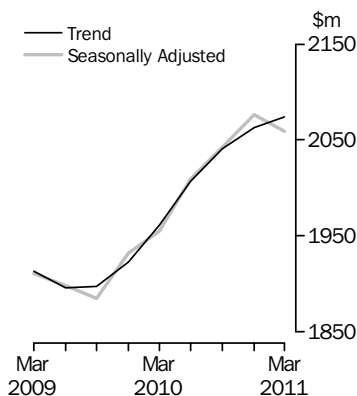


TOURIST ACCOMMODATION, AUSTRALIA

EMBARGO: 11.30AM (CANBERRA TIME) THURS 30 JUN 2011

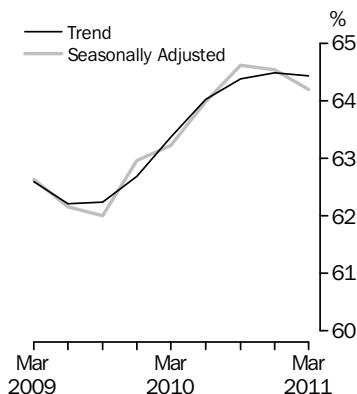
Accommodation Takings

Australia



Room Occupancy Rate

Australia



KEY FIGURES

ACCOMMODATION WITH 15 ROOMS OR MORE

	Dec Qtr 10	Mar Qtr 11	Dec Qtr 10 to Mar Qtr 11	Mar Qtr 10 to Mar Qtr 11
Trend				
Takings from accommodation (\$m)	2 062.8	2 073.8	0.5 %	5.7 %
Room occupancy rate (%)	64.5	64.4	-0.1 pts	1.0 pts
Seasonally Adjusted				
Takings from accommodation (\$m)	2 076.2	2 058.9	-0.8 %	5.3 %
Room occupancy rate (%)	64.5	64.2	-0.3 pts	1.0 pts

KEY POINTS

ACCOMMODATION TAKINGS

- In the March quarter 2011, the trend estimate of total accommodation takings for hotels, motels and serviced apartments with 15 or more rooms increased by 0.5% to \$2,073.8 million compared with the December quarter 2010.
- Over the same period, the seasonally adjusted estimate decreased by 0.8% to \$2,058.9 million.

ROOM OCCUPANCY RATE

- The March quarter 2011 trend estimate room occupancy rate of 64.4% for hotels, motels and serviced apartments with 15 or more rooms was 0.1 percentage points lower than the previous quarter.
- Over the same period, the seasonally adjusted estimate decreased by 0.3 percentage points to 64.2%.

INQUIRIES

For further information about these and related statistics, contact the National Information and Referral Service on 1300 135 070.

NOTES

FORTHCOMING ISSUES

<i>ISSUE (Quarter)</i>	<i>RELEASE DATE</i>
June 2011	30 September 2011
September 2011	6 January 2012



ABOUT THIS ISSUE

This issue presents results from the March quarter 2011 Survey of Tourist Accommodation (STA) for the following categories of establishments:

- hotels and resorts with 15 or more rooms
- motels, private hotels and guest houses with 15 or more rooms
- serviced apartments with 15 or more units

CHANGES TO THIS PUBLICATION

The STA PDF publication has been reduced pending a move to web format only from March quarter 2012. The table containing hotels, motels and serviced apartments by star grading has been removed from the publication as data are available in the data cube 8635.0.55.002 - Tourist Accommodation, Small Area Data, Australia.

IMPACT OF NATURAL DISASTERS

Widespread natural disasters in the eastern states, particularly Queensland, have not adversely affected the quality of estimates in this release. Full details of impacts on response and imputation rates can be found in the Explanatory Notes.

The events are likely to have had some impact on small area data for March quarter 2011. However, as tourist accommodation is influenced by a range of factors, it is not possible to quantify the specific impacts of these events.

AUSTRALIAN STATISTICAL GEOGRAPHY STANDARD (ASGS)

From July 2011 the ABS will progressively replace the current Australian Standard Geographical Classification (ASGC) with the new Australian Statistical Geography Standard (ASGS) as its geographic framework. Information about the ASGS can be found at www.abs.gov.au/geography and in cat. no. 1270.0.55.001 Australian Statistical Geography Standard (ASGS): Volume 1 - Main Structure and Greater Capital City Statistical Areas.

The ASGS will become the geographic framework for the STA from the March quarter 2012. More information about the ASGS and its introduction to the STA will be provided in the September quarter 2011 data release.

Brian Pink
Australian Statistician

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ABBREVIATIONS

'000	thousand
\$'000	thousand dollars
\$m	million dollars
AAA	Australian Automobile Association
ABS	Australian Bureau of Statistics
ACT	Australian Capital Territory
ASGC	Australian Standard Geographical Classification
ASGS	Australian Statistical Geography Standard
cat. no.	Catalogue number
GST	goods and services tax
no.	number
NSW	New South Wales
NT	Northern Territory
pts	percentage points
qtr	quarter
Qld	Queensland
SA	South Australia
SLA	statistical local area
STA	Survey of Tourist Accommodation
Tas.	Tasmania
TR	Tourism Region
Vic.	Victoria
WA	Western Australia

SUMMARY OF FINDINGS

ORIGINAL

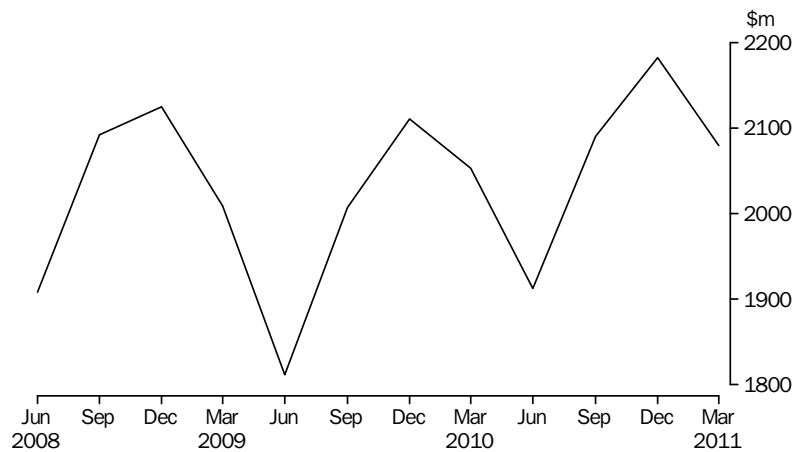
Hotels, motels and serviced apartments

This summary contains key findings for original estimates. Original series are impacted by seasonal variations and irregular or non-seasonal influences. Comparison between quarters should be made with caution.

ACCOMMODATION TAKINGS

In the March quarter 2011, accommodation takings were \$2079.6 million for hotels, motels and serviced apartments with 15 or more rooms.

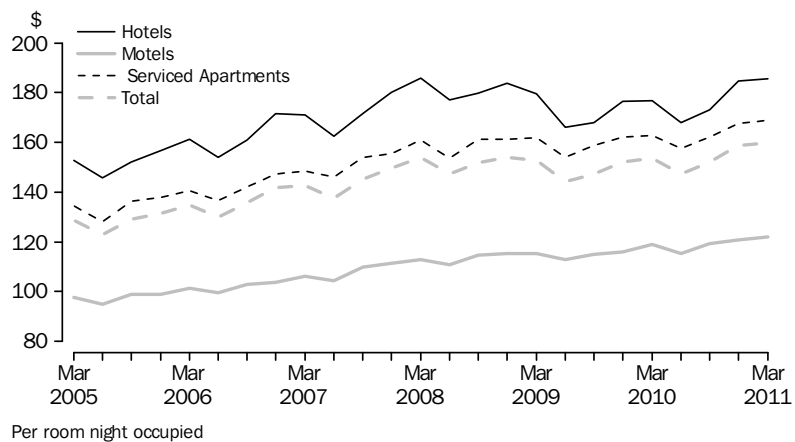
TAKINGS FROM ACCOMMODATION, Hotels, motels and serviced apartments—Australia



Accommodation takings in the March quarter 2011 for hotels, motels and serviced apartments with 15 or more rooms were highest in New South Wales (\$713.9 million) and Queensland (\$470.8 million). The Northern Territory recorded the lowest takings for the period (\$46.2 million).

For Australia, the March quarter 2011 average takings per room night occupied were \$159.76 for establishments with 15 or more rooms. This was 3.9% higher than the March quarter 2010.

AVERAGE TAKINGS, by type of establishment—Australia



ROOM OCCUPANCY RATE

The room occupancy rate for hotels, motels and serviced apartments with 15 or more rooms was 64.3% in the March quarter 2011.

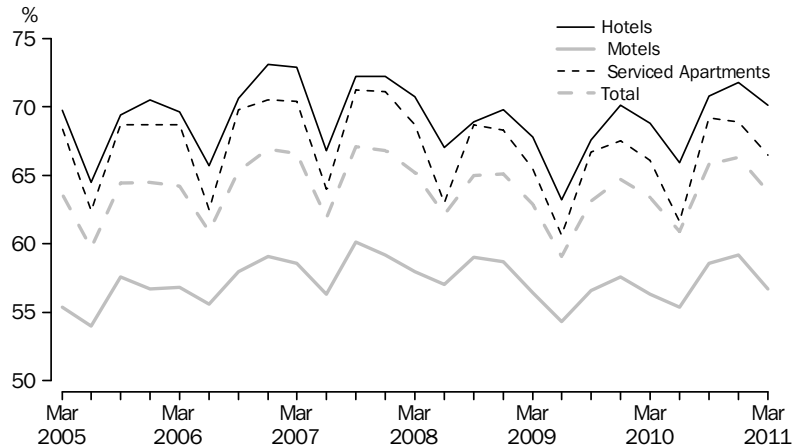
SUMMARY OF FINDINGS *continued*

Hotels, motels and serviced apartments continued

ROOM OCCUPANCY RATE *continued*

Traditionally, hotels have higher occupancy rates than serviced apartments or motels. Over the March 2011 quarter, hotels had an occupancy rate of 69.8% compared with 66.3% for serviced apartments and 57.7% for motels.

ROOM OCCUPANCY RATE, Australia



Four out of the eight states and territories experienced an increase in the occupancy rate of hotels, motels and serviced apartments with 15 or more rooms between the March quarter 2010 and the March quarter 2011. Western Australia (66.1%) experienced the largest increase (2.9 percentage points). Over the same period, occupancy in the Australian Capital Territory (70.4%) decreased by 9.8 percentage points.

Tasmania recorded the highest occupancy rate (72.5%) in the March quarter 2011 followed by the Australian Capital Territory (70.4%) and New South Wales (67.8%). Over the same period, the Northern Territory experienced the lowest occupancy rate (51.8%).

ROOM NIGHTS OCCUPIED

Room nights occupied were 13.0 million in the March quarter 2011 for hotels, motels and serviced apartments with 15 or more rooms.

New South Wales contributed the largest proportion (32.7%) of room nights occupied for hotels, motels and serviced apartments with 15 or more rooms, followed by Queensland (24.4%).

AVERAGE LENGTH OF STAY

The average length of stay over the March quarter 2011 for hotels, motels and serviced apartments with 15 or more rooms was 2.3 days. Queensland reported the longest average length of stay (2.8 days) followed by Western Australia (2.5 days) and Victoria (2.3 Days). Tasmania had the shortest average length of stay (2.0 days).

HOTELS, MOTELS AND SERVICED APARTMENTS(a), Australia

Period	ORIGINAL		SEASONALLY ADJUSTED		TREND	
	Takings from accommodation	Room occupancy rate	Takings from accommodation	Room occupancy rate	Takings from accommodation	Room occupancy rate
	\$m	%	\$m	%	\$m	%
2007						
September Quarter	1 942.6	67.1	1 892.5	65.8	1 878.2	65.5
December Quarter	2 000.6	66.8	1 907.5	65.1	1 927.3	65.3
2008						
March Quarter	1 999.8	65.2	1 979.0	64.9	1 969.3	65.1
June Quarter	1 838.3	62.1	2 010.5	65.4	1 986.8	64.8
September Quarter	2 014.8	65.0	1 964.3	63.7	1 975.1	64.1
December Quarter	2 044.1	65.1	1 947.2	63.5	1 943.7	63.3
2009						
March Quarter	1 928.8	62.9	1 911.0	62.6	1 913.0	62.6
June Quarter	1 739.3	59.1	1 898.5	62.2	1 895.8	62.2
September Quarter	1 930.6	63.1	1 884.9	62.0	1 897.5	62.2
December Quarter	2 030.5	64.7	1 932.1	63.0	1 922.4	62.7
2010						
March Quarter	1 974.0	63.4	1 955.4	63.2	1 961.5	63.4
June Quarter	1 841.7	60.9	2 009.2	64.0	2 006.9	64.0
September Quarter	2 090.2	65.8	2 042.4	64.6	2 040.8	64.4
December Quarter	2 182.3	66.3	2 076.2	64.5	2 062.8	64.5
2011						
March Quarter	2 079.6	64.3	2 058.9	64.2	2 073.8	64.4

(a) Comprising establishments with 15 or more rooms or units. See Glossary for definitions of hotels, motels and serviced apartments.

Period	ORIGINAL		SEASONALLY ADJUSTED		TREND	
	Takings change from prev. qtr	Room occupancy change from prev. qtr	Takings change from prev. qtr	Room occupancy change from prev. qtr	Takings change from prev. qtr	Room occupancy change from prev. qtr
	%	pts	%	pts	%	pts
2007						
September Quarter	16.5	5.2	3.6	0.5	1.9	-0.3
December Quarter	3.0	-0.4	0.8	-0.7	2.6	-0.2
2008						
March Quarter	—	-1.6	3.7	-0.3	2.2	-0.2
June Quarter	-8.1	-3.1	1.6	0.5	0.9	-0.4
September Quarter	9.6	2.9	-2.3	-1.6	-0.6	-0.7
December Quarter	1.5	0.1	-0.9	-0.3	-1.6	-0.8
2009						
March Quarter	-5.6	-2.3	-1.9	-0.8	-1.6	-0.7
June Quarter	-9.8	-3.7	-0.7	-0.5	-0.9	-0.4
September Quarter	11.0	4.0	-0.7	-0.2	0.1	—
December Quarter	5.2	1.5	2.5	1.0	1.3	0.5
2010						
March Quarter	-2.8	-1.3	1.2	0.3	2.0	0.7
June Quarter	-6.7	-2.5	2.8	0.8	2.3	0.7
September Quarter	13.5	4.9	1.7	0.6	1.7	0.4
December Quarter	4.4	0.5	1.7	-0.1	1.1	0.1
2011						
March Quarter	-4.7	-2.0	-0.8	-0.3	0.5	-0.1

— nil or rounded to zero (including null cells)

(a) Comprising establishments with 15 or more rooms or units. See Glossary for definitions of hotels, motels and serviced apartments.

SUMMARY OF HOTELS, MOTELS AND SERVICED APARTMENTS (a), Australia

	<i>Establishments</i>	<i>Rooms</i>	<i>Bed spaces</i>	<i>Persons employed</i>	<i>Room nights occupied</i>	<i>Room occupancy rate</i>
	no.	no.	no.	no.	'000	%
.....						
HOTELS AND RESORTS						
2010						
March Quarter	859	85 883	224 274	67 025	5 258.7	68.8
June Quarter	863	86 044	224 164	66 681	5 130.8	65.9
September Quarter	854	86 094	224 146	67 269	5 609.2	70.8
December Quarter	857	86 489	224 994	67 487	5 642.6	71.8
2011						
March Quarter	847	86 153	223 723	66 547	5 338.8	69.8
Year ended March 2010	20 770.4	67.4
Year ended March 2011	21 721.5	69.6
.....						
MOTELS, PRIVATE HOTELS AND GUEST HOUSES						
2010						
March Quarter	2 463	86 927	245 076	28 065	4 353.3	56.3
June Quarter	2 464	86 857	245 094	28 072	4 348.7	55.4
September Quarter	2 454	86 594	244 090	28 459	4 665.1	58.6
December Quarter	2 450	86 422	244 286	27 942	4 660.0	59.2
2011						
March Quarter	2 445	86 240	243 578	27 707	4 425.5	57.7
Year ended March 2010	17 743.6	56.2
Year ended March 2011	18 099.3	57.7
.....						
SERVICED APARTMENTS						
2010						
March Quarter	973	54 421	171 492	15 446	3 228.5	66.1
June Quarter	974	54 183	171 218	15 125	3 033.8	61.6
September Quarter	973	54 473	171 410	15 537	3 467.1	69.2
December Quarter	972	54 409	171 174	15 540	3 438.1	68.9
2011						
March Quarter	973	54 736	171 812	15 498	3 252.8	66.3
Year ended March 2010	12 839.1	65.2
Year ended March 2011	13 191.9	66.5
.....						
HOTELS MOTELS AND SERVICED APARTMENTS						
2010						
March Quarter	4 295	227 231	640 842	110 536	12 840.5	63.4
June Quarter	4 301	227 084	640 476	109 878	12 513.3	60.9
September Quarter	4 281	227 161	639 646	111 265	13 741.5	65.8
December Quarter	4 279	227 320	640 454	110 969	13 740.8	66.3
2011						
March Quarter	4 265	227 129	639 113	109 752	13 017.2	64.3
Year ended March 2010	51 353.1	62.6
Year ended March 2011	53 012.8	64.3
.....						
..	not applicable					
	(a) Comprising establishments with 15 or more rooms or units. See Glossary for definitions of hotels, motels and serviced apartments.					

	Guest nights occupied	Bed occupancy rate	Guest arrivals	Average length of stay	Takings from accommodation
	'000	%	'000	days	\$'000

HOTELS AND RESORTS

2010					
March Quarter	8 563.7	43.2	3 788.3	2.3	929 735
June Quarter	8 040.0	39.7	3 641.3	2.2	862 038
September Quarter	9 016.6	43.7	4 041.4	2.2	971 591
December Quarter	8 983.7	44.2	4 071.7	2.2	1 042 393
2011					
March Quarter	8 490.5	43.0	3 762.8	2.3	990 615
Year ended March 2010	33 761.7	42.1	15 176.7	2.2	3 572 491
Year ended March 2011	34 530.7	42.7	15 517.1	2.2	3 866 637

MOTELS, PRIVATE HOTELS AND GUEST HOUSES

2010					
March Quarter	7 517.6	34.6	3 989.7	1.9	518 223
June Quarter	7 172.9	32.4	3 838.0	1.9	501 283
September Quarter	7 875.3	35.1	4 237.6	1.9	555 911
December Quarter	7 869.7	35.5	4 218.8	1.9	563 366
2011					
March Quarter	7 474.6	34.6	3 871.2	1.9	539 883
Year ended March 2010	30 305.8	34.0	16 392.1	1.8	2 052 615
Year ended March 2011	30 392.4	34.4	16 165.6	1.9	2 160 443

SERVICED APARTMENTS

2010					
March Quarter	6 782.7	44.1	2 069.6	3.3	526 011
June Quarter	5 982.8	38.5	1 939.2	3.1	478 331
September Quarter	7 049.1	44.7	2 201.8	3.2	562 682
December Quarter	7 206.6	46.0	2 267.6	3.2	576 553
2011					
March Quarter	6 660.3	43.3	2 040.5	3.3	549 109
Year ended March 2010	26 741.1	42.9	8 421.3	3.2	2 049 289
Year ended March 2011	26 898.8	43.1	8 449.0	3.2	2 166 675

HOTELS MOTELS AND SERVICED APARTMENTS

2010					
March Quarter	22 864.0	40.2	9 847.6	2.3	1 973 969
June Quarter	21 195.7	36.6	9 418.4	2.3	1 841 652
September Quarter	23 940.9	40.7	10 480.7	2.3	2 090 184
December Quarter	24 059.9	41.4	10 558.1	2.3	2 182 312
2011					
March Quarter	22 625.4	39.9	9 674.4	2.3	2 079 607
Year ended March 2010	90 808.6	39.2	39 990.1	2.3	7 674 394
Year ended March 2011	91 821.9	39.6	40 131.7	2.3	8 193 755

(a) Comprising establishments with 15 or more rooms or units. See Glossary for definitions of hotels, motels and serviced apartments.

HOTELS, MOTELS AND SERVICED APARTMENTS(a), by all states and territories and Australia

	<i>New South Wales</i>	<i>Victoria</i>	<i>Queensland</i>	<i>South Australia</i>	<i>Western Australia</i>	<i>Tasmania</i>	<i>Northern Territory</i>	<i>Australian Capital Territory</i>	<i>Australia</i>
ESTABLISHMENTS (no.)									
2010									
March Quarter	1 419	823	1 136	262	351	154	96	54	4 295
June Quarter	1 422	819	1 143	264	349	154	96	54	4 301
September Quarter	1 415	811	1 141	262	345	157	96	54	4 281
December Quarter	1 411	810	1 141	265	346	156	97	53	4 279
2011									
March Quarter	1 408	812	1 131	264	347	155	97	51	4 265
ROOMS (no.)									
2010									
March Quarter	71 739	40 817	61 534	12 097	22 045	6 658	7 377	4 964	227 231
June Quarter	71 364	41 197	61 632	12 168	21 681	6 667	7 407	4 968	227 084
September Quarter	71 252	41 140	61 855	12 102	21 636	6 826	7 388	4 962	227 161
December Quarter	71 070	41 176	61 829	12 464	21 636	6 858	7 388	4 899	227 320
2011									
March Quarter	71 014	41 971	61 112	12 357	21 669	6 832	7 391	4 783	227 129
BED SPACES (no.)									
2010									
March Quarter	197 758	110 046	187 634	33 081	58 394	18 812	20 885	14 232	640 842
June Quarter	196 422	110 701	188 078	33 319	57 769	18 723	21 113	14 351	640 476
September Quarter	195 901	110 253	188 500	33 162	57 453	18 993	21 001	14 383	639 646
December Quarter	195 835	110 556	188 191	33 961	57 564	19 144	20 962	14 241	640 454
2011									
March Quarter	195 509	112 091	186 035	33 830	57 572	18 995	21 049	14 032	639 113
PERSONS EMPLOYED (no.)									
2010									
March Quarter	30 925	22 214	29 574	7 166	10 506	4 640	2 993	2 518	110 536
June Quarter	30 926	22 309	29 253	6 960	10 310	4 378	3 215	2 527	109 878
September Quarter	31 307	22 371	29 861	7 079	10 363	4 530	3 217	2 537	111 265
December Quarter	31 093	22 203	29 746	7 243	10 318	4 713	3 107	2 546	110 969
2011									
March Quarter	30 902	22 298	28 871	7 109	10 428	4 672	3 107	2 365	109 752
ROOM NIGHTS OCCUPIED ('000)									
2010									
March Quarter	4 184.8	2 385.9	3 172.9	707.3	1 254.5	435.3	341.6	358.1	12 840.5
June Quarter	3 924.2	2 254.5	3 274.3	675.7	1 258.7	320.3	467.5	338.1	12 513.3
September Quarter	4 243.2	2 396.1	3 922.9	680.1	1 302.7	309.7	542.3	344.4	13 741.5
December Quarter	4 344.7	2 515.4	3 679.2	739.1	1 327.0	395.1	411.0	329.3	13 740.8
2011									
March Quarter	4 256.3	2 502.7	3 178.2	702.4	1 284.0	446.0	344.6	303.1	13 017.2
Year ended March 2010	16 171.7	9 036.7	13 848.9	2 738.6	5 068.7	1 462.9	1 681.4	1 344.3	51 353.1
Year ended March 2011	16 768.5	9 668.6	14 054.6	2 797.3	5 172.4	1 471.1	1 765.4	1 315.0	53 012.8

(a) Comprising establishments with 15 or more rooms or units. See Glossary for definitions of hotels, motels and serviced apartments.

	<i>New South Wales</i>	<i>Victoria</i>	<i>Queensland</i>	<i>South Australia</i>	<i>Western Australia</i>	<i>Tasmania</i>	<i>Northern Territory</i>	<i>Australian Capital Territory</i>	<i>Australia</i>
ROOM OCCUPANCY RATE (%)									
2010									
March Quarter	65.9	66.2	57.4	65.0	63.2	72.7	52.2	80.2	63.4
June Quarter	61.0	60.8	58.5	61.1	63.8	52.9	69.4	74.8	60.9
September Quarter	64.8	63.3	68.9	61.1	65.5	49.6	79.8	75.4	65.8
December Quarter	67.6	67.6	64.8	64.5	66.7	62.6	60.5	73.3	66.3
2011									
March Quarter	67.8	67.4	58.1	63.2	66.1	72.5	51.8	70.4	64.3
Year ended March 2010	62.8	62.4	61.6	62.0	63.3	60.3	62.9	72.9	62.6
Year ended March 2011	65.3	64.8	62.6	62.5	65.5	59.4	65.4	73.5	64.3
GUEST NIGHTS OCCUPIED ('000)									
2010									
March Quarter	7 352.2	4 097.4	6 170.5	1 162.1	2 105.7	815.9	548.5	611.7	22 864.0
June Quarter	6 557.8	3 737.1	5 985.9	1 070.5	1 983.2	571.4	756.9	532.8	21 195.7
September Quarter	7 242.2	4 058.6	7 460.2	1 076.5	2 072.1	541.6	918.2	571.6	23 940.9
December Quarter	7 394.1	4 275.0	7 123.1	1 196.1	2 162.8	704.0	662.4	542.4	24 059.9
2011									
March Quarter	7 327.8	4 202.9	5 976.2	1 145.2	2 092.8	826.8	555.5	498.2	22 625.4
Year ended March 2010	28 185.4	15 481.8	26 656.8	4 442.3	8 341.1	2 668.1	2 807.3	2 225.9	90 808.6
Year ended March 2011	28 521.8	16 273.6	26 545.4	4 488.4	8 311.0	2 643.8	2 893.0	2 145.0	91 821.9
BED OCCUPANCY RATE (%)									
2010									
March Quarter	42.3	42.6	36.6	39.0	40.1	48.2	29.6	47.8	40.2
June Quarter	37.1	37.7	35.0	35.3	37.7	33.6	39.4	40.8	36.6
September Quarter	40.2	40.0	43.0	35.3	39.2	31.3	47.5	43.2	40.7
December Quarter	42.1	43.2	41.2	38.3	40.8	40.0	34.3	41.5	41.4
2011									
March Quarter	42.7	42.7	35.9	37.6	40.5	48.4	29.3	39.4	39.9
Year ended March 2010	39.8	39.9	38.7	36.8	39.2	39.1	36.8	41.9	39.2
Year ended March 2011	40.5	40.9	38.8	36.7	39.6	38.3	37.7	41.3	39.6
GUEST ARRIVALS ('000)									
2010									
March Quarter	3 414.4	1 862.5	2 247.1	550.4	833.8	414.3	250.6	274.4	9 847.6
June Quarter	3 157.6	1 762.7	2 330.0	521.3	800.5	290.9	312.7	242.7	9 418.4
September Quarter	3 477.5	1 860.1	2 794.3	552.9	855.6	268.5	407.8	264.0	10 480.7
December Quarter	3 563.7	1 949.0	2 615.9	611.3	903.4	361.4	295.7	257.7	10 558.1
2011									
March Quarter	3 387.8	1 867.0	2 157.9	547.6	824.1	413.4	251.4	225.2	9 674.4
Year ended March 2010	13 501.0	7 183.6	9 972.0	2 239.1	3 396.9	1 358.3	1 281.2	1 058.1	39 990.1
Year ended March 2011	13 586.6	7 438.9	9 898.1	2 233.1	3 383.6	1 334.1	1 267.7	989.6	40 131.7

(a) Comprising establishments with 15 or more rooms or units. See Glossary for definitions of hotels, motels and serviced apartments.

	New South Wales	Victoria	Queensland	South Australia	Western Australia	Tasmania	Northern Territory	Australian Capital Territory	Australia
AVERAGE LENGTH OF STAY (<i>days</i>)									
2010									
March Quarter	2.2	2.2	2.7	2.1	2.5	2.0	2.2	2.2	2.3
June Quarter	2.1	2.1	2.6	2.1	2.5	2.0	2.4	2.2	2.3
September Quarter	2.1	2.2	2.7	1.9	2.4	2.0	2.3	2.2	2.3
December Quarter	2.1	2.2	2.7	2.0	2.4	1.9	2.2	2.1	2.3
2011									
March Quarter	2.2	2.3	2.8	2.1	2.5	2.0	2.2	2.2	2.3
Year ended March 2010	2.1	2.2	2.7	2.0	2.5	2.0	2.2	2.1	2.3
Year ended March 2011	2.1	2.2	2.7	2.0	2.5	2.0	2.3	2.2	2.3
TAKINGS FROM ACCOMMODATION (\$'000)									
2010									
March Quarter	661 848	381 164	464 352	99 665	204 677	58 717	42 735	60 812	1 973 969
June Quarter	575 032	344 133	461 462	89 224	204 341	41 397	70 588	55 473	1 841 652
September Quarter	644 634	380 001	573 376	88 844	215 329	39 102	93 218	55 680	2 090 184
December Quarter	713 635	411 270	562 067	102 871	224 225	54 259	58 475	55 510	2 182 312
2011									
March Quarter	713 880	414 351	470 763	99 705	217 703	64 021	46 176	53 008	2 079 607
Year ended March 2010	2 435 827	1 403 613	1 996 637	364 301	810 299	190 958	254 497	218 263	7 674 394
Year ended March 2011	2 647 181	1 549 755	2 067 669	380 643	861 598	198 779	268 458	219 671	8 193 755
AVERAGE TAKINGS PER ROOM NIGHT OCCUPIED (\$)									
2010									
March Quarter	158.15	159.76	146.35	140.90	163.16	134.88	125.11	169.82	153.73
June Quarter	146.53	152.64	140.93	132.05	162.35	129.24	150.99	164.05	147.18
September Quarter	151.92	158.59	146.16	130.64	165.29	126.25	171.89	161.67	152.11
December Quarter	164.25	163.50	152.77	139.17	168.97	137.34	142.28	168.56	158.82
2011									
March Quarter	167.72	165.56	148.12	141.95	169.56	143.55	134.01	174.89	159.76
Year ended March 2010	150.62	155.32	144.17	133.02	159.86	130.54	151.36	162.36	149.44
Year ended March 2011	157.87	160.29	147.12	136.08	166.58	135.12	152.07	167.06	154.56
AVERAGE TAKINGS PER ROOM NIGHT AVAILABLE (\$)									
2010									
March Quarter	104.24	105.72	84.03	91.59	103.16	97.99	65.25	136.12	97.46
June Quarter	89.39	92.84	82.41	80.70	103.57	68.40	104.72	122.70	89.62
September Quarter	98.49	100.41	100.76	79.85	108.20	62.58	137.15	121.97	100.08
December Quarter	111.03	110.58	98.95	89.71	112.65	86.00	86.03	123.54	105.30
2011									
March Quarter	113.66	111.53	86.08	89.70	112.00	104.12	69.42	123.14	102.79
Year ended March 2010	94.64	96.97	88.80	82.53	101.21	78.73	95.27	118.36	93.53
Year ended March 2011	103.06	103.83	92.14	85.03	109.10	80.29	99.48	122.83	99.45

(a) Comprising establishments with 15 or more rooms or units. See Glossary for definitions of hotels, motels and serviced apartments.

EXPLANATORY NOTES

- INTRODUCTION**
- 1** This publication presents data from the quarterly Survey of Tourist Accommodation (STA). The STA completely enumerates all in-scope accommodation establishments within Australia.
- SCOPE**
- 2** Establishments within the scope of the survey provide predominantly short-term non-residential accommodation, i.e. accommodation which is not leased, and which is provided to guests who would generally stay for periods of less than two months. Some of these establishments also provide long-term residential accommodation. The amount of such activity is considered to be insignificant and is included in the data presented in this publication.
- 3** Establishments in scope of the STA are:
- hotels and resorts with 15 or more rooms
 - motels, private hotels and guest houses with 15 or more rooms
 - serviced apartments with 15 or more units.
- COVERAGE**
- 4** The main source of coverage is from the Australian Automobile Association through AAA Tourism Pty Ltd. This is supplemented by notification of new tourism developments and their likely opening dates in selected guides, major tourism journals and periodicals and newspapers. Periodic comparison with lists of accommodation establishments provided by the various tourism organisations and industry associations is also undertaken.
- STAR GRADING**
- 5** Data by star grade for states and territories are included in Tourist Accommodation, Small Area Data (cat. no. 8635.0.55.002 for national data and cat. no. 8635.1.55.001 – 8635.8.55.001 for state/territory data).
- STATISTICAL GEOGRAPHY**
- 6** Small area statistics for 2011 are classified to the Australian Standard Geographical Classification (ASGC), 2010 Edition (cat. no. 1216.0). Data are coded to the statistical local area (SLA) level. The full terms for each of the geographical abbreviations used can be found in the Abbreviations section of the Explanatory Notes of Australian Standard Geographical Classification (ASGC) 2010 Edition (cat. no. 1216.0).
- 7** These SLA data are aggregated to tourism regions as defined by relevant state and territory tourism organisations. Tourism regions are reviewed annually and are subject to boundary and name changes. Where changes have occurred, care should be taken when making comparisons with previously published data at this level.
- 8** Data by tourism regions and SLA are not presented in this publication but are available in Tourist Accommodation, Small Area Data (cat. no. 8635.0.55.002 for national data and cat. no. 8635.1.55.001 – 8635.8.55.001 for state/territory data).
- 9** Details of SLAs, the composition of tourism regions and maps of tourism regions are provided in the ABS publication Tourism Region Maps and Correspondence File (cat. no. 9503.0.55.001) available from the ABS web site <www.abs.gov.au>.
- DATA QUALITY**
- 10** The survey does not have a sample component and the data are not subject to sampling variability. However, other inaccuracies collectively referred to as non-sampling error may affect the data. These non-sampling errors may arise from a number of sources, including:
- errors in the reporting of data by providers
 - errors in the process of capturing data
 - imputation for missing data
 - definition and classification errors
 - incomplete coverage.

EXPLANATORY NOTES *continued*

DATA QUALITY *continued*

Response rates

11 Every effort has been made to reduce non-sampling error to a minimum by careful design and testing of questionnaires, and efficient operating procedures and systems used to compile statistics.

12 The quality and reliability of survey data can be affected by the degree of response to a survey however, it is rare to achieve a 100% response rate for any survey. The response rates for the Survey of Tourist Accommodation at state level are shown below. Flooding and natural disaster events have not adversely affected state response rates for March quarter 2011.

RESPONSE RATES - HOTELS MOTELS AND SERVICED APARTMENTS

	MAR QTR 2010	JUNE QTR 2010	SEP QTR 2010	DEC QTR 2010	MAR QTR 2011
	%	%	%	%	%
NSW	93.4	93.9	92.7	91.6	92.5
Vic.	92.5	93.4	92.5	92.5	92.4
Qld	92.5	94.9	93.7	81.9	93.5
SA	93.5	96.6	95.4	93.2	94.3
WA	94.3	93.4	91.3	91.9	90.2
Tas.	92.2	94.2	91.7	94.2	94.8
NT	93.8	89.6	89.6	86.6	87.6
ACT	94.4	90.7	96.3	90.6	94.1
Aust.	93.0	94.1	92.9	89.2	92.7

Imputation rates

13 Missing data items are replaced by imputed values based on reported data. Average quarterly movements are applied to previously reported data for each non-responding unit to estimate values for missing data items. Only if previously reported data are not available, will data from a similar unit be used as a 'donor' for the missing data items.

14 The imputation rates for Room nights occupied and Takings from accommodation for the most recent quarters at a national level are shown below. Imputation rates for the March quarter 2011 have not been affected by the natural disasters.

IMPUTATION RATES, NIGHTS OCCUPIED

	MAR QTR 2010	JUN QTR 2010	SEP QTR 2010	DEC QTR 2010	MAR QTR 2011
Activity	%	%	%	%	%
Licensed hotels and resorts	6.8	6.7	3.9	4.1	2.7
Motels, private hotels and guest houses	5.1	4.6	6.6	9.0	7.3
Serviced apartments	5.1	5.1	4.2	6.8	3.1
Hotels, motels and serviced apartments	5.8	5.6	4.9	6.4	4.4

EXPLANATORY NOTES *continued*

Imputation rates continued

IMPUTATION RATES, TAKINGS FROM ACCOMMODATION

Activity	MAR	JUN	SEP	DEC	MAR
	QTR	QTR	QTR	QTR	QTR
	2010	2010	2010	2010	2011
	%	%	%	%	%
Licensed hotels and resorts	6.8	6.5	3.2	3.7	2.4
Motels, private hotels and guest houses	4.9	4.4	6.4	8.3	6.8
Serviced apartments	5.2	5.3	4.3	5.8	2.8
Hotels, motels and serviced apartments	5.9	5.6	4.3	5.5	3.6

SEASONAL ADJUSTMENT

15 Seasonal 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. Irregular influences that are highly volatile can make it difficult to interpret the movement of the series even after adjustment for seasonal variation, and cannot be assumed to indicate changes in the trend.

16 The seasonally adjusted estimates in this publication have been produced using a concurrent methodology whereby the seasonal factors are revised each quarter to take into account the seasonality exhibited by the latest observation. A more detailed review is conducted annually.

17 From the March quarter 2008, the Survey of Tourist Accommodation collection implemented Autoregressive Integrated Moving Average (ARIMA) modelling techniques for the majority of applicable time series. The revision properties of the seasonally adjusted and trend estimates can be improved by the use of ARIMA modelling. ARIMA modelling relies on the characteristics of the series being analysed to project future period data. The projected values are temporary, intermediate values, that are only used internally to improve the estimation of the seasonal factors. The projected data do not affect the original estimates and are discarded at the end of the seasonal adjustment process.

18 For more information on the details of ARIMA modelling see the feature article 'Use of ARIMA modelling to reduce revisions' in the October 2004 issue of Australian Economic Indicators (cat. no. 1350.0). Any queries regarding the ARIMA modelling should be directed to Time Series Analysis on (02) 6252 6345 or email <time.series.analysis@abs.gov.au>.

TREND ESTIMATES

19 Smoothing the seasonally adjusted series reduces the impact of the irregular component of the seasonally adjusted series and creates the trend estimates. The trend estimates are derived by applying a 7-term Henderson moving average to the quarterly seasonally adjusted series. The Henderson moving average used in the middle of the time series is symmetric but, as the end of a time series is approached, asymmetric forms of the symmetric moving average are applied. Unlike the weights of the symmetric 7-term Henderson moving average, the asymmetric weights have been tailored to suit the particular characteristics of individual series.

20 While these techniques enable trend estimates for the latest period to be produced, the process does result in revisions to the trend estimates in recent quarters, particularly as additional original estimates become available. For further information refer to Information Paper: A Guide to Interpreting Time Series - Monitoring Trends, 2003 (cat. no. 1349.0) available at the ABS web site <www.abs.gov.au>.

EXPLANATORY NOTES *continued*

CONFIDENTIALISATION OF DATA

21 Under the Census and Statistics Act, when releasing statistics the ABS is required to do this in a manner that is "not likely" (in a legal sense) to enable the identification of a particular person or organisation. A number of techniques are used to do this, including suppression of information. To ensure provider confidentiality in the Survey of Tourist Accommodation, the ABS uses a computerised process known as Disclosure Avoidance Analysis System (DAAS) to confidentialise the entire tourist accommodation dataset each quarter. This process not only ensures that data are suppressed to ensure individual establishments cannot be identified, but also suppresses data in other (consequential) cells to ensure data cannot be derived through deduction from the information available.

USER AGGREGATION OF DATA

22 The aggregation of data by users across time periods should be undertaken with caution, due to the possibility of non-inclusion of confidentialised data (see the above section for more information about confidentialisation). Where one or more cells contributing to a total have been confidentialised (ie, contains the value of n.p.), the resulting aggregated total will be incorrect. However, some broader levels of data may not be affected by confidentialised cells.

23 Where data can be aggregated (ie, no confidentialised cells are included) for calendar and financial year/s purposes, the data items Establishments, Rooms, Persons employed and Bed spaces should not be aggregated. For these items it is recommended that for calendar years, the value of the December quarter is used, and for financial years, the value of the June quarter is used.

24 Any data items that have been derived from other items collected in the survey cannot be aggregated (ie, all those with labels ending in 'rate' or commencing with 'average'). These items must be re-derived based on the aggregation of each of the quarterly items collected in the survey used in the derivation of the rate or average (see Glossary for formulas).

25 Users are cautioned against deriving any non-standard aggregations (eg, aggregation of selected star gradings such as 4-star and 5-star; aggregation of selected geographical areas such as capital city areas and balance of state; aggregation of selected activities such as hotels and motels combined). This is because data are confidentialised based on the standard data item structure.

EFFECTS OF ROUNDING

26 Where figures have been rounded, discrepancies may occur between totals and the sum of the component items.

27 Estimates of movement shown in this publication are obtained by taking the difference of unrounded estimates. The movement is then rounded to one decimal place. Therefore where a discrepancy occurs between the reported movement and the difference of the rounded estimates, the reported movement will be more accurate.

RELATED PUBLICATIONS

28 Other ABS publications and products which may be of interest are outlined below.

EXPLANATORY NOTES *continued*

RELATED PUBLICATIONS

continued

All publications released from 1998 onwards are available on the ABS web site www.abs.gov.au.

Tourist Accommodation, Small Area Data (cat. no. 8635.0.55.002) (data cube for Australia – issued quarterly)

Tourist Accommodation, Small Area Data (cat. no. 8635.1.55.001–8635.8.55.001) (data cubes for each state/territory – issued quarterly)

Tourism Region Maps and Correspondence Files, Australia (cat. no. 9503.0.55.001) (annual)

Tourist Accommodation, Australia, Expanded Scope Collection (cat. no. 8635.0.55.001) (irregular)

Short-term Visitor Arrivals Estimates, Australia (cat. no. 3401.0.55.001) (issued monthly)

Overseas Arrivals and Departures, Australia (cat. no. 3401.0) (issued monthly)

Australian National Accounts, Tourism Satellite Account (cat. no. 5249.0) (annual)

Information Paper: Future changes to Tourist Accommodation, Australia, May 2010 (cat. no. 8635.0.55.003) (irregular)

29 The catalogue of current publications and other products is available from the ABS web site www.abs.gov.au. The ABS also issues release advices on the web site which detail products to be released both in the coming week and the next six months.

ABS DATA AVAILABLE ON

REQUEST

30 As well as the statistics included in this publication, the ABS has other relevant data available on request. Inquiries should be made to the National Information and Referral Service on 1300 135 070.

GLOSSARY

Average length of stay	<p>Average number of days each guest stayed during the reference period. It is a derived item calculated by dividing the number of guest nights occupied by the number of guest arrivals with the result expressed as a number of days,</p> $\text{Average length of stay(days)} = \frac{\text{Guest nights occupied}}{\text{Guest arrivals}}$
Average takings per room night available	<p>The takings from accommodation divided by the total number of room nights available for the survey period,</p> $\text{Average takings per available room night(\$)} = \frac{\text{Takings from accommodation}}{\text{Room nights available}}$
Average takings per room night occupied	<p>The takings from accommodation divided by the total number of room nights occupied for the survey period,</p> $\text{Average takings per room night occupied(\$)} = \frac{\text{Takings from accommodation}}{\text{Room nights occupied}}$
Bed occupancy rate	<p>Bed occupancy expressed as a percentage of total capacity available during the survey period,</p> $\text{Bed occupancy rate (\%)} = \frac{\text{Guest nights occupied}}{\text{Guest nights available}} * 100$
Bed spaces	<p>Bed spaces normally in place and available to accommodate paying guests during the survey period. Single beds, three-quarter beds and any beds designed to sleep one person are counted as one bed space. Double, queen and king size beds and any beds designed to sleep two people are counted as two bed spaces. Bunk beds have various configurations. If a bunk bed is designed to sleep two guests, it will count as two bed spaces. Any style of bed that is normally used as a bed is included. Fold away beds and sofas permanently made up as beds are included. Cots, divans and any other type of temporary beds not normally used as beds are excluded.</p>
Capacity	<p>Capacity is the measure of total accommodation stock available at an establishment to accommodate paying guests on the last day of the survey period. It may be given by various measures such as the maximum number of rooms, units, apartments or suites. Capacity closed temporarily for seasonal reasons is included.</p>
Establishments	<p>Hotels and resorts, motels, private hotels, guest houses and serviced apartments within the scope of the survey which operated for any part of the survey period, or which closed temporarily for the quarter for seasonal reasons.</p>
Facilities	<p>Establishments may provide a wide variety of facilities to their paying guests. For the purposes of this survey, all establishments within the scope of the survey provide bath/shower and toilet facilities in most of their rooms. Serviced apartments also provide fully self-contained cooking facilities in most rooms/units.</p>
Guest arrivals	<p>Paying guests counted only on the first night of their stay at the accommodation establishment during the survey period. Guest arrivals may also be known as 'check ins'. If the same individual returns for a second stay at the accommodation establishment during the same survey period, the first night of the second stay is regarded as a separate guest arrival.</p>
Guest nights available	<p>The total number of bed spaces multiplied by the number of days for which they were available to paying guests during the survey period. For establishments closing (other than for seasonal reasons) or opening during this period, operating periods only are included.</p>
Guest nights occupied	<p>The total number of paying guests counted on each night they stayed at the accommodation establishment during the survey period.</p>
Hotels and resorts (Hotels)	<p>Establishments which operate a public bar and which provide accommodation on a room/unit/apartment/suite basis rather than by the bed as is the practice of visitor hostels. Most guest rooms are equipped with a bath/shower and toilet but not full cooking facilities (i.e. hot plates and oven/microwave). Hotels and resorts may also include establishments referred to as resort hotel and spa, luxury hotel, apartment hotel,</p>

GLOSSARY *continued*

Hotels and resorts (Hotels) <i>continued</i>	boutique hotel, hotel motel, and commercial hotel. This group of establishments is sometimes abbreviated to 'Hotels' in the text as well as in the table and graph titles in this publication.
Motels, private hotels and guest houses (Motels)	Establishments that do not operate a public bar but which provide accommodation on a room/unit/apartment/suite basis rather than by the bed as is the practice of visitor hostels. Most guest rooms are equipped with a bath/shower and toilet but do not have full cooking facilities (i.e. hot plates and oven/microwave). A motel would typically offer guests overnight accommodation and is targeted to the motorist with car parking provided. A private hotel is often a residential hotel that also offers short-term stays. A guest house is typically a personal residence with some accommodation available for paying guests. This group of establishments is sometimes abbreviated to 'Motels' in the text as well as in the table and graph titles in this publication.
Occupancy	Occupancy can refer to the total number of nights each room/unit/apartment/suite was occupied during the survey period or the total number of paying guests counted on each night they stayed at the accommodation establishment during the same period. Room occupancy rates and bed occupancy rates are calculated from room nights and guest nights.
Paying guest	Guests occupying rooms provided for short-term non-residential accommodation.
Persons employed	Persons working at each accommodation establishment during the last pay period ending within the survey period (including working proprietors and those working on other than accommodation activities). Non-salaried workers including volunteers, contractors, and self-employed persons are excluded.
Room nights available	The number of rooms/units available multiplied by the number of days for which they were available during the survey period. For establishments closing (other than for seasonal reasons) or opening during this period, operating periods only are included.
Room nights occupied	The nights each guest room/unit was occupied by a paying guest during the survey period.
Room occupancy rate	Room occupancy expressed as a percentage of total capacity available during the survey period, $\text{Room occupancy rate (\%)} = \frac{\text{Room nights occupied}}{\text{Room nights available}} * 100$ providing that, for establishments closing (other than for seasonal reasons) or opening during the survey period, the denominator of the above expression includes only operating periods.
Rooms	Rooms available for accommodating short-term paying guests at each hotel and resort, motel, guest house, and serviced apartment during the survey period. Units, apartments and suites are treated as rooms for these types of establishments.
Serviced apartments	Establishments with five or more units which mostly comprise self-contained units at the same location, and which are available on a unit/apartment basis to the general public for a minimum of one night. The units should have full cooking facilities (i.e. hot plates and oven/microwave), refrigerator and bath/shower and toilet facilities; all bed linen and towels should be provided, and daily servicing (i.e. cleaning and bed making) must be available through the on-site management, although this service may not necessarily be used.
Star grading	The grading of hotels and resorts, motels, private hotels and guest houses and serviced apartments is based on the classification system owned by AAA Tourism Pty Ltd. The gradings are allocated according to a points system based on the amenities and facilities available to guests. Details of the grading scheme are contained in the publication <i>Accommodation Guide</i> published by AAA Tourism Pty Ltd for each of the individual Australian Motoring Organisations. For the purpose of classifying establishments to a star

GLOSSARY *continued*

Star grading *continued*

grading in this publication, 'half' star gradings are ignored (e.g. a two and a half star grading has been shown as two star).

While coverage has significantly improved, some establishments (including some competing in the four and five star markets and having significant takings) still remain outside the star grading scheme. These establishments have been given a star grading of 'ungraded'.

Periodic additional investigations are made to validate the small proportion of establishments changing star grade between reference periods.

Takings from accommodation (Takings)

Revenue received from the provision of accommodation (excluding revenue received from the provision of meals and other foods and beverages). Since 1 July 2000, takings from accommodation include gross revenue from the provision of accommodation, including GST. In cases where takings from accommodation data cannot be provided inclusive of GST, the amount of GST payable is estimated and the data revised accordingly. Takings from accommodation for each month generally represent the takings received during that month. Where payments are received in advance of, or after the provision of accommodation to guests, the monthly figure for takings from accommodation may not necessarily bear a direct relationship to the number of guests accommodated during the month. Takings from accommodation is sometimes abbreviated as 'Takings' in the text as well as in the table and graph titles in this publication.

FOR MORE INFORMATION . . .

INTERNET **www.abs.gov.au** the ABS website is the best place for data from our publications and information about the ABS.

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