

# England Occupancy Survey

January 2019 Results



## Summary of Results

**Room occupancy** in January remained level at 65% whilst bedspace occupancy increased by +1% to 45% when compared to January 2018. In January there was an increase of +2.2% in room **supply** and an increase of +2.7% 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, increased by +2% in January to £55.31 compared to the previous year.

**City/large town** room occupancy remained level at 66% whilst bedspace occupancy increased by 1% to 46%. **Seaside** room occupancy increased by +2% to 58%, bedspace occupancy also increased by +1% to 43%.

**Small town** room occupancy increased by +2% to 60%, bedspace occupancy also increased by 1% to 43%. **Countryside** room occupancy

increased by +2% to 51% and bedspace occupancy increased by +1% to 34%.

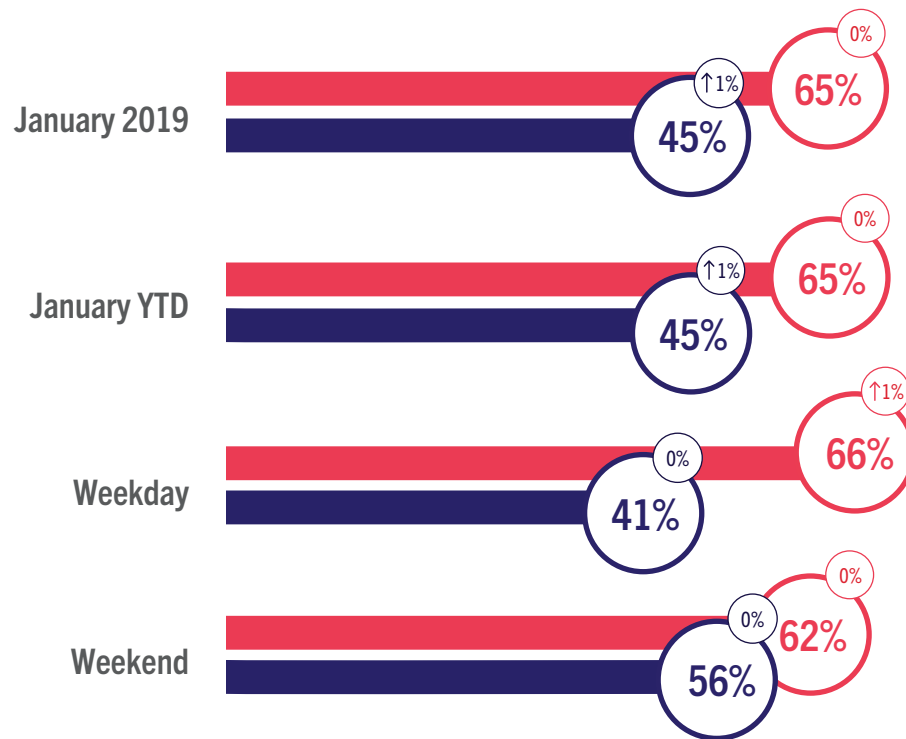
Looking at occupancy rates by **establishment size**, establishments with 101+ rooms showed greatest percentage increase in room occupancy, increasing by of +1% to 66% compared to the same period last year and increasing bedspace occupancy by +1% to 46%. Rooms with 26-50 & 51-100 rooms did not show any change in room occupancy in January 2019 from January 2018.

Looking at occupancy rates by **region**, the biggest shift came from Greater London, which increased by +3% in room occupancy and +1% in bedspace occupancy. All other regions changed by 1% or less for both room and bedspace occupancy when compared to January 2018.

## England Room and Bedspace Occupancy

At a glance - January 2019

● Room Space ● Bedspace ⓘ % Change



## England Room and Bedspace Occupancy

### Data Tables

Room Occupancy	2017	2018	2019
January	64%	65%	65%
January YTD	64%	65%	65%
Weekday	65%	65%	66%
Weekend	63%	62%	62%

Bedspace Occupancy	2017	2018	2019
January	45%	45%	45%
January YTD	45%	45%	45%
Weekday	40%	41%	41%
Weekend	55%	56%	56%

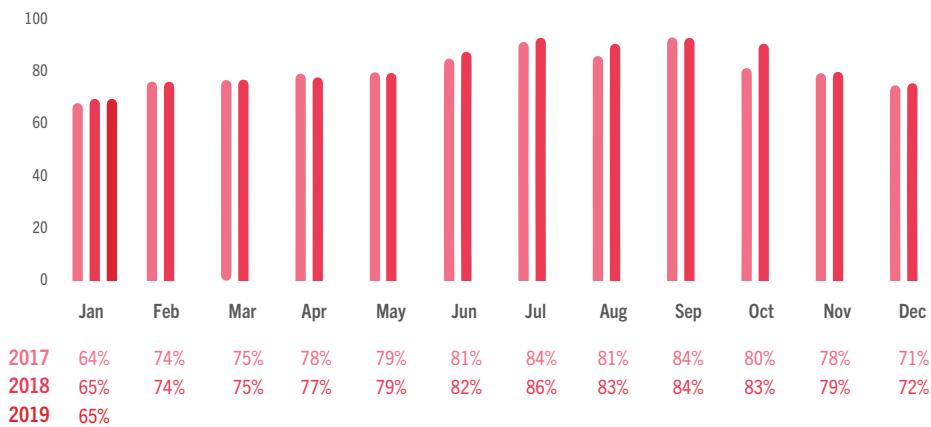
	2017	2018	2019
Room supply	1.6%	1.8%	2.2%
Room demand	4.7%	2.4%	2.7%

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

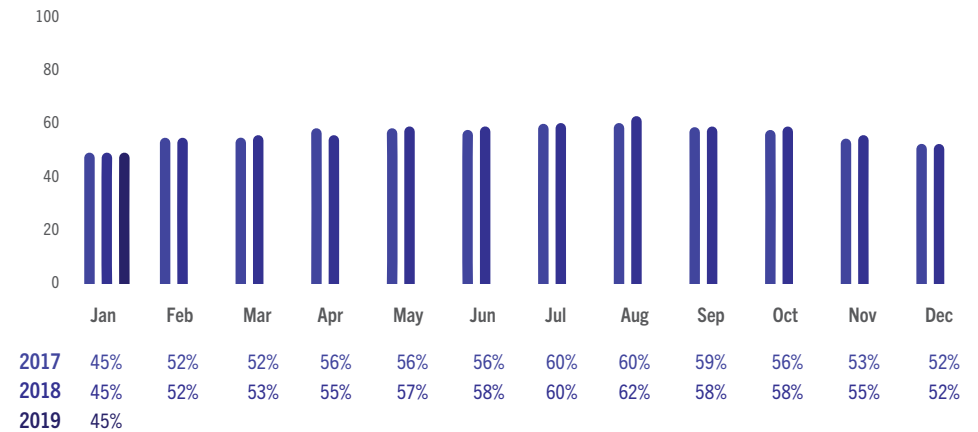


## England Room and Bedspace Occupancy

### Data Tables



England Room Occupancy by Month



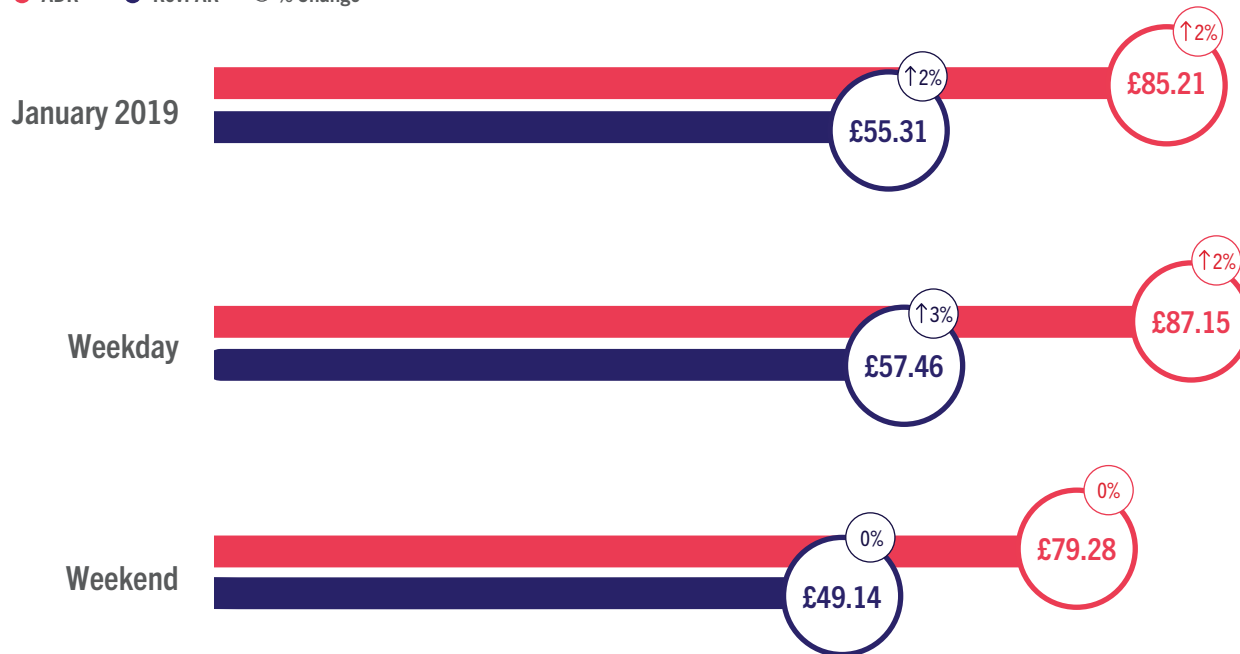
England Bedspace Occupancy by Month



## England ADR and RevPAR

At a glance - January 2019

● ADR ● RevPAR ⓘ % Change





## England ADR and RevPAR

Data Tables

### ADR

	2017	2018	2019
January	£83.04	£83.73	£85.21
Weekday	£84.14	£85.25	£87.15
Weekend	£79.79	£79.13	£79.28

### RevPAR

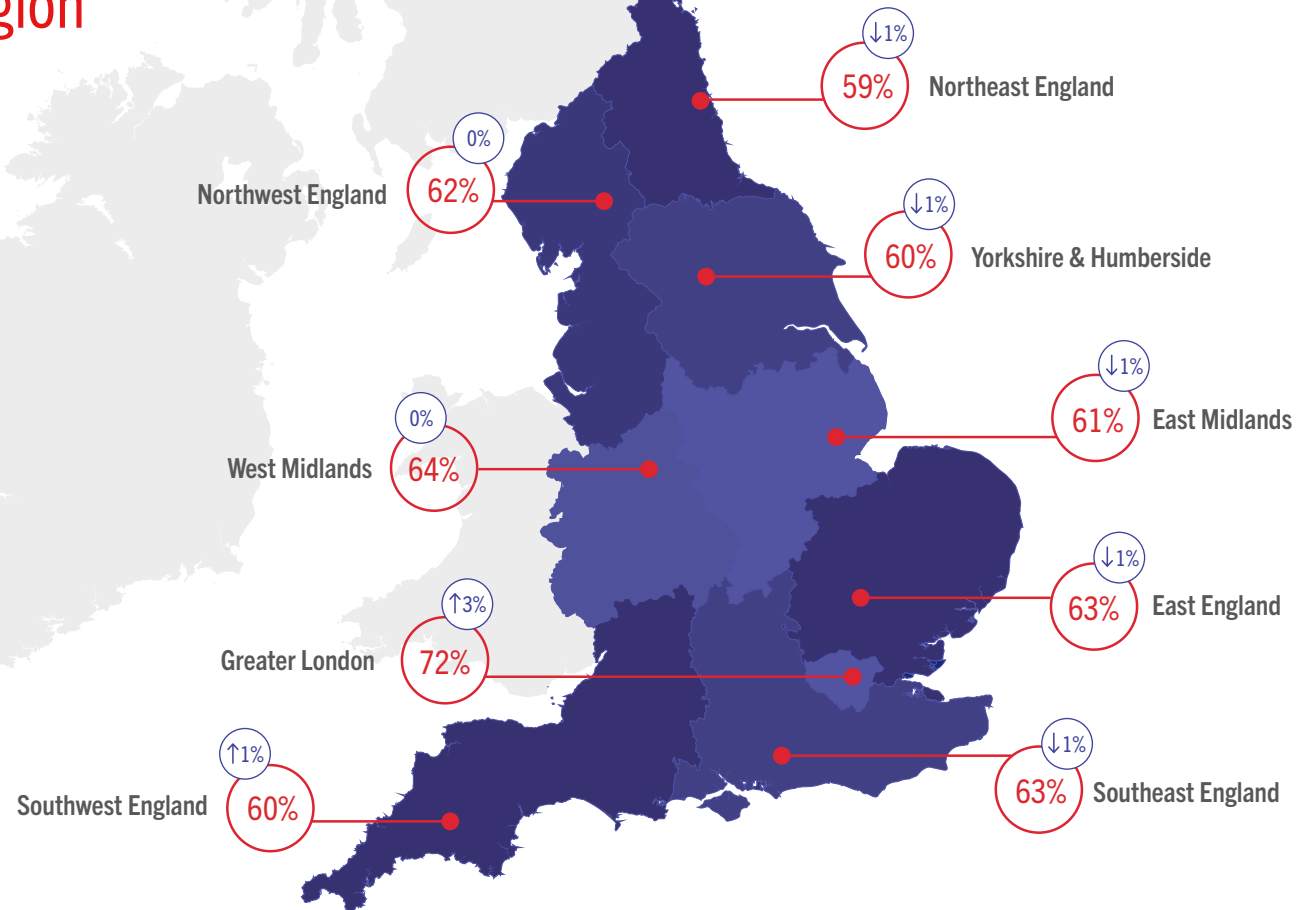
	2017	2018	2019
January	£53.33	£54.08	£55.31
Weekday	£54.39	£55.79	£57.46
Weekend	£50.26	£49.17	£49.14



## Room Occupancy By Region

At a glance - January 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.





## Occupancy By Region

### Data Tables

Room Occupancy	2017	2018	2019
East England	63%	63%	63%
East Midlands	60%	62%	61%
Greater London	71%	70%	72%
Northeast England	58%	59%	59%
Northwest England	63%	62%	62%
Southeast England	63%	63%	63%
Southwest England	58%	60%	60%
West Midlands	62%	64%	64%
Yorkshire & Humberside	61%	61%	60%

Bedspace Occupancy	2017	2018	2019
East England	44%	44%	44%
East Midlands	41%	42%	42%
Greater London	50%	50%	51%
Northeast England	40%	41%	41%
Northwest England	44%	43%	43%
Southeast England	43%	44%	44%
Southwest England	40%	41%	42%
West Midlands	41%	43%	43%
Yorkshire & Humberside	43%	43%	43%

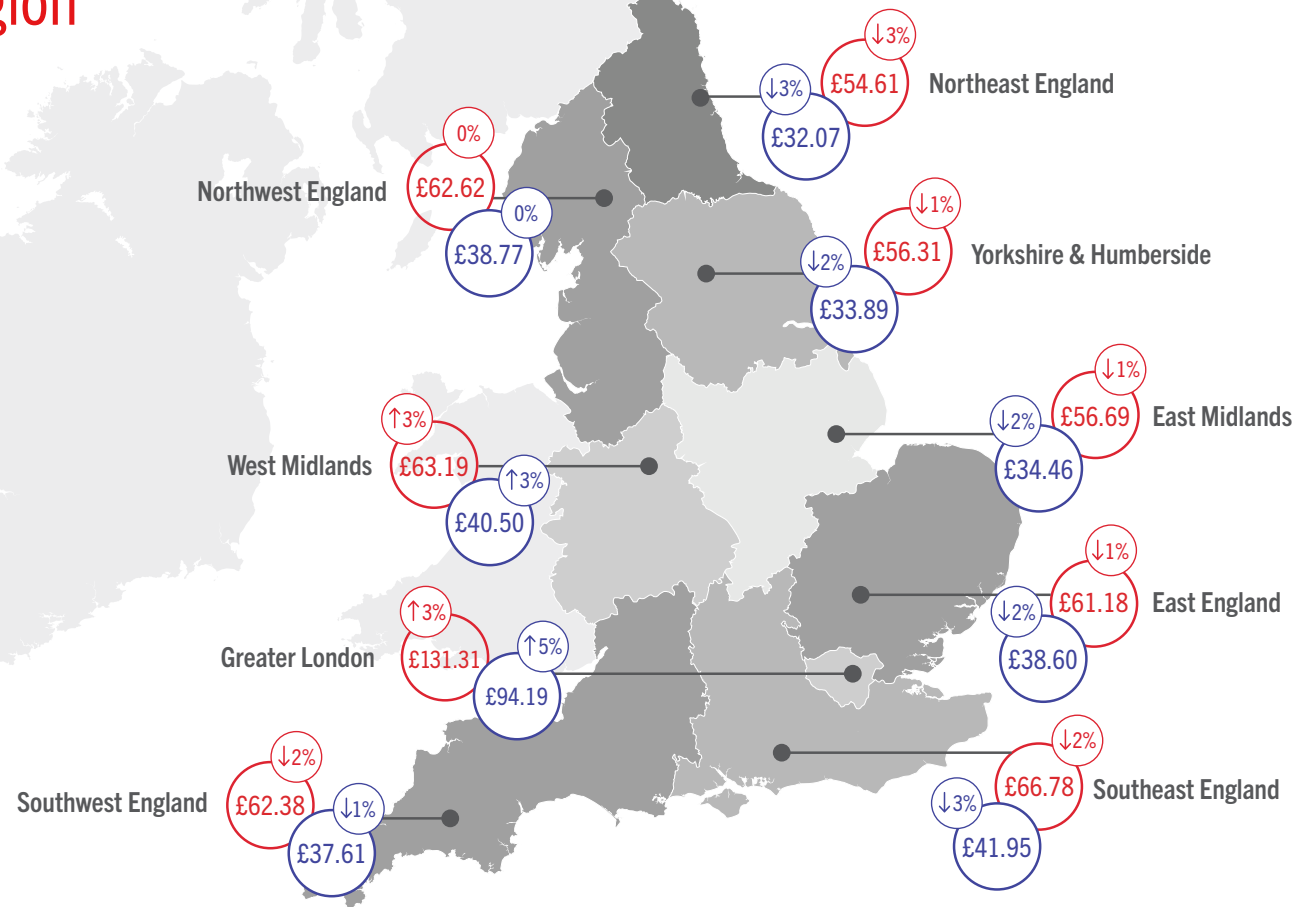


## ADR and RevPAR By Region

At a glance - January 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

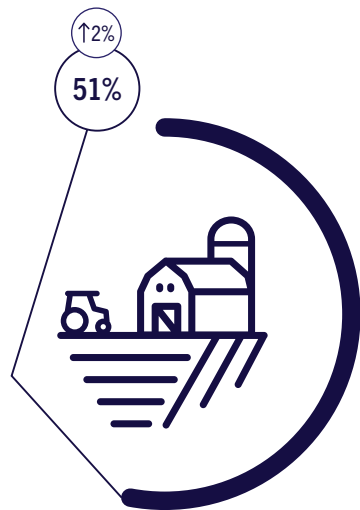
ADR	2017	2018	2019
East England	£61.58	£61.92	£61.18
East Midlands	£56.24	£57.30	£56.69
Greater London	£126.29	£127.75	£131.31
Northeast England	£57.33	£56.12	£54.61
Northwest England	£63.19	£62.40	£62.62
Southeast England	£68.12	£67.83	£66.78
Southwest England	£63.61	£63.74	£62.38
West Midlands	£59.98	£61.31	£63.19
Yorkshire & Humberside	£56.03	£57.00	£56.31

RevPAR	2017	2018	2019
East England	£38.55	£39.28	£38.60
East Midlands	£33.85	£35.30	£34.46
Greater London	£89.26	£89.32	£94.19
Northeast England	£33.25	£33.14	£32.07
Northwest England	£39.96	£38.81	£38.77
Southeast England	£42.64	£43.03	£41.95
Southwest England	£36.98	£38.11	£37.61
West Midlands	£36.92	£39.31	£40.50
Yorkshire & Humberside	£34.39	£34.69	£33.89



## Room Occupancy By Destination Type

At a glance - January 2019



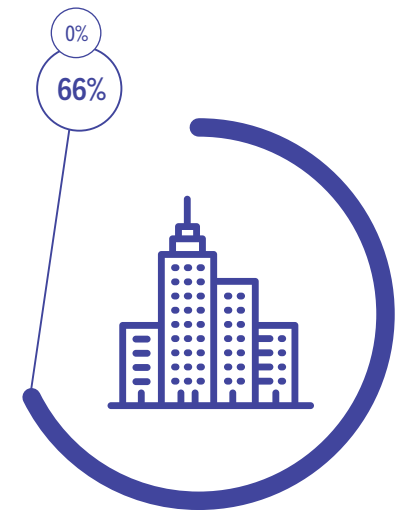
Countryside



Seaside



Small Town



City / Large Town

## Occupancy By Location Type

Data Tables

### Room Occupancy

	2017	2018	2019
City / Large Town	66%	66%	66%
Small Town	57%	59%	60%
Countryside	50%	50%	51%
Seaside	55%	57%	58%

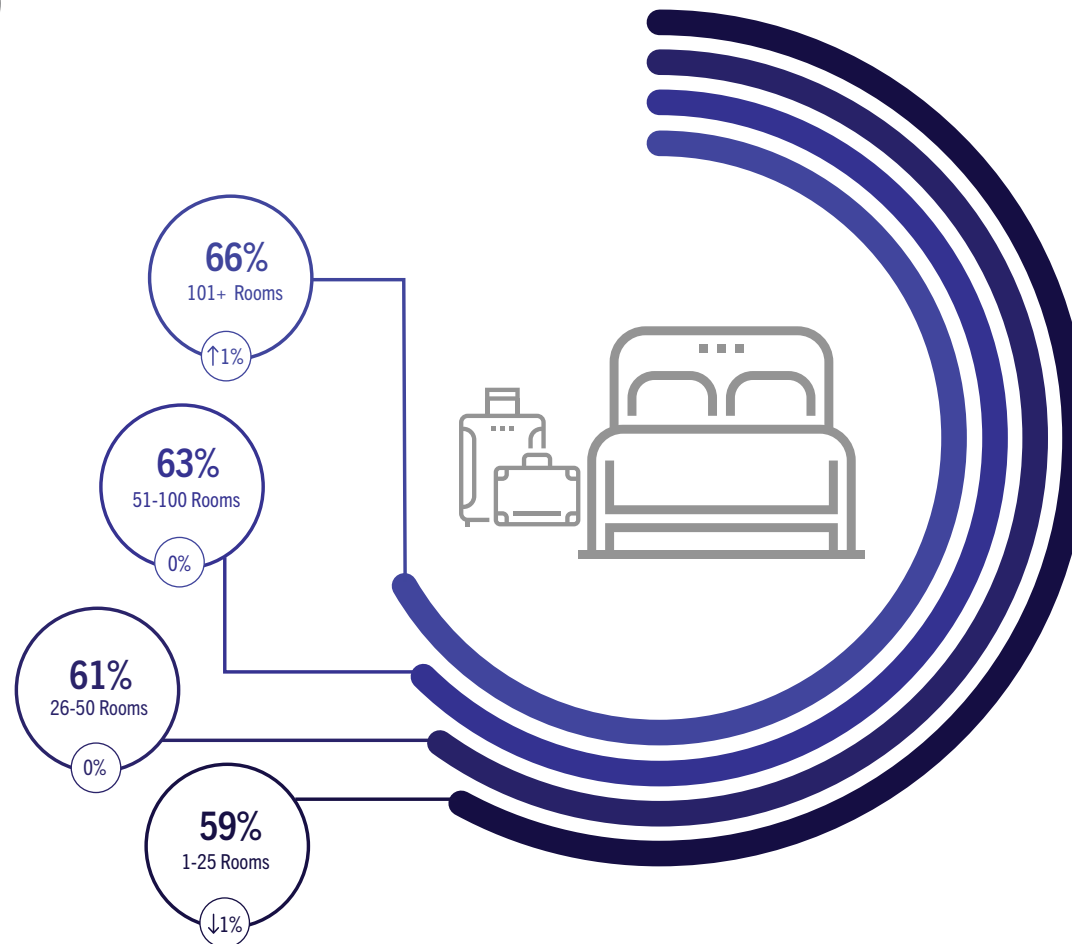
### Bedspace Occupancy

	2017	2018	2019
City / Large Town	45%	45%	46%
Small Town	41%	42%	43%
Countryside	34%	33%	34%
Seaside	40%	42%	43%



## Room Occupancy By Number of Rooms

At a glance - January 2019



## Occupancy By Number of Rooms

Data Tables

Room Occupancy	2017	2018	2019
1-25 Rooms	60%	60%	59%
26-50 Rooms	60%	61%	61%
51-100 Rooms	62%	63%	63%
101+ Rooms	65%	66%	66%

Bedspace Occupancy	2017	2018	2019
1-25 Rooms	43%	43%	43%
26-50 Rooms	43%	43%	44%
51-100 Rooms	45%	46%	46%
101+ Rooms	45%	45%	46%



## 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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