

# England Occupancy Survey

March 2026 Results

VisitEngland Research

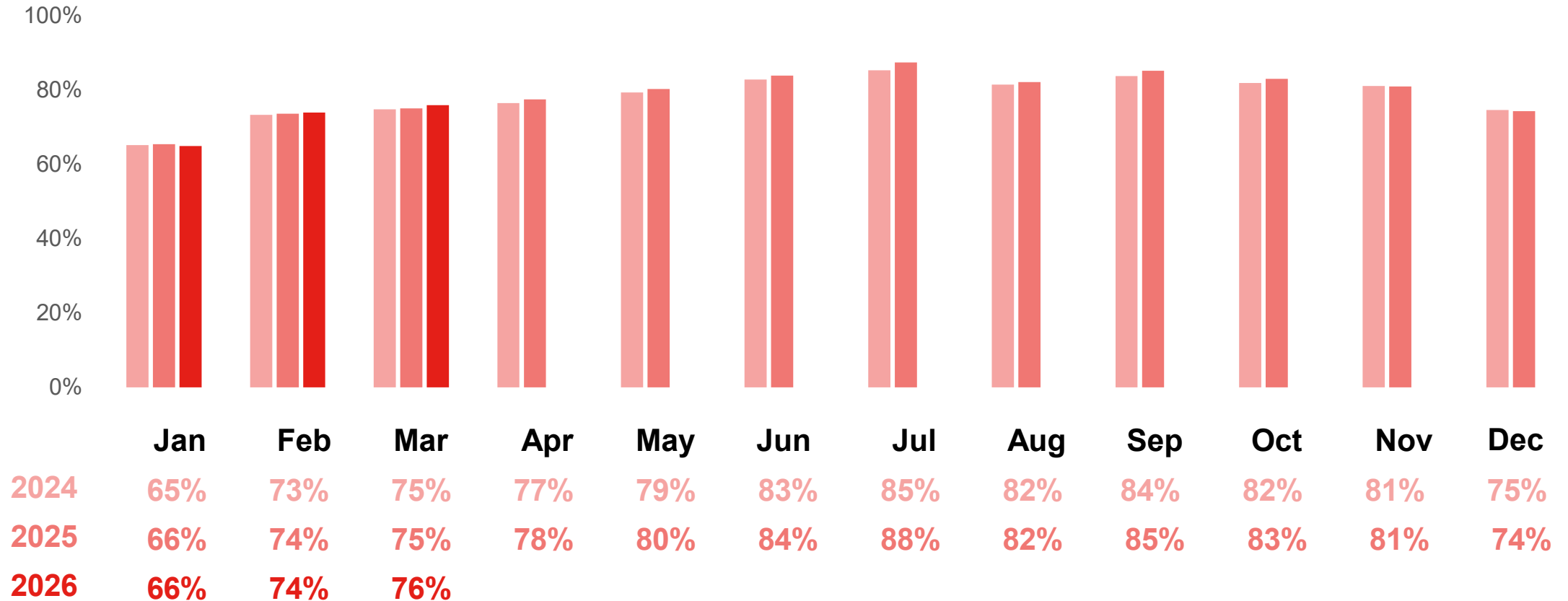
# Summary of Results

- **Hotel room occupancy** for March 2026 was 76%, broadly in line with March 2025 (75%).
- Observing **forward looking occupancy** for the first few months of 2026. As of the 16th April, occupancy rates committed so far for April 2026 were 55%, followed by 28% for May 2026 and 18% for June. These rates will rise as the month matures and more bookings are made.
- **Average Daily Rates and RevPAR** for England were up 3% and 4% on March 2025, reaching £146 and £110 respectively. The UK annual rate of inflation for March 2026 was 3.3%.
- **Regionally**, Southwest England recorded the highest year-on-year increase in occupancy for the second consecutive month, up by 5pp. In contrast, many regions saw declines with Yorkshire & The Humber, East of England and Northeast England each seeing a 2pp decline. All regions saw year-on-year growth in ADR and RevPAR except Yorkshire & The Humber and Southwest England, with West Midlands recording the highest year-on-year growth in RevPAR (+9%) and ADR (+4%) in England excluding London.
- **Medium sized hotels** continued to observe growth in occupancy, up 2pp year-on-year whilst smaller hotel saw a slight decline of 1pp over the same period.

# England Room Occupancy

## England Room Occupancy by Month

2024 2025 2026



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

# England Room Occupancy

## Data Tables – March 2026

<b>Room Occupancy</b>	<b>2024</b>	<b>2025</b>	<b>2026</b>	<b>2025-2026 pp change</b>
<b>March</b>	75%	75%	76%	1%
<b>March Year to Date</b>	71%	71%	72%	1%
<b>March Weekend</b>	75%	75%	75%	0%
<b>March Weekday</b>	75%	75%	76%	1%

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

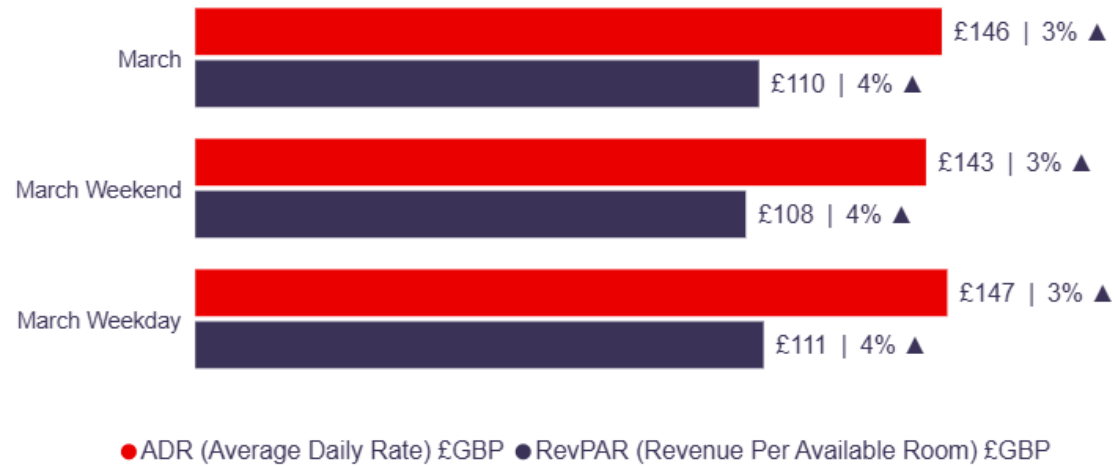


	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2024	65%	73%	75%	77%	79%	83%	85%	82%	84%	82%	81%	75%
2025	66%	74%	75%	77%	80%	84%	88%	82%	85%	83%	82%	75%
2026	66%	74%	76%									
On the Book				55%	28%	18%						

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 – March 2024, 2025, 2026

ADR	2024	2025	2026	2025-26 % change
March	£143	£141	£146	3%
Year to Date	£139	£137	£141	3%
March Weekend	£141	£139	£143	3%
March Weekday	£143	£143	£147	3%

RevPAR	2024	2025	2026	2025-26 % change
March	£107	£106	£110	4%
Year to Date	£99	£98	£101	4%
March Weekend	£106	£104	£108	4%
March Weekday	£107	£107	£111	4%

- While occupancy remained broadly in line with the same month last year, ADR and RevPAR each rose 3% and 4% year-on-year, reaching £146 and £110 respectively, with weekend and weekday seeing the same year-on-year growth 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%	1.3%	January	11.8%	0.8%	2.8%
February	0.8%	-2.8%	3.5%	February	7.3%	-2.4%	3.7%
March	-2.1%	-0.9%	3.2%	March	0.6%	-0.8%	3.9%
April	-0.9%	-1.5%		April	1.6%	-0.4%	
May	-1.6%	-2.7%		May	2.9%	-1.6%	
June	2.1%	-3.4%		June	3.3%	-2.2%	
July	0.0%	2.6%		July	3.4%	5.2%	
August	3.0%	-1.2%		August	6.6%	-0.5%	
September	-2.3%	4.8%		September	-1.2%	6.8%	
October	-3.7%	3.1%		October	-1.3%	4.7%	
November	-0.4%	2.9%		November	2.5%	3.5%	
December	0.1%	-1.1%		December	1.4%	-0.1%	

- Both ADR and RevPAR observed positive year-on-year growth in March, with ADR up 3.2% and RevPAR compared to March 2025.

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

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

# Change in occupancy, by hotel size

- Mid-sized hotels with 201-300 rooms observed the same growth in March as did in February, with occupancy up 2pp to 78% compared to March 2025.
- Occupancy remained broadly stable year-on-year for small and large hotels; smaller hotels with 1–100 rooms were the only segment to record a 1pp year-on-year decline.

Occupancy	2024	2025	2026	2025-26 pp change
1-100 Rooms	72%	73%	72%	-1%
101-200 Rooms	74%	73%	74%	0%
201-300 Rooms	75%	76%	78%	2%
300+ Rooms	78%	77%	77%	0%
ENGLAND TOTAL	75%	75%	76%	1%





# Regional Occupancy, ADR and RevPAR

# Occupancy by Region

Data Tables – March 2024, 2025 & 2026

- Looking at Occupancy by region, Southwest England recorded the strongest increase year-on-year for the second consecutive month, rising 5pp to 76%, followed by Northwest England, up 2pp to 76%.
- Yorkshire & The Humber continued to record the highest occupancy at 77%, despite a 2pp decline year-on-year, while the East of England saw the lowest at 73%, also down 2pp; Northeast England declined by 2pp similarly.

Occupancy	2024	2025	2026	2025-26 pp change
East Midlands	77%	75%	75%	0%
East of England	73%	75%	73%	-2%
Greater London	75%	76%	75%	-1%
Northeast England	78%	78%	76%	-2%
Northwest England	71%	72%	75%	3%
Southeast England	73%	74%	75%	1%
Southwest England	71%	71%	76%	5%
West Midlands	75%	72%	76%	3%
Yorkshire & The Humber	78%	79%	77%	-2%
ENGLAND EXCLUDING LONDON	73%	74%	75%	1%
ENGLAND TOTAL	75%	75%	76%	1%

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

# ADR and RevPAR by Region

## Data Tables – March 2024, 2025 & 2026

ADR	2024	2025	2026	2025-26 % change	RevPAR	2024	2025	2026	2025-26 % change
East Midlands	£89	£93	£96	4%	East Midlands	£68	£70	£72	4%
East of England	£97	£98	£101	3%	East of England	£71	£74	£74	0%
Greater London	£187	£185	£193	5%	Greater London	£140	£140	£145	4%
Northeast England	£88	£88	£90	2%	Northeast England	£68	£68	£68	0%
Northwest England	£98	£95	£97	2%	Northwest England	£70	£68	£73	6%
Southeast England	£95	£95	£96	2%	Southeast England	£69	£70	£72	3%
Southwest England	£102	£102	£101	-1%	Southwest England	£72	£72	£76	6%
West Midlands	£104	£104	£108	4%	West Midlands	£78	£75	£82	9%
Yorkshire & The Humber	£90	£90	£89	-1%	Yorkshire & The Humber	£70	£71	£68	-4%
ENGLAND EXCLUDING LONDON	£97	£96	£98	2%	ENGLAND EXCLUDING LONDON	£71	£71	£74	4%
ENGLAND TOTAL	£143	£141	£146	3%	ENGLAND TOTAL	£107	£106	£110	4%

- West Midlands delivered the strongest year-on-year growth in RevPAR (+9%) and the highest RevPAR (£82) in England, while both West Midlands and East Midlands recorded the strongest ADR growth (+4%) across England excluding London.
- All other regions saw year-on-year increases across both metrics in March except Yorkshire & The Humber and Southwest England, with Yorkshire & The Humber seeing a decline in both ADR (-1%) and RevPAR (-4%) and Southwest England observing a 1% decline in ADR.

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](mailto:research@visitbritain.org)

*Please note that these statistics are in development.*

**For further questions please contact:**  
**[research@visitbritain.org](mailto:research@visitbritain.org)**