

Answers to questions on notice

Accommodation Association of Australia

Mr Dean Long



The Hon. Natalie Peta WARD, MLC
Chair Joint Select Committee on Sydney's Night Time Economy
NSW Parliament
Via Email

Dear Chair,
I am pleased to provide you the requested information

Question;

Mr LONG If I give you a year-to-date occupancy for Sydney it is going to really excite you. I am going to say that there is about 83 per cent occupancy and you are going to say, "That is really, really good", but the one thing that the regional members of this Committee will know is that there has been a significant price deflation in the market to maintain that occupancy rate. You will never find a private sector company willing to come in front of a parliamentary committee and talk about price. What I can say is that if you just go direct and have a look at some of the prices available on those websites you will see that it has probably never been cheaper to stay in Sydney. This is not sustainable. This is a massive softening of demand that we, as an industry, are working hard to maintain, but we have seen that softening. That was one of the things why we came to this Committee, we wanted to talk about these policy settings to help us drive that demand, which then allows us to continue to support the over-27,000 New South Wales people we employ

The CHAIR: I am going to ask you to take it on notice that we have some basis for those numbers, if you would provide us with something to demonstrate that?

Mr LONG: Yes, absolutely, very happy. That number is provided via an independent process. It is called STR and it is a company that collates that data on behalf of everybody that contributes that dataset as an independent, and I am happy to provide that source to the Committee.

Answer: Australia & New Zealand Hotel Review. Published 17 July 2019 by STR for the month of June 2019.

Should you require additional information or clarification please do not hesitate to contact me.

Regards,



Dean Long
Chief Executive Officer
Accommodation Association of Australia

23/8/19.