



Image: Mantra on Salt Beach

Source: Survey of Tourist Accommodation conducted by the Australian Bureau of Statistics

Tourist Accommodation Snapshot

DECEMBER QUARTER 2010

All Establishments (Hotels, motels, and serviced apartments with at least 15 rooms)

steady	increase	decrease
-0.5 to 0.5%	> 0.5%	< 0.5%

	Supply				Demand		Revenue					
	Establishments	% Change ¹	Room Nights Available ('000)	% Change ¹	Room Occupancy %	Change (% point)	Takings (\$ millions)	% Change ¹	Average Room Rate \$	% Change ¹	Yield ² \$	% Change ¹
Australia	4,279	-0.7%	20,725	0.5%	66.3	1.6	2182.3	7.5%	158.82	4.4%	105.30	6.9%
NSW	1,411	-1.0%	6,427	-0.2%	67.6	1.1	713.6	6.9%	164.25	5.4%	111.04	7.1%
QLD	1,141	-0.1%	5,678	0.2%	64.8	0.9	562.1	4.4%	152.77	2.8%	98.99	4.3%
VIC	810	-1.1%	3,721	2.6%	67.6	2.8	411.3	12.5%	163.50	5.1%	110.53	9.7%

Across the board, Dec qtr 2010 results are showing healthy growth in takings from accommodation and average room rates which reflects the growth in demand for accommodation. NSW recorded a solid growth in takings, up by 6.9% on last Dec qtr, slightly below the national average, while VIC outperformed the national average growth (+12.5%). This is consistent with Victoria's solid growth in international visitors in 2010. Yield per room available in NSW went up by 7.1% and in VIC +9.7%, both above the national average. Room occupancy rates grew across the nation with VIC recording an increase of 2.8ppts this qtr to reach 67.6% occupancy rate, on par with NSW. This was highest occupancy rate on record for NSW since the start of the series in 1998. Looking at the supply side, room stock has increased across all states except for NSW. The supply in room stock in VIC has been outpaced by the demand.

New South Wales by type of establishment (establishments with at least 15 rooms)

	Supply				Demand		Revenue					
	Establishments	% Change ¹	Room Nights Available ('000)	% Change ¹	Room Occupancy %	Change (% point)	Takings (\$ millions)	% Change ¹	Average Room Rate \$	% Change ¹	Yield ² \$	% Change ¹
Hotels	206	-1.9%	2,226	-0.4%	77.9	1.3	351.0	7.9%	202.41	6.6%	157.7	8.4%
Motels	1,007	-0.6%	3,081	0.5%	58.8	1.2	219.6	7.3%	121.21	4.6%	71.3	6.8%
Serviced Apartments	198	-2.0%	1,119	-2.1%	71.4	0.8	143.1	3.6%	179.03	4.6%	127.8	5.8%
Total	1,411	-1.0%	6,427	-0.2%	67.6	1.1	713.6	6.9%	164.25	5.4%	111.0	7.1%

All establishments in NSW recorded growth in demand for accommodation. Takings from accommodation were up by 6.9% and this increase was largely driven by Hotels whose Takings went up by +7.9%; hotels also had the highest increase in Yield per room available (+8.1%) which indicates greater demand for this type of accommodation; hotel occupancy rate reached 77.9%, up 1.3 ppts on last Dec qtr - the 2nd highest rate since the start of the series in 1998. On the supply side, the number of establishments declined by 14 which contributed to the decrease in the number of rooms across all type of establishments except for Motels (an extra 160 rooms). Serviced apartments recorded a decrease in stock and increase in demand as evident in the takings ; however this growth was not as pronounced as with the hotel establishments.

Victoria by type of establishment (establishments with at least 15 rooms)

	Supply				Demand		Revenue					
	Establishments	% Change ¹	Room Nights Available ('000)	% Change ¹	Room Occupancy %	Change (% point)	Takings (\$ millions)	% Change ¹	Average Room Rate \$	% Change ¹	Yield ² \$	% Change ¹
Hotels	155	2.0%	1,451	5.3%	73.4	2.9	203.5	15.4%	191.04	5.3%	140.2	9.6%
Motels	503	-2.9%	1,428	-2.1%	57.8	1.8	97.9	4.3%	118.53	3.2%	68.5	6.5%
Serviced Apartments	152	2.0%	841	6.5%	74.3	3.1	110.0	15.2%	175.98	3.6%	130.8	8.2%
Total	810	-1.1%	3,721	2.6%	67.6	2.8	411.3	12.5%	163.50	5.1%	110.5	9.7%

Vic has recorded particularly strong results this quarter. This strength in growth was largely driven by Hotels then followed by Serviced Apartments. Amongst the establishments, hotels had the highest increase in Yield per room available (+9.6%) which was driven by 10% increase in room nights occupied this qtr. Room occupancy rates were up for all establishments with Serviced Apartment recording 3.1 ppt increase to reach 74.3% occupancy, slightly ahead of Hotels. VIC was the only state where Serviced apartments had higher occupancy than Hotels. Overall the demand outpaced supply in stock except for the Hotels and Serviced apartments. Motels were the only type of establishment to record decrease in stock but performed positively in terms of demand and takings.

Queensland by type of establishment (establishments with at least 15 rooms)

	Supply				Demand		Revenue					
	Establishments	% Change ¹	Room Nights Available ('000)	% Change ¹	Room Occupancy %	Change (% point)	Takings (\$ millions)	% Change ¹	Average Room Rate \$	% Change ¹	Yield ² \$	% Change ¹
Hotels	184	0.0%	1,950	0.7%	68.1	0.8	235.2	4.1%	177.15	2.2%	120.6	3.4%
Motels	534	-0.2%	1,743	-1.4%	61.0	1.3	126.5	5.0%	118.99	4.2%	72.6	6.5%
Serviced Apartments	423	0.0%	1,987	1.2%	64.8	0.5	200.3	4.5%	155.53	2.5%	100.8	3.3%
Total	1,141	-0.1%	5,678	0.2%	64.8	0.9	562.1	4.4%	152.77	2.8%	99.0	4.3%

Similar to previous qtr, QLD recorded increase in demand for accommodation but not as strong as in NSW and VIC. Growth in takings from accommodation was 4.4% , which was below the national average. Room occupancy rates increased modestly 0.9% which was a result of the increased room supply. Compared to NSW and VIC, QLD had the lowest room occupancy rates across all types of establishments. Motels were the only type of establishment that recorded highest occupancy when compared to Motel establishments in NSW and VIC.

Notes:

1. Percentage change between the reported quarter and the corresponding quarter in the previous year
2. Average takings per room per night for all rooms whether they are occupied or not