

VisitEngland™



England Occupancy Survey

October 2022 Results

Created by





Summary of Results

When comparing October 2022 results with October 2021, **room occupancy** in October 2022 increased from 70% to 80%, whilst **bedspace occupancy** increased from 51% to 57%. In October 2022, **room supply** increased by 1.3% (in relative terms), when compared with October 2021. Meanwhile, **room demand** increased by 15.4% (in relative terms), when compared with October 2021.

RevPAR, which is the total room revenue divided by the total number of available rooms, increased by 39% to £97.44 in October 2022, when compared with the same month last year.

Evaluating trends across the **9 regions** of England, 8 regions recorded increased room occupancy, whilst 1 region recorded the same level of room occupancy compared with the same month last year. The regions that recorded the greatest increase in room occupancy from last year were Greater London (65% to 84%), followed by Southeast England (67% to 78%), West Midlands (71% to 78%) and East England (74% to 80%). Meanwhile, Southwest England was the only region with unchanged room occupancy (75%).

Looking at hotel performance across **destination types**, City / Large Town hotel room occupancy increased the most from 70% to 81%, followed by Small Town hotel occupancy, which increased from 69% to 77%. Meanwhile, Countryside (70%) and Seaside (76%) hotel occupancy remained unchanged compared with last year.

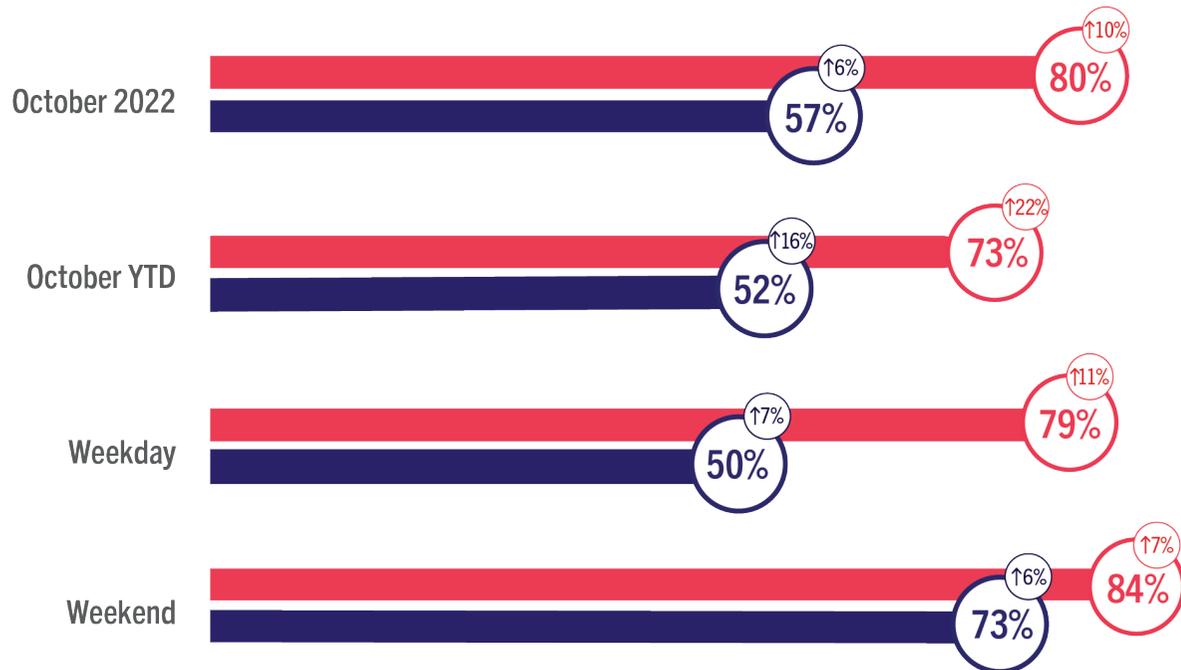
Assessing occupancy rates by **establishment size**, hotels with 101+ rooms increased the most from 68% to 80%. There were smaller increases in room occupancy among hotels in the three smaller size categories. Hotels with 1-25 rooms increased occupancy from 73% to 76%, hotels with 26-50 rooms increased occupancy from 75% to 78% and hotels with 51-100 rooms increased occupancy from 78% to 81%.

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 data during the Covid-19 pandemic.

England Room and Bedspace Occupancy

At a glance - October 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 - October

Room Occupancy

	2019	2020	2021	2022
October	82%	42%	70%	80%
October YTD	78%	44%	51%	73%
Weekday	81%	40%	68%	79%
Weekend	85%	44%	76%	84%

Bedspace Occupancy

	2019	2020	2021	2022
October	57%	30%	51%	57%
October YTD	56%	31%	36%	52%
Weekday	52%	26%	43%	50%
Weekend	74%	39%	67%	73%

Room supply and room demand

Year-on-year relative percentage change

	2019	2020	2021	2022
Room Supply	1.8%	-6.2%	6.0%	1.3%
Room Demand	0.4%	-52.4%	79.8%	15.4%

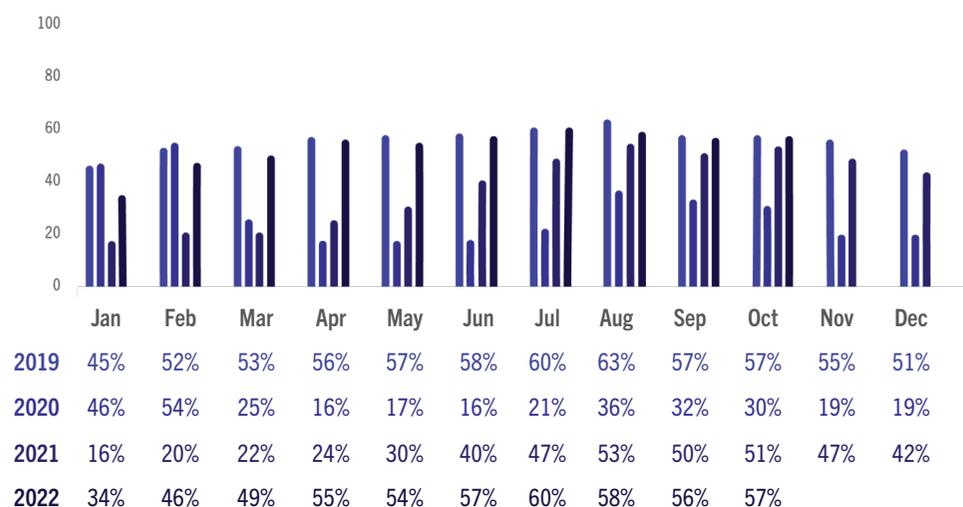


England Room and Bedspace Occupancy

Data Tables



England Room Occupancy by Month



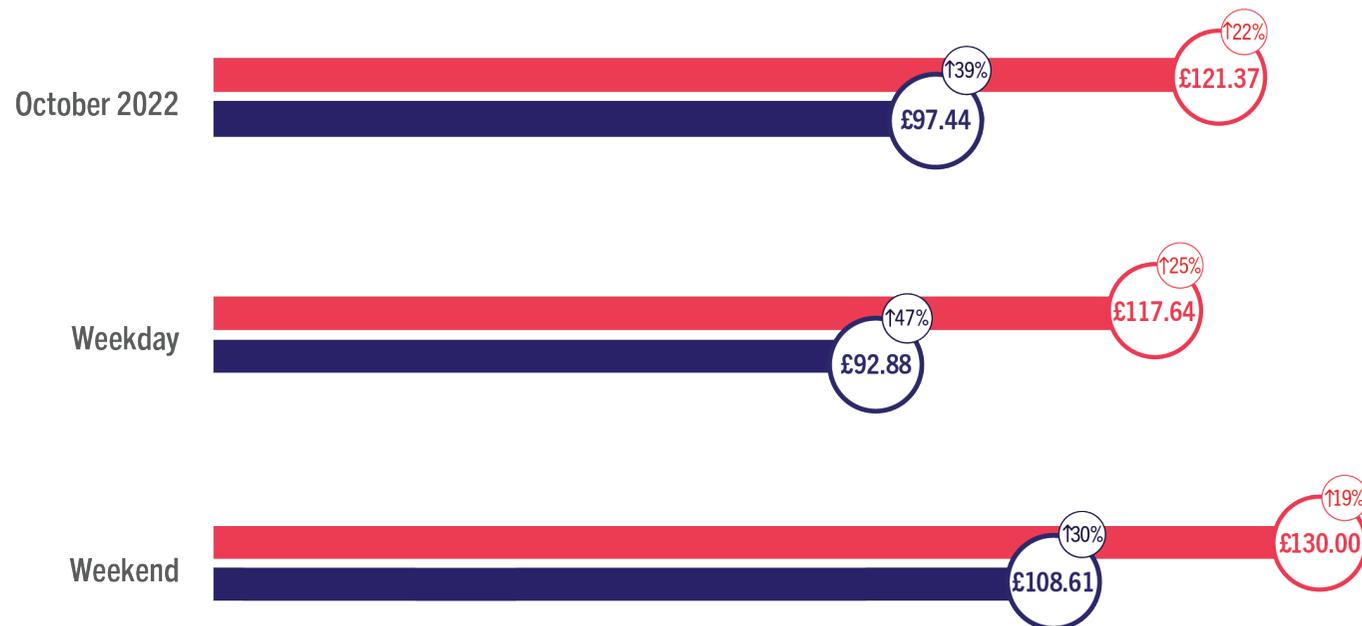
England Bedspace Occupancy by Month



England ADR and RevPAR

At a glance - October 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 – October

ADR

	2019	2020	2021	2022
October	£100.29	£67.26	£99.38	£121.37
Weekday	£100.88	£64.14	£93.85	£117.64
Weekend	£98.65	£73.19	£109.63	£130.00

RevPAR

	2019	2020	2021	2022
October	£82.05	£27.92	£69.98	£97.44
Weekday	£81.58	£25.76	£63.39	£92.88
Weekend	£83.40	£32.45	£83.84	£108.61



Room Occupancy By Region

At a glance - October 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 - October

Room Occupancy

	2019	2020	2021	2022
East England	79%	54%	74%	80%
East Midlands	77%	48%	76%	78%
Greater London	87%	29%	65%	84%
Northeast England	75%	38%	78%	81%
Northwest England	81%	37%	76%	81%
Southeast England	80%	46%	67%	78%
Southwest England	80%	60%	75%	75%
West Midlands	79%	39%	71%	78%
Yorkshire & Humberside	80%	43%	77%	81%

Bedspace Occupancy

	2019	2020	2021	2022
East England	56%	39%	53%	57%
East Midlands	53%	34%	55%	55%
Greater London	63%	21%	47%	60%
Northeast England	52%	27%	55%	57%
Northwest England	57%	27%	55%	58%
Southeast England	55%	33%	47%	55%
Southwest England	55%	42%	53%	52%
West Midlands	53%	26%	48%	53%
Yorkshire & Humberside	56%	31%	56%	58%

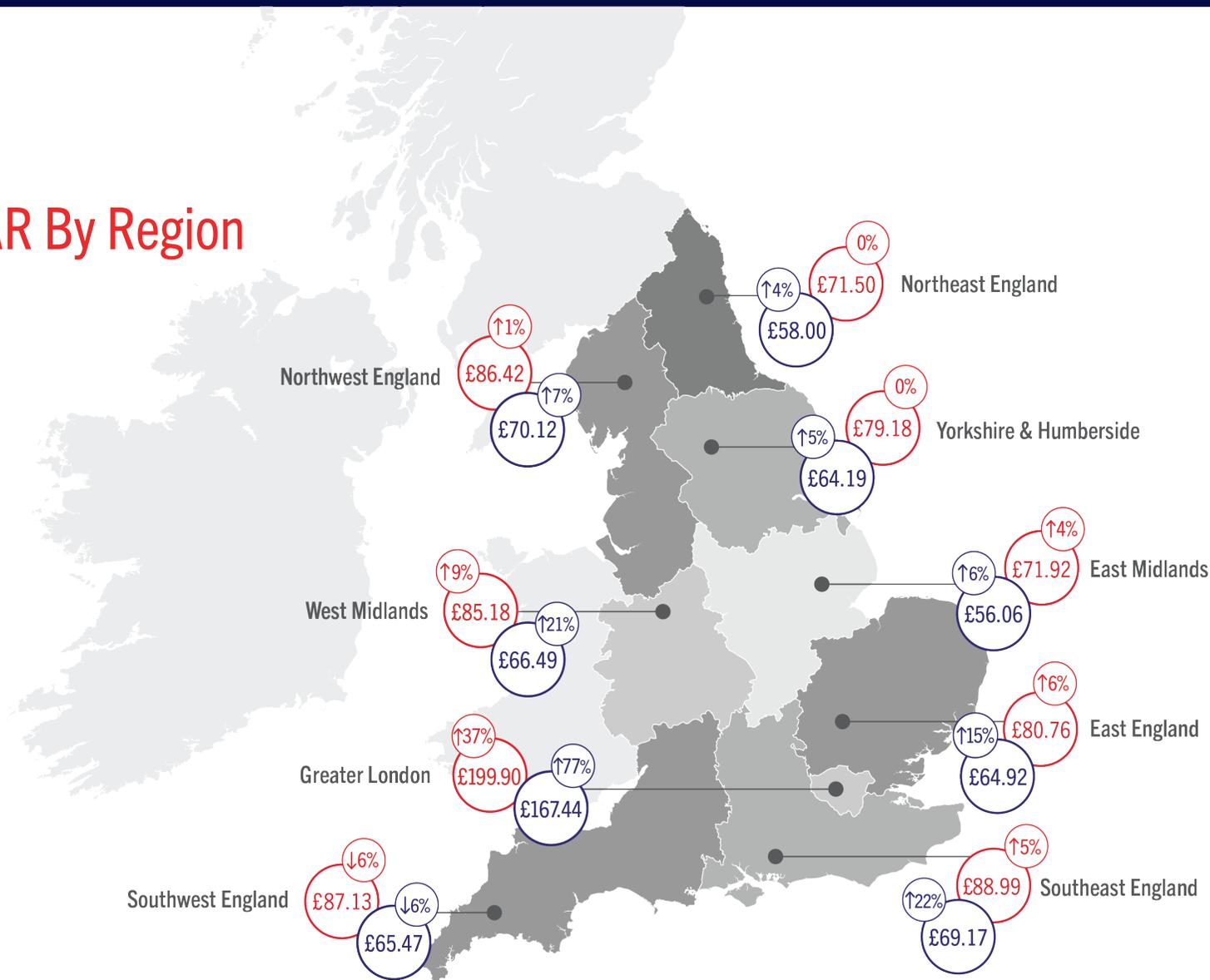


ADR and RevPAR By Region

At a glance - October 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 - October

ADR

	2019	2020	2021	2022
East England	£68.57	£56.22	£76.25	£80.76
East Midlands	£61.62	£50.06	£69.00	£71.92
Greater London	£160.17	£90.39	£145.79	£199.90
Northeast England	£59.26	£51.62	£71.75	£71.50
Northwest England	£72.79	£61.40	£85.82	£86.42
Southeast England	£74.99	£67.80	£84.78	£88.99
Southwest England	£73.29	£72.29	£92.38	£87.13
West Midlands	£71.66	£51.08	£77.90	£85.18
Yorkshire & Humberside	£64.37	£56.93	£79.03	£79.18

RevPAR

	2019	2020	2021	2022
East England	£54.48	£30.42	£56.25	£64.92
East Midlands	£47.21	£23.91	£52.78	£56.06
Greater London	£139.85	£26.19	£94.85	£167.44
Northeast England	£44.71	£19.70	£55.67	£58.00
Northwest England	£58.88	£22.86	£65.33	£70.12
Southeast England	£59.64	£31.51	£56.51	£69.17
Southwest England	£58.50	£43.31	£69.56	£65.47
West Midlands	£56.79	£19.77	£55.07	£66.49
Yorkshire & Humberside	£51.21	£24.74	£61.04	£64.19



Room Occupancy By Destination Type

At a glance - October 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 Destination Type

Data Tables - October

Room Occupancy

	2019	2020	2021	2022
City / Large Town	82%	39%	70%	81%
Small Town	78%	49%	69%	77%
Countryside	78%	65%	70%	70%
Seaside	79%	63%	76%	76%

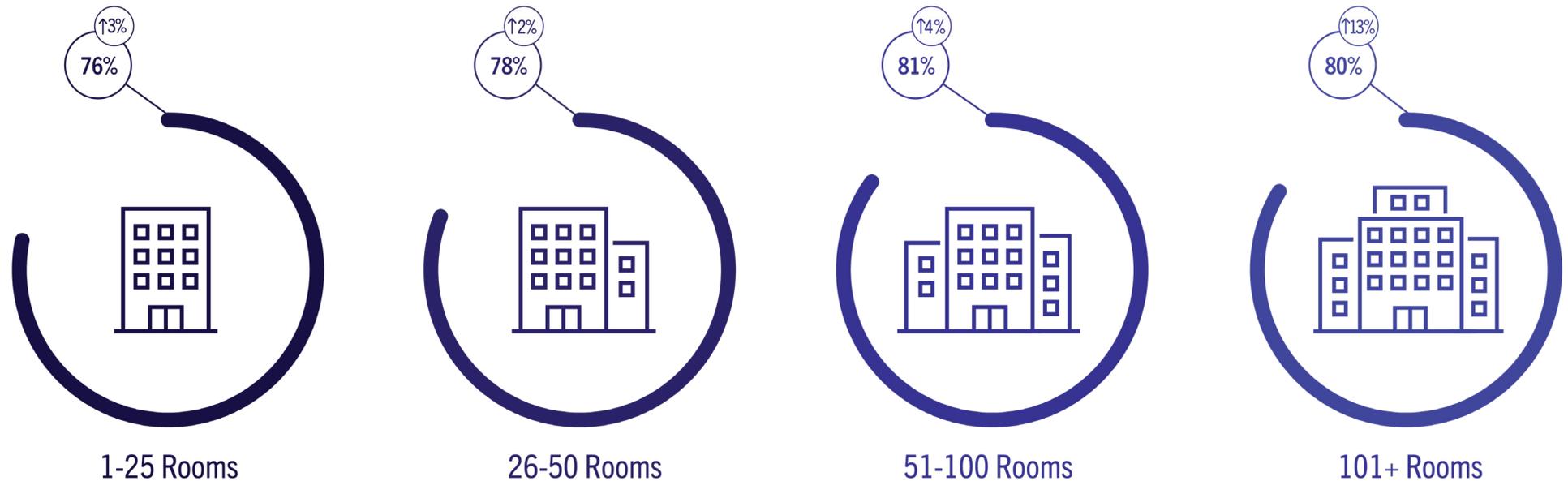
Bedspace Occupancy

	2019	2020	2021	2022
City / Large Town	57%	27%	50%	57%
Small Town	56%	36%	50%	56%
Countryside	53%	45%	49%	48%
Seaside	59%	48%	58%	57%



Room Occupancy By Number of Rooms

At a glance - October 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 - October

Room Occupancy

	2019	2020	2021	2022
1 to 25 Rooms	76%	54%	73%	76%
26 to 50 Rooms	79%	56%	75%	78%
51 to 100 Rooms	81%	55%	78%	81%
101+ Rooms	83%	35%	68%	80%

Bedspace Occupancy

	2019	2020	2021	2022
1 to 25 Rooms	55%	40%	54%	55%
26 to 50 Rooms	56%	40%	55%	56%
51 to 100 Rooms	59%	41%	58%	60%
101+ Rooms	57%	25%	48%	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=3,512).

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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:

Website: www.str.com

Telephone: +44 (0) 207 922 1930

Email: industrydata@str.com

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