment
 - Light Rail Corridor
 - Convention Centre Precinct
5. Leverage the growth in social and eco-tourism



Image Credit: Tourism Australia

eeger.

Tourism

Hospitality

Travel



eeger.com.au

The Visitor Economy Career Ecosystem

- Launched 25 July 2025
- The platform has demonstrated strong adoption across Australia's visitor economy.
- 15,000 job seekers have registered
- 250 employers have registered as user and are direct uploading job advertisements.
- 6,000+ average jobs per week on the platform

