

Survey of Tourist Accommodation

June 2016

Summary Results: Hotels, Motels & Serviced Apartments (15+ Rooms)

Key indicators of Victoria's accommodation performance for Hotels, Motels and Serviced Apartments (HMSA) of 15 rooms or more are:

- There were 849 establishments in Victoria in the June 2016 quarter, one more than the June quarter 2015.
- The number of rooms available in Victoria increased by 736 to a total of 48,038 in the June 2016 quarter compared to the June 2015 quarter. This was driven by an increase for Melbourne (+493 rooms to 31,630), with room supply in regional Victoria also increasing 243 rooms to 16,408.
- In the year ending June 2016, room nights occupied in Victoria increased by 6.1% to 12.4 million, driven by Melbourne (+6.3% to 9.4 million). For regional Victoria, the number of room nights occupied also increased (+5.5 to 2.95 million). Growth was recorded across most regions led by Yarra Valley and the Dandenong Ranges (+11.5% to 130,400), Goldfields (+11.2% to 416,500), Victoria's High Country (+10.7% to 286,300), and the Great Ocean Road (+7.5% to 402,400).
- Room occupancy rates in Victoria increased by 2.6 percentage points to 71.0% in the year ending June 2016 compared to the previous year, driven by Melbourne (+3.2% pts to 81.5%). Growth in occupancy rates was strongest in the following regions: Goldfields (+3.8% pts to 56.9%), the Murray (+3.0% pts to 52.4%) and the Great Ocean Road (2.8% pts to 53.5%).
- Victoria's total accommodation takings in the year ending June 2016 increased by 5.3% over the previous year to \$2.17 billion, driven by Melbourne (+5.1% to \$1.75 billion). Regional Victoria experienced a 5.8% increase in accommodation takings to \$420 million. Within regional Victoria, increases in takings was led by Victoria's High Country (+18.9% to \$49.2 million), Yarra Valley and the Dandenong Ranges (+11.8% to \$20.1 million), Phillip Island (+9.5% to \$25.5 million), the Goldfields (+9.3% to \$55.1 million) and the Great Ocean Road (+7.7% to \$59.8 million).
- In the year ending June 2016, the average yield per room night occupied in Victoria was \$176 per night, down slightly on the previous year (-0.8%). Melbourne's average yield was \$186 per night (down 1.1% on the previous year). Regional Victoria's yield was \$142 per night (up 0.3%), with growth across the regions led by Victoria's High Country (+7.4% to \$172), Geelong and the Bellarine (+4.1% to \$149), Daylesford and the Macedon Ranges (+4.0% to \$194), and Gippsland (+3.2% to \$127).

A detailed table of results for the year ending June 2016 is available on page 2, while quarterly comparisons are available on pages 3 to 6.

NOTES:

Results in this analysis of the STA for 'Geelong and the Bellarine' reflect results for Geelong tourism region and 'Great Ocean Road' results are for Western tourism region. (Historically, STA results were combined for Geelong and Western regions for analysis and reporting purposes and labelled 'Great Ocean Road').

NOTE: The ABS removed 8 duplicate establishments in the sample frame for 5 regions in Victoria but did not publish revised results for 2014-15 for all regions. To enable time period comparisons, factor adjustments have been made to results for 2014-15 for Murray East, Western Grampians, Bendigo Loddon and Central Highlands. Care should be taken when comparing 2015-16 results with those for 2014-15. Please refer to the ABS Cat. No. 8635.0 technical notes for more information

<http://www.abs.gov.au/AUSSTATS/abs@.nsf/Latestproducts/8635.0Technical%20Note12015-16?opendocument&tabname=Notes&prodno=8635.0&issue=2015-16&num=&view=>

Source: Survey of Tourist Accommodation (STA), June 2016, Australian Bureau of Statistics (Cat 8635.0).

Scope: Hotels, Motels and Serviced Apartments of 15 rooms or more.

Notes: Yield is average per night occupied.

Fact sheet produced by the Tourism Events and Visitor Economy Research Unit, December 2016.



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June 2016

Year ending June 2016	Room nights occupied ('000)	Room occupancy rates	Takings (\$'000)	Yield (\$ Av. per night occupied)
Total Victoria	12,377.1	71.0%	\$2,173,930	\$176
Change (YE June 15-16)	+6.1%	+2.6% pts	+5.3%	-0.8%
Regional Victoria	2,950.3	50.3%	\$419,565	\$142
Change (YE June 15-16)	+5.5%	+1.5% pts	+5.8%	+0.3%
Victoria's Campaign Regions and Sub-Regions				
Macedon	19.9	34.6%	\$2,967	\$149
Spa Country	49.7	47.1%	\$10,530	\$212
Daylesford & the Macedon Ranges	69.6	42.7%	\$13,497	\$194
Change (YE June 15-16)	-6.2%	-0.2% pts	-2.4%	+4.0%
Gippsland	195.4	43.7%	\$25,532	\$131
Lakes	147.1	51.2%	\$18,016	\$122
Gippsland	342.5	46.6%	\$43,548	\$127
Change (YE June 15-16)	+0.6%	-0.6% pts	+3.9%	+3.2%
Ballarat	182.2	52.3%	\$25,408	\$139
Bendigo Loddon	234.3	61.1%	\$29,672	\$127
Goldfields	416.5	56.9%	\$55,080	\$132
Change (YE June 15-16)	+11.2%	+3.8% pts	+9.3%	-1.6%
Central Highlands	52.5	42.7%	\$5,609	\$107
Western Grampians	92.5	49.0%	\$12,186	\$132
Wimmera	13.5	31.5%	\$1,143	\$85
Grampians	158.5	44.7%	\$18,939	\$120
Change (YE June 15-16)	-1.2%	-0.6% pts	1.3%	+2.5%
Geelong and the Bellarine	213.0	57.1%	\$31,816	\$149
Change (YE June 15-16)	-2.3%	-0.5% pts	+1.7%	+4.1%
Great Ocean Road	402.4	53.5%	\$59,826	\$149
Change (YE June 15-16)	+7.5%	+2.8% pts	+7.7%	+0.2%
Melbourne	9,426.8	81.5%	\$1,754,365	\$186
Change (YE June 15-16)	+6.3%	+3.2% pts	+5.1%	-1.1%
Mornington Peninsula	183.0	51.1%	\$30,692	\$168
Change (YE June 15-16)	+2.6%	+1.9% pts	-12.0%	-14.3%
Central Murray	114.0	53.9%	\$14,071	\$123
Goulburn	168.7	50.1%	\$21,886	\$130
Mallee	264.5	53.1%	\$28,992	\$110
Murray East	48.3	53.2%	\$6,367	\$132
Murray	595.6	52.4%	\$71,317	\$120
Change (YE June 15-16)	+6.2%	+2.9% pts	+6.2%	+0.0%
Phillip Island	152.5	58.9%	\$25,535	\$167
Change (YE June 15-16)	+9.6%	+1.6% pts	+9.5%	-0.1%
Victoria's High Country	286.3	42.6%	\$49,211	\$172
Change (YE June 15-16)	+10.7%	+0.7% pts	+18.9%	+7.4%
Melbourne East	95.0	41.7%	\$15,635	\$165
Upper Yarra	35.4	33.4%	\$4,471	\$126
Yarra Valley & Dandenong Ranges	130.4	39.0%	\$20,106	\$154
Change (YE June 15-16)	+11.5%	+1.0% pts	+11.8%	+0.3%

Source: Survey of Tourist Accommodation (STA), June 2016, Australian Bureau of Statistics (Cat 8635.0).

Scope: Hotels, Motels and Serviced Apartments of 15 rooms or more.

Notes: Yield is average per night occupied.

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June 2016

September Quarter 2015	Establishments	Rooms Available	Room nights occupied ('000)	Room occupancy rates	Takings (\$'000)	Yield (\$) Av. per night occupied
Total Victoria	851	47,905	3,026.6	68.7%	\$516,463	\$171
Change (September Qtr 14-15)	+6	+915	+7.0%	+3.0% pts	+6.3%	-0.7%
Regional Victoria	525	16,424	708.8	46.9%	\$104,990	\$148
Change (September Qtr 14-15)	+4	+367	+6.5%	+1.8% pts	+7.6%	+1.0%
Victoria's Campaign Regions and Sub-Regions						
Macedon	5	157	4.4	30.3%	\$584	\$133
Spa Country	6	314	13.1	45.5%	\$2,712	\$206
Daylesford & the Macedon Ranges	11	471	17.5	40.5%	\$3,297	\$188
Change (September Qtr 14-15)	+0	-3	+4.0%	+1.8% pts	+1.9%	-2.0%
Gippsland	38	1,220	49.4	44.0%	\$6,176	\$125
Lakes	25	784	26.9	37.3%	\$2,983	\$111
Gippsland	63	2,004	76.3	41.4%	\$9,159	\$120
Change (September Qtr 14-15)	+0	+31	-0.9%	-1.0% pts	-2.3%	-1.4%
Ballarat	30	948	42.9	49.2%	\$5,943	\$138
Bendigo Loddon	35	1,048	59.5	61.7%	\$7,391	\$124
Goldfields	65	1,996	102.4	55.8%	\$13,335	\$130
Change (September Qtr 14-15)	+1	+65	+13.7%	+5.0% pts	+13.3%	-0.3%
Central Highlands	14	336	10.7	34.6%	\$1,102	\$103
Western Grampians	20	516	22.6	47.6%	\$3,053	\$135
Wimmera	6	117	3.3	30.6%	\$281	\$85
Grampians	40	969	36.6	41.1%	\$4,437	\$121
Change (September Qtr 14-15)	+0	-1	-3.4%	-1.4% pts	+2.5%	+6.1%
Geelong and the Bellarine	29	1,019	47.7	50.9%	\$6,537	\$137
Change (September Qtr 14-15)	-1	-18	-3.7%	-1.1% pts	-0.1%	+3.7%
Great Ocean Road	68	2,044	81.3	43.2%	\$10,641	\$131
Change (September Qtr 14-15)	+0	+21	+9.3%	+3.2% pts	+9.6%	+0.3%
Melbourne	326	31,481	2,317.8	80.1%	\$411,473	\$178
Change (September Qtr 14-15)	+2	+548	+7.2%	+3.6% pts	+5.9%	-1.2%
Mornington Peninsula	28	1,034	39.6	41.6%	\$6,534	\$165
Change (September Qtr 14-15)	+0	-13	-6.8%	-2.5% pts	-25.2%	-19.7%
Central Murray	20	578	25.3	47.5%	\$2,813	\$111
Goulburn	32	918	41.7	49.3%	\$5,316	\$128
Mallee	42	1,352	66.9	53.8%	\$7,283	\$109
Murray East	7	248	11.4	49.8%	\$1,503	\$132
Murray	101	3,096	145.2	51.0%	\$16,915	\$117
Change (September Qtr 14-15)	-1	-19	+8.1%	+4.1% pts	+7.5%	-0.5%
Phillip Island	14	708	32.9	50.6%	\$4,753	\$144
Change (September Qtr 14-15)	+1	+36	+11.6%	+2.9% pts	+11.3%	-0.3%
Victoria's High Country	81	2,170	99.3	49.7%	\$24,836	\$250
Change (September Qtr 14-15)	+3	+154	+13.9%	+2.3% pts	+23.6%	+8.5%
Melbourne East	17	623	21.8	38.0%	\$3,506	\$161
Upper Yarra	8	290	8.1	30.3%	\$1,042	\$129
Yarra Valley & Dandenong Ranges	25	913	29.8	35.5%	\$4,547	\$152
Change (September Qtr 14-15)	+1	+114	14.4%	+0.0% pts	+19.3%	+4.3%

Source: Survey of Tourist Accommodation (STA), June 2016, Australian Bureau of Statistics (Cat 8635.0).

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December Quarter 2015	Establishments	Rooms Available	Room nights occupied ('000)	Room occupancy rates	Takings (\$'000)	Yield (\$) Av. per night occupied
Total Victoria	852	48,044	3,205.3	73.5%	\$580,919	\$181
Change (December Qtr 14-15)	+5	+856	+6.3%	+3.1% pts	+8.0%	+1.5%
Regional Victoria	525	16,406	752.7	51.7%	\$105,595	\$140
Change (December Qtr 14-15)	+4	+352	+4.3%	+1.0% pts	+4.4%	+0.2%
Victoria's Campaign Regions and Sub-Regions						
Macedon	5	157	5.3	36.7%	\$816	\$154
Spa Country	6	281	10.9	42.3%	\$2,572	\$235
Daylesford & the Macedon Ranges	11	438	16.2	40.3%	\$3,387	\$209
Change (December Qtr 14-15)	+0	-36	-15.3%	-3.6% pts	-3.0%	+14.5%
Gippsland	38	1,219	47.9	42.7%	\$6,240	\$130
Lakes	25	784	41.1	57.0%	\$5,093	\$124
Gippsland	63	2,003	89.0	48.3%	\$11,333	\$127
Change (December Qtr 14-15)	+0	+31	-0.3%	-0.9% pts	+4.5%	+4.7%
Ballarat	30	948	48.9	56.1%	\$6,854	\$140
Bendigo Loddon	35	1,047	56.6	58.8%	\$7,096	\$125
Goldfields	65	1,995	105.6	57.5%	\$13,950	\$132
Change (December Qtr 14-15)	+1	+61	+9.7%	+3.4% pts	+7.5%	-2.0%
Central Highlands	14	336	14.2	45.9%	\$1,512	\$107
Western Grampians	20	516	25.1	52.9%	\$3,304	\$132
Wimmera	6	117	3.4	31.2%	\$291	\$87
Grampians	40	969	42.7	47.8%	\$5,107	\$120
Change (December Qtr 14-15)	+0	+3	+0.5%	+0.1% pts	+3.2%	+2.7%
Geelong and the Bellarine	29	1,019	56.1	59.8%	\$8,467	\$151
Change (December Qtr 14-15)	-1	-18	-3.4%	-1.0% pts	+2.3%	+5.9%
Great Ocean Road	68	2,054	110.3	58.3%	\$16,591	\$150
Change (December Qtr 14-15)	+0	+31	+9.6%	+4.3% pts	+8.2%	-1.3%
Melbourne	327	31,638	2,452.6	84.4%	\$475,324	\$194
Change (December Qtr 14-15)	+1	+504	+7.0%	+4.3% pts	+8.8%	+1.7%
Mornington Peninsula	28	1,034	47.6	54.3%	\$8,115	\$170
Change (December Qtr 14-15)	+0	-13	+2.0%	+1.8% pts	-10.5%	-12.2%
Central Murray	20	578	31.2	58.7%	\$4,532	\$145
Goulburn	32	924	43.2	50.8%	\$5,644	\$131
Mallee	42	1,352	67.4	54.2%	\$7,332	\$109
Murray East	7	248	11.7	51.2%	\$1,557	\$133
Murray	101	3,102	153.5	53.8%	\$19,065	\$124
Change (December Qtr 14-15)	-1	-13	+5.1%	+2.8% pts	+6.4%	+1.2%
Phillip Island	14	708	41.2	63.2%	\$7,237	\$176
Change (December Qtr 14-15)	+1	+36	+6.3%	+0.5% pts	+4.1%	-2.1%
Victoria's High Country	81	2,171	56.8	37.2%	\$7,050	\$124
Change (December Qtr 14-15)	+3	+155	+4.4%	-1.2% pts	+6.8%	+2.3%
Melbourne East	17	623	24.8	43.2%	\$4,156	\$168
Upper Yarra	8	290	9.0	33.7%	\$1,137	\$127
Yarra Valley & Dandenong Ranges	25	913	33.8	40.2%	\$5,293	\$157
Change (December Qtr 14-15)	+1	+115	11.4%	-1.1% pts	+12.7%	+1.1%

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March Quarter 2016	Establishments	Rooms Available	Room nights occupied ('000)	Room occupancy rates	Takings (\$'000)	Yield (\$) Av. per night occupied
Total Victoria	851	48,172	3,176.0	73.4%	\$586,269	\$185
Change (March Qtr 15-16)	+3	+841	+5.2%	+1.6% pts	+3.1%	-2.1%
Regional Victoria	525	16,463	789.5	54.6%	\$114,684	\$145
Change (March Qtr 15-16)	+3	+298	+5.6%	+1.2% pts	+6.8%	+1.1%
Victoria's Campaign Regions and Sub-Regions						
Macedon	5	157	5.3	37.0%	\$852	\$161
Spa Country	6	279	13.2	51.9%	\$2,697	\$205
Daylesford & the Macedon Ranges	11	436	18.5	46.6%	\$3,550	\$192
Change (March Qtr 15-16)	+0	-38	-3.7%	+1.6% pts	-1.6%	+2.1%
Gippsland	38	1,223	46.9	42.2%	\$6,219	\$133
Lakes	25	786	46.0	64.3%	\$6,099	\$133
Gippsland	63	2,009	92.9	50.8%	\$12,319	\$133
Change (March Qtr 15-16)	+0	+34	-0.6%	-1.8% pts	+5.9%	+6.6%
Ballarat	30	957	47.1	54.1%	\$6,646	\$141
Bendigo Loddon	35	1,049	57.5	60.3%	\$7,298	\$127
Goldfields	65	2,006	104.6	57.3%	\$13,943	\$133
Change (March Qtr 15-16)	+1	+76	+10.5%	+2.8% pts	+10.4%	-0.1%
Central Highlands	14	336	14.0	46.1%	\$1,547	\$110
Western Grampians	20	516	22.4	47.7%	\$2,938	\$131
Wimmera	6	117	3.4	32.4%	\$292	\$85
Grampians	40	969	39.9	45.2%	\$4,777	\$120
Change (March Qtr 15-16)	+0	-4	-0.0%	-0.3% pts	+1.6%	+1.6%
Geelong and the Bellarine	29	1,019	61.3	66.2%	\$9,964	\$163
Change (March Qtr 15-16)	-1	-18	-1.7%	-0.7% pts	+2.3%	+4.1%
Great Ocean Road	68	2,080	123.2	65.1%	\$20,607	\$167
Change (March Qtr 15-16)	+0	+56	+5.5%	+1.0% pts	+8.7%	+3.0%
Melbourne	326	31,709	2,386.5	82.9%	\$471,585	\$198
Change (March Qtr 15-16)	+0	+543	+5.1%	+1.9% pts	+2.2%	-2.8%
Mornington Peninsula	28	1,034	54.5	62.9%	\$9,579	\$176
Change (March Qtr 15-16)	+0	-13	+8.5%	+5.2% pts	-4.7%	-12.2%
Central Murray	20	578	29.7	56.5%	\$3,343	\$113
Goulburn	32	924	43.8	52.2%	\$5,752	\$131
Mallee	42	1,372	64.0	51.3%	\$7,139	\$112
Murray East	7	248	13.0	57.5%	\$1,708	\$132
Murray	101	3,122	150.5	53.0%	\$17,942	\$119
Change (March Qtr 15-16)	-1	+9	+7.1%	+2.8% pts	+6.2%	-0.8%
Phillip Island	14	708	46.5	72.2%	\$8,612	\$185
Change (March Qtr 15-16)	+1	+37	+14.1%	+4.8% pts	+14.0%	-0.1%
Victoria's High Country	81	2,167	62.2	40.4%	\$7,930	\$127
Change (March Qtr 15-16)	+3	+151	+8.8%	-1.2% pts	+19.1%	+9.5%
Melbourne East	17	623	25.9	45.7%	\$4,295	\$166
Upper Yarra	8	290	9.6	36.4%	\$1,168	\$122
Yarra Valley & Dandenong Ranges	25	913	35.5	42.8%	\$5,463	\$154
Change (March Qtr 15-16)	+0	+8	9.7%	+3.0% pts	+10.8%	+1.0%

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Total Victoria	849	48,038	2,969.1	68.5%	\$490,278	\$165
Change (June Qtr 15-16)	+1	+736	+5.8%	+2.8% pts	+3.9%	-1.8%
Regional Victoria	525	16,408	699.3	48.0%	\$94,296	\$135
Change (June Qtr 15-16)	+2	+243	+5.7%	+1.9% pts	+4.4%	-1.3%
Victoria's Campaign Regions and Sub-Regions						
Macedon	5	157	4.9	34.5%	\$714	\$145
Spa Country	6	279	12.5	49.1%	\$2,549	\$205
Daylesford & the Macedon Ranges	11	436	17.4	43.8%	\$3,264	\$188
Change (June Qtr 15-16)	+0	-38	-8.7%	-0.4% pts	-6.7%	+2.2%
Gippsland	38	1,224	51.2	45.9%	\$6,897	\$135
Lakes	25	786	33.0	46.2%	\$3,841	\$116
Gippsland	63	2,010	84.2	46.0%	\$10,738	\$128
Change (June Qtr 15-16)	+0	+27	+4.4%	+1.4% pts	+6.5%	+2.0%
Ballarat	30	958	43.2	49.6%	\$5,965	\$138
Bendigo Loddon	35	1,049	60.6	63.5%	\$7,887	\$130
Goldfields	65	2,007	103.9	56.9%	\$13,852	\$133
Change (June Qtr 15-16)	+1	+72	+10.9%	+3.7% pts	+6.6%	-3.9%
Central Highlands	14	336	13.6	44.4%	\$1,448	\$107
Western Grampians	20	516	22.4	47.7%	\$2,891	\$129
Wimmera	6	117	3.4	31.9%	\$279	\$82
Grampians	40	969	39.4	44.6%	\$4,618	\$117
Change (June Qtr 15-16)	+0	+3	-1.9%	-1.0% pts	-1.9%	+0.1%
Geelong and the Bellarine	29	1,019	47.8	51.6%	\$6,849	\$143
Change (June Qtr 15-16)	-1	-15	-0.3%	+0.6% pts	+2.0%	+2.3%
Great Ocean Road	68	2,046	87.7	47.1%	\$11,988	\$137
Change (June Qtr 15-16)	+0	+21	+6.1%	+2.2% pts	+3.7%	-2.3%
Melbourne	324	31,630	2,269.8	78.9%	\$395,982	\$174
Change (June Qtr 15-16)	-1	+493	+5.9%	+3.2% pts	+3.7%	-2.0%
Mornington Peninsula	28	1,034	41.3	46.7%	\$6,464	\$157
Change (June Qtr 15-16)	+0	-13	+6.0%	+3.6% pts	-8.3%	-13.5%
Central Murray	20	578	27.8	52.9%	\$3,382	\$122
Goulburn	32	914	40.1	48.2%	\$5,175	\$129
Mallee	42	1,367	66.2	53.2%	\$7,239	\$109
Murray East	7	248	12.3	54.4%	\$1,599	\$130
Murray	101	3,107	146.4	51.8%	\$17,395	\$119
Change (June Qtr 15-16)	-1	-5	+4.5%	+2.3% pts	+4.6%	+0.1%
Phillip Island	14	708	31.9	49.5%	\$4,933	\$155
Change (June Qtr 15-16)	+1	+59	+5.6%	-1.7% pts	+8.7%	+2.9%
Victoria's High Country	81	2,159	68.1	41.2%	\$9,394	\$138
Change (June Qtr 15-16)	+2	+127	+13.5%	+2.3% pts	+16.8%	+2.9%
Melbourne East	17	623	22.5	39.7%	\$3,679	\$164
Upper Yarra	8	290	8.8	33.3%	\$1,124	\$128
Yarra Valley & Dandenong Ranges	25	913	31.3	37.7%	\$4,803	\$153
Change (June Qtr 15-16)	+0	+5	10.8%	+3.5% pts	+5.8%	-4.5%

Source: Survey of Tourist Accommodation (STA), June 2016, Australian Bureau of Statistics (Cat 8635.0).

Scope: Hotels, Motels and Serviced Apartments of 15 rooms or more.

Notes: Yield is average per night occupied.

Fact sheet produced by the Tourism Events and Visitor Economy Research Unit, December 2016.



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