

England Occupancy Survey

April 2026 Results

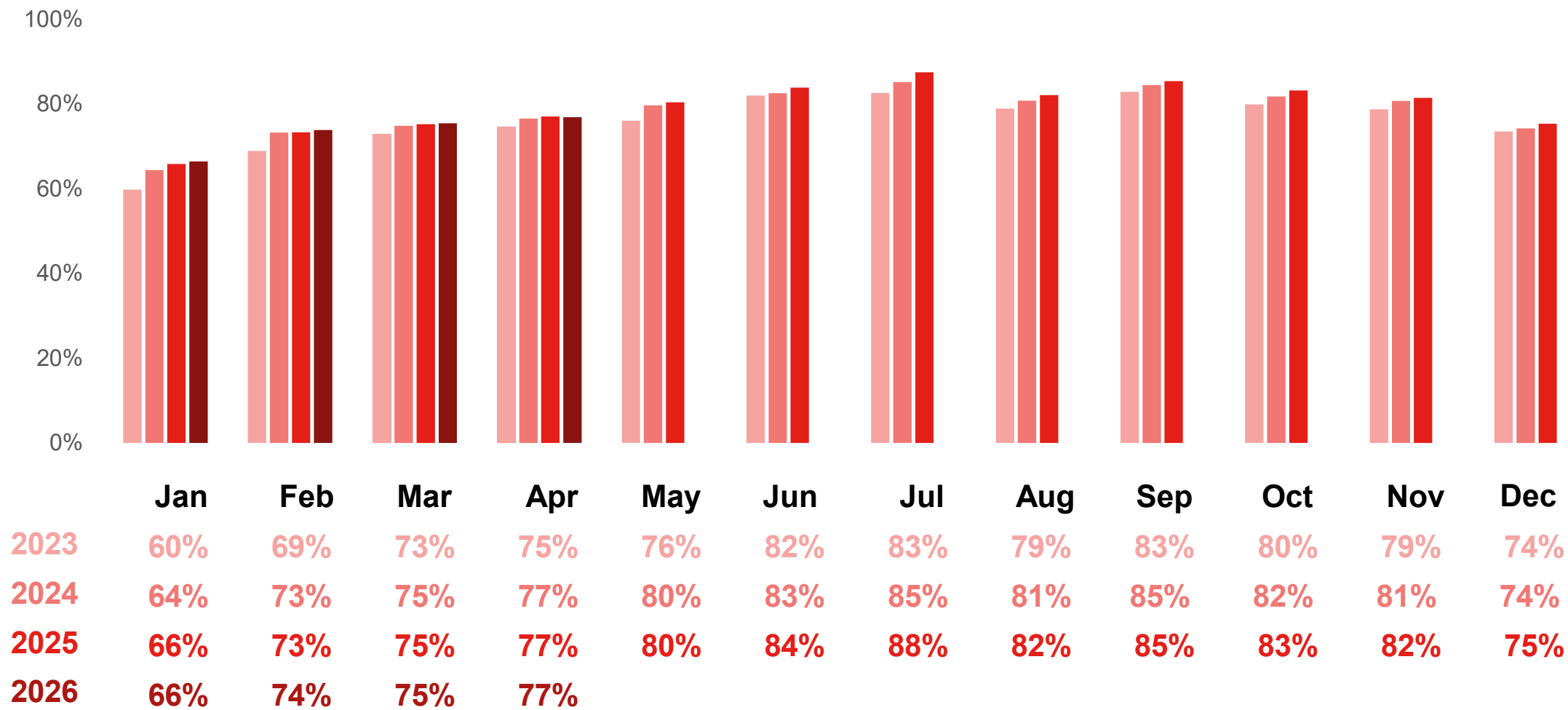
VisitEngland Research

Summary of Results

- **Hotel room occupancy** for April 2026 was 77%, on par with April 2025. Year to date (Jan-April) occupancy for 2026 was 73%, on par with the same period for 2025.
- Observing **forward looking occupancy** for the remainder of 2026. As of the 3rd May 2026, occupancy rates committed so far for 2026 were broadly on par with last year although June, July and August are lower than this time last year.
- **Average Daily Rates** for England increased by 3% in April 2026 to £153, with **RevPAR** (Revenue per Available Room) up 3% as well, to £117, both on par with the rate of inflation for April (2.8%). Weekday ADR grew at a faster rate (4%) compared to Weekends (1%). ADR for England excluding London was £99 (+3%), and RevPAR was £76 (+4%).
- **Regionally**, the West Midlands and the South West recorded the greatest increase in occupancy compared to April 2025, rising by 4pp and 2pp respectively. In contrast, many regions saw declines with Yorkshire & Humberside experiencing the biggest year on year decline (-5pp) followed by the East of England (-2.5pp).
- The **mid-sized hotels** experienced year-on-year growth in occupancy, +1.7pp to 79% in April 2026.

England Room Occupancy

England Room Occupancy by Month



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

England Room Occupancy

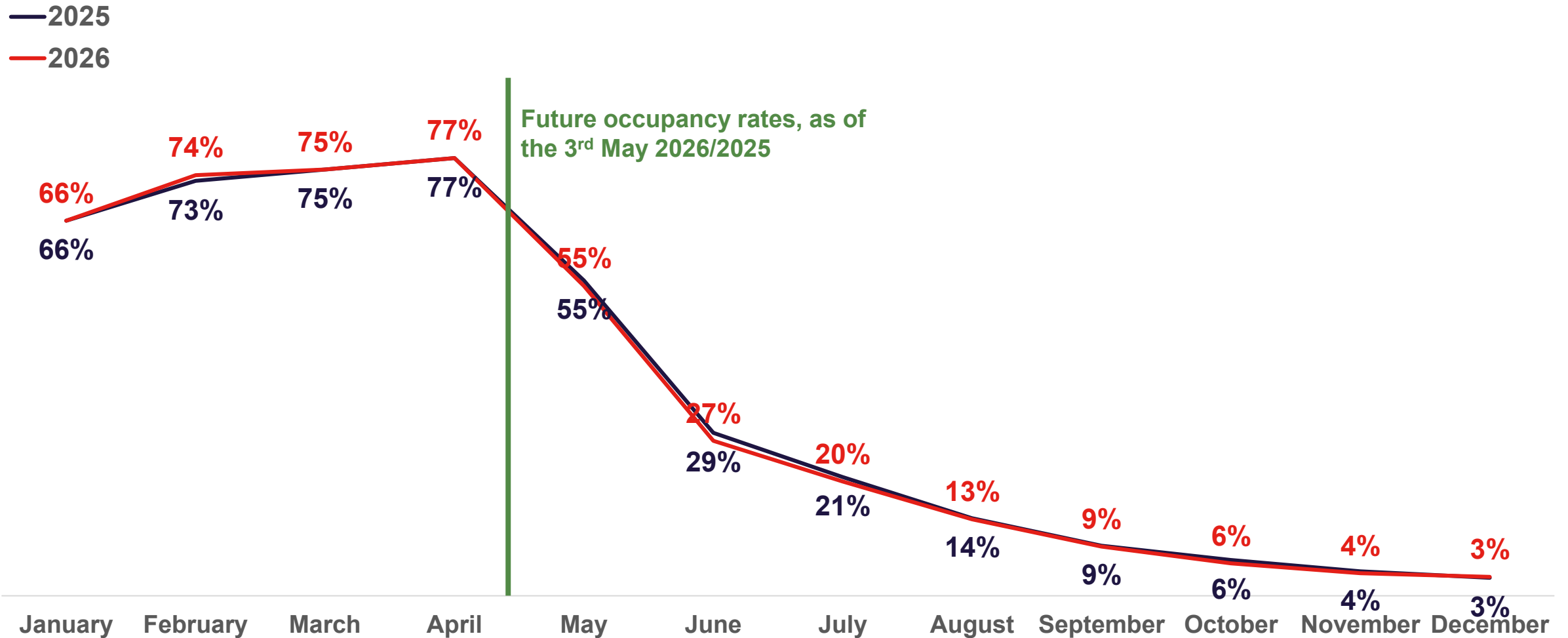
Data Tables – April 2025-2026

Room Occupancy	2025	2026	2025-26 pp change
April	77%	77%	-0.2%
April Year to Date	73%	73%	0.3%
April Weekend	79%	79%	0.0%
April Weekday	77%	76%	-0.2%

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

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

2025-2026 Forward looking occupancy rates



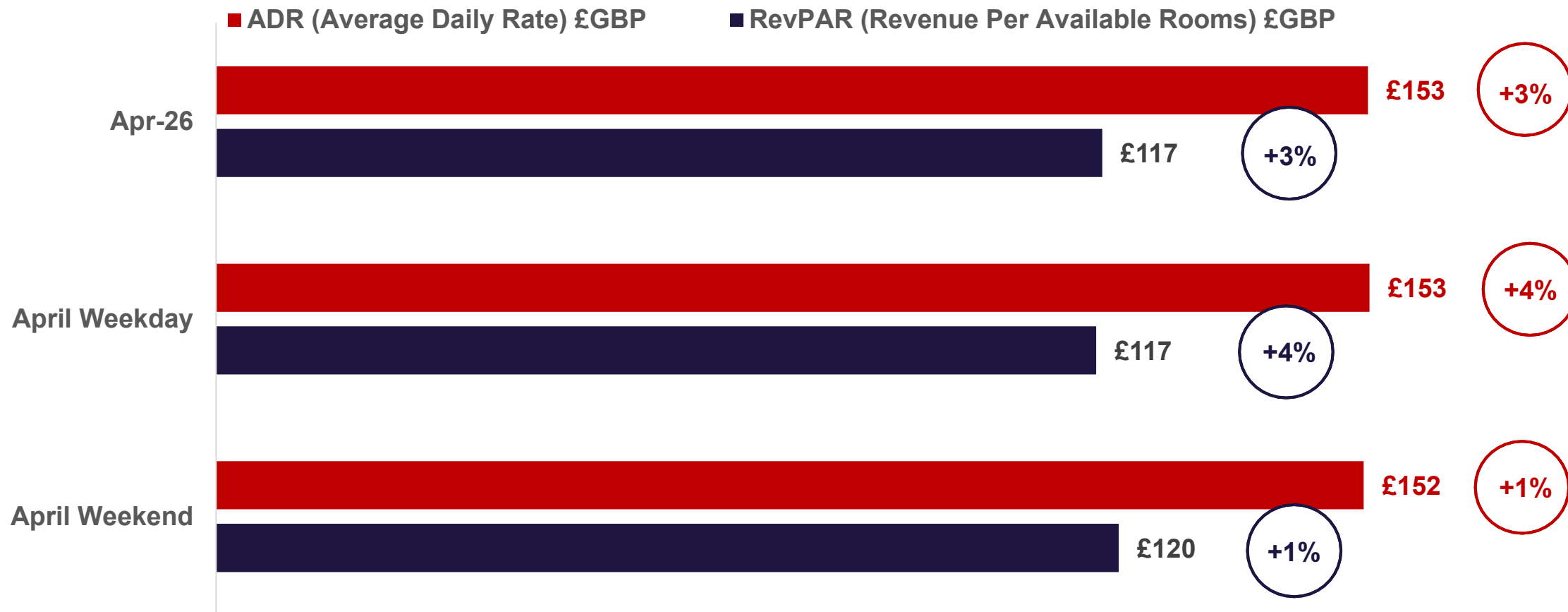
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*Forward looking occupancy rates are not a forecast, but rather the % of committed occupancy so far, as of the date listed

England ADR and RevPAR

At a glance – April 2026

x% % change from same period in previous year



Please note that Weekday = Sunday-Thursday and Weekend = Friday & Saturday

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

England ADR and RevPAR

Data Tables – April 2025-26

ADR	2025	2026	2025-26 % change
April	£148.07	£152.67	3.1%
April Weekday	£147.24	£152.88	3.8%
April Weekend	£150.29	£152.10	1.2%

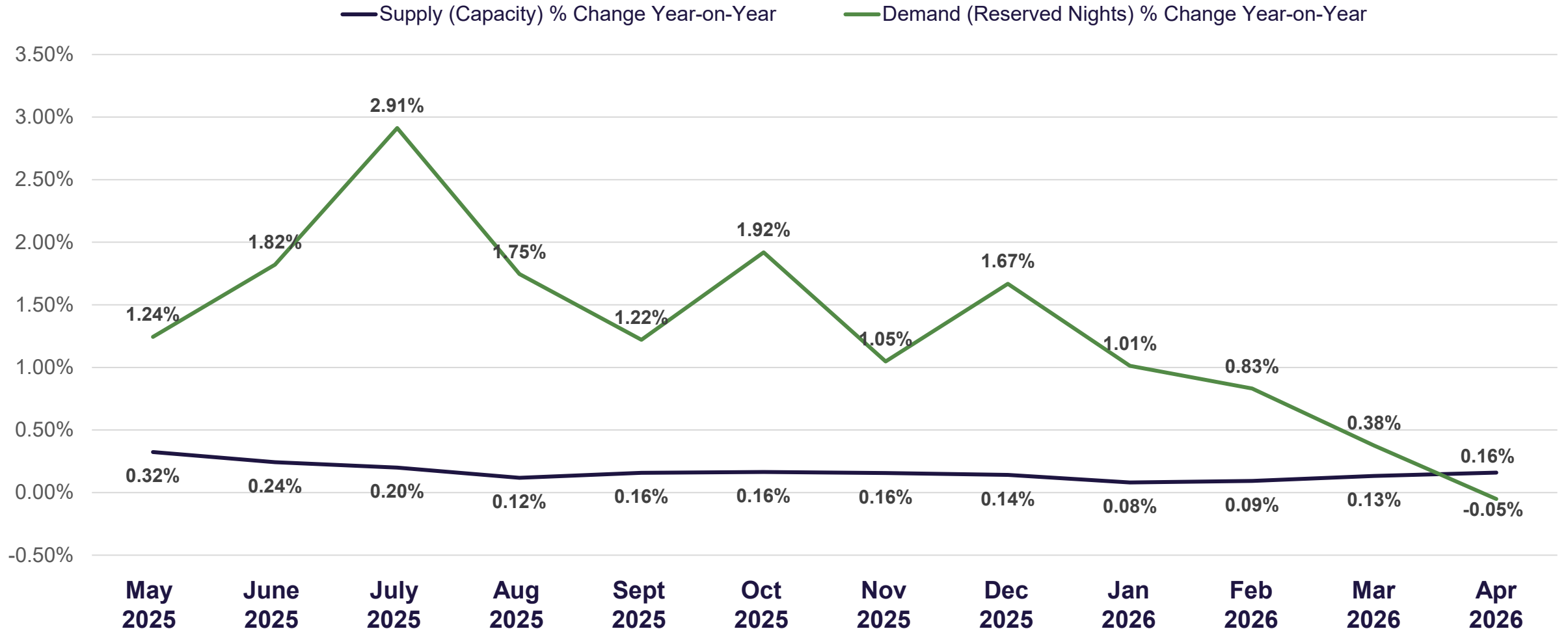
RevPAR	2025	2026	2025-26 % change
April	£114.14	£117.44	2.9%
April Weekday	£112.69	£116.65	3.5%
April Weekend	£118.13	£119.62	1.3%

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

Please note that Weekday = Sunday-Thursday and Weekend = Friday & Saturday

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

Change in room supply and demand, year-on-year



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Occupancy by Hotel Size

Data Tables – April 2025-2026

Room Occupancy	2025	2026	2025-26 pp change
1-100 Rooms	75%	74%	-1.8%
101-200 Rooms	76%	76%	-0.2%
201-300 Rooms	78%	79%	+1.7%
300+ Rooms	79%	78%	-1.6%
ENGLAND TOTAL	77%	77%	-0.2%

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 – April 2025-26

Room Occupancy	2025	2026	% change 2025-26
East Midlands	76%	75%	-1.5%
East of England	77%	75%	-2.5%
Greater London	78%	77%	-1.4%
Northeast England	75%	76%	1.8%
Northwest England	76%	78%	2.1%
Southeast England	76%	77%	1.0%
Southwest England	74%	76%	2.3%
West Midlands	68%	72%	3.7%
Yorkshire & Humberside	82%	77%	-4.8%
TOTAL ENGLAND	77%	77%	-0.2%
TOTAL ENGLAND (excl London)	75%	76%	0.7%

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

ADR by Region

Data Tables – April 2025-26

ADR	2025	2026	% change 2025-26
East Midlands	£91.04	£94.25	3.5%
East of England	£99.45	£101.33	1.9%
Greater London	£199.11	£205.95	3.4%
Northeast England	£88.00	£90.07	2.3%
Northwest England	£100.21	£101.34	1.1%
Southeast England	£98.76	£101.00	2.3%
Southwest England	£97.70	£100.29	2.7%
West Midlands	£94.40	£100.78	6.8%
Yorkshire & Humberside	£90.64	£92.92	2.5%
TOTAL ENGLAND	£148.07	£152.58	3.1%
TOTAL ENGLAND (excl London)	£96.68	£99.34	2.7%

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

RevPAR by Region

Data Tables – April 2025-26

RevPAR	2025	2026	% change 2025-26
East Midlands	£69.39	£70.37	1.4%
East of England	£76.94	£75.90	-1.4%
Greater London	£156.17	£158.66	1.6%
Northeast England	£65.72	£68.85	4.8%
Northwest England	£76.20	£79.21	4.0%
Southeast England	£75.51	£78.25	3.6%
Southwest England	£71.89	£76.15	5.9%
West Midlands	£64.44	£72.53	12.6%
Yorkshire & Humberside	£74.61	£72.01	-3.5%
TOTAL ENGLAND	£114.14	£117.44	2.9%
TOTAL ENGLAND (excl London)	£72.92	£75.66	3.8%

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:
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