



Australian Hotels Association
WESTERN AUSTRALIA

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Media Release

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Perth hotel demand strong, South West opportunity for growth – latest statistics

Western Australia continues to have one of the most diverse hotel accommodation sectors in the country with tourism regions in the South West experiencing occupancy rates ranging from 34-69% according to the latest Australian Bureau of Statistics (ABS) and Australian Hotels Association (AHA) WA industry data.

AHA(WA) CEO Bradley Woods said the latest occupancy rates show the industry continues to be competitive in the Perth metropolitan area, attracting the interest of investors and developers, while WA's traditional tourism regions in the South West having opportunity for growth.

"In the December 2012 quarter, the Perth CBD recorded an average hotel occupancy rate of 83.4%, while in tourism towns, such as Augusta and Margaret River, it is a very different story. The South West recorded an average hotel occupancy rate of 56.3% according to the latest ABS report released today.

"Current high demand from business travelers for accommodation in Perth especially from the resource industry has brought with it both pressures and opportunities.

"We know of a number of domestic and international hotel development and management companies that are investigating Perth and in particular weighing up the support of the WA Government and recent changes to planning laws and plot ratios made by the City of Perth.

"The average price of a hotel room in the Perth metropolitan area is \$211.70 per night. There are competitive prices for tourists who book their holiday travel in advance and plan to stay in Perth on the weekends while visiting our extraordinary tourism regions during the week."

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For further information please contact Chuck Ellis, AHA (WA) Public Affairs Manager on 08 9321 7701, pubaff@ahawa.asn.au, or 0410 503 301.