

Accommodation Industry Facts & Figures

The Australian accommodation industry in 2006

- AU\$9,848 million was spent on accommodation in Australia. By comparison, in the USA this figure was US\$109,455.4 million.
- At the end of 2006, Australia had about 6,132 hotels, motels and serviced apartments, with 233,803 rooms and 673,792 beds.
- The average room occupancy rate across Australia in 2006 was 64.4%.

Accommodation and the internet

- In 2006, AU\$1,117.5 million was spent in Australia booking accommodation over the internet, representing 11.3% of all accommodation sales in Australia.
- In the USA, 34% of their 2006 accommodation spending was booked on the internet.
- Australia is projected to spend AU\$10,389.1 million on accommodation in 2007, and 13.8% of this online.
- There were 6.43 million internet subscribers in Australia in March 2007, a 7.5% increase from March 2005.
- Only 33% of these internet subscribers used a dial-up connection, compared to 70% in March 2005.
- 88.2% of internet subscriptions in Australia belong to households, with only 11.8% belonging to business and government subscribers.

Our vital statistics

- Wotif.com sales accounted for 38% of all 2006 online accommodation sales in Australia.
- 50% of Wotif.com's customers use the site exclusively to book for leisure, while the other 50% use it for business or a combination of business and leisure.
- In 2006, the average Wotif.com booking was for a total of AU\$259, staying 1.8 nights in a 4 or 4½ star property, and booked 6 days in advance.
- For the 2007 Financial Year, people booking accommodation in Australia on Wotif.com spent an average of AU\$142 on a room, per night.

Sources: Euromonitor International 2006 and estimates, Australian Bureau of Statistics and Wotif.com