



England Occupancy Survey

October 2025 Results

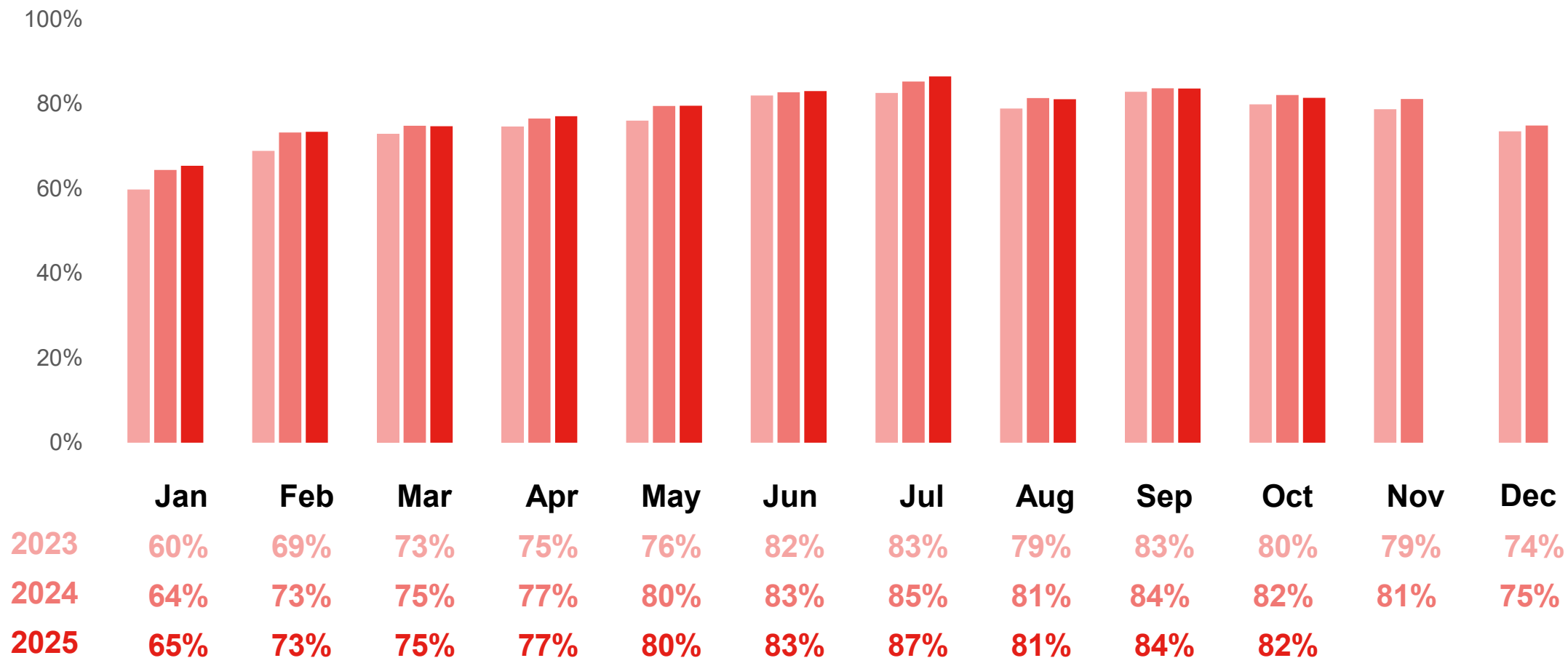
VisitEngland Research

Summary of Results

- **Hotel room occupancy** for October 2025 was 82%, on par with October 2024. However, room supply fell by 3.9% year on year, whilst demand declined slightly more, by 4.7% highlighting the slight downturn. Year to date (Jan-Oct) occupancy for 2025 was 79%, on par with the same period for 2024.
- Observing **forward looking occupancy** for the rest of 2025. As of the 9th November, occupancy rates committed so far for November 2025 were 64%, followed by 33% for December 2025. These rates will rise as the month matures and more bookings are made.
- **Average Daily Rates** for England increased by 1% in October 2025 to £165, with **RevPAR** (Revenue per Available Room) remaining flat compared to October 2024 at £134, both sitting below the rate of inflation for October (3.6%). ADR for England excluding London was £104 (+2%), and RevPAR was £82 (+1%).
- **Regionally**, the South West recorded the greatest increase in occupancy compared to October 2024, rising by 4pp. In contrast, the East of England saw the biggest year on year decline (-4pp) followed by the North East (-3pp) and Yorkshire & Humberside (-3pp).
- The **smaller hotels** had another consecutive month of decline in occupancy, down 2% to 76% in October 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

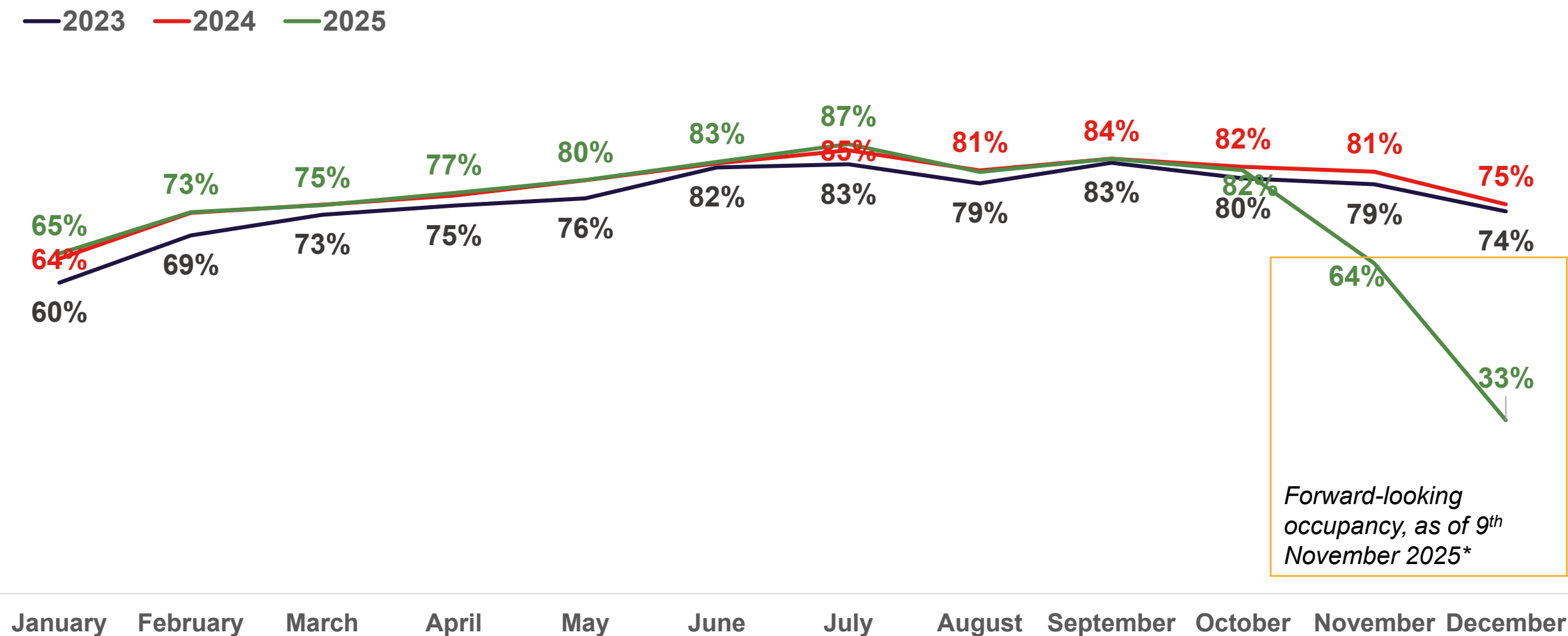
Data Tables – October 2025

Room Occupancy	2023	2024	2025	<i>2024-2025 pp change</i>
October	80%	82%	82%	0%
October Year to Date	76%	78%	79%	0%
October Weekend	81%	84%	82%	-1%
October Weekday	80%	82%	81%	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

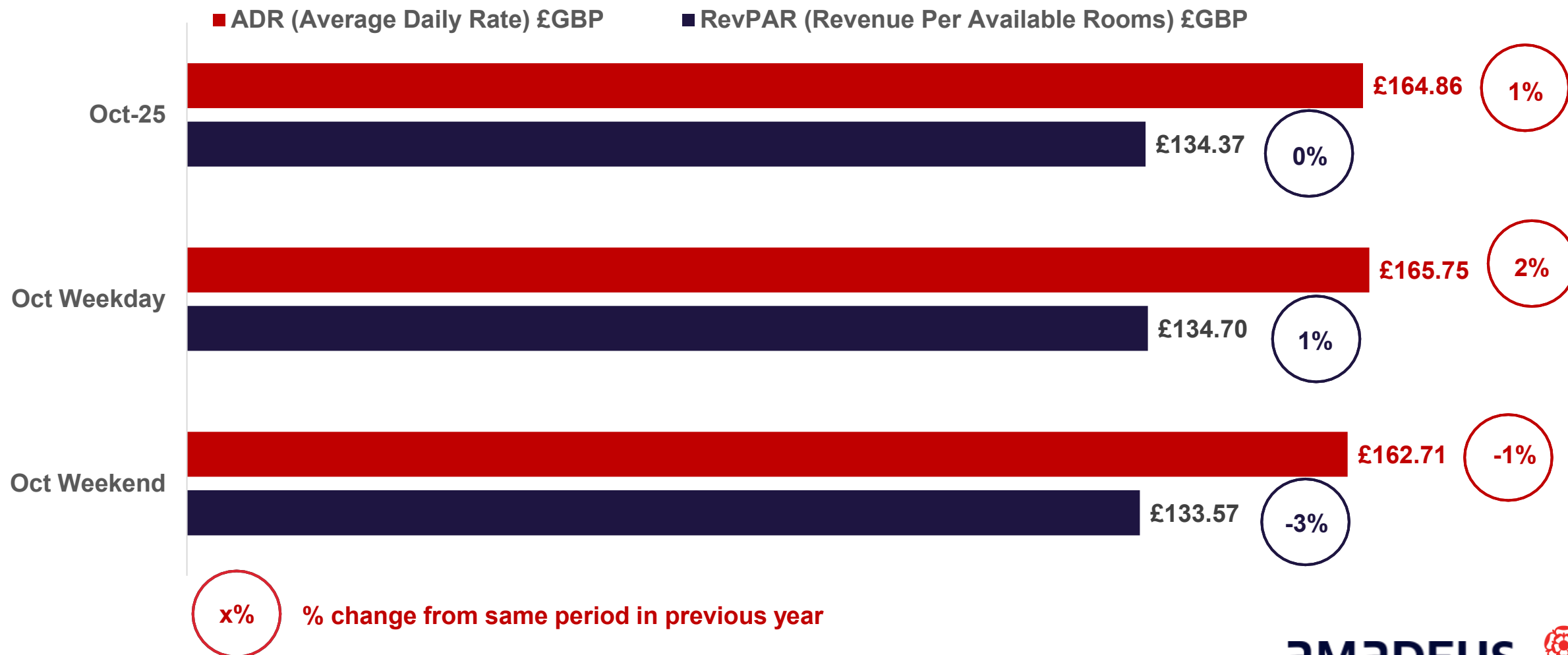


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*Forward looking occupancy rates are not a forecast, but rather the % of committed occupancy so far, as of the date listed

England ADR and RevPAR

At a glance – October 2025



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

England ADR and RevPAR

Data Tables – October 2023, 2024 & 2025

ADR	2023	2024	2025	2024-25 % change	RevPAR	2023	2024	2025	2024-25 % change
October	£170	£164	£165	1%	October	£136	£134	£134	0%
October Weekend	£171	£165	£163	-1%	October Weekend	£139	£138	£134	-3%
October Weekday	£169	£163	£166	2%	October Weekday	£135	£133	£135	1%

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%	-2.3%
February	31.2%	11.7%	-7.1%
March	20.4%	4.2%	-4.1%
April	20.3%	3.9%	-3.4%
May	13.8%	5.0%	-3.9%
June	13.8%	1.3%	-3.6%
July	9.5%	3.2%	-2.6%
August	11.8%	2.8%	-4.3%
September	12.9%	0.4%	-3.9%
October	8.4%	2.1%	-4.7%
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%	-3.8%
February	4.5%	5.2%	-7.3%
March	4.4%	1.5%	-4.0%
April	4.5%	1.3%	-4.0%
May	4.9%	0.4%	-4.0%
June	4.8%	0.3%	-3.9%
July	5.1%	-0.1%	-3.9%
August	5.4%	-0.3%	-3.9%
September	5.2%	-0.6%	-3.9%
October	4.3%	-0.7%	-3.9%
November	3.3%	-0.7%	
December	2.7%	-0.9%	

Occupancy by Hotel Size

Data Tables – October 2023, 2024 & 2025

Room Occupancy	2023	2024	2025	<i>pp change 2024-25</i>
1-100 Rooms	78%	79%	76%	-2%
101-200 Rooms	77%	80%	80%	0%
201-300 Rooms	81%	84%	84%	0%
300+ Rooms	85%	86%	84%	-2%
ENGLAND TOTAL	80%	82%	82%	0%

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



Regional Occupancy, ADR and RevPAR

Occupancy by Region

Data Tables – October 2023, 2024 & 2025

Room Occupancy	2023	2024	2025	<i>pp change 2024-25</i>
East Midlands	76%	79%	79%	0%
East of England	77%	80%	76%	-4%
Greater London	82%	84%	83%	-1%
Northeast England	84%	85%	82%	-3%
Northwest England	78%	80%	79%	-1%
Southeast England	76%	81%	80%	-1%
Southwest England	72%	75%	79%	4%
West Midlands	77%	77%	79%	2%
Yorkshire & Humberside	83%	84%	81%	-3%
TOTAL ENGLAND	80%	82%	82%	0%
TOTAL ENGLAND (excl London)	77%	80%	79%	-1%

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ADR by Region

Data Tables – October 2023, 2024 & 2025

ADR	2023	2024	2025	% change 2024-25
East Midlands	£97	£96	£95	-1%
East of England	£106	£105	£109	3%
Greater London	£226	£219	£225	3%
Northeast England	£91	£94	£98	5%
Northwest England	£111	£102	£106	3%
Southeast England	£105	£103	£103	0%
Southwest England	£102	£101	£104	3%
West Midlands	£113	£108	£106	-2%
Yorkshire & Humberside	£98	£97	£98	2%
TOTAL ENGLAND	£170	£164	£165	1%
TOTAL ENGLAND (excl London)	£105	£102	£104	2%

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RevPAR by Region

Data Tables – October 2023, 2024 & 2025

RevPAR	2023	2024	2025	% change 2024-25
East Midlands	£74	£76	£75	0%
East of England	£81	£84	£83	-2%
Greater London	£186	£185	£187	1%
Northeast England	£76	£80	£81	1%
Northwest England	£86	£82	£84	2%
Southeast England	£80	£83	£82	-1%
Southwest England	£74	£76	£82	8%
West Midlands	£87	£83	£83	0%
Yorkshire & Humberside	£80	£81	£80	-1%
TOTAL ENGLAND	£136	£134	£134	0%
TOTAL ENGLAND (excl London)	£81	£81	£82	1%

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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