



Australian Hotels Association
WESTERN AUSTRALIA

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Media Release

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Latest WA hotel statistics show need for tourism support

Western Australia continues to have a diverse hotel accommodation sector with metropolitan and mining regions outperforming tourism regions according to the latest release of occupancy rates by the Australian Bureau of Statistics (ABS) and Australian Hotels Association (AHA) WA industry data.

“The latest hotel occupancy rates support the calls from the hospitality and tourism industry for an additional \$27 million p.a. to market WA’s struggling tourism regions.

“In the October to December 2011 quarter the Perth metropolitan and North West region recorded hotel occupancy rates of 80% and 62.9% respectively, while in tourism regions, such as Margaret River, it is a very different story,” said AHA (WA) CEO Mr. Bradley Woods.

“In the fourth quarter 2011, the South West recorded an average hotel occupancy rate of 56.5% according to the latest ABS report released today.

“Perth appears to maintain high occupancy rates, however our data shows a difference in occupancy rates when comparing Monday through Thursday, when it is difficult to find a room available, with the weekends when business travelers return home .”

“The AHA is calling for the WA Government to make a substantial increase in investment in marketing our state brand, if not then we will continue to fall behind other states and other countries which clearly understand the value of the tourism and hospitality industry,” said Mr. Woods.

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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.