

16 June 2016

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

1. Key markets and trends

The National Visitor Survey figures for the year ending March 2016 show that Australian domestic tourism continues to grow strongly. Domestic visitor numbers across all accommodation categories is up by 7.6% to 88.5 million, while visitor nights grew by 5% to exceed 327 million. Domestic visitor expenditure increased by 4.7% to \$58.2 billion.

Domestic visitor nights spent in hotels, motels and resorts increased by 5.9%, while nights in rented plus other private accommodation fell by 18.19%. In the five years since March 2011, domestic visitor nights in hotels, motels and resorts has grown by a total of 10.64%, while domestic visitor nights in rented plus other private accommodation has grown by a total of 23.9%.

Domestic tourism continues to be boosted by the comparatively weaker Australian dollar.

Combining regional and capital city performance, the best performing states by growth in commercial accommodation visitor nights for the year ending March 2016 were Western Australia (up 19.6%) and Northern Territory (up 31.8%).

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

2. Domestic Visitor Trends

2.1 Overview

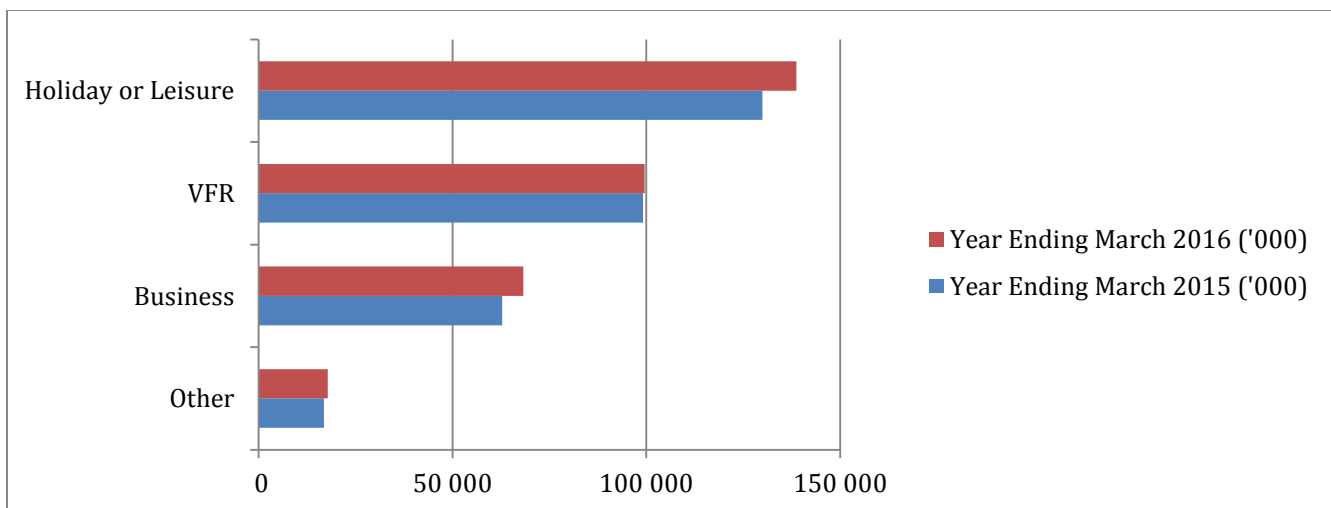
Domestic Visitors	88,523,559	↑7.6%
Domestic Visitor Nights	327,143,823	↑5.0%
Domestic Trip Expenditure	\$58.2 billion	↑4.7%
Average Domestic Trip Expenditure	\$658.38	↓2.6%

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2.2 Domestic Overnight Trips by State ('000)

State	YE March 2015	YE March 2016	Change (%)
NSW	27,097	28,600	5.55
VIC	20,458	21,826	6.69
QLD	18,622	20,270	8.85
WA	7,897	8,899	12.69
SA	5,600	5,954	6.32
TAS	2,439	2,511	2.95
NT	1,050	1,435	36.67

2.3 Purpose/Reason for Visit (by visitor nights)



*Holiday/Leisure up 6.68%

*Business up 8.67%

*VFR up 0.41%

*Other up 5.49%

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3. Accommodation Performance - Capital Cities (plus GC)

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

Rank	Location	YE March 2015 ('000)	YE March 2016 ('000)	Change (%)
1	Sydney	9,251	9,482	2.50
2	Melbourne	9,948	9,052	-9.01
3	Gold Coast	4,981	5,647	13.37
4	Brisbane	4,164	4,113	-1.22
5	Perth	2,768	3,296	19.08
6	Adelaide	2,321	2,713	16.89
7	Hobart	1,703	1,619	-4.93
8	Darwin	1,443	1,364	-13

3.2 Capital Cities, Domestic Visitor Nights Across All Accommodation Categories

Rank	Location	YE March 2015 ('000)	YE March 2016 ('000)	Change (%)
1	Sydney	23 939	23 974	0.15
2	Melbourne	23 220	23 026	-0.84
3	Brisbane	17 462	17 746	1.63
5	Perth	11 265	14 038	24.62
4	Gold Coast	13 349	13 445	0.72
6	Adelaide	8 000	8 002	0.02
7	Hobart	4 475	4 797	7.19
8	Darwin	3 052	4 090	34.03

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4. Accommodation Performance - Regional

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

Rank	Location	YE March 2015 (‘000)	YE March 2016 (‘000)	Change (%)
1	NSW	13,187	13,682	3.75
2	QLD	10,984	12,980	18.17
3	Victoria	6,687	6,564	-1.84
4	WA	3,260	3,814	16.99
5	SA	1,635	1,906	16.57
6	Tasmania	1,448	1,486	2.62
7	NT	869	1,193	37.28

4.2 Regional Locations, Domestic Visitor Nights Across All Accommodation Categories

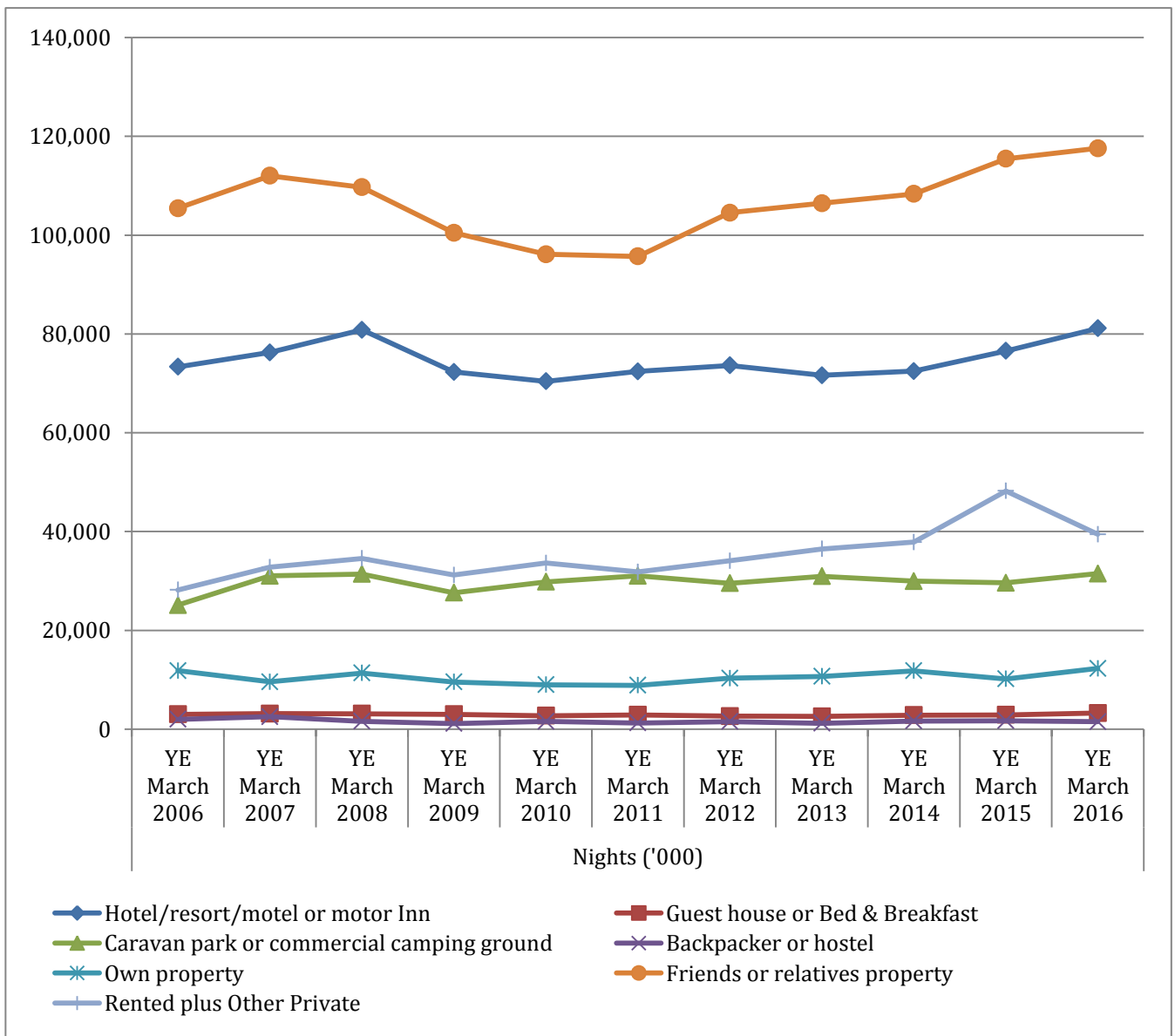
Rank	Location	YE March 2015 (‘000)	YE March 2016 (‘000)	Change (%)
1	NSW	64 204	68 161	6.16
2	QLD	48 361	49 450	2.25
3	VIC	39 495	41 339	4.67
4	WA	25 762	29 069	12.84
5	SA	13 280	13 034	-1.85
6	TAS	5 801	5 647	-2.66
7	NT	3 562	5 127	43.94

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5. Unregulated Accommodation Performance

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'.

5.1 Domestic Visitor Nights by Accommodation Category



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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