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MEDIA RELEASE

HOTEL ACCOMMODATION SECTOR SLUMPS IN SEPTEMBER

The Tasmanian Hospitality Association (THA) today released the results of the THA Hotel Occupancy survey for September 2011, showing a continuing decrease of 5.31% in occupancy levels overall for the state for the month of September compared to last year with an overall occupancy level for the state of 61.11%.

"All three regions have shown a decrease in September with the South (-8.98%), North (-1.51%) and North West (-5.34%) all down on last year." Mr Old said.

The survey is conducted each month with THA member accommodation hotels and is a survey of approximately 80,000 room nights per month.

"Average hotel occupancy across Tasmania for the 12 month period to September 30 was 68.97%, a decrease of 1.38% on the previous year." Mr Old said.

"The Average room rates for the state for September were up in the South (+\$1.51) and North West (+\$2.23) from the previous year. The North (-\$4.17) showed a decrease compared to last year, overall for the state there was a \$0.93 increase" Mr Old said.

"The overall Yield for September for the state decreased by \$7.02 with the North West (-\$5.35), the South with a huge drop (-\$11.41) and North (-\$4.52) all showing decreases in yield." Mr Old said.

"We are starting to sound like a broken record but once again these figures are alarming and something needs to be done by government if we are to change this trend" Mr Old said.

"I am sick and tired of reading stories in mainland media where governments are reacting to the slowing down of the tourism sector in their state to then hearing a deafening silence in Tasmania" Mr Old said

"To what downward level does our accommodation sector need to stoop before someone supports an area of industry that supports jobs and investment in Tasmania?!" Mr Old said



TASMANIAN HOSPITALITY ASSOCIATION

25/93 Salamanca Place, Hobart Tas 7000 T: 03 6224 7033 F: 03 6224 7988
PO Box 191, Battery Point Tas 7004
E: aha@australianhotels.asn.au W: www.australianhotels.asn.au

“The THA calls for government to react to these latest figures and advise our association what the government plans to do to reverse this serious trend in the coming weeks and months before it is too late for many businesses and their staff” Mr Old said

“The THA is working hard with bodies such as the TICT, Tourism Tasmania and the major airports to look at issues of access to the state and it was pleasing to see in today’s media of increase flights into the state with Jetstar and we applaud this” Mr Old said

“But given the figures for September it is obvious that we still need to see more dollars invested by government into the marketing of our state to help fill these planes and further increase access opportunities into the future” Mr Old said

“The THA as the Peak Body for Hospitality and Accommodation in Tasmania will continue to lobby hard for the interests of our members and the industry” Mr Old said

Region	September 2011 Occupancy	Avg Annual Occupancy*	September 2011 Room Rate	September 2011 Yield
South	70.89% (-8.98%)	78.17% (-0.68%)	\$154.37 (+\$3.07)	\$109.43 (-\$11.41)
North	58.11% (-1.51%)	65.95%(-0.46%)	\$134.16 (-\$4.17)	\$77.96 (-\$4.52)
North West	39.90% (-5.34%)	50.12% (-2.91)	\$119.03 (+\$2.23)	\$47.49 (-\$5.35)
Tasmania	61.11% (-5.31%)	68.97% (-1.38%)	\$143.83 (+\$0.93)	\$87.90 (-\$7.02)

- *based on average occupancy levels for the last 12 months (Oct 2010 – September 2011.)
- () numbers in brackets represent the change for the same period in the previous year

THA General Manager Steve Old is available on
(03) 6224 7033 for comment.