

England Occupancy Survey

April 2022 Results



Summary of Results

When comparing April 2022 results with April 2021, **room occupancy** in April 2022 increased from 34% to 73%, whilst bedspace occupancy increased from 24% to 55%. In April 2022, room supply increased by 22.6% (in relative terms), when compared with April 2021. Meanwhile, room demand increased by 162.5% (in relative terms), when compared with April 2021.

RevPAR, which is the total room revenue divided by the total number of available rooms, increased by 308% to £72.76 in April 2022, when compared with the same month last year.

Looking at hotel performance across **destination types**, City / Large Town hotel room occupancy increased the most from 33% to 73%, followed by Small Town hotel occupancy, which increased from 39% to 72%, and Seaside hotel occupancy, which increased from 42% to 74%. The smallest change from last year was recorded for Countryside hotels as occupancy increased from 43% to 69%.

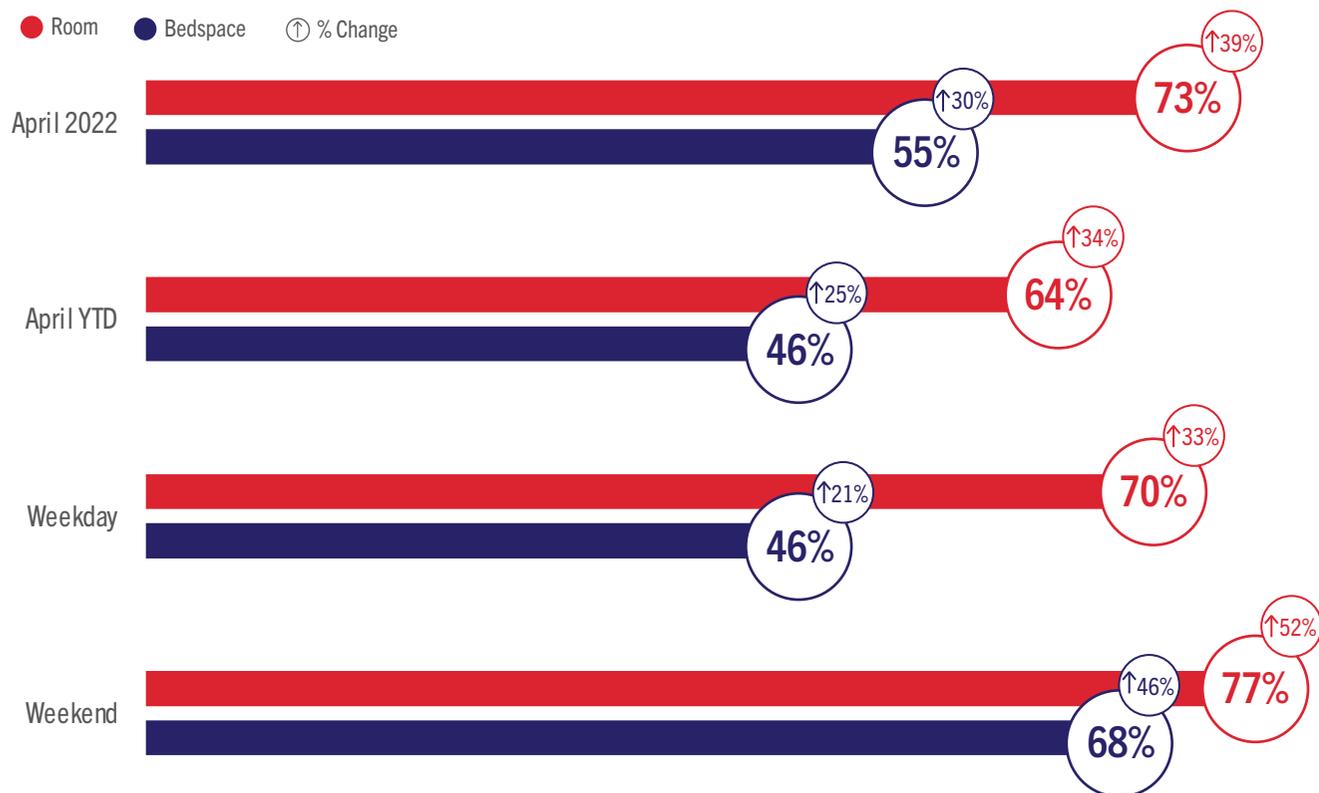
Assessing occupancy rates by **establishment size**, hotels with 101+ rooms increased the most from 29% to 71%, followed by hotels with 51-100 rooms, which increased occupancy from 46% to 78%, and hotels with 26-50 rooms, which increased occupancy from 43% to 74%. The smallest change from last year was recorded for hotels with 1-25 rooms as occupancy increased from 40% to 71%.

Evaluating trends across the **9 regions** of England, all regions achieved increased room occupancy compared with 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 from 31% to 77%, followed by Northwest England, which increased occupancy from 29% to 75%, and Greater London, which increased occupancy from 28% to 72%.

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 – April 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.



England Room and Bedspace Occupancy

Data Tables - April

Room Occupancy

	2019	2020	2021	2022
April	76%	22%	34%	73%
April YTD	72%	53%	30%	64%
Weekday	75%	23%	38%	70%
Weekend	80%	20%	25%	77%

Bedspace Occupancy

	2019	2020	2021	2022
April	56%	16%	24%	55%
April YTD	51%	37%	21%	46%
Weekday	49%	15%	25%	46%
Weekend	71%	18%	22%	68%

Room supply and room demand

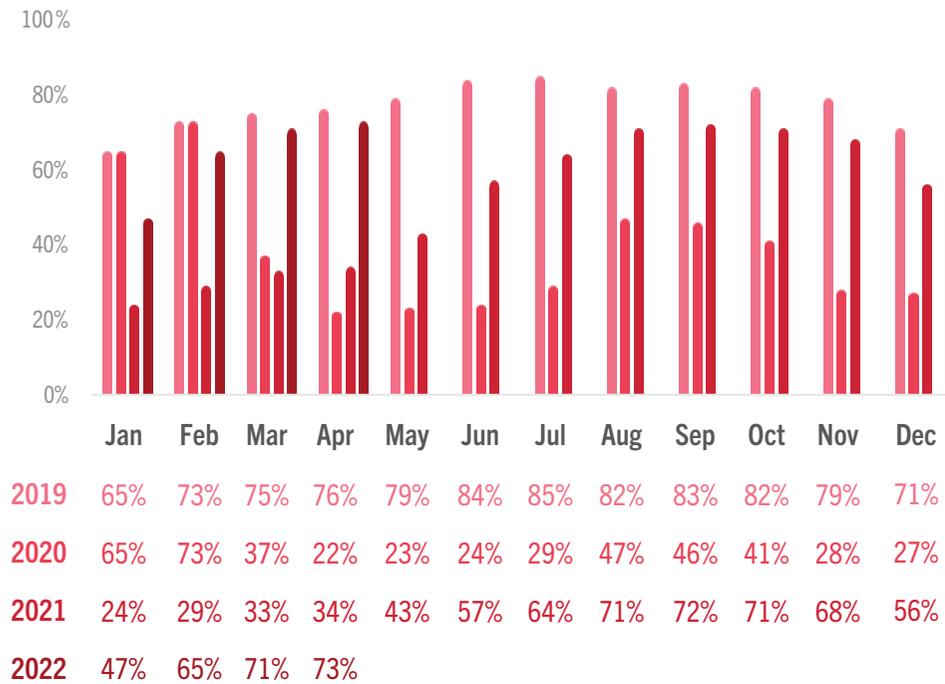
Year-on-year relative percentage change

	2019	2020	2021	2022
Room Supply	2.2%	-51.2%	68.2%	22.6%
Room Demand	1.0%	-85.8%	159.7%	162.5%

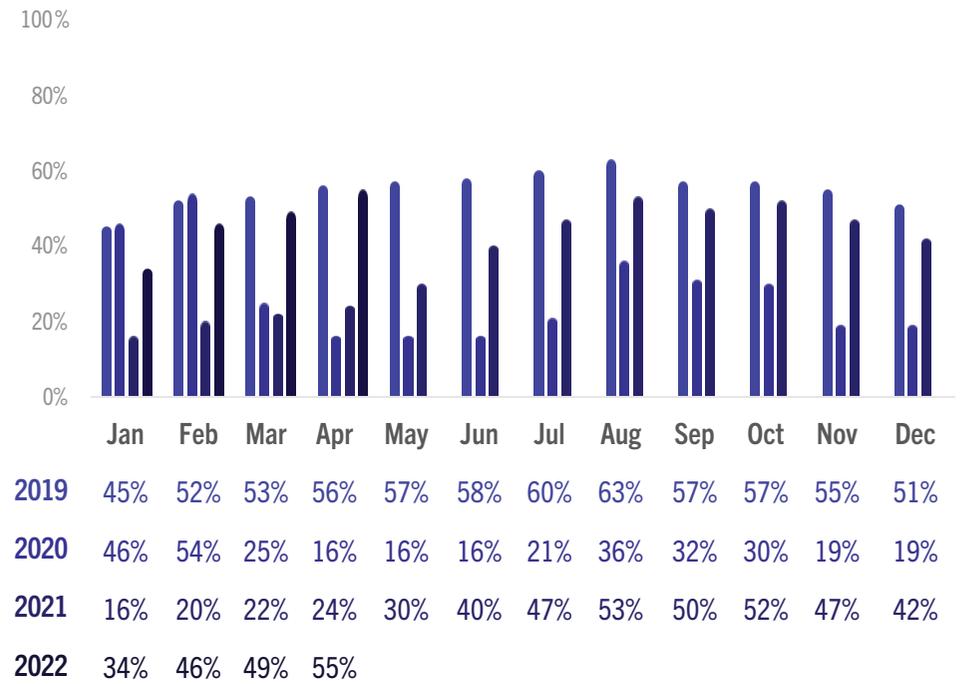


England Room and Bedspace Occupancy

Data Tables



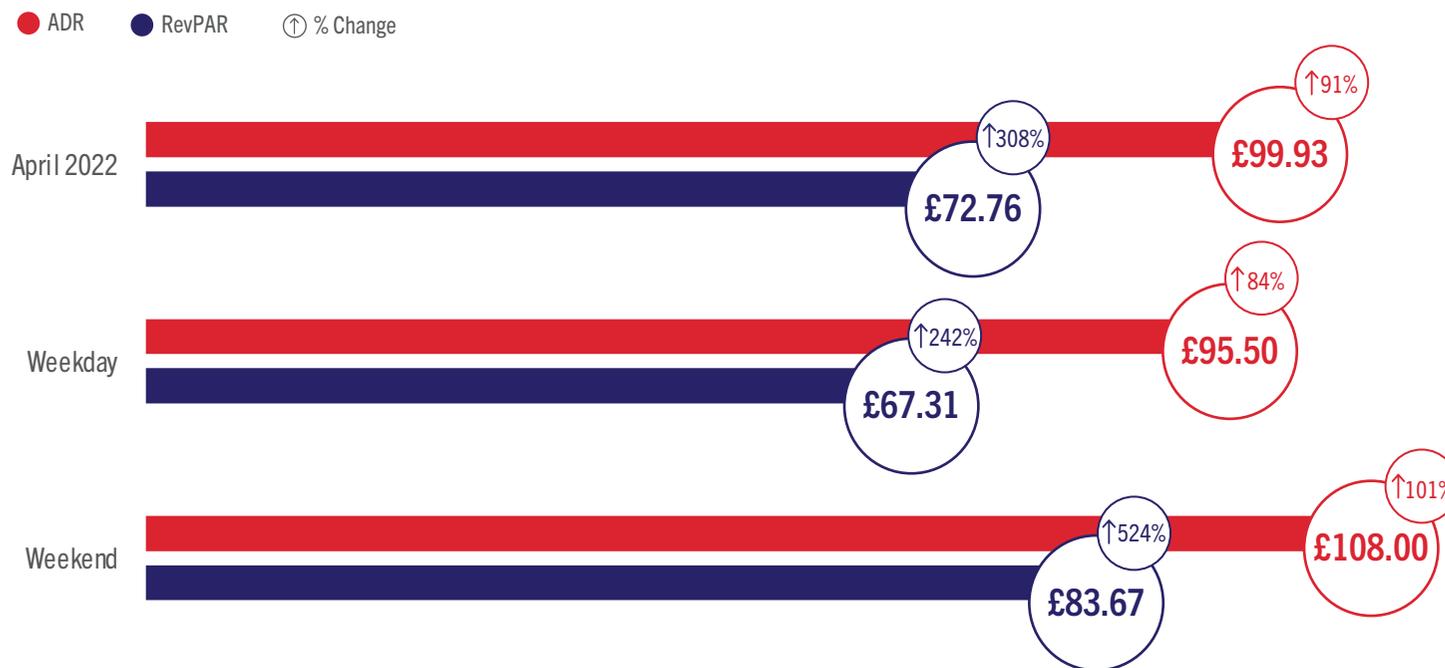
England Room Occupancy by Month



England Bedspace Occupancy by Month

England ADR and RevPAR

At a glance – April 2022



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

England ADR and RevPAR

Data Tables - April

ADR	2019	2020	2021	2022
April	£92.84	£66.04	£52.37	£99.93
Weekday	£92.83	£64.86	£52.00	£95.50
Weekend	£92.88	£69.73	£53.67	£108.00

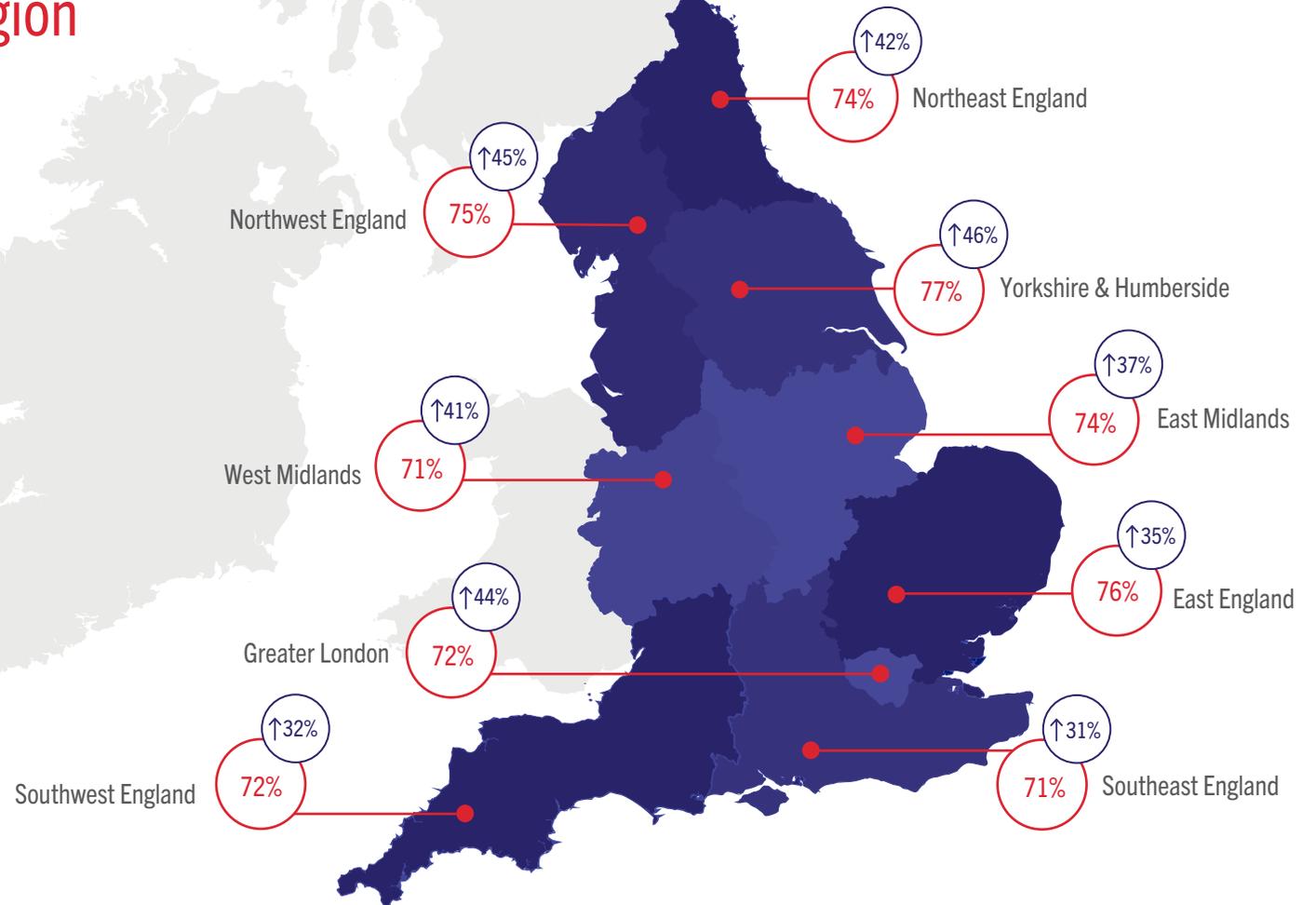
RevPAR	2019	2020	2021	2022
April	£70.59	£14.55	£17.82	£72.76
Weekday	£69.17	£14.75	£19.71	£67.31
Weekend	£74.51	£14.01	£13.40	£83.67



Room Occupancy By Region

At a glance – April 2022

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





Occupancy By Region

Data Tables - April

Room Occupancy

	2019	2020	2021	2022
East England	74%	27%	42%	76%
East Midlands	72%	23%	37%	74%
Greater London	81%	24%	28%	72%
Northeast England	69%	16%	32%	74%
Northwest England	76%	18%	29%	75%
Southeast England	74%	23%	40%	71%
Southwest England	76%	18%	40%	72%
West Midlands	70%	18%	29%	71%
Yorkshire & Humberside	75%	19%	31%	77%

Bedspace Occupancy

	2019	2020	2021	2022
East England	54%	20%	30%	57%
East Midlands	53%	17%	28%	56%
Greater London	60%	18%	21%	54%
Northeast England	50%	12%	23%	55%
Northwest England	56%	13%	22%	56%
Southeast England	54%	16%	29%	53%
Southwest England	55%	13%	29%	53%
West Midlands	49%	12%	21%	51%
Yorkshire & Humberside	55%	14%	23%	58%

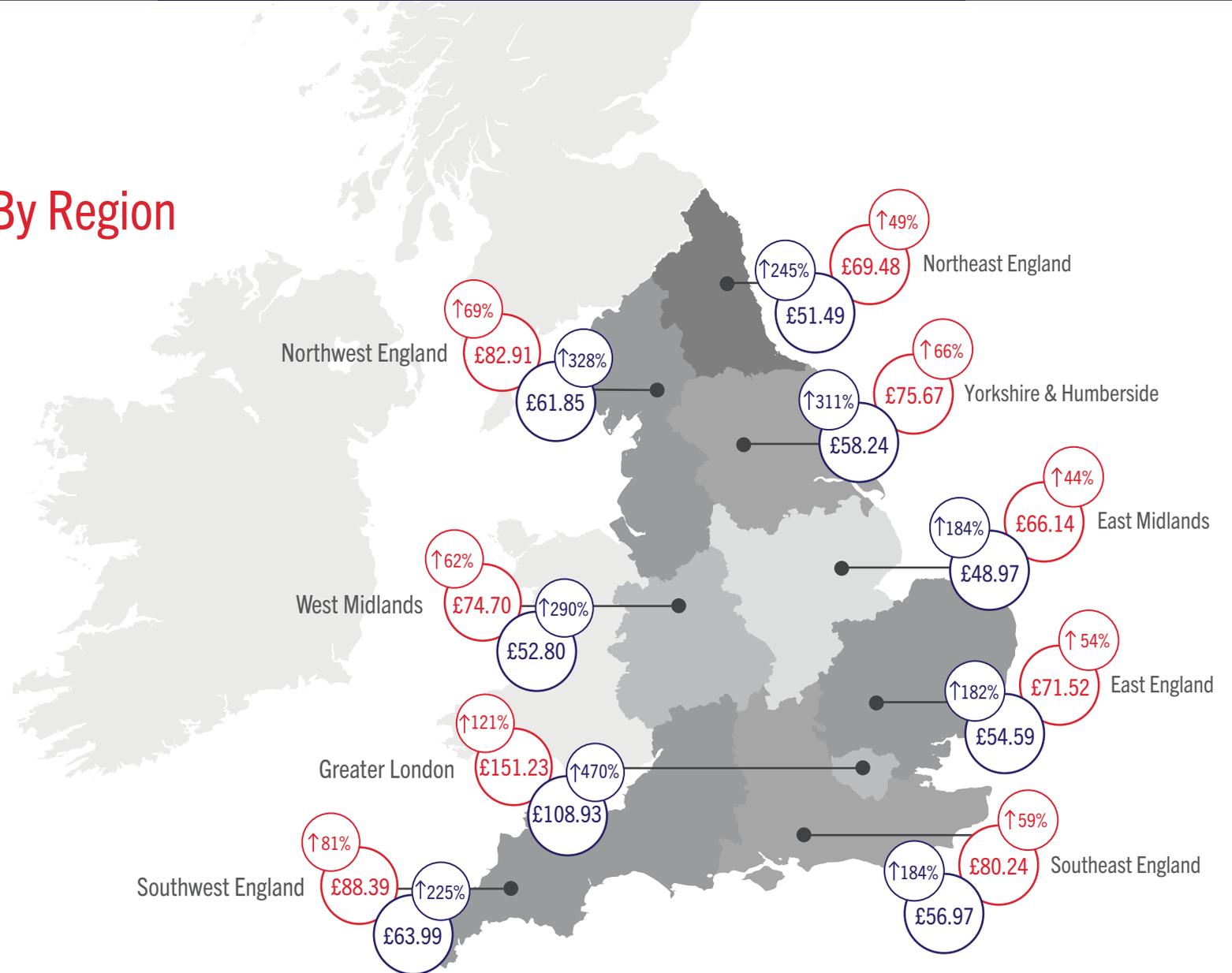


ADR and RevPAR By Region

At a glance – April 2022

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

● ADR ● RevPAR ⬆ % Change





ADR and RevPAR By Region

Data Tables - April

ADR	2019	2020	2021	2022
East England	£65.35	£49.84	£46.57	£71.52
East Midlands	£60.51	£47.77	£46.00	£66.14
Greater London	£141.92	£87.38	£68.31	£151.23
Northeast England	£58.09	£46.46	£46.79	£69.48
Northwest England	£73.72	£51.24	£49.06	£82.91
Southeast England	£72.62	£56.12	£50.58	£80.24
Southwest England	£72.85	£53.70	£48.78	£88.39
West Midlands	£65.66	£44.86	£46.00	£74.70
Yorkshire & Humberside	£62.29	£43.10	£45.48	£75.67

RevPAR	2019	2020	2021	2022
East England	£48.12	£13.57	£19.36	£54.59
East Midlands	£43.84	£10.82	£17.22	£48.97
Greater London	£114.77	£21.16	£19.12	£108.93
Northeast England	£40.37	£7.54	£14.94	£51.49
Northwest England	£56.35	£9.30	£14.47	£61.85
Southeast England	£53.95	£12.65	£20.05	£56.97
Southwest England	£55.24	£9.90	£19.68	£63.99
West Midlands	£46.29	£7.89	£13.55	£52.80
Yorkshire & Humberside	£46.77	£8.26	£14.17	£58.24



Room Occupancy By Destination Type

At a glance – April 2022



Countryside



Seaside



Small Town



City / Large Town



Occupancy By Destination Type

Data Tables - April

Room Occupancy

	2019	2020	2021	2022
City / Large Town	76%	23%	33%	73%
Small Town	73%	10%	39%	72%
Countryside	74%	N/A	43%	69%
Seaside	79%	16%	42%	74%

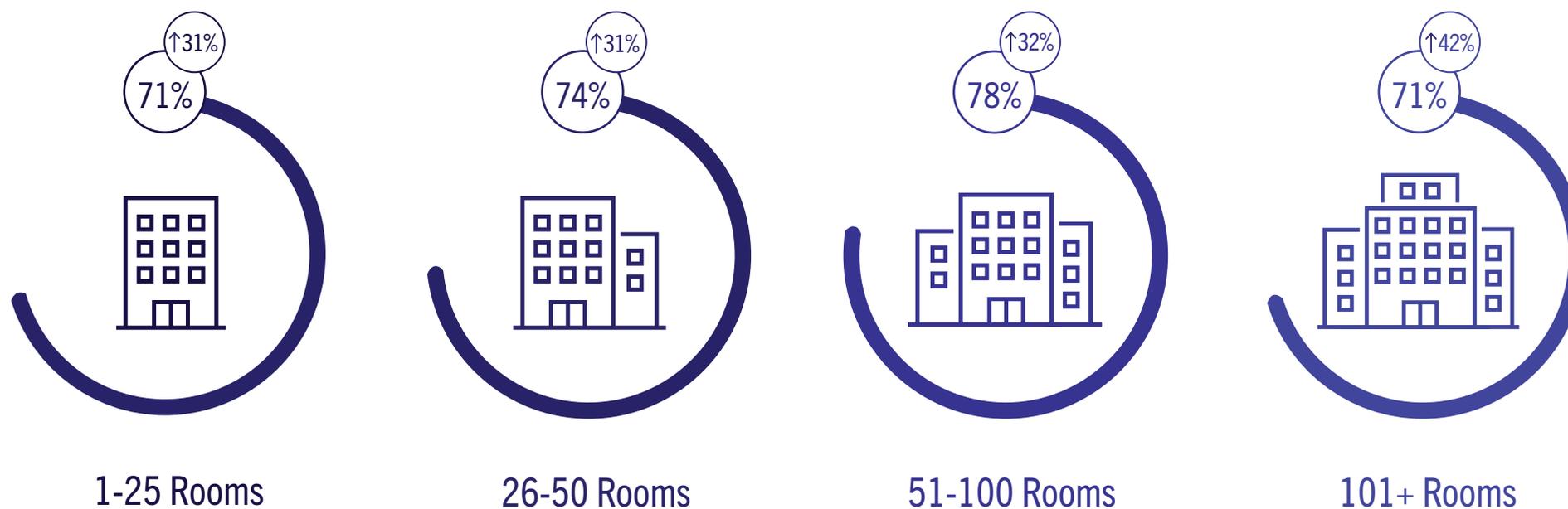
Bedspace Occupancy

	2019	2020	2021	2022
City / Large Town	55%	17%	24%	54%
Small Town	54%	8%	29%	54%
Countryside	52%	N/A	30%	50%
Seaside	62%	13%	34%	60%

* Countryside data this month cannot be compared with 2020 due to insufficient sample in April 2020.

Room Occupancy By Number of Rooms

At a glance – April 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 - April

Room Occupancy

	2019	2020	2021	2022
1 to 25 Rooms	72%	30%	40%	71%
26 to 50 Rooms	74%	30%	43%	74%
51 to 100 Rooms	75%	32%	46%	78%
101+ Rooms	77%	19%	29%	71%

Bedspace Occupancy

	2019	2020	2021	2022
1 to 25 Rooms	54%	23%	31%	55%
26 to 50 Rooms	55%	22%	32%	56%
51 to 100 Rooms	57%	24%	35%	60%
101+ Rooms	56%	14%	21%	53%



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=3,505).



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:

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