

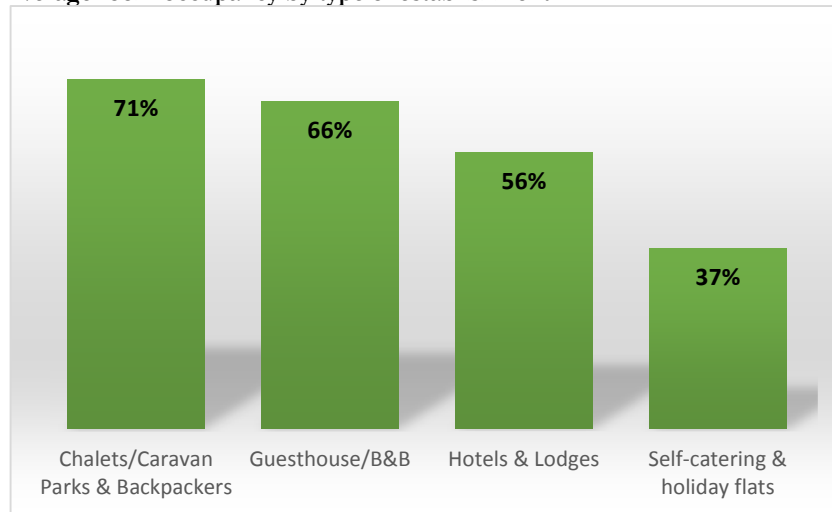
**iLembe District Accommodation Surveys - November 2017**



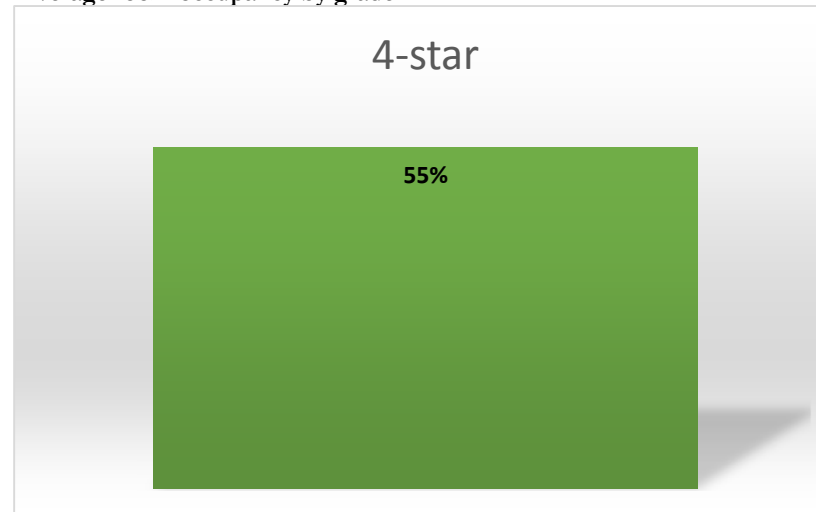
*The iLembe District tourism industry research study is being conducted by Enterprise iLembe. Grant Thornton conducts the research on their behalf using a standardised survey that is completed online or telephonically and analysed by Grant Thornton. The research is consolidated on a quarterly basis to estimate the number of overnight tourists to iLembe District. November 2017, 92 establishments representing 608 rooms/units participated in the survey.*

**Average room/unit occupancy in November was 57% (n=92)**

**Average room occupancy by type of establishment**



**Average room occupancy by grade**



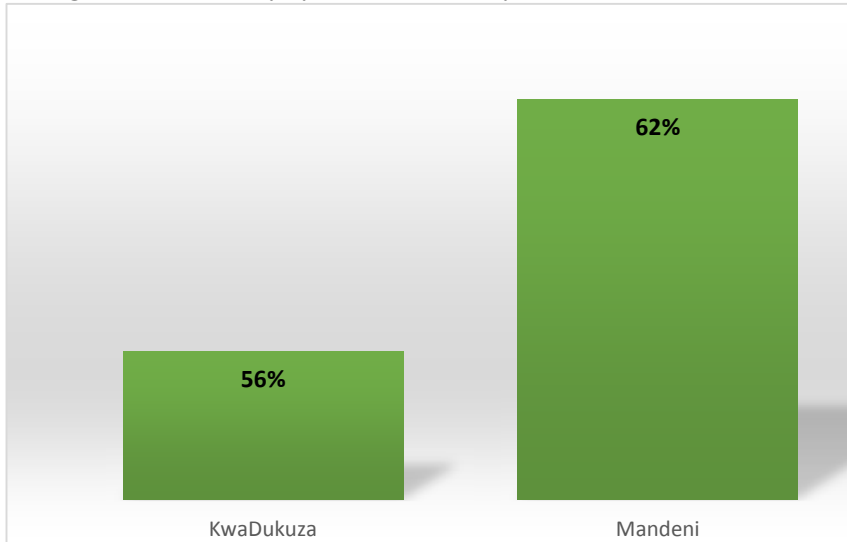
*\*Sample size of 1, 2, 3 & 5-star too small to report on (only formally graded accommodation included)*

**Average Room Occupancy by Month**

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
<b>2017</b>	No data	No data	61%	67%	60%	59%	61%	56%	57%	56%	57%	

*\*Weighted average room occupancy*

Average room occupancy by local municipality

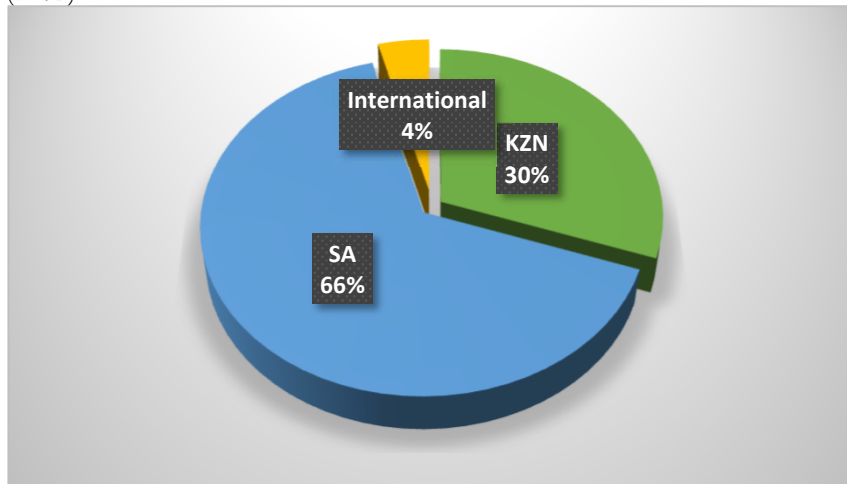


In November 2017, the **top domestic source market** was **Gauteng**

**Top international source market** was:  
Germany

Origin of guests

(n=92)



Purpose of Visit

(n=92)

