

VisitEngland™



England Occupancy Survey

August 2022 Results

Created by





Summary of Results

When comparing August 2022 results with August 2021, **room occupancy** in August 2022 increased from 71% to 78%, whilst **bedspace occupancy** increased from 53% to 58%. In August 2022, room supply increased by 2.5% (in relative terms), when compared with August 2021. Meanwhile, room demand increased by 12.9% (in relative terms), when compared with August 2021.

RevPAR, which is the total room revenue divided by the total number of available rooms, increased by 33% to £89.15 in August 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 69% to 78%, followed by Small Town hotel occupancy, which increased from 76% to 78%. Meanwhile, Seaside hotel occupancy decreased from 87% to 85% and Countryside hotel occupancy decreased the most from 83% to 75%.

There was contrasting room occupancy performance by **establishment size**. Hotels with 101+ rooms increased the most from 66% to 77%, followed by hotels with 51-100 rooms, which increased occupancy from 81% to 82%. Whereas hotels with 26-50 rooms decreased occupancy from 81% to 79% and hotels with 1-25 rooms decreased occupancy from 78% to 76%.

Evaluating trends across the **9 regions** of England, 5 regions increased room occupancy and 4 regions decreased room occupancy compared with the same month last year. The region that recorded the greatest increase in room occupancy from last year was Greater London, which increased occupancy from 56% to 77%. Meanwhile, the region that recorded the greatest decrease was Southwest England, which decreased occupancy from 85% to 82%.

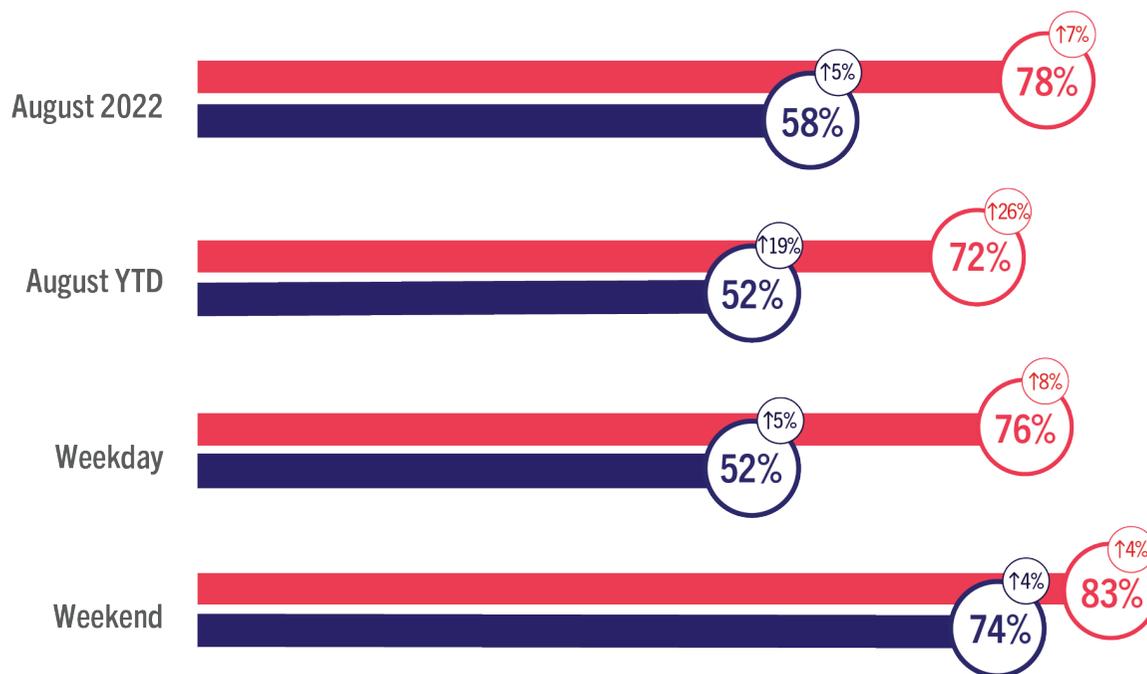
Throughout this report occupancy comparisons with last year are in absolute terms. Meanwhile, ADR and RevPAR year-on-year comparisons are in relative terms. Please see the Methodology Statement for more information on this, and regarding the current data during the Covid-19 pandemic.



England Room and Bedspace Occupancy

At a glance - August 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 - August

Room Occupancy

	2019	2020	2021	2022
August	82%	47%	71%	78%
August YTD	77%	44%	46%	72%
Weekday	80%	45%	68%	76%
Weekend	86%	53%	78%	83%

Bedspace Occupancy

	2019	2020	2021	2022
August	63%	36%	53%	58%
August YTD	55%	31%	32%	52%
Weekday	55%	31%	47%	52%
Weekend	77%	47%	70%	74%

Room supply and room demand

Year-on-year relative percentage change	2019	2020	2021	2022
Room Supply	2.3%	-9.7%	9.3%	2.5%
Room Demand	1.7%	-48.2%	65.8%	12.9%

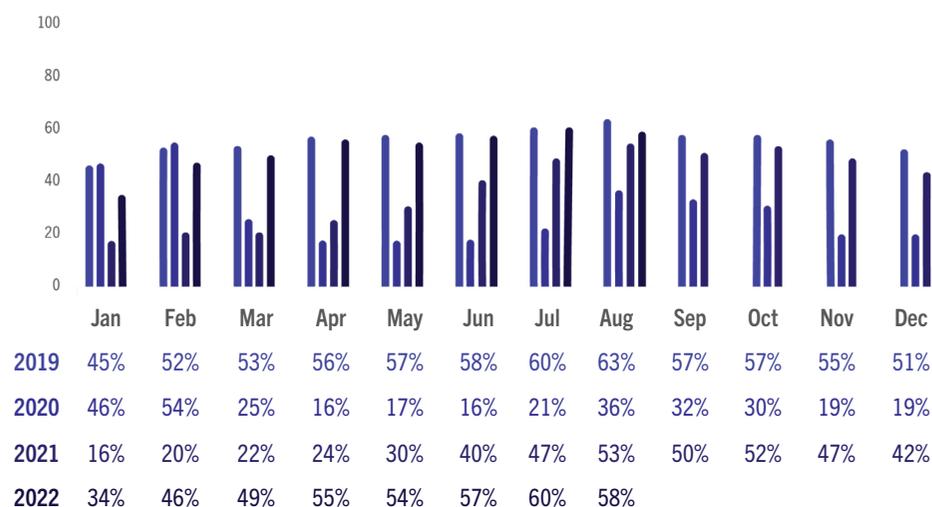


England Room and Bedspace Occupancy

Data Tables



England Room Occupancy by Month



England Bedspace Occupancy by Month



England ADR and RevPAR

At a glance - August 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 – August

ADR

	2019	2020	2021	2022
August	£96.59	£71.57	£94.69	£114.20
Weekday	£94.82	£68.88	£89.03	£109.08
Weekend	£100.05	£77.18	£108.85	£127.74

RevPAR

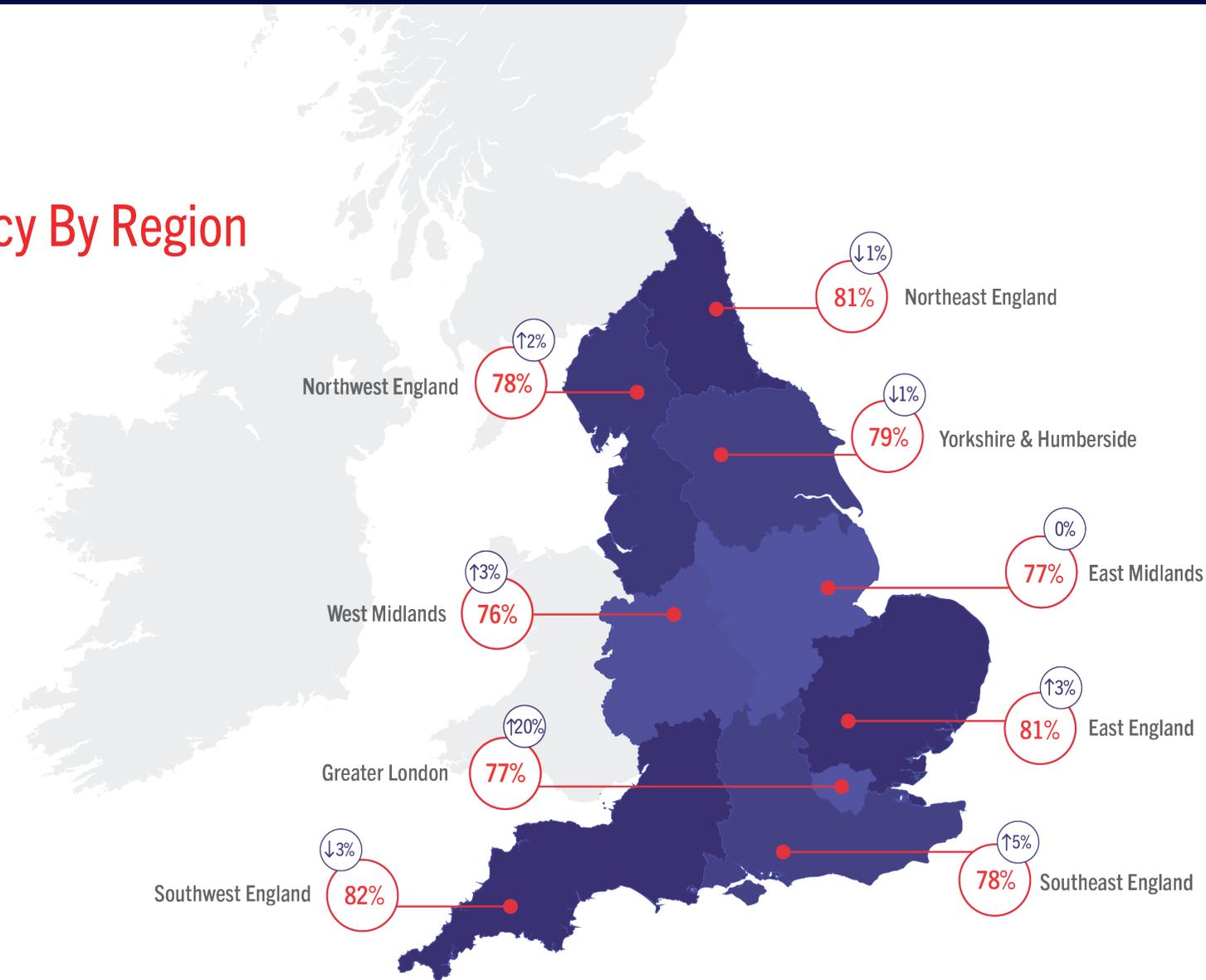
	2019	2020	2021	2022
August	£79.16	£33.68	£67.10	£89.15
Weekday	£75.99	£30.84	£60.72	£83.30
Weekend	£85.84	£40.62	£85.44	£105.96



Room Occupancy By Region

At a glance - August 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 - August

Room Occupancy

	2019	2020	2021	2022
East England	79%	56%	78%	81%
East Midlands	74%	49%	77%	77%
Greater London	86%	30%	56%	77%
Northeast England	78%	53%	82%	81%
Northwest England	80%	47%	76%	78%
Southeast England	82%	50%	73%	78%
Southwest England	87%	73%	85%	82%
West Midlands	76%	43%	73%	76%
Yorkshire & Humberside	80%	53%	80%	79%

Bedspace Occupancy

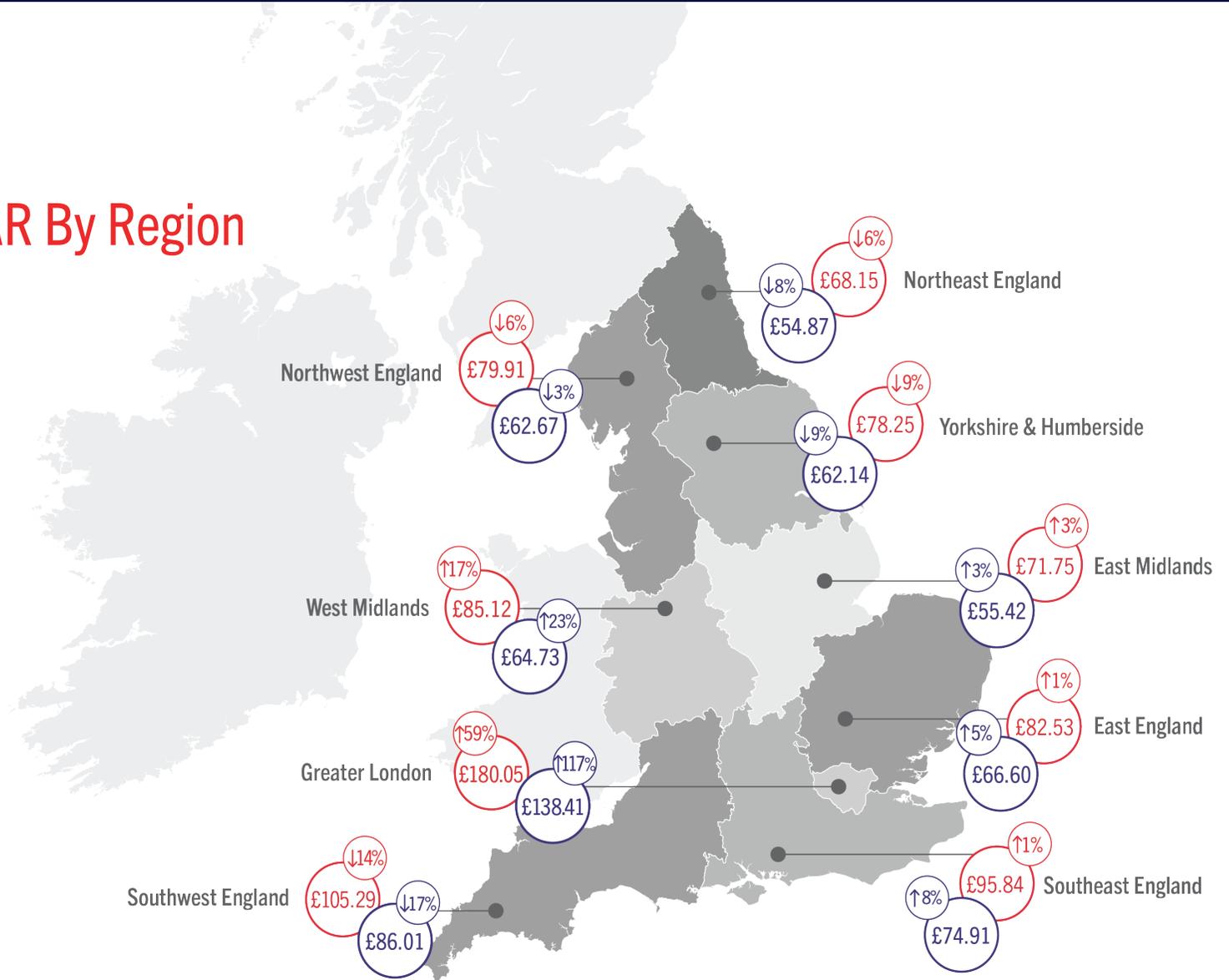
	2019	2020	2021	2022
East England	60%	42%	58%	60%
East Midlands	57%	37%	58%	58%
Greater London	67%	24%	43%	59%
Northeast England	58%	40%	61%	59%
Northwest England	62%	36%	58%	59%
Southeast England	62%	37%	55%	58%
Southwest England	65%	54%	62%	59%
West Midlands	54%	31%	51%	53%
Yorkshire & Humberside	61%	40%	60%	59%

ADR and RevPAR By Region

At a glance - August 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 - August

ADR

	2019	2020	2021	2022
East England	£67.94	£62.78	£82.07	£82.53
East Midlands	£60.13	£53.47	£69.44	£71.75
Greater London	£150.37	£85.66	£112.99	£180.05
Northeast England	£58.44	£57.31	£72.67	£68.15
Northwest England	£70.40	£64.53	£84.96	£79.91
Southeast England	£76.21	£74.38	£94.44	£95.84
Southwest England	£88.17	£89.64	£122.30	£105.29
West Midlands	£61.65	£54.39	£72.69	£85.12
Yorkshire & Humberside	£66.87	£62.76	£85.56	£78.25

RevPAR

	2019	2020	2021	2022
East England	£53.86	£34.93	£63.61	£66.60
East Midlands	£44.28	£25.94	£53.67	£55.42
Greater London	£129.48	£26.10	£63.75	£138.41
Northeast England	£45.40	£30.61	£59.51	£54.87
Northwest England	£56.51	£30.62	£64.71	£62.67
Southeast England	£62.65	£37.09	£69.34	£74.91
Southwest England	£76.72	£65.56	£104.14	£86.01
West Midlands	£46.58	£23.29	£52.80	£64.73
Yorkshire & Humberside	£53.75	£33.07	£68.50	£62.14



Room Occupancy By Destination Type

At a glance - August 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 - August

Room Occupancy

	2019	2020	2021	2022
City / Large Town	82%	44%	69%	78%
Small Town	81%	55%	76%	78%
Countryside	84%	75%	83%	75%
Seaside	89%	81%	87%	85%

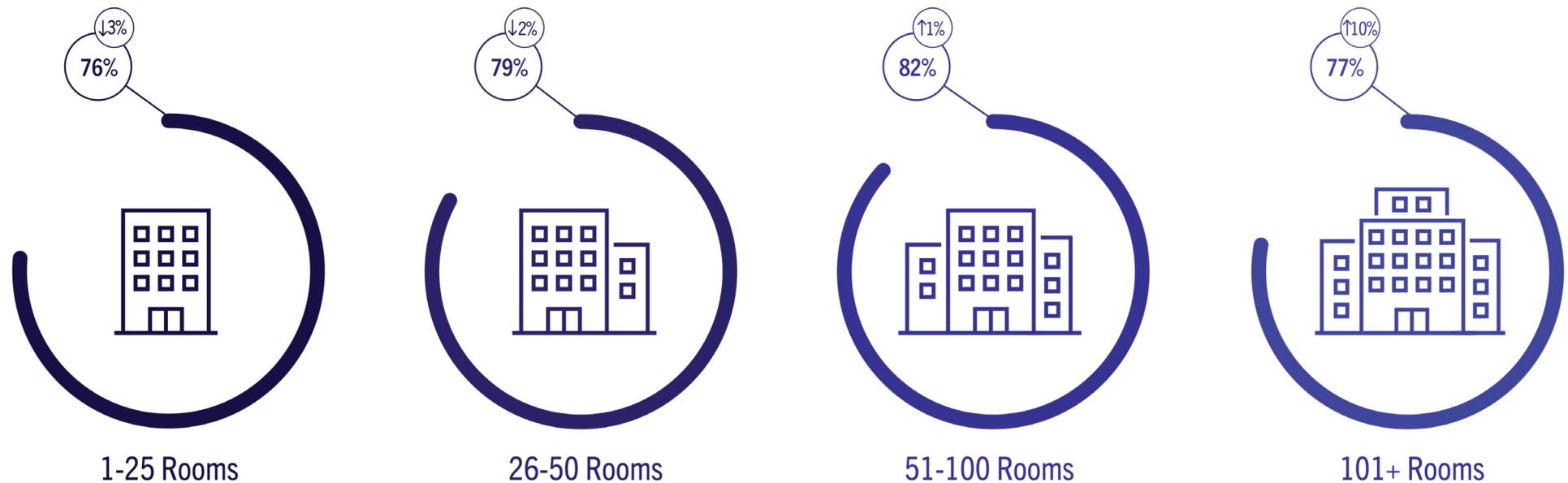
Bedspace Occupancy

	2019	2020	2021	2022
City / Large Town	61%	32%	51%	57%
Small Town	62%	42%	58%	59%
Countryside	62%	56%	61%	55%
Seaside	75%	68%	73%	70%



Room Occupancy By Number of Rooms

At a glance - August 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 - August

Room Occupancy

	2019	2020	2021	2022
1 to 25 Rooms	79%	64%	78%	76%
26 to 50 Rooms	81%	63%	81%	79%
51 to 100 Rooms	82%	59%	81%	82%
101+ Rooms	82%	41%	66%	77%

Bedspace Occupancy

	2019	2020	2021	2022
1 to 25 Rooms	62%	50%	61%	59%
26 to 50 Rooms	62%	47%	61%	59%
51 to 100 Rooms	64%	46%	63%	63%
101+ Rooms	62%	31%	49%	57%

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=3,548).

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

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