Australian Accommodation Monitor
Methodology

Scope

Property (Hotel) – STR defines a property (hotel) on the basis of three exclusionary criteria:

- 10 or more rooms
- Open to the public (excludes properties requiring membership, affiliation or club status)
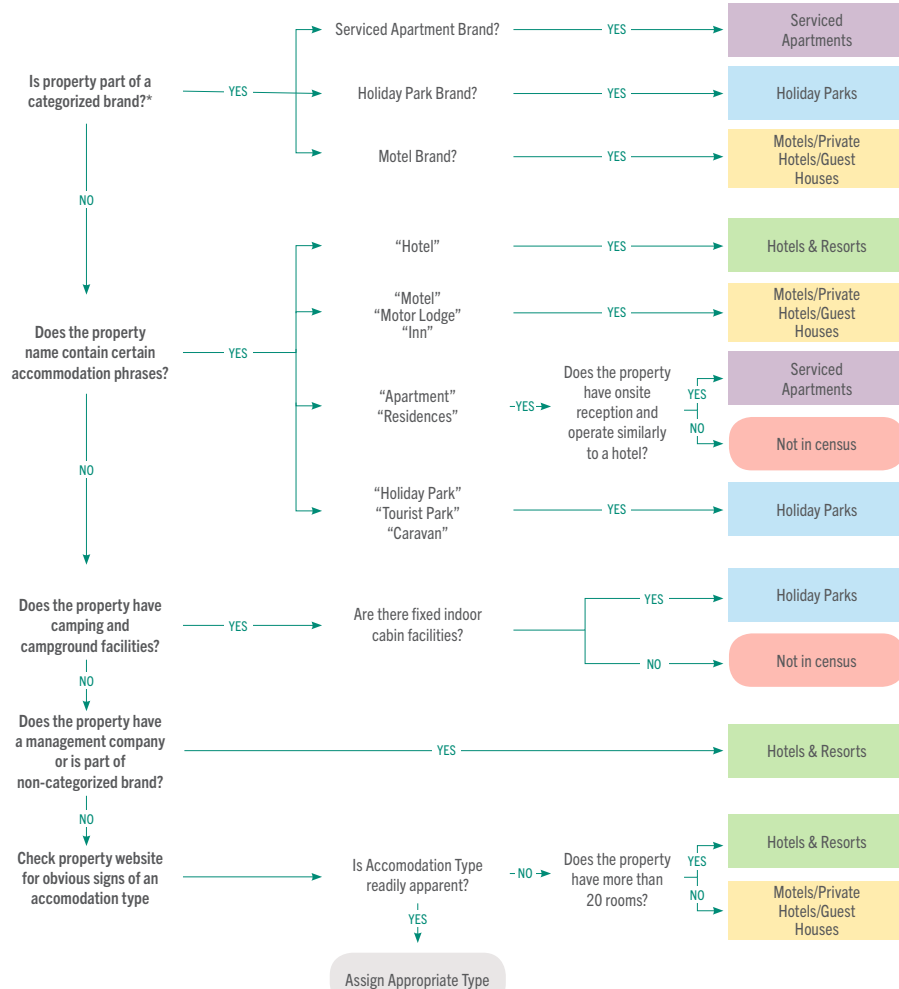- Generates nightly revenue

Floating hotels (boats) are allowed only if they are permanently moored/stationary and permit guests to depart at any time.

Accommodation Type

How to Determine Australian Property Accommodation Types

Determining Questions   **Accommodation Type**

Is property part of a categorized brand?*
- YES → Serviced Apartment Brand? — YES → Serviced Apartments
- Holiday Park Brand? — YES → Holiday Parks
- Motel Brand? — YES → Motels/Private Hotels/Guest Houses
- NO ↓

Does the property name contain certain accommodation phrases?
- YES:
  - "Hotel" — YES → Hotels & Resorts
  - "Motel" "Motor Lodge" "Inn" — YES → Motels/Private Hotels/Guest Houses
  - "Apartment" "Residences" — YES → Does the property have onsite reception and operate similarly to a hotel? — YES → Serviced Apartments / NO → Not in census
  - "Holiday Park" "Tourist Park" "Caravan" — YES → Holiday Parks
- NO ↓

Does the property have camping and campground facilities?
- YES → Are there fixed indoor cabin facilities? — YES → Holiday Parks / NO → Not in census
- NO ↓

Does the property have a management company or is part of non-categorized brand?
- YES → Hotels & Resorts
- NO ↓

Check property website for obvious signs of an accomodation type
→ Is Accomodation Type readily apparent? — NO → Does the property have more than 20 rooms? — YES → Hotels & Resorts / NO → Motels/Private Hotels/Guest Houses
- YES ↓
- Assign Appropriate Type

*Categorized brand** is defined as a brand specific to Serviced Apartments, Holiday Parks, or Motels
Note: If a property name contains the terms Hotel or Motel AND Apartment, the property will be classified as either a Hotel or Motel
Note: The above methodology is considered a standard, but there may be exceptions made for specific properties which fall into a different category

Australian Categorized Brands

Serviced Apartment Brands

Abode Apartment Hotels
Adina Apartment Hotel
APX Hotel & Apartments
Art Series
BreakFree Resort
Icon Resorts
Mantra
Medina
Meriton Suites
Oaks Hotels & Resorts
Peppers
Punthill
Quest
Seasons
The Sebel

Holiday Park Brands

Aspen Parks
Australian Tourist Park
Management
Big 4 Holiday Parks
Discovery Holiday Park
Gold Coast Holiday Parks
Ingenia Holidays
NRMA
RAC Parks & Resorts
Reflections Holiday Parks
Top Tourist Parks

Motel Brands

ALH Group
Best Western
Budget Motels
Comfort Inn
Econo Lodge
Golden Chain
Orbin Inns
Paragon Hotels

Performance data

The STR data reporting guidelines were developed, and evolved to align with the Uniform System of Accounts for the Lodging Industry (USALI), currently in its 11th edition. The guidelines conform to USALI, where possible, with the spirit and intent to uphold benchmarking best practices and performance data consistency. There have been no material changes to our data reporting guidelines from 2015.

For detailed descriptions of STR's data guidelines, please click here.

Rooms Available (Room Supply) – The number of rooms in a hotel or set of hotels multiplied by the number of days in a specified time period. Refer to Data Reporting Guidelines for more specific application. Example: 100 rooms in subject hotel x 31 days in the month = Room Supply of 3,100 for the month.

Room nights Sold (Room Demand) – The number of rooms sold in a specified time period (excluding complimentary rooms). Refer to Data Reporting Guidelines for more specific application.

Revenue (Room Revenue) – Total room revenue generated from the guestroom rentals or sales. Refer to Data Reporting Guidelines for more specific application.

Occupancy (Occ) – Percentage of available rooms sold during a specified time period. Occupancy is calculated by dividing the number of rooms sold by rooms available. Occupancy = Rooms Sold / Rooms Available

Average Daily Rate (ADR) – A measure of the average rate paid for rooms sold, calculated by dividing room revenue by rooms sold. ADR = Room Revenue/Rooms Sold

Revenue per Available Room (RevPAR) – Total room revenue divided by the total number of available rooms. See Room Revenue, Rooms Available. RevPAR = Room Revenue/Rooms Available

Sample – The number of properties and rooms that provide performance data to STR.

This Month vs. Same Month prior year – Positive, negative or flat performance - this period versus the last reporting month. Calculated as ((TM-LM)/LM)*100.

This Year vs. Last Year – Positive, negative or flat performance - this period versus the same period last year. Calculated as ((TY-LY)/LY)*100.

Statistical Geography

Small area statistics for 2015-16 are classified to the Australian Statistical Geography Standard (ASGS): Volume 3 - Non ABS Structures, 2015 Edition (cat. no. 1270.0.55.003) effective as of September 2015.

Small area data (SA2) is aggregated to tourism regions as defined by Tourism Research Australia and 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.

Details of the composition of tourism regions and maps of tourism regions are provided on the Tourism Research Australia website.

Market Class

A categorization of chain-affiliated (brands) and independent hotels completed on a calendar year basis. The class for a chain-affiliated hotel is the same as its Chain Scale. An independent hotel is assigned a class based on its ADR, relative to that of the chain hotels in their geographic proximity. The class segments are: Luxury, Upper Upscale, Upscale, Upper Midscale, Midscale and Economy. For the purposes of the Australian Accommodation Monitor, hotels are grouped to collapsed class levels of Luxury & Upper Upscale, Upscale & Upper Midscale and Midscale & Economy.

Confidentiality of data

All data is 100% protected. Individual property, brand or parent company data is never shared outside of the subject entity. All reported data is aggregated and must meet both sufficiency and composition checks for it to be released. STR data is protected through appropriate IT infrastructure.

For data to be available it will need to meet the following checks:

Sufficiency

A tourism region or SA2 level must contain a minimum of four participating properties before performance data will be released.

Composition

Property – No single property can account for more than 50% of the total of the participating room supply.

Brand – No single brand can account for more than 50% of the total of the participating room supply.

Parent – No single company (e.g. Accor, IHG, Best Western) can account for more than 70% of the total of the participating room supply.

For further information regarding property or destination report confidentiality, please click here.

Data Assessment

Error checks
STR completes a number of automated data checks based on set criteria to all performance metrics. Any rejected data is addressed with the subject property.

Non-reporting
The rooms of the non-reporting properties are included in report calculations. The rooms sold and revenue is 'bumped up'. "bumped up" refers to providing a like for like comparison of demand to supply. To determine industry demand and revenue the non-reporting property's available rooms are calculated by taking the room count times the period (e.g. 31 days), then the room sold are calculated by multiplying the supply times the industry's occupancy, and the revenue is calculated by multiplying the demand times the industry ADR. There is no modelling of non-reported data.

The adding of the non-reporting hotel does not change the Occ, ADR and RevPAR of the reporting hotels.

Missing months
If a property misses one or more months, the methodology of non-reporting is followed.

Closed properties
If a property is closed for a minimum of one month, or more it will be removed from the rooms available, it will be excluded from the industry calculation for any month that it is closed. Any days within the month that a property is closed for will not be included within the industry calculation.

Seasonal closures
A hotel is considered Seasonal Closed when it is closed for a full month or longer; typically the same time period each year. For example a ski resort. The available rooms are excluded from the industry calculation for any month that it is closed. Any days within the month that a property is closed for will not be included within the industry calculation.

Refurbishments/Renovations
Properties that are completely closed for a minimum of one month or more are treated as closed properties.

New properties
A new property is added to the industry calculation from its opening date. For example, 15 April (16 days of rooms available in April)

Historical data
STR's approach is best available data, and as historical data is added, it is included within the published results. Prior year refreshed data will be incorporated in each annual update. Therefore, the % change represented may adjust slightly with more inclusive data in comparison to the prior year's published data set.

The Australian Accommodation Monitor follows the principles of the Survey of Tourist Accommodation, but all data reported is only STR-collected data. Any previously collected Survey of Tourist Accommodation data is not inclusive.