

# UK Occupancy Survey

for serviced accommodation

# 2003



# **UK Occupancy Survey for Serviced Accommodation**

## **2003 Annual Report**

Prepared for:  
**VisitBritain**  
**VisitScotland**  
**Wales Tourist Board**  
**Northern Ireland Tourist Board**

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Janet Monteith, Raj Segaran, and Nicky Hobin-Bucksey, VisitBritain

Pamela Wilson and Aisling McDermott, Northern Ireland Tourist Board

Brian Hay and Paul Buchanan, VisitScotland

Birgitte Magnussen, Wales Tourist Board

Chris King and Caroline Rice, Visit Heart of England, representing the English Regional Tourist Boards

Gavin Sayer and Tim Bartlett, Department for Culture, Media and Sport

The national and regional surveys which are combined to create the UK Occupancy Survey for serviced accommodation were undertaken by each of the ten English Regional Tourist Boards (co-ordinated by Visit Heart of England), by the Northern Ireland Tourist Board and by TNS Travel and Tourism (formerly NFO WorldGroup) (on behalf of VisitScotland and the Wales Tourist Board). We are grateful for their co-operation and effort.

Finally, we would like to express our considerable thanks to the thousands of accommodation operators who took the time to complete data forms each month. Without their co-operation, the survey would not be possible.



# 1. Introduction

## 1.1 Background

Under the EU Directive on tourism statistics, adopted in November 1995, the United Kingdom must report regularly a specified range of statistics to Eurostat, the statistical office of the European Community. Included in these statistics are monthly occupancy rates for UK serviced accommodation. The responsibility for providing this data lies with the four National Tourist Boards.

In addition to the requirements of the EU Directive, the Boards at that time identified a need for reliable and comparable occupancy information throughout the UK, including a range of occupancy rates not required by the EU Directive. Many of these had been calculated regularly for surveys which were running in some countries and English regions prior to 1997 (the first year of the UK Occupancy Survey for Serviced Accommodation).

## 1.2 Overview of the survey

The UK Occupancy Survey for Serviced Accommodation operates on the basis of individual surveys carried out by (or on behalf of) the National Tourist Boards of England, Northern Ireland, Scotland and Wales and the ten English Regional Tourist Boards. These national and regional surveys all adhere to a common specification and standard, as set out in a Minimum Standards Manual<sup>1</sup>.

TNS Travel and Tourism (formerly NFO WorldGroup) was appointed as the UK Survey Co-ordinator for 2002-2005 and collates the results from each of the national and regional surveys, combining them to produce occupancy rates for England and the UK. The quality of the data submitted by each Board is monitored to ensure that each survey complies with the agreed standards.

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<sup>1</sup> MacGregor, C. and Tait, S. (1996) *UK Occupancy Survey: A Minimum Standards Manual*, Edinburgh: Centre for Leisure Research  
Thomson, G. and Tait, S. (2002) *UK Occupancy Survey: A Minimum Standards Manual: Revised Edition*, Edinburgh: NFO WorldGroup



The types of accommodation in the survey are those defined (in the EU directive) as *tourist accommodation which is arranged in rooms and where bedmaking and cleaning services are provided*. The survey therefore includes:

- hotels (including motels, lodges and inns)
- guest houses
- private houses (including farmhouses) offering bed and breakfast to visitors.

Youth hostels and university accommodation are among those types of accommodation specifically excluded by the EU from the survey definition of hotels and similar establishments. Occupancy levels in these sectors are monitored separately by some individual boards.

A sample of these serviced accommodation operators has been recruited to each survey and invited to complete a data form every month, giving details of the nightly occupancy for their establishment. The data returned is processed and analysed by the national or regional board to produce monthly occupancy rates for the country or region and for the specific categories of type, size, location etc shown in this report. These results are then submitted to the UK Survey Co-ordinator where they are combined to produce occupancy rates for England and the UK.

The sample is regularly monitored to ensure that it is representative of the survey population (the known serviced accommodation stock). As the sample is self-selecting rather than random, it is not possible to calculate margins of error for the occupancy rates. However, because there is a substantial core of survey participants who provide data every month, the trends which are identified by the survey are believed to reflect accurately overall trends in the use of serviced accommodation (see Appendix F).

The individual Tourist Boards produce a wide range of other, more local, information from their own surveys which is available directly from them. It should be noted that this locally-produced information may be based on slightly different samples from the UK Survey, depending upon the timing of the analysis.

In addition to this report (the Annual Report for the seventh year of the survey), 12 monthly summaries have been produced during the year. These may also show slightly different occupancy rates from those included here because, in many areas, data forms which were returned late have been included after the monthly summaries were produced.

### 1.3 About this report

This report presents the main results of the survey, providing comparable occupancy figures for the UK and for England, Scotland, Wales and Northern Ireland. In addition, section eight gives a brief summary of occupancy levels for England and the ten English Regional Tourist Board areas. The National Tourist Boards for Scotland, Wales and Northern Ireland produce their own annual reports giving details of the occupancy levels in their own areas.

In each section of this report, brief comments outlining the most important features of the 2003 figures are provided, together with an indication of any notable changes from previous years. The relevant figures for the last five years of the survey (1999 to 2003) are provided in tables in Appendix A.

Definitions of the terms and methods of calculation used, together with details of the survey population and sample sizes, the survey methods and an indication of the accuracy of the results may be found in the Appendices. However, it is worth noting here that all the occupancy figures presented in this report are **net** occupancy figures and relate only to open establishments. Therefore a room occupancy of 60 per cent indicates that 60 per cent of the rooms available in open establishments were occupied.

It should also be noted that the basis for weighting the data for English Regional Tourist Boards was standardised in 2002 (when Visit Heart of England assumed the role of Survey Co-ordinator for the English survey), with all regional boards subsequently being required to weight their data by bedspaces and location prior to analysis (previously a few boards had weighted by bedrooms). To comply with this, some regional boards needed to rerun data from 2002 with the result that one or two figures may be very slightly different from those in the 2002 report.

## 2. Summary

### 2.1 Introduction

This section summarises the main trends apparent from the individual surveys carried out in England, Scotland, Wales and Northern Ireland during the period 1999-2003 which have been aggregated to provide occupancy figures for the UK as a whole. Further details are to be found in the succeeding sections of this report which should be read in conjunction with the tables to be found in Appendix A. More detailed analyses of the results for Scotland, Wales and Northern Ireland may be found in the separate reports produced by these boards while tables containing detailed figures for England may be obtained from VisitBritain.

Throughout this report, when comparing the figures for 2003 with those for previous years, it must be remembered that the use made of serviced accommodation has been affected in recent years by a number of external events. Activities to mark the new millennium, including the opening of the Dome, took place in 2000; 2001 saw the outbreak of foot and mouth disease in the UK (starting in late February and with the effects felt until well into the summer months), and then the far-reaching events of 11th September 2001. 2002 was the year of the Queen's Golden Jubilee and the Manchester Commonwealth Games and in 2003 the conflict in Iraq and the outbreak of SARS in Asia both had a significant impact on international travel.

When reading the figures for March and April, it must be remembered that Easter fell in March in 2002 and in April in the other years examined here (although it was very early in April in 1999).

### 2.2 Main five year trends

#### 2.2.1 Bedroom occupancy (see Table A1, Appendix A)

- The 2003 UK annual average of 59 per cent was the same as that of 2002, two percentage points higher than in 2001 and one percentage point higher than in both 1999 and 2000. The four constituent countries, however, show differing patterns.
- In Wales, annual average bedroom occupancy rose by one percentage point in 2003, continuing the upward trend shown in 2002 (following 3 years when the rate had remained more or less static).
- In Northern Ireland, the annual average for 2003 was four percentage points higher than in 2002, with the figure fluctuating by one percentage point during the period 1999-2001.
- The 2003 figure for Scotland was the same as that of 2002, and was two percentage points higher than that of 1999.

- England also recorded the same figure as in 2002 but was the only country where the 2003 figure was not higher than in 1999.
- Similar patterns are seen for the April-October figures, with Northern Ireland showing an increase of five percentage points.
- As far as the UK monthly figures are concerned, it appears that 2003 levels were generally slightly lower than in 2002 during the first three months of the year and in June, but were otherwise the same as or slightly higher than the previous year, with September showing a rise of three percentage points – although it must be remembered that year-on-year comparisons for March and April are difficult to make because of the influence of the Easter holiday (the dates of which vary).
- When compared with the levels four years previously (i.e. in 1999), figures for the early part of the year varied only slightly, but those for August to December showed an increase, with December 2003 figures being six percentage points higher than in 1999. Again there were differences between the four countries.
- Monthly figures for 2003 in England varied little from those of 1999, except for December when the 2003 figure was five percentage points higher than in 1999.
- In Scotland, 2003 figures were the same as or below those of 1999 for the months of March, June and July. All other months in Scotland saw an increase in figures when compared with 1999, with an increase of four percentage points in August and six in December.
- In Wales, all monthly figures in 2003 were higher than in 1999, with the greatest increases (of up to 11 percentage points) being seen in the off-peak months.
- Northern Ireland also recorded appreciable increases in all months (of up to 6 percentage points).

### **2.2.2 Bedspace occupancy (see Table A2, Appendix A)**

- Patterns of bedspace occupancy were broadly similar to those for bedroom occupancy, with the UK annual average bedspace occupancy of 44 per cent for 2003 being the same as that for 2002, an increase of two percentage points over the 1999 figure. These figures probably indicate a continuation of the small increase in family use of accommodation along with the corresponding small downturn in business use.
- As with bedroom occupancy, average annual figures for England, Scotland, Wales and Northern Ireland showed slightly differing patterns, with only Northern Ireland recording an increase of more than one percentage point in annual occupancy when compared with 2002.

- Annual average bedspace occupancy rose over the period 1999-2003 in all four countries, with the greatest increase being in Wales (3 percentage points).

### **2.2.3 Weekend and weekday occupancy (see Tables A4 - A7, Appendix A)**

- Overall average figures for the UK hide considerable differences in weekend and weekday occupancy.
- Compared with 2002, all UK annual average figures for weekend and weekday bedroom and bedspace occupancy saw an improvement of one percentage point.
- Over the period 1999-2003, weekend occupancy rates have increased slightly more than weekday rates – probably attributable to an increase in holiday weekend breaks combined with a slight downturn in business trade.
- A similar picture is apparent for the April-October averages with weekend rates increasing over the period 1999-2003.

### **2.2.4 Origin of visitors (see Tables A8 - A10, Appendix A)**

- The 2003 annual average bedspace occupancy by non-UK visitors was one percentage point lower than in both 2002 and 1999, while the annual average bedspace occupancy by UK residents was one percentage point higher than in 2002 and three percentage points higher than in 1999. The 2003 annual average percentage of arrivals at serviced accommodation attributable to non-UK visitors also fell by one percentage point compared with 2002, but by four compared with 1999.
- Only Northern Ireland showed an increase in the percentage of non-UK arrivals in 2003, while all four countries showed a fall when compared with 1999.

### **2.2.5 Occupancy by type of establishment (see Tables A11- A20, Appendix A)**

- Most UK occupancy levels in hotels and bed and breakfast establishments showed a rise in 2003 when compared with 2002 – the exceptions being the annual average bedroom occupancy in hotels and both annual and April-October bedspace occupancy in bed and breakfast establishments which all remained as in 2002. Corresponding occupancy rates in guest houses all showed a fall (of 1 percentage point) when compared with 2002.
- Hotels and bed and breakfast establishments have also both experienced a rise in average annual and April-October occupancy rates over the period 1999-2003 (except for April-October bedroom occupancy in hotels and April-October bedspace occupancy in bed and breakfast establishments which both remained at their 1999 level).

- 
- Guest houses on the other hand have experienced a slight fall in occupancy over this period (except for April-October bedroom occupancy which was the same in 2003 as in 1999).
  - On a national basis over the period 1999 to 2003, average occupancy levels in hotels and bed and breakfast establishments either increased or remained the same in all four countries except for annual bedspace occupancy in both England and Wales which decreased by one percentage point.
  - In contrast, occupancy levels (both bedroom and bedspace) in guest houses either increased or remained at their 1999 level in Scotland and Wales (with increases of 8 percentage points in Wales) but decreased in England and Northern Ireland.
  - Average annual occupancy by non-UK visitors remained at its 2002 level in hotels but decreased in guest houses and bed and breakfast establishments. Over the period 1999-2003, occupancy by non-UK visitors decreased in each type of establishment, with the greatest decrease (of 5 percentage points) seen in guest houses.

#### **2.2.6 Occupancy by location of establishment (see Tables A23 and A24, Appendix A)**

- When compared with 2002, UK occupancy levels in all types of locations either increased slightly or remained at the same level, with the April-October increases being slightly higher than those for the annual figures.
- Over the period 1999-2003, UK annual average and April-October occupancy levels (both bedroom and bedspace) have increased in seaside and country/village locations.
- Over the same period, average annual and April-October bedroom occupancy in urban areas (both city/large towns and small towns) remained the same. In contrast, both annual and April-October bedspace occupancy in both types of urban locations increased slightly over the period 1999-2003.

### 3. UK and National occupancy levels 2003

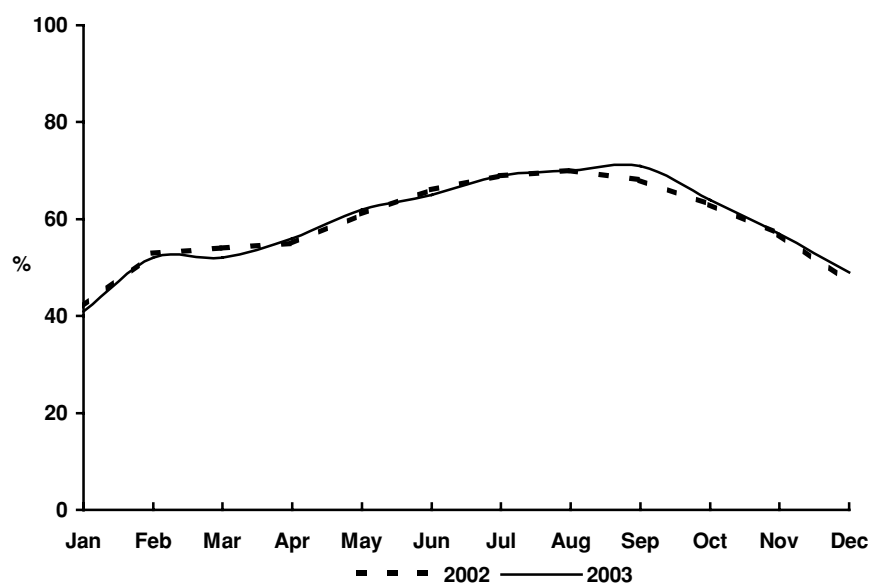
This section presents the main results of the survey for England, Scotland, Wales and Northern Ireland, together with the aggregated figures for the UK.

As noted in the summary (section 2), when comparing the figures for 2003 with those for 2002, it must be remembered that Easter was at the end of March in 2002 but in April in 2003 and that in 2002 the culmination of the celebrations in connection with Queen's golden jubilee in June had an effect on many occupancy levels that month. In addition, the use made of serviced accommodation during 2003 was influenced to a certain extent by the war in Iraq with its repercussions on travel, particularly from overseas.

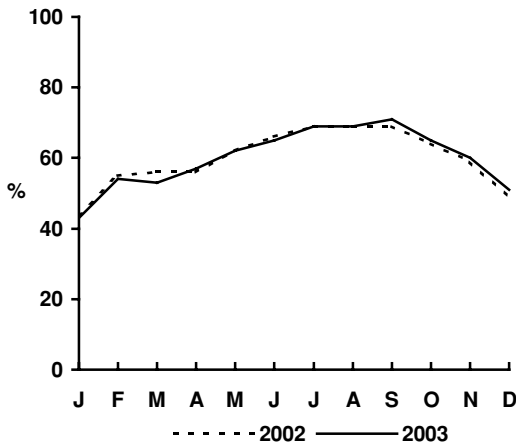
#### 3.1 UK and National: Bedroom occupancy

The data contained in Figures 3.1 to 3.7 are shown in Table A1 (Appendix A).

**Fig. 3.1: UK: Monthly Bedroom Occupancy 2002 and 2003**



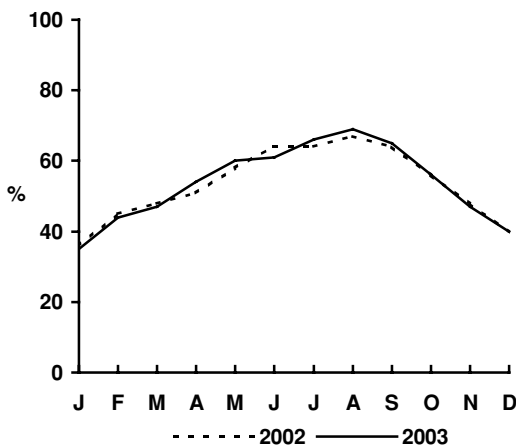
**Fig. 3.2: England: Monthly Bedroom Occupancy 2002 and 2003**



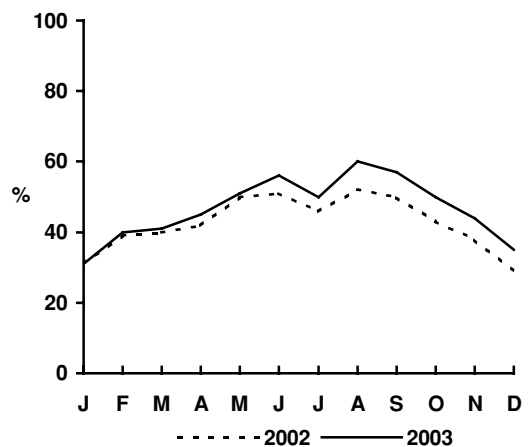
**Fig. 3.3: Scotland: Monthly Bedroom Occupancy 2002 and 2003**



**Fig. 3.4: Wales: Monthly Bedroom Occupancy 2002 and 2003**



**Fig. 3.5: Northern Ireland: Monthly Bedroom Occupancy 2002 and 2003**

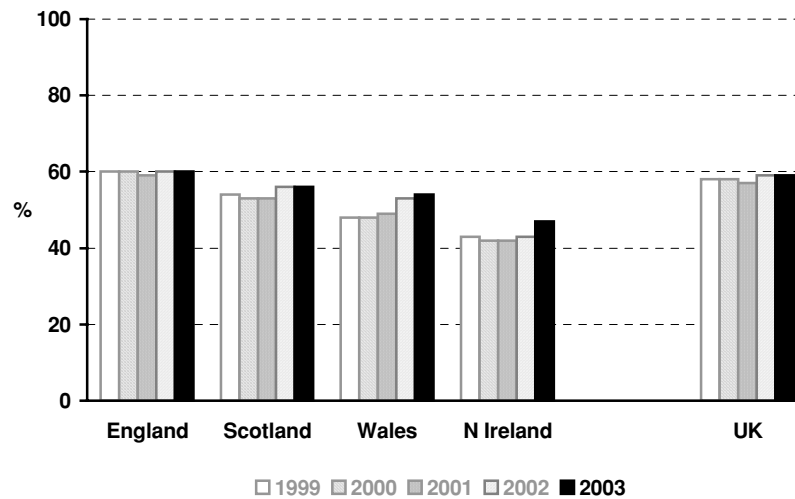


- For the UK as a whole, monthly bedroom occupancy levels for the first three months of 2003 were below those of 2002. For the rest of the year, they were the same as or up to three percentage points higher than those of 2002 in all months except June (when they were 1 percentage point lower than in 2002).
- In Northern Ireland, monthly bedroom occupancy levels were higher (by up to 8 percentage points in August) than in 2002 in all months except January. In England, Scotland and Wales, the pattern of monthly bedroom occupancy figures for the most part reflected that of the UK, although figures in Scotland at the end of the year were lower than in 2002.

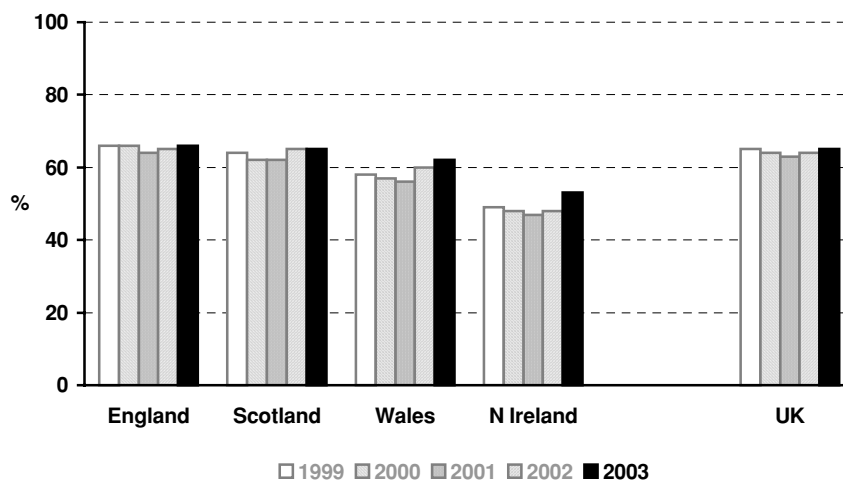


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- For the UK as a whole, the peak month for bedroom occupancy during 2003 was September (71%) with the lowest figure being found in January (41%). This is the first time that September has been higher than August.
  - The highest bedroom occupancy levels were again found in Scotland in August (79%, compared with 78% in 2001), the lowest in Northern Ireland in January (31%).
  - As in previous years, Scotland and Wales showed the greatest seasonality (the difference between the highest and lowest monthly figures) - 43 and 34 percentage points respectively. England and Northern Ireland showed the least seasonality (28 and 29 percentage points respectively). In all four countries, the degree of seasonality was greater in 2003 than in 2002.
  - The four countries again showed slightly different patterns of occupancy. In Scotland, the levels rose steadily to reach their peak value in August (79%) and then declined. In England and Wales, figures also rose steadily from the beginning of the year to reach their maximum values in the summer months, with the peak being less pronounced than in Scotland. In England, the maximum value (71%) was found in September with values in July and August being only two percentage points lower. In Wales the summer peak was also less marked than in Scotland (a high of 69% in August, with July and September values of 66% and 65% respectively). In Northern Ireland (as in previous years), bedroom occupancy rose until June, fell by 6 percentage points in July (a time when many businesses traditionally close down for two weeks), before rising again to reach their peak value in August.

**Fig. 3.6: UK and National: Annual Bedroom Occupancy 1999 - 2003**



**Fig. 3.7: UK and National: April-October Bedroom Occupancy 1999 - 2003**



- The overall annual average bedroom occupancy for the UK was the same as in 2002. In England and Scotland, the annual average bedroom occupancy figure was the same as in 2002, while in Wales and Northern Ireland it increased – by one percentage point in Wales and by four in Northern Ireland.
- The UK April-October average figure was one percentage point higher than in 2002, with England, Wales and Northern Ireland all recording increases. In Scotland the April-October average bedroom occupancy was the same as in 2002.

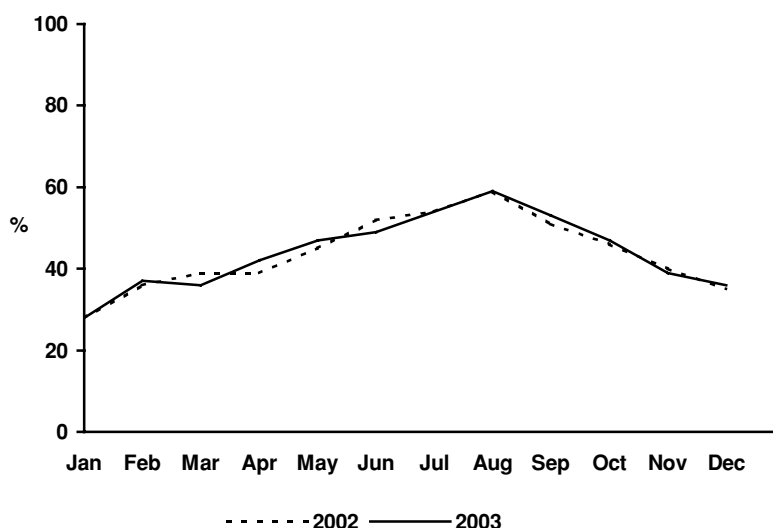
- As in previous years, over the year as a whole, almost six out of ten (59%) of available bedrooms in the UK's serviced accommodation were occupied. In the height of the season (July-September), about seven out of ten bedrooms (70%) were occupied.
- As in previous years, Northern Ireland had the lowest bedroom occupancy levels, with less than 50 per cent of available bedrooms being occupied.
- Once again, Scotland and Wales had the largest differences between the annual and the April-October averages, demonstrating the more seasonal pattern to occupancy in these countries.

### 3.2 UK and National: Bedspace occupancy

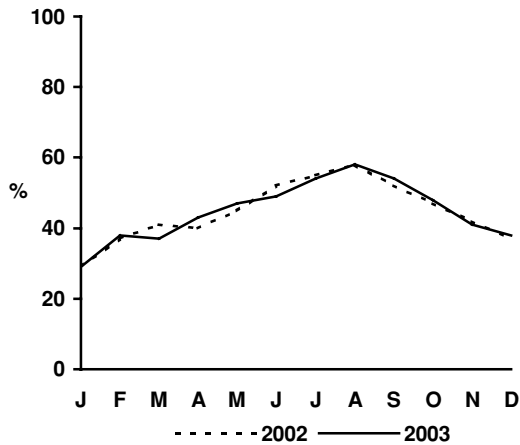
The difference between bedroom and bedspace occupancy is explained by single occupancy of double/twin rooms or, in some cases, empty beds in family rooms. A double room occupied by one person has 100 per cent room occupancy but only 50 per cent bedspace occupancy. Clearly the remaining 50 per cent of bedspaces are not all available to be occupied and so a total bedspace occupancy of 100 per cent (or even close to it) is highly unlikely.

The data contained in Figures 3.8 to 3.14 are shown in Table A2 (Appendix A).

**Fig. 3.8: UK: Monthly Bedspace Occupancy 2002 and 2003**



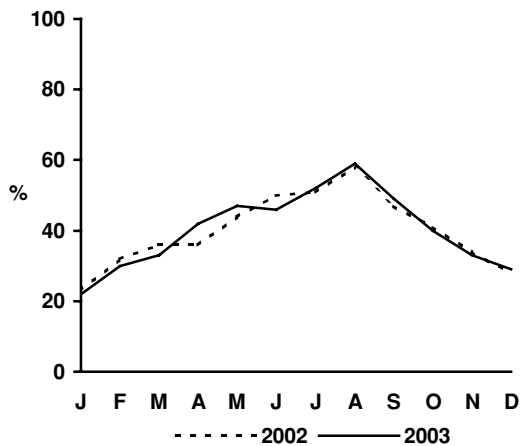
**Fig. 3.9: England: Monthly Bedspace Occupancy 2002 and 2003**



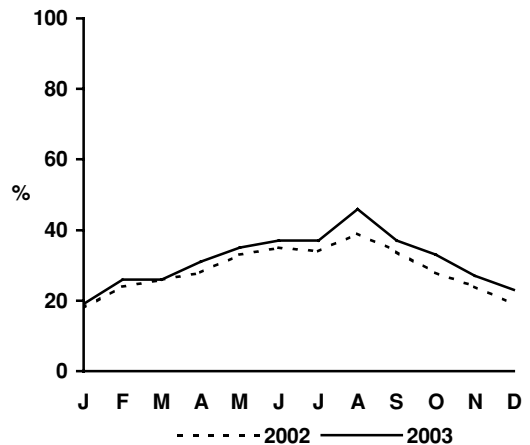
**Fig. 3.10: Scotland: Monthly Bedspace Occupancy 2002 and 2003**



**Fig. 3.11: Wales: Monthly Bedspace Occupancy 2002 and 2003**

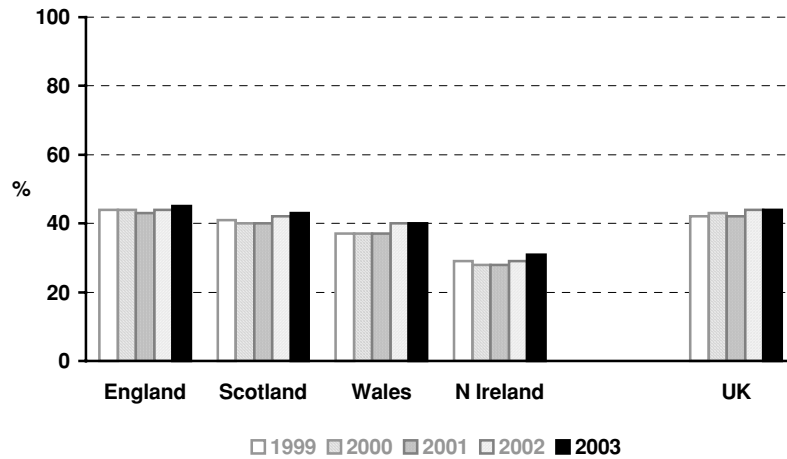


**Fig. 3.12: Northern Ireland: Monthly Bedspace Occupancy 2002 and 2003**

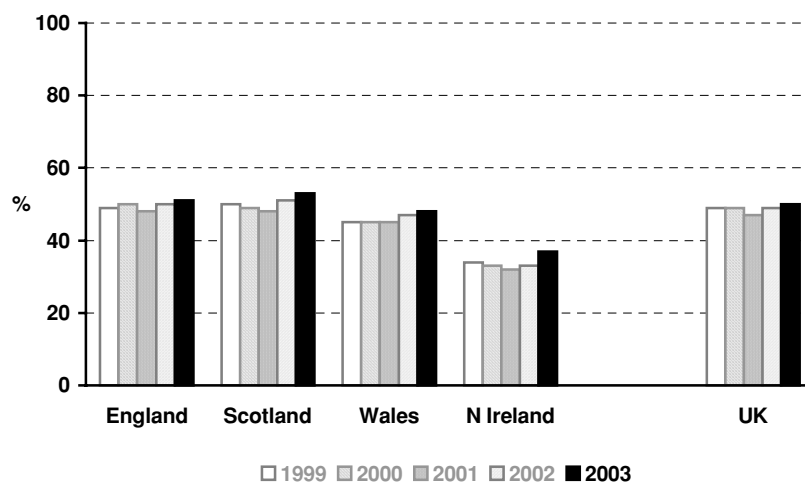


- August was again the peak month for bedspace occupancy throughout the UK.
- As with bedroom occupancy, Scotland and Wales showed the greatest seasonality of bedspace occupancy (difference between the highest and lowest monthly figures), with ranges of 44 and 37 percentage points.
- Monthly patterns of bedspace occupancy again more or less mirrored those for bedroom occupancy, with Scotland recording the highest value (68% in August)

**Fig. 3.13: UK and National: Annual Bedspace Occupancy 1999 - 2003**



**Fig. 3.14: UK and National: April-October Bedspace Occupancy 1999 - 2003**



- As with bedroom occupancy, the annual average bedspace occupancy figures for the UK as a whole were the same as in 2002, while the April-October figure increased slightly.
- As would be expected, the annual average figure for bedspace occupancy was lower than that for bedroom occupancy, with the difference being greatest in Northern Ireland (16 percentage points) and least in Scotland (13 percentage points).
- Over the year as a whole, less than half (44%) of the bedspaces available in the UK's serviced accommodation were used. During the height of the season (July-September), 56% of the available bedspaces were used.

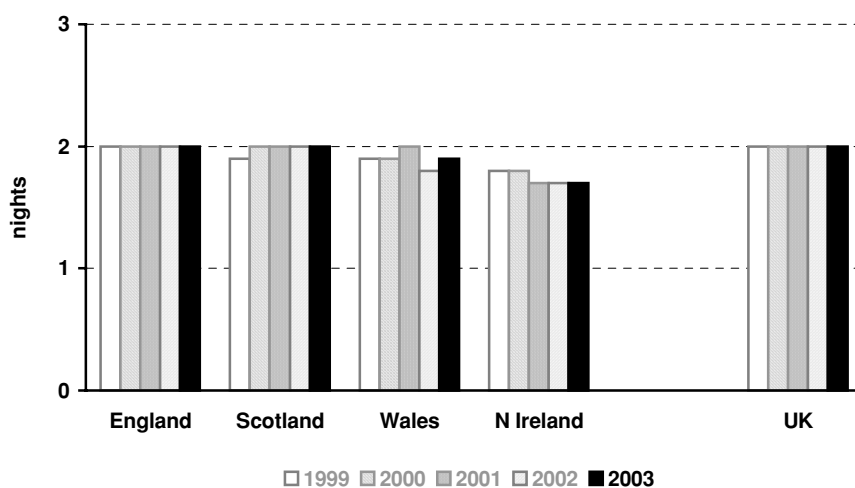
- As in the previous year, England had the highest annual average and Scotland the highest April-October figure, while Northern Ireland had the lowest figures for both the annual and April-October averages.

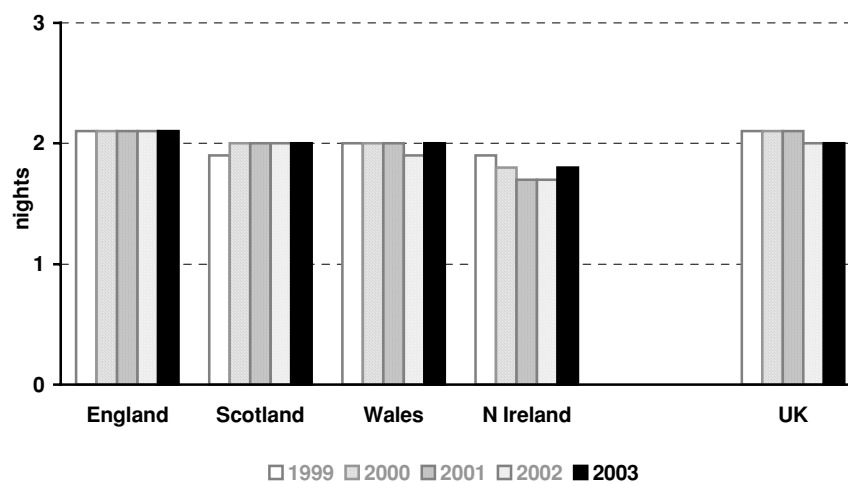
### 3.3 UK and National: Average length of stay

The average length of stay is the average number of nights a visitor stays **at any one establishment** in a single trip – in this survey, it does not indicate the length of stay in any one country or area, or the length of the trip away from home.

The data contained in Figures 3.15 and 3.16 are shown in Table A3 (Appendix A).

Fig. 3.15: UK and National: Annual Average Length of Stay 1999 - 2003



**Fig. 3.16: UK and National: April-October Average Length of Stay 1999 - 2003**

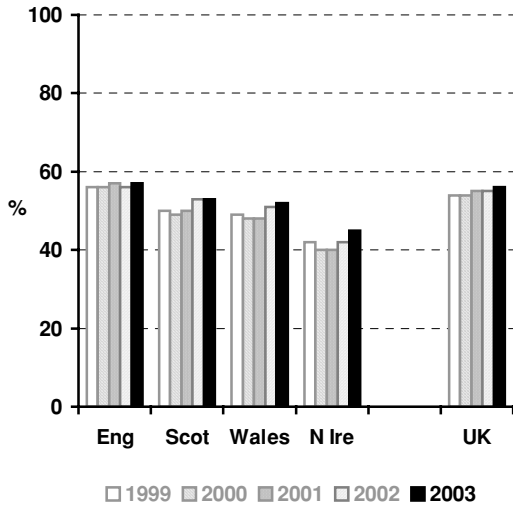
- On average throughout the year, visitors stayed for two nights during a visit to any one establishment – this figure has remained at this level over the period 1999 - 2003. In 2003, the figure for Wales rose from 1.8 nights to 1.9 nights, with the figures for England, Scotland and Northern Ireland remaining at their 2002 levels.
- The UK figures for July-September were the same as the previous four years, with those for April-October being the same as in 2002 but slightly lower than the previous three years.

### 3.4 UK and National: Weekend/weekday occupancy

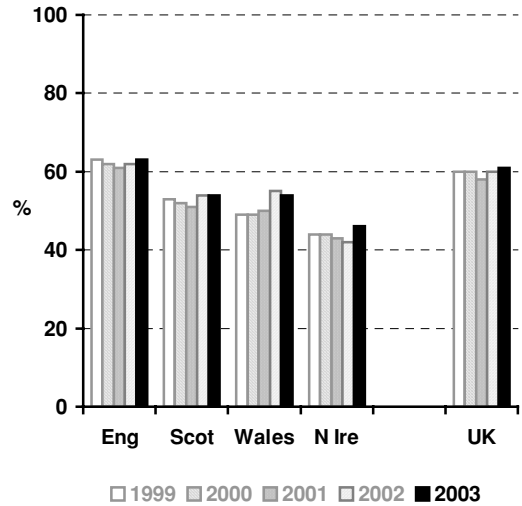
For the purposes of this survey, the weekend is defined as Friday, Saturday and Sunday nights.

The data contained in Figures 3.17 to 3.20 are shown in Tables A4 and A5, those in Figures 3.21 to 3.24 in Tables A6 and A7 (Appendix A).

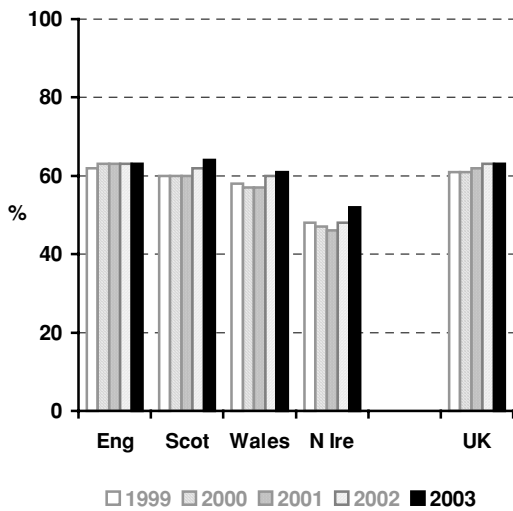
**Fig. 3.17: UK and National: Annual Weekend Bedroom Occupancy 1999 - 2003**



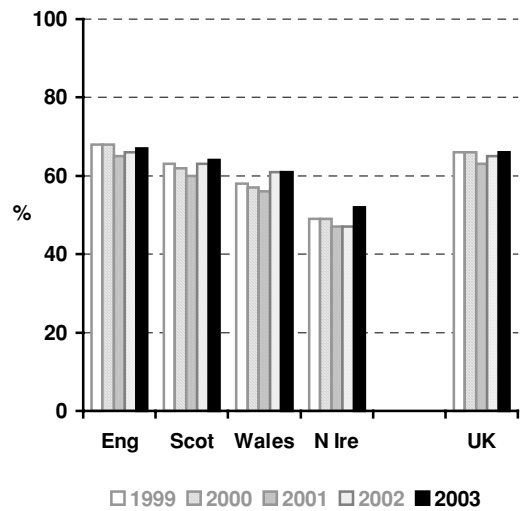
**Fig. 3.18: UK and National: Annual Weekday Bedroom Occupancy 1999 - 2003**



**Fig. 3.19: UK and National: April - October Weekend Bedroom Occupancy 1999 - 2003**



**Fig. 3.20: UK and National: April - October Weekday Bedroom Occupancy 1999 - 2003**

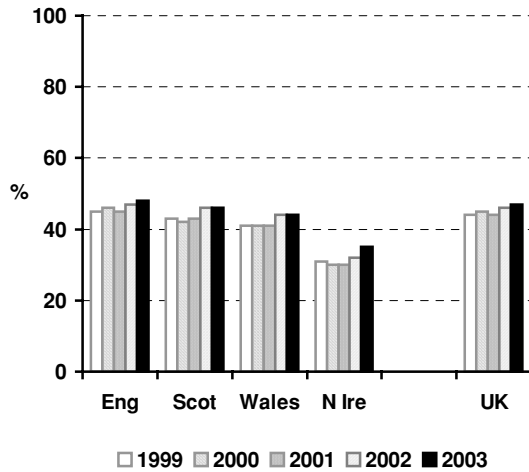


- In 2003, both the annual and April-October average weekday bedroom occupancy levels in England were higher than the weekend levels, by six percentage points for the annual figure and by four for the April-October figure. In Scotland, Wales and Northern Ireland, the weekend and weekday April-October annual averages were the same while, as in England, the annual weekday averages were higher than the weekend figures.

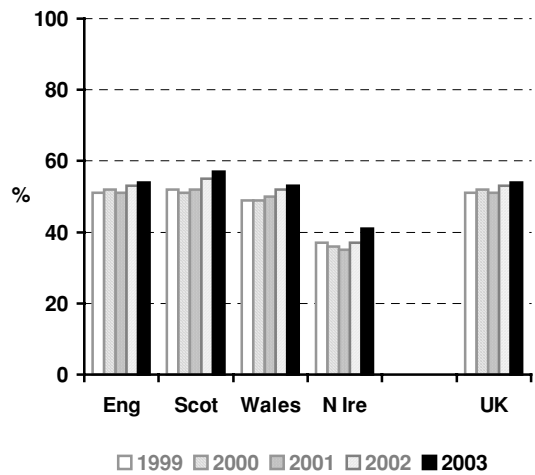


- When compared with 2002, all 2003 weekend and weekday bedroom occupancy averages rose or stayed the same, with the exception of the annual weekday average in Wales, which was one percentage point lower.

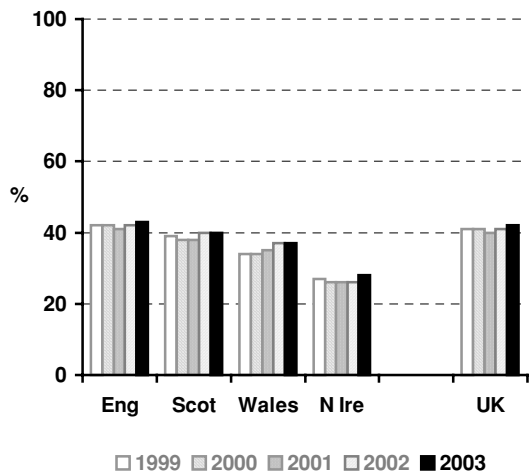
**Fig. 3.21: UK and National: Annual Weekend Bedspace Occupancy 1999 - 2003**



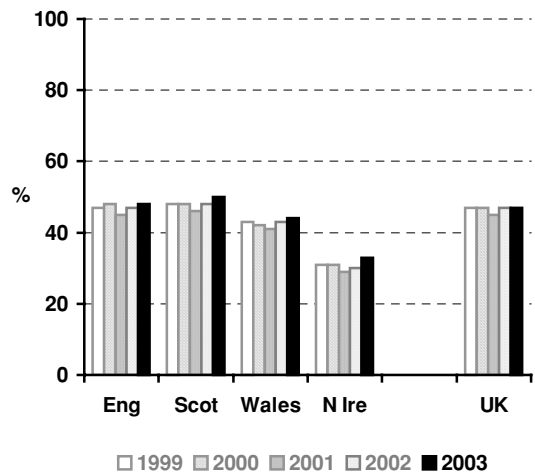
**Fig. 3.23: UK and National: April- October Weekend Bedspace Occupancy 1999 - 2003**



**Fig. 3.22: UK and National: Annual Weekday Bedspace Occupancy 1999 - 2003**



**Fig. 3.24: UK and National: April-October Weekday Bedspace Occupancy 1999 - 2003**



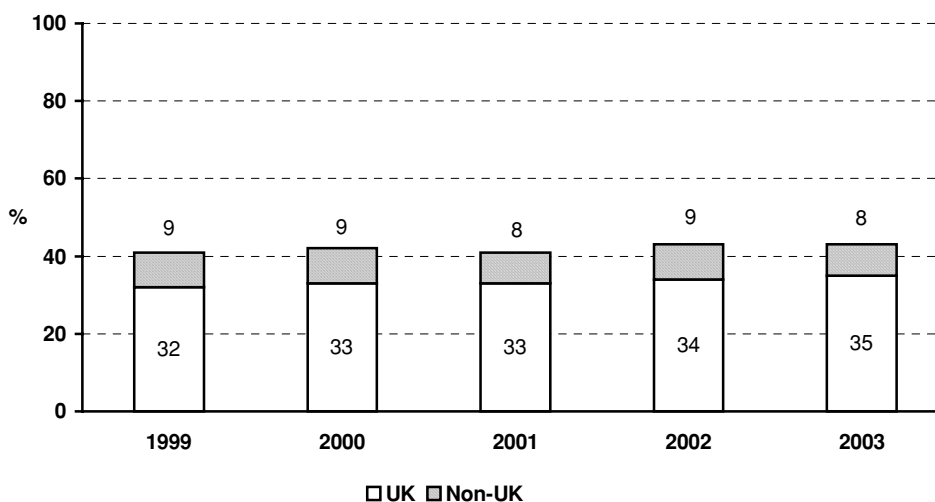
- As in previous years, the pattern for weekend/weekday bedspace occupancy levels was again the reverse of that for bedroom occupancy, with bedspace occupancy consistently being higher at the weekend – the result of more single occupancy of double rooms during weekdays.
- Except for January, monthly weekend bedspace occupancy levels were slightly higher than weekday levels in every case.
- Compared with the 2002 figures, all annual and April-October average figures were either the same as in 2002 or showed an increase.

### 3.5 UK and National: Occupancy by origin of visitors

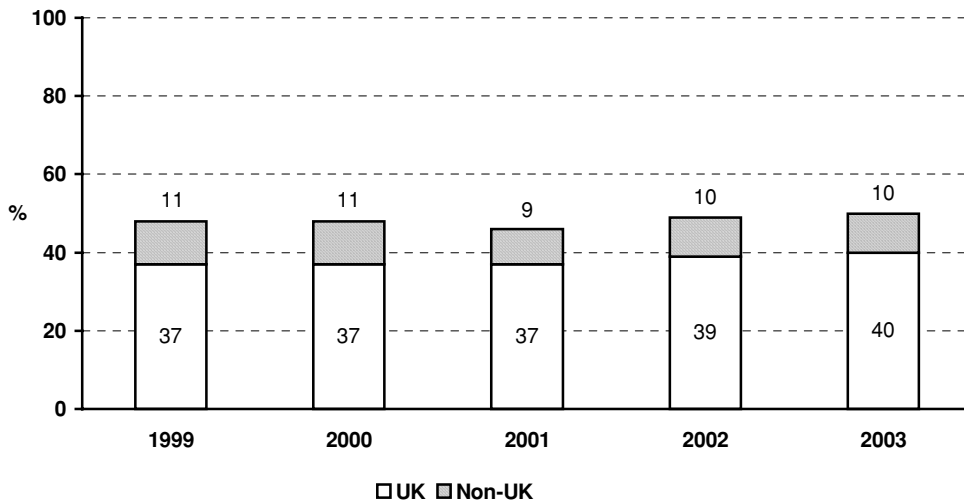
The data contained in Figures 3.25 to 3.28 are shown in Tables A8 and A9 (Appendix A).

It should be noted that not all participating establishments were able to differentiate between UK and non-UK visitors and therefore the samples upon which all figures relating to the origin of visitors are based are smaller than the samples from which the main occupancy figures are calculated (see Appendix C). This means that the total monthly occupancy figures from Tables A8 and A9 may differ slightly from those appearing in Table A2.

**Fig. 3.25: UK: Annual Bedspace Occupancy 1999 - 2003 by Origin of Visitors**

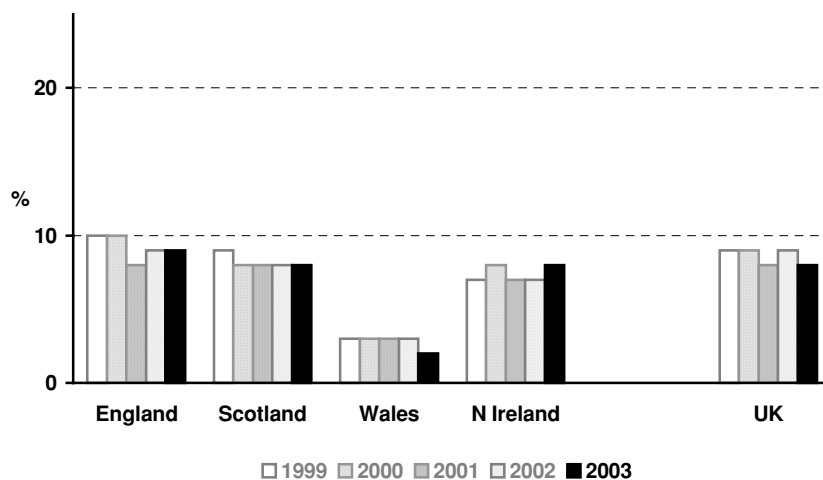


**Fig. 3.26: UK: April-October Bedspace Occupancy 1999 - 2003 by Origin of Visitors**

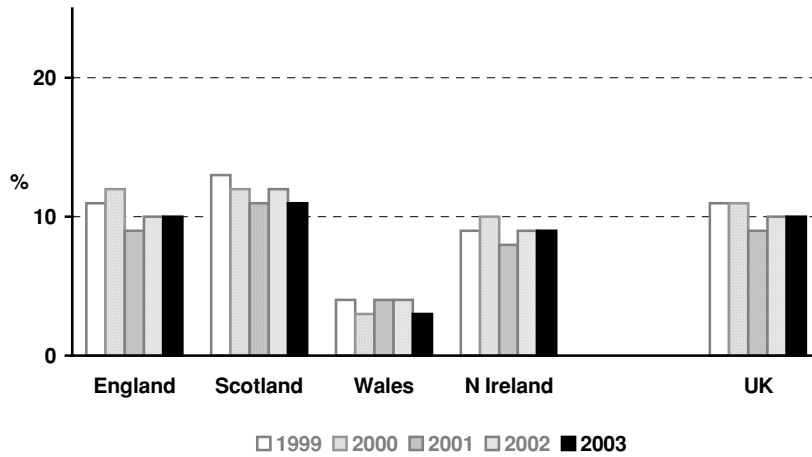


- On average during 2003, visitors from outside the UK occupied eight per cent of the available bedspaces, a fall of one percentage point when compared with 2002. During the high season (April-October), one in ten bedspaces (10%) were occupied by visitors from outside the UK – the same as in 2002.
- Visitors from within the UK occupied an average of 35 per cent of the available bedspaces during 2003, with the figure rising to 40 per cent during April-October. Both of these figures represented a slight rise when compared with 2002.

**Fig. 3.27: UK and National: Annual Bedspace Occupancy 1999 - 2003 by Non-UK Visitors**



**Fig. 3.28: UK and National: April-October Bedspace Occupancy 1999 - 2003 by Non-UK Visitors**

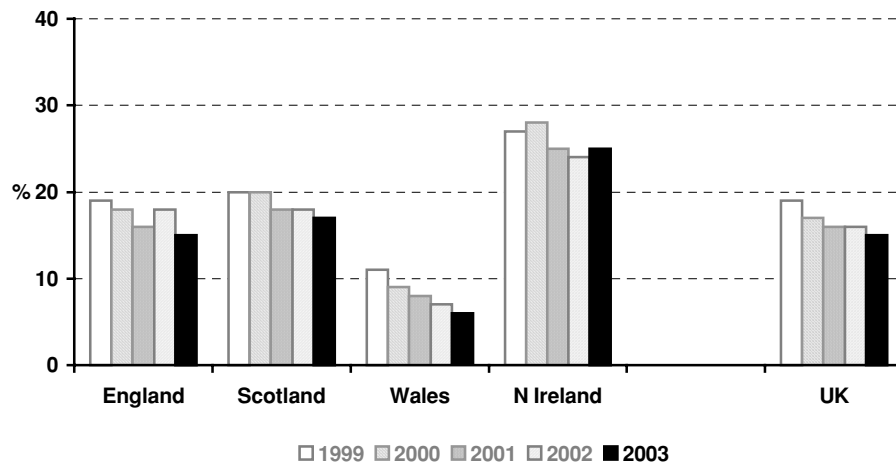


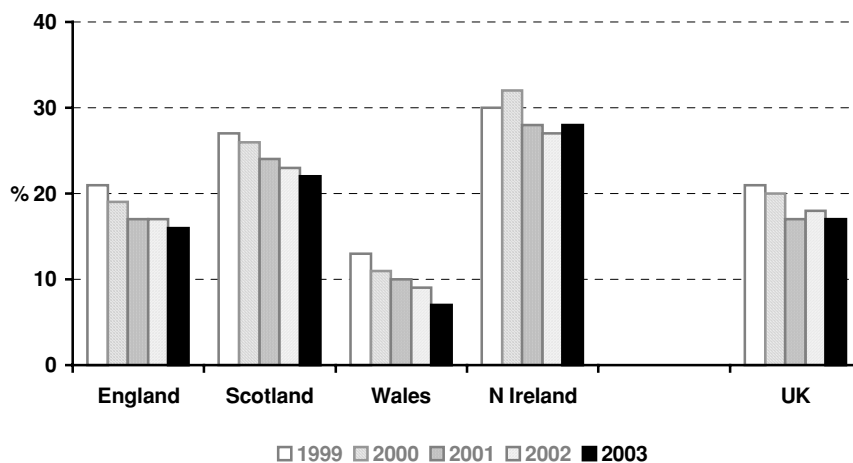
- The figures for annual average bedspace occupancy by non-UK visitors in England and Scotland remained at their 2002 level (9% and 8% respectively), those for Northern Ireland showed a slight rise (from 7% to 8%) while those for Wales fell by one percentage point to two per cent.

The data contained in Figures 3.29 and 3.30 are shown in Table A10 (Appendix A).

In this section, the term “arrivals” refers to guests arriving at any one establishment.

**Fig. 3.29: UK and National: Annual Non-UK Arrivals as a Percentage of All Arrivals 1999 - 2003**



**Fig. 3.30: UK and National: April-October Non-UK Arrivals as a Percentage of All Arrivals 1999 - 2003**

- Just over one in seven (15%) of arrivals at serviced accommodation in 2003 were from outside the UK. This is four percentage points lower than the five year peak in 1999 (19%) and slightly less than the 2002 figure.
- When compared with 2002, the annual percentage of non-UK arrivals rose in Northern Ireland (by 1 percentage point) and fell (by 1 percentage point) in England, Scotland and Wales.
- During April-October, over a quarter of arrivals in Northern Ireland and almost a quarter in Scotland were from outside the UK. In the case of Northern Ireland, a high proportion of arrivals in this category would have come from the Republic of Ireland.

## 4. UK and National: Occupancy by type of establishment

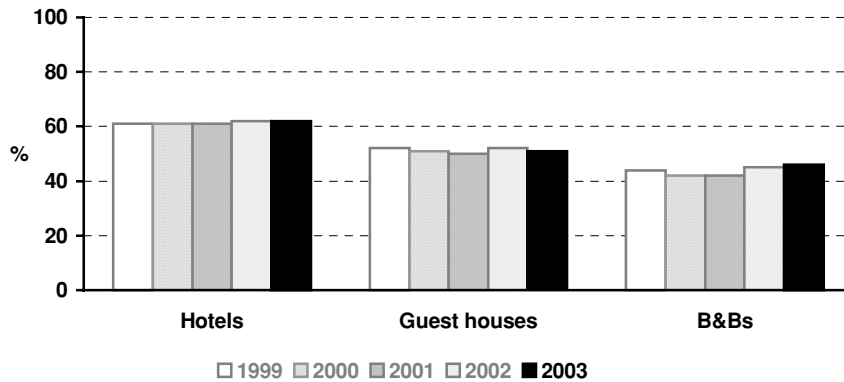
This section gives details of the UK and national occupancy levels for hotels, guest houses and bed and breakfast establishments.

It should be noted that only in Northern Ireland, where registration of tourist accommodation is compulsory, is there any formal definition of accommodation types. In England, Scotland and Wales, participants in the surveys indicated the type of their accommodation when providing their initial profile information.

### 4.1 UK: Occupancy by type of establishment

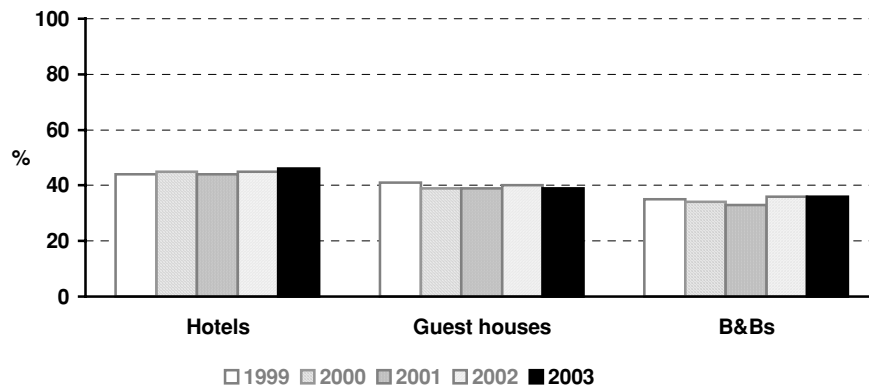
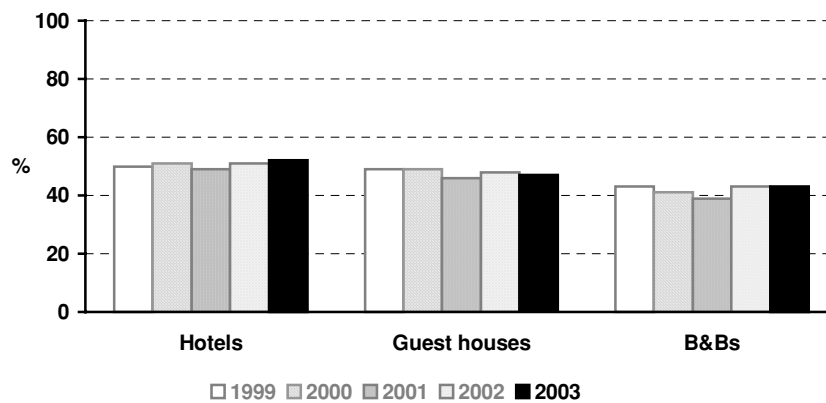
The data shown in Figures 4.1 to 4.4 may be found in Table A11 (Appendix A).

**Fig. 4.1: UK: Annual Bedroom Occupancy, 1999 - 2003 by Type of Establishment**



**Fig. 4.2: UK: April-October Bedroom Occupancy 1999 - 2003 by Type of Establishment**



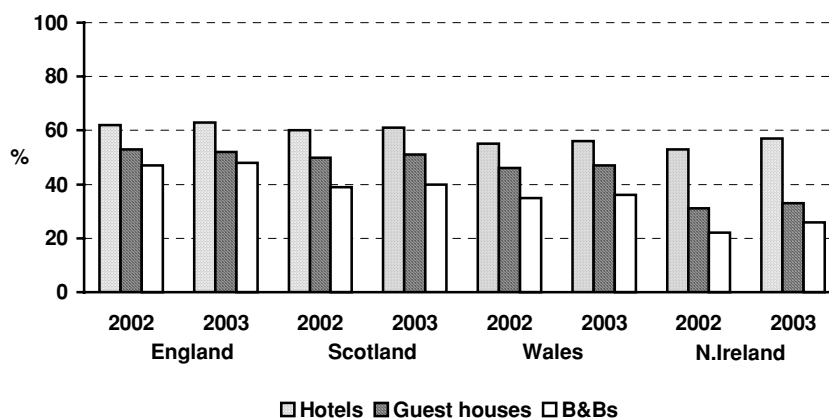
**Fig. 4.3: UK: Annual Bedspace Occupancy 1999 - 2003 by Type of Establishment****Fig. 4.4: UK: April-October Bedspace Occupancy 1999 - 2003 by Type of Establishment**

- As in previous years, both bedroom and bedspace occupancy levels were in general highest in hotels (where, over the year as a whole, just over three fifths (62%) of bedrooms and almost half (46%) of bedspaces were occupied) and lowest in bed and breakfast establishments (only 46% bedroom occupancy and 36% bedspace occupancy).
- In August, both bedroom and bedspace occupancy rates for guest houses were the same as those for hotels.
- Average annual bedroom occupancy in hotels remained at its 2002 level, while the April-October average increased by one percentage point. The corresponding rates for guest houses were each one percentage point lower than in 2002, while for bed and breakfast establishments bedroom occupancy figures were one percentage point higher than in 2002 with bedspace occupancy figures being the same as the previous year.

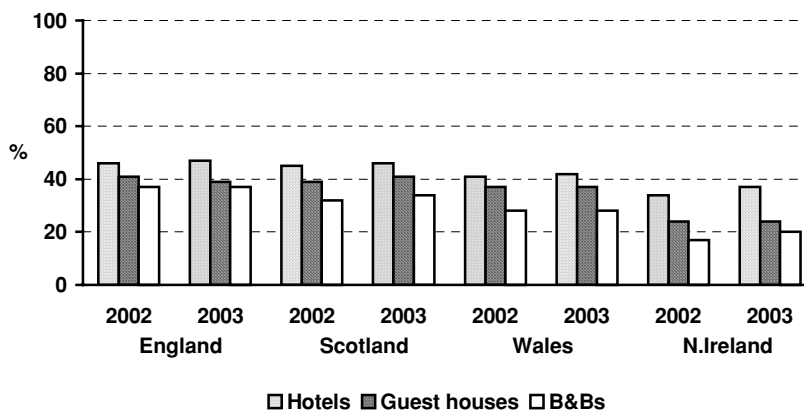
## 4.2 National: Occupancy by type of establishment

The data shown in Figures 4.5 to 4.8 may be found in Tables A12 to A17 (Appendix A).

**Fig. 4.5: National: Annual Bedroom Occupancy 2002 and 2003 by Type of Establishment**



**Fig. 4.6: National: Annual Bedspace Occupancy 2002 and 2003 by Type of Establishment**

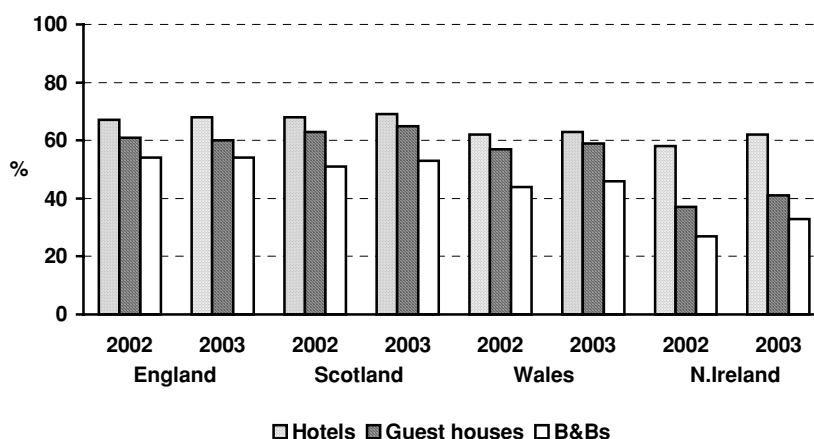


- Annual occupancy levels for all types of establishment were again highest in England (except for bedspace occupancy in guest houses where it was highest in Scotland) and lowest in Northern Ireland (except for bedroom occupancy in hotels where it was lowest in Wales).
- With the exception of Northern Ireland, monthly figures for the most part reflected the pattern of the overall UK figures. In Northern Ireland, hotel bedroom occupancy and (to a lesser extent) hotel bedspace and guest house bedroom occupancy were lower in July (traditionally a time of lower occupancy levels); guest house bedspace and bed and breakfast establishment bedroom and bedspace occupancy rose steadily through the year to a peak in August.

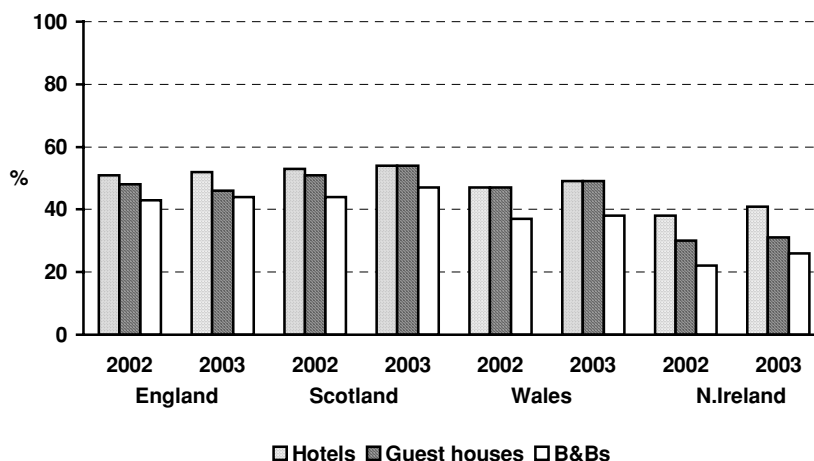


- Nearly all annual averages in England, Scotland, Wales and Northern Ireland were the same as or slightly higher than in 2002, the exceptions being guest houses in England where annual averages for bedroom and bedspace occupancy fell by one and two percentage points respectively.

**Fig. 4.7: National: April-October Bedroom Occupancy 2002 and 2003 by Type of Establishment**



**Fig. 4.8: National: April-October Bedspace Occupancy 2002 and 2003 by Type of Establishment**

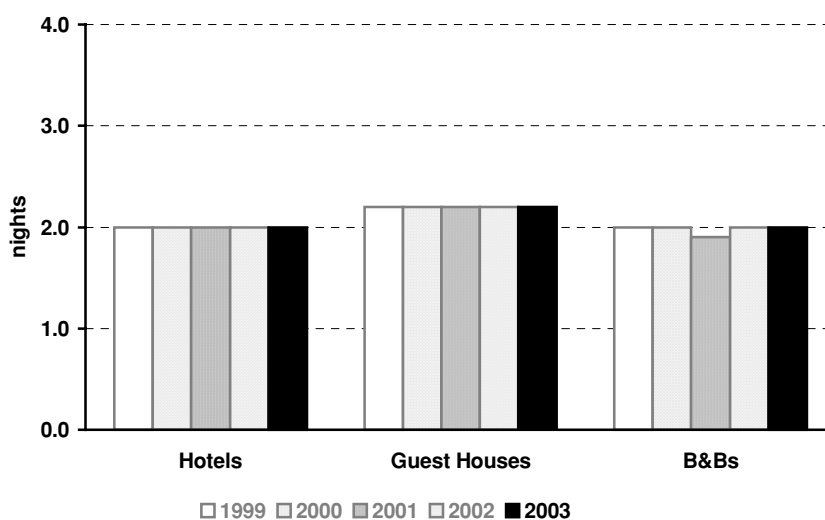


- As was the case in 2002, the highest April-October averages were found in Scotland, except for bedroom occupancy in bed and breakfast establishments where England had the highest figure.
- As for the annual averages, nearly all April-October averages in England, Scotland, Northern Ireland and Wales were higher than in 2002.

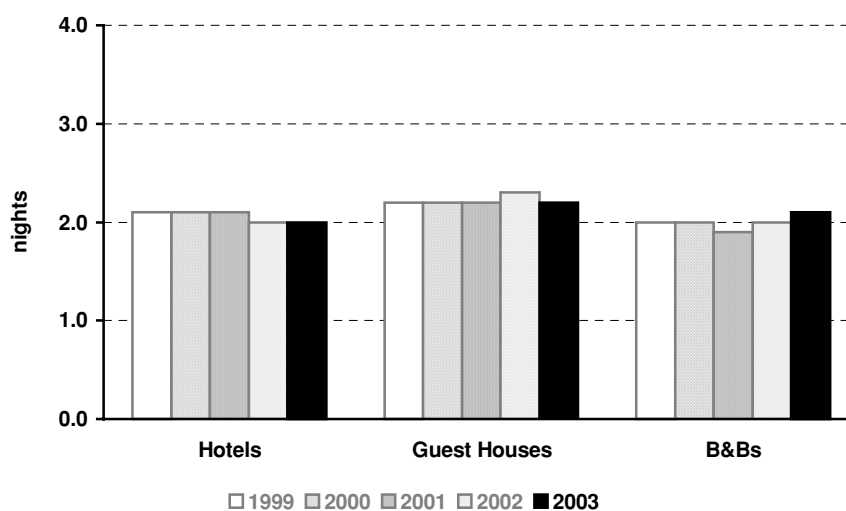
### 4.3 UK: Average length of stay by type of establishment

The data contained in Figures 4.9 and 4.10 may be found in Table A18 (Appendix A).

**Fig. 4.9: UK: Annual Average Length of Stay 1999 - 2003 by Type of Establishment**



**Fig. 4.10: UK: April-October Average Length of Stay 1999 - 2003 by Type of Establishment**

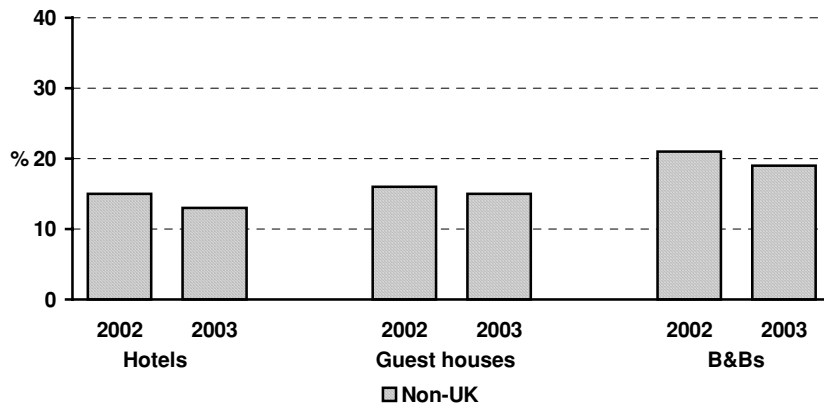


- Guests again stayed longest, on average, in guest houses. This was true for the whole year and for the April-October period.
- Monthly figures again varied little throughout the year, with hotels and guest houses showing a slight peak during the summer months, with a secondary peak in December for guest houses.

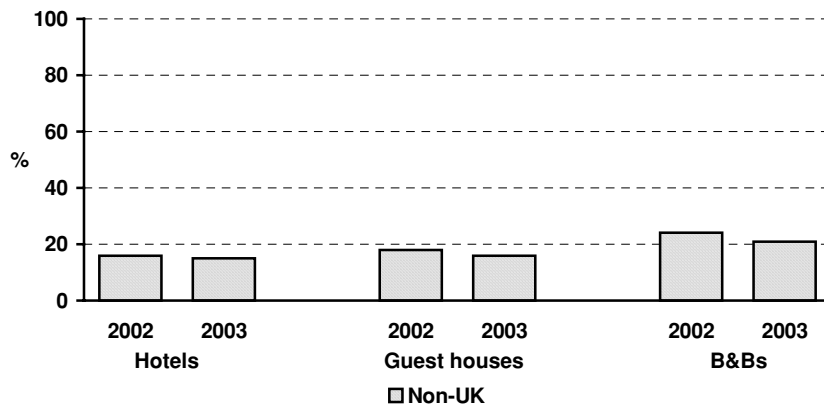
#### 4.4 UK: Non-UK arrivals as a percentage of all arrivals by type of establishment

The data contained in Figures 4.11 and 4.12 may be found in Table A19 (Appendix A).

**Fig. 4.11: UK: Annual Non-UK Arrivals as a Percentage of All Arrivals 2002 and 2003 by Type of Establishment**



**Fig. 4.12: UK: April-October Non-UK Arrivals as a Percentage of All Arrivals 2002 and 2003 by Type of Establishment**

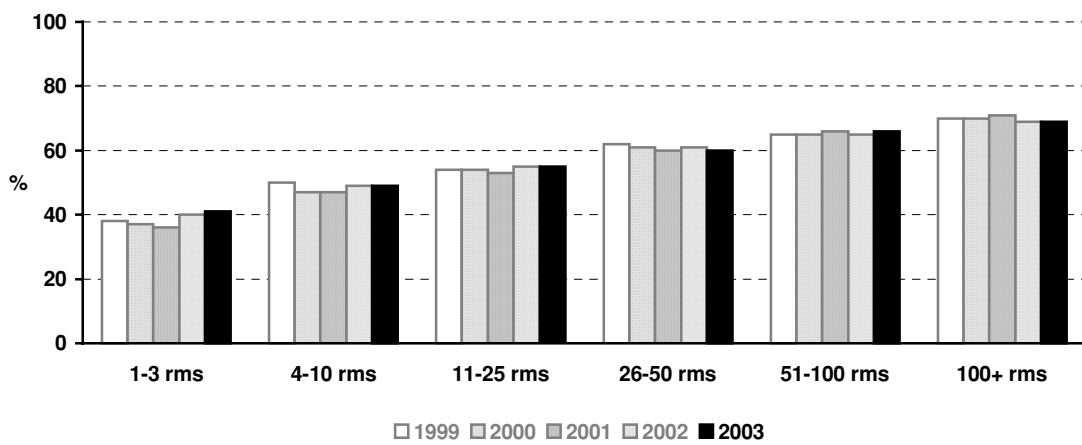


- As in previous years, bed and breakfast establishments had the highest annual and April-October average percentages of non-UK arrivals – during April-October 2003 over a fifth (21%) of all arriving guests at bed and breakfast establishments were from outside the UK (this figure showed a fall of 3 percentage points when compared with 2002).
- As in 2002, the percentage of non-UK arrivals at hotels was very similar to those at guest houses – with both being below the figure for bed and breakfasts.
- In all types of accommodation, both the annual and April-October percentage of non-UK arrivals decreased when compared with 2002.

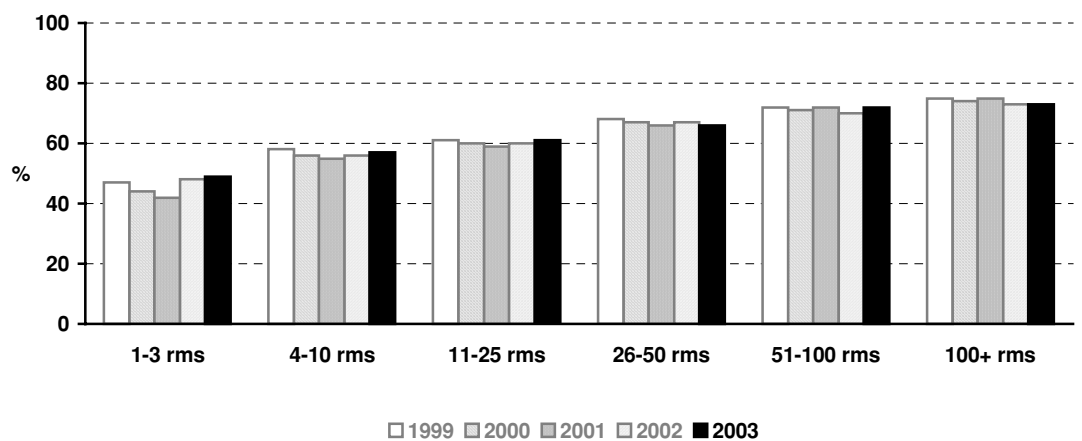
## 5. UK: Occupancy by size

This section gives the UK occupancy figures according to the size of the establishment (the number of letting bedrooms available). The data shown in Figures 5.1 to 5.4 may be found in Tables A21 and A22 (Appendix A).

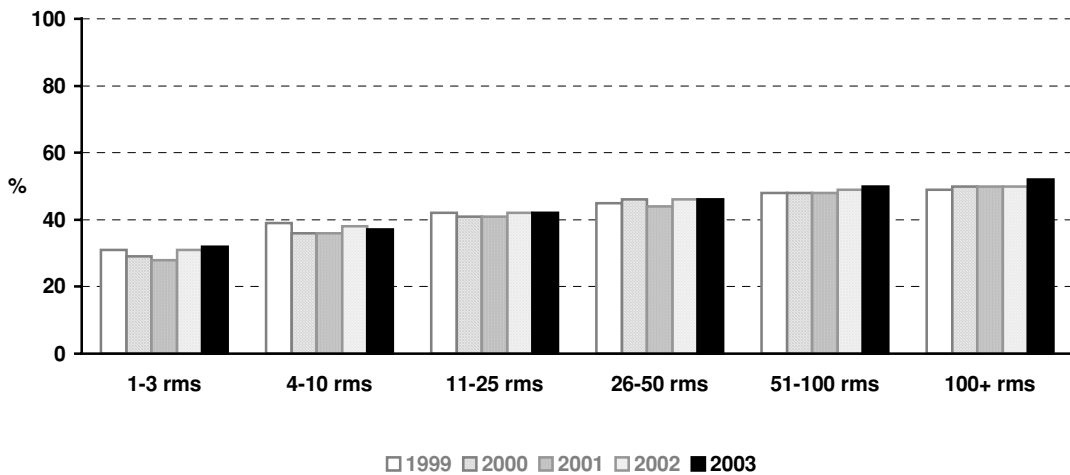
**Fig. 5.1: UK: Annual Bedroom Occupancy 1999 - 2003 by Size of Establishment (no. of bedrooms)**



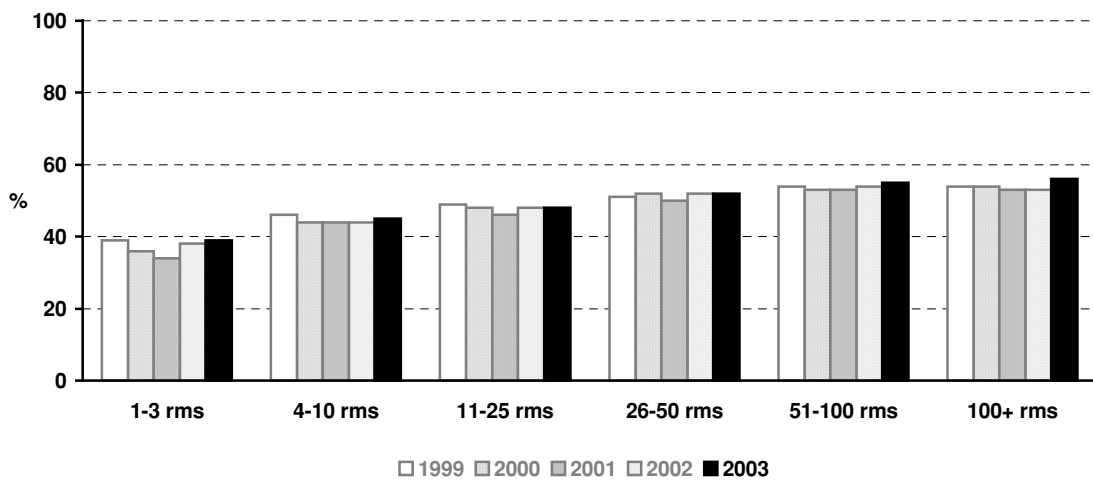
**Fig. 5.2: UK: April-October Bedroom Occupancy 1999 - 2003 by Size of Establishment (no. of bedrooms)**



**Fig. 5.3: UK: Annual Bedspace Occupancy 1999-2003 by Size of Establishment (no. of bedrooms)**



**Fig. 5.4: UK: April-October Bedspace Occupancy 1999 - 2003 by Size of Establishment (no. of bedrooms)**



- As in previous years, both bedroom and bedspace occupancy increased with the size of the establishment. However, bedspace occupancy increased less sharply than bedroom occupancy, indicating a higher tendency for single occupancy of double rooms in larger establishments.
- Only those establishments with 26-50 letting bedrooms showed a decrease in occupancy levels when compared with 2002. For all other size categories, occupancy levels (both annual and April-October) either remained at their 2002 level or increased slightly.

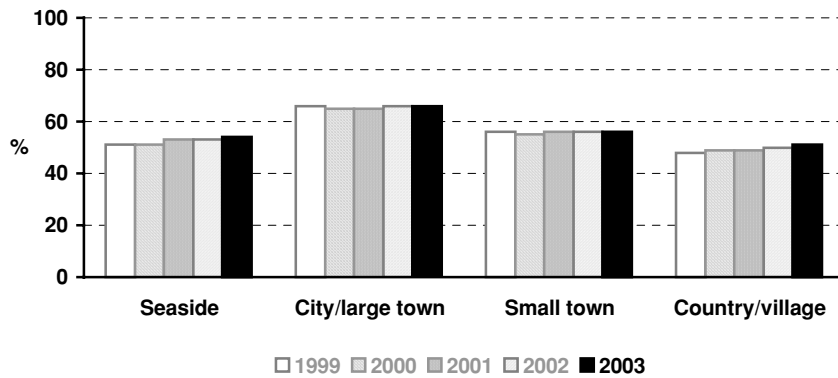
- The smaller establishments (those with less than 11 letting bedrooms) again had the largest variation in monthly occupancy levels and, for the most part, lower occupancy levels throughout the year than the larger establishments.
- All sizes of establishment again had their lowest occupancy levels (both bedroom and bedspace) in January. The peak months vary with the larger establishments peaking in September and the smaller establishments in August.

## 6. UK: Occupancy by location

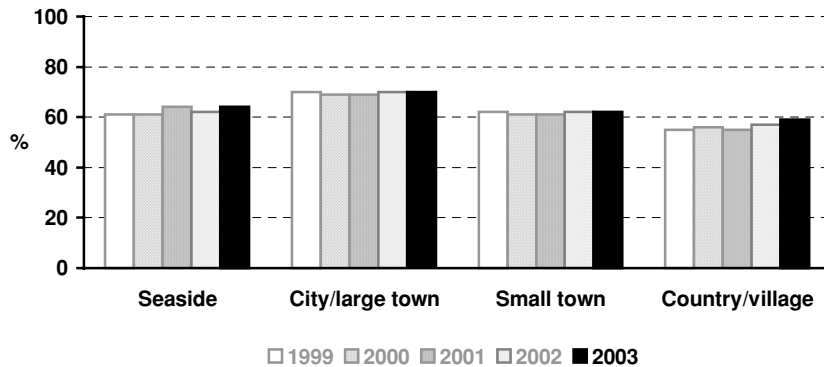
This section gives the UK occupancy figures according to the location of the establishment. It should be noted that participants chose for themselves the analysis category which they felt was most appropriate.

The data shown in Figures 6.1 to 6.6 may be found in tables A23 and A24 (Appendix A). Figures for the winter (January, February, March, November and December) are shown for this analysis category, primarily to demonstrate the seasonality of those establishments in seaside and, to a lesser extent, country/village locations.

**Fig. 6.1: UK: Annual Bedroom Occupancy 1999 - 2003 by Location of Establishment**

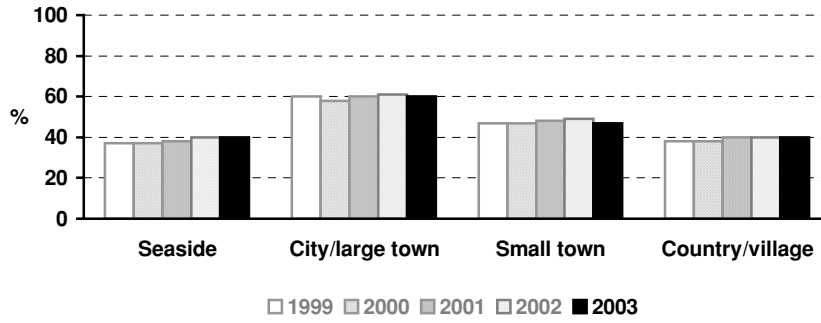


**Fig. 6.2: UK: April-October Bedroom Occupancy 1999 - 2003 by Location of Establishment**

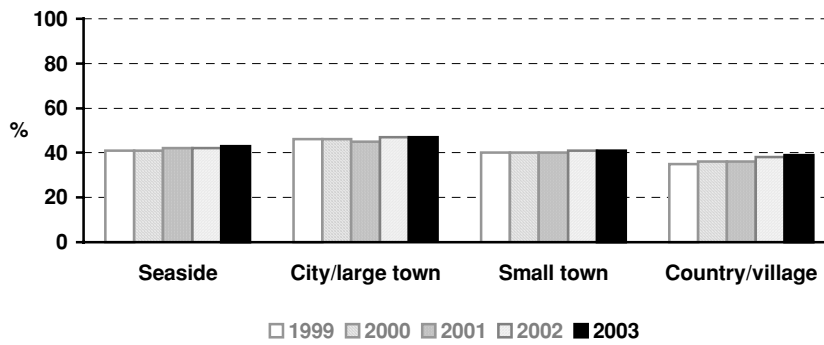




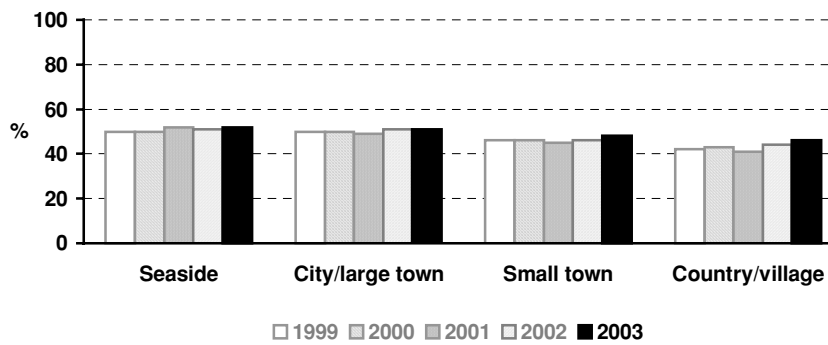
**Fig. 6.3: UK: November-March Bedroom Occupancy 1999-2003 by Location of Establishment**

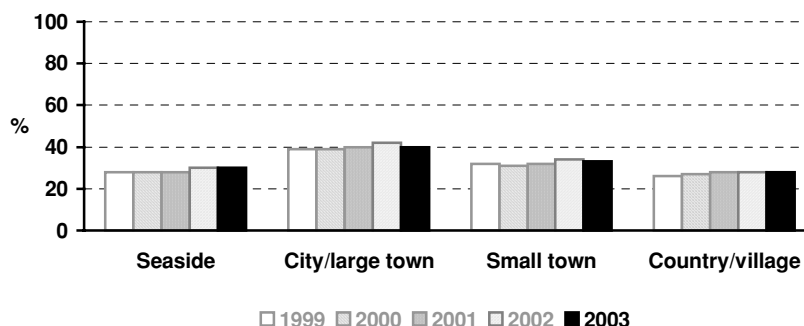


**Fig. 6.4: UK: Annual Bedspace Occupancy 1999 - 2003 by Location of Establishment**



**Fig. 6.5: UK: April-October Bedspace Occupancy 1999 - 2003 by Location of Establishment**



**Fig. 6.6: UK: November-March Bedspace Occupancy 1999-2003 by Location of Establishment**

- City/town locations experienced the highest annual and April-October average bedroom occupancy levels and the highest annual bedspace figure. Seaside locations recorded the highest April-October bedspace figure (at 52%, 1 percentage point higher than that for city/town locations).
- As in 2002, those in country/village locations showed the lowest occupancy levels, except for the November-March bedroom occupancy where those establishments in seaside locations also experienced low figures.
- Establishments in seaside locations showed the greatest difference between the peak summer (July-September) and winter (November-March) figures (32 percentage points for bedroom occupancy and 31 percentage points for bedspace occupancy), while establishments in cities/large towns showed the least difference (12 and 14 percentage points).
- Establishments in seaside locations had the highest occupancy levels (78% bedroom occupancy and 70% bedspace occupancy in August – both figures being an increase when compared with 2002). Seaside locations had the lowest bedroom occupancy levels (31% in January) and, with country/village locations, the lowest bedspace occupancy (22% in January).

## 7. UK: Occupancy by tariff

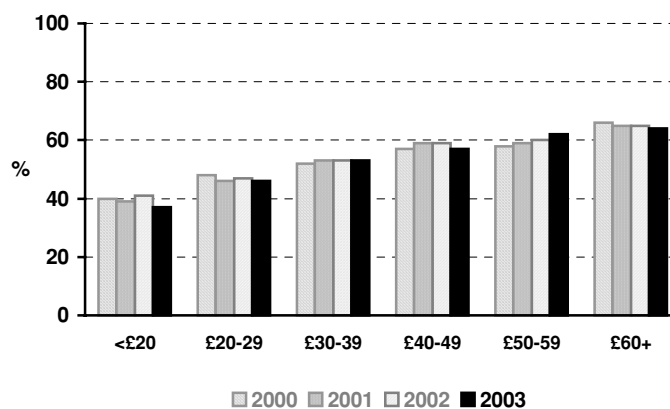
The tariff is the maximum charge for one person for bed and breakfast for one night. Establishments were asked to supply this information on a monthly basis, at the same time as they supplied occupancy data. The category into which an establishment falls may therefore vary throughout the year, as the maximum tariff tends to vary during the year.

Not all establishments supplied this information each month and the sample sizes for this section are slightly smaller than those for the other categories (see Appendix C).

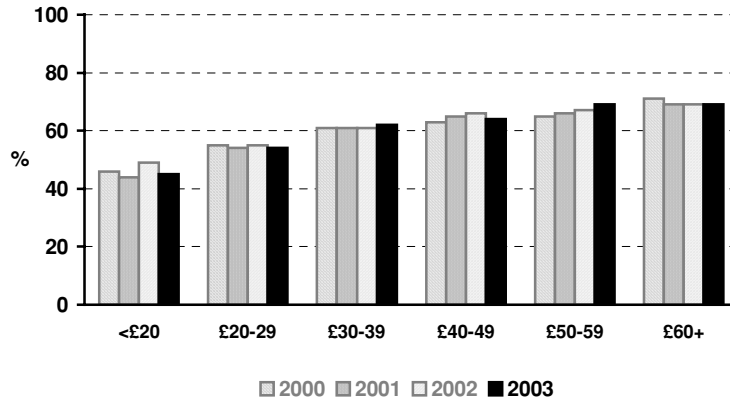
For the first three years of the UK occupancy survey, the tariff bands were set at less than £15, £15 to £24, £25 to £34, £35 to £44, £45 to £54 and £55 and more per night. For the 2000 survey, it was agreed that the bands should be revised to take account of inflation and each band was therefore increased by £5, giving bands of less than £20, £20 to £29, £30 to £39, £40 to £49, £50 to £59 and £60 and more per night.

Figures 7.1 to 7.4 and tables A25 and A26 (Appendix A) show occupancy rates for 2000 to 2003 according to the revised bands.

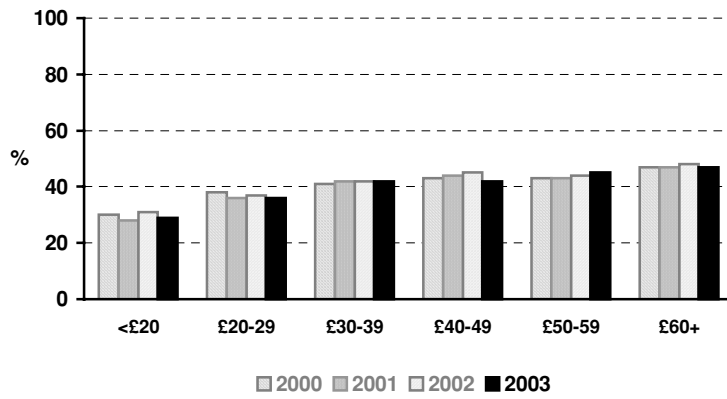
**Fig. 7.1: UK: Annual Bedroom Occupancy 2000 - 2003 by Tariff of Establishment**



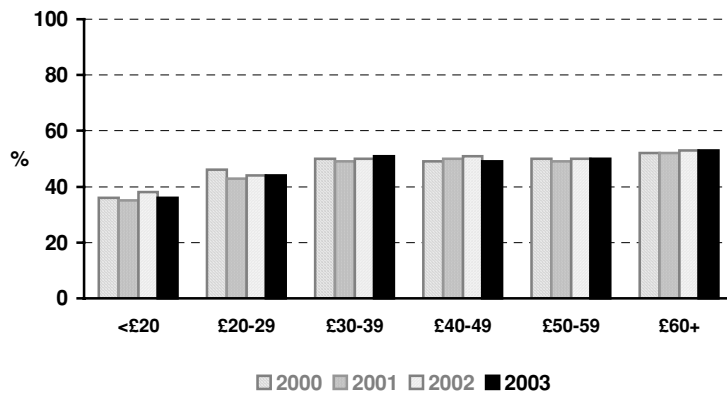
**Fig. 7.2: U/K: April-October Bedroom Occupancy 2000 - 2003 by Tariff of Establishment**



**Fig. 7.3: UK: Annual Bedspace Occupancy 2000 - 2003 by Tariff of Establishment**



**Fig. 7.4: UK: April-October Bedspace Occupancy 2000 - 2003 by Tariff of Establishment**



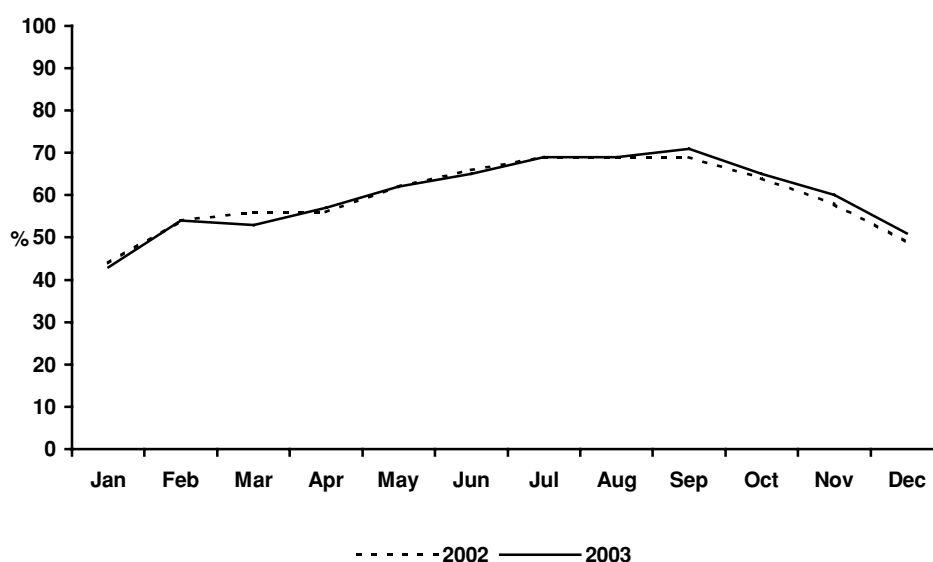
- As in previous years, there is some evidence of a positive correlation between occupancy levels and tariff - the lowest occupancy levels were found in the least expensive establishments (the two categories under £30) and the highest in the most expensive (£60 and over), reflecting higher business use in the latter price range.
- Bedspace occupancy levels were again very similar for the remaining three categories, while bedroom occupancy levels again varied slightly more, with the more expensive establishments experiencing the highest occupancy levels.
- Over the year the two most expensive categories showed the smallest variation in occupancy levels between the highest and lowest monthly figures for both bedroom and bedspace occupancy.

## 8. Occupancy in England

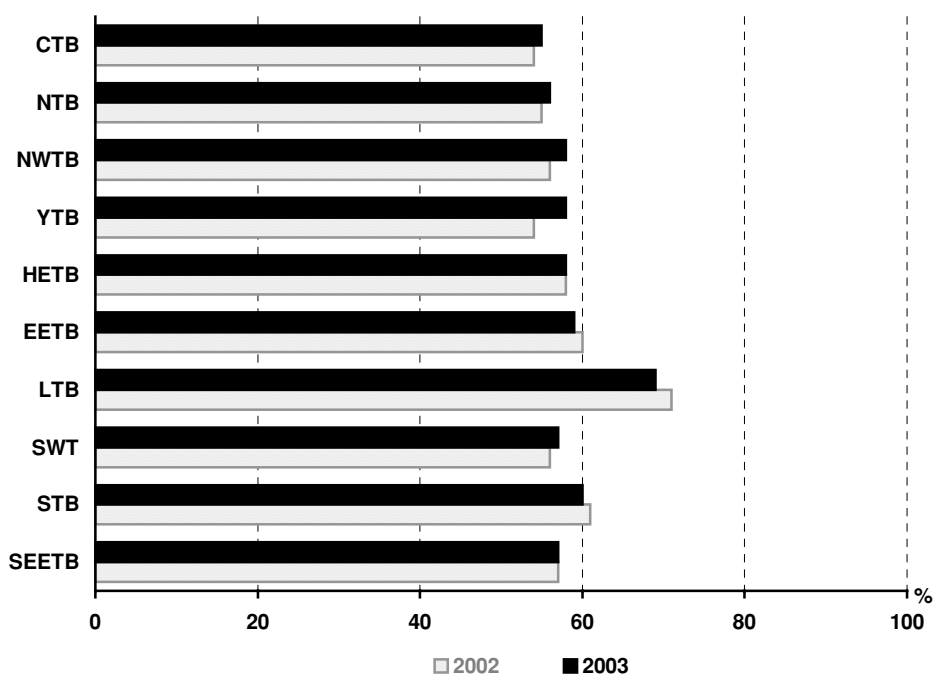
This section gives a short commentary on the main trends apparent from the occupancy surveys carried out in England over the past five years, with particular reference to changes between 2002 and 2003. The tables containing the data relevant to this section are available separately from VisitBritain.

### 8.1 Bedroom occupancy

Fig. 8.1: England: Monthly Room Occupancy 2002 - 2003



- Overall, the 2003 England annual average bedroom occupancy was the same as in 2002, while the April-October average increased by one percentage point. Both figures were the same in 2003 as in 1999.
- When looking at the monthly levels, the January, February, March and June figures were slightly lower in 2003 than in 2002. In the early part of the summer (with the exception of June) room occupancy levels were the same as in 2002, while in the later part of the year (September – December) they were consistently higher than in 2002.

**Fig. 8.2: Regional Tourist Boards: Annual Room Occupancy 2002 - 2003**

- Room occupancy levels in London continued to be disappointing, the annual average being two percentage points lower than in 2002 and monthly figures being below those of 1999 in every month except December. Compared with 2002, increases were seen in January and March and in the last five months of the year.
- Room occupancy levels in Cumbria (one of the regions most affected by the outbreak of foot and mouth disease in 2001) continued to increase with the annual average being one percentage point higher than in 2002. Monthly figures were mostly above those of the previous year and were consistently several percentage points higher than in 1999.
- In the South West (another region badly affected by foot and mouth disease), the average annual room occupancy was also one percentage point higher than in 2002. Monthly figures fell back slightly from 2002 levels in February, March and June, were the same as in 2002 in January, July, September and October and increased in the remaining six months. Compared with 1999, 2003 room occupancy levels in this area were higher all months except September, October, November and December.
- Yorkshire achieved the largest increase from 2002, gaining four points in the average annual room occupancy. Gains were recorded in every month except March (which was the same as the previous year).

- Compared with 1999, the largest increases have been in the northern regions (CTB, NWTB, NTB and YTB), which all saw average annual occupancy increases of at least four points.

## 8.2 Bedspace occupancy

- The 2003 annual average bedspace occupancy for England was one percentage point higher than both the 1999 and 2002 figures, while the April – October average was one percentage point higher than in 2002 and two percentage points higher than in 1999.
- Compared with 2002, monthly occupancy levels fluctuated, with increases being recorded in February, April, May, September, October and December.

## 8.3 Weekend/Weekday occupancy

Fig. 8.3: England: Annual Weekend and Weekday Room and Bedspace Occupancy 2002 - 2003



Fig. 8.4: England: April-October Weekend and Weekday Room and Bedspace Occupancy 2002 - 2003





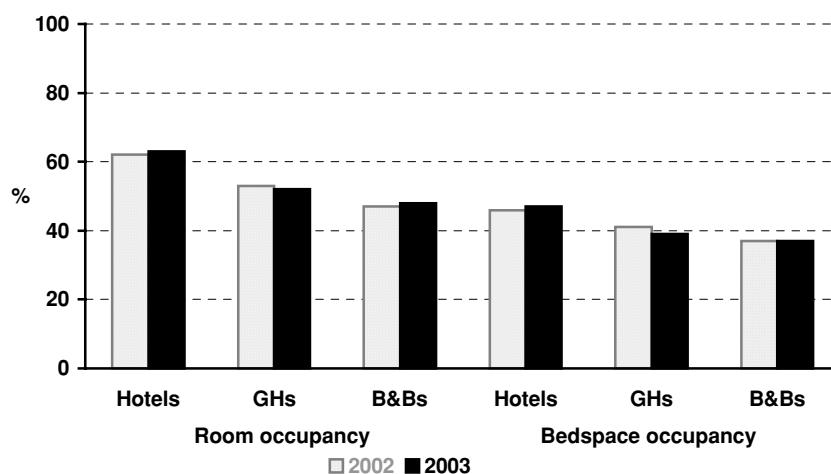
- All weekend/weekday averages showed a slight increase when compared with the previous year except for the weekend April-October room occupancy which remained at its 2002 level.
- As in previous years, the 2003 average annual weekend room occupancy level for England was lower than the weekday average (57% compared with 63%). This was also the case for all of the RTBs with the exception of Cumbria (as in previous years).
- In all areas, average annual weekend bedspace occupancy continued to be higher than the weekday level, reflecting more shared occupancy of double rooms at weekends.
- Weekend room occupancy levels in London continued to decline – at 66 per cent for the annual average, they were ten percentage points lower than in 1999 – while weekend bedspace levels showed a slight improvement when compared with 2002 (although still a little below those of 1999).

#### **8.4 Occupancy by origin of visitors**

- In 2003 annual average bedspace occupancy by UK visitors rose by one percentage point to 35 per cent while bedspace occupancy by non-UK visitors remained at its 2002 level of nine per cent.
- Annual bedspace occupancy by UK visitors rose (by up to 3 percentage points) in all tourist board regions except Northumbria, the Heart of England, the East of England and the South West (with decreases of 3 and 2 percentage points being recorded in the latter two regions).
- Annual bedspace occupancy by non-UK visitors rose by two percentage points in the East of England but fell in London and the Southern and South East regions.
- The England average annual percentage of arrivals attributable to non-UK visitors fell by one percentage point in 2003 and (at 15%) was four percentage points lower than in 1999.
- As in previous years, the bedspace occupancy by non-UK visitors was far higher in London than in other English regions – with the average annual figure for London being 32 per cent compared with only 3 per cent for the rest of England. Conversely, the annual average bedspace occupancy for UK residents was higher in the rest of England than in London (37% compared with 25%).

## 8.5 Occupancy by type of establishment

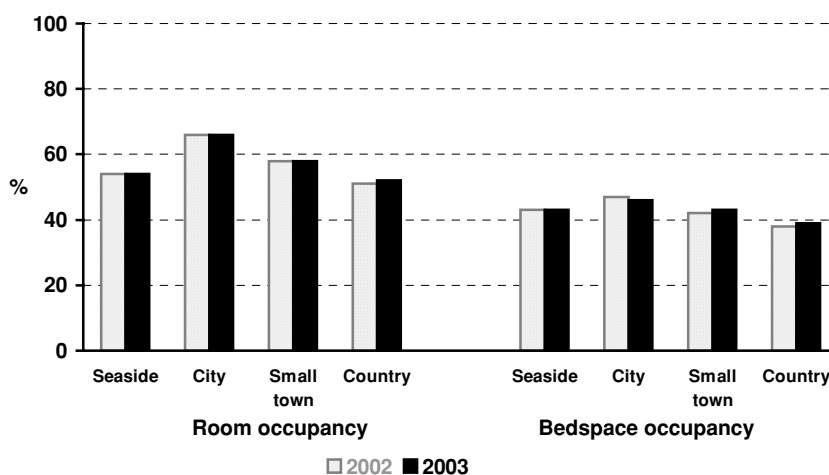
Fig. 8.5: England: Annual Room and Bedspace Occupancy 2002 – 2003 by Type of Establishment



- The 2003 annual and April-October average room and bedspace occupancy levels in hotels both show an increase when compared with 2002. When compared with 1999, both averages for room occupancy were unchanged while the corresponding figures for bedspace occupancy showed an increase (of 1 percentage point).
- Annual room and bedspace occupancy levels in bed and breakfast establishments have fluctuated over the five years, with the 2003 figures being the same as in 1999 except for the annual bedspace figure which was one percentage point lower. When compared with 2002, the annual room occupancy (of 48%) and the April-October bedspace occupancy (44%) represented an increase of 1 percentage point, while the April-October room occupancy figure and the annual bedspace figure remained at their 2002 levels.
- Guest house room occupancy has seen a decline since 1999 while guest house bedspace occupancy levels have risen above the 1999 figure (although the annual bedspace occupancy figure fell by 2 percentage points when compared with 2002).

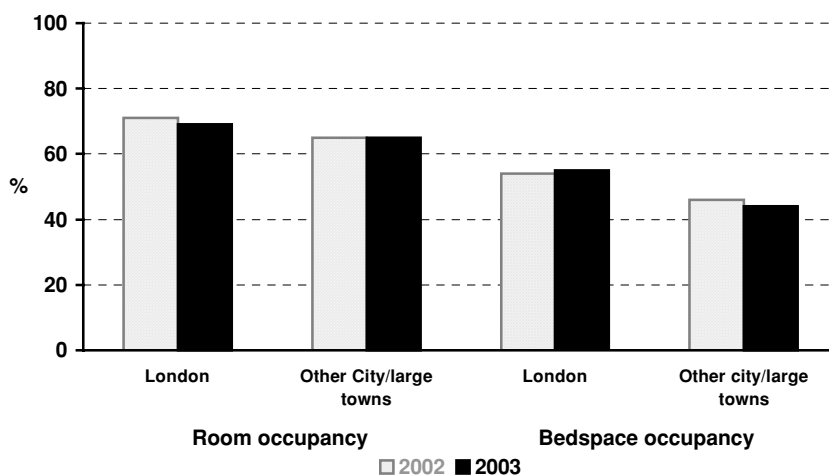
## 8.6 Occupancy by location

Fig. 8.6: England: Annual Room and Bedspace Occupancy 2002 – 2003 by Location of Establishment



- In 2003, establishments in country/village locations were the only category to experience a rise in the annual average figures for both room and bedspace occupancy when compared with 2002. Small town locations recorded a similar rise in annual bedspace occupancy, while the corresponding figure for city locations showed a fall.
- Over the period 1999 - 2003, seaside and country/village locations have seen an increase in both annual and April-October room and bedspace occupancy. (with the greatest increase of 3 percentage points being in both the country/village averages).
- Small town locations also saw increases over this period in all average figures except for annual room occupancy where the 2003 figure was the same as that of 1999.
- In city/town locations, the annual room and bedspace occupancy figures showed a slight decrease when compared with the 1999 figure, while the April-October averages remained at their 1999 levels.
- Since 1999, city locations have seen considerably higher room occupancy levels than other locations except for the height of the summer when levels in seaside locations are higher. The differences for bedspace occupancy are less marked, with the highest levels again being recorded in seaside locations in summer.

**Fig. 8.7: London and Other English City/Large Town Locations: Annual Room and Bedspace Occupancy 2002 – 2003 by Location of Establishment**



- Annual average occupancy rates, both room and bedspace, are higher in London than in other city/large town locations in England, although the difference is considerably less than in 1999 – since which time average annual room occupancy in London has declined by 12 percentage points (to 69%) while the corresponding figure for city/large town locations in the rest of England has increased by two percentage point (to 58%).
- During this period, bedspace occupancy in London has also declined, but only by two percentage points, while that for city/large towns in the rest of England has increased by two percentage points.

## Appendix A: Tables

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**Table A1: UK and National: Bedroom Occupancy 1999 – 2003**

	Bedroom Occupancy (%)																								
	England				Scotland				Wales				Northern Ireland				UK								
	99	00	01	02	03	99	00	01	02	03	99	00	01	02	03	99	00	01	02	03	99	00	01	02	03
January	45	43	47	44	43	33	31	34	36	36	26	27	29	36	35	30	28	30	31	31	42	40	43	42	41
February	53	53	55	55	54	43	41	42	45	45	33	38	38	45	44	35	36	38	39	40	50	50	52	53	52
March	56	55	56	56	53	47	44	43	49	47	39	40	38	48	47	37	37	38	40	41	53	52	53	54	52
April	58	59	55	56	57	50	50	48	50	53	46	48	43	51	54	41	45	39	42	45	55	56	53	55	56
May	62	62	61	62	62	60	59	58	62	63	54	53	55	58	60	47	50	46	50	51	61	61	60	61	62
June	66	67	68	66	65	68	65	64	67	66	58	57	57	63	61	52	52	53	51	56	66	66	66	66	65
July	70	70	68	69	69	69	67	65	70	68	64	64	62	64	66	48	46	45	46	50	69	68	67	69	69
August	69	70	70	69	69	75	75	75	78	79	68	68	67	67	69	54	52	55	52	60	69	70	70	70	70
September	71	68	67	69	71	68	63	66	68	70	62	58	59	64	65	54	51	50	50	57	69	66	66	68	71
October	65	64	61	64	65	55	56	55	58	58	51	50	52	56	56	46	41	43	43	50	62	62	60	63	64
November	60	57	56	59	60	45	45	48	49	47	41	40	46	48	47	42	38	39	38	44	56	54	54	57	57
December	46	49	48	49	51	33	37	41	40	39	34	36	37	40	40	30	31	31	29	35	43	46	46	47	49
<b>April–Oct Average</b>	66	66	64	65	66	64	62	62	65	65	58	57	56	60	62	49	48	47	48	53	65	64	63	64	65
<b>July–Sept Average</b>	70	69	68	69	70	71	68	69	72	72	65	63	63	65	67	52	50	50	49	56	69	68	68	69	70
<b>Annual Average</b>	60	60	59	60	60	54	53	53	56	56	48	48	49	53	54	43	42	42	43	47	58	58	57	59	59

**Table A2: UK and National: Bedspace Occupancy 1999 – 2003**

	Bedspace Occupancy (%)																									
	England			Scotland			Wales			N Ireland			UK													
	99	00	01	02	03	99	00	01	02	03	99	00	01	02	03	99	00	01	02	03	99	00	01	02	03	
January	29	29	29	29	29	21	21	21	24	24	18	18	19	23	22	17	17	18	18	19	27	27	27	27	28	28
February	36	36	36	37	38	29	28	30	31	31	24	26	28	32	30	21	23	23	24	26	34	34	35	35	36	37
March	37	39	37	41	37	32	30	30	35	32	28	28	26	36	33	24	23	23	26	26	36	37	35	39	36	
April	41	44	40	40	43	36	40	37	37	41	35	38	34	36	42	28	32	26	28	31	40	43	39	39	42	
May	45	46	44	45	47	45	44	44	48	49	41	41	42	44	47	32	33	30	33	35	45	45	44	45	47	
June	49	50	48	52	49	52	51	50	54	53	45	44	44	50	46	35	34	35	35	37	49	49	48	52	49	
July	54	54	52	55	54	58	56	53	57	58	51	52	50	51	52	35	33	32	34	37	54	54	51	54	54	
August	56	57	56	58	58	63	62	63	66	68	58	58	58	58	59	40	38	41	39	46	57	57	57	59	59	
September	52	51	50	52	54	53	50	53	53	55	47	45	45	47	49	36	33	33	34	37	52	50	49	51	53	
October	47	47	45	47	48	42	41	43	42	46	38	37	39	41	40	30	26	28	28	33	46	45	44	46	47	
November	41	39	39	42	41	30	30	32	34	33	29	28	34	34	66	26	22	24	24	27	38	36	37	40	39	
December	33	36	36	37	38	25	27	29	28	28	25	26	28	28	29	19	20	21	19	23	31	34	34	35	36	
<b>April – Oct Average</b>	49	50	48	50	51	50	49	48	51	53	45	45	45	47	48	34	33	32	33	37	49	49	47	49	50	
<b>July – Sept Average</b>	54	54	53	55	55	58	56	56	59	60	52	52	51	52	53	37	35	35	36	40	54	54	52	55	56	
<b>Annual Average</b>	44	44	43	44	45	41	40	40	42	43	37	37	37	40	40	29	28	28	29	31	42	43	42	44	44	



**Table A3: UK and National: Average Length of Stay 1999 – 2003**

	Average Length of Stay (no. of nights)																								
	England			Scotland			Wales			N Ireland			UK												
	99	00	01	02	03	99	00	01	02	03	99	00	01	02	03	99	00	01	02	03					
January	1.9	2.0	1.9	1.9	1.9	2.1	2.1	2.0	2.1	2.2	1.7	1.7	1.9	1.8	1.8	1.8	1.7	1.7	1.8	1.7	1.9	2.0	1.9	1.9	2.0
February	1.9	1.9	1.9	1.9	1.9	1.9	1.9	2.0	2.0	2.0	1.7	1.7	1.8	1.8	1.7	1.7	1.8	1.7	1.7	1.7	1.9	1.9	1.9	1.9	1.9
March	1.9	2.0	1.9	1.9	1.9	1.9	1.9	2.0	2.0	2.0	1.8	1.8	1.9	1.8	1.8	1.7	1.8	1.8	1.7	1.8	1.9	2.0	1.9	1.9	1.9
April	2.0	2.1	2.1	2.0	2.0	1.9	1.9	2.1	2.0	2.0	1.9	2.0	2.0	1.8	1.9	1.8	1.9	1.8	1.8	1.8	2.0	2.1	2.1	2.0	2.0
May	2.0	2.1	2.1	2.0	2.0	1.9	1.9	2.0	1.9	1.9	1.9	2.0	2.0	1.8	1.9	1.8	1.9	1.7	1.7	1.8	2.0	2.1	2.1	1.9	2.0
June	2.2	2.1	2.1	2.1	2.0	1.9	1.9	1.9	1.9	1.9	2.1	2.0	2.0	1.9	2.0	1.9	1.8	1.7	1.7	1.8	2.1	2.1	2.0	2.0	2.0
July	2.1	2.1	2.2	2.2	2.2	1.9	1.9	2.0	1.9	2.0	1.9	2.0	2.0	1.9	2.0	2.0	1.9	1.8	1.8	1.9	2.0	2.1	2.1	2.1	2.1
August	2.3	2.2	2.3	2.2	2.2	1.9	2.0	1.9	1.9	1.9	2.1	2.2	2.1	2.0	2.1	1.9	1.7	1.7	1.7	1.7	2.2	2.2	2.2	2.1	2.1
September	2.1	2.1	2.1	2.1	2.1	1.9	2.0	2.0	2.0	2.0	2.1	2.1	2.1	1.9	2.0	1.9	1.7	1.7	1.7	1.7	2.1	2.1	2.1	2.0	2.1
October	2.0	2.1	2.0	2.0	2.0	2.0	2.0	2.1	2.1	2.0	1.9	2.0	1.9	1.8	1.9	1.8	1.7	1.7	1.7	1.7	2.0	2.1	2.0	2.0	2.0
November	1.9	1.9	1.9	1.9	1.9	2.0	1.9	1.9	1.9	2.0	1.8	1.9	1.9	1.8	1.8	1.8	1.7	1.7	1.6	1.7	1.9	1.9	1.9	1.9	1.9
December	1.8	1.9	1.8	1.8	1.8	1.9	1.9	2.0	1.9	1.9	1.7	1.9	1.8	1.7	1.7	1.6	1.6	1.6	1.5	1.6	1.8	1.8	1.8	1.8	1.8
<b>April – Oct Ave</b>	2.1	2.1	2.1	2.1	2.1	1.9	2.0	2.0	2.0	2.0	2.0	2.0	2.0	1.9	2.0	1.9	1.8	1.7	1.7	1.8	2.1	2.1	2.1	2.0	2.0
<b>July – Sept Ave</b>	2.2	2.1	2.2	2.1	2.1	1.9	2.0	2.0	1.9	2.0	2.0	2.1	2.1	1.9	2.0	1.9	1.8	1.7	1.7	1.8	2.1	2.1	2.1	2.1	2.1
<b>Annual Average</b>	2.0	2.0	2.0	2.0	2.0	1.9	2.0	2.0	2.0	2.0	1.9	1.9	2.0	1.8	1.9	1.8	1.8	1.7	1.7	1.7	2.0	2.0	2.0	2.0	2.0

**Table A4: UK and National: Weekend Bedroom Occupancy 1999 – 2003**

	Bedroom Occupancy (%)																								
	England			Scotland			Wales			N Ireland			UK												
	99	00	01	02	03	99	00	01	02	03	99	00	01	02	03	99	00	01	02	03	99	00	01	02	03
January	39	36	40	38	35	27	27	31	29	28	25	24	25	28	28	26	26	26	27	28	36	34	38	36	34
February	49	48	50	46	51	38	36	39	41	41	34	36	38	43	41	32	33	34	36	39	46	45	48	45	48
March	50	50	51	53	49	40	40	38	46	43	39	39	33	48	45	36	35	34	39	38	48	48	48	51	47
April	56	57	54	53	56	46	52	46	47	53	49	52	43	48	58	40	46	37	39	46	54	56	52	52	56
May	60	59	60	60	60	57	55	59	61	63	56	53	58	61	62	47	50	46	52	53	59	58	60	60	61
June	60	61	62	63	60	61	61	59	65	64	56	55	55	62	58	52	49	50	51	52	60	60	61	63	61
July	66	66	67	68	67	66	65	62	68	66	64	63	62	64	65	46	44	44	45	50	65	65	65	68	66
August	66	71	71	70	69	73	72	75	77	76	69	71	71	70	70	54	52	57	55	60	67	71	71	71	70
September	66	64	65	66	68	66	61	64	65	69	62	57	56	61	63	54	50	47	50	56	65	63	64	65	68
October	59	59	60	61	62	51	51	52	54	56	51	49	53	54	52	45	38	41	42	50	57	57	59	59	60
November	52	50	54	55	55	39	39	43	44	44	41	39	41	43	42	38	32	34	35	40	49	47	51	53	52
December	46	46	46	45	49	31	34	36	34	33	36	36	35	35	36	30	30	28	27	34	43	44	43	43	46
<b>April – Oct Average</b>	62	63	63	63	63	60	60	60	62	64	58	57	57	60	61	48	47	46	48	52	61	61	62	63	63
<b>July – Sept Average</b>	66	67	69	68	68	68	66	67	70	70	65	64	63	65	66	52	49	49	50	55	66	66	67	68	68
<b>Annual Average</b>	56	56	57	56	57	50	49	50	53	53	49	48	48	51	52	42	40	40	42	45	54	54	55	55	56

**Table A5: UK and National: Weekday Bedroom Occupancy 1999 – 2003**

	Bedroom Occupancy (%)																								
	England			Scotland			Wales			N Ireland			UK												
	99	00	01	02	03	99	00	01	02	03	99	00	01	02	03	99	00	01	02	03					
January	52	48	51	49	49	35	33	31	36	37	31	29	32	39	38	34	30	32	32	33	48	44	46	46	46
February	58	55	58	57	59	41	40	41	41	42	36	39	39	46	45	37	39	41	37	39	54	52	54	54	55
March	59	59	59	58	57	44	42	42	44	45	41	40	41	49	48	38	39	38	40	41	56	55	55	55	54
April	59	59	56	58	58	48	47	45	48	49	45	46	43	53	52	42	45	39	42	44	56	57	53	56	56
May	64	63	60	62	64	57	59	56	60	59	53	54	52	57	58	47	51	45	47	48	62	62	59	61	62
June	70	71	69	68	69	68	66	64	66	66	61	60	58	64	63	52	54	54	51	57	69	69	68	67	68
July	71	73	70	70	71	70	68	64	67	67	65	65	63	65	66	49	47	46	46	50	70	71	68	69	70
August	69	69	68	68	69	75	74	73	76	78	68	67	65	65	68	55	52	54	50	60	69	69	69	69	70
September	72	70	70	72	73	67	64	66	67	68	63	59	62	66	65	54	51	50	49	55	71	68	68	71	72
October	68	67	61	66	68	55	55	53	55	57	52	50	51	56	57	47	43	42	43	49	65	64	59	63	66
November	62	60	57	62	64	43	44	45	47	45	43	41	49	51	50	45	41	41	37	42	58	56	55	59	60
December	46	53	51	52	53	32	33	37	38	36	32	36	39	43	42	30	31	32	30	34	43	49	48	49	49
<b>April – Oct Average</b>	68	68	65	66	67	63	62	60	63	64	58	57	56	61	61	49	49	47	47	52	66	66	63	65	66
<b>July – Sept Average</b>	71	71	69	70	71	71	69	68	70	71	65	64	63	65	66	53	50	50	48	55	70	69	68	69	71
<b>Annual Average</b>	63	62	61	62	63	53	52	51	54	54	49	49	50	55	54	44	44	43	42	46	60	60	58	60	61

<b>Table A6: UK and National: Weekend Bedspace Occupancy 1999 – 2003</b>																									
	<b>Bedspace (%)</b>																								
	<b>England</b>			<b>Scotland</b>			<b>Wales</b>			<b>N Ireland</b>			<b>UK</b>												
	99	00	01	02	03	99	00	01	02	03	99	00	01	02	03	99	00	01	02	03					
January	29	28	28	28	28	22	22	20	22	23	20	20	20	22	22	18	18	18	19	20	27	27	27	27	27
February	38	38	37	39	43	32	30	33	36	36	30	30	32	37	33	23	24	24	27	30	36	36	36	38	40
March	39	39	38	44	39	34	33	32	40	36	32	32	28	41	38	27	25	25	30	29	37	38	38	43	39
April	45	48	44	41	48	40	45	41	41	48	41	45	38	40	50	31	35	28	30	37	44	47	43	41	48
May	49	48	48	49	52	50	43	50	53	54	48	45	50	52	53	36	37	36	39	41	49	47	48	49	52
June	49	50	49	54	51	52	52	51	57	56	47	46	48	54	49	39	36	37	39	38	49	50	49	54	52
July	56	56	54	58	58	59	58	55	61	60	55	55	54	56	56	36	35	34	37	41	56	56	53	58	58
August	59	61	60	63	62	66	64	68	69	69	62	64	65	64	63	44	41	45	46	48	60	61	61	63	63
September	54	53	52	54	58	56	52	55	56	60	51	48	48	50	53	40	37	35	38	43	54	52	52	54	58
October	47	49	48	51	52	43	43	46	46	49	42	41	45	46	44	33	28	31	32	38	46	48	47	50	51
November	41	39	41	45	44	32	32	36	37	37	33	32	35	35	34	27	22	24	26	29	39	37	39	43	42
December	36	37	37	38	40	27	30	31	29	29	30	30	29	28	30	21	22	22	20	25	34	35	36	36	38
<b>April – Oct Average</b>	51	52	51	53	54	52	51	52	55	57	49	49	50	52	53	37	36	35	37	41	51	52	51	53	54
<b>July – Sept Average</b>	56	57	55	58	59	60	58	59	62	63	56	56	56	57	57	40	38	38	40	44	57	56	55	58	59
<b>Annual Average</b>	45	46	45	47	48	43	42	43	46	46	41	41	41	44	44	31	30	30	32	35	44	45	44	46	47

<b>Table A7: UK and National: Weekday Bedspace Occupancy 1999– 2003</b>																									
<b>Bedspace (%)</b>																									
	<b>England</b>			<b>Scotland</b>			<b>Wales</b>			<b>N Ireland</b>			<b>UK</b>												
	99	00	01	02	03	99	00	01	02	03	99	00	01	02	03	99	00	01	02	03					
January	30	29	30	30	30	21	21	22	25	24	18	17	19	23	22	16	16	17	17	18	28	27	28	29	29
February	35	35	36	36	39	26	25	27	28	28	22	24	25	29	28	20	22	22	20	21	33	33	34	34	35
March	37	37	36	37	36	30	28	27	30	29	26	25	25	31	30	23	21	20	22	23	35	35	34	36	34
April	39	41	37	38	39	34	35	33	35	37	32	33	31	34	36	26	28	24	26	27	37	40	36	37	39
May	43	43	41	41	44	42	44	40	44	44	37	38	37	38	42	28	31	26	28	29	42	43	40	41	43
June	48	49	47	49	48	52	50	48	52	50	44	43	41	47	44	33	33	32	32	34	48	49	46	49	48
July	56	56	54	58	58	57	55	51	54	56	49	50	47	48	49	34	32	32	32	35	53	52	52	52	52
*August	54	53	53	54	55	63	63	60	63	66	55	54	54	53	56	37	36	38	36	44	55	54	54	55	56
September	50	48	48	50	51	50	47	50	50	51	45	43	43	45	46	34	30	30	31	33	49	48	47	49	50
October	45	46	42	44	46	40	39	39	40	43	36	35	35	37	38	28	25	24	25	29	44	44	41	43	45
November	39	37	37	38	39	28	27	29	30	30	28	25	33	32	30	25	22	22	20	23	36	35	35	36	37
December	30	34	34	36	36	23	22	26	26	27	21	23	26	28	28	17	17	19	17	21	28	31	32	34	34
<b>April – Oct Average</b>	47	48	45	47	48	48	48	46	48	50	43	42	41	43	44	31	31	29	30	33	47	47	45	47	47
<b>July – Sept Average</b>	53	52	52	52	52	57	55	54	56	58	50	49	48	49	50	35	33	33	33	37	52	51	51	52	53
<b>Annual Average</b>	42	42	41	42	43	39	38	38	40	40	34	34	35	37	37	27	26	26	26	28	41	41	40	41	42

**Table A8: UK and National: Bedspace Occupancy 1999 – 2003 by Origin of Visitors: UK Visitors**

	Bedspace Occupancy (%)																								
	England			Scotland			Wales			N Ireland			UK												
	99	00	01	02	03	99	00	01	02	03	99	00	01	02	03	99	00	01	02	03					
January	22	21	22	21	21	18	18	17	20	19	17	18	16	20	20	13	14	13	15	15	21	20	21	21	21
February	28	28	29	29	30	25	23	23	25	26	23	25	25	28	27	17	18	17	19	20	27	27	28	28	29
March	29	30	29	32	30	25	23	23	27	26	26	26	23	31	30	19	18	19	21	20	28	28	28	31	29
April	32	34	32	31	34	28	32	29	29	33	33	36	29	33	38	22	24	20	22	24	32	33	31	31	34
May	36	34	34	35	37	34	33	34	36	39	38	37	35	38	42	24	23	22	25	26	36	34	34	35	37
June	37	37	37	40	38	36	35	35	41	39	40	40	37	44	41	25	23	25	25	26	37	36	36	40	38
July	41	40	39	42	42	37	35	35	39	41	46	46	43	45	48	25	23	23	24	27	40	40	39	41	42
August	41	44	45	46	47	40	41	43	43	48	52	53	53	53	55	29	27	31	29	34	41	44	45	46	47
September	39	40	40	41	42	38	36	40	40	43	43	42	41	44	44	25	23	24	25	27	39	39	40	40	42
October	35	37	36	37	36	33	33	34	34	37	35	35	35	37	36	22	18	21	21	25	35	36	36	36	38
November	31	30	30	31	32	24	23	26	26	27	27	27	30	30	28	20	17	19	19	21	29	28	30	30	31
December	25	28	27	28	29	20	21	23	23	21	24	25	26	27	25	16	16	17	15	19	24	27	27	27	28
<b>April – Oct Average</b>	37	38	38	39	40	35	35	36	37	40	41	41	39	42	43	24	23	24	24	27	37	37	37	39	40
<b>July - Sept Average</b>	40	41	41	43	44	38	37	39	41	44	47	47	46	47	49	26	24	26	26	30	40	41	41	43	44
<b>Annual Average</b>	33	33	33	34	35	30	29	30	32	33	34	34	33	36	36	21	20	21	22	24	32	33	33	34	35

<b>Table A9: UK and National: Bedspace Occupancy 1999 – 2003 by Origin of Visitors: Non-UK Visitors</b>																									
<b>Bedspace Occupancy (%)</b>																									
	<b>England</b>			<b>Scotland</b>			<b>Wales</b>			<b>N Ireland</b>			<b>UK</b>												
	99	00	01	02	03	99	00	01	02	03	99	00	01	02	03	99	00	01	02	03					
January	7	7	7	7	7	2	2	2	2	2	1	1	1	1	1	4	4	4	4	3	4	6	6	6	6
February	7	7	8	7	7	2	2	2	2	2	1	1	1	2	1	4	4	5	4	5	4	6	6	6	6
March	8	9	8	8	7	4	4	3	4	3	2	2	1	2	2	5	5	4	5	6	7	8	7	7	6
April	8	11	8	8	7	6	5	5	5	5	2	2	3	2	2	6	8	6	6	7	7	9	7	7	7
May	9	12	9	9	9	12	9	9	10	9	4	3	3	4	3	8	10	8	8	9	9	11	8	9	9
June	11	13	9	11	10	15	13	13	13	12	5	4	4	4	4	11	12	9	10	10	11	12	9	11	10
July	13	13	11	13	12	19	19	16	16	16	5	5	5	5	4	10	10	9	10	10	13	13	11	13	12
August	13	12	10	11	10	22	20	19	21	19	6	5	5	5	4	11	11	10	10	12	14	12	11	12	11
September	13	11	9	10	11	13	12	10	11	12	4	3	3	4	3	11	10	9	9	10	12	11	9	10	10
October	11	9	7	9	8	7	6	6	6	6	3	2	3	3	2	8	8	6	7	8	9	8	6	9	8
November	10	8	7	8	7	4	4	3	3	2	2	1	2	2	2	5	5	5	5	6	9	7	6	7	6
December	7	7	6	8	8	3	2	3	3	3	1	1	1	1	1	3	4	3	4	4	6	6	6	7	7
<b>April – Oct Average</b>	11	12	9	10	10	13	12	11	12	11	4	3	4	4	3	9	10	8	9	9	11	11	9	10	10
<b>July – Sept Average</b>	13	12	10	11	11	18	17	15	16	15	5	4	4	5	4	11	10	9	10	11	13	12	10	12	11
<b>Annual Average</b>	10	10	8	9	9	9	8	8	8	8	3	3	3	3	2	7	8	7	7	8	9	9	8	9	8

**Table A10: UK and National: Non-UK Arrivals as a Percentage of All Arrivals 1999 – 2003**

	Non-UK Arrivals (%)																									
	England			Scotland			Wales			N Ireland			UK													
	99 00	01 02	03	99 00	01 02	03	99 00	01 02	03	99 00	01 02	03	99 00	01 02	03											
January	18	17	15	17	15	13	10	9	10	9	9	7	6	5	6	5	24	22	24	18	21	16	15	14	15	14
February	15	16	14	15	13	13	6	8	9	7	7	5	6	4	5	3	21	19	22	19	19	13	14	13	14	12
March	17	17	15	15	14	14	13	14	13	12	9	9	7	5	6	5	24	24	20	19	23	16	16	14	14	13
April	18	20	15	17	15	15	17	16	18	15	15	9	9	10	6	6	25	26	24	23	24	17	19	15	16	14
May	21	20	20	17	16	16	25	23	22	23	19	13	11	10	9	7	27	32	28	28	27	21	20	20	18	16
June	22	21	17	18	18	18	29	29	27	24	25	16	13	12	10	8	32	37	29	30	29	22	22	18	19	19
July	25	22	18	19	19	19	34	35	31	31	30	15	14	13	11	9	31	36	34	28	29	26	23	19	20	20
August	23	19	17	17	16	16	37	36	32	32	29	15	12	10	9	7	33	35	29	28	30	25	21	19	19	18
September	21	18	17	17	17	17	26	27	21	22	23	13	11	8	8	6	34	34	28	28	28	21	19	17	17	17
October	19	15	13	16	14	14	18	18	15	16	16	10	9	8	7	5	28	28	24	24	26	18	15	13	16	14
November	17	14	13	15	13	13	13	12	10	11	10	9	5	5	5	5	22	23	20	23	23	16	13	13	14	13
December	16	13	14	15	13	13	10	10	10	10	11	5	4	3	4	3	17	17	16	19	18	14	12	13	13	12
<b>April – Oct Average</b>	21	19	17	17	16	16	27	26	24	23	22	13	11	10	9	7	30	32	28	27	28	21	20	17	18	17
<b>July – Sept Average</b>	23	20	17	18	17	17	32	33	28	28	27	14	12	10	9	7	33	35	30	28	29	24	21	18	19	18
<b>Annual Average</b>	19	18	16	16	15	15	20	20	18	18	17	11	9	8	7	6	27	28	25	24	25	19	17	16	16	15



<b>Table A11 : UK: Bedroom and Bedspace Occupancy 1999 – 2003 by Type of Establishment</b>																														
<b>Bedroom and Bedspace Occupancy(%)</b>																														
	<b>Hotels</b>						<b>Guest Houses</b>						<b>Bed &amp; Breakfast Establishments</b>																	
	Bedroom		Bedspace		Bedroom		Bedspace		Bedroom		Bedspace		Bedroom		Bedspace															
	99	00	01	02	03	99	00	01	02	03	99	00	01	02	03	99	00	01	02	03										
January	46	43	47	45	45	30	29	30	30	30	34	32	34	33	34	25	23	25	22	22	29	27	28	29	30	18	19	20	20	20
February	54	54	56	56	56	37	36	38	38	40	42	40	40	40	40	30	29	31	28	27	35	34	33	37	37	26	25	24	27	27
March	57	57	57	58	56	38	39	38	42	39	44	44	40	47	41	33	33	29	36	29	39	36	33	40	38	30	27	24	30	28
April	59	60	58	58	59	42	45	42	41	44	48	52	45	48	49	38	41	36	35	37	42	41	38	41	43	33	33	30	31	35
May	64	64	64	64	64	46	47	46	47	49	55	53	53	55	55	44	42	42	43	43	48	47	44	49	50	41	37	35	39	41
June	69	69	69	66	68	50	51	50	52	51	62	61	58	64	61	50	48	46	52	47	53	51	50	54	53	43	42	39	45	42
July	71	70	70	70	71	55	54	53	55	55	68	68	64	69	66	57	57	53	56	52	59	56	55	60	59	51	48	45	49	49
August	70	72	72	71	72	57	58	58	59	60	71	72	70	71	72	61	61	60	60	60	61	59	59	61	62	53	52	50	53	54
September	73	70	70	71	73	53	52	51	53	55	64	63	60	63	64	51	50	47	48	48	53	49	51	54	57	44	40	41	44	45
October	66	66	64	66	67	48	48	46	48	50	55	55	53	57	54	44	43	40	43	40	46	43	44	47	48	36	35	35	37	38
November	60	59	58	61	61	41	40	40	43	42	45	42	43	44	39	34	31	31	31	28	37	34	37	38	38	28	26	27	28	27
December	46	51	50	51	53	33	36	37	38	39	36	36	36	34	41	28	26	26	25	30	29	29	30	32	22	23	22	24	23	
April-Oct Average	68	67	67	67	68	50	51	49	51	52	60	61	58	61	60	49	49	46	48	47	52	49	49	52	53	43	41	39	43	43
July-Sept Average	71	71	71	71	72	55	55	54	56	57	68	68	65	68	67	56	56	53	55	53	58	55	55	58	59	49	47	45	49	49
Annual Average	61	61	61	62	62	44	45	44	45	46	52	51	50	52	51	41	39	39	40	39	44	42	42	45	46	35	34	33	36	36

**Table A12: UK and National: Bedroom Occupancy 1999 – 2003: Hotels**

	Bedroom Occupancy (%)																								
	England			Scotland			Wales			N Ireland			UK												
	99	00	01	02	03	99	00	01	02	03	99	00	01	02	03	99	00	01	02	03	99	00	01	02	03
January	49	46	50	47	46	38	35	39	40	42	29	31	33	36	37	40	39	41	41	40	46	43	47	45	45
February	57	57	59	58	58	49	46	48	51	52	37	42	44	47	47	47	47	50	52	52	54	54	56	56	56
March	59	59	60	59	56	54	49	50	55	54	44	44	45	50	50	47	50	50	51	52	57	57	57	58	56
April	61	62	59	59	60	56	55	55	56	58	50	51	49	53	56	50	58	49	53	55	59	60	58	58	59
May	65	65	64	64	64	65	63	63	66	66	57	58	61	60	62	57	62	58	62	60	64	64	64	64	64
June	69	69	70	66	68	72	69	68	70	69	61	61	63	64	62	63	63	66	63	66	69	69	69	66	68
July	72	72	71	71	71	71	68	66	71	69	66	67	66	65	67	54	52	51	54	56	71	70	70	70	71
August	70	72	71	70	71	76	76	76	79	80	69	68	70	67	69	59	59	62	60	66	70	72	72	71	72
September	74	71	71	72	74	73	68	70	72	74	66	63	64	65	67	66	62	62	61	68	73	70	70	71	73
October	68	67	65	67	69	62	63	61	63	65	55	55	57	58	58	59	54	55	56	62	66	66	64	66	67
November	63	62	60	63	64	52	52	54	56	53	45	47	53	50	50	54	49	53	50	56	60	59	58	61	61
December	49	53	52	53	55	38	42	46	45	45	37	41	43	42	43	40	43	41	39	45	46	51	50	51	53
<b>April – Oct Average</b>	68	68	67	67	68	68	66	66	68	69	61	60	61	62	63	58	59	58	58	62	68	67	67	67	68
<b>July – Sept Average</b>	72	72	71	71	72	73	71	71	74	74	67	66	67	66	68	60	58	58	58	63	71	71	71	71	72
<b>Annual Average</b>	63	63	63	62	63	59	57	58	60	61	51	52	54	55	56	53	53	53	53	57	61	61	61	62	62

**Table A13: UK and National: Bedspace Occupancy 1999 – 2003: Hotels**

	Bedspace Occupancy (%)																								
	England			Scotland			Wales			N Ireland			UK												
	99	00	01	02	03	99	00	01	02	03	99	00	01	02	03	99	00	01	02	03	99	00	01	02	03
January	32	31	31	31	31	24	24	24	27	27	20	21	22	24	24	23	22	22	23	24	30	29	30	30	30
February	39	38	39	39	41	33	31	34	36	36	27	29	32	34	33	28	28	29	32	33	37	36	38	38	40
March	40	41	40	43	40	36	34	34	39	37	30	31	32	37	35	30	29	29	32	32	38	39	38	42	39
April	43	46	43	42	44	40	43	42	41	45	38	40	39	38	43	33	38	31	34	36	42	45	42	41	44
May	47	48	46	47	49	48	46	47	50	50	43	43	47	45	48	36	38	35	38	39	46	47	46	47	49
June	50	51	50	52	51	54	52	52	55	53	47	46	48	50	47	40	39	40	41	41	50	51	50	52	51
July	55	55	53	55	55	58	55	53	56	57	52	53	52	51	52	37	36	35	38	40	55	54	53	55	55
August	57	57	57	59	59	62	62	63	66	67	57	57	60	58	58	41	40	44	43	49	57	58	58	59	60
September	54	52	51	53	56	56	53	55	55	57	49	48	49	48	50	41	38	38	38	43	53	52	51	53	55
October	49	49	46	49	50	47	46	47	46	50	41	41	43	42	43	38	32	34	35	39	48	48	46	48	50
November	43	41	41	44	44	34	34	36	38	37	32	33	40	35	35	31	28	31	31	34	41	40	40	43	42
December	35	38	39	40	41	28	30	33	32	32	27	30	32	30	32	24	26	27	25	30	33	36	37	38	39
<b>April – Oct Average</b>	51	51	49	51	52	52	51	51	53	54	47	47	48	47	49	38	37	37	38	41	50	51	49	51	52
<b>July – Sept Average</b>	55	55	54	56	57	59	57	57	59	60	53	53	54	52	53	40	38	39	40	44	55	55	54	56	57
<b>Annual Average</b>	45	46	45	46	47	43	43	43	45	46	39	39	41	41	42	33	33	33	34	37	44	45	44	45	46

<b>Table A14: UK and National: Bedroom Occupancy 1999 – 2003: Guest Houses</b>																									
<b>Bedroom Occupancy (%)</b>																									
	<b>England</b>			<b>Scotland</b>			<b>Wales</b>			<b>N Ireland</b>			<b>UK</b>												
	99	00	01	02	03	99	00	01	02	03	99	00	01	02	03	99	00	01	02	03					
January	37	35	39	34	37	30	24	23	27	26	16	16	11	29	20	25	21	18	20	18	34	32	34	33	34
February	46	43	44	42	42	37	30	29	34	34	19	27	23	29	28	25	34	31	24	22	42	40	40	40	40
March	47	47	44	49	43	39	35	32	40	34	26	28	19	39	30	32	29	32	32	29	44	44	40	47	41
April	50	54	47	49	50	46	48	42	44	47	35	41	31	37	49	36	39	34	33	33	48	52	45	48	49
May	55	54	54	55	54	60	55	56	60	64	46	45	40	52	54	42	42	38	36	41	55	53	53	55	55
June	62	61	59	64	60	68	64	61	69	68	53	51	47	64	58	53	48	49	41	42	62	61	58	64	61
July	68	69	64	70	66	73	72	69	72	73	61	58	56	65	68	43	42	49	38	43	68	68	64	69	66
August	70	72	69	69	70	80	77	79	81	82	70	71	67	77	81	56	53	58	44	53	71	72	70	71	72
September	66	65	61	63	63	65	61	67	67	70	53	50	49	60	61	48	46	44	41	42	64	63	60	63	64
October	58	59	55	59	55	49	48	52	50	52	40	36	36	45	45	34	31	33	27	33	55	55	53	57	54
November	49	38	45	47	41	35	31	40	36	35	28	21	25	32	36	29	29	27	21	25	45	35	43	44	39
December	39	34	38	37	44	30	26	33	24	30	21	22	17	26	29	23	18	21	17	17	36	31	36	34	41
<b>April – Oct Average</b>	61	62	58	61	60	63	61	61	63	65	51	50	47	57	59	45	43	43	37	41	60	61	58	61	60
<b>July – Sept Average</b>	68	69	65	67	66	73	70	72	73	75	61	60	57	67	70	49	47	50	41	46	68	68	65	68	67
<b>Annual Average</b>	54	53	52	53	52	51	48	49	50	51	39	39	35	46	47	38	36	36	31	33	52	51	50	52	51

**Table A15: UK and National: Bedspace Occupancy 1999 – 2003: Guest Houses**

	Bedspace Occupancy (%)																								
	England			Scotland			Wales			N Ireland			UK												
	99	00	01	02	03	99	00	01	02	03	99	00	01	02	03	99	00	01	02	03	99	00	01	02	03
January	27	25	28	23	24	21	16	15	18	17	10	10	8	19	13	17	13	11	12	11	25	23	25	22	22
February	33	32	34	30	29	26	20	21	23	24	13	19	19	22	21	18	21	18	15	15	30	29	31	28	27
March	35	35	32	37	30	27	25	22	31	25	19	21	13	31	22	22	18	29	22	20	33	33	29	36	29
April	40	43	37	36	36	35	38	33	32	38	28	33	26	30	40	26	28	25	24	24	38	41	36	35	37
May	45	42	43	43	41	46	42	44	48	53	37	35	34	43	44	31	30	27	29	32	44	42	42	43	43
June	50	49	47	51	46	55	52	49	58	57	42	41	38	53	47	38	34	35	32	31	50	48	46	52	47
July	57	57	52	56	51	63	61	57	61	63	52	49	50	55	57	34	33	39	32	35	57	57	53	56	52
August	60	61	59	58	57	70	66	67	69	72	62	62	60	68	72	44	41	46	38	44	61	61	60	60	60
September	52	51	47	47	47	52	48	53	53	57	41	41	40	48	47	36	32	33	33	30	51	50	47	48	48
October	46	46	42	44	40	38	36	39	38	41	30	29	28	35	35	23	20	24	20	23	44	43	40	43	40
November	37	27	32	33	29	25	20	29	25	24	20	14	18	24	25	19	18	18	15	16	34	24	31	31	28
December	30	25	28	27	32	22	19	23	17	22	16	15	13	19	19	15	11	13	11	11	28	23	26	25	30
<b>April – Oct Average</b>	50	50	47	48	46	51	49	49	51	54	42	41	39	47	49	33	31	33	30	31	49	49	46	48	47
<b>July – Sept Average</b>	56	56	53	54	52	62	58	59	61	64	52	51	50	57	59	38	35	39	34	36	56	56	53	55	53
<b>Annual Average</b>	43	41	40	41	39	40	37	38	39	41	31	31	29	37	37	27	25	26	24	24	41	39	39	40	39

**Table A16: UK and National: Bedroom Occupancy 1999 – 2003: Bed and Breakfast Establishments**

	Bedroom Occupancy (%)																								
	England			Scotland			Wales			N Ireland			UK												
	99	00	01	02	03	99	00	01	02	03	99	00	01	02	03	99	00	01	02	03	99	00	01	02	03
January	34	31	32	32	33	12	16	15	17	19	16	15	18	13	20	10	9	14	12	13	29	27	28	29	30
February	41	38	37	42	40	16	21	20	19	22	19	22	17	23	23	11	13	17	12	17	35	34	33	37	37
March	44	40	37	43	42	20	24	20	26	22	23	21	10	29	26	16	13	16	16	16	39	36	33	40	38
April	46	44	42	44	46	28	33	27	31	36	31	33	19	28	39	21	22	20	21	23	42	41	38	41	43
May	51	49	46	50	51	41	43	42	48	50	41	36	27	37	49	27	28	22	28	32	48	47	44	49	50
June	55	52	53	55	53	51	52	48	56	57	42	43	30	47	42	28	28	26	29	35	53	51	50	54	53
July	60	56	56	60	60	61	61	57	64	63	53	53	45	52	55	35	32	29	31	36	59	56	55	60	59
August	60	57	58	60	60	69	68	68	71	73	65	63	54	63	63	41	37	37	37	47	61	59	59	61	62
September	55	51	53	56	58	51	46	51	53	55	41	38	35	44	44	30	27	26	27	32	53	49	51	54	57
October	50	48	48	50	52	32	31	35	36	37	32	27	29	36	32	22	19	18	19	26	46	43	44	47	48
November	42	39	41	42	41	20	18	23	25	24	21	16	20	24	22	19	17	15	15	19	37	34	37	38	38
December	34	33	34	35	35	14	17	18	21	19	16	15	16	19	17	10	12	13	12	14	29	29	30	32	32
<b>April – Oct Average</b>	54	51	51	54	54	48	48	47	51	53	44	42	34	44	46	29	28	25	27	33	52	49	49	52	53
<b>July – Sept Average</b>	58	55	56	59	60	60	58	59	63	64	53	51	45	53	54	35	32	31	32	38	58	55	55	58	59
<b>Annual Average</b>	48	45	45	47	48	35	36	35	39	40	33	32	27	35	36	23	22	21	22	26	44	42	42	45	46

**Table A17: UK and National: Bedspace Occupancy 1999 – 2003: Bed and Breakfast Establishments**

	Bedspace Occupancy (%)																								
	England			Scotland			Wales			N Ireland			UK												
	99	00	01	02	03	99	00	01	02	03	99	00	01	02	03	99	00	01	02	03	99	00	01	02	03
January	20	22	22	22	23	9	11	11	13	12	10	11	13	9	13	5	6	11	8	9	18	19	20	20	20
February	29	28	27	31	30	12	15	14	14	16	14	17	13	17	17	8	9	12	9	11	26	25	24	27	27
March	33	31	28	33	31	15	16	14	19	17	19	17	7	23	20	12	10	12	13	11	30	27	24	30	28
April	36	35	33	33	37	23	28	22	24	31	27	30	16	21	32	16	17	16	16	18	33	33	30	31	35
May	43	39	37	40	41	35	36	34	39	42	36	32	23	30	41	21	22	17	22	26	41	37	35	39	41
June	45	42	40	45	42	44	45	40	49	50	35	38	25	41	35	22	23	21	22	26	43	42	39	45	42
July	51	47	45	49	48	55	55	50	57	57	49	47	37	45	43	30	28	23	26	29	51	48	45	49	49
August	51	50	49	51	51	63	62	61	65	68	59	59	46	56	56	36	32	31	31	38	53	52	50	53	54
September	46	41	43	45	46	43	39	43	44	47	35	34	28	36	34	24	22	20	21	25	44	40	41	44	45
October	39	38	37	39	41	25	25	27	28	31	27	23	22	29	23	16	15	14	14	20	36	35	35	37	38
November	32	29	31	31	30	13	13	17	18	17	17	12	15	18	15	14	12	10	11	13	28	26	27	28	27
December	25	26	25	26	26	11	12	13	15	15	14	12	12	13	12	7	9	9	8	9	22	23	22	24	23
<b>April – Oct Average</b>	44	42	41	43	44	41	41	40	44	47	38	38	28	37	38	24	23	20	22	26	43	41	39	43	43
<b>July – Sept Average</b>	49	46	46	48	49	54	52	51	55	57	48	47	37	46	44	30	27	25	26	31	49	47	45	49	49
<b>Annual Average</b>	38	36	35	37	37	29	30	29	32	34	29	28	21	28	28	18	17	16	17	20	35	34	33	36	36

**Table A18: UK: Average Length of Stay 1999 – 2003 by Type of Establishment**

	Average Length of Stay (No. of nights)														
	Hotels					Guest Houses					Bed & Breakfast Establishments				
	1999	2000	2001	2002	2003	1999	2000	2001	2002	2003	1999	2000	2001	2002	2003
January	1.9	1.9	1.9	1.8	1.9	2.3	2.2	2.3	2.3	2.2	2.0	2.1	2.1	2.2	2.0
February	1.8	1.9	1.9	1.9	1.9	2.2	2.3	2.1	2.0	2.0	2.0	2.1	2.0	2.0	2.0
March	1.9	1.9	1.9	1.9	1.9	2.2	2.2	2.1	2.1	2.0	2.0	2.0	1.9	2.0	1.9
April	2.0	2.1	2.1	2.0	2.0	2.1	2.2	2.1	2.2	2.1	2.0	2.0	1.9	1.9	2.1
May	2.0	2.1	2.1	2.0	2.0	2.1	2.1	2.1	2.1	2.1	1.9	2.0	1.9	1.9	2.1
June	2.1	2.1	2.0	2.0	2.0	2.3	2.3	2.1	2.6	2.2	2.0	1.9	2.0	2.0	2.0
July	2.1	2.1	2.1	2.1	2.1	2.2	2.2	2.3	2.6	2.4	2.0	1.9	1.9	2.0	2.1
August	2.2	2.2	2.2	2.1	2.1	2.3	2.4	2.3	2.4	2.3	2.1	2.1	2.0	2.0	2.1
September	2.1	2.1	2.1	2.0	2.1	2.2	2.4	2.4	2.2	2.2	2.0	1.9	2.0	2.0	2.1
October	2.0	2.1	2.0	2.0	2.0	2.1	2.2	2.1	2.1	2.1	2.0	2.0	1.9	2.0	2.0
November	1.9	1.9	1.9	1.9	1.9	2.1	2.0	2.0	2.1	2.0	2.1	2.1	1.9	2.0	2.1
December	1.8	1.8	1.8	1.8	1.8	2.2	2.0	2.0	2.1	2.3	2.1	2.0	1.9	2.0	2.0
<b>April – Oct Average</b>	2.1	2.1	2.1	2.0	2.0	2.2	2.2	2.2	2.3	2.2	2.0	2.0	1.9	2.0	2.1
<b>July – Sept Average</b>	2.1	2.1	2.1	2.1	2.1	2.2	2.3	2.3	2.4	2.3	2.0	2.0	2.0	2.0	2.1
<b>Annual Average</b>	2.0	2.0	2.0	2.0	2.0	2.2	2.2	2.2	2.2	2.2	2.0	2.0	1.9	2.0	2.0



**Table A19: UK: Percentage of Non-UK Arrivals as a Percentage of All Arrivals 1999 – 2003 by Type of Establishment**

	Percentage of non-UK Arrivals														
	Hotels			Guest Houses			Bed & Breakfast Establishments								
	99	00	01	02	03	99	00	01	02	03	99	00	01	02	03
January	15	14	12	14	12	19	14	12	15	12	20	15	22	17	18
February	13	14	12	13	11	14	14	9	12	11	17	15	18	15	13
March	15	15	13	13	12	20	18	12	12	13	21	20	19	18	16
April	15	17	14	14	12	20	20	15	13	15	23	25	22	20	19
May	18	18	18	16	14	25	22	14	18	17	28	25	19	24	21
June	19	19	16	17	16	26	23	17	20	17	30	28	25	24	24
July	23	20	18	18	18	26	26	18	21	18	30	31	24	27	25
August	21	19	18	16	15	28	24	19	19	16	29	27	24	26	20
September	19	17	15	15	15	24	23	14	17	14	27	25	23	23	22
October	16	14	13	14	12	22	19	12	14	13	23	20	15	21	16
November	15	12	12	12	11	19	14	12	13	13	20	20	13	19	16
December	13	10	12	12	11	17	11	14	12	15	17	19	16	21	14
<b>April – Oct Average</b>	19	17	16	16	15	25	22	16	18	16	27	26	22	24	21
<b>July – Sept Average</b>	21	18	17	17	16	26	24	17	19	16	29	28	24	26	22
<b>Annual Average</b>	17	16	14	15	13	22	19	14	16	15	24	23	20	21	19

**Table A20: UK: Bedspace Occupancy 1999 – 2003 by Origin of Visitors by Type of Establishment**

	Bedspace Occupancy (%)																													
	Hotels				Guest Houses				Bed & Breakfast Establishments																					
	UK Visitors		Non-UK visitors		UK visitors		Non-UK visitors		UK Visitors		Non-UK visitors																			
January	99	00	01	02	03	99	00	01	02	03	99	00	01	02	03															
February	23	22	23	23	23	17	18	23	19	20	8	5	3	4	3	14	16	15	15	15	5	4	5	5	5					
March	30	29	30	29	32	22	25	30	25	25	9	7	3	3	3	21	21	19	22	22	5	5	5	6	5					
April	30	30	30	33	32	7	8	7	7	6	23	26	26	30	25	10	8	4	6	4	23	21	18	24	23	7	6	6	7	5
May	34	36	33	33	36	7	9	7	7	6	28	31	30	28	31	10	11	6	7	6	26	25	22	24	28	8	9	8	7	8
June	38	36	36	37	39	8	11	8	9	9	32	32	37	34	36	12	10	6	9	7	29	28	27	29	32	12	10	9	10	8
July	38	38	38	41	40	10	12	9	10	9	38	37	39	40	38	12	11	7	12	10	32	30	28	33	32	12	12	11	11	11
August	42	42	40	43	43	12	12	10	12	11	42	41	40	43	43	15	15	13	13	10	36	33	33	35	36	15	15	12	14	12
September	43	46	46	47	48	12	11	11	11	10	44	47	50	48	49	17	14	10	12	11	38	38	37	39	42	16	14	13	13	10
October	41	41	43	43	44	12	10	8	9	10	38	39	41	40	41	13	12	6	9	7	33	31	31	33	35	12	10	10	11	10
November	38	38	38	38	40	9	8	6	8	7	33	35	36	35	36	12	9	5	6	5	27	29	28	28	31	9	8	7	9	7
December	32	31	32	33	34	9	7	6	7	6	25	23	27	27	25	9	3	4	5	4	22	19	22	21	21	7	7	6	7	6
Annual Average	26	30	30	30	31	6	6	6	7	7	21	21	22	23	23	7	3	5	3	8	18	17	18	17	19	5	6	5	7	4
April-Oct Average	39	39	39	40	42	10	10	9	10	9	36	38	39	38	39	13	12	8	10	8	32	31	30	32	34	12	11	10	11	9
July-Sept Average	42	43	43	44	45	12	11	10	11	11	41	42	44	44	44	15	14	10	11	9	36	34	34	36	38	12	13	12	13	11
Annual Average	34	35	35	36	37	9	9	7	8	8	30	31	33	33	33	11	9	6	7	6	27	26	25	27	28	9	9	8	9	8

**Table A21 : UK: Bedroom Occupancy 1999 – 2003 by Size of Establishment (No. of bedrooms)**

	Bedroom Occupancy (%)																													
	1 - 3			4 - 10			11 - 25			26 - 50			51 - 100			100+														
	99	00	01	02	03	99	00	01	02	03	99	00	01	02	03	99	00	01	02	03	99	00	01	02	03					
January	21	26	23	24	26	34	28	30	34	34	37	36	38	39	39	45	43	43	43	43	46	45	51	47	50	57	52	58	54	50
February	28	30	29	30	30	42	37	36	41	42	45	46	47	48	48	55	53	52	54	52	59	58	61	60	59	66	66	69	68	66
March	29	30	25	32	31	44	37	36	44	42	48	49	46	50	48	59	57	55	58	54	62	61	63	63	61	69	67	70	66	65
April	35	38	30	36	40	47	44	42	44	49	51	53	50	50	51	61	60	56	58	57	63	64	64	63	64	70	66	68	68	67
May	43	44	37	45	47	55	49	51	51	54	57	57	55	57	57	65	65	61	65	63	68	68	70	67	69	72	72	74	71	70
June	49	45	44	50	48	60	58	56	56	57	62	61	59	61	61	70	68	68	68	66	73	73	75	70	72	77	77	77	73	74
July	54	50	48	56	54	62	64	61	62	63	65	64	64	65	63	72	72	69	71	70	74	74	74	73	74	77	76	75	75	75
August	56	44	54	57	58	67	66	67	66	67	66	66	66	64	66	70	72	70	71	69	75	74	75	74	74	74	77	84	73	72
September	48	43	44	50	52	62	60	59	59	61	67	63	64	65	68	75	70	70	72	72	77	74	74	75	76	80	77	75	76	80
October	40	37	39	41	41	54	51	51	51	49	59	57	57	60	61	66	66	64	65	66	70	71	69	70	71	76	76	72	74	76
November	31	28	31	31	32	39	40	40	44	40	51	48	49	51	50	60	58	57	59	59	63	65	64	66	67	71	71	71	74	73
December	25	23	24	25	27	30	33	35	35	34	41	42	44	45	46	46	48	50	49	50	50	54	55	55	55	56	61	60	59	63
<b>Apr-Oct Average</b>	47	44	42	48	49	58	56	55	56	57	61	60	59	60	61	68	67	66	67	66	72	71	72	70	72	75	74	75	73	73
<b>July-Sept Average</b>	53	46	49	54	55	64	63	62	63	64	66	64	65	65	66	72	71	70	71	70	75	74	74	74	75	77	77	78	75	76
<b>Annual Average</b>	38	37	36	40	41	50	47	47	49	49	54	54	53	55	55	62	61	60	61	60	65	65	66	65	66	70	70	71	69	69

**Table A22: UK: Bedspace Occupancy 1999 – 2003 by Size of Establishment (No. of bedrooms)**

	Bedspace Occupancy (%)																													
	1 - 3			4 - 10			11 - 25			26 - 50			51 - 100			100+														
	99	00	01	02	03	99	00	01	02	03	99	00	01	02	03	99	00	01	02	03	99	00	01	02	03					
January	14	18	16	16	17	26	19	19	23	23	25	25	26	27	29	30	29	27	28	27	31	31	32	30	34	37	36	37	38	35
February	21	22	21	21	21	30	26	25	29	29	32	33	35	35	36	38	38	37	39	37	42	37	40	42	42	45	43	46	48	48
March	21	22	18	24	23	32	28	25	33	30	35	37	33	38	36	41	41	49	42	39	44	43	42	45	44	46	45	48	50	46
April	28	31	23	27	31	37	36	32	33	38	38	42	39	37	39	45	46	43	42	44	47	48	47	45	49	49	49	49	45	51
May	35	35	29	35	37	43	36	39	40	42	44	43	43	44	44	47	48	47	49	49	51	51	49	51	53	50	51	52	50	52
June	41	37	35	41	39	48	45	44	45	44	48	47	45	49	46	51	52	52	54	50	55	55	55	55	54	54	52	54	56	56
July	46	43	39	46	44	51	52	48	50	50	54	52	50	53	51	54	56	54	57	55	57	56	58	57	57	58	55	55	58	58
August	48	46	46	49	50	56	56	56	57	57	56	55	55	55	55	57	58	58	59	59	61	59	60	61	62	57	61	60	59	64
September	40	35	36	40	41	48	46	46	46	46	53	49	49	50	52	54	53	52	55	55	57	54	55	55	56	55	57	54	52	60
October	32	29	30	31	32	41	40	38	39	37	47	44	43	46	46	51	49	48	50	51	53	52	51	53	53	53	54	51	51	55
November	23	20	22	23	22	28	27	29	31	28	37	35	35	38	35	42	41	40	43	43	44	46	45	47	47	48	46	49	52	51
December	19	17	18	18	19	22	23	25	25	23	31	32	33	34	34	35	36	36	37	38	36	39	42	41	42	40	45	45	45	45
<b>Apr-Oct Average</b>	39	36	34	38	39	46	44	44	44	45	49	48	46	48	48	51	52	50	52	52	54	53	53	54	55	54	54	53	53	56
<b>July-Sept Average</b>	45	41	40	45	45	52	51	50	51	51	54	52	51	53	53	55	56	55	57	56	58	56	58	58	58	57	58	56	57	60
<b>Annual Average</b>	31	29	28	31	32	39	36	36	38	37	42	41	41	42	42	45	46	44	46	46	48	48	48	49	50	49	50	50	50	52

**Table A23: UK: Bedroom Occupancy 1999 – 2003 by Location of Establishment**

	Bedroom Occupancy (%)																							
	Seaside						City/Town						Small Town						Country/village					
	99	00	01	02	03		99	00	01	02	03		99	00	01	02	03		99	00	01	02	03	
January	29	28	30	32	31		52	49	54	51	50		41	38	42	43	40		33	31	35	32	33	
February	36	37	37	41	44		62	60	65	65	63		50	48	50	51	49		40	40	41	41	42	
March	39	42	42	45	44		66	62	64	64	62		53	51	50	54	51		42	41	40	43	43	
April	47	51	52	45	55		65	63	61	63	63		54	53	53	54	54		46	48	42	48	50	
May	55	56	56	54	58		68	67	68	68	67		60	59	60	60	61		53	52	51	54	57	
June	62	64	64	65	63		71	71	72	69	71		64	61	61	62	63		57	57	55	58	58	
July	69	67	70	69	70		73	72	72	73	73		66	65	64	65	67		59	61	59	61	62	
August	74	75	80	76	78		70	71	69	70	70		65	67	65	65	66		61	62	64	65	66	
September	68	63	68	67	67		75	72	71	74	75		67	65	65	66	67		59	57	59	61	63	
October	56	50	55	57	53		71	70	67	70	71		57	60	60	59	60		50	53	53	54	54	
November	45	40	47	45	43		67	66	63	69	68		52	52	53	52	52		43	42	44	45	44	
December	35	37	36	38	37		53	54	55	55	58		40	45	45	45	44		33	39	41	38	39	
<b>Apr - Oct Average</b>	61	61	64	62	64		70	69	69	70	70		62	61	61	62	62		55	56	55	57	59	
<b>July - Sept Average</b>	70	68	73	71	72		73	72	71	73	72		66	65	65	65	66		60	60	61	62	64	
<b>Nov-Mar Average</b>	37	37	38	40	40		60	58	60	61	60		47	47	48	49	47		38	38	40	40	40	
<b>Annual Average</b>	51	51	53	53	54		66	65	65	66	66		56	55	56	56	56		48	49	49	50	51	

**Table A24: UK: Bedspace Occupancy 1999 – 2003 by Location of Establishment**

	Bedspace Occupancy (%)																											
	Seaside						City/Town						Small Town						Country/village									
	99	00	01	02	03	03	99	00	01	02	03	03	99	00	01	02	03	03	99	00	01	02	03	03				
January	21	20	20	23	22	22	33	33	34	34	34	33	27	24	26	27	25	21	21	22	22	21	22	21	21	22	21	22
February	27	27	28	30	33	33	41	40	43	43	43	42	34	32	34	35	34	27	28	28	28	29	28	27	28	28	29	30
March	30	31	31	36	33	33	43	41	42	45	45	41	35	35	33	38	35	29	29	27	27	32	29	29	29	27	32	31
April	38	41	39	34	44	44	45	46	46	43	45	45	39	40	38	37	40	34	37	31	31	35	34	34	37	31	35	39
May	44	44	45	43	47	47	47	47	47	48	49	49	44	43	43	43	46	40	39	38	40	40	40	40	39	38	40	44
June	49	51	51	53	51	51	50	50	52	53	52	52	47	45	44	48	46	43	43	40	40	46	43	43	43	40	46	44
July	58	56	60	57	59	59	54	53	51	56	54	54	53	50	48	50	51	47	48	45	48	48	47	47	48	45	48	49
August	62	66	71	68	70	70	52	54	53	57	55	55	49	52	50	53	55	48	51	53	54	54	48	48	51	53	54	56
September	54	51	56	55	54	54	52	52	51	52	53	53	49	47	48	49	50	45	43	43	43	45	45	45	43	43	45	48
October	44	40	44	45	43	43	50	49	46	49	50	50	43	42	42	43	44	38	39	39	40	40	38	38	39	39	40	41
November	33	30	36	34	32	32	44	44	42	47	45	45	34	33	36	37	36	30	28	31	31	31	30	30	28	31	31	31
December	26	29	28	29	27	27	37	38	40	39	41	41	28	31	32	33	32	24	28	30	29	29	24	24	28	30	29	29
<b>Apr-Oct Average</b>	50	50	52	51	52	52	50	50	49	51	51	51	46	46	45	46	48	42	43	41	44	44	42	42	43	41	44	46
<b>July-Sept Average</b>	58	58	62	60	61	61	53	53	52	55	54	54	50	50	49	50	52	47	47	47	49	49	47	47	47	47	49	51
<b>Nov-Mar Average</b>	28	28	28	30	30	30	39	39	40	42	40	40	32	31	32	34	33	26	27	28	28	28	26	26	27	28	28	28
<b>Annual Average</b>	41	41	42	42	43	43	46	46	45	47	47	47	40	40	40	41	41	35	36	36	38	38	35	35	36	36	38	39

**Table A25: UK: Bedroom Occupancy 2000 – 2003 by Tariff of Establishment (Max. price for one person for bed & breakfast)**

	% Occupancy																							
	<£20			£20 - £29			£30 - £39			£40 - £49			£50 - £59			£60+								
	00	01	02	03	00	01	02	03	00	01	02	03	00	01	02	03	00	01	02	03				
January	29	28	25	25	30	31	30	31	32	38	34	33	42	43	42	37	42	45	43	43	47	53	52	49
February	32	30	32	32	41	35	37	38	43	40	42	43	47	52	52	50	50	51	50	53	61	63	62	60
March	36	32	33	29	41	33	38	38	38	46	50	42	53	52	57	55	53	56	55	58	62	61	63	56
April	40	36	32	34	46	41	41	44	53	52	48	54	57	55	55	54	61	56	55	62	64	63	62	61
May	40	46	47	41	49	47	50	49	57	57	58	59	60	63	59	62	62	65	66	65	68	68	68	66
June	46	43	55	44	59	53	55	53	64	63	62	62	63	65	70	66	64	68	67	68	72	73	70	70
July	52	48	59	54	63	59	62	59	63	63	66	67	68	69	70	68	69	68	71	71	73	71	72	72
August	56	53	55	59	65	66	65	64	71	69	71	70	70	70	72	73	71	68	70	72	72	70	71	71
September	49	46	51	46	57	58	60	59	67	65	66	66	64	68	70	67	68	70	71	75	74	70	73	74
October	43	38	41	34	50	51	51	50	55	59	57	56	60	64	63	59	61	64	68	67	70	67	68	71
November	32	33	35	24	43	41	40	38	45	47	45	46	53	57	53	49	54	55	58	61	66	64	64	64
December	26	28	30	23	33	32	33	30	38	37	40	41	45	47	47	43	44	45	46	52	57	55	56	54
<b>Apr-Oct Average</b>	46	44	49	45	55	54	55	54	61	61	61	62	63	65	66	64	65	66	67	69	71	69	69	69
<b>July-Sept Average</b>	52	49	55	53	62	61	62	60	67	67	67	68	67	69	71	69	69	69	71	73	73	70	72	72
<b>Annual Average</b>	40	39	41	37	48	46	47	46	52	53	53	53	57	59	59	57	58	59	60	62	66	65	65	64

**Table A26: UK: Bedspace Occupancy 2000 – 2003 by Tariff of Establishment (Max. price for one person for bed & breakfast)**

	% Occupancy																							
	<£20			£20 - £29			£30 - £39			£40 - £49			£50 - £59			£60+								
	00	01	02	03	00	01	02	03	00	01	02	03	00	01	02	03	00	01	02	03				
January	20	16	17	16	22	22	20	22	22	30	24	23	30	27	29	23	29	26	29	29	32	35	34	34
February	22	18	24	21	30	27	28	28	29	29	31	31	35	37	36	38	33	35	36	36	41	42	45	44
March	26	20	25	21	31	23	29	29	28	31	37	31	40	37	42	39	36	39	40	41	42	42	48	41
April	32	27	23	26	37	32	31	36	42	42	37	44	45	41	40	39	49	42	40	47	48	45	44	45
May	29	35	38	31	39	38	39	40	45	43	45	48	44	48	45	44	47	46	49	48	50	51	49	50
June	37	35	41	35	48	41	45	42	50	48	52	49	48	49	55	51	48	52	51	49	52	54	55	52
July	41	38	49	44	52	49	50	48	54	51	55	56	53	55	57	55	54	51	52	52	53	54	57	55
August	47	46	48	51	56	57	57	55	61	60	62	62	56	57	60	59	55	52	56	54	58	57	59	60
September	36	35	39	37	46	46	48	45	54	54	53	54	48	53	55	50	50	53	51	53	55	52	55	55
October	28	28	29	26	41	39	40	39	46	47	44	44	44	48	47	46	44	47	48	48	51	48	50	51
November	20	22	23	17	32	30	30	26	33	36	33	34	40	41	36	34	36	38	40	43	44	43	45	43
December	18	18	19	16	26	23	25	21	31	28	29	31	34	34	35	30	32	32	34	36	42	42	41	40
<b>Apr-Oct Average</b>	36	35	38	36	46	43	44	44	50	49	50	51	49	50	51	49	50	49	50	50	52	52	53	53
<b>July-Sept Average</b>	41	40	45	44	51	51	52	49	56	55	57	57	52	55	58	54	53	52	53	53	55	54	57	57
<b>Annual Average</b>	30	28	31	29	38	36	37	36	41	42	42	42	43	44	45	42	43	43	44	45	47	47	48	47



## **APPENDIX B: Survey methods**

The UK Occupancy Survey for Serviced Accommodation operates on the basis of 13 individual surveys carried out by the National Tourist Boards of Northern Ireland, Scotland and Wales and the ten English Regional Tourist Boards. These national and regional surveys all adhere to a common specification and standard, as set out in a Minimum Standards Manual<sup>2</sup> and summarised below (Survey Standards).

TNS Travel and Tourism (formerly NFO WorldGroup) currently acts as the UK Survey Co-ordinator, collating the results from each local survey and combining them to produce occupancy rates for England and the UK. The Co-ordinator also monitors the quality of the data to ensure that all the local surveys comply with the agreed standards.

### **B1: National and Regional Surveys**

A sample of establishments is recruited to the survey and asked to complete a data form each month, giving details of their nightly occupancy. The data returned are processed and analysed to produce monthly occupancy rates for the whole area and for specific categories of type, size, location, etc as shown in the monthly summaries.

The UK Occupancy Survey Co-ordinator uses the national and regional rates in the calculation of UK rates. Individual Tourist Boards produce a wide range of other, more local, information which is available directly from the Boards. This locally-produced information may be based on slightly different samples depending on the timing of the analysis.

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<sup>2</sup> MacGregor, C., and Tait, S. (1996) *UK Occupancy Survey: Minimum Standards Manual*, Edinburgh: Centre for Leisure Research  
Thomson, G., and Tait, S. (2002) *UK Occupancy Survey: A Minimum Standards Manual: Revised Edition*, Edinburgh: NFO WorldGroup

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## **B2: Survey Standards**

The key standards to which all the local surveys aim to conform are as follows:

Recruited sample:

- recruit a sample of a specified minimum number of establishments - 300 for Scotland, Wales and Northern Ireland, in proportion to the distribution of the survey population for the English Regional Tourist Boards. As can be seen from Table C1, some areas recruited more than the required minimum in order to be able to analyse the data at local authority level for their own purposes;
- where only a proportion of establishments in an area are invited to participate, select that proportion randomly;
- categorise every participating establishment using the specified categories, either via a 'profile' form or from other reliable sources.

Monthly sample:

- obtain an agreed minimum sample of open establishments returning data each month (see Table B1);
- collect from each establishment all the data required to produce all the occupancy rates.

Analysis:

- weight the survey data by size and area to ensure that it represents each country or individual English region;
- calculate all the required occupancy rates, using standard formulae, in each of the specified categories.

Timing:

- adhere to the agreed timetable for collecting the data, analysing the results and providing results to the UK Survey Co-ordinator.

Quality control:

- complete a set of quality control information forms each month to enable the UK Survey Co-ordinator to monitor the quality of the survey data.

<b>Table B1: Monthly Target Minimum Sample Sizes</b>	
	<b>Target minimum sample size of open establishments</b>
English Tourist Board Areas:	
Cumbria	100
Northumbria	80
North West	220
Yorkshire	200
Heart of England	320
East of England	180
London	80
South West	380
Southern	260
South East	160
Scotland	200
Wales	200
Northern Ireland	200



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## **APPENDIX C: Survey population and sample sizes**

The survey population is the known accommodation stock (as at February 2003) for serviced accommodation in the UK. For each country/region, individual Boards provided details of the number of establishments (by size and area), together with the total number of bedspaces available each month. This latter figure is used for weighting purposes in the calculation of occupancy figures for England and the UK.

The recruited sample is the number of establishments agreeing to provide data for the survey. This figure varies throughout the year as establishments are continuously withdrawing and, in most areas, there is a continuous recruitment campaign. The figures in Table C1 are based on data returned in February and June 2003.

The monthly sample sizes in Table C2 are the number of open establishments returning data each month. As can be seen there is wide variation between the maximum and the minimum. Not all establishments are able to provide daily occupancy figures which means weekend and weekday occupancy rates are usually based on a slightly reduced sample.

As already noted (page 20), not all participating establishments were able to differentiate between UK and non-UK visitors and therefore the samples upon which all figures relating to the origin of visitors are based are smaller than the samples from which the main occupancy figures are calculated. Each month, the sample upon which figures relating to the origin of visitors are based is between 100 per cent (Northern Ireland) and 72 – 78 per cent (England) of the total monthly sample.

Tables C3 to C6 give details of the monthly analytical sample sizes for the various categories of establishment.

**Table C1: Survey Population and Sample Sizes**

	Survey Population				Sample sizes				
	Establishments		Bedspaces		Recruited sample (establishments)		Monthly analytical sample sizes (open establishments)		
	Number	%	Number	%	Number	%	Average	Minimum	
	Number	%	Number	%	Number	%	Number	Number	
<i>Cumbria</i>	1,672	4	29,901	3	223	4	174	197	127
<i>Northumbria</i>	1,370	3	39,130	3	251	5	153	171	103
<i>North West</i>	3,638	8	126,741	11	340	7	152	169	119
<i>Yorkshire</i>	3,407	7	87,943	7	413	8	317	339	289
<i>Heart of England</i>	5,454	11	131,846	11	517	10	381	472	308
<i>East of England</i>	3,010	6	63,521	5	432	9	265	286	231
<i>South West</i>	6,376	13	114,855	10	610	12	424	496	320
<i>Southern</i>	4,203	9	101,071	9	443	9	309	341	259
<i>South East</i>	2,633	6	64,945	5	211	4	143	153	133
<b>England Excl. London London</b>	<b>31,763 1,187</b>	<b>67 3</b>	<b>759,953 169,177</b>	<b>64 14</b>	<b>3440 121</b>	<b>69 2</b>	<b>2318 68</b>	<b>2539 75</b>	<b>1967 60</b>
<b>All England</b>	<b>32,950</b>	<b>69</b>	<b>929,130</b>	<b>78</b>	<b>3,561</b>	<b>71</b>	<b>2,386</b>	<b>2,609</b>	<b>2,027</b>
<b>Scotland</b>	<b>9,031</b>	<b>19</b>	<b>157,987</b>	<b>13</b>	<b>813</b>	<b>16</b>	<b>560</b>	<b>624</b>	<b>452</b>
<b>Wales</b>	<b>4,448</b>	<b>9</b>	<b>77,106</b>	<b>7</b>	<b>398</b>	<b>8</b>	<b>282</b>	<b>316</b>	<b>212</b>
<b>N. Ireland</b>	<b>1,012</b>	<b>2</b>	<b>21,266</b>	<b>2</b>	<b>228</b>	<b>5</b>	<b>209</b>	<b>221</b>	<b>187</b>
<b>UK</b>	<b>47,441</b>		<b>1,185,489</b>		<b>5,000</b>		<b>3,437</b>	<b>3,747</b>	<b>2,881</b>

**Table C2: Monthly Analytical Sample Sizes**

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
<b>Total Sample:</b>												
England	2108	2315	2406	2513	2474	2508	2609	2552	2490	2444	2189	2027
Scotland	484	500	561	615	624	620	622	613	601	552	477	452
Wales	212	280	270	311	316	310	303	308	311	283	262	215
Northern Ireland	209	208	208	221	214	218	213	209	213	209	196	187
UK	3013	3303	3445	3660	3628	3656	3747	3682	3615	3488	3124	2881
<b>Weekend:</b>												
England	2070	2214	2313	2410	2380	2428	2520	2461	2418	2377	2130	1970
Scotland	414	446	505	556	565	565	555	558	545	503	424	400
Wales	208	273	267	306	307	304	295	305	302	276	256	210
Northern Ireland	199	198	198	209	201	205	198	197	203	197	185	172
UK	2891	3146	3283	3481	3453	3502	3568	3521	3468	3353	2995	2752
<b>Weekday:</b>												
England	2070	2214	2313	2410	2380	2428	2520	2461	2418	2377	2130	1970
Scotland	414	446	505	556	565	565	555	558	545	503	424	400
Wales	208	273	267	306	307	304	295	305	302	276	256	210
Northern Ireland	199	198	198	209	201	205	198	197	203	197	185	172
UK	2891	3146	3283	3481	3453	3502	3568	3521	3468	3353	2995	2752

**Table C3: Monthly Sample Sizes by Type of Establishment**

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
<b>Hotels:</b>												
England	909	956	968	997	989	979	987	965	950	947	887	864
Scotland	276	280	290	296	294	294	287	292	291	285	273	270
Wales	116	147	141	160	161	156	152	158	154	151	149	121
Northern Ireland	79	78	78	78	75	78	75	70	76	73	73	75
UK	1380	1461	1477	1531	1519	1507	1501	1485	1471	1456	1382	1330
<b>Guest houses:</b>												
England	369	432	460	483	480	469	486	480	463	457	397	372
Scotland	61	67	76	87	92	92	93	90	85	76	63	57
Wales	43	63	61	67	69	71	68	67	69	57	48	40
Northern Ireland	28	29	24	32	32	31	31	31	31	31	26	29
UK	501	591	621	669	673	663	678	668	648	621	534	498
<b>Bed &amp; breakfast establishments:</b>												
England	830	927	978	1033	1005	1060	1136	1107	1077	1041	903	791
Scotland	147	153	195	232	238	234	242	231	225	191	141	125
Wales	53	70	68	84	86	83	83	83	88	75	65	54
Northern Ireland	102	101	106	111	107	109	107	108	106	105	97	83
UK	1132	1251	1347	1460	1436	1486	1568	1529	1496	1412	1206	1053



**Table C4: Monthly Sample Sizes by Size of Establishment**

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
<b>1 – 3 bedrooms:</b>												
England	804	884	939	971	945	975	1039	1024	1001	962	826	740
Scotland	121	130	164	199	204	201	210	197	194	160	116	107
Wales	45	62	61	81	81	78	79	81	82	69	61	45
Northern Ireland	88	88	92	96	93	93	93	93	90	93	85	74
UK	1058	1164	1256	1347	1323	1347	1421	1395	1367	1284	1088	966
<b>4 – 10 bedrooms:</b>												
England	535	623	656	702	693	706	734	723	697	684	597	545
Scotland	130	133	156	172	175	179	175	180	170	157	135	121
Wales	73	102	101	109	116	117	110	111	115	99	88	76
Northern Ireland	32	32	30	38	37	37	36	37	38	33	28	29
UK	770	890	943	1021	1021	1039	1055	1051	1020	973	848	771
<b>11 – 25 bedrooms:</b>												
England	334	360	367	376	373	366	366	348	337	349	327	312
Scotland	89	95	95	103	106	108	99	100	101	104	96	91
Wales	43	59	52	62	62	57	57	58	54	56	53	42
Northern Ireland	34	32	32	33	31	34	30	30	33	33	33	33
UK	500	546	546	574	572	565	552	536	525	542	509	478
<b>26 – 50 rooms:</b>												
England	231	239	241	246	252	246	251	247	242	243	229	228
Scotland	68	65	69	66	64	63	65	61	63	61	61	62
Wales	23	29	26	29	29	26	26	27	27	28	28	25
Northern Ireland	b29	30	28	30	27	29	28	26	27	26	27	26
UK	351	363	364	371	372	364	370	361	359	358	345	341
<b>51 – 100 rooms:</b>												
England	132	137	136	146	142	141	144	142	140	141	139	136
Scotland	40	41	42	41	46	47	46	43	42	44	42	43
Wales	19	19	21	20	19	22	21	21	23	21	23	18
Northern Ireland	16	16	15	14	17	15	16	14	15	16	15	17
UK	207	213	214	221	224	225	227	220	220	222	219	214
<b>101+ rooms:</b>												
England	72	72	67	70	67	74	74	66	70	62	71	65
Scotland	33	33	30	33	28	22	27	30	30	24	25	26
Wales	9	9	9	10	9	10	10	10	10	10	9	9
Northern Ireland	10	10	11	10	9	10	10	9	10	8	8	9
UK	124	124	117	123	113	116	121	115	120	104	113	109

**Table C5: Monthly Sample Sizes by Location of Establishment**

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
<b>Seaside:</b>												
England	344	410	455	520	510	508	507	502	481	461	378	337
Scotland	57	57	76	89	97	94	96	92	88	79	63	58
Wales	52	63	66	79	78	85	84	87	84	71	63	45
Northern Ireland	38	39	37	42	40	40	40	41	42	39	39	34
UK	491	569	634	730	725	727	727	722	695	650	543	474
<b>City/large town:</b>												
England	363	367	368	372	363	368	394	387	377	381	373	360
Scotland	123	122	124	128	128	122	125	125	123	112	108	104
Wales	15	16	15	17	15	17	17	16	15	16	18	17
Northern Ireland	67	68	68	69	70	69	68	63	66	67	64	65
UK	568	574	575	586	576	576	604	591	581	576	563	546
<b>Small town:</b>												
England	446	481	489	496	494	506	519	514	500	486	447	429
Scotland	108	115	124	130	125	131	128	130	132	122	110	101
Wales	45	52	53	58	59	58	56	55	57	51	53	43
Northern Ireland	21	18	22	21	20	21	20	19	20	20	17	17
UK	620	670	688	705	698	716	723	718	709	679	627	590
<b>Country/village:</b>												
England	954	1040	1092	1123	1107	1126	1189	1149	1132	1116	991	901
Scotland	196	206	237	268	274	273	273	266	258	239	196	189
Wales	100	149	136	157	164	150	146	150	155	145	128	110
Northern Ireland	83	83	81	89	84	88	85	86	85	83	76	71
UK	1333	1488	1546	1637	1629	1637	1693	1651	1630	1583	1391	1271

Table C6: Monthly Sample Sizes by Tariff of Establishment

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
<b>&lt;£20.00:</b>												
England	121	121	112	111	110	130	116	104	109	115	91	73
Scotland	58	60	78	80	78	69	66	54	59	66	50	46
Wales	16	16	19	24	20	19	20	19	19	18	12	10
Northern Ireland	41	42	43	44	41	42	43	46	41	43	38	33
UK	236	239	252	259	249	260	245	223	228	242	191	162
<b>£20.00 - £29.99:</b>												
England	528	582	606	626	608	689	729	699	703	675	569	509
Scotland	164	181	209	238	237	233	223	232	223	226	185	167
Wales	79	123	116	129	132	131	120	126	130	107	103	84
Northern Ireland	65	66	67	73	74	74	72	70	72	70	65	57
UK	836	957	998	1066	1051	1127	1144	1127	1128	1078	922	817
<b>£30.00 - £39.99:</b>												
England	273	283	320	319	333	341	368	385	377	364	333	294
Scotland	74	74	85	88	85	92	95	95	99	92	86	83
Wales	35	48	44	47	57	49	52	54	49	49	46	37
Northern Ireland	25	24	27	28	25	25	24	23	25	23	22	22
UK	407	436	476	482	500	507	539	557	550	528	487	436
<b>£40.00 - £49.99:</b>												
England	126	139	144	135	148	153	166	170	166	177	152	150
Scotland	79	82	74	85	85	84	92	87	79	53	50	48
Wales	27	35	29	37	36	36	37	29	36	38	30	24
Northern Ireland	11	10	11	11	11	11	10	10	10	11	9	9
UK	243	268	258	268	280	284	305	296	291	279	241	231
<b>£50.00 - £59.99:</b>												
England	89	86	93	102	91	99	109	99	104	108	97	103
Scotland	28	24	30	26	39	34	36	30	37	35	35	34
Wales	18	18	21	27	24	27	25	26	20	20	20	20
Northern Ireland	21	20	17	20	19	19	19	18	19	19	20	18
UK	156	147	161	175	173	179	189	173	180	182	172	175
<b>&gt;£60.00:</b>												
England	300	287	288	287	289	316	329	321	348	318	317	314
Scotland	75	74	80	93	100	106	108	111	103	78	70	73
Wales	37	40	41	47	47	48	49	54	57	51	51	40
Northern Ireland	46	46	47	45	44	47	45	42	46	43	42	48
UK	458	454	456	472	480	517	531	528	554	490	480	475



## APPENDIX D: Definition of terms

### D1: English Tourist Board Areas (RTBs)

The English Tourist Board Regions which provided data for this survey were as follows:

- Cumbria: County of Cumbria
- Northumbria: Northumberland, Durham, Tyne and Wear, Tees Valley
- North West England: Lancashire, Merseyside, Greater Manchester, Cheshire
- Yorkshire: North Yorkshire, West Yorkshire, South Yorkshire, East Riding of Yorkshire, Kingston upon Hull, the two districts of North and North East Lincolnshire
- Heart of England: Staffordshire, Shropshire, West Midlands, Warwickshire, Herefordshire, Worcestershire, Gloucestershire, Nottingham-shire, Derbyshire, Leicestershire, Northamptonshire, Lincolnshire (except for the two districts of North and North East Lincolnshire)
- East of England: Norfolk, Suffolk, Cambridgeshire, Essex, Bedfordshire, Hertfordshire
- London: Greater London area
- South West: Cornwall, Devon, Somerset and South Gloucestershire, Wiltshire, Western Dorset, Isles of Scilly
- Southern: Hampshire, Isle of Wight, Dorset (districts of North Dorset, East Dorset, Purbeck, Bournemouth, Christchurch and Poole), Berkshire, Buckinghamshire, Oxfordshire
- South East England: Kent, Surrey, East Sussex, West Sussex

It should be noted that prior to 2000, the county of Lincolnshire (except for the two districts of North and North East Lincolnshire) formed part of the East of England Tourist Board region.

## D2: Survey Population

The survey population consists of the known accommodation stock of serviced accommodation. The types of accommodation included in the survey are defined as *tourist accommodation which is arranged in rooms and where bed-making and cleaning services are provided*. This includes:

- hotels (including motels, lodges and inns)
- guest houses
- bed and breakfast establishments (including farmhouses)

For the purposes of this survey, a bed and breakfast establishment is defined as a private house where accommodation is offered to paying tourists (i.e. larger hotel-type establishments where an evening meal is not available are classified as hotels or guest houses, not bed and breakfast establishments). Only in Northern Ireland, where there is compulsory registration of tourist accommodation, is there a definition of the various types of accommodation. Otherwise, the type is defined by each accommodation establishment itself in answering a questionnaire. Because criteria are not objectively defined, the distinction between types is not always clear and may vary slightly.

The following types of accommodation are excluded from this survey because they do not come under the EU definition of hotels and similar establishments:

- accommodation offered on a long-term basis for residential rather than tourism purposes
- youth hostels
- university accommodation

Occupancy levels in the two latter sectors are being monitored by some individual boards.

In all areas except Northern Ireland, where the registration of tourist accommodation is compulsory, there are some establishments which are not registered with the tourist boards. Efforts have been made in many areas to obtain details of these to ensure that they are represented in the survey.

## APPENDIX E: Calculation of occupancy rates

The occupancy rates in this report are **net** occupancy rates and relate to available rooms and bedspaces in open establishments. They are calculated using the following formulae:

Bedspace occupancy: 
$$\frac{(\text{Number of overnight stays} \times 100)}{(\text{Number of bedspaces available})}$$

Bedroom occupancy: 
$$\frac{(\text{Number of bedrooms occupied} \times 100)}{(\text{Number of bedrooms available})}$$

Non-UK bedspace occupancy: 
$$\frac{(\text{Number of overnight stays by non-UK guests} \times 100)}{(\text{Number of bedspaces available})}$$

Average length of stay: 
$$\frac{(\text{Number of overnight stays})}{(\text{Number of arrivals})}$$

Percentage of non-UK arrivals: 
$$\frac{(\text{Number of non-UK arrivals} \times 100)}{(\text{Number of arrivals (UK and non-UK)})}$$

Percentage of non-UK bednights: 
$$\frac{(\text{Number of overnight stays by non-UK guests} \times 100)}{(\text{Number of overnights stays (UK and non-UK)})}$$

In the calculation of occupancy rates for the UK and England, the occupancy rates from each country/region have been weighted using the number of bedspaces known to be available in the area.





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## APPENDIX F: Accuracy and limitations of the results

### F1: Accuracy

The accuracy of survey results is often determined by calculating the statistical margins of error. These depend on the sample size and the variation in occupancy rates between individual establishments.

The target sample size for Scotland, Wales and Northern Ireland is 200 open establishments each month. In England the minimum target sample sizes per region are in proportion to the distribution of the known survey population (see Table C1). If the samples were random, a sample of 200 would ensure that the margin of error for room and bedspace occupancy at the country/regional level was approximately  $\pm 3$  per cent. For samples of less than 200 and for sub-samples (e.g. bed and breakfast establishments alone), the margin of error increases as the sample size decreases (although not in direct proportion).

However, the margins of error are not calculated for this survey because the monthly sample of participants is not random. Although the survey standards require that the sample of establishments invited to join the survey must be randomly selected where possible (or, as in many cases, all known establishments invited), the recruited sample of participants is not random because those who respond to the invitation are a relatively small, self-selecting proportion of all those invited. Additionally, not all the recruited sample provide data each month, for a variety of reasons, and so the monthly sample on which the results are based is not random.

The accuracy of the UK and national/regional results is therefore not known because the survey is based on a self-selecting sample. However, because there is a substantial core of survey participants providing data every month, the trends which are identified by the survey are believed to reflect accurately overall trends in the use of serviced accommodation.

*Small sample sizes in some countries/regions*

In some areas it is very difficult to achieve the target sample size despite significant efforts to do so (especially in the winter months when many establishments may be closed). In these areas, the accuracy may be slightly reduced (although it is not possible to calculate this). London is the area which achieves the smallest monthly sample (in terms of establishments) because, although it has a very large number of bedspaces, it has relatively few establishments (and a high proportion of very large establishments). However, the accuracy of the occupancy rates for London is believed to be equivalent to that in other areas because the sample contains a relatively large number of bedspaces and the variation between individual large establishments is smaller.

**F2: Limitations**

There are some limitations which relate to particular occupancy rates or categories and these are detailed below:

*Non-UK occupancy:*

Some establishments do not differentiate between UK and non-UK guests. The effect of this is to reduce the sample from which UK and non-UK occupancy rates are calculated.

*Analysis categories:*

(i) Type: With the exception of Northern Ireland, hotels and guest houses do not have formal definitions and survey participants have categorised themselves, subject only to the restriction of the "bed and breakfast establishment" category to private houses only.

(ii) Location: In all areas, the location category (seaside, city/large town, small town, country/village) is selected by the survey participants.

(iii) Tariff: Establishments are asked to supply tariff information (the maximum charge for one person for one night for bed and breakfast) each month. Not all establishments provided this data and the sample sizes for this category are therefore slightly smaller than those for other categories (see Table C5).

*Sub-sample sizes:*

The sample sizes for some analysis categories are too small to provide reliable occupancy rates (e.g. hotels with 100+ rooms in some areas). If any sub-sample is less than three, its results are not used in the calculation of England and UK rates.