

East coast accommodation study

The *Accommodation Supply Analysis: East Coast Tasmania, January 2017* examines how current accommodation in the region will cope with growing tourism levels as we move towards the T21 goal of 1.5 million visitors by 2020.

It provides insights to guide tourism infrastructure and accommodation delivery, and future investment and development opportunities to meet future demand.

The study focuses on *Triabunna - Bicheno* and *St Helens and surrounds* including key regional and tourism centres. It provides a five-year forecast of accommodation demand and supply based on current visitor levels and accommodation, and draws on targeted market research and stakeholder insights.

The study was undertaken by Deloitte Access Economics on behalf of the Office of the Coordinator-General with input from Glamorgan Spring Bay Council, Break O'Day Council and the East Coast Regional Tourism Organisation.

Snapshot

- Around 632 800 visitors spend 1.3 million nights on the East Coast.
- Occupancy rates reach up to 95 per cent for hotels/motels and 99 per cent for rentals during peak periods.
- The region recorded a growth rate of 9 per cent per annum on average from 2012 to 2015.
- Domestic visitors make up 94 per cent of those who visited the East Coast, with the majority visiting for leisure purposes.
- Sixty-eight per cent of visitors to Triabunna-Bicheno stayed in commercial accommodation, compared to 50 per cent in St Helens and surrounds.
- Triabunna-Bicheno has the largest visitor capacity with a total of 260 properties, 1401 rooms and 5273 capacity with 35 per cent in Coles Bay.
- St Helens and surrounds has a total of 180 properties, 1003 rooms and 2934 capacity.
- Private rentals including Airbnb make up 79 per cent of total properties and 52 per cent of rooms on the East Coast.

Findings

To meet the T21 goal of 1.5 million visitors in 2020 Triabunna-Bicheno needs and additional 223 rooms, and St Helens and surrounds needs 59 additional rooms.

Visitors to the East Coast value unique experiences, proximity to the beach and access to dining options over price. Visitors are seeking accommodation options that focus on quality, location and tourist experiences. The current accommodation pool is unable to meet the needs of visitors and a lack of dining options is significant.

The sharing economy is not considered a primary barrier to investment, but rather complementary to current supply.

Recommendations suggest key areas of focus should include supporting non-peak tourism, infrastructure and transport facilities, and cutting unnecessary red tape.

Government action

The Government, through the Office of the Coordinator-General is providing low interest loans through the Tourist Accommodation Refurbishment Loans Scheme to commercial tourism operators to revitalise and raise the standard of their accommodation offering.

The Office is also delivering Austrade and Tourism Australia's Regional Tourism Infrastructure Investment Attraction Strategy for the East Coast. The strategy focuses on coordinated facilitation, reform and investment promotion to attract investment to the East Coast region.

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