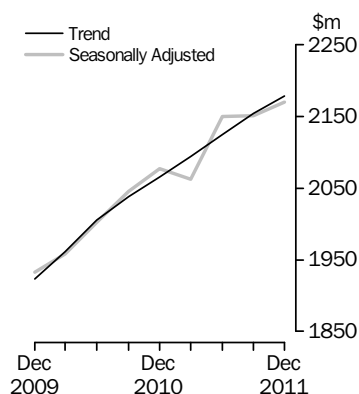


# TOURIST ACCOMMODATION, AUSTRALIA

EMBARGO: 11.30AM (CANBERRA TIME) FRI 30 MAR 2012

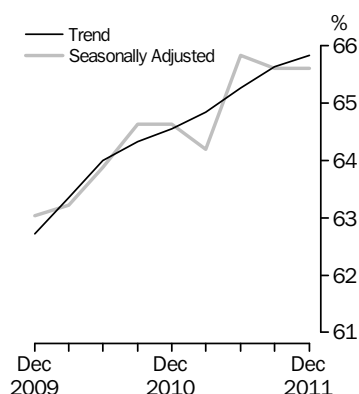
## Accommodation Takings

Australia



## Room Occupancy Rate

Australia



## INQUIRIES

For further information about these and related statistics, contact the National Information and Referral Service on 1300 135 070.

## KEY FIGURES

### ACCOMMODATION WITH 15 ROOMS OR MORE

	Sep Qtr 11	Dec Qtr 11	Sep Qtr 11 to Dec Qtr 11	Dec Qtr 10 to Dec Qtr 11
<b>Trend</b>				
Takings from accommodation (\$m)	2 153.7	2 177.8	1.1 %	5.4 %
Room occupancy rate (%)	65.6	65.8	0.2 pts	1.3 pts
<b>Seasonally Adjusted</b>				
Takings from accommodation (\$m)	2 151.0	2 169.2	0.8 %	4.3 %
Room occupancy rate (%)	65.6	65.6	0.0 pts	1.0 pts

Note: Hotels, Motels and Serviced Apartments with 15 or more rooms

## KEY POINTS

### ACCOMMODATION TAKINGS

- In the December quarter 2011, the trend estimate of total accommodation takings for hotels, motels and serviced apartments with 15 or more rooms increased by 1.1% to \$2177.8 million compared with the September quarter 2011.
- Over the same period, the seasonally adjusted estimate decreased by 0.8% to \$2169.2 million.

### ROOM OCCUPANCY RATE

- The December quarter 2011 trend estimate room occupancy rate of 65.8% for hotels, motels and serviced apartments with 15 or more rooms was 0.2 percentage points higher than the previous quarter.
- Over the same period, the seasonally adjusted estimate remained unchanged at 65.6%.

# NOTES

## FORTHCOMING ISSUES

ISSUE (Quarter)

RELEASE DATE

March 2012

29 June 2012

June 2012

28 September 2012

.....

## ABOUT THIS ISSUE

This issue presents results from the December quarter 2011 Survey of Tourist Accommodation (STA) for the following categories of establishments:

- hotels and resorts with 15 or more rooms
- motels, private hotels and guest houses with 15 or more rooms
- serviced apartments with 15 or more units

## CHANGES TO THIS PUBLICATION

From the March quarter 2012 the PDF component of this publication will be discontinued. Individual tables that were previously included in the publication will be available as a data cube on the Downloads page.

## AUSTRALIAN STATISTICAL GEOGRAPHY STANDARD (ASGS)

The ABS has been progressively replacing the Australian Standard Geographical Classification (ASGC) with the new Australian Statistical Geography Standard (ASGS) as its geographic framework. The ASGS will become the geographical framework for the STA from the March quarter 2012. Users will be provided with information to assist them to transition from the ASGC to the ASGS.

The changes resulting from the move to ASGS are:

- Small area data will be produced at Statistical Area Level 2 (SA2), replacing Statistical Local Areas (SLAs).
- Tourism Regions (TRs) will be constructed from allocations of SA2s and as a result will change. For some TRs, these changes are minimal.
- Data for Local Government Areas (LGAs) and Special area - Brisbane City Core will no longer be produced.

Tourism region maps and correspondence file based on the ASGS are available in cat. no. 9503.0.55.001 Tourism Region Maps and Correspondence File, Australia, 2011. Further information about the ASGS can be found at [www.abs.gov.au/geography](http://www.abs.gov.au/geography) and in cat. no. 1270.0.55.003 Australian Statistical Geography Standard (ASGS): Volume 3 - Non ABS Structures, July 2011.

## STAR RATING

AAA Tourism manages the scheme that applies STAR Ratings to accommodation establishments. This scheme has undergone a strategic review resulting in changes to the application of STAR Ratings. The changes to STAR Rating will be introduced to the STA collection over the coming quarters. Further enquiries on changes to the STAR Rating system should be directed to [stars@aaatourism.com.au](mailto:stars@aaatourism.com.au).

Brian Pink  
Australian Statistician

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## ABBREVIATIONS

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'000	thousand
\$'000	thousand dollars
\$m	million dollars
AAA	Australian Automobile Association
ABS	Australian Bureau of Statistics
ACT	Australian Capital Territory
ASGC	Australian Standard Geographical Classification
ASGS	Australian Statistical Geography Standard
cat. no.	Catalogue number
GST	goods and services tax
no.	number
NSW	New South Wales
NT	Northern Territory
pts	percentage points
qtr	quarter
Qld	Queensland
SA	South Australia
SLA	statistical local area
STA	Survey of Tourist Accommodation
Tas.	Tasmania
TR	Tourism Region
Vic.	Victoria
WA	Western Australia

## SUMMARY OF FINDINGS

### ORIGINAL

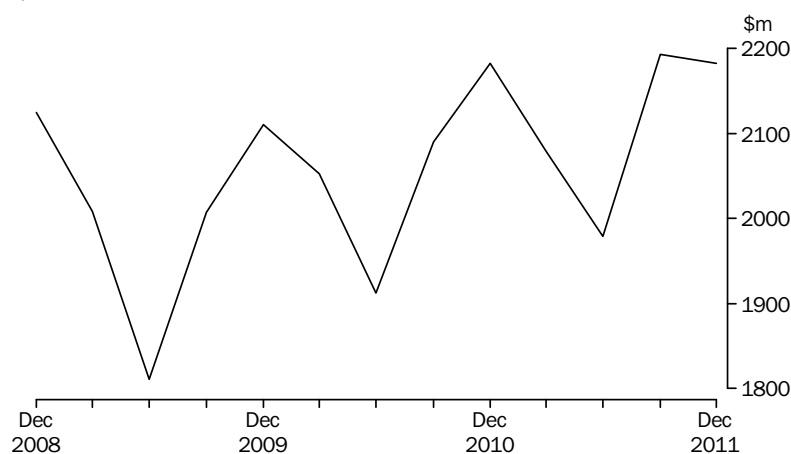
*Hotels, motels and serviced apartments*

This summary contains key findings for original estimates. Original series are impacted by seasonal variations and irregular or non-seasonal influences. Comparison between quarters should be made with caution.

### ACCOMMODATION TAKINGS

In the December quarter 2011, accommodation takings were \$2281.5 million for hotels, motels and serviced apartments with 15 or more rooms.

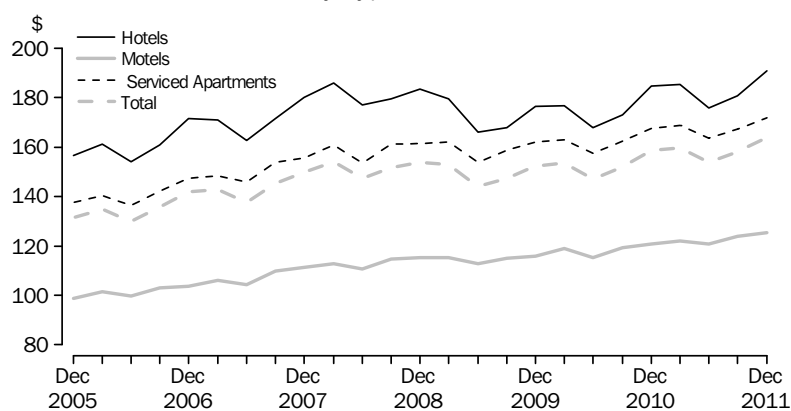
### TAKINGS FROM ACCOMMODATION, Hotels, motels and serviced apartments—Australia



Accommodation takings in the December quarter 2011 for hotels, motels and serviced apartments with 15 or more rooms were highest in New South Wales (\$735.7 million) and Queensland (\$586.8 million). The Australian Capital Territory recorded the lowest takings for the period (\$55.7 million).

For Australia, the December quarter 2011 average takings per room night occupied were \$164.06 for establishments with 15 or more rooms. This was 3.3% higher than the December quarter 2010 (\$158.82).

### AVERAGE TAKINGS, (a) by type of establishment—Australia



(a) Per room night occupied

### ROOM OCCUPANCY RATE

The room occupancy rate for hotels, motels and serviced apartments with 15 or more rooms was 67.3% in the December quarter 2011.

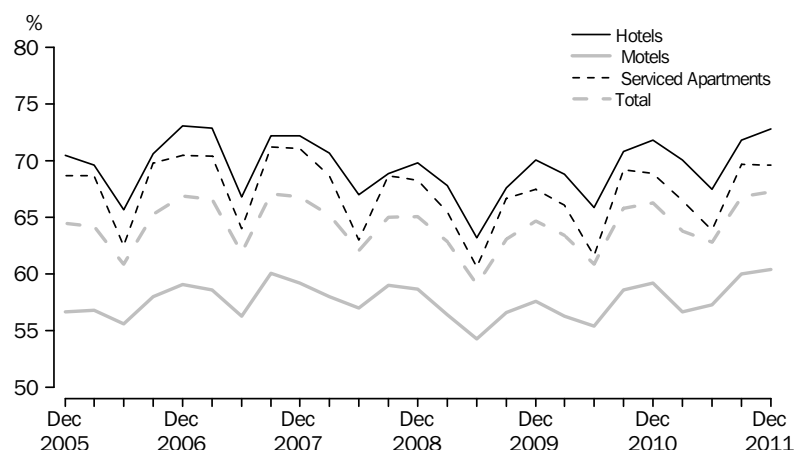
## SUMMARY OF FINDINGS *continued*

### *Hotels, motels and serviced apartments continued*

#### ROOM OCCUPANCY RATE *continued*

Traditionally, hotels have higher occupancy rates than motels or serviced apartments. Over the December 2011 quarter, hotels had an occupancy rate of 72.8% compared with 60.4% for motels and 69.6% for serviced apartments.

#### ROOM OCCUPANCY RATE, Australia



Six out of the eight states and territories experienced an increase in the occupancy rate of hotels, motels and serviced apartments with 15 or more rooms between the December quarter 2010 and the December quarter 2011. Western Australia (70.1%) experienced the largest increase (3.5 percentage points). Over the same period, occupancy in the Australian Capital Territory (72.1%) decreased by 1.2 percentage points.

The Australian Capital Territory recorded the highest occupancy rate (72.1%) in the December quarter 2011 followed by Western Australia (70.1%) and New South Wales (67.9%). Over the same period, the Northern Territory experienced the lowest occupancy rate (61.4%).

#### ROOM NIGHTS OCCUPIED

Room nights occupied were 13.9 million in the December quarter 2011 for hotels, motels and serviced apartments with 15 or more rooms.

New South Wales contributed the largest proportion (31.1%) of room nights occupied for hotels, motels and serviced apartments with 15 or more rooms, followed by Queensland (18.4%).

#### AVERAGE LENGTH OF STAY

The average length of stay over the December quarter 2011 for hotels, motels and serviced apartments with 15 or more rooms was 2.3 days. Queensland reported the longest average length of stay (2.7 days) followed by Western Australia (2.5 days) and the Northern Territory (2.3 days). Tasmania and South Australia had the shortest average length of stay (2.0 days).

## HOTELS, MOTELS AND SERVICED APARTMENTS(a), Australia

Period	ORIGINAL		SEASONALLY ADJUSTED		TREND	
	Takings from accommodation		Takings from accommodation		Takings from accommodation	
	\$m	Room occupancy rate	\$m	Room occupancy rate	\$m	Room occupancy rate
<b>2008</b>						
June Quarter	1 838.3	62.1	2 007.4	65.3	1 986.1	64.7
September Quarter	2 014.8	65.0	1 965.8	63.8	1 975.4	64.1
December Quarter	2 044.1	65.1	1 948.3	63.5	1 944.3	63.3
<b>2009</b>						
March Quarter	1 928.8	62.9	1 912.0	62.6	1 912.8	62.6
June Quarter	1 739.3	59.1	1 893.9	62.1	1 894.7	62.2
September Quarter	1 930.6	63.1	1 887.0	62.0	1 897.8	62.2
December Quarter	2 030.5	64.7	1 933.0	63.0	1 923.1	62.7
<b>2010</b>						
March Quarter	1 974.0	63.4	1 957.4	63.2	1 961.3	63.4
June Quarter	1 841.7	60.9	2 002.7	63.9	2 005.5	64.0
September Quarter	2 090.2	65.8	2 045.6	64.6	2 038.4	64.3
December Quarter	2 182.3	66.3	2 076.7	64.6	2 065.9	64.5
<b>2011</b>						
March Quarter	2 079.6	64.3	2 062.1	64.2	2 093.7	64.8
June Quarter	1 979.0	62.8	2 150.0	65.8	2 124.6	65.3
September Quarter	2 193.5	66.8	2 151.0	65.6	2 153.7	65.6
December Quarter	2 281.5	67.3	2 169.2	65.6	2 177.8	65.8

(a) Comprising establishments with 15 or more rooms or units. See Glossary for definitions of hotels, motels and serviced apartments.

Period	ORIGINAL		SEASONALLY ADJUSTED		TREND	
	Takings change	Room occupancy	Takings change	Room occupancy	Takings change	Room occupancy
	from prev. qtr	change from prev. qtr	from prev. qtr	change from prev. qtr	from prev. qtr	change from prev. qtr
	%	pts	%	pts	%	pts
<b>2008</b>						
June Quarter	-8.1	-3.1	1.4	0.5	0.9	-0.4
September Quarter	9.6	2.9	-2.1	-1.6	-0.5	-0.6
December Quarter	1.5	0.1	-0.9	-0.2	-1.6	-0.8
<b>2009</b>						
March Quarter	-5.6	-2.3	-1.9	-0.9	-1.6	-0.8
June Quarter	-9.8	-3.7	-0.9	-0.5	-0.9	-0.4
September Quarter	11.0	4.0	-0.4	-0.1	0.2	—
December Quarter	5.2	1.5	2.4	1.0	1.3	0.5
<b>2010</b>						
March Quarter	-2.8	-1.3	1.3	0.2	2.0	0.6
June Quarter	-6.7	-2.5	2.3	0.7	2.3	0.6
September Quarter	13.5	4.9	2.1	0.7	1.6	0.3
December Quarter	4.4	0.5	1.5	—	1.3	0.2
<b>2011</b>						
March Quarter	-4.7	-2.0	-0.7	-0.4	1.3	0.3
June Quarter	-4.8	-1.6	4.3	1.6	1.5	0.4
September Quarter	10.8	4.0	—	-0.2	1.4	0.4
December Quarter	4.0	0.6	0.8	—	1.1	0.2

— nil or rounded to zero (including null cells)

(a) Comprising establishments with 15 or more rooms or units. See Glossary for definitions of hotels, motels and serviced apartments.



## SUMMARY OF HOTELS, MOTELS AND SERVICED APARTMENTS(a), Australia

	<i>Establishments</i>	<i>Rooms</i>	<i>Bed spaces</i>	<i>Persons employed</i>	<i>Room nights occupied</i>	<i>Room occupancy rate</i>
	no.	no.	no.	no.	'000	%
<b>HOTELS AND RESORTS</b>						
<b>2010</b>						
December Quarter	857	86 489	224 994	67 487	5 642.6	71.8
<b>2011</b>						
March Quarter	847	86 153	223 723	66 547	5 338.8	69.8
June Quarter	841	85 741	222 561	66 109	5 239.9	67.5
September Quarter	843	86 059	222 675	66 926	5 669.7	71.6
December Quarter	841	86 193	223 405	66 273	5 705.2	72.8
<b>Year ended December 2010</b>	—	—	—	—	21 641.4	69.4
<b>Year ended December 2011</b>	—	—	—	—	21 953.6	70.4
<b>MOTELS, PRIVATE HOTELS AND GUEST HOUSES</b>						
<b>2010</b>						
December Quarter	2 450	86 422	244 286	27 942	4 660.0	59.2
<b>2011</b>						
March Quarter	2 445	86 240	243 578	27 707	4 425.5	57.7
June Quarter	2 440	86 120	243 181	27 703	4 457.9	57.3
September Quarter	2 423	85 472	240 806	27 736	4 711.8	59.9
December Quarter	2 413	85 234	240 342	27 141	4 684.3	60.4
<b>Year ended December 2010</b>	—	—	—	—	18 027.1	57.4
<b>Year ended December 2011</b>	—	—	—	—	18 279.4	58.8
<b>SERVICED APARTMENTS</b>						
<b>2010</b>						
December Quarter	972	54 409	171 174	15 540	3 438.1	68.9
<b>2011</b>						
March Quarter	973	54 736	171 812	15 498	3 252.8	66.3
June Quarter	969	54 717	171 554	15 434	3 171.3	63.9
September Quarter	965	54 443	169 863	15 283	3 492.6	69.7
December Quarter	962	55 110	170 505	15 684	3 517.6	69.6
<b>Year ended December 2010</b>	—	—	—	—	13 167.6	66.5
<b>Year ended December 2011</b>	—	—	—	—	13 434.4	67.4
<b>HOTELS, MOTELS AND SERVICED APARTMENTS</b>						
<b>2010</b>						
December Quarter	4 279	227 320	640 454	110 969	13 740.8	66.3
<b>2011</b>						
March Quarter	4 265	227 129	639 113	109 752	13 017.2	64.3
June Quarter	4 250	226 578	637 296	109 246	12 869.1	62.8
September Quarter	4 231	225 974	633 344	109 945	13 874.1	66.8
December Quarter	4 216	226 537	634 252	109 098	13 907.1	67.3
<b>Year ended December 2010</b>	—	—	—	—	52 836.1	64.1
<b>Year ended December 2011</b>	—	—	—	—	53 667.4	65.3

— nil or rounded to zero (including null cells)

(a) Comprising establishments with 15 or more rooms or units. See Glossary for definitions of hotels, motels and serviced apartments.

SUMMARY OF HOTELS, MOTELS AND SERVICED APARTMENTS(a), Australia *continued*

	Guest nights occupied	Bed occupancy rate	Guest arrivals	Average length of stay	Takings from accommodation
	'000	%	'000	days	\$'000

## HOTELS AND RESORTS

<b>2010</b>					
December Quarter	8 983.7	44.2	4 071.7	2.2	1 042 393
<b>2011</b>					
March Quarter	8 490.5	43.0	3 762.8	2.3	990 615
June Quarter	8 124.6	40.4	3 761.5	2.2	921 523
September Quarter	8 944.9	43.7	4 039.2	2.2	1 025 930
December Quarter	9 000.2	44.6	4 083.9	2.2	1 088 882
<b>Year ended December 2010</b>	34 603.9	42.7	15 542.7	2.2	3 805 757
<b>Year ended December 2011</b>	34 560.1	42.9	15 647.4	2.2	4 026 950

## MOTELS, PRIVATE HOTELS AND GUEST HOUSES

<b>2010</b>					
December Quarter	7 869.7	35.5	4 218.8	1.9	563 366
<b>2011</b>					
March Quarter	7 474.6	34.6	3 871.2	1.9	539 883
June Quarter	7 301.0	33.3	3 866.1	1.9	538 144
September Quarter	7 813.8	35.3	4 114.1	1.9	583 246
December Quarter	7 813.8	35.8	4 163.6	1.9	587 825
<b>Year ended December 2010</b>	30 435.4	34.4	16 284.0	1.9	2 138 783
<b>Year ended December 2011</b>	30 403.2	34.7	16 014.9	1.9	2 249 098

## SERVICED APARTMENTS

<b>2010</b>					
December Quarter	7 206.6	46.0	2 267.6	3.2	576 553
<b>2011</b>					
March Quarter	6 660.3	43.3	2 040.5	3.3	549 109
June Quarter	6 219.1	40.0	1 992.7	3.1	519 299
September Quarter	6 975.9	44.6	2 135.0	3.3	584 340
December Quarter	7 250.1	46.4	2 258.3	3.2	604 837
<b>Year ended December 2010</b>	27 021.1	43.3	8 478.2	3.2	2 143 577
<b>Year ended December 2011</b>	27 105.4	43.6	8 426.5	3.2	2 257 585

## HOTELS, MOTELS AND SERVICED APARTMENTS

<b>2010</b>					
December Quarter	24 059.9	41.4	10 558.1	2.3	2 182 312
<b>2011</b>					
March Quarter	22 625.4	39.9	9 674.4	2.3	2 079 607
June Quarter	21 644.6	37.6	9 620.3	2.2	1 978 966
September Quarter	23 734.6	40.7	10 288.2	2.3	2 193 517
December Quarter	24 064.1	41.8	10 505.9	2.3	2 281 544
<b>Year ended December 2010</b>	92 060.5	39.7	40 304.8	2.3	8 088 116
<b>Year ended December 2011</b>	92 068.7	40.0	40 088.8	2.3	8 533 634

(a) Comprising establishments with 15 or more rooms or units. See Glossary for definitions of hotels, motels and serviced apartments.

# HOTELS, MOTELS AND GUEST HOUSES AND SERVICED APARTMENTS (a), by all states, territories and Australia

	New South Wales	Victoria	Queensland	South Australia	Western Australia	Tasmania	Northern Territory	Australian Capital Territory	Australia
ESTABLISHMENTS (no.)									
<b>2010</b>									
December Quarter	1 411	810	1 141	265	346	156	97	53	4 279
<b>2011</b>									
March Quarter	1 408	812	1 131	264	347	155	97	51	4 265
June Quarter	1 406	809	1 125	266	341	155	97	51	4 250
September Quarter	1 398	804	1 124	265	341	153	95	51	4 231
December Quarter	1 392	802	1 121	265	341	152	94	49	4 216
ROOMS (no.)									
<b>2010</b>									
December Quarter	71 070	41 176	61 829	12 464	21 636	6 858	7 388	4 899	227 320
<b>2011</b>									
March Quarter	71 014	41 971	61 112	12 357	21 669	6 832	7 391	4 783	227 129
June Quarter	70 765	41 824	60 747	12 652	21 572	6 832	7 392	4 794	226 578
September Quarter	70 459	41 600	60 834	12 633	21 659	6 803	7 199	4 787	225 974
December Quarter	70 475	41 994	61 051	12 682	21 748	6 742	7 169	4 676	226 537
BED SPACES (no.)									
<b>2010</b>									
December Quarter	195 835	110 556	188 191	33 961	57 564	19 144	20 962	14 241	640 454
<b>2011</b>									
March Quarter	195 509	112 091	186 035	33 830	57 572	18 995	21 049	14 032	639 113
June Quarter	194 862	111 830	184 819	34 583	57 241	18 871	21 041	14 049	637 296
September Quarter	193 868	111 135	183 672	34 481	57 239	18 553	20 451	13 945	633 344
December Quarter	193 577	111 484	184 604	34 495	57 566	18 534	20 283	13 709	634 252
PERSONS EMPLOYED (no.)									
<b>2010</b>									
December Quarter	31 093	22 203	29 746	7 243	10 318	4 713	3 107	2 546	110 969
<b>2011</b>									
March Quarter	30 902	22 298	28 871	7 109	10 428	4 672	3 107	2 365	109 752
June Quarter	30 897	22 475	28 284	7 138	10 332	4 490	3 252	2 378	109 246
September Quarter	30 970	22 435	29 010	7 057	10 407	4 479	3 258	2 329	109 945
December Quarter	30 182	22 032	29 404	7 071	10 396	4 662	3 050	2 301	109 098
ROOM NIGHTS OCCUPIED ('000)									
<b>2010</b>									
December Quarter	4 344.7	2 515.4	3 679.2	739.1	1 327.0	395.1	411.0	329.3	13 740.8
<b>2011</b>									
March Quarter	4 256.3	2 502.7	3 178.2	702.4	1 284.0	446.0	344.6	303.1	13 017.2
June Quarter	4 015.0	2 379.9	3 366.6	717.5	1 302.5	328.6	439.2	319.7	12 869.1
September Quarter	4 236.0	2 453.6	3 947.0	704.8	1 404.7	294.7	493.9	339.3	13 874.1
December Quarter	4 327.9	2 558.4	3 756.3	754.7	1 401.9	393.9	403.6	310.3	13 907.1
<b>Year ended December 2010</b>	16 697.0	9 551.9	14 049.3	2 802.2	5 142.9	1 460.4	1 762.4	1 370.0	52 836.1
<b>Year ended December 2011</b>	16 835.2	9 894.7	14 248.2	2 879.4	5 393.0	1 463.2	1 681.4	1 272.4	53 667.4

(a) Comprising establishments with 15 or more rooms or units. See Glossary for definitions of hotels, motels and serviced apartments

	New South Wales	Victoria	Queensland	South Australia	Western Australia	Tasmania	Northern Territory	Australian Capital Territory	Australia
ROOM OCCUPANCY RATE (%)									
<b>2010</b>									
December Quarter	67.6	67.6	64.8	64.5	66.7	62.6	60.5	73.3	66.3
<b>2011</b>									
March Quarter	67.8	67.4	58.1	63.2	66.1	72.5	51.8	70.4	64.3
June Quarter	62.9	63.2	61.0	62.4	66.4	52.9	65.3	73.3	62.8
September Quarter	65.4	64.2	70.5	60.6	70.5	47.1	74.6	77.0	66.8
December Quarter	67.9	67.4	66.9	64.8	70.1	63.5	61.4	72.1	67.3
<b>Year ended December 2010</b>	64.8	64.5	62.5	62.9	64.8	59.4	65.6	75.9	64.1
<b>Year ended December 2011</b>	66.0	65.5	64.2	62.7	68.3	58.9	63.3	73.2	65.3
GUEST NIGHTS OCCUPIED ('000)									
<b>2010</b>									
December Quarter	7 394.1	4 275.0	7 123.1	1 196.1	2 162.8	704.0	662.4	542.4	24 059.9
<b>2011</b>									
March Quarter	7 327.8	4 202.9	5 976.2	1 145.2	2 092.8	826.8	555.5	498.2	22 625.4
June Quarter	6 659.6	3 961.3	6 099.1	1 122.1	2 021.9	573.1	706.9	500.5	21 644.6
September Quarter	7 170.4	4 125.4	7 262.6	1 111.2	2 177.7	506.1	827.1	554.0	23 734.6
December Quarter	7 390.5	4 308.2	7 092.2	1 227.7	2 218.2	699.9	622.5	504.9	24 064.1
<b>Year ended December 2010</b>	28 546.2	16 168.0	26 739.7	4 505.3	8 323.8	2 632.9	2 886.1	2 258.5	92 060.5
<b>Year ended December 2011</b>	28 548.3	16 597.9	26 430.2	4 606.2	8 510.7	2 605.9	2 712.0	2 057.6	92 068.7
BED OCCUPANCY RATE (%)									
<b>2010</b>									
December Quarter	42.1	43.2	41.2	38.3	40.8	40.0	34.3	41.5	41.4
<b>2011</b>									
March Quarter	42.7	42.7	35.9	37.6	40.5	48.4	29.3	39.4	39.9
June Quarter	38.0	39.6	36.3	35.7	38.9	33.4	36.9	39.1	37.6
September Quarter	40.2	40.4	43.0	35.0	41.4	29.6	44.0	43.2	40.7
December Quarter	42.5	43.2	41.8	38.7	41.9	41.0	33.5	40.0	41.8
<b>Year ended December 2010</b>	40.4	40.9	39.0	37.0	39.5	38.2	37.8	43.3	39.7
<b>Year ended December 2011</b>	40.8	41.5	39.3	36.8	40.7	38.1	35.9	40.5	40.0
GUEST ARRIVALS ('000)									
<b>2010</b>									
December Quarter 2010	3 563.7	1 949.0	2 615.9	611.3	903.4	361.4	295.7	257.7	10 558.1
<b>2011</b>									
March Quarter 2011	3 387.8	1 867.0	2 157.9	547.6	824.1	413.4	251.4	225.2	9 674.4
June Quarter 2011	3 254.1	1 843.3	2 356.6	560.0	803.9	284.2	290.8	227.3	9 620.3
September Quarter 2011	3 453.1	1 876.7	2 679.0	566.7	872.6	254.7	341.4	243.9	10 288.2
December Quarter 2011	3 551.6	2 001.6	2 598.9	612.8	879.4	352.2	274.9	234.5	10 505.9
<b>Year ended December 2010</b>	13 613.2	7 434.4	9 987.3	2 235.9	3 393.3	1 335.0	1 266.9	1 038.8	40 304.8
<b>Year ended December 2011</b>	13 646.6	7 588.6	9 792.5	2 287.0	3 380.1	1 304.5	1 158.5	930.9	40 088.8

(a) Comprising establishments with 15 or more rooms or units. See Glossary for definitions of hotels, motels and serviced apartments

HOTELS, MOTELS AND GUEST HOUSES AND SERVICED APARTMENTS (a), by all states, territories and Australia *continued*

	New South Wales	Victoria	Queensland	South Australia	Western Australia	Tasmania	Northern Territory	Australian Capital Territory	Australia
AVERAGE LENGTH OF STAY (days)									
<b>2010</b>									
December Quarter 2010	2.1	2.2	2.7	2.0	2.4	1.9	2.2	2.1	2.3
<b>2011</b>									
March Quarter 2011	2.2	2.3	2.8	2.1	2.5	2.0	2.2	2.2	2.3
June Quarter 2011	2.0	2.1	2.6	2.0	2.5	2.0	2.4	2.2	2.2
September Quarter 2011	2.1	2.2	2.7	2.0	2.5	2.0	2.4	2.3	2.3
December Quarter 2011	2.1	2.2	2.7	2.0	2.5	2.0	2.3	2.2	2.3
<b>Year ended December 2010</b>	2.1	2.2	2.7	2.0	2.5	2.0	2.3	2.2	2.3
<b>Year ended December 2011</b>	2.1	2.2	2.7	2.0	2.5	2.0	2.3	2.2	2.3
TAKINGS FROM ACCOMMODATION (\$'000)									
<b>2010</b>									
December Quarter 2010	713 635	411 270	562 067	102 871	224 225	54 259	58 475	55 510	2 182 312
<b>2011</b>									
March Quarter 2011	713 880	414 351	470 763	99 705	217 703	64 021	46 176	53 008	2 079 607
June Quarter 2011	619 832	376 001	488 682	97 513	227 437	43 874	70 476	55 151	1 978 966
September Quarter 2011	666 926	404 071	592 260	95 875	252 371	36 939	84 963	60 112	2 193 517
December Quarter 2011	735 683	424 011	586 803	106 097	260 606	55 816	56 797	55 730	2 281 544
<b>Year ended December 2010</b>	2 595 149	1 516 568	2 061 258	380 603	848 572	193 475	265 016	227 475	8 088 116
<b>Year ended December 2011</b>	2 736 322	1 618 434	2 138 508	399 190	958 117	200 650	258 412	224 001	8 533 634
AVERAGE TAKINGS PER ROOM NIGHT OCCUPIED (\$)									
<b>2010</b>									
December Quarter 2010	164.25	163.50	152.77	139.17	168.97	137.34	142.28	168.56	158.82
<b>2011</b>									
March Quarter 2011	167.72	165.56	148.12	141.95	169.56	143.55	134.01	174.89	159.76
June Quarter 2011	154.38	157.99	145.15	135.90	174.62	133.53	160.46	172.50	153.78
September Quarter 2011	157.44	164.69	150.05	136.03	179.66	125.33	172.02	177.17	158.10
December Quarter 2011	169.99	165.73	156.22	140.59	185.90	141.72	140.71	179.58	164.06
<b>Year ended December 2010</b>	155.43	158.77	146.72	135.82	165.00	132.48	150.38	166.05	153.08
<b>Year ended December 2011</b>	162.54	163.57	150.09	138.64	177.66	137.13	153.69	176.04	159.01
AVERAGE TAKINGS PER ROOM NIGHT AVAILABLE (\$)									
<b>2010</b>									
December Quarter	111.03	110.58	98.95	89.71	112.65	86.00	86.03	123.54	105.30
<b>2011</b>									
March Quarter	113.66	111.53	86.08	89.70	112.00	104.12	69.42	123.14	102.79
June Quarter	97.15	99.90	88.55	84.77	116.02	70.57	104.77	126.42	96.52
September Quarter	102.92	105.65	105.85	82.49	126.74	59.02	128.28	136.49	105.55
December Quarter	115.48	111.73	104.49	91.04	130.36	89.99	86.40	129.55	110.47
<b>Year ended December 2010</b>	100.76	102.36	91.62	85.47	106.90	78.64	98.58	126.05	98.14
<b>Year ended December 2011</b>	107.26	107.19	96.33	86.98	121.37	80.82	97.24	128.93	103.85

(a) Comprising establishments with 15 or more rooms or units. See Glossary for definitions of hotels, motels and serviced apartments

## EXPLANATORY NOTES

### INTRODUCTION

**1** This publication presents data from the quarterly Survey of Tourist Accommodation (STA). The STA completely enumerates all in-scope accommodation establishments within Australia.

### SCOPE

**2** Establishments within the scope of the survey provide predominantly short-term non-residential accommodation, i.e. accommodation which is not leased, and which is provided to guests who would generally stay for periods of less than two months. Some of these establishments also provide long-term residential accommodation. The amount of such activity is considered to be insignificant and is included in the data presented in this publication.

**3** Establishments in scope of the STA are:

- hotels and resorts with 15 or more rooms
- motels, private hotels and guest houses with 15 or more rooms
- serviced apartments with 15 or more units.

### COVERAGE

**4** The main source of coverage is from the Australian Automobile Association through AAA Tourism Pty Ltd. Updates are generally undertaken each quarter through information supplied to the ABS by AAA Tourism. Technical difficulties were experienced for the September and December quarters 2011 which resulted in the updates not occurring for these quarters. This has resulted in minimal impact on the STA data.

**5** The AAA Tourism updates are supplemented by notification of new tourism developments and their likely opening dates in selected guides, major tourism journals, periodicals and newspapers. Periodic comparison with lists of accommodation establishments provided by the various tourism organisations and industry associations is also undertaken.

### STAR GRADING

**6** Data by star grade for states and territories are included in Tourist Accommodation, Small Area Data (cat. no. 8635.0.55.002 for national data and cat. no. 8635.1.55.001 – 8635.8.55.001 for state/territory data).

### STATISTICAL GEOGRAPHY

**7** Small area statistics for 2011 are classified to the Australian Standard Geographical Classification (ASGC), 2010 Edition (cat. no. 1216.0). Data are coded to the statistical local area (SLA) level. The full terms for each of the geographical abbreviations used can be found in the Abbreviations section of the Explanatory Notes of Australian Standard Geographical Classification (ASGC) 2010 Edition (cat. no. 1216.0).

**8** These SLA data are aggregated to tourism regions as defined by relevant state and territory tourism organisations. Tourism regions are reviewed annually and are subject to boundary and name changes. Where changes have occurred, care should be taken when making comparisons with previously published data at this level.

**9** Data by tourism regions and SLA are not presented in this publication but are available in Tourist Accommodation, Small Area Data (cat. no. 8635.0.55.002 for national data and cat. no. 8635.1.55.001 – 8635.8.55.001 for state/territory data).

**10** The ABS has been progressively replacing the Australian Standard Geographical Classification (ASGC) with the new Australian Statistical Geography Standard (ASGS) as its geographic framework. The ASGS will become the geographical framework for the STA from the March quarter 2012. Users will be provided with information to assist them to transition from the ASGC to the ASGS.

## EXPLANATORY NOTES *continued*

### STATISTICAL GEOGRAPHY

#### *continued*

**11** The changes resulting from the move to the ASGS are:

- Small area data will be produced at Statistical Area Level 2 (SA2), replacing Statistical Local Areas (SLAs).
- Tourism Regions (TRs) will be constructed from allocations of SA2s and as a result will change. For some TRs, these changes are minimal.
- Data for Local Government Areas (LGAs) and Special area - Brisbane City Core will no longer be produced.

**12** Details of the composition of tourism regions and maps of tourism regions are provided in the ABS publication Tourism Region Maps and Correspondence File (cat. no. 9503.0.55.001) available from the ABS web site <[www.abs.gov.au](http://www.abs.gov.au)>.

### DATA QUALITY

**13** The survey does not have a sample component and the data are not subject to sampling variability. However, other inaccuracies collectively referred to as non-sampling error may affect the data. These non-sampling errors may arise from a number of sources, including:

- errors in the reporting of data by providers
- errors in the process of capturing data
- imputation for missing data
- definition and classification errors
- incomplete coverage.

**14** Every effort has been made to reduce non-sampling error to a minimum by careful design and testing of questionnaires, and efficient operating procedures and systems used to compile statistics.

#### *Response rates*

**15** The quality and reliability of survey data can be affected by the degree of response to a survey however, it is rare to achieve a 100% response rate for any survey. The response rates for the Survey of Tourist Accommodation at state level are shown below. Natural disaster events have not adversely affected state response rates for December quarter 2011.

#### RESPONSE RATES: HOTELS MOTELS AND SERVICED APARTMENTS

	<i>Dec</i> <i>Qtr</i> <i>2010</i>	<i>Mar</i> <i>Qtr</i> <i>2011</i>	<i>Jun</i> <i>Qtr</i> <i>2011</i>	<i>Sep</i> <i>Qtr</i> <i>2011</i>	<i>Dec</i> <i>Qtr</i> <i>2011</i>
	%	%	%	%	%
NSW	91.6	92.5	91.3	92.7	90.7
Vic.	92.5	92.4	93.1	90.1	91.3
Qld	81.9	93.5	92.5	90.9	90.5
SA	93.2	94.3	92.9	87.5	94.7
WA	91.9	90.2	90.9	88.9	93.0
Tas.	94.2	94.8	97.4	92.8	93.4
NT	86.6	87.6	89.7	90.5	92.6
ACT	90.6	94.1	94.1	94.1	98.0
Aust.	89.2	92.7	92.2	91.1	91.4

#### *Imputation rates*

**16** Missing data items are replaced by imputed values based on reported data. Average quarterly movements are applied to previously reported data for each non-responding unit to estimate values for missing data items. Only if previously reported data are not available, will data from a similar unit be used as a 'donor' for the missing data items.

**17** The imputation rates for Room nights occupied and Takings from accommodation for the most recent quarters at a national level are shown below.

## EXPLANATORY NOTES *continued*

### *Imputation rates continued*

#### IMPUTATION RATES: NIGHTS OCCUPIED

	<i>Dec Qtr</i> 2010	<i>Mar Qtr</i> 2011	<i>Jun Qtr</i> 2011	<i>Sep Qtr</i> 2011	<i>Dec Qtr</i> 2011
<i>Activity</i>	%	%	%	%	%
Licensed hotels and resorts	4.1	2.7	3.0	8.0	6.4
Motels, private hotels and guest houses	9.0	7.3	6.2	7.1	8.6
Serviced apartments	6.8	3.1	2.9	7.9	6.2
Hotels, motels and serviced apartments	6.4	4.4	4.1	7.7	7.1

#### IMPUTATION RATES: TAKINGS FROM ACCOMMODATION

	<i>Dec Qtr</i> 2010	<i>Mar Qtr</i> 2011	<i>Jun Qtr</i> 2011	<i>Sep Qtr</i> 2011	<i>Dec Qtr</i> 2011
<i>Activity</i>	%	%	%	%	%
Licensed hotels and resorts	3.7	2.4	3.0	7.6	5.8
Motels, private hotels and guest houses	8.3	6.8	5.9	7.0	8.6
Serviced apartments	5.8	2.8	2.5	7.7	5.8
Hotels, motels and serviced apartments	5.5	3.6	3.7	7.5	6.5

### SEASONAL ADJUSTMENT

**18** Seasonal adjustment is a means of removing the estimated effects of normal seasonal variation from the original time series so that the effect of other influences on the series may be more clearly recognised. Seasonal adjustment procedures do not aim to remove the irregular or non-seasonal influences which may be present in any particular quarter. Irregular influences that are highly volatile can make it difficult to interpret the movement of the series even after adjustment for seasonal variation, and cannot be assumed to indicate changes in the trend.

**19** The seasonally adjusted estimates in this publication have been produced using a concurrent methodology whereby the seasonal factors are revised each quarter to take into account the seasonality exhibited by the latest observation. A more detailed review is conducted annually.

**20** From the March quarter 2008, the Survey of Tourist Accommodation collection implemented Autoregressive Integrated Moving Average (ARIMA) modelling techniques for the majority of applicable time series. The revision properties of the seasonally adjusted and trend estimates can be improved by the use of ARIMA modelling. ARIMA modelling relies on the characteristics of the series being analysed to project future period data. The projected values are temporary, intermediate values, that are only used internally to improve the estimation of the seasonal factors. The projected data do not affect the original estimates and are discarded at the end of the seasonal adjustment process.

**21** For more information on the details of ARIMA modelling see the feature article 'Use of ARIMA modelling to reduce revisions' in the October 2004 issue of Australian Economic Indicators (cat. no. 1350.0). Any queries regarding the ARIMA modelling should be directed to Time Series Analysis on (02) 6252 6345 or email <time.series.analysis@abs.gov.au>.

### TREND ESTIMATES

**22** Smoothing the seasonally adjusted series reduces the impact of the irregular component of the seasonally adjusted series and creates the trend estimates. The trend estimates are derived by applying a 7-term Henderson moving average to the quarterly seasonally adjusted series. The Henderson moving average used in the middle of the time series is symmetric but, as the end of a time series is approached, asymmetric forms



## EXPLANATORY NOTES *continued*

### TREND ESTIMATES *continued*

of the symmetric moving average are applied. Unlike the weights of the symmetric 7-term Henderson moving average, the asymmetric weights have been tailored to suit the particular characteristics of individual series.

**23** While these techniques enable trend estimates for the latest period to be produced, the process does result in revisions to the trend estimates in recent quarters, particularly as additional original estimates become available. For further information refer to Information Paper: A Guide to Interpreting Time Series - Monitoring Trends, 2003 (cat. no. 1349.0) available at the ABS web site <[www.abs.gov.au](http://www.abs.gov.au)>.

### CONFIDENTIALISATION OF DATA

**24** Under the Census and Statistics Act, when releasing statistics the ABS is required to do this in a manner that is "not likely" (in a legal sense) to enable the identification of a particular person or organisation. A number of techniques are used to do this, including suppression of information. To ensure provider confidentiality in the Survey of Tourist Accommodation, the ABS uses a computerised process known as Disclosure Avoidance Analysis System (DAAS) to confidentialise the entire tourist accommodation dataset each quarter. This process not only ensures that data are suppressed to ensure individual establishments cannot be identified, but also suppresses data in other (consequential) cells to ensure data cannot be derived through deduction from the information available.

### USER AGGREGATION OF DATA

**25** The aggregation of data by users across time periods should be undertaken with caution, due to the possibility of non-inclusion of confidentialised data (see the above section for more information about confidentialisation). Where one or more cells contributing to a total have been confidentialised (ie, contains the value of n.p.), the resulting aggregated total will be incorrect. However, some broader levels of data may not be affected by confidentialised cells.

**26** Where data can be aggregated (ie, no confidentialised cells are included) for calendar and financial year/s purposes, the data items Establishments, Rooms, Persons employed and Bed spaces should not be aggregated. For these items it is recommended that for calendar years, the value of the December quarter is used, and for financial years, the value of the June quarter is used.

**27** Any data items that have been derived from other items collected in the survey cannot be aggregated (ie, all those with labels ending in 'rate' or commencing with 'average'). These items must be re-derived based on the aggregation of each of the quarterly items collected in the survey used in the derivation of the rate or average (see Glossary for formulas).

**28** Users are cautioned against deriving any non-standard aggregations (eg, aggregation of selected star grading such as 4-star and 5-star; aggregation of selected geographical areas such as capital city areas and balance of state; aggregation of selected activities such as hotels and motels combined). This is because data are confidentialised based on the standard data item structure.

### EFFECTS OF ROUNDING

**29** Where figures have been rounded, discrepancies may occur between totals and the sum of the component items.

**30** Estimates of movement shown in this publication are obtained by taking the difference of unrounded estimates. The movement is then rounded to one decimal place. Therefore where a discrepancy occurs between the reported movement and the difference of the rounded estimates, the reported movement will be more accurate.

## EXPLANATORY NOTES *continued*

### RELATED PUBLICATIONS

**31** Other ABS publications and products which may be of interest are outlined below. All publications released from 1998 onwards are available on the ABS web site [www.abs.gov.au](http://www.abs.gov.au).

Tourist Accommodation, Small Area Data (cat. no. 8635.0.55.002) (data cube for Australia – issued quarterly)

Tourist Accommodation, Small Area Data (cat. no. 8635.1.55.001–8635.8.55.001) (data cubes for each state/territory – issued quarterly)

Tourism Region Maps and Correspondence Files, Australia (cat. no. 9503.0.55.001) (annual)

Tourist Accommodation, Australia, Expanded Scope Collection (cat. no. 8635.0.55.001) (irregular)

Short-term Visitor Arrivals Estimates, Australia (cat. no. 3401.0.55.001) (issued monthly)

Overseas Arrivals and Departures, Australia (cat. no. 3401.0) (issued monthly)

Australian National Accounts, Tourism Satellite Account (cat. no. 5249.0) (annual)

**32** The catalogue of current publications and other products is available from the ABS web site [www.abs.gov.au](http://www.abs.gov.au). The ABS also issues release advice on the web site which detail products to be released both in the coming week and the next six months.

### ABS DATA AVAILABLE ON REQUEST

**33** As well as the statistics included in this publication, the ABS has other relevant data available on request. Inquiries should be made to the National Information and Referral Service on 1300 135 070.

## GLOSSARY

<b>Average length of stay</b>	<p>Average number of days each guest stayed during the reference period. It is a derived item calculated by dividing the number of guest nights occupied by the number of guest arrivals with the result expressed as a number of days,</p> $\text{Average length of stay(days)} = \frac{\text{Guest nights occupied}}{\text{Guest arrivals}}$
<b>Average takings per room night available</b>	<p>The takings from accommodation divided by the total number of room nights available for the survey period,</p> $\text{Average takings per available room night(\$)} = \frac{\text{Takings from accommodation}}{\text{Room nights available}}$
<b>Average takings per room night occupied</b>	<p>The takings from accommodation divided by the total number of room nights occupied for the survey period,</p> $\text{Average takings per room night occupied(\$)} = \frac{\text{Takings from accommodation}}{\text{Room nights occupied}}$
<b>Bed occupancy rate</b>	<p>Bed occupancy expressed as a percentage of total capacity available during the survey period,</p> $\text{Bed occupancy rate (\%)} = \frac{\text{Guest nights occupied}}{\text{Guest nights available}} * 100$
<b>Bed spaces</b>	<p>Bed spaces normally in place and available to accommodate paying guests during the survey period. Single beds, three-quarter beds and any beds designed to sleep one person are counted as one bed space. Double, queen and king size beds and any beds designed to sleep two people are counted as two bed spaces. Bunk beds have various configurations. If a bunk bed is designed to sleep two guests, it will count as two bed spaces. Any style of bed that is normally used as a bed is included. Fold away beds and sofas permanently made up as beds are included. Cots, divans and any other type of temporary beds not normally used as beds are excluded.</p>
<b>Capacity</b>	<p>Capacity is the measure of total accommodation stock available at an establishment to accommodate paying guests on the last day of the survey period. It may be given by various measures such as the maximum number of rooms, units, apartments or suites. Capacity closed temporarily for seasonal reasons is included.</p>
<b>Establishments</b>	<p>Hotels and resorts, motels, private hotels, guest houses and serviced apartments within the scope of the survey which operated for any part of the survey period, or which closed temporarily for the quarter for seasonal reasons.</p>
<b>Facilities</b>	<p>Establishments may provide a wide variety of facilities to their paying guests. For the purposes of this survey, all establishments within the scope of the survey provide bath/shower and toilet facilities in most of their rooms. Serviced apartments also provide fully self-contained cooking facilities in most rooms/units.</p>
<b>Guest arrivals</b>	<p>Paying guests counted only on the first night of their stay at the accommodation establishment during the survey period. Guest arrivals may also be known as 'check ins'. If the same individual returns for a second stay at the accommodation establishment during the same survey period, the first night of the second stay is regarded as a separate guest arrival.</p>
<b>Guest nights available</b>	<p>The total number of bed spaces multiplied by the number of days for which they were available to paying guests during the survey period. For establishments closing (other than for seasonal reasons) or opening during this period, operating periods only are included.</p>
<b>Guest nights occupied</b>	<p>The total number of paying guests counted on each night they stayed at the accommodation establishment during the survey period.</p>
<b>Hotels and resorts (Hotels)</b>	<p>Establishments which operate a public bar and which provide accommodation on a room/unit/apartment/suite basis rather than by the bed as is the practice of visitor hostels. Most guest rooms are equipped with a bath/shower and toilet but not full cooking facilities (i.e. hot plates and oven/microwave). Hotels and resorts may also include establishments referred to as resort hotel and spa, luxury hotel, apartment hotel,</p>

## GLOSSARY *continued*

<b>Hotels and resorts (Hotels)</b> <i>continued</i>	boutique hotel, hotel motel, and commercial hotel. This group of establishments is sometimes abbreviated to 'Hotels' in the text as well as in the table and graph titles in this publication.
<b>Motels, private hotels and guest houses (Motels)</b>	Establishments that do not operate a public bar but which provide accommodation on a room/unit/apartment/suite basis rather than by the bed as is the practice of visitor hostels. Most guest rooms are equipped with a bath/shower and toilet but do not have full cooking facilities (i.e. hot plates and oven/microwave). A motel would typically offer guests overnight accommodation and is targeted to the motorist with car parking provided. A private hotel is often a residential hotel that also offers short-term stays. A guest house is typically a personal residence with some accommodation available for paying guests. This group of establishments is sometimes abbreviated to 'Motels' in the text as well as in the table and graph titles in this publication.
<b>Occupancy</b>	Occupancy can refer to the total number of nights each room/unit/apartment/suite was occupied during the survey period or the total number of paying guests counted on each night they stayed at the accommodation establishment during the same period. Room occupancy rates and bed occupancy rates are calculated from room nights and guest nights.
<b>Paying guest</b>	Guests occupying rooms provided for short-term non-residential accommodation.
<b>Persons employed</b>	Persons working at each accommodation establishment during the last pay period ending within the survey period (including working proprietors and those working on other than accommodation activities). Non-salaried workers including volunteers, contractors, and self-employed persons are excluded.
<b>Room nights available</b>	The number of rooms/units available multiplied by the number of days for which they were available during the survey period. For establishments closing (other than for seasonal reasons) or opening during this period, operating periods only are included.
<b>Room nights occupied</b>	The nights each guest room/unit was occupied by a paying guest during the survey period.
<b>Room occupancy rate</b>	Room occupancy expressed as a percentage of total capacity available during the survey period, $\text{Room occupancy rate (\%)} = \frac{\text{Room nights occupied}}{\text{Room nights available}} * 100$ <p>providing that, for establishments closing (other than for seasonal reasons) or opening during the survey period, the denominator of the above expression includes only operating periods.</p>
<b>Rooms</b>	Rooms available for accommodating short-term paying guests at each hotel and resort, motel, guest house, and serviced apartment during the survey period. Units, apartments and suites are treated as rooms for these types of establishments.
<b>Serviced apartments</b>	Establishments with 15 or more units which mostly comprise self-contained units at the same location, and which are available on a unit/apartment basis to the general public for a minimum of one night. The units should have full cooking facilities (i.e. hot plates and oven/microwave), refrigerator and bath/shower and toilet facilities; all bed linen and towels should be provided, and daily servicing (i.e. cleaning and bed making) must be available through the on-site management, although this service may not necessarily be used.
<b>Takings from accommodation (Takings)</b>	Revenue received from the provision of accommodation (excluding revenue received from the provision of meals and other foods and beverages). Since 1 July 2000, takings from accommodation include gross revenue from the provision of accommodation, including GST. In cases where takings from accommodation data cannot be provided inclusive of GST, the amount of GST payable is estimated and the data revised accordingly. Takings from accommodation for each month generally represent the takings received during that month. Where payments are received in advance of, or after

## GLOSSARY *continued*

### **Takings from accommodation** **(Takings) *continued***

the provision of accommodation to guests, the monthly figure for takings from accommodation may not necessarily bear a direct relationship to the number of guests accommodated during the month. Takings from accommodation is sometimes abbreviated as 'Takings' in the text as well as in the table and graph titles in this publication.





## FOR MORE INFORMATION . . .

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**www.abs.gov.au** the ABS website is the best place for data from our publications and information about the ABS.

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