



SMALL-SCALE ACCOMMODATION SURVEY

Through *Tourism 2020*, Tourism Research Australia (TRA) has contracted STR Global Limited (STR) to develop a web-based system to collect, collate and display the performance of small-scale accommodation properties throughout Australia.

This system, known as the 'Small-Scale Accommodation Survey' (SSAS), will track the performance of smaller accommodation facilities not covered by the Australian Bureau of Statistics thus providing a more comprehensive overview of how the accommodation sector is faring.

The SSAS will start collecting data in January 2013 for the following categories of accommodation:

- Hotels, Motels and Serviced Apartments (up to 14 rooms)
- Visitor Hostels
- Caravan Parks

In order to minimise respondent burden, data will be collected electronically on a monthly basis for three variables only, namely, supply, demand, and accommodation revenue generated. Strict confidentiality guidelines apply to the storage of data and results will be released in aggregate form only.

Two sets of reports will be produced from these data:

1. Soon after data are uploaded, each respondent will receive an electronic report that tracks individual performance and compares it to others in a comparison set (likely to be others in the same region);
2. The main dataset segmented by sector and tourism region will be provided to TRA by STR for release on the TRA website toward the end of each month. It is hoped that data back to July 2010 will be entered into the system to facilitate time series comparison of performance.

In order to ensure that the structure of SSAS and its reports as well as the terminology used in the system are as user friendly for the operators as possible, TRA will be facilitating workshops with operator groups in the next month.

The SSAS provides an exciting opportunity to collect, aggregate and promptly display key data for an important segment of the accommodation market that is not currently covered. For the SSAS to realise its potential, however, it is essential that a large number of operators in the target segment provide their data on a monthly basis. Wide and committed industry support to achieve this outcome will be critical.

A webpage is currently in development. Further information will be uploaded to www.ret.gov.au/tra in coming weeks. For all enquiries contact TRA at tourism.research@ret.gov.au.

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