

Survey of Tourist Accommodation

September Quarter 2011: Hotels, Motels & Serviced Apartments (15+ Rooms)



Summary Results

Key indicators of Victoria's accommodation performance for Hotels, Motels and Serviced Apartments (HMSA) of 15 rooms or more for the September 2011 quarter are:

- There were 804 establishments in Victoria in the September 2011 quarter, down by 7 from the September 2010 quarter.
- The number of rooms available in Victoria increased by 460 to a total of 41,600 in the September 2011 quarter compared to the September 2010 quarter. This was driven by the strong increase for Melbourne (+537 rooms to 26,057), with regional Victoria decreasing by 77 rooms to 15,543.
- Room nights occupied in Victoria increased by 2.4% to 2.5 million. For regional Victoria, the number of room nights occupied increased (+1.1% to 651,200), with growth recorded for Phillip Island (+29.1% to 27,200), Mornington Peninsula (+8.6% to 32,400) and the Great Ocean Road (+3.8% to 122,400). Room nights occupied increased in Melbourne (+2.9% to 1.8 million).
- Room occupancy rates in Victoria increased by 0.9 percentage points to 64.2% in the September 2011 quarter compared to the September 2010 quarter, with regional Victoria increasing by 0.7 percentage points to 45.5%. Melbourne (+0.6% pts to 75.2%), Phillip Island (+8.9% pts to 40.0%), Mornington Peninsula (+3.2% pts to 39.0%), Great Ocean Road (+1.4% pts to 45.4%), the Murray (+0.1% pt to 48.9%) and Goldfields (less than 0.1% pt growth to 55.2%) all experienced growth.
- Victoria's total accommodation takings in the September 2011 quarter increased by 6.3% over the September 2010 quarter to \$404.1 million. Regional Victoria experienced a 6.2% increase in accommodation takings to \$92.9 million, with growth in all regions that have data available. This includes: Phillip Island (+27.4% to \$3.9 million), Victoria's High Country (+8.4% to \$26.0 million), Yarra Valley and Dandenong Ranges (+6.9% to \$3.6 million), Murray (+5.7% to \$14.6 million), Great Ocean Road (+5.0% to \$15.2 million), Gippsland (+4.2% to \$7.9 million), Goldfields (+3.9% to \$10.4 million) and Mornington Peninsula (+1.8% to \$4.0 million). Takings in Melbourne increased by 6.4% to \$311.2 million.
- In the September 2011 quarter, 22,435 people in Victoria were employed in HMSA of 15 rooms or more, an increase of 0.3% from the September 2010 quarter, while regional Victoria was down 1.5% to 6,620. Phillip Island (+4.5% to 304) and Mornington Peninsula (+4.2% to 444) registered an increase in employment, with employment in Melbourne also increasing 1.1% to 15,815.

Please note that due to confidentiality issues, estimates are not available in the September 2011 quarter for the Grampians and Daylesford and the Macedon Ranges, as well as comparison to the September 2010 quarter for these regions.

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September Quarter 2011	Establishments	Rooms Available	Room nights occupied ('000)	Room occupancy rates	Takings (\$'000)	Employment
Total Victoria	804	41,600	2,453.6	64.2%	\$404,071	22,435
Change (September Qtr 10-11)	-7	+460	+2.4%	+0.9% pts	+6.3%	+0.3%
Regional Victoria	511	15,543	651.2	45.5%	\$92,852	6,620
Change (September Qtr 10-11)	-4	-77	+1.1%	+0.7% pts	+6.2%	-1.5%
Victoria's Campaign Regions and Sub-Regions						
Macedon	6	n/a	n/a	n/a	n/a	n/a
Spa Country	6	318	13.1	44.7%	\$2,575	349
Daylesford & the Macedon Ranges	12	n/a	n/a	n/a	n/a	n/a
Change (September Qtr 10-11)	+0	n/a	n/a	n/a	n/a	n/a
Gippsland	37	1,169	43.8	40.7%	\$4,954	332
Lakes	22	667	25.5	41.6%	\$2,951	248
Gippsland	59	1,836	69.3	41.0%	\$7,905	580
Change (September Qtr 10-11)	-1	-20	-1.1%	-0.0% pts	+4.2%	-6.6%
Ballarat	28	857	36.8	46.7%	\$4,351	325
Bendigo Loddon	33	858	50.4	63.8%	\$6,022	353
Goldfields	61	1,715	87.2	55.2%	\$10,373	678
Change (September Qtr 10-11)	-1	-27	-1.5%	+0.0% pts	+3.9%	-1.5%
Central Highlands	14	335	9.6	31.3%	\$972	83
Western Grampians	20	493	21.8	48.9%	\$2,544	233
Wimmera	6	n/a	n/a	n/a	n/a	n/a
Grampians	40	n/a	n/a	n/a	n/a	n/a
Change (September Qtr 10-11)	+0	n/a	n/a	n/a	n/a	n/a
Geelong	29	965	49.8	56.1%	\$6,220	490
Western	66	1,964	72.6	40.2%	\$8,955	804
Great Ocean Road	95	2,929	122.4	45.4%	\$15,175	1,294
Change (September Qtr 10-11)	+0	+18	+3.8%	+1.4% pts	+5.0%	-1.1%
Melbourne	293	26,057	1,802.4	75.2%	\$311,219	15,815
Change (September Qtr 10-11)	-3	+537	+2.9%	+0.6% pts	+6.4%	+1.1%
Mornington Peninsula	26	905	32.4	39.0%	\$4,023	444
Change (September Qtr 10-11)	+0	-1	+8.6%	+3.2% pts	+1.8%	+4.2%
Central Murray	22	618	26.3	46.2%	\$2,699	148
Goulburn	32	898	38.3	46.4%	\$4,632	380
Mallee	42	1,273	60.1	51.4%	\$6,134	386
Murray East	9	237	11.5	52.8%	\$1,120	55
Murray	105	3,026	136.3	48.9%	\$14,584	969
Change (September Qtr 10-11)	+0	-28	-0.7%	+0.1% pts	+5.7%	-1.0%
Phillip Island	12	739	27.2	40.0%	\$3,943	304
Change (September Qtr 10-11)	-1	+4	+29.1%	+8.9% pts	+27.4%	+4.5%
Victoria's High Country	79	2,210	100.5	49.6%	\$26,027	901
Change (September Qtr 10-11)	-2	-26	-2.9%	-0.7% pts	+8.4%	-7.7%
Melbourne East	16	598	20.8	37.8%	\$3,337	570
Upper Yarra	6	159	2.6	17.9%	\$310	68
Yarra Valley & Dandenong Ranges	22	757	23.4	33.6%	\$3,647	638
Change (September Qtr 10-11)	+1	+13	-0.1%	-0.6% pts	+6.9%	-4.9%