

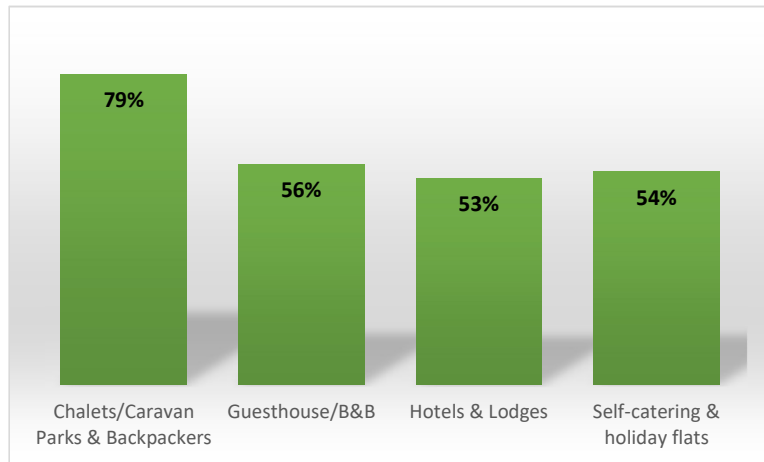
iLembe District Accommodation Surveys - January 2018



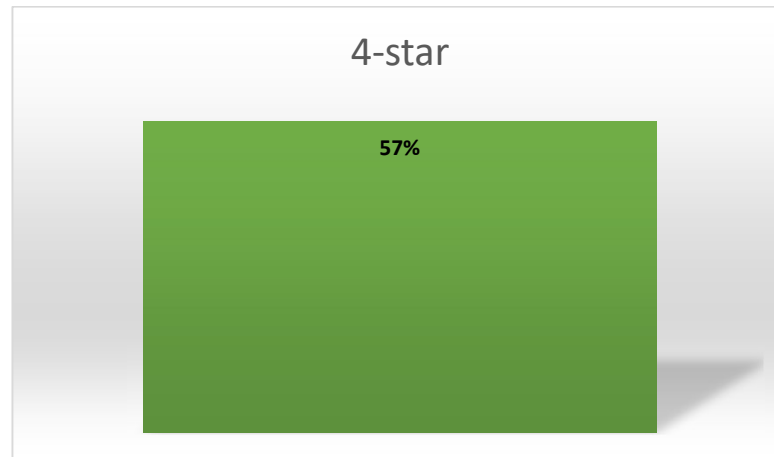
The iLembe District tourism industry research study is being conducted by Enterprise iLembe. Grant Thornton conducts the research on their behalf using a standardised survey that is completed online or telephonically and analysed by Grant Thornton. The research is consolidated on a quarterly basis to estimate the number of overnight tourists to iLembe District. January 2018, 92 establishments representing 611 rooms/units participated in the survey.

Average room/unit occupancy in January was 58% (n=92)

Average room occupancy by type of establishment



Average room occupancy by grade



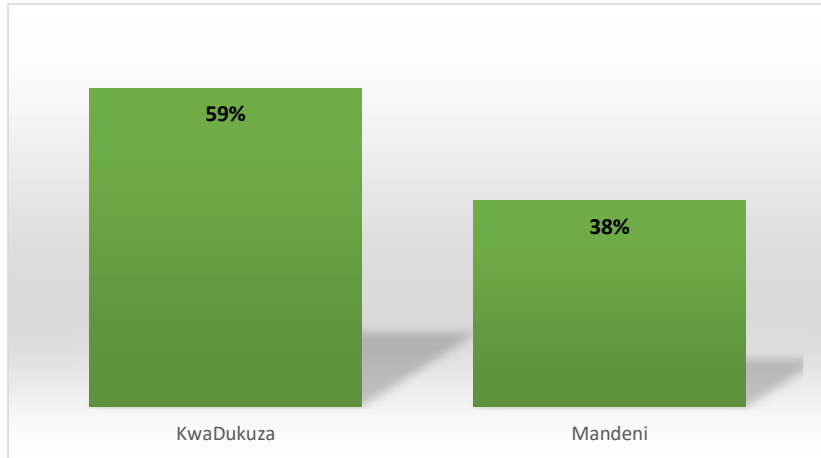
**Sample size of 1, 2, 3 & 5-star too small to report on (only formally graded accommodation included)*

Average Room Occupancy by Month

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2018	58%											
2017	No data	No data	61%	67%	60%	59%	61%	56%	57%	56%	57%	72%

**Weighted average room occupancy*

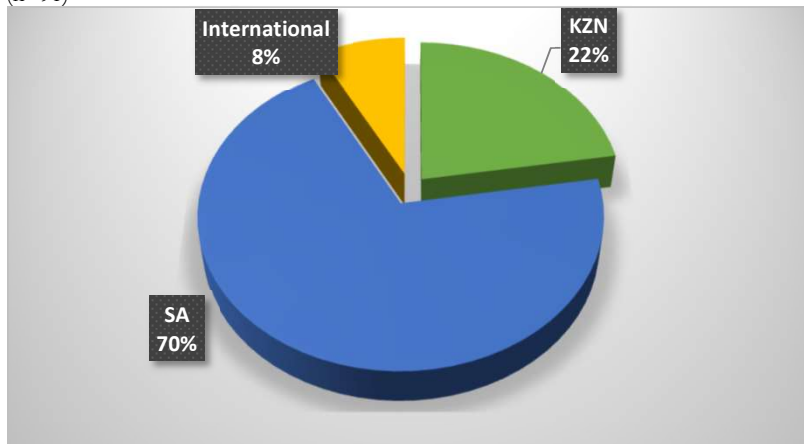
Average room occupancy by local municipality



In January 2018, the **top domestic source market was Gauteng**

Top international source market was:
Germany

Origin of guests
(n=91)



Purpose of Visit
(n=91)

