

England Occupancy Survey

June 2026 Results

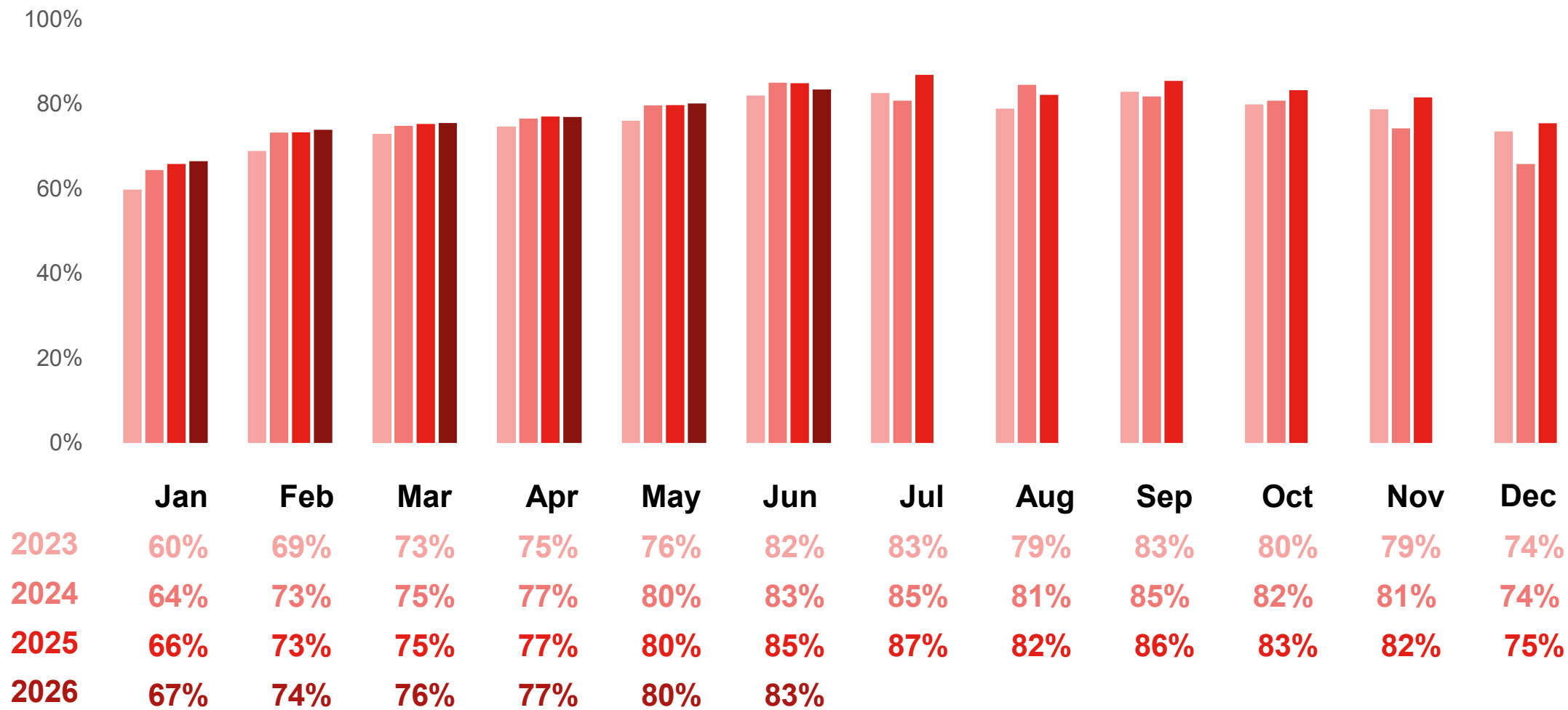
VisitEngland Research

Summary of Results

- **Hotel room occupancy** for June 2026 was 83%, down 1.5 percentage point on June 2025. Year to date (Jan-June) occupancy for 2026 was 76%, in line with the same period for 2025.
- Observing **forward looking occupancy** for the remainder of 2026. As of the 7th July 2026, occupancy rates committed so far for 2026 were broadly on par with last year although July is currently tracking 1pp lower than this time last year.
- **Average Daily Rates** for England increased by 3% in June 2026 to £187, with **RevPAR** (Revenue per Available Room) up a more modest 1%, to £156. ADR for England excluding London was £111 (+2%), and RevPAR was £91 (+1%).
- **Regionally**, the Northwest and West Midlands recorded increases in occupancy compared to June 2025, rising by 2pp and 1pp, respectively. In contrast, many regions saw declines in occupancy rates with Yorkshire & the Humber, the East Midlands, East of England and Greater London all showing declines of 2.7pp or more year on year.
- The **largest hotels** with over 300 rooms experienced the biggest year-on-year decline in occupancy, - 2.5pp to 86% in June 2026. However, these larger along with mid-sized hotels still had the highest occupancy for June, both at 86%.

England Room Occupancy

England Room Occupancy by Month



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

England Room Occupancy

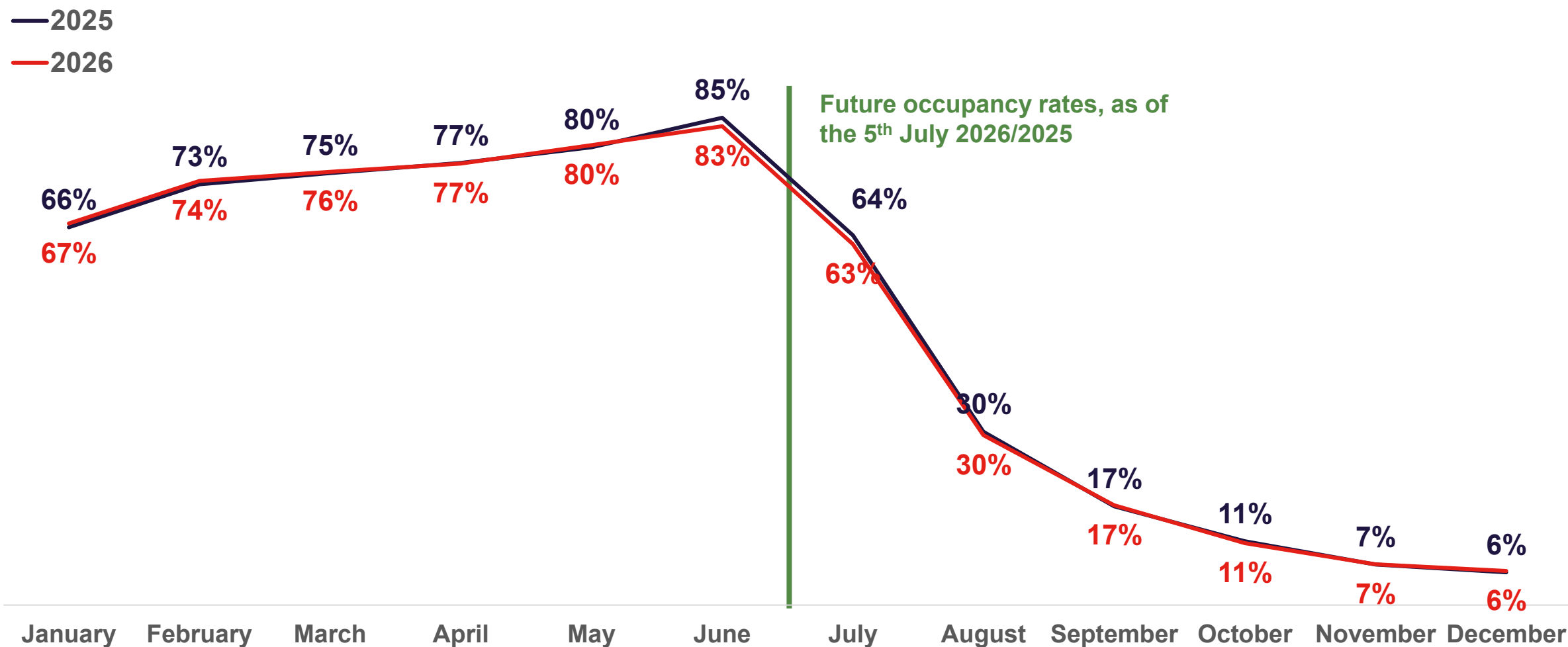
Data Tables – June 2025-2026

Room Occupancy	2025	2026	2025-26 pp change
June	85%	83%	-1.5
June Year to Date	76%	76%	0.0
June Weekend	86%	84%	-2.5
June Weekday	84%	83%	-1.1

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 – June 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 – June 2025-26

ADR	2025	2026	<i>2025-26 % change</i>
June	£ 180.83	£ 186.68	3.2%
June Weekday	£ 181.62	£ 187.55	3.3%
June Weekend	£ 179.03	£ 184.64	3.1%

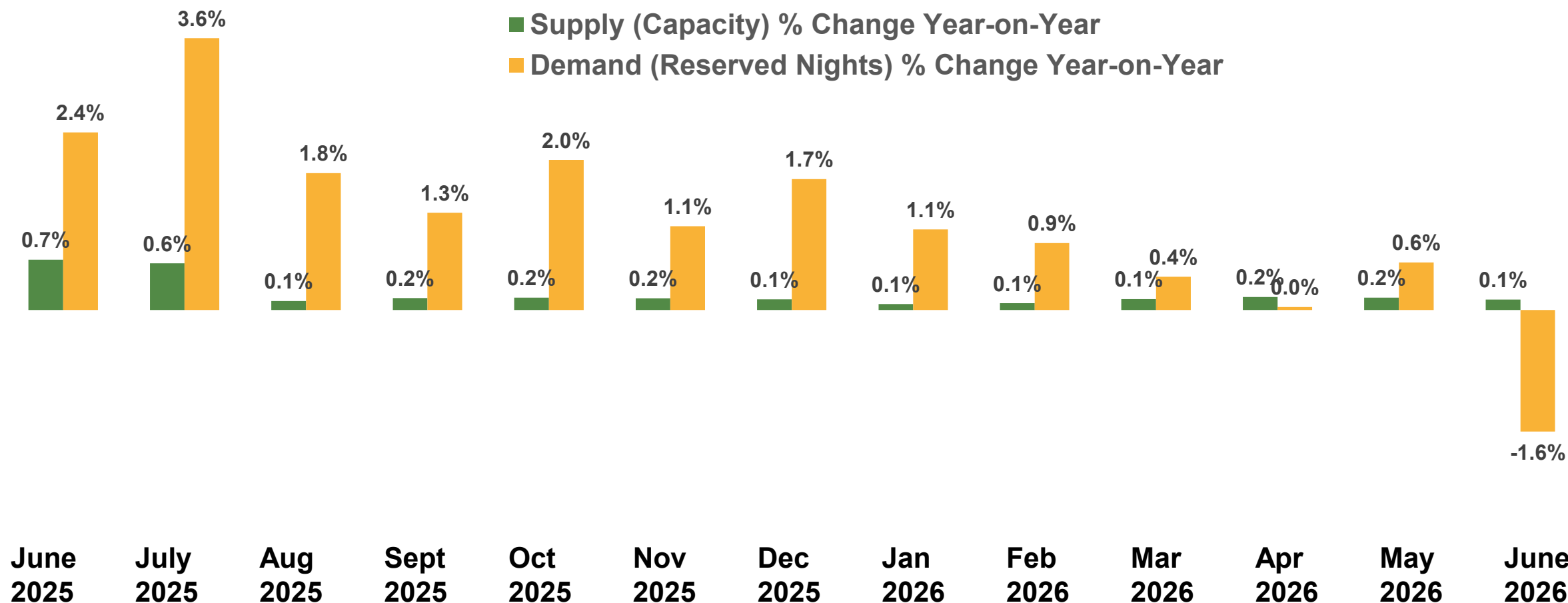
RevPAR	2025	2026	<i>2025-26 % change</i>
June	£ 153.64	£ 155.85	1.4%
June Weekday	£ 153.20	£ 156.21	2.0%
June Weekend	£ 154.69	£ 155.00	0.2%

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



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

Occupancy by Hotel Size

Data Tables – June 2025-2026

Room Occupancy	2025	2026	2025-26 pp change
1-100 Rooms	83%	81%	-1.9
101-200 Rooms	83%	81%	-1.9
201-300 Rooms	85%	86%	0.3
300+ Rooms	88%	86%	-2.5
ENGLAND TOTAL	85%	83%	-1.5

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



Regional Occupancy, ADR and RevPAR

Occupancy by Region

Data Tables – June 2025-26

Room Occupancy	2025	2026	2025-26 pp change
East Midlands	83%	80%	-2.8
East of England	83%	80%	-2.7
Greater London	87%	85%	-2.7
Northeast England	82%	82%	-0.1
Northwest England	80%	82%	2.3
Southeast England	86%	85%	-0.8
Southwest England	83%	82%	-0.7
West Midlands	77%	78%	1.1
Yorkshire & Humberside	86%	82%	-3.3
TOTAL ENGLAND	85%	83%	-1.5
TOTAL ENGLAND (excl London)	82%	82%	-0.4

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

ADR by Region

Data Tables – June 2025-26

ADR	2025	2026	2025-26 % change
East Midlands	£ 101.50	£ 111.17	9.5%
East of England	£ 112.77	£ 115.48	2.4%
Greater London	£ 252.07	£ 262.39	4.1%
Northeast England	£ 99.70	£ 100.75	1.1%
Northwest England	£ 105.23	£ 105.13	-0.1%
Southeast England	£ 116.11	£ 119.84	3.2%
Southwest England	£ 112.68	£ 115.73	2.7%
West Midlands	£ 108.30	£ 107.67	-0.6%
Yorkshire & Humberside	£ 99.43	£ 98.18	-1.3%
TOTAL ENGLAND	£ 180.83	£ 186.68	3.2%
TOTAL ENGLAND (excl London)	£ 108.74	£ 110.65	1.8%

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RevPAR by Region

Data Tables – June 2025-26

RevPAR	2025	2026	2025-26 % change
East Midlands	£ 84.15	£ 89.07	5.8%
East of England	£ 93.33	£ 92.45	-0.9%
Greater London	£ 220.19	£ 222.15	0.9%
Northeast England	£ 81.63	£ 82.36	0.9%
Northwest England	£ 83.80	£ 86.10	2.8%
Southeast England	£ 99.98	£ 102.22	2.2%
Southwest England	£ 93.30	£ 95.02	1.8%
West Midlands	£ 83.51	£ 84.20	0.8%
Yorkshire & Humberside	£ 85.27	£ 80.98	-5.0%
TOTAL ENGLAND	£ 153.64	£ 155.85	1.4%
TOTAL ENGLAND (excl London)	£ 89.43	£ 90.59	1.3%

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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