

# Accommodation Stock Audit Technical Appendix June 2026

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

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# 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. This audit has been undertaken to gain the best possible measure of accommodation stock.
- 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. This technical appendix has been compiled alongside the creation of the VisitEngland Accommodation Stock Audit 2026. It details data sources that were reviewed, which were included and decisions made regarding the data (cleaning, processing and manipulation).
- Alongside this summary report there are 2 Excel pivot tables that show counts of each accommodation type by Region and Local Authority area. 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.

# 2016 Data Review

- The outputs of the audit in 2016 comprised of two one-page summaries; one for serviced accommodation and one for non-serviced accommodation. An Excel data file is also available to download that includes county and district subgroupings, more detailed accommodation types with a sheet showing this at establishment level, rooms level and bedspaces level.
- Unfortunately, there are limited supporting data files to explain how these summary tables were calculated but some simple division enables the calculations of the ratios between establishment to rooms, establishment to bedspaces and beds to establishments. Whilst the bedspaces to establishment and bedspaces to rooms ratios look sensible for all regions, the beds to establishment ration for London looks somewhat high. Some discrepancies were found between the Excel data file and summary pages and it is not known which is correct due to lack of supporting data files.
- Whilst there is no requirement to compare the data to the 2016 audit it is useful to understand the ratios. However, it is known that there have been extensive changes to the accommodation landscape over the last ten years which mean varied results are likely.

# 2026 Data Sources (1/2)

Data sources considered for the 2026 audit are detailed below and on the following slides:

- **The AA:** A file containing 2,816 properties held by the AA was provided
- **Amadeus:** A file containing hotel data was provided by Amadeus. It was not clear how recent this file was created but it was thought to be the complete hotel stock. When analysing the file several duplicate records were found within the file and records with no valid postcode.
- **Byte Scraper:** Byte Scraper is a custom web scraper tool where filters could be applied by country, accommodation type (hotel, guest house etc.) The six data files were combined and a deduplication process was undertaken. Files were purchased for the following accommodation types: Hotels, Campsites (England only), Camping grounds, Camping farms, Guesthouses, Bed & Breakfasts
- **Caravan and Motorhome Club:** Provided a data file with 148 records, AMC touring and camping pitch volumes as well as details of glamping and cottage units across England, Scotland and Wales
- **Glamping Industries Trade Association (GITA):** A file containing properties held by GITA was provided. They currently have about 75 glampsites in membership. Their membership is banded by number of sites but not the specific number. E.g. 0-3. 4-10 and so on up to 50+. Some of the larger sites will have units across the country and individual site addresses were not known.
- **HARPA (Holiday and Residential Parks Association):** The data provided was quite granular – they record numbers for various individual types of “glamping” units, e.g., tepees, wigwams, etc. Some parks offer accommodation which is not caravan-based, for example, apartments, cottages and bungalows. Data to show the number of rooms these properties have was not available. HARPA did not include owner-occupied unit data. Some owner-occupied units can be sub-let, but figures are not available.

# 2026 Data Sources (2/2)

- **LVEP data files:** Databases of accommodation stocks were shared by some LVEPs. This enabled a matching process to take place to see what level of overlap there was between the merged data files and those held by the LVEP. LVEPs were invited to review the counts that were calculated to comment on whether they appeared to be broadly accurate. One point to note is that where properties were on LVEP boundaries they would appear in multiple LVEP listings (in effect counted twice).
- **Stay in a Pub:** A list of approximately 2000 pubs with rooms was provided. Some are Members of Stay in a Pub and close partners; some are on their website as affiliate partners and others they have worked with in the past but no longer have a relationship. It is understood that the list represents approximately a third of the total sector (c.6000 pubs with rooms in the UK). Unfortunately, the file did not have complete data on the number of rooms and capacity, but data was included where the information was available.
- **Hotels that house refugees:** It is stated that there are currently c.200 hotels being used to house asylum seekers in the UK, holding over 30,000 people. It was decided that these hotels should remain within the data as they are still functioning hotels and will at some point revert to being bookable. The government has pledged to end the use of hotels for asylum seekers entirely by 2029. <https://www.refugeecouncil.org.uk/stay-informed/explainers/top-facts-from-the-latest-statistics-on-refugees-and-people-seeking-asylum/>

# Self-catering – data sources (1/2)

- **Holiday and Residential Parks Association:** HARPA also provided a file that contained 2,160 properties covering apartments, cottages and bungalows and camping sites. It has not been included for the self-catering element of this project as it is not known how much crossover it has with Lighthouse data (as that is just counts and not property listings)
- **Lighthouse:** Data in the Lighthouse reports is based on listings that are tracked on the major short term rental platforms (Airbnb, Booking.com, Vrbo). The data is webscrapped data that is then deduplicated where the same property is advertised on more than one platform.
  - Please note: Short-term rentals supply data from Lighthouse is based on the number of active listings across the major short-term rentals platforms. The data shown in the report 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.
  - The report cites that the UK Government defines a short-term rental property as ‘a dwelling, or part of a dwelling, provided by a host to a guest, for use as accommodation other than the guest’s only or principal residence, in return for payment, in the course of a trade or business carried on by the host’.

# Self-catering – data sources (2/2)

- **Professional Association of Self Caterers (PASC):** PASC confirmed that there are no property listing available and despite ten years lobbying for a Statutory Registration Scheme there will be no meaningful data in 2026.
- One option suggested is to use data from the Valuation Office Agency (VOA) but noted that this only represents 75,000 properties that are on business rates and that Airbnb has over 500,000 although acknowledges that this will contain lots of duplicates.
- Last year PASC produced their own report in conjunction with Frontier Research. The report estimates that there are 147,000 dedicated holiday lets in England and 22,000 in Wales (Scotland is not covered in the report). Dedicated holiday lets are entire property holiday lets and will include Yurts, Shepherds Huts etc and houses which have planning restrictions on them so they can only be holiday let. It does not include spare rooms and houses rented occasionally by owner residents.
- The report highlights the popular misconception that 30k listings on Airbnb means that there are 30k properties but that there are multiple types of short term lets including:
  - A room in someone's home.
  - A person that rents out their whole home when they are away themselves.
  - Someone's annex.
  - Previously dilapidated outbuildings on farms where farmers were encouraged to renovate to diversify.
  - Yurts / shepherd's hut / glamping pods etc.
  - B & Bs and boutique hotels.
  - Dedicated entire home holiday lets

# Duplicates

- A wide range of duplicates were found when the various data sources were merged.
  - Exact matches (name and address were the same)
  - Same business name, different address
  - Same business name, different business type (hotel and B&B etc.)
  - Same address, different business name
  - Same address, different business type (hotel and B&B etc.)
  - Individual rooms at the same location
- In order to carry out a deduplication process rules were created:
  - If a hotel appeared on both Byte Scrapper and Amadeus keep the Amadeus record as it contains the bed count (not available through Byte Scrapper). Use Byte Scrapper postcode if Amadeus record postcode is invalid.
  - If a hotel or B&B appeared alongside a campsite record at the same address we keep both.
  - If a campsite and a caravan park were located at the same address remove one.
  - Fuzzy logic within Excel was also used to identify and flag records that were similar but not identical.
  - Rules were put in place to help with matching property titles with 'and', &, the word 'the' in the title.

## Other edits

- While working through the database it was noted that a number of the Amadeus entries show 113 rooms which appeared to be a default entry. Some of these businesses were included in the pub with rooms database where the number of rooms was much smaller. In these instances, the number of rooms was changed to match the pubs with rooms database. However, there are still a number of businesses within the database with 113 rooms.

# Analysis (1/2)

## LVEP data

LVEP data was appended to the data file using the postcode and a lookup file.

Where postcodes were invalid the latitude and longitude data in the Byte Scraper file was used to create the postcode and update the record.

## Room count and bed count data

Due to limited data available for both room count and bed count data assumptions were needed to be made.

Where data files were provided by individual LVEPs changes were made to incorporate their detailed feedback.

Where room count data was not available averages were calculated to populate the blank records. The following figures were used:

Hotels - 46 rooms, B&B / Guest Houses - 8 rooms, Camping - 22 pitches

Where room count data was provided, this data was kept. In terms of bedspaces for hotels and B&Bs / GH a straight calculation of 2.25 x bedrooms was implemented.

Note on the Amadeus database: it was noted that a number of the Amadeus entries show 113 rooms which appeared to be a default entry. Some of these businesses were included in the pub with rooms database where the number of rooms was much smaller. In these instances, the number of rooms was changed to match the pubs with rooms database. However, there are still a number of businesses within the database with 113 rooms.

# Analysis (2/2)

## Data for Self-Catering Accommodation

Lighthouse data was the sole source for the self-catering accommodation stock.

Data for the number of properties was calculated from an average count of the January - December 2025 data for each LAU1. Only entire home data was used (private rooms and shared rooms were excluded).

Data for the number of bedspaces was calculated by multiplying the total available properties by property capacity (for entire homes) for each row property. It was then summed up across all the bed figures for the month and an average was calculated for the year for each region.

# Data Sources and Organisations Summary

Thank you to the following organisations and data sources that have helped with the compilation of this report:

Newcastle Gateshead Initiative, Marketing Manchester, South Yorkshire LVEP, Cotswolds Plus, Cumbria Tourism, Tees Valley, Visit Wiltshire, Visit County Durham, West Yorkshire, East Sussex, Brighton & Hove and West Sussex, Visit Peak District & Derbyshire, London and Partners, GTS data, The South West Research Company, Amadeus, Lighthouse, Valuation Office Agency, PASC, HARPA (Holiday and Residential Parks Association), Stay in a Pub, The AA, Caravan and Motorhome Club, Glamping Industries Trade Association (GITA).