



England Occupancy Survey

March 2025 Results

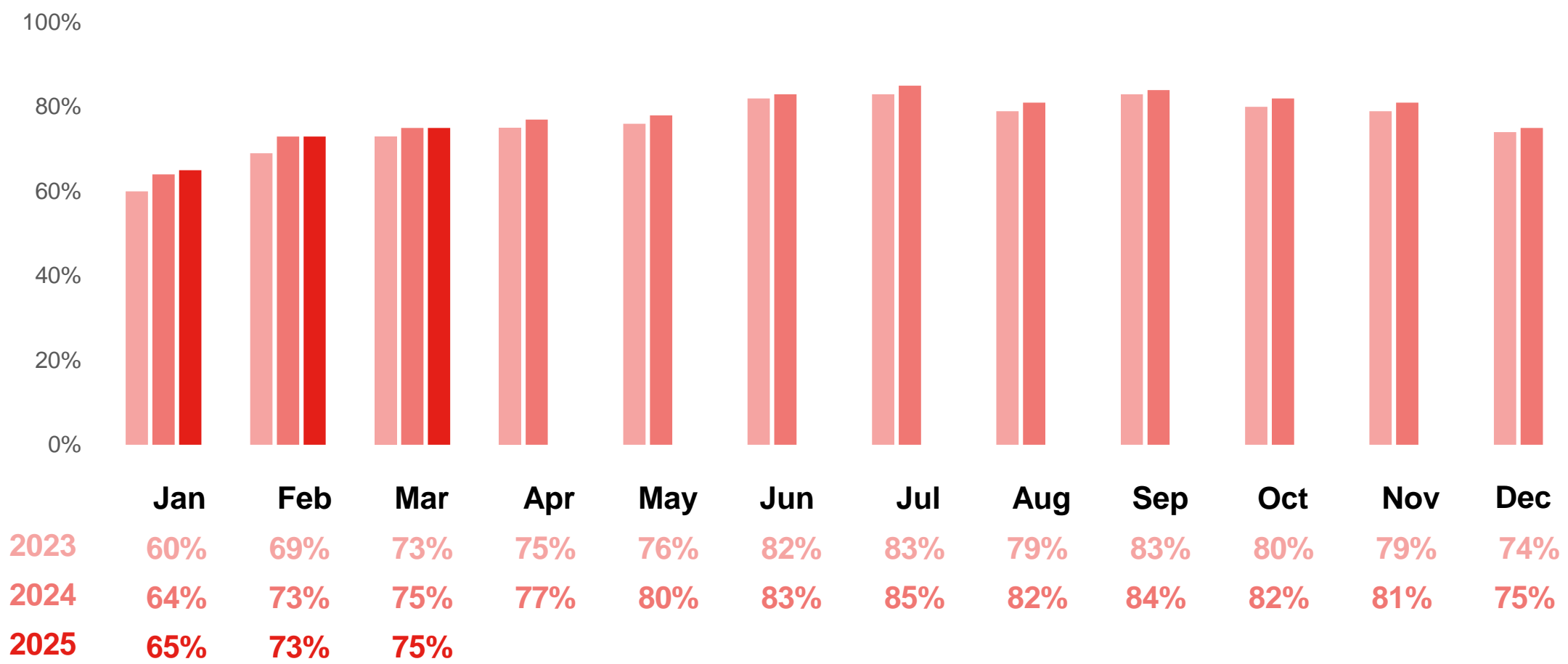
VisitEngland Research

Summary of Results

- **Hotel room occupancy** for March 2025 was 75%, on par with March 2024. Year to date occupancy for 2025 was 71%, also on par with the same period for 2024.
- Observing **forward looking occupancy** for the following 3 months of 2025. As of the 6th April, occupancy rates committed so far for April 2025 were 58%, followed by 29% for May and 19% for June. These rates will rise as the months progress and more bookings are made.
- **Average Daily Rates** decreased 2% in March 2025 to £142, with **RevPAR** (Revenue per Available Room) also showing a decline (-3% to £106).
- **Room demand** declined again this month, although to a lesser degree than February, with demand -1.8% in March 2025 compared to March 2024.
- **Regionally**, Yorkshire and the Humberside saw an increase of 2% in occupancy this March, however most regions were relatively stable representing the overall picture for England. The East Midlands saw growth in ADR and RevPAR (+4% and +2%) whilst the West Midlands saw declines in both (-3% ADR and -7% RevPAR).
- The **larger hotels** had the highest room occupancy in March, at 77% occupation for hotels with 300+ rooms, although a slight decrease on last year.

England Room Occupancy

England Room Occupancy by Month



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

England Room Occupancy

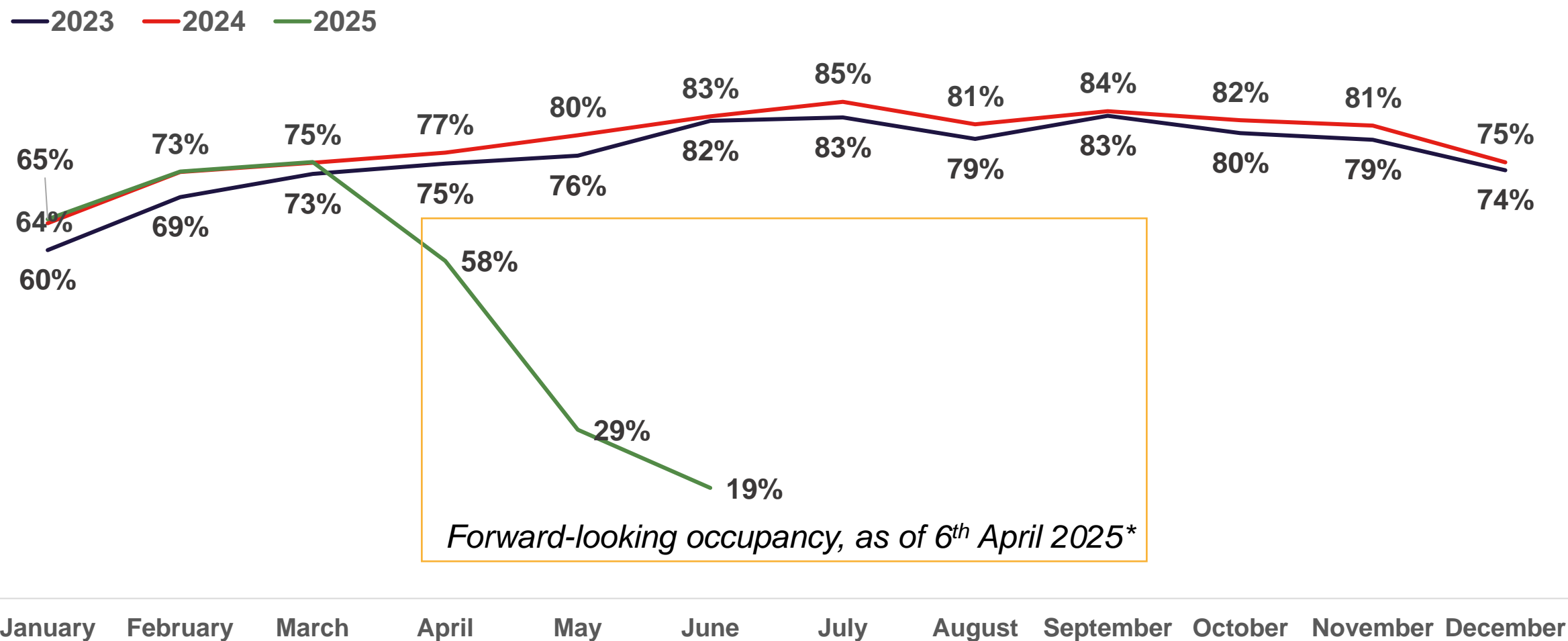
Data Tables – March 2025

Room Occupancy	2023	2024	2025	2024-2025 pp change
March	73%	75%	75%	0%
March Year to Date	67%	71%	71%	0%
March Weekend	72%	75%	75%	0%
March Weekday	73%	75%	74%	-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

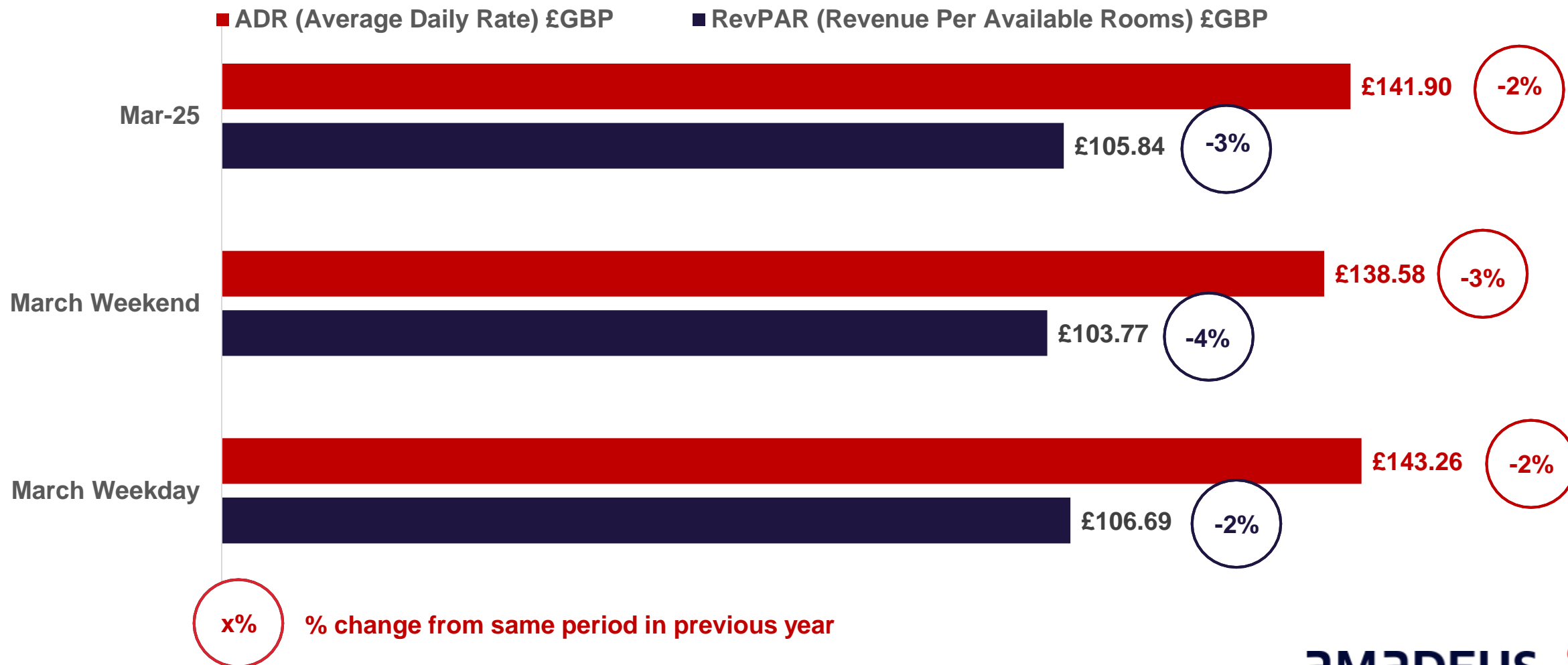


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*Forward looking occupancy rates are not a forecast, but rather the % of committed occupancy so far, as of the date listed

England ADR and RevPAR

At a glance – March 2025



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England ADR and RevPAR

Data Tables – March 2023, 2024 & 2025

ADR	2023	2024	2025	2024-25 % change	RevPAR	2023	2024	2025	2024-25 % change
March	£149	£145	£142	-2%	March	£109	£109	£106	-3%
March Weekend	£150	£144	£139	-3%	March Weekend	£108	£108	£104	-4%
March Weekday	£148	£146	£143	-2%	March Weekday	£109	£109	£107	-2%

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%	0.4%
February	31.2%	11.7%	-4.6%
March	20.4%	4.2%	-1.8%
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 – March 2023, 2024 & 2025

Room Occupancy	2023	2024	2025	<i>pp change 2024-25</i>
1-100 Rooms	73%	71%	72%	1%
101-200 Rooms	73%	74%	73%	-1%
201-300 Rooms	73%	75%	76%	1%
300+ Rooms	73%	78%	77%	-1%
ENGLAND TOTAL	73%	75%	75%	0%

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



Regional Occupancy, ADR and RevPAR

Occupancy by Region

Data Tables – March 2023, 2024 & 2025

Room Occupancy	2023	2024	2025	<i>pp change 2024-25</i>
East Midlands	71%	76%	74%	-2%
East of England	73%	73%	74%	1%
Greater London	74%	76%	76%	0%
Northeast England	75%	78%	78%	0%
Northwest England	72%	72%	73%	1%
Southeast England	71%	73%	73%	0%
Southwest England	69%	71%	71%	0%
West Midlands	72%	75%	71%	-3%
Yorkshire & Humberside	75%	78%	79%	2%
ENGLAND TOTAL	73%	75%	75%	0%

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

ADR by Region

Data Tables – March 2023, 2024 & 2025

ADR	2023	2024	2025	% change 2024-25
East Midlands	£90	£89	£93	4%
East of England	£95	£95	£97	2%
Greater London	£196	£189	£184	-2%
Northeast England	£84	£88	£88	0%
Northwest England	£99	£99	£96	-3%
Southeast England	£95	£95	£95	0%
Southwest England	£99	£102	£102	0%
West Midlands	£107	£108	£105	-3%
Yorkshire & Humberside	£87	£90	£89	-1%
TOTAL ENGLAND	£149	£145	£142	-2%

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

RevPAR by Region

Data Tables – March 2023, 2024 & 2025

RevPAR	2023	2024	2025	% change 2024-25
East Midlands	£64	£67	£68	2%
East of England	£70	£69	£72	3%
Greater London	£145	£143	£140	-2%
Northeast England	£63	£68	£69	1%
Northwest England	£71	£72	£70	-2%
Southeast England	£68	£69	£69	0%
Southwest England	£69	£72	£72	0%
West Midlands	£77	£81	£75	-7%
Yorkshire & Humberside	£66	£70	£71	1%
TOTAL ENGLAND	£109	£109	£106	-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

Please note that these statistics are in development.

For further questions please contact:
research@visitbritain.org