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**Accommodation  
Association  
of Australia**

## Key News Update

December 2017

### Message from the CEO

The latest key economic indicators show direct tourism Gross Domestic Product (GDP), in volume terms, increased by 4.9%, compared with real GDP growth of 2.0%.



This headline is good for our industry – it tells a story that our members, as an integral part of the tourism industry, should be experiencing better conditions for trading with increased demand. Of course, we also know that dispersal out of the capital cities to regional properties is still one of our biggest issues, an issue that is being prosecuted to all levels of government by the AAoA. Not only is regional underperforming compared to most of the capitals, direct costs such as utilities and insurance are at a premium, as is connectivity to efficient and reliable broadband.

We are about to undertake the annual survey of our industry and this is your chance to tell us what is important so that we can find solutions through our strong advocacy team. The more participation, the stronger our voice to government.

Looking back at 2017, we have had some significant “wins”, including stopping bed taxes and stamp duty increases, and triggering a fresh ACCC investigation of OTAs. We have been active in campaigning against the lack of regulation on sharing economy accommodation providers through submissions to government on non-compliant short-term housing. The Association continues to push for lower merchant fees and insurance costs and, no doubt, we will again be working hard next year on the issues that mean the most to our members.

I look forward to seeing your views about this in our survey and wish you, your team and your family a very Merry Christmas and prosperous new year.



### End of Year Closing Dates

AAoA will be closed during the Christmas holiday period from COB Friday 22<sup>nd</sup> December 2017 to 9am, Monday 8<sup>th</sup> January 2018.

We wish all our sponsors, partners, members and the wider industry a very merry Festive Season and a great start to the New Year.





### Your feedback matters to us!

AAoA conducts a short online survey of Accommodation industry operators each year and your responses provide a valuable snapshot of the current market climate. This helps us to understand trends and factors impacting upon your operations and assists in refining our strategies, benefits and services to this sector moving forward.

Please check your inbox as the survey will be delivered online on **Monday 18th December** and will close off on **Friday 19th January 2018**. Both

AAoA members and non-members are encouraged to complete and submit the survey which offers a mystery prize for one lucky respondent courtesy of a valued AAoA Sponsor. Please email [mail@aaoa.com.au](mailto:mail@aaoa.com.au) if you have any queries or require the survey to be resent.



### Canberra Hotel Market Update and Economic Outlook Forum

With over 40 senior hotel management representatives in attendance, the 2017 Canberra Hotel Market Update & Economic Forum hosted earlier this month by Doma Hotels at Hotel Realm in Canberra was a great success.

[Find out more](#) on the success of this forum, the event presenters and how you and your property can get involved.



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### International Hotel Services - Specialising in top-up labour and housekeeping services.

IHS specialises in cleaning solely for the hotel industry, giving them an unparalleled knowledge of hotel culture and the high quality of service expected in this unique industry.

IHS offers premium cleaning management solutions which can be tailored to suit the needs of any hotel establishment. From intimate boutique hotels to high rise complexes, from budget venues to five star retreats.

[Click here to read](#) about the benefits to your hotel by engaging with IHS and its advantages.



### Did You Know?

AAoA's Corporate Partner, CommBank's Customer Call Centres aren't overseas, they're over here – in Australia. The Merchant Help Desk consists of over 120 operators on stand-by 24/7 to provide assistance with a wide range of merchant customer queries including technical issues, statements, stationery, pricing reviews, stolen or damaged cards, XPOS and customer information changes, just to name a few.

Located in Sydney, the Help Desk is committed to excellent customer service and can be reached on 1800 230 177.

For more information about CommBank's AAoA services including member eligibility, terms and conditions, fees and charges, check out [CommBank's exclusive Merchant Rate benefits](#). AAoA may receive a fee for successful referrals.



### Looking For a Way to Add Revenue And Value to Your Business?

Imagine adding over \$100,000 to your business value within 12 months, without having to do a thing.

If there was a way to improve your business value for no cost and at the same time increase revenue and equity in the property, would you like to know more?

If yes is your answer, [click through to the following link](#) and find out more.

### Golden Chain Gets Tropical Fever

Australia's largest motel group, Golden Chain, is set to release its latest accommodation guide and it's coming complete with over 20 new member properties and a contingent of brand new tropical locations.

Having already established the group in the Oceania and South East Asia with member properties in Vanuatu and Indonesia (Bali and Java), Golden Chain's latest additions include the Cook Islands, Samoa, Fiji and another two properties in Indonesia (Bali and Sulawesi). [Find out more.](#)



### 2018 Calendar of Events

The Accommodation Association is currently collating its calendar of events for 2018.

If you and your property are interested in hosting an event with the Association, please contact Michelle King, National Membership Manager via email [michelle.king@aaoa.com.au](mailto:michelle.king@aaoa.com.au) or call 0425 767 867.

### New AAoA Members

On behalf of the AAoA Board and team, we would like to welcome our newest members -

- Moonlight Bay Apartments (VIC)
- Byron Holiday Park (NSW)

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