

DOMESTIC TOURISM REPORT: OVERVIEW OF ACCOMMODATION PERFORMANCE

Summary

Overall, Australia achieved solid growth in visitor nights for the year ending December 2015, up 4.2% across all accommodation categories. Off the back of growth in the domestic holiday and business markets, nights in hotels, motels and resorts increased 8% to 80.9 million. The figures show that nights in hotels, motels and resorts now account for 25% of all domestic visitor nights. This equates to a slight drop in market share over a ten year period: in 2006, the industry took 27 per cent of all domestic visitor nights. Combining regional and capital city performance, the best performing states for growth in hotel, motel and resort visitor nights, for the year ending December 2015 period were: Tasmania (up 24.5%), WA (up 22.03%) and Queensland (up 12.6%). Domestic tourism in 2015 was boosted by the comparatively lower Australian dollar (growth in international departures has slowed since 2013).

This report is based on data sourced from Tourism Research Australia.

1. Accommodation Performance - Capital Cities (plus GC)

1.1 Capital Cities, Domestic Visitor Nights Spent in Hotels, Motels and Resorts

Rank	Location	YE December 2014 ('000)	YE December 2015 ('000)	Change
1	Melbourne	9,744	9,679	-0.7%
2	Sydney	9,018	9,556	6%
3	Gold Coast	5,267	5,637	7%
4	Brisbane	3,776	4,384	16.1%
5	Perth	2,590	3,157	21.9%
6	Adelaide	2,404	2,483	3.3%
7	Hobart	1,460	1,834	25.6%
8	Darwin	1,457	1,263	-13%

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1.2 Capital Cities, Domestic Visitor **Nights Across All Accommodation Categories**

Rank	Location	YE December 2014 ('000)	YE December 2015 ('000)	Change
1	Sydney	23,417	24,785	5.8%
2	Melbourne	22,502	23,279	3.5%
3	Brisbane	16,983	17,560	3.4%
4	Gold Coast	13,875	13,457	-3%
5	Perth	11,149	13,395	20.1%
6	Adelaide	7,838	7,692	-1.9%
7	Hobart	3,789	5,019	32.5%
8	Darwin	3,013	3,851	27.8%

2. Accommodation Performance - Regional

2.1 Regional Locations, Domestic Visitor **Nights Spent in Hotels, Motels and Resorts**

Rank	Location	YE December 2014 ('000)	YE December 2015 ('000)	Change
1	NSW	12,961	13,070	0.8%
2	QLD	10,916	12,450	14.1%
3	VIC	6,678	6,728	0.7%
4	WA	3,197	3,905	22.1%
5	SA	1,529	1,763	15.3%
6	TAS	1,245	1,535	23.3%
7	NT	884	1,120	26.7%

2.2 Regional Locations, Domestic Visitor **Nights Across All Accommodation Categories**

Rank	Location	YE December 2014 ('000)	YE December 2015 ('000)	Change
1	NSW	64,108	66,288	3.4%
2	QLD	49,253	48,341	-1.9%
3	VIC	40,346	40,131	-0.5%
4	WA	25,203	28,205	11.9%
5	SA	12,388	13,328	7.6%
6	TAS	5,551	5,883	6%
7	NT	3,569	4,496	26%

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3. Visitor trends

Overview

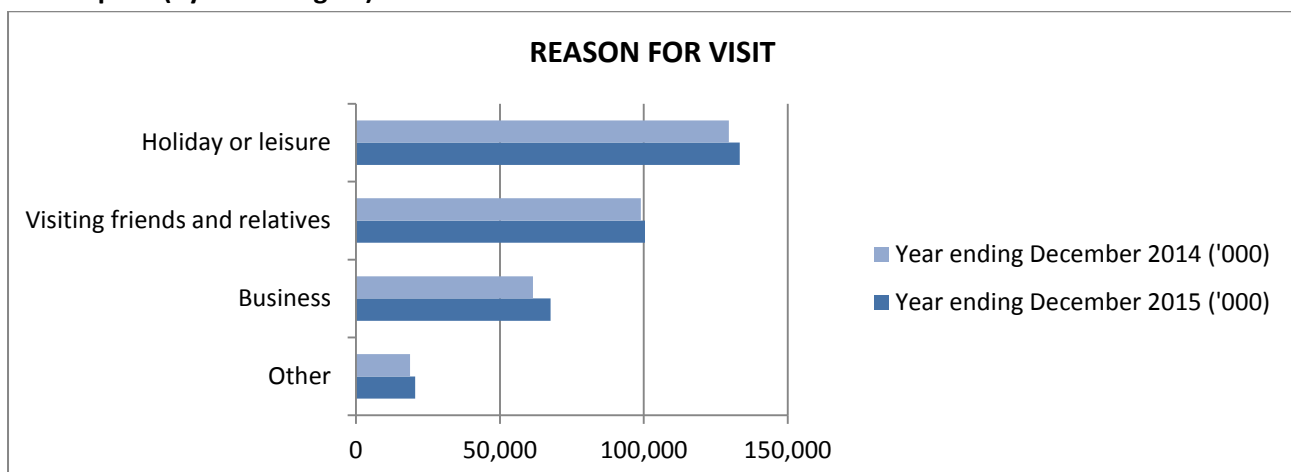
Overnight trips– 87.1 million ↑ 7%

Expenditure – \$57.9 billion ↑ 6%

Overnight Trips ('000)

State	YE December 2014	YE December 2015	Change (%)
NSW	26,920	28,098	4
VIC	20,293	21,615	7
QLD	18,552	20,120	8
WA	7,757	8,467	9
SA	5,386	5,850	9
TAS	2,223	2,607	17
NT	1,076	1,291	20

3.1 Purpose (by visitor nights)



- Holiday nights are up 3% * VFR up 1% *Business nights up 10% *Other up 9%

4. Notes

Serviced apartments are included in the Hotels/Motels/Resorts data category.

If you have questions about the information provided in this overview, or would like further information, please email: taa@tourismaccommodation.com.au



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