

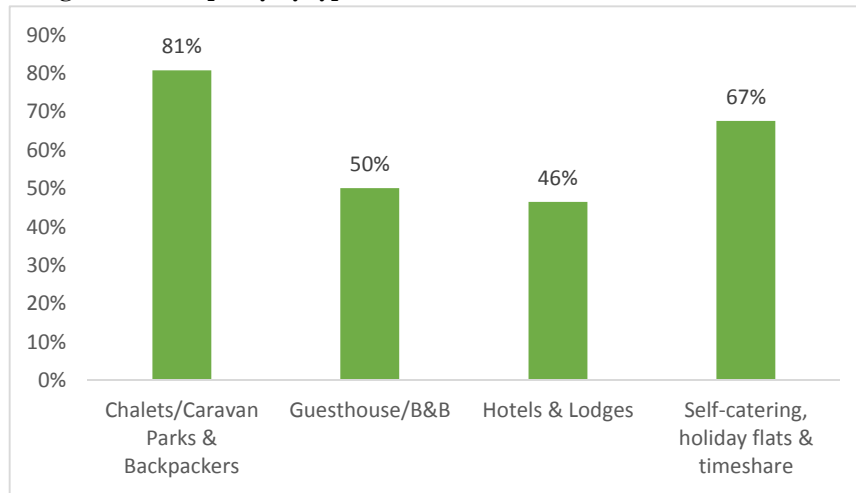
iLembe District Accommodation Surveys - August 2017



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 August 2017, 31 establishments representing 671 rooms/units participated in the survey.

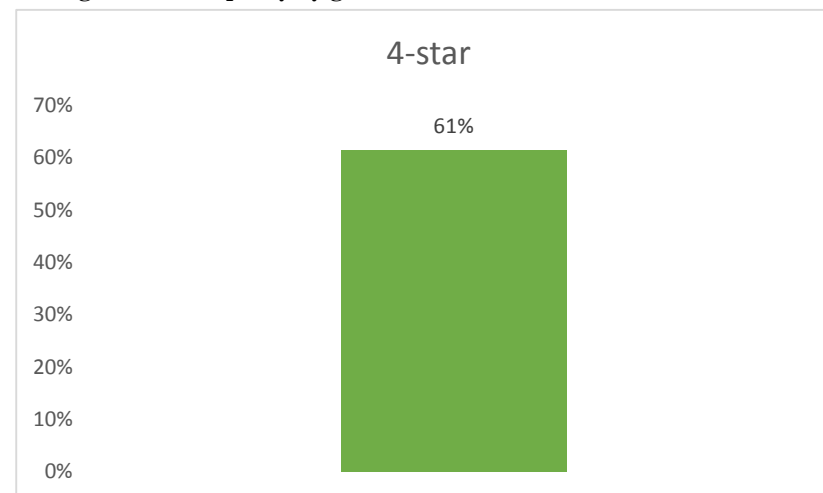
Average room/unit occupancy in August was 57% (n=31)

Average room occupancy by type of establishment



**Data for holiday letting still forthcoming*

Average room occupancy by grade



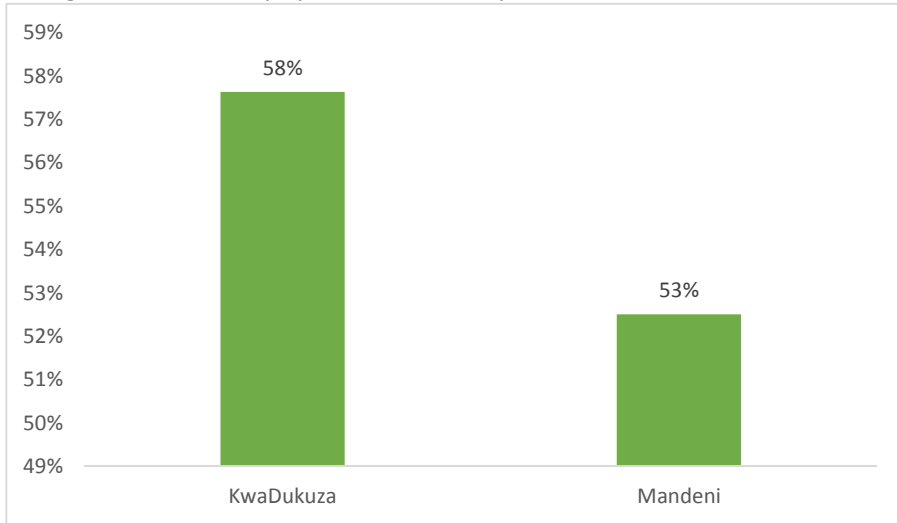
**Sample size of 1, 2, 3 & 5-star too small to report on*

Average Room Occupancy by Month

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

**Weighted average room occupancy*

Average room occupancy by local municipality



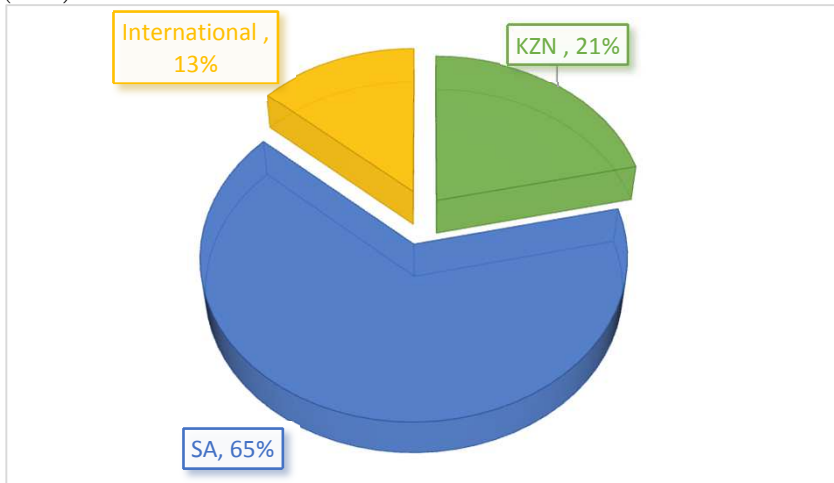
In August 2017, the **top domestic source market was Gauteng**

Top international source market was:

- Germany
- Netherlands

Origin of guests

(n=31)



Purpose of Visit

(n=31)

