

Bodelle Francis, General Manager,
Francis Family Hotel Group.
Number of employees: 160

Economic Contribution of the Hotel Industry in South Australia



Hoteliers representing some of Adelaide's iconic live music hotels.
Publishers, Published Art House, The Franklin, Wright St, Exeter, Crown & Anchor,
The Union, The Metropolitan, Crown & Sceptre, Kings Head.



AFL
IS BACK
Tipping
\$3 = 1/10
Jase 9 8/9
Jackpot
\$107.00
Cool

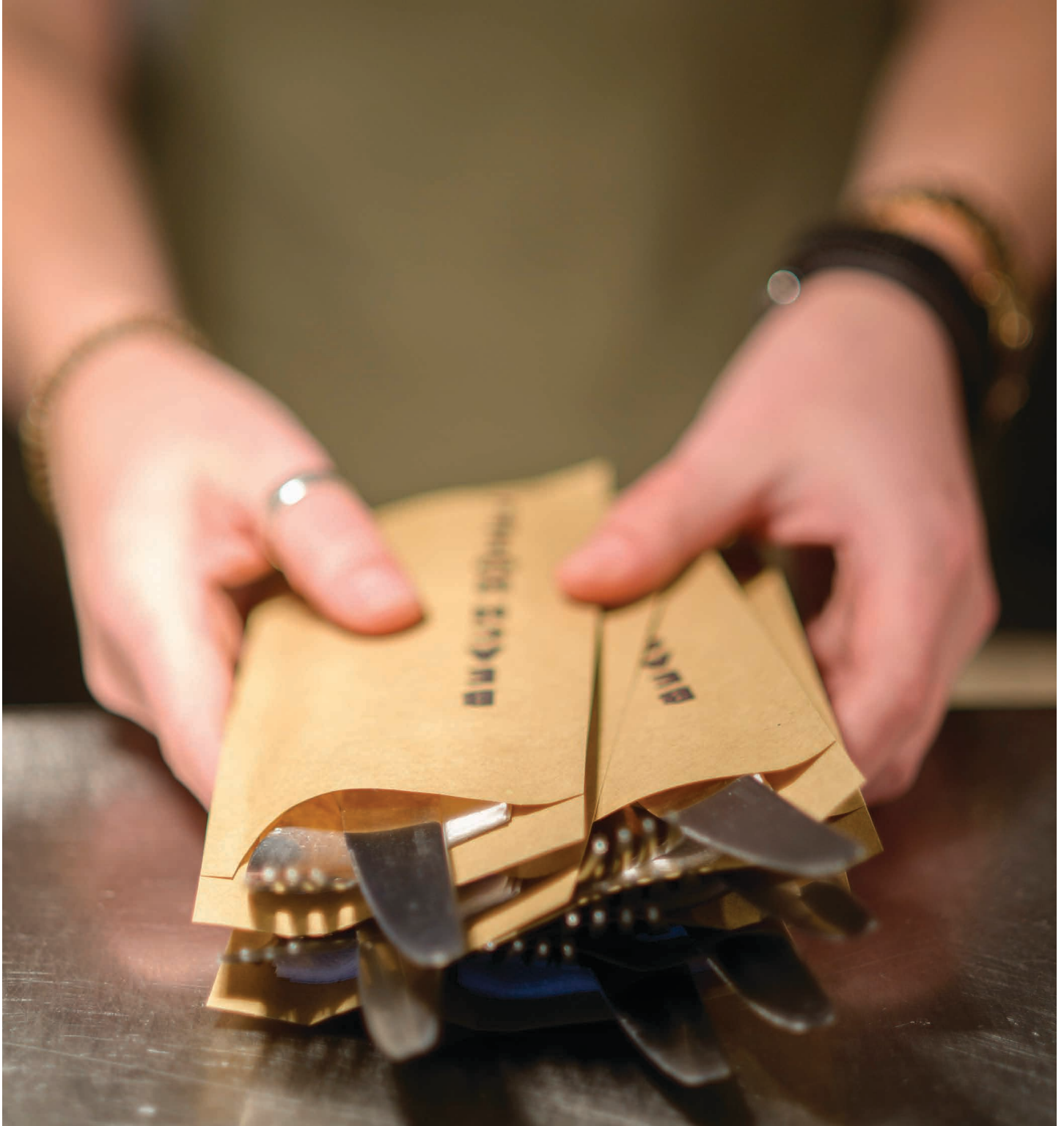
STOP
WORK

KEEP WALKING
THE WALKER.

TOO GOOD TO IGNORE,
TOO VALUABLE TO LOSE

26,250+

South Australians directly employed by SA Hotels



Curry Lamb Rogan Josh \$16

Pasta Bacon, Mushroom, rocket & chilli in a rose sauce \$15

FISH Rare Atlantic \$18
 Salmon on a rocket, crouton, caper, red onion & parmesan
 Salad w lemon lime aioli

Market Meat Macadamia & Apricot rolled & roasted Turkey leg w baked root vegetables & Gravy \$16

Chef's Specials

- Bocconcini & chorizo stuff Chicken breast on a mixed leaf, red onion, capsicum & fetta salad. \$18
- Coffin Bay Oysters Kilpatrick or natural
 1/2 Doz - \$12
 Doz - \$20



An annual payroll of

\$958+

million



41.6

the average number of South Australians employed per SA Hotel

\$4.025 billion

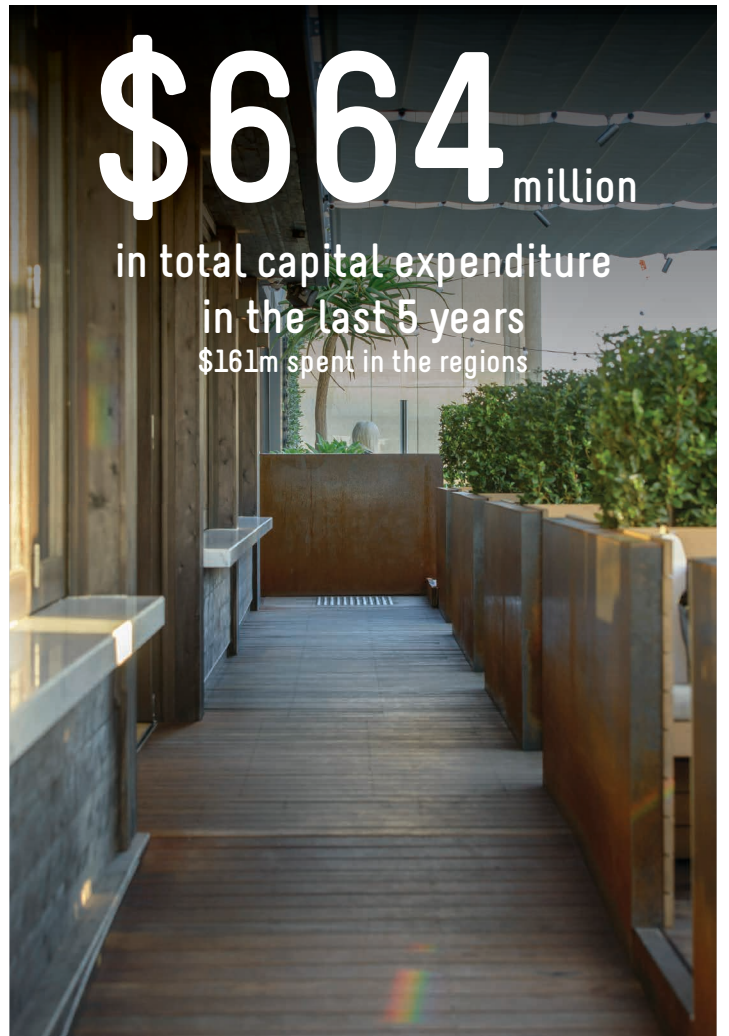
in Gross State Product & 33,120 full-time equivalent positions*

*SACES estimate of the total impact of the South Australian hotel sector



\$664 million

in total capital expenditure in the last 5 years
\$161m spent in the regions



\$1.23 billion

in annual purchases of liquor, beverages &
food, mostly from local suppliers



More than
12,000

1 to 5 star rooms

STR Global / AHAISA



LIVE IN THE YARD

EVERY FRIDAY 6PM - 9PM &
SUNDAY 2PM - 5PM

MAY

- 1st - Ben Kilsby
- 3rd - Ash Gale
- 8th - Chris Vanderhaak
- 10th - Paige Renee Court
- 15th - Jake Heading
- 17th - Georgia Carey
- 22nd - Jordan D'Sena
- 24th - Sophie Orchard
- 29th - Ed Trainor
- 31st - Ash Gale

W Eat • Drink • Play

A framed poster for 'LIVE IN THE YARD' is mounted on a brick wall. The poster lists the schedule and performers for the month of May. To the right of the text is a simple line drawing of an acoustic guitar.

SA Hotels host around

80%

of all live music gigs

Music SA census (May 2015)



87%

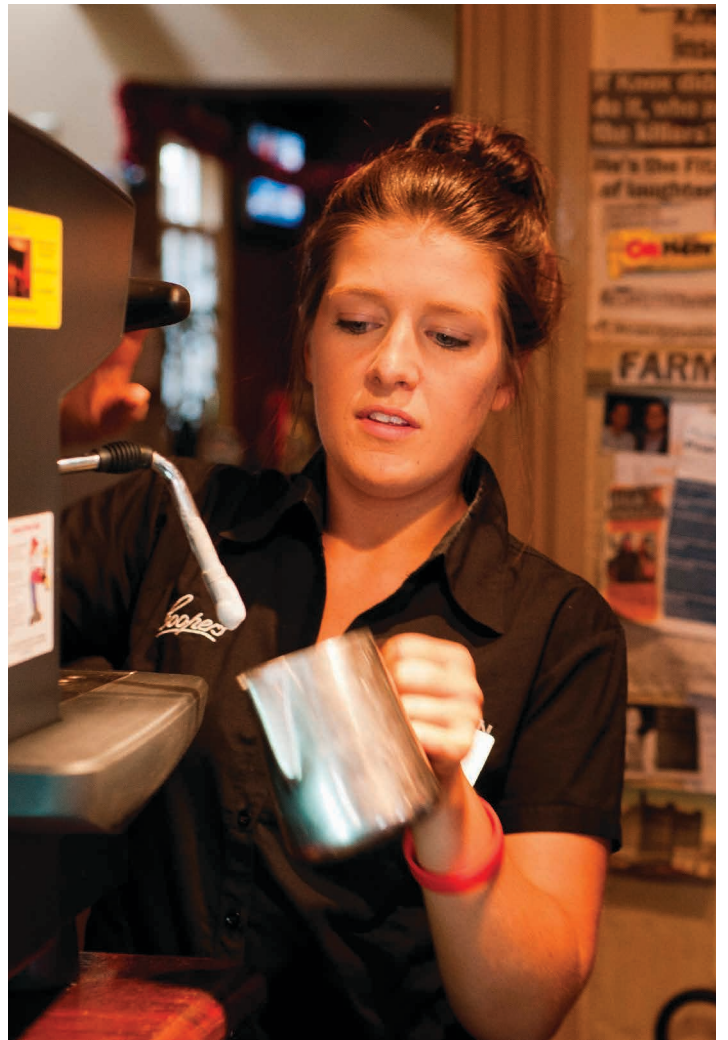
remain family and/or SME based

CBS / AHISA Database



\$710 million
in operating overheads

\$3.63 billion
in annual retail sales



\$445 million
paid in annual taxes, levies & rates



It's a numbers game

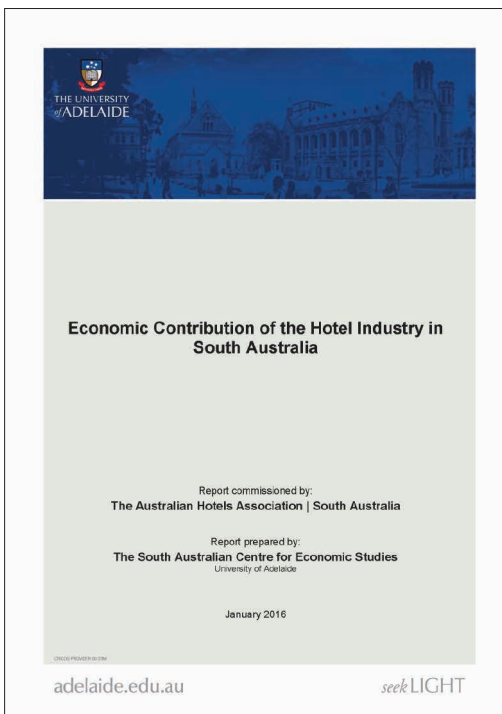
The hotel sector generates 26,250 direct jobs in South Australia. That's 15 times more people than Holden and eight times more than Arrium Whyalla steelworks, both of which were recognised as significant South Australian employers. The 'total economic impact' of the hotel sector on the states economy is estimated to be \$4,025 million in GSP and 33,120 full-time equivalent jobs.

As well as providing much needed ongoing jobs, the hotel industry is also a crucial component of the South Australian tourism and food strategy – and the linchpin of the live music scene. SA hotels and the people who work within them - must be the state's most undervalued asset.





THE UNIVERSITY
of ADELAIDE



Report commissioned by: The Australian Hotels Association | South Australia

Extracts from: Economic Contribution of the Hotel Industry in South Australia.

Report prepared by: The South Australian Centre for Economic Studies - University of Adelaide.

Cricos Provider: 00123M

Full report available at www.ahasa.asn.au

Report Authors

This report was prepared by the University of Adelaide's South Australian Centre for Economic Studies. It was released in January 2016.

The researchers/authors are acknowledged as follows:

- Associate Professor Michael O'Neil, Executive Director
- Anthony Kosturjak, Senior Research Economist
- Mark Trevithick, Research Economist

Methodology

The South Australian Centre for Economic Studies has extensively reviewed publicly available data, conducted a population survey of over 600 hotels (assisted by the AHISA), reviewed previous reports on the industry, reported on the survey results and conducted input-output analysis to report the broader economic impact of the hotel sector.