

Tourism Accommodation data vital for future investment decisions, particularly in regional Australia – TAA calls for long-term Government funding commitment

9 June 2017: Australia's peak accommodation body, Tourism Accommodation Australia (TAA), is calling on the Federal Government to provide a long-term funding commitment for the Survey of Tourist Accommodation.

The Survey of Tourist Accommodation (STA) is currently the only Government approved data source covering the industry - an industry which has been identified by the Government as one of five top-tier industries of the future, with over \$8 billion worth of hotel investment in the development pipeline at present.

The call for funding certainty of the STA follows figures from the International Visitor Survey which showed that while there was growth in the number of visitors to regional areas (1.7%), there was negative growth overall in visitor nights in regional areas.. The figures showed that while overall international visitor nights in Australia surged by 5.38% in the year ending March 2017, international visitor nights spent in Hotels, Motels, Serviced Apartments and Resorts in regional locations declined by -0.32% during the same period (when compared with the year before).

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

Rank	Regional	Year Ending March 2016	Year Ending March 2017	Change
1	QLD	3,227,030	3,406,094	5.55%
2	NSW	1,028,765	831,811	-19.14%
3	VIC	541,875	571,636	5.49%
4	WA	565,937	500,892	-11.49%
5	NT	435,659	443,443	1.79%
6	TAS	234,570	282,155	20.29%
7	SA	271,812	249,199	-8.32%
Total	Regional	6,305,647	6,285,230	-0.32%

Source: Tourism Research Australia International Visitor Survey for year to March 2017

CEO of TAA, Carol Giuseppi, said that the Survey of Tourist Accommodation (STA) had played an important role in encouraging the unprecedented level of investment in the Australian economy, with over 120 hotels and 30,000 rooms under construction or in advanced stages of planning.

"It is important that the STA continues for regional Australia, because we need the hotel investment to extend into regional areas," said Ms Giuseppi. "Regional Australia represents 45% of visitor nights and 44% of visitor expenditure, however these areas are crying out for more investment in both new and upgraded tourism infrastructure.

"Governments have a role in assisting industry by investing in data that supports investors' ability to secure finance from the banks. Major hotel projects can take up to five years from conception to completion, so accurate long-term data is also a key component of the decision making process. Because of the diverse mix of accommodation options in regional areas, there is currently no other trusted source of data for regional Australia.

“The poor dispersal of Chinese visitors in most states (NSW – 7%; VIC -9%; SA – 11%; WA – 19%) demonstrates there is considerable untapped potential for growth in the regions. We need to improve the reasons to visit and stay overnight. This will require major investment in tourism infrastructure and it will need to address barriers to that investment. We welcomed the announcement of the Tourism Demand Driver Grants in the Federal budget and reinforce the need for state and Federal governments to support tourism investment in the regions that drives benefits across the visitor economy.

About Tourism Accommodation Australia

Tourism Accommodation Australia (TAA) represents the interests of Australia’s accommodation chains and individual members in the hotel, serviced apartment, integrated resort, motel and vacation ownership sectors. Servicing owners, operators, managers, franchises and other industry stakeholders, TAA is a division of the Australian Hotels Association, a federally registered organisation of employers representing hotels since 1836. www.tourismaccommodation.com.au

For further information:

Carol Giuseppi

CEO, Tourism Accommodation Australia

Tel: +61 403 452 177

Email: carol@tourismaccommodation.com.au

Peter Hook

Communications Manager, Tourism Accommodation Australia

Tel: +61 407 462 213

Email: peter@hookcommunications.com.au