



International Centre
of Excellence in
**Tourism and Hospitality
Education (THE-ICE)**

CONSULTANCY

DESIGN

TECHNOLOGY



Hotel Industry Insights: An Interactive Simulation Workshop

November 2017

1 in 4 travelers allocate more than 75% of their share of wallet to their preferred hotel brand. **DELOITTE**

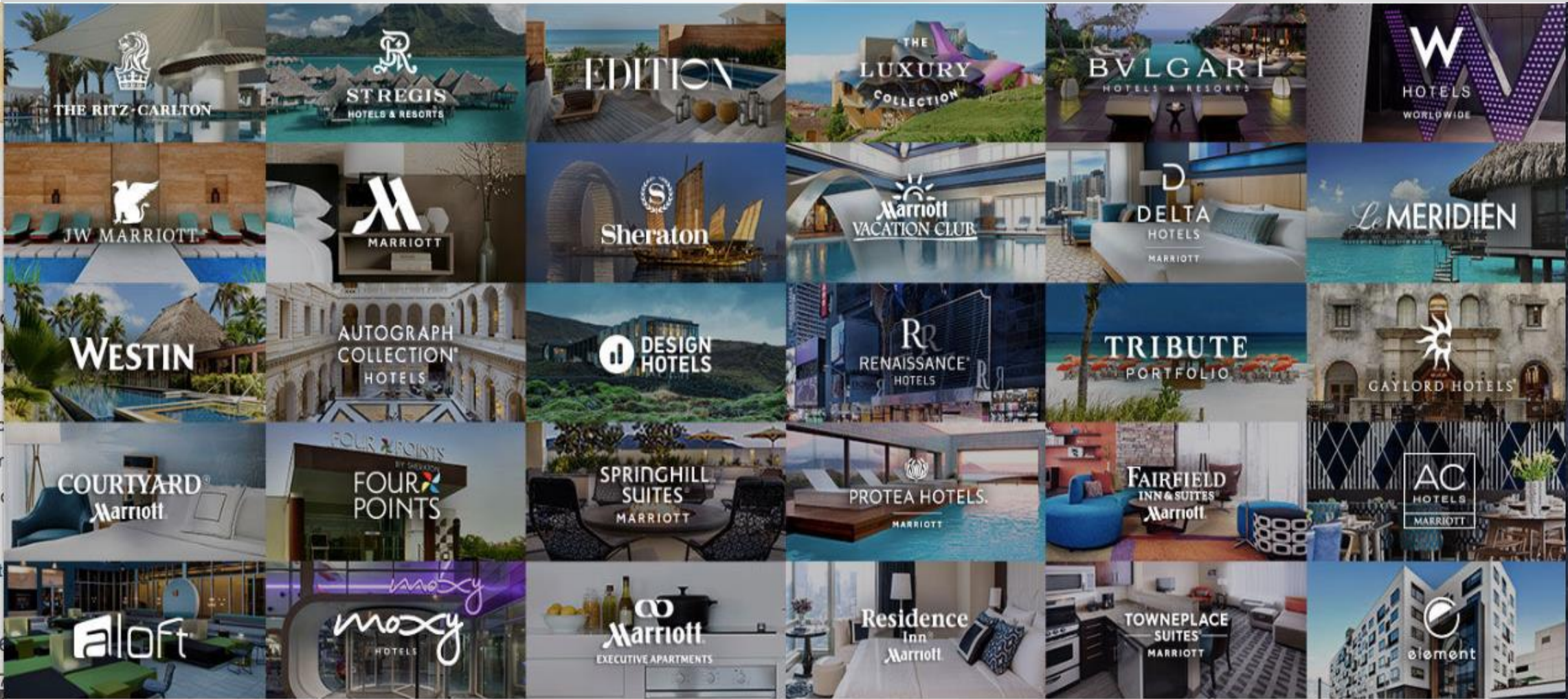
“I’m not so sure how long brands will survive and what is the long enduring factor that makes one sustainable...the market is over-saturated and there are still more to come.”

TOM ITO
GLOBAL HOSPITALITY LEADER, GENSLER

“ The brands have a global not a local perspective. As an owner you have to make tough decisions to do what’s best for your guests and your employees.”

BRYAN, DRIFTWOOD HOSPITALITY

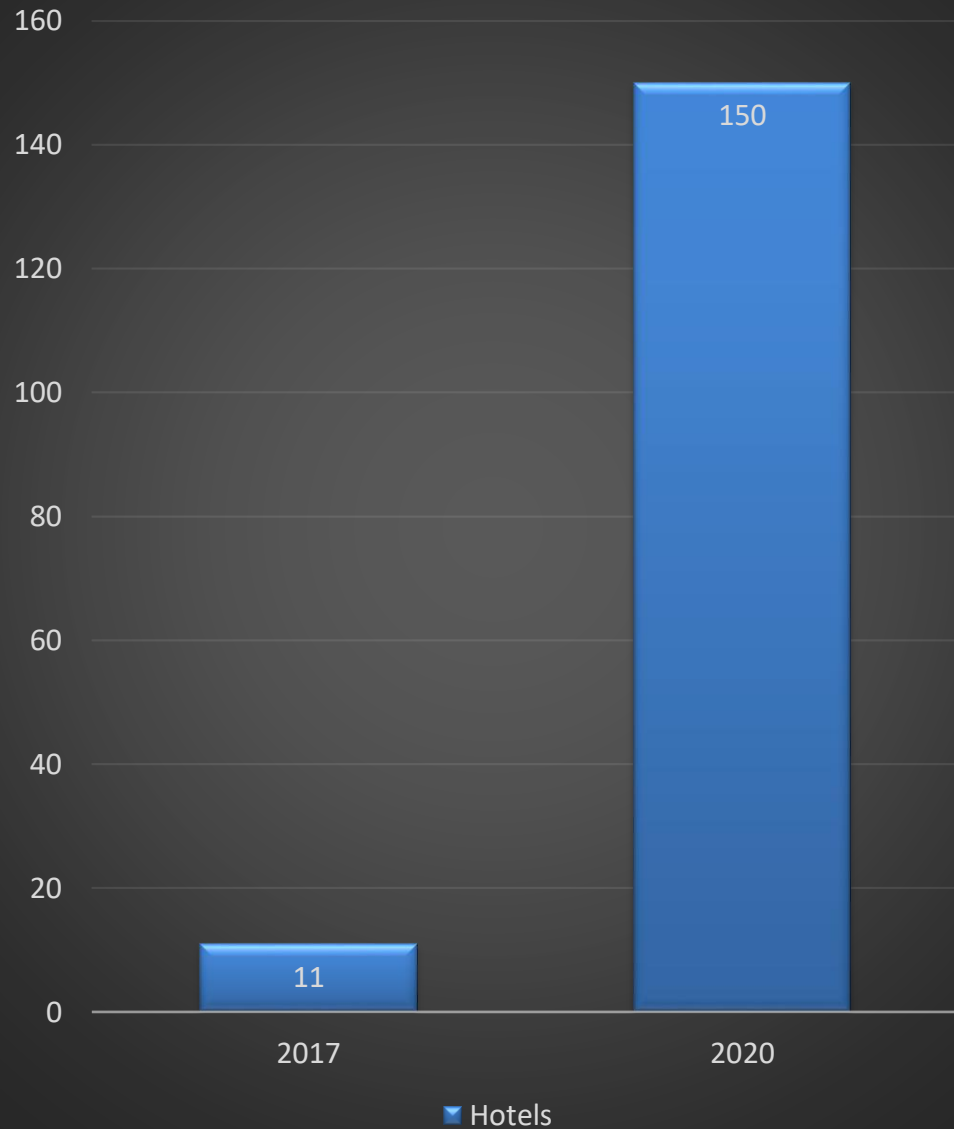
6.1% growth per year in the boutique hotel industry since 2009. **IBIS WORLD**



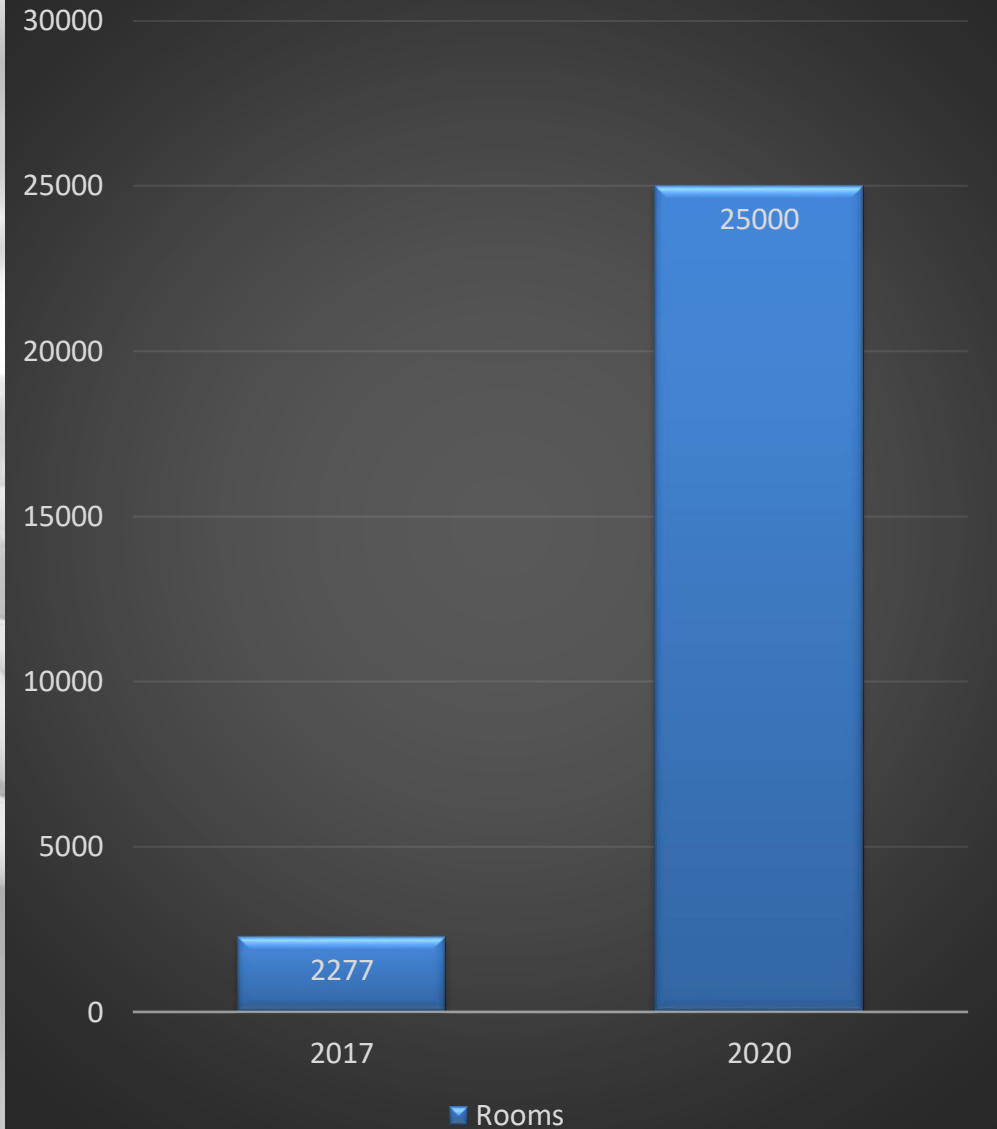


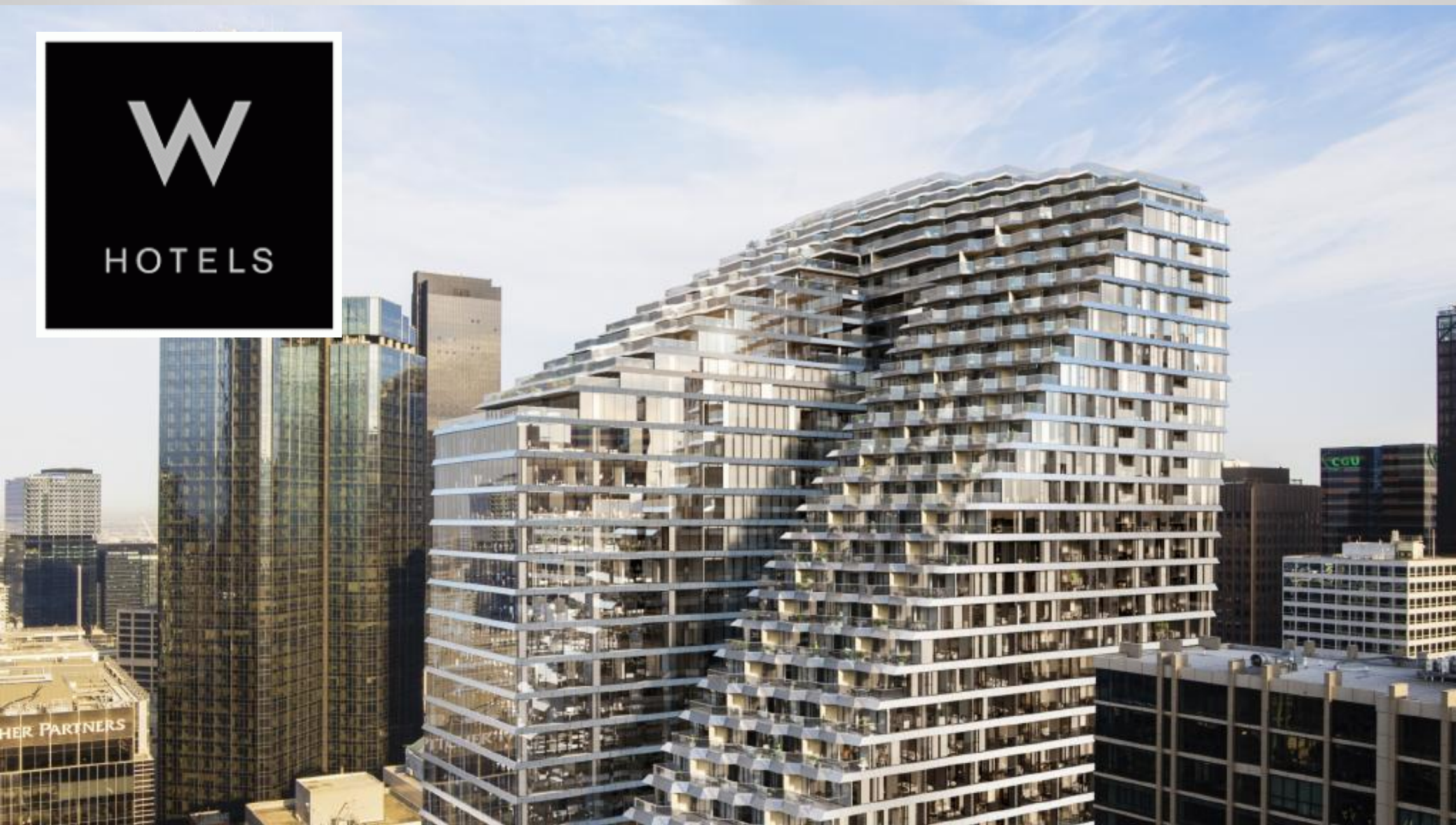


Hotels

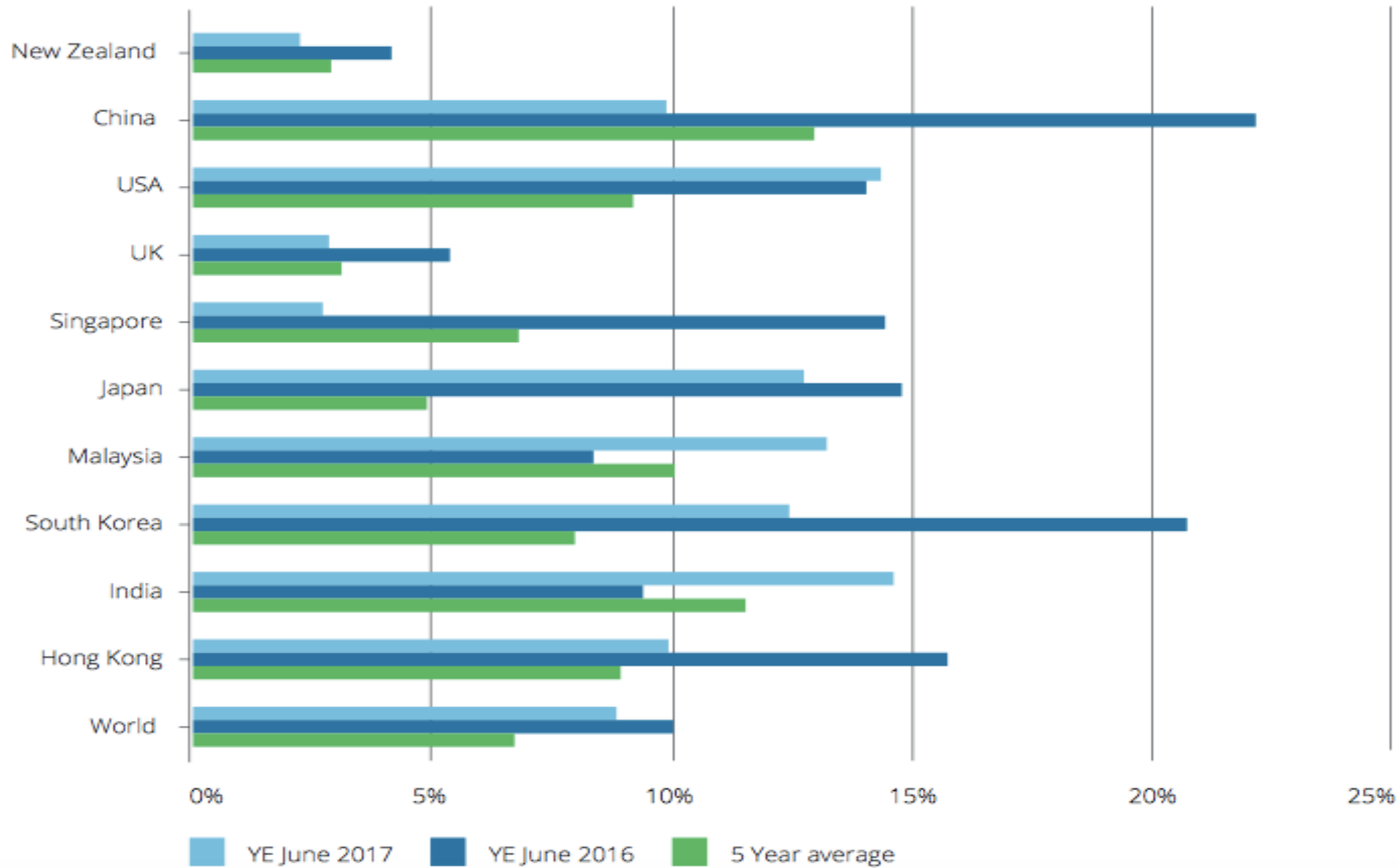


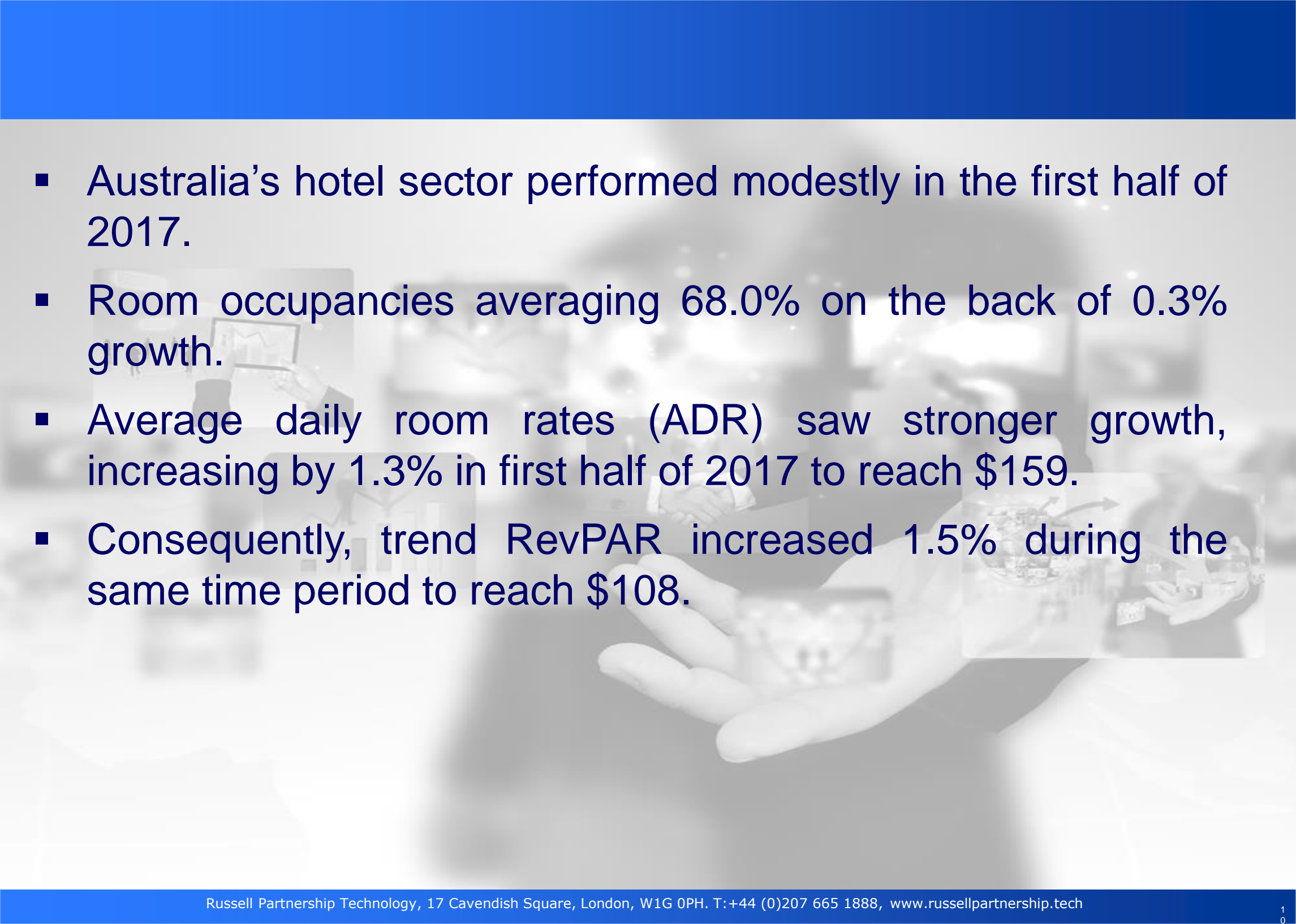
Rooms



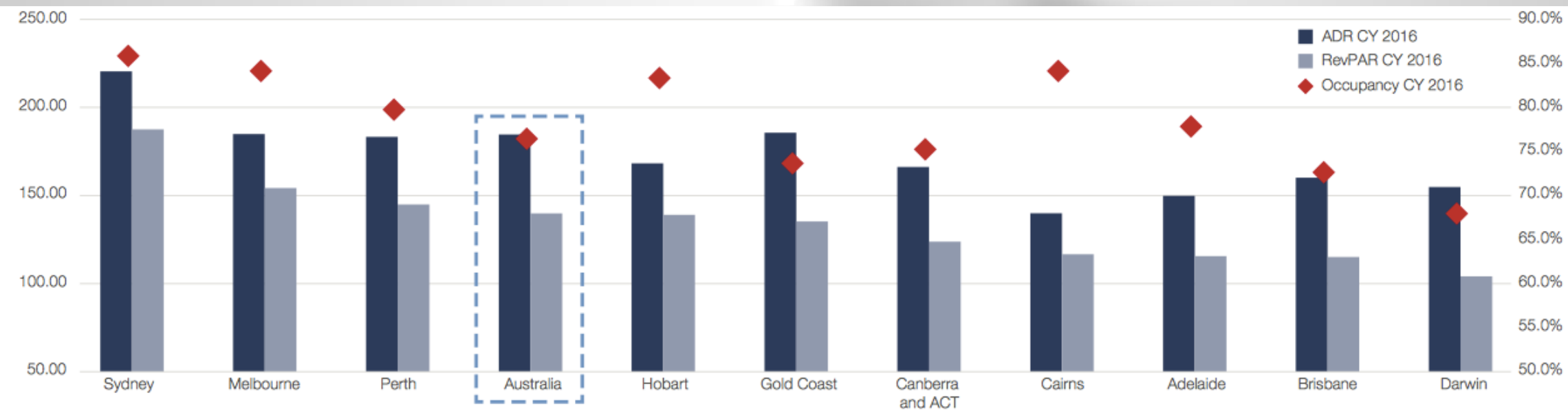


- YTD up to June saw growth of 9.9% of inbound Chinese visitors to Australia.
- Considerably more modest than previous years.
- Chinese arrivals have more than doubled over the last five years and now represent 15% of all arrivals into Australia.
- Despite this, international tourism recorded another strong year of growth.
- Visitor numbers climbing 8.9%.
- Growth of this magnitude in the face of slowing arrivals from China signals a healthy diversification of Australia's international growth profile.



- 
- Australia's hotel sector performed modestly in the first half of 2017.
 - Room occupancies averaging 68.0% on the back of 0.3% growth.
 - Average daily room rates (ADR) saw stronger growth, increasing by 1.3% in first half of 2017 to reach \$159.
 - Consequently, trend RevPAR increased 1.5% during the same time period to reach \$108.

- While demand for hotel accommodation is projected to grow at 3.2% p.a.
- Supply is also forecast to expand solidly, growing by 2.8% p.a. nationally.
- This represents a further narrowing in the supply-demand differential.



Source: STR

Sydney	Melbourne	Perth	Australia	Hobart	Gold Coast	Canberra/ACT	Cairns	Adelaide	Brisbane	Darwin											
Occ		Occ		Occ		Occ		Occ		Occ											
85.1%	-0.1%	83.4%	1.1%	79.0%	-2.8%	75.7%	0.9%	82.6%	2.5%	72.9%	1.0%	74.5%	1.6%	83.4%	3.8%	77.1%	2.4%	71.9%	-2.0%	67.2%	-0.4%
ADR		ADR		ADR		ADR		ADR		ADR		ADR		ADR		ADR		ADR		ADR	
220.50	4.5%	184.94	-0.4%	183.34	-6.7%	184.65	1.3%	168.29	2.3%	185.64	6.0%	166.17	2.0%	139.95	7.8%	149.80	0.5%	160.15	-6.8%	154.82	-9.3%
RevPAR		RevPAR		RevPAR		RevPAR		RevPAR		RevPAR		RevPAR		RevPAR		RevPAR		RevPAR		RevPAR	
187.55	4.4%	154.20	0.8%	144.90	-9.3%	139.84	2.2%	139.06	4.8%	135.29	7.0%	123.79	3.7%	116.65	11.8%	115.56	2.9%	115.07	-8.7%	104.10	-9.6%

Why utilise a simulation?

- “Simulations enable an integrated approach to learning ... along with a comprehensive understanding of concepts and terminology”

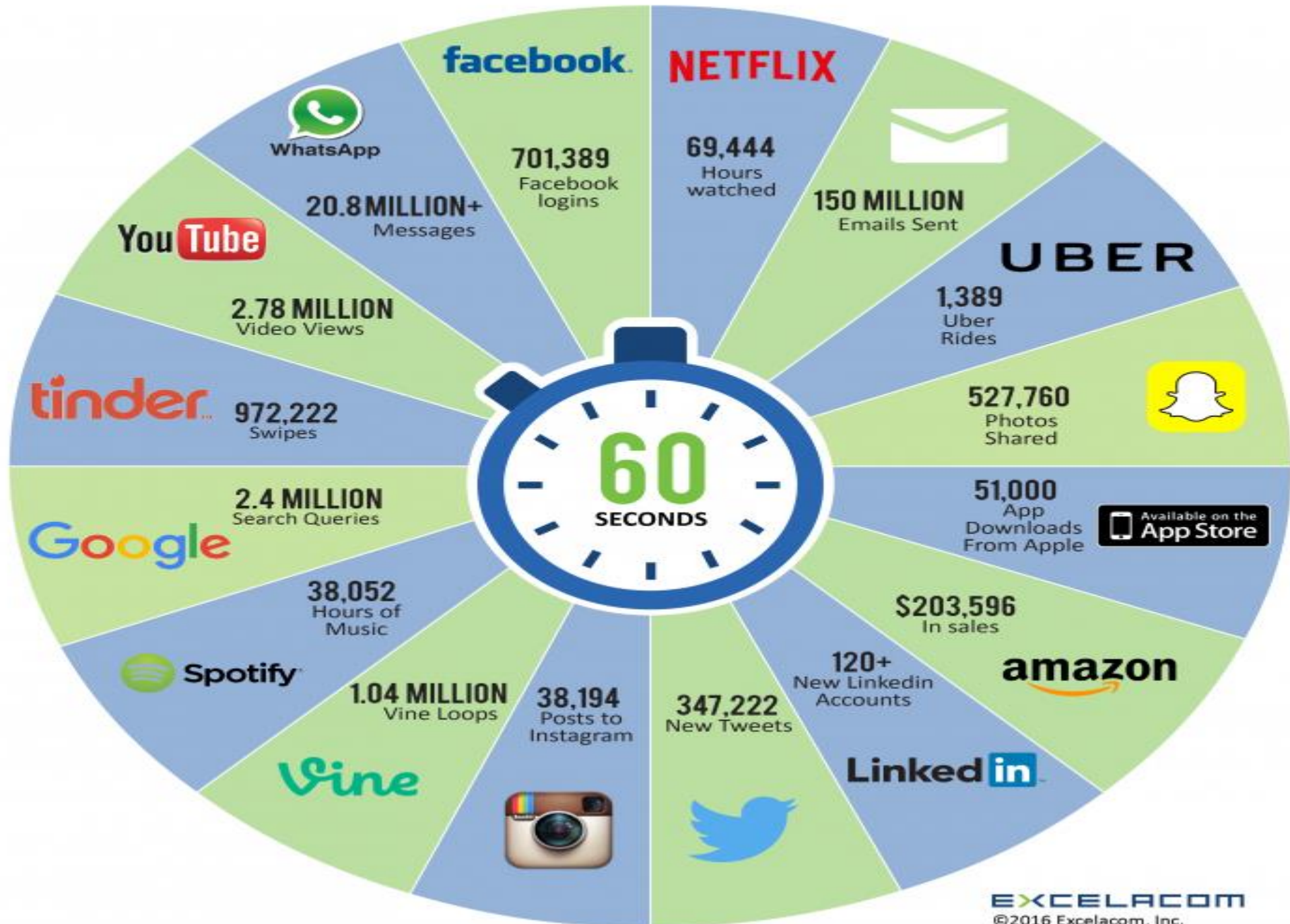
(Edelheim and Ueda, 2007)

- “Simulations are most effective when tailor-made”

(Fripp, 1993)



What happens in an INTERNET MINUTE?





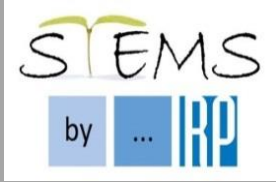

Return on Investment

- Understand and analyse all elements of a hotel business
- Understand key terminology and business metrics
- Understand how hotel departments link together
- Learn how to develop an effective business strategy
- Analyse operational data and utilise for decision-making
- Prepare for entering the industry

Choosing the right program



The Depth and Breadth of our Collection

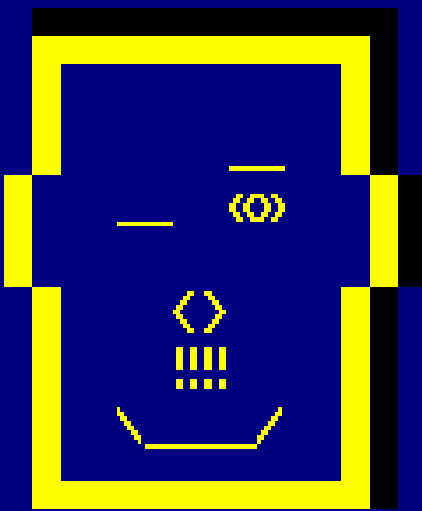
Business				
Sectors	<ul style="list-style-type: none"> • Business and Industry • Education • Hotels • Restaurants 	<ul style="list-style-type: none"> • Global Events • Stadia and Arenas • Passenger Gateways 	<ul style="list-style-type: none"> • All Sectors 	<ul style="list-style-type: none"> • All Sectors
Consulting		Technology		
Services	<ul style="list-style-type: none"> • Business Strategy • Business Feasibility/Plans • Master Planning • Customer Research • Partner Brokering • Benchmarking • Food Brand Development 	<ul style="list-style-type: none"> • Sales and Marketing • Talent Management Strategy • Kitchen and Restaurant Design • Business Turnaround • Sustainability Innovation • Project Mobilisation and Interim Management • Nutritional Advice 	<ul style="list-style-type: none"> • Personalised Web Based Induction • Accommodation Inventory Systems • Meal Pre-Payment Systems • Technology Systems Integration Solutions 	<ul style="list-style-type: none"> • Computer Simulation Management Training via: <ul style="list-style-type: none"> ○ Business Simulation ○ Restaurant Simulation ○ Sustainable City Simulation ○ Hotel and Service Simulation • Business Systems Analysis

C:\WINDOWS\system32\cmd.exe



W E L C O M E T O

H O T E L

A stylized yellow face with a black outline, integrated into the letter 'O' of the word 'HOTEL'. The face has a simple design with a horizontal line for a mouth, a diamond shape for a nose, and a series of vertical lines for a beard or mustache. The eyes are represented by two small circles with horizontal lines through them.

T S

H O T E L O P E R A T I O N A L T R A I N I N G S I M U L A T I O N

Press any key

(c) The Total Simulator Company Ltd 1994

Bliss Resorts



HOTSReviewer Popularity Index Traveller Rating



8 Reviews

Reviews you can trust

All Reviews



User

Potential to be a great hotel

This hotel has the potential to be very good but they need to get their customer service right. Unfortunately, despite the spacious rooms, lovely location and good restaurant and leisure facilities it falls down on the all-important customer service. On the positive side, the restaurant is good and has some very efficient and personable staff who do their jobs well. However, the front of house staff definitely need to step up their game and realise they are supposed to be working in a service industry and are there to ensure the best possible experience for their guests. Be warned - if you arrive by car, it is highly possible you will fail to find a parking space, especially if there is any kind of wedding/function taking place.

Details

Property Details

Number of rooms:250

Built in the 1950's this hotel boasts air-conditioned guest rooms throughout, all with private bathrooms. All rooms are able to accommodate singles, couples or families. The hotel is situated on the seafront, only a short distance from the main shopping centre. The hotel is less than 30 minutes from the nearest airport, and there are good road, rail and bus links to major cities and other resorts.

This description is based on information provided by the hotel.

Property Amenities

Restaurant

Concierge

Room/Lounge Service

Room Mini-Bar

Internet access data point

Quick Check In_Out

Enter comment



Post

Samantha Wills

Just spent a 5 day family break at the hotel. I really cannot praise it enough, the surroundings, restaurant, food and most particularly the staff and service were faultless. We were lucky enough to enjoy lovely weather and so the outside pool was fab. The staff were excellent and we will certainly make a return visit.

David Humphreys

A very pleasant hotel in a quiet location with friendly staff who provided great service. Our room was huge, although too warm as we could not adjust the heating. Breakfast was more than adequate and even though the hotel was very busy, the staff still managed to seat all 6 of us quickly and serve us efficiently. We will be returning next year!

Wendy Fenton

My husband and I stayed here with a group of friends. We had a lovely time, the staff the food and the hotel were all great. Location was superb, and close enough to bus and train stations too. We had a marvelous time. I could not recommend this hotel highly enough. It was clean and warm with plenty of choice for food.

Emily Gordon

We have stayed at this hotel twice now and would have no hesitation in returning. It is a large hotel with friendly staff. The rooms are fine with everything you might need. Breakfast is buffet style with staff serving the cooked items. Everything is well cooked and tasty. Although the hotel was full during our visit over the bank holiday weekend, everything was well organised and we only had to wait about a minute before being shown to a free table. We managed to find a parking space in the car park which circles the hotel although I am not sure there would be room for everyone when the hotel is full. The price is reasonable for 2 nights for 2 people.

[edit profile](#)

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Revenue

Revenue Management App





Peter Russell
Operations Director
peter.russell@russellpartnership.com



Statistics and graphs – Sources:

Savills

Deloitte

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