

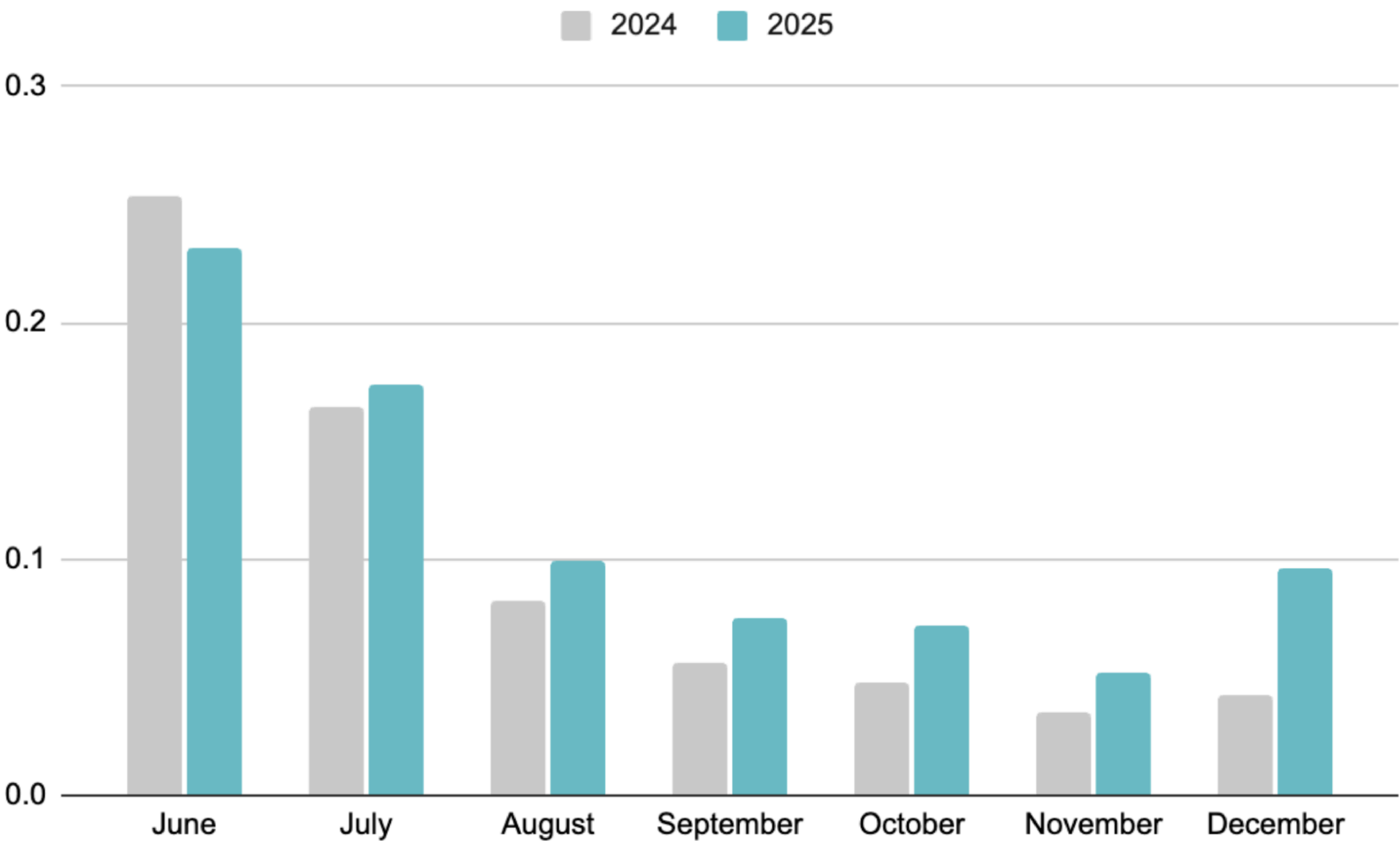
# Trends Shaping the Second Half of 2025 in Australia





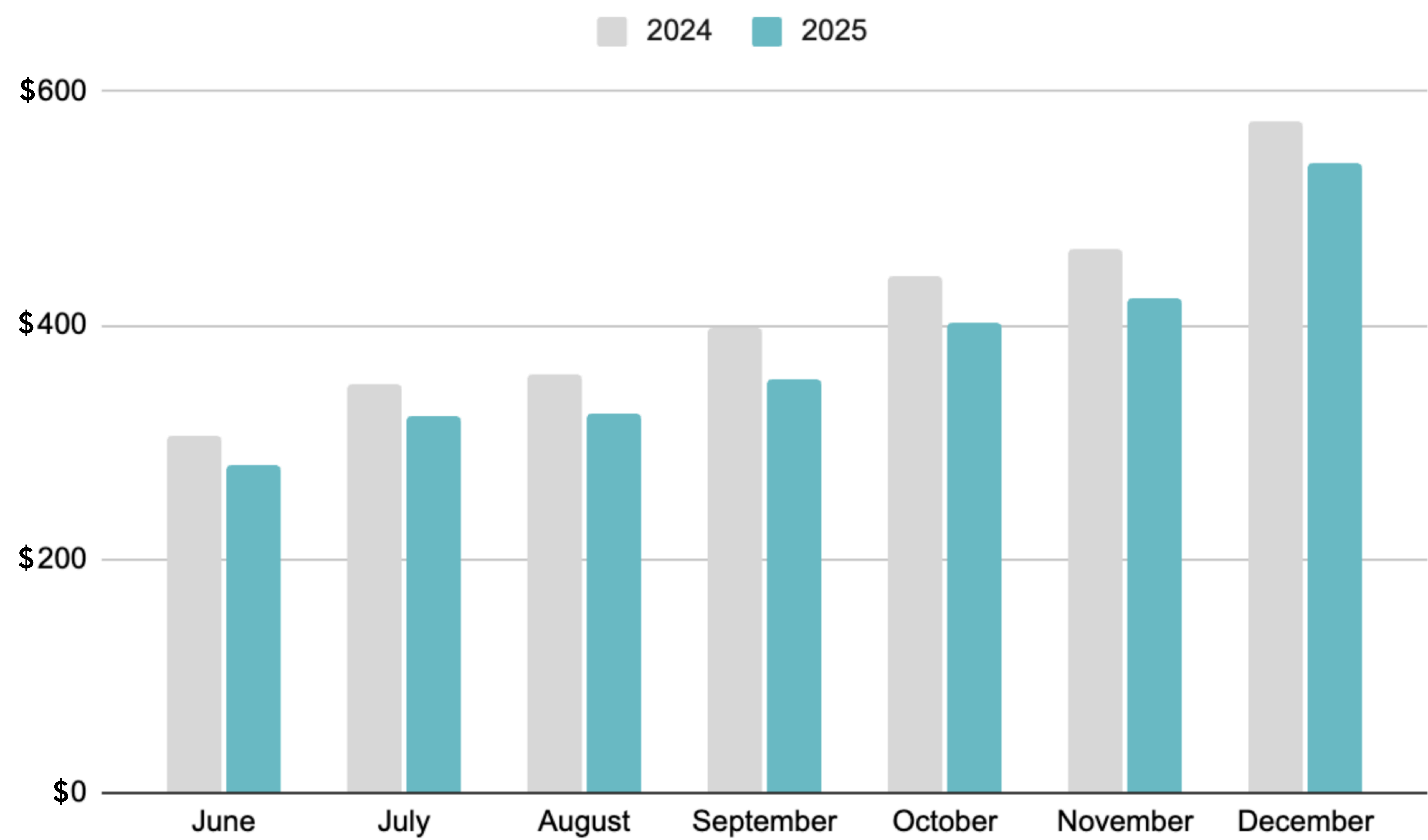
Even though Australia's busy summer travel season is still a ways off, travellers aren't wasting any time locking in their next holiday. Forward-looking data shows demand is already building for the end-of-year travel season—here's what's standing out.

## 1. Occupancy Rates are Pacing 16% Ahead for the Rest of the Year





## 2. Average Daily Rates are Pacing 8% Behind





# Guest Booking Behavior

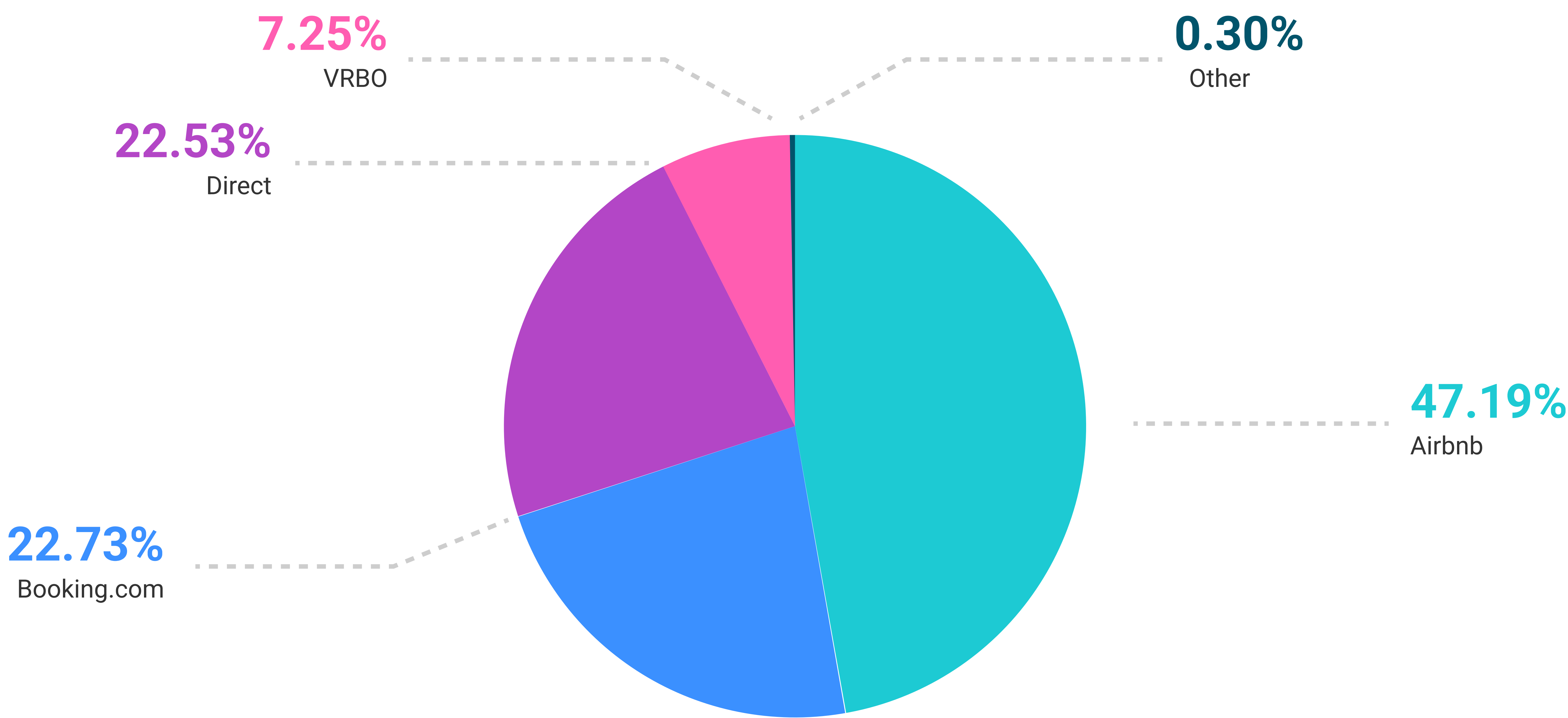
## Length of Stay

4.2 days, -4.5% YoY

## Booking Windows

23 days, -12% YoY

## Channel Distribution





# Key Takeaways

## Occupancy is up, but guests are price-sensitive

Bookings are pacing 16% higher than this time last year, but rates are 8% lower, signalling travellers are planning ahead but shopping smart.

## Shorter stays, shorter lead times

The average trip length is down to 4.2 days (−4.5% YoY), and guests are booking just 23 days out on average (−12% YoY), highlighting a trend toward more spontaneous, quick getaways.

## Hosting Tips

- **Price for Demand, Not Just Seasonality:** Use dynamic pricing to adjust rates based on booking pace and market demand. Don't hesitate to lower prices closer to stay dates if demand softens—filling nights is better than leaving them empty.
- **Appeal to Last-Minute Travellers:** With booking windows shrinking, optimise for spontaneity. Set flexible minimum stays and highlight lenient cancellation policies to attract last-minute guests.
- **Think Ahead—Your Guests Are:** Even though summer is a couple months away, travellers are already locking in their next holidays. Make sure your future calendar is open and optimized to capture that early demand.

