



MEDIA RELEASE

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Hotel Accommodation Sector experiences improved May period

The Australian Hotels Association (Tasmanian Branch) today released the results of the AHA Hotel Occupancy survey for May 2009, showing improved occupancy levels for the month compared with previous years, with the south of the state recording a 5.25% increase on the same period last year.

The survey is conducted each month with AHA member accommodation hotels and is a survey of approximately 70,000 room nights per month.

AHA Tasmania General Manager, Mr Steve Old, said that the Tasmanian hotel accommodation sector had experienced a very solid start to the year based on occupancy numbers but the industry was starting to experience a slowing down due to the notorious slower winter months.

“Average hotel occupancy across Tasmania for May was 67.09%, 2.76% up on the same period last year. Average annual occupancy for the period June 2008-May 2009 in the state is up 1.51% also” Mr Old said.

“Although the occupancy levels were improved, the Average room rates for the state for May were unchanged from the previous year. The North (+\$9.65) received a positive result for the month but the South (-\$4.34) and North West (-\$0.66) both had a drop for the month compared to previous years” Mr Old said.

“The overall Yield for May for the state increased by \$3.98 which was a positive result overall” Mr Old said.

Mr Old said “given all the negative talk at present over the economy, it was positive to see Tasmania performing well in the hotel occupancy area compared to previous years”.

“I continue to reiterate, much of the credit for our improved figures must go to Tourism Tasmania, TT Line and the Tourism and Hospitality industries for the work they are doing co-operatively to promote Tasmania as a holiday destination in what is becoming an extremely tough market” Mr Old said



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“I think looking at the solid figures recorded in the north for May shows that the promotional work being undertaken by TT Line and Tourism Tasmania is working in that part of the state” Mr Old said.

“TT Line has been doing some great promotional work and our industry and members fully support the work they are doing and we hope they continue to be supported and assisted by government where possible”. Mr Old said

“The AHA and RCA in Tasmania fully supports the tourism industry in the state and we believe support for the tourism industry is one of the non-negotiables’ the government must do. Every area of the state is a winner when we have strong tourist numbers and tourists are here spending money and benefiting the tourism, hospitality and retail sectors” Mr Old said.

“As an association, we have been meeting with politicians from all sides of parliament over recent months and one issue we have been seeking support on is further funding for the tourism industry in this state” Mr Old said.

“I have had some very good conversations with Tourism Minister Michelle O’Byrne and I know she is working extremely hard on behalf of the industry” Mr Old said

“The Hospitality industry is one of the biggest employers and investors in this state and for our members to continue to employ and invest in the future of young Tasmanians, we need to have a strong tourism industry that is fully supported by government” Mr Old said.

| Region | May 2009 Occupancy | Avg Annual Occupancy* | May 2009 Room Rate | May 2009 Yield |
|-----------------|---------------------------|------------------------------|---------------------------|--------------------------|
| South | 77.23% (5.25%) | 79.93%(+1.77%) | \$150.04(-\$4.34) | \$115.88 (-\$4.75) |
| North | 65.21%(1.31%) | 70.34%(+0.73%) | \$143.53(+\$9.65) | \$93.60 (+\$8.05) |
| North West | 43.85%(-0.59%) | 53.69%(+2.65%) | \$120.41(-\$0.66) | \$52.80 (-\$0.42) |
| Tasmania | 67.09%(2.76%) | 72.13%(+1.73%) | \$144.34(+\$0.00) | \$96.84 (+\$3.98) |

- based on average occupancy levels for the last 12 months (June 2008 - May 2009)
- () numbers in brackets represent the change for the same period in the previous year

**AHA Tasmania General Manager Steve Old is available on
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