



Australian Bureau of Statistics

8635.0 - Tourist Accommodation, Australia, Dec 2010

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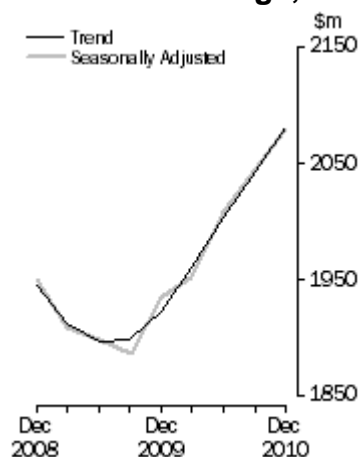
Summary

Main Features

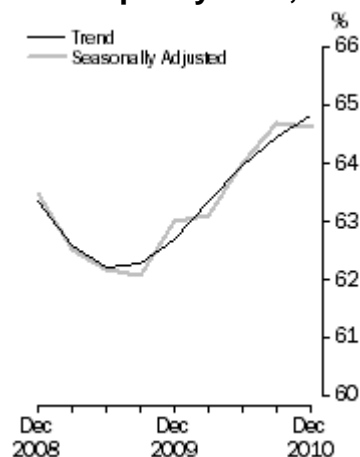
DECEMBER KEY FIGURES

Accommodation with 15 rooms or more	Sep Qtr 10	Dec Qtr 10	Sep Qtr 10 to Dec Qtr 10	Dec Qtr 09 to Dec Qtr 10
Trend				
Takings from accommodation (\$m)	2 042.6	2 080.3	1.8 %	8.2 %
Room occupancy rate (%)	64.4	64.8	0.4 pts	2.1 pts
Seasonally Adjusted				
Takings from accommodation (\$m)	2 044.5	2 078.3	1.7 %	7.4 %
Room occupancy rate (%)	64.7	64.6	-0.1 pts	1.6 pts

Accommodation Takings, Australia



Room Occupancy Rate, Australia



DECEMBER KEY POINTS

ACCOMMODATION TAKINGS

- In the December quarter 2010, the trend estimate of total accommodation

takings for hotels, motels and serviced apartments with 15 or more rooms increased by 1.8% to \$2,080.3 million compared with the September quarter 2010.

- Over the same period, the seasonally adjusted estimate increased by 1.7% to \$2,078.3 million.

ROOM OCCUPANCY RATE

- The December quarter 2010 trend estimate room occupancy rate of 64.8% for hotels, motels and serviced apartments with 15 or more rooms was 0.4 percentage points higher than the previous quarter.
- Over the same period, the seasonally adjusted estimate decreased by 0.1 percentage points to 64.6%.

NOTES

FORTHCOMING ISSUES

ISSUE (QUARTER)	Release Date
March 2011	30 June 2011
June 2011	30 September 2011

IMPACT OF THE FLOODS

Flooding began in Queensland in late December 2010, and was more extensive across Queensland and other states in January 2011. The estimates for Queensland for all Tourism Regions have been impacted by lower than usual response rates for the December quarter 2010. These estimates should therefore be used with caution.

The recent flooding and cyclone events are expected to have a larger impact on tourist accommodation data nationally for the March quarter 2011.

ABOUT THIS ISSUE

This issue presents results from the December quarter 2010 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

SCOPE REDUCTION

The scope of the STA was reduced as of the September quarter 2010 to cover hotels,

motels and serviced apartments with 15 or more rooms. This is consistent with the scope of the quarterly STA prior to the March quarter 2005.

The following categories of establishments which were included in the STA from March quarter 2005 to June quarter 2010 are now excluded:

- hotels, motels and serviced apartments with 5 to 14 rooms
- caravan parks with 40 or more powered sites
- holiday flats, units and houses of letting entities with 15 or more rooms or units
- visitor hostels with 25 or more bed spaces

For further information, refer to the [Information paper: Future Changes to Tourist Accommodation, Australia, May 2010 \(8635.0.55.003\)](#).

INQUIRIES

For further information about these and related statistics, contact the National Information and Referral Service on 1300 135 070.

SUMMARY COMMENTARY

ORIGINAL

Hotels, motels and serviced apartments

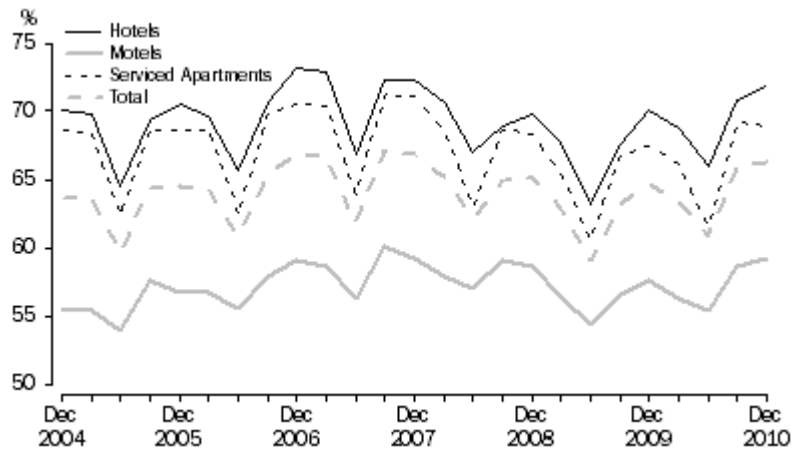
This summary contains key findings for original estimates. Original series are impacted by seasonal variations and irregular or non-seasonal influences. Comparison between quarters should be made with caution.

Room occupancy rate

The room occupancy rate for hotels, motels and serviced apartments with 15 or more rooms was 66.3% in the December quarter 2010.

Traditionally, hotels have higher occupancy rates than serviced apartments or motels. Over the December 2010 quarter, hotels had an occupancy rate of 71.8% compared with 68.9% for serviced apartments and 59.2% for motels.

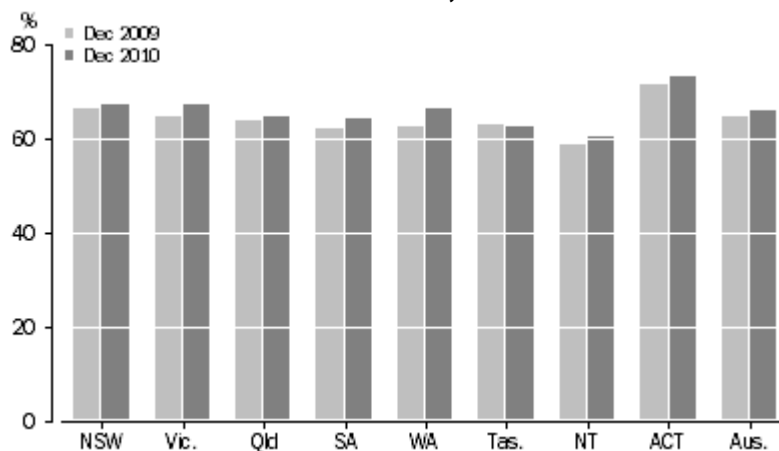
ROOM OCCUPANCY RATE, by type of establishment - Australia



Seven 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 December quarter 2009 and the December quarter 2010. Western Australia (66.7%) experienced the largest increase (up 3.9 percentage points). Over the same period occupancy in Tasmania (62.6%) decreased by 0.7 percentage points.

The Australian Capital Territory recorded the highest occupancy rate (73.3%) in the December quarter 2010 followed by New South Wales (67.6%) and Victoria (67.6%). Over the same period the Northern Territory experienced the lowest occupancy rate (60.5%).

ROOM OCCUPANCY RATE, States and territories



Room nights occupied

Room nights occupied were 13.7 million in the December quarter 2010 for hotels, motels and serviced apartments with 15 or more rooms.

New South Wales contributed the largest proportion (31.6%) of room nights occupied for hotels, motels and serviced apartments with 15 or more rooms, followed by Queensland (26.8%).

Average length of stay

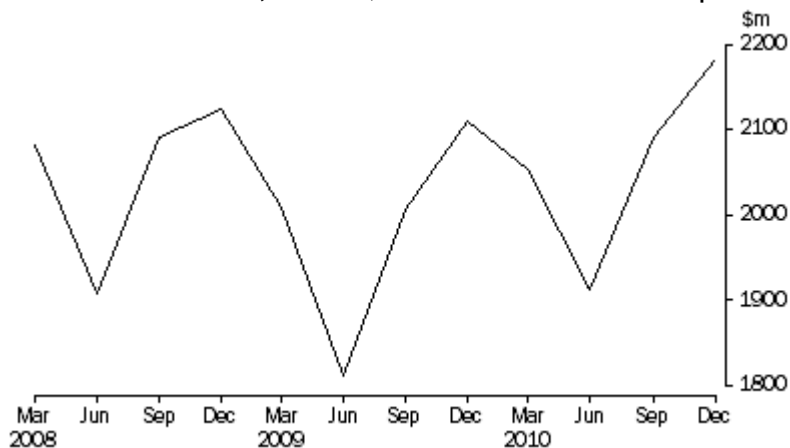
The average length of stay over the December quarter 2010 for hotels, motels and

serviced apartments with 15 or more rooms was 2.3 days. Queensland reported the longest average length of stay (2.7 days) followed by Western Australia (2.4 days) and Victoria (2.2 Days). Tasmania had the shortest average duration of stay (1.9 days).

Accommodation takings

In the December quarter 2010, accommodation takings were \$2182.3 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 December quarter 2010 for hotels, motels and serviced apartments with 15 or more rooms were highest in New South Wales (\$713.6 million) and Queensland (\$562.1 million). Tasmania recorded the lowest takings for the period (\$54.3 million).

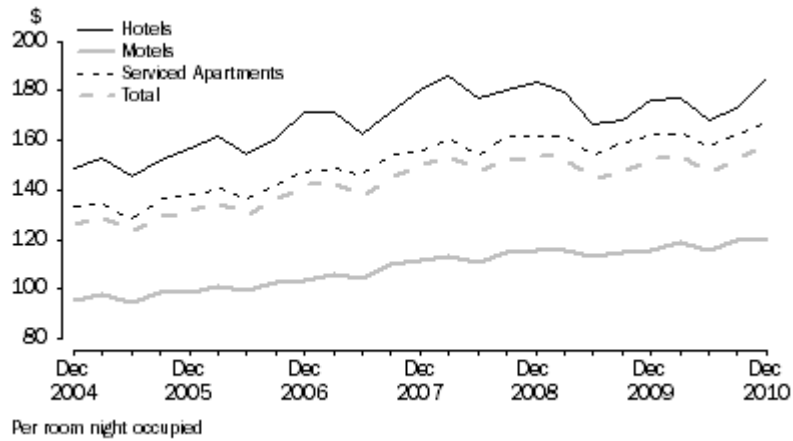
Average takings

For Australia, the December quarter 2010 average takings per room night occupied were \$158.82 for establishments with 15 or more rooms. This was 4.4% higher than the December quarter 2009.

Motels have consistently lower average takings per room night occupied than hotels or serviced apartments, regularly reporting an average of \$60 less per room night occupied than hotels and an average of \$40 less than serviced apartments.

In the December quarter 2010 average takings per room night occupied in hotels were \$184.74 compared with \$167.70 for serviced apartments and \$120.89 for motels.

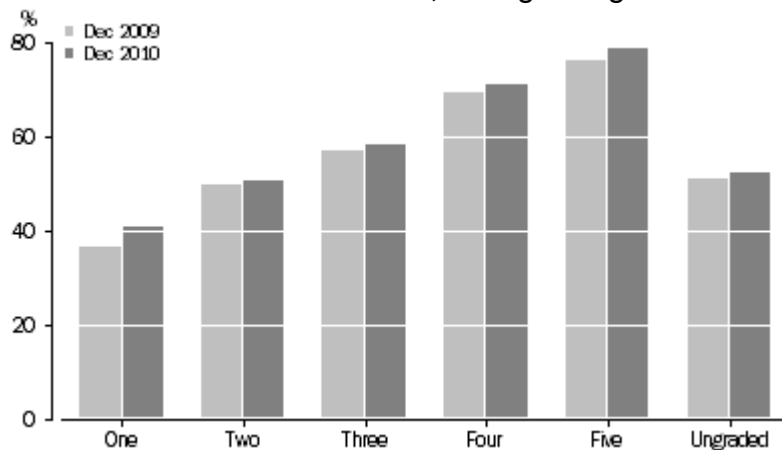
AVERAGE TAKINGS, by type of establishment - Australia



Star grading

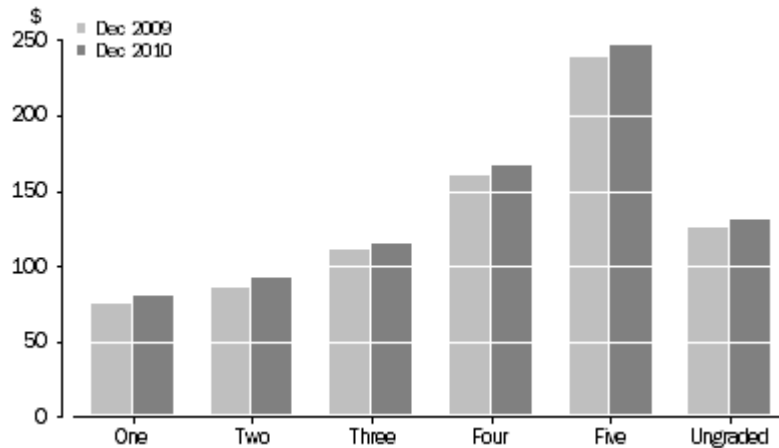
In the December quarter 2010, the room occupancy rate for five-star hotels, motels and serviced apartments with 15 or more rooms was 78.7% compared with 41.1% for one-star establishments. All grades of establishment had higher occupancy rates in the December quarter 2010 when compared with the December Quarter 2009. One-star establishments experienced the largest increase in occupancy rate (4.1 percentage points).

ROOM OCCUPANCY RATE, Star grading - Australia



In the December quarter 2010, average takings per room night occupied were \$246.60 for five-star hotels, motels and serviced apartments with 15 or more rooms compared with \$80.40 for one-star establishments. All grades of establishment had higher takings in the December quarter 2010 than in the December quarter 2009. Five star establishments experienced the largest increase in average takings per room night occupied with an increase of \$8.22 per room night occupied.

AVERAGE TAKINGS, Star grading - Australia



About this Release

Contains the results from the on-going quarterly Survey of Tourist Accommodation. Data provide information on the supply of, and demand for, tourist accommodation facilities. Data include number of establishments, capacity and employment for the quarter and occupancy and takings from accommodation for each month; by type of establishment and by star grading.

This is a useful reference for policy makers and industry monitors and advisers. Information is presented for each state/territory and Australia and by Tourism Regions as defined by the respective state/territory tourism commissions.

This issue presents results for hotels, motels and guest houses with 15 or more rooms and serviced apartments with 15 or more units. This is consistent with the data collected from 1998 to 2004.

From March quarter 2005 to June quarter 2010 the survey included data for hotels, motels and guest houses and serviced apartments with 5 or more rooms or units; holiday flats, units and houses of letting entities with 15 or more rooms or units; caravan parks with 40 or more powered sites and visitor hostels with 25 or more bed spaces.

For the years 2000 and 2003 only, the collection included holiday flats, units and houses of letting entities with 15 or more rooms or units; caravan parks with 40 or more powered sites and visitor hostels with 25 or more bed spaces.

Notes

Explanatory Notes

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

4 From March quarter 2005 to June quarter 2010, the scope of the STA was expanded and comprised the following categories of establishments:

- hotels and resorts with 5 or more rooms
- motels, private hotels and guest houses with 5 or more rooms
- serviced apartments with 5 or more units
- caravan parks with 40 or more powered sites
- holiday flats, units and houses of letting entities with 15 or more rooms or units
- visitor hostels with 25 or more bed spaces.

5 The current scope of the STA is consistent with STA data from 1998 to 2004, with the exception of the four quarters of 2000 and 2003.

6 For the four quarters of 2000 and 2003, the scope of the STA was expanded to include:

- caravan parks with 40 or more powered sites
- holiday flats, units and houses of letting entities with 15 or more rooms or units
- visitor hostels with 25 or more bed spaces.

COVERAGE

7 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 and periodicals and newspapers. Periodic comparison with lists of accommodation establishments provided by the various tourism organisations and industry associations is also undertaken.

TAKINGS FROM ACCOMMODATION

8 From 1 July 2000, takings from accommodation include gross revenue from the provision of accommodation, including GST. Takings from meals are excluded. Where businesses are unable to provide the data inclusive of GST, the amount of GST payable is estimated and the data adjusted by the ABS prior to aggregation and release in output.

STAR GRADING

9 Star grade classifications of establishments are continuously revised by AAA Tourism Pty Ltd. This should be taken into account when making comparisons over time. Any queries regarding the star grading process should be directed to AAA Tourism Pty Ltd on (03) 8601 2200 or email <enquiries@aaatourism.com.au>.

10 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

11 Small area statistics for 2010 are classified to the Australian Standard Geographical Classification (ASGC), 2009 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) 2009 Edition (cat. no. 1216.0).

12 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.

13 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).

14 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

15 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.

16 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.

Response rates

17 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 for the most recent quarters are shown below. As can be seen, the recent flooding events have affected the response rates for Queensland for the December quarter 2010.

RESPONSE RATES - HOTELS, MOTELS AND SERVICED APARTMENTS

	Dec Qtr 2009 %	March Qtr 2010 %	June Qtr 2010 %	Sep Qtr 2010 %	Dec Qtr 2010 %
NSW	91.9	93.4	93.9	92.7	91.6
Vic.	91.9	92.5	93.4	92.5	92.5
Qld	93.5	92.5	94.9	93.7	81.9
SA	95.5	93.5	96.6	95.4	93.2
WA	92.9	94.3	93.4	91.3	91.9
Tas.	92.9	92.2	94.2	91.7	94.2
NT	88.7	93.8	89.6	89.6	86.6
ACT	90.9	94.4	90.7	96.3	90.6
Aust.	92.6	93.0	94.1	92.9	89.2

Imputation rates

18 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.

19 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, Room Nights occupied

	Dec Qtr 2009 %	Mar Qtr 2010 %	Jun Qtr 2010 %	Sep Qtr 2010 %	Dec Qtr 2010 %

Licensed hotels and resorts	3.1	6.8	6.7	3.9	4.1
Motels, private hotels and guest houses	7.3	5.1	4.6	6.6	9.0
Serviced apartments	4.9	5.1	5.1	4.2	6.8
Hotels, motels and serviced apartments	5.0	5.8	5.6	4.9	6.4

IMPUTATION RATES, takings from accommodation

	Dec Qtr 2009	Mar Qtr 2010	Jun Qtr 2010	Sep Qtr 2010	Dec Qtr 2010
	%	%	%	%	%
Licensed hotels and resorts	2.5	6.8	6.5	3.2	3.7
Motels, private hotels and guest houses	7.0	4.9	4.4	6.4	8.3
Serviced apartments	4.9	5.2	5.3	4.3	5.8
Hotels, motels and serviced apartments	4.3	5.9	5.6	4.3	5.5

SEASONAL ADJUSTMENT

20 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 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.

21 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.

22 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.

23 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

24 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.

25 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

26 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.

27 The DAAS process begins by confidentialising at the Statistical Local Area (SLA) level, then across Tourism regions, then at the state level and finally the national level. If there is an SLA that has been made confidential then another SLA will have to be made confidential within that Tourism region to protect the confidentiality of the providers in the SLA that was originally made confidential. Depending on the number of SLAs in the Tourism region the whole Tourism region may need to be made confidential. As a consequence of this, at least one more Tourism region within a state or territory will also be confidentialised. This may also occur at the state/territory level.

USER AGGREGATION OF DATA

28 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.

29 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.

30 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).

31 Users are cautioned against deriving any non-standard aggregations (eg, aggregation of selected star gradings 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

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

33 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

34 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,

35 The catalogue of current publications and other products is available from the ABS web site www.abs.gov.au. The ABS also issues release advices 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

36 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

GLOSSARY

Average length of stay

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,

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

Average takings per room night available

The takings from accommodation divided by the total number of room nights available for the survey period,

$$\text{Average takings per available room night (\$)} = \frac{\text{Takings from accommodation}}{\text{Room nights available}}$$

Average takings per room night occupied

The takings from accommodation divided by the total number of room nights occupied for the survey period,

$$\text{Average takings per room night occupied (\$)} = \frac{\text{Takings from accommodation}}{\text{Room nights occupied}}$$

Bed occupancy rate

Bed occupancy expressed as a percentage of total capacity available during the survey period,

$$\text{Bed occupancy rate (\%)} = \frac{\text{Guest nights occupied}}{\text{Guest nights available}} * 100$$

Bed spaces

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.

Capacity

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.

Establishments

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.

Facilities

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.

Guest arrivals

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.

Guest nights available

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.

Guest nights occupied

The total number of paying guests counted on each night they stayed at the accommodation establishment during the survey period.

Hotels and resorts (Hotels)

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, 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.

Star grading

The grading of hotels and resorts, motels, private hotels and guest houses and serviced apartments is based on the classification system owned by AAA Tourism Pty Ltd. The gradings are allocated according to a points system based on the amenities and facilities available to guests. Details of the grading scheme are contained in the publication **Accommodation Guide** published by AAA Tourism Pty Ltd for each of the individual Australian Motoring Organisations. For the purpose of classifying establishments to a star grading in this publication, 'half' star gradings are ignored (e.g. a two and a half star grading has been shown as two star).

While coverage has significantly improved, some establishments (including some competing in the four and five star markets and having significant takings) still remain outside the star grading scheme. These establishments have been given a star grading of 'ungraded'.

Periodic additional investigations are made to validate the small proportion of establishments changing star grade between reference periods.

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 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.

Abbreviations

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
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

Quality Declaration - Summary

QUALITY DECLARATION - SUMMARY

INSTITUTIONAL ENVIRONMENT

For information on the institutional environment of the Australian Bureau of Statistics (ABS), including the legislative obligations of the ABS, financing and governance arrangements, and mechanisms for scrutiny of ABS operations, please see ABS Institutional Environment.

RELEVANCE

The tourism industry covers a wide range of products and services and is not always easy to define. The Survey of Tourist Accommodation provides

information on supply (eg room nights available) and demand (eg room nights sold) for the accommodation sector of the industry. Where establishments conduct business in addition to providing accommodation the respondent is asked to provide details on the provision of accommodation only. The data are collected from respondents via survey questionnaires. For further information refer to the *Framework for Australian Tourism Statistics* (cat. no. 9502.0.55.001).

TIMELINESS

The tourist accommodation collection is conducted quarterly and contains monthly and quarterly information. Data are released approximately three months after the reference period.

ACCURACY

The Survey of Tourist Accommodation is a census and hence is not subject to sampling error. To combat non-sampling error, editing is undertaken to compare internal consistency of the data supplied and consistency of reporting from year to year.

The survey has consistently high response rates. Over 85% of the core establishments return forms, resulting in less than 8% of takings from accommodation of these establishments being imputed.

For further information refer to the Data Quality section of the Explanatory Notes.

COHERENCE

There are 3 data series produced from the tourist accommodation collection, ie original, seasonally adjusted and trend series. Original series data are available as time series from March quarter 1998, but users should take care when comparing time periods due to changes in scope and geographical classification.

Care should also be taken when comparing original data across monthly and quarterly time periods due to the effect of seasonal factors and irregular influences.

Takings from accommodation included GST from the September quarter 2000.

A break in series due to the inclusion of extra accommodation establishments occurred from June quarter 2003. See Appendix 1, *Tourist Accommodation, Australia, December quarter 2003* (cat. no. 8635.0) for impact on hotels, motels and serviced apartments, and the Appendix of *Tourist Accommodation, Australia, Expanded Scope Collection, Year ended 31 December quarter 2003* (cat. no. 8635.0.55.001) for caravan parks.

INTERPRETABILITY

Small area statistics for 2009 are classified to the Australian Standard Geographical Classification (ASGC) 2008 Edition (cat. no. 1216.0). Regional data are available for States and Territories, Local Government Areas and Statistical Local Areas (SLA). Data are also concorded to Tourism Regions. Tourism Region Maps and Correspondence Files, Australia.

Trend and seasonally adjusted data are also available from March qtr 1998 onwards for hotels, motels, and serviced apartments with 15 or more rooms/units.

ACCESSIBILITY

The Survey of Tourist Accommodation publication is available on the ABS website along with time series spreadsheets and data cubes. Time series spreadsheets containing original data are available from 1998 for Australia and state/territory levels from *Tourist Accommodation, Australia* (cat. no. 8635.0). Data cubes contain a single set of monthly and quarterly data and a 15 month series of trend and seasonally adjusted data at the state and territory level.

To ensure provider confidentiality, some data are suppressed in STA outputs and shown as 'np' (not available for publication). Data are more likely to be suppressed at lower geographic levels. Provider confidentiality is a requirement of the Census and Statistics Act 1905, under which the STA is collected. For further information refer to the Confidentialisation of Data section of the Explanatory Notes.

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TOURIST ACCOMMODATION, AUSTRALIA

EMBARGO: 11.30AM (CANBERRA TIME) WED 30 MAR 2011

KEY FIGURES

ACCOMMODATION WITH 15 ROOMS OR MORE

	Sep Qtr 10	Dec Qtr 10	Sep Qtr 10 to Dec Qtr 10	Dec Qtr 09 to Dec Qtr 10
Trend				
Takings from accommodation (\$m)	2 042.6	2 080.3	1.8 %	8.2 %
Room occupancy rate (%)	64.4	64.8	0.4 pts	2.1 pts
Seasonally Adjusted				
Takings from accommodation (\$m)	2 044.5	2 078.3	1.7 %	7.4 %
Room occupancy rate (%)	64.7	64.6	-0.1 pts	1.6 pts

KEY POINTS

ACCOMMODATION TAKINGS

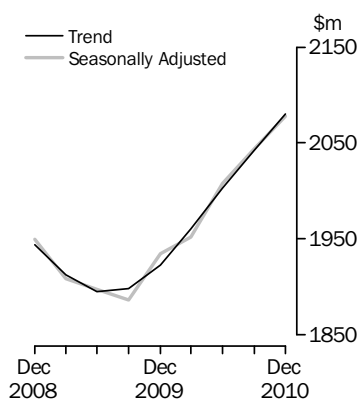
- In the December quarter 2010, the trend estimate of total accommodation takings for hotels, motels and serviced apartments with 15 or more rooms increased by 1.8% to \$2,080.3 million compared with the September quarter 2010.
- Over the same period, the seasonally adjusted estimate increased by 1.7% to \$2,078.3 million.

ROOM OCCUPANCY RATE

- The December quarter 2010 trend estimate room occupancy rate of 64.8% for hotels, motels and serviced apartments with 15 or more rooms was 0.4 percentage points higher than the previous quarter.
- Over the same period, the seasonally adjusted estimate decreased by 0.1 percentage points to 64.6%.

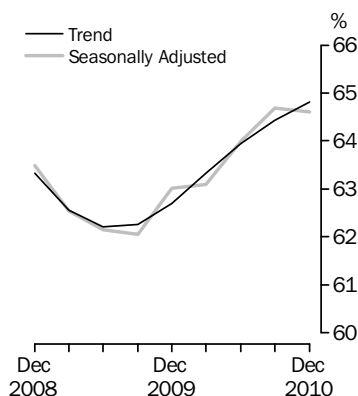
Accommodation Takings

Australia



Room Occupancy Rate

Australia



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>
March 2011	30 June 2011
June 2011	30 September 2011



IMPACT OF THE FLOODS

Flooding began in Queensland in late December 2010, and was more extensive across Queensland and other states in January 2011. The estimates for Queensland for all Tourism Regions have been impacted by lower than usual response rates for the December quarter 2010. These estimates should therefore be used with caution.

The recent flooding and cyclone events are expected to have a larger impact on tourist accommodation data nationally for the March quarter 2011.

ABOUT THIS ISSUE

This issue presents results from the December quarter 2010 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

SCOPE REDUCTION

The scope of the STA was reduced as of the September quarter 2010 to cover hotels, motels and serviced apartments with 15 or more rooms. This is consistent with the scope of the quarterly STA prior to the March quarter 2005.

The following categories of establishments which were included in the STA from March quarter 2005 to June quarter 2010 are now excluded:

- hotels, motels and serviced apartments with 5 to 14 rooms
- caravan parks with 40 or more powered sites
- holiday flats, units and houses of letting entities with 15 or more rooms or units
- visitor hostels with 25 or more bed spaces

For further information, refer to the Information paper: Future Changes to Tourist Accommodation, Australia, May 2010 (8635.0.55.003).

Brian Pink
Australian Statistician

CONTENTS

	<i>page</i>
Abbreviations	4
Summary of Findings	5

TABLES

ORIGINAL, SEASONALLY ADJUSTED AND TREND

1 Hotels, motels and serviced apartments	9
---	---

SUMMARY

2 Hotels, motels and serviced apartments	11
---	----

STAR GRADING

3 Hotels, motels and serviced apartments	13
---	----

STATES AND TERRITORIES

4 Hotels, motels and serviced apartments	15
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OTHER INFORMATION

Explanatory Notes	18
Glossary	23

ABBREVIATIONS

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\$'000	thousand dollars
\$m	million dollars
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cat. no.	Catalogue number
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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

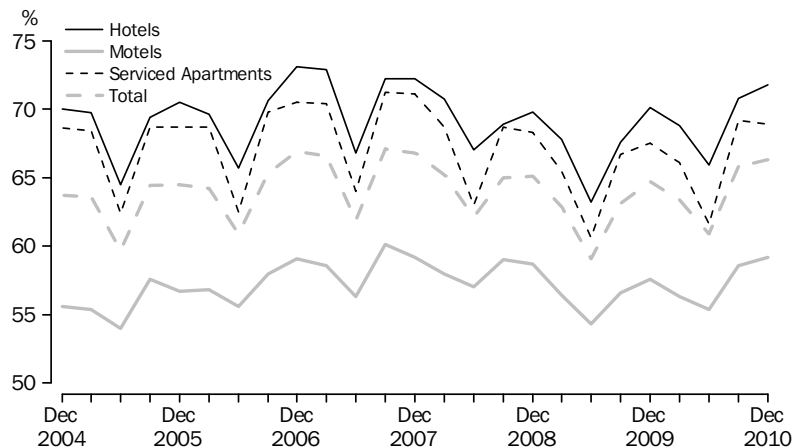
This summary contains key findings for original estimates. Original series are impacted by seasonal variations and irregular or non-seasonal influences. Comparison between quarters should be made with caution.

ROOM OCCUPANCY RATE

The room occupancy rate for hotels, motels and serviced apartments with 15 or more rooms was 66.3% in the December quarter 2010.

Traditionally, hotels have higher occupancy rates than serviced apartments or motels. Over the December 2010 quarter, hotels had an occupancy rate of 71.8% compared with 68.9% for serviced apartments and 59.2% for motels.

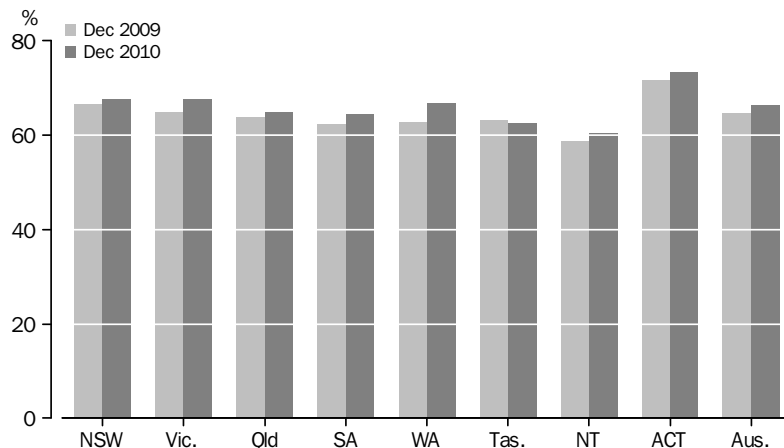
ROOM OCCUPANCY RATE, by type of establishment—Australia



Seven 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 December quarter 2009 and the December quarter 2010. Western Australia (66.7%) experienced the largest increase (up 3.9 percentage points). Over the same period, occupancy in Tasmania (62.6%) decreased by 0.7 percentage points.

Australian Capital Territory recorded the highest occupancy rate (73.3%) in the December quarter 2010 followed by New South Wales (67.6%) and Victoria (67.6%). Over the same period, Northern Territory experienced the lowest occupancy rate (60.5%).

ROOM OCCUPANCY RATE, States and territories



SUMMARY OF FINDINGS *continued*

Hotels, motels and serviced apartments continued

ROOM NIGHTS OCCUPIED

Room nights occupied were 13.7 million in the December quarter 2010 for hotels, motels and serviced apartments with 15 or more rooms.

New South Wales contributed the largest proportion (31.6%) of room nights occupied for hotels, motels and serviced apartments with 15 or more rooms, followed by Queensland (26.8%).

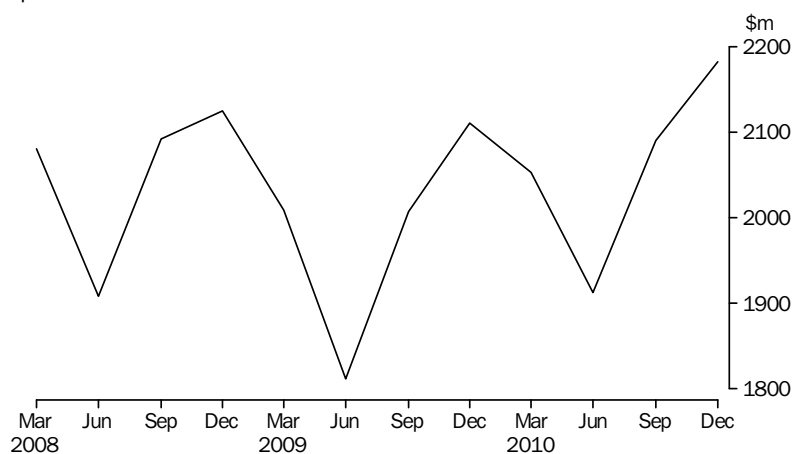
AVERAGE LENGTH OF STAY

The average length of stay over the December quarter 2010 for hotels, motels and serviced apartments with 15 or more rooms was 2.3 days. Queensland reported the longest average length of stay (2.7 days) followed by Western Australia (2.4 days) and Victoria (2.2 Days). Tasmania had the shortest average duration of stay (1.9 days).

ACCOMMODATION TAKINGS

In the December quarter 2010, accommodation takings were \$2182.3 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 December quarter 2010 for hotels, motels and serviced apartments with 15 or more rooms were highest in New South Wales (\$713.6 million) and Queensland (\$562.1 million). Tasmania recorded the lowest takings for the period (\$54.3 million).

AVERAGE TAKINGS

For Australia, the December quarter 2010 average takings per room night occupied were \$158.82 for establishments with 15 or more rooms. This was 4.4% higher than the December quarter 2009.

Motels have consistently lower average takings per room night occupied than hotels or serviced apartments, regularly reporting an average of \$60 less per room night occupied than hotels and an average of \$40 less than serviced apartments.

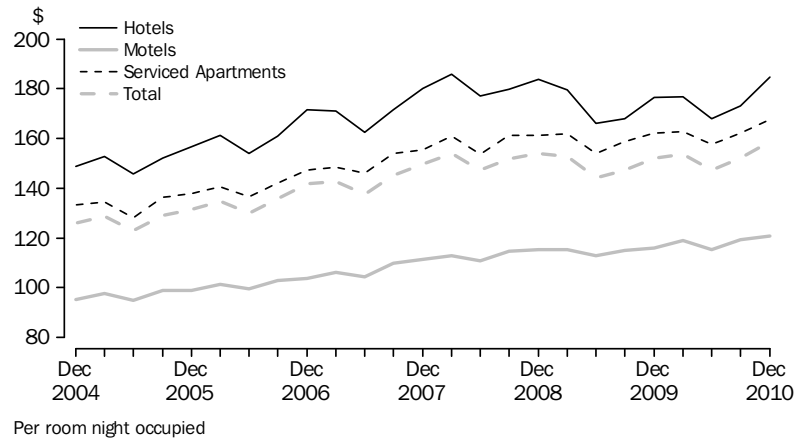
In the December quarter 2010, average takings per room night occupied in hotels were \$184.74 compared with \$167.70 for serviced apartments and \$120.89 for motels.

SUMMARY OF FINDINGS *continued*

Hotels, motels and serviced apartments *continued*

AVERAGE TAKINGS *continued*

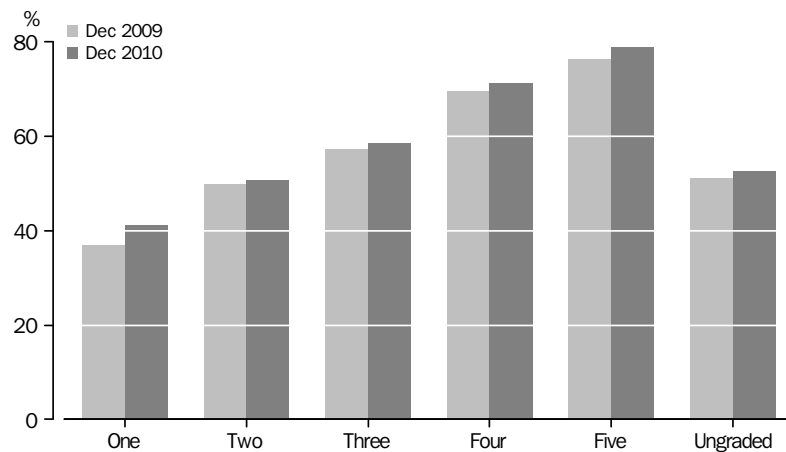
AVERAGE TAKINGS, by type of establishment—Australia



STAR GRADING

In the December quarter 2010, the room occupancy rate for five-star hotels, motels and serviced apartments with 15 or more rooms was 78.7% compared with 41.1% for one-star establishments. All grades of establishment had higher occupancy rates in the December quarter 2010 when compared with the December Quarter 2009. One-star establishments experienced the largest increase in occupancy rate (4.1 percentage points).

ROOM OCCUPANCY RATE, Star grading—Australia



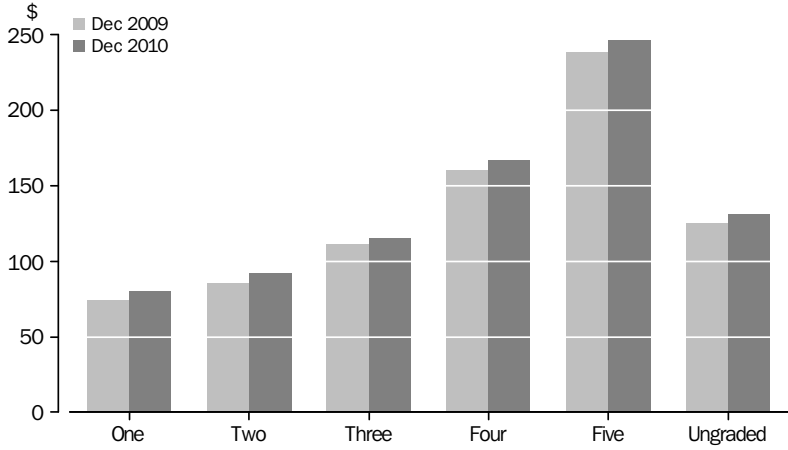
In the December quarter 2010, average takings per room night occupied were \$246.60 for five-star hotels, motels and serviced apartments with 15 or more rooms compared with \$80.40 for one-star establishments. All grades of establishment had higher takings in the December quarter 2010 than in the December quarter 2009. Five-star establishments experienced the largest increase in average takings per room night occupied with an increase of \$8.22 per room night occupied.

SUMMARY OF FINDINGS *continued*

Hotels, motels and serviced apartments continued

STAR GRADING *continued*

AVERAGE TAKINGS, Star grading—Australia



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						
June Quarter	1 667.1	61.9	1 826.9	65.3	1 842.7	65.8
September Quarter	1 942.6	67.1	1 893.1	65.9	1 878.5	65.5
December Quarter	2 000.6	66.8	1 909.2	65.2	1 927.4	65.3
2008						
March Quarter	1 999.8	65.2	1 977.0	64.8	1 968.7	65.1
June Quarter	1 838.3	62.1	2 009.5	65.4	1 986.5	64.8
September Quarter	2 014.8	65.0	1 965.3	63.8	1 975.5	64.1
December Quarter	2 044.1	65.1	1 949.4	63.5	1 944.0	63.3
2009						
March Quarter	1 928.8	62.9	1 908.3	62.5	1 912.3	62.6
June Quarter	1 739.3	59.1	1 897.3	62.2	1 895.4	62.2
September Quarter	1 930.6	63.1	1 886.3	62.1	1 898.0	62.3
December Quarter	2 030.5	64.7	1 934.5	63.0	1 922.7	62.7
2010						
March Quarter	1 974.0	63.4	1 951.9	63.1	1 960.6	63.3
June Quarter	1 841.7	60.9	2 008.0	64.0	2 003.0	63.9
September Quarter	2 090.2	65.8	2 044.5	64.7	2 042.6	64.4
December Quarter	2 182.3	66.3	2 078.3	64.6	2 080.3	64.8

(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						
June Quarter	-9.0	-4.7	1.0	-0.9	2.0	0.1
September Quarter	16.5	5.2	3.6	0.6	1.9	-0.3
December Quarter	3.0	-0.4	0.9	-0.7	2.6	-0.2
2008						
March Quarter	—	-1.6	3.6	-0.3	2.1	-0.2
June Quarter	-8.1	-3.1	1.6	0.6	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	-0.3	-1.6	-0.8
2009						
March Quarter	-5.6	-2.3	-2.1	-1.0	-1.6	-0.8
June Quarter	-9.8	-3.7	-0.6	-0.4	-0.9	-0.4
September Quarter	11.0	4.0	-0.6	-0.1	0.1	—
December Quarter	5.2	1.5	2.6	1.0	1.3	0.4
2010						
March Quarter	-2.8	-1.3	0.9	0.1	2.0	0.6
June Quarter	-6.7	-2.5	2.9	0.9	2.2	0.6
September Quarter	13.5	4.9	1.8	0.7	2.0	0.5
December Quarter	4.4	0.5	1.7	-0.1	1.8	0.4

— 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						
2009						
December Quarter	859	85 181	222 167	67 217	5 431.2	70.1
2010						
March Quarter	859	85 883	224 274	67 025	5 258.7	68.8
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
Year ended December 2009	20 594.9	67.2
Year ended December 2010	21 641.4	69.4
MOTELS, PRIVATE HOTELS AND GUEST HOUSES						
2009						
December Quarter	2 477	87 252	246 787	28 168	4 570.8	57.6
2010						
March Quarter	2 463	86 927	245 076	28 065	4 353.3	56.3
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
Year ended December 2009	17 779.5	56.2
Year ended December 2010	18 027.1	57.4
SERVICED APARTMENTS						
2009						
December Quarter	974	54 001	171 185	15 551	3 341.0	67.5
2010						
March Quarter	973	54 421	171 492	15 446	3 228.5	66.1
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
Year ended December 2009	12 761.8	65.1
Year ended December 2010	13 167.6	66.5
HOTELS MOTELS AND SERVICED APARTMENTS						
2009						
December Quarter	4 310	226 434	640 139	110 936	13 343.1	64.7
2010						
March Quarter	4 295	227 231	640 842	110 536	12 840.5	63.4
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
Year ended December 2009	51 136.2	62.4
Year ended December 2010	52 836.1	64.1
..	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					
2009					
December Quarter	8 885.4	44.3	3 967.7	2.2	958 853
2010					
March Quarter	8 563.7	43.2	3 788.3	2.3	929 735
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
Year ended December 2009	33 495.6	41.9	15 036.8	2.2	3 555 051
Year ended December 2010	34 603.9	42.7	15 542.7	2.2	3 805 757
.....					
MOTELS, PRIVATE HOTELS AND GUEST HOUSES					
2009					
December Quarter	7 873.9	35.1	4 270.6	1.8	530 087
2010					
March Quarter	7 517.6	34.6	3 989.7	1.9	518 223
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
Year ended December 2009	30 343.7	33.9	16 455.0	1.8	2 040 273
Year ended December 2010	30 435.4	34.4	16 284.0	1.9	2 138 783
.....					
SERVICED APARTMENTS					
2009					
December Quarter	7 093.2	45.3	2 228.0	3.2	541 600
2010					
March Quarter	6 782.7	44.1	2 069.6	3.3	526 011
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
Year ended December 2009	26 600.4	42.7	8 364.4	3.2	2 033 885
Year ended December 2010	27 021.1	43.3	8 478.2	3.2	2 143 577
.....					
HOTELS MOTELS AND SERVICED APARTMENTS					
2009					
December Quarter	23 852.6	41.0	10 466.3	2.3	2 030 540
2010					
March Quarter	22 864.0	40.2	9 847.6	2.3	1 973 969
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
Year ended December 2009	90 439.6	39.0	39 856.2	2.3	7 629 209
Year ended December 2010	92 060.5	39.7	40 304.8	2.3	8 088 116

(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 star grading—Australia

Period	STAR GRADING						Total
	1	2	3	4	5	Ungraded	
ESTABLISHMENTS, CAPACITY AND EMPLOYMENT (no.)							
December Quarter 2009							
Establishments	43	287	2 192	1 457	124	207	4 310
Rooms	1 346	9 052	79 250	105 947	24 751	6 088	226 434
Bed spaces	4 391	25 500	229 316	301 124	63 426	16 382	640 139
Persons employed	374	3 338	25 148	47 630	31 510	2 936	110 936
December Quarter 2010							
Establishments	40	297	2 190	1 429	130	193	4 279
Rooms	1 255	9 279	78 505	106 957	25 503	5 821	227 320
Bed spaces	4 090	26 148	226 848	302 662	64 869	15 837	640 454
Persons employed	359	3 518	24 672	47 506	32 114	2 800	110 969
ROOM NIGHTS OCCUPIED ('000)							
2009							
December Quarter	35.1	410.4	4 110.5	6 779.7	1 738.2	269.1	13 343.1
2010							
October	12.7	149.1	1 499.0	2 469.2	644.1	93.0	4 867.1
November	12.0	143.8	1 406.1	2 370.7	624.3	88.5	4 645.5
December	10.4	133.7	1 258.8	2 167.0	575.9	82.3	4 228.3
December Quarter	35.1	426.7	4 164.0	7 006.9	1 844.3	263.9	13 740.8
ROOM OCCUPANCY RATE (%)							
2009							
December Quarter	37.0	49.9	57.2	69.7	76.4	51.0	64.7
2010							
October	44.2	52.6	62.4	74.6	81.6	54.9	69.7
November	43.4	52.5	60.5	74.0	81.7	54.0	68.7
December	35.8	47.3	52.4	65.5	72.9	48.7	60.6
December Quarter	41.1	50.8	58.4	71.3	78.7	52.5	66.3
GUEST NIGHTS OCCUPIED ('000)							
2009							
December Quarter	59.0	692.1	7 433.7	12 389.9	2 842.8	435.2	23 852.6
2010							
October	20.0	252.8	2 667.2	4 344.6	1 010.9	152.7	8 448.2
November	19.2	236.9	2 392.8	3 985.4	943.9	138.6	7 716.9
December	18.7	234.6	2 363.6	4 162.2	975.1	140.5	7 894.8
December Quarter	58.0	724.3	7 423.7	12 492.3	2 929.8	431.8	24 059.9
BED OCCUPANCY RATE (%)							
2009							
December Quarter	23.9	30.2	35.8	44.8	48.8	31.0	41.0
2010							
October	27.7	32.1	38.5	46.4	50.3	34.1	43.1
November	27.4	31.1	35.7	44.0	48.6	32.0	40.7
December	25.4	29.9	34.1	44.5	48.6	31.4	40.3
December Quarter	26.8	31.1	36.1	45.0	49.2	32.5	41.4

(a) Comprising establishments with 15 or more rooms or units. See Glossary for definitions of hotels, motels and serviced apartments.

Period	STAR GRADING						Total
	1	2	3	4	5	Ungraded	
GUEST ARRIVALS ('000)							
2009							
December Quarter	33.3	384.1	3 692.5	5 037.7	1 133.7	185.0	10 466.3
2010							
October	10.3	133.5	1 302.3	1 783.3	422.1	63.1	3 714.5
November	9.6	124.3	1 175.9	1 667.8	405.4	57.9	3 441.0
December	9.5	127.3	1 147.3	1 657.4	403.6	57.5	3 402.6
December Quarter	29.4	385.1	3 625.5	5 108.5	1 231.1	178.5	10 558.1
AVERAGE LENGTH OF STAY (days)							
2009							
December Quarter	1.8	1.8	2.0	2.5	2.5	2.4	2.3
2010							
October	1.9	1.9	2.0	2.4	2.4	2.4	2.3
November	2.0	1.9	2.0	2.4	2.3	2.4	2.2
December	2.0	1.8	2.1	2.5	2.4	2.4	2.3
December Quarter	2.0	1.9	2.0	2.4	2.4	2.4	2.3
TAKINGS FROM ACCOMMODATION (\$'000)							
2009							
December Quarter	2 605	35 310	457 950	1 086 617	414 360	33 697	2 030 540
2010							
October	1 020	13 605	171 420	407 222	156 269	12 101	761 638
November	932	12 914	160 307	390 554	152 909	11 435	729 051
December	871	12 567	149 628	371 846	145 637	11 075	691 623
December Quarter	2 824	39 086	481 356	1 169 622	454 815	34 610	2 182 312
AVERAGE TAKINGS PER ROOM NIGHT OCCUPIED (\$)							
2009							
December Quarter	74.29	86.03	111.41	160.28	238.38	125.21	152.18
2010							
October	80.61	91.23	114.35	164.92	242.63	130.11	156.49
November	77.48	89.78	114.01	164.75	244.93	129.16	156.94
December	83.51	94.00	118.86	171.59	252.86	134.51	163.57
December Quarter	80.40	91.61	115.60	166.93	246.60	131.17	158.82
AVERAGE TAKINGS PER ROOM NIGHT AVAILABLE (\$)							
2009							
December Quarter	27.50	42.96	63.68	111.71	182.18	63.82	98.39
2010							
October	35.67	48.03	71.35	122.95	197.89	71.45	109.03
November	33.66	47.11	68.97	121.89	200.08	69.68	107.87
December	29.93	44.43	62.30	112.43	184.42	65.47	99.09
December Quarter	33.06	46.52	67.52	119.06	194.07	68.86	105.30

(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
ESTABLISHMENTS (no.)									
2009									
June Quarter	1 422	813	1 135	262	351	156	97	56	4 292
September Quarter	1 416	819	1 143	262	353	155	97	56	4 301
December Quarter	1 425	819	1 142	264	353	155	97	55	4 310
2010									
March Quarter	1 419	823	1 136	262	351	154	96	54	4 295
June Quarter	1 422	819	1 143	264	349	154	96	54	4 301
ROOMS (no.)									
2009									
June Quarter	71 229	39 548	61 876	12 086	21 718	6 660	7 359	5 105	225 581
September Quarter	70 990	40 189	61 612	12 060	21 955	6 621	7 347	5 100	225 874
December Quarter	71 245	40 246	61 663	12 138	22 035	6 654	7 386	5 067	226 434
2010									
March Quarter	71 739	40 817	61 534	12 097	22 045	6 658	7 377	4 964	227 231
June Quarter	71 364	41 197	61 632	12 168	21 681	6 667	7 407	4 968	227 084
BED SPACES (no.)									
2009									
June Quarter	197 480	107 573	191 513	33 134	57 602	18 593	21 025	15 057	641 977
September Quarter	195 811	108 050	188 620	33 012	58 507	18 603	21 027	14 497	638 127
December Quarter	196 176	109 101	188 553	33 175	58 724	18 748	21 163	14 499	640 139
2010									
March Quarter	197 758	110 046	187 634	33 081	58 394	18 812	20 885	14 232	640 842
June Quarter	196 422	110 701	188 078	33 319	57 769	18 723	21 113	14 351	640 476
PERSONS EMPLOYED (no.)									
2009									
June Quarter	31 550	21 302	29 693	6 933	10 471	4 660	3 190	2 327	110 126
September Quarter	31 400	21 775	30 115	6 997	10 717	4 558	3 335	2 476	111 373
December Quarter	31 196	21 883	30 142	6 993	10 452	4 702	3 063	2 505	110 936
2010									
March Quarter	30 925	22 214	29 574	7 166	10 506	4 640	2 993	2 518	110 536
June Quarter	30 926	22 309	29 253	6 960	10 310	4 378	3 215	2 527	109 878
ROOM NIGHTS OCCUPIED ('000)									
2009									
June Quarter	3 704.6	2 119.0	3 243.1	655.8	1 253.4	333.1	442.3	311.6	12 063.0
September Quarter	3 997.5	2 181.0	3 810.6	679.9	1 287.5	306.9	502.5	340.6	13 106.5
December Quarter	4 284.7	2 350.7	3 622.3	695.5	1 273.3	387.5	394.9	334.0	13 343.1
2010									
March Quarter	4 184.8	2 385.9	3 172.9	707.3	1 254.5	435.3	341.6	358.1	12 840.5
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
Year ended December 2009	16 002.0	8 925.5	13 922.4	2 710.0	5 132.7	1 474.5	1 661.6	1 307.4	51 136.2
Year ended December 2010	16 697.0	9 551.9	14 049.3	2 802.2	5 142.9	1 460.4	1 762.4	1 370.0	52 836.1

(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
ROOM OCCUPANCY RATE (%)									
2009									
June Quarter	57.7	59.7	57.6	59.6	63.4	55.1	66.3	67.5	59.1
September Quarter	61.3	59.1	67.3	61.3	63.7	50.4	74.3	72.6	63.1
December Quarter	66.5	64.8	63.9	62.3	62.8	63.3	58.7	71.7	64.7
2010									
March Quarter	65.9	66.2	57.4	65.0	63.2	72.7	52.2	80.2	63.4
June Quarter	61.0	60.8	58.5	61.1	63.8	52.9	69.4	74.8	60.9
Year ended December 2009	62.2	62.2	61.8	61.4	64.5	60.9	62.4	70.6	62.4
Year ended December 2010	64.8	64.5	62.5	62.9	64.8	59.4	65.6	75.9	64.1
GUEST NIGHTS OCCUPIED ('000)									
2009									
June Quarter	6 302.7	3 589.9	6 069.0	1 051.5	2 032.7	603.8	725.1	499.9	20 874.5
September Quarter	6 974.4	3 768.3	7 307.8	1 087.2	2 081.1	544.7	883.9	570.1	23 217.5
December Quarter	7 556.2	4 026.2	7 109.6	1 141.4	2 121.7	703.6	649.8	544.2	23 852.6
2010									
March Quarter	7 352.2	4 097.4	6 170.5	1 162.1	2 105.7	815.9	548.5	611.7	22 864.0
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
Year ended December 2009	27 922.7	15 267.8	26 810.1	4 401.1	8 432.3	2 705.8	2 774.7	2 125.0	90 439.6
Year ended December 2010	28 546.2	16 168.0	26 739.7	4 505.3	8 323.8	2 632.9	2 886.1	2 258.5	92 060.5
BED OCCUPANCY RATE (%)									
2009									
June Quarter	35.5	37.5	34.8	34.9	38.8	35.7	38.0	36.7	36.0
September Quarter	38.8	38.0	42.2	35.8	38.7	31.8	45.7	42.7	39.6
December Quarter	42.8	41.4	41.0	37.4	39.3	40.8	33.7	40.8	41.0
2010									
March Quarter	42.3	42.6	36.6	39.0	40.1	48.2	29.6	47.8	40.2
June Quarter	37.1	37.7	35.0	35.3	37.7	33.6	39.4	40.8	36.6
Year ended December 2009	39.4	39.6	38.7	36.5	39.8	39.8	36.6	39.6	39.0
Year ended December 2010	40.4	40.9	39.0	37.0	39.5	38.2	37.8	43.3	39.7
GUEST ARRIVALS ('000)									
2009									
June Quarter	3 093.3	1 672.8	2 363.2	528.6	829.9	308.0	325.5	239.9	9 361.3
September Quarter	3 388.4	1 776.6	2 757.2	561.7	862.5	275.7	410.3	282.6	10 315.0
December Quarter	3 604.8	1 871.7	2 604.4	598.5	870.7	360.2	294.7	261.2	10 466.3
2010									
March Quarter	3 414.4	1 862.5	2 247.1	550.4	833.8	414.3	250.6	274.4	9 847.6
June Quarter	3 157.6	1 762.7	2 330.0	521.3	800.5	290.9	312.7	242.7	9 418.4
Year ended December 2009	13 370.4	7 094.6	10 043.5	2 237.5	3 424.3	1 384.3	1 281.4	1 020.2	39 856.2
Year ended December 2010	13 613.2	7 434.4	9 987.3	2 235.9	3 393.3	1 335.0	1 266.9	1 038.8	40 304.8

(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)									
2009									
June Quarter	2.0	2.1	2.6	2.0	2.4	2.0	2.2	2.1	2.2
September Quarter	2.1	2.1	2.7	1.9	2.4	2.0	2.2	2.0	2.3
December Quarter	2.1	2.2	2.7	1.9	2.4	2.0	2.2	2.1	2.3
2010									
March Quarter	2.2	2.2	2.7	2.1	2.5	2.0	2.2	2.2	2.3
June Quarter	2.1	2.1	2.6	2.1	2.5	2.0	2.4	2.2	2.3
Year ended December 2009	2.1	2.2	2.7	2.0	2.5	2.0	2.2	2.1	2.3
Year ended December 2010	2.1	2.2	2.7	2.0	2.5	2.0	2.3	2.2	2.3

	New South Wales	Victoria	Queensland	South Australia	Western Australia	Tasmania	Northern Territory	Australian Capital Territory	Australia
TAKINGS FROM ACCOMMODATION (\$'000)									
2009									
June Quarter	524 913	318 466	451 330	84 794	197 903	42 944	70 291	48 632	1 739 272
September Quarter	581 185	338 388	542 759	86 183	203 614	37 826	86 156	54 502	1 930 613
December Quarter	667 881	365 595	538 195	93 659	204 106	51 471	55 316	54 317	2 030 540
2010									
March Quarter	661 848	381 164	464 352	99 665	204 677	58 717	42 735	60 812	1 973 969
June Quarter	575 032	344 133	461 462	89 224	204 341	41 397	70 588	55 473	1 841 652
Year ended December 2009	2 397 703	1 390 103	2 006 437	358 974	819 021	193 192	253 750	210 029	7 629 209
Year ended December 2010	2 595 149	1 516 568	2 061 258	380 603	848 572	193 475	265 016	227 475	8 088 116

	New South Wales	Victoria	Queensland	South Australia	Western Australia	Tasmania	Northern Territory	Australian Capital Territory	Australia
AVERAGE TAKINGS PER ROOM NIGHT OCCUPIED (\$)									
2009									
June Quarter	141.69	150.29	139.17	129.29	157.89	128.92	158.91	156.07	144.18
September Quarter	145.39	155.15	142.43	126.76	158.15	123.24	171.45	160.04	147.30
December Quarter	155.87	155.53	148.58	134.66	160.30	132.82	140.06	162.61	152.18
2010									
March Quarter	158.15	159.76	146.35	140.90	163.16	134.88	125.11	169.82	153.73
June Quarter	146.53	152.64	140.93	132.05	162.35	129.24	150.99	164.05	147.18
Year ended December 2009	149.84	155.74	144.12	132.46	159.57	131.02	152.71	160.64	149.19
Year ended December 2010	155.43	158.77	146.72	135.82	165.00	132.48	150.38	166.05	153.08

	New South Wales	Victoria	Queensland	South Australia	Western Australia	Tasmania	Northern Territory	Australian Capital Territory	Australia
AVERAGE TAKINGS PER ROOM NIGHT AVAILABLE (\$)									
2009									
June Quarter	81.75	89.71	80.22	77.10	100.16	71.00	105.33	105.27	85.23
September Quarter	89.13	91.63	95.87	77.68	100.81	62.10	127.46	116.16	93.00
December Quarter	103.62	100.82	94.92	83.87	100.73	84.08	82.17	116.52	98.39
2010									
March Quarter	104.24	105.72	84.03	91.59	103.16	97.99	65.25	136.12	97.46
June Quarter	89.39	92.84	82.41	80.70	103.57	68.40	104.72	122.70	89.62
Year ended December 2009	93.26	96.91	89.09	81.37	102.90	79.79	95.24	113.37	93.17
Year ended December 2010	100.76	102.36	91.62	85.47	106.90	78.64	98.58	126.05	98.14

(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

4 From March quarter 2005 to June quarter 2010, the scope of the STA was expanded and comprised the following categories of establishments:

- hotels and resorts with 5 or more rooms
- motels, private hotels and guest houses with 5 or more rooms
- serviced apartments with 5 or more units
- caravan parks with 40 or more powered sites
- holiday flats, units and houses of letting entities with 15 or more rooms or units
- visitor hostels with 25 or more bed spaces.

5 The current scope of the STA is consistent with STA data from 1998 to 2004, with the exception of the four quarters of 2000 and 2003.

6 For the four quarters of 2000 and 2003, the scope of the STA was expanded to include:

- caravan parks with 40 or more powered sites
- holiday flats, units and houses of letting entities with 15 or more rooms or units
- visitor hostels with 25 or more bed spaces.

COVERAGE

7 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 and periodicals and newspapers. Periodic comparison with lists of accommodation establishments provided by the various tourism organisations and industry associations is also undertaken.

TAKINGS FROM ACCOMMODATION

8 From 1 July 2000, takings from accommodation include gross revenue from the provision of accommodation, including GST. Takings from meals are excluded. Where businesses are unable to provide the data inclusive of GST, the amount of GST payable is estimated and the data adjusted by the ABS prior to aggregation and release in output.

STAR GRADING

9 Star grade classifications of establishments are continuously revised by AAA Tourism Pty Ltd. This should be taken into account when making comparisons over time. Any queries regarding the star grading process should be directed to AAA Tourism Pty Ltd on (03) 8601 2200 or email <enquiries@aaatourism.com.au>.

10 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).

EXPLANATORY NOTES *continued*

STATISTICAL GEOGRAPHY

11 Small area statistics for 2010 are classified to the Australian Standard Geographical Classification (ASGC), 2009 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) 2009 Edition (cat. no. 1216.0).

12 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.

13 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).

14 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

15 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.

16 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.

Response rates

17 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 for the most recent quarters are shown below. As can be seen, the recent flooding events have affected the response rates for Queensland for the December quarter 2010.

RESPONSE RATES - HOTELS, MOTELS AND SERVICED APARTMENTS

	<i>Dec Qtr</i> 2009	<i>March Qtr</i> 2010	<i>June Qtr</i> 2010	<i>Sep Qtr</i> 2010	<i>Dec Qtr</i> 2010
	%	%	%	%	%
NSW	91.9	93.4	93.9	92.7	91.6
Vic.	91.9	92.5	93.4	92.5	92.5
Qld	93.5	92.5	94.9	93.7	81.9
SA	95.5	93.5	96.6	95.4	93.2
WA	92.9	94.3	93.4	91.3	91.9
Tas.	92.9	92.2	94.2	91.7	94.2
NT	88.7	93.8	89.6	89.6	86.6
ACT	90.9	94.4	90.7	96.3	90.6
Aust.	92.6	93.0	94.1	92.9	89.2

Imputation rates

18 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.

EXPLANATORY NOTES *continued*

Imputation rates continued

19 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, ROOM NIGHTS OCCUPIED

	Dec Qtr 2009	Mar Qtr 2010	Jun Qtr 2010	Sep Qtr 2010	Dec Qtr 2010
	%	%	%	%	%
Licensed hotels and resorts	3.1	6.8	6.7	3.9	4.1
Motels, private hotels and guest houses	7.3	5.1	4.6	6.6	9.0
Serviced apartments	4.9	5.1	5.1	4.2	6.8
Hotels, motels and serviced apartments	5.0	5.8	5.6	4.9	6.4

IMPUTATION RATES, TAKINGS FROM ACCOMMODATION

	Dec Qtr 2009	Mar Qtr 2010	Jun Qtr 2010	Sep Qtr 2010	Dec Qtr 2010
	%	%	%	%	%
Licensed hotels and resorts	2.5	6.8	6.5	3.2	3.7
Motels, private hotels and guest houses	7.0	4.9	4.4	6.4	8.3
Serviced apartments	4.9	5.2	5.3	4.3	5.8
Hotels, motels and serviced apartments	4.3	5.9	5.6	4.3	5.5

SEASONAL ADJUSTMENT

20 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 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.

21 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.

22 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.

23 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>.

EXPLANATORY NOTES *continued*

TREND ESTIMATES

24 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.

25 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

26 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.

27 The DAAS process begins by confidentialising at the Statistical Local Area (SLA) level, then across Tourism regions, then at the state level and finally the national level. If there is an SLA that has been made confidential then another SLA will have to be made confidential within that Tourism region to protect the confidentiality of the providers in the SLA that was originally made confidential. Depending on the number of SLAs in the Tourism region the whole Tourism region may need to be made confidential. As a consequence of this, at least one more Tourism region within a state or territory will also be confidentialised. This may also occur at the state/territory level.

USER AGGREGATION OF DATA

28 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.

29 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.

30 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).

EXPLANATORY NOTES *continued*

USER AGGREGATION OF DATA

continued

31 Users are cautioned against deriving any non-standard aggregations (eg, aggregation of selected star gradings 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

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

33 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

34 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)

35 The catalogue of current publications and other products is available from the ABS web site www.abs.gov.au. The ABS also issues release advices 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

36 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	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, $\text{Average length of stay(days)} = \frac{\text{Guest nights occupied}}{\text{Guest arrivals}}$
Average takings per room night available	The takings from accommodation divided by the total number of room nights available for the survey period, $\text{Average takings per available room night(\$)} = \frac{\text{Takings from accommodation}}{\text{Room nights available}}$
Average takings per room night occupied	The takings from accommodation divided by the total number of room nights occupied for the survey period, $\text{Average takings per room night occupied(\$)} = \frac{\text{Takings from accommodation}}{\text{Room nights occupied}}$
Bed occupancy rate	Bed occupancy expressed as a percentage of total capacity available during the survey period, $\text{Bed occupancy rate (\%)} = \frac{\text{Guest nights occupied}}{\text{Guest nights available}} * 100$
Bed spaces	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.
Capacity	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.
Establishments	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.
Facilities	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.
Guest arrivals	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.
Guest nights available	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.
Guest nights occupied	The total number of paying guests counted on each night they stayed at the accommodation establishment during the survey period.
Hotels and resorts (Hotels)	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,

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.
Star grading	The grading of hotels and resorts, motels, private hotels and guest houses and serviced apartments is based on the classification system owned by AAA Tourism Pty Ltd. The gradings are allocated according to a points system based on the amenities and facilities available to guests. Details of the grading scheme are contained in the publication <i>Accommodation Guide</i> published by AAA Tourism Pty Ltd for each of the individual Australian Motoring Organisations. For the purpose of classifying establishments to a star

GLOSSARY *continued*

Star grading *continued*

grading in this publication, 'half' star gradings are ignored (e.g. a two and a half star grading has been shown as two star).

While coverage has significantly improved, some establishments (including some competing in the four and five star markets and having significant takings) still remain outside the star grading scheme. These establishments have been given a star grading of 'ungraded'.

Periodic additional investigations are made to validate the small proportion of establishments changing star grade between reference periods.

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 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.

INFORMATION AND REFERRAL SERVICE

Our consultants can help you access the full range of information published by the ABS that is available free of charge from our website. Information tailored to your needs can also be requested as a 'user pays' service. Specialists are on hand to help you with analytical or methodological advice.

PHONE 1300 135 070

EMAIL client.services@abs.gov.au

FAX 1300 135 211

POST Client Services, ABS, GPO Box 796, Sydney NSW 2001

FREE ACCESS TO STATISTICS

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