



# **England Occupancy Survey**

**February 2025 Results**

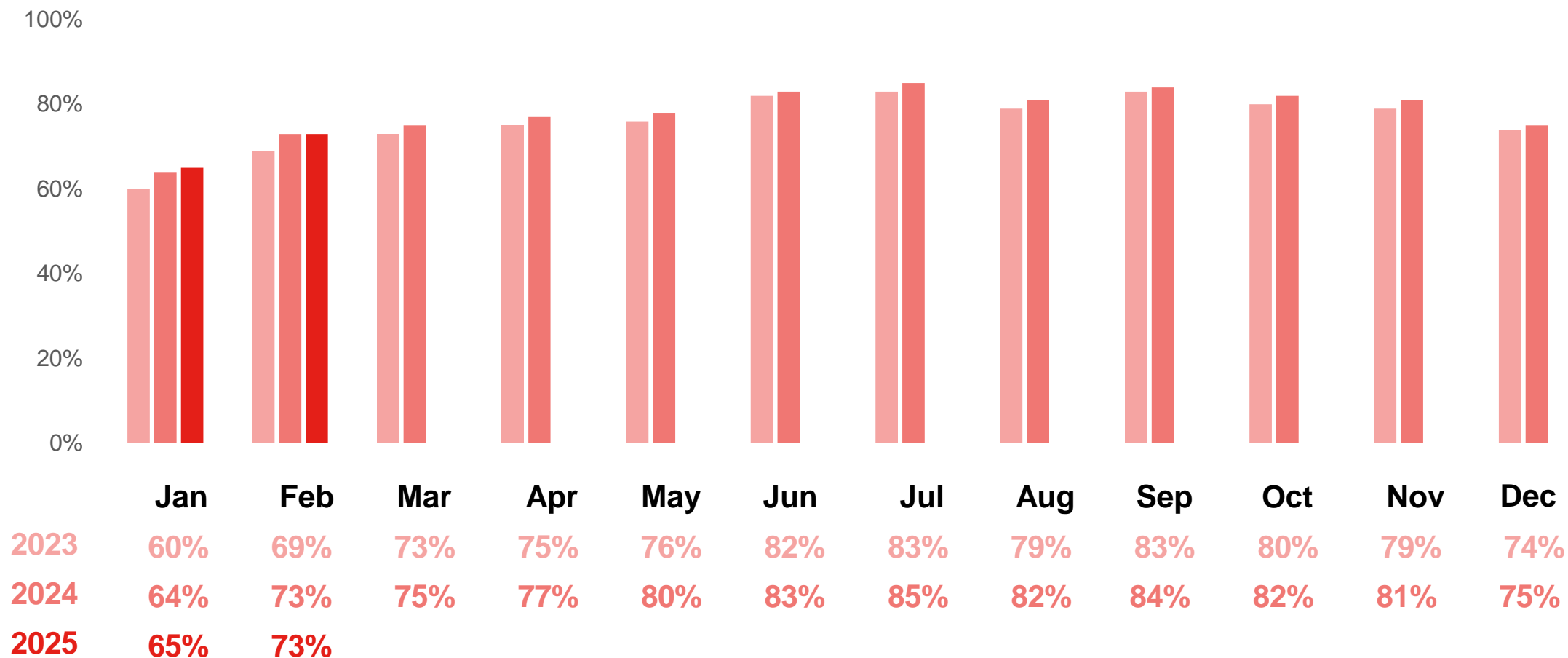
VisitEngland Research

# Summary of Results

- **Room occupancy** for February 2025 was at 73%, on par with February 2024. Weekend occupancy for February 2025 was at 74%, now ahead of weekday occupancy (73%).
- Observing **forward looking occupancy** for the following 3 months of 2025. As of the 9th March, occupancy rates committed so far for March 2025 were 58%, followed by 29% for April and 19% for April. These rates will rise as the months progress and more bookings are made.
- **Average Daily Rates** decreased 3% in February 2025 to £137, with **RevPAR** (Revenue per Available Room) following the same pattern (-3% to £101).
- **Room demand** declined for the first time in recent years this month, with demand 4.2% lower than February 2024.
- **Regionally**, the Northeast saw an increase of 6% in occupancy this February and the Northwest an increase of 4%. Both regions also experienced an increase in ADR and RevPAR. London's occupancy in February 2025 was 1% lower than 2024, with a 4% decline in ADR and 6% drop in RevPAR.
- The **larger hotels** have the highest room occupancy in February, however the largest hotels saw a drop in occupancy year on year, down 2% to 74% for hotels with more than 300 rooms.

# England Room Occupancy

England Room Occupancy by Month



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

# England Room Occupancy

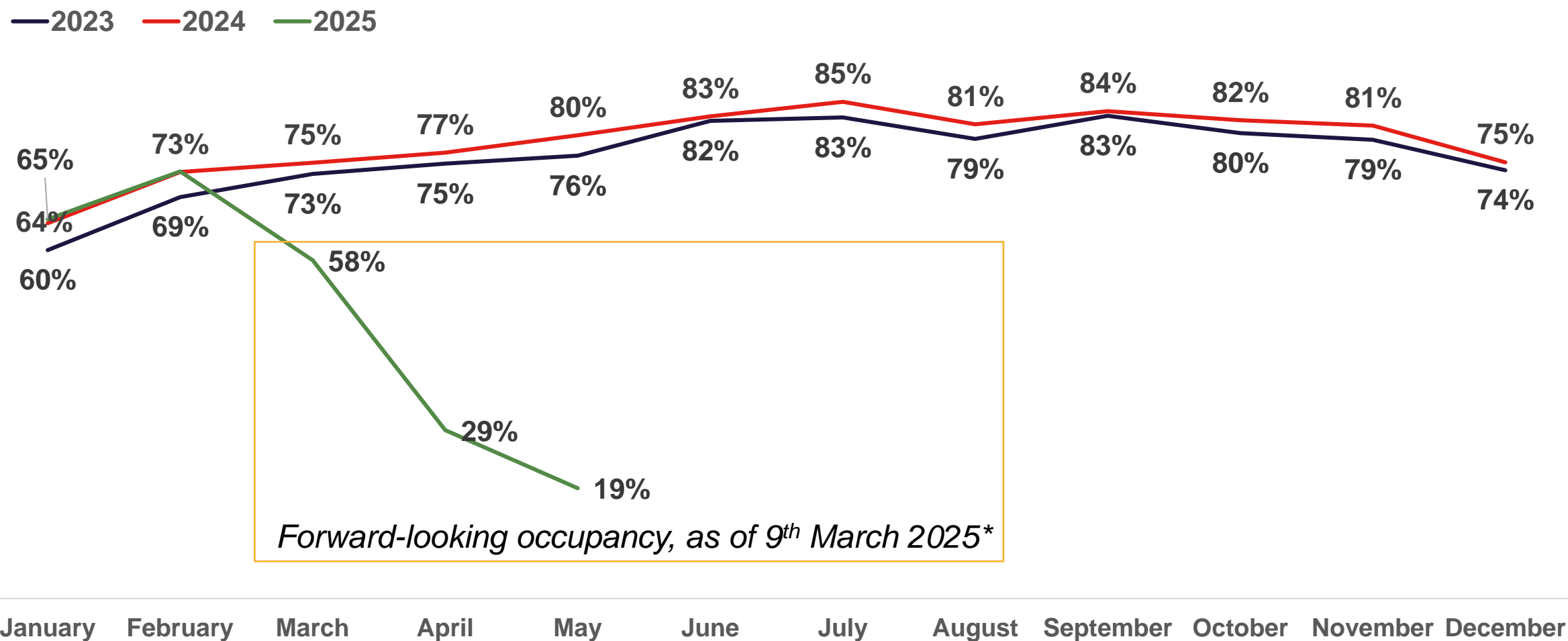
## Data Tables – February 2025

Room Occupancy	2023	2024	2025	2024-2025 pp change
February	69%	73%	73%	0%
February Year to Date	64%	69%	69%	0%
February Weekend	69%	72%	74%	+2%
February Weekday	69%	74%	73%	-1%

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

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

# 2024 Occupancy rates and forward look for 2025

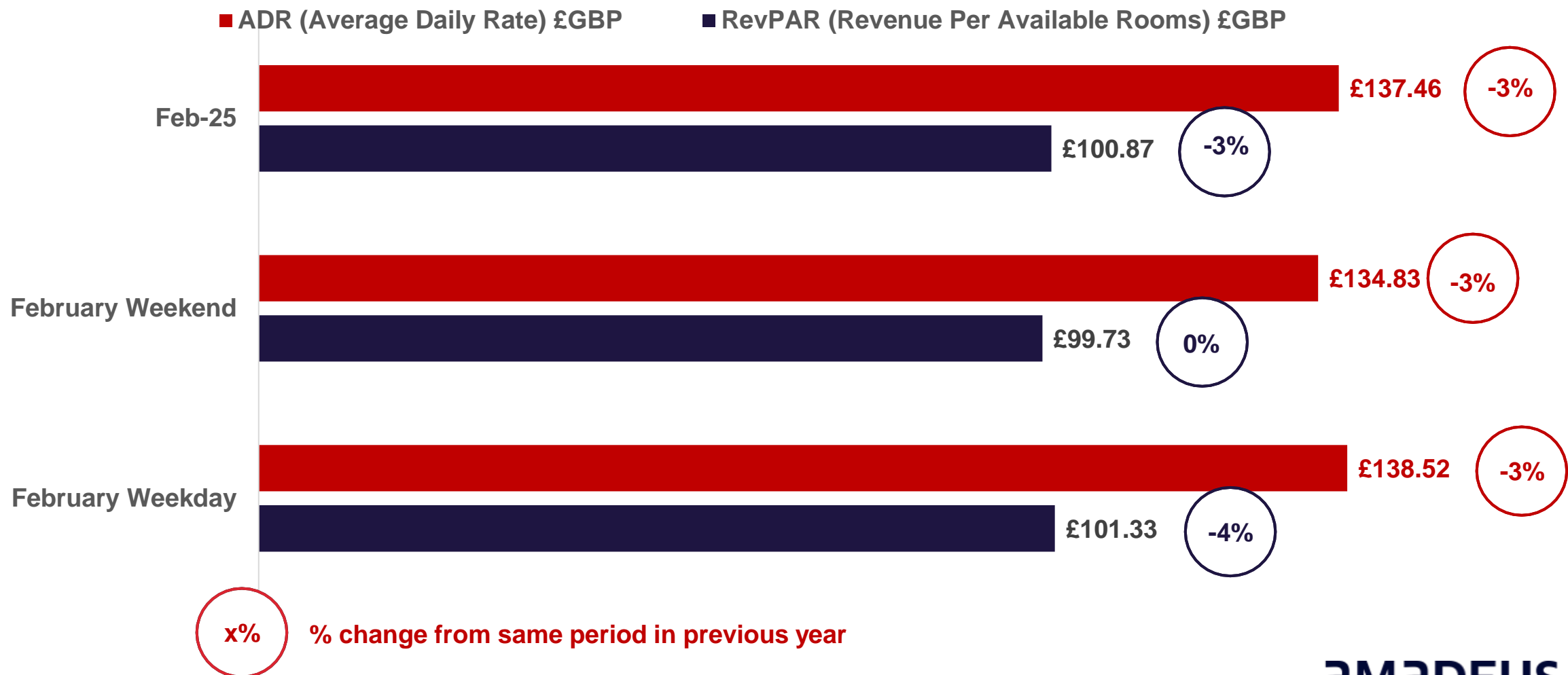


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\*Forward looking occupancy rates are not a forecast, but rather the % of committed occupancy so far, as of the date listed

# England ADR and RevPAR

At a glance – February 2025



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

# England ADR and RevPAR

Data Tables – February 2023, 2024 & 2025

ADR	2023	2024	2025	2024-25 % change	RevPAR	2023	2024	2025	2024-25 % change
February	£140	£142	£137	-3%	February	£97	£104	£101	-3%
February Weekend	£141	£139	£135	-3%	February Weekend	£97	£100	£100	0%
February Weekday	£140	£143	£139	-3%	February Weekday	£97	£105	£101	-4%

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

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

## Change in room demand, year-on-year

Month	2022-23	2023-24	2024-25
January	75.8%	9.4%	0.3%
February	31.2%	11.7%	-4.2%
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%	



# Occupancy by Hotel Size

Data Tables – February 2023, 2024 & 2025

Room Occupancy	2023	2024	2025	<i>pp change</i> 2024-25
1-100 Rooms	70%	70%	71%	1%
101-200 Rooms	70%	72%	73%	1%
201-300 Rooms	69%	73%	74%	1%
300+ Rooms	66%	76%	74%	-2%
ENGLAND TOTAL	69%	73%	73%	0%

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



# **Regional Occupancy, ADR and RevPAR**

# Occupancy by Region

Data Tables – February 2023, 2024 & 2025

Room Occupancy	2023	2024	2025	<i>pp change 2024-25</i>
East Midlands	67%	76%	73%	-2%
East of England	71%	72%	72%	0%
Greater London	69%	75%	73%	-1%
Northeast England	72%	74%	80%	6%
Northwest England	69%	70%	75%	4%
Southeast England	69%	71%	73%	1%
Southwest England	68%	68%	69%	1%
West Midlands	69%	70%	71%	1%
Yorkshire & Humberside	73%	78%	80%	1%
ENGLAND TOTAL	69%	73%	73%	0%

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

# ADR by Region

Data Tables – February 2023, 2024 & 2025

ADR	2023	2024	2025	% change 2024-25
East Midlands	£83	£88	£91	3%
East of England	£93	£92	£93	0%
Greater London	£185	£186	£179	-4%
Northeast England	£82	£85	£87	3%
Northwest England	£99	£95	£96	1%
Southeast England	£92	£92	£93	0%
Southwest England	£92	£94	£93	0%
West Midlands	£98	£98	£98	0%
Yorkshire & Humberside	£86	£88	£87	0%
TOTAL ENGLAND	£140	£142	£137	-3%

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

# RevPAR by Region

Data Tables – February 2023, 2024 & 2025

RevPAR	2023	2024	2025	% change 2024-25
East Midlands	£55	£66	£66	0%
East of England	£66	£67	£66	0%
Greater London	£128	£139	£131	-6%
Northeast England	£59	£63	£70	11%
Northwest England	£69	£66	£72	8%
Southeast England	£63	£66	£68	2%
Southwest England	£63	£64	£65	1%
West Midlands	£67	£69	£70	2%
Yorkshire & Humberside	£63	£69	£69	1%
TOTAL ENGLAND	£97	£104	£101	-3%

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](mailto:research@visitbritain.org)

*Please note that these statistics are in development.*

**For further questions please contact:**  
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