



Australian Hotels Association
WESTERN AUSTRALIA

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Latest WA hotel statistics show diverse industry

Western Australia has 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.

“In the July to September 2011 quarter the Perth metropolitan and North West region recorded hotel occupancy rates of 79.2% and 77% respectively, while in tourism regions, such as Margaret River, it is a very different story,” said AHA (WA) CEO Mr. Bradley Woods.

“In the third quarter 2011, the South West had a hotel occupancy rates of 43.7% according to the latest ABS report released today.

“We have to look beyond WA’s state wide average occupancy rates, which have changed little in recent years, and focus on tourism regions which do not have the benefit of business and resource industry travel that Perth and the North West enjoy.

“AHA (WA) industry data shows occupancy rates in the South West were lagging well behind those in the rest of the state for the third quarter 2011.

“Even in Perth, which appears to maintain high occupancy rates, our data shows a significant change in the industry with significant reductions in the numbers of visitors from the traditional UK and European markets, while recording a healthy rise in travelers from emerging Asian markets.

“These statistics demonstrate the need for continued investment in marketing and promotional support for our tourism sector.

“The State government’s additional support of \$60 million for events tourism over the next four years and focus on Asian markets should positively impact tourism in the medium term.”

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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.