

## HOTELS AND SERVICED APARTMENTS

THE BRW LIST

	Location	Description of services offered	Website
Accor Australia	International	Affordable luxury hotels	www.accorhotels.com.au
Adelaide DressCircle Apartments	Adelaide	Fully furnished apartments	www.adelaidedresscircle.com.au
Budgetstay	National	Budget-priced serviced apartments and hotels	www.budgetstay.com.au
Central Apartments and Hotels	Brisbane and Melbourne	Executive apartments	www.centralapartmenthotels.com.au
Citybase Apartments	International	City-based apartments	www.citybaseapartments.com
City Edge Serviced Apartments	Victoria	Discount serviced apartments	www.cityedge.com.au
Corporate Keys Australia	Melbourne	Fully equipped serviced apartments	www.corporatekeys.com.au
Furnished Properties	New South Wales	Executive apartments	www.furnishedproperties.com.au
GoStay	National	Online bookings	www.gostay.com.au
Hilton Hotels	International	Hotel rooms	www.hiltonhotels.com.au
Hyatt International	International	Executive hotels	www.hyatt.com
Marriott Australia	International	Affordable luxury hotels	www.marriott.com.au
Medina	National	Apartment space, hotel service	www.meditina.com.au
Meriton Serviced Apartments	Sydney	Five-star accommodation	www.meritonapartments.com.au
Mirvac Hotels and Resorts	Australia and New Zealand	Boutique, CBD and resort-style accommodation	www.mirvac.com
Park Avenue Accommodation Group	Melbourne	Serviced apartments, suites and townhouses	www.serviced-apartments.com.au
Punhill Apartments	Victoria	Inner-city serviced apartments	www.punhill.com.au
Quest Serviced Apartments	National	Executive apartments	www.questapartments.com.au
QuickBeds	National	Online bookings	www.quickbeds.com.au
Rendezvous Hotel and Resorts	International	Corporate rooms and resort rooms	www.rendezvous.com
Rydges Hotels Resorts	Australia and New Zealand	Hotels and resorts	www.rydges.com
Stamford Hotels and Resorts	National	Luxury hotels and resorts rooms	www.stamford.com.au
Starwood Hotels and Resorts	International	Luxury hotels	www.starwoodhotels.com
Stella Hospitality Group	Australia and New Zealand	Hotels and resorts	www.stellaresorts.com.au
Sydneyserviceapartments	Sydney	Luxury, executive and budget apartments	www.sydneyserviceapartments.net
Totaltravel.com	Brisbane	Serviced apartments, suites and townhouses	www.totaltravel.com.au
Travelodge Hotels	Australia and New Zealand	Hotel rooms	www.travelodge.com.au
Vibe Hotels	Sydney, Melbourne, Gold Coast	Fully serviced contemporary apartments	www.vibehotels.com.au
zuji	International	Online hotels and apartments	www.zuji.com.au

## ROOMS AT THE TOP

● Australian hotels and serviced apartments are well placed to withstand the tougher economic times ahead.

Unlike the recession of the 1990s, when the hotel industry suffered badly, the industry's fundamentals are sound, the managing director of hotels consultancy Horwath HTL, John Smith, says.

"Unlike the 1990s, there has been limited growth in new room supply, resulting in high occupancy levels and growing room rates," he says. "Second,

the calibre of hotel management has vastly improved, with major international and domestic hotels now firmly in control of decision-making. The evidence thus far is that management has been able to hold its nerve and resist the temptation to engage in room-rate wars as occupancy has come under pressure. The financial conditions of most hotel owners is far superior to that of the 1990s due to significantly lower debt levels, stronger management skills and lower interest rates than existed 20 years earlier."

Despite speculation of sharp falls in hotel revenue, data from leading hotel

data provider STR Global suggests otherwise. Strong occupancy and room-rate performances were achieved in Perth and Brisbane last year. In the larger markets of Sydney and Melbourne, occupancy rates fell slightly but remained near the 80 per cent mark.

The leisure markets of the Gold Coast and Cairns achieved a surge in demand in January, reflecting a trend towards domestic leisure. "While the industry is far from bulletproof, 2009 is probably in the best shape ever to face whatever the markets throw at it," Smith says. **BRW** Emily Chantiri

## THE BRW LIST

GET IN FRONT OF THE READERS

The BRW List highlights important companies in an industry to help small and medium enterprises to access services and support. To list your company, email details to [echantiri@brw.fairfax.com.au](mailto:echantiri@brw.fairfax.com.au). Please ensure that information is sent at least four weeks before publication. Upcoming directories are listed right.

## COMING UP

Issue date	Business directory
February 19	Debt collectors
March 5	Consulting engineers
March 12	Cleaning/maintenance
March 19	Packaging
April 2	Web developers
April 9	Private equity