



▶ **HMAA
UPDATE**

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WELCOME TO YOUR LATEST HMAA NEWSLETTER!

Firstly, a belated Happy Easter to you and I trust you had a safe, enjoyable and successful Easter long weekend. Brendan Mullens has joined VECCI Tourism and Events. Brendan has taken on the role of Trainee Administration Officer and will work closely with the Hotel, Motel and Accommodation Association (HMAA) and the Backpacker Operators Alliance of Victoria (BOAV). We would like to welcome Brendan to the team!

It has been another busy month – March started with a bang, with the Labour Day weekend storm, and ended with a bang, with the Australian Grand Prix, the start of the AFL home and away season and the International Flower and Garden Show, all coinciding in the last weekend of the month.

We're gearing up for our annual HMAA Accommodation Forum in May that will be held at the new Constellation Property, Chifley Doveton.

Unfortunately we have had to cancel the HMAA Victoria Awards for 2010. This is due to a lack of industry support for the Awards. We will review the program to see what changes can be made for future years; however we would love Victoria to be represented at the 2010 National Awards and strongly encourage you to enter their Awards directly. Information on the National Awards submission process will be available shortly via their website www.hmaa.com.au.

Read on to see all the upcoming events including the inaugural Victoria Tourism Week though, that is coming up as well as the latest research and news from our accommodation industry.

Happy reading!

Anita Donnelly
Executive Officer

VICTORIA TOURISM WEEK

The Victoria Tourism Industry Council (VTIC) in conjunction with HMAA is pleased to announce the inaugural Victoria Tourism Week to be held from 6-11 September 2010. A new partnership arrangement with Destination Melbourne Limited will see the coordination of the Week.



Victoria Tourism Week will help people understand the social and economic contribution the tourism industry brings to the community. This will demonstrate Victoria's tourism industry commitment to providing positive leadership and raise awareness of the industry.

An extensive range of activities are being planned for the week including the BOAV & HMAA Tourism Industry *Amazing Race* across Melbourne. Victoria Tourism Week is an opportunity to run your own events and participate in industry-wide activities, for example, hosting a booth at the Melbourne Tourism Industry Exchange, running a VIC BBQ, hosting a Tourism Excellence workshop or planning your own local event.

If your organisation is interested in building an event that will support Victoria Tourism Week or supporting planned events, please call or email Anita Donnelly at VTIC/HMAA on 03 8662 5170, adonnelly@vecci.org.au or Renee Ashcroft at Destination Melbourne on 03 9869 2444, renee@destinationmelbourne.com.au

HMAA PRESENTS THE 2010 ACCOMMODATION FORUM

The Hotel, Motel and Accommodation Association of Victoria invites you to attend the annual Accommodation Forum. To be held at the Chifley Doveton on Wednesday 26 May.

A panel of experts will present on various topics including the new industry award and technological advances in the industry. There will be a tour of the new Chifley Doveton property, as an example of a 'best practice' model for industry standards. There will also be a fantastic opportunity to network with colleagues while enjoying drinks and canapés after the presentations.

Further information on this event will be made available on the website shortly www.hmaavictoria.com.au

HMAA INDUSTRY BUSINESS FACT SHEETS

HMAA has developed a number of handy business resources, designed to help members stay up-to-date with safety regulations, legislation and laws that apply to the accommodation industry. Just two of the many factsheets are highlighted below however more can be downloaded [here](#).

Holiday Accommodation Guide – A Guide for Providers and Booking Agents

This factsheet outlines some key responsibilities that can become part of better business practice for accommodation providers and booking agents in the tourism industry. Download this factsheet to ensure you are complying with consumer protection legislation and improving business practices help you meet these expectations and avoid costly disputes, claims and prosecution. [Click here](#) to view this factsheet.

Single Price Advertising

The Trade Practices Amendment (Clarity in Pricing) Act 2008 (Cth) (Clarity in Pricing Act) introduces mandatory price advertising laws which will affect the way your business can advertise the price of its tourism products. Download this factsheet to read more about this Act and what you need to do as a business to comply. [Click here](#) to view this factsheet.

BEST WESTERN LAUNCHES FULLY BIODEGRADABLE PRODUCTS

Best Western has become the first hotel chain in Australia to adopt fully biodegradable bathroom products. With supplier company Concept Amenities P/L, Best Western Australasia's new shower caps, soaps and shampoos are now fully biodegradable - in both products and packages.

Unlike other biodegradable products, the Best Western range contains the organic additive Eco Pure that breaks down the product and package by turning them into food for microorganisms. This breaks the product down completely. To view full Media Release [click here](#).

CHOICE HOTELS OPENS 10TH ECONO LODGE

Choice Hotels Australasia has announced its 10th Econo Lodge property, welcoming the Econo Lodge Hacienda Motel in Geelong to the new brand. To view full Media Release [click here](#).

IMPORTANT INFORMATION REGARDING RESTRICTIONS TO ANZAC DAY TRADING

The Victorian Government has introduced restrictions on trading by licensed premises on the morning of ANZAC Day.

Under the new legislation, most licensed venues currently trading between 3am and 12 noon will no longer be authorised to do so.

There are some exceptions to this restriction including:

- RSL clubs and sub-branches;
- wineries;
- residents and guests of residents in licensed premises as well as guests of licensees;
- liquor supplied by airlines aboard aircraft or by duty free retailers; and
- pre-retail licences.

Applications for temporary limited licences and major event licences will still be considered if the Director of Liquor Licensing is satisfied the supply of alcohol is in conjunction with ANZAC Day commemoration activities and consistent with the solemn observance of the day.

Any temporary limited or major event licences that have already been granted for ANZAC Day 2010 will remain in effect.

EXPERIENCING DELAYS IN LIQUOR LICENSING APPLICATIONS?

VECCI and HMAA continue to advocate on behalf of members in relation to the ongoing delays experienced in liquor licensing applications. In addition to concerns over increased costs associated with the new risk-based liquor licensing fees, member feedback indicates that there are significant delays occurring in the processing of applications, together with other related issues.

Thank you to all the members and stakeholders who have provided feedback in relation to this. We are gathering valuable evidence that is proving vital in our advocacy efforts. If any additional members and stakeholders would like to provide information on your own experience, please contact Jodie Wickham on jwickham@vecci.org.au or phone 03 8662 5337.

ARE YOU KEEPING UP WITH THE ONLINE MARKETING WORLD?

There have been a couple of key announcements from Google that could dramatically change hotel's pay-per-click strategy, paramount being the placing of hotel rates on Google Maps.

The text listings are based on an advertiser's prices in PPC ads. Hotels and other accommodation providers have an aggressive SEO strategy – being number 1 in Google is hallowed ground. What placing rates on Google Maps potentially means is that while you may have successfully fought your way to the number 1 spot that could quickly be irrelevant if the hotel in position 3 has a PPC ad that advertises a cheaper rate hotel. This price could show up in their search result and take potential hits (and conversions) away from you. To view the full article [click here](#).

GREEN TRAVEL FINDER

The Green Travel Finder (www.GreenTravelFinder.com) globe directory announced passing the milestone of 8000 lodging establishments. Travellers can search and book directly with hotels, resorts, guest houses (B&Bs), hostels and even British pubs who have participated in one of the dozens of local, regional and international "green certification programs" worldwide which follow sound standards for certification.

To enable mass engagement with sustainable travel and tourism the Green Hotel Finder directory was developed in conjunction with the Global Sustainability Index, which provides travellers and the travel industry one common trusted international program and brand to further the global understanding and demand for green and sustainable destinations, travel industry and their supply chain.

Sustainability Intelligence Limited which manages the Global Sustainability Index and the Green Travel Finder directory makes the directory available to the major travel distribution networks, including airline reservation systems, major online travel portals and corporate travel departments.

The Global Sustainability Index is made available through co-branded programs, and is used by tour operators, destinations, hotels and event managers as part of their sustainability programmes. Co-branded programs include the Green Globe Index (www.greenglobeindex.net) and Pacific Asia Travel Association "PATA Sustainability Index (<http://pata.globalsustainabilityindex.com>.)

TOURISM WORKSHOP – HALLS GAP - 28 APRIL

The Backpacker Operators Alliance of Victoria and Tourism Victoria invite you to attend the upcoming Workshop to be held in Halls Gap on Wednesday 28 April. This is a networking and professional development event for all Victorian tourism operators and managers.

Come along, learn about our backpacking industry and trends from experts, see what's happening in your tourism sector and take part! The whole BOAV Board will be travelling up to the Grampians thanks to George's Bunyip bus and we've got great guest speakers: Joel Thorsen from Bliss Media, Jeff Jarvis who'll present findings from the Mildura Working Holiday Maker study and Kylie Schurmann from Grampians Tourism.

Also if you're located in or around Ballarat we're all dropping in to Pipers By The Lake for morning tea on the 28th at 9.15am – to join us for coffee email Brendan at BOAV on bmullens@vecci.org.au before Friday 23 April. Please see attached invitation for more information.



STUDENT SUMMIT 2010

On Wednesday 24 March, Tourism Alliance in association with BOAV, HMAA, VEIC and VTIC hosted the 2010 Student Summit. Held at Melbourne Park Function Centre, 600 tourism and events students, lecturers and industry professionals came together to gain invaluable tips about the tourism and events industries and obtain a greater understanding of the paths they can take within these industries.

The morning began with a speech from the Hon. Tim Holding MP+, Minister for Tourism and Major Events, who officially opened the 2010 Student Summit. Delegates were then inspired by Tim Cope and the story of his three and a half year trek across Mongolia and the Middle East on horseback. They then heard from two very different speakers, Scott Pape the 'Barefoot Investor' and Ben Angel a networking guru.

During the lunch break, students were able to test out Ben's networking tips as they spoke with presenters and other industry professionals. Local band 'Smitten' performed during the break and the Red Bull Wings girls turned up to provide students with a little afternoon buzz!

After lunch students got involved in an interactive panel session. Five young industry professionals told of their journeys into the industry before opening the floor to a question and answer session. This was followed by informative and entertaining presentations from Dana Ronan, Director of **bothfeet** walking tours and Peter Jones of Peter Jones Special Events and Chair of the Victoria Events Industry Council (VEIC).

NEW TOURISM CAMPAIGN TO CAPITALISE ON RETURN OF CONSUMER CONFIDENCE

Tourism Australia's new campaign has been launched: *There's Nothing like Australia*. It offers the promise of longevity and flexibility across markets, segments and cultures. Hopefully this will evolve to meet the needs of the tourism industry and with any luck the Australian community will embrace it. Let's see if we get Victoria featured given TA's research shows "Aussies want to help promote Australia to people overseas". The new campaign is being developed in two phases. The first phase invites Australians to share their personal stories of where they live and holiday in Australia, to show the world why they should visit. From 15 April to 12 May 2010 Australians will have the chance to upload why they think there's nothing like Australia with a photo onto www.nothinglikeaustralia.com.

The second phase of the campaign will be announced in May 2010. TA will use all the entries to create an interactive map of Australia, made up of all the things Australians think are special about their country. It will be searchable by experience type, location, and by 1000 keywords. That map will be housed on www.australia.com and www.nothinglikeaustralia.com.

Once the site is ready to go live to the world in late May 2010, TA will launch it internationally. It will be launched along with the *There's nothing like Australia* video piece suitable for broadcast in cinemas, television and online. Tourism Australia will also choose a number of the best entries from Australians, in phase one of the campaign, to be used in online and print advertising globally.

Minister Ferguson said: "The laconic Australian style holds great appeal for our international visitors. Australians travelling domestically know a lot about this big country so it makes sense to engage them directly in the campaign to promote Australia internationally". [Learn More...](#)

DESIGN HOTELS INTRODUCES FACEBOOK BOOKING ENGINE

Hotel representation group Design Hotels now allows consumers to book a room directly on its Facebook page. The addition of a hotel search engine on the page means that would-be customers get the logical next step in the booking process, after looking at pictures, swapping information with other "fans" and perusing the 180 hotels on offer through the group. Design Hotels has also recently added features to its website to encourage bookings, such as an events calendar for destinations where it has hotels and a Future Blog to encourage engagement with the brand.

2010 VICTORIAN TOURISM AWARDS PREPARATORY WORKSHOPS

VECCI Tourism and Events will once again be delivering on behalf of Tourism Victoria the 2010 Victorian Tourism Awards preparatory workshops. The workshops have been designed for all entrants to this year's awards and will provide a valuable step-by-step guide to completing the submission, including templates, helpful tips and important dates.

A judge and a mentor will attend the workshop to offer advice and to answer questions about submission writing and the application process. All entrants in this year's Awards are encouraged to attend. Please note that attendance at a workshop is a requirement for those entrants wishing to participate in this year's Mentor Program.

For information on upcoming workshops go to www.tourismalliance.com.au.

\$8000 LYNETTE BERGIN TOURISM FELLOWSHIP - A UNIQUE OPPORTUNITY TO GROW YOUR TOURISM BUSINESS

Is there a project that you have put on the backburner on account of insufficient funds and resources? The annual Lynette Bergin Tourism Fellowship could help bring that idea to fruition.

The Fellowship will offer up to **\$8000** to the applicant and a further **\$1000** to the applicant's employer to support a project which meets the selection criteria. The focus of the project is not limited to a specific market or area of expertise and we welcome suitable candidates to enter their submissions for the award.

The award is open to young people as well as new entrants to the tourism industry. In honour of Lynette Bergin, the award seeks to perpetuate the skills and contribution Lynette made to the industry and celebrate the support she offered many of the industry's new recruits.

Applications Close **Monday 9 August 2010**. For more information [click here](#), or contact Tamara Ristevski on 03 8662 5429 or email tamara@tourismalliance.com.au

FREE ENTRY TO VICTORIA'S HEALTHY PARKS WILL HELP MAKE VICTORIANS HEALTHIER PEOPLE

Entry to all of Victoria's national parks and metropolitan parks will be made free of charge to encourage people to get active in the great outdoors, Premier John Brumby recently announced.

Opening the international *Healthy Parks Healthy People* Congress at the Melbourne Convention and Exhibition Centre, Mr Brumby said the health benefits for people getting out and exploring the natural world far outweighed the benefits of collecting entry fees from parks.

The parks for which park entry fees will no longer be collected, as of July 1, 2010 are:

- Wilsons Promontory National Park (NP) (collected all year)
- Mount Buffalo NP (collected all year)
- Baw Baw NP (collected snow season only)
- Mornington Peninsula NP (collected summer only)
- Yarra Ranges NP - Mt Donna Buang (collected snow season only)
- Point Nepean NP (collected all year)
- Werribee Park (collected all year)
- Coolart (collected all year)
- National Rhododendron Gardens (collected all year)
- William Ricketts Sanctuary (collected all year)

For information call Parks Victoria on 131 963 or go to www.parkweb.vic.gov.au

GET TO KNOW YOUR HMAA TEAM

Name: Brendan James Mullens

Role at HMAA: Administrative Officer

Place of birth: Coffs Harbour

Zodiac sign: Cancer

Favourite holiday destination: WA, but I hoped to see monkeys at Monkey Mia

Dream holiday destination you've not yet travelled to: King Island

A location you'd never go back to: Coffs Harbour (it hasn't changed in 20 years)

Favourite movie: Entourage Series

Most prized personal possession: My Ficus Plants and a bowl of Cat-Grass

When I was a child I wanted to be... A Pilot or a Fireman

If you could have 3 people to dinner who would they be and what would you cook? I would have Joey Tababa, Head Chef from Scusami, my Dad and my Grandmother. I would have Joey cook for me.



LATEST IN RESEARCH

DOMESTIC TOURISM SHOWS SIGNS OF IMPROVEMENT

The Minister for Tourism, Martin Ferguson AM MP, says the results of Tourism Research Australia's *National Visitor Survey* shows improvement in domestic tourism in the December quarter despite the economic difficulties of 2009 affecting domestic travel in Australia last year.

Domestic visitor nights for the December quarter 2009 were unchanged year-on-year and expenditure was up two per cent.

Overnight trips for the December 2009 quarter were down 2.2 per cent year-on-year. The decline was less than for the previous three quarters reflecting a recovery in consumer confidence throughout the year.

Domestic day visitor expenditure in 2009 was at its highest in ten years. While the use of hotel and resort accommodation was down seven per cent, the use of rented accommodation was up seven per cent and caravan and camping ground accommodation increased by five per cent.

SURVEY OF TOURIST ACCOMMODATION, DECEMBER QUARTER 2009

The December 2009 quarter results for tourist accommodation revenue show signs of recovery from the global economic slowdown.

The number of people employed by Victorian Hotels, Motels & Serviced Apartments (HMSA) of 15 rooms or more (HMSA) increased by 0.1 per cent people over the period, Victoria out performed the national average, New South Wales and Queensland.

Declines were also experienced for room occupancy rates (-0.6 per cent pts), although takings were up slightly (+0.4 per cent) signalling a slow recovery in the sector.

Victoria experienced growth in the number of establishments (+19) and rooms (+1,580) available in the December 2009 quarter when compared to the December 2008 quarter.

Hotels, Motels & Serviced Apartments: 15+ Rooms	Victoria	NSW	Queensland	Australia
Establishments	819	1,425	1,142	4,310
Change December quarter 2008-09	+19	-7	+11	+33
Rooms Available	40,246	71,245	61,663	226,434
Change December quarter 2008-09	+1,580	+256	+142	+3,115
Room Nights Occupied (000's)	2,350.7	4,284.7	3,622.3	13,343.1
Change December quarter 2008-09	+2.7%	+4.1%	-2.2%	+0.5%
Occupancy Rates (%)	64.8	66.5	63.9	64.7
Change December quarter 2008-09	-0.6% pts	+2.6 % pts	-1.6% pts	-0.4% pts
Takings (\$000s)	\$365,595	\$667,881	\$538,195	\$2,030,540
Change December quarter 2008-09	+0.4%	+2.9%	-3.2%	-0.7%
Employment	21,883	31,196	30,142	110,936
Change December quarter 2008-09	+0.1%	-5.3%	-2.8%	-2.6%

Victoria recorded growth in occupancy rates (+0.9pts) for the December quarter for Hotels, Motels, & Serviced Apartments of 5-14 rooms. Employment (-5.2 per cent), takings (-4.8 per cent) and room nights occupied (-5.1 per cent) all decreased with Victoria underperforming when compared to NSW, Queensland and the national average.

Hotels, Motels & Serviced Apartments: 5-14 Rooms	Victoria	NSW	Queensland	Australia
Establishments	419	587	412	1813
Change December quarter 2008-09	-30	-16	-1	-73
Rooms Available	4,107	5,830	4,100	17,586
Change December quarter 2008-09	-262	-140	35	-581
Room Nights Occupied (000's)	165.2	247.3	198.3	749.4
Change December quarter 2008-09	-5.1%	+1.5%	-3.1%	-3.9%
Occupancy Rates (%)	44.4	47.1	53.0	47.0
Change December quarter 2008-09	+0.9 % pts	+1.8 % pts	-2.0% pts	-0.2% pts
Takings (\$000s)	\$17,284	\$26,294	\$20,025	\$80,015
Change December quarter 2008-09	-4.8%	+8.3%	+1.9%	-0.7%
Employment	2,404	2,865	2,083	10,667
Change December quarter 2008-09	-5.2%	-2.5%	+2.9%	-4.7%

Further detail including results for Melbourne and Regional Victoria will be made available when data is released shortly.

UPCOMING EVENTS

HOTEL OPERATIONS TECHNOLOGY SHOW

This year's Hotel Operations Technology Show will be co-located with Hotel Hospitality + Design Expo (hhd2010) - with the theme of "Information Technology Entertainment Design". The show is located in Melbourne for the first time in 10 years, at the Melbourne Exhibition & Convention Centre over three days commencing on 24 May 2010.

Attendance to the hhd2010 Expo is complimentary and the HOT10 Conference Earlybird Registration is now open at www.hotechexpo.com.au or www.hhdexpo.com.au.

2010 VICTORIAN TOURISM CONFERENCE - [PROGRAM NOW AVAILABLE](#)

Progress is impossible without change, and those who cannot change their minds cannot change anything, *George Bernard Shaw (Author)*. At the start of a new decade the 2010 Victorian Tourism Conference is empowering visitors to the heart of a destination, defining who tomorrow's tourists are, Brand Australia: where are we headed?, effective intercultural customer service and the importance your community plays on the success of tourism.

The conference continues to be one of the premier events on the Victorian tourism industry's calendar bringing together tourism industry representatives from all parts of the state. Throughout the course of the two days you will hear presentations from a range of tourism experts, business innovators, researchers and industry leaders.

Speaker Profile: Prof Ian Yeoman Associate Professor of Tourism Futures at Victoria University of Wellington, New Zealand

Tomorrow's Tourist

Prof Ian Yeoman's presentation will include an extract from Ian Yeoman's forthcoming book, 'World Tourism 2050' which will be published by Channelview in 2010 and draw's upon 'The Foundation for Research in Science and Technology research project 'Scenarios for New Zealand Tourism in 2050' and EU funded scenarios about the 'Future of Tourism in the Netherlands' which Ian is heavily involved in. Ian is an Associate Professor of Tourism Futures at Victoria University of Wellington and has written extensively about tourism futures around the world. He was previously the Scenario Planner at VisitScotland and has a PhD in Management Science from Edinburgh Napier University.



[Click here](#) to download Conference Program and Registration Form.

2010 AUSTRALIAN REGIONAL TOURISM CONVENTION – YARRA VALLEY THIS AUGUST

Each year the Australian Regional Tourism Network (ARTN), in association with its partners, initiates a gathering of industry professionals and policy makers to discuss the latest research and industry trends and their impact and application on the future of regional tourism.

The Australian Regional Tourism Convention, now in its tenth year, is the only opportunity for grass roots, regional practitioners to discuss and debate with policy makers.

This year's Convention will be held 16 to 20 August in the Yarra Valley and Dandenongs region of Victoria. The theme of the Convention is 'Australia's Regions – Ready, Resilient and Robust' and will attract delegates from all states and territories and all sectors of the industry.

Registration information can be found online at www.regionaltourism.com.au or by phoning 02 6620 3785.

OTHER IMPORTANT DATES:

- 26 May – HMAA Accommodation Forum, Chifley Doveton
- 16 June – VTIC Forum on Integrated Visitor Transport
- 6-11 September – Victoria Tourism Week including a VTIC–VEIC Forum on Sports Tourism and the BOAV and HMAA *Amazing Race*
- 24 November – VTIC Forum