

Townsville Bulletin

Low-price lodgings

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The comparative figures were unveiled in the latest Midwood Report, which said nightly room rates in the city in the June quarter averaged \$120.58 which, while a jump from \$117.28 in the June 2009 quarter, was cheaper than the Cairns June quarter average of \$126.91, and the Whitsundays average for the period of \$210.28.

The report puts the Queensland average throughout the year at \$142-\$149 per night with the Barrier Reef islands recording the highest nightly average of \$257-\$296.

The Midwood Report says Townsville enjoyed a rebound in demand for hotel accommodation in the quarter, with room nights sold totalling 52,760, up from 39,474 in the same period in 2009.

However, room nights for motels and serviced apartments recorded a slight fall, from 117,305 in the 2009 June quarter to 115,700.

"Despite the supply of hotel accommodation increasing by 13 per cent in the period, hotel occupancies increased by a significant 11 per cent to an average of 62.4 per cent," the report says.

"While this is a positive result, it is still well below the 73.8 per cent average recorded in the June 2008 quarter."

The report indicates that the city's short-stay accommodation sector will be a beneficiary of Strategic Airlines' new twice-weekly flights to Bali, the only international flights operating from Townsville.

"Strategic Airlines international service is set to fulfil a growing need for local and regional residents, tourists, and sectors such as mining, out of regional Queensland," the report says.

"Visitors arriving from Mackay and Cairns, and regional mining centres such as Mount Isa, Cloncurry and Charters Towers, now have the ability to travel to Bali easily and cost effectively.

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