

# England Occupancy Survey

June 2017 Results



## Summary of Results

**Room occupancy** in June decreased by 1% to 81%, with bedspace occupancy remaining unchanged when compared to June 2016 at 56%.

**Seaside** decreased by -1% to 82% for room occupancy and remained unchanged at 58% for bedspace occupancy.

**City/large towns** room and bedspace occupancy remained unchanged at 81% and 56% respectively.

**Small town** room occupancy increased 1% to 78% and increased by +1% to 53% for bedspace occupancy, with countryside occupancy down by -1% for room to 82% while bedspace occupancy remaining unchanged at 60%.

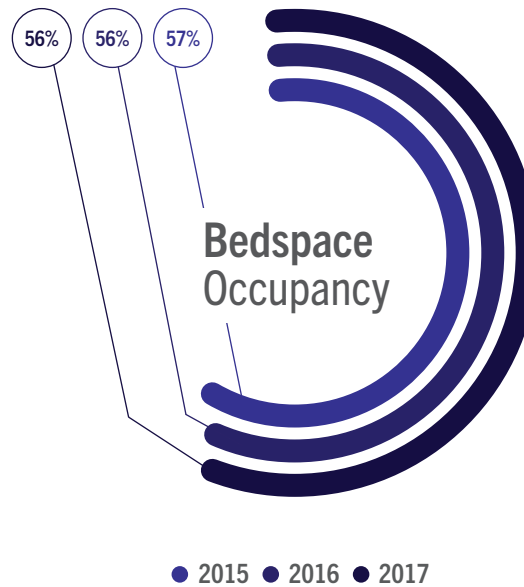
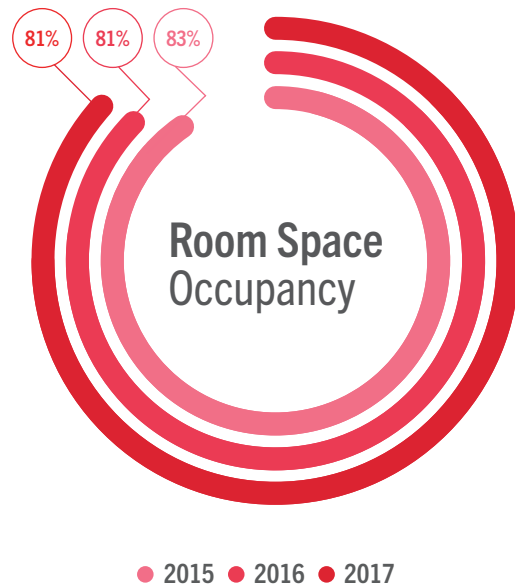
Looking at room occupancy rates by **number of rooms**, there were decreases by -1% and 2%. For bedspace occupancy, only the 1-25 rooms (-1%) saw a decrease. All other categories remained unchanged.

Looking at **occupancy by region**, the largest shift for room occupancy came from the the North West with a -4% decrease all other regions remained relatively unchanged with 2% or less change. For bedspace occupancy, all regions varied by 2% or less.



## England Room and Bedspace Occupancy

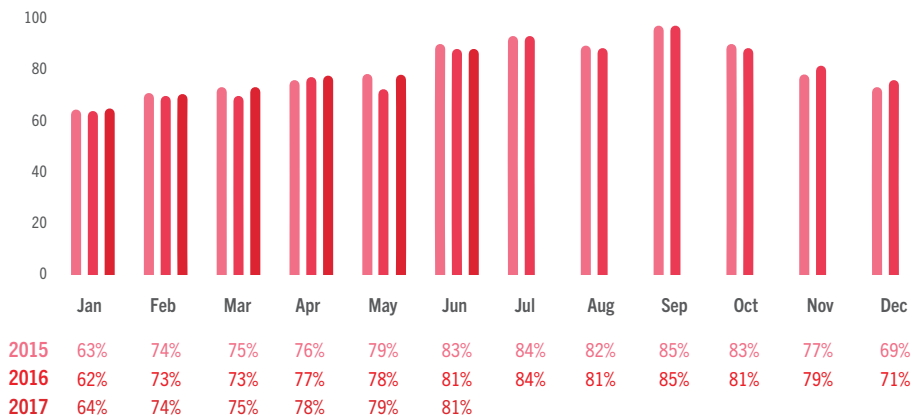
At a glance - June 2017



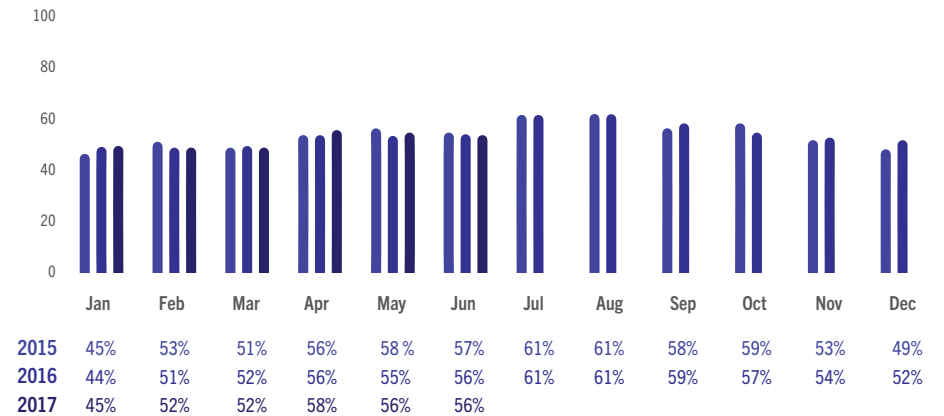
	Room Occupancy	% Chg.
2015	83%	-
2016	81%	-2%
2017	81%	-1%
	Bedspace Occupancy	% Chg.
2015	57%	-
2016	56%	-1%
2017	56%	0%

## England Room and Bedspace Occupancy

### Data Tables



England Room Occupancy by Month



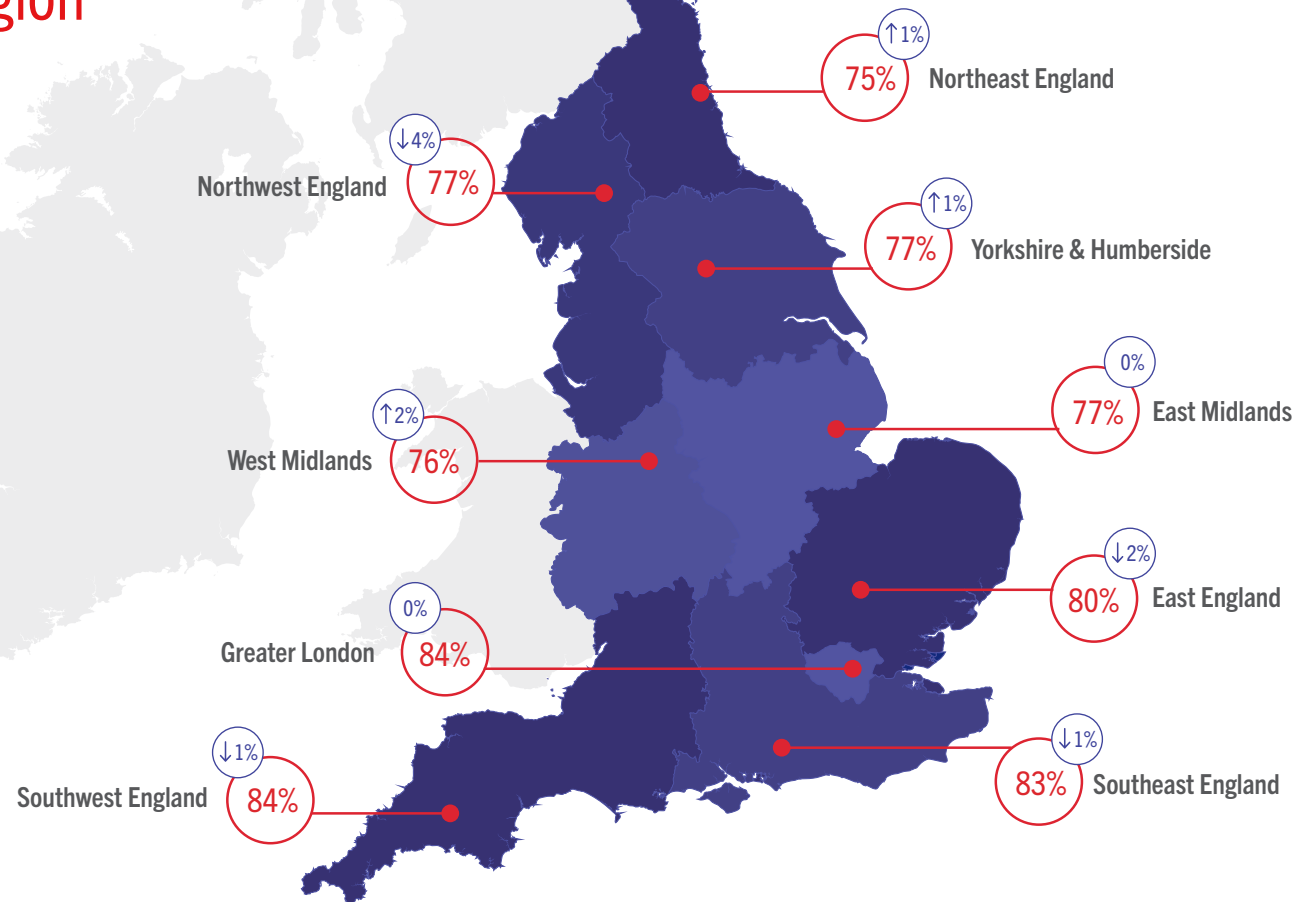
England Bedspace Occupancy by Month



## Room Occupancy By Region

At a glance - June 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 - June

Room Occupancy	2015	2016	2017
East England	81%	82%	80%
East Midlands	79%	77%	77%
Greater London	88%	84%	84%
Northeast England	80%	74%	75%
Northwest England	78%	80%	77%
Southeast England	85%	84%	83%
Southwest England	86%	84%	84%
West Midlands	75%	75%	76%
Yorkshire & Humberside	78%	77%	77%

Bedspace Occupancy	2015	2016	2017
East England	56%	57%	56%
East Midlands	53%	53%	53%
Greater London	62%	60%	60%
Northeast England	55%	51%	52%
Northwest England	53%	55%	54%
Southeast England	58%	58%	58%
Southwest England	58%	58%	58%
West Midlands	50%	50%	51%
Yorkshire & Humberside	54%	54%	55%



## Room Occupancy By Destination Type

At a glance - June 2017



Countryside



Seaside



Small Town



City / Large Town

## Occupancy By Location Type

Data Tables - June

Room Occupancy	2015	2016	2017
City / Large Town	83%	81%	81%
Small Town	79%	77%	78%
Countryside	82%	83%	82%
Seaside	83%	82%	80%

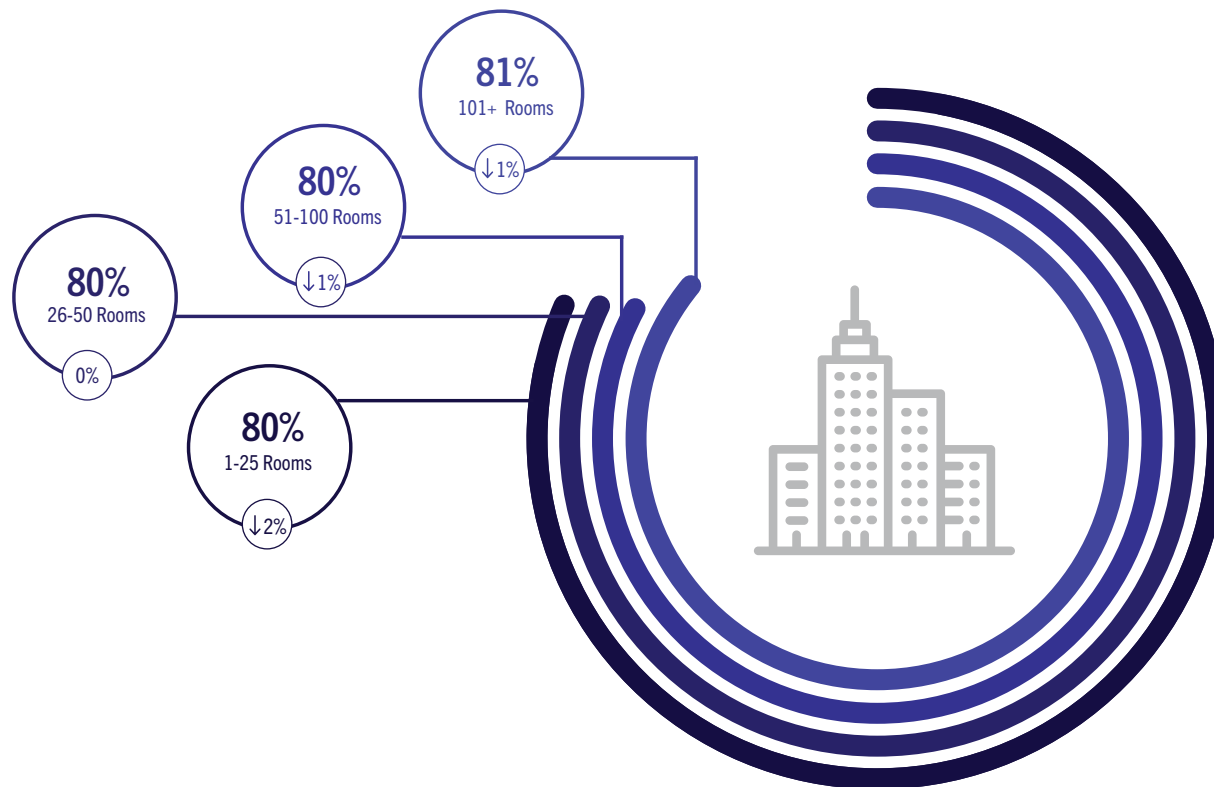
Bedspace Occupancy	2015	2016	2017
City / Large Town	57%	56%	56%
Small Town	53%	52%	53%
Countryside	59%	60%	60%
Seaside	58%	58%	58%





## Room Occupancy By Number of Rooms

At a glance



## Occupancy By Number of Rooms

Data Tables - June

### Room Occupancy

	2015	2016	2017
1-25 Rooms	79%	81%	80%
26-50 Rooms	81%	81%	80%
51-100 Rooms	82%	81%	80%
101+ Rooms	84%	82%	81%

### Bedspace Occupancy

	2015	2016	2017
1-25 Rooms	55%	58%	57%
26-50 Rooms	57%	57%	57%
51-100 Rooms	59%	58%	58%
101+ Rooms	57%	56%	56%



## Methodology Statement

In June 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 June 2017 onwards. The historical data displayed in these reports is not consistent with reports published prior to the June 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.