

# England Occupancy Survey

June 2018 Results



## Summary of Results

**Room occupancy** in June remained increased by +2% to 82% whilst bedspace occupancy increased by +3% when compared to June 2017 to 58%. The change in room occupancy was led by an increase in **room supply** of 1.4% compared to an increase of 3.5% in **demand** compared to the same month in 2017.

**RevPar**, which is the total room revenue divided by the total number of available rooms, increased by 3% in June to £84.13 compared to the previous year.

**City/large town** room occupancy increased by +2% to 83% whilst bedspace occupancy increased by 2% to 58%. **Seaside** increased by 2% to 83% for room occupancy and 1% to 61% for bedspace occupancy.

**Small town** room occupancy increased 3% to 80% and 2% to 58% for bedspace occupancy, with **countryside** stable for room occupancy at 76% while bedspace occupancy remained stable at 52%.

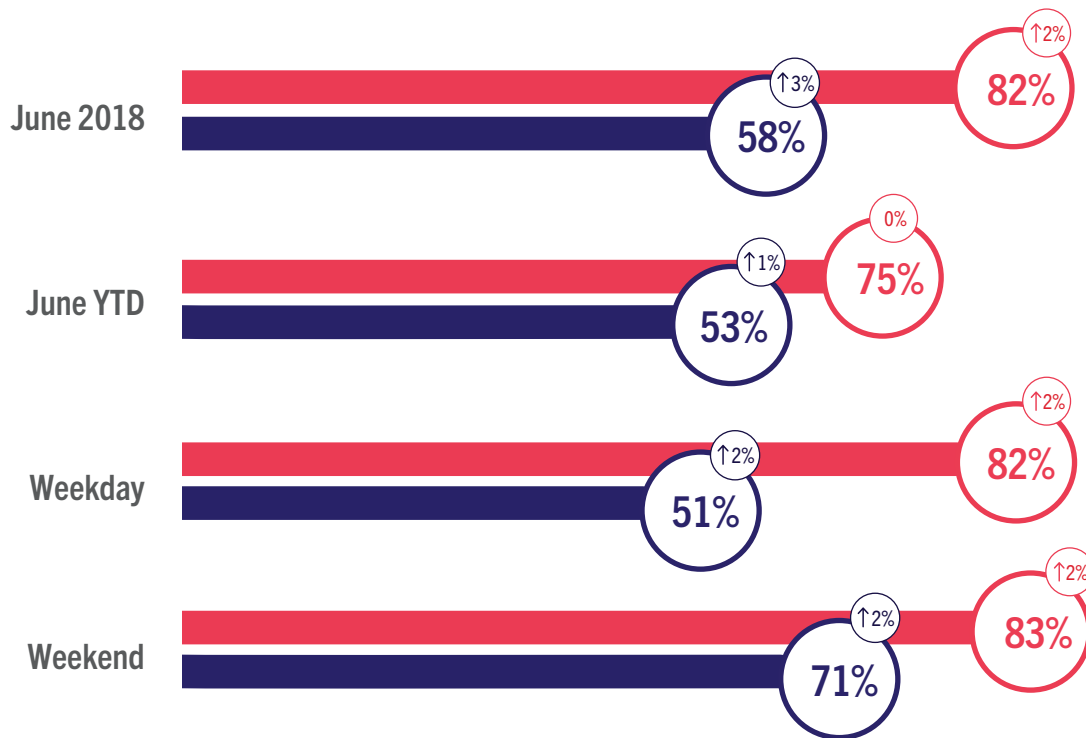
Looking at occupancy rates by **establishment** size, larger establishments with 101+ rooms increased by +3% in room occupancy and 2% in bedspace occupancy. All other categories remained relatively stable with changes of 1% or less for both room and bedspace occupancy.

Looking at occupancy rates by **region**, the North West and North East increased to the greatest extent, by +6% and 4% respectively for room occupancy and 3% for bedspace occupancy for both regions.

## England Room and Bedspace Occupancy

At a glance - June 2018

● Room Space ● Bedspace ⓘ % Change



## England Room and Bedspace Occupancy

### Data Tables

Room Occupancy	2016	2017	2018
June	81%	81%	82%
June YTD	74%	75%	75%
Weekday	81%	80%	82%
Weekend	83%	82%	83%

Bedspace Occupancy	2016	2017	2018
June	56%	56%	58%
June YTD	52%	53%	53%
Weekday	51%	51%	51%
Weekend	70%	70%	71%

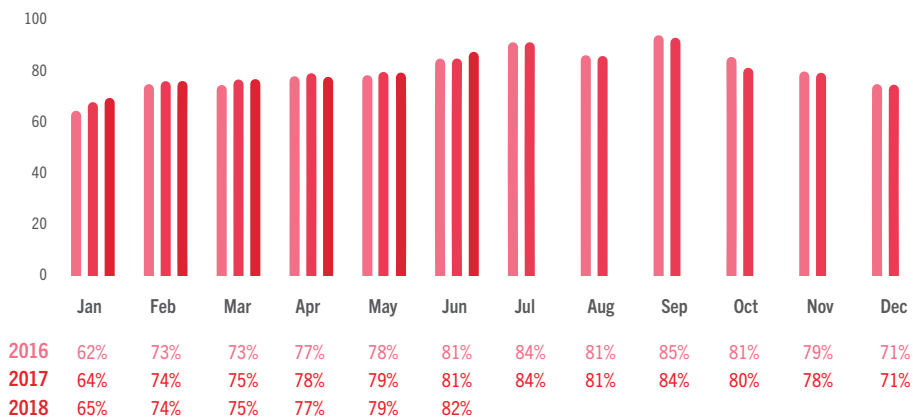
	2016	2017	2018
Room supply	1.3%	1.9%	1.4%
Room demand	-0.7%	1.2%	3.5%

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

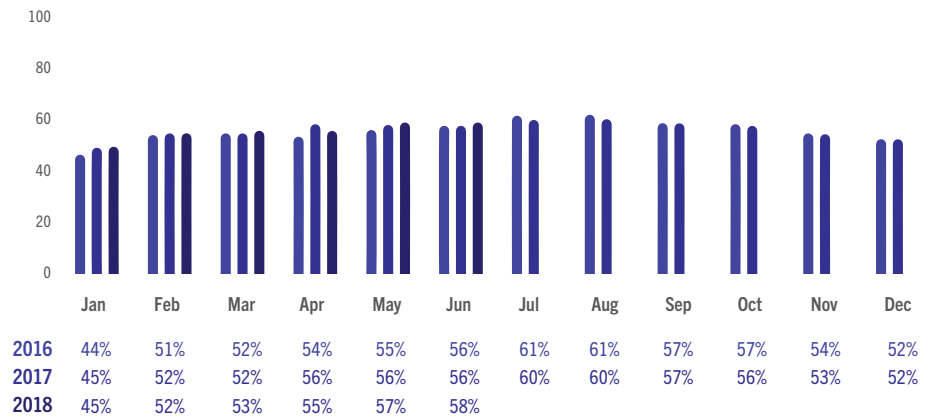


## England Room and Bedspace Occupancy

### Data Tables



England Room Occupancy by Month



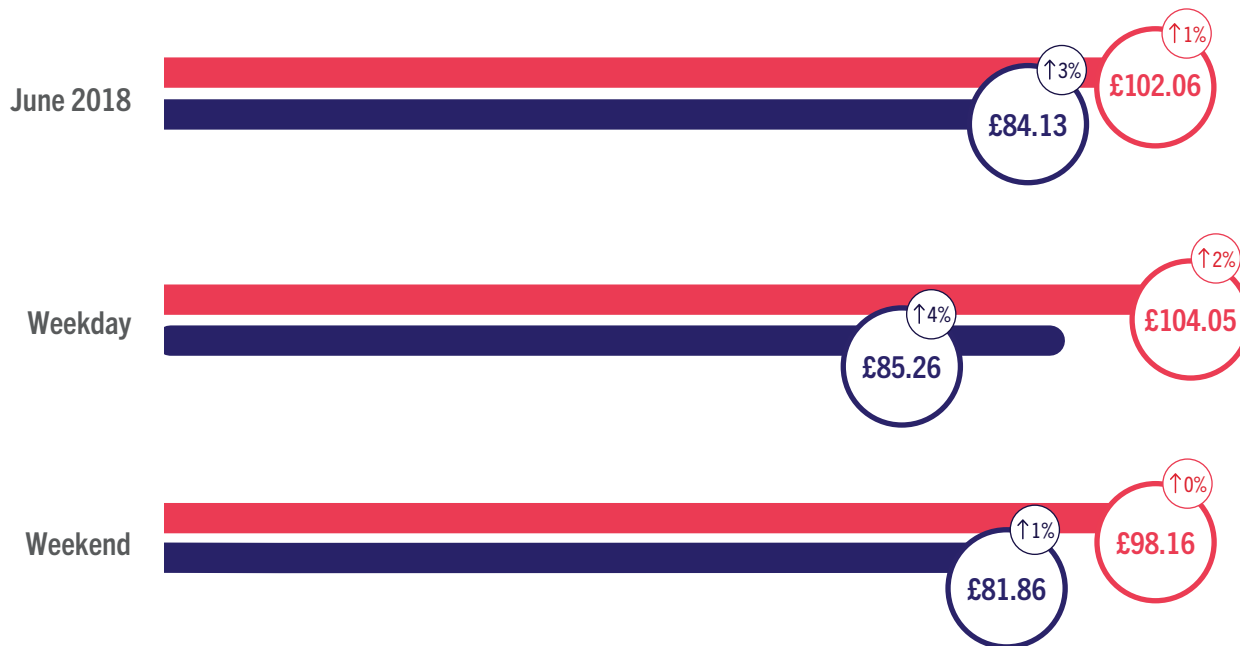
England Bedspace Occupancy by Month



## England ADR and RevPAR

At a glance - June 2018

● ADR ● RevPAR ⓘ % Change





## England ADR and RevPAR

Data Tables

### ADR

	2016	2017	2018
June	£97.09	£101.00	£102.06
Weekday	£98.64	£102.11	£104.05
Weekend	£92.93	£98.46	£98.16

### RevPAR

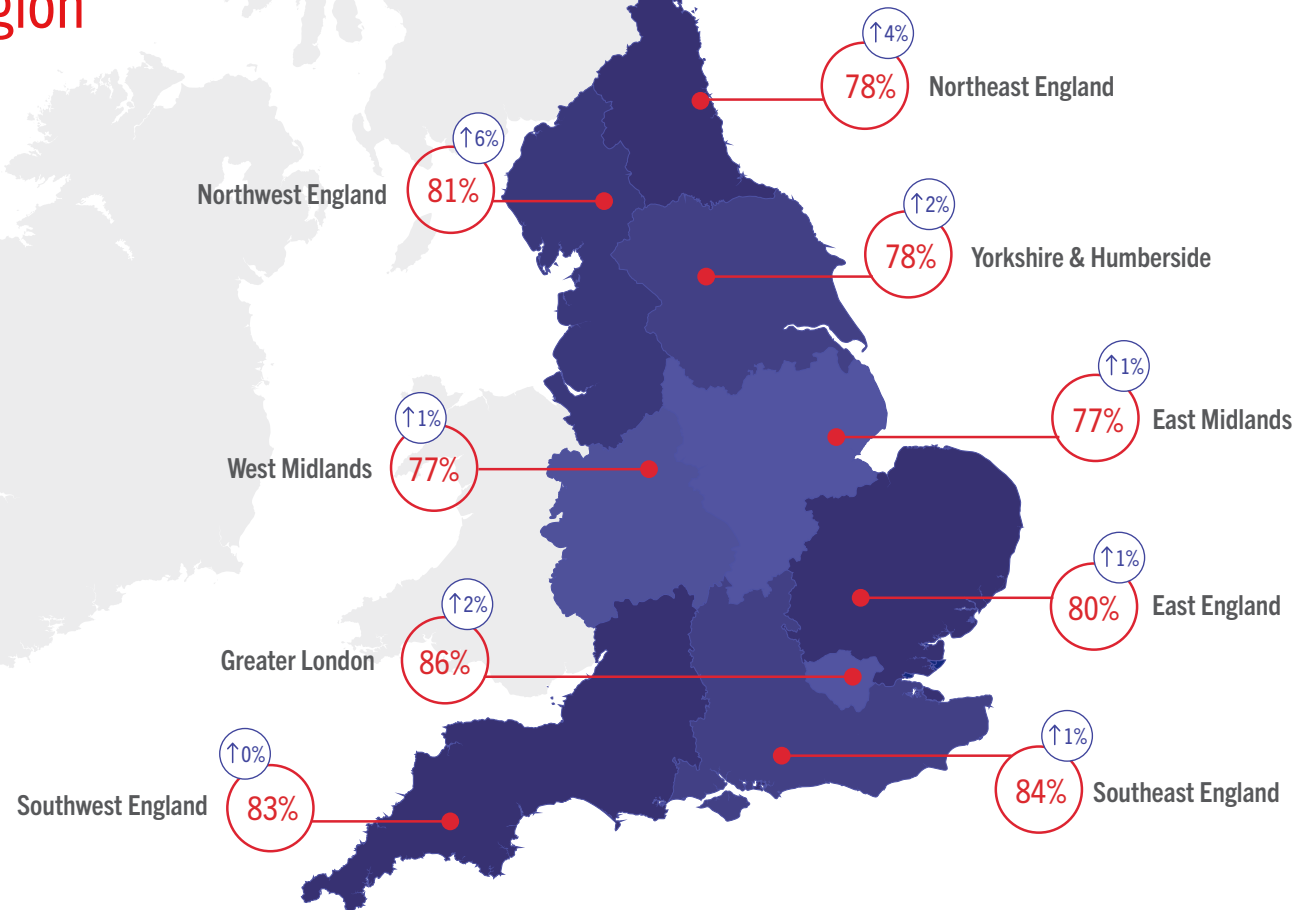
	2016	2017	2018
June	£78.91	£81.55	£84.13
Weekday	£79.58	£81.89	£85.26
Weekend	£77.08	£80.75	£81.86



## Room Occupancy By Region

At a glance - June 2018

\*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

Room Occupancy	2016	2017	2018
East England	81%	79%	80%
East Midlands	76%	76%	77%
Greater London	85%	84%	86%
Northeast England	74%	75%	78%
Northwest England	80%	77%	81%
Southeast England	84%	83%	84%
Southwest England	84%	84%	83%
West Midlands	75%	76%	77%
Yorkshire & Humberside	76%	77%	78%

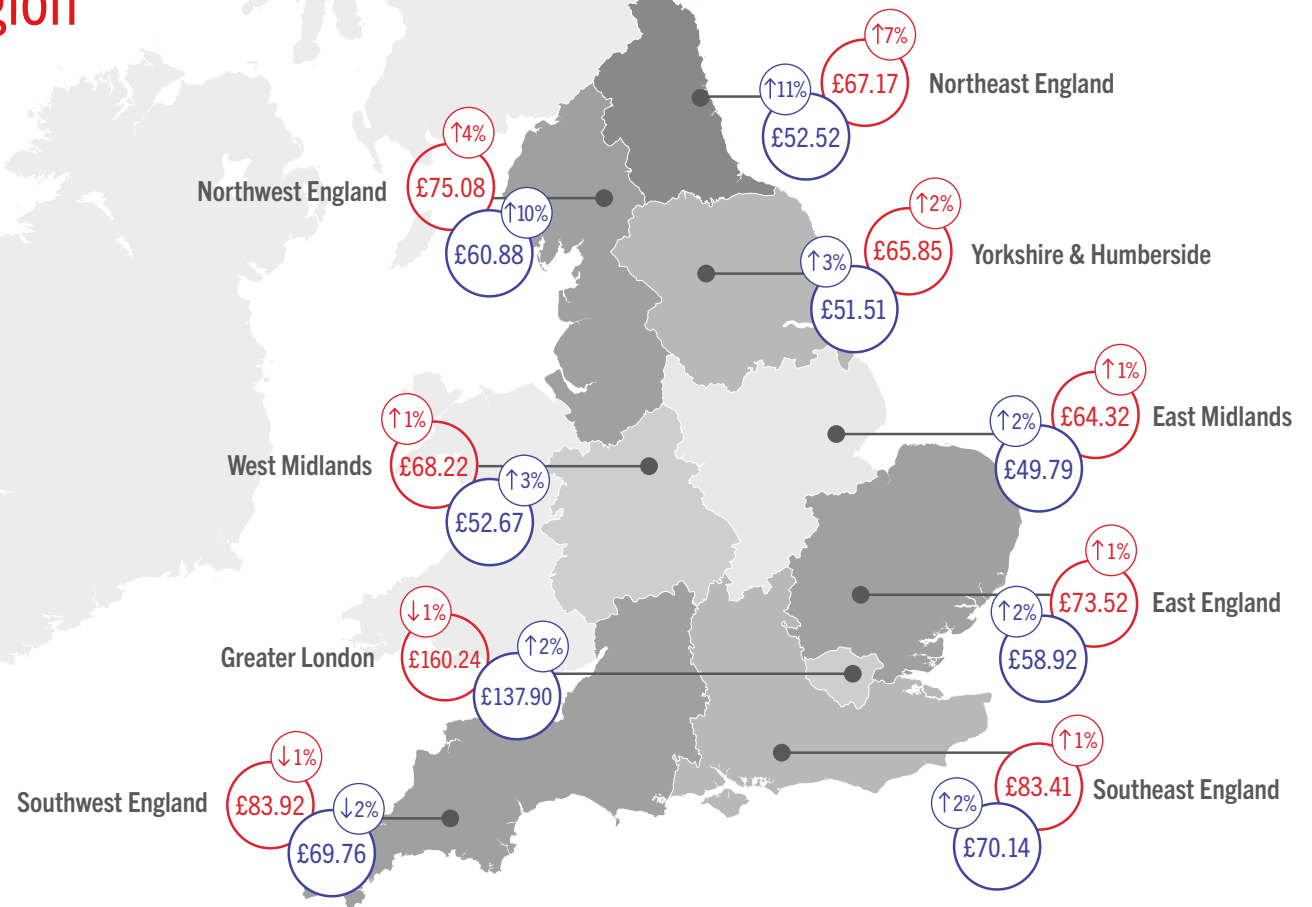
Bedspace Occupancy	2016	2017	2018
East England	56%	56%	57%
East Midlands	52%	53%	54%
Greater London	60%	60%	61%
Northeast England	51%	52%	55%
Northwest England	55%	54%	57%
Southeast England	58%	58%	59%
Southwest England	57%	58%	58%
West Midlands	50%	51%	52%
Yorkshire & Humberside	54%	55%	56%

## ADR and RevPAR By Region

At a glance - June 2018

\*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

	2016	2017	2018
East England	£70.03	£72.74	£73.52
East Midlands	£61.51	£63.85	£64.32
Greater London	£152.45	£161.06	£160.24
Northeast England	£63.66	£62.90	£67.17
Northwest England	£73.08	£72.11	£75.08
Southeast England	£81.62	£82.67	£83.41
Southwest England	£79.08	£85.09	£83.92
West Midlands	£64.33	£67.35	£68.22
Yorkshire & Humberside	£63.49	£64.84	£65.85

#### RevPAR

	2016	2017	2018
East England	£56.79	£57.64	£58.92
East Midlands	£46.80	£48.79	£49.79
Greater London	£128.85	£135.65	£137.90
Northeast England	£46.97	£47.18	£52.52
Northwest England	£58.21	£55.31	£60.88
Southeast England	£68.38	£68.63	£70.14
Southwest England	£66.47	£71.06	£69.76
West Midlands	£48.14	£51.37	£52.67
Yorkshire & Humberside	£48.52	£49.87	£51.51



## Room Occupancy By Destination Type

At a glance - June 2018



Countryside



Seaside



Small Town



City / Large Town

## Occupancy By Location Type

Data Tables

### Room Occupancy

	2016	2017	2018
City / Large Town	81%	81%	83%
Small Town	80%	78%	80%
Countryside	77%	77%	76%
Seaside	82%	81%	83%

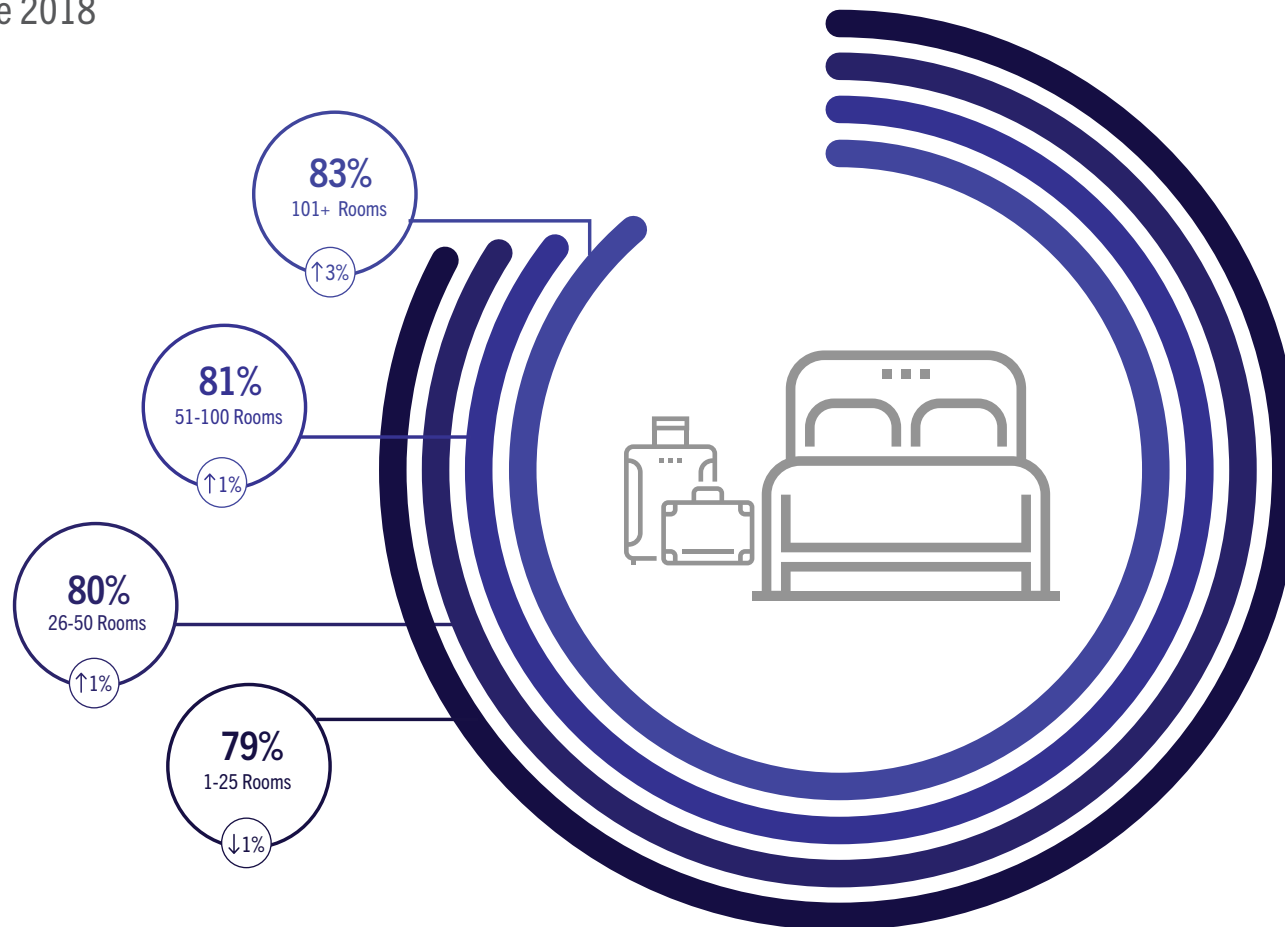
### Bedspace Occupancy

	2016	2017	2018
City / Large Town	56%	56%	58%
Small Town	57%	56%	58%
Countryside	52%	52%	52%
Seaside	60%	60%	61%



## Room Occupancy By Number of Rooms

At a glance - June 2018



## Occupancy By Number of Rooms

Data Tables

Room Occupancy	2016	2017	2018
1-25 Rooms	81%	80%	79%
26-50 Rooms	80%	80%	80%
51-100 Rooms	80%	80%	81%
101+ Rooms	82%	81%	83%

Bedspace Occupancy	2016	2017	2018
1-25 Rooms	58%	57%	57%
26-50 Rooms	57%	57%	58%
51-100 Rooms	58%	58%	59%
101+ Rooms	56%	56%	58%



## 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](mailto:scote@str.com).

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

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