

## EXT 025: ESPERANCE SEAFRONT CARAVAN PARK PRICING

|                            |                                            |                   |           |
|----------------------------|--------------------------------------------|-------------------|-----------|
| <i>Document Status</i>     | Current                                    | <i>Version No</i> | 1         |
| <i>Document Controller</i> | Manager Community and Economic Development |                   |           |
| <i>Policy Adopted</i>      | July 2017                                  | <i>Res No</i>     | O0717-169 |
| <i>Last Reviewed</i>       | April 2018                                 | <i>Res No</i>     | O0418-075 |

### Objective:

This policy provides direction for use of the 'range' pricing as specified within the Shire of Esperance Annual Schedule of Fees and Charges for accommodation offerings at the Esperance Seafront Caravan Park.

### Policy:

The potential to offer small discounts on accommodation pricing recognises the importance of finding ways of attracting visitors to Esperance outside of the peak seasons and keeping them in town for additional days.

Tourism in Esperance is exceptionally seasonal. The range pricing is designed to provide flexibility:

- During off-peak periods (periods of the year when occupancy rates are expected to be below 50%); and
- With group bookings and promotional activities that benefit the park.

Historical data is to be utilised to identify 'off-peak' periods and discounted pricing is only to be continued until 50% occupancy is achieved. It is recognised that different styles of accommodation may have different periods in which it is appropriate to offer discounted pricing.

It is important to note that 'discounted pricing' is considered to be any price below the maximum identified within the 'range'.

Any discounts applied for groups or promotional activities will give regard to the number of sites being booked in a single block, the level of occupancy already booked/expected for that period and the longer term benefits expected (repeat visits, value of promotional activity etc).

----- Policy Ends -----