

# England Occupancy Survey

February 2019 Results



## Summary of Results

**Room occupancy** in February remained level at 73% whilst **bedspace occupancy** remained level at 52% when compared to February 2018. In February there was an increase of +2.4% in room **supply** and an increase of +2.5% 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, was at a similar level in February compared to the previous year at £63.56.

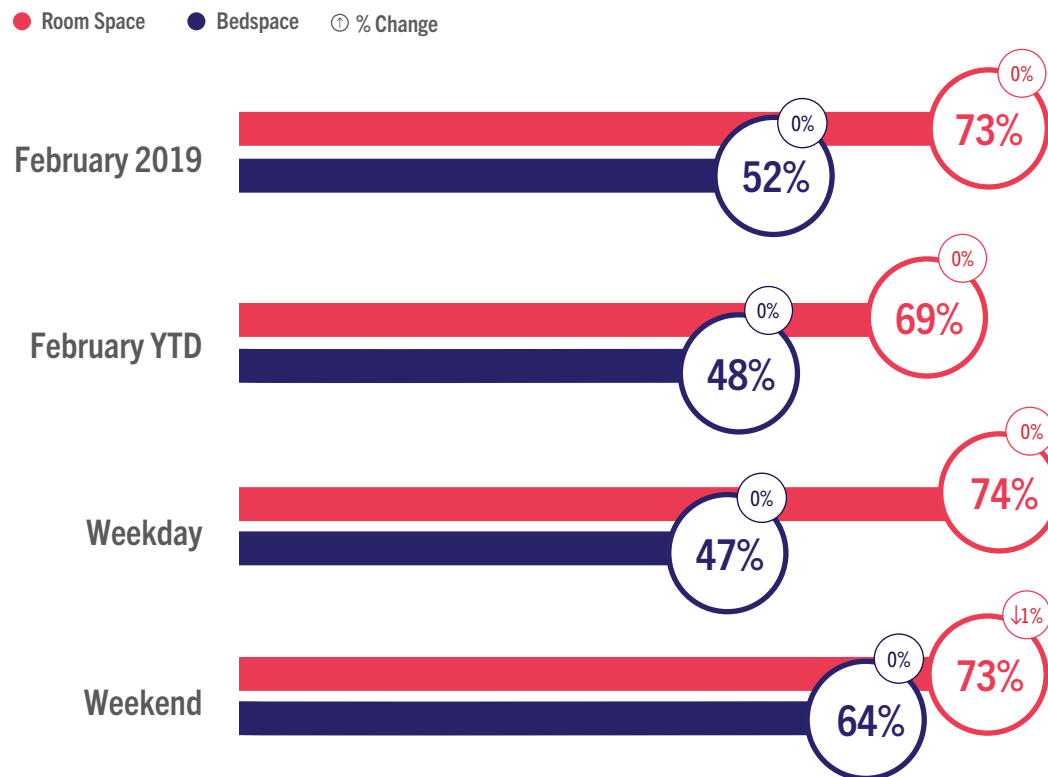
**City/large town** room occupancy remained level at 74% whilst **bedspace occupancy** also remained level at 52%. **Seaside** room occupancy increased by +1% to 70%, **bedspace occupancy** also increased by +1% to 53%. **Small town** room occupancy decreased by -1% to 68%, **bedspace occupancy** also fell by -1% to 49%. **Countryside** room occupancy decreased by -1% to 61% and **bedspace occupancy** also fell by -1% to 42%.

Looking at occupancy rates by **establishment size**, establishments with 1 - 25 rooms showed greatest percentage increase in room occupancy, increasing by of +2% to 70% compared to February 2018 and increasing **bedspace occupancy** by +1% to 51%. All other establishment sizes remained at a similar level in both room and **bedspace occupancy** levels when compared to February 2018.

Looking at occupancy rates by **region**, the biggest increases came from Northwest England & Yorkshire & Humberside, both increasing room occupancy by +1% to 74% & 72% respectively. Both regions also saw a +1% increase in **bedspace occupancy**. All other regions were at a similar level or decreased in room occupancy in February 2019, ranging from a 0% to – 2% change compared to February 2018.

## England Room and Bedspace Occupancy

At a glance - February 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
February	74%	73%	73%
February YTD	69%	69%	69%
Weekday	73%	73%	74%
Weekend	74%	74%	73%

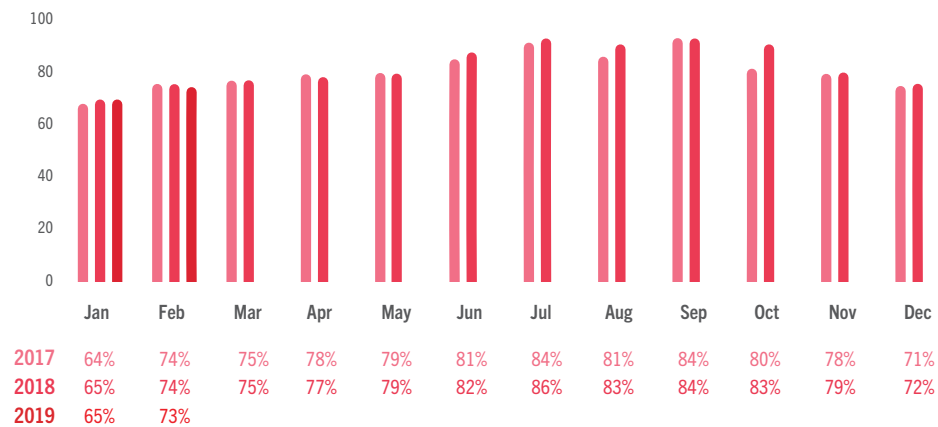
Bedspace Occupancy	2017	2018	2019
February	52%	52%	52%
February YTD	48%	48%	48%
Weekday	47%	47%	47%
Weekend	64%	64%	64%

	2017	2018	2019
Room supply	1.6%	1.6%	2.4%
Room demand	2.6%	1.3%	2.5%

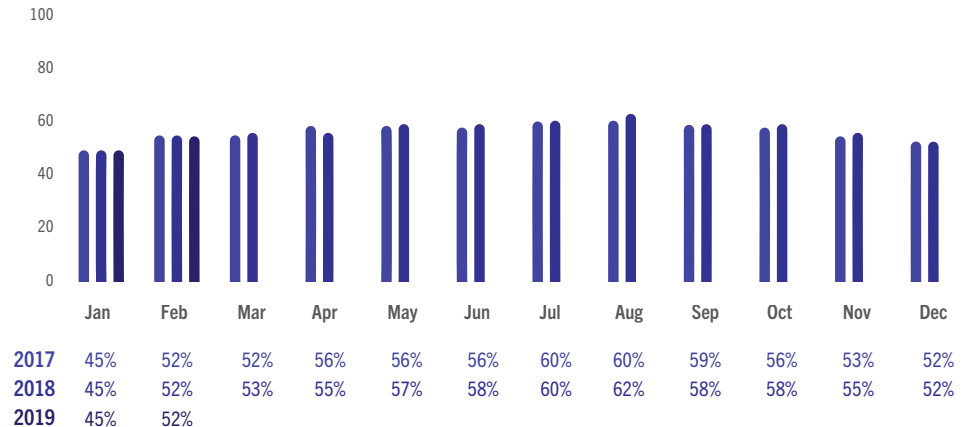
Table to the left shows the room supply and room demand year on year relative percentage change.

## England Room and Bedspace Occupancy

### Data Tables



England Room Occupancy by Month



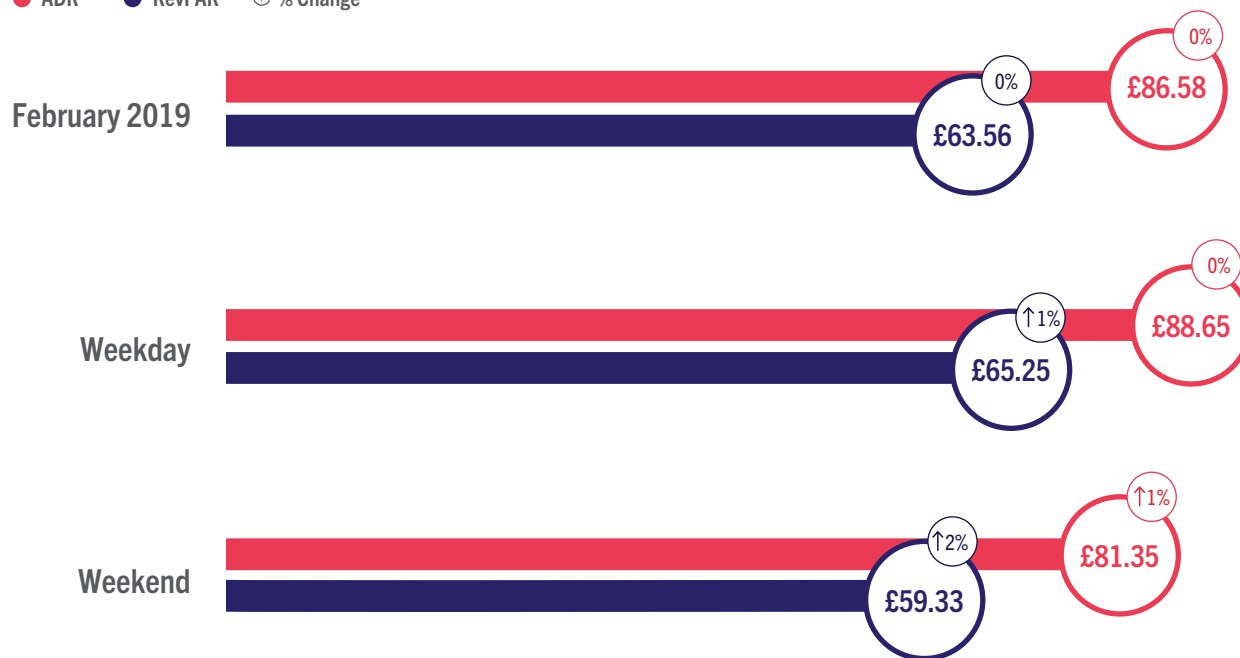
England Bedspace Occupancy by Month



## England ADR and RevPAR

At a glance - February 2019

● ADR ● RevPAR ⓘ % Change





## England ADR and RevPAR

Data Tables

### ADR

	2017	2018	2019
February	£85.94	£86.60	£86.58
Weekday	£87.11	£88.43	£88.65
Weekend	£83.02	£82.08	£81.35

### RevPAR

	2017	2018	2019
February	£63.23	£63.54	£63.56
Weekday	£63.98	£64.70	£65.25
Weekend	£61.35	£60.65	£59.33

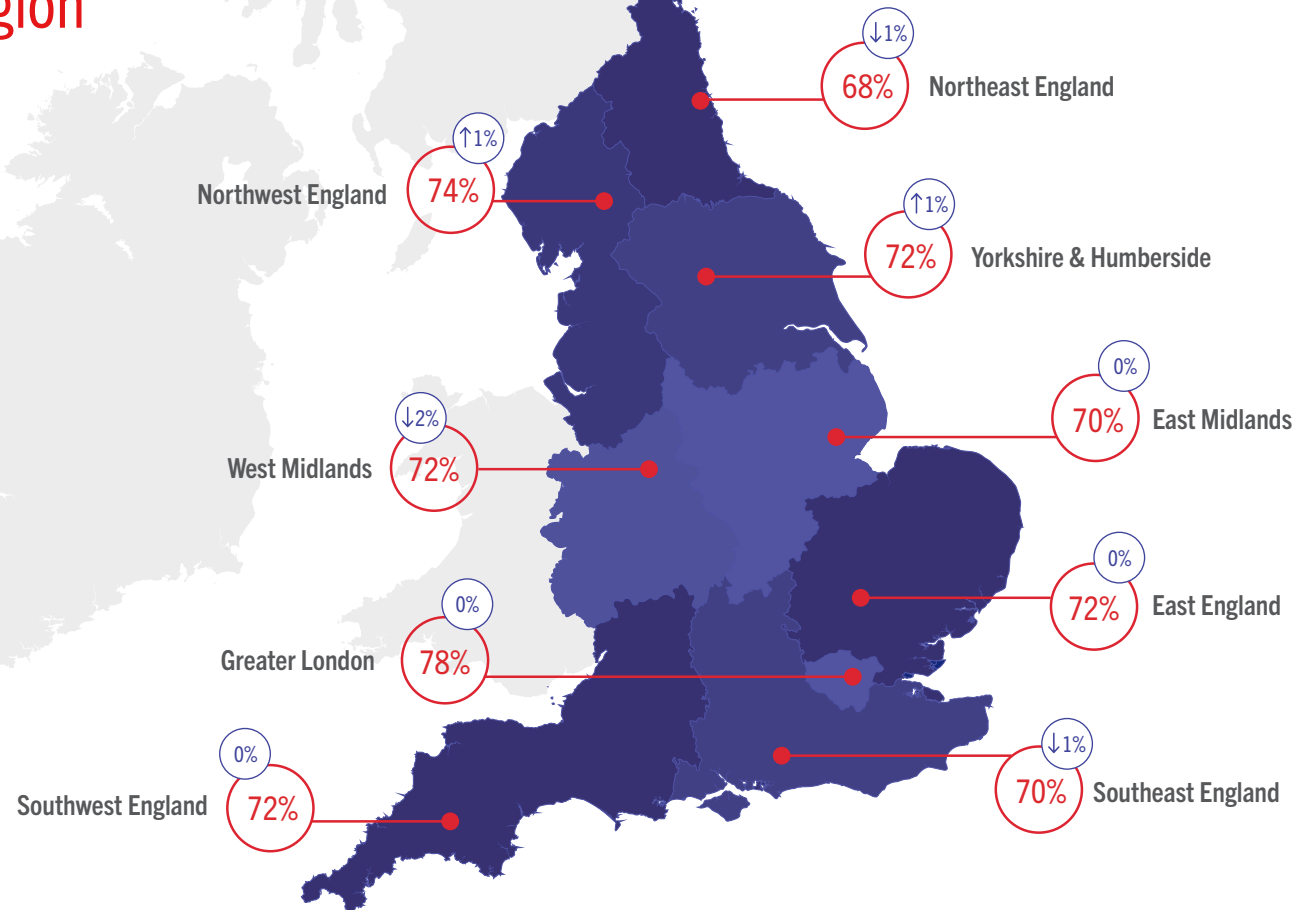


## Room Occupancy By Region

At a glance - February 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	73%	72%	72%
East Midlands	70%	71%	70%
Greater London	78%	77%	78%
Northeast England	69%	69%	68%
Northwest England	73%	73%	74%
Southeast England	71%	71%	70%
Southwest England	71%	72%	72%
West Midlands	73%	73%	72%
Yorkshire & Humberside	74%	71%	72%

Bedspace Occupancy	2017	2018	2019
East England	52%	51%	51%
East Midlands	49%	50%	50%
Greater London	56%	56%	56%
Northeast England	48%	48%	48%
Northwest England	52%	52%	53%
Southeast England	50%	50%	50%
Southwest England	49%	50%	50%
West Midlands	50%	49%	48%
Yorkshire & Humberside	53%	50%	51%

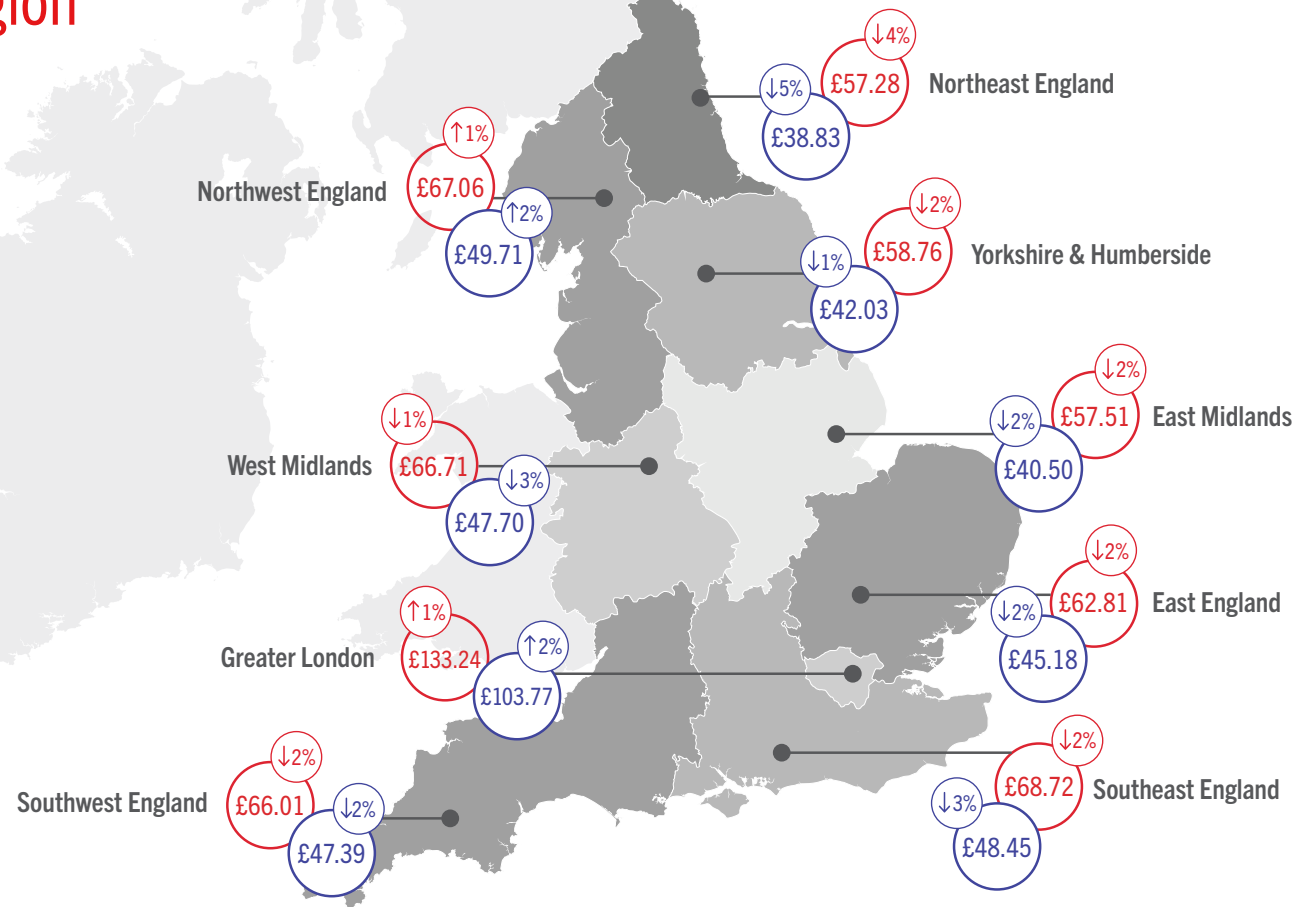


## ADR and RevPAR By Region

At a glance - February 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

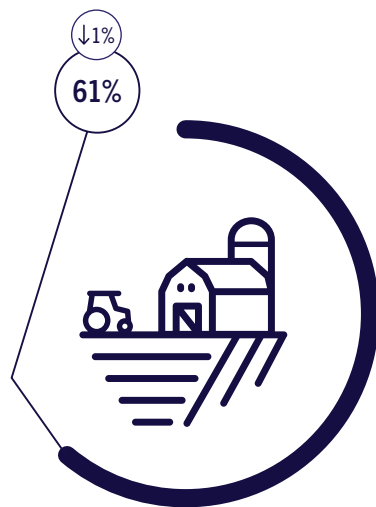
### Data Tables

ADR	2017	2018	2019
East England	£64.08	£64.19	£62.81
East Midlands	£58.16	£58.73	£57.51
Greater London	£130.91	£131.64	£133.24
Northeast England	£60.17	£59.43	£57.28
Northwest England	£66.62	£66.54	£67.06
Southeast England	£70.58	£70.27	£68.72
Southwest England	£67.07	£67.49	£66.01
West Midlands	£66.19	£67.18	£66.71
Yorkshire & Humberside	£60.11	£59.91	£58.76

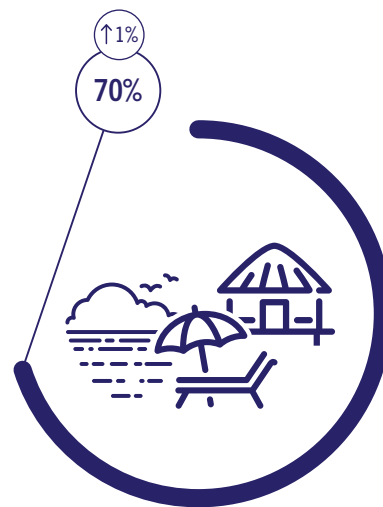
RevPAR	2017	2018	2019
East England	£46.57	£46.21	£45.18
East Midlands	£40.79	£41.44	£40.50
Greater London	£101.59	£101.89	£103.77
Northeast England	£41.49	£40.92	£38.83
Northwest England	£48.83	£48.72	£49.71
Southeast England	£50.06	£49.93	£48.45
Southwest England	£47.47	£48.40	£47.39
West Midlands	£48.60	£49.09	£47.70
Yorkshire & Humberside	£44.23	£42.29	£42.03

## Room Occupancy By Destination Type

At a glance - February 2019



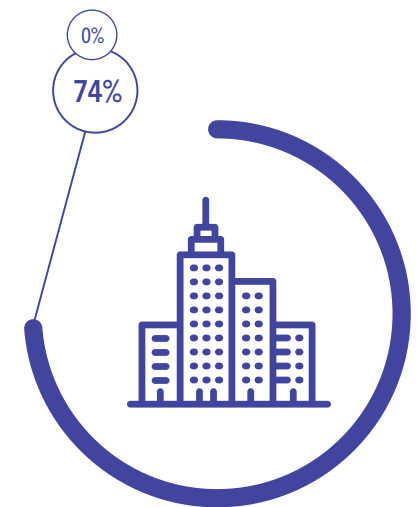
Countryside



Seaside



Small Town



City / Large Town

## Occupancy By Location Type

Data Tables

### Room Occupancy

	2017	2018	2019
City / Large Town	75%	74%	74%
Small Town	68%	68%	68%
Countryside	63%	62%	61%
Seaside	67%	69%	70%

### Bedspace Occupancy

	2017	2018	2019
City / Large Town	52%	52%	52%
Small Town	49%	50%	49%
Countryside	43%	43%	42%
Seaside	51%	52%	53%



## Room Occupancy By Number of Rooms

At a glance - February 2019



1-25 Rooms



26-50 Rooms



51-100 Rooms



101+ Rooms



## Occupancy By Number of Rooms

Data Tables

### Room Occupancy

	2017	2018	2019
1-25 Rooms	70%	68%	70%
26-50 Rooms	70%	71%	71%
51-100 Rooms	72%	73%	73%
101+ Rooms	75%	74%	74%

### Bedspace Occupancy

	2017	2018	2019
1-25 Rooms	51%	50%	51%
26-50 Rooms	50%	51%	51%
51-100 Rooms	53%	53%	53%
101+ Rooms	52%	52%	52%



## 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.

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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