

England Occupancy Survey

May 2026 Results

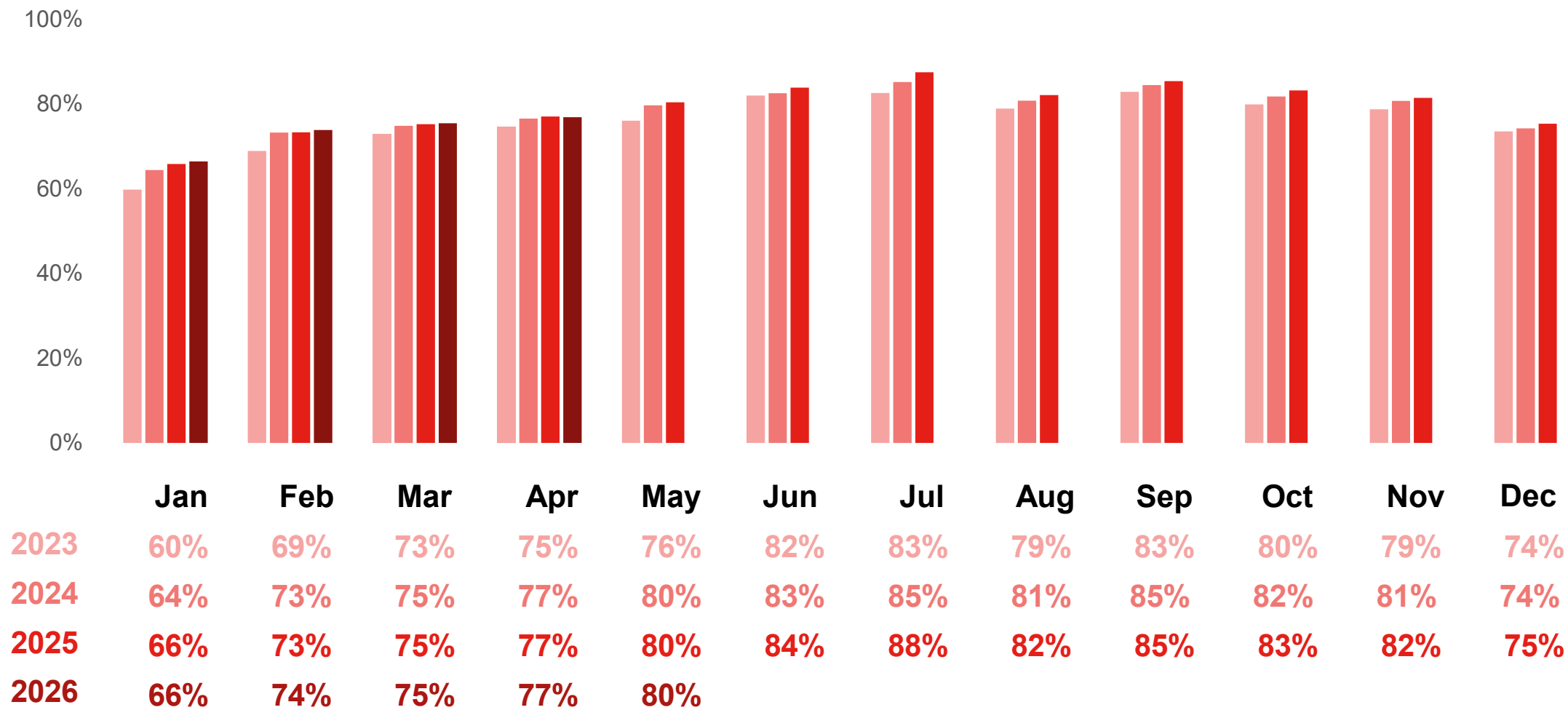
VisitEngland Research

Summary of Results

- **Hotel room occupancy** for May 2026 was 80%, on par with May 2025. Year to date (Jan-May) occupancy for 2026 was 75%, in line with the same period for 2025.
- Observing **forward looking occupancy** for the remainder of 2026. As of the 7th June 2026, occupancy rates committed so far for 2026 were broadly on par with last year although June and July are currently tracking lower than this time last year.
- **Average Daily Rates** for England increased by 3% in May 2026 to £163, with **RevPAR** (Revenue per Available Room) up 4% as well, to £131, with RevPAR sitting above the rate of inflation for May (2.8%). Weekend RevPAR grew at a faster rate (5%) compared to Weekday (3%). ADR for England excluding London was £105 (+2%), and RevPAR was £46 (+4%).
- **Regionally**, the West Midlands and the North East recorded the greatest increase in occupancy compared to May 2025, rising by 3pp and 2pp respectively. In contrast, many regions saw declines with East Midlands experiencing the biggest year on year decline (-5pp) followed by Yorkshire & Humberside (-4pp).
- The **mid-sized hotels** with 201-300 rooms experienced year-on-year growth in occupancy, +2.5pp to 82% in May 2026. The largest hotels (300+ rooms) had the highest occupancy for May, at 83%.

England Room Occupancy

England Room Occupancy by Month



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

England Room Occupancy

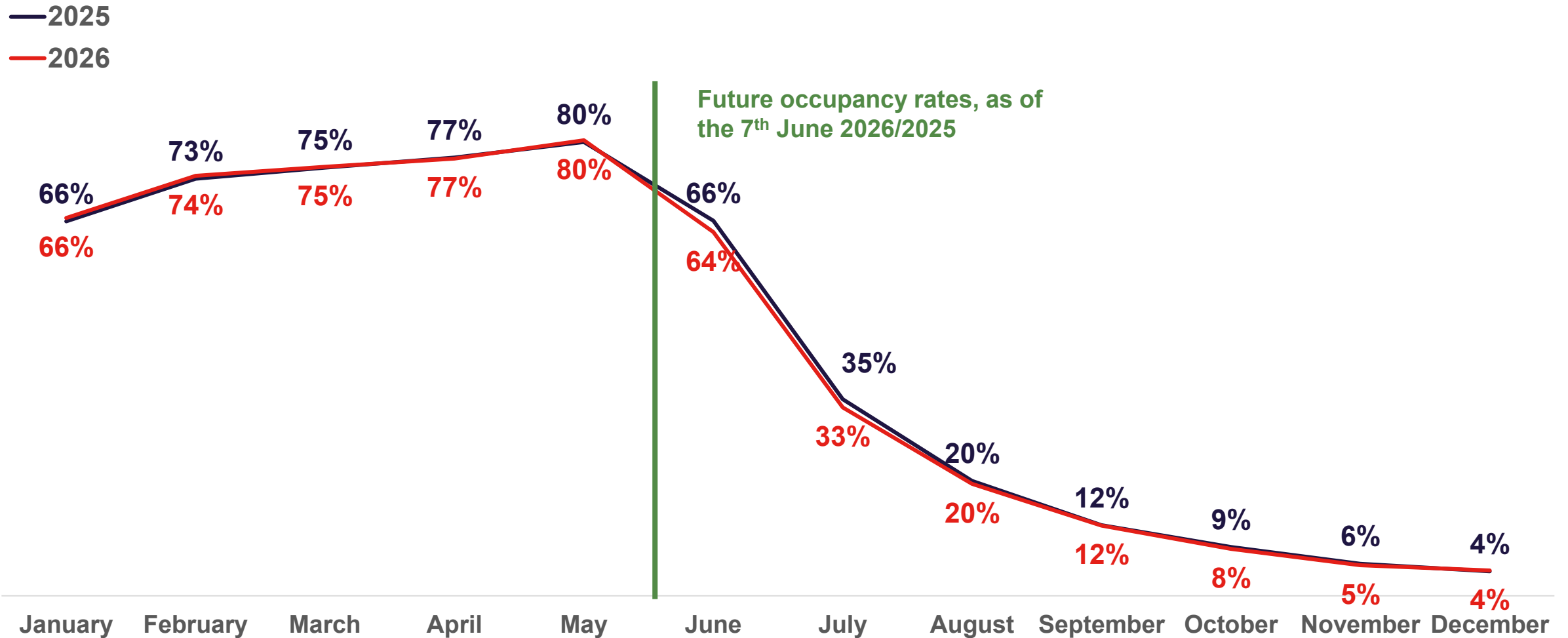
Data Tables – May 2025-2026

Room Occupancy	2025	2026	2025-26 pp change
May	80%	80%	0.3
May Year to Date	74%	75%	0.3
May Weekend	80%	82%	1.2
May Weekday	80%	79%	-0.1

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

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2025-2026 Forward looking occupancy rates



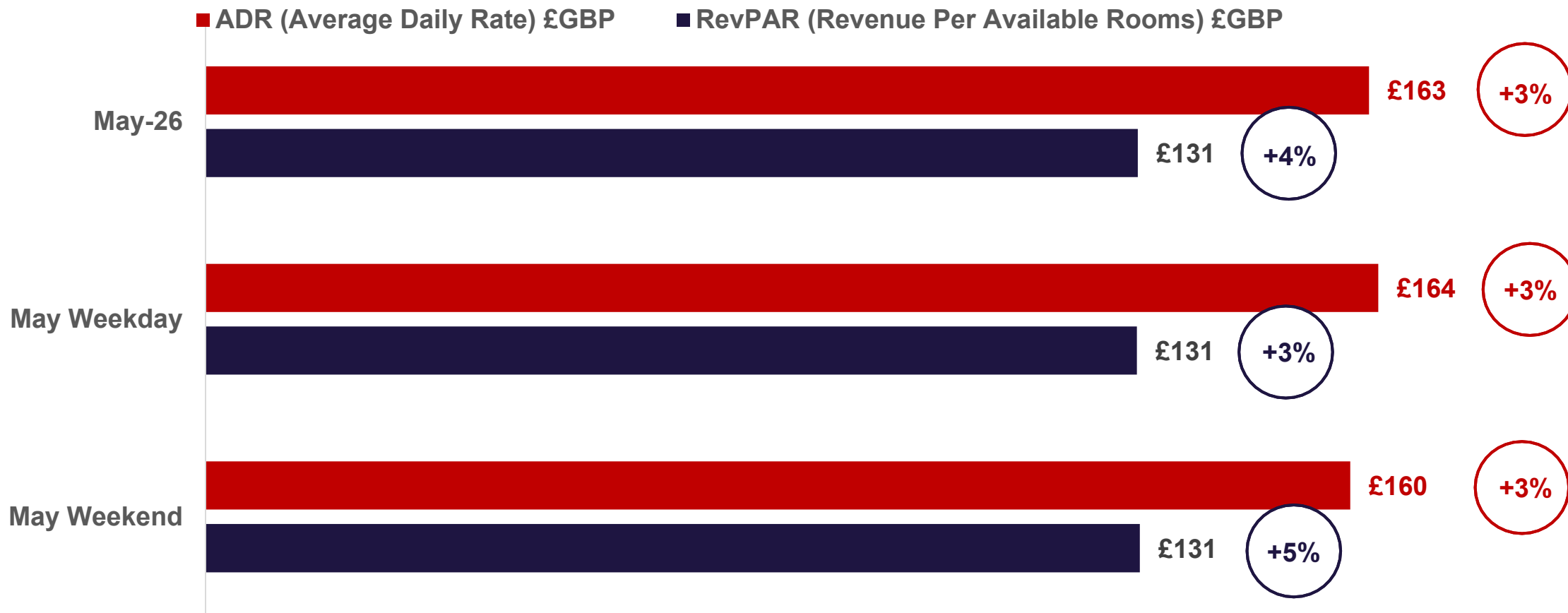
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*Forward looking occupancy rates are not a forecast, but rather the % of committed occupancy so far, as of the date listed

England ADR and RevPAR

At a glance – May 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 – May 2025-26

ADR	2025	2026	2025-26 % change
May	£157.94	£163.03	3.2%
May Weekday	£159.03	£164.32	3.3%
May Weekend	£155.68	£160.39	3.0%

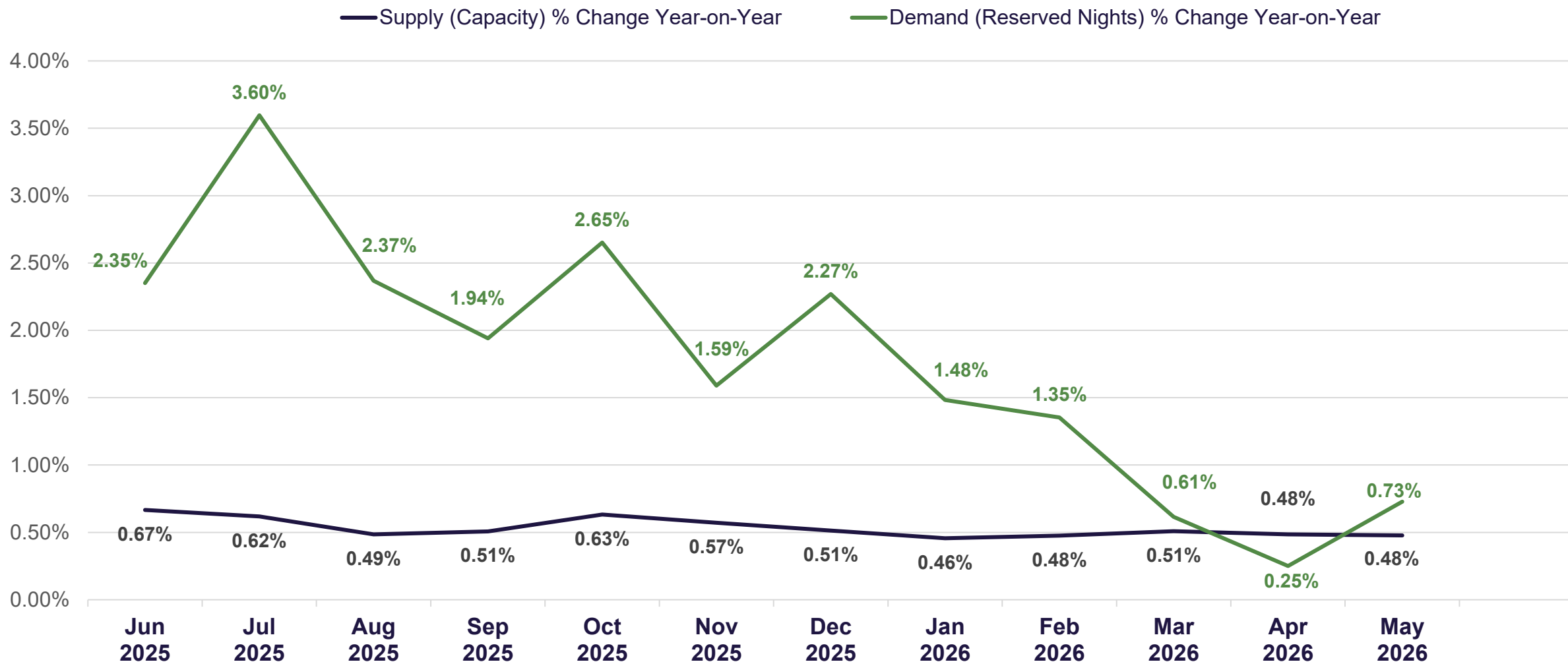
RevPAR	2025	2026	2025-26 % change
May	£126.07	£130.64	3.6%
May Weekday	£126.50	£130.51	3.2%
May Weekend	£125.16	£130.92	4.6%

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 – May 2025-2026

Room Occupancy	2025	2026	2025-26 pp change
1-100 Rooms	78%	77%	-0.8
101-200 Rooms	78%	78%	-0.4
201-300 Rooms	80%	82%	2.5
300+ Rooms	84%	83%	-0.3
ENGLAND TOTAL	80%	80%	0.3

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



Regional Occupancy, ADR and RevPAR

Occupancy by Region

Data Tables – May 2025-26

Room Occupancy	2025	2026	2025-26 pp change
East Midlands	77%	73%	-4.5
East of England	79%	76%	-2.5
Greater London	81%	82%	0.4
Northeast England	77%	79%	2.3
Northwest England	77%	79%	1.7
Southeast England	80%	81%	0.4
Southwest England	78%	80%	1.6
West Midlands	72%	75%	2.5
Yorkshire & Humberside	82%	78%	-3.6
TOTAL ENGLAND	80%	80%	0.3
TOTAL ENGLAND (excl London)	78%	78%	0.2

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

ADR by Region

Data Tables – May 2025-26

ADR	2025	2026	2025-26 % change
East Midlands	£96.28	£96.95	0.7%
East of England	£106.08	£108.14	1.9%
Greater London	£226.22	£229.94	1.6%
Northeast England	£94.30	£97.68	3.6%
Northwest England	£102.62	£103.44	0.8%
Southeast England	£106.94	£107.97	1.0%
Southwest England	£106.53	£108.83	2.2%
West Midlands	£101.56	£103.22	1.6%
Yorkshire & Humberside	£98.58	£106.23	7.8%
TOTAL ENGLAND	£157.94	£163.03	3.2%
TOTAL ENGLAND (excl London)	£103.08	£105.14	2.0%

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RevPAR by Region

Data Tables – May 2025-26

RevPAR	2025	2026	2025-26 % change
East Midlands	£40.63	£41.17	1.3%
East of England	£45.16	£45.04	-0.3%
Greater London	£104.27	£105.92	1.6%
Northeast England	£41.49	£42.33	2.0%
Northwest England	£44.47	£46.17	3.8%
Southeast England	£47.70	£48.70	2.1%
Southwest England	£44.58	£47.58	6.7%
West Midlands	£40.54	£42.90	5.8%
Yorkshire & Humberside	£45.64	£48.61	6.5%
TOTAL ENGLAND	£126.07	£130.64	3.6%
TOTAL ENGLAND (excl London)	£44.43	£46.04	3.6%

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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