

**INTERNATIONAL TOURISM REPORT:  
OVERVIEW OF ACCOMMODATION PERFORMANCE**

**1. Key markets and trends**

International tourism to Australia is presently experiencing record highs. International visitors to Australia spent a record \$36.6 billion in the year ending December 2015—18% or \$5.5 billion more than the previous year. This is the highest percentage growth in total trip spend since 2001. Much of this growth has been fuelled by Asia’s burgeoning middle class. China alone, accounts for 23 per cent of total trip spend (compared to 7 per cent in the year ending December 2006). The top five markets (by visitor numbers) are New Zealand, China, the UK, USA and Singapore. India is also showing notable growth, with visitors increasing 19 per cent, nights up 38 per cent and spend up 38 per cent.

In terms of reasons for travel, the strongest growth was recorded in the education (up 20 per cent) and employment (up 18 per cent) markets.

The latest statistics reveal that accommodation preferences for international travellers are changing. Nights in rented accommodation now account for 39 per cent of total international visitor nights (up from 30 per cent in YE December 2006). Nights in hotels/motels/resorts account for 10.5 per cent of total international visitor nights, compared to 17 per cent for the YE December 2006.

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

**2. Accommodation Performance - Capital Cities (plus GC)**

**2.1 Capital Cities, International Visitor Nights Spent in Hotels, Motels and Resorts**

Rank	Location	YE December 2014	YE December 2015	Change
1	Sydney	7,452,424	7,352,141	-1.3%
2	Melbourne	4,813,947	5,108,699	6.1%
3	Gold Coast	1,875,574	1,997,661	6.5%
4	Brisbane	1,478,467	1,816,603	22.9%
5	Perth	1,566,195	1,584,219	1.2%
6	Adelaide	735,411	955,811	30.0%
7	Hobart	292,289	374,376	28.1%
8	Darwin	374,214	452,837	21.0%

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### 2.2 Capital Cities, International Visitor **Nights Across All Accommodation Categories**

Rank	Location	YE December 2014	YE December 2015	Change
1	Sydney	63,858,509	71,807,079	12.4%
2	Melbourne	43,612,048	51,253,618	17.5%
3	Brisbane	20,620,561	24,860,288	20.6%
4	Perth	22,429,654	22,293,715	-0.6%
5	Gold Coast	8,654,672	9,953,004	15.0%
6	Adelaide	7,240,113	8,005,137	10.6%
7	Darwin	3,123,284	2,527,431	-19.1%
8	Hobart	1,945,382	1,739,695	-10.6%

### 3. Accommodation Performance - Regional

#### 3.1 Regional Locations, International Visitor **Nights Spent in Hotels, Motels and Resorts**

Rank	Location	YE December 2014	YE December 2015	Change
1	QLD	2,923,386	3,020,571	3.3%
2	NSW	818,357	1,016,096	24.2%
3	WA	506,881	574,386	13.3%
4	VIC	518,748	549,921	6.0%
5	NT	384,901	508,168	32.0%
6	TAS	193,188	216,272	11.9%
7	SA	202,459	174,512	-13.8%

#### 3.2 Regional Locations, International Visitor **Nights Across All Accommodation Categories**

Rank	Location	YE December 2014	YE December 2015	Change
1	QLD	17,421,758	18,216,100	4.6%
2	NSW	12,132,363	13,958,605	15.1%
3	VIC	6,261,995	6,901,560	10.2%
4	WA	6,163,278	6,036,163	-2.1%
5	SA	1,402,396	1,850,249	31.9%
6	NT	1,628,413	1,534,675	-5.8%
7	TAS	1,234,077	1,507,868	22.2%

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### 4. Visitor trends

#### 4.1 Overview

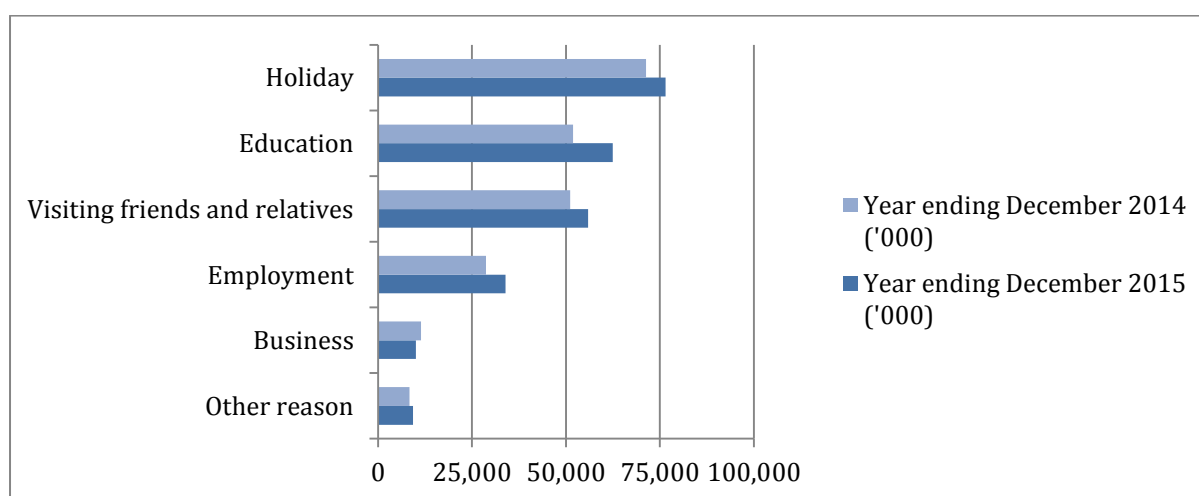
Visitors ('000)– 6,859 million ↑18%

Expenditure (\$ million) – 36,583 ↑18%

#### 4.2 Visitor nights by state ('000)

	State	Year ending December 2014 ('000)	Year ending December 2015 ('000)	Change
1	NSW	75,991	85,766	13%
2	Vic	49,874	58,155	17%
3	Qld	46,697	53,029	14%
4	WA	28,593	28,330	-1%
5	SA	8,643	9,855	14%
6	ACT	4,543	5,099	12%
7	NT	4,752	4,062	-15%
8	Tas	3,179	3,248	2%

#### 4.3 Purpose (by visitor nights)

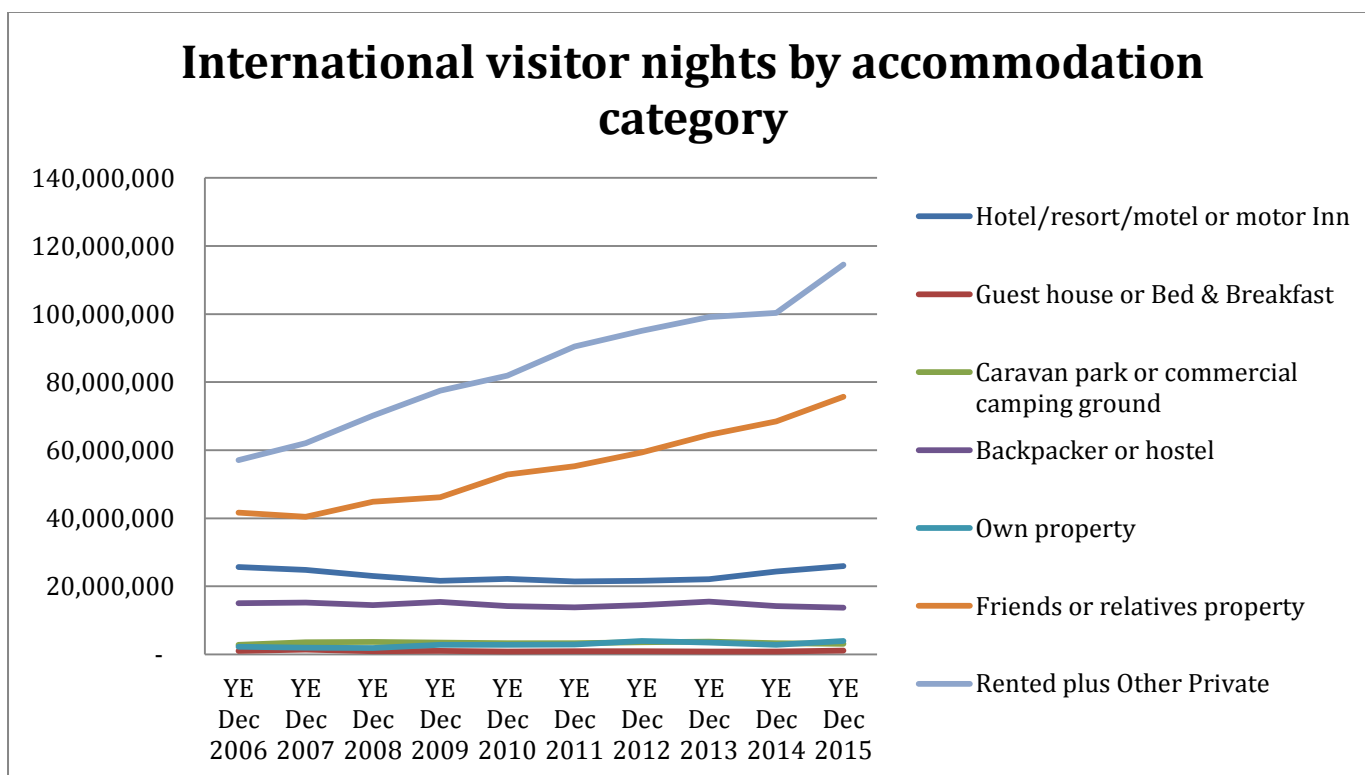


\*Holiday nights up 7% \*Education up 20% \*VFR up 9% \*Employment up 18% \*Business nights down 12% \*Other up 10%

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### 5. Unregulated accommodation

Tourism Research Australia has advised TAA that unregulated accommodation (i.e. Airbnb type rentals) is presently recorded in two categories: 'Rented house/apartment/flat or unit' and 'Other Private Accommodation.' Accordingly, these two categories have been combined below and labelled 'Rented plus Other Private.'



### 6. Notes

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

### 7. More Information

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