

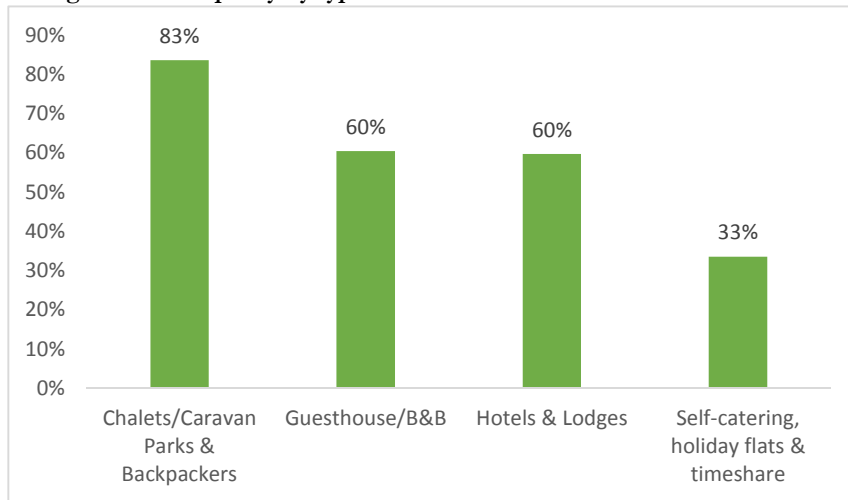
iLembe District Accommodation Surveys - July 2017



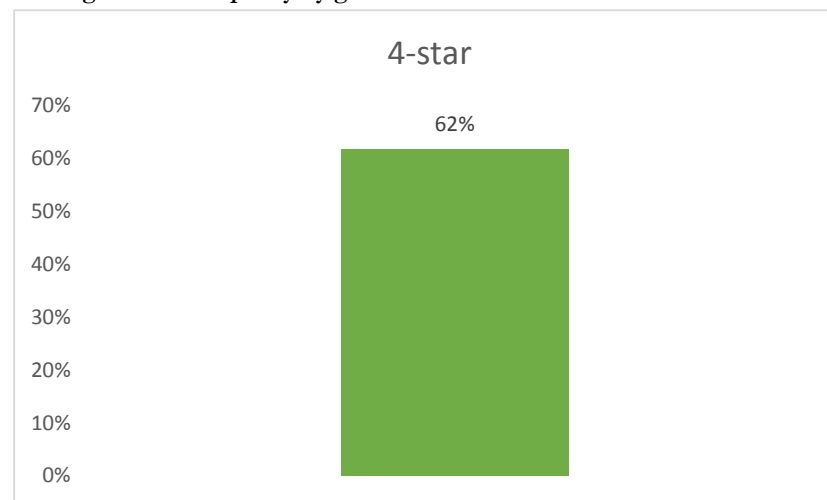
The iLembe District tourism industry research study is being conducted by Enterprise iLembe. Grant Thornton conducts the research on their behalf using a standardised survey that is completed online or telephonically and analysed by Grant Thornton. The research is consolidated on a quarterly basis to estimate the number of overnight tourists to iLembe District. In July 2017, 63 establishments representing 564 rooms/units participated in the survey.

Average room/unit occupancy in July was 61% (n=63)

Average room occupancy by type of establishment



Average room occupancy by grade



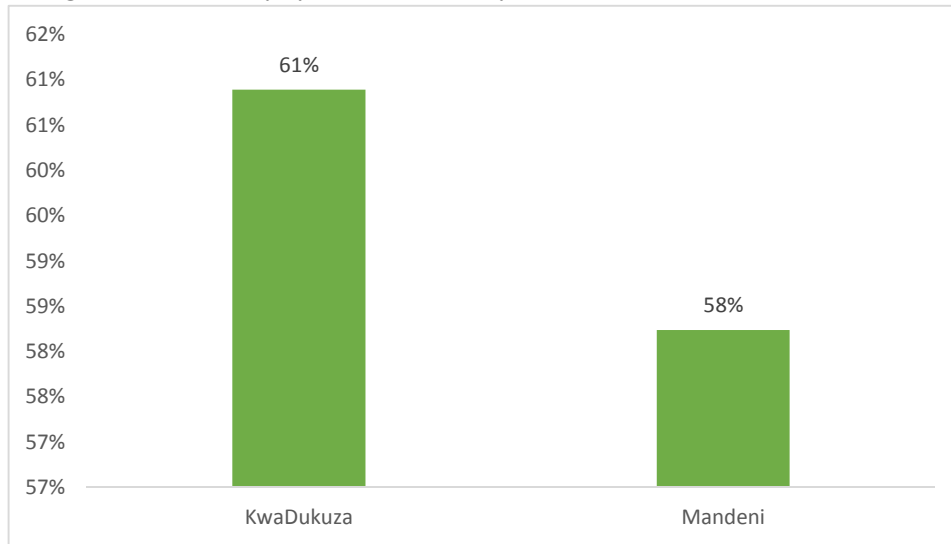
**Sample size of 1, 2, 3 & 5-star too small to report on*

Average Room Occupancy by Month

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

**Weighted average room occupancy*

Average room occupancy by local municipality



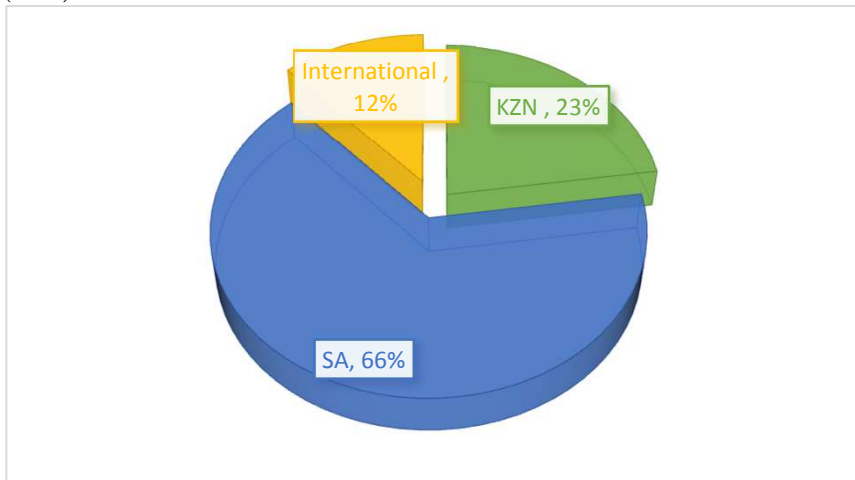
In July 2017, the **top domestic source market was Gauteng**

Top international source market was:

- Germany
- Netherlands
- France

Origin of guests

(n=63)



Purpose of Visit

(n=63)

