

# Victoria's Accommodation Sector

2020-21 results from the Australian Accommodation Monitor

## Victoria indicators



**\$1.1 BILLION**

total revenue

▼ -50.1%



**\$57.74** RevPAR

revenue per available room

▼ -48.8%



**7.4 MILLION**

room nights occupied

▼ -39.8%



**39.0%**

occupancy rate

▼ -38.2% pts

### Luxury & Upper Upscale Classes



**\$275m**  
revenue



**35.8%** ▼ -47.0% pts  
occupancy rate



**\$77.24**  
RevPAR ▼ -56.0%

### Upscale & Upper Mid Classes



**\$477m**  
revenue



**40.8%** ▼ -33.9% pts  
occupancy rate



**\$53.31**  
RevPAR ▼ -46.5%

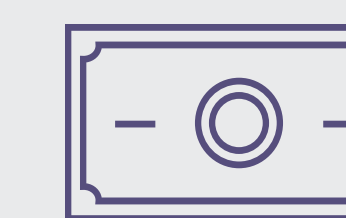
### Midscale & Economy Classes



**\$291m**  
revenue



**37.5%** ▼ -39.7% pts  
occupancy rate



**\$45.34**  
RevPAR ▼ -38.1%

## Melbourne indicators

total revenue



**\$632m**  
▼ -57.9%

occupancy rate



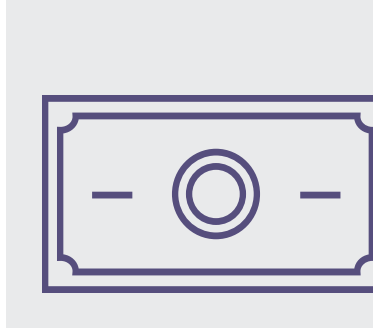
**37.2%**  
▼ -42.6% pts

room nights occupied



**4.5m**  
▼ -45.2%

RevPav



**\$51.95**  
▼ -55.9%

Source: 2020-21 Australian Accommodation Monitor (AAM), STR, released September 2021.

Publication and supporting excel tables are available on the STR website.

The 2020-21 AAM results for Victoria are based on a sample of 358 properties, with 10 or more rooms, out of a census of 1,022 properties

(or 35,601 rooms out of a total 55,615 rooms). Accommodation establishments included are hotels and resorts, motels/private hotels/guest houses, serviced

apartments and holiday parks.

To note: All growth rates are year-on-year percentage changes. 2019-20 data has been updated in this release and does not reflect previously reported figures.

%pt: percentage point change. RevPAR (Revenue per available room).

Factsheet produced by the Tourism Events and Visitor Economy (TEVE) Research Unit, September 2021.

Data is considered correct at the time of publishing.

Due care is taken in the production of this factsheet, however DJPR accepts no responsibility for use of this information.



Jobs,  
Precincts  
and Regions

# Victoria's Accommodation Sector

2020-21 results from the Australian Accommodation Monitor

## Victoria indicators July 2020 - June 2021 results

	<b>Supply</b> (rooms available)	<b>18.9 million</b> ▼ -2.6%		<b>Demand</b> (rooms occupied)	<b>7.4 million</b> ▼ -39.8%
--	------------------------------------	--------------------------------	---	-----------------------------------	--------------------------------

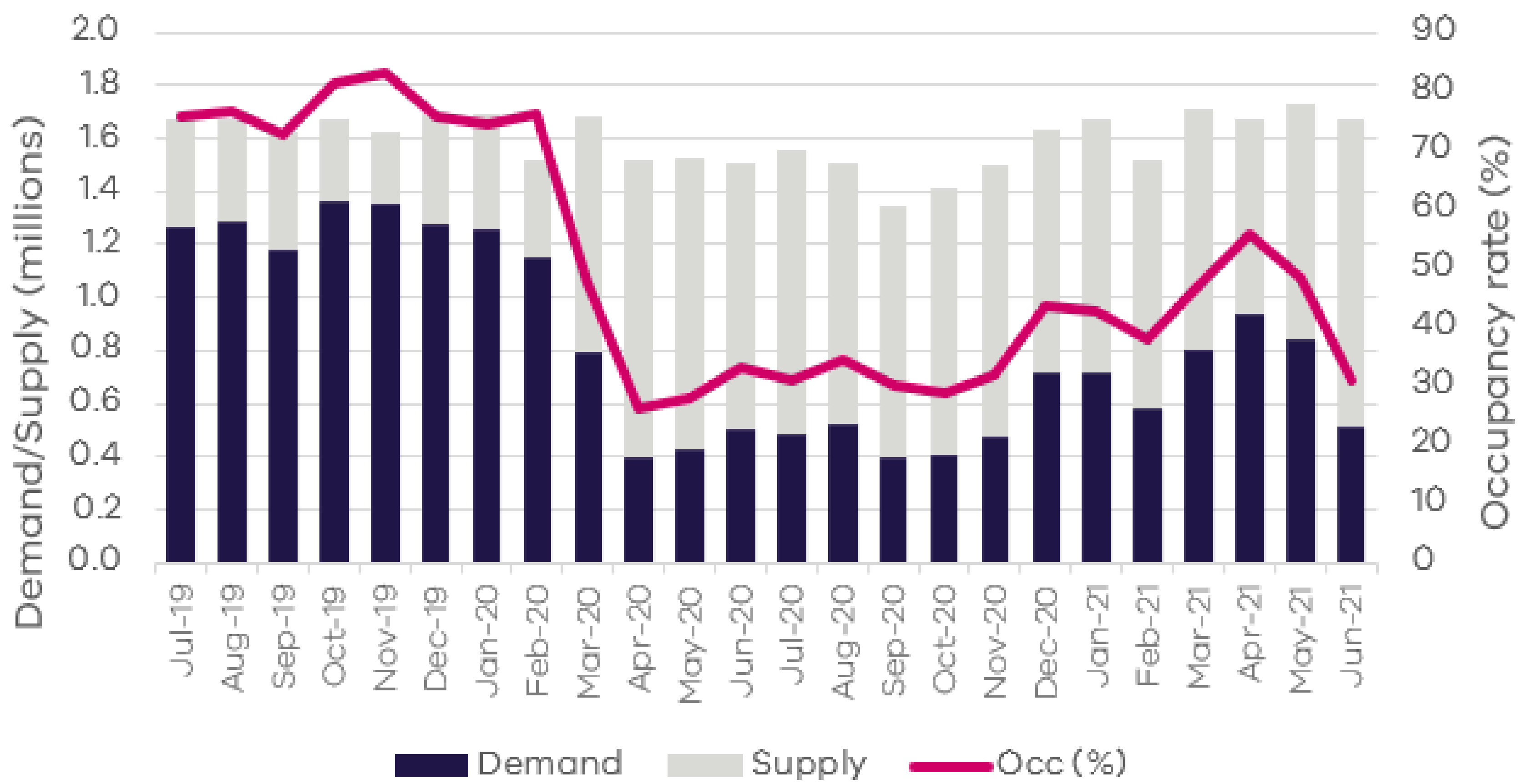
### Demand has been severely affected by COVID-19

Occupancy rates in Victoria took a sharp dive in March and April 2020 as COVID-19 initially impacted the sector. Some recovery has been evident although occupancy rates have fallen again following the more recent Delta outbreak.

Overall, occupancy rates in Victoria fell from 76.1% in February 2020 to a low of 26.3% in April 2020. Occupancy peaked in April 2021 at 55.8% between periods of travel restrictions, with June 2021 at 31.0%.

Occupancy rates have fallen, as supply (rooms available) greatly outweighs demand (room nights occupied) in Victoria.

Victorian Accommodation Establishments 10+ Rooms Supply, Demand and Occupancy Rates



Supply noted in chart as rooms available minus rooms sold.

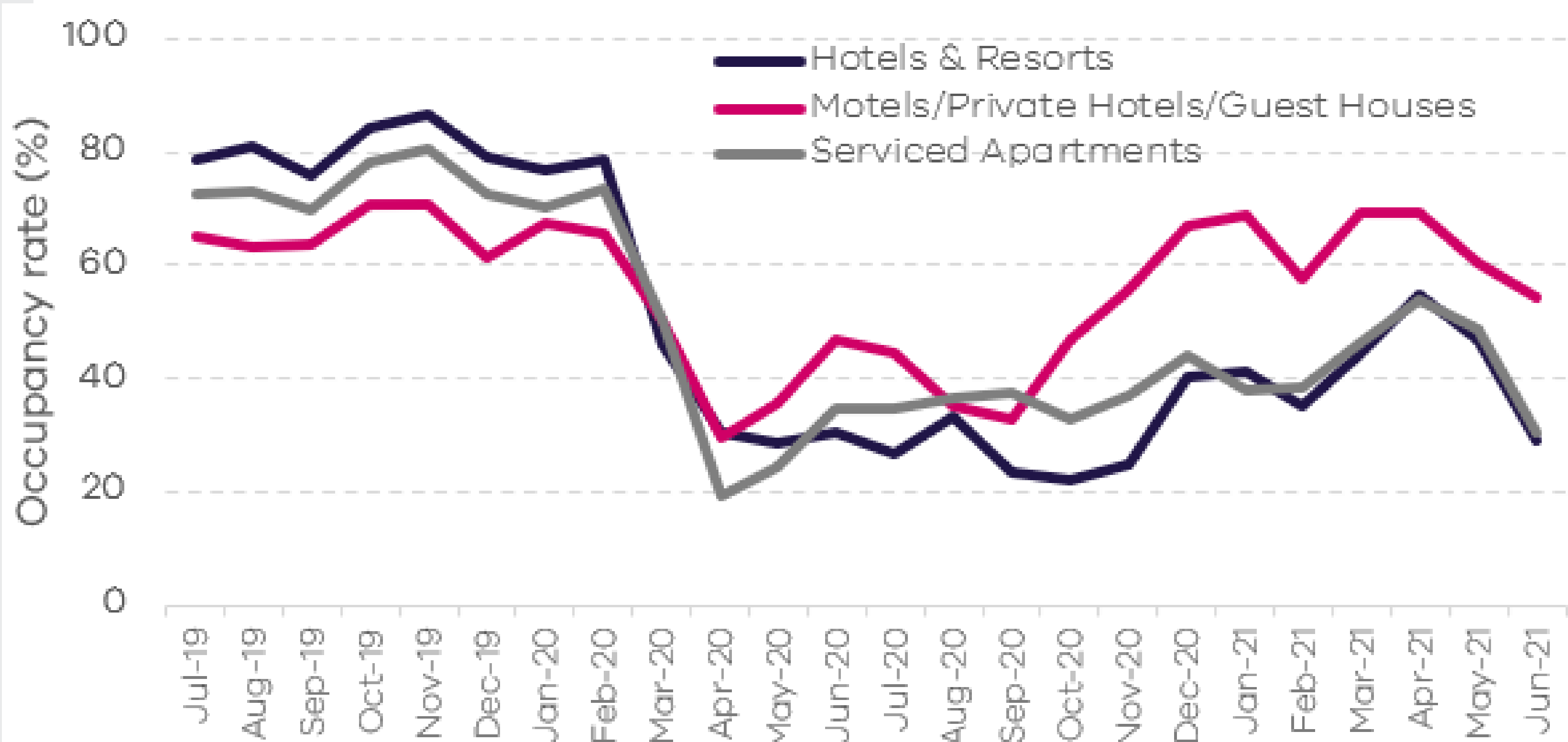
### Motels, Private Hotels and Guest Houses show greatest improvements

All accommodation types have been deeply impacted by the decline in occupancy in Victoria due to COVID-19.

Serviced apartments suffered the sharpest decrease in occupancy rates, falling to a low of 19.0% in April 2020 with motels/private hotels/guesthouses at a low of 29.6% in the same month. Hotels and resorts declined to a low of 22.2% in October 2020.

Occupancy rates have seen some recovery in line with easing of travel restrictions with motels/private hotels/guesthouses showing the greatest improvements, reaching a peak of 69.4% in April 2021.

Victorian Accommodation Establishments 10+ Rooms Monthly Occupancy Rates (%)



Source: 2020-21 Australian Accommodation Monitor (AAM), STR, released September 2021.

Publication and supporting excel tables are available on the STR website.

The 2020-21 AAM results for Victoria are based on a sample of 358 properties, with 10 or more rooms, out of a census of 1,022 properties

(or 35,601 rooms out of a total 55,615 rooms). Accommodation establishments included are hotels and resorts, motels/private hotels/guest houses, serviced apartments and holiday parks.

To note: All growth rates are year-on-year percentage changes. 2019-20 data has been updated in this release and does not reflect previously reported figures.

%pt: percentage point change. RevPAR (Revenue per available room).

Factsheet produced by the Tourism Events and Visitor Economy (TEVE) Research Unit, September 2021.

Data is considered correct at the time of publishing.

Due care is taken in the production of this factsheet, however DJPR accepts no responsibility for use of this information.