

VisitEngland™



England Occupancy Survey

May 2022 Results

Created by





Summary of Results

When comparing May 2022 results with May 2021, **room occupancy** in May 2022 increased from 42% to 76%, whilst **bedspace occupancy** increased from 30% to 54%. In May 2022, room supply increased by 4.8% (in relative terms), when compared with May 2021. Meanwhile, room demand increased by 90.5% (in relative terms), when compared with May 2021.

RevPAR, which is the total room revenue divided by the total number of available rooms, increased by 187% to £82.44 in May 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 41% to 76%, followed by Countryside hotel occupancy, which increased from 39% to 71%, and Small Town hotel occupancy, which increased from 47% to 76%. The smallest change from last year was recorded for Seaside hotels as occupancy increased from 54% to 75%.

Assessing occupancy rates by **establishment size**, hotels with 101+ rooms increased the most from 37% to 75%, followed by hotels with 1-25 rooms, which increased occupancy from 41% to 74%, and hotels with 26-50 rooms which increased occupancy from 49% to 75%. The smallest change from last year was recorded for hotels with 51-100 rooms as occupancy increased from 55% to 79%.

Evaluating trends across the **9 regions** of England, all regions achieved increased room occupancy compared with the same month last year. The regions that recorded the greatest change in room occupancy from last year were Greater London, which increased occupancy from 31% to 78%, followed by West Midlands, which increased occupancy from 39% to 74%, Northwest England, which increased occupancy from 42% to 74%, and Yorkshire & Humberside, which increased occupancy from 46% to 78%.

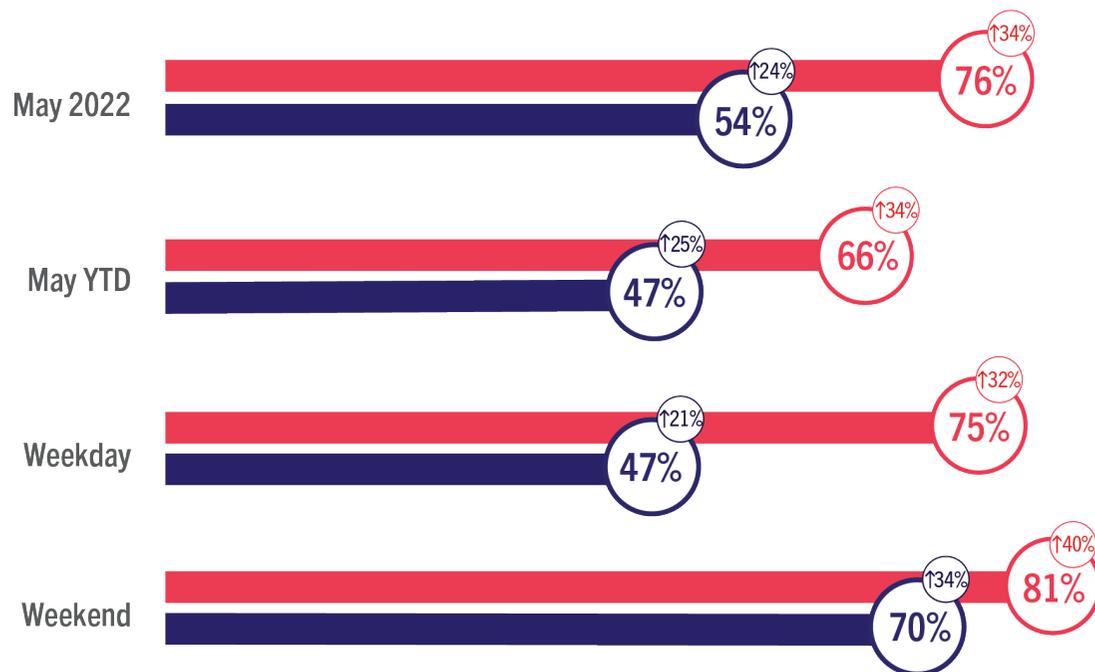
Throughout this report occupancy comparisons with last year are in absolute terms. Meanwhile, ADR and RevPAR year-on-year comparisons are in relative terms. Please see the Methodology Statement for more information on this, and regarding the current data during the Covid-19 pandemic.



England Room and Bedspace Occupancy

At a glance - May 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 - May

Room Occupancy

	2019	2020	2021	2022
May	78%	23%	42%	76%
May YTD	74%	49%	33%	66%
Weekday	78%	25%	42%	75%
Weekend	80%	19%	41%	81%

Bedspace Occupancy

	2019	2020	2021	2022
May	57%	17%	30%	54%
May YTD	52%	35%	23%	47%
Weekday	49%	16%	27%	47%
Weekend	70%	17%	35%	70%

Room supply and room demand

Year-on-year relative percentage change

	2019	2020	2021	2022
Room Supply	2.1%	-48.3%	86.6%	4.8%
Room Demand	1.3%	-84.8%	238.1%	90.5%

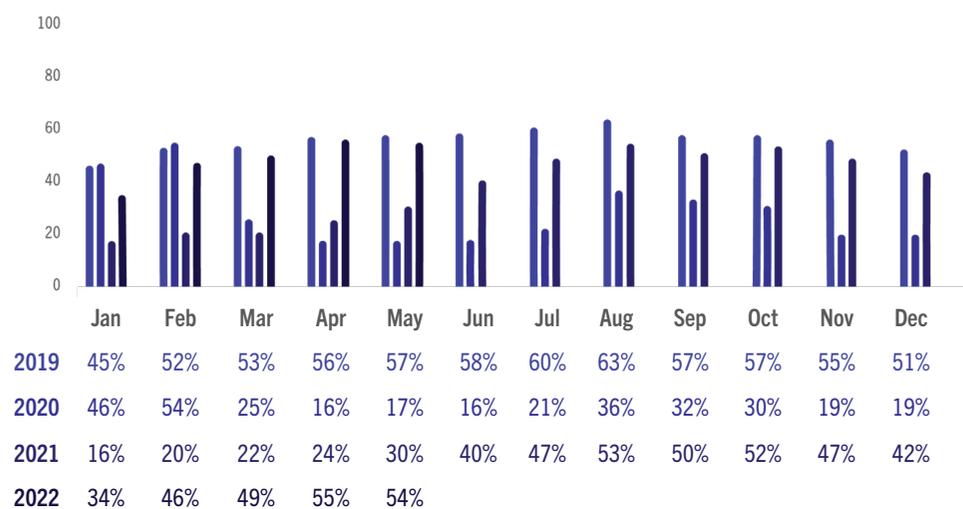


England Room and Bedspace Occupancy

Data Tables



England Room Occupancy by Month

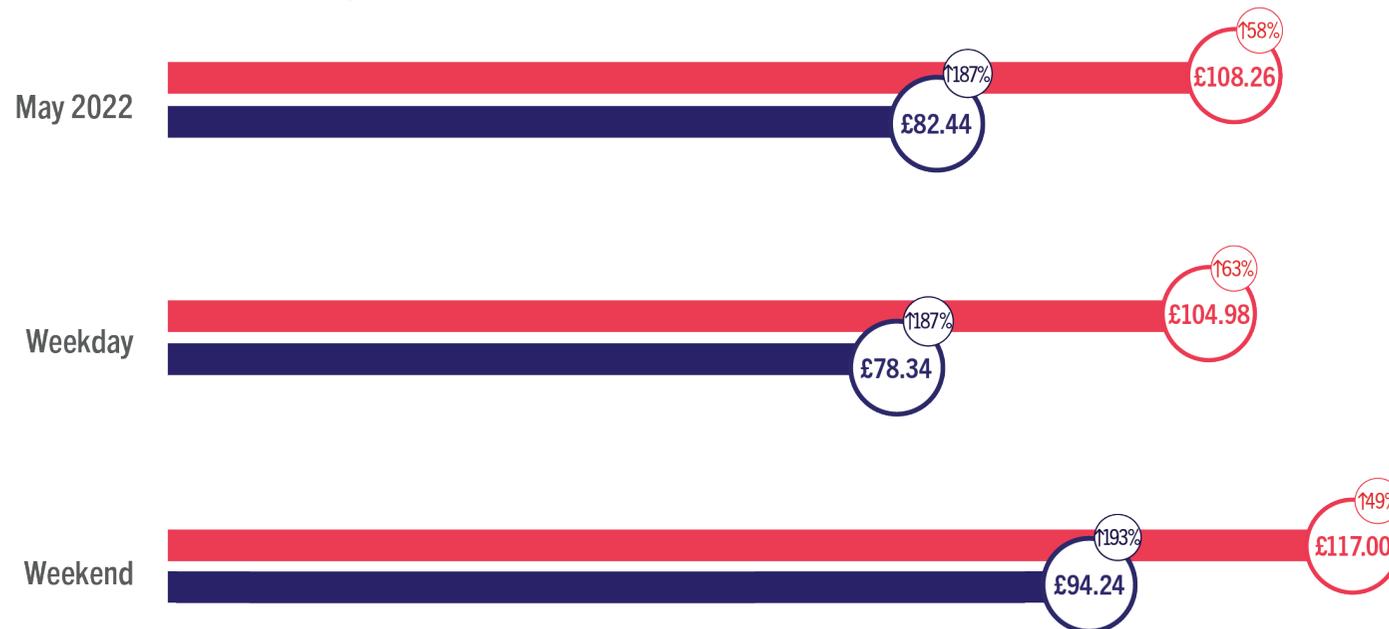


England Bedspace Occupancy by Month

England ADR and RevPAR

At a glance - May 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 – May

ADR	2019	2020	2021	2022
May	£96.58	£59.46	£68.51	£108.26
Weekday	£97.57	£58.72	£64.48	£104.98
Weekend	£94.25	£61.46	£78.69	£117.00

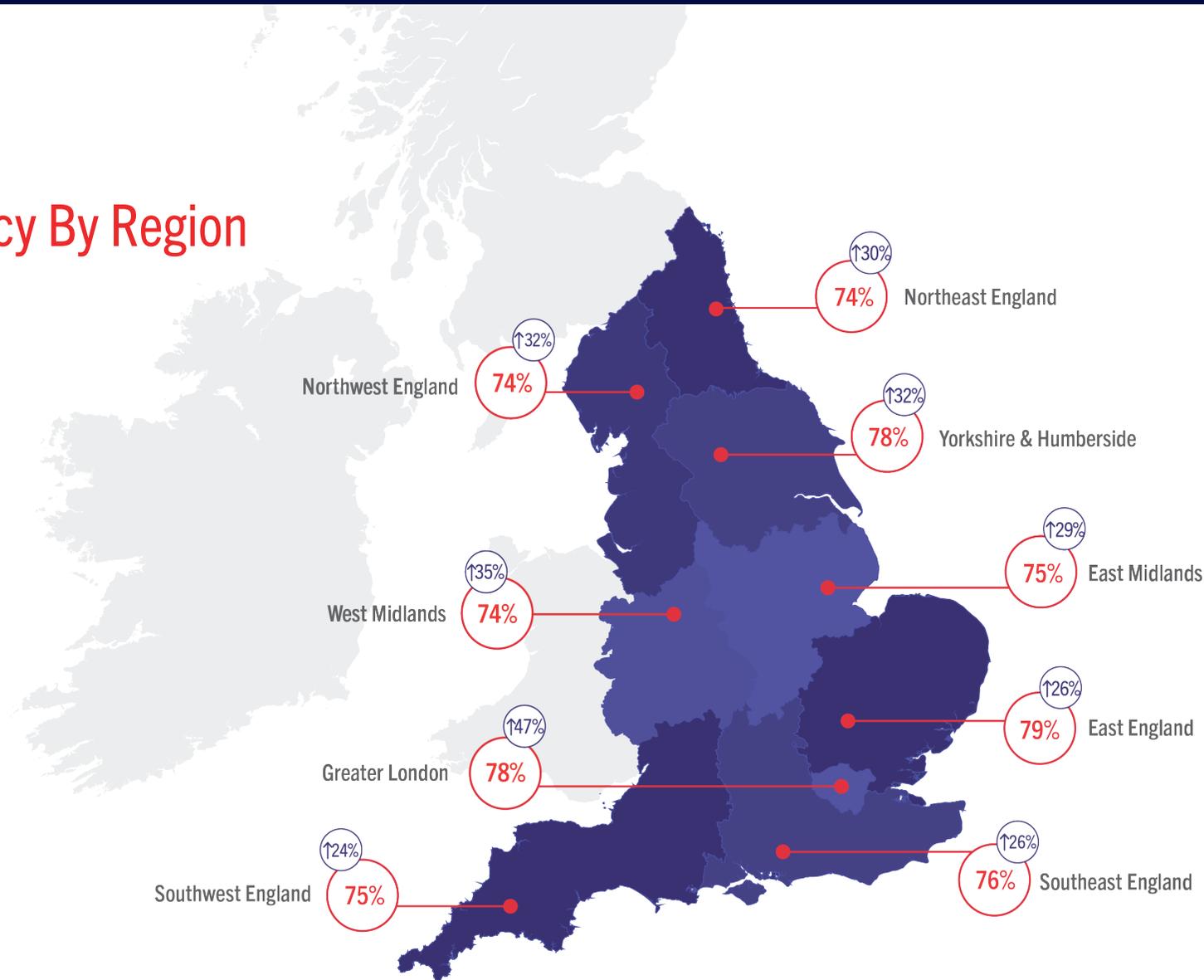
RevPAR	2019	2020	2021	2022
May	£75.78	£13.75	£28.70	£82.44
Weekday	£75.79	£14.61	£27.27	£78.34
Weekend	£75.77	£11.94	£32.19	£94.24



Room Occupancy By Region

At a glance - May 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 - May

Room Occupancy

	2019	2020	2021	2022
East England	78%	31%	53%	79%
East Midlands	74%	25%	46%	75%
Greater London	82%	25%	31%	78%
Northeast England	74%	21%	44%	74%
Northwest England	77%	19%	42%	74%
Southeast England	79%	23%	49%	76%
Southwest England	80%	21%	52%	75%
West Midlands	75%	18%	39%	74%
Yorkshire & Humberside	76%	18%	46%	78%

Bedspace Occupancy

	2019	2020	2021	2022
East England	56%	22%	38%	56%
East Midlands	54%	18%	33%	53%
Greater London	60%	19%	22%	55%
Northeast England	53%	15%	31%	52%
Northwest England	56%	14%	30%	52%
Southeast England	57%	17%	35%	53%
Southwest England	57%	15%	37%	52%
West Midlands	52%	13%	27%	50%
Yorkshire & Humberside	55%	13%	33%	55%

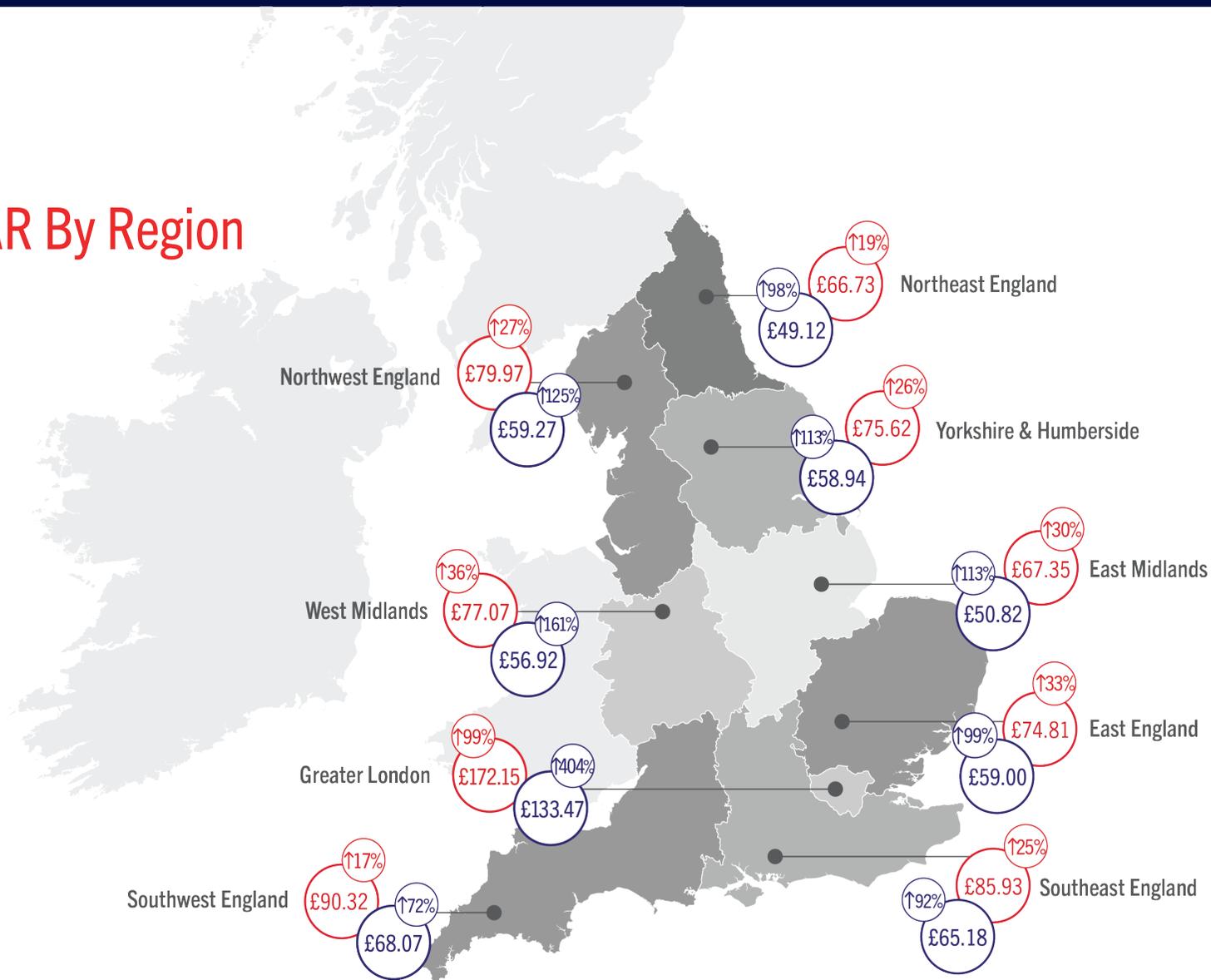


ADR and RevPAR By Region

At a glance - May 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 - May

ADR

	2019	2020	2021	2022
East England	£68.95	£50.18	£56.29	£74.81
East Midlands	£62.43	£46.68	£51.82	£67.35
Greater London	£147.55	£77.98	£86.59	£172.15
Northeast England	£65.65	£49.77	£56.31	£66.73
Northwest England	£74.31	£50.05	£63.02	£79.97
Southeast England	£77.40	£52.09	£68.49	£85.93
Southwest England	£78.93	£53.35	£76.92	£90.32
West Midlands	£70.28	£44.17	£56.48	£77.07
Yorkshire & Humberside	£65.26	£43.51	£60.10	£75.62

RevPAR

	2019	2020	2021	2022
East England	£53.63	£15.32	£29.61	£59.00
East Midlands	£46.16	£11.63	£23.86	£50.82
Greater London	£120.29	£19.61	£26.51	£133.47
Northeast England	£48.55	£10.54	£24.80	£49.12
Northwest England	£57.57	£9.39	£26.40	£59.27
Southeast England	£60.94	£12.16	£33.90	£65.18
Southwest England	£63.47	£11.37	£39.62	£68.07
West Midlands	£52.50	£8.08	£21.78	£56.92
Yorkshire & Humberside	£49.50	£7.83	£27.64	£58.94



Room Occupancy By Destination Type

At a glance - May 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 - May

Room Occupancy

	2019	2020	2021	2022
City / Large Town	79%	24%	41%	76%
Small Town	78%	12%	47%	76%
Countryside	80%	N/A	39%	71%
Seaside	80%	21%	54%	75%

Bedspace Occupancy

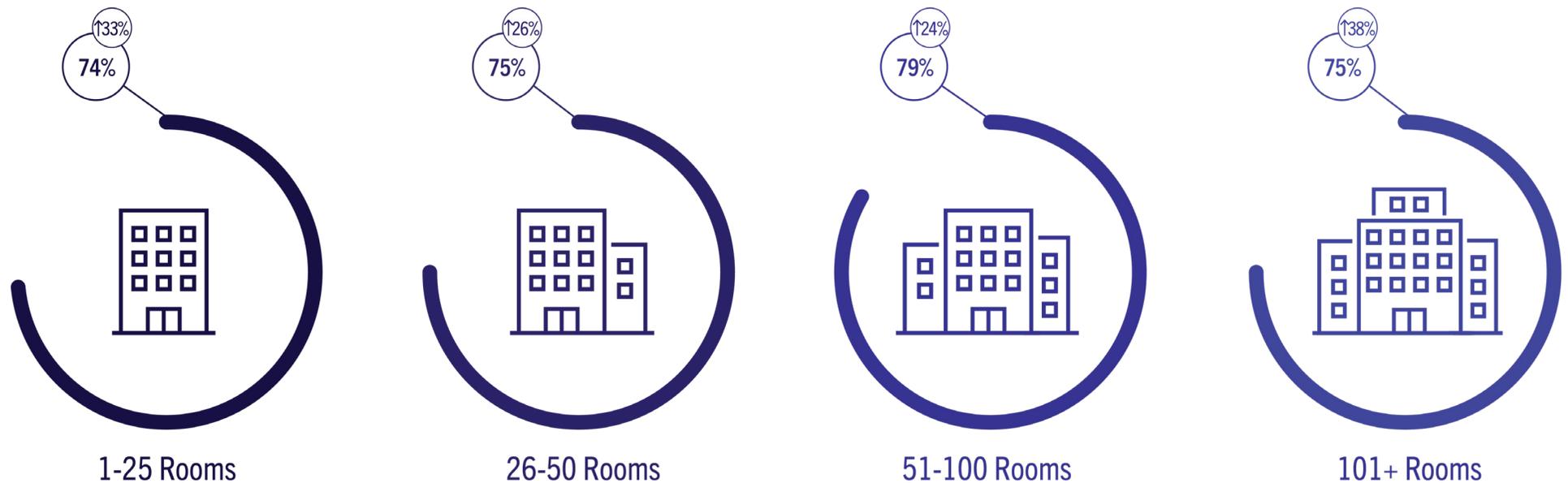
	2019	2020	2021	2022
City / Large Town	56%	18%	29%	53%
Small Town	57%	9%	34%	55%
Countryside	56%	N/A	27%	48%
Seaside	62%	16%	41%	56%

*Please note: Countryside data this month cannot be compared with 2020 due to insufficient sample in May 2020.



Room Occupancy By Number of Rooms

At a glance - May 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 - May

Room Occupancy

	2019	2020	2021	2022
1 to 25 Rooms	76%	39%	41%	74%
26 to 50 Rooms	77%	33%	49%	75%
51 to 100 Rooms	78%	33%	55%	79%
101+ Rooms	79%	20%	37%	75%

Bedspace Occupancy

	2019	2020	2021	2022
1 to 25 Rooms	56%	29%	30%	53%
26 to 50 Rooms	56%	24%	36%	54%
51 to 100 Rooms	58%	25%	41%	58%
101+ Rooms	57%	14%	26%	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 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=3,529).

VisitEngland™



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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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