

Survey of Tourist Accommodation

December Quarter 2010: 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 December 2010 quarter are:

- There were 810 establishments in Victoria in the December 2010 quarter, down by nine from the December 2009 quarter.
- The number of rooms available in Victoria increased by 930 to a total of 41,176 in the December 2010 quarter compared to December 2009 quarter. This was largely driven by the strong increase for Melbourne (+999 rooms to 25,461, largely attributed to the opening of Crown Metropal in 2010), with regional Victoria decreasing by 69 rooms to 15,715.
- Room nights occupied in Victoria increased by +7.0% to 2.5 million. For regional Victoria, the number of room nights occupied remained stagnant (+0.0% to 691,500), with growth recorded in Victoria's High Country (+14.9% to 53,400) and Goldfields (+10.6% to 93,800). Room nights occupied increased in Melbourne (+9.9% to 1.8 million).
- Room occupancy rates in Victoria increased by 2.8 percentage points to 67.6% in the December 2010 quarter compared to December 2009 quarter. Melbourne (+4.1% pts to 77.9%), Goldfields (+6.1% pts to 58.6%), the Murray (+2.4% pts to 52.9%), Phillip Island (+1.9% pts to 46.3%) and Mornington Peninsula (+0.3% pts to 53.4%) all experienced growth.
- Victoria's total accommodation takings in the December 2010 quarter increased by 12.5% over the corresponding 2009 quarter to \$411.3 million. Regional Victoria experienced a 1.7% increase in accommodation takings, with growth in Victoria's High Country (+19.4% to \$6.0 million), Goldfields (+13.6% to \$11.0 million), Mornington Peninsula (+2.7% to \$6.2 million) and Gippsland (+0.5% to \$9.1 million). Takings in Melbourne increased by 15.7% to \$326.2 million.
- In the December 2010 quarter, 22,203 people in Victoria were employed in HMSA of 15 rooms or more, an increase of 1.5% from the December 2009 quarter. Victoria's High Country experienced an increase in employment (+34.0% to 599), along with Phillip Island (+3.1% to 301), with employment in Melbourne also increasing 3.0% to 15,670.

Please note that due to confidentiality issues, estimates are not available in the December 2010 quarter for the Grampians and Yarra Valley and Dandenong Ranges, as well as comparison to the December 2009 quarter for these regions.

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December Quarter 2010	Establishments	Rooms Available	Room nights occupied ('000)	Room occupancy rates	Takings (\$'000)	Employment
Total Victoria	810	41,176	2,515.4	67.6%	\$411,270	22,203
Change (December Qtr 09-10)	-9	+930	+7.0%	+2.8% pts	+12.5%	+1.5%
Regional Victoria	517	15,715	691.5	47.8%	\$85,028	6,533
Change (December Qtr 09-10)	-6	-69	-0.0%	+0.2% pts	+1.7%	-2.1%
Victoria's Campaign Regions and Sub-Regions						
Macedon	6	171	5.0	31.6%	\$820	126
Spa Country	6	316	12.1	41.6%	\$2,459	337
Daylesford & the Macedon Ranges	12	487	17.1	38.1%	\$3,279	463
Change (December Qtr 09-10)	+0	+1	-12.5%	-5.5% pts	-14.7%	-0.2%
Gippsland	37	1,168	49.3	46.0%	\$5,305	336
Lakes	23	683	33.4	53.2%	\$3,816	258
Gippsland	60	1,851	82.7	48.6%	\$9,121	594
Change (December Qtr 09-10)	-2	-19	-3.8%	-1.4% pts	+0.5%	-4.0%
Ballarat	29	884	42.2	51.9%	\$5,080	334
Bendigo Loddon	33	857	51.6	65.5%	\$5,893	352
Goldfields	62	1,741	93.8	58.6%	\$10,973	686
Change (December Qtr 09-10)	-1	-17	+10.6%	+6.1% pts	+13.6%	-4.7%
Central Highlands	14	337	13.1	42.6%	\$1,259	90
Western Grampians	20	494	25.5	56.0%	\$2,947	250
Wimmera	7	n/a	n/a	n/a	n/a	n/a
Grampians	41	n/a	n/a	n/a	n/a	n/a
Change (December Qtr 09-10)	+1	n/a	n/a	n/a	n/a	n/a
Geelong	29	966	51.8	58.2%	\$6,740	531
Western	66	1,957	98.2	54.5%	\$12,807	841
Great Ocean Road	95	2,923	150.0	55.8%	\$19,548	1,372
Change (December Qtr 09-10)	-2	-50	-3.2%	-0.9% pts	-0.7%	-8.6%
Melbourne	293	25,461	1,823.9	77.9%	\$326,243	15,670
Change (December Qtr 09-10)	-3	+999	+9.9%	+4.1% pts	+15.7%	+3.0%
Mornington Peninsula	26	907	44.6	53.4%	\$6,186	428
Change (December Qtr 09-10)	-1	-21	-1.6%	+0.3% pts	+2.7%	-17.5%
Central Murray	22	621	29.1	51.0%	\$2,856	154
Goulburn	32	898	44.2	53.5%	\$5,055	404
Mallee	42	1,309	63.9	53.1%	\$6,752	403
Murray East	9	237	12.0	55.1%	\$1,105	62
Murray	105	3,065	149.3	52.9%	15,768	1,023
Change (December Qtr 09-10)	-8	-182	-1.2%	+2.4% pts	-1.6%	-4.1%
Phillip Island	13	736	31.3	46.3%	\$5,159	301
Change (December Qtr 09-10)	+0	-42	-1.5%	+1.9% pts	-6.1%	+3.1%
Victoria's High Country	81	2,279	53.4	37.3%	\$6,021	599
Change (December Qtr 09-10)	+8	+257	+14.9%	-3.5% pts	+19.4%	+34.0%
Melbourne East	16	598	23.4	42.5%	\$4,043	600
Upper Yarra	6	n/a	n/a	n/a	n/a	n/a
Yarra Valley & Dandenong Ranges	22	n/a	n/a	n/a	n/a	n/a
Change (December Qtr 09-10)	-1	n/a	n/a	n/a	n/a	n/a