England Occupancy Survey

October 2026 Results

VisitEngland Research

Summary of Results

- **Hotel room occupancy softened slightly:** October occupancy was **83%**, down **0.5 percentage points** year on year; year-to-date occupancy was **79%,** also down **0.5 percentage points** year on year. Weekend occupancy saw a larger decline (-1.4pp) compared with weekdays (-0.1pp).

- **Forward looking occupancy (as of the 4th November)** remained slightly below last year. Committed occupancy was slightly lower for November and December 2026 vs the same months last year.

- **RevPAR continued to grow despite softer occupancy, supported by strong ADR growth.** ADR rose 9.2% year on year to £175 and RevPAR grew 8.5% to £145. Weekday growth outpaced weekends, with both ADR and RevPAR up 9.5% year on year. High ADR growth is driven by London, with regional England growing at a more modest 2.6%.

- **Supply and demand:** room supply was broadly stable (+0.1%), while demand fell 0.5% year on year, reversing the growth recorded in August, although this represented a smaller decline than in September.

- **Regional and hotel-size results:** Yorkshire & Humberside recorded the highest occupancy at 85%, followed by London and Northeast England, both at 84%. West Midlands saw the largest increase (+2.3pp), while the East Midlands recorded the largest decline (-4.8pp). Occupancy fell across all hotel-size bands, with the largest decrease among hotels with 1-100 rooms (-2.2pp).

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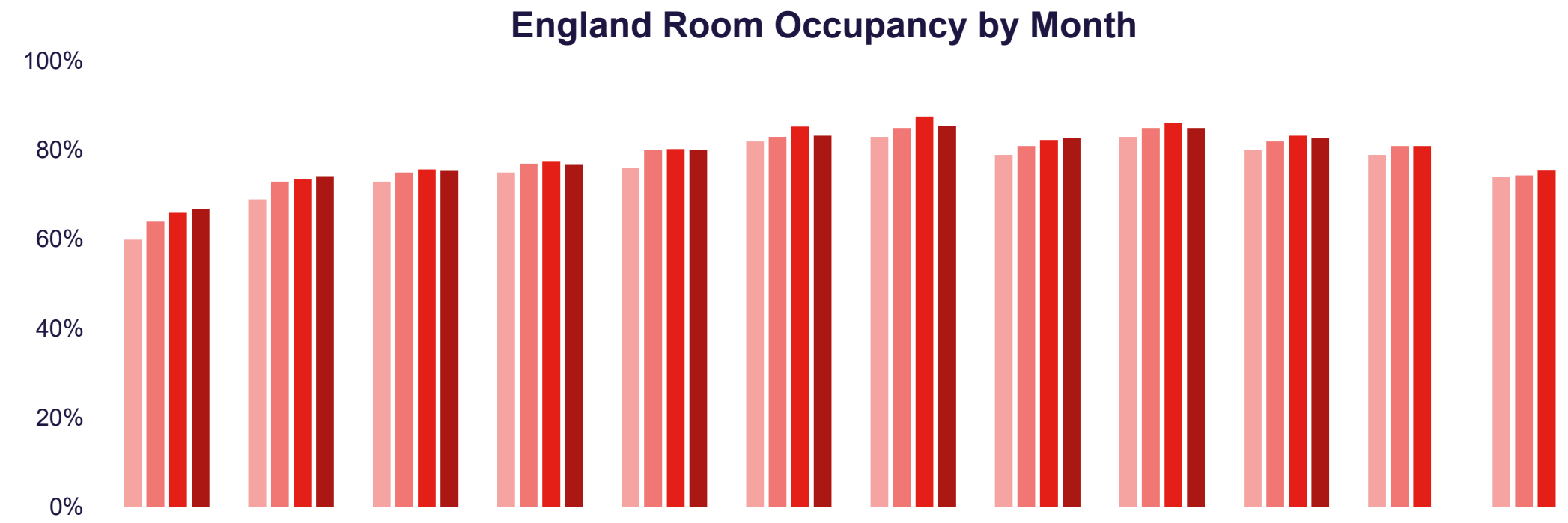
England Room Occupancy



	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2023	60%	69%	73%	75%	76%	82%	83%	79%	83%	80%	79%	74%
2024	64%	73%	75%	77%	80%	83%	85%	81%	85%	82%	81%	74%
2025	66%	74%	76%	78%	80%	85%	88%	82%	86%	83%	81%	76%
2026	67%	74%	76%	77%	80%	83%	86%	83%	85%	83%		

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

England Room Occupancy

Data Tables – October 2025-2026

Room Occupancy	2025	2026	*2025-26 pp change*
October	83%	83%	-0.5
October Year to Date	80%	79%	-0.5
October Weekend	84%	83%	-1.4
October Weekday	83%	83%	-0.1

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

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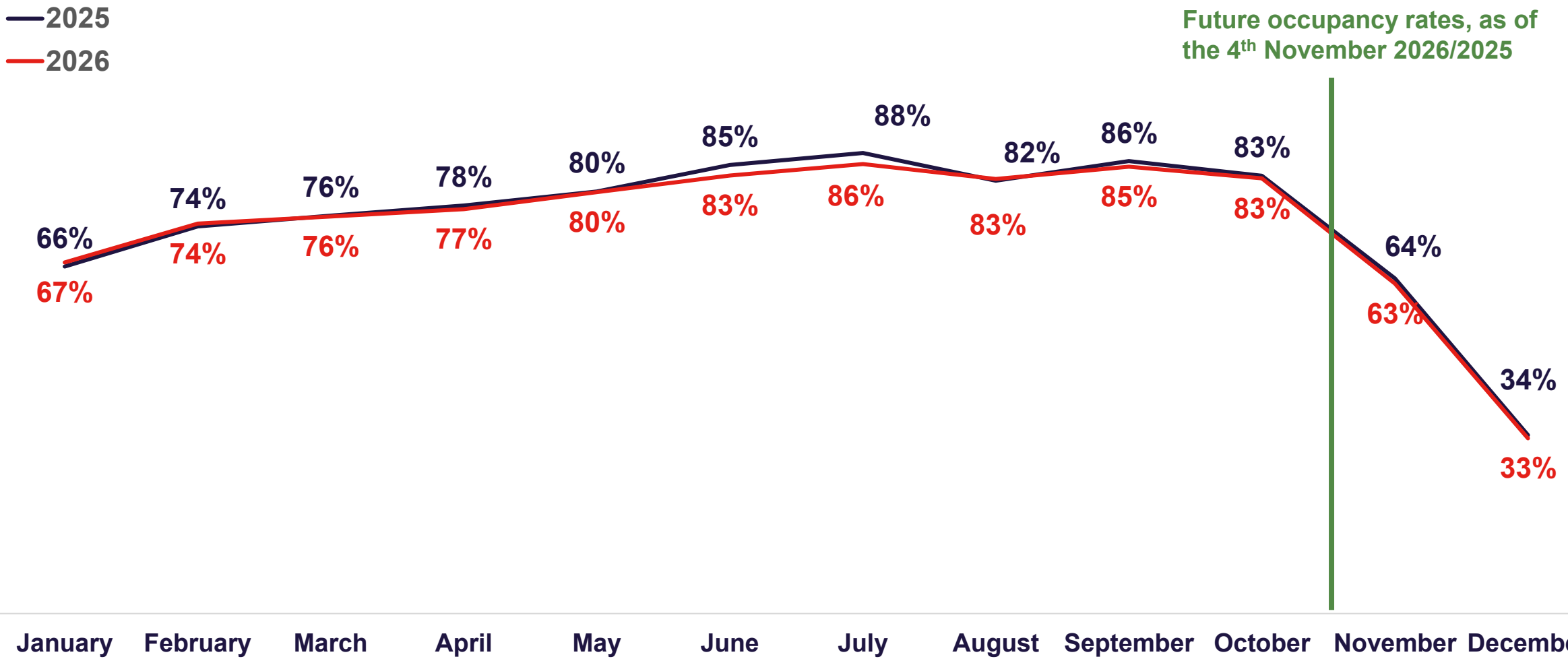
2025-2026 Forward looking occupancy rates



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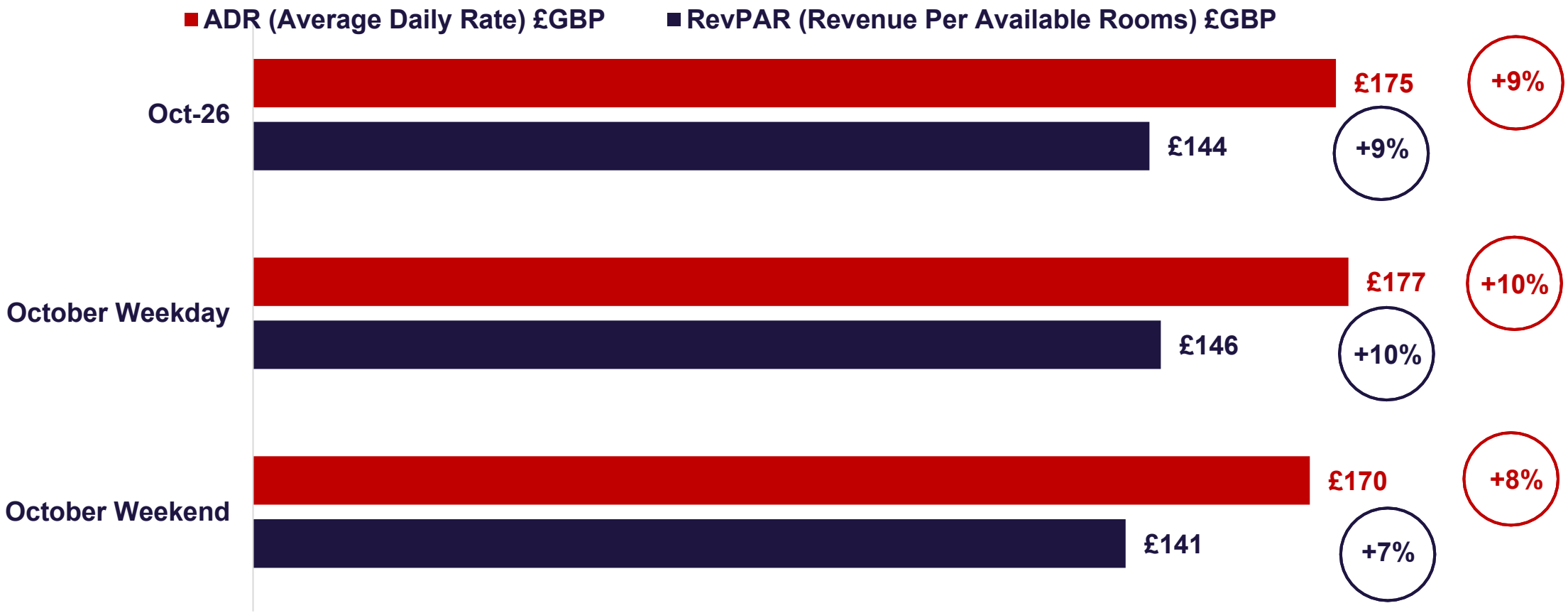
*Forward looking occupancy rates are not a forecast, but rather the % of committed occupancy so far, as of the date listed

England ADR and RevPAR

At a glance – October 2026

x% % change from same period in previous year



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

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England ADR and RevPAR

Data Tables – October 2025-26

ADR	2025	2026	*2025-26 % change*
October	£159.89	£174.52	9.2%
October Weekday	£161.13	£176.52	9.5%
October Weekend	£157.31	£170.31	8.3%

RevPAR	2025	2026	*2025-26 % change*
October	£133.14	£144.47	8.5%
October Weekday	£133.65	£146.29	9.5%
October Weekend	£132.09	£140.63	6.5%

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

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

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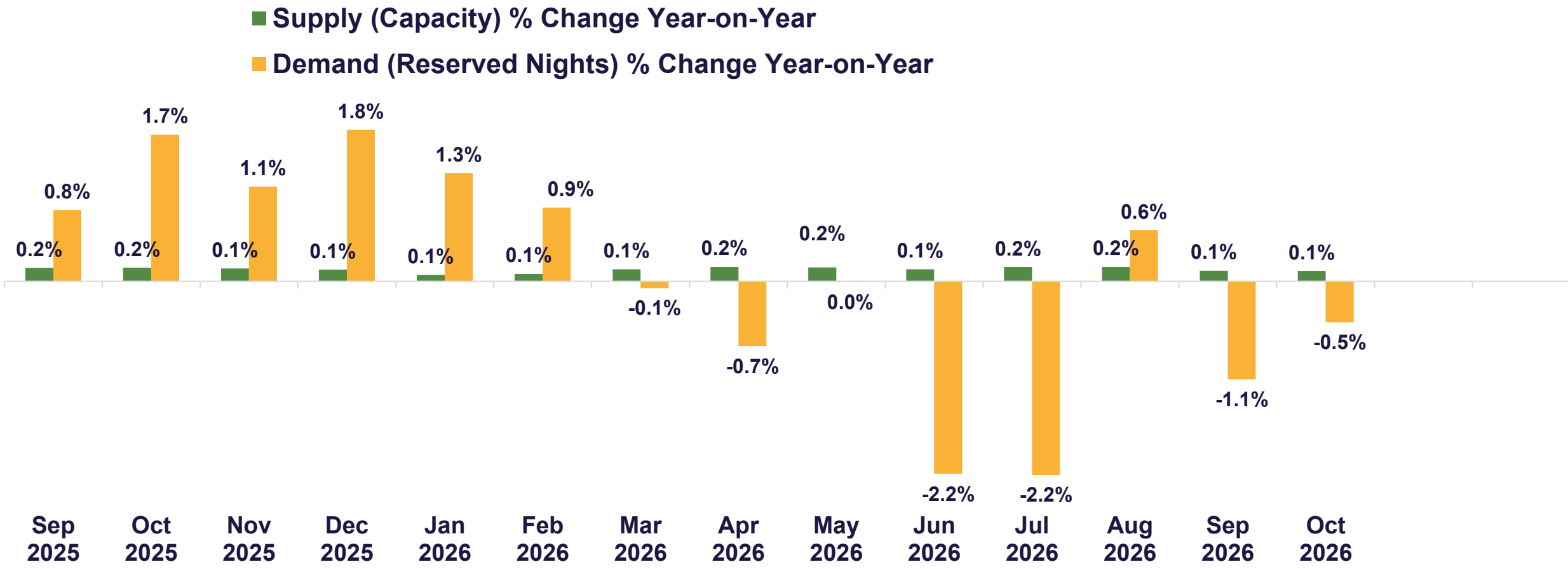
Change in room supply and demand, year-on-year



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Occupancy by Hotel Size

Data Tables – October 2025-2026

Room Occupancy	2025	2026	*2025-26 pp change*
1-100 Rooms	81%	79%	-2.2
101-200 Rooms	81%	80%	-0.3
201-300 Rooms	86%	86%	-0.3
300+ Rooms	86%	85%	-0.5
ENGLAND TOTAL	83%	83%	-0.5

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

Regional Occupancy, ADR and RevPAR

Occupancy by Region

Data Tables – October 2025-26

Room Occupancy	2025	2026	*2025-26 pp change*
East Midlands	81%	76%	-4.8
East of England	78%	80%	1.6
Greater London	83%	84%	0.6
Northeast England	82%	84%	1.7
Northwest England	83%	83%	0.1
Southeast England	82%	79%	-3.0
Southwest England	80%	79%	-0.3
West Midlands	78%	80%	2.3
Yorkshire & Humberside	87%	85%	-1.8
TOTAL ENGLAND	83%	83%	-0.5
TOTAL ENGLAND (excl London)	81%	81%	-0.6

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

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ADR by Region

Data Tables – October 2025-26

ADR	2025	2026	*2025-26 % change*
East Midlands	£95.19	£96.60	1.5%
East of England	£107.54	£109.20	1.5%
Greater London	£216.60	£246.72	13.9%*
Northeast England	£98.05	£99.09	1.1%
Northwest England	£105.92	£106.55	0.6%
Southeast England	£99.81	£103.02	3.2%
Southwest England	£103.30	£105.92	2.5%
West Midlands	£104.55	£110.60	5.8%
Yorkshire & Humberside	£96.87	£100.37	3.6%
TOTAL ENGLAND	£159.89	£174.52	9.2%
TOTAL ENGLAND (excl London)	£102.33	£105.04	2.6%

*London % change is high and being reviewed

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

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RevPAR by Region

Data Tables – October 2025-26

RevPAR	2025	2026	*2025-26 % change*
East Midlands	£76.76	£73.25	-4.6%
East of England	£84.00	£87.07	3.6%
Greater London	£179.76	£206.18	14.7%*
Northeast England	£80.34	£82.86	3.1%
Northwest England	£87.39	£88.07	0.8%
Southeast England	£81.85	£81.40	-0.5%
Southwest England	£82.28	£84.09	2.2%
West Midlands	£81.39	£88.69	9.0%
Yorkshire & Humberside	£84.07	£85.34	1.5%
TOTAL ENGLAND	£133.14	£144.47	8.5%
TOTAL ENGLAND (excl London)	£83.10	£84.71	1.9%

*London % change is high and being reviewed

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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.

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For further questions please contact:
research@visitbritain.org

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