

# England Occupancy Survey

February 2020 Results



## Summary of Results

**Room occupancy** remained level for February 2020 at 73%, while bedspace occupancy gained +2% compared February 2019 at 54%. There was an increase of +2.1% in room supply and a rise of +1.4% in demand when compared to the same month in 2019.

**RevPar**, which is the total room revenue divided by the total number of available rooms, decreased by -1% in February 2020 when compared to the previous year at £62.71.

Looking at **destination type**, only minor changes were evident year-on-year. Both declining -1% in roomspace occupancy were City/Large town accommodation at 74% and Seaside at 69%. Small Town room occupancy gained +1 to 69%, while Countryside remained level at 61% in February 2020.

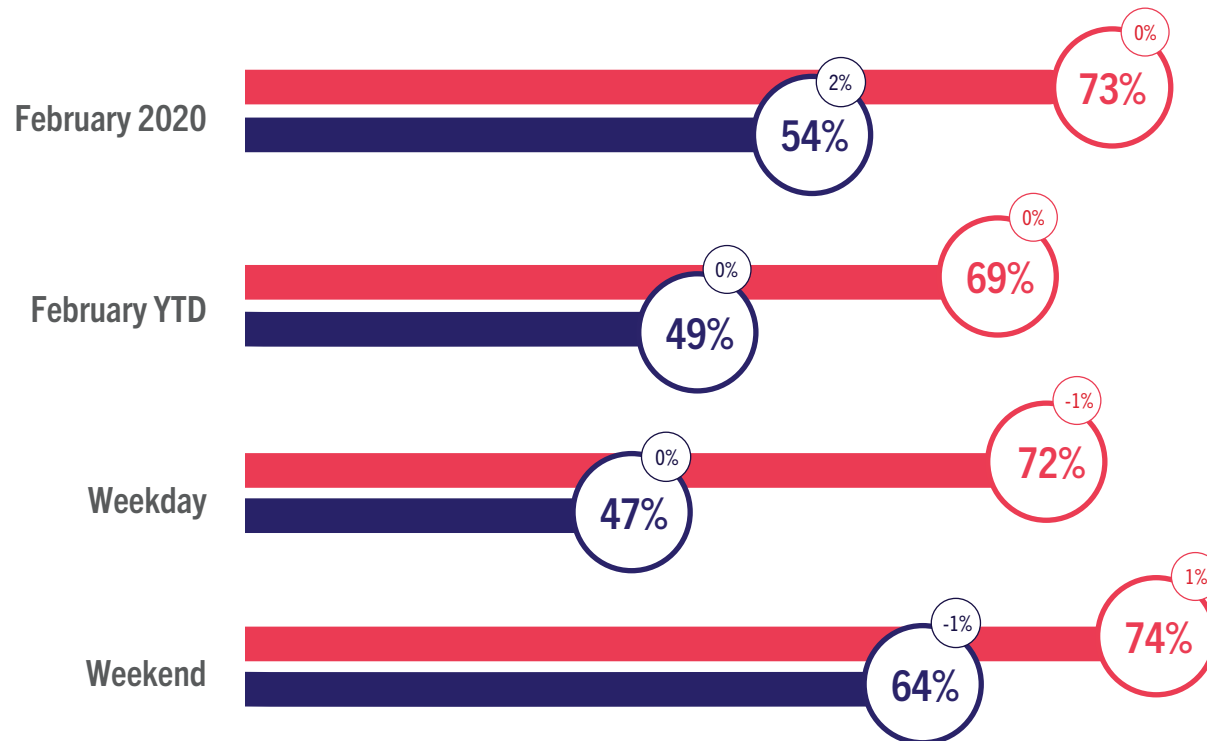
Looking at occupancy by **establishment size**, establishments with 1-25 rooms were level year-on-year regarding roomspace occupancy at 69%, while bedspace increased +2% to 52%. Establishments with 26-50 rooms increased +1% to 71% and gained +2% to 53% on bedspace. Establishments with 51-100 rooms also rose +1% in roomspace (to 73%) and +3% in bedspace (to 56%). Establishments with 101+ rooms dipped slightly to record -1% in roomspace at 73% but gained +2% in bedspace occupancy to achieve 54% in February 2020.

Looking at room occupancy by **region**, the east of England generally achieved positive gains year-on-year while the west experienced slight declines. The strongest gains were experienced by Northeast England, up +3% to 71% room occupancy, and the East Midlands which increased +2% to 72%. The biggest year-on-year decline was recorded for Greater London, which fell -2% to 76% in February 2020.

## England Room and Bedspace Occupancy

At a glance - February 2020

● Room Space ● Bedspace ⓘ % Change



\*As of February 2020 occupancy percentage changes are given in absolute terms – see methodology statement (page 16).

## England Room and Bedspace Occupancy

### Data Tables

Room Occupancy	2018	2019	2020
February	73%	73%	73%
December YTD	69%	69%	69%
Weekday	73%	73%	72%
Weekend	74%	73%	74%

Bedspace Occupancy	2018	2019	2020
February	52%	52%	54%
December YTD	48%	48%	49%
Weekday	47%	47%	47%
Weekend	64%	64%	64%

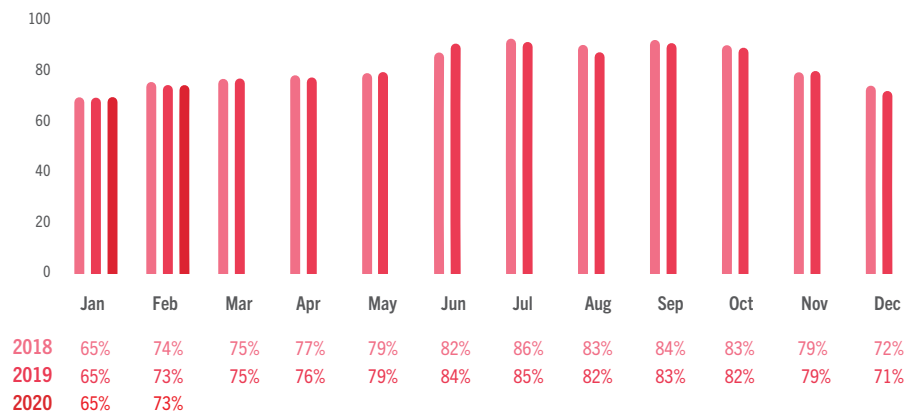
	2018	2019	2020
Room supply	1.6%	2.4%	2.1%
Room demand	1.3%	4.3%	1.4%

Table to the left shows the room supply and room demand year on year relative percentage change.

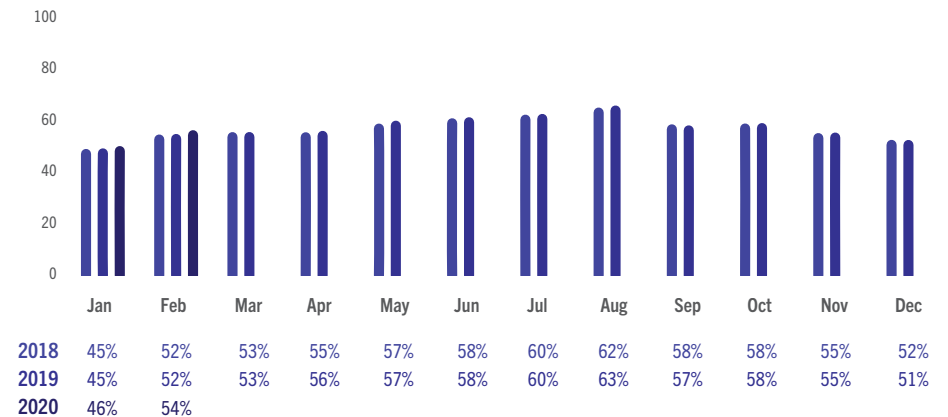


## England Room and Bedspace Occupancy

### Data Tables



England Room Occupancy by Month



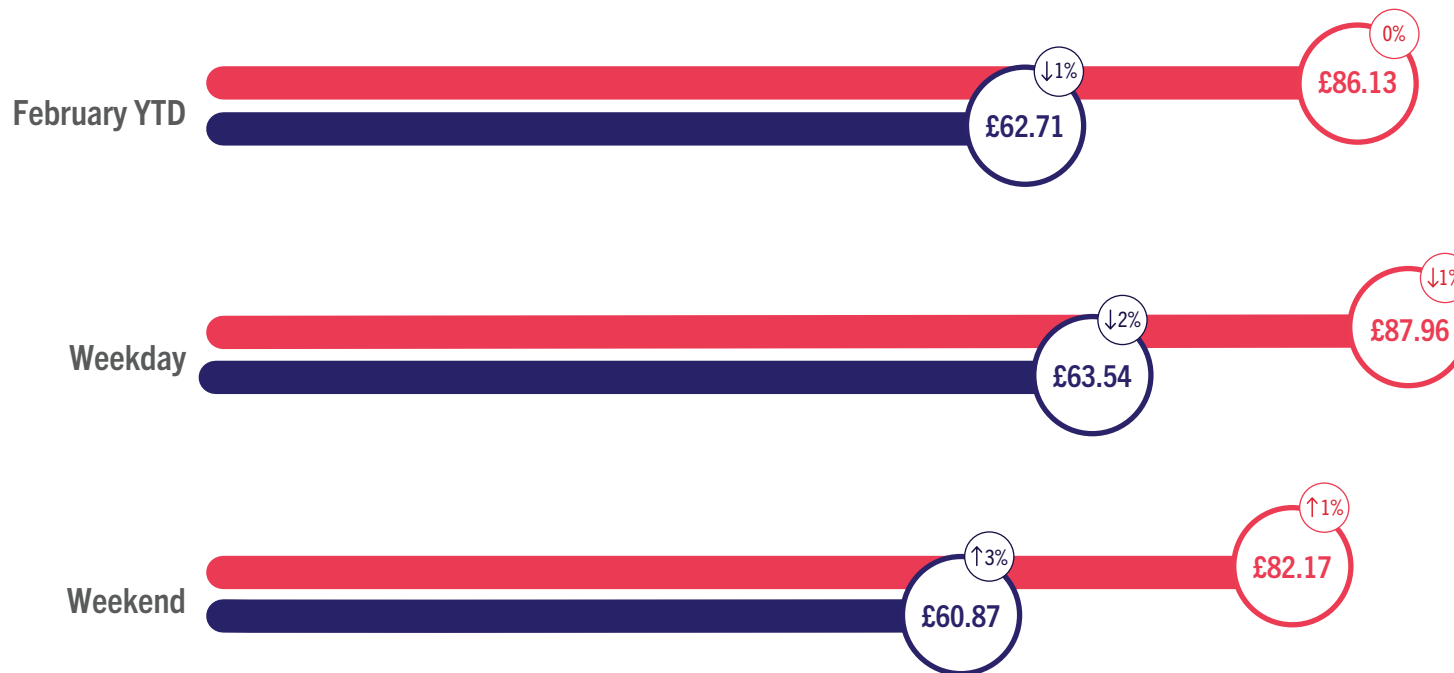
England Bedspace Occupancy by Month



## England ADR and RevPAR

At a glance - February 2020

● ADR ● RevPAR ⓘ % Change





## England ADR and RevPAR

Data Tables

### ADR

	2018	2019	2020
February	£86.76	£86.55	£86.13
Weekday	£88.63	£88.60	£87.96
Weekend	£82.14	£81.37	£82.17

### RevPAR

	2018	2019	2020
February	£63.64	£63.44	£62.71
Weekday	£64.83	£65.12	£63.54
Weekend	£60.69	£59.26	£60.87

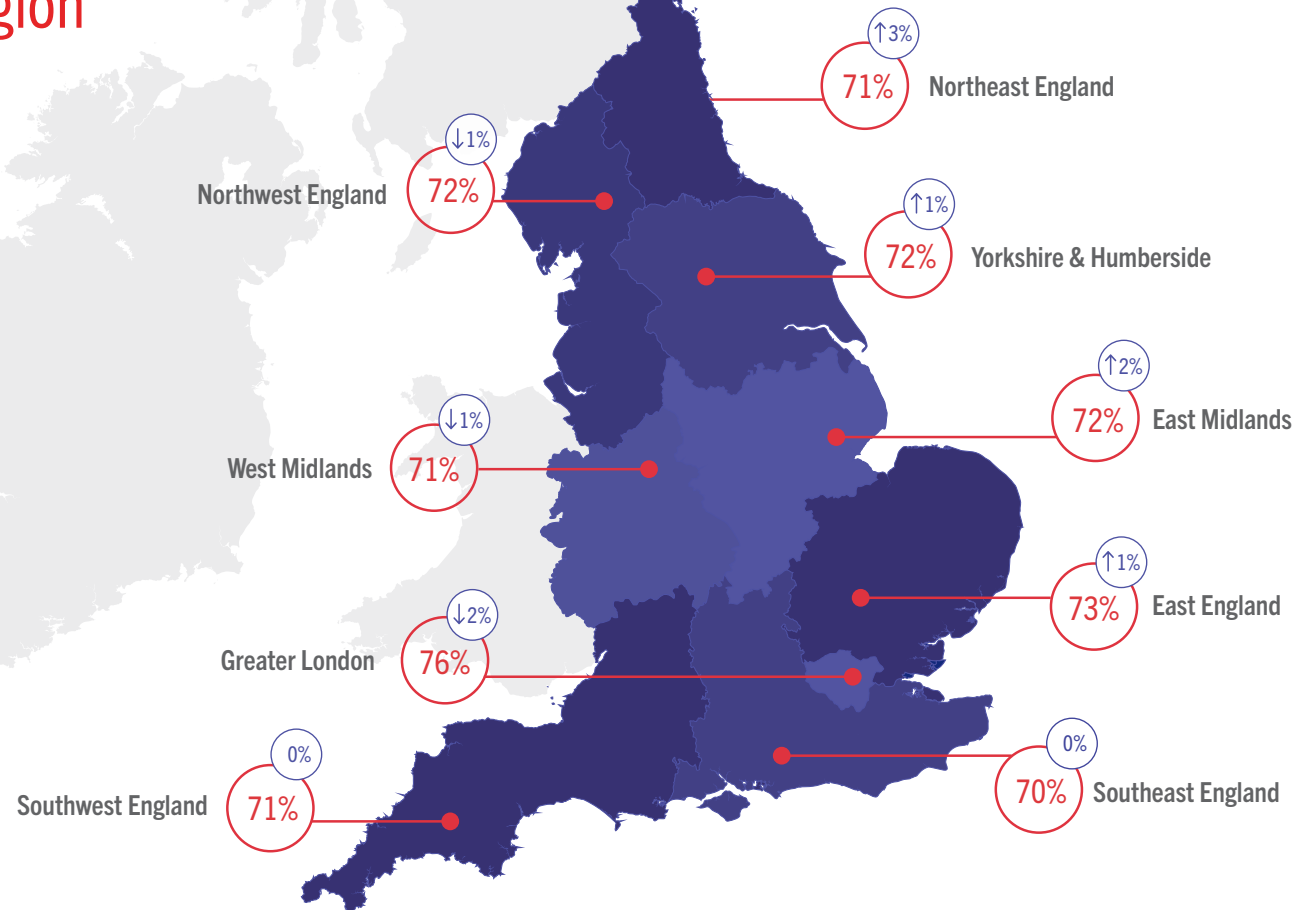


## Room Occupancy By Region

At a glance - February 2020

\*The figures represented within the graphic contain the current month and year occupancy figures as well as the year on year relative percentage change figures.

\*\*As of February 2019 occupancy percentage changes are given in absolute terms – see methodology statement (page 16).





## Occupancy By Region

### Data Tables

Room Occupancy	2018	2019	2020
East England	72%	72%	73%
East Midlands	71%	70%	72%
Greater London	78%	78%	76%
Northeast England	69%	68%	71%
Northwest England	73%	74%	72%
Southeast England	71%	70%	70%
Southwest England	71%	71%	71%
West Midlands	73%	72%	71%
Yorkshire & Humberside	70%	71%	72%

Bedspace Occupancy	2018	2019	2020
East England	51%	51%	54%
East Midlands	50%	49%	53%
Greater London	56%	56%	57%
Northeast England	48%	48%	52%
Northwest England	52%	52%	54%
Southeast England	50%	49%	52%
Southwest England	50%	50%	52%
West Midlands	49%	48%	50%
Yorkshire & Humberside	50%	51%	54%

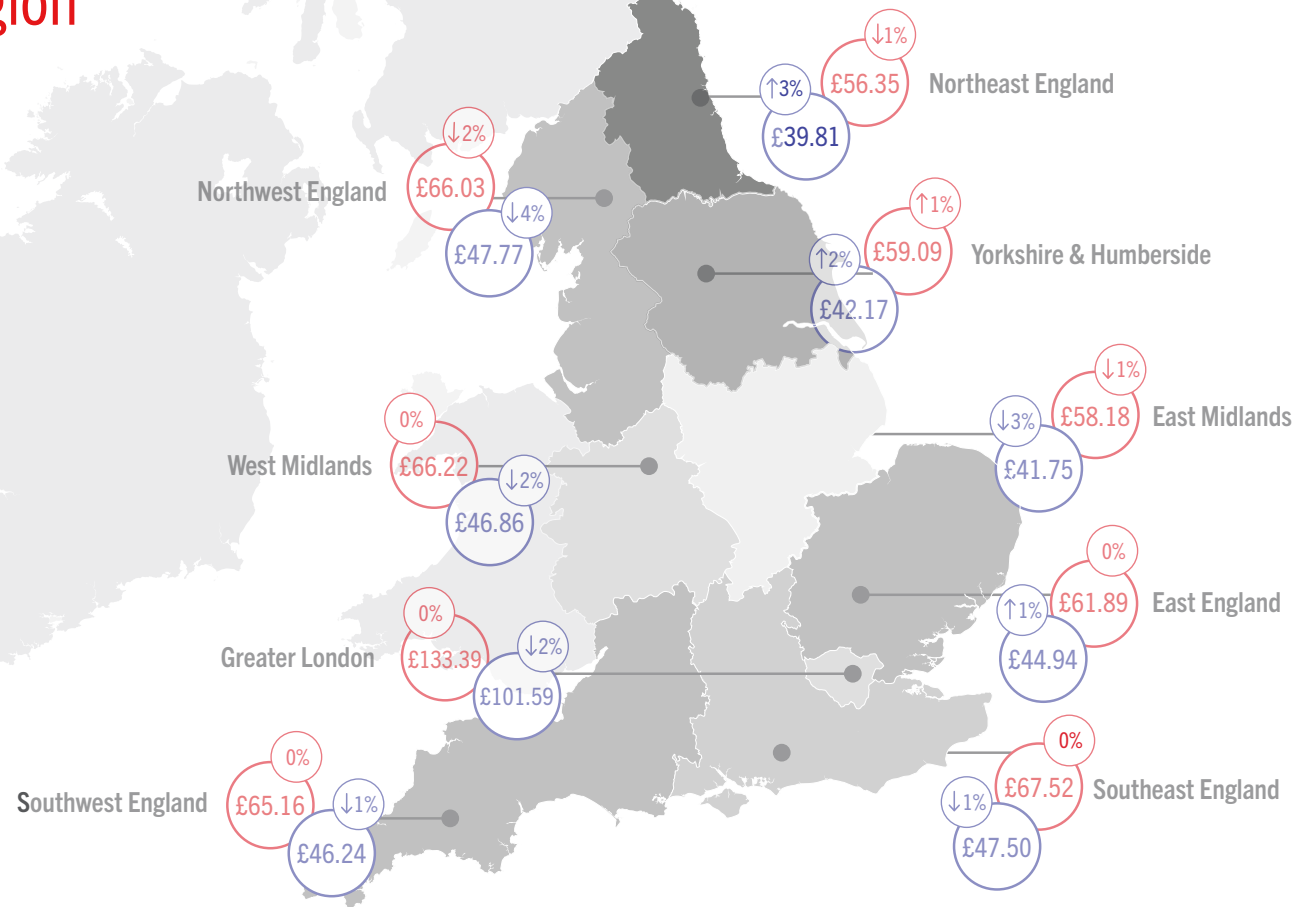


## ADR and RevPAR By Region

At a glance - February 2020

\*The figures represented within the graphic contain the current month and year revenue figures as well as the year on year relative percentage change figures.

● ADR ● RevPAR ⌚ % Change



## ADR and RevPAR By Region

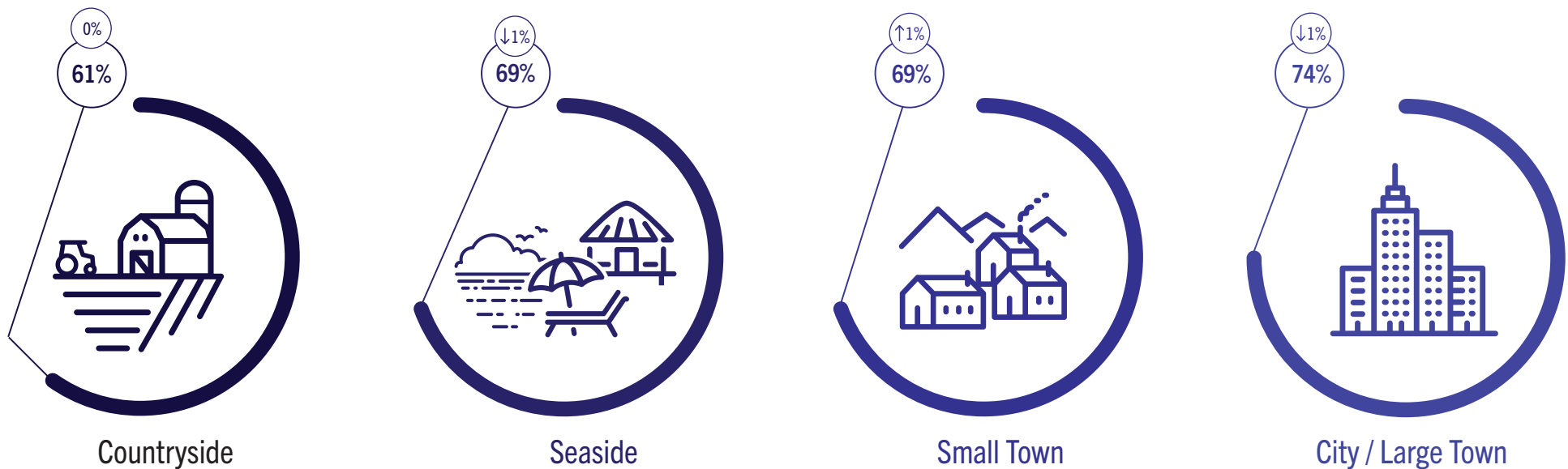
### Data Tables

ADR	2018	2019	2020
East England	£64.22	£62.79	£61.89
East Midlands	£58.65	£57.66	£58.18
Greater London	£131.54	£132.88	£133.39
Northeast England	£59.48	£57.19	£56.35
Northwest England	£66.57	£67.34	£66.03
Southeast England	£70.21	£68.64	£67.52
Southwest England	£66.77	£65.23	£65.16
West Midlands	£67.15	£66.52	£66.22
Yorkshire & Humberside	£60.02	£58.78	£59.09

RevPAR	2018	2019	2020
East England	£46.26	£44.91	£44.94
East Midlands	£41.35	£40.47	£41.75
Greater London	£102.08	£103.75	£101.59
Northeast England	£40.99	£38.77	£39.81
Northwest England	£48.60	£49.62	£47.77
Southeast England	£49.81	£48.25	£47.50
Southwest England	£47.60	£46.58	£46.24
West Midlands	£49.07	£47.62	£46.86
Yorkshire & Humberside	£42.18	£41.90	£42.71

## Room Occupancy By Destination Type

At a glance - February 2020



\*As of February 2020 occupancy percentage changes are given in absolute terms – see methodology statement (page 16).

## Occupancy By Location Type

Data Tables

### Room Occupancy

	2018	2019	2020
City / Large Town	74%	74%	74%
Small Town	68%	68%	69%
Countryside	63%	62%	61%
Seaside	69%	70%	69%

### Bedspace Occupancy

	2018	2019	2020
City / Large Town	52%	52%	54%
Small Town	50%	49%	52%
Countryside	43%	42%	44%
Seaside	52%	53%	54%



## Room Occupancy By Number of Rooms

At a glance - February 2020



1-25 Rooms



26-50 Rooms



51-100 Rooms



101+ Rooms

## Occupancy By Number of Rooms

Data Tables

Room Occupancy	2018	2019	2020
1-25 Rooms	68%	69%	69%
26-50 Rooms	70%	70%	71%
51-100 Rooms	72%	72%	73%
101+ Rooms	74%	74%	73%

Bedspace Occupancy	2018	2019	2020
1-25 Rooms	49%	50%	52%
26-50 Rooms	51%	51%	53%
51-100 Rooms	53%	53%	56%
101+ Rooms	52%	52%	54%



## Methodology Statement

In July 2017 a change of suppliers was made to the occupancy data. The data is now collected via a syndicated panel of over 3000 hotels and other accommodation businesses provided by Hotel Market Data and Benchmarking Company - STR.

STR collects the following performance metrics from participating properties either on a daily or monthly basis through their online platform or data feeds:

- Number of room available
- Number of rooms sold
- Total room revenue

These baseline figures are used to calculate the three most relevant metrics within the accommodation industry namely: Occupancy, Average Daily Rate and Revenue per Available Room. All units given throughout this report represent a positive number, unless stated otherwise.

To allow a meaningful comparison of year on year trends, VisitEngland and STR have included historical data from STR's own participating properties in the reports from July 2017 onwards. The historical data displayed in these reports is not consistent with reports published prior to the July 2017 report.

Further details about STR's panel and data collection can be found in our methodology note.

All previous months' reports and data can be found on the VisitEngland website.

As of February 2019 a change in reporting style was made to refer to percentage changes of occupancy data in absolute terms. All previous reports prior to February 2019 show percentage changes of occupancy data in relative terms. ADR, RevPAR, Supply & Demand percentage changes continue to be shown in relative terms.





For information on how to contribute and participate in the England Occupancy Study and benefit from STR's property level benchmarking reports, please email [hotelinfo@str.com](mailto:hotelinfo@str.com).

For more information on STR's other available products and pricing:

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