

VisitEngland™



England Occupancy Survey

January 2022 Results

Created by





Summary of Results

Room occupancy in January 2022 increased by 24% to 47% whilst bedspace occupancy in January 2022 increased by 17% to 34% when compared to January 2021. In January 2022, room supply increased by 26.9% when compared to January 2021. Meanwhile, room demand increased by 153.7% when compared to the same month last year.

RevPAR, which is the total room revenue divided by the total number of available rooms, increased by 204% to £34.77 in January 2022 when compared to the same month last year.

Looking at hotel performance across **destination types**, Countryside hotel and Seaside hotel room occupancy increased the most by 28% to 50% and 54%, respectively, followed by Small Town hotel occupancy which increased by 26% to 50%. The smallest change from last year was recorded for City / Large Town hotels as occupancy increased by 23% to 46%.

Assessing occupancy rates by **establishment size**, hotels with 101+ rooms increased the most by 24% to 43% followed by hotels with 51 to 100 rooms which increased occupancy by 23% to 57%, and hotels with 26 to 50 rooms which increased occupancy by 22% to 53%. The smallest change from last year was recorded for hotels with 1 to 25 rooms as occupancy increased by 16% to 49%.

Evaluating trends across the **9 regions** of England, all regions achieved increased room occupancy compared to the same month last year. The three regions that recorded the greatest change in room occupancy from last year were Yorkshire & Humberside which increased occupancy by 31% to 53%, and Northeast England and Northwest England which both increased occupancy by 28% to 51%, and to 49%, respectively.

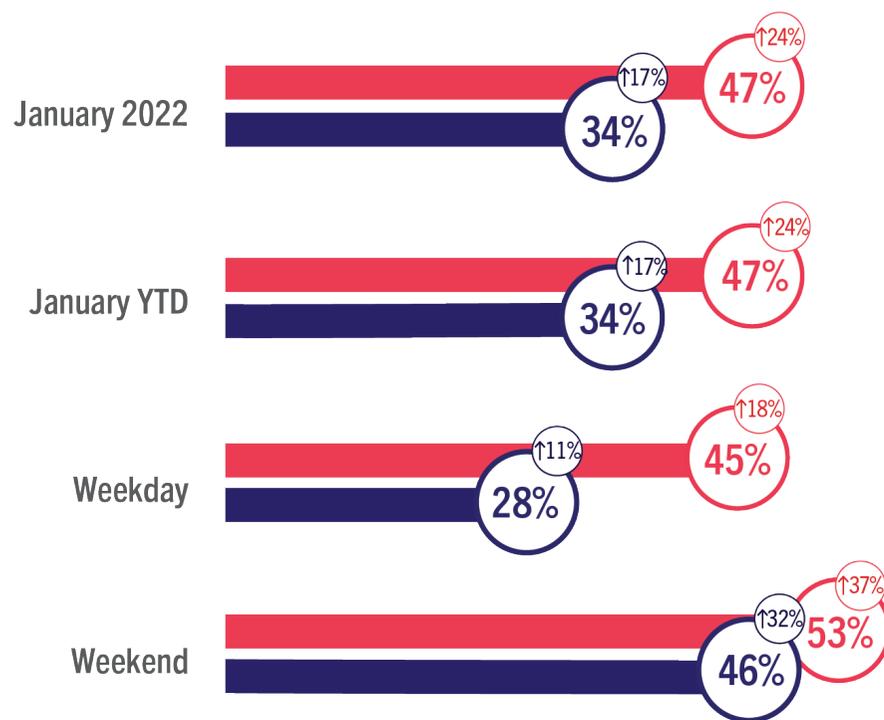
Throughout this report occupancy comparisons with last year are in absolute terms. Meanwhile, ADR and RevPAR year-on-year comparisons are in relative terms. Please see the Methodology Statement for more information on this, and regarding the current data during the Covid-19 pandemic.



England Room and Bedspace Occupancy

At a glance - January 2022

● Room ● Bedspace Ⓢ % Change



*Please note: As of February 2019 occupancy percentage changes are expressed in absolute terms. For more information please see 'Methodology Statement' on page 16.

England Room and Bedspace Occupancy

Data Tables - January

Room Occupancy

	2020	2021	2022
January	65%	24%	47%
January YTD	65%	24%	47%
Weekday	66%	27%	45%
Weekend	62%	16%	53%

Bedspace Occupancy

	2020	2021	2022
January	46%	16%	34%
January YTD	46%	16%	34%
Weekday	41%	17%	28%
Weekend	56%	14%	46%

Room supply and room demand

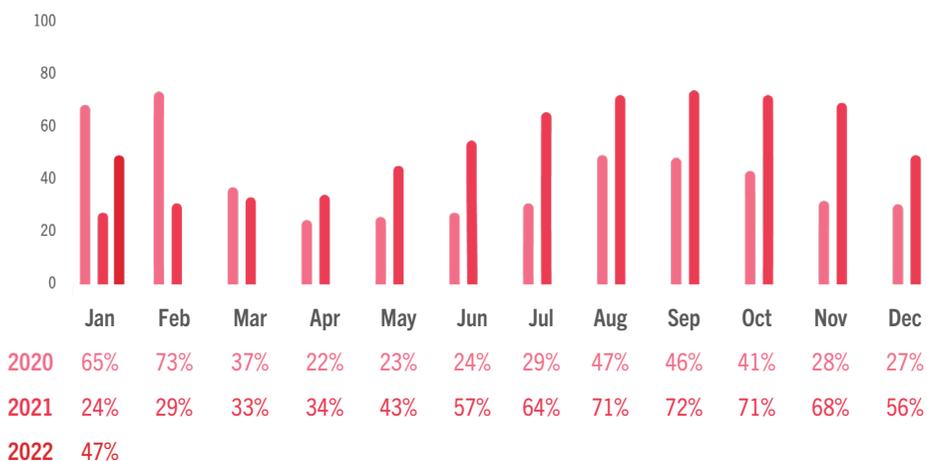
Year-on-year relative percentage change

	2020	2021	2022
Room Supply	2.0%	-21.8%	26.9%
Room Demand	2.2%	-71.2%	153.7%

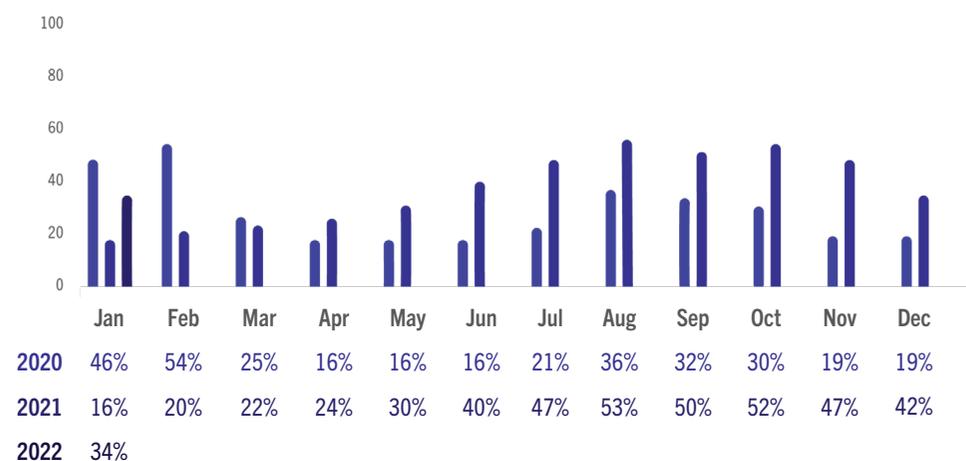


England Room and Bedspace Occupancy

Data Tables



England Room Occupancy by Month



England Bedspace Occupancy by Month

England ADR and RevPAR

At a glance - January 2022

● ADR ● RevPAR ⓘ % Change



*Please note: ADR and RevPAR year-on-year percentage changes are shown in relative terms.

England ADR and RevPAR

Data Tables – January

ADR

	2020	2021	2022
January	£84.98	£48.26	£73.40
Weekday	£86.83	£47.66	£69.51
Weekend	£80.17	£50.36	£81.41

RevPAR

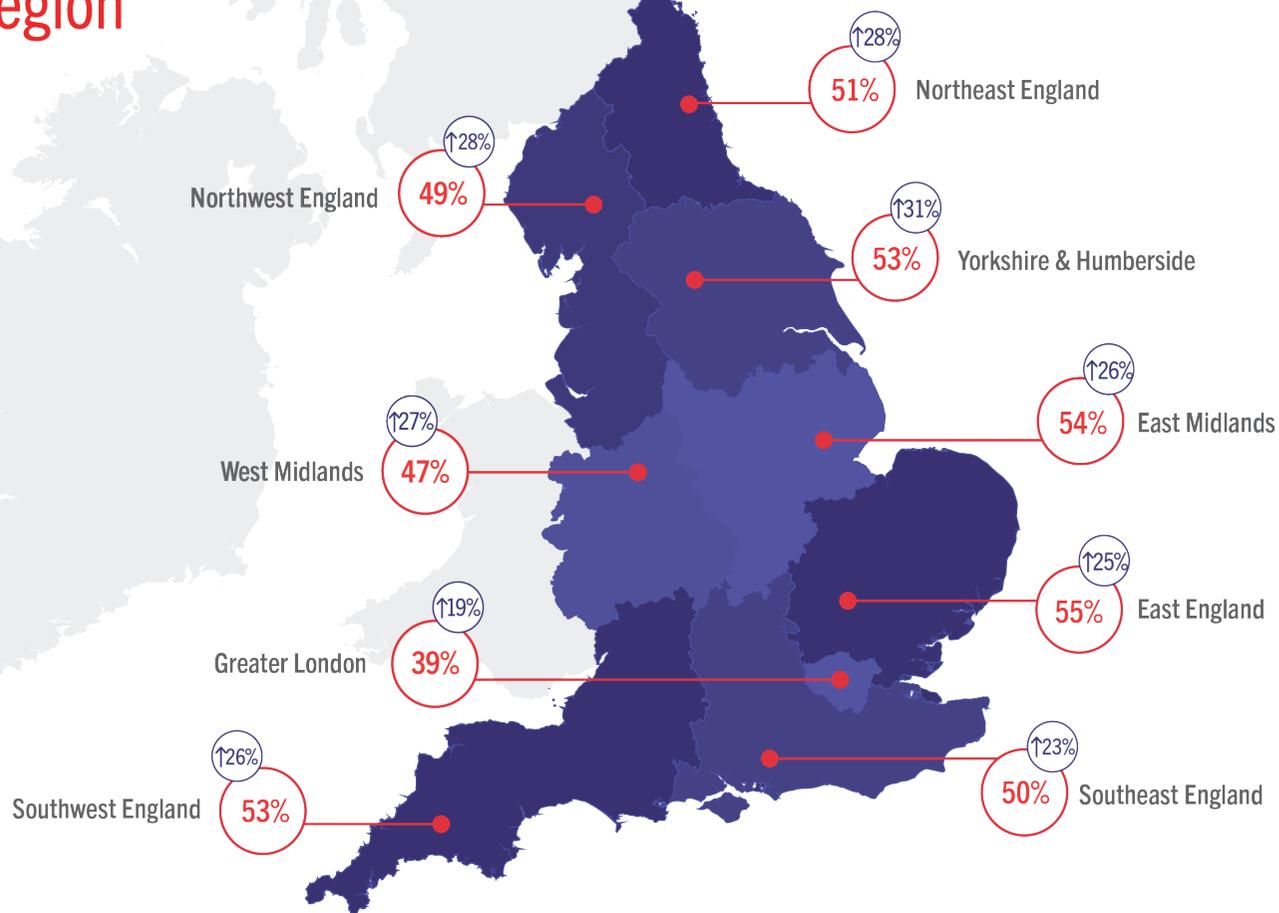
	2020	2021	2022
January	£55.19	£11.43	£34.77
Weekday	£57.40	£12.97	£31.24
Weekend	£49.77	£8.19	£43.38



Room Occupancy By Region

At a glance - January 2022

*The figures in the graphic show the latest month occupancy figures and year-on-year percentage changes (in absolute terms).



Occupancy By Region

Data Tables - January

Room Occupancy

	2020	2021	2022
East England	62%	30%	55%
East Midlands	62%	29%	54%
Greater London	71%	20%	39%
Northeast England	58%	23%	51%
Northwest England	63%	21%	49%
Southeast England	63%	27%	50%
Southwest England	60%	27%	53%
West Midlands	63%	20%	47%
Yorkshire & Humberside	63%	22%	53%

Bedspace Occupancy

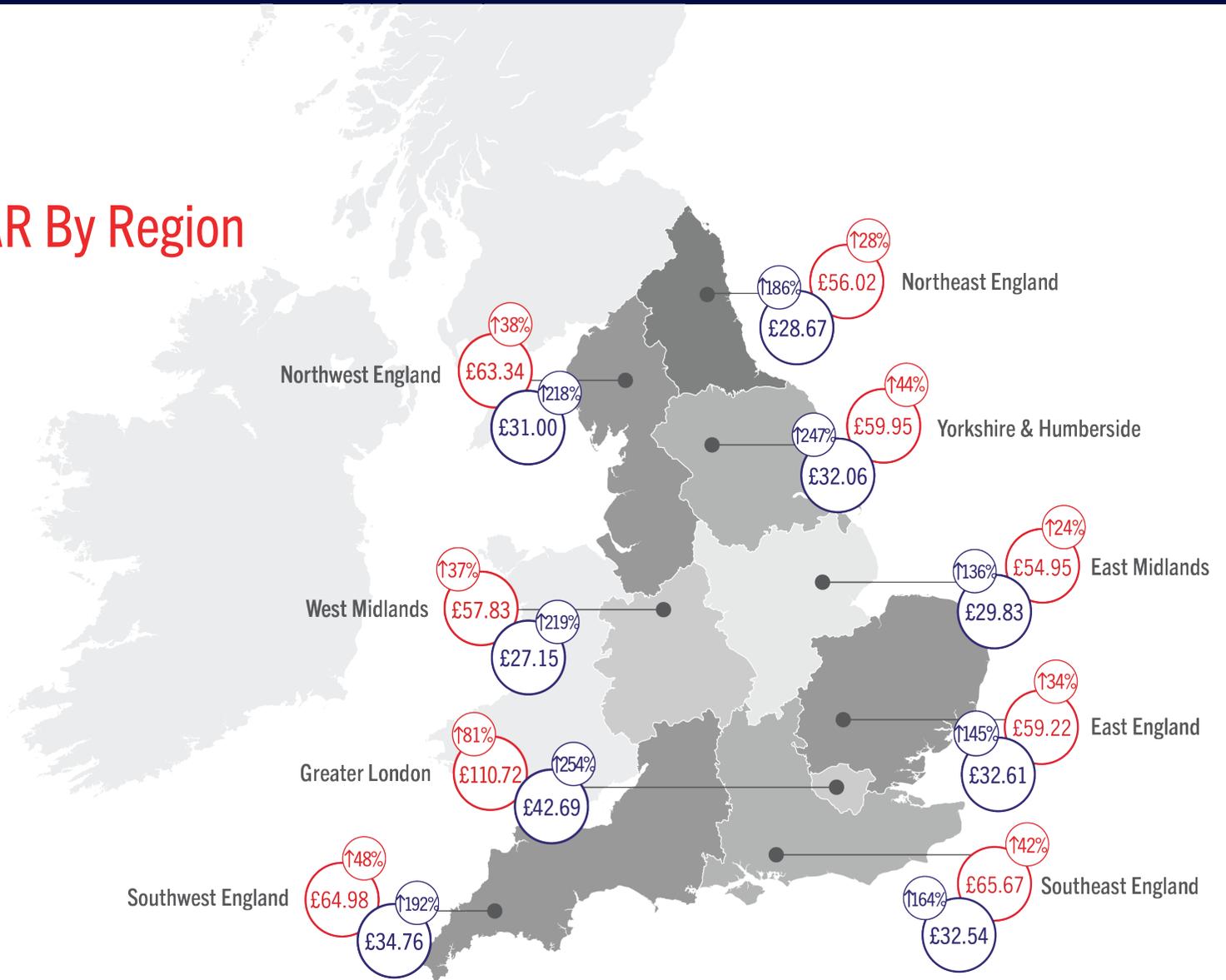
	2020	2021	2022
East England	44%	21%	39%
East Midlands	44%	20%	38%
Greater London	51%	14%	27%
Northeast England	41%	16%	36%
Northwest England	44%	15%	34%
Southeast England	44%	19%	35%
Southwest England	42%	19%	37%
West Midlands	43%	14%	32%
Yorkshire & Humberside	45%	16%	38%

ADR and RevPAR By Region

At a glance - January 2022

*The figures in the graphic show the latest month revenue figures and year-on-year percentage changes (in relative terms).

● ADR ● RevPAR ⊕ % Change



ADR and RevPAR By Region

Data Tables - January

ADR	2020	2021	2022
East England	£59.48	£44.09	£59.22
East Midlands	£55.37	£44.41	£54.95
Greater London	£133.00	£61.20	£110.72
Northeast England	£53.32	£43.78	£56.02
Northwest England	£61.63	£45.89	£63.34
Southeast England	£65.24	£46.09	£65.67
Southwest England	£60.87	£43.78	£64.98
West Midlands	£62.19	£42.22	£57.83
Yorkshire & Humberside	£55.47	£41.69	£59.95

RevPAR	2020	2021	2022
East England	£37.16	£13.31	£32.61
East Midlands	£34.23	£12.66	£29.83
Greater London	£94.84	£12.06	£42.69
Northeast England	£31.18	£10.02	£28.67
Northwest England	£38.66	£9.75	£31.00
Southeast England	£40.95	£12.31	£32.54
Southwest England	£36.63	£11.92	£34.76
West Midlands	£39.02	£8.51	£27.15
Yorkshire & Humberside	£34.86	£9.25	£32.06



Room Occupancy By Destination Type

At a glance - January 2022



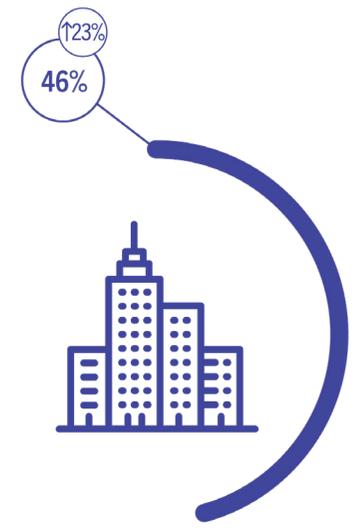
Countryside



Seaside



Small Town



City / Large Town

*Please note: As of February 2019 occupancy percentage changes are expressed in absolute terms. For more information please see 'Methodology Statement' on page 16.

Occupancy By Location Type

Data Tables - January

Room Occupancy

	2020	2021	2022
City / Large Town	66%	23%	46%
Small Town	60%	24%	50%
Countryside	53%	22%	50%
Seaside	58%	26%	54%

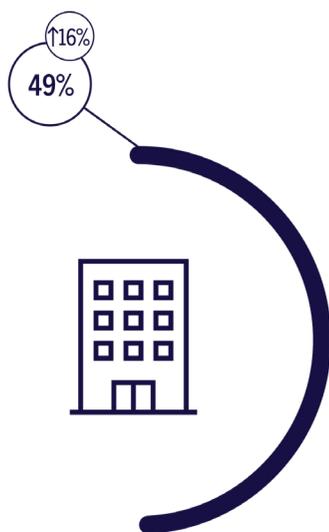
Bedspace Occupancy

	2020	2021	2022
City / Large Town	46%	16%	32%
Small Town	43%	17%	36%
Countryside	36%	15%	34%
Seaside	43%	19%	40%



Room Occupancy By Number of Rooms

At a glance - January 2022



*Please note: As of February 2019 occupancy percentage changes are expressed in absolute terms. For more information please see 'Methodology Statement' on page 16.

Occupancy By Number of Rooms

Data Tables - January

Room Occupancy

	2020	2021	2022
1 to 25 Rooms	62%	34%	49%
26 to 50 Rooms	62%	31%	53%
51 to 100 Rooms	63%	35%	57%
101+ Rooms	66%	19%	43%

Bedspace Occupancy

	2020	2021	2022
1 to 25 Rooms	45%	24%	35%
26 to 50 Rooms	44%	22%	38%
51 to 100 Rooms	47%	25%	42%
101+ Rooms	46%	13%	30%

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 3,000 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 rooms 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 (ADR) and Revenue Per Available Room (RevPAR). 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.

In February 2019, a change in reporting style was made to refer to percentage changes of occupancy data in absolute terms. Please note that the room and bedspace occupancy figures in this report are rounded to the nearest whole number. As a result, occupancy absolute percentage change figures may have a discrepancy of $\pm 1\%$. 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.

Due to Covid-19, the England hotel industry saw an unprecedented number of hotels temporarily close their doors starting in March of 2020. Throughout the pandemic, STR has continued to collect performance data from those hotels who remained open. The data in this month's report is therefore only based on those hotels that were open and reported data to STR (N=3,445).

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

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