



The Hon Steven Ciobo MP
Minister for Trade, Tourism and Investment

MEDIA RELEASE

NEW ACCOMMODATION DATA SHOWS AUSTRALIA'S STRONG TOURISM PERFORMANCE

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More travellers in Australia are checking into hotels, motels and serviced apartments, as revealed in today's national accommodation survey.

The Australian Accommodation Monitor (AAM) reveals occupancy rates averaged 75 per cent in 2016-17, an increase of 0.5 per cent on 2015-16. Accommodation takings also increased, with revenue per available room averaging \$139 per night – 1.6 per cent higher over the same period.

The Turnbull Government is delivering the AAM in partnership with global data analytics company STR, providing industry with year-on-year analysis of occupancy rates and business takings across Australia, to promote investment in the sector.

Tourism Australia's focus on high yielding visitors is paying dividends with the data revealing travellers have an appetite for high-end offerings, with luxury properties recording an 81 per cent occupancy rate, revenue per available room of \$204 per night, and an average rate paid by visitors of \$253 per night. This is a positive signal for existing luxury products, like Luxury Lodges Australia, and a strong gauge of traveller expectations.

The Turnbull Government's introduction of the Boosting Business Events Bid Fund will also support continued growth in the luxury category as business travellers spend, on average, twice the amount of leisure travellers.

Properties in Australia's major cities performed strongly, with an average occupancy rate of almost 80 per cent for state and territory capitals – higher than 2015-16. This growth in supply was mainly seen in Perth, Brisbane and Sydney.

Revenues per available room in the capital cities reached \$152. Sydney rates continued to climb, reaching \$192 per available room, while Canberra, Adelaide and Hobart saw high growth through increased demand and higher occupancy rates.

There is a strong accommodation pipeline with 18 properties adding 2,650 rooms to the market in 2016-17 and an additional 102 stand-alone accommodation projects worth \$10.8 billion expected to add 19,730 rooms once completed.

The Turnbull Government is supporting Australia's \$135.5 billion tourism industry as part of its plan to create jobs and grow Australia's economy. We are addressing regional dispersal of tourists through our *Regional Tourism Infrastructure Investment Attraction Strategy*.

The next results for 2017-18 will be published in October 2018. AAM data can be found at tra.gov.au.

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