

VisitEngland™



England Occupancy Survey

February 2022 Results

Created by





Summary of Results

Room occupancy in February 2022 increased by 36% to 65% whilst **bedspace occupancy** in February 2022 increased by 26% to 46% when compared to February 2021. In February 2022, room supply increased by 29.3% when compared to February 2021. Meanwhile, room demand increased by 187.1% 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 309% to £56.75 in February 2022 when compared to the same month last year.

Looking at hotel performance across **destination types**, City / Large Town hotel room occupancy increased the most by 36% to 65% followed by Small Town hotel occupancy which increased by 34% to 65%, and Seaside hotel occupancy which increased by 33% to 68%. The smallest change from last year was recorded for Countryside hotels as occupancy increased by 32% to 63%.

Assessing occupancy rates by **establishment size**, hotels with 101+ rooms increased the most by 38% to 62% followed by hotels with 51 to 100 rooms which increased occupancy by 31% to 73%, and hotels with 26 to 50 rooms which increased occupancy by 29% to 67%. The smallest change from last year was recorded for hotels with 1 to 25 rooms as occupancy increased by 28% to 64%.

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 45% to 72%, and Northwest England and West Midlands, which both increased occupancy by 42% to 68% and 67%, respectively.

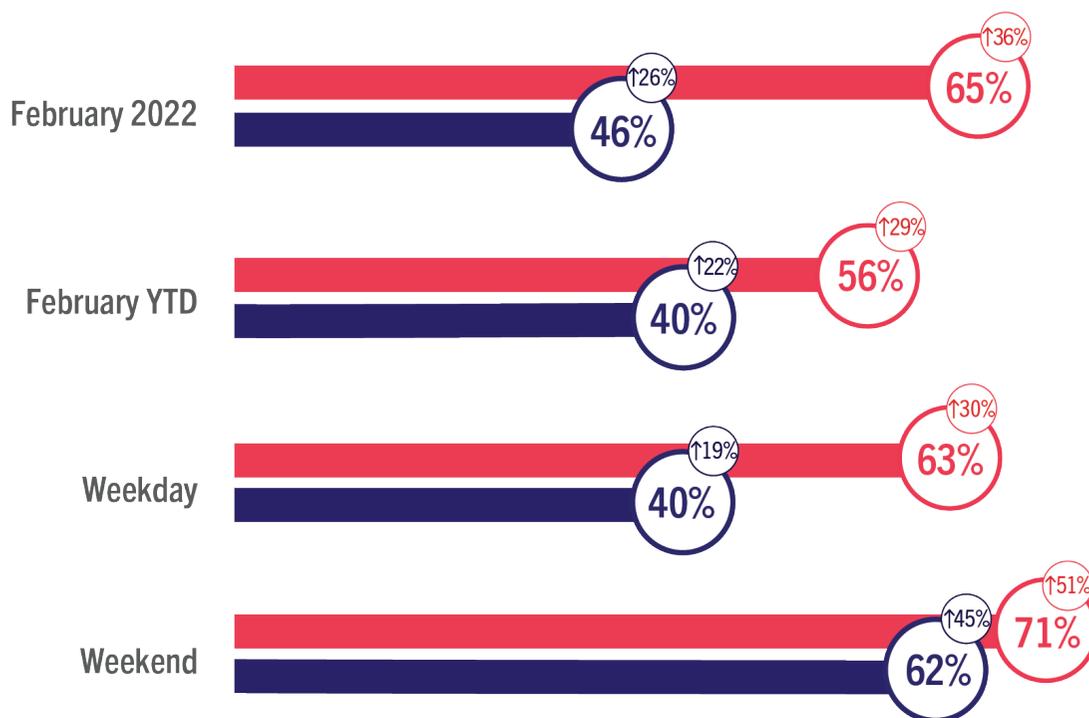
Throughout this report occupancy comparisons with last year are in absolute terms. Meanwhile, ADR and RevPAR year-on-year comparisons are in relative terms. Please see the Methodology Statement for more information on this, and regarding the current data during the Covid-19 pandemic.



England Room and Bedspace Occupancy

At a glance - February 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 - February

Room Occupancy

	2020	2021	2022
February	73%	29%	65%
February YTD	69%	26%	56%
Weekday	72%	33%	63%
Weekend	74%	20%	71%

Bedspace Occupancy

	2020	2021	2022
February	54%	20%	46%
February YTD	49%	18%	40%
Weekday	47%	21%	40%
Weekend	64%	17%	62%

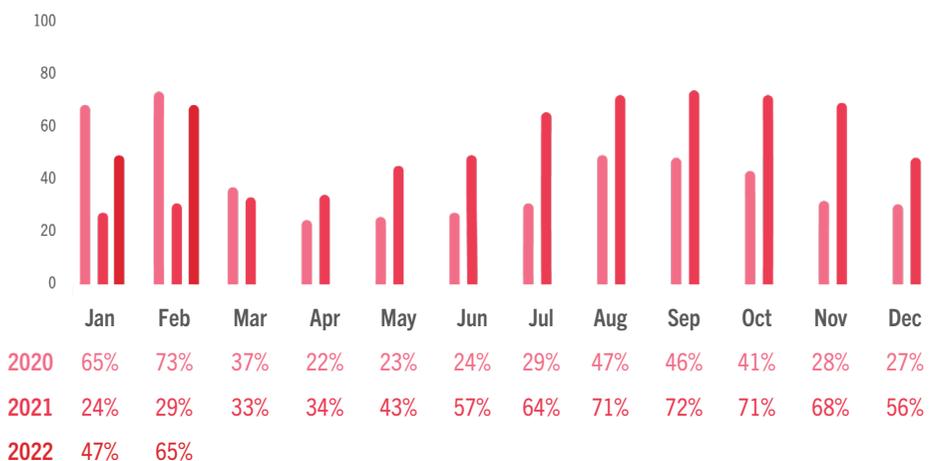
Room supply and room demand

Year-on-year relative percentage change	2020	2021	2022
Room Supply	2.1%	-23.4%	29.3%
Room Demand	1.4%	-69.0%	187.1%

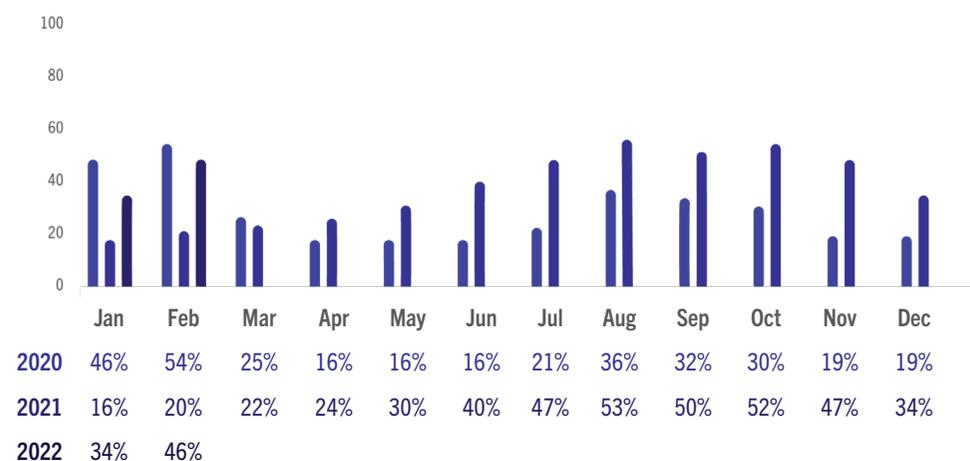


England Room and Bedspace Occupancy

Data Tables



England Room Occupancy by Month



England Bedspace Occupancy by Month

England ADR and RevPAR

At a glance - February 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 – February

ADR

	2020	2021	2022
February	£86.13	£47.30	£87.09
Weekday	£87.96	£46.97	£82.61
Weekend	£82.17	£48.68	£96.94

RevPAR

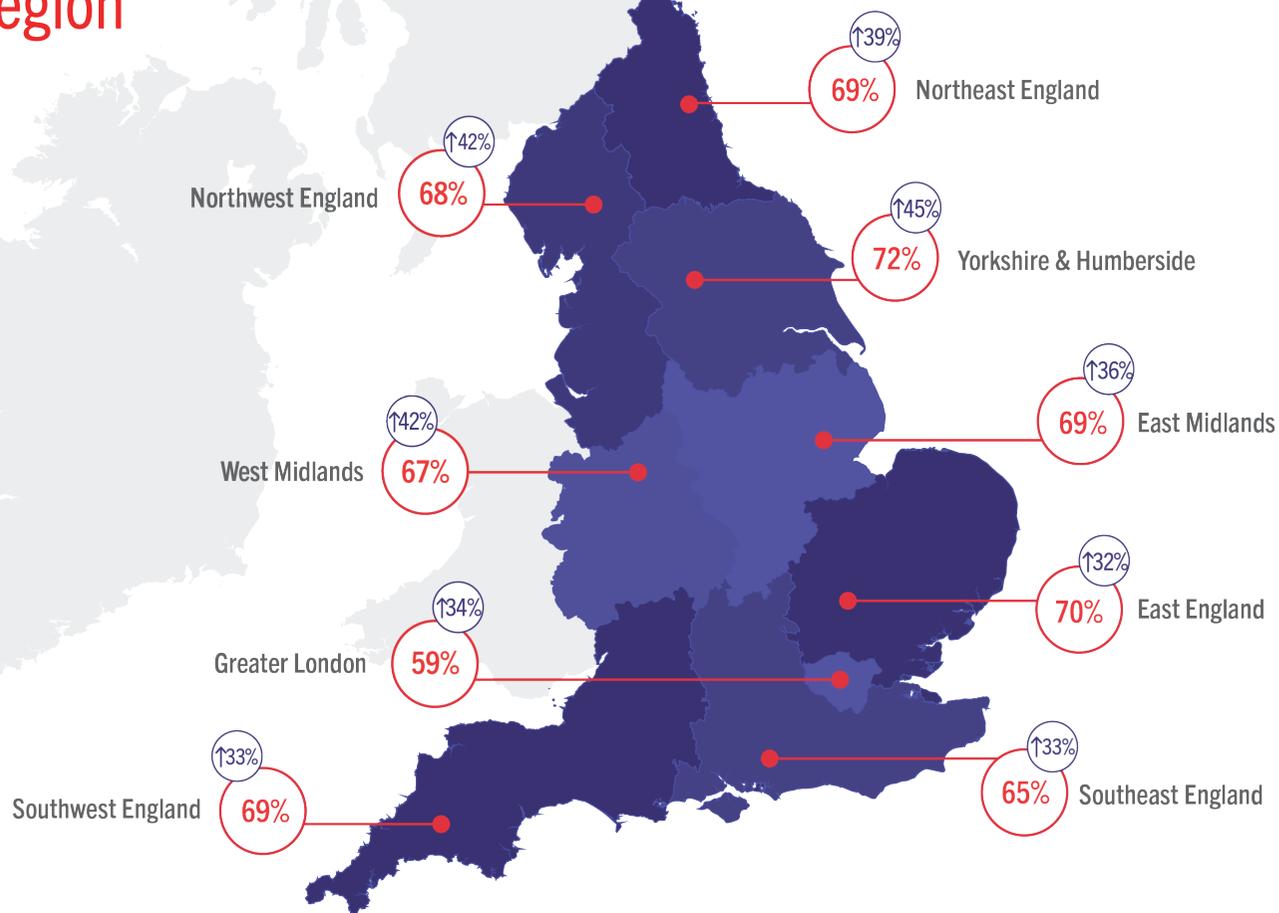
	2020	2021	2022
February	£62.71	£13.88	£56.75
Weekday	£63.54	£15.57	£51.81
Weekend	£60.87	£9.67	£69.12



Room Occupancy By Region

At a glance - February 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 - February

Room Occupancy

	2020	2021	2022
East England	73%	38%	70%
East Midlands	72%	34%	69%
Greater London	76%	24%	59%
Northeast England	71%	30%	69%
Northwest England	72%	26%	68%
Southeast England	70%	32%	65%
Southwest England	71%	36%	69%
West Midlands	71%	25%	67%
Yorkshire & Humberside	72%	27%	72%

Bedspace Occupancy

	2020	2021	2022
East England	54%	27%	49%
East Midlands	53%	24%	49%
Greater London	57%	18%	43%
Northeast England	52%	21%	49%
Northwest England	54%	19%	48%
Southeast England	52%	23%	46%
Southwest England	52%	25%	48%
West Midlands	50%	17%	45%
Yorkshire & Humberside	54%	19%	51%

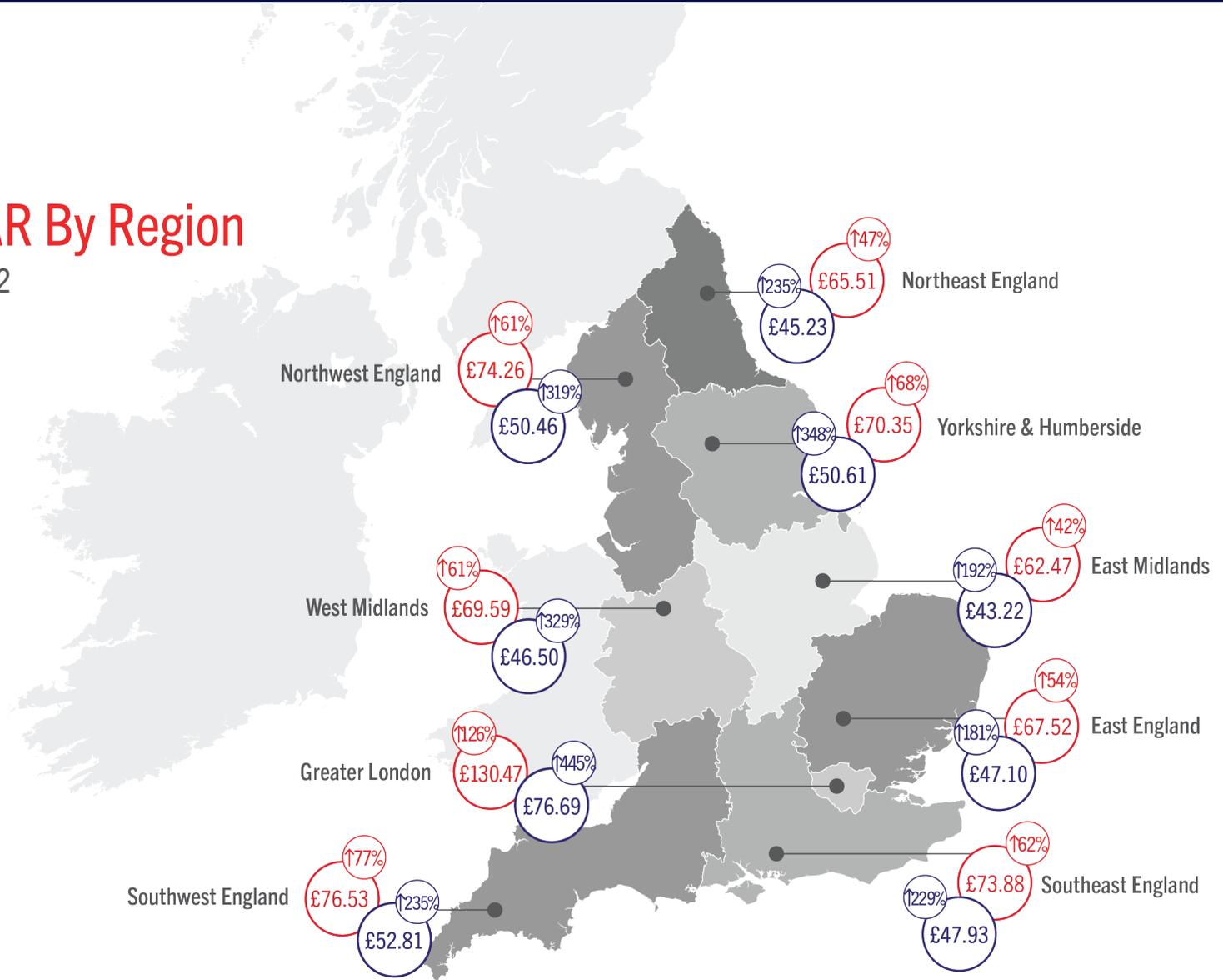


ADR and RevPAR By Region

At a glance - February 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 - February

ADR	2020	2021	2022
East England	£61.89	£43.91	£67.52
East Midlands	£58.18	£44.02	£62.47
Greater London	£133.39	£57.85	£130.47
Northeast England	£56.35	£44.57	£65.51
Northwest England	£66.03	£46.22	£74.26
Southeast England	£67.52	£45.52	£73.88
Southwest England	£65.16	£43.30	£76.53
West Midlands	£66.22	£43.30	£69.59
Yorkshire & Humberside	£59.09	£41.93	£70.35

RevPAR	2020	2021	2022
East England	£44.94	£16.74	£47.10
East Midlands	£41.75	£14.79	£43.22
Greater London	£101.59	£14.09	£76.69
Northeast England	£39.81	£13.49	£45.23
Northwest England	£47.77	£12.05	£50.46
Southeast England	£47.50	£14.56	£47.93
Southwest England	£46.24	£15.75	£52.81
West Midlands	£46.86	£10.83	£46.50
Yorkshire & Humberside	£42.71	£11.29	£50.61



Room Occupancy By Destination Type

At a glance - February 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 - February

Room Occupancy

	2020	2021	2022
City / Large Town	74%	29%	65%
Small Town	69%	31%	65%
Countryside	61%	31%	63%
Seaside	69%	35%	68%

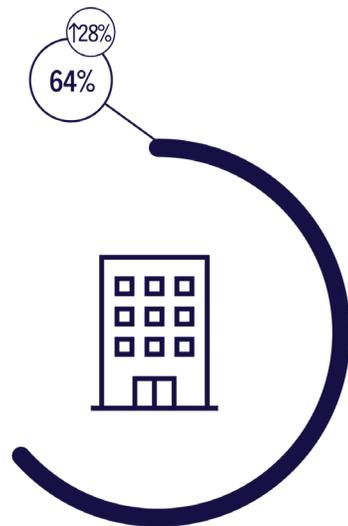
Bedspace Occupancy

	2020	2021	2022
City / Large Town	54%	20%	46%
Small Town	52%	22%	47%
Countryside	44%	21%	43%
Seaside	54%	27%	51%



Room Occupancy By Number of Rooms

At a glance - February 2022



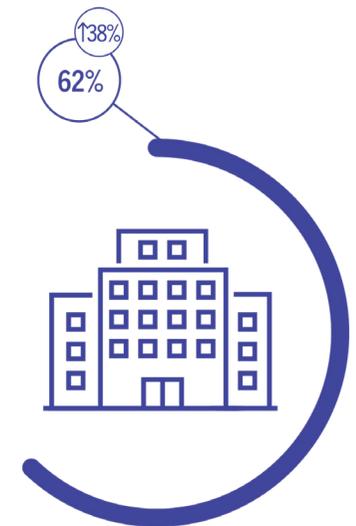
1-25 Rooms



26-50 Rooms



51-100 Rooms



101+ Rooms

*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 - February

Room Occupancy

	2020	2021	2022
1 to 25 Rooms	69%	37%	64%
26 to 50 Rooms	71%	38%	67%
51 to 100 Rooms	73%	42%	73%
101+ Rooms	73%	24%	62%

Bedspace Occupancy

	2020	2021	2022
1 to 25 Rooms	52%	27%	47%
26 to 50 Rooms	53%	27%	48%
51 to 100 Rooms	56%	31%	53%
101+ Rooms	54%	17%	44%



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=3,470).

VisitEngland™



In partnership with



For information on how to contribute and participate in the England Occupancy Study and benefit from STR's property level benchmarking reports, please email hotelinfo@str.com.

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

Website: www.str.com

Telephone: +44 (0) 207 922 1930

Email: industrydata@str.com

Benchmarking
↑ your world