

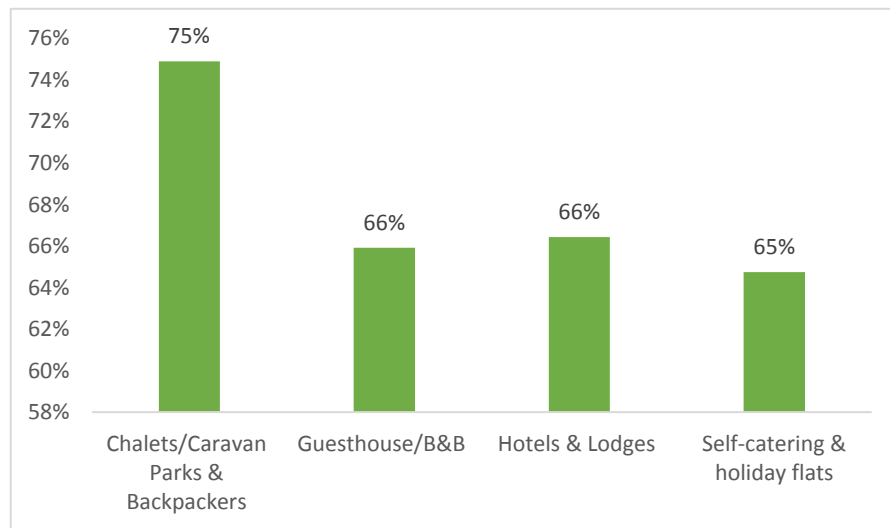
iLembe District Accommodation Surveys - April 2017



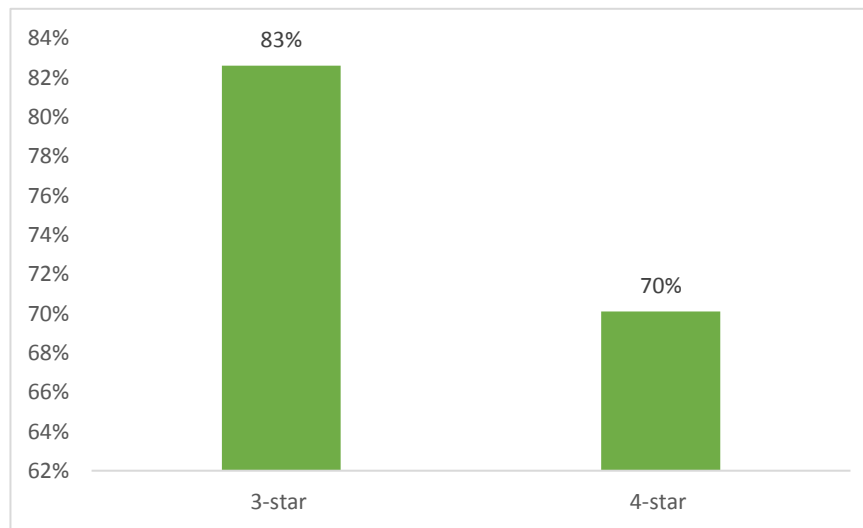
The iLembe District tourism industry research study is being conducted by Enterprise iLembe. Grant Thornton conducts the research on their behalf using a standardised survey that is completed online or telephonically and analysed by Grant Thornton. The research is consolidated on a quarterly basis to estimate the number of overnight tourists to iLembe District. In April 2017, 103 establishments representing 872 rooms/units participated in the survey.

Average room/unit occupancy in April was 67% (n=102)

Average room occupancy by type of establishment



Average room occupancy by grade



**Sample size of 1, 2 & 5-star too small to report on*

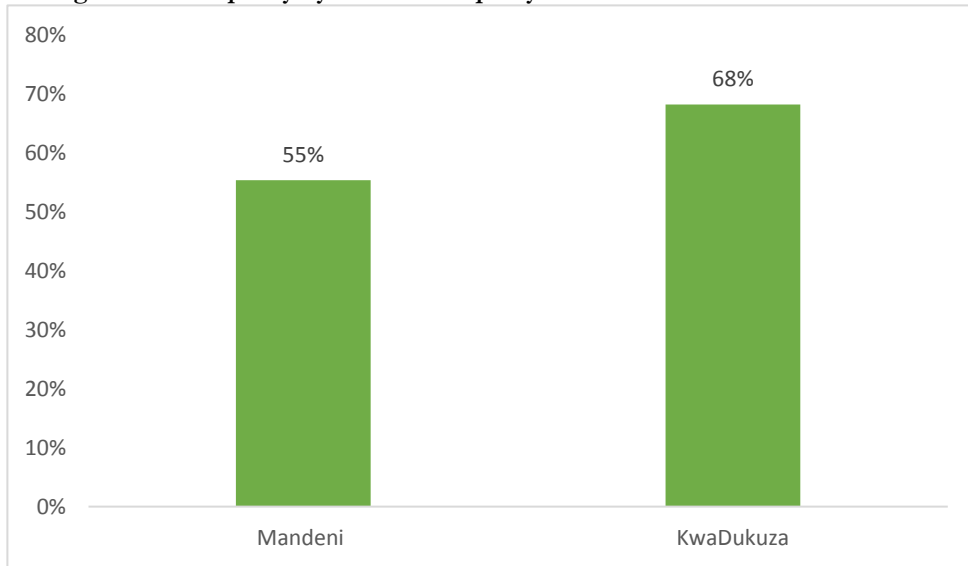
**3-star results to be viewed with caution due to small sample size*

Average Room Occupancy by Month

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2017	No data	No data	60%	67%								

**Weighted average room occupancy*

Average room occupancy by local municipality



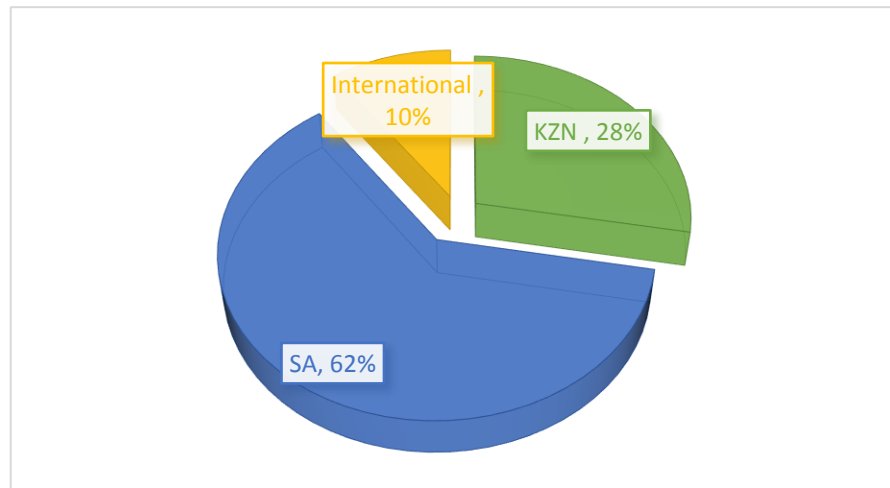
In April 2017, the **top domestic source market was Gauteng**

Top international source markets were:

- Germany
- Netherlands
- UK

Origin of guests

(n=102)



Purpose of Visit

(n=102)

