

UK Occupancy Survey

for serviced accommodation

summary report 2004



**UK OCCUPANCY SURVEY
FOR SERVICED ACCOMMODATION**

2004 SUMMARY



Northern Ireland
Tourist Board



Visit
Scotland™



BWRDD CROESO CYMRU
WALES TOURIST BOARD

This report presents a summary of the main findings from the UK Occupancy Survey for Serviced Accommodation 2004, which is jointly commissioned by the four statutory tourist boards of the UK.

The report was written by Sue Tait on behalf of TNS Travel and Tourism.

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1. MAIN FIVE YEAR TRENDS

1.1 Introduction

This report summarises the main trends apparent from the individual surveys carried out in England, Scotland, Wales and Northern Ireland during the period 2000 – 2004 which have been aggregated to provide occupancy figures for the UK as a whole. In addition to this summary, fuller separate reports for the UK and for each National Board are available from the National Tourist Boards listed on page 15. Each board holds its own data from which this report was compiled, together with further details about occupancy according to the size and tariff of the establishments and average length of stay.

In general, 2004 saw a year of recovering confidence in the travel industry following the adverse external influences of events (both national and international) in previous years. This is reflected in the improvement in the majority of occupancy figures when compared with the past three or four years.

1.2 Bedroom occupancy

The 2004 UK annual average of 61% was higher than in each of the four preceding years – by two percentage points compared with that of 2003 and 2002, four compared with 2001 and three compared with 2000.

The annual average increased in each of the four constituent countries. However, differing patterns in growth are apparent.

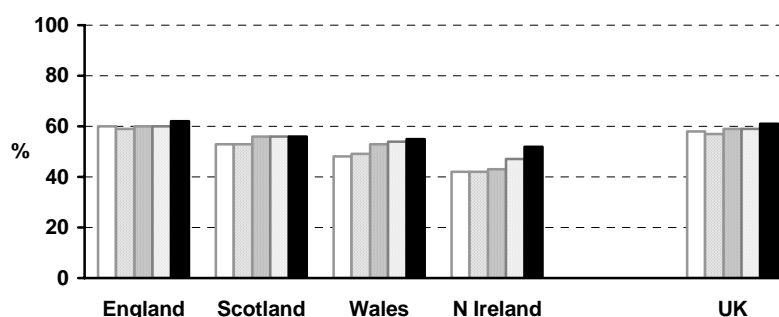
Although figures in Northern Ireland are still lower than in the other three countries, the differences are becoming less marked with Northern Ireland and Wales showing the greatest growth over this period (the 2004 figure for Northern Ireland (52%) being ten percentage points higher than that of 2000 and that for Wales (55%) seven percentage points higher).

In Northern Ireland, figures have increased steadily since 2002, while in Wales the four percentage point increase between 2001 and 2002 has been followed by increases of just one percentage point per year.

England and Scotland have seen smaller increases over the period (of two and three percentage points respectively). In England, this increase has occurred between 2003 and 2004 (from 60% to 62%).

Scotland was the only country where the 2004 figure did not show an increase when compared with 2003 – at 56 per cent, it was the same as in both 2003 and 2002.

Fig. 1.1: UK and National: Annual Bedroom Occupancy 2000 – 2004



As far as the UK monthly figures are concerned, 2004 levels were generally slightly higher than or the same as those of 2003, with the rate of increase slowing down over the later months of the year (August – December).

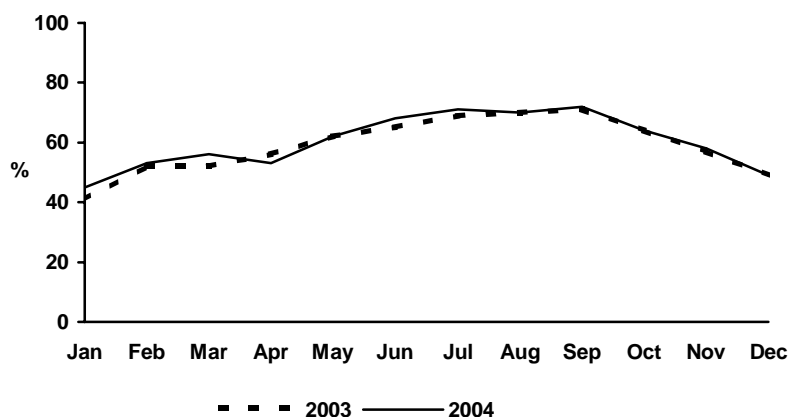
When compared with the levels four years previously (i.e. in 2000), the greatest increases were seen in January (5 percentage points) and September (6 points) while the August figure (of 70%) has remained unchanged each year. Again there were differences between the four countries.

During April – August, monthly figures for 2004 in England varied little from those of 2000 (with the August 2004 figure being one percentage point lower than that of 2000), while those of other months all showed an increase of two or more percentage points – the greatest increase (of 5 points) being seen in January.

In Scotland, all months saw an increase in figures when compared with 2000, with the greatest (8 points) in September.

In Wales, all months showed a considerable increase except for August where the figure was the same as in 2000 (and one point lower than in 2003).

Fig. 1.2: UK: Monthly Bedroom Occupancy 2003 and 2004



	Bedroom Occupancy (%)																								
	England					Scotland					Wales					Northern Ireland					UK				
	00	01	02	03	04	00	01	02	03	04	00	01	02	03	04	00	01	02	03	04	00	01	02	03	04
January	43	47	44	43	48	31	34	36	36	34	27	29	36	35	38	28	30	31	31	37	40	43	42	41	45
February	53	55	55	54	55	41	42	45	45	44	38	38	45	44	45	36	38	39	40	45	50	52	53	52	53
March	55	56	56	53	59	44	43	49	47	47	40	38	48	47	48	37	38	40	41	46	52	53	54	52	56
April	59	55	56	57	60	50	48	50	53	49	48	43	51	54	52	45	39	42	45	55	56	53	55	56	58
May	62	61	62	62	63	59	58	62	63	63	53	55	58	60	60	50	46	50	51	56	61	60	61	62	62
June	67	68	66	65	68	65	64	67	66	70	57	57	63	61	64	52	53	51	56	60	66	66	66	65	68
July	70	68	69	69	71	67	65	70	68	72	64	62	64	66	67	46	45	46	50	59	68	67	69	69	71
August	70	70	69	69	69	75	75	78	79	78	68	67	67	69	68	52	55	52	60	62	70	70	70	70	70
September	68	67	69	71	72	63	66	68	70	71	58	59	64	65	67	51	50	50	57	62	66	66	68	71	72
October	64	61	64	65	66	56	55	58	58	58	50	52	56	56	56	41	43	43	50	55	62	60	63	64	64
November	57	56	59	60	60	45	48	49	47	49	40	46	48	47	49	38	39	38	44	46	54	54	57	57	58
December	49	48	49	51	51	37	41	40	39	41	36	37	40	40	42	31	31	29	35	38	46	46	47	49	49
April–Oct Average	66	64	65	66	67	62	62	65	65	66	57	56	60	62	62	48	47	48	53	58	64	63	64	65	66
July–Sept Average	69	68	69	70	71	68	69	72	72	74	63	63	65	67	67	50	50	49	56	61	68	68	69	70	71
Annual Average	60	59	60	60	62	53	53	56	56	56	48	49	53	54	55	42	42	43	47	52	58	57	59	59	61

1.3 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% bedspace occupancy.

Patterns of bedspace occupancy were broadly similar to those for bedroom occupancy, with the UK annual average bedspace occupancy of 45 per cent for 2004 being one percentage point higher than in 2003 and 2002, three points higher than in 2001 and two points higher than in 2000.

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 2003.

Annual average bedspace occupancy rose over the period 2000-2004 in all four countries, with the greatest increase being in Northern Ireland (8 percentage points).

Fig. 1.3: UK and National: Annual Bedspace Occupancy 2000 - 2004

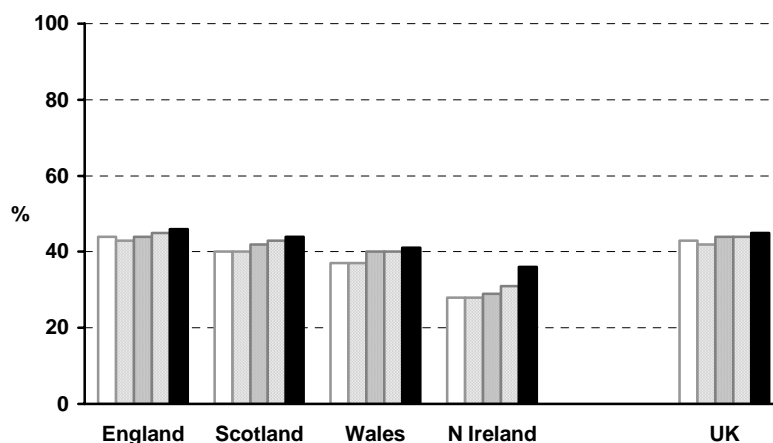


Table 2: UK and National: Bedspace Occupancy 2000 – 2004																									
	Bedspace Occupancy (%)																								
	England					Scotland					Wales					Northern Ireland					UK				
	00	01	02	03	04	00	01	02	03	04	00	01	02	03	04	00	01	02	03	04	00	01	02	03	04
January	29	29	29	29	33	21	21	24	24	24	18	19	23	22	26	17	18	18	19	22	27	27	28	28	31
February	36	36	37	38	39	28	30	31	31	31	26	28	32	30	31	23	23	24	26	30	34	35	36	37	37
March	39	37	41	37	41	30	30	35	32	34	28	26	36	33	33	23	23	26	26	30	37	35	39	36	39
April	44	40	40	43	46	40	37	37	41	43	38	34	36	42	40	32	26	28	31	39	43	39	39	42	45
May	46	44	45	47	47	44	44	48	49	50	41	42	44	47	47	33	30	33	35	38	45	44	45	47	47
June	50	48	52	49	51	51	50	54	53	56	44	44	50	46	48	34	35	35	37	40	49	48	52	49	52
July	54	52	55	54	56	56	53	57	58	61	52	50	51	52	53	33	32	34	37	45	54	51	54	54	56
August	57	56	58	58	57	62	63	66	68	67	58	58	58	59	58	38	41	39	46	48	57	57	59	59	58
September	51	50	52	54	53	50	53	53	55	55	45	45	47	49	50	33	33	34	37	42	50	49	51	53	53
October	47	45	47	48	49	41	43	42	46	45	37	39	41	40	41	26	28	28	33	37	45	44	46	47	48
November	39	39	42	41	41	30	32	34	33	33	28	34	34	33	33	22	24	24	27	29	36	37	40	39	39
December	36	36	37	38	38	27	29	28	28	30	26	28	28	29	30	20	21	19	23	26	34	34	35	36	36
April–Oct Average	50	48	50	51	51	49	48	51	53	54	45	45	47	48	48	33	32	33	37	41	49	47	49	50	51
July–Sept Average	54	53	55	55	55	56	56	59	60	61	52	51	52	53	54	35	35	36	40	45	54	52	55	56	56
Annual Average	44	43	44	45	46	40	40	42	43	44	37	37	40	40	41	28	28	29	31	36	43	42	44	44	45

1.4 Weekend and weekday occupancy

Overall average figures for the UK hide considerable differences in weekend and weekday occupancy.

Compared with 2003, all UK annual average figures for weekend and weekday bedroom and bedspace occupancy saw an improvement – of one percentage point for weekday bedspace occupancy and two percentage points for weekend and weekday bedroom occupancy and weekend bedspace occupancy.

Over the period 2000-2004, weekend occupancy rates have increased slightly more than weekday rates – probably attributable to the continuing increase in holiday weekend breaks combined with a slight downturn in business trade.

Fig. 1.4: UK and National: Annual Weekend Bedroom Occupancy 2000 – 2004

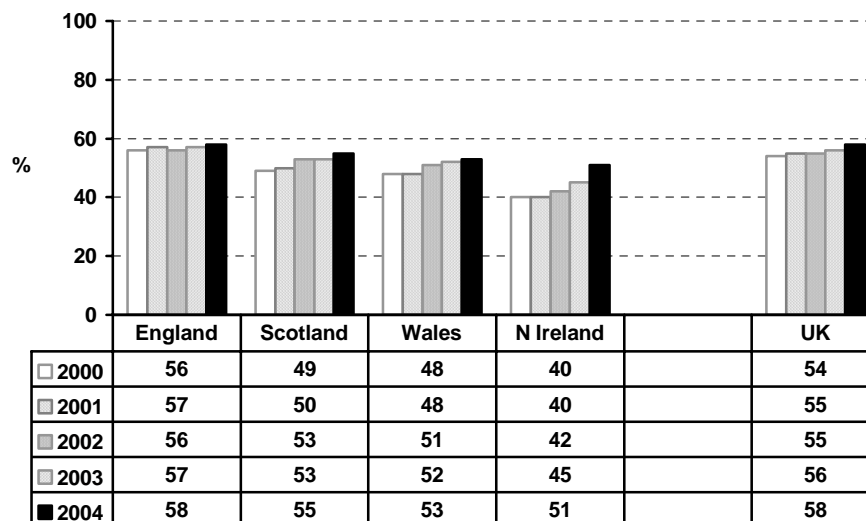
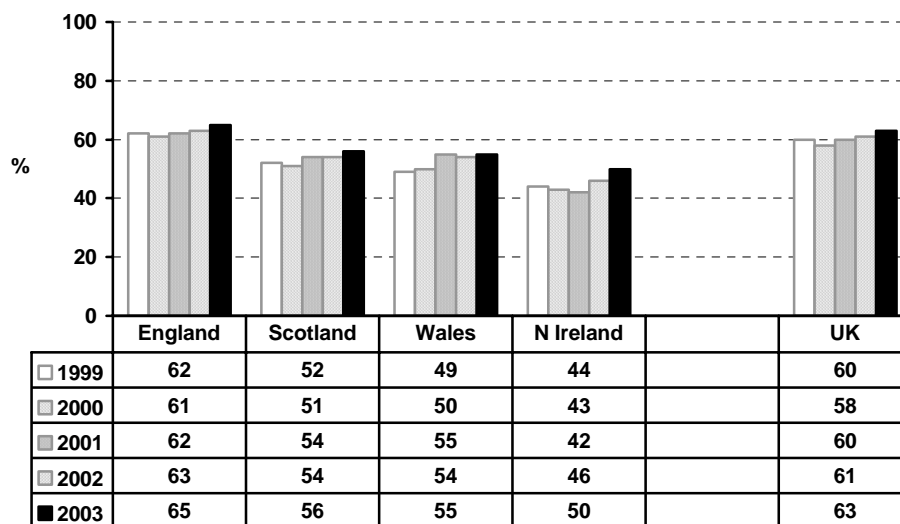


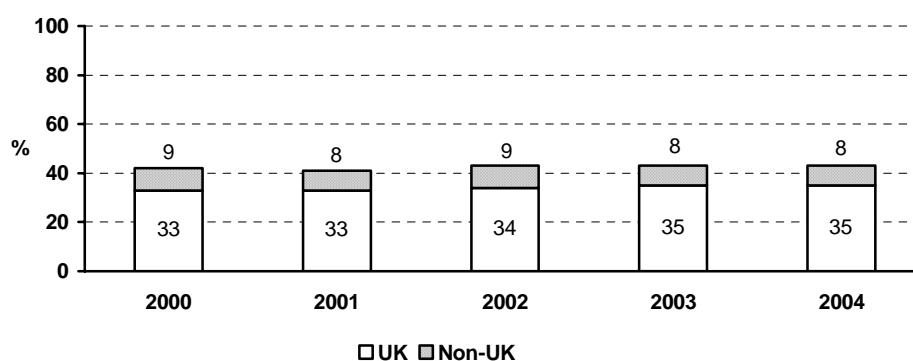
Fig. 1.5: UK and National: Annual Weekday Bedroom Occupancy 2000 – 2004



1.5 Origin of Visitors

The 2004 annual average bedspace occupancy by non-UK visitors (8%) was the same as in both 2003 and 2001 and one percentage point lower than in 2002 and 2000, while the annual average bedspace occupancy by UK residents (35%) was the same as in 2003, one percentage point higher than in 2002 and two percentage points higher than in 2001 and 2000. (These figures do not sum to the annual average bedspace occupancy figures for the UK as they are based on only those establishments able to differentiate between UK and non-UK visitors which is less than the total sample).

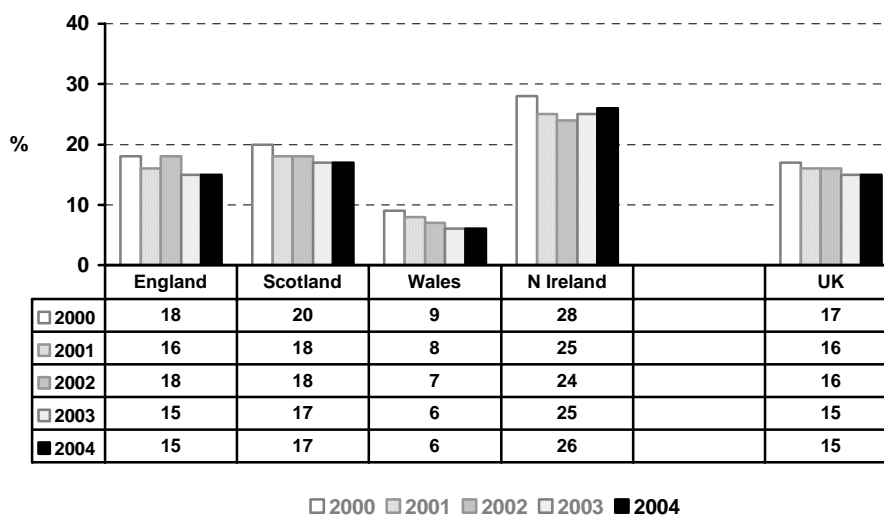
Fig. 1.6: UK: Annual Bedspace Occupancy 2000 - 2004 by Origin of Visitors



The 2004 annual average percentage of arrivals at serviced accommodation attributable to non-UK visitors was also the same as in 2003 (15%, almost one in seven), but was two percentage points lower than in 2000.

Only Northern Ireland showed an increase in the percentage of non-UK arrivals in 2004, while all four countries showed a fall when compared with 2000.

Fig. 1.7: UK and National: Annual Non-UK Arrivals as a Percentage of All Arrivals, 2000 - 2004



1.6 Occupancy by type of establishment

Most UK occupancy levels in hotels, guest houses and bed and breakfast establishments showed a rise in 2004 when compared with 2003 – the exception being the annual average bedspace occupancy in bed and breakfast establishments which remained as in 2003. All types of establishments have also experienced a rise in average annual and April-October occupancy rates over the period 2000-2004, with the greatest rises (of up to 6 percentage points) being seen in bed and breakfast establishments.

Fig. 1.8: UK: Annual Bedroom Occupancy 2000 - 2004 by Type of Establishment

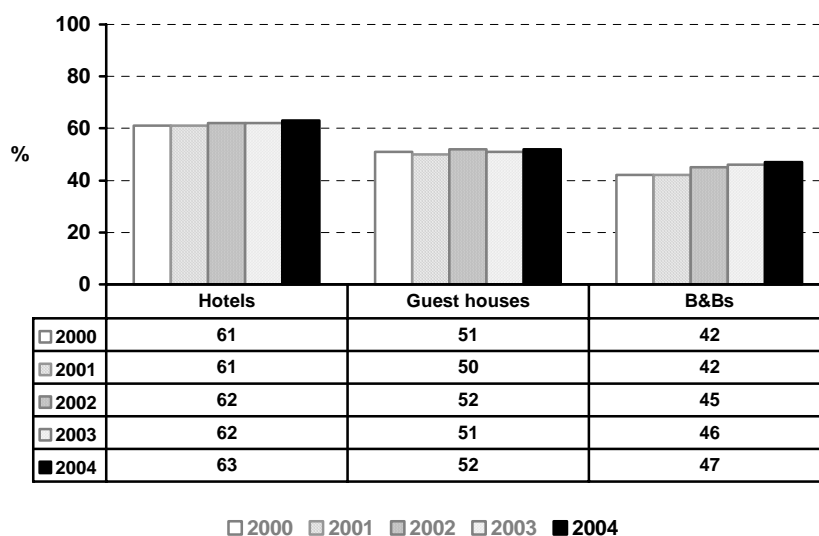
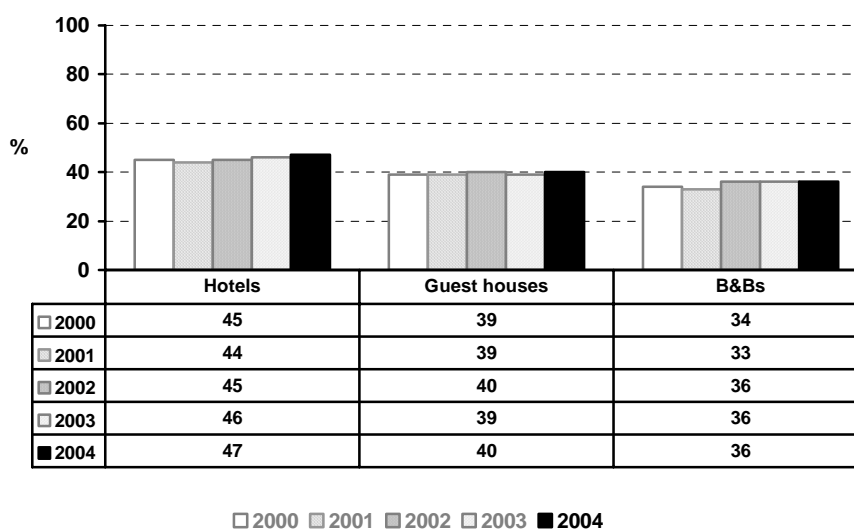


Fig. 1.9: UK: Annual Bedspace Occupancy 2000 - 2004 by Type of Establishment



On a national basis over the period 2000 to 2004, average occupancy levels in hotels and bed and breakfast establishments increased in all four countries.

In contrast, occupancy levels (both bedroom and bedspace) in guest houses increased in Scotland, Wales and Northern Ireland (except for annual bedroom occupancy in Northern Ireland which remained as in 2000), with increases of up to 11 percentage points (April-October bedspace occupancy in Wales). In England, average guest house occupancy fell slightly, except for annual bedroom occupancy which remained at its 2000 level.

Fig. 1.10: National: Annual Bedroom Occupancy 2003 and 2004 by Type of Establishment

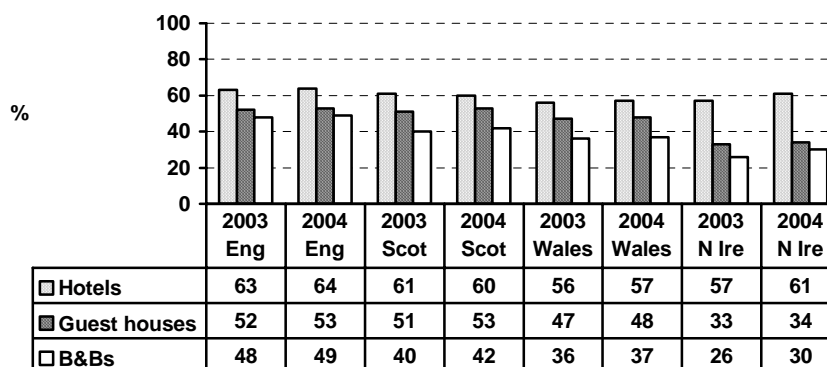
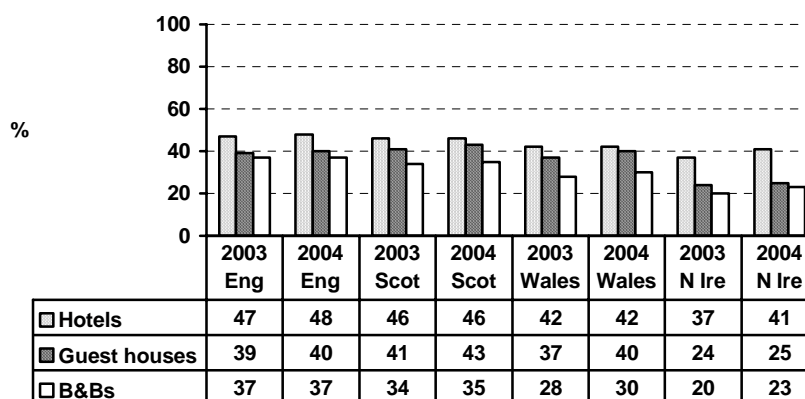


Fig. 1.11: National: Annual Bedspace Occupancy 2003 and 2004 by Type of Establishment



1.7 Occupancy by location of establishment

When compared with 2003, UK average annual occupancy levels in seaside locations decreased, while those in other locations either increased slightly or remained at the same level (bedspace occupancy in city/town and country/village locations).

Seaside locations were the only ones to record a fall in April-October averages (bedroom occupancy), with all other April-October rates either increasing slightly or remaining as in 2003.

Over the period 2000-2004, UK annual average and April-October occupancy levels (both bedroom and bedspace) have increased in all types of locations.

Fig. 1.12: UK: Annual Bedroom Occupancy 2000 - 2004 by Location of Establishment

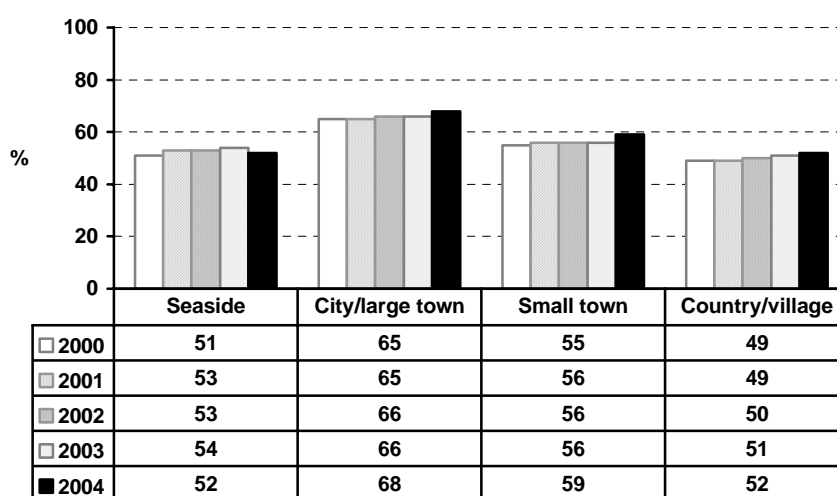
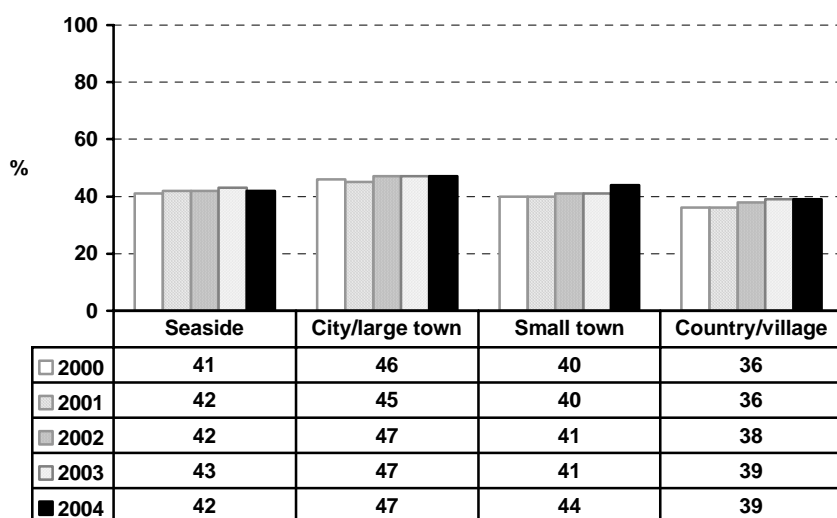


Fig. 1.13: UK: Annual Bedspace Occupancy 2000 - 2004 by Location of Establishment



2. ABOUT THE UK OCCUPANCY SURVEY

2.1 Survey sponsors

As part of the EU Directive on Tourism Statistics adopted in November 1995, the UK is required to submit monthly occupancy rates for hotels and similar establishments (i.e. serviced accommodation) to Eurostat, the statistical office of the European Community. Since January 1997 each of the four national tourist boards has been responsible for the implementation of an occupancy survey of serviced accommodation in its area, carried out according to a common specification and standard, thus ensuring the production of comparable occupancy data for the whole of the UK. In England this task is carried out by the regional tourism organisations (co-ordinated by Heart of England Tourism) under contract to VisitBritain.

TNS Travel and Tourism (formerly NFO WorldGroup) was appointed as the UK Survey Co-ordinator for the 2002-2004 surveys and collates the results from each of the national and regional surveys, combining them to produce occupancy rates for the UK as a whole.

2.2 Coverage of survey

The types of accommodation in the survey are those defined (in the EU Directive) as tourist accommodation which is arranged in rooms and where bed-making and cleaning services are provided. It therefore includes hotels (including motels, lodges and inns), guesthouses and private houses offering bed and breakfast to tourists (including farmhouses). It should be noted that only in Northern Ireland, where there is compulsory registration of tourist accommodation, is there a definition of the various types of accommodation. In England, Scotland and Wales the type was defined by each accommodation establishment itself in answering a questionnaire. Because the criteria are not objectively defined, the distinction between types is not always clear and may vary slightly.

In 2004 there were about 47,200 establishments of this type in the UK which were known to the tourist boards, with a total of over 1.2 million bedspaces.

Figure 2.1: Distribution of total known accommodation stock: Number of establishments

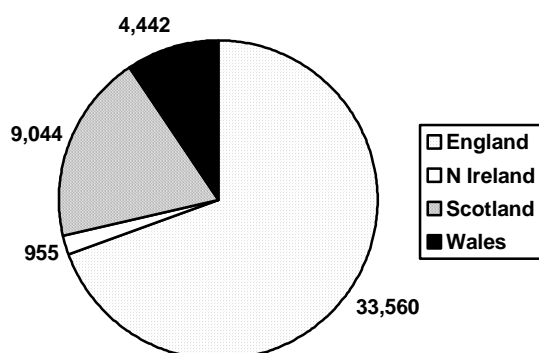
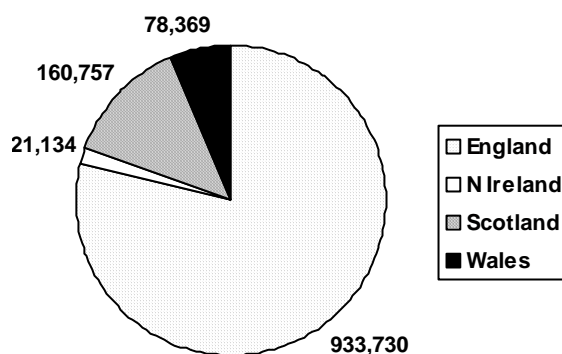


Figure 2.2: Distribution of total known accommodation stock: Number of bedspaces



2.3 Survey method

Tourist Boards invited establishments to provide data for the survey on a monthly basis and 5,000 establishments agreed to do so at the beginning of 2004. Each month between 2,745 and 3,473 returned data and the occupancy rates in the report are calculated from these monthly samples. Both the recruited samples (those establishments agreeing to provide data) and the analytical samples (those establishments returning monthly data) have been closely monitored during the year to ensure that the samples are as representative as possible of the known total stock.ⁿ

The occupancy figures are calculated on the accommodation available each month - i.e. only open accommodation is included. In calculating figures for England and for the UK,

the data has been weighted by the number of available bedspaces in each contributing area.

2.4 Full reports

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. The following full reports are available from the national tourist boards. Orders should be sent including remittances.

UK Occupancy Survey for Serviced Accommodation 2004 *Price: £35 incl. p&p*

England Occupancy Survey for Serviced Accommodation: Annual Tables 2004

Both available from:
VisitBritain
Fulfilment Centre
Thames Tower
Black's Road
London W6 9EL

Wales Occupancy Survey for Serviced Accommodation 2004 *Price: £15.00*

Available from:
Wales Tourist Board
Brunel House
Cardiff CF24 OUY

Survey of Hotel Occupancy Annual Report 2004: *Free*

Survey of Guesthouse and Bed and Breakfast Accommodation 2004: *Free (available August)*

Both available from:
Northern Ireland Tourist Board
St Anne's Court
59 North Street
Belfast BT1 1NB

Scottish Accommodation Occupancy Survey 2004: Final Report *Price: £20.00*

Available from:
VisitScotland
Ocean Point One
94 Ocean Drive
Edinburgh EH6 6JH