

# England Occupancy Survey

July 2017 Results



## Summary of Results

**Room occupancy** in July remained unchanged at 84%, with bedspace occupancy decreasing 1% when compared to July 2016 at 60%.

**Seaside** decreased by -2% to 87% for room occupancy and decreased -2% to 66% for bedspace occupancy.

**City/large town** room occupancy remained unchanged at 84% whilst bedspace decreased 1% to 59%.

**Small town** room occupancy decreased 1% to 82% and decreased by -1% to 60% for bedspace occupancy, with **countryside** occupancy remaining unchanged at 80% for room occupancy while bedspace occupancy decreased -1% to 55%.

Looking at room and bedspace occupancy rates by **number of rooms** all categories remained relatively unchanged with changes of 2% or less.

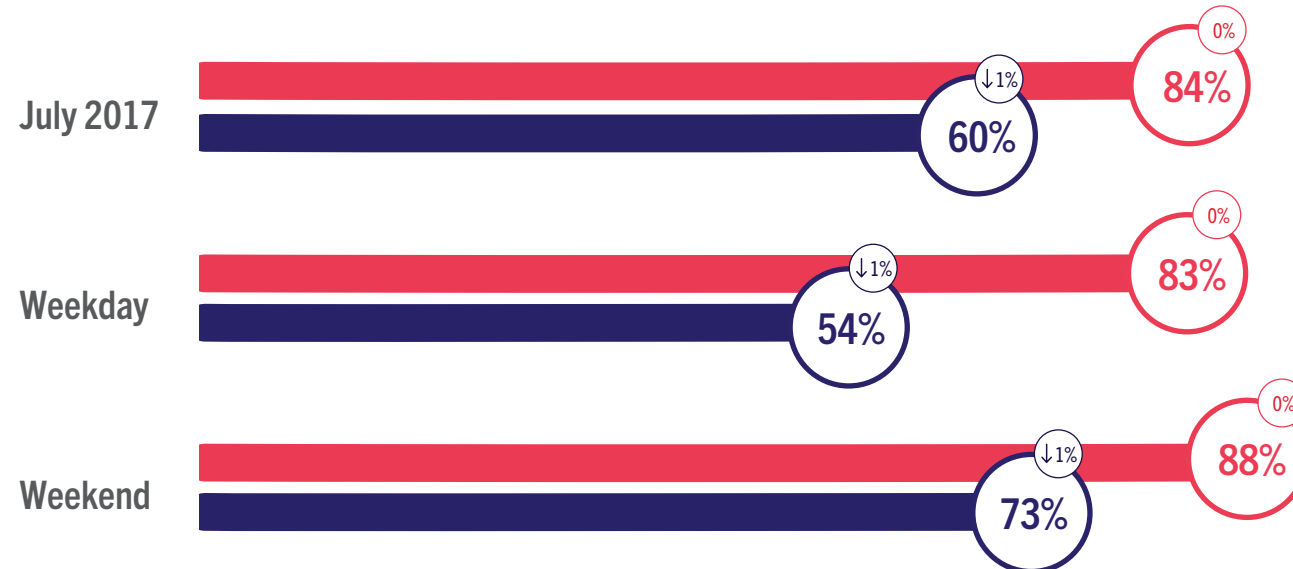
Looking at **occupancy by region**, the largest shift for room occupancy came from the East with a -2% decrease and from the West Midlands with a +2% increase. All other regions remained relatively unchanged with 2% or less change. For bedspace occupancy, the biggest shift came from the East with a -3% decrease. All other regions remained relatively unchanged with 2% or less change.



## England Room and Bedspace Occupancy

At a glance - July 2017

● Room Space ● Bedspace ⓘ % Change



## England Room and Bedspace Occupancy

### Data Tables

Room Occupancy	2015	2016	2017
July 2017	84%	85%	84%
Weekday	83%	83%	83%
Weekend	87%	88%	88%

Bedspace Occupancy	2015	2016	2017
July 2017	60%	61%	60%
Weekday	55%	55%	54%
Weekend	74%	74%	73%

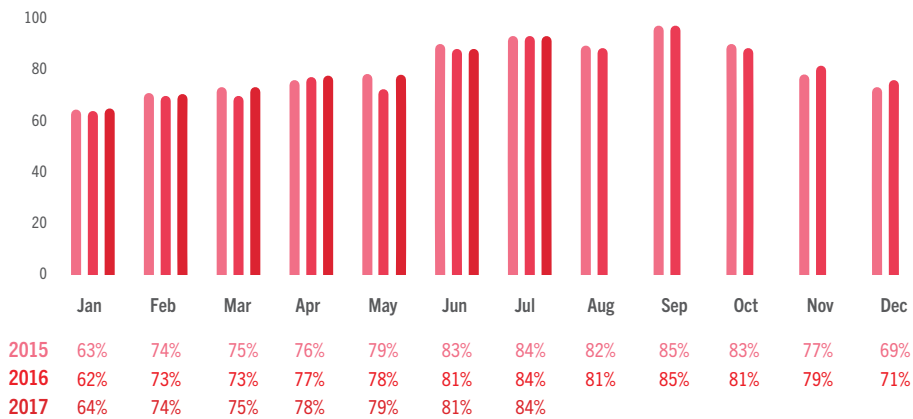
	2015	2016	2017
Room supply	1.3%	2.1%	2.2%
Room demand	2.4%	2.3%	2.0%

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

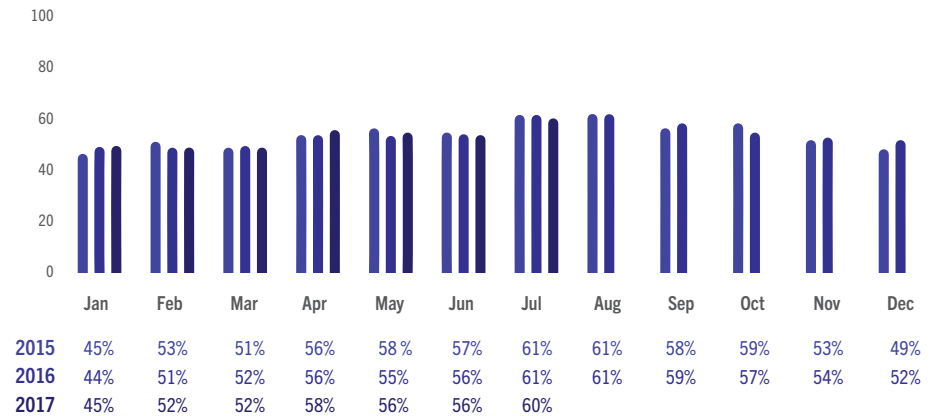


## England Room and Bedspace Occupancy

### Data Tables



England Room Occupancy by Month



England Bedspace Occupancy by Month



## England ADR and RevPAR

At a glance - July 2017

● ADR ● RevPAR ⓘ % Change



## England ADR and RevPAR

Data Tables

### ADR

	2015	2016	2017
July 2017	£93.48	£97.31	£101.81
Weekday	£94.15	£97.68	£101.05
Weekend	£91.92	£96.58	£103.56

### RevPAR

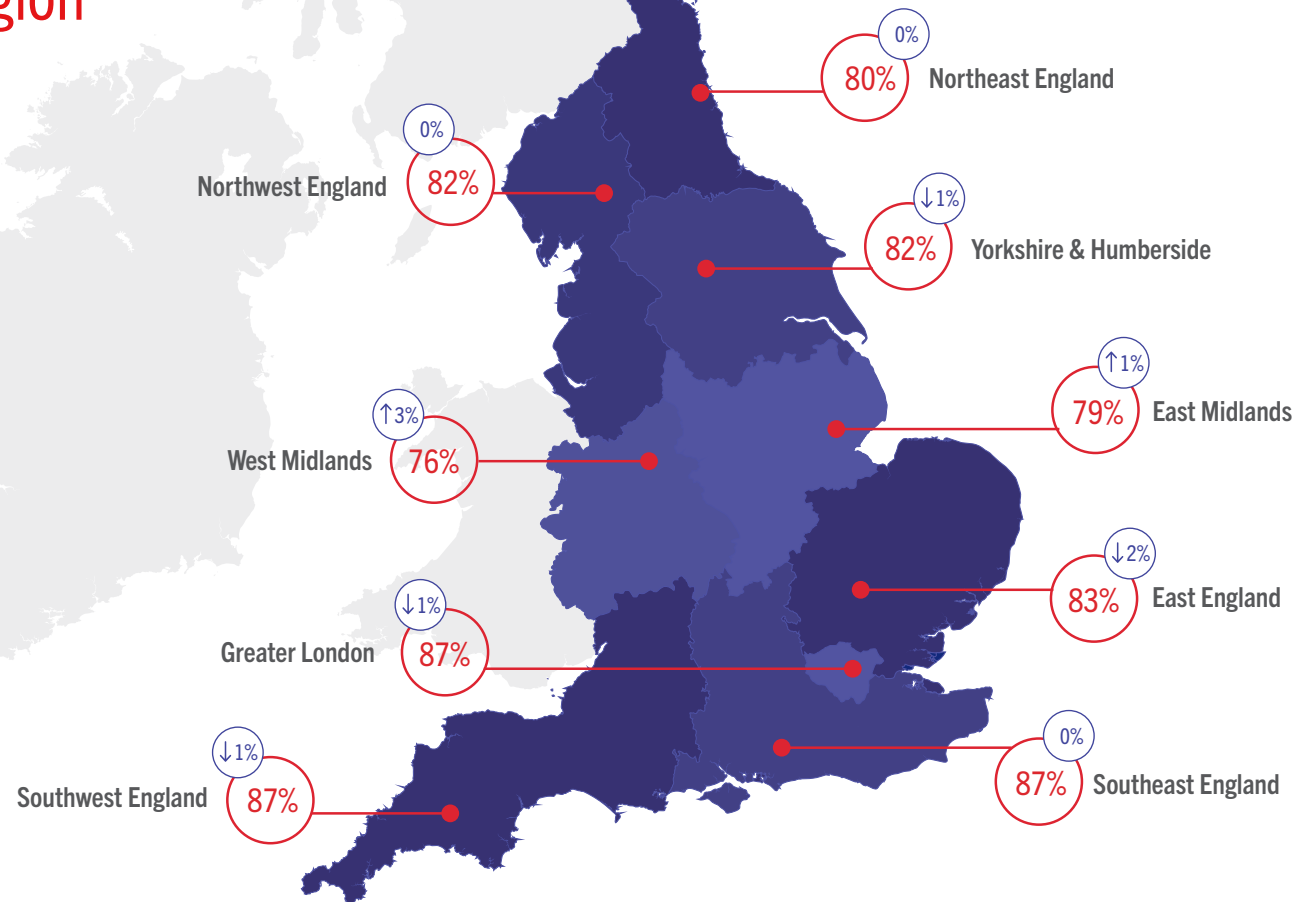
	2015	2016	2017
July 2017	£78.83	£82.22	£85.87
Weekday	£78.30	£80.98	£83.82
Weekend	£80.13	£84.82	£90.88



## Room Occupancy By Region

At a glance - July 2017

\*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.





## Occupancy By Region

Data Tables - July

Room Occupancy	2015	2016	2017
East England	84%	85%	83%
East Midlands	77%	79%	79%
Greater London	88%	88%	87%
Northeast England	82%	80%	80%
Northwest England	81%	82%	82%
Southeast England	86%	87%	87%
Southwest England	89%	88%	87%
West Midlands	76%	74%	76%
Yorkshire & Humberside	81%	82%	82%

Bedspace Occupancy	2015	2016	2017
East England	60%	62%	59%
East Midlands	55%	57%	56%
Greater London	65%	65%	64%
Northeast England	59%	58%	57%
Northwest England	59%	60%	59%
Southeast England	62%	62%	61%
Southwest England	63%	63%	61%
West Midlands	52%	51%	52%
Yorkshire & Humberside	59%	60%	59%

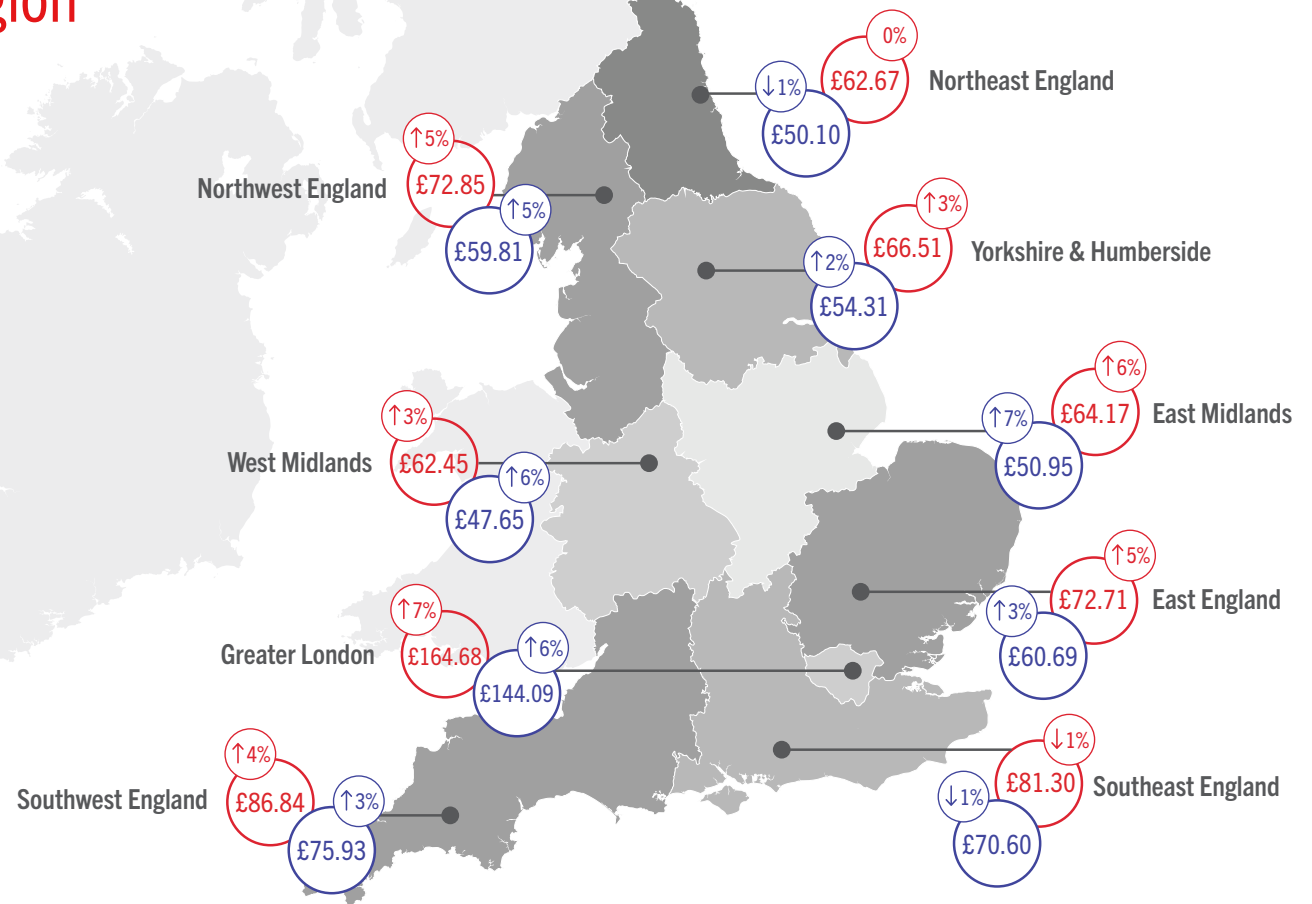


## ADR and RevPAR By Region

At a glance - July 2017

\*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 - July

ADR	2015	2016	2017
East England	£66.21	£69.05	£72.71
East Midlands	£57.95	£60.75	£64.17
Greater London	£149.25	£154.24	£164.68
Northeast England	£61.81	£62.82	£62.67
Northwest England	£64.81	£69.13	£72.85
Southeast England	£77.08	£82.01	£81.30
Southwest England	£79.37	£83.21	£86.84
West Midlands	£58.71	£60.87	£62.45
Yorkshire & Humberside	£61.84	£64.71	£66.51

RevPAR	2015	2016	2017
East England	£55.30	£59.01	£60.69
East Midlands	£44.68	£47.72	£50.95
Greater London	£131.52	£135.85	£144.09
Northeast England	£50.99	£50.39	£50.10
Northwest England	£52.67	£56.87	£59.81
Southeast England	£66.43	£71.02	£70.60
Southwest England	£70.63	£73.55	£75.93
West Midlands	£44.69	£45.01	£47.65
Yorkshire & Humberside	£50.01	£53.15	£54.31



## Room Occupancy By Destination Type

At a glance - July 2017



Countryside



Seaside



Small Town



City / Large Town

## Occupancy By Location Type

Data Tables - July

### Room Occupancy

	2015	2016	2017
City / Large Town	84%	84%	84%
Small Town	84%	83%	82%
Countryside	81%	80%	80%
Seaside	88%	89%	87%

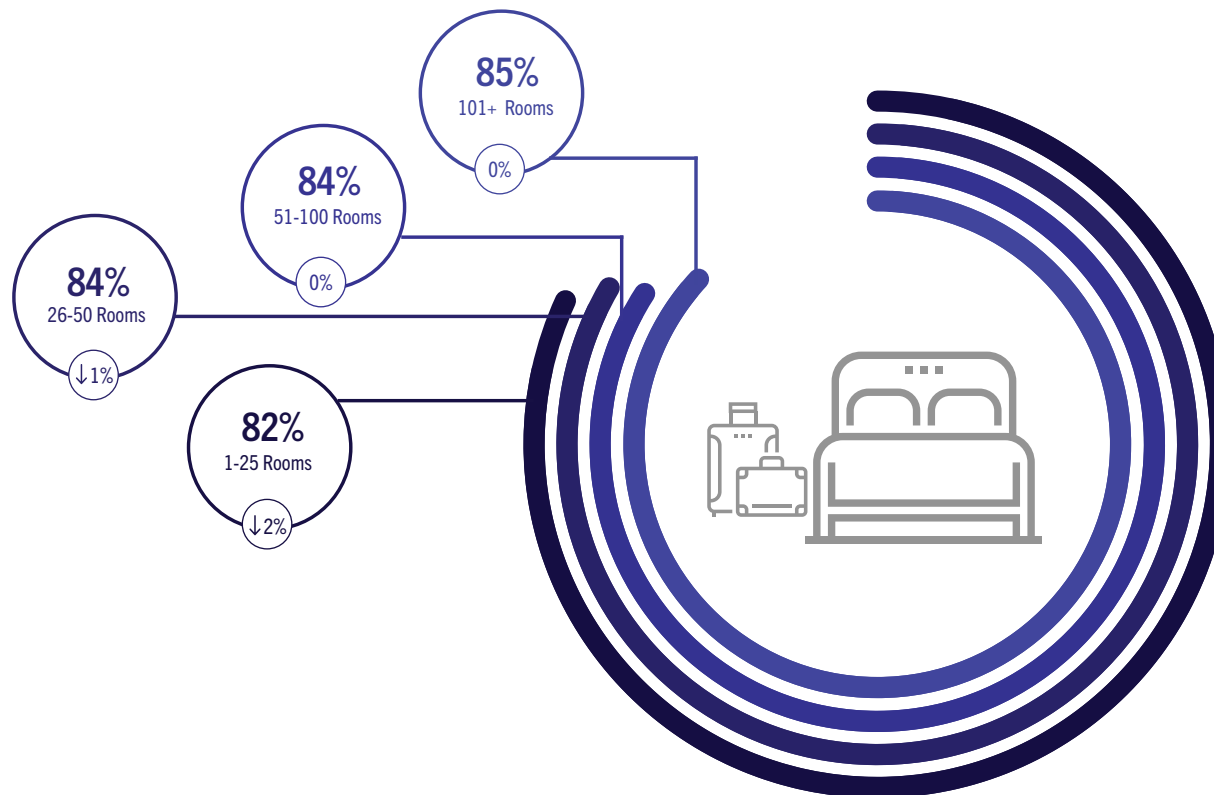
### Bedspace Occupancy

	2015	2016	2017
City / Large Town	60%	60%	59%
Small Town	62%	61%	60%
Countryside	57%	56%	55%
Seaside	68%	68%	66%



## Room Occupancy By Number of Rooms

At a glance - July 2017



## Occupancy By Number of Rooms

Data Tables - July

### Room Occupancy

	2015	2016	2017
1-25 Rooms	81%	84%	82%
26-50 Rooms	83%	84%	84%
51-100 Rooms	84%	84%	84%
101+ Rooms	85%	85%	85%

### Bedspace Occupancy

	2015	2016	2017
1-25 Rooms	60%	62%	60%
26-50 Rooms	60%	61%	60%
51-100 Rooms	62%	63%	62%
101+ Rooms	60%	61%	60%



## 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.

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.



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