



England Occupancy Survey

February 2026 Results

VisitEngland Research

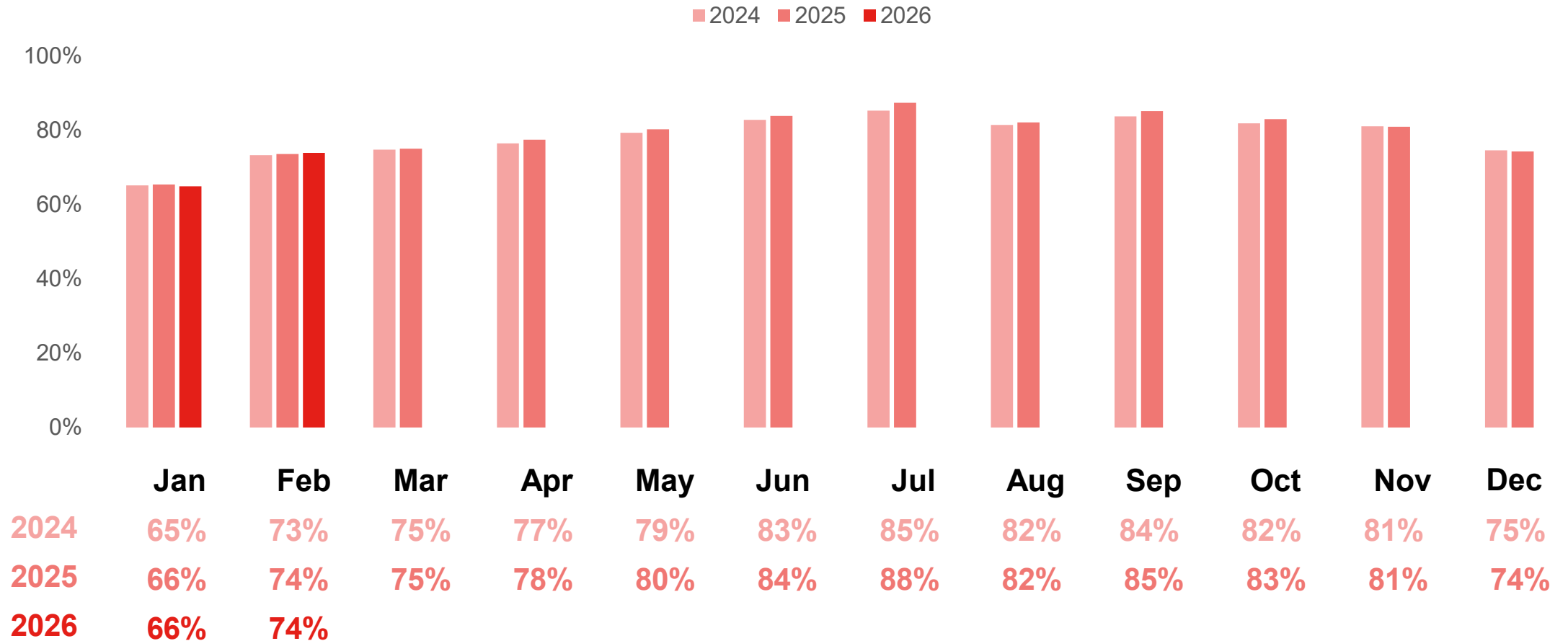
amadeus

Summary of Results

- **Hotel room occupancy** for February 2026 was 74%, on par with February 2025.
- Observing **forward looking occupancy** for the first few months of 2026. As of the 13th March, occupancy rates committed so far for March 2026 were 58%, followed by 28% for April 2026 and 19% for May. These rates will rise as the month matures and more bookings are made.
- **Average Daily Rates and RevPAR** for England both rose 4%, reaching £140 and £104 respectively compared to February 2025.
- **Regionally**, the South West and North West England recorded the largest year-on-year increase in occupancy, up by 3pp and 2pp respectively. In contrast, many regions saw declines with North East down by 3pp year on year. All regions saw year-on-year growth in ADR and RevPAR except the West Midlands, with the North West recording the highest growth in ADR (+6%) and RevPAR (+9%).
- **Medium sized hotels** experienced an increase in occupancy, up 2pp year-on-year whilst smaller and larger hotels remained flat.

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 – February 2026

Room Occupancy	2024	2025	2026	2025-2026 pp change
February	73%	74%	74%	0%
February Year to Date	69%	69%	70%	1%
February Weekend	72%	74%	75%	0%
February Weekday	74%	73%	74%	0%

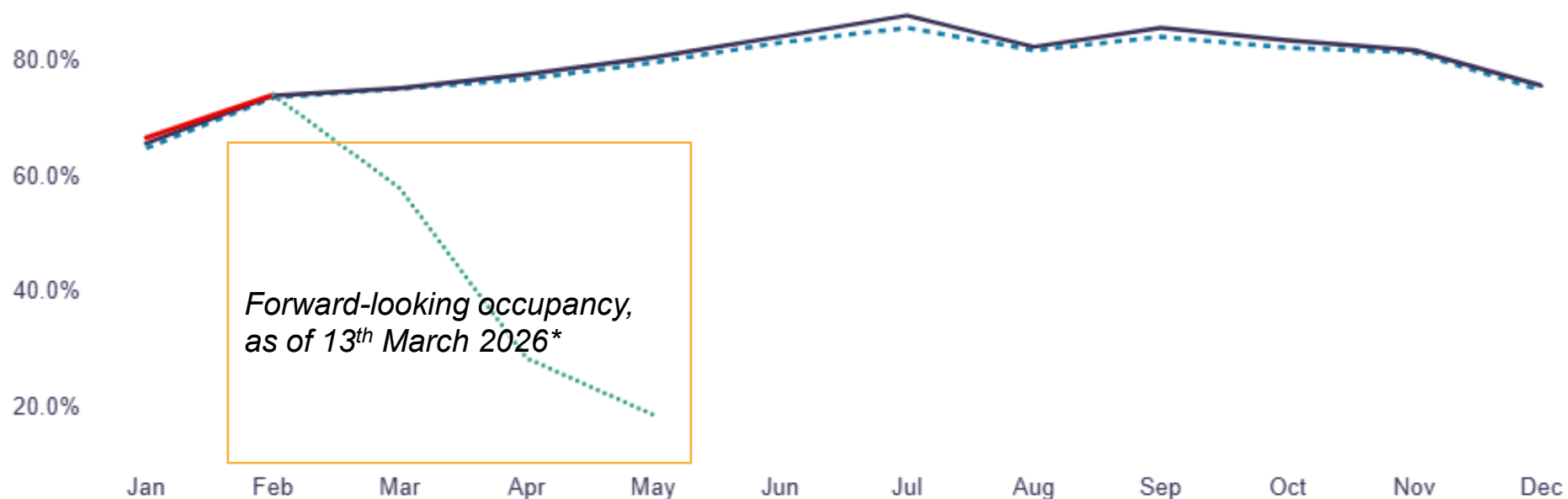
Weekend = Friday & Saturday nights, Weekday = Sunday - Thursday

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

2024-2026 Occupancy rates and forward look

2024, 2025, 2026 and On the Book Occupancy

--- 2024 — 2025 — 2026 On the Book

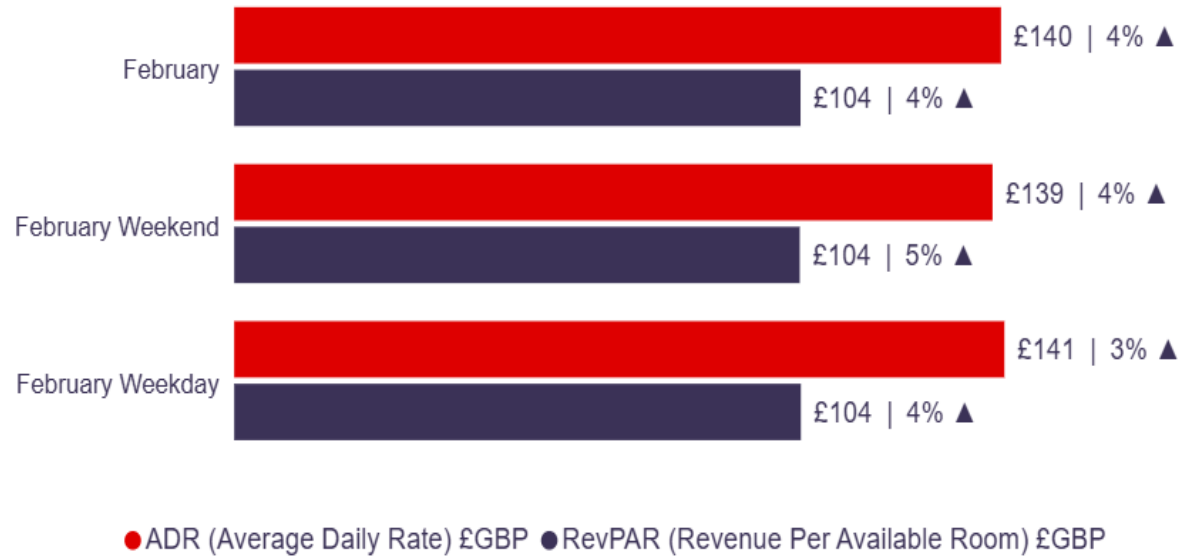


	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2024	65%	73%	75%	77%	79%	83%	85%	82%	84%	82%	81%	75%
2025	66%	74%	75%	77%	80%	84%	88%	82%	85%	83%	82%	75%
2026	66%	74%										
On the Book			58%	28%	19%							

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

*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



Data Tables – February 2024, 2025, 2026

ADR	2024	2025	2026	2025-26 % change
February	£139	£135	£140	4%
Year to Date	£137	£135	£138	3%
February Weekend	£136	£133	£139	4%
February Weekday	£140	£136	£141	3%

RevPAR	2024	2025	2026	2025-26 % change
February	£102	£100	£104	4%
Year to Date	£94	£93	£97	4%
February Weekend	£98	£99	£104	5%
February Weekday	£104	£100	£104	4%

- While occupancy remained level compared to the same month last year, ADR and RevPAR each rose 4% year-on-year to £140 and £104 respectively, with weekend seeing higher year-on-year growth than weekday across both metrics

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

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

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	3.0%	-0.5%	1.5%	January	11.8%	0.8%	3.0%
February	0.8%	-2.8%	3.7%	February	7.3%	-2.4%	3.9%
March	-2.1%	-0.9%		March	0.6%	-0.8%	
April	-0.9%	-1.3%		April	1.6%	-0.3%	
May	-1.6%	-2.5%		May	2.9%	-1.4%	
June	2.1%	-3.3%		June	3.3%	-2.1%	
July	0.0%	2.8%		July	3.4%	5.4%	
August	3.0%	-1.1%		August	6.6%	-0.3%	
September	-2.3%	5.0%		September	-1.2%	7.0%	
October	-3.7%	3.2%		October	-1.3%	4.8%	
November	-0.4%	3.1%		November	2.5%	3.6%	
December	0.1%	-0.9%		December	1.4%	0.1%	

- The February increase builds on the uplift seen in January, delivering a stronger start to the year than 2025 with slightly wider improvement observed in year-on-year growth for ADR (+6.5pp) than RevPAR (+6.3pp)

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

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Change in occupancy, by hotel size

- Mid-sized hotels with 201-300 rooms experienced growth in February, with occupancy up 2pp year-on-year to 76%. Smaller and larger hotels saw occupancy remain stable year-on-year.

Occupancy	2024	2025	2026	2025-26 % change
1-100 Rooms	71%	72%	72%	0%
101-200 Rooms	72%	73%	73%	0%
201-300 Rooms	72%	74%	76%	2%
300+ Rooms	77%	74%	74%	0%
ENGLAND TOTAL	73%	74%	74%	0%



Regional Occupancy, ADR and RevPAR

Occupancy by Region

- Looking at year-on-year growth in occupancy, Southwest England recorded the largest increase in February, up 3pp at 73%, followed by Northwest England, up 2pp at 76%.
- Yorkshire & The Humber observed the highest occupancy rate overall at 79%, unchanged from February last year; East of England observed the lowest at 71%, down 1pp from last year.
- Northeast England saw the largest decline, falling 3pp year-on-year to 76% after leading occupancy in February last year

Data Tables – February 2024, 2025 & 2026

Occupancy	2024	2025	2026	2025-26 pp change
East Midlands	77%	74%	75%	0%
East of England	72%	73%	71%	-1%
Greater London	74%	73%	72%	-1%
Northeast England	74%	79%	76%	-3%
Northwest England	69%	74%	76%	2%
Southeast England	71%	74%	74%	0%
Southwest England	68%	69%	73%	3%
West Midlands	71%	73%	73%	0%
Yorkshire & The Humber	78%	79%	79%	0%
ENGLAND EXCLUDING LONDON	71%	74%	74%	1%
ENGLAND TOTAL	73%	74%	74%	0%

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

ADR and RevPAR by Region

Data Tables – February 2024, 2025 & 2026

ADR	2024	2025	2026	2025-26 % change	RevPAR	2024	2025	2026	2025-26 % change
East Midlands	£87	£91	£92	1%	East Midlands	£68	£67	£69	2%
East of England	£94	£94	£98	4%	East of England	£68	£68	£70	2%
Greater London	£184	£178	£185	4%	Greater London	£137	£130	£134	3%
Northeast England	£85	£87	£91	5%	Northeast England	£63	£69	£69	0%
Northwest England	£94	£94	£100	6%	Northwest England	£64	£70	£76	9%
Southeast England	£92	£93	£95	2%	Southeast England	£66	£69	£70	2%
Southwest England	£94	£93	£97	4%	Southwest England	£64	£65	£70	8%
West Midlands	£95	£98	£97	-1%	West Midlands	£67	£72	£71	-1%
Yorkshire & The Humber	£87	£88	£90	2%	Yorkshire & The Humber	£68	£70	£71	2%
ENGLAND EXCLUDING LONDON	£92	£93	£96	3%	ENGLAND EXCLUDING LONDON	£66	£69	£71	4%
ENGLAND TOTAL	£139	£135	£140	4%	ENGLAND TOTAL	£102	£100	£104	4%

- The North West delivered the strongest year-on-year growth in ADR (+6%) and RevPAR (+9%), as well as the highest ADR (£100) and RevPAR (£76) in England excluding London.
- All other regions saw year-on-year increases across both metrics except the West Midlands, which recorded a 1% decline in both ADR (£97) and RevPAR (£71).

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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