

England Occupancy Survey

August 2017 Results



Summary of Results

Room occupancy in August decreased 1% to 81%, with bedspace occupancy decreasing 1% when compared to August 2016 to 60%.

Seaside decreased by -2% to 89% for room occupancy and decreased -1% to 74% for bedspace occupancy.

City/large town room occupancy decreased 1% to 80% whilst bedspace decreased 1% to 59%.

Small town room occupancy remained unchanged at 80% and remained unchanged as well at 61% for bedspace occupancy, with **countryside** occupancy remaining unchanged at 78% for room occupancy while bedspace occupancy decreased -1% to 57%.

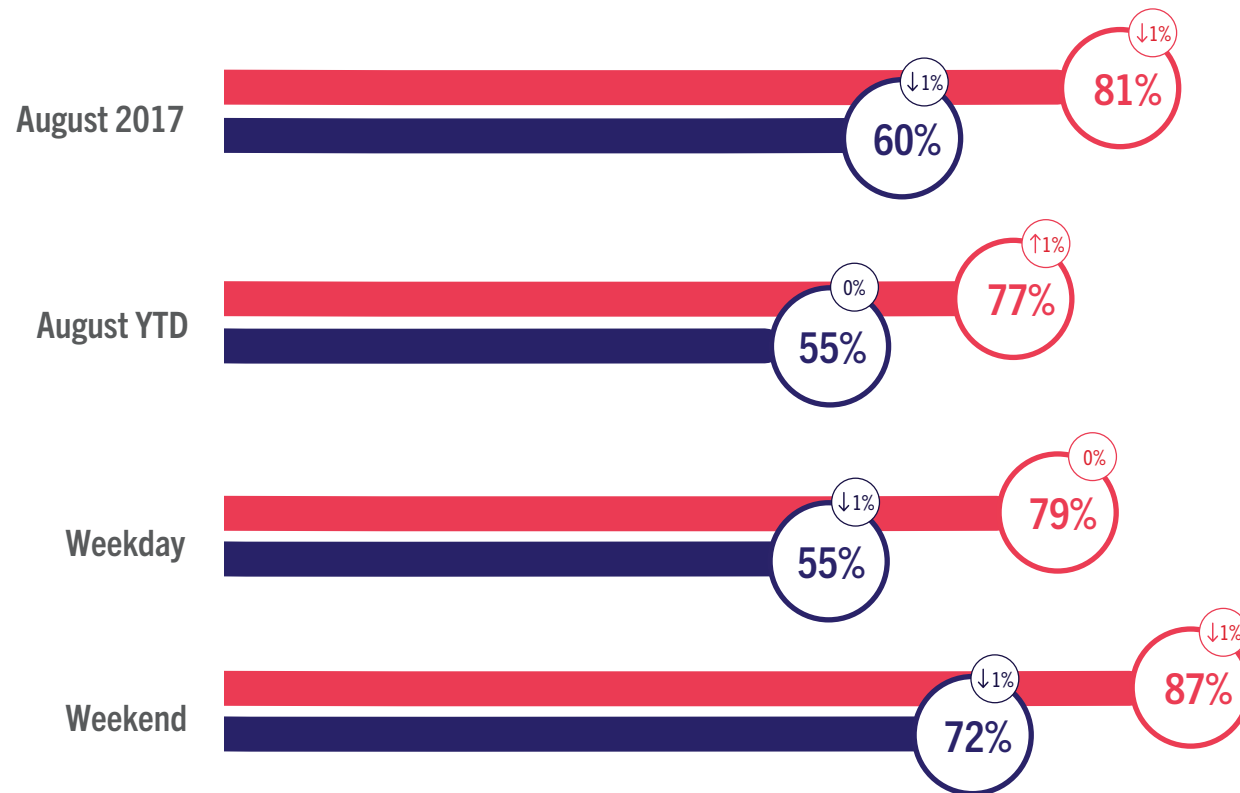
Looking at room and bedspace occupancy rates by number of rooms all categories remained relatively unchanged with changes of 2% or less.

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

England Room and Bedspace Occupancy

At a glance - August 2017

● Room Space ● Bedspace ⓘ % Change



England Room and Bedspace Occupancy

Data Tables

Room Occupancy	2015	2016	2017
Aug 2017	82%	81%	81%
Aug YTD	77%	76%	77%
Weekday	79%	79%	79%
Weekend	88%	88%	87%

Bedspace Occupancy	2015	2016	2017
Aug 2017	61%	61%	60%
Aug YTD	55%	54%	55%
Weekday	56%	56%	55%
Weekend	73%	73%	72%

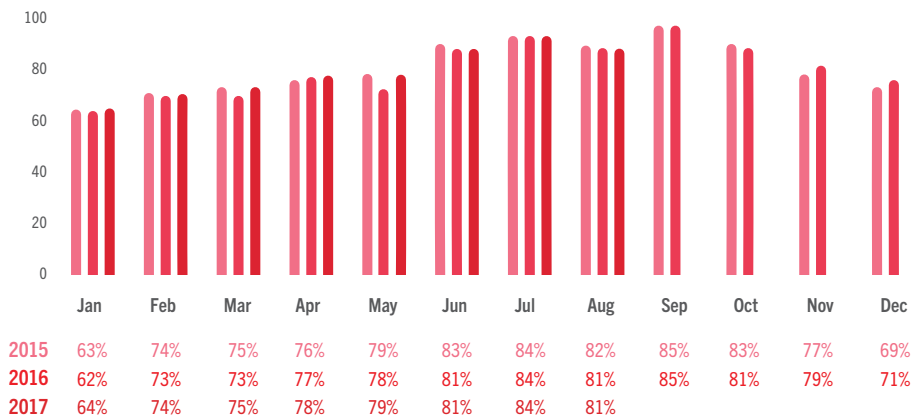
	2015	2016	2017
Room supply	1.3%	2.0%	2.6%
Room demand	0.4%	1.6%	1.9%

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

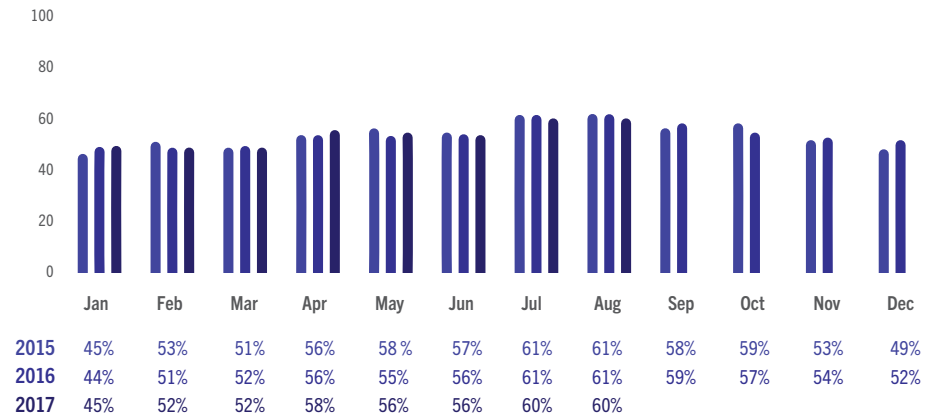


England Room and Bedspace Occupancy

Data Tables



England Room Occupancy by Month



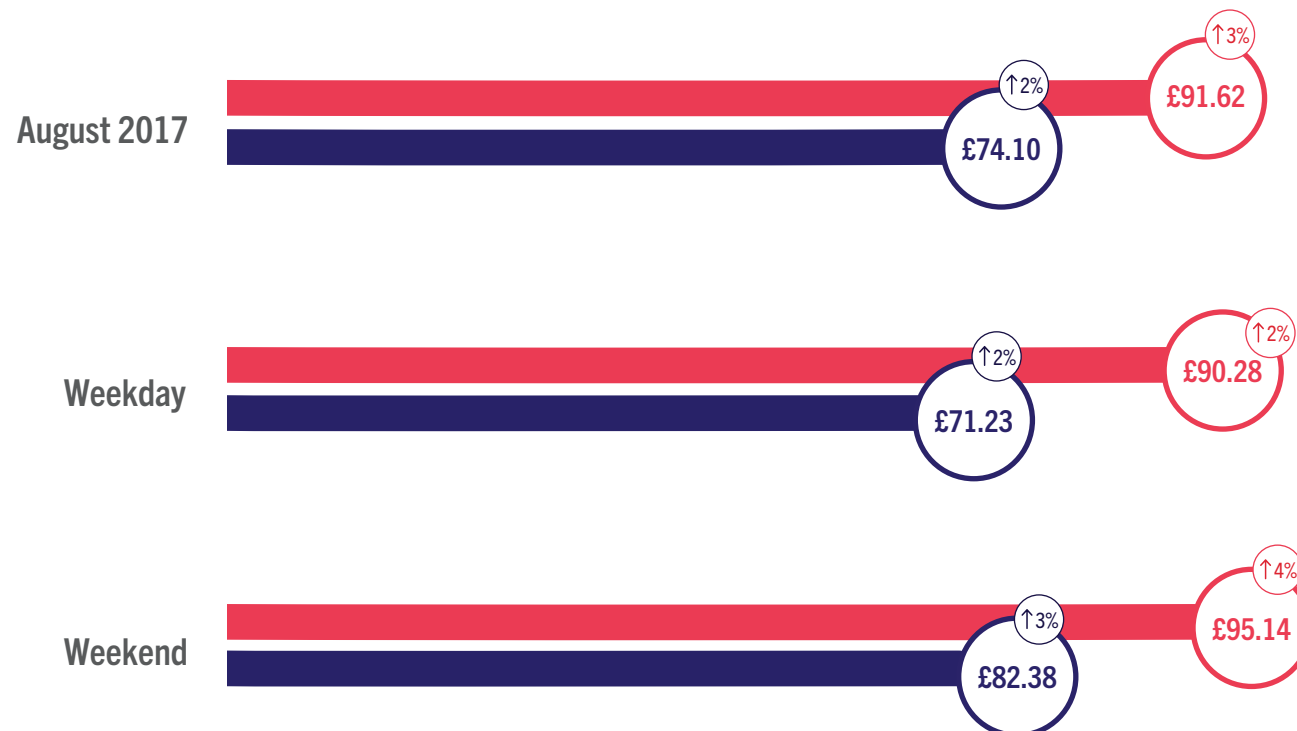
England Bedspace Occupancy by Month



England ADR and RevPAR

At a glance - August 2017

● ADR ● RevPAR ⓘ % Change





England ADR and RevPAR

Data Tables

ADR

	2015	2016	2017
Aug 2017	£88.41	£89.18	£91.62
Weekday	£87.43	£88.38	£90.28
Weekend	£90.57	£91.24	£95.14

RevPAR

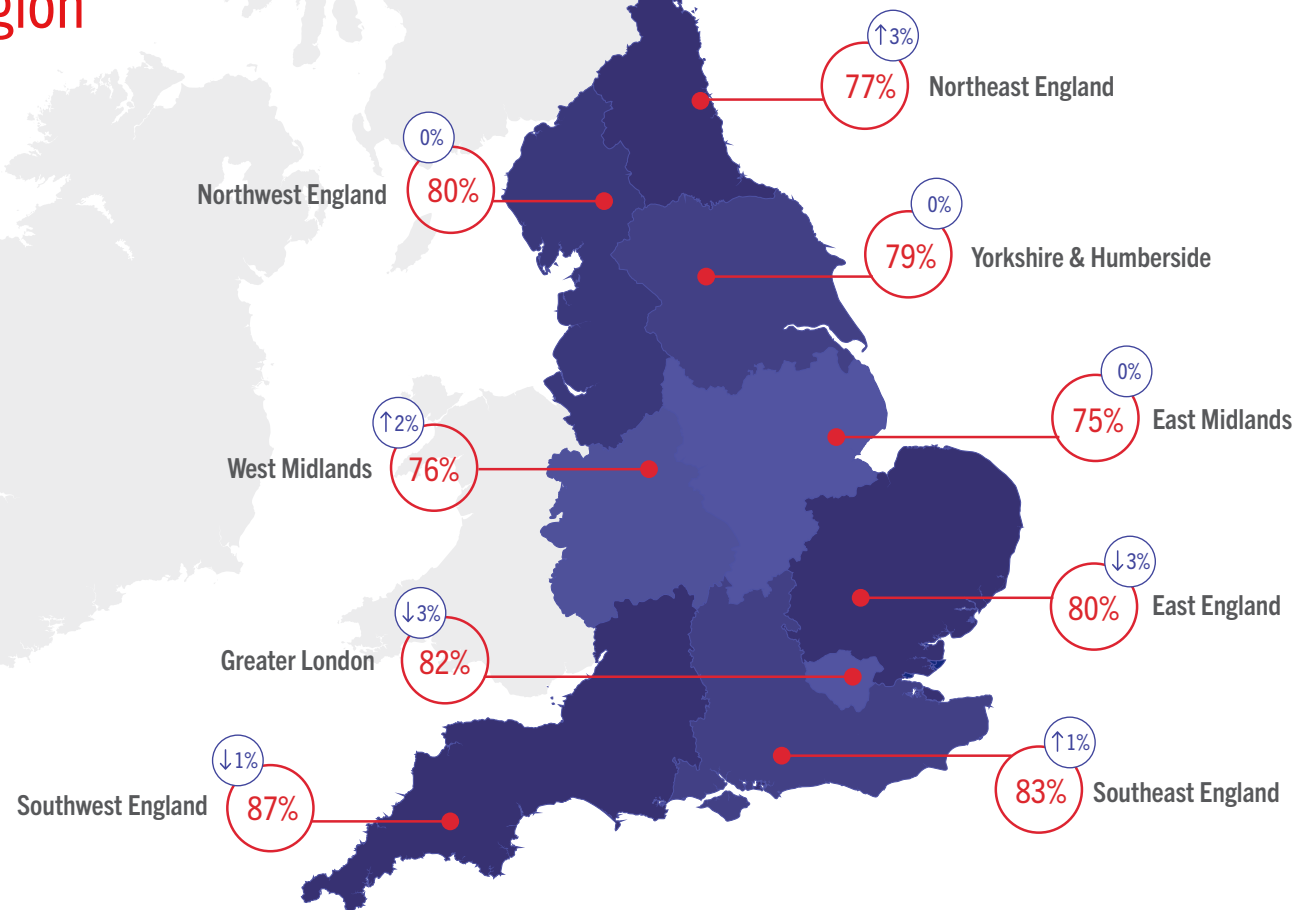
	2015	2016	2017
Aug 2017	£72.26	£72.60	£74.10
Weekday	£69.25	£70.07	£71.23
Weekend	£79.62	£79.89	£82.38



Room Occupancy By Region

At a glance - August 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 - August

Room Occupancy	2015	2016	2017
East England	81%	82%	80%
East Midlands	74%	74%	75%
Greater London	85%	85%	82%
Northeast England	78%	74%	77%
Northwest England	80%	79%	80%
Southeast England	83%	82%	83%
Southwest England	88%	88%	87%
West Midlands	74%	74%	76%
Yorkshire & Humberside	78%	79%	79%

Bedspace Occupancy	2015	2016	2017
East England	61%	61%	60%
East Midlands	57%	56%	56%
Greater London	66%	65%	63%
Northeast England	58%	55%	57%
Northwest England	61%	60%	61%
Southeast England	62%	61%	62%
Southwest England	65%	64%	63%
West Midlands	53%	52%	53%
Yorkshire & Humberside	58%	59%	59%

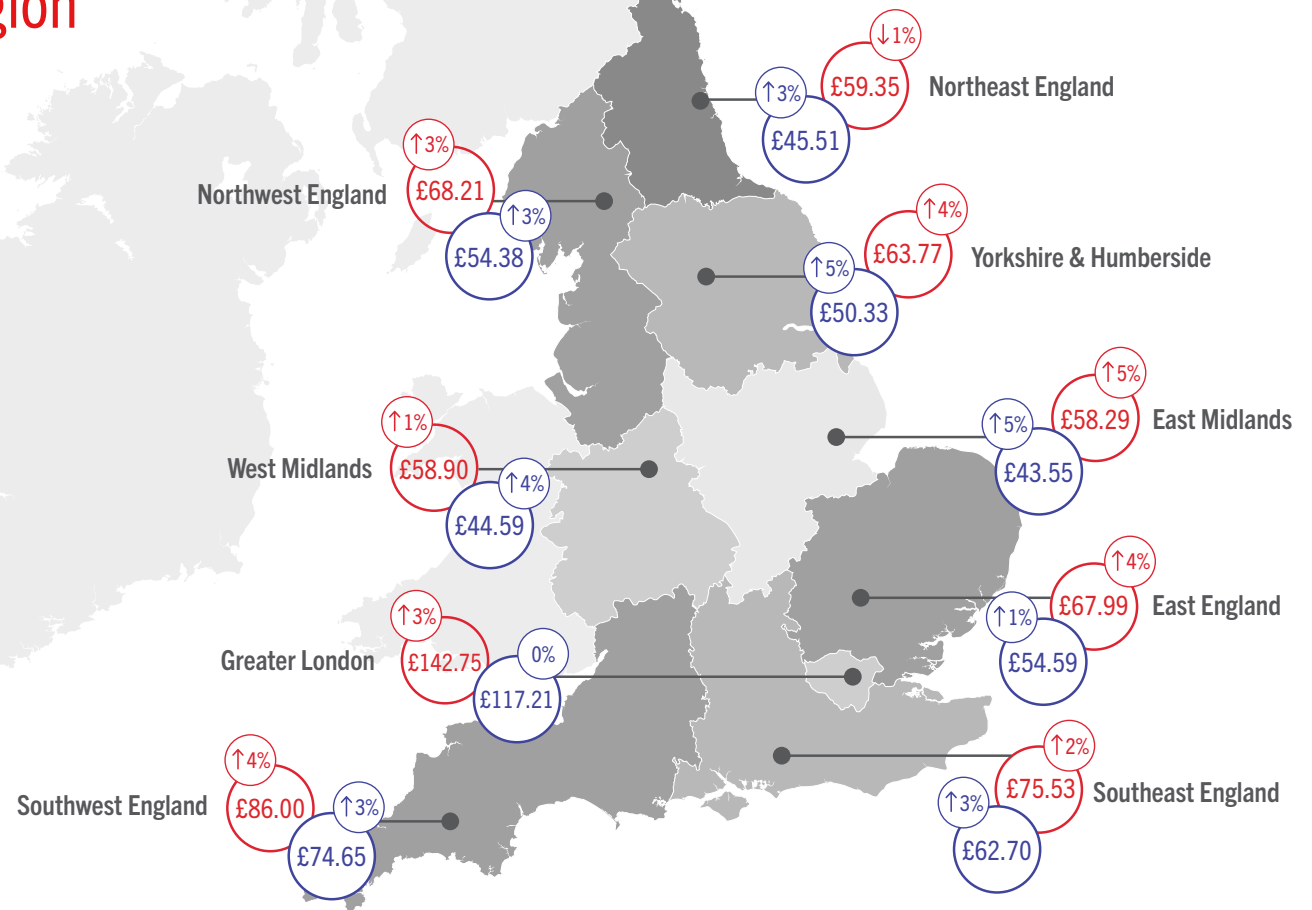


ADR and RevPAR By Region

At a glance - August 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 - August

ADR	2015	2016	2017
East England	£63.12	£65.47	£67.99
East Midlands	£55.18	£55.74	£58.29
Greater London	£140.18	£138.48	£142.75
Northeast England	£59.79	£59.82	£59.35
Northwest England	£63.38	£66.29	£68.21
Southeast England	£71.39	£73.72	£75.53
Southwest England	£79.43	£82.93	£86.00
West Midlands	£55.16	£58.18	£58.90
Yorkshire & Humberside	£58.77	£61.16	£63.77

RevPAR	2015	2016	2017
East England	£51.29	£54.00	£54.59
East Midlands	£41.07	£41.48	£43.55
Greater London	£119.40	£117.21	£117.21
Northeast England	£46.48	£44.34	£45.51
Northwest England	£50.44	£52.67	£54.38
Southeast England	£59.35	£60.77	£62.70
Southwest England	£69.87	£72.67	£74.65
West Midlands	£40.71	£43.06	£44.59
Yorkshire & Humberside	£45.63	£48.12	£50.33



Room Occupancy By Destination Type

At a glance - August 2017



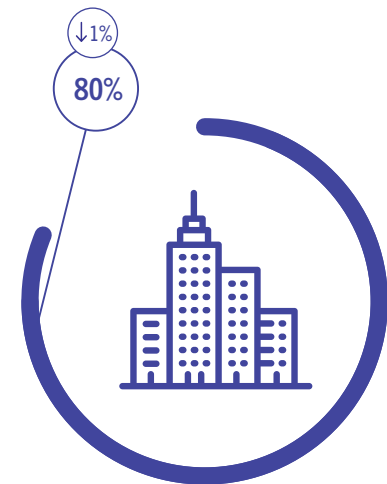
Countryside



Seaside



Small Town



City / Large Town

Occupancy By Location Type

Data Tables - August

Room Occupancy

	2015	2016	2017
City / Large Town	81%	81%	80%
Small Town	82%	80%	80%
Countryside	82%	78%	78%
Seaside	89%	91%	89%

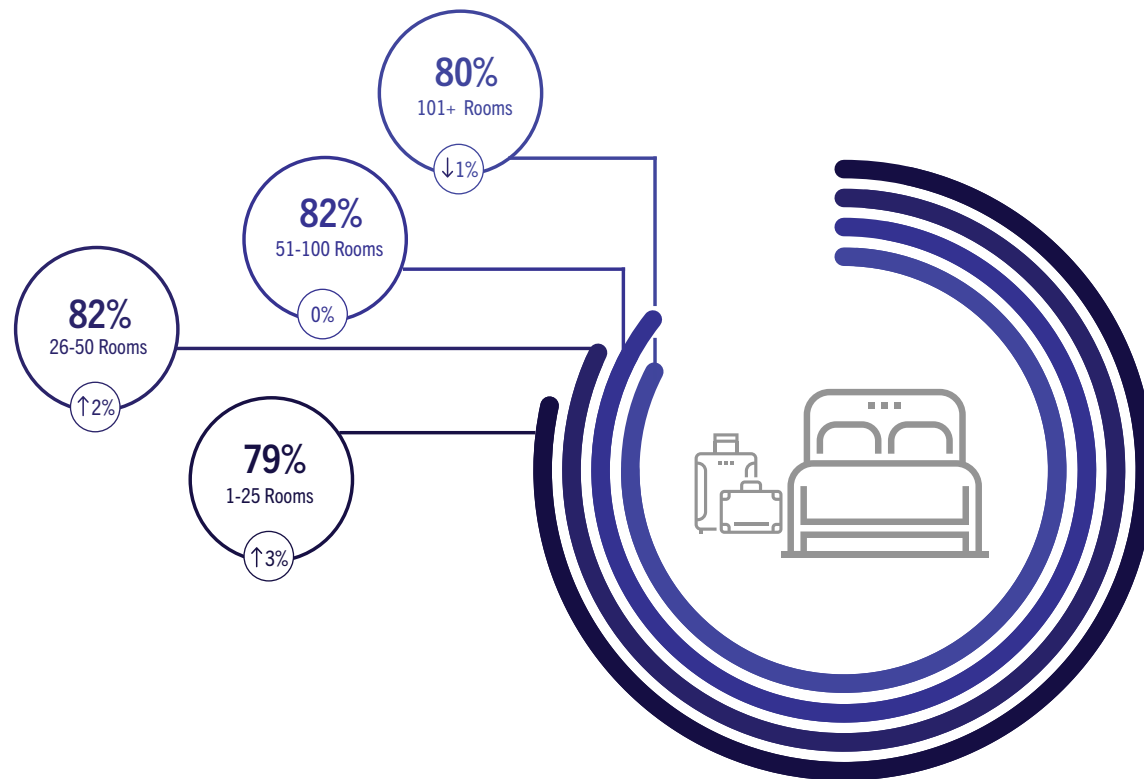
Bedspace Occupancy

	2015	2016	2017
City / Large Town	81%	60%	59%
Small Town	82%	61%	61%
Countryside	82%	58%	57%
Seaside	89%	75%	74%



Room Occupancy By Number of Rooms

At a glance - August 2017



Occupancy By Number of Rooms

Data Tables - August

Room Occupancy	2015	2016	2017
1-25 Rooms	78%	77%	79%
26-50 Rooms	82%	81%	82%
51-100 Rooms	82%	82%	82%
101+ Rooms	82%	81%	80%

Bedspace Occupancy	2015	2016	2017
1-25 Rooms	79%	59%	61%
26-50 Rooms	82%	61%	62%
51-100 Rooms	82%	63%	63%
101+ Rooms	80%	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.



For information on how to contribute and participate in the England Occupancy Study and benefit from STR's property level benchmarking reports, please email scote@str.com.

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

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