Tourism Accommodation Surveys in Australia

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Accommodation Survey

• ABS runs a quarterly survey called the Survey of Tourist Accommodation.
• The key purpose of the survey is to collect information on the capacity, occupancy and takings from accommodation providers.
Example form

Other details

- Approximately 4000 establishments contacted every quarter
  - Hotels, Motels and Serviced Apartments with 15 or more rooms.
- 90% response rate
- Collection, processing and output takes almost 3 months.
Example Output

- Other information:
  - Length of stay
  - Persons Employed
  - Average takings per room
- Geographic level
  - State, tourism region level
  - Statistical Local Area
Future Directions

• Introduction of Web based forms
• Additional questions which meet current policy needs.
  – Labour and Skills.
• Other ways of obtaining information from accommodation providers not in scope of STA (eg small providers)