



VisitEngland™

# Accommodation Stock Audit 2026

## 4<sup>th</sup> June 2026

A guest suite with view across the beach at the luxury The Watergate Bay Hotel. Locations: Cornwall, England. © The Watergate Bay Hotel

# Contents

- Background
- Overall Summary
- Accommodation Stock by Region
- Serviced Accommodation Stock
- Non-Serviced Accommodation Stock
- Hotels
- Bed & Breakfast/Guest Houses
- Camping Grounds
- Self-Catering Accommodation



Campsite with caravans and tents set amongst green fields and trees. Locations: Market Harborough, England. © Keith Kimber

# Background

- In 2026 VisitEngland commissioned an update of the accommodation stock audit undertaken in 2016.
- In contrast to many other countries, there is no compulsory registration scheme for accommodation establishments in England, Wales or Scotland. This audit has been undertaken to gain the best possible measure of accommodation stock across the countries.
- Various resources were used to compile this information, including VisitEngland's database of accommodation, data from LVEPs, industry bodies and associations, commercial organisations and web scrape data. Details of all data sources and assumptions made regarding the data can be found in the Technical Appendix.
- This report provides an overview of the main findings of the research undertaken
- It is important to note that because there is no definitive single data source, the numbers included in this report remain estimations rather than fully verified counts.
- Even with the most accurate way of recording data, it is only ever a snapshot in time (establishments open and close all the time).
- Alongside this summary report there is an MS Excel data file that shows counts of hotels, B&Bs / Guest Houses and Camping Grounds by ITL1,2,3 and Local Authority area. Short-Term Rentals detailed data is available via the dashboard on our website, link below.
- The growth and evolution of the self-catering sector, through online listings and booking platforms have led to further challenges in fully isolating and quantifying that segment of the accommodation market. This audit therefore uses the Lighthouse short-term rental data, already published by VisitBritain: [UK short-term rentals | VisitBritain.org](#)

# Overall Summary

The table below shows the summary of the estimated accommodation stock for England.

<b>Serviced Accommodation:</b>	<b>Establishments</b>	
<b>England</b>	28,778	
Bed & Breakfast / guest house	12,401	43%
Hotels	16,377	57%

<b>Non-Serviced Accommodation:</b>	<b>Establishments</b>	
<b>England</b>	305,561	
Camping Grounds	5,130	2%
Short-term Rentals (whole properties)	300,431	98%

# Accommodation stock by region

The overall volume of accommodation available in England is over 334,000 properties. Short-term rentals dominate the supply, with over 300,000 entire homes listed on average in 2025. Hotels are the next biggest property type with over 16,000 listed, followed by B&B / Guest House with over 12,000 and then camping grounds with over 5,100.

Region	B&B / Guest House	Camping Grounds	Hotel	Short-Term Rentals (Entire Homes)	Total
England	12,401	5,130	16,377	300,431	334,339
East Midlands (England)	899	514	1,012	17,575	20,000
East of England	1,215	614	1,421	26,521	29,771
London	526	32	3,157	60,653	64,368
North East (England)	478	166	623	11,837	13,104
North West (England)	1,497	418	2,474	32,131	36,520
South East (England)	2,161	808	2,636	41,532	47,137
South West (England)	3,582	1,617	2,436	67,805	75,440
West Midlands (England)	887	457	1,232	17,455	20,031
Yorkshire and The Humber	1,156	504	1,386	24,922	27,968

# Serviced Accommodation – Bedrooms & Bedspaces

The overall volume of serviced accommodation available in England is over 28,000 properties. As might be expected there is variation by region, with the South West having the highest count of properties. London has the greatest volume of bedrooms/bedspaces because of larger average property size.

Region	Establishments <sup>1</sup>		Bedrooms <sup>2</sup>	Bedspaces <sup>3</sup>
England	28,778		884,431	1,989,969
East Midlands (England)	1,911	7%	48,423	108,952
East of England	2,636	9%	69,453	156,268
London	3,683	13%	233,551	525,490
North East (England)	1,101	4%	29,732	66,898
North West (England)	3,971	14%	120,626	271,409
South East (England)	4,797	17%	133,909	301,296
South West (England)	6,018	21%	116,844	262,898
West Midlands (England)	2,119	7%	67,405	151,661
Yorkshire and The Humber	2,542	9%	64,488	145,098

1. This includes hotels, B&Bs, Guest Houses, pubs with rooms

2. Very limited data is available on the number of bedrooms per establishment and therefore, using what data is available, an estimation of room count has been applied

3. Very limited data is available on the number of beds per room and therefore, using what data is available, an estimation of bedspaces per room has been applied

# Non-Serviced Accommodation Stock

The overall volume of non-serviced accommodation (camping grounds and short-term lets) available in England is over 305,000 properties. The South West having the highest count of both camping grounds and short-term rentals. London also has a high volume of short-term rentals, followed by the South East.

Region	Camping Grounds		Short-Term Rentals (Entire Homes)		TOTAL
England	5,130		300,431		305,561
East Midlands (England)	514	10%	17,575	6%	18,089
East of England	614	12%	26,521	9%	27,135
London	32	1%	60,653	20%	60,685
North East (England)	166	3%	11,837	4%	12,003
North West (England)	418	8%	32,131	11%	32,549
South East (England)	808	16%	41,532	14%	42,340
South West (England)	1,617	32%	67,805	23%	69,422
West Midlands (England)	457	9%	17,455	6%	17,912
Yorkshire and The Humber	504	10%	24,922	8%	25,426

1. This includes hotels, B&Bs, Guest Houses, pubs with rooms
2. Very limited data is available on the number of bedrooms per establishment and therefore, using what data is available, an estimation of room count has been applied
3. Very limited data is available on the number of beds per room and therefore, using what data is available, an estimation of bedspaces per room has been applied

# Hotels

Multiple sources have been used to gather the hotel data, but there is still some debate across the industry over the most accurate and reliable data sources.

Region	Establishments		Bedrooms <sup>1</sup>	Bedspaces <sup>2</sup>
England	16,377		784,884	1,765,989
East Midlands (England)	1,012	6%	41,278	92,876
East of England	1,421	9%	59,692	134,308
London	3,157	19%	229,184	515,664
North East (England)	623	4%	25,869	58,206
North West (England)	2,474	15%	108,438	243,986
South East (England)	2,636	16%	116,581	262,307
South West (England)	2,436	15%	88,394	198,886
West Midlands (England)	1,232	8%	60,379	135,852
Yorkshire and The Humber	1,386	8%	55,069	123,905

1. Very limited data is available on the number of bedrooms per establishment and therefore, using what data is available, an estimation of room count has been applied

2. Very limited data is available on the number of beds per room and therefore, using what data is available, an estimation of bedspaces per room has been applied

# Bed & Breakfasts / Guest Houses

Whilst there is a Local Authority requirement for B&B/Guest House registration, it is a sector that appears to contain some unregulated/unregistered businesses and therefore there may be additional volume not included within this data

Region	Establishments		Bedrooms <sup>1</sup>	Bedspaces <sup>2</sup>
England	12,401		99,547	223,980
East Midlands (England)	899	7%	7,145	16,076
East of England	1,215	10%	9,760	21,960
London	526	4%	4,367	9,826
North East (England)	478	4%	3,863	8,692
North West (England)	1,497	12%	12,188	27,423
South East (England)	2,161	17%	17,328	38,989
South West (England)	3,582	29%	28,450	64,012
West Midlands (England)	887	7%	7,026	15,809
Yorkshire and The Humber	1,156	9%	9,419	21,192

1. Very limited data is available on the number of bedrooms per establishment and therefore, using what data is available, an estimation of room count has been applied
2. Very limited data is available on the number of beds per room and therefore, using what data is available, an estimation of bedspaces per room has been applied

# Camping Grounds

Data on campsites is based on multiple sources, but it is noted that 'pop-up' campsites have grown in popularity and are not subject to the same level of registration/accreditation as permanent sites and therefore may not all be included within this data

Region	Establishments		Pitches
England	5,130		118,491
East Midlands (England)	514	10%	11,976
East of England	614	12%	13,920
London	32	1%	718
North East (England)	166	3%	4,199
North West (England)	418	8%	10,030
South East (England)	808	16%	18,641
South West (England)	1,617	32%	36,904
West Midlands (England)	457	9%	10,328
Yorkshire and The Humber	504	10%	11,774

# Self-Catering Accommodation

Short-term rentals supply data from Lighthouse is based on the number of active listings across the major short-term rental platforms. The data shown below is based on entire homes only, however figures should be treated as indicative only due to potential limitations in definitions, coverage, and Lighthouse's deduplication algorithm.

Region	Entire Homes		Bedspaces
England	300,431		1,349,636
East Midlands	17,575	6%	82,843
East of England	26,521	9%	123,453
London	60,653	20%	250,632
North East	11,837	4%	55,089
North West	32,131	11%	147,777
South East	41,532	14%	191,551
South West	67,805	23%	311,367
West Midlands	17,455	6%	78,028
Yorkshire & the Humber	24,922	8%	108,895



# Accommodation Stock Audit 2026