

Tourist accommodation in the Grampians

- Monthly occupancy rates by tourism region
for the period March 2009 to March 2010

Hotel, motels and serviced apartments room occupancy rates and caravan park site occupancy rates
in the Grampians

Room and site occupancy rates

ROOM OCCUPANY RATE															
Tourism region	Mar-09	Apr-09	May-09	Jun-09	Jul-09	Aug-09	Sep-09	Oct-09	Nov-09	Dec-09	Jan-10	Feb-10	Mar-10	Change on previous month	Change on corresponding month previous year
Wimmera	41.6%	46.4%	38.3%	34.1%	40.4%	40.8%	41.4%	46.9%	38.3%	33.0%	24.7%	30.5%	38.1%	7.6	-3.5
Western Grampians	np	62.1%	54.1%	53.5%	48.6%	53.3%	59.1%	61.4%	58.1%	45.6%	45.6%	52.3%	60.9%	8.6	na
Central Highlands	42.5%	42.7%	35.0%	34.4%	30.0%	29.7%	39.0%	48.5%	48.1%	38.0%	31.9%	36.1%	41.2%	5.1	-1.3
SITE OCCUPANY RATE															
Tourism region	Mar-09	Apr-09	May-09	Jun-09	Jul-09	Aug-09	Sep-09	Oct-09	Nov-09	Dec-09	Jan-10	Feb-10	Mar-10	Change on previous month	Change on corresponding month previous year
Wimmera	np	np	np	np	np	np	np	np	np	np	np	np	np	na	na
Western Grampians	43.3%	47.8%	41.5%	35.5%	34.1%	33.9%	38.9%	46.6%	44.7%	42.3%	38.6%	35.9%	45.8%	9.9	2.5
Central Highlands	21.9%	30.3%	19.3%	17.0%	15.9%	15.0%	20.2%	24.9%	25.3%	21.3%	26.5%	23.0%	25.3%	2.3	3.4

np = not published by the Australian Bureau of Statistics, most likely for commercial-in-confidence reasons.

•**In Mar 10**, Western Grampians (60.9%) had the highest **room occupancy rate** of the three tourism regions within the Grampians - up by 8.6% pts on Feb 10 (note: there was not data published for Western Grampians for Mar 09). Central Highlands (41.2%) had the 2nd highest rate - up by 5.1% pts on Feb 10, but down by 1.3% pts on Mar 09. Wimmera (38.1%) had the lowest rate - up by 7.6% pts on Feb 10, but down by 3.5% pts on Mar 09.

•Western Grampians (45.8%) had the highest **site occupancy rate** - up by 9.9% pts on Feb 10 and by 2.5% pts on Mar 09. Central Highlands (25.3%) had the 2nd highest rate - up by 2.3% pts on Feb 10 and by 3.4% pts on Mar 09. There was not data published for Wimmera between Mar 09 and Mar 10.

Notes (1 of 2)

● Definitions -

- Room occupancy rate = occupied room nights in hotels, motels and serviced apartments divided by available room nights for the period.
- Site occupancy rate = occupied site nights in caravan parks divided by available capacity for the period.
- Hotels = licensed hotels and resorts with facilities, 5 or more room.
- Motels and guest houses = motels, private hotels and guest houses with facilities, 5 or more rooms.
- Serviced apartments = serviced apartments with 5 or more units.
- Caravan parks = caravan parks with 40 or more powered sites.

● Data quality -

- The STA does not have a sample component and the data are not subject to sampling variability. However, other inaccuracies collectively referred to as non-sampling error may affect the data. These non-sampling errors may arise from a number of sources, including:
 - errors in the reporting of data by providers;
 - errors in the process of capturing data;
 - imputation for missing data;
 - definition and classification errors; and
 - incomplete coverage.
- Percentage change figures provided in this report do not necessarily represent statistically significant change.

Notes (2 of 2)

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