

VisitEngland™



# England Occupancy Survey

June 2022 Results

Created by





## Summary of Results

When comparing June 2022 results with June 2021, room occupancy in June 2022 increased from 56% to 80%, whilst bedspace occupancy increased from 40% to 57%. In June 2022, room supply increased by 3.8% (in relative terms), when compared with June 2021. Meanwhile, room demand increased by 47.3% (in relative terms), when compared with June 2021.

**RevPAR**, which is the total room revenue divided by the total number of available rooms, increased by 122% to £101.30 in June 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 54% to 80%, followed by Small Town hotel occupancy, which increased from 66% to 80%, and Countryside hotel occupancy, which increased from 73% to 76%. Meanwhile, Seaside hotel occupancy was unchanged from last year at 79%.

Assessing occupancy rates by **establishment size**, hotels with 101+ rooms increased the most from 51% to 80%, followed by hotels with 1-25 rooms, which increased occupancy from 65% to 78%, and hotels with 51-100 rooms which increased occupancy from 70% to 82%. The smallest change from last year was recorded for hotels with 26-50 rooms as occupancy increased from 70% 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 41% to 83%, followed by West Midlands, which increased occupancy from 55% to 77%, and Northwest England, which increased occupancy from 58% to 77%.

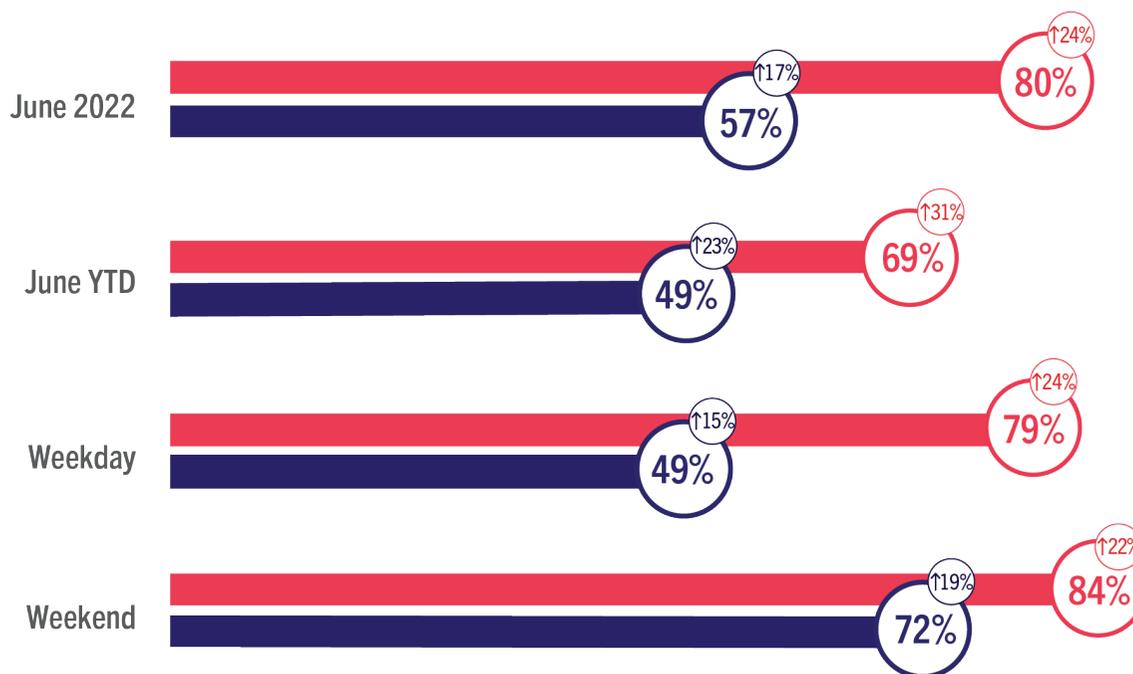
Throughout this report occupancy comparisons with last year are in absolute terms. Meanwhile, ADR and RevPAR year-on-year comparisons are in relative terms. Please see the Methodology Statement for more information on this, and regarding the current data during the Covid-19 pandemic.



## England Room and Bedspace Occupancy

At a glance - June 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 - June

### Room Occupancy

	2019	2020	2021	2022
June	83%	24%	56%	80%
June YTD	75%	46%	37%	69%
Weekday	82%	27%	55%	79%
Weekend	86%	17%	62%	84%

### Bedspace Occupancy

	2019	2020	2021	2022
June	58%	16%	40%	57%
June YTD	53%	32%	26%	49%
Weekday	51%	17%	34%	49%
Weekend	74%	15%	54%	72%

### Room supply and room demand

Year-on-year relative percentage change	2019	2020	2021	2022
Room Supply	2.2%	-43.3%	71.8%	3.8%
Room Demand	3.5%	-83.4%	297.3%	47.3%

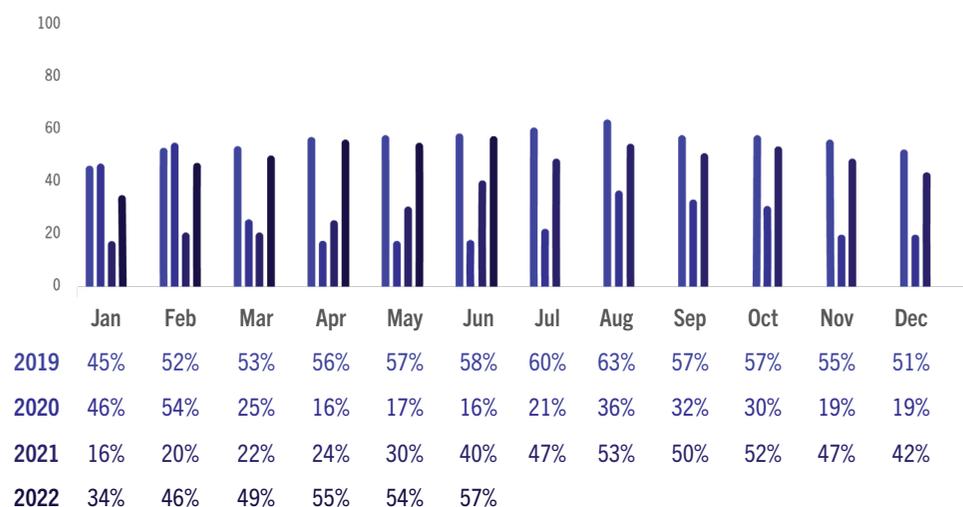


## England Room and Bedspace Occupancy

### Data Tables



England Room Occupancy by Month

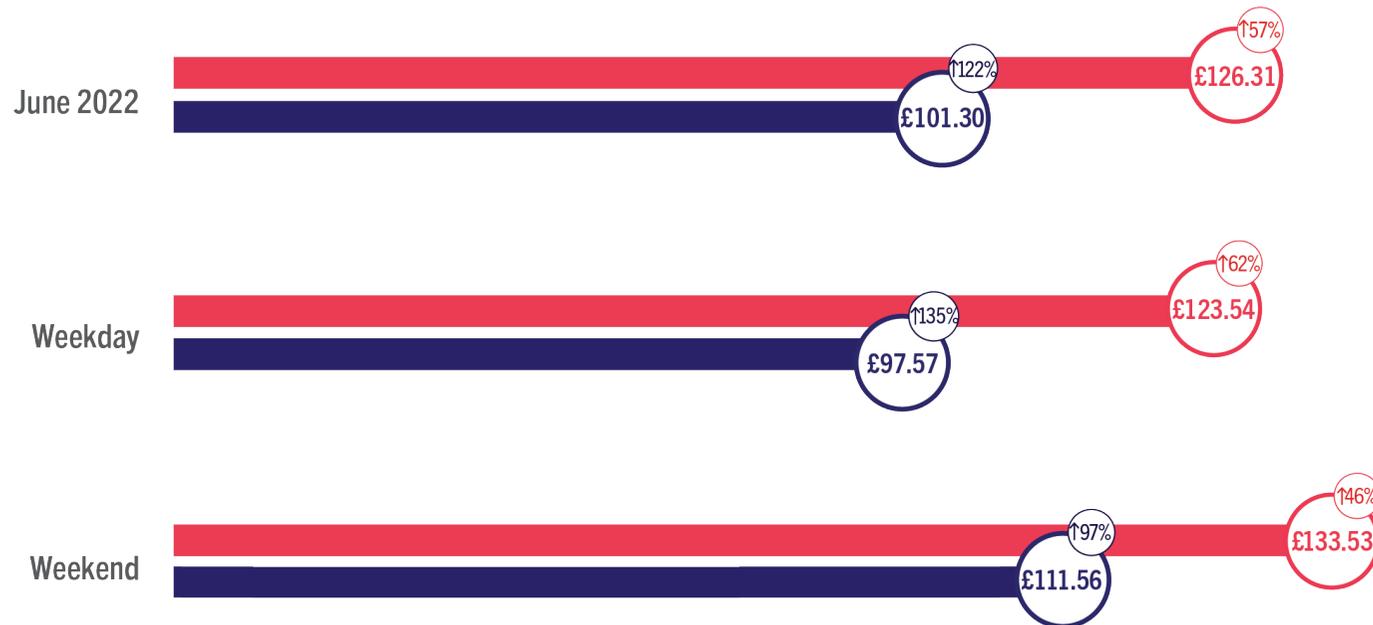


England Bedspace Occupancy by Month

## England ADR and RevPAR

At a glance - June 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 – June

### ADR

	2019	2020	2021	2022
<b>June</b>	£109.37	£59.02	£80.71	£126.31
<b>Weekday</b>	£110.40	£58.37	£76.24	£123.54
<b>Weekend</b>	£107.07	£61.80	£91.55	£133.53

### RevPAR

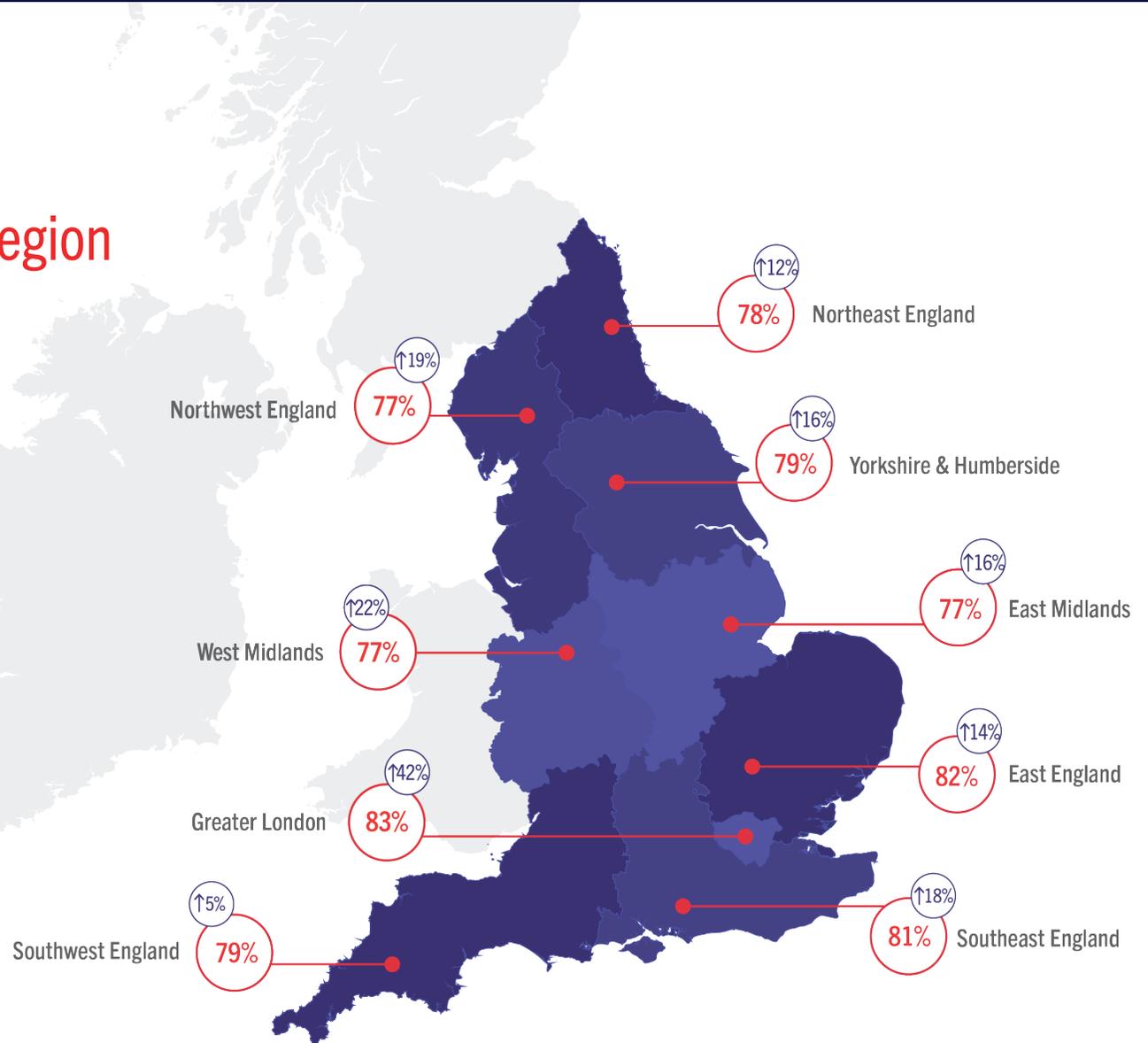
	2019	2020	2021	2022
<b>June</b>	£91.16	£14.42	£45.60	£101.30
<b>Weekday</b>	£90.94	£15.76	£41.60	£97.57
<b>Weekend</b>	£91.69	£10.74	£56.61	£111.56



## Room Occupancy By Region

At a glance - June 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 - June

### Room Occupancy

	2019	2020	2021	2022
East England	80%	30%	67%	82%
East Midlands	78%	29%	61%	77%
Greater London	90%	25%	41%	83%
Northeast England	77%	19%	66%	78%
Northwest England	80%	23%	58%	77%
Southeast England	83%	24%	63%	81%
Southwest England	83%	24%	74%	79%
West Midlands	78%	23%	55%	77%
Yorkshire & Humberside	79%	19%	63%	79%

### Bedspace Occupancy

	2019	2020	2021	2022
East England	56%	21%	47%	58%
East Midlands	54%	19%	42%	55%
Greater London	63%	18%	29%	59%
Northeast England	53%	13%	46%	55%
Northwest England	56%	15%	41%	55%
Southeast England	58%	17%	44%	57%
Southwest England	58%	16%	51%	56%
West Midlands	52%	15%	37%	53%
Yorkshire & Humberside	56%	13%	44%	57%

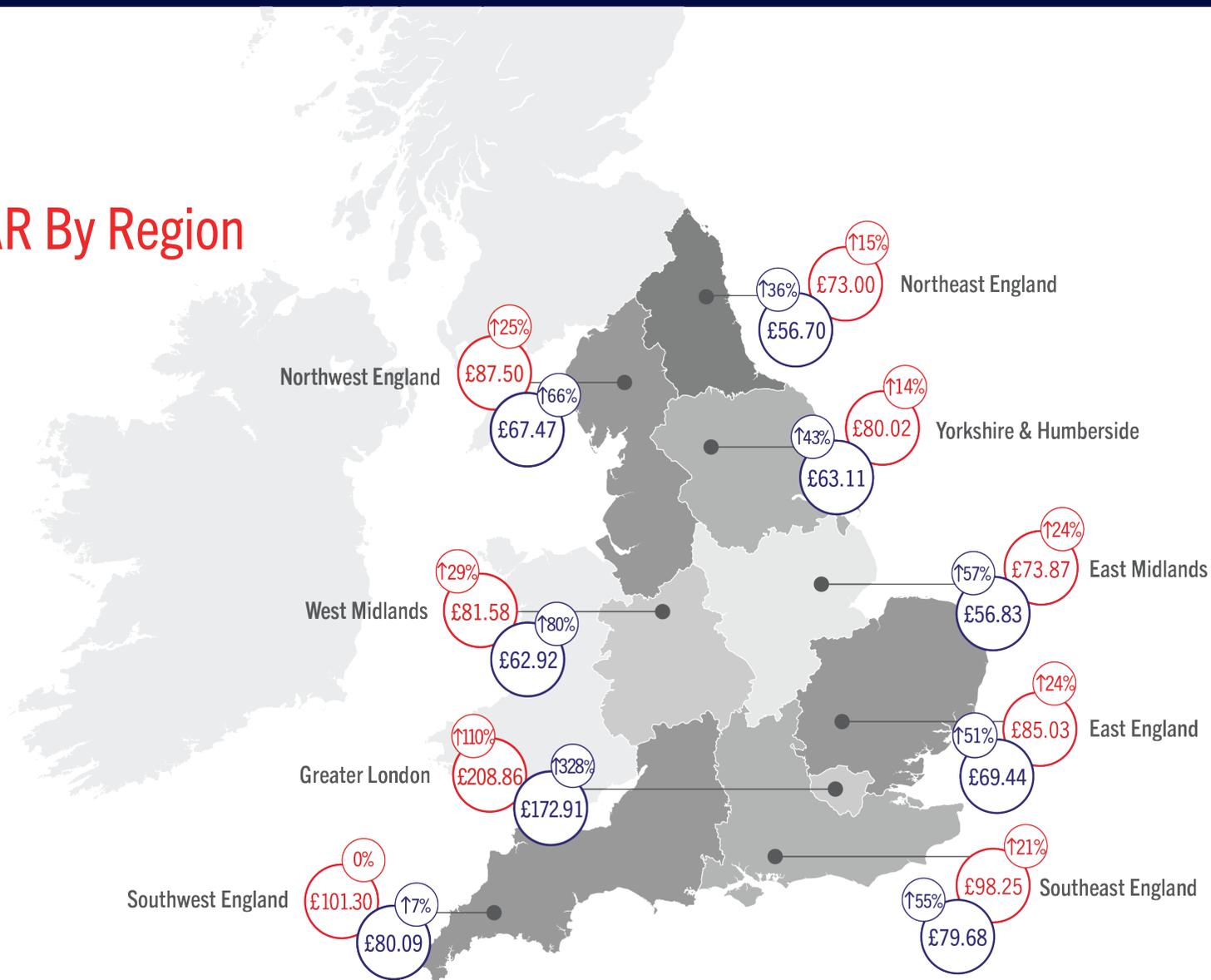


## ADR and RevPAR By Region

At a glance - June 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 - June

### ADR

	2019	2020	2021	2022
East England	£73.23	£52.63	£68.49	£85.03
East Midlands	£66.69	£49.33	£59.45	£73.87
Greater London	£176.44	£75.93	£99.31	£208.86
Northeast England	£61.55	£52.22	£63.33	£73.00
Northwest England	£78.15	£52.37	£69.82	£87.50
Southeast England	£83.78	£54.23	£81.09	£98.25
Southwest England	£84.31	£55.82	£101.00	£101.30
West Midlands	£71.10	£46.40	£63.10	£81.58
Yorkshire & Humberside	£67.40	£46.22	£70.46	£80.02

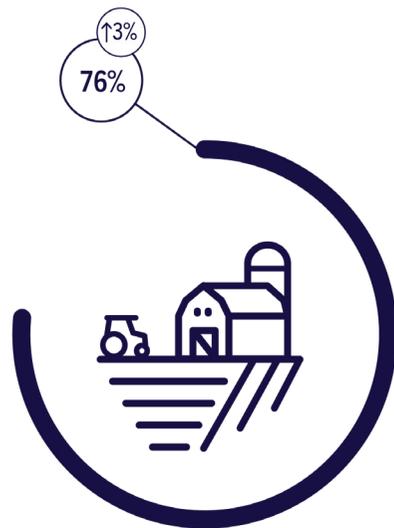
### RevPAR

	2019	2020	2021	2022
East England	£58.64	£15.99	£46.03	£69.44
East Midlands	£52.19	£14.21	£36.11	£56.83
Greater London	£158.05	£19.11	£40.37	£172.91
Northeast England	£47.14	£10.07	£41.74	£56.70
Northwest England	£62.68	£11.80	£40.70	£67.47
Southeast England	£69.84	£13.12	£51.43	£79.68
Southwest England	£70.37	£13.48	£74.83	£80.09
West Midlands	£55.35	£10.56	£34.89	£62.92
Yorkshire & Humberside	£53.03	£8.90	£44.16	£63.11



## Room Occupancy By Destination Type

At a glance - June 2022



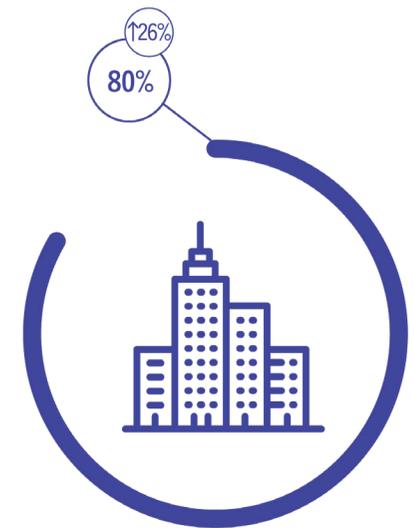
Countryside



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 - June

### Room Occupancy

	2019	2020	2021	2022
City / Large Town	84%	25%	54%	80%
Small Town	82%	15%	66%	80%
Countryside	81%	N/A	73%	76%
Seaside	82%	29%	79%	79%

### Bedspace Occupancy

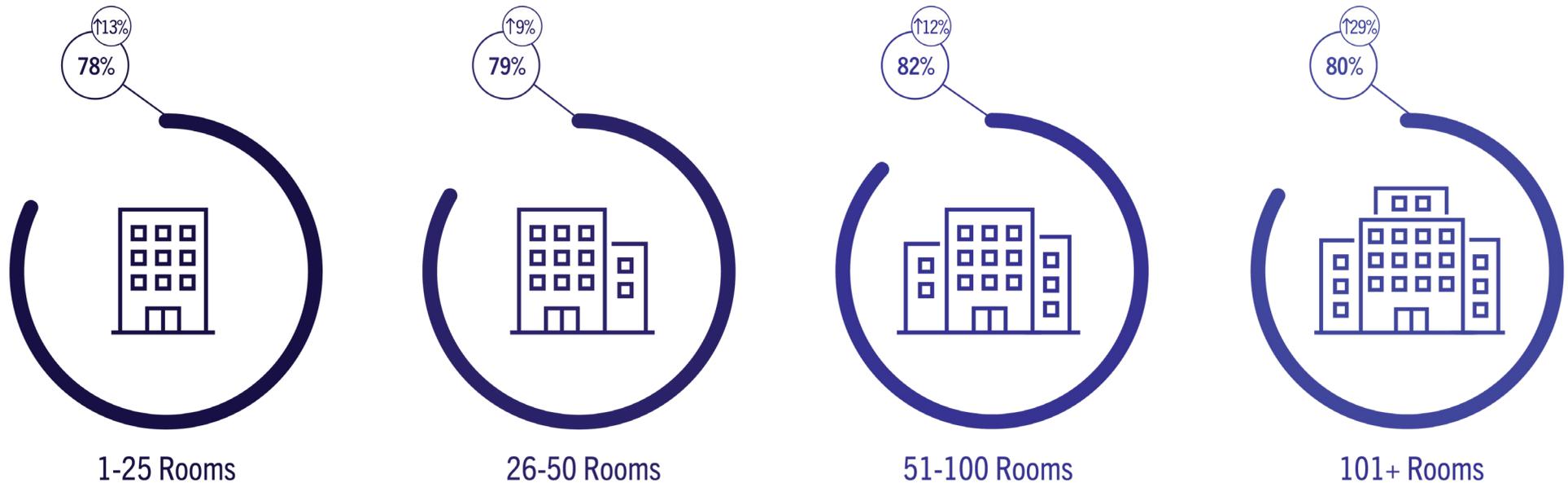
	2019	2020	2021	2022
City / Large Town	58%	17%	37%	56%
Small Town	58%	11%	47%	57%
Countryside	55%	N/A	49%	52%
Seaside	60%	21%	58%	59%

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



## Room Occupancy By Number of Rooms

At a glance - June 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 - June

### Room Occupancy

	2019	2020	2021	2022
1 to 25 Rooms	79%	43%	65%	78%
26 to 50 Rooms	80%	32%	70%	79%
51 to 100 Rooms	81%	33%	70%	82%
101+ Rooms	85%	21%	51%	80%

### Bedspace Occupancy

	2019	2020	2021	2022
1 to 25 Rooms	57%	31%	47%	56%
26 to 50 Rooms	57%	22%	50%	57%
51 to 100 Rooms	59%	24%	51%	60%
101+ Rooms	58%	14%	35%	56%



## 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=3,554).

# 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](mailto:hotelinfo@str.com).

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

Website: [www.str.com](http://www.str.com)

Telephone: +44 (0) 207 922 1930

Email: [industrydata@str.com](mailto:industrydata@str.com)

**Benchmarking**  
↑ your world