

# England Occupancy Survey

May 2019 Results



## Summary of Results

**Room occupancy** in May remained level at 79%, bedspace occupancy also remained level compared to May 2018 at 57%. In May 2019, there was an increase of +2.2% in room **supply** and an increase of +1.7% in **demand** when compared to the same month in 2018.

**RevPar**, which is the total room revenue divided by the total number of available rooms, remained level in May compared to the previous year at £75.48.

**Seaside** room occupancy increased +1% from 2018 to 81%, bedspace occupancy increased by +2% to 62%. **Countryside** room occupancy increased by +1% to 74% and bedspace occupancy increased by +2% to 52%. **Small town** room occupancy and bed occupancy remained unchanged at 77% & 56%. **City/large town** room occupancy remained level, at 79%. Bedspace occupancy also remained level at 56%.

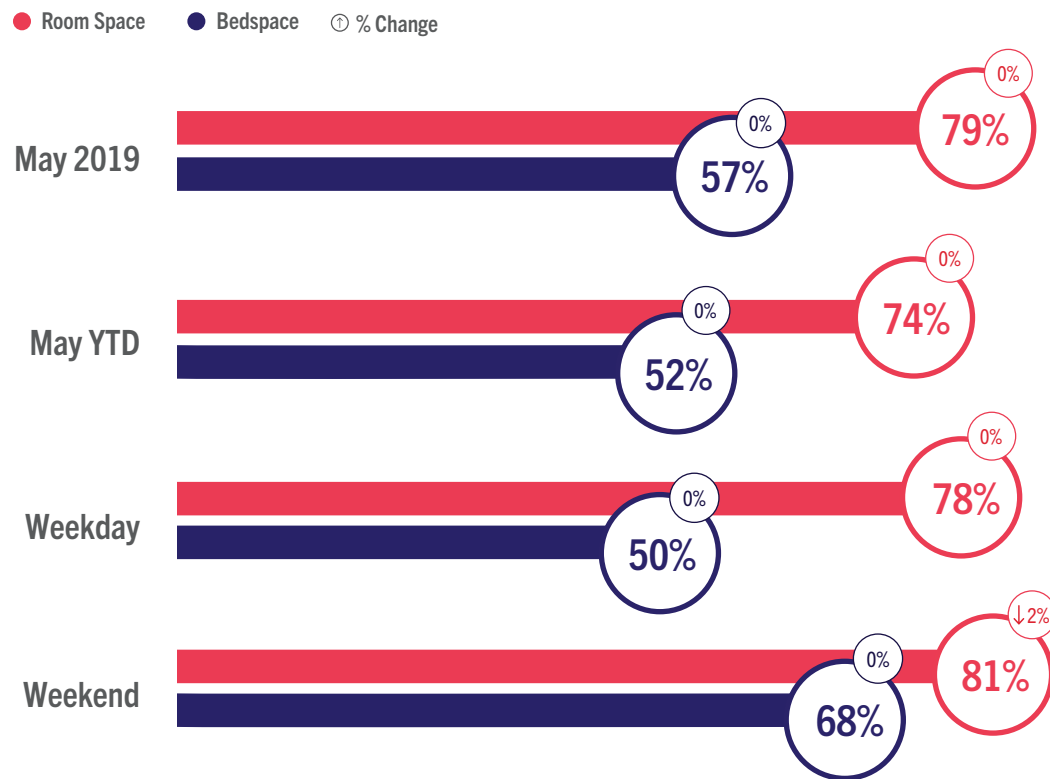
Looking at occupancy rates by **establishment size**, establishments with 1 - 25 rooms showed the greatest percentage increase in room occupancy, increasing by +1% to 76% compared to May 2018 and increasing

bedspace occupancy by +1% to 56%. Rooms with 26-50 rooms showed no change in room occupancy at 77%, or in bedspace occupancy, remaining at 56%. Establishments with 51-100 rooms also showed no change in room occupancy remaining level at 78%, there was no change in bedspace occupancy at 58%. Establishments with 101+ rooms showed a decline of -1% in room occupancy to 79%, and remained level for bedspace occupancy at 57%.

Looking at occupancy rates by **region**, increases were seen in Yorkshire & Humberside, Northeast England and Northwest England, all increasing in room occupancy by +1% compared to the same period 2018 to 76%, 74% & 78% respectively. These regions also rose +1% in bedspace occupancy to 53%, 55% & 56%. Room occupancy remained level in the Southwest and the east of England. All other regions saw a decline in room occupancy from between -1% to -2%.

## England Room and Bedspace Occupancy

At a glance - May 2019



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

## England Room and Bedspace Occupancy

### Data Tables

Room Occupancy	2017	2018	2019
May	79%	79%	79%
May YTD	74%	74%	74%
Weekday	78%	78%	78%
Weekend	82%	82%	81%

Bedspace Occupancy	2017	2018	2019
May	55%	56%	57%
May YTD	52%	52%	52%
Weekday	50%	50%	50%
Weekend	68%	69%	68%

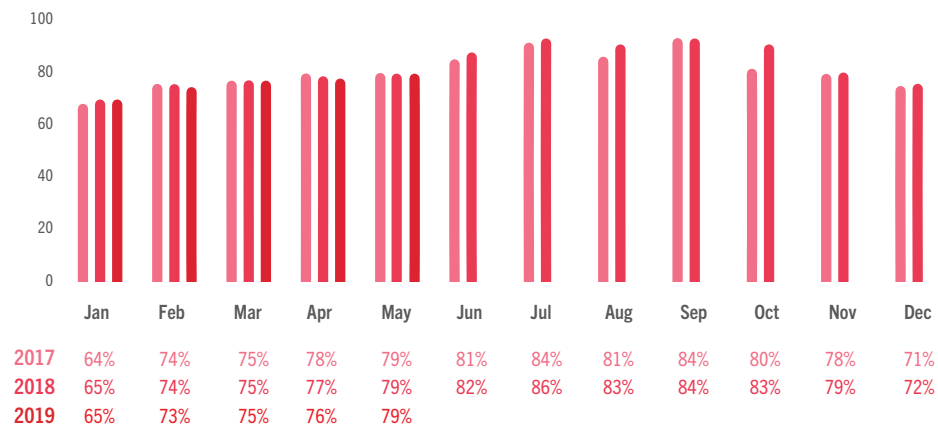
	2017	2018	2019
Room supply	1.9%	1.4%	2.2%
Room demand	3.8%	1.5%	1.7%

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

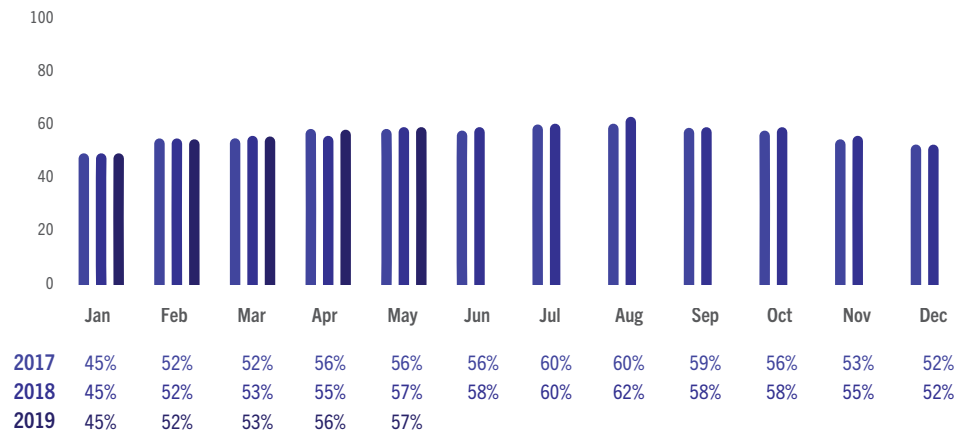


## England Room and Bedspace Occupancy

### Data Tables



England Room Occupancy by Month



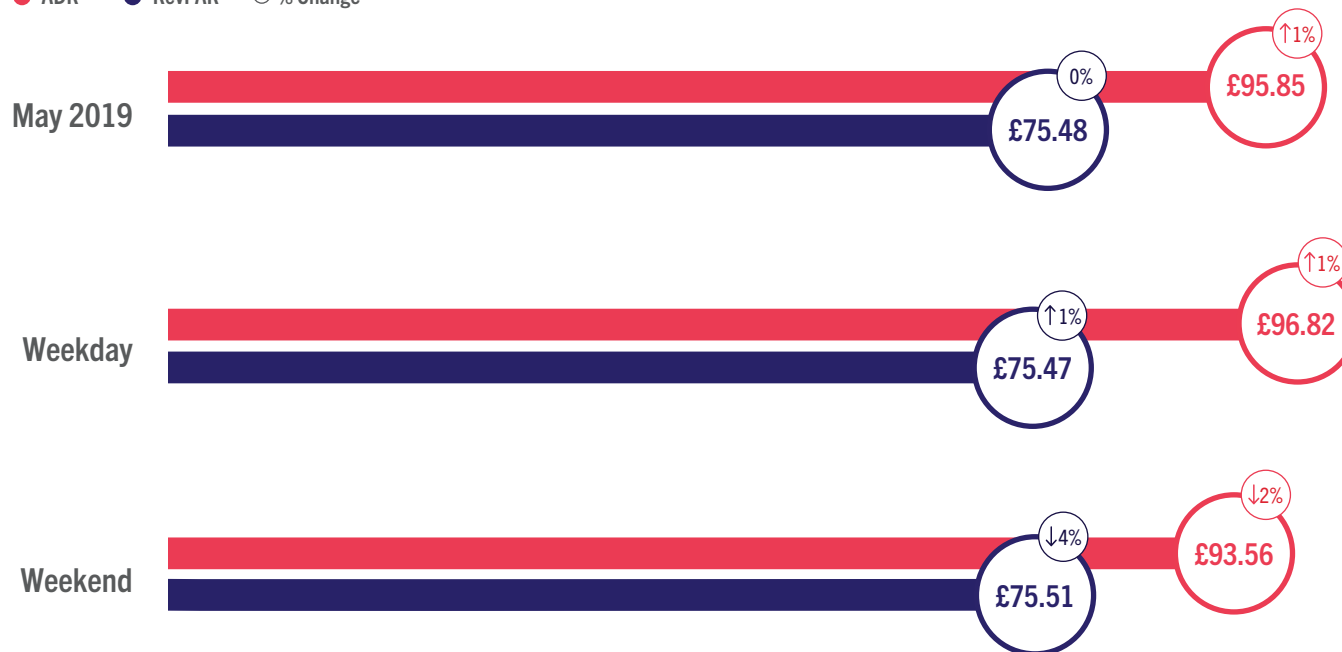
England Bedspace Occupancy by Month



## England ADR and RevPAR

At a glance - May 2019

● ADR ● RevPAR ⓘ % Change





## England ADR and RevPAR

Data Tables

### ADR

	2017	2018	2019
May	£96.23	£95.37	£95.85
Weekday	£96.41	£95.44	£96.82
Weekend	£95.73	£95.18	£93.56

### RevPAR

	2017	2018	2019
May	£76.06	£75.49	£75.48
Weekday	£75.14	£74.47	£75.47
Weekend	£78.70	£78.42	£75.51

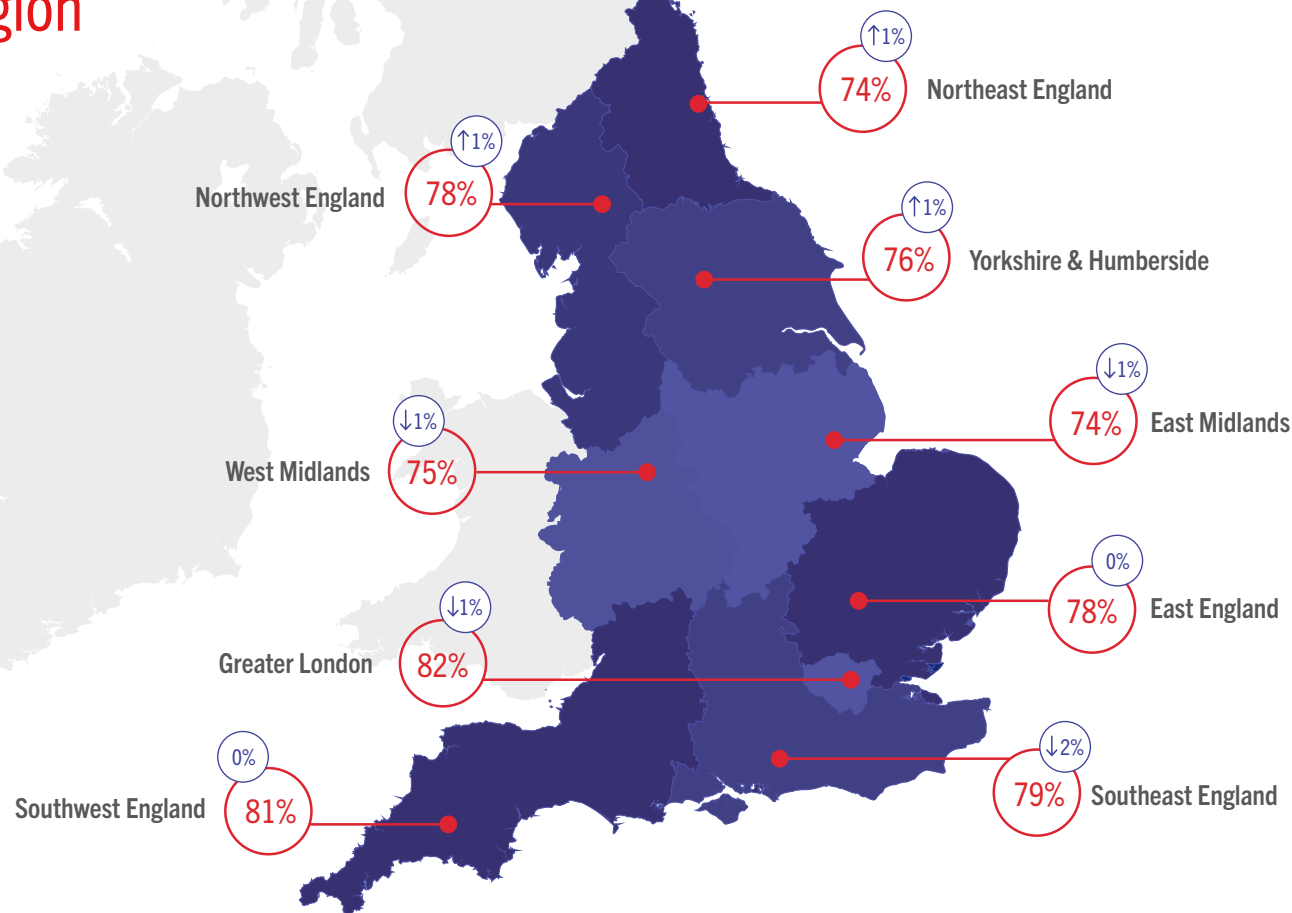


## Room Occupancy By Region

At a glance - May 2019

\*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	2017	2018	2019
East England	77%	78%	78%
East Midlands	73%	75%	74%
Greater London	83%	82%	82%
Northeast England	74%	73%	74%
Northwest England	78%	77%	78%
Southeast England	80%	81%	79%
Southwest England	79%	81%	81%
West Midlands	74%	75%	75%
Yorkshire & Humberside	75%	75%	76%

Bedspace Occupancy	2017	2018	2019
East England	54%	56%	56%
East Midlands	51%	53%	54%
Greater London	60%	60%	60%
Northeast England	52%	52%	53%
Northwest England	55%	55%	56%
Southeast England	56%	57%	57%
Southwest England	55%	57%	58%
West Midlands	50%	51%	52%
Yorkshire & Humberside	53%	54%	55%

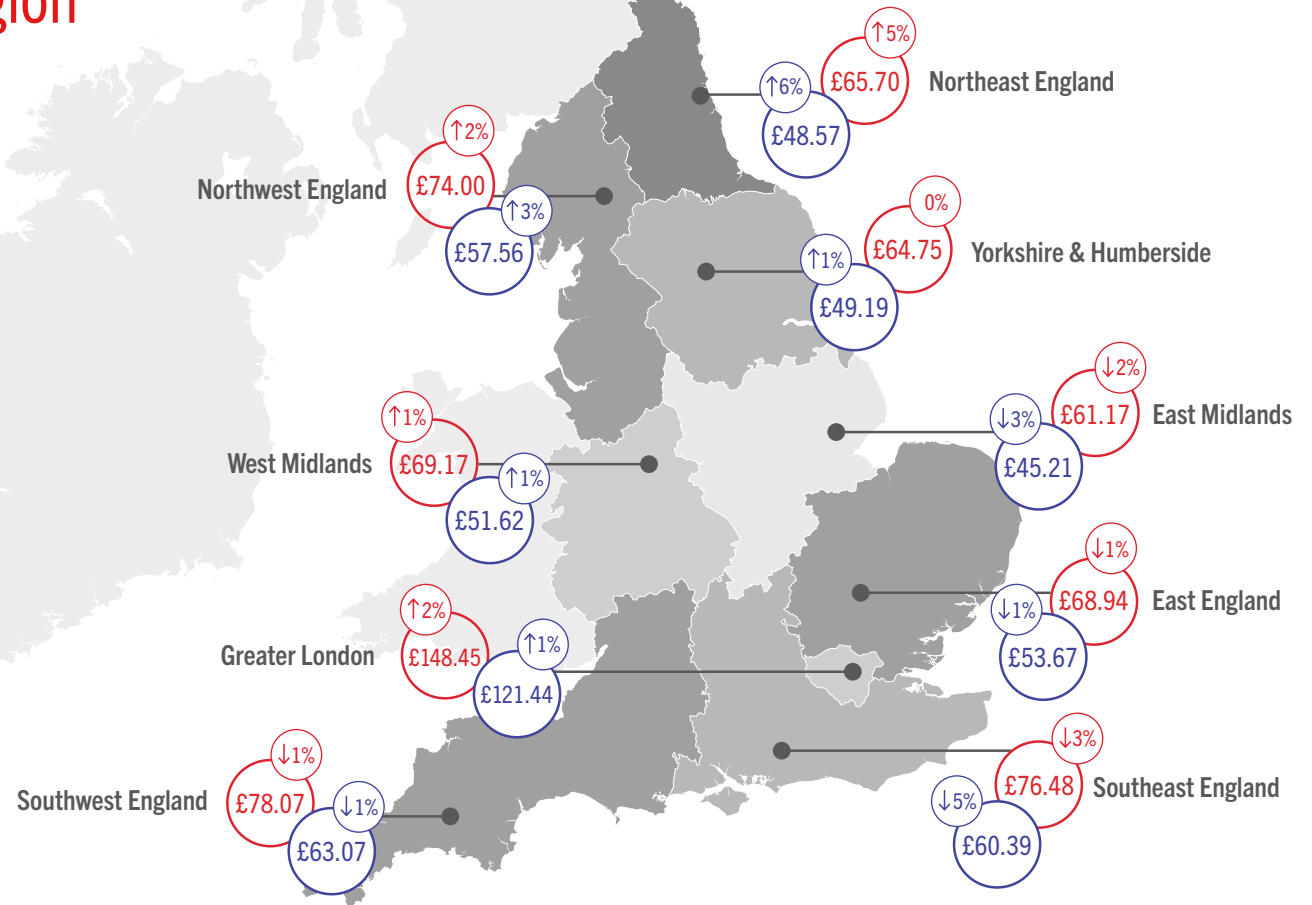


## ADR and RevPAR By Region

At a glance - May 2019

\*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	2017	2018	2019
East England	£69.62	£69.39	£68.94
East Midlands	£60.85	£62.25	£61.17
Greater London	£151.05	£145.47	£148.45
Northeast England	£63.04	£62.66	£65.70
Northwest England	£72.66	£72.67	£74.00
Southeast England	£77.49	£78.99	£76.48
Southwest England	£77.46	£79.01	£78.07
West Midlands	£66.56	£68.24	£69.17
Yorkshire & Humberside	£65.07	£65.03	£64.75

RevPAR	2017	2018	2019
East England	£53.63	£54.08	£53.67
East Midlands	£44.27	£46.39	£45.21
Greater London	£125.92	£119.99	£121.44
Northeast England	£46.73	£45.96	£48.57
Northwest England	£56.58	£56.08	£57.56
Southeast England	£62.13	£63.64	£60.39
Southwest England	£61.44	£63.74	£63.07
West Midlands	£49.39	£51.30	£51.62
Yorkshire & Humberside	£48.68	£48.61	£49.19



## Room Occupancy By Destination Type

At a glance - May 2019



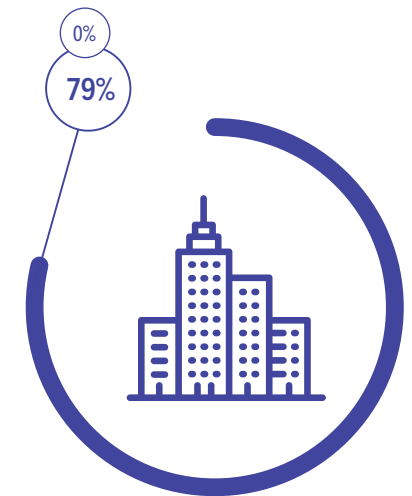
Countryside



Seaside



Small Town



City / Large Town

## Occupancy By Location Type

Data Tables

### Room Occupancy

	2017	2018	2019
City / Large Town	80%	79%	79%
Small Town	76%	77%	77%
Countryside	70%	72%	74%
Seaside	77%	80%	81%

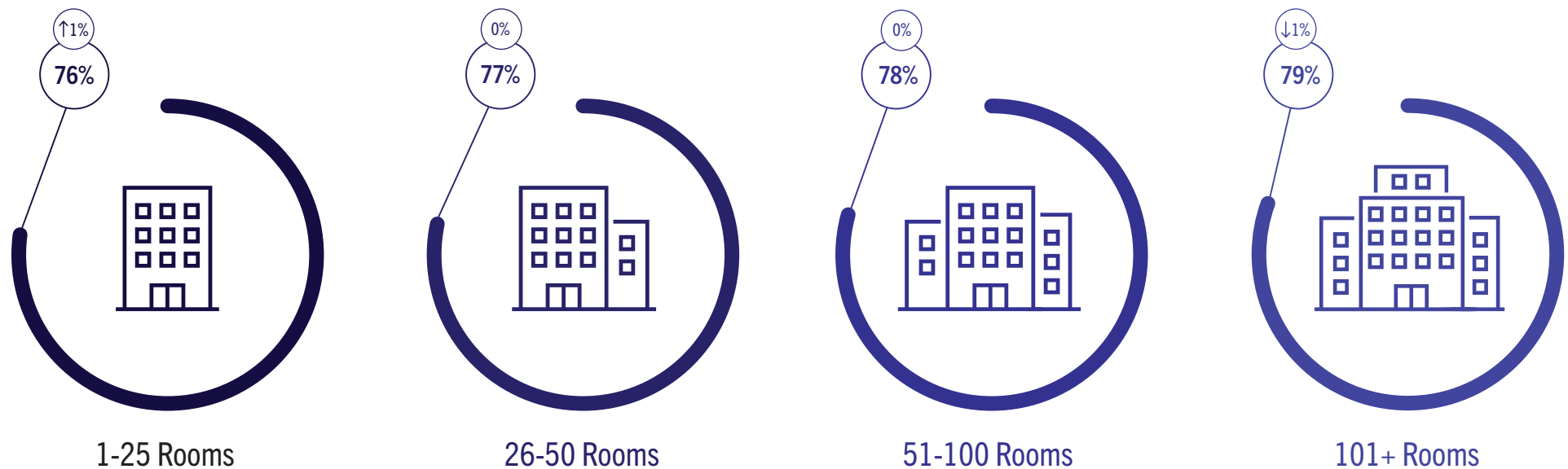
### Bedspace Occupancy

	2017	2018	2019
City / Large Town	55%	56%	56%
Small Town	54%	56%	56%
Countryside	48%	50%	52%
Seaside	57%	60%	62%



## Room Occupancy By Number of Rooms

At a glance - May 2019



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

## Occupancy By Number of Rooms

Data Tables

Room Occupancy	2017	2018	2019
1-25 Rooms	76%	75%	76%
26-50 Rooms	77%	77%	77%
51-100 Rooms	77%	78%	78%
101+ Rooms	80%	80%	79%

Bedspace Occupancy	2017	2018	2019
1-25 Rooms	55%	55%	56%
26-50 Rooms	55%	56%	56%
51-100 Rooms	56%	58%	58%
101+ Rooms	56%	57%	57%



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

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

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