



England Occupancy Survey

September 2025 Results

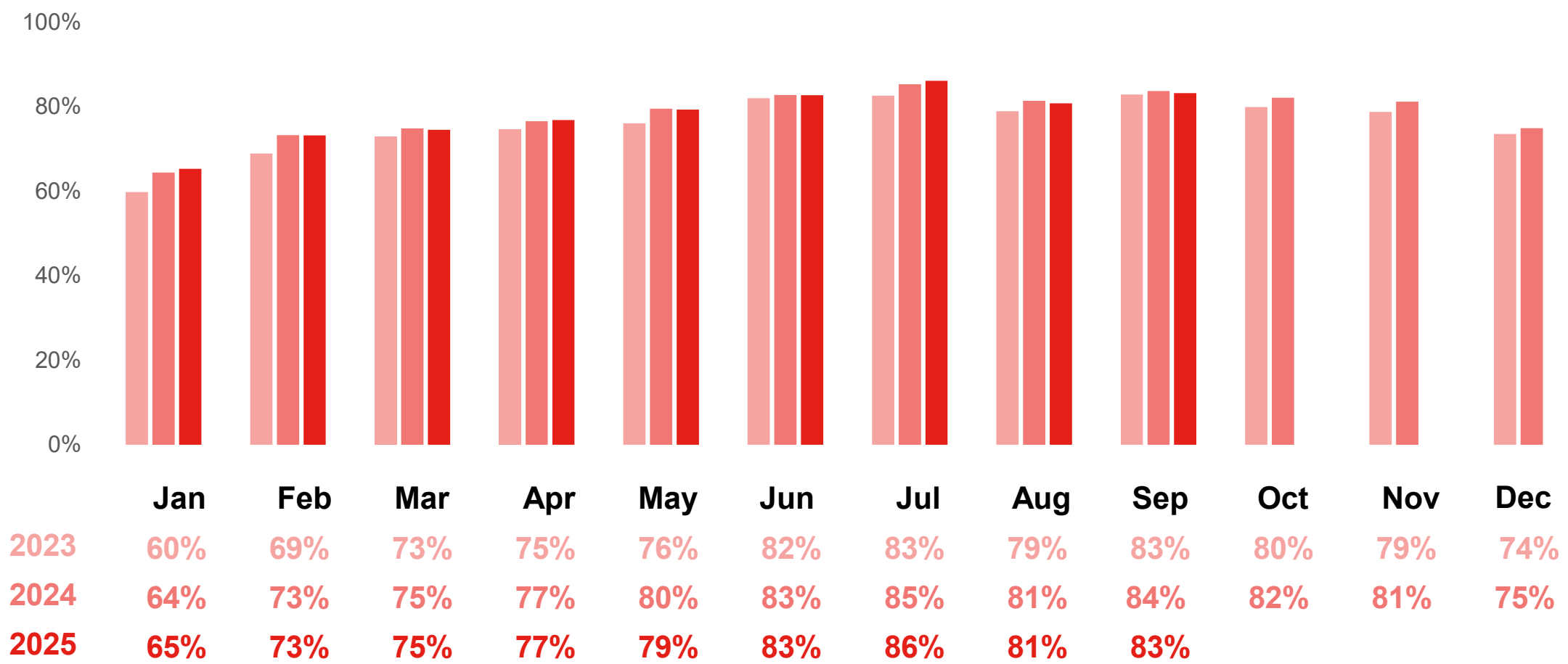
VisitEngland Research

Summary of Results

- **Hotel room occupancy** for September 2025 was 83%, 1% lower than September 2024. Room supply fell by 3.4% year on year, whilst demand declined slightly more, by 3.9% highlighting the slight downturn. Year to date (Jan-Sep) 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 5th October, occupancy rates committed so far for October 2025 were 59%, followed by 26% for November and 18% for December 2025. These rates will rise as the month matures and more bookings are made.
- **Average Daily Rates** for England increased by 3% in September 2025 to £174, with **RevPAR** (Revenue per Available Room) also increasing compared to September 2024 (+2% to £145). ADR for England excluding London was £111 (+2%), and RevPAR was £90 (on par).
- **Regionally**, the South West and East Midlands recorded the greatest increases in occupancy compared to September 2024, rising by 4% and 2% respectively. In contrast, the North East saw the biggest decline (-5%) followed by the North West (-4%) and Yorkshire & Humberside (-4%).
- The **smaller hotels** had the biggest fall in occupancy, down 3% to 77% in September 2025.

England Room Occupancy

England Room Occupancy by Month



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

England Room Occupancy

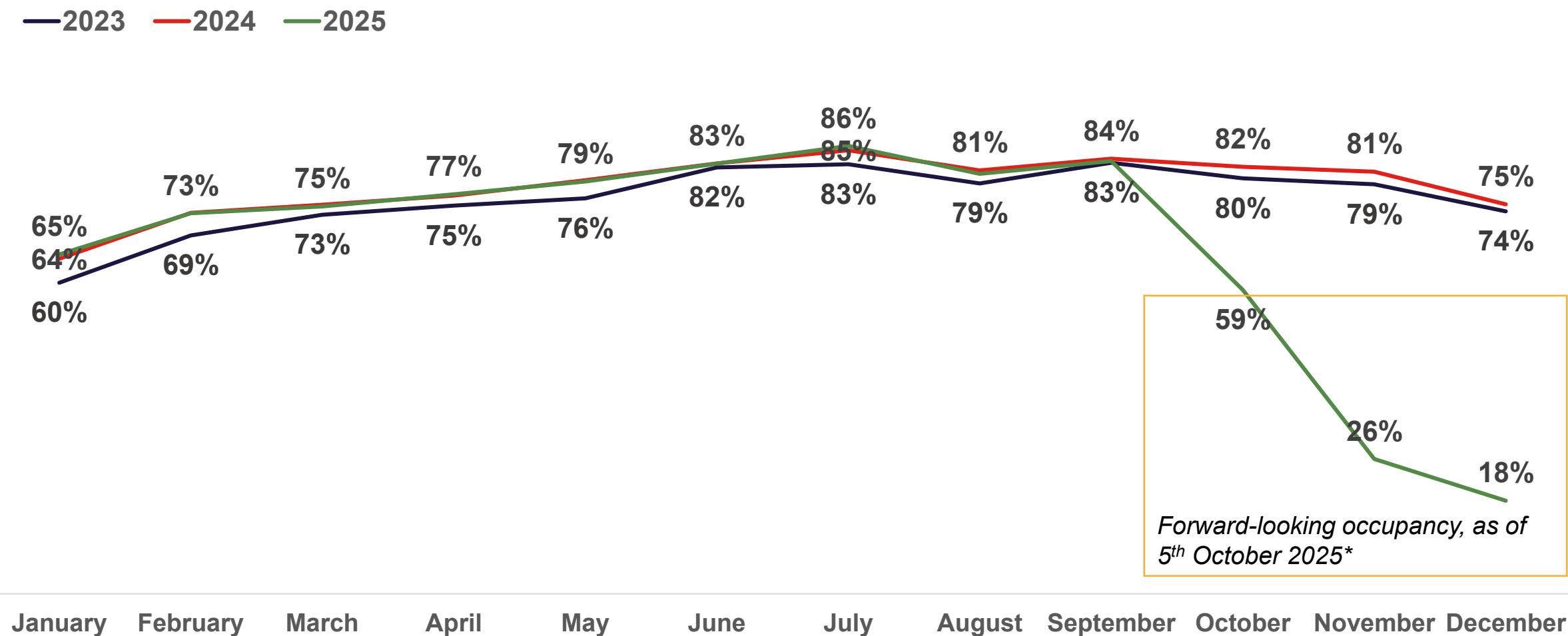
Data Tables – September 2025

Room Occupancy	2023	2024	2025	<i>2024-2025 pp change</i>
September	83%	84%	83%	-1%
September Year to Date	76%	78%	78%	0%
September Weekend	82%	84%	83%	-1%
September Weekday	83%	84%	83%	-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

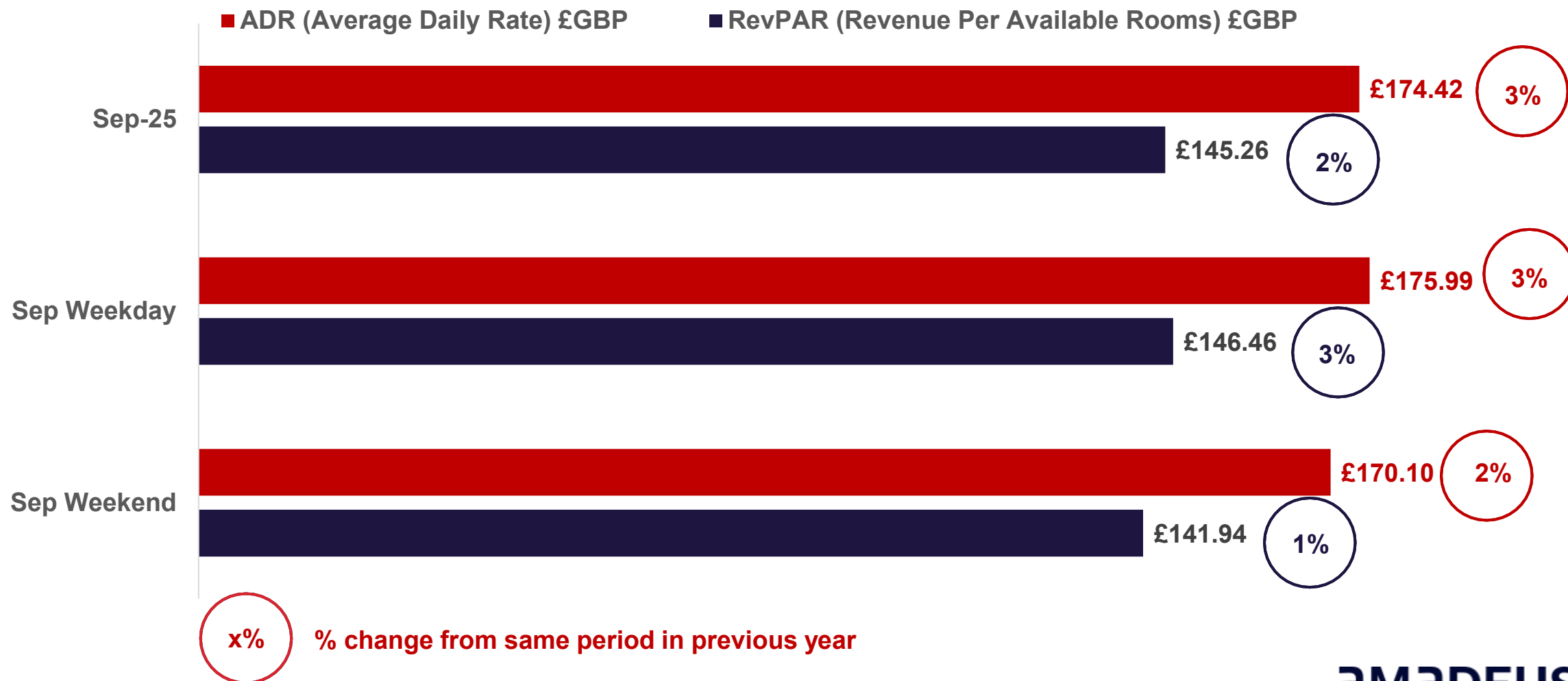


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*Forward looking occupancy rates are not a forecast, but rather the % of committed occupancy so far, as of the date listed

England ADR and RevPAR

At a glance – September 2025



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England ADR and RevPAR

Data Tables – September 2023, 2024 & 2025

ADR	2023	2024	2025	2024-25 % change	RevPAR	2023	2024	2025	2024-25 % change
September	£173	£170	£174	3%	September	£144	£142	£145	2%
September Weekend	£170	£167	£170	2%	September Weekend	£140	£141	£142	1%
September Weekday	£175	£170	£176	3%	September Weekday	£145	£142	£146	3%

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%	-3.5%
July	9.5%	3.2%	-2.5%
August	11.8%	2.8%	-4.2%
September	12.9%	0.4%	-3.9%
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%	-3.3%
February	4.5%	5.2%	-6.8%
March	4.4%	1.5%	-3.5%
April	4.5%	1.3%	-3.5%
May	4.9%	0.4%	-3.4%
June	4.8%	0.3%	-3.4%
July	5.1%	-0.1%	-3.4%
August	5.4%	-0.3%	-3.4%
September	5.2%	-0.6%	-3.4%
October	4.3%	-0.7%	
November	3.3%	-0.7%	
December	2.7%	-0.9%	

Occupancy by Hotel Size

Data Tables – September 2023, 2024 & 2025

Room Occupancy	2023	2024	2025	<i>pp change</i> <i>2024-25</i>
1-100 Rooms	81%	80%	77%	-3%
101-200 Rooms	81%	82%	82%	0%
201-300 Rooms	83%	84%	85%	1%
300+ Rooms	87%	87%	86%	-2%
ENGLAND TOTAL	83%	84%	83%	-1%

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



Regional Occupancy, ADR and RevPAR

Occupancy by Region

Data Tables – September 2023, 2024 & 2025

Room Occupancy	2023	2024	2025	<i>pp change 2024-25</i>
East Midlands	82%	81%	83%	2%
East of England	82%	81%	80%	-1%
Greater London	84%	85%	86%	1%
Northeast England	90%	89%	85%	-5%
Northwest England	79%	83%	79%	-4%
Southeast England	83%	85%	83%	-2%
Southwest England	83%	79%	83%	4%
West Midlands	76%	77%	78%	1%
Yorkshire & Humberside	87%	86%	83%	-4%
TOTAL ENGLAND	83%	84%	83%	-1%
TOTAL ENGLAND (excl London)	82%	82%	81%	-1%

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ADR by Region

Data Tables – September 2023, 2024 & 2025

ADR	2023	2024	2025	% change 2024-25
East Midlands	£102	£102	£104	2%
East of England	£110	£110	£115	4%
Greater London	£231	£225	£235	5%
Northeast England	£100	£107	£109	2%
Northwest England	£107	£109	£106	-2%
Southeast England	£115	£112	£116	3%
Southwest England	£113	£112	£119	6%
West Midlands	£115	£112	£112	0%
Yorkshire & Humberside	£101	£100	£102	1%
TOTAL ENGLAND	£173	£170	£174	3%
TOTAL ENGLAND (excl London)	£110	£109	£111	2%

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RevPAR by Region

Data Tables – September 2023, 2024 & 2025

RevPAR	2023	2024	2025	% change 2024-25
East Midlands	£84	£82	£86	4%
East of England	£90	£89	£92	3%
Greater London	£194	£191	£202	5%
Northeast England	£90	£96	£92	-4%
Northwest England	£85	£90	£84	-6%
Southeast England	£95	£95	£96	1%
Southwest England	£94	£89	£99	11%
West Midlands	£88	£86	£87	1%
Yorkshire & Humberside	£88	£87	£84	-3%
TOTAL ENGLAND	£144	£142	£145	2%
TOTAL ENGLAND (excl London)	£89	£90	£90	0%

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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