

Ballina Local Government Area Tourist Accommodation Profile

Source: Australian Bureau of Statistics (ABS), Survey of Tourist Accommodation

All Establishments (Hotels, motels and serviced apartments with 15 rooms or more)

This profile provides a summary of published data and information on tourist accommodation in this Local Government Area (LGA).

Ballina		SUPPLY			DEMAND		REVENUE		
		Establishments	Rooms	Room nights available (000)	Room nights occupied (000)	Room occupancy rate ¹	Takings from accommodation	Average room rate	Yield ²
		no.	no.	no.	no.	%	\$ millions	\$	\$
Sep Qtr	2013	15	423	39	21	55.1	2.6	122.94	67.77
	2014	16	460	42	24	57.0	3.0	123.03	70.12
	% ch	6.7	8.7	8.7	12.4	1.9	12.5	0.1	3.5
Dec Qtr	2013	14	423	39	24	61.4	3.1	129.05	79.21
	2014	16	460	42	28	66.6	3.6	127.07	84.68
	% ch	14.3	8.7	8.7	18.1	5.3	16.3	-1.5	6.9
Mar Qtr	2014	15	421	38	23	59.7	2.9	129.99	77.54
	2015	16	460	41	27	64.3	3.5	131.85	84.75
	% ch	6.7	9.3	9.3	17.7	4.6	19.4	1.4	9.3
Jun Qtr	2014	15	421	38	21	54.1	2.8	134.86	72.94
	2015	16	460	42	25	60.9	3.1	121.63	74.06
	% ch	6.7	9.3	9.3	23.0	6.8	11.0	-9.8	1.5
Ballina LGA YE June	2014	15	421	154	89	57.6	11.5	129.17	74.35
	2015	16	460	168	104	62.2	13.2	126.03	78.38
	% ch	6.7	9.3	9.0	17.8	4.6	14.9	-2.4	5.4
North Coast TR YE June	2014	225	7,918	2,877	1,572	54.7	226.8	144.27	78.86
	2015	229	7,768	2,835	1,634	57.6	239.5	146.55	84.47
	% ch	1.8	-1.9	-1.4	3.9	2.9	5.6	1.6	7.1
Regional NSW YE June	2014	1,094	38,541	13,999	7,175	51.3	994.3	138.57	71.02
	2015	1,119	38,472	13,757	7,314	53.2	1,053.2	144.00	76.56
	% ch	2.3	-0.2	-1.7	1.9	1.9	5.9	3.9	7.8
NSW YE June	2014	1,375	75,161	27,321	17,928	65.6	3,124.8	174.30	114.37
	2015	1,435	75,184	27,103	18,144	66.9	3,243.7	178.77	119.68
	% ch	4.4	0.0	-0.8	1.2	1.3	3.8	2.6	4.6

Notes on the Table:

1. The change in occupancy rate is measured in percentage point difference.
2. Yield is average takings per room per night, for all rooms whether they are occupied or not.

Notes on the Survey of Tourist Accommodation:

1. From March quarter 2012, the ABS stopped reporting accommodation data at the Local Government Area level and commenced reporting at the Statistical Area (SA) level 2. This report was produced by Destination NSW by amalgamating SA2 accommodation data for selected LGAs based on the latest ABS SA Level 2 2011 to LGA 2014 correspondence file.
2. From June 2010, ABS ceased collecting information on hotels with less than 15 rooms, caravan parks, holiday homes/units and visitor hostels.
3. ABS identified new establishments beginning with September quarter 2014, constituting a break in time series. To enable comparison of 2014-15 to 2013-14, adjustment factors were applied. Hence, adjusted 2013-14 data should not be compared with original 2013-14 data.
4. Data at LGA level may not be completely available in some quarters for some years. Care should be taken when making trend comparisons.