

England Occupancy Survey

December 2025 Results

VisitEngland Research

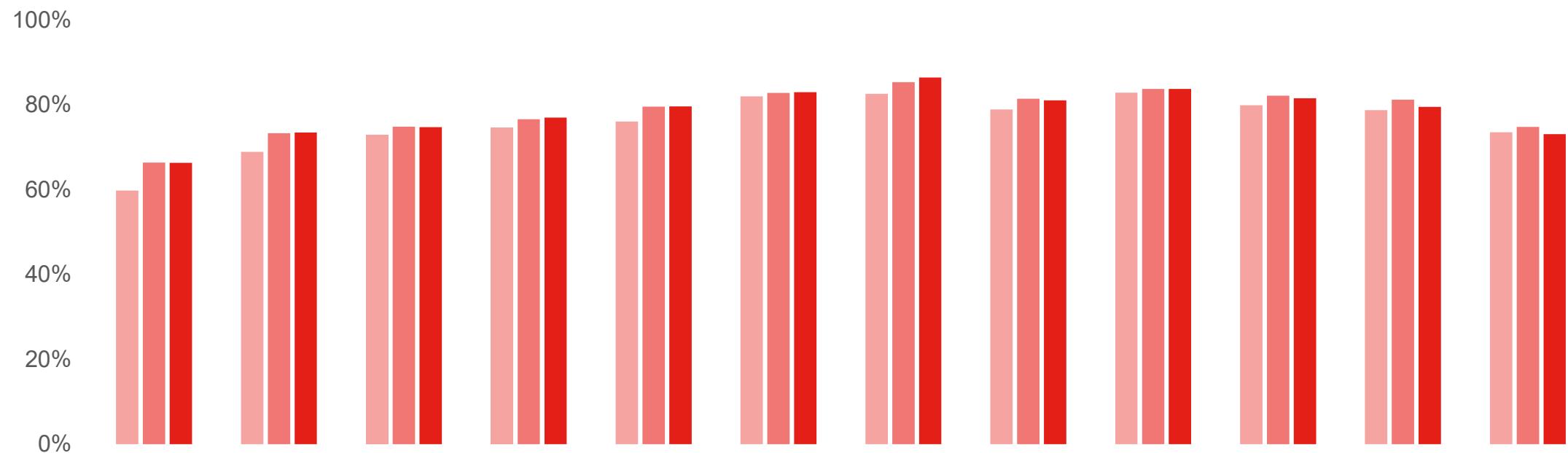
aMADEUS

Summary of Results

- **Hotel room occupancy** for December 2025 was 73%, down 2 percentage points on December 2024. This is supported by a decline in demand for rooms of -2.9%, whilst supply was down to a lower degree of -0.8%. Overall, 2025 occupancy was stable at 79%, on par with 2024.
- Observing **forward looking occupancy** for the first few months of 2026. As of the 4th January, occupancy rates committed so far for January 2026 were 39%, followed by 17% for February 2026. These rates will rise as the month matures and more bookings are made.
- **Average Daily Rates** for England remained flat in December 2025 at £172, with **RevPAR** (Revenue per Available Room) falling slightly compared to December 2024 at £126, both sitting below the rate of inflation for December (3.4%).
- **Regionally**, the East Midlands and NorthEast England recorded increases in occupancy compared to December 2024, rising by 2pp and 1pp respectively. In contrast, many regions saw declines with Yorkshire & The Humber experiencing the biggest year on year decline (-5pp) followed by the East of England (-4pp).
- The **smallest hotels** had the largest year on year decline in occupancy, with hotels with 101-200 rooms experiencing a 3pp decline compared to 2024. Hotels with 1-100 rooms experienced a decline of 2pp.

England Room Occupancy

England Room Occupancy by Month



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

England Room Occupancy

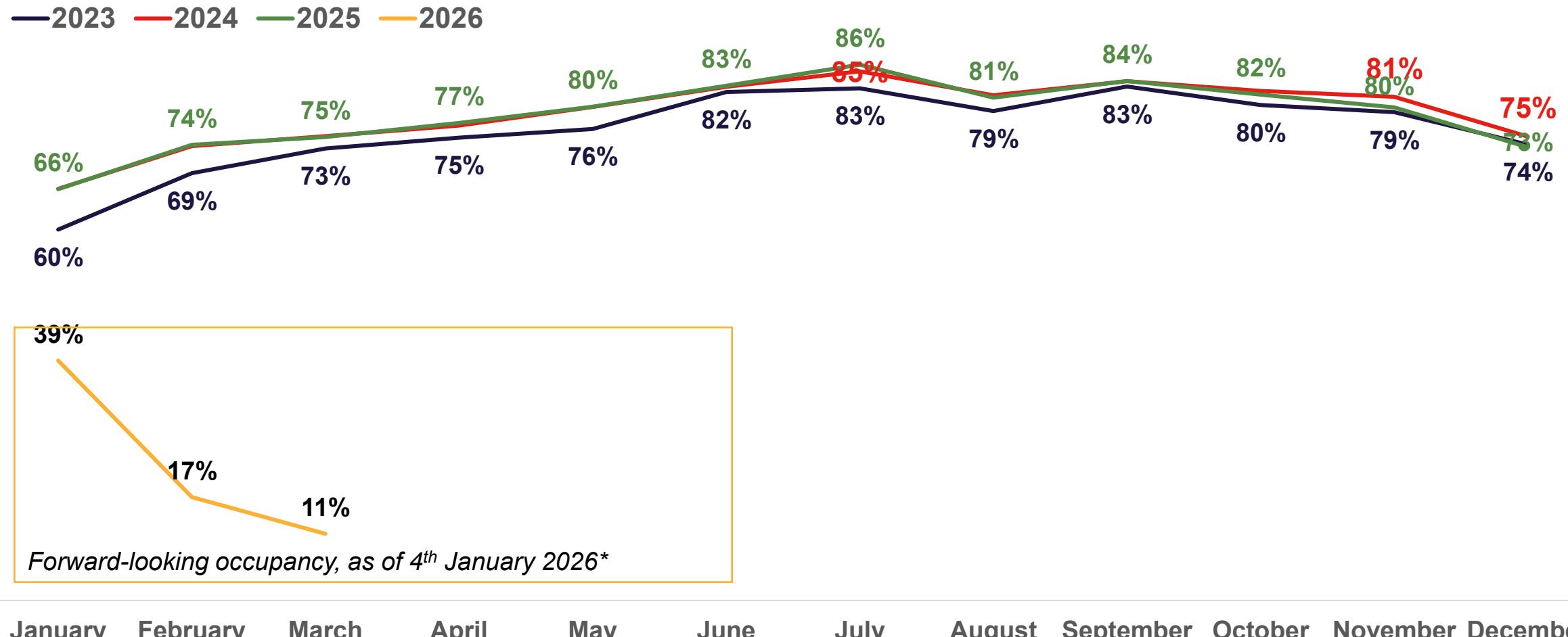
Data Tables – December 2025

Room Occupancy	2023	2024	2025	2024-2025 pp change
December	74%	75%	73%	-2%
December Year to Date	76%	79%	79%	0%
December Weekend	77%	81%	78%	-3%
December Weekday	72%	73%	72%	-1%

Weekend = Friday & Saturday nights, Weekday = Sunday - Thursday

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

2023-2025 Occupancy rates and forward look for Jan – March 2026

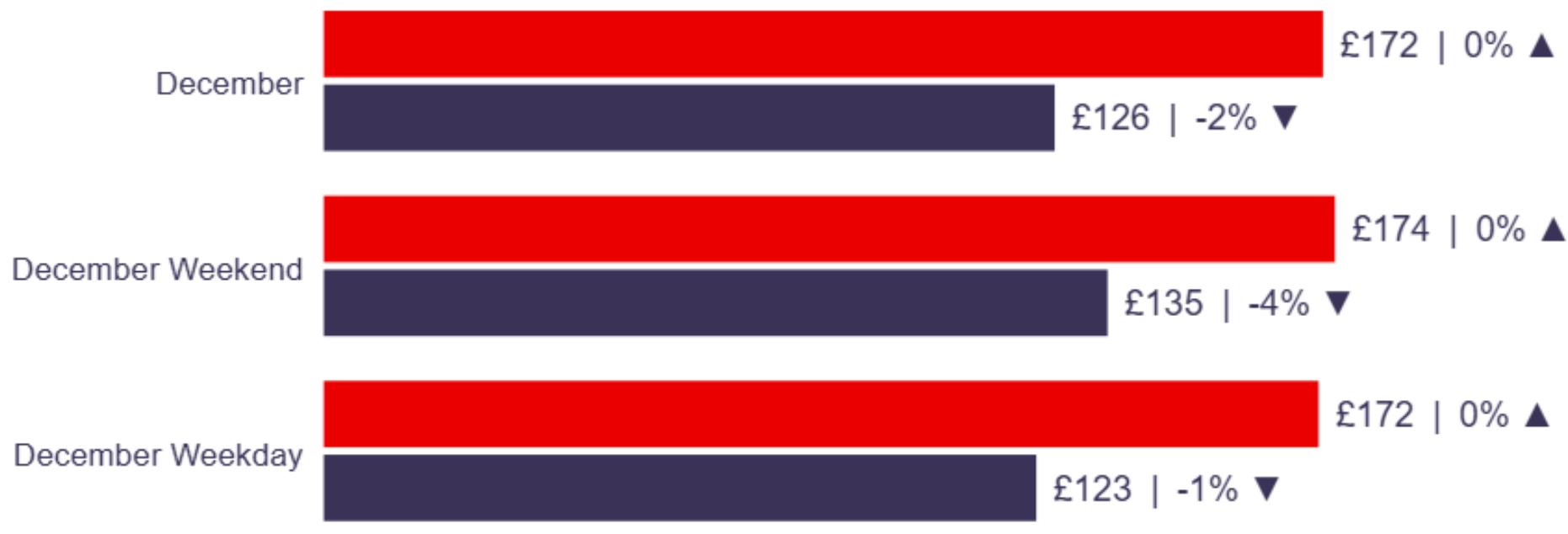


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*Forward looking occupancy rates are not a forecast, but rather the % of committed occupancy so far, as of the date listed

England ADR and RevPAR

At a glance – December 2025



●ADR (Average Daily Rate) £GBP ●RevPAR (Revenue Per Available Room) £GBP

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

England ADR and RevPAR

Data Tables – December 2023, 2024 & 2025

ADR	2023	2024	2025	2024-25 % change
December	£172	£172	£172	0%
December Weekend	£178	£174	£174	0%
December Weekday	£169	£171	£172	0%

RevPAR	2023	2024	2025	2024-25 % change
December	£127	£129	£126	-2%
December Weekend	£137	£141	£135	-4%
December Weekday	£122	£124	£123	-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

	2023-24 % change	2024-25 % change
January	2.0%	5.9%
February	13.4%	-4.9%
March	5.8%	-1.9%
April	5.6%	-1.4%
May	6.8%	-1.8%
June	3.4%	-2.0%
July	5.2%	-0.9%
August	4.5%	-2.3%
September	1.4%	-1.4%
October	2.8%	-2.0%
November	2.9%	-3.2%
December	1.0%	-2.9%

Change in room supply, year-on-year

	2023-24 % change	2024-25 % change
January	-6.9%	5.4%
February	6.6%	-5.1%
March	3.0%	-1.8%
April	3.0%	-2.0%
May	2.2%	-2.1%
June	2.2%	-2.2%
July	1.7%	-2.1%
August	1.0%	-1.9%
September	0.2%	-1.3%
October	0.4%	-1.5%
November	0.1%	-1.2%
December	-0.4%	-0.8%

Change in ADR and RevPAR year-on-year

ADR	2023-24 % change	2024-25 % change	RevPAR	2023-24 % change	2024-25 % change
January	1.1%	1.3%	January	10.8%	1.7%
February	0.8%	-3.1%	February	7.3%	-2.9%
March	-2.1%	-1.6%	March	0.6%	-1.7%
April	-0.9%	-1.7%	April	1.6%	-1.0%
May	-1.6%	-2.8%	May	2.9%	-2.4%
June	2.1%	-3.5%	June	3.3%	-3.3%
July	0.0%	2.5%	July	3.4%	3.8%
August	3.0%	-1.0%	August	6.6%	-1.5%
September	-2.3%	5.2%	September	-1.2%	5.2%
October	-3.7%	3.3%	October	-1.3%	2.9%
November	-0.4%	3.6%	November	2.5%	1.6%
December	0.1%	0.1%	December	1.4%	-2.0%

ADR = Average Daily Rate, RevPAR = Revenue Per Available Room

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

Occupancy by Hotel Size

Data Tables – December 2023, 2024 & 2025

Occupancy	2023	2024	2025	2024-25 pp change
1-100 Rooms	69%	70%	68%	-2%
101-200 Rooms	69%	72%	69%	-3%
201-300 Rooms	74%	76%	77%	1%
300+ Rooms	83%	80%	79%	-1%
ENGLAND TOTAL	74%	75%	73%	-2%

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

Regional Occupancy, ADR and RevPAR

Occupancy by Region

Data Tables – December 2023, 2024 & 2025

Occupancy	2023	2024	2025	2024-25 pp change
East Midlands	67%	64%	65%	2%
East of England	65%	70%	65%	-4%
Greater London	80%	81%	79%	-1%
Northeast England	69%	68%	69%	1%
Northwest England	68%	70%	68%	-2%
Southeast England	67%	69%	68%	-1%
Southwest England	64%	66%	66%	0%
West Midlands	63%	64%	63%	-1%
Yorkshire & The Humber	73%	76%	71%	-5%
ENGLAND EXCLUDING LONDON	66%	68%	67%	-1%
ENGLAND TOTAL	74%	75%	73%	-2%

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

ADR by Region

Data Tables – December 2023, 2024 & 2025

ADR	2023	2024	2025	2024-25 % change
East Midlands	£87	£88	£88	0%
East of England	£97	£95	£96	1%
Greater London	£235	£239	£239	0%
Northeast England	£87	£86	£88	3%
Northwest England	£103	£99	£101	2%
Southeast England	£93	£94	£94	0%
Southwest England	£98	£98	£100	3%
West Midlands	£93	£89	£89	0%
Yorkshire & The Humber	£97	£97	£99	2%
ENGLAND EXCLUDING LONDON	£97	£95	£96	1%
ENGLAND TOTAL	£172	£172	£172	0%

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

RevPAR by Region

Data Tables – December 2023, 2024 & 2025

RevPAR	2023	2024	2025	2024-25 % change
East Midlands	£58	£56	£58	3%
East of England	£63	£66	£63	-5%
Greater London	£188	£193	£190	-2%
Northeast England	£60	£58	£61	5%
Northwest England	£70	£70	£69	-1%
Southeast England	£62	£65	£64	-2%
Southwest England	£62	£64	£66	3%
West Midlands	£59	£57	£56	-1%
Yorkshire & The Humber	£71	£73	£70	-5%
ENGLAND EXCLUDING LONDON	£64	£65	£65	0%
ENGLAND TOTAL	£127	£129	£126	-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:
research@visitbritain.org**