

EXPECT HOTEL RATE INCREASES, OPERATORS WARN

With demand bouncing back, the supply of hotel rooms and apartment hotel suites is under pressure. Industry analysts and hotel operators are warning of rate increases ahead.

By Jenny Burns

EXPECT hotel rates to rise in 2011 – that's the message from major hoteliers, supported by the latest industry research.

A shortage of room stock in Australian capital cities and the return of the business tourism market after the global downturn are amongst the major reasons given for the expected rises.

American Express Business Travel annual Global Business Travel Forecast predicts increases of up to 10 per cent for hotel rates in key markets around the world.

In Australia it is predicting a two to seven per cent rise in mid range hotels and five to 10 per cent in the upper range.

"In 2011 the Asia Pacific is expected to have dramatic economic growth leading to significant increases in both business travel volume and pricing across the region," said Robert Tedesco, vice president of global business partnerships and advisory services for American Express Business Travel, Japan and Asia Pacific.

Accor is predicting rate rises across Australia following strong demand in all major capital cities.

"Now the economy has bounced back the demand for rooms is also increasing and rates will rise by up to 10 per cent across all major capital cities, with Sydney, Brisbane and Perth under the greatest rate pressure," said Accor vice president Australia Simon McGrath.

"RevPAR is up in all major capitals, the only 'soft areas' being tourist cities such as Cairns."

As well as a return of business traffic the Sydney market had been impacted by a lack of new supply with very few properties opening since the 2000 Olympics.

"In Melbourne, where supply has increased, demand is being fuelled by the city's special events," McGrath said.

"The Perth and Brisbane markets are also being influenced by a lack of



Outrigger's Little Hastings Street, Noosa – Villa Room

supply and the return of business traffic. Adelaide is also performing well."

Pan Pacific Hotels Group area director of sales and marketing for Oceania Richard Rheinberger said over the past six months the Sydney market had been performing above expectations and most hotels had been reporting that they have been reaching their targeted budgets.

"It has been a case of occupancies are good and the hotels are now starting to drive rates," he said.

"The market seems to be accepting an increase of rates which ranges from five to eight per cent for the next financial year."

Outrigger's regional director Australia, Grant James said the first half of 2010 was challenging for the domestic tourism market and the Gold and Sunshine coasts were no exception.

"But over the past three months, the Gold and Sunshine coasts have picked up particularly in the short stay arena," he said.

"Mid-week stays remain flat, but as we head into the busy summer months, and based on forward bookings, these will pick up.

"We have definitely noticed a spike in bookings over the past two months, at both Outrigger Twin Towns Resort and Outrigger Little Hastings Street Resort and Spa Noosa.

"While our Noosa resort has only been open since July '10, there are positive signs that Noosa is in recovery mode following an influx of new hotel apartment stock, combined with the launch of Tourism Noosa's new branding campaign."

James said the group was extremely pleased with its occupancy levels and conferencing bookings, the latter having already netted over \$1.7 million in conference business booked for 2010 and early 2011.

Occupancies continued to exceed forecasts while online bookings continued to achieve year on year growth.

James said the company was seeing a lot more families booking stays at Outrigger Twin Towns Resort, with two bedroom suites in heavy demand.

"This trend is also flowing through to Outrigger Little Hastings Street with our three bedroom Treetop Villas, which attract premium rates, experiencing strong demand from the

domestic family sectors coming out of Brisbane, Melbourne and Sydney," he said.

Toga Hospitality chief executive officer Rachel Argaman said since the start of the new financial year, there has been considerable strengthening of demand.

"A strong forward events calendar ensures that the compression in many of the cities continues and we are experiencing increased occupancies and a lift in average room rates – evidenced through this first quarter and in our forward bookings," she said.

"The conference and meetings calendar is filling up for 2011, with corporate demand for training, conferences and conventions coming back.

"We are also seeing more weddings and corporate confidence reflected in higher travel activity.

"Face-to-face meetings are always the most valuable as business is built on relationships and many people who have been relying on remote correspondence are ensuring that they are having the personal meetings which drive business."



Spring into Byron Bay

THE Byron at Byron Resort and Spa has extended its "Spring into Spring" package until December 16.

The package includes two nights' accommodation in a Superior Suite, full buffet breakfast daily, 10 per cent discount off all spa treatments, an all-natural Macadamia Skin Care gift on arrival and complimentary daily bike hire. Packages cost \$760 per couple and are commissionable at 10 per cent.

The resort is set within 19 hectares of subtropical rainforest just moments from Tallow Beach.

Pan Pacific plans three Australian properties

PAN Pacific Hotels Group is entering the Australian market with an initial three properties.

The three new properties are the Parkroyal Darling Harbour, (rebranded from Crowne Plaza Darling Harbour), Parkroyal Parramatta (rebranded from Crowne Plaza Parramatta) and Pan Pacific Perth in Perth, Western Australia (rebranded from Sheraton Perth). All three hotels are owned by Pan Pacific Hotels Group.

The Sydney properties open this month, the Perth property in January 2011.

The move into Australia marks the beginning of its presence in what will be a new growth market for the Singapore-based hotel management company, which owns and or manages more than 30 hotels, resorts and serviced suites with over 10,000 rooms in Asia and North America under the Pan Pacific and Parkroyal brands.

"We are entering Australia with three great hotels," said Pan Pacific Hotels Group president and chief executive officer, Patrick Imbardelli.

"That we commence our journey in this very important new growth market with both our Pan Pacific and Parkroyal brands is even more significant. We are delighted to be able to introduce the Pan Pacific hallmark of personalised service even as we reconnect the Parkroyal brand with consumers, guests, and

all of our stakeholders in this market and create memorable hotel experiences for each one of them."

Imbardelli said the 345-room Parkroyal Darling Harbour, Sydney enjoyed a prime location in Sydney and sits just minutes away from Darling Harbour, the Sydney Convention and Entertainment Centre, George Street, Chinatown and the Queen Victoria Building.

Parkroyal Parramatta boasts 196 rooms and is located in the city centre in the heart of Parramatta's trendy Church Street, a popular dining and shopping precinct on the banks of Parramatta River.

"The rebranding of these two Sydney hotels marks the re-entry of the famous and respected Parkroyal brand in Australia," Imbardelli said.

"The brand has its roots in Australia with the first Parkroyal hotel in Melbourne (and named after the Royal Park opposite) opened in 1962."

The 486-room Pan Pacific Perth offers great views of the Swan River and boasts extensive meeting and banqueting facilities with 11 function rooms, as well as an entire level dedicated to seven boardrooms with state-of-the-art technology.

Imbardelli said outside Australia Pan Pacific Hotels Group was also looking to expand its hotel portfolio in North America, Asia, greater China and New Zealand.



FOR FAMILIES WHO
LIKE A BIT MORE ROOM
ON HOLIDAYS

With more space and flexibility for little more than a hotel room, Medina Apartment Hotels are your home away from home
Book the best online rate guaranteed at medina.com.au



Summer Selection at CHIFLEY



Chifley Pacific International, Cairns

- Located in the heart of Cairns
- 176 guest rooms and suites
- Pool, restaurant and bar, on-site parking



Chifley Wollongong

- Located on the Wollongong foreshore
- 168 guest rooms, 24 hour reception
- Lap pool, fitness centre, C Grill and C Bar



Chifley Alice Springs Resort

- On the banks of the Todd River
- 154 guest rooms, 24 hour reception
- On-site parking, restaurant and bar



Chifley Albury

- Located in the heart of Albury
- 140 guest rooms, 24 hour reception
- On-site parking, pool, restaurant and bar



Chifley at Lennons, Brisbane

- Located in the Queen Street Mall
- 154 guest rooms, 24 hour reception
- On-site parking, restaurant and bar



Chifley on the Esplanade, Geelong

- 67 Serviced guest rooms and apartments
- 24 hour reception, swimming pool, sauna
- Restaurant, bar, in-room dining, parking



Chifley Apartments Newcastle

- Located in the Lee Wharf dining precinct
- 71 serviced 1, 2 & 3 bedroom apartments
- Lap pool, fitness room, on-site parking



Chifley on South Terrace, Adelaide

- Opposite South Terrace Parklands
- 93 non smoking rooms, 24 hour reception
- On-site parking, restaurant, pool



- Adelaide • Albury • Alice Springs • Auckland • Brisbane • Cairns
- Doveton (Dandenong) • Eastern Creek • Geelong
- Newcastle • Penrith • Wollongong

Reservations **1300 650 464** or **www.chifleyhotels.com**



CHIFLEY
HOTELS

Outrigger gains Green Star for eco-friendly new Noosa resort

OUTRIGGER Little Hastings Street Resort and Spa Noosa (pictured) has been formally awarded a five-star rating by Australia and New Zealand's official ratings assessment body – AAA Tourism – together with an eco-friendly Green Star.

The Green Star initiative was developed in a partnership between AAA Tourism and the worldwide Green Globe body.

Outrigger Little Hastings Street general manager Alex Chapman said the hotel had significantly surpassed the minimum points criteria to gain the additional rating.

"Exceeding the Green Star criteria was not unexpected given the hotel's ground-breaking eco-design, extensive use of renewable energy sources and state-of-the-art rainwater harvesting systems used for toilets and maintaining the 20 hectares of grounds," he said.

"From day one, Outrigger was developed as an environmentally sustainable resort, which gave us a distinct advantage over established properties built before the worldwide shift towards sustainable tourism ventures.

"From a national and international standpoint, gaining five-star status from an independent body augers well in the eyes of consumers who are assured they're booking a product that meets AAA Tourism's strict ratings standards."



Chapman said Outrigger Little Hastings Street would continue to identify and implement innovative practices to ensure the resort complemented its ratings. "We have also formed an 'Eco-Mittee' made up of frontline staff who meet regularly to discuss new resort and guest initiatives based on guest feedback and their own passionate approach towards

minimising our carbon footprint," he said.

To celebrate the opening of Outrigger Little Hastings Street, the resort is offering a special rate of \$279 per night in a one bedroom suite for two including breakfasts. There is no minimum night stay and the offer is valid until March 31, 2011 with some date exclusions.

Mirvac unveils new Sebel Newcastle Beach property



MIRVAC Hotels & Resorts has a new hotel in regional New South Wales – The Sebel Newcastle Beach (pictured).

The property, which opened this month, features 88 guestrooms offering the latest high-tech conveniences, individually controlled air-conditioning, cable TV and high-speed broadband internet. Large furnished balconies provide sweeping beach vistas from many of the guest rooms. The Bistro Dalby features a modern Australian menu. The bar is designed for locals or guests with a relaxed atmosphere and casual snack

menu. Other facilities include gymnasium, spa, and steam room.

The property also features a meeting room and boardroom, which combine to offer a large meeting or celebration venue for up to 120 guests.

The Sebel Newcastle Beach brings Mirvac's portfolio to 47 managed hotels and resorts across Australia and New Zealand, including 24 under the Sebel branding.

An opening special is on offer from \$179 per room per night to December 31 and from \$155 per room per night for January 2011.

Meriton to double apartment inventory

MERITON Serviced Apartments will double its apartment inventory over the next two years. "With an additional 1500-plus apartments in six new and exciting locations we are confident the serviced apartment industry is positioned well to take full advantage of forthcoming tourism increases," said Meriton Serviced Apartments national manager, Matthew Thomas.

"More and more travellers have come to experience the benefits of serviced apartments over traditional hotels and the trend away from small hotels is evident.

"As with all Meriton Serviced Apartments we design, build, own and operate each and every unit – thus giving our guests unparalleled levels of consistency and quality."

In other news the company is currently reviewing every online travel agent that on-sells its products to ensure that they are meeting its online charter.

"It's a simple reality that we have out-grown some of the partners we once worked with," Thomas said.

"We need to ensure we are partnered with OTA's who have a focus on customers and technology and want to 'partner with' a supplier; not just dictate. Those websites that focus on ripping-off both the guest and 'us' their supplier are simply going to make themselves unnecessary." (See *travelBulletin*, October).





PARKROYAL is making a long awaited return to Sydney, and we're brimming with fresh ideas and enthusiasm. Whether you are our guest at PARKROYAL Darling Harbour, Sydney or at PARKROYAL Parramatta in western Sydney, our people's local knowledge will soon have you feeling like a Sydneysider. **Open from 1 November 2010.**

←
It's great to
be back again.



PARKROYAL
HOTELS & RESORTS



PARKROYAL Parramatta
30 Phillip St, Parramatta

PARKROYAL Darling Harbour, Sydney
150 Day Street, Sydney

parkroyalhotels.com

Australia • Malaysia • Myanmar • Singapore • Vietnam

Constellation unveils Chifley Wollongong



CONSTELLATION Hotels' newest property, the Chifley Wollongong (pictured), has set a new benchmark for hotel accommodation and conferencing on the NSW South Coast according to Constellation Group general manager Jonathan Wooller.

Located on Wollongong's foreshore and adjacent to WIN Sports and Entertainment Centre, Chifley Wollongong features 168 guest rooms and executive suites, a 140 seat restaurant with alfresco dining, lobby bar, mezzanine business lounge, heated lap pool, gymnasium, and nine conference and function rooms

catering for up to 500 people theatre-style.

"Chifley Wollongong has enabled business and leisure travellers visiting the region to stay in a newly built, superior quality hotel that is just minutes' walk from City Beach, Wollongong Golf Course and CBD, while enjoying the hotel's stylish accommodation and conference facilities and state-of-the-art communication technologies," Wooller said.

"As well as delivering a new, high-quality hotel that corporate travellers are looking for, the hotel provides a fresh option for leisure travellers and

MICE delegates attracted to one of the state's most popular short break and residential conference destinations.

"At the same time, the hotel meets the needs of surrounding businesses by offering a modern and relaxing restaurant and bar for social occasions, and an extensive function centre that caters for everything from conferences and meetings, to weddings and up-market special events for up to 500 people."

Chifley Wollongong's rooms and suites feature high-speed broadband internet, entertainment system, in-room safe, 40 inch flat screen TV with remote audio, free to air digital TV, and high definition movies, sport and news. Executive rooms also offer a private balcony or terrace with view over the city. A dedicated business lounge is located on the lobby's mezzanine level offering complimentary wireless internet access.

Guests of Chifley Wollongong also receive complimentary membership into The Escape Club program, with dining benefits and the ability to earn "Escape Dollars" that can be used like cash when staying at any Constellation Hotel across Australia and NZ.

Constellation now features more than 60 hotels across Australia and New Zealand. Chifley hotels are currently located in Adelaide, Albury, Alice Springs, Auckland, Brisbane, Cairns, Doveton (Dandenong), Eastern Creek (western Sydney), Geelong, Newcastle and Penrith.

Radisson Plaza's new lunch package

THE five-star Radisson Plaza Hotel Sydney has a new package to celebrate the transformation of its lobby and the opening of the new Bistro Fax Restaurant and Bar.

The "Lunch On Us" package includes an overnight stay in a chic Atrium room, a two-course lunch in the upmarket Bistro Fax Restaurant and Bar, access to the health club (including indoor pool, spa, steam room and gym) and a buffet breakfast served in Bistro Fax Restaurant and Bar. The package costs from \$280 per couple and is valid until January 30 with some blackout dates.

The new lobby and bistro were part of a multi-million dollar redesign program coinciding with the hotel's 10th birthday.

Accor expands Victorian portfolio

ACCOR is adding three new hotels to its Victorian portfolio – Mercure Horsham, All Seasons Warrnambool and All Seasons Swan Hill. A fourth hotel, a Mercure in Rutherglen, is in the advanced stages of planning. The new hotels join an existing network of 31 Accor hotels across Victoria.

Mercure Horsham opened in September. The newly-built 52 room hotel is expected to prove popular with the region's growing corporate and leisure markets. The hotel offers the town's largest meetings and function facilities for up to 250 guests.

The two All Seasons hotels in Warrnambool and Swan Hill are existing hotels that have joined Accor.

Peppers opens Broadbeach property

PEPPERS Broadbeach is opening its accommodation facilities this month, although the full suite of Peppers services won't be available until the hotel's restaurant is completed next year.

The property features 505 one, two and three-bedroom apartments in two towers. Both towers feature extensive use of 'life spaces' including Zen gardens, tai chi lawns, private cinemas, guest lounges, Teppanyaki barbeques, steam rooms, saunas and lap, plunge and resort pools.

According to Mantra Group CEO Bob East, Peppers Broadbeach was "one of the most cutting-edge properties in Australia", harnessing the latest in portable technology and guest services.

"We will offer kerbside check-in via an iPad, a minibar with a focus on local and organic products and, once our food and beverage facilities are operational, we will provide a pre-



order gourmet pantry delivery service," East said.

Special introductory packages are available starting from \$265 per night for a one bedroom apartment and include a "Taste of Peppers" gourmet hamper, unlimited new-release in-room movies, unlimited in-room internet and free onsite car parking. Packages are available for stays until March 1, 2011.

Rendezvous Stafford joins Sydney's New Year's Eve celebrations



LIKE other Sydney hotels, the Rendezvous Stafford Hotel at The Rocks plans to make New Year's Eve special and has a range of commissionable packages for sale through agents.

The hotel is offering a three-night package which includes breakfast daily for up to two guests and a complimentary bottle of Australian sparkling wine for the December 31 celebrations.

The hotel is walking distance to the harbour foreshore for guests to immerse themselves in the excitement of a Sydney-styled New Year's Eve. Upgrade to a harbour view or balcony room, which offers spectacular views of the fireworks and festivities.

During the New Year's period, from December 29, 2010 to January 2, 2011, packages start from \$660 per night for a standard studio room, with a minimum three night's stay



I discovered a coastal escape

OUTRIGGER LITTLE HASTINGS STREET RESORT & SPA

Occupying a prime location just off Noosa's famed Hastings Street and bordering the spectacular Noosa National Park with views into the lush rainforest or over the turquoise waters of Laguna Bay, this truly breathtaking 5 star resort is only 500 metres from the beach. The resort features stylishly appointed suites, villas and penthouses. Featuring a resort pool and bar, day spa, lap pool, restaurant and bar, gym, games room, theatre, private lookout and conference and wedding facilities, Outrigger Little Hastings Street Resort & Spa reflects an essence that combines a relaxed coastal holiday with timeless elegance.

Discover Noosa and the Sunshine Coast at Outrigger Little Hastings Street Resort & Spa.

Discover Outrigger.

www.outrigger.com.au +61 7 5449 2277
noosa@outrigger.com.au



ONE BEDROOM SUITE

\$279[#] Per night

Incl buffet breakfast

#Terms & conditions apply, subject to availability. Per room per night double share. Valid to 31 March 11 excl 27-31 Oct 10 & 21 Dec 10 - 11 Jan 11.



OUTRIGGER[®]

LITTLE HASTINGS STREET
RESORT & SPA • NOOSA

www.outrigger.com.au



I discovered a coastal escape

OUTRIGGER TWIN TOWNS RESORT

Awaken to the best of both worlds at Outrigger Twin Towns Resort, centred between Coolangatta's cosmopolitan dining and shopping and Tweed Heads' relaxed beach lifestyle. Choose from two towers, offering 4.5 star deluxe hotel rooms and fully self contained 1, 2 and 3 bedroom suites and penthouses overlooking the pristine beaches of the Southern Gold Coast and the sparkling waters of the Tweed River. Featuring two pools, spas, tennis courts, mini golf and games room. Entertain yourself at the adjacent Twin Towns Club, featuring endless dining and entertainment options, including six restaurants and lounges.

Discover the Coolangatta Tweed Coast at Outrigger Twin Towns Resort.

Discover Outrigger.

www.outrigger.com.au +61 7 5536 2121
twintowns@outrigger.com.au



HOTEL ROOM

\$169^{*} Per night

Incl buffet breakfast

*Terms & conditions apply, subject to availability. Per room per night double share. Valid to 23 Dec 11 excl 24 Dec 10 - 9 Jan 11 & 10 - 13 Jun 11.



OUTRIGGER[®]

TWIN TOWNS
RESORT

www.outrigger.com.au