



Friday, 22 August 2025

ACCOMMODATION AUSTRALIA CEO VICTORIAN BLITZ

Accommodation Australia's new board has met for the first time in Melbourne, with the first meeting of the new financial year hearing hotel occupancy figures had seen a welcome rise in July.

The meeting at the new Hyde Melbourne Place building came before a blitz of Melbourne and Yarra Valley properties by Mr Goodwin, who also attended the AA Victoria Awards for Excellence.

"This week was spent meeting with members in Melbourne and the wider Yarra Valley area, including Balgownie Estate, it was a great opportunity to hear first hand the issues and challenges members face in metro and regional Victoria," Mr Goodwin said.

"The Awards of course were simply outstanding and I congratulate all winners who showcase the best in Australian hospitality."

Mr Goodwin said this week's board meeting coincided with a welcome jump in hotel occupancy figures

"The average occupancy in the month of July across Australia was 74.8% compared with 70.8% in 2024 – that's good to see," Mr Goodwin said.

"Other issues discussed at the meeting included the Federal focus on attracting more travellers from China and the new Tourism Australia destination marketing campaigns targeting new and emerging markets. The Board also received an update on the Federal Economic Roundtable to boost productivity, with the accommodation sector highlighting red tape on planning rules and simplifying visa and migrations settings."

Mr Goodwin said the lack of skilled workers, especially chefs was also discussed.

"The AA has initiated a body of work looking at a broad-ranging approach to help solve the chef shortage," he said.

"We will consult further with all parts of the industry before presenting to Government. Staff shortages were raised as an issue wherever I went in Victoria, particularly in the regions.

Other issues raised at the board meeting included the need for a national approach to short-term rental accommodation regulation.

Media contact: 0447 956 170