

England Occupancy Survey

January 2026 Results

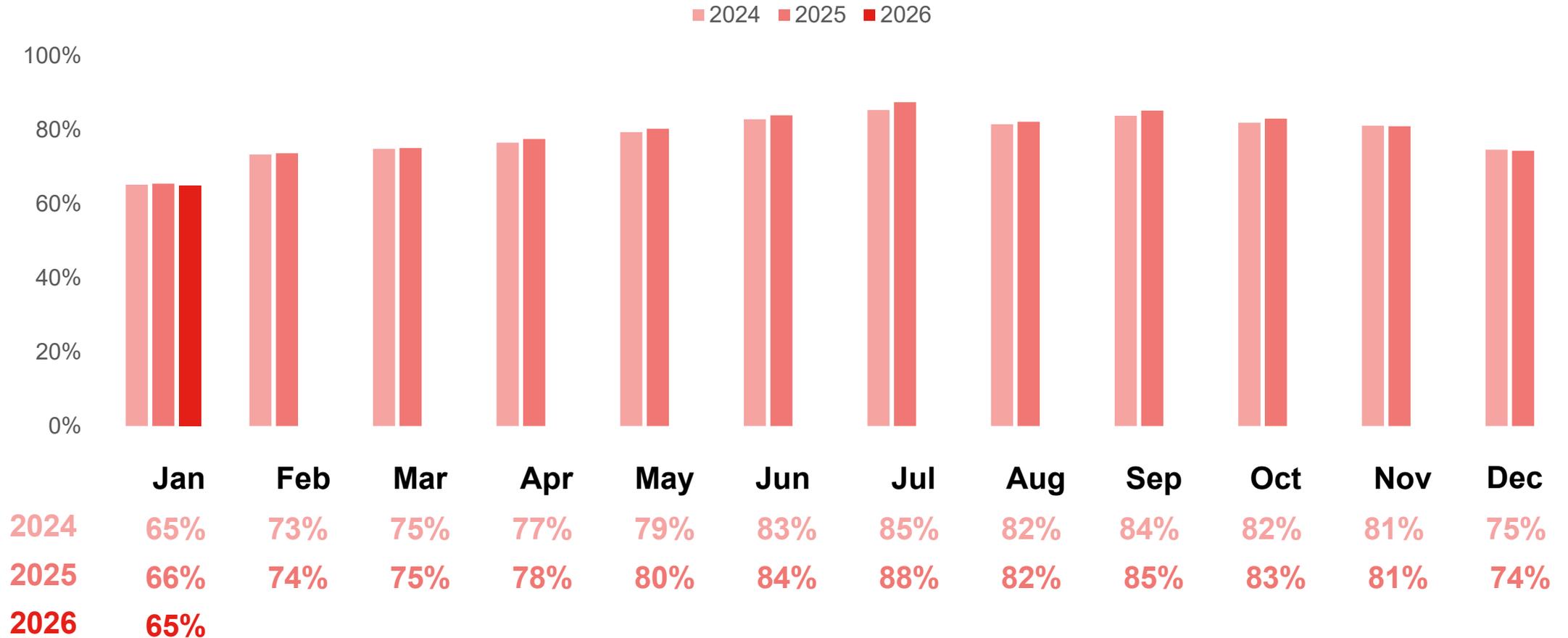
VisitEngland Research

Summary of Results

- **Hotel room occupancy** for January 2026 was 65%, on par with January 2025. There was a decline in demand for rooms of -2.9%, whilst supply was down to a lower degree of -2.3%.
- Observing **forward looking occupancy** for the first few months of 2026. As of the 8th February, occupancy rates committed so far for Feb 2026 were 56%, followed by 26% for March 2026. These rates will rise as the month matures and more bookings are made.
- **Average Daily Rates** for England rose by 2% to £136 compared to January 2025, while **RevPAR** (Revenue per Available Room) increased slightly (1%) to £89 compared to the same period, both sitting below the rate of inflation for January (3%).
- **Regionally**, the East Midlands and South West England recorded moderate increases in occupancy compared to January 2025, both up by 1pp. In contrast, many regions saw declines with Yorkshire & The Humber and East of England experiencing the biggest decrease, both down by 4pp year on year.
- **Mid-sized hotels observed** year-on-year decline in occupancy, with hotels with 101-200 rooms experiencing a 2pp decline compared to 2025. In contrast, hotels with 201–300 rooms recorded a rise of 2pp.

England Room Occupancy was 65% in January 2026, on par with January 2025

England Room Occupancy by Month



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

England Room Occupancy was higher during the week at 66% for January 2026 v 63% for weekends

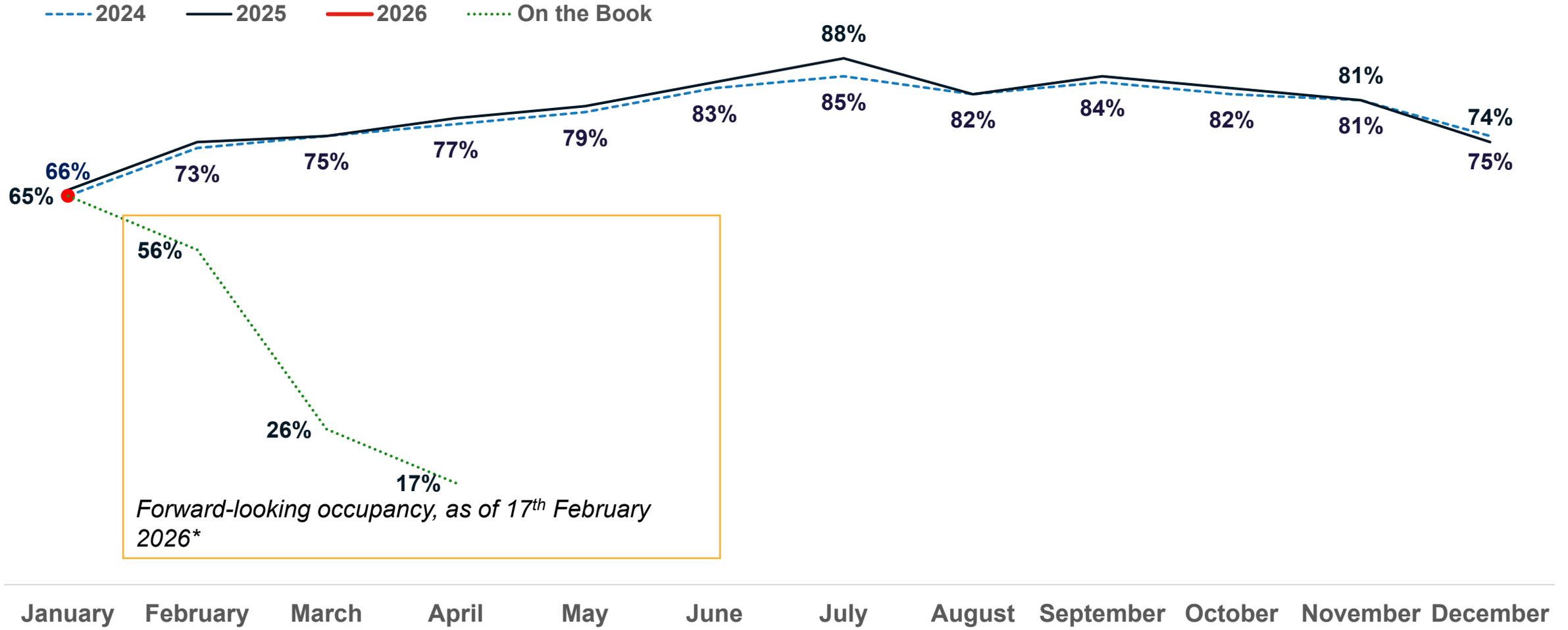
Data Tables – January 2026

Room Occupancy	2024	2025	2026	2025-2026 pp change
January	65%	66%	65%	0%
January Year to Date	65%	66%	65%	0%
January Weekend	61%	63%	63%	0%
January Weekday	67%	67%	66%	0%

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

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

2024-2026 Occupancy rates and forward look for Jan – April 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 is up 2% in January 2026 compared to January 2025 and RevPAR is up 1%

At a glance – January 2026



● 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 – January 2024, 2025, 2026

ADR	2024	2025	2026	2025-26 % change
January	£132	£134	£136	2%
Year to Date	£132	£134	£136	2%
January Weekend	£130	£130	£134	3%
January Weekday	£133	£135	£137	2%

RevPAR	2024	2025	2026	2025-26 % change
January	£86	£88	£89	1%
Year to Date	£86	£88	£89	1%
January Weekend	£79	£82	£84	3%
January Weekday	£89	£90	£91	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	2025-26 % change
January	2.0%	5.9%	-2.9%
February	13.4%	-6.3%	
March	5.8%	-3.7%	
April	5.6%	-3.0%	
May	6.8%	-3.3%	
June	3.4%	-3.3%	
July	5.2%	-2.1%	
August	4.5%	-3.3%	
September	1.4%	-2.0%	
October	2.8%	-2.6%	
November	2.9%	-3.7%	
December	1.0%	-3.5%	

Change in room supply, year-on-year

	2023-24 % change	2024-25 % change	2025-26 % change
January	-6.9%	5.4%	-2.3%
February	6.6%	-6.7%	
March	3.0%	-4.0%	
April	3.0%	-4.2%	
May	2.2%	-4.4%	
June	2.2%	-4.5%	
July	1.7%	-4.4%	
August	1.0%	-4.2%	
September	0.2%	-3.6%	
October	0.4%	-3.9%	
November	0.1%	-3.6%	
December	-0.4%	-3.2%	

Change in ADR and RevPAR year-on-year

ADR	2023-24 % change	2024-25 % change	2025-26 % change	RevPAR	2023-24 % change	2024-25 % change	2025-26 % change
January	1.1%	1.3%	1.9%	January	10.8%	1.7%	1.3%
February	0.8%	-2.8%		February	7.3%	-2.4%	
March	-2.1%	-1.2%		March	0.6%	-0.9%	
April	-0.9%	-1.4%		April	1.6%	-0.2%	
May	-1.6%	-2.6%		May	2.9%	-1.5%	
June	2.1%	-3.4%		June	3.3%	-2.2%	
July	0.0%	2.6%		July	3.4%	5.1%	
August	3.0%	-1.1%		August	6.6%	-0.3%	
September	-2.3%	4.8%		September	-1.2%	6.6%	
October	-3.7%	3.0%		October	-1.3%	4.4%	
November	-0.4%	3.2%		November	2.5%	3.0%	
December	0.1%	-0.3%		December	1.4%	-0.6%	

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 – January 2024, 2025 & 2026

Occupancy	2024	2025	2026	2025-26 pp change
1-100 Rooms	62%	63%	63%	0%
101-200 Rooms	63%	63%	61%	-2%
201-300 Rooms	63%	66%	68%	2%
300+ Rooms	70%	69%	69%	0%
ENGLAND TOTAL	65%	66%	65%	0%

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



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Regional Occupancy, ADR and RevPAR

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Occupancy by Region

Data Tables – January 2024, 2025 & 2026

Occupancy	2024	2025	2026	2025-26 pp change
East Midlands	65%	63%	64%	1%
East of England	64%	63%	59%	-4%
Greater London	66%	66%	67%	0%
Northeast England	66%	67%	66%	-1%
Northwest England	60%	64%	63%	-2%
Southeast England	63%	65%	65%	0%
Southwest England	59%	60%	61%	1%
West Midlands	60%	63%	60%	-2%
Yorkshire & The Humber	68%	69%	65%	-4%
ENGLAND EXCLUDING LONDON	62%	64%	63%	-1%
ENGLAND TOTAL	65%	66%	65%	0%

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

ADR by Region

Data Tables – January 2024, 2025 & 2026

ADR	2024	2025	2026	2025-26 % change
East Midlands	£85	£84	£86	2%
East of England	£91	£91	£94	3%
Greater London	£175	£180	£180	0%
Northeast England	£80	£81	£85	5%
Northwest England	£87	£89	£91	3%
Southeast England	£89	£89	£91	2%
Southwest England	£88	£87	£90	2%
West Midlands	£88	£90	£91	1%
Yorkshire & The Humber	£81	£81	£84	4%
ENGLAND EXCLUDING LONDON	£88	£88	£90	2%
ENGLAND TOTAL	£132	£134	£136	2%

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

RevPAR by Region

Data Tables – January 2024, 2025 & 2026

RevPAR	2024	2025	2026	2025-26 % change
East Midlands	£55	£53	£55	4%
East of England	£58	£58	£56	-3%
Greater London	£116	£119	£120	1%
Northeast England	£53	£54	£56	4%
Northwest England	£52	£57	£57	0%
Southeast England	£56	£58	£59	2%
Southwest England	£52	£52	£55	5%
West Midlands	£53	£57	£55	-3%
Yorkshire & The Humber	£55	£56	£54	-2%
ENGLAND EXCLUDING LONDON	£55	£56	£57	1%
ENGLAND TOTAL	£86	£88	£89	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.



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For further questions please contact:
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