

TOURIST ACCOMMODATION, AUSTRALIA

EMBARGO: 11.30AM (CANBERRA TIME) FRI 30 SEP 2011

KEY FIGURES

ACCOMMODATION WITH 15 ROOMS OR MORE

	<i>Mar Qtr 11</i>	<i>Jun Qtr 11</i>	<i>Mar Qtr 11 to Jun Qtr 11</i>	<i>Jun Qtr 10 to Jun Qtr 11</i>
Trend				
Takings from accommodation (\$m)	2 093.9	2 126.8	1.6 %	6.0 %
Room occupancy rate (%)	64.8	65.3	0.5 pts	1.3 pts
Seasonally Adjusted				
Takings from accommodation (\$m)	2 062.8	2 151.5	4.3 %	7.3 %
Room occupancy rate (%)	64.2	65.9	1.7 pts	2.0 pts

KEY POINTS

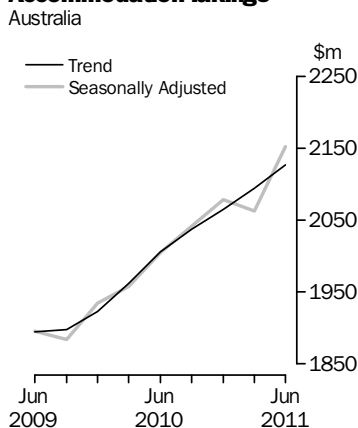
ACCOMMODATION TAKINGS

- In the June quarter 2011, the trend estimate of total accommodation takings for hotels, motels and serviced apartments with 15 or more rooms increased by 1.6% to \$2126.8 million compared with the March quarter 2011.
- Over the same period, the seasonally adjusted estimate increased by 4.3% to \$2151.5 million.

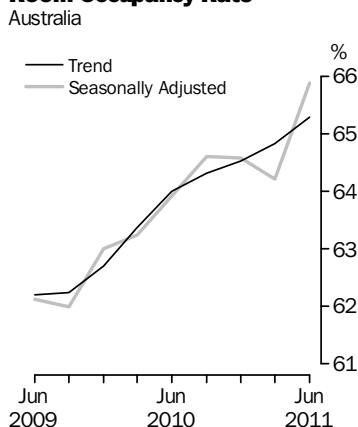
ROOM OCCUPANCY RATE

- The June quarter 2011 trend estimate room occupancy rate of 65.3% for hotels, motels and serviced apartments with 15 or more rooms was 0.5 percentage points higher than the previous quarter.
- Over the same period, the seasonally adjusted estimate increased by 1.7 percentage points to 65.9%.

Accommodation Takings



Room Occupancy Rate



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>
September 2011	6 January 2012
December 2011	30 March 2012



ABOUT THIS ISSUE

This issue presents results from the June 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 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 June 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. 1270.0.55.003 Australian Statistical Geography Standard (ASGS): Volume 3 - Non ABS Structures, July 2011.

The ASGS will become the geographic framework for the STA from the March quarter 2012. Tourism region maps and correspondence file are available in cat. no. 9503.0.55.001 Tourism Region Maps and Correspondence File, Australia, 2011.

Peter Harper
Acting 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

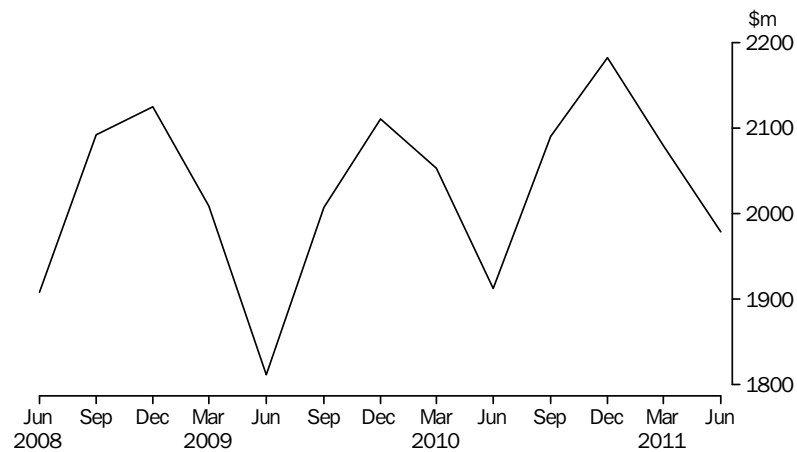
Hotels, motels and serviced apartments

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 June quarter 2011, accommodation takings were \$1979.0 million for hotels, motels and serviced apartments with 15 or more rooms.

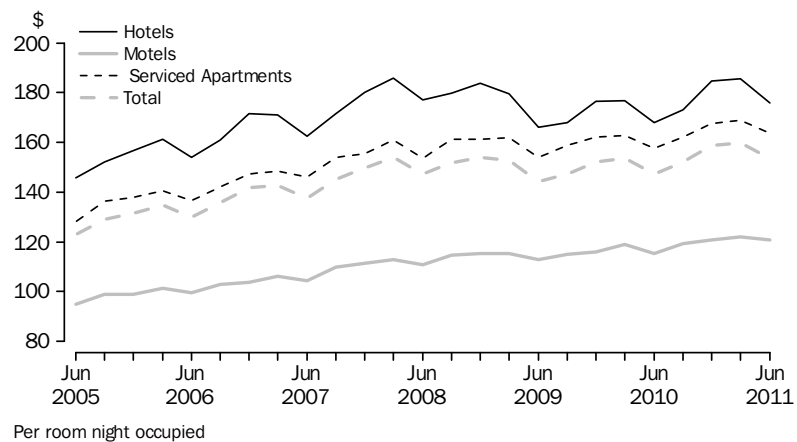
TAKINGS FROM ACCOMMODATION, Hotels, motels and serviced apartments—Australia



Accommodation takings in the June quarter 2011 for hotels, motels and serviced apartments with 15 or more rooms were highest in New South Wales (\$619.8 million) and Queensland (\$488.7 million). Tasmania recorded the lowest takings for the period (\$43.9 million).

For Australia, the June quarter 2011 average takings per room night occupied were \$153.78 for establishments with 15 or more rooms. This was 4.5% higher than the June quarter 2010 (\$147.18).

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 62.8% in the June quarter 2011.

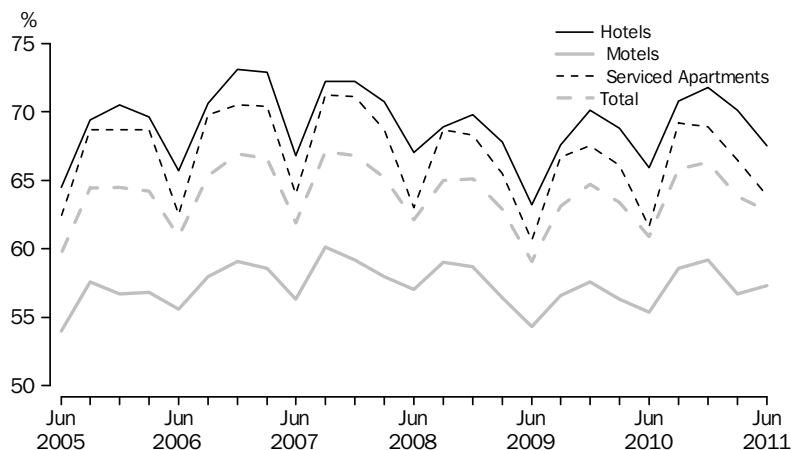
SUMMARY OF FINDINGS *continued*

Hotels, motels and serviced apartments continued

ROOM OCCUPANCY RATE *continued*

Traditionally, hotels have higher occupancy rates than motels or serviced apartments. Over the June 2011 quarter, hotels had an occupancy rate of 67.5% compared with 57.3% for motels and 63.9% for serviced apartments.

ROOM OCCUPANCY RATE, by type of establishment—Australia



Five 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 June quarter 2010 and the June quarter 2011. Western Australia (66.4%) experienced the largest increase (2.6 percentage points). Over the same period, occupancy in the Northern Territory (65.3%) decreased by 4.1 percentage points.

The Australian Capital Territory recorded the highest occupancy rate (73.3%) in the June quarter 2011 followed by Western Australia (66.4%) and the Northern Territory (65.3%). Over the same period, Tasmania experienced the lowest occupancy rate (52.9%).

ROOM NIGHTS OCCUPIED

Room nights occupied were 12.9 million in the June quarter 2011 for hotels, motels and serviced apartments with 15 or more rooms.

New South Wales contributed the largest proportion (31.2%) of room nights occupied for hotels, motels and serviced apartments with 15 or more rooms, followed by Queensland (26.2%).

AVERAGE LENGTH OF STAY

The average length of stay over the June quarter 2011 for hotels, motels and serviced apartments with 15 or more rooms was 2.2 days. Queensland reported the longest average length of stay (2.6 days) followed by Western Australia (2.5 days) and the Northern Territory (2.4 days). South Australia 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						
December Quarter	2 000.6	66.8	1 908.5	65.2	1 927.6	65.3
2008						
March Quarter	1 999.8	65.2	1 979.5	64.9	1 969.2	65.1
June Quarter	1 838.3	62.1	2 008.6	65.4	1 986.2	64.7
September Quarter	2 014.8	65.0	1 963.9	63.7	1 975.0	64.1
December Quarter	2 044.1	65.1	1 948.8	63.5	1 944.4	63.3
2009						
March Quarter	1 928.8	62.9	1 912.4	62.6	1 913.1	62.6
June Quarter	1 739.3	59.1	1 895.4	62.1	1 894.9	62.2
September Quarter	1 930.6	63.1	1 884.3	62.0	1 897.3	62.2
December Quarter	2 030.5	64.7	1 934.0	63.0	1 923.3	62.7
2010						
March Quarter	1 974.0	63.4	1 957.9	63.2	1 961.7	63.4
June Quarter	1 841.7	60.9	2 004.5	63.9	2 005.5	64.0
September Quarter	2 090.2	65.8	2 041.6	64.6	2 037.7	64.3
December Quarter	2 182.3	66.3	2 078.6	64.6	2 065.1	64.5
2011						
March Quarter	2 079.6	64.3	2 062.8	64.2	2 093.9	64.8
June Quarter	1 979.0	62.8	2 151.5	65.9	2 126.8	65.3

(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						
December Quarter	3.0	-0.4	0.9	-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	1.5	0.5	0.9	-0.4
September Quarter	9.6	2.9	-2.2	-1.6	-0.6	-0.6
December Quarter	1.5	0.1	-0.8	-0.2	-1.6	-0.8
2009						
March Quarter	-5.6	-2.3	-1.9	-0.9	-1.6	-0.8
June Quarter	-9.8	-3.7	-0.9	-0.5	-1.0	-0.4
September Quarter	11.0	4.0	-0.6	-0.1	0.1	—
December Quarter	5.2	1.5	2.6	1.0	1.4	0.5
2010						
March Quarter	-2.8	-1.3	1.2	0.2	2.0	0.7
June Quarter	-6.7	-2.5	2.4	0.7	2.2	0.6
September Quarter	13.5	4.9	1.9	0.7	1.6	0.3
December Quarter	4.4	0.5	1.8	—	1.3	0.2
2011						
March Quarter	-4.7	-2.0	-0.8	-0.4	1.4	0.3
June Quarter	-4.8	-1.6	4.3	1.7	1.6	0.5

— 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						
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
June Quarter	841	85 745	222 561	66 109	5 239.9	67.5
Year ended June 2010	21 080.9	68.1
Year ended June 2011	21 830.6	70.0
.....						
MOTELS, PRIVATE HOTELS AND GUEST HOUSES						
2010						
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
June Quarter	2 440	86 120	243 181	27 703	4 457.9	57.3
Year ended June 2010	17 806.6	56.5
Year ended June 2011	18 208.5	58.2
.....						
SERVICED APARTMENTS						
2010						
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
June Quarter	969	54 717	171 554	15 434	3 171.3	63.9
Year ended June 2010	12 915.9	65.5
Year ended June 2011	13 329.4	67.1
.....						
HOTELS MOTELS AND SERVICED APARTMENTS						
2010						
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
June Quarter	4 250	226 582	637 296	109 246	12 869.1	62.8
Year ended June 2010	51 803.4	63.0
Year ended June 2011	53 368.5	64.8
.....						
..	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					
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
June Quarter	8 124.6	40.4	3 761.5	2.2	921 523
Year ended June 2010	34 096.6	42.4	15 303.7	2.2	3 634 274
Year ended June 2011	34 615.3	42.9	15 637.4	2.2	3 926 122
.....					
MOTELS, PRIVATE HOTELS AND GUEST HOUSES					
2010					
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
June Quarter	7 301.0	33.3	3 866.1	1.9	538 144
Year ended June 2010	30 301.9	34.1	16 317.6	1.9	2 070 365
Year ended June 2011	30 520.5	34.6	16 193.6	1.9	2 197 304
.....					
SERVICED APARTMENTS					
2010					
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
June Quarter	6 219.1	40.0	1 992.7	3.1	519 299
Year ended June 2010	26 731.3	42.9	8 425.9	3.2	2 072 135
Year ended June 2011	27 135.0	43.5	8 502.5	3.2	2 207 643
.....					
HOTELS MOTELS AND SERVICED APARTMENTS					
2010					
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
June Quarter	21 644.6	37.6	9 620.3	2.2	1 978 966
Year ended June 2010	91 129.8	39.3	40 047.3	2.3	7 776 774
Year ended June 2011	92 270.8	39.9	40 333.5	2.3	8 331 069
.....					
(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									
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
June Quarter	1 406	809	1 125	266	341	155	97	51	4 250
ROOMS (no.)									
2010									
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
June Quarter	70 769	41 824	60 747	12 652	21 572	6 832	7 392	4 794	226 582
BED SPACES (no.)									
2010									
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
June Quarter	194 862	111 830	184 819	34 583	57 241	18 871	21 041	14 049	637 296
PERSONS EMPLOYED (no.)									
2010									
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
June Quarter	30 897	22 475	28 284	7 138	10 332	4 490	3 252	2 378	109 246
ROOM NIGHTS OCCUPIED ('000)									
2010									
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
June Quarter	4 015.0	2 379.9	3 366.6	717.5	1 302.5	328.6	439.2	319.7	12 869.1
Year ended June 2010	16 391.3	9 172.1	13 880.2	2 758.5	5 073.9	1 450.1	1 706.5	1 370.8	51 803.4
Year ended June 2011	16 859.3	9 794.1	14 146.9	2 839.1	5 216.2	1 479.3	1 737.1	1 296.5	53 368.5

(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									
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
June Quarter	62.9	63.2	61.0	62.4	66.4	52.9	65.3	73.3	62.8
Year ended June 2010	63.7	62.7	61.8	62.4	63.4	59.8	63.7	74.7	63.0
Year ended June 2011	65.8	65.4	63.3	62.8	66.2	59.4	64.4	73.1	64.8
GUEST NIGHTS OCCUPIED ('000)									
2010									
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
June Quarter	6 659.6	3 961.3	6 099.1	1 122.1	2 021.9	573.1	706.9	500.5	21 644.6
Year ended June 2010	28 440.5	15 628.9	26 573.8	4 461.3	8 291.6	2 635.6	2 839.2	2 258.8	91 129.8
Year ended June 2011	28 623.6	16 497.8	26 658.6	4 540.0	8 349.6	2 645.5	2 843.0	2 112.7	92 270.8
BED OCCUPANCY RATE (%)									
2010									
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
June Quarter	38.0	39.6	36.3	35.7	38.9	33.4	36.9	39.1	37.6
Year ended June 2010	40.2	39.9	38.7	36.9	38.9	38.6	37.2	43.0	39.3
Year ended June 2011	40.7	41.4	39.2	36.7	39.9	38.2	37.1	40.9	39.9
GUEST ARRIVALS ('000)									
2010									
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
June Quarter	3 254.1	1 843.3	2 356.6	560.0	803.9	284.2	290.8	227.3	9 620.3
Year ended June 2010	13 565.2	7 273.6	9 938.7	2 231.8	3 367.5	1 341.1	1 268.4	1 060.9	40 047.3
Year ended June 2011	13 683.2	7 519.5	9 924.7	2 271.7	3 387.1	1 327.5	1 245.7	974.2	40 333.5

(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 (days)									
2010									
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
June Quarter	2.0	2.1	2.6	2.0	2.5	2.0	2.4	2.2	2.2
Year ended June 2010	2.1	2.1	2.7	2.0	2.5	2.0	2.2	2.1	2.3
Year ended June 2011	2.1	2.2	2.7	2.0	2.5	2.0	2.3	2.2	2.3
TAKINGS FROM ACCOMMODATION (\$'000)									
2010									
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
June Quarter	619 832	376 001	488 682	97 513	227 437	43 874	70 476	55 151	1 978 966
Year ended June 2010	2 485 947	1 429 280	2 006 769	368 730	816 737	189 411	254 794	225 104	7 776 774
Year ended June 2011	2 691 981	1 581 623	2 094 888	388 933	884 694	201 255	268 345	219 349	8 331 069
AVERAGE TAKINGS PER ROOM NIGHT OCCUPIED (\$)									
2010									
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
June Quarter	154.38	157.99	145.15	135.90	174.62	133.53	160.46	172.50	153.78
Year ended June 2010	151.66	155.83	144.58	133.67	160.97	130.62	149.31	164.21	150.12
Year ended June 2011	159.67	161.49	148.08	136.99	169.61	136.04	154.48	169.18	156.10
AVERAGE TAKINGS PER ROOM NIGHT AVAILABLE (\$)									
2010									
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
June Quarter	97.14	99.90	88.55	84.77	116.02	70.57	104.77	126.42	96.51
Year ended June 2010	96.55	97.69	89.36	83.42	102.05	78.08	95.14	122.73	94.61
Year ended June 2011	105.02	105.56	93.69	86.03	112.20	80.75	99.49	123.75	101.17

(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, 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.
- 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.

EXPLANATORY NOTES *continued*

Response rates

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. Natural disaster events have not adversely affected state response rates for June quarter 2011.

RESPONSE RATES: HOTELS MOTELS AND SERVICED APARTMENTS

	Jun Qtr 2010	Sep Qtr 2010	Dec Qtr 2010	Mar Qtr 2011	Jun Qtr 2011
	%	%	%	%	%
NSW	93.9	92.7	91.6	92.5	91.3
Vic.	93.4	92.5	92.5	92.4	93.1
Qld	94.9	93.7	81.9	93.5	92.5
SA	96.6	95.4	93.2	94.3	92.9
WA	93.4	91.3	91.9	90.2	90.9
Tas.	94.2	91.7	94.2	94.8	97.4
NT	89.6	89.6	86.6	87.6	89.7
ACT	90.7	96.3	90.6	94.1	94.1
Aust.	94.1	92.9	89.2	92.7	92.2

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 June quarter 2011 have not been affected by the natural disasters.

IMPUTATION RATES: NIGHTS OCCUPIED

	Jun Qtr 2010	Sep Qtr 2010	Dec Qtr 2010	Mar Qtr 2011	Jun Qtr 2011
Activity	%	%	%	%	%
Licensed hotels and resorts	6.7	3.9	4.1	2.7	3.0
Motels, private hotels and guest houses	4.6	6.6	9.0	7.3	6.2
Serviced apartments	5.1	4.2	6.8	3.1	2.9
Hotels, motels and serviced apartments	5.6	4.9	6.4	4.4	4.1

IMPUTATION RATES: TAKINGS FROM ACCOMMODATION

	Jun Qtr 2010	Sep Qtr 2010	Dec Qtr 2010	Mar Qtr 2011	Jun Qtr 2011
Activity	%	%	%	%	%
Licensed hotels and resorts	6.5	3.2	3.7	2.4	3.0
Motels, private hotels and guest houses	4.4	6.4	8.3	6.8	5.9
Serviced apartments	5.3	4.3	5.8	2.8	2.5
Hotels, motels and serviced apartments	5.6	4.3	5.5	3.6	3.7

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

EXPLANATORY NOTES *continued*

SEASONAL ADJUSTMENT

continued

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>.

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.

EXPLANATORY NOTES *continued*

USER AGGREGATION OF DATA *continued*

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 grading 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. 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 advice 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> $\text{Average length of stay}(\text{days}) = \frac{\text{Guest nights occupied}}{\text{Guest arrivals}}$
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.
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

GLOSSARY *continued*

Takings from accommodation
(Takings) *continued*

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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