

# England Occupancy Survey

October 2023 Results

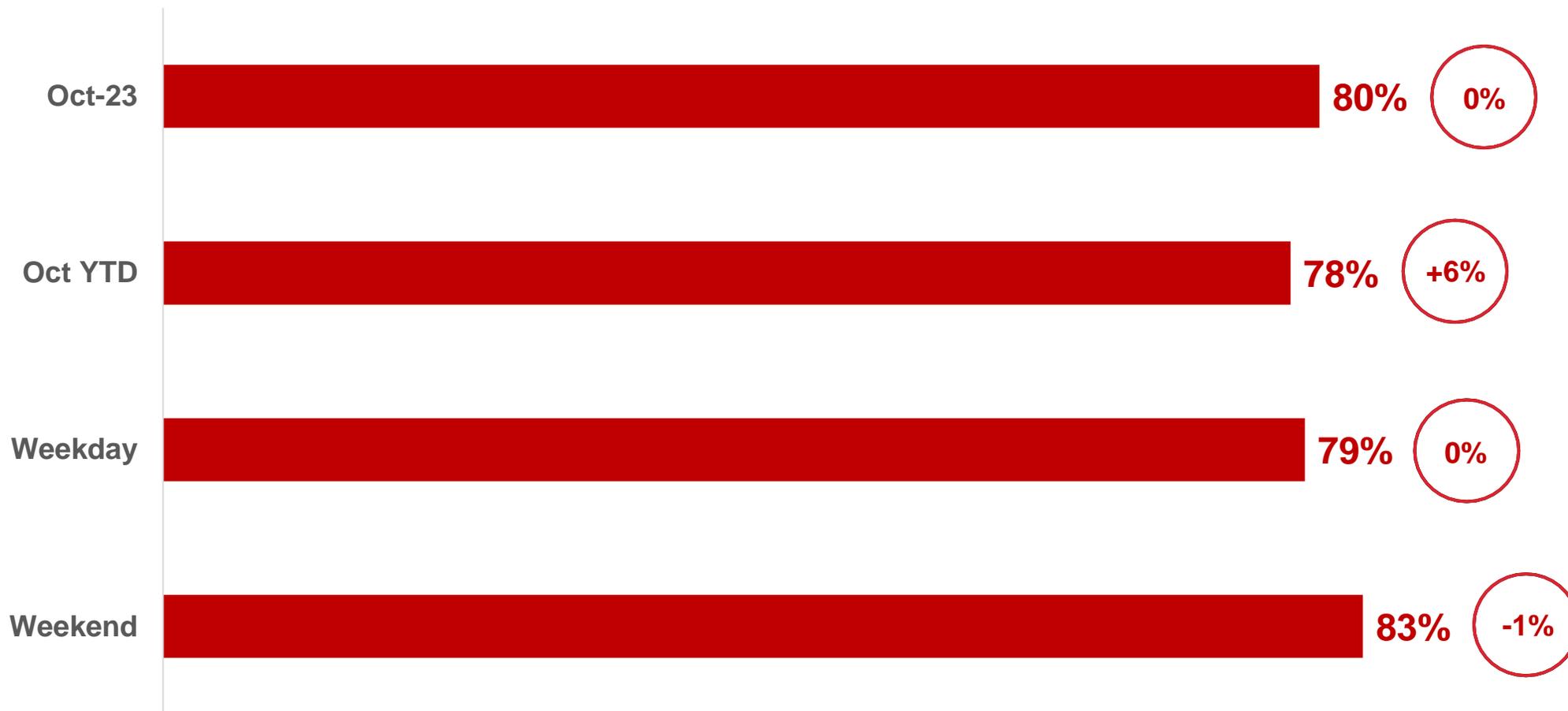
VisitEngland Research

# Summary of Results

- When comparing October 2023 results with October 2022, room occupancy remained flat at 80%, but slightly down on 2019 occupancy levels (82%).
- **Room supply** saw a small change (+0.1%) whilst **room demand** decreased very slightly by -0.3% compared to October 2022.
- **RevPAR**, which is the total room revenue divided by the total number of available rooms, increased by 3% to £100.36 in October 2023, when compared to the same month in 2022.
- Hotel performance was flat year on year across all **destination types** except countryside destinations which reported a 1% decrease overall. All destination types are currently sitting below 2019 levels for occupancy, with countryside destinations currently -5% on 2019.
- Assessing room occupancy by **establishment size**, the smallest hotels (1-25 rooms) saw the biggest year on year drop, with occupancy down 7% to 70%. Again, all are currently below 2019 levels for October.
- **Regionally**, room occupancy was a mixed picture for October 2023; South West and South East England both recorded modest growth (+1%), London occupancy remained flat and the other regions in the Midlands and the North of England saw year on year declines.

# England Room Occupancy

At a glance – October 2023



**x%** % change from same period in previous year

# England Room Occupancy

## Data Tables - October

<b>Room Occupancy</b>	<b>2019</b>	<b>2021</b>	<b>2022</b>	<b>2023</b>
<b>October</b>	82%	70%	80%	80%
<b>October YTD</b>	78%	51%	73%	78%
<b>Weekday</b>	81%	68%	79%	79%
<b>Weekend</b>	85%	76%	84%	83%

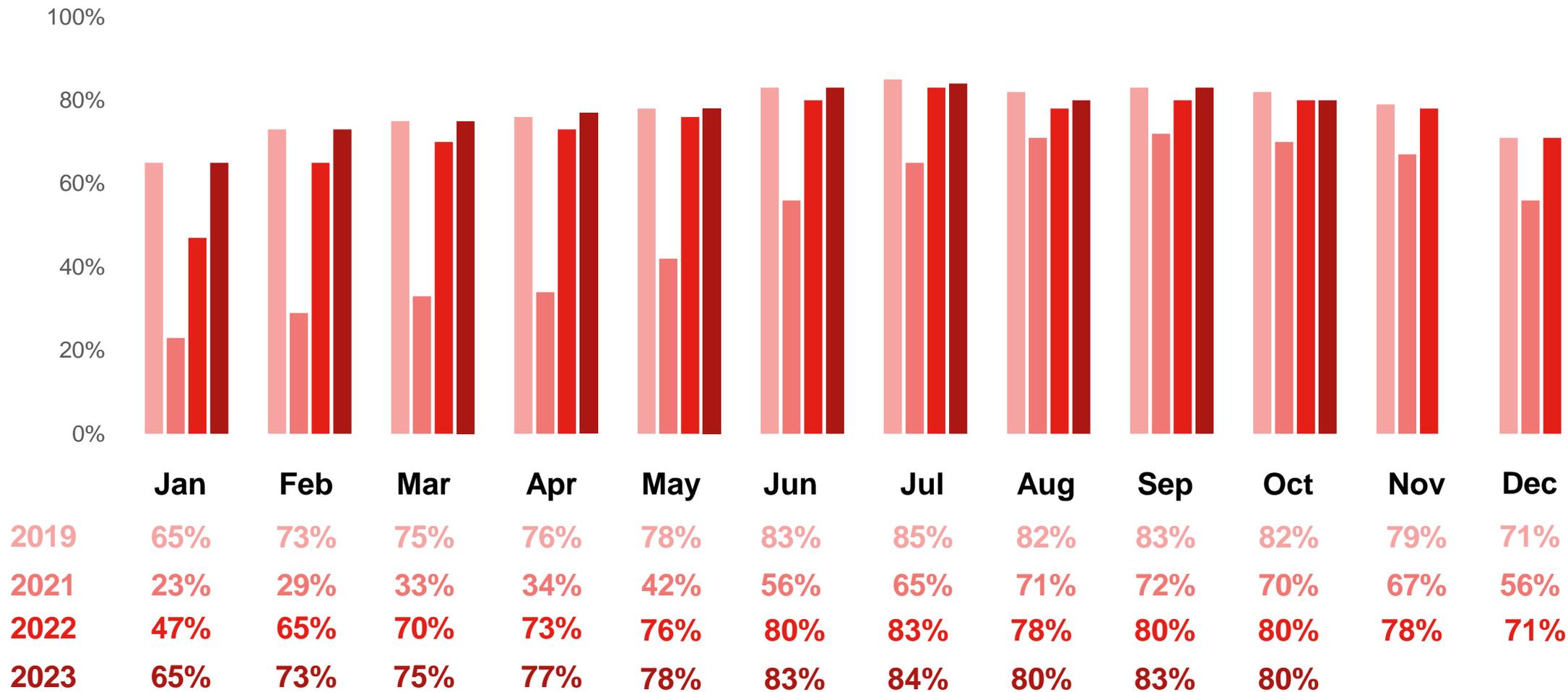
<b>Room Supply and Room Demand</b> <i>Year-on-year relative % change</i>	<b>2019</b>	<b>2021</b>	<b>2022</b>	<b>2023</b>
<b>Room Supply</b>	<b>1.8%</b>	<b>6.0%</b>	<b>1.3%</b>	<b>0.1</b>
<b>Room Demand</b>	<b>0.4%</b>	<b>79.8%</b>	<b>15.4%</b>	<b>-0.3</b>

Note: Historical figures subject to change as new hotels submit data to STR



# England Room Occupancy

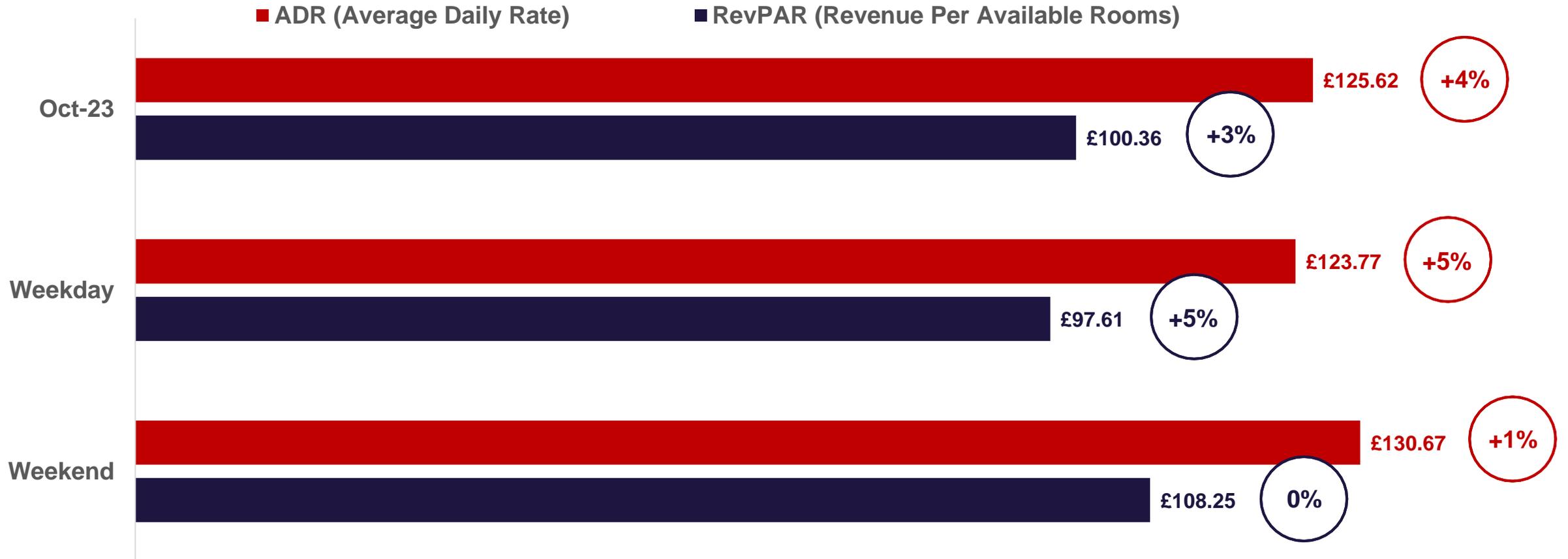
## England Room Occupancy by Month



Note: Historical figures subject to change as new hotels submit data to STR



# England ADR and RevPAR



# England ADR and RevPAR

Data Tables - October

<b>ADR</b>	<b>2019</b>	<b>2021</b>	<b>2022</b>	<b>2023</b>
<b>October</b>	£100.29	£99.38	£121.14	£125.62
<b>Weekday</b>	£100.88	£93.85	£117.64	£123.77
<b>Weekend</b>	£98.65	£109.63	£130.00	£130.67

<b>RevPAR</b>	<b>2019</b>	<b>2021</b>	<b>2022</b>	<b>2023</b>
<b>October</b>	£82.05	£69.98	£97.17	£100.36
<b>Weekday</b>	£81.58	£63.39	£92.88	£97.61
<b>Weekend</b>	£83.40	£83.84	£108.61	£108.25

ADR = Average Daily Rate, RevPAR = Revenue Per Available Rooms

Note: Historical figures subject to change as new hotels submit data to STR

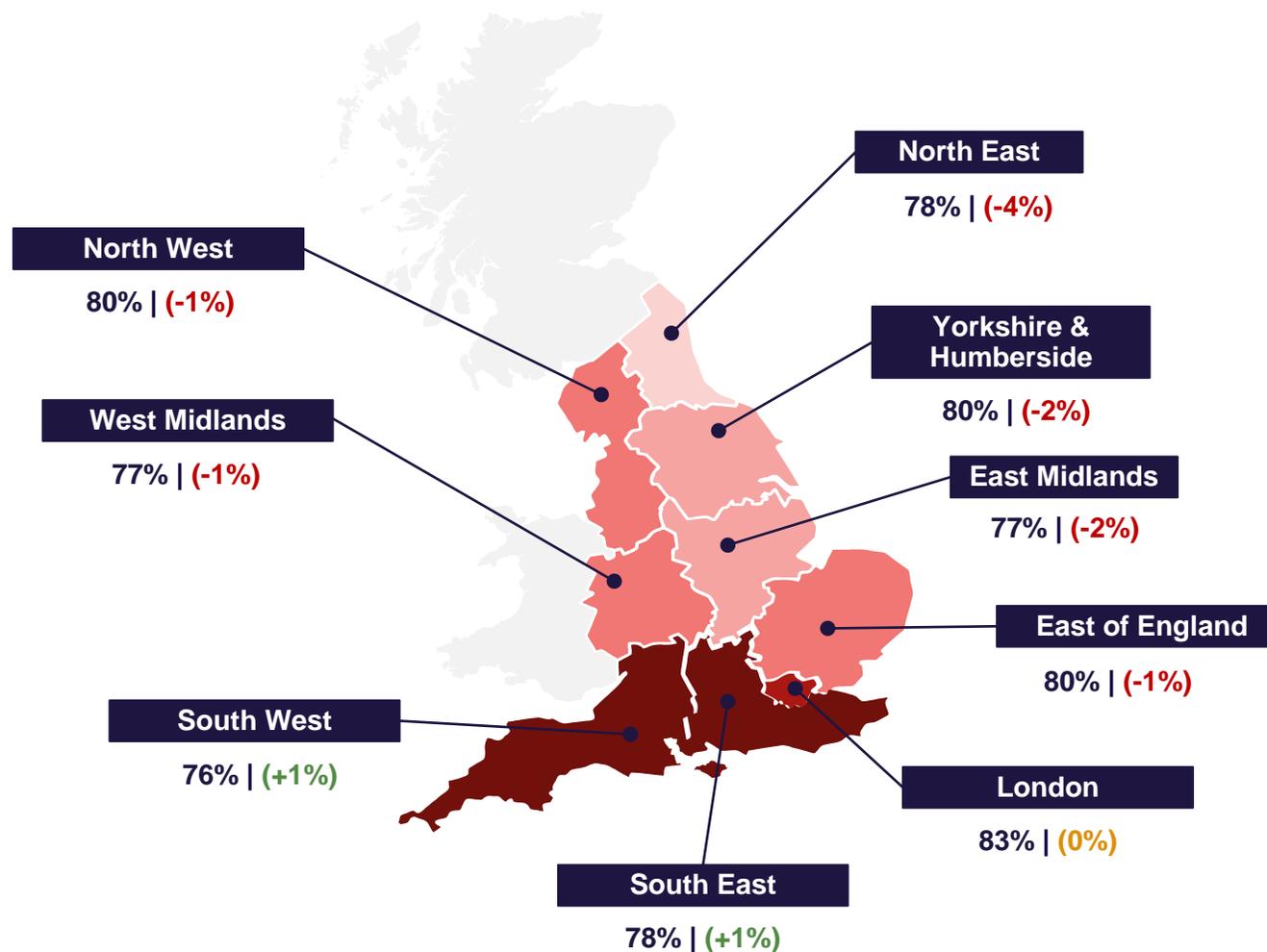


# Room Occupancy by Region

## At a glance – October 2023

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

Room Occupancy | (year-on-year % change)



Colour grading of map based on year-on-year % change, relative to the other regions

# Occupancy by Region

## Data Tables - October

<b>Room Occupancy</b>	<b>2019</b>	<b>2021</b>	<b>2022</b>	<b>2023</b>
<b>East England</b>	79%	74%	80%	80%
<b>East Midlands</b>	77%	76%	78%	77%
<b>Greater London</b>	87%	65%	83%	83%
<b>Northeast England</b>	75%	78%	81%	78%
<b>Northwest England</b>	81%	76%	81%	80%
<b>Southeast England</b>	80%	67%	78%	78%
<b>Southwest England</b>	80%	75%	75%	76%
<b>West Midlands</b>	79%	71%	78%	77%
<b>Yorkshire &amp; Humberside</b>	80%	77%	81%	80%

Note: Historical figures subject to change as new hotels submit data to STR



# ADR and RevPAR by Region

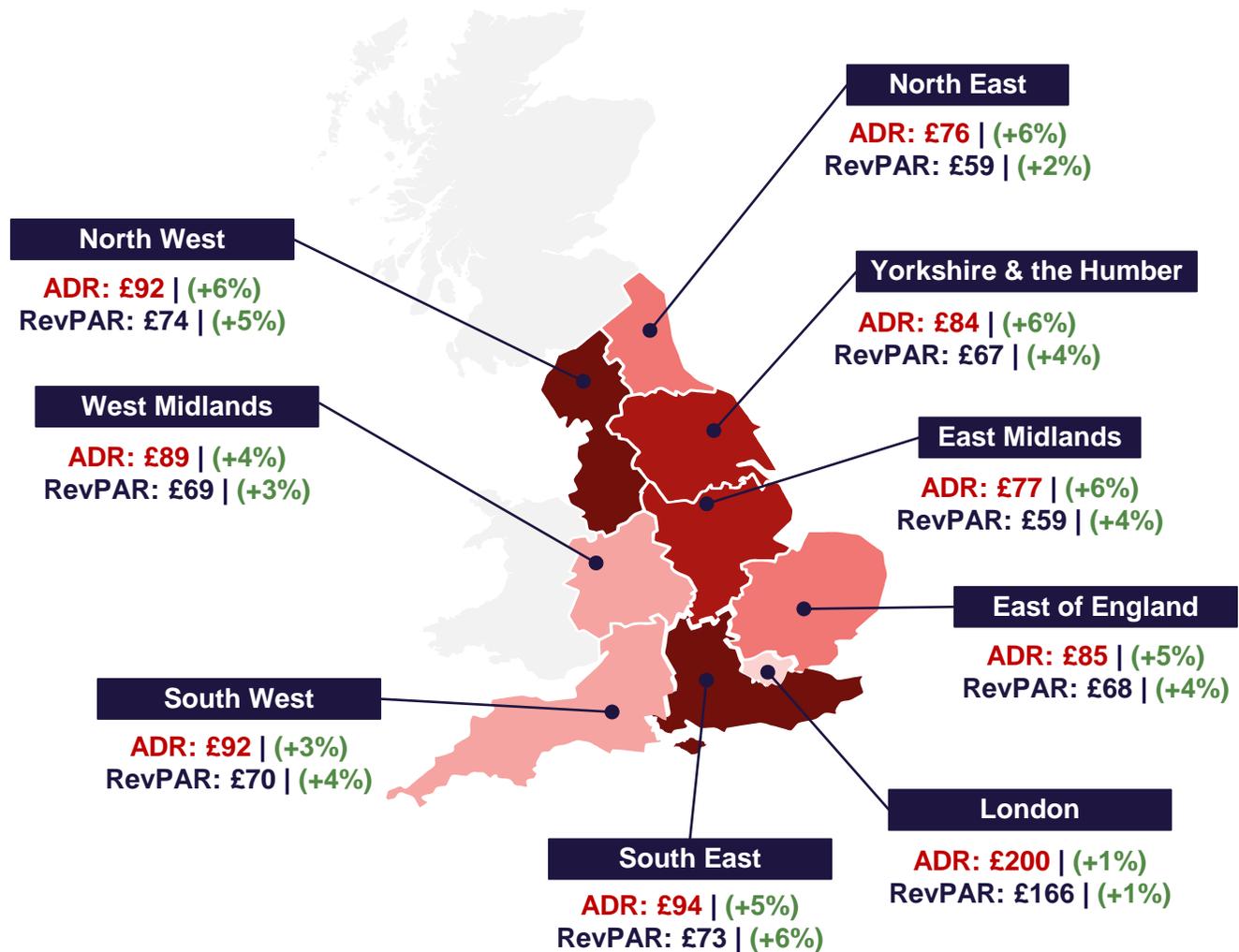
## At a glance – October 2023

The figures in the graphic show ADR (Average Daily Rate) and RevPAR (Revenue Per Available Room) and the year-on-year percentage change

ADR | (year-on-year % change)  
RevPAR | (year-on-year % change)



UK annual inflation rate in October 2023 was 4.6%



Colour grading of map based on year-on-year % change, relative to the other regions

# ADR and RevPAR by Region

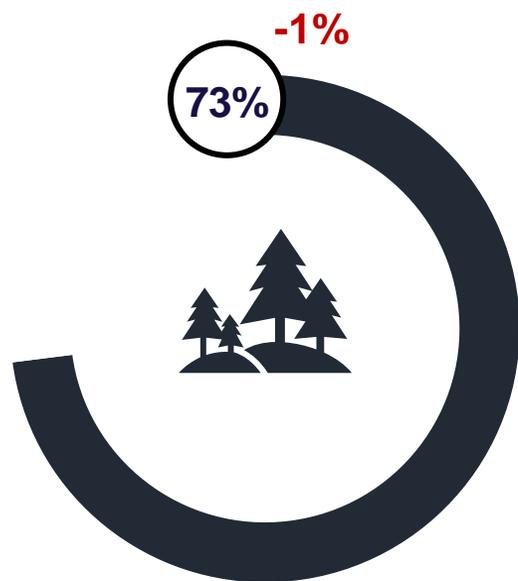
## Data Tables - October

<b>ADR</b>	<b>2019</b>	<b>2021</b>	<b>2022</b>	<b>2023</b>	<b>RevPAR</b>	<b>2019</b>	<b>2021</b>	<b>2022</b>	<b>2023</b>
<b>East England</b>	£68.57	£76.25	£81.20	£84.87	<b>East England</b>	£54.48	£56.25	£65.28	£67.62
<b>East Midlands</b>	£61.62	£69.00	£72.87	£77.42	<b>East Midlands</b>	£47.21	£52.78	£57.03	£59.27
<b>Greater London</b>	£160.17	£145.79	£197.70	£199.80	<b>Greater London</b>	£139.85	£94.85	£164.99	£166.26
<b>Northeast England</b>	£59.26	£71.75	£71.31	£75.72	<b>Northeast England</b>	£44.71	£55.67	£57.74	£59.16
<b>Northwest England</b>	£72.79	£85.82	£86.90	£91.91	<b>Northwest England</b>	£58.88	£65.33	£70.53	£73.96
<b>Southeast England</b>	£74.99	£84.78	£89.18	£93.54	<b>Southeast England</b>	£59.64	£56.51	£69.38	£73.25
<b>Southwest England</b>	£73.29	£92.38	£89.08	£91.95	<b>Southwest England</b>	£58.50	£69.56	£66.81	£69.60
<b>West Midlands</b>	£71.66	£77.90	£85.58	£88.66	<b>West Midlands</b>	£56.79	£55.07	£66.78	£68.71
<b>Yorkshire &amp; Humberside</b>	£64.37	£79.03	£79.63	£84.20	<b>Yorkshire &amp; Humberside</b>	£51.21	£61.04	£64.53	£67.07

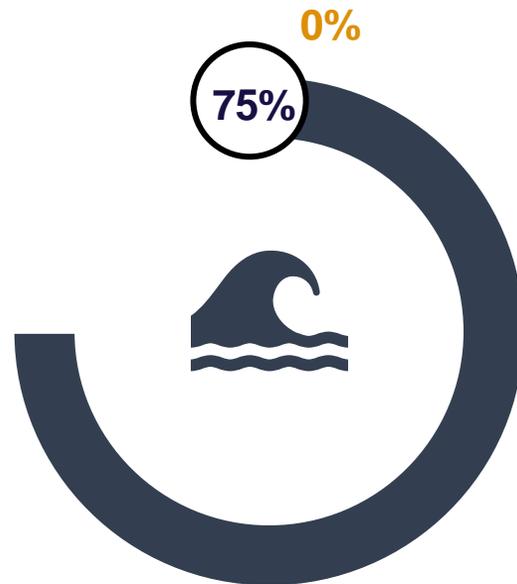
Note: Historical figures subject to change as new hotels submit data to STR

# Room Occupancy by Destination Type

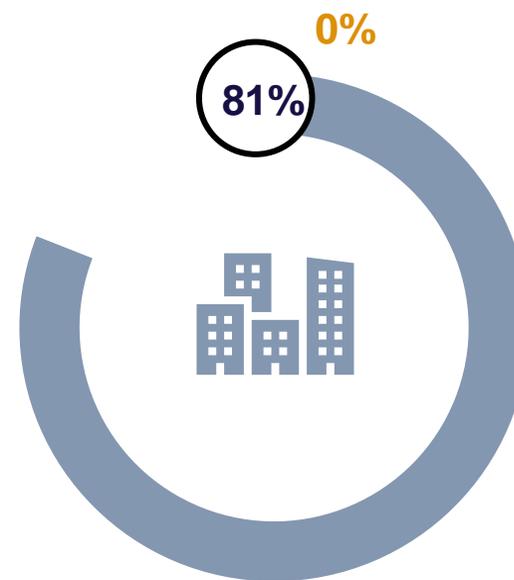
At a glance – October 2023



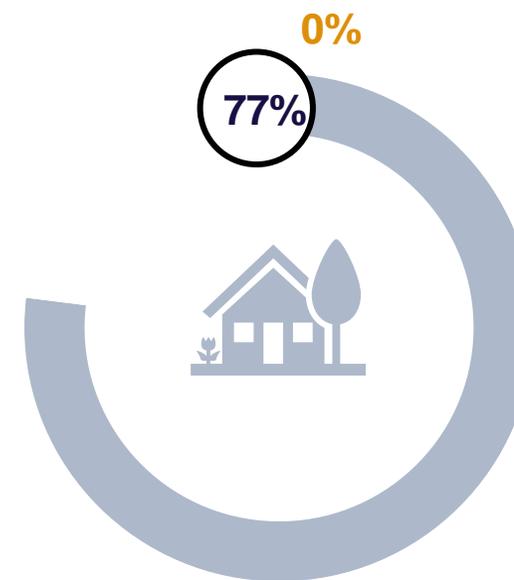
Countryside



Seaside



City / Large Town



Small Town

# Room Occupancy by Destination Type

## Data Tables - October

Room Occupancy	2019	2021	2022	2023
City / Large Town	82%	70%	81%	81%
Small Town	78%	69%	77%	77%
Countryside	78%	70%	74%	73%
Seaside	79%	76%	75%	75%

Note: Historical figures subject to change as new hotels submit data to STR

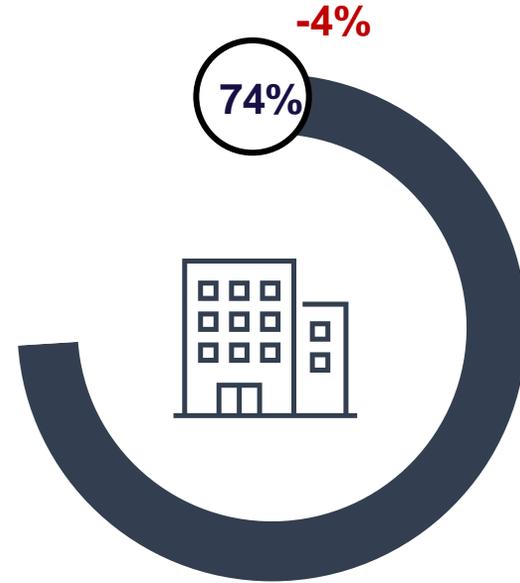


# Room Occupancy by Number of Rooms

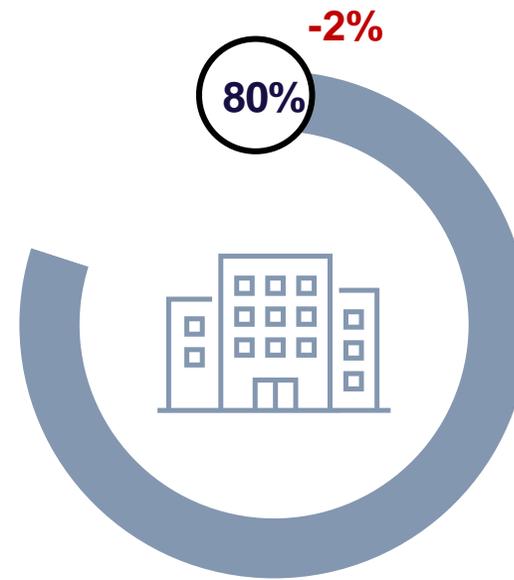
At a glance – October 2023



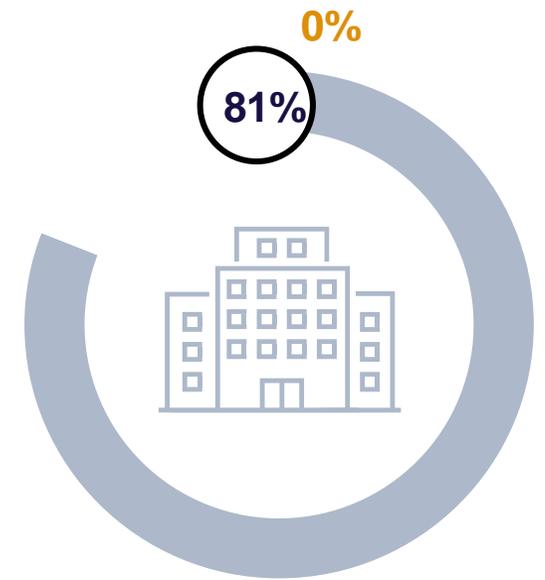
1-25 Rooms



26-50 Rooms



51-100 Rooms



100+ Rooms

# Room Occupancy by Number of Rooms

## Data Tables - October

<b>Room Occupancy</b>	<b>2019</b>	<b>2021</b>	<b>2022</b>	<b>2023</b>
<b>1 to 25 Rooms</b>	76%	73%	75%	70%
<b>26 to 50 Rooms</b>	79%	75%	77%	74%
<b>51 to 100 Rooms</b>	81%	78%	81%	80%
<b>101+ Rooms</b>	83%	68%	80%	81%

Note: Historical figures subject to change as new hotels submit data to STR



# 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 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 based on those hotels that were open and reported data to STR (N=3,577)

