

Benchmark

Far North QLD

May 2025

The intel you need to make your
holiday-letting business
more profitable

resly **caatz**
Management Rights Accountants





Introduction



Welcome to the May 2025 Benchmark report, made possible with the support of [Resly](#).

Benchmark automates the collection and analysis of data. This facilitates timely insights into [holiday letting fees and charges](#).



This report puts a spotlight on Far North Queensland. It analyses the [data from 38 holiday-letting businesses across FNQ](#).

Benchmark's data and insights will grow and become more meaningful for everyone as more businesses come on board.



We aim for Benchmark to develop into an [industry-wide tool](#) that can [benefit all holiday-letting businesses](#).

Say Hello



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Management Rights Accountants

We use technology to make life easy

Far North

Queensland

Sample Size: **38**

Data relevant as at: **30 April 2025**

Location: **Cairns, Northern Beaches &
Port Douglas**



Cleaning, Linen & Amenities - Exit

All fees & charges are GST inclusive

Exit – Cleaning

Room Type	2024 Av	2025 Av	Min	Max
Studio	\$88	\$94	\$68	\$157
1 Bedroom	\$109	\$119	\$66	\$180
2 Bedroom	\$159	\$171	\$90	\$265
3 Bedroom	\$222	\$231	\$138	\$450

Exit – Linen

Room Type	2024 Av	2025 Av	Min	Max
Studio	\$34	\$39	\$28	\$72
1 Bedroom	\$35	\$38	\$26	\$72
2 Bedroom	\$62	\$65	\$32	\$99
3 Bedroom	\$85	\$98	\$42	\$135

Exit - Amenities

Room Type	2024 Av	2025 Av	Min	Max
Studio	\$19	\$21	\$14	\$29
1 Bedroom	\$16	\$17	\$11	\$29
2 Bedroom	\$27	\$31	\$15	\$39
3 Bedroom	N/a	N/a	N/a	N/a

- Average Cleaning, Linen, and Amenities charges have significantly increased in every category. This reflects the cost pressures faced by Managers associated with increases in cleaning wages, linen supply agreements and costs of doing business generally. Overall, we find that the charges in FNQ are higher than SEQ.
- The quantum of the charge increases reflects the historical reluctance of Managers in FNQ to increase fees and charges regularly by CPI. We recommend that Managers increase charges annually in line with their Form 6 terms and conditions.
- Linen charges for studio and 1 bedroom apartments are very similar. This is expected, given that they have similar bedding configurations.
- The average exit amenities charges for 3 bedroom apartments cannot be calculated because the sample size is too small.

Cleaning, Linen & Amenities – Mid-stay

All fees & charges are GST inclusive

Mid-stay - Cleaning

Room Type	2024 Av	2025 Av	Min	Max
Studio	N/a	\$57	45	80
1 Bedroom	\$62	\$69	\$35	\$104
2 Bedroom	\$99	\$107	\$49	\$261
3 Bedroom	\$126	\$125	\$49	\$321

Mid-stay - Linen

Room Type	2024 Av	2025 Av	Min	Max
Studio	N/a	\$34	\$22	\$61
1 Bedroom	\$39	\$38	\$28	\$61
2 Bedroom	\$63	\$65	\$32	\$76
3 Bedroom	\$81	\$94	\$72	\$108

Mid-stay - Bundled Cleaning & Linen

Room Type	2024 Av	2025 Av	Min	Max
Studio	\$55	\$62	\$31	\$118
1 Bedroom	\$86	\$95	\$40	\$142
2 Bedroom	\$137	\$137	\$60	\$241
3 Bedroom	\$206	\$210	\$93	\$330

- Similar to Exit Cleaning, Linen, and Amenities charges Mid-stay charges have generally increased.
- Mid-stay amenities are only charged separately by a small number of Managers. It can be assumed that those not charging for mid-stay amenities include the cost in their other charges.

Commission, Management Fees & Marketing

All fees & charges are GST inclusive

Unbundled

Charge Type	2024 Av	2025 Av	Min	Max
Commission	13.3%	13.4%	5.0%	16.5%
Management Fee	4.5%	4.2%	3.0%	6.6%
Marketing %	4.1%	4.3%	2.2%	6.0%

**The above results excludes holiday letting businesses that let properties in multiple locations*

- The majority of Managers in Far North Queensland do not bundle commission with other charges. However, it is an increasing trend.
- Managers that bundle generally charge between 20% to 25%, including GST. They charge for cleaning and linen separately.

Other Fees & Charges

All fees & charges are GST inclusive

Other Monthly Charges

Charge Type	2024 Av	2025 Av	Min	Max
Administration Fees (Postage & Petties)	\$8	\$9	\$6	\$14
PABX	\$34	\$39	\$11	\$69
Pay TV	\$61	\$55	\$39	\$80

Internet

Charge Type	2024 Av	2025 Av	Min	Max
Internet (monthly)	\$35	\$61	\$18	\$105

Other Charges

Charge Type	2024 Av	2025 Av	Min	Max
Credit Card/EFTPOS	1.99%	2.15%	0.30%	4.40%

- Internet charges have increased significantly. This is due to managers combining their PABX or Pay TV charges with the internet charges. In many cases, owners are perceiving an internet/technology charge as more palatable than the traditional charges. To support this change, many complexes have upgraded their internet systems.
- Average credit card charges have increased. This is likely due to the widespread use of virtual credit cards and the costs associated with processing these cards.



Our Approach

We love automation:)

When a Resly user authorises to share data with Benchmark, data is extracted automatically monthly. The data includes only the property postcode, the fees and charges for each property, historical and future daily room revenue, occupied rooms and total available rooms.

Once a property is onboarded, Benchmark reviews each property's data and maps fees and charges to a category and room type. All charges are GST inclusive.

The system identifies and remaps any changes from month to month.

It then calculates the metrics which we have used in this report.

The significant benefit is that we can regularly provide this information to the industry.

The more properties signed up, the more accurate the report will get.

Privacy protected

uniqueId	postCode	country	roomId	roomType	charge	chargeType	chargeAmount
ffd946c27f31f8a7d84fe	4215	australia	688c8f3984ef22a8b4906de8	Studio	Pay TV	fixed	60
ffd946c27f31f8a7d84fe	4215	australia	688c8f3984ef22a8b4906de8	Studio	Clean - Exit (Holiday)	fixed	200
ffd946c27f31f8a7d84fe	4215	australia	751ecda0a5535c273106c08	2 Bedrooms	Commission (Holiday)	percent	12.5
ffd946c27f31f8a7d84fe	4215	australia	751ecda0a5535c273106c08	2 Bedrooms	Marketing	fixed	97
ffd946c27f31f8a7d84fe	4215	australia	751ecda0a5535c273106c08	2 Bedrooms	Clean - Mid Stay (Holiday)	fixed	50
ffd946c27f31f8a7d84fe	4215	australia	751ecda0a5535c273106c08	2 Bedrooms	Unknown	fixed	0
ffd946c27f31f8a7d84fe	4215	australia	751ecda0a5535c273106c08	2 Bedrooms	Linen Exit (Holiday)	fixed	36
ffd946c27f31f8a7d84fe	4215	australia	751ecda0a5535c273106c08	2 Bedrooms	WIFI Internet	fixed	1.1
ffd946c27f31f8a7d84fe	4215	australia	751ecda0a5535c273106c08	2 Bedrooms	Commission (Permanent)	percent	9.9
ffd946c27f31f8a7d84fe	4215	australia	751ecda0a5535c273106c08	2 Bedrooms	Administration Fee	fixed	55




This is what the data looks like
from Resly

How to Sign up

Click on the integrations tab
in **Resly** and select the **Caatz
Benchmark** app & follow the
prompts

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Unleash the power of data.

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