

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		
		Establish-ments	Rooms	Room nights available (000)	Room nights occupied (000)	Room occupancy rate ¹	Takings from accommo-dation	Average room rate	Yield ²
		no.	no.	no.	no.	%	\$ millions	\$	\$
Sep Qtr	2014	16	460	42	24	57.0	3.0	123.0	70.1
	2015	15	412	38	26	69.2	3.1	119.8	82.9
	% ch	-6.3	-10.4	-10.4	8.7	12.2	5.9	-2.6	18.2
Dec Qtr	2014	16	460	42	28	66.6	3.6	127.1	84.7
	2015	15	412	38	27	72.4	3.5	128.7	93.2
	% ch	-6.3	-10.4	-10.4	-2.6	5.8	-1.4	1.2	10.1
Mar Qtr	2015	16	460	41	27	64.3	3.5	131.8	84.8
	2016	14	388	35	24	66.8	3.3	141.8	94.8
	% ch	-12.5	-15.7	-14.7	-11.3	2.6	-4.6	7.6	11.9
Jun Qtr	2015	16	460	42	25	60.9	3.1	121.6	74.1
	2016	14	388	35	21	60.8	3.0	137.6	83.6
	% ch	-12.5	-15.7	-15.7	-15.8	-0.1	-4.8	13.2	12.9
Ballina LGA YE June	2015	16	460	168	104	62.2	13.2	126.0	78.4
	2016	14	388	146	99	67.4	13.0	131.4	88.6
	% ch	-12.5	-15.7	-12.8	-5.4	5.2	-1.4	4.3	13.1
North Coast TR YE June	2015	226	7,654	2,794	1,610	57.6	236.2	146.7	84.6
	2016	225	7,798	2843	1705	60.0	253.0	148.3	89.0
	% ch	-0.4	1.9	1.8	5.9	2.4	7.1	1.1	5.2
Regional NSW YE June	2015	1,110	38,014	13,591	7,203	53.0	1,034.7	143.6	76.1
	2016	1,110	38,453	13803	7493	54.3	1097.4	146.5	79.5
	% ch	0.0	1.2	1.6	4.0	1.3	6.1	2.0	4.4
NSW YE June	2015	1,422	74,426	26,827	17,952	66.9	3,215.6	179.1	119.9
	2016	1,424	75,235	27212	18573	68.3	3499.1	188.4	128.6
	% ch	0.1	1.1	1.4	3.5	1.3	8.8	5.2	7.3

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 to LGA 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. The ABS revised the 2014-15 data, with the removal of 40 duplicate establishments in Australia. These changes are reflected in Regional and Total NSW level but not at SA2 level to preserve confidentiality of individual record information.
4. To further preserve confidentiality, the ABS provided only the number of establishments at the SA2 level but not the remaining metrics (rooms, room nights available, room nights occupied, room occupancy rate, takings from accommodation, average room rate and yield). Care should be taken when making assumptions between establishments and the other metrics for this LGA.