



# England Occupancy Survey

September 2026 Results

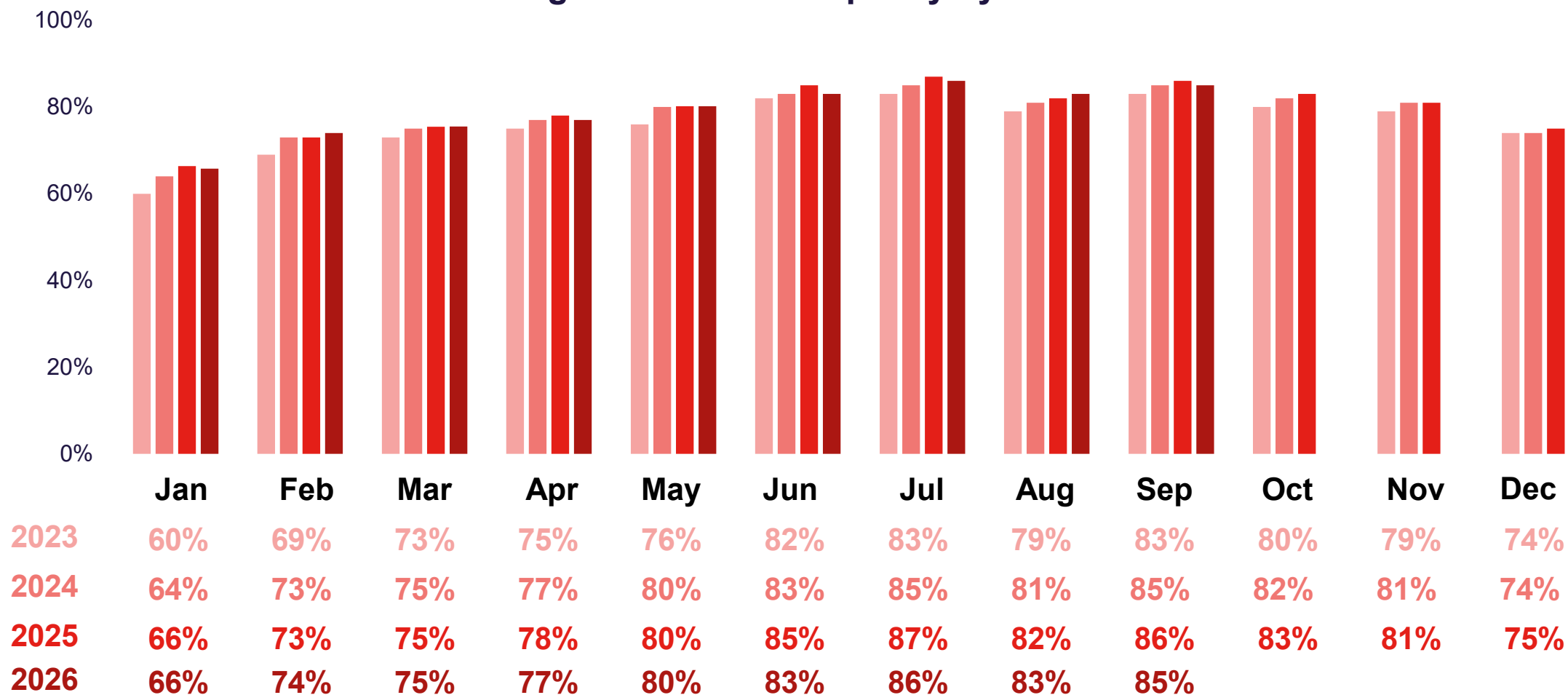
VisitEngland Research

# Summary of Results

- **Hotel room occupancy softened slightly:** September occupancy was **85%**, down **0.8 percentage points** year on year, while year-to-date occupancy remained broadly stable at **79%** (-0.4pp down on 2025). Weekday occupancy saw the larger decline (-1.0pp) compared with weekends (-0.2pp).
- **Forward looking occupancy (as of the 4<sup>th</sup> October)** is broadly on par with last year. Committed occupancy was slightly lower for October and November 2026 v 2025.
- **ADR and RevPAR continued to grow despite softer occupancy.** ADR rose 8.2% year on year to £186 and RevPAR increased 7.2% to £158. Weekend growth was strongest, with ADR up 8.7% and RevPAR up 8.5%.
- **Supply and demand:** room supply was broadly stable (+0.1%), while demand fell 0.8% year on year, reversing the growth recorded in August.
- **Regional and hotel-size results:** Northeast England and Yorkshire & Humberside recorded the highest occupancy (both 88%). Northeast England saw the largest increase (+3.0pp), while the East Midlands recorded the largest decline (-5.5pp). Occupancy fell across all hotel-size bands, with the largest decrease among hotels with 1–100 rooms (-1.4pp).

# England Room Occupancy

## England Room Occupancy by Month



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

# England Room Occupancy

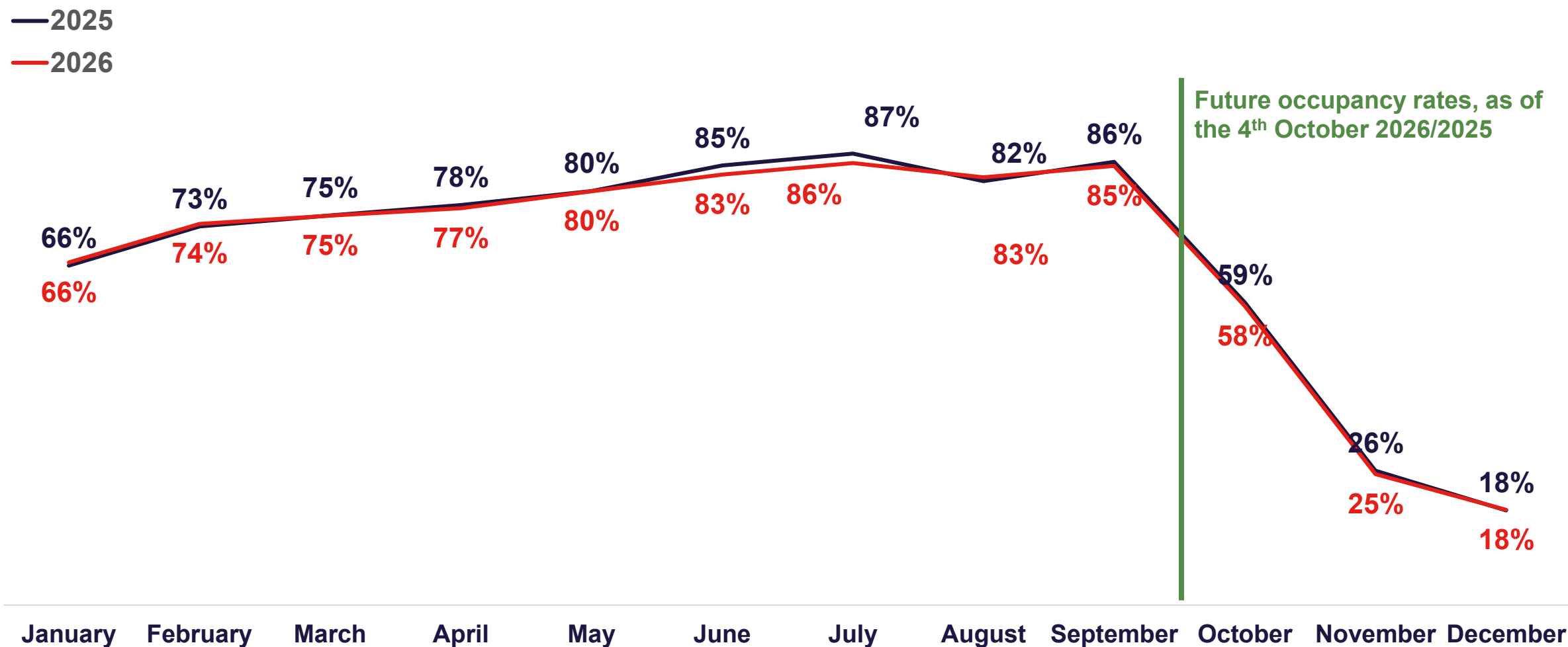
## Data Tables – September 2025-2026

| Room Occupancy         | 2025 | 2026 | 2025-26 pp<br>change |
|------------------------|------|------|----------------------|
| September              | 86%  | 85%  | -0.8                 |
| September Year to Date | 79%  | 79%  | -0.4                 |
| September Weekend      | 86%  | 85%  | -0.2                 |
| September Weekday      | 86%  | 85%  | -1.0                 |

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



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

\*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 – September 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 – September 2025-26

| <b>ADR</b>           | <b>2025</b> | <b>2026</b> | <b>2025-26 %<br/>change</b> |
|----------------------|-------------|-------------|-----------------------------|
| September            | £ 172.00    | £ 186.04    | 8.2%                        |
| September<br>Weekday | £ 173.72    | £ 187.59    | 8.0%                        |
| September<br>Weekend | £ 167.24    | £ 181.82    | 8.7%                        |

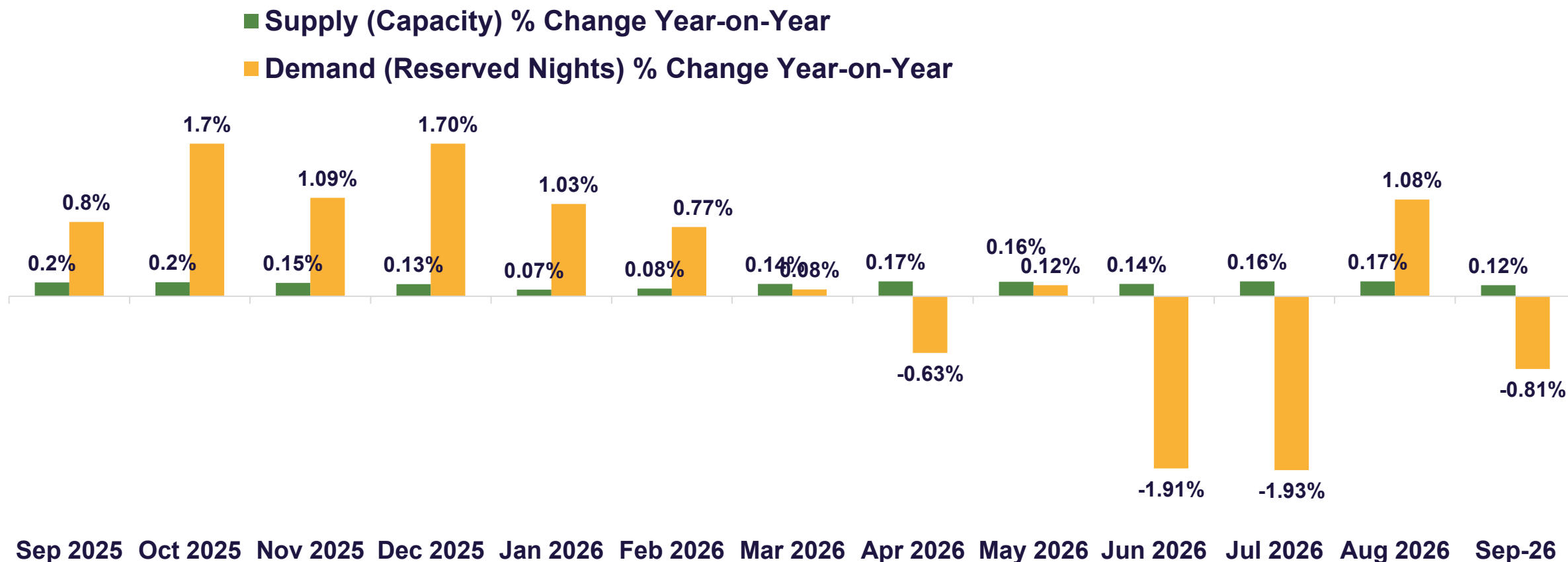
| <b>RevPAR</b>        | <b>2025</b> | <b>2026</b> | <b>2025-26 %<br/>change</b> |
|----------------------|-------------|-------------|-----------------------------|
| September            | £ 147.71    | £ 158.29    | 7.2%                        |
| September<br>Weekday | £ 149.32    | £ 159.33    | 6.7%                        |
| September<br>Weekend | £ 143.27    | £ 155.42    | 8.5%                        |

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 – September 2025-2026

| Room Occupancy | 2025 | 2026 | 2025-26<br>pp change |
|----------------|------|------|----------------------|
| 1-100 Rooms    | 83%  | 81%  | - 1.4                |
| 101-200 Rooms  | 84%  | 83%  | - 0.9                |
| 201-300 Rooms  | 88%  | 87%  | - 0.2                |
| 300+ Rooms     | 88%  | 87%  | - 1.0                |
| ENGLAND TOTAL  | 86%  | 85%  | - 0.8                |

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



# **Regional Occupancy, ADR and RevPAR**

# Occupancy by Region

## Data Tables – September 2025-26

| Room Occupancy                         | 2025       | 2026       | 2025-26<br>pp change |
|----------------------------------------|------------|------------|----------------------|
| East Midlands                          | 85%        | 80%        | - 5.5                |
| East of England                        | 83%        | 83%        | - 0.6                |
| Greater London                         | 86%        | 85%        | - 0.6                |
| Northeast England                      | 85%        | 88%        | 3.0                  |
| Northwest England                      | 82%        | 83%        | 0.6                  |
| Southeast England                      | 87%        | 84%        | - 3.5                |
| Southwest England                      | 85%        | 83%        | - 1.7                |
| West Midlands                          | 79%        | 81%        | 2.2                  |
| Yorkshire & Humberside                 | 89%        | 88%        | - 0.7                |
| <b>TOTAL ENGLAND</b>                   | <b>86%</b> | <b>85%</b> | <b>- 0.8</b>         |
| <b>TOTAL ENGLAND (excl<br/>London)</b> | <b>84%</b> | <b>83%</b> | <b>- 0.9</b>         |

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# ADR by Region

## Data Tables – September 2025-26

| ADR                            | 2025     | 2026     | 2025-26<br>% change |
|--------------------------------|----------|----------|---------------------|
| East Midlands                  | £105.81  | £113.09  | 6.9%                |
| East of England                | £114.39  | £116.41  | 1.8%                |
| Greater London                 | £233.07  | £257.09  | 10.3%               |
| Northeast England              | £109.06  | £113.32  | 3.9%                |
| Northwest England              | £105.59  | £108.76  | 3.0%                |
| Southeast England              | £115.39  | £119.61  | 3.7%                |
| Southwest England              | £118.11  | £119.09  | 0.8%                |
| West Midlands                  | £112.80  | £112.87  | 0.1%                |
| Yorkshire & Humberside         | £100.25  | £102.12  | 1.9%                |
| TOTAL ENGLAND                  | £ 172.00 | £ 186.04 | 8.2%                |
| TOTAL ENGLAND<br>(excl London) | £110.76  | £113.49  | 2.5%                |

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# RevPAR by Region

## Data Tables – September 2025-26

| RevPAR                         | 2025    | 2026    | 2025-26<br>% change |
|--------------------------------|---------|---------|---------------------|
| East Midlands                  | £90.17  | £90.14  | 0.0%                |
| East of England                | £95.31  | £96.32  | 1.1%                |
| Greater London                 | £200.47 | £219.59 | 9.5%                |
| Northeast England              | £92.47  | £99.44  | 7.5%                |
| Northwest England              | £87.07  | £90.29  | 3.7%                |
| Southeast England              | £100.65 | £100.16 | -0.5%               |
| Southwest England              | £100.08 | £98.85  | -1.2%               |
| West Midlands                  | £89.17  | £91.68  | 2.8%                |
| Yorkshire & Humberside         | £88.72  | £89.69  | 1.1%                |
| TOTAL ENGLAND                  | £147.71 | £158.29 | 7.2%                |
| TOTAL ENGLAND (excl<br>London) | £93.26  | £94.56  | 1.4%                |

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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](mailto:research@visitbritain.org)

*Please note that these statistics are in development.*

**For further questions please contact:**  
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