

England Occupancy Survey

April 2025 Results

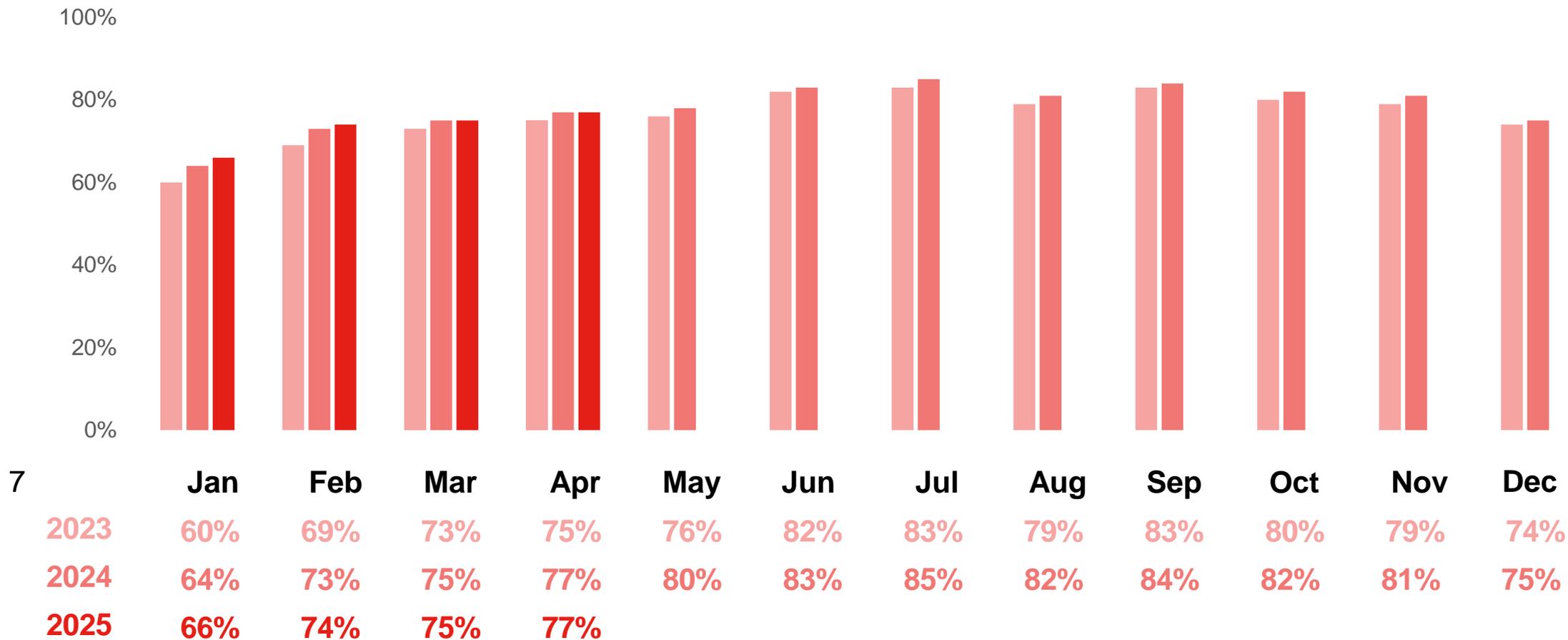
VisitEngland Research

Summary of Results

- **Hotel room occupancy** for April 2025 was 77%, on par with April 2024. Year to date occupancy for 2025 was 71%, 1% lower than the same period for 2024.
- Observing **forward looking occupancy** for the following 3 months of 2025. As of the 7th May, occupancy rates committed so far for May 2025 were 56%, followed by 28% for June and 20% for July. These rates will rise as the months progress and more bookings are made.
- **Average Daily Rates** decreased 2% in April 2025 to £150, with **RevPAR** (Revenue per Available Room) also showing a decline (-2% to £115).
- **Room demand** declined in April 2025, though less sharply than in February, which remains the month with the steepest drop in demand so far this year. Compared to April 2024, demand was down by 1.4%.
- **Regionally**, the South West saw the largest increase in occupancy compared to April 2024, rising by 3%. In contrast, the East Midlands recorded the steepest decline, with occupancy falling by 3%. The East of England reported 2% growth in both ADR and RevPAR, while the West Midlands experienced notable declines, with ADR down 8% and RevPAR down 9%.
- The **larger hotels** had the highest room occupancy in April, at 79% occupation for hotels with 300+ rooms, on par with April 2024.

England Room Occupancy

England Room Occupancy by Month



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

England Room Occupancy

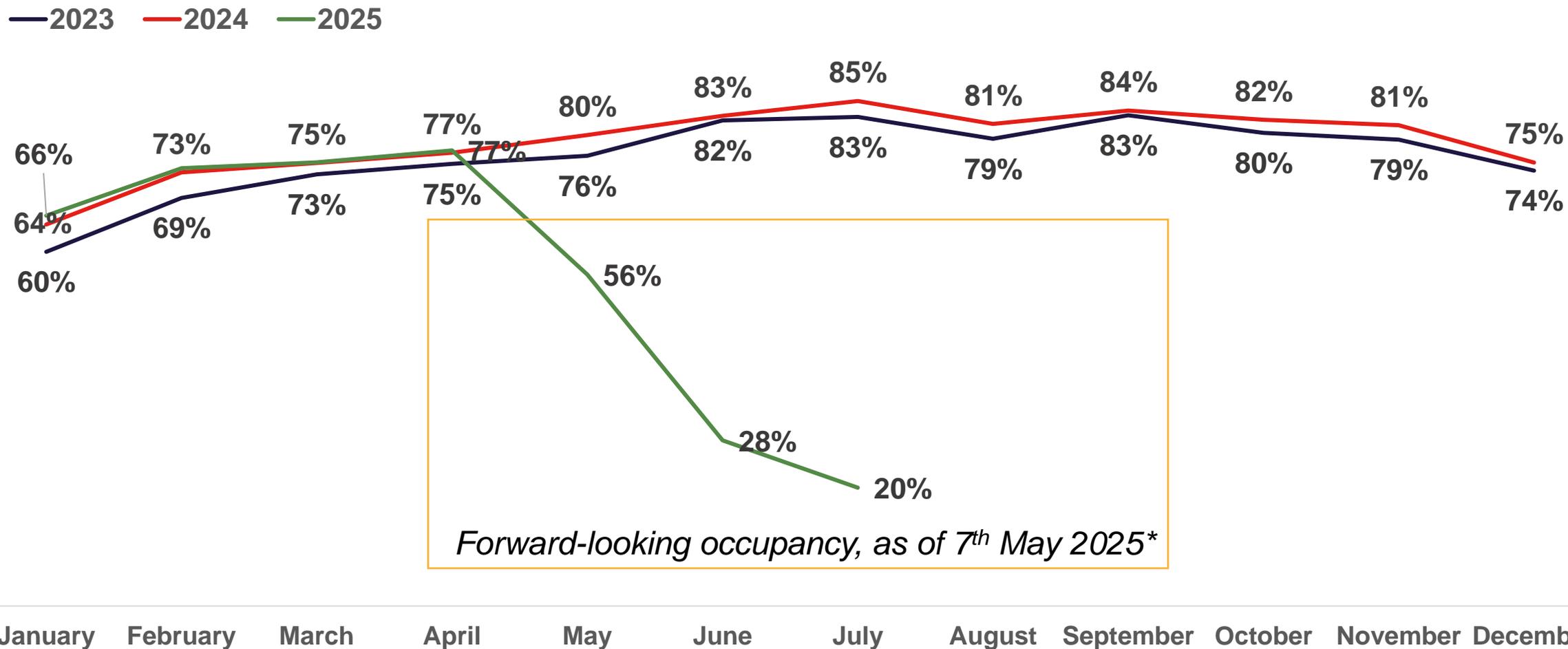
Data Tables – April 2025

Room Occupancy	2023	2024	2025	<i>2024-2025 pp change</i>
April	75%	77%	77%	0%
April Year to Date	69%	72%	73%	1%
April Weekend	78%	77%	78%	1%
April Weekday	73%	76%	76%	0%

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

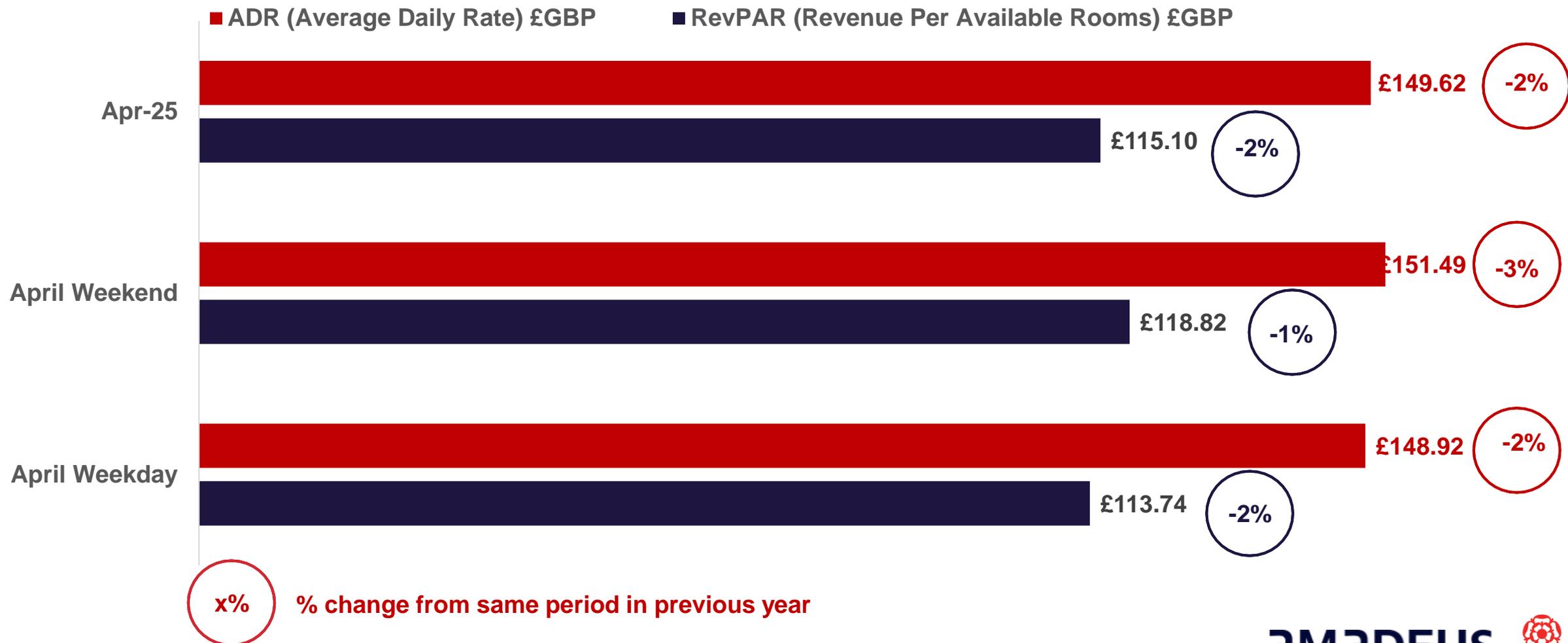


Note: Historical figures subject to change as new hotels submit data to Amadeus

*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 – April 2025



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

England ADR and RevPAR

Data Tables – April 2023, 2024 & 2025

ADR	2023	2024	2025	<i>2024-25 % change</i>	RevPAR	2023	2024	2025	<i>2024-25 % change</i>
April	£155	£153	£150	-2%	April	£116	£117	£115	-2%
April Weekend	£160	£156	£152	-3%	April Weekend	£124	£120	£119	-1%
April Weekday	£153	£152	£149	-2%	April Weekday	£112	£116	£114	-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%	0.1%
February	31.2%	11.7%	-4.8%
March	20.4%	4.2%	-2.0%
April	20.3%	3.9%	-1.4%
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 – April 2023, 2024 & 2025

Room Occupancy	2023	2024	2025	<i>pp change</i> <i>2024-25</i>
1-100 Rooms	75%	73%	74%	1%
101-200 Rooms	75%	76%	76%	0%
201-300 Rooms	74%	76%	78%	2%
300+ Rooms	74%	79%	79%	0%
ENGLAND TOTAL	75%	77%	77%	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%	77%	75%	-3%
East of England	75%	76%	76%	0%
Greater London	76%	78%	79%	1%
Northeast England	76%	79%	76%	-3%
Northwest England	75%	76%	77%	1%
Southeast England	75%	76%	76%	0%
Southwest England	72%	70%	73%	3%
West Midlands	67%	69%	69%	-1%
Yorkshire & Humberside	79%	80%	82%	2%
ENGLAND TOTAL	75%	77%	77%	0%

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ADR by Region

Data Tables – April 2023, 2024 & 2025

ADR	2023	2024	2025	% change 2024-25
East Midlands	£88	£91	£92	1%
East of England	£97	£97	£98	2%
Greater London	£207	£202	£198	-2%
Northeast England	£83	£88	£89	1%
Northwest England	£106	£104	£102	-2%
Southeast England	£99	£100	£99	-1%
Southwest England	£97	£100	£98	-2%
West Midlands	£102	£104	£95	-8%
Yorkshire & Humberside	£94	£93	£91	-3%
TOTAL ENGLAND	£155	£153	£150	-2%

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

RevPAR by Region

Data Tables – April 2023, 2024 & 2025

RevPAR	2023	2024	2025	% change 2024-25
East Midlands	£63	£70	£69	-2%
East of England	£73	£74	£75	2%
Greater London	£156	£157	£156	-1%
Northeast England	£63	£69	£67	-3%
Northwest England	£79	£79	£78	0%
Southeast England	£74	£76	£75	-1%
Southwest England	£71	£70	£72	3%
West Midlands	£69	£72	£66	-9%
Yorkshire & Humberside	£74	£74	£74	-1%
TOTAL ENGLAND	£116	£117	£115	-2%

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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