

England Occupancy Survey

July 2026 Results

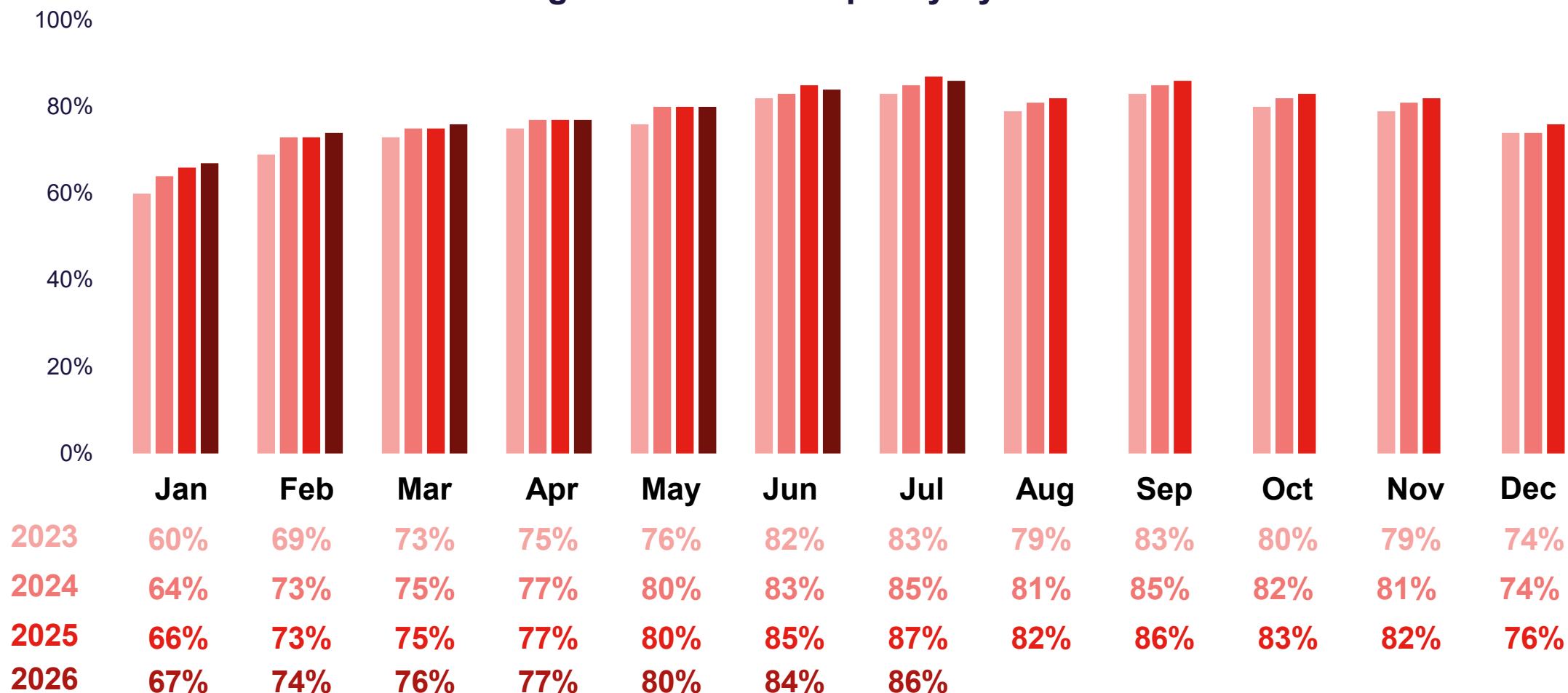
VisitEngland Research

Summary of Results

- **Hotel room occupancy** in July 2026 was 86%, down 1.4 percentage points on July 2025, driven by a 1.4% decline in demand as supply remained broadly stable (+0.2%). Year to date (Jan–July) occupancy was 78%, in line with the same period in 2025.
- Observing **forward looking occupancy** for the remainder of 2026. As of the 9th August 2026, occupancy rates committed so far for 2026 are on par with last year.
- **RevPAR (Revenue per Available Room)** for England grew by 3% in July 2026 to £170, supported by a 5% increase in **Average Daily Rate** (£198) despite a softer occupancy. In contrast, RevPAR for **England excluding London** fell by 0.7% to £96, with a modest 0.9% increase in ADR at £113, which was offset by a 1.3 percentage point decline in occupancy (84%).
- **Regionally**, the North East was the only region to record stable occupancy in July 2026 vs July 2025. All other regions saw declines, with the largest decreases seen in the East Midlands (-4.5pp) and West Midlands (-3.2pp).
- **Hotel of all sizes** recorded lower occupancy in July 2026 than last year. While the declines were broadly similar across small and large hotels (-1.8pp), mid-sized and large hotel with 200+ room continued to achieve the highest occupancy rate in July 2026, both at 87%.

England Room Occupancy

England Room Occupancy by Month



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

England Room Occupancy

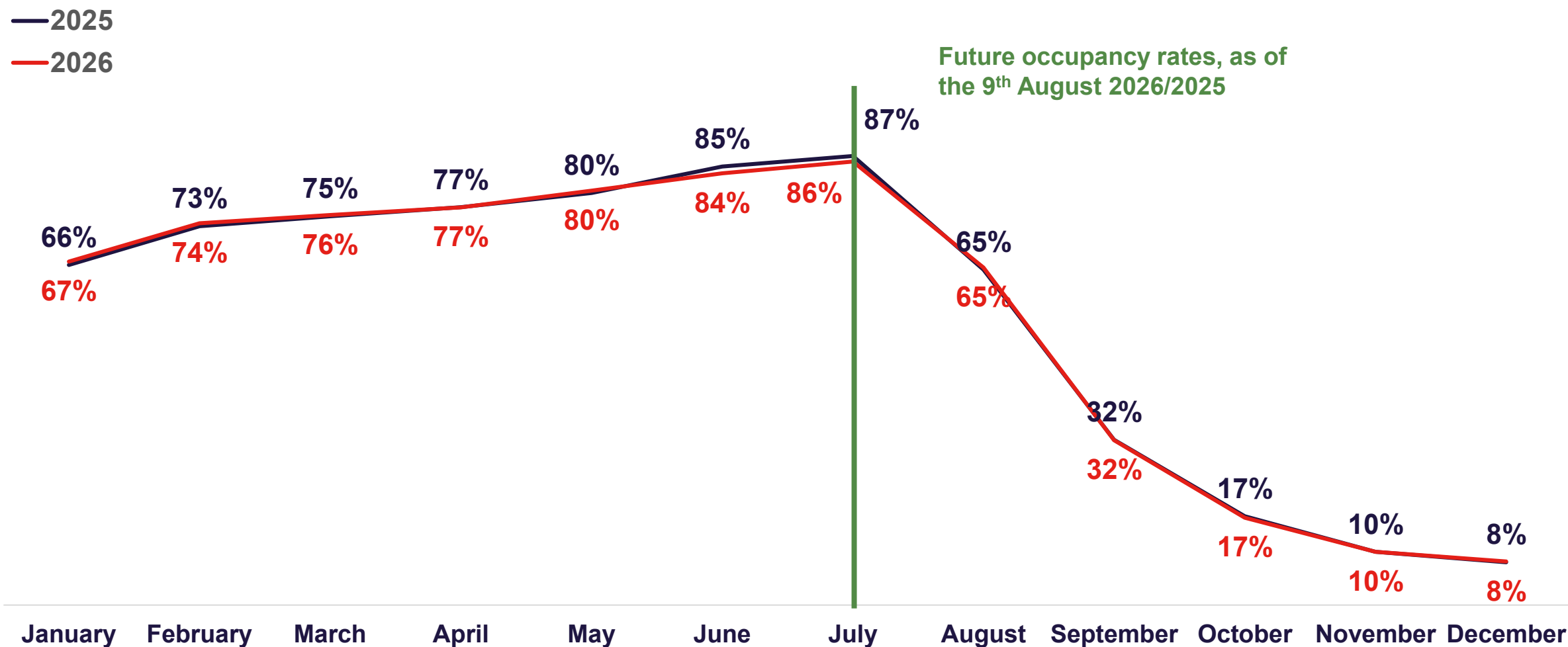
Data Tables – July 2025-2026

Room Occupancy	2025	2026	2025-26 pp change
July	87%	86%	-1.4
July Year to Date	78%	78%	0.0
July Weekend	89%	87%	-1.5
July Weekday	87%	85%	-1.3

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

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2025-2026 Forward looking occupancy rates



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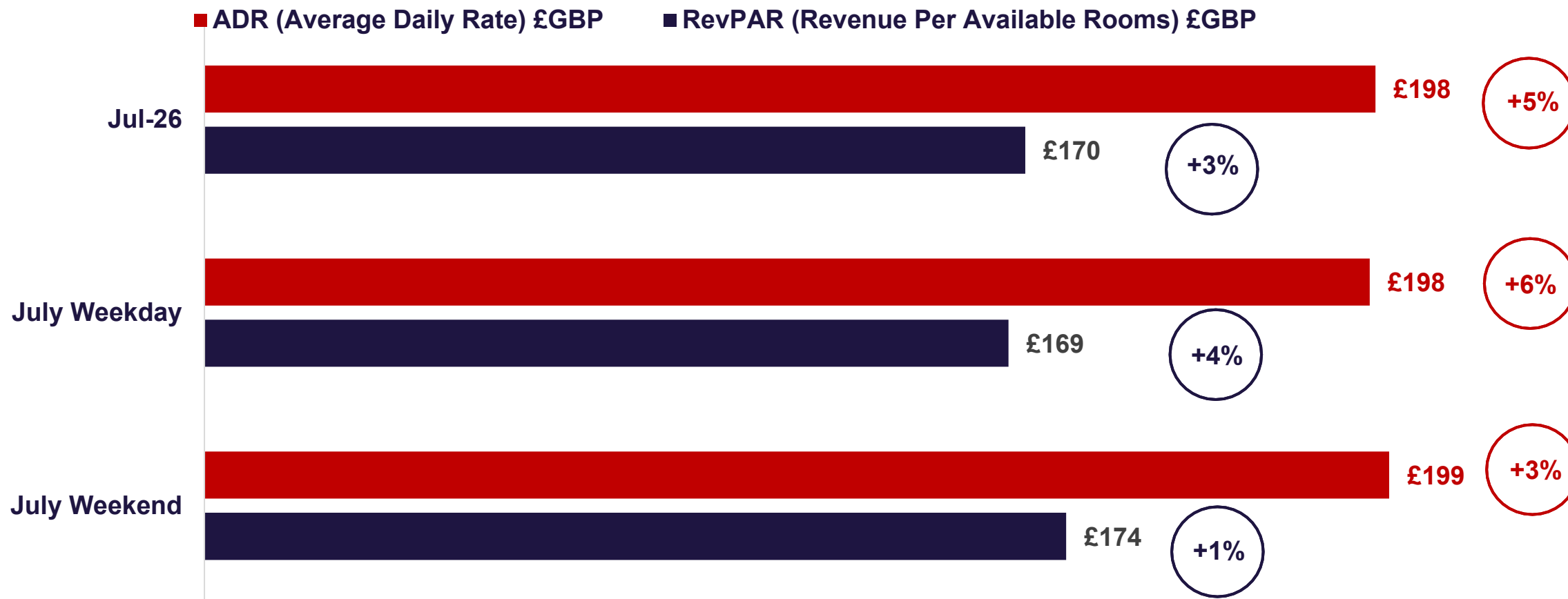
*Forward looking occupancy rates are not a forecast, but rather the % of committed occupancy so far, as of the date listed

England ADR and RevPAR

At a glance – July 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 – July 2025-26

ADR	2025	2026	2025-26 % change
July	£188.69	£198.35	+5%
July Weekday	£186.64	£197.89	+6%
July Weekend	£193.57	£199.46	+3%

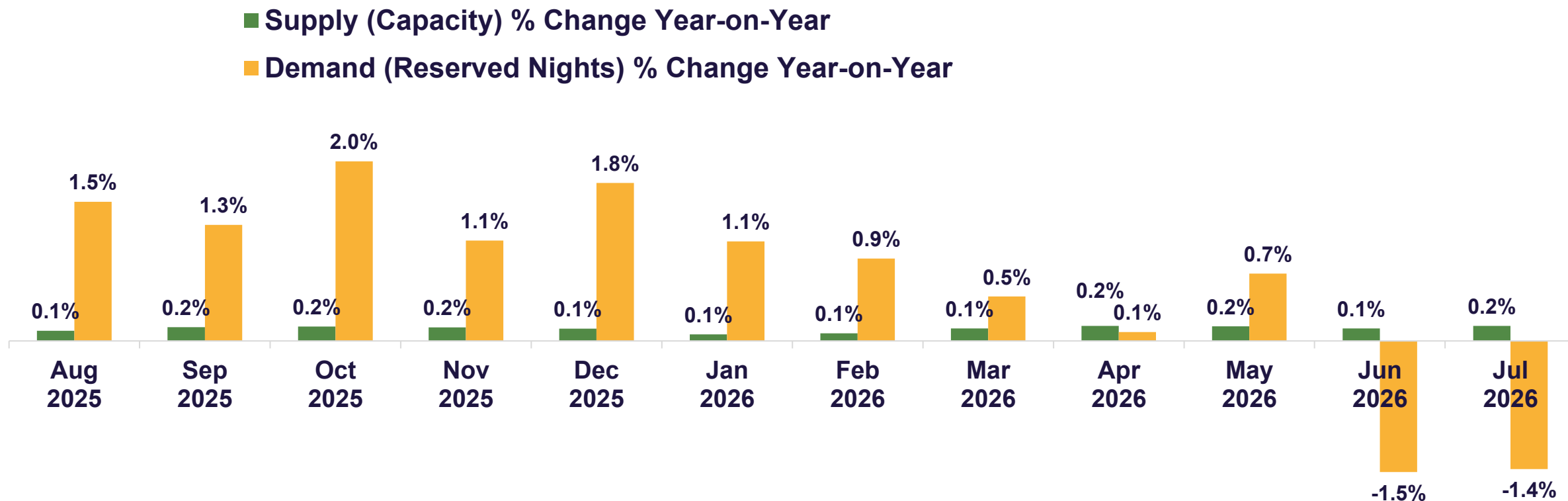
RevPAR	2025	2026	2025-26 % change
July	£164.74	£170.44	+3%
July Weekday	£161.94	£169.10	+4%
July Weekend	£171.57	£173.70	+1%

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

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

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



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Occupancy by Hotel Size

Data Tables – July 2025-2026

Room Occupancy	2025	2026	2025-26 pp change
1-100 Rooms	86%	84%	-1.8
101-200 Rooms	86%	85%	-1.8
201-300 Rooms	88%	87%	-0.1
300+ Rooms	89%	87%	-1.8
ENGLAND TOTAL	87%	86%	-1.4

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



Regional Occupancy, ADR and RevPAR

Occupancy by Region

Data Tables – July 2025-26

Room Occupancy	2025	2026	2025-26 pp change
East Midlands	85%	80%	-4.5
East of England	85%	84%	-1.1
Greater London	89%	87%	-1.5
Northeast England	85%	85%	+0.1
Northwest England	84%	83%	-0.2
Southeast England	90%	89%	-1.0
Southwest England	86%	84%	-1.5
West Midlands	80%	77%	-3.2
Yorkshire & Humberside	89%	89%	-0.2
TOTAL ENGLAND	87%	86%	-1.4
TOTAL ENGLAND (excl London)	86%	84%	-1.3

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ADR by Region

Data Tables – July 2025-26

ADR	2025	2026	2025-26 % change
East Midlands	£101.75	£108.91	7.0%
East of England	£120.28	£121.69	1.2%
Greater London	£264.89	£280.38	5.8%
Northeast England	£102.83	£103.22	0.4%
Northwest England	£107.48	£102.93	-4.2%
Southeast England	£125.08	£132.55	6.0%
Southwest England	£119.52	£120.83	1.1%
West Midlands	£102.77	£96.86	-5.8%
Yorkshire & Humberside	£101.36	£103.25	1.9%
TOTAL ENGLAND	£188.69	£198.35	5.1%
TOTAL ENGLAND (excl London)	£112.47	£113.43	0.9%

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RevPAR by Region

Data Tables – July 2025-26

RevPAR	2025	2026	2025-26 % change
East Midlands	£86.42	£87.58	1.3%
East of England	£102.64	£102.49	-0.1%
Greater London	£235.71	£245.23	4.0%
Northeast England	£87.53	£87.96	0.5%
Northwest England	£89.86	£85.86	-4.4%
Southeast England	£112.63	£118.08	4.8%
Southwest England	£102.60	£101.85	-0.7%
West Midlands	£81.93	£74.10	-9.6%
Yorkshire & Humberside	£90.48	£91.96	1.6%
TOTAL ENGLAND	£164.74	£170.44	3%
TOTAL ENGLAND (excl London)	£96.22	£95.54	-0.7%

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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