

ACCOMMODATION INDUSTRY AUSTRALIA

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■ For further information about these and related statistics, contact the National Information and Referral Service on 1300 135 070 or Paull Hoffmann on Brisbane 07 3222 6118.

NOTES

INTRODUCTION

This publication presents results, in respect of the 2000-01 financial year, from an Australian Bureau of Statistics (ABS) survey of employing businesses in the accommodation industry. This is the sixth time that the ABS has surveyed the accommodation industry. Surveys were previously conducted in respect of the 1979-80, 1986-87, 1991-92, 1995-96 and 1997-98 financial years.

This publication is one of a series to be issued in respect of 2000-01 for a range of hospitality, sporting, recreation and gambling services industries. Other publications in this series are:

Casinos, Australia, 2000-01 (Cat. no. 8683.0) - issued 7 December 2001

Selected Amusement and Leisure Industries, Australia, 2000-01 (Cat. no. 8688.0) - issued 30 April 2002

Clubs, Pubs, Taverns and Bars, Australia, 2000-01 (Cat. no. 8687.0) - issued 25 June 2002

Gambling Industries, Australia, 2000-01 (Cat. no. 8684.0) - issued 18 July 2002

Sports Industries, Australia, 2000-01 (Cat. no. 8686.0) - due for release September 2002

COMMENTS ON THIS PUBLICATION

The ABS welcomes comments and suggestions from users recommending industries and data items for inclusion in future industry surveys. These comments should be addressed to The Director, Service Industry Surveys, ABS, Locked Bag 10, Belconnen, ACT 2616

ROUNDING

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

ABBREVIATIONS

ABS Australian Bureau of Statistics

ANZSIC Australian and New Zealand Standard Industrial Classification

RSE Relative standard error

SE Standard error

Dennis Trewin Australian Statistician

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CHAPTER 1

INTRODUCTION

INTRODUCTION

This publication presents results, in respect of the 2000-01 financial year, from an Australian Bureau of Statistics (ABS) survey of businesses in the accommodation industry.

The scope of the survey was all employing businesses classified to Class 5710 (Accommodation) of the 1993 edition of the Australian and New Zealand Standard Industrial Classification (ANZSIC). This class comprises businesses predominantly engaged in the provision of short-term accommodation in hotels, motels, serviced apartments, flats/units, guest houses and youth hostels, and of both short- and long-term accommodation in caravan parks, camping grounds and student residences (excluding boarding schools).

Government operated caravan parks are excluded from ANZSIC Class 5710. In order to compile a comprehensive profile of the caravan park sector, a census of government operated caravan parks (mainly local government) was undertaken, for which results are shown in Chapter 5. It should be noted that the majority of caravan parks owned by government are leased to private operators and these private operators have been included in ANZSIC Class 5710.

The results from this survey will differ from those in the quarterly Survey of Tourist Accommodation (STA). The STA has a different scope which excludes accommodation establishments below a certain size but includes some establishments where the provision of accommodation services is not the main activity. Examples are hotels in the pubs, taverns and bars industry which provide accommodation but earn the majority of their income from liquor sales and other sources; casinos; clubs; and real estate agents renting houses, flats and units for individual owners.

TYPE OF BUSINESS

At the end of June 2001, there were 5,884 employing businesses in the accommodation industry, which was a 4% increase since June 1998.

These businesses operated 6,525 separate accommodation establishments. Motel establishments (2,279) and caravan parks/camping grounds (1,417) accounted for 35% and 22% respectively of the total number of establishments. Within the industry, other establishments included licensed hotels (652), serviced apartments (543), visitor hostels (504) and bed and breakfast establishments (239).



1.1 ACCOMMODATION BUSINESSES AND ESTABLISHMENTS

	no.
• • • • • • • • • • • • • • • • • • • •	• • • • •
Businesses at end June 2001	5 884
Establishments at end June 2001	
Licensed hotels	652
Motels	2 279
Serviced apartments	543
Caravan parks/camping grounds	1 417
Visitor hostels	504
Bed and breakfast establishments	*239
Other accommodation	
establishments	891
T. 1.1	
Total	6 525

^{*} estimate has a relative standard error of between 25% and 50% and should be used with caution

CHAPTER 2

INDUSTRY OVERVIEW

INTRODUCTION

This chapter presents data for employing businesses classified to the accommodation industry, (i.e. businesses predominantly engaged in the provision of short-term accommodation).

In order to allow historical comparisons, it has been necessary to revise the 1997-98 data so that the basis for the estimates is consistent with that used for the 2000-01 survey. For more details, see paragraphs 3 to 5 of the Explanatory Notes in this publication.

SOURCES OF INCOME

In 2000-01, the total income received by businesses in the accommodation industry was \$8,286m. Of the total income, \$5,001m (60%) was received from takings for accommodation, \$1,393m (17%) was received from takings for meals and \$613m (7%) from the sale of liquor and other beverages. The majority (58%) of businesses in the industry received income from the provision of meals, but only 38% of businesses received income from the sale of liquor and other beverages.

It should be noted that the industry income for 2000-01 excludes GST paid to businesses in the industry.

The main income data item proportions were very similar to the proportions in 1997-98.

While total industry income has increased by 26% since 1997-98, the distribution of income varied by size of business. Small businesses with employment of less than 20 persons received 76% of their income from accommodation, compared to 63% for medium businesses (employment between 20 and 99 persons) and 52% for large businesses (employment of 100 or more persons). Conversely, the medium and large businesses received, respectively, 17% and 20% of their income from the provision of meals, and 8% and 9% respectively, from the sale of liquor and other beverages.

Of the total income, businesses estimated that \$706m (9%) related to income from conventions.

EXPENDITURE

Total expenses of businesses in the accommodation industry in 2000-01 were \$7,680m.

Labour costs (\$2,739m) were the largest expenditure item, accounting for 36% of total expenses. Labour costs in the industry averaged \$26,400 per employee, with averages of \$18,400 for businesses with less than 20 persons and \$31,300 for large businesses with 100 or more employees.

Other major expenses were purchases (\$1,017m), rent, leasing and hiring expenses (\$682m), interest expenses (\$513m) and depreciation and amortisation (\$410m).

Travel agent and frequent flyer commission expenses were \$92m while poker gaming machine and other gambling taxes accounted for \$10m of expenses.

PROFITABILITY

The industry recorded an operating profit before tax of 620m for the 2000-01 financial year. This represented an operating margin of 8.1%, a slight increase over the 7.9% recorded in 1997-98.

The operating profit margin varied by size of business, with businesses with employment of less than 20 persons recording an operating profit margin of 13.7%. In comparison, businesses with employment between 20 and 99 persons recorded an operation profit margin of 7.6%, while large businesses employing 100 or more persons recorded an operating profit margin of 5.7%.

However, the profit level of small businesses is affected by the number of working proprietors and partners in this segment of the industry, as drawings of working proprietors and partners are not included in the businesses' expenses in the profit calculation.

EMPLOYMENT

At the end of June 2001, the total employment in the accommodation industry was 106,051 persons, a 12% increase since June 1998.

There were 2,452 working proprietors and partners (2% of total employment), 57,732 permanent employees (54% of total employment) and 45,866 casual employees (43% of total employment). The high proportion of casual employees is reflected in the relatively low labour cost per employee of \$26,400 for the industry.

The percentage of females employed in the industry has remained virtually unchanged since June 1998 at 58% of total employment. The 30,831 female casual employees represented 67% of all casual employees with the 29,782 permanent female employees representing 52% of all permanent employees.

STATE AND TERRITORY DIMENSION

Accommodation industry businesses in 2000-01 were concentrated in the eastern mainland States, with 78% operating in New South Wales, Victoria and Queensland.

Accommodation industry income for New South Wales was 33% of total industry income which was close to its share of the Australian population (34%), while accommodation industry income for Queensland was 31% of total industry income which was greater than its respective share of the Australian population (19%). Conversely, industry income in Victoria (16%) and South Australia (4%) was below their share of the Australian population of 25% and 8% respectively.

On average, each business in the accommodation industry employed 18 persons at the end of June 2001. Employment per business in the Australian Capital Territory and the Northern Territory was the highest among the States and Territories at 45 and 32 persons respectively. Tasmania had the lowest employment per business of 11 persons, while both South Australia and Victoria had an employment per business of 13 persons.

Businesses in the Australian Capital Territory recorded the highest total income per business at \$3.8m, well above the Australian average of \$1.4m. Businesses in New South Wales recorded total income per business equal to the Australian average, while the lowest total income per business was in Tasmania at \$632,000.

BUSINESS SIZE

Small businesses employing less than 20 persons made up 85% of all businesses in the industry at the end of June 2001, down from 88% in June 1998. These businesses

BUSINESS SIZE continued

accounted for 27% of industry employment, 24% of total industry income and 42% of the industry's operating profit before tax. In contrast, large businesses (those with employment of 100 or more persons) accounted for 3% of total businesses, yet accounted for 50% of industry employment, 54% of total industry income and 37% of operating profit before tax..

	1997–98	2000-01
• • • • • • • • • • • • • • • • • • • •	• • • • • •	• • • • • •
Businesses at end June 2001 (no.)	r5 640	5 884
Employment at end June 2001 (no.)	r94 348	106 051
Takings from accommodation (\$m) Takings from meals (\$m) Sale of liquor and other beverages (\$m) Other income (\$m)	r4 024.9 r1 124.1 r509.2 r936.3	
Total income (\$m)	r6 594.5	8 286.4
Labour costs (\$m) Purchases of foodstuffs for use in preparing meals (\$m) Purchases of liquor and other beverages (\$m) Other expenses (\$m)	r1 987.4 r412.1 r200.8 r3 509.8	2 738.9 483.9 240.6 4 216.5
Total expenses (\$m)	r6 110.1	7 679.8
Operating profit before tax (\$m) Operating profit margin (%)	r492.2 r7.9	619.7 8.1
Industry value added (\$m)	na	3 733.3

r revised na not available



2.2 SOURCES OF INCOME

Businesses at end June 2001

	no.	\$m	%
• • • • • • • • • • • • • • • • • • • •	• • • • • • • •	• • • • • • • •	• • • • • •
Sales of goods and services			
Takings from accommodation	5 884	5 000.7	60.3
Takings from meals	3 402	1 393.3	16.8
Sale of liquor and other beverages	2 241	612.8	7.4
Sale of other goods	2 100	199.2	2.4
Income from gambling	95	41.0	0.5
Income from catering			
commissions/concessions	89	11.1	0.1
Rent, leasing and hiring income	1 526	216.6	2.6
Telecommunications service	3 187	103.0	1.2
Income from management fees	543	85.6	1.0
Total	5 884	7 663.4	92.5
Interest income	2 368	60.0	0.7
Other income	2 752	563.0	6.8
Total income	5 884	8 286.4	100.0
Income from conventions(a)	1 056	705.9	8.5

⁽a) included in sales of goods and services.



2.3 ITEMS OF EXPENDITURE

	\$m	%
• • • • • • • • • • • • • • • • • • • •	• • • • • •	• • • • •
Labour costs		
Wages and salaries Employer contributions to	2 365.4	30.8
superannuation funds	189.9	2.5
Workers' compensation costs	67.9	0.9
Fringe benefits tax	15.7	0.2
Payroll tax	100.0	1.3
Total	2 738.9	35.7
Purchases		
Liquor and other beverages	240.6	3.1
Foodstuffs for use in preparing meals	483.9	6.3
Other goods for resale	146.1	1.9
Other non-capitalised purchases	146.8	1.9
Total	1 017.4	13.2
Calcated avecage		
Selected expenses Commission expenses		
Travel agent and frequent flyer		
commission expenses	91.6	1.2
Other contract, sub-contract and	01.0	
commission expenses	68.4	0.9
Bank charges other than interest	87.0	1.1
Total	247.0	3.2
Rent, leasing and hiring expenses		
Rent of land, buildings and other		
structures	573.9	7.5
Other rent, leasing and hiring		
expenses	107.6	1.4
Total	681.6	8.9
Laundry and cleaning services	150.5	2.0
Payments to employment agencies	16.3	0.2
Repair and maintenance expenses	263.2	3.4
Motor vehicle running expenses	38.4	0.5
Poker gaming machine and other		
gambling taxes	9.9	0.1
Land taxes	144.8	1.9
Advertising, marketing, promotion and sponsorship fees	263.3	3.4
Telecommunications services	93.3	1.2
Management fees	138.7	1.8
Other operating expenses	878.8	11.4
Total	2 925.8	38.1
Other costs		
Insurance premiums	63.2	0.8
Interest expenses	512.7	6.7
Depreciation and amortisation Bad and doubtful debts	410.4 11.5	5.3 0.1
Total	997.7	13.0
, 0.001	551.1	10.0
Total expenses	7 679.8	100.0



	Males	Females	Persons
• • • • • • • • • • • • • • • • • • • •	• • • • • •	• • • • • •	
Working proprietors and partners (no.)	1 339	1 113	2 452
Employees Permanent full-time (no.) Permanent part-time (no.) Total permanent (no.)	23 868 4 083 27 951	22 444 7 337 29 782	46 312 11 420 57 732
Casual (no.) Total (no.)	15 035 42 985	30 831 60 613	45 866 103 598
Total employment at end June (no.)	44 324	61 726	106 051
Proportion of total (%)	41.8	58.2	100.0

2.5 BUSINESS SIZE

						100 or	
	0–4	5–9	10-19	20-49	50-99	more	
	persons	persons	persons	persons	persons	persons	Total
• • • • • • • • • • • • • • • • • • • •	• • • • • •	• • • • • •	• • • • • •	• • • • • •	• • • • • •	• • • • • • •	• • • • • •
Businesses at end June (no.)	2 424	1 818	779	529	132	201	5 884
Proportion (%)	41.2	30.9	13.2	9.0	2.2	3.4	100.0
Working proprietors and partners (no.)	1 594	598	*238	**19	**4	_	2 452
Proportion (%)	65.0	24.4	9.7	0.8	0.1	_	100.0
Total employees at end June (no.) Proportion (%)	4 869 4.7	11 175 10.8	10 101 9.7	15 506 15.0	8 994 8.7	52 954 51.1	103 598 100.0
Total employment at end June (no.)	6 463	11 772	10 338	15 525	8 997	52 954	106 051
Proportion (%)	6.1	11.1	9.7	14.6	8.5	49.9	100.0
Wages and salaries (\$m) Proportion (%)	83.3 3.5	162.0 6.8	173.3 7.3	298.2 12.6	223.4 9.4	1 425.3 60.3	2 365.4 100.0
Total income (\$m) Proportion (%)	521.3 6.3	817.7 9.9	656.9 7.9	1 048.1 12.6	742.9 9.0	4 499.6 54.3	8 286.4 100.0
Operating profit before tax (\$m) Proportion (%)	*50.1 8.1	116.1 18.7	*92.9 15.0	68.0 11.0	*62.4 10.1	*230.1 37.1	619.7 100.0
Operating profit margin (%)	*10.4	14.8	14.8	6.9	8.7	*5.7	8.1

 $^{^{\}star}$ estimate has a relative standard error of between 25% and 50% and should be used with caution

 $^{^{\}star\star}$ $\,\,$ estimate has a relative standard error greater than 50% and is considered too unreliable for general use

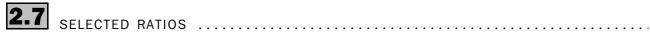
nil or rounded to zero (including null cells)



2.6 STATE AND TERRITORY COMPARISONS

		TOTAL					
		EMPLOYM	ENT AT	WAGES	AND	TOTAL	
		END JUNE	2001	SALARII	ES .	INCOME	
	Businesses(a)						
	no.	no.	%	\$m	%	\$m	%
• • • • • • • • • • • • • • • •	• • • • • • • • • • •	• • • • • • • • • •	• • • • • • • • • •	• • • • • • • •	• • • • • • •	• • • • • • • • •	• • • • •
New South Wales	1 951	34 002	32.1	768.7	32.5	2 767.3	33.4
Victoria	1 262	16 986	16.0	356.8	15.1	1 303.8	15.7
Queensland	1 396	32 547	30.7	780.5	33.0	2 576.9	31.1
South Australia	434	5 488	5.2	103.8	4.4	367.9	4.4
Western Australia	548	8 573	8.1	165.6	7.0	586.4	7.1
Tasmania	243	2 688	2.5	47.1	2.0	153.5	1.9
Northern Territory	111	3 544	3.3	84.2	3.6	344.4	4.2
Australian Capital							
Territory	49	2 222	2.1	58.6	2.5	186.2	2.2
Australia	5 884	106 051	100.0	2 365.4	100.0	8 286.4	100.0

⁽a) Multi-State businesses are counted in each State and Territory in which they operated. Hence the counts of businesses for States and Territories do not sum to the total for Australia.



	Small Businesses	Medium Businesses	Large Businesses	Total
• • • • • • • • • • • • • • • • • • • •	• • • • • • • •	• • • • • • • •	• • • • • • • • •	• • • • • •
Total income per employment (\$'000) Takings from accommodation per employment (\$'000) Accommodation income to total income (%) Takings from meals to total income (%) Sale of liquor and other beverages to total income (%)	69.8 53.0 75.9 9.7	73.0 46.0 62.9 17.2 8.3	85.0 44.5 52.4 19.8 8.8	78.1 47.2 60.3 16.8 7.4
Total expenses per employee (\$'000) Labour costs per employee (\$'000) Labour costs to total expenses (%)	3.5 60.8 18.4 27.8	67.7 24.4 36.0	80.9 31.3 38.7	72.4 26.4 35.7
Operating profit before tax per employment (\$'000) Operating profit margin (%)	9.1 13.7	5.3 7.6	**4.3 *5.7	5.8 8.1

^{**} estimate has a relative standard error greater than 50% and is considered too unreliable for general use

estimate has a relative standard error of between 25% and 50% and should be used with

CHAPTER 3

INDUSTRY COMPARISONS

SELECTED HOSPITALITY INDUSTRIES

In addition to the survey of businesses in the accommodation industry, the ABS also conducted surveys of the pubs, taverns and bars industry, the hospitality clubs industry and the casino industry in respect of 2000-01. There is a lot of commonality in the operations of businesses in these hospitality industries as shown in Table 3.1. In total, these four industries generated income of \$26,728m in 2000-01 and had employment of 275,612 persons at the end of June 2001.

While takings from accommodation were \$5,001m for businesses in the accommodation industry, a further \$340m of accommodation takings income was received by the other three hospitality industries, in particular \$167m for the pubs, taverns and bars industry, \$40m for the hospitality clubs industry and \$133m for the casino industry.

Total takings from meals for these four industries in 2000-01 was \$2,956m with businesses in the accommodation industry accounting for 47% of this income. The ABS also conducted a survey of businesses in the cafes and restaurants industry in respect of 1998-99. Results from this survey showed that businesses in this related hospitality industry generated \$3,947m of income from sales of meals.

The largest income items of these four industries were income from gambling (\$8,501m) and the sale of liquor and other beverages (\$7,851m). However, the accommodation industry accounted for less than 1% of this gambling income and only 8% of the sales of liquor and other beverages.

Of the total employment of 275,612 persons, the accommodation industry accounted for 38% of the employment. This was a two percentage point increase since June 1998. The type of employment in these hospitality industries is reflected in the average labour cost per employee of \$26,300. While the labour costs per employee was slightly above average for the accommodation industry (\$26,400), the labour costs per employee in the other industries varied with the pubs, taverns and bars industry being \$21,600, hospitality clubs industry being \$27,300 and the casino industry being \$41,200.

The operating profit margin also varied between the four hospitality industries. The operating profit margin of the accommodation industry and the pubs, taverns and bars industry were similar at 8.1% and 7.9% respectively, but the hospitality clubs industry recorded an operating profit margin of 6.1% and the casino industry was 17.4%.

Further details of the other hospitality industries are contained in *Clubs, Pubs, Taverns and Bars, Australia, 2000-01* (Cat. No. 8687.0) and *Casinos, Australia, 2000-01* (Cat. No. 8683.0).



3.1 SELECTED HOSPITALITY INDUSTRIES

• • • • • • • • • • • • • • • • • • • •	Accommodation	Pubs, tavems and bars	Clubs (hospitality)	Casinos	Total
Businesses at end June 2001 (no.)	5 884	4 003	2 911	13	12 811
Takings from accommodation (\$m)	5 000.7	167.4	40.3	132.7	5 341.1
Takings from meals (\$m)	1 393.3	825.7	546.6	190.8	2 956.4
Sale of liquor and other beverages (\$m)	612.8	5 681.7	1 406.9	149.1	7 850.5
Income from gambling (\$m)	41.0	2 121.3	3 835.2	2 503.5	8 501.0
Other income (\$m)	1 238.6	211.1	468.1	160.7	2 078.5
Total income (\$m)	8 286.4	9 007.2	6 297.1	3 136.8	26 727.5
Employment at end June 2001 (no.)	106 051	84 158	64 990	20 413	275 612
Operating profit margin (%)	8.1	7.9	6.1	17.4	

^{..} not applicable

CHAPTER 4

PROFITABILITY OF ACCOMMODATION ESTABLISHMENTS

INTRODUCTION

Table 4.1 provides profitability measures of accommodation establishments which were operated by businesses classified to the accommodation industry. The profitability measure used is earnings before interest and tax (EBIT) expressed as a percentage of the total income of the establishment.

This profitability measure differs from operating profit margin in that it is derived before the deduction of interest expense and hence it is higher than the operating profit margin shown for businesses in earlier tables.

The objective of the table is to provide indicative profitability comparisons across the different types of accommodation establishments, licensed hotels, motels and caravan parks, for a range of different characteristics such as size of establishment, star grading and State of operation. For the purposes of this table, businesses were asked to classify each of their accommodation establishments by type (see paragraph 9 of the Explanatory Notes for further details).

LICENSED HOTELS

The EBIT profit margin of the 652 licensed hotel establishments in the accommodation industry in 2000-01 was 6.5% compared to the EBIT profit margin of 10.3% for motel establishments and 15.8% for caravan parks.

Licensed hotels in all States and Territories recorded higher EBIT profit margins than the Australian average except for Tasmania (-0.5%) and Queensland (-0.3%). The highest EBIT profit margins were recorded by licensed hotels in the Australian Capital Territory (12.6%) and Victoria (11.9%).

The 264 licensed hotels in capital cities had an EBIT profit margin of 10.8%, far in excess of the 0.2% EBIT profit margin recorded by licensed hotels located outside capital cities.

Licensed hotels with a 4-5 star grading had the highest EBIT profit margin at 6.7%, compared to licensed hotels with a 3 star grading (6.1%) and those with a 1-2 star grading (4.9%). In comparison, motels with 4-5 star grading had an EBIT profit margin of 11.4%. Of all licensed hotels, those with 0-19 rooms recorded the highest EBIT profit margin of 14.4%.

MOTELS

While the EBIT profit margin of motels was 10.3%, this profit margin varied across States and Territories. The lowest EBIT profit margin for motels was recorded in Western Australia (4.3%). Motels in capital cities had an EBIT profit margin of 12.5% compared to 9.2% in country areas.

On a capacity basis, motels with 20 to 49 rooms had the highest EBIT profit margin (11.6%). There were 145 motels with income of \$2 million or greater and these establishments recorded the highest EBIT profit margin of 12.0%.

MOTELS continued

The majority of motels were graded as 3 star establishments and they recorded an EBIT profit margin of 10.2%. In comparison, 1-2 star graded motels recorded an EBIT profit margin of 8.6% and 4-5 star graded motels 11.4%.

CARAVAN PARKS

These estimates relate to privately-operated caravan park establishments.

The EBIT profit margin for the 1,417 caravan park establishments was 15.8%. The highest EBIT profit margins were recorded by caravan parks in Western Australia (18.7%) and Queensland (18.2%).

The most profitable caravan parks in terms of income size were those in the income range \$500,000-\$1,999,999, which recorded an EBIT profit margin of 18.3%.



4.1 PROFITABILITY OF ACCOMMODATION ESTABLISHMENTS

.....

CARAVAN PARKS -PRIVATE

	LICENSED	HOTELS	MOTELS		PRIVATE .	-AKNS -
	Establishments	EBIT profit margin	Establishments	EBIT profit margin	Establishments	EBIT profit margin
	no.	%	no.	%	no.	%
• • • • • • • • • • • • • • • •	• • • • • • • • •	• • • • • • • • • • • • •	• • • • • • • • • • • • •	• • • • • • • • • •	• • • • • • • • • • • •	• • • • • • • • • •
Rooms, sites available						
0–19	*98	*14.4	893	*8.9	**38	**53.5
20–49	98	**0.5	1 108	11.6	*185	*27.6
50–99	*175	*6.8	180	*7.9	*287	**7.0
100 and over	281	*6.4	97	*11.2	907	15.0
Income size						
0 - \$499,999	*49	**10.1	1 451	*8.5	1 014	*14.6
\$500,000 -						
1,999,999	192	**-0.8	683	9.9	396	18.3
\$2,000,000 and						
over	411	*6.9	145	12.0	*7	**-1.7
Star grading						
1–2	33	*4.9	*171	*8.6	*196	**17.5
3	210	6.1	1 579	10.2	536	*9.2
4–5	344	*6.7	342	11.4	329	*15.1
Ungraded	*65	**3.8	*187	**7.0	356	*22.8
State and Territory						
NSW	183	10.9	881	12.2	401	**17.3
Victoria	91	11.9	513	*11.4	*491	*18.1
Queensland	230	**-0.3	467	8.6	*156	*18.2
South Australia	16	7.4	146	7.7	*116	9.4
Western Australia	72	7.7	132	**4.3	*187	18.7
Tasmania	25	**-0.5	68	*8.9	*39	*8.3
Northern Territory	21	8.1	54	*11.8	*26	**2.1
Australian Capital						
Territory	15	12.6	18	*5.1	**2	np
Total capital cities	264	10.8	452	12.5	*145	*22.2
Total rest of State	388	**0.2	1 827	9.2	1 272	14.6
Australia	652	*6.5	2 279	10.3	1 417	15.8

^{*} estimate has a relative standard error of between 25% and 50% np not available for publication but included in totals where applicable, and should be used with caution

^{**} estimate has a relative standard error greater than 50% and is considered too unreliable for general use

unless otherwise indicated

CHAPTER 5

CARAVAN PARK PROFILE

INTRODUCTION

In order to compile a comprehensive profile of the caravan park sector, a census of government operated caravan parks (mainly local government) was undertaken. These caravan parks do not fall within the scope of the accommodation industry classified to ANZSIC Class 5710 and the data collected from these establishments is therefore excluded from the bulk of the tables presented in this publication. Tables 5.1 and 5.2 in this chapter show this data, together with data from businesses in ANZSIC Class 5710 where the majority of income was derived from caravan park operations. It should be noted that the majority of caravan parks owned by government are leased to private operators and these private operators have been included in ANZSIC Class 5710.

OVERVIEW

At the end of June 2001, the caravan park sector consisted of 1,222 private businesses (operating 1,417 caravan park establishments) and 22 government bodies (mainly local government) operating caravan parks. The caravan park sector generated income of \$638m in 2000-01, and there were 8,176 persons working in the sector at the end of June 2001.

The majority (83%) of caravan park sector income was received from takings from accommodation. Takings from accommodation comprised \$491m received by privately-operated caravan parks and \$35m received by government authorities.

Private caravan park businesses generated almost all of the \$11m of total takings from meals and the \$11m of total takings from the sale of liquor and other beverages in 2000-01. Government-operated caravan parks contributed only \$200,000 to total takings from meals and a further \$200,000 to total takings from the sale of liquor and other beverages. The sale of other goods was \$56m in 2000-01. Private caravan park businesses accounted for virtually all of this amount because retail outlets in caravan parks owned by government were usually leased to private operators.

In total, the caravan park sector had expenses of \$539m in 2000-01. The largest expense item for the caravan park sector was wages and salaries, amounting to \$123m, of which \$120m was contributed by private caravan park businesses. Other major expenses for private caravan park businesses were purchases (\$64m), depreciation and amortisation (\$40m) and repair and maintenance (\$32m). Other major expenses for government-operated caravan parks were payments to contractors (\$6m), repair and maintenance (\$4m) and depreciation and amortisation (\$3m).

Of the 8,176 persons working in the sector at the end of June 2001, 98% worked for private caravan park businesses. For private caravan park businesses the average wages and salaries per employee was \$16,000, compared to the average wages and salaries per employee in government-operated caravan parks of \$23,400.



	Private	Government- operated (mainly local government)	Total
	no.	no.	no.
• • • • • • • • • • • • • • • • • •	• • • • • • •		• • • • • • • • •
Businesses at end June	1 222	22	1 244
Persons working at end of quarter			
September 2000	7 121	142	7 263
December 2000	7 434	152	7 586
March 2001	7 363	147	7 510
June 2001	8 022	154	8 176
Employees Permanent full-time Males	4.040	40	4 007
Females	1 848 1 488	49 46	1 897 1 534
Total	3 336	95	3 431
Permanent part-time Males Female Total	*329 *614 943	17 3 20	346 *617 963
Casual	943	20	903
Males	*940	9	*949
Females	2 249	30	2 279
Total	3 189	39	3 228
Total	0.44=		0.400
Males	3 117	75 70	3 192
Females Total	4 352 7 469	79 154	4 431 7 623

^{*} estimate has a relative standard error of between 25% and 50% and should be used with caution



	Private	Government- operated (mainly local government)	Total
	\$m	\$m	\$m
• • • • • • • • • • • • • • • • • • • •	• • • • • • •	• • • • • • • •	• • • • • • • • •
Income			
Takings from accommodation	491.4	35.4	526.8
Takings from meals	*10.3	0.2	*10.5
Sale of liquor and other beverages	*11.1	0.2	*11.3
Sale of other goods	*55.4	_	*55.5
Other income	33.8	0.3	34.1
Total	602.1	36.1	638.1
Expenses			
Wages and salaries	119.5	3.6	123.1
Repair and maintenance	32.1	3.6	35.7
Advertising, marketing, promotion			
and sponsorship fees	9.6	0.6	10.2
Payments to contractors	*12.9	6.0	*18.9
Purchases			
Food and beverage	*9.8	0.1	*9.9
Other goods for resale	*43.3	_	*43.4
Other non-capitalised			
purchases	10.6	1.6	12.2
Depreciation and amortisation	39.5	3.4	42.9
Bad and doubtful debts	*0.4	_	*0.4
Other expenses	237.7	4.4	242.1
Total	515.4	23.4	538.8

 $^{^{\}star}$ $\,\,$ estimate has a relative standard error of between 25% and 50% and should be used with caution

 [—] nil or rounded to zero (including null cells)

EXPLANATORY NOTES

INTRODUCTION

SCOPE

- **1** This publication contains results, in respect of 2000-01, from an Australian Bureau of Statistics (ABS) sample survey of 1,400 employing businesses classified to the accommodation industry. This is the sixth time the ABS has surveyed this industry. Previous statistics were released in respect of 1979-80, 1986-87, 1991-92, 1995-96 and 1997-98.
- 2 The scope of the survey was all employing businesses recorded on the ABS Business Register and classified to Class 5710, Accommodation, of the Australian and New Zealand Standard Industrial Classification (ANZSIC). This class comprises businesses predominantly engaged in the provision of short-term accommodation in hotels, motels, serviced apartments, flats/units, guest houses and youth hostels, and short- and long-term accommodation in caravan parks, camping grounds and student residences (excluding boarding schools).
- **3** It should be noted that a proportion of accommodation activity in Australia is not covered by this survey, as some businesses providing accommodation have predominant income from other activities. For example:
 - Licensed hotels, mainly engaged in selling alcoholic beverages for consumption on the premises. Such businesses are classified to ANZSIC Class 5720, Pubs, Taverns and Bars. This industry was also surveyed in 2000-01 and results were published in *Clubs, Pubs, Taverns and Bars, Australia, 2000-01* (Cat. no. 8687.0).
 - Clubs mainly engaged in providing hospitality services to members. Such businesses are classified to ANZSIC Class 5740, Clubs (Hospitality). This industry was also surveyed in 2000-01 and results were published in *Clubs*, *Pubs*, *Taverns and Bars*, *Australia*, 2000-01 (Cat. no. 8687.0).
 - Real estate agents mainly engaged in managing properties for others. Such businesses are classified to ANZSIC Class 7720, Real Estate Agents. This industry was last surveyed in 1998-99 and results were published in *Real Estate Services Industry*, *Australia*, 1998-99 (Cat. no. 8663.0).
 - Casinos mainly involved in providing gambling services. Casinos are classified to ANZSIC Class 9322 and the results from the latest survey of this industry were published in *Casinos, Australia, 2000-01* (Cat. no. 8683.0).
- 4 The frame used for this survey, like most ABS economic surveys, was taken from the ABS Business Register. The ABS Business Register is primarily based on registrations to the Australian Taxation Office's pay-as-you-go withholding (PAYGW) scheme (and prior to 1 July 2000 the Group Employer (GE) scheme). The frame is updated quarterly to take account of new businesses and businesses which have ceased employing.
- Businesses which have ceased employing are identified when the Australian Taxation Office cancels their PAYGW registration (or previously their GE registration). In addition, from July 1999, businesses which did not remit under the GE scheme for the previous five quarters were removed from the frame. A similar process will be adopted to remove businesses which do not remit under the PAYGW scheme. The changes resulted in a shift in the level of the Clubs and the Pubs, Taverns and Bars estimates. Historic data in this publication have been revised to take account of these changes.

SCOPE continued

STATISTICAL UNIT

6 The introduction of The New Tax System has a number of significant implications for ABS business statistics, and these are discussed in the information papers *ABS Statistics And The New Tax System* (Cat. no. 1358.0) and *Improvements in ABS Economic Statistics [Arising from The New Tax System]* (Cat. no. 1372.0).

- **7** This survey obtained detailed information about accommodation businesses and some aggregate data about their accommodation establishments.
- 8 The unit for which statistics were reported in the survey was the management unit. The management unit is the highest-level accounting unit within a business or organisation, having regard for industry homogeneity, for which accounts are maintained. In nearly all cases it coincides with the legal entity owning the business (i.e. company, partnership, trust, etc.). In the case of large diversified businesses, there may be more than one management unit, with each coinciding with a 'division' or 'line of business'. A division or line of business is recognised where separate and comprehensive accounts are compiled for it.
- 9 Information was also collected in respect of each of the accommodation establishments operated by the management units in the accommodation industry. For the purposes of this survey an establishment was the operations at a single physical location of the management unit. Each management unit was asked to classify each of its establishments by type. It should be noted that the classification and the means of classifying each establishment used in the survey varied from that used in the Survey of Tourist Accommodation. As such, the data are not directly comparable to data from the Survey of Tourist Accommodation.
- **10** Information was also collected in respect of each of the caravan park establishments owned and directly operated by government (mainly local government). The data collected from these establishments is excluded from the bulk of the tables presented in this publication. Tables 5.1 and 5.2 in this publication present this data, together with data from businesses in ANZSIC Class 5710 where the majority of income was derived from caravan park operations.
- **11** Data contained in the tables in this publication relate to accommodation businesses which operated in Australia at any time during the year ended June 2001. Counts of businesses include only those businesses that were operating at 30 June 2001.
- **12** Data in this publication have been adjusted to allow for lags in processing new businesses to the ABS business register, and the omission of some businesses from the business register. The majority of businesses affected and to

which the adjustments apply are small in size.

- **13** Adjustments have been made to include new businesses in the estimates in the periods in which they commenced operations, rather than when they were processed to the business register.
- **14** Further adjustments have been made for businesses which had been in existence for several years, but, for various reasons, were not previously included in the ABS register.
- **15** For more information on these adjustments, please refer to the ABS publication *Information Paper: Improvements to ABS Economic Statistics, 1997* (Cat. no. 1357.0).
- **16** A number of businesses ceased operations during the 2000-01 reference period. It is normal ABS procedure to include the contributions of these businesses in the survey output.

REFERENCE PERIOD

IMPROVEMENTS TO COVERAGE

BUSINESSES CEASED DURING THE YEAR RELIABILITY OF THE DATA

- **17** The estimates presented in this publication are subject to sampling and non-sampling error.
- 18 The estimates in this publication are based on information obtained from a sample of businesses in the surveyed population. Consequently, the estimates in this publication are subject to sampling variability, that is, they may differ from the figures that would have been obtained if all units had been included in the survey. One measure of the likely difference is given by the standard error (SE), which indicates the extent to which an estimate might have varied by chance because only a sample of units was included.
- 19 There are about two chances in three that a sample estimate will differ by less than one SE from the figure that would have been obtained if a census had been conducted, and approximately 19 chances in 20 that the difference will be less than two SEs.
- **20** Sampling variability can be measured by the relative standard error (RSE) which is obtained by expressing the SE as a percentage of the estimate to which it refers. The RSE is a useful measure in that it provides an immediate indication of the percentage errors likely to have occurred due to sampling and this avoids the need to refer also to the size of the estimate.
- **21** The following table contains estimates of RSEs for a selection of the statistics presented in this publication.

ACCOMMODATION INDUSTRY, Relative standard errors for table 2.1—Key figures

	2000-01
	%
Businesses at end June	2.3
Employment at end June	5.5
Takings from accommodation Takings from meals Sale of liquor and other beverages Other income	3.8 7.1 5.1 3.6
Total income	4.1
Labour costs Purchases of foodstuffs for use in	5.6
preparing meals Purchases of liquor and other	6.1
beverages	4.6
Other expenses	5.4
Total expenses	5.4
Operating profit before tax	16.4
Operating profit margin	20.0
Industry value added	3.2

- **22** As an example of the above, an estimate of total income for the accommodation industry is \$8,286m and the RSE is 4.1%, giving a SE of \$340m. Therefore, there would be 2 chances in 3 that, if all units had been included in the survey, a figure in the range of \$7,946m to \$8,626m would have been obtained, and 19 chances in 20 (i.e. a confidence interval of 95%) that the figure would have been within the range of \$7,606m to \$8,966m.
- **23** Errors other than those due to sampling may occur because of deficiencies in the register of units from which the sample was selected, non-response, and

RELIABILITY OF THE DATA continued

imperfections in reporting by respondents. Inaccuracies of this kind are referred to as non-sampling errors and they may occur in any collection, whether it be a census or a sample. Every effort has been made to reduce non-sampling error to a minimum by careful design and testing of questionnaires, efficient operating procedures and systems, and appropriate methodology.

RELEASE OF ADDITIONAL INFORMATION

- **24** As well as the statistics included in this publication, other unpublished data on the accommodation industry may also be available on request. Such unpublished data may include:
 - more detailed data items by state and territory; and
 - selected ratios, by employment size.
- **25** For information on the provision of unpublished data, please contact Paull Hoffmann on 07 3222 6118.

ACKNOWLEDGMENT

26 ABS publications draw extensively on information provided freely by individuals, businesses, governments and other organisations. Their continued cooperation is very much appreciated; without it, the wide range of statistics published by the ABS would not be available. Information received by the ABS is treated in strict confidence as required by the Census and Statistics Act 1905.

GLOSSARY

Advertising, marketing, promotion and sponsorship fees

This item refers to costs incurred by a business for promotional and publicity campaigns aimed at bringing the activities of the business to the attention of consumers for the purpose of increasing sales. This does not include the wages and salaries of employees for the distributor who is engaged in promotional activites. However, it does include commissions paid to advertising agencies and the cost of advertising in the press. Sponsorship expenses are the costs incurred in the public support/promotion of sporting, arts or cultural activities.

Bad and doubtful debts

Bad debts are the actual amount of bad debt written off, net of bad debts previously written off but recovered.

Bank charges other than interest

This item includes credit card commission expenses.

Caravan parks / camping grounds

See Privately-operated caravan park establishments, Private caravan park businesses and Government operated (mainly local government) caravan parks.

Casual employees

These include all employees who were not entitled to holiday leave or sick leave in their main job.

Commission expenses

These are payments to other businesses and self-employed persons for work done or sales made on a commission basis, including payments to persons paid by commission without a retainer and travel agents' commissions.

Depreciation and amortisation

Depreciation and amortisation are financial charges made in the accounts to reflect that part of the value of the asset which may be regarded as having been used up in producing revenue in a particular accounting period.

Earnings before interest and

tax (EBIT)

This is a measure of profit before extraordinary items are brought to account and prior to the deduction of interest expense, income tax and appropriations to owners (e.g. dividends paid).

EBIT profit margin

This represents earnings before interest and tax expressed as a percentage of total income.

Electricity and gas charges

These are electricity and gas expenses incurred during the normal operation of the business. They exclude costs of self-generation of electricity and any installation charges.

Employees

Employees are all persons working for the business, excluding working proprietors and partners, for whom PAYE tax is deducted from their remuneration.

Employer contributions to superannuation funds

This item includes the costs of the employer's superannuation contributions during the reference period (including contributions made by the employer on behalf of employees).

Employment at end June

This item includes working proprietors and partners, working directors, and other employees working for a business during the last pay period ending in June. Employees absent on paid or prepaid leave are included.

Establishment

This is defined as the smallest type of accounting unit within a management unit which controls its productive activity. In the accommodation industry it generally equates to the actual physical location.

26

Fringe benefits tax

This item includes the tax payable by employers when certain benefits in excess of normal wages or salaries (e.g. free or discounted goods or services) are received by their employees (or associated employees) in connection with their employment.

Government-operated (mainly local government) caravan parks

This item refers to only the caravan park activities of government organisations. This situation covers caravan parks that are both owned and run by government organisations.

Income from catering commissions/concessions

This item includes income received as a commission for the supply of catering as well as concessions for alcohol.

Income from conventions

This is income from the provision of accommodation, food, beverages, room/equipment hire, etc. for on-site and off-site conventions and meetings.

Income from gambling

This item includes takings from poker machines net of payouts to players as well as income received by businesses for the operation of poker/gaming machines on their premises. Businesses receiving this commission are located in Victoria and Tasmania where the accommodation businesses do not own the machines operated on the premises. This income also includes commissions from TAB and Keno facilities.

Income from management fees

This is income for management services provided, revenue sharing arrangements and other income treated as management-related by the business in its profit and loss statement. Interest income and rent, leasing and hiring income are excluded.

Industry value added

This item represents the value added of the industry to the economy and is calculated as the sales of goods and services plus government subsidies and changes in levels of trading inventories, minus purchases of goods and selected expenses.

Insurance premiums

These are payments made by a business in respect of different types of insurance policies, including optional third-party and comprehensive motor vehicle insurance premiums, fire, general, accident and public liability premiums and professional indemnity insurance premiums. Workers' compensation and compulsory third party motor vehicle insurance are excluded.

Interest expenses

These are expenses related to the cost of the use of borrowed funds from financial institutions and related companies. It includes interest on bank loans, loans from partners, interest in respect of finance leases, interest equivalents such as hedging costs and expenses associated with discounted bills.

Interest income

This is income earned through lending out funds owned by the entity, including interest received from bank accounts, loans and finance leases, and earnings on discounted bills.

Labour costs

These include wages and salaries, employer contributions to superannuation funds, workers' compensation costs, fringe benefit tax and payroll tax.

Laundry and cleaning services

These include payments to other businesses for provision of laundry and cleaning services and costs incurred under charge-back arrangements.

Licensed hotels

This item refers to establishments which are licensed to operate a public bar, and which provide accommodation on a room/suite basis, with a bath/shower and toilet in most guest rooms, but which do not have full cooking facilities (i.e. hot plates and oven/microwave) in most guest rooms.

Management fees

This item includes management fees and charges paid to related and unrelated businesses but does no include expenses for interest and rent, leasing and hiring.

Management unit

A management unit is the highest-level accounting unit within a business, having regard for industry homogeneity, for which accounts are maintained.

Motels This item refers to establishments which are not licensed to operate a public bar,

and which provide accommodation on a room/suite basis, with a bath/shower and toilet in most guest rooms, but which do not have full cooking facilities (i.e.

hot plates and oven/microwave) in most guest rooms.

Motor vehicle running expenses

This item includes the costs incurred using "on-road" motor vehicles owned by the business for business purposes.

Operating profit before tax This is:

This is a measure of profit before extraordinary items are brought to account and prior to the deduction of income tax and appropriations to owners (e.g. dividends paid).

Operating profit margin

This item refers to the percentage of sales of goods and services which become profit after all operating expenses have been deducted. It is derived by expressing total operating profit before tax (OPBT) as a percentage of sales of goods and services (i.e. OPBT*100/Sales of goods and services).

Other accommodation establishments

Includes holiday flats, guest houses and student residences.

Other operating expenses

This includes council and government general and water rates; freight and cartage expenses; postal, mail and courier services; bank charges other than interest; credit card charges; audit and other accounting expenses; legal expenses; paper, printing and stationery expenses; training; travel expenses; security, and computer software expensed.

Payments to employment agencies

This includes payments to employment agencies for procuring the services of staff. This is commonly a temporary contract between the client and the employment agency.

Payroll tax

This item refers to a tax levied by state and territory governments upon the amount of wages and salaries paid by a business.

Permanent employees

These include all employees, full-time or part-time, who were entitled to paid holidays or leave pay in their main job.

Persons working at end of quarter

Refers to the total number of persons working at each accommodation business at the end of the survey period (including working proprietors and those working on other than accommodation activities).

Poker/gaming machine and other gambling taxes

This item includes all taxes/levies paid to the government and funds transferred to government bodies in accordance with gambling regulations. These taxes and levies are paid by the owners of the poker/gaming machines and other gambling facilities.

Private caravan park businesses

These are businesses that derive the majority of their income from caravan park operations.

Privately-operated caravan park establishments

These are establishments that are operated by private businesses. The establishments may in some cases be government-owned but leased by the private business.

Rent, leasing and hiring expenses

Rent, leasing and hiring expenses are the costs for the rent, leasing (excluding finance leases) and hiring of vehicles, land, buildings, machinery, equipment and any other property from other businesses or individuals.

Rent, leasing and hiring income

Rent, leasing and hiring income is revenue derived from the renting, leasing or hiring of assets such as land, buildings, vehicles, machinery or equipment to other businesses or individuals.

Repair and maintenance expenses

These are expenses associated with work undertaken on plant and machinery to maintain normal business operations including computer software and hardware maintenance and goods and materials used for repair and maintenance. They

Repair and maintenance expenses *continued*

exclude repair and maintenance expenses of motor vehicles and wages and salaries paid to own employees.

Rooms/sites available

The maximum number of rooms available at each establishment during the survey period for accommodating short-term paying guests. Units and apartments within serviced apartements are treated as rooms in these survey results. Sites includes on-site vans, other powered sites, unpowered sites and cabins etc.

Sale of liquor and other beverages

These include income from the provision of beer, wine and spirits and other beverages served with meals and bottle shop sales.

Sale of other goods

Except for government-operated caravan parks, this item includes such items as sales of confectionery, souvenirs, cigarettes, groceries, etc.; ice cream not served with meals; takeaway meals; and food sold in takeaway packs or containers. For government-operated caravan parks this item refers to sale of merchandise except food and beverages.

Serviced apartments

This item refers to establishments 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 star grading scheme is operated by the Australian Automobile Association. Data in this publication refers to gradings as advised by respondents to the survey.

Takings from accommodation

This is income received from the provision of accommodation. All takings from meals, including the meals component where meals and accommodation are combined, are excluded.

Takings from meals

This is income received from the provision of meals sold for consumption on the premises. It excludes income from catering concessions and takeaway food.

Telecommunication service expenses

This item includes all payments (of a non-capital nature) for telecommunication services which engage wire, cable or radio transmission, excluding teleconferencing and video conferencing.

Telecommunication service income

These include all types of telecommunication services provided to and paid for by guests.

Travel agent and frequent flyer commission expenses

This item refers to payments made to travel agents and for membership and maintenance of frequent flyer programs.

Visitor hostels

This item refers to establishments which provide accommodation to visitors on a bed basis (rather than by room).

Wages and salaries

This refers to the gross earnings before taxation and other deductions. It excludes drawings of working proprietors and working partners of unincorporated businesses.

Workers' compensation costs

These costs include insurance premiums/levies and non-payroll costs incurred by businesses and not reimbursed by an insurance company.

Working proprietors and partners

This item includes working proprietors and partners who own/operate their own business in a profession or trade (a sole proprietorship) or, along with one or more partners, operate a partnership. Working proprietors and working partners as owners are not considered to be employees of the business.

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