

Tourist Accommodation Report

June Quarter 2008

Background

The Australian Bureau of Statistics (ABS) has released the June quarter 2008 results from the Survey of Tourist Accommodation, Australia.

Key Messages

Nationwide accommodation takings for hotels, motels and serviced apartments with 15 or more rooms have experienced steady growth, up 2.3% (trend¹) and 2.9% (seasonally adjusted²) in the June quarter 2008 compared to the March quarter 2008.

The room occupancy trend rate for hotels, motels and serviced apartments with 15 or more rooms had decreased for three consecutive quarters but has remained stable in the recent June quarter.

National Accommodation Results

Australian Hotels, Motels and Serviced Apartments with 15 or more rooms, June quarter 2008

- The trend estimate of total takings from accommodation across Australia increased by 9.3% to \$2.01 billion (\$2,014,200,000) compared with the June quarter 2007. The trend estimate for room occupancy rates decreased to 65.1% (down from 65.9%) when compared to June quarter 2007.
- Average length of stay in Australian accommodation was 2.2 nights during the year ending June 2008, same as the year ending June 2007. Queensland reported the longest average length of stay (2.6 days) followed by Western Australia (2.4 days). The shortest average length of stay was in Tasmania (1.9 days).
- There were 12.5 million room nights occupied in June quarter 2008. New South Wales contributed the highest proportion (30.9%), followed by Queensland (27.1%).

Tasmanian Accommodation Results

Tasmanian Hotels, Motels and Serviced Apartments with 15 or more rooms, June quarter 2008

In the June quarter 2008 (compared to June quarter 2007):

- Takings from accommodation increased 6.3% to \$39.9 million (up from \$37.6 million).
- Room occupancy rates reached 53.7% up from 52.4% during the previous June quarter. The June 2008 average length of stay in Tasmanian accommodation with 15+ rooms was 1.9 days the shortest stay of any State or Territory (the National average was 2.2 nights).
- The average taking per room night occupied was \$124, the lowest of all the states and territories (the National average was \$147).
- There were 157 accommodation establishments with 15+ rooms, two more than the previous corresponding quarter. These constitute approximately 3.7% of all establishments with 15 or more rooms in Australia.
- There were 4,509 persons employed in Tasmanian accommodation with 15+ rooms which represents approximately 4% of all accommodation employment in Australia.

¹The trend estimates are derived by applying a 7-term Henderson moving average to the quarterly seasonally adjusted series.

²Seasonal adjustment is a means of removing the estimated effects of normal seasonal variation from the original time series so that the effect of other influences on the series may be more clearly recognised. Seasonal adjustment procedures do not aim to remove the irregular or non-seasonal influences which may be present in any particular quarter.

Tasmanian Hotels, Motels and Serviced Apartments with 15 or more rooms, year ending June 2008

In the June quarter 2008 (compared to June quarter 2007):

- Room occupancy rates increased by 2.9% to 60.3%.
- Average length of stay in Tasmanian accommodation with 15+ rooms was 1.9 days the same as year ending June 2007, the national average decreased to 2.2 nights compared to 2.3 nights year ending June 2007.
- The average Tasmanian takings per room night occupied of \$128 represents a \$3 increase compared to year ending June 2007 (June 2008 National year ending average was \$149).

Regional Accommodation Results

In the June quarter 2008 (compared to June quarter 2007):

- When looking at room occupancy rates in smaller hotels, motels and serviced apartments (5-14 rooms), the North West tourism region showed a 6.0 percentage point increase from June quarter 2007. All other Tasmanian tourism regions were within a 3.0 percentage point change.
- Published Takings for smaller accommodation (5-14 rooms) in regional Tasmania increased for most tourist regions with the exception of the East Coast.
- All published results for establishments with 15+ rooms and 5+ rooms have shown increases in all Tasmanian tourist regions with the exception of the East Coast. The West Coast experienced the largest growth in takings in smaller establishments, up 18% to \$0.37 million. The West Coast also experienced the largest increase in takings in larger establishments, up 15% to 1.91 million.

Room Occupancy Rates for Hotels, Motels and Serviced Apartments, Tasmania by Tourist Region³

Hotels, motels and serviced apartments with:	June Qtr 07 (%)	June Qtr 08 (%)	% Point Change: June Qtr 07 to June Qtr 08
Hobart and Surrounds			
5 to 14 rooms	41.6	41.7	0.1
15 or more rooms	64.3	66.3	2.0
5 or more rooms	62.1	63.7	1.6
Southern			
5 to 14 rooms	np	24.8	np
15 or more rooms	np	31.0	np
5 or more rooms	35.9	29.7	-6.2
East Coast			
5 to 14 rooms	36.2	33.5	-2.7
15 or more rooms	35.0	32.7	-2.3
5 or more rooms	35.2	32.8	-2.4
Northern			
5 to 14 rooms	np	np	np
15 or more rooms	np	44.1	np
5 or more rooms	np	np	np
Launceston and Tamar Valley			
5 to 14 rooms	42.9	45.3	2.4
15 or more rooms	56.0	57.2	1.2
5 or more rooms	54.7	56.0	1.3
North West			
5 to 14 rooms	36.9	42.9	6.0
15 or more rooms	44.7	47.3	2.6
5 or more rooms	43.3	46.6	3.3
West Coast			
5 to 14 rooms	42.3	44.5	2.2
15 or more rooms	34.7	38.0	3.3
5 or more rooms	35.5	38.8	3.3
Tasmania			
5 to 14 rooms	np	np	np
15 or more rooms	52.4	53.7	1.3
5 or more rooms	np	np	np

³Tourism regions are predominantly aggregations of Statistical Local Areas (SLAs). SLAs are the common geographic foundation for the collection and aggregation of statistical data by the ABS. See [Map of Tasmanian Tourism Regions](#). Tourism zones are geographical areas based on Tourism Tasmania's Zone Marketing Strategy and do NOT align with the Tourism Regions.

np: Not Published by ABS

Total Hotels, Motels & Serviced Apartments with 15 or more Rooms, Australian States

	No. of Establishments: June Qtr 08	Growth: June Qtr 08 on June Qtr 07	No. of Rooms Available: June Qtr 08	Growth: June Qtr 08 on June Qtr 07	Room Nights Occupied: June 08 ('000')	Growth (%): June 08 on June 07	Room Occupancy Rate: June 08	% Point Change in Occupancy from June 07	Average Length of Stay: June 08	Takings from Accommodation June 08 ('000')	Growth (%): June 08 on June 07	Average Takings Per Room Night Occupied June 08*	Average Takings Per Room Night Occupied: June 07*	Average Takings Growth (%): June 08 on June 07*
TAS	157	2	6,598	59	322	3.2%	53.7%	1.3%	1.9	\$39,958	6.3%	\$124	\$121	\$4
NSW	1,436	20	71,033	2,104	3,853	3.4%	60.1%	0.2%	2.0	\$580,081	8.8%	\$151	\$143	\$7
VIC	805	12	38,464	863	2,197	4.8%	63.0%	1.4%	2.0	\$341,596	13.4%	\$156	\$144	\$12
QLD	1,116	23	60,422	1,756	3,381	0.6%	61.5%	-1.5%	2.6	\$465,546	4.5%	\$138	\$133	\$5
SA	257	4	11,861	314	658	0.2%	61.0%	-1.5%	2.0	\$81,010	3.9%	\$128	\$119	\$9
WA	350	3	21,561	473	1,319	4.2%	67.5%	1.4%	2.4	\$208,525	20.8%	\$158	\$136	\$22
NT	91	-1	6,584	-30	413	4.0%	69.0%	3.0%	2.2	\$60,458	13.1%	\$146	\$135	\$12
ACT	54	-3	5,044	21	332	5.7%	72.3%	3.0%	2.1	\$58,128	27.1%	\$175	\$145	\$30
Australia	4,266	60	221,567	5,560	12,474	2.9%	62.1%	0.2%	2.2	\$1,838,302	10.3%	\$147	\$137	\$10

Total Hotels, Motels & Serviced Apartments with 5 to 14 Rooms, Australian States

	No. of Establishments: June Qtr 08	Growth: June Qtr 08 on June Qtr 07	No. of Rooms Available: June Qtr 08	Growth: June Qtr 08 on June Qtr 07	Room Nights Occupied: June 08 ('000')	Growth (%): June 08 on June 07	Room Occupancy Rate: June 08	% Point Change in Occupancy from June 07	Average Length of Stay: June 08	Takings from Accommodation June 08 ('000')	Growth (%): June 08 on June 07	Average Takings Per Room Night Occupied June 08*	Average Takings Per Room Night Occupied: June 07*	Average Takings Growth (%): June 08 on June 07*
TAS	124	1	np	np	np	np	np	np	np	np	np	np	np	np
NSW	612	-1	6,055	-11	226	0.4%	41.6%	0.3%	1.8	\$20,899	0.2%	\$92	\$92	\$0
VIC	459	1	4,459	48	156	-1.7%	38.7%	-1.1%	1.6	\$15,035	4.1%	\$96	\$91	\$5
QLD	427	2	4,241	19	204	-2.1%	52.9%	-1.3%	2.0	\$18,516	6.7%	\$91	\$83	\$8
SA	142	-1	1,370	-4	46	-5.8%	36.6%	-2.2%	1.8	\$3,844	-3.5%	\$84	\$82	\$2
WA	146	4	1,247	26	53	-4.1%	47.3%	-2.8%	2.1	\$6,700	1.6%	\$126	\$118	\$7
NT	12	0	127	-3	5	-12.9%	49.3%	-3.4%	1.6	\$554	-0.9%	\$103	\$90	\$13
ACT	3	1	np	np	np	np	np	np	np	np	np	np	np	np
Australia	1,925	7	18,563	75	729	-1.4%	43.5%	-0.8%	1.8	\$69,914	3.2%	\$96	\$92	\$4

* Rounded to nearest dollar

n.p. Not Published by ABS

Total Hotels, Motels & Serviced Apartments with 5 or more Rooms, Australian States

	No. of Establishments: June Qtr 08	Growth: June Qtr 08 on June Qtr 07	No. of Rooms Available: June Qtr 08	Growth: June Qtr 08 on June Qtr 07	Room Nights Occupied: June 08 ('000')	Growth (%): June 08 on June 07	Room Occupancy Rate: June 08	% Point Change in Occupancy from June 07	Average Length of Stay: June 08	Takings from Accommodation June 08 ('000')	Growth (%): June 08 on June 07	Average Takings Per Room Night Occupied June 08*	Average Takings Per Room Night Occupied: June 07*	Average Takings Growth (%): June 08 on June 07*
TAS	281	3	np	np	np	np	np	np	np	np	np	np	np	np
NSW	2,048	19	77,088	2,093	4,079	3.2%	58.7%	0.3%	2.0	\$600,979	8.5%	\$147	\$140	\$7
VIC	1,264	13	42,923	911	2,353	4.4%	60.5%	1.2%	2.0	\$356,631	13.0%	\$152	\$140	\$12
QLD	1,543	25	64,663	1,775	3,584	0.4%	60.9%	-1.5%	2.5	\$484,062	4.6%	\$135	\$130	\$5
SA	399	3	13,231	310	703	-0.2%	58.5%	-1.5%	2.0	\$87,855	7.2%	\$125	\$116	\$9
WA	496	7	22,808	499	1,373	3.9%	66.4%	1.2%	2.4	\$215,225	20.1%	\$157	\$136	\$21
NT	103	-1	6,711	-33	419	3.8%	68.6%	2.9%	2.2	\$61,012	13.0%	\$146	\$134	\$12
ACT	57	-2	np	np	np	np	np	np	np	np	np	np	np	np
Australia	6,191	67	240,130	5,659	13,203	2.6%	60.7%	0.1%	2.2	\$1,908,216	10.0%	\$145	\$135	\$10

Total Hotels, Motels & Serviced Apartments with 15 or more Rooms, Australian States **Totals with year ending calculations**

	No. of Establishments: June Qtr 08	Growth: June Qtr 08 on June Qtr 07	No. of Rooms Available: June Qtr 08	Growth: June Qtr 08 on June Qtr 07	Room Nights Occupied: June 08 ('000') YE	Growth (%): June 08 on June 07 YE	Room Occupancy Rate: June 08 YE	% Point Change in Occupancy from June 07 YE	Average Length of Stay: June 08 YE	Takings from Accommodation June 08 ('000') YE	Growth (%): June 08 on June 07 YE	Average Takings Per Room Night Occupied June 08* YE	Average Takings Per Room Night Occupied: June 07* YE	Average Takings Growth (%): June 08 on June 07* YE
TAS	157	2	6,598	59	1,446	5.6%	60.3%	2.9%	1.9	\$185,054	8.3%	\$128	\$125	\$3
NSW	1,436	20	71,033	2,104	16,237	3.2%	63.8%	0.5%	2.1	\$2,517,940	8.4%	\$155	\$148	\$7
VIC	805	12	38,464	863	8,976	2.4%	65.0%	0.6%	2.1	\$1,409,816	10.0%	\$157	\$146	\$11
QLD	1,116	23	60,422	1,756	14,441	1.2%	65.9%	-1.8%	2.6	\$2,076,465	7.9%	\$144	\$135	\$9
SA	257	4	11,861	314	2,732	1.0%	63.8%	0.1%	2.0	\$347,015	8.5%	\$127	\$118	\$9
WA	350	3	21,561	473	5,440	4.3%	69.6%	1.8%	2.4	\$812,807	17.1%	\$149	\$133	\$16
NT	91	-1	6,584	-30	1,615	4.5%	66.7%	2.9%	1.9	\$229,025	10.5%	\$142	\$134	\$8
ACT	54	-3	5,044	21	1,309	-2.5%	71.5%	-1.9%	2.2	\$203,167	9.9%	\$155	\$138	\$18
Australia	4,266	60	221,567	5,560	52,195	2.4%	65.3%	0.1%	2.2	\$7,781,291	9.5%	\$149	\$139	\$10

* Rounded to nearest dollar

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