

England Occupancy Survey

August 2025 Results

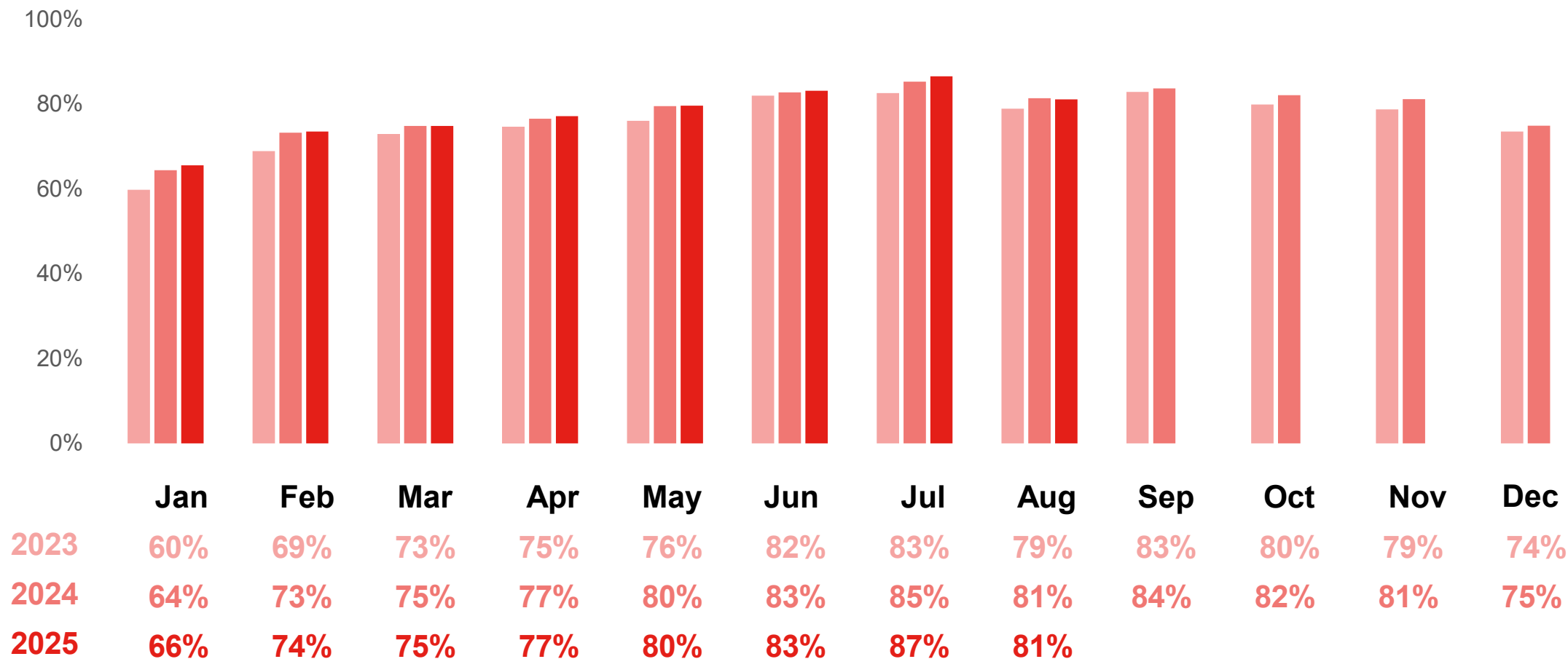
VisitEngland Research

Summary of Results

- **Hotel room occupancy** for August 2025 was 81%, on par with August 2024. 2024. Room supply fell by 3.8% year on year, whilst demand declined slightly more, by 4.2% suggesting a slight downturn. Year to date (Jan-Aug) occupancy for 2025 was 78%, on par with the same period for 2024.
- Observing **forward looking occupancy** for the upcoming 3 months of 2025. As of the 12th September, occupancy rates committed so far for September 2025 were 64%, followed by 28% for October and 15% for November 2025. These rates will rise as the month matures and more bookings are made.
- **Average Daily Rates** for England decreased by 3% in August 2025 to £157, with **RevPAR** (Revenue per Available Room) also decreasing compared to August 2024 (-3% to £127). ADR for England excluding London was £99 (+1%), and RevPAR was £78 (+1%).
- **Regionally**, the South West and West Midlands both recorded increases in occupancy compared to August 2024, rising by 5% and 4% respectively. In contrast, the South East saw the biggest decline, with occupancy falling by 4% for this region.
- The **larger hotels** had the highest room occupancy in August, at 84% occupation for hotels with 300+ rooms, 1% lower than August 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

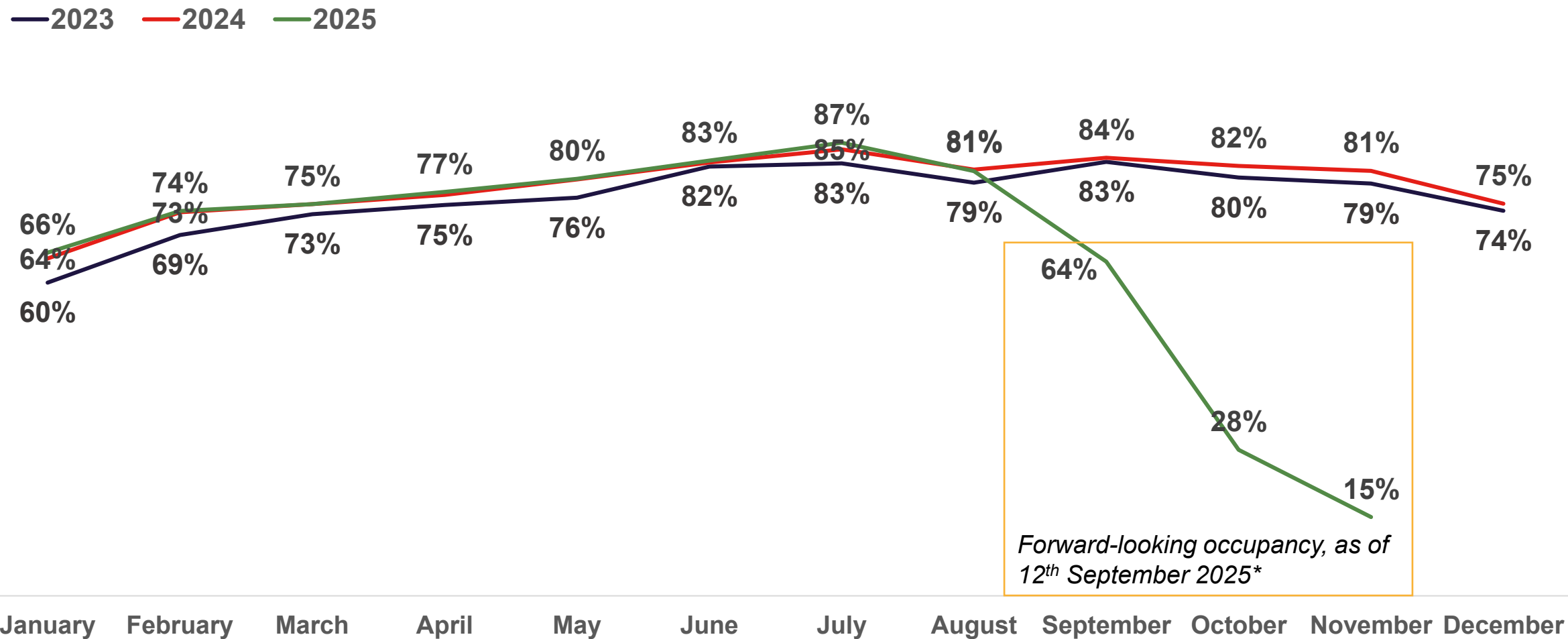
Data Tables – August 2025

Room Occupancy	2023	2024	2025	<i>2024-2025 pp change</i>
August	79%	81%	81%	0%
August Year to Date	75%	77%	78%	0%
August Weekend	83%	85%	86%	1%
August Weekday	77%	80%	79%	-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

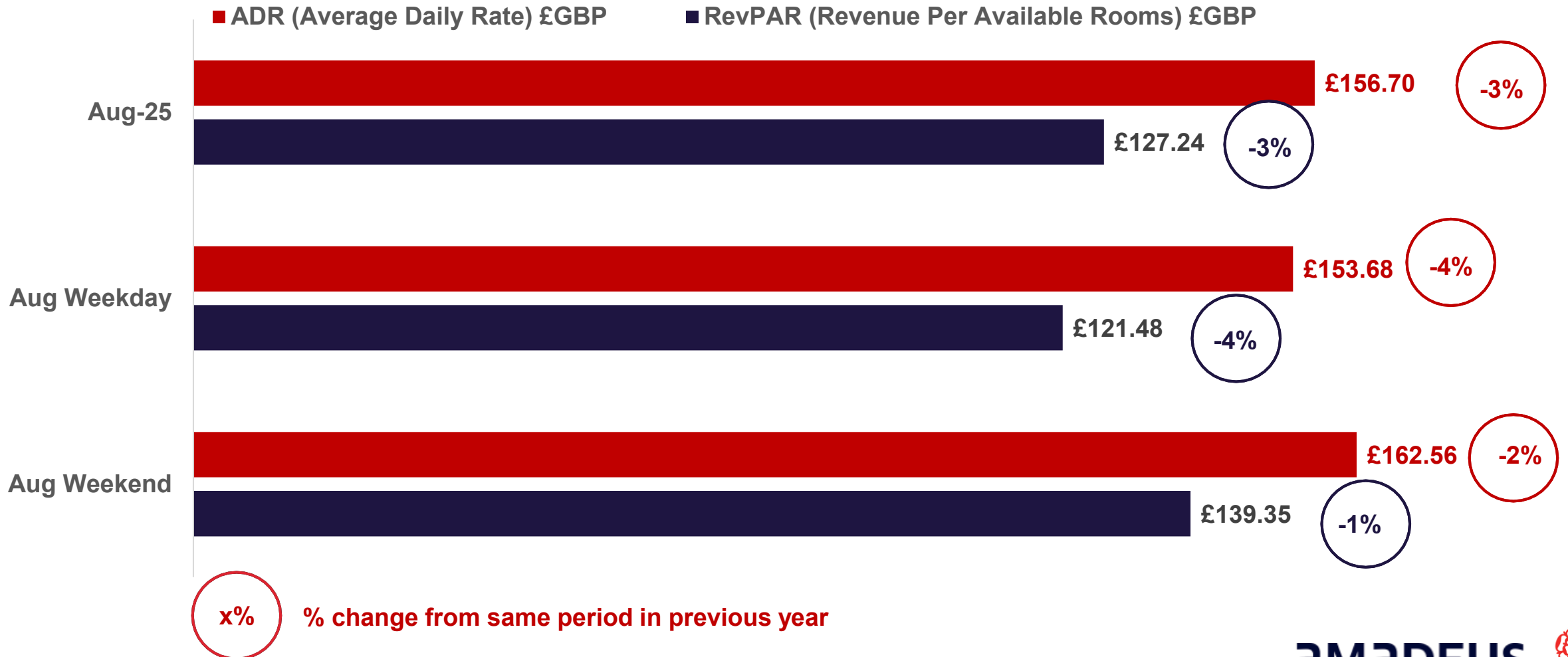


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*Forward looking occupancy rates are not a forecast, but rather the % of committed occupancy so far, as of the date listed

England ADR and RevPAR

At a glance – August 2025



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

England ADR and RevPAR

Data Tables – August 2023, 2024 & 2025

ADR	2023	2024	2025	<i>2024-25 % change</i>	RevPAR	2023	2024	2025	<i>2024-25 % change</i>
August	£157	£162	£157	-3%	August	£124	£132	£127	-3%
August Weekend	£164	£166	£163	-2%	August Weekend	£137	£141	£139	-1%
August Weekday	£155	£159	£154	-4%	August Weekday	£120	£127	£121	-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%	-2.0%
February	31.2%	11.7%	-6.8%
March	20.4%	4.2%	-3.9%
April	20.3%	3.9%	-3.2%
May	13.8%	5.0%	-3.7%
June	13.8%	1.3%	-3.4%
July	9.5%	3.2%	-2.4%
August	11.8%	2.8%	-4.2%
September	12.9%	0.4%	
October	8.4%	2.1%	
November	8.7%	2.4%	
December	10.7%	0.9%	

Change in room supply, year-on-year

Month	2022-23	2023-24	2024-25
January	4.8%	1.6%	-3.7%
February	4.5%	5.2%	-7.2%
March	4.4%	1.5%	-3.9%
April	4.5%	1.3%	-3.9%
May	4.9%	0.4%	-3.9%
June	4.8%	0.3%	-3.8%
July	5.1%	-0.1%	-3.8%
August	5.4%	-0.3%	-3.8%
September	5.2%	-0.6%	
October	4.3%	-0.7%	
November	3.3%	-0.7%	
December	2.7%	-0.9%	

Occupancy by Hotel Size

Data Tables – August 2023, 2024 & 2025

Room Occupancy	2023	2024	2025	<i>pp change 2024-25</i>
1-100 Rooms	81%	79%	78%	-1%
101-200 Rooms	79%	81%	80%	0%
201-300 Rooms	76%	80%	81%	1%
300+ Rooms	81%	85%	84%	-1%
ENGLAND TOTAL	79%	81%	81%	0%

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



Regional Occupancy, ADR and RevPAR

Occupancy by Region

Data Tables – August 2023, 2024 & 2025

Room Occupancy	2023	2024	2025	<i>pp change 2024-25</i>
East Midlands	75%	77%	77%	0%
East of England	79%	79%	76%	-2%
Greater London	80%	84%	84%	-1%
Northeast England	84%	85%	85%	0%
Northwest England	77%	78%	79%	1%
Southeast England	82%	84%	80%	-4%
Southwest England	80%	79%	83%	5%
West Midlands	68%	66%	71%	4%
Yorkshire & Humberside	83%	84%	82%	-2%
TOTAL ENGLAND	79%	81%	81%	0%
TOTAL ENGLAND (excl London)	78%	79%	79%	0%

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ADR by Region

Data Tables – August 2023, 2024 & 2025

ADR	2023	2024	2025	% change 2024-25
East Midlands	£89	£89	£90	0%
East of England	£102	£102	£105	2%
Greater London	£211	£219	£212	-3%
Northeast England	£84	£86	£92	7%
Northwest England	£98	£95	£97	2%
Southeast England	£109	£108	£109	1%
Southwest England	£106	£108	£111	3%
West Midlands	£93	£85	£82	-3%
Yorkshire & Humberside	£93	£95	£96	1%
TOTAL ENGLAND	£157	£162	£157	-3%
TOTAL ENGLAND (excl London)	£100	£98	£99	1%

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RevPAR by Region

Data Tables – August 2023, 2024 & 2025

RevPAR	2023	2024	2025	% change 2024-25
East Midlands	£67	£69	£69	0%
East of England	£81	£80	£80	-1%
Greater London	£168	£184	£178	-4%
Northeast England	£70	£73	£78	7%
Northwest England	£76	£74	£77	3%
Southeast England	£89	£90	£87	-4%
Southwest England	£85	£85	£93	9%
West Midlands	£63	£56	£58	3%
Yorkshire & Humberside	£78	£80	£79	-2%
TOTAL ENGLAND	£124	£132	£127	-3%
TOTAL ENGLAND (excl London)	£78	£77	£78	1%

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