

England Occupancy Survey

August 2026 Results

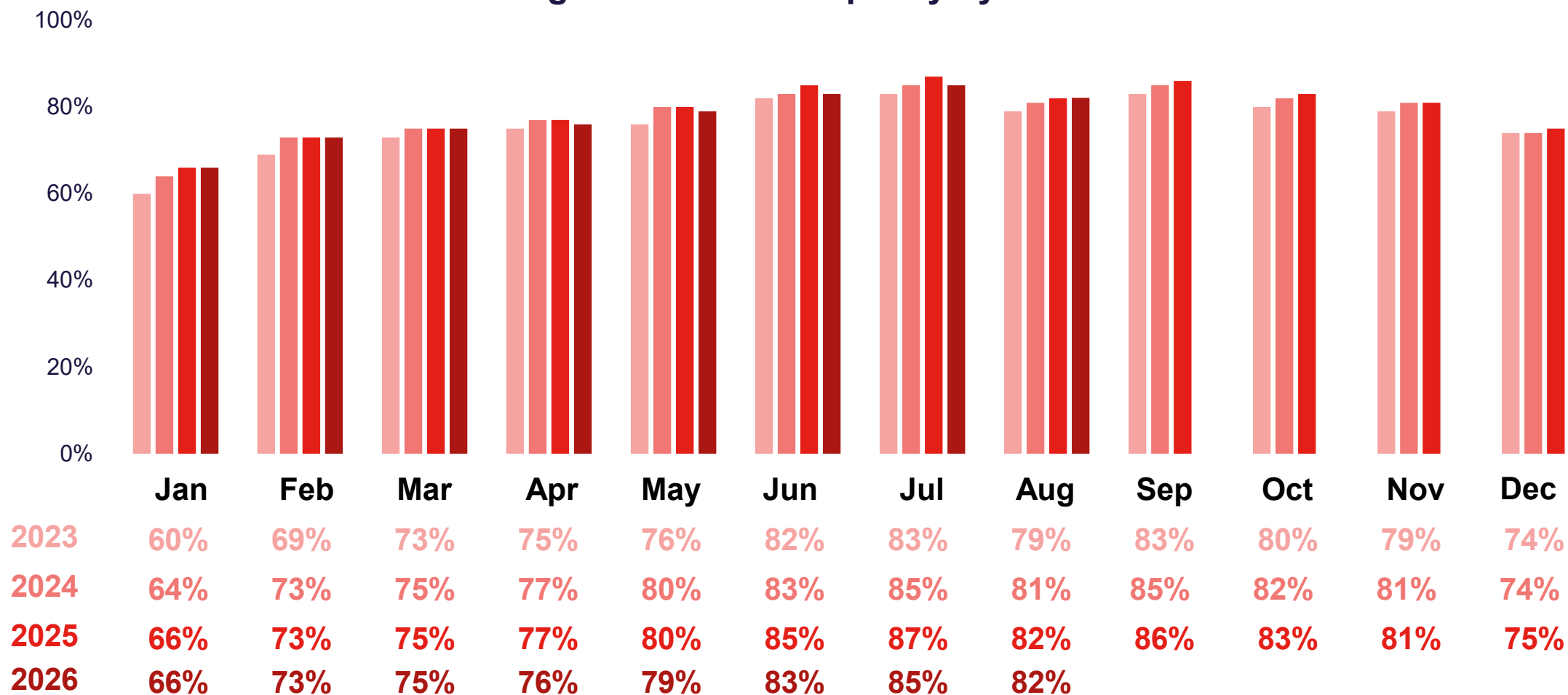
VisitEngland Research

Summary of Results

- **Hotel room occupancy** in August 2026 was 82%, in line with August 2025 (82%). Supply remained stable (+0.2%), while demand increased slightly compared to August 2025 (+0.6%) following year-on-year declines in previous months. Year to date (Jan–August) occupancy was 77%, slightly down on the same period in 2025 (78%).
- Observing **forward looking occupancy** for the remainder of 2026. As of the 6th September 2026, occupancy rates committed so far for 2026 are on par with last year.
- **RevPAR (Revenue per Available Room)** in England grew by 8% in August 2026 to £135, supported by a 7% increase in **Average Daily Rate** to £165 and a modest 0.4pp uplift in occupancy. **RevPAR in England excluding London** grew by 3% to £82, driven by a 2% increase in Average Daily Rate and a similar uplift in occupancy.
- **Regionally**, the North East recorded the highest occupancy rate at 86%. The West Midlands saw the largest year-on-year increase in occupancy (+5.5pp), while Yorkshire and the Humber recorded the largest decline (-3.6pp).
- **Medium- and large-sized hotels** both recorded higher occupancy rates in August 2026 than in August 2025, with small-size hotels the only segment to record a decline in occupancy, falling by 3.3pp year-on-year.

England Room Occupancy

England Room Occupancy by Month



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

England Room Occupancy

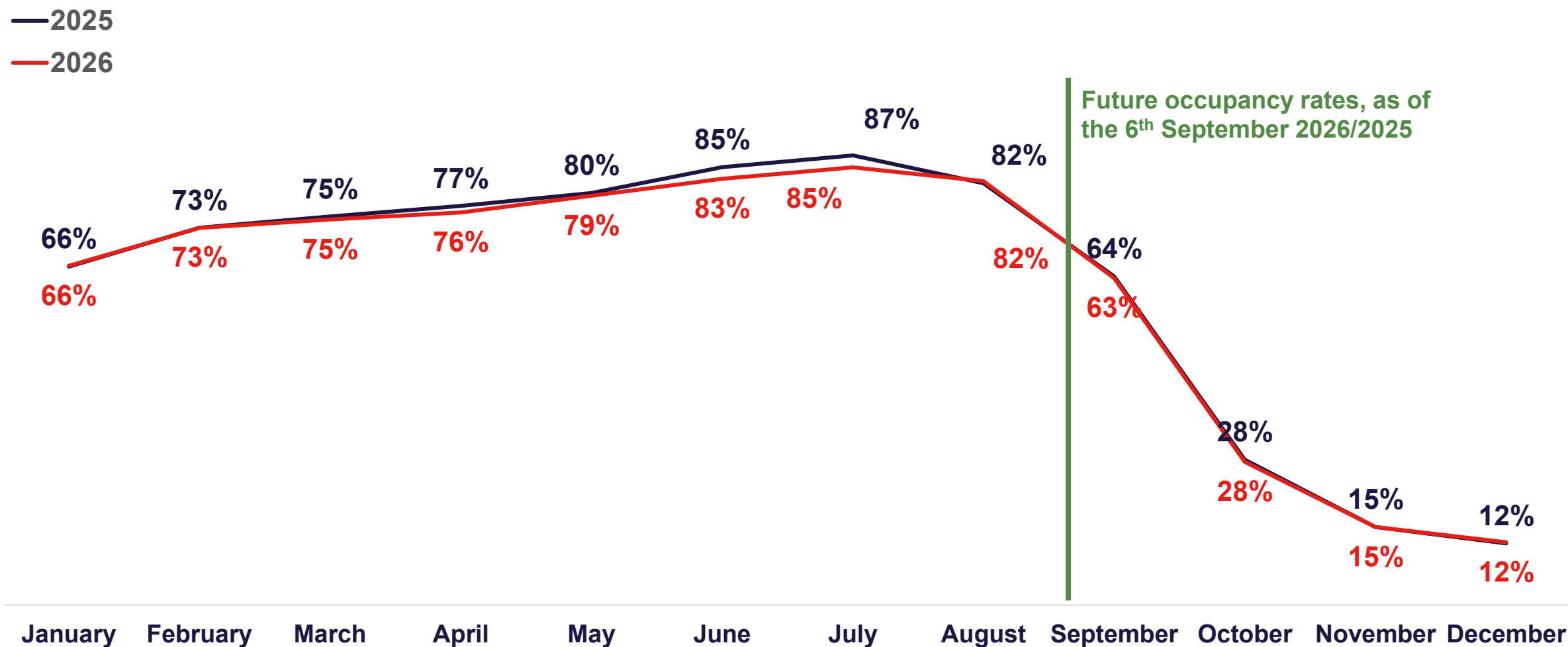
Data Tables – August 2025-2026

Room Occupancy	2025	2026	2025-26 pp change
August	82%	82%	0.4
August Year to Date	78%	77%	-0.8
August Weekend	87%	87%	-0.1
August Weekday	80%	80%	0.6

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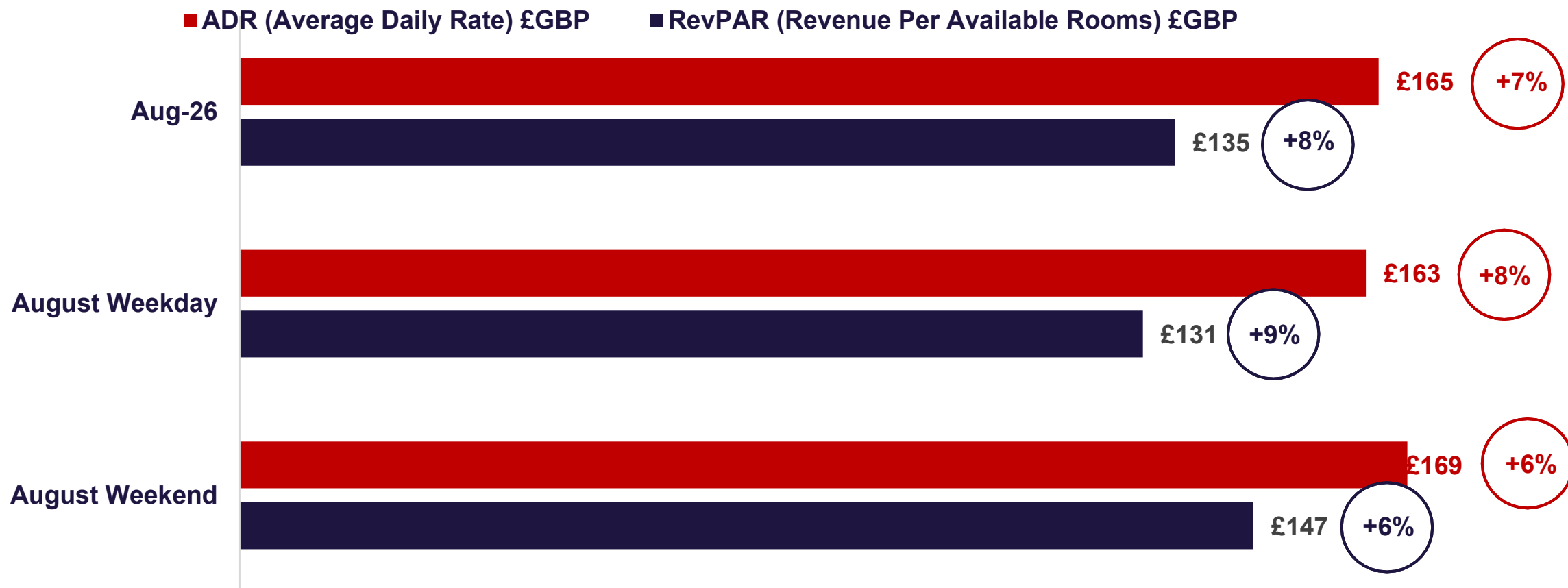
*Forward looking occupancy rates are not a forecast, but rather the % of committed occupancy so far, as of the date listed

England ADR and RevPAR

At a glance – August 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 – August 2025-26

ADR	2025	2026	2025-26 % change
August	£ 154.05	£ 164.96	7.1%
August Weekday	£ 151.30	£ 163.11	7.8%
August Weekend	£ 160.22	£ 169.13	5.6%

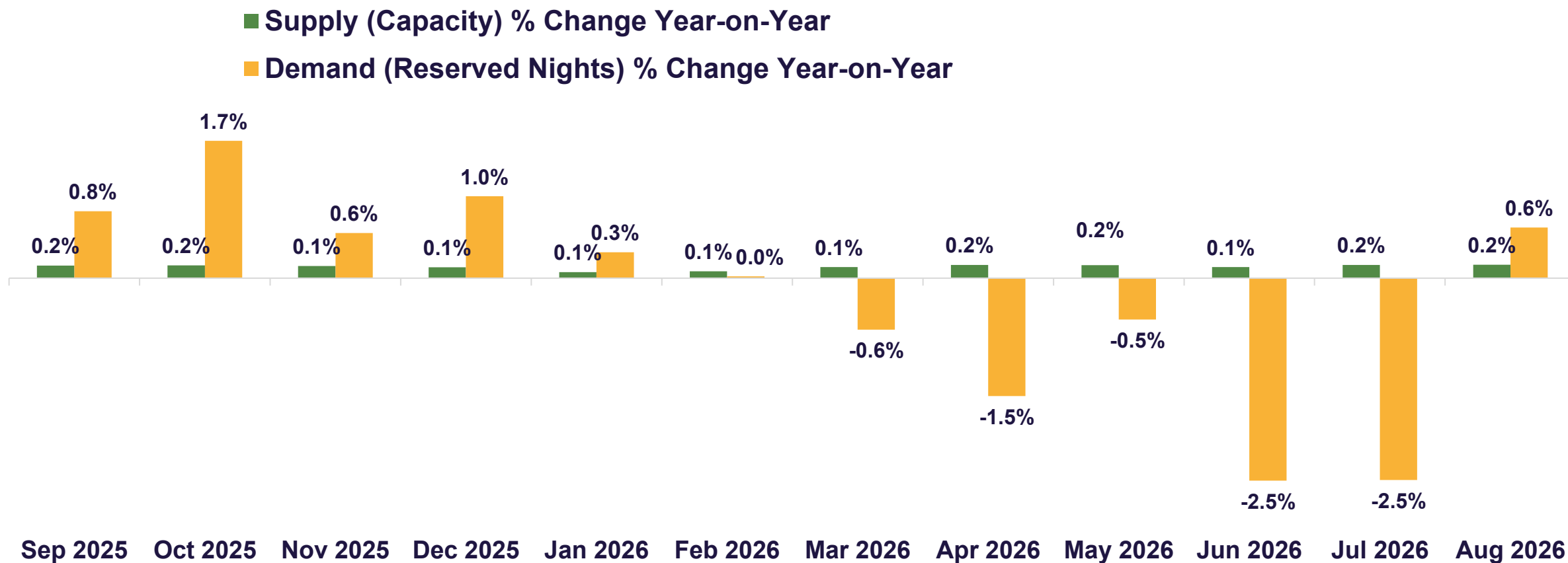
RevPAR	2025	2026	2025-26 % change
August	£ 125.92	£ 135.45	7.6%
August Weekday	£ 120.48	£ 130.80	8.6%
August Weekend	£ 139.20	£ 146.80	5.5%

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 – August 2025-2026

Room Occupancy	2025	2026	2025-26 pp change
1-100 Rooms	82%	79%	-3.3
101-200 Rooms	81%	82%	0.0
201-300 Rooms	82%	84%	1.7
300+ Rooms	82%	83%	0.8
ENGLAND TOTAL	82%	82%	0.4

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



Regional Occupancy, ADR and RevPAR

Occupancy by Region

Data Tables – August 2025-26

Room Occupancy	2025	2026	2025-26 pp change
East Midlands	79%	77%	-1.6
East of England	79%	80%	0.5
Greater London	83%	84%	0.7
Northeast England	84%	86%	1.6
Northwest England	80%	79%	-1.1
Southeast England	83%	84%	1.4
Southwest England	84%	83%	-1.5
West Midlands	71%	76%	5.5
Yorkshire & Humberside	88%	84%	-3.6
TOTAL ENGLAND	82%	82%	0.4
TOTAL ENGLAND (excl London)	80%	81%	0.4

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

ADR by Region

Data Tables – August 2025-26

ADR	2025	2026	2025-26 % change
East Midlands	£90.24	£92.41	2.4%
East of England	£103.86	£106.66	2.7%
Greater London	£211.47	£227.66	7.7%
Northeast England	£92.17	£86.76	-5.9%
Northwest England	£96.26	£95.33	-1.0%
Southeast England	£108.04	£112.39	4.0%
Southwest England	£110.04	£111.97	1.7%
West Midlands	£82.11	£88.87	8.2%
Yorkshire & Humberside	£94.94	£96.94	2.1%
TOTAL ENGLAND	£154.05	£164.96	7.1%
TOTAL ENGLAND (excl London)	£98.89	£101.09	2.2%

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RevPAR by Region

Data Tables – August 2025-26

RevPAR	2025	2026	2025-26 % change
East Midlands	£70.99	£71.19	0.3%
East of England	£82.13	£84.91	3.4%
Greater London	£175.39	£190.47	8.6%
Northeast England	£77.50	£74.31	-4.1%
Northwest England	£76.62	£74.86	-2.3%
Southeast England	£89.44	£94.64	5.8%
Southwest England	£92.53	£92.52	0.0%
West Midlands	£58.21	£67.93	16.7%
Yorkshire & Humberside	£83.24	£81.55	-2.0%
TOTAL ENGLAND	£125.92	£135.45	7.6%
TOTAL ENGLAND (excl London)	£79.52	£81.65	2.7%

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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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