

England Occupancy Survey

January 2025 Results

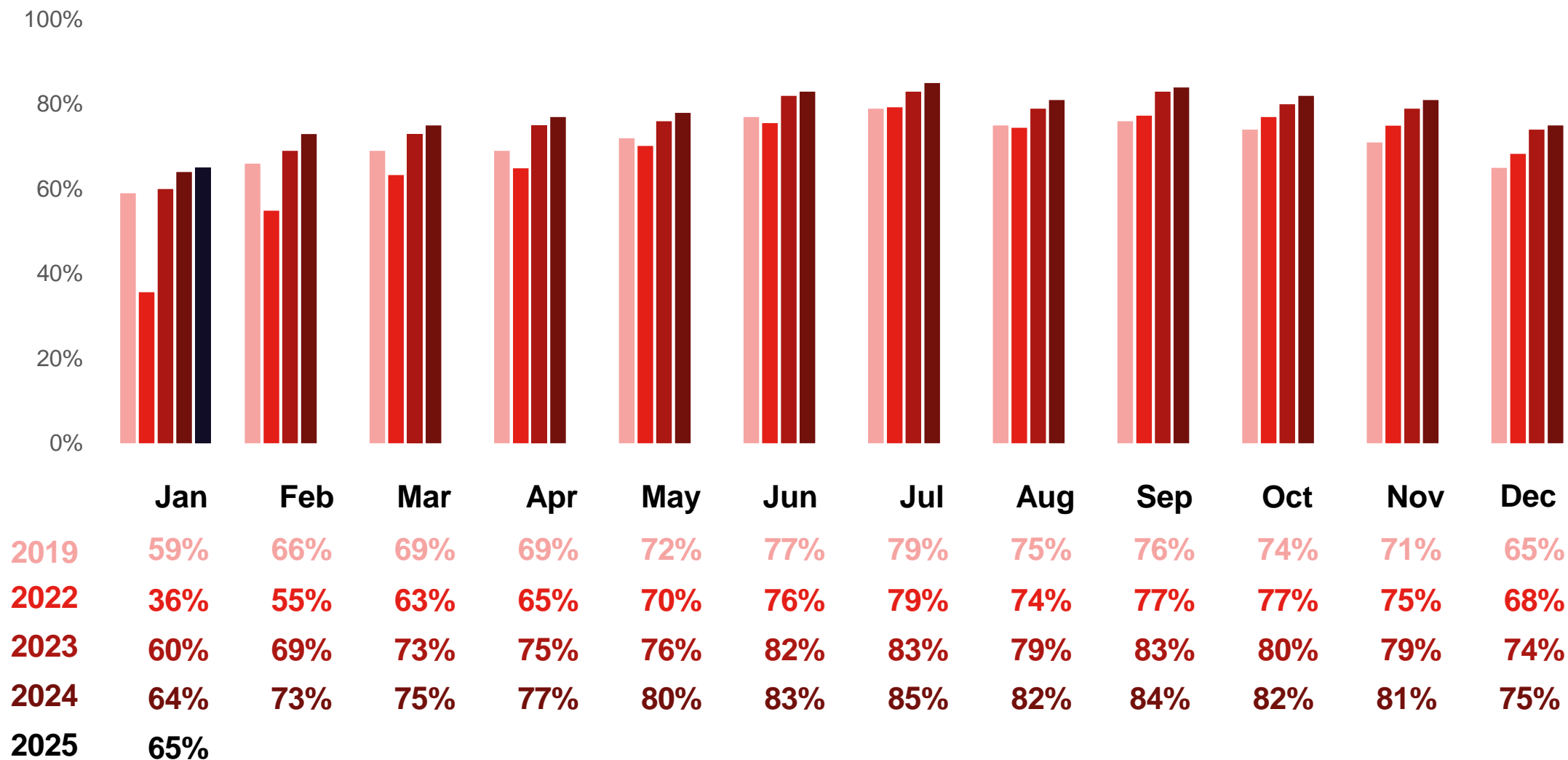
VisitEngland Research

Summary of Results

- **Room occupancy** for January 2025 was at 65%, +1% up on January 2024. Weekend occupancy for January 2025 was at 63% whilst weekday occupancy was 66%.
- Observing forward looking **occupancy for the following 3 months of 2025**. As of the 2nd February, upcoming committed occupancy rates for February 2025 was 48%, followed by 22% for March and 16% for April. These rates will rise as the months progress and more bookings are made.
- **Average Daily Rates** remained flat at £136 in January 2025, while **RevPAR** (Revenue per Available Room) grew by 1% to £89.
- **Room demand** was up 1.3% year on year for January 2025, a modest increase compared to higher demand increases in January last year.
- **Regionally**, the East Midlands and East of England experienced a decrease (-2%) in occupancy for January 2025. The Northwest saw occupancy up 5%, Yorkshire & Humberside up 3% and the Southwest and Northeast both up 2%, sitting above the average for England.

England Room Occupancy

England Room Occupancy by Month



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

England Room Occupancy

Data Tables – January 2025

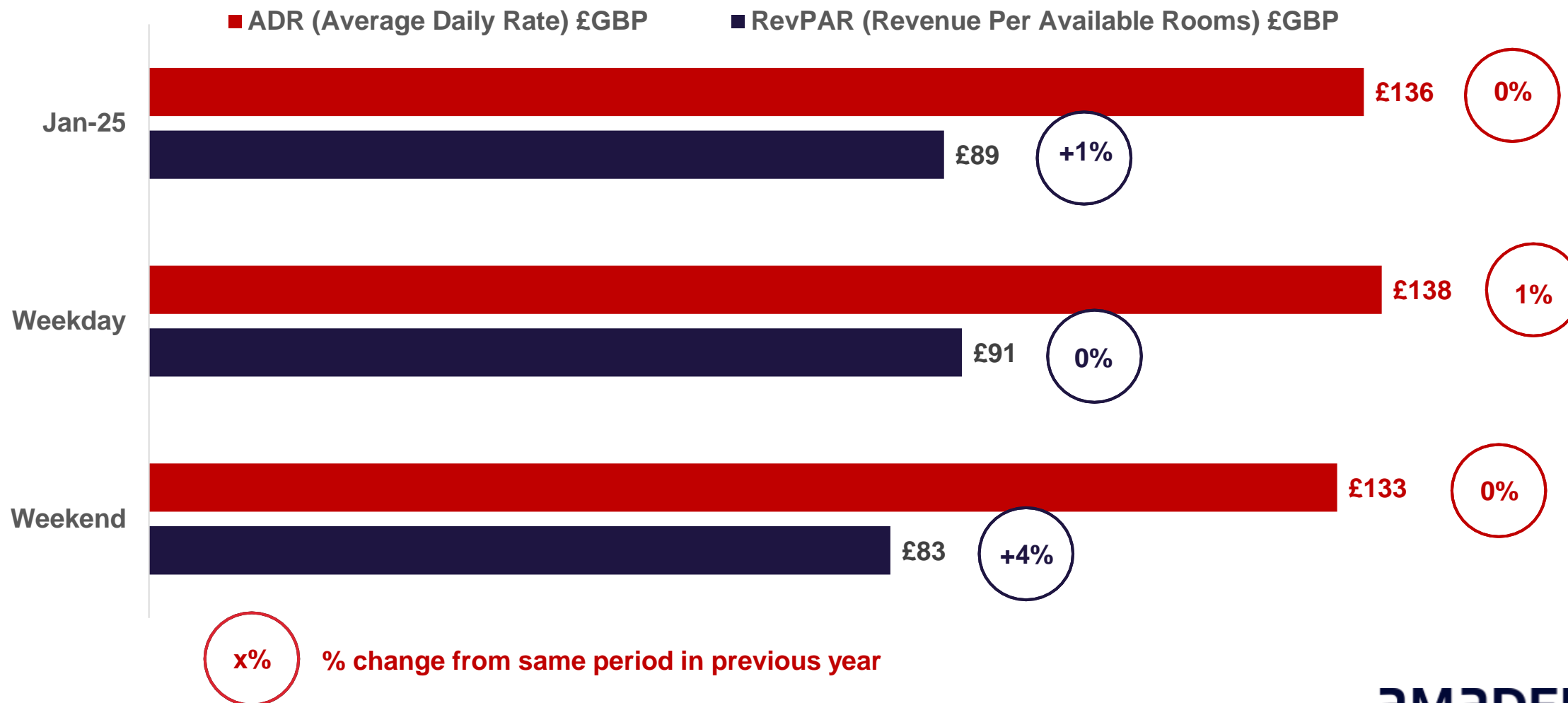
Room Occupancy	2019	2023	2024	2025
January	59%	60%	64%	65%
January Weekend	53%	59%	61%	63%
January Weekday	61%	60%	66%	66%

Weekend = Friday & Saturday nights, Weekday = Sunday - Thursday

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

England ADR and RevPAR

At a glance – January 2025



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

England ADR and RevPAR

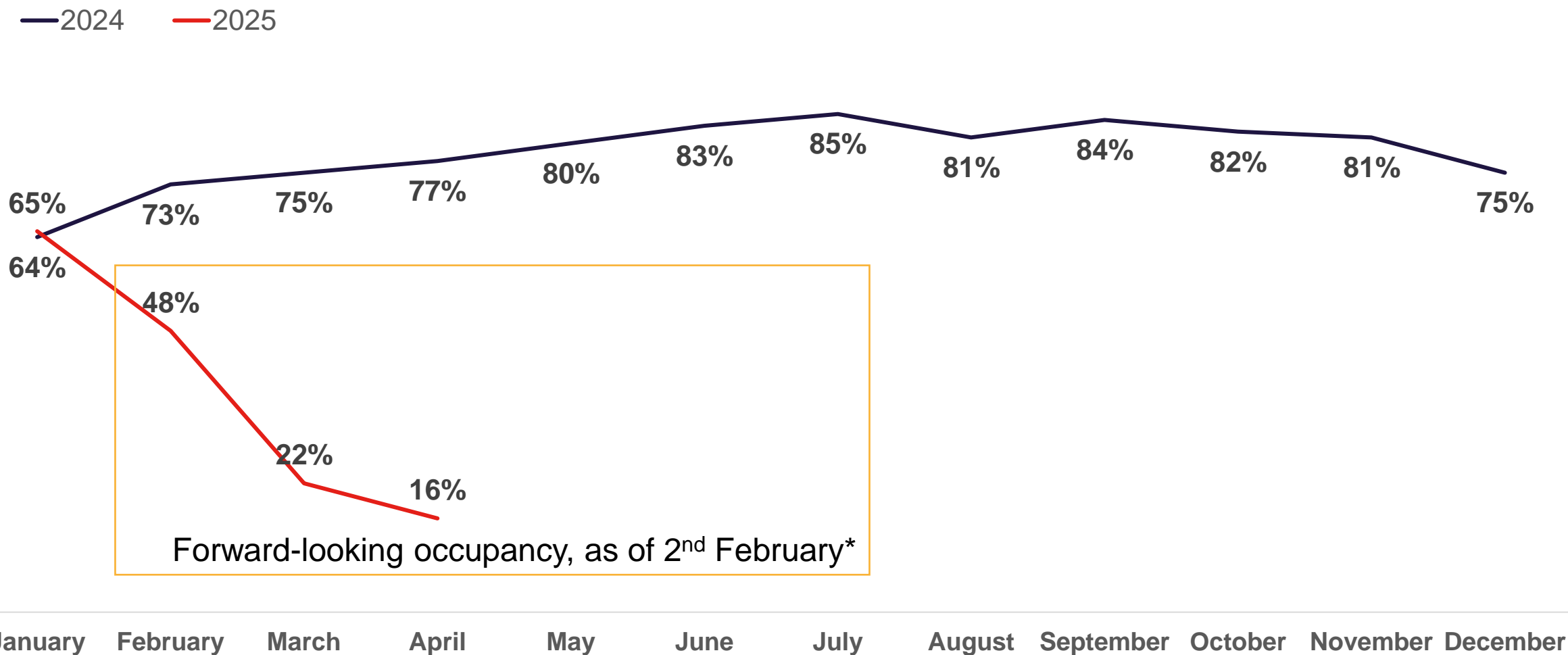
Data Tables – January 2024

ADR	2019	2023	2024	2025	RevPAR	2019	2023	2024	2025
January	£127	£132	£137	£136	January	£75	£79	£88	£89
January Weekend	£119	£132	£132	£133	January Weekend	£63	£77	£80	£83
January Weekday	£129	£132	£138	£138	January Weekday	£79	£80	£91	£91

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

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

2024 Occupancy rates and forward look for 2025



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*Forward looking occupancy rates are not a forecast, but rather the % of committed occupancy so far, as of the date listed

Change in room demand, year-on-year

Month	2022-23	2023-24	2024-25
January	75.8%	9.4%	1.3%
February	31.2%	11.7%	
March	20.4%	4.2%	
April	20.3%	3.9%	
May	13.8%	5.0%	
June	13.8%	1.3%	
July	9.5%	3.2%	
August	11.8%	2.8%	
September	12.9%	0.4%	
October	8.4%	2.1%	
November	8.7%	2.4%	
December	10.7%	0.9%	



Regional Occupancy, ADR and RevPAR

Occupancy by Region

Data Tables – January 2025

	January					
Room Occupancy	2019	2023	2024	2025	change 2024-25	change 2019-25
East Midlands	57%	61%	64%	62%	-2%	5%
East of England	56%	61%	64%	63%	-2%	6%
Greater London	60%	60%	67%	67%	0%	7%
Northeast England	64%	62%	66%	68%	2%	4%
Northwest England	52%	59%	60%	65%	5%	13%
Southeast England	64%	61%	64%	65%	1%	1%
Southwest England	59%	57%	57%	59%	2%	0%
West Midlands	64%	58%	60%	60%	0%	-4%
Yorkshire & Humberside	55%	64%	66%	69%	3%	14%
ENGLAND TOTAL	59%	60%	64%	65%	1%	6%

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

ADR by Region

Data Tables – January 2025

ADR	2019	2023	2024	2025	% change 2024-25	% change 2019-25
East Midlands	£80	£78	£85	£84	-1%	5%
East of England	£84	£88	£89	£90	1%	7%
Greater London	£164	£175	£180	£179	-1%	9%
Northeast England	£72	£77	£80	£81	1%	12%
Northwest England	£90	£92	£87	£91	4%	1%
Southeast England	£87	£88	£89	£90	1%	3%
Southwest England	£84	£84	£88	£87	-1%	4%
West Midlands	£89	£90	£91	£90	-1%	1%
Yorkshire & Humberside	£75	£80	£82	£81	-1%	8%
TOTAL ENGLAND	£127	£132	£137	£136	0%	8%

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RevPAR by Region

Data Tables – January 2025

RevPAR	2019	2023	2024	2025	% change 2024-25	% change 2019-25
East Midlands	£46	£48	£54	£52	-5%	13%
East of England	£47	£54	£57	£56	-2%	19%
Greater London	£99	£105	£121	£120	0%	22%
Northeast England	£46	£47	£53	£55	4%	19%
Northwest England	£47	£55	£53	£60	13%	27%
Southeast England	£55	£54	£56	£58	3%	5%
Southwest England	£50	£48	£51	£52	2%	4%
West Midlands	£57	£52	£55	£54	-1%	-5%
Yorkshire & Humberside	£41	£52	£54	£56	4%	36%
TOTAL ENGLAND	£75	£79	£88	£89	1%	19%

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

Methodology



Methodology Statement

In May 2024, a change of suppliers was made to the hotel occupancy data. The data in this report is now provided by Amadeus, a hotel market data company, from their constantly growing panel of hotels across the UK.

This data set represents approximately a third of the estimated market so should be used as an indication of trends rather than the picture of the whole market.

Amadeus collects the following performance metrics from participating hotel on a daily 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 has included historical data from Amadeus in this reports from January 2019 onwards.

All previous months' reports and data can be found on the VisitEngland website: <https://www.visitbritain.org/research-insights/england-hotel-occupancy-latest>

If you have any questions on this report, please do contact the VisitBritain/VisitEngland research team: research@visitbritain.org

Please note that these statistics are in development.

For further questions please contact:
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