

**UK OCCUPANCY SURVEY
FOR SERVICED ACCOMMODATION**

2005 SUMMARY



Northern Ireland
Tourist Board



Visit
Scotland™



Visit Wales
Croeso Cymru

This report presents a summary of the main findings from the UK Occupancy Survey for Serviced Accommodation 2005, 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.

No part of this publication may be reproduced for commercial purposes without written permission of the sponsors. Extracts may be quoted provided that the source is acknowledged.

© Sponsors: British Tourist Authority (trading as VisitBritain), Northern Ireland Tourist Board, VisitScotland, Visit Wales.

CONTENTS

1. MAIN FIVE YEAR TRENDS	1
1.1 Introduction	1
1.2 Bedroom occupancy	1
1.3 Bedspace occupancy	4
1.4 Weekend and weekday occupancy	6
1.5 Origin of Visitors	7
1.6 Occupancy by type of establishment	9
1.7 Occupancy by location of establishment	11
2. ABOUT THE UK OCCUPANCY SURVEY	12
2.1 Survey sponsors	12
2.2 Coverage of survey	12
2.3 Survey method	13
2.4 Full reports	14

1. MAIN FIVE YEAR TRENDS

1.1 Introduction

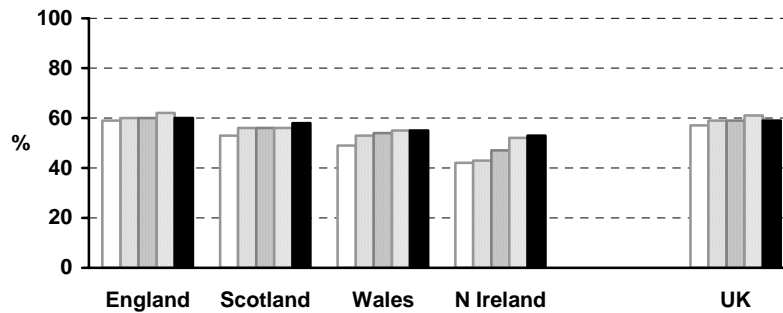
This report summarises the main trends apparent from the individual surveys carried out in England, Scotland, Wales and Northern Ireland during the period 2001 – 2005 which have been aggregated to provide occupancy figures for the UK as a whole. In addition to this summary, fuller separate reports for Scotland, Wales and Northern Ireland are available (see page 14). Each of these boards 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. Data for England was collected on behalf of VisitBritain by the ten English regional tourism organisations, co-ordinated by Heart of England Tourism.

After 2004's year of recovering confidence in the travel industry following the adverse external influences of events (both national and international) in previous years, 2005's figures once again reflect the influence of terrorist events, this time within the UK itself. While occupancy levels in Scotland continued to grow (especially in the winter and spring months), those in Wales and Northern Ireland remained static or increased only slightly. In England however, occupancy levels fell throughout the year (except for May when they remained unchanged) with the decreases being most marked in the July to October period following the July bomb attacks in London. However, the 2005 figures are for the most part higher than four years previously.

1.2 Bedroom occupancy

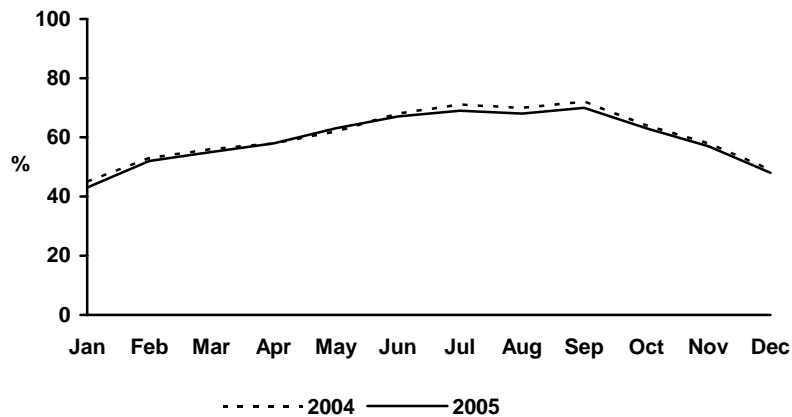
The 2005 UK annual average of 59% was two percentage points lower than in 2004, the same as in 2003 and 2002 and two percentage points higher than in 2001. When compared with 2004, the annual average increased in Scotland and Northern Ireland (by 2 and 1 percentage points respectively), remained unchanged in Wales, but decreased in England (by 2 percentage points).

Fig. 1.1: UK and National: Annual Bedroom Occupancy 2001 – 2005



Figures in Northern Ireland remain for the most part lower than in the other three countries although the differences are becoming less marked with bedroom occupancy increasing by 11 percentage points over the period 2001 – 2005. Scotland (+5 percentage points) and Wales (+6 percentage points) have also shown considerable growth over this period, while in contrast the annual figure for England has risen by only one percentage point during this time.

Fig. 1.2: UK: Monthly Bedroom Occupancy 2004 and 2005



As far as the UK monthly figures are concerned, 2005 levels were generally slightly lower than or the same as those of 2004 (except for May which saw a rise of 1 percentage point). This decrease was especially marked during the summer peak period of July to September when the lower occupancy rates reflected the downturn in international confidence in travel to the UK (and particularly London) following the terrorist activities in the capital in July.

When compared with the levels four years previously (i.e. in 2001), the greatest increases were seen in April (+5 percentage points) and September (+4 points) while the August figure (which had remained unchanged during 2001 – 2004) decreased by two percentage points.

Again there were differences between the four countries with the figures for England more or less reflecting those of the UK as a whole. In Scotland, all months saw an increase in figures when compared with four years previously, with the greatest increase (8 percentage points) in March.

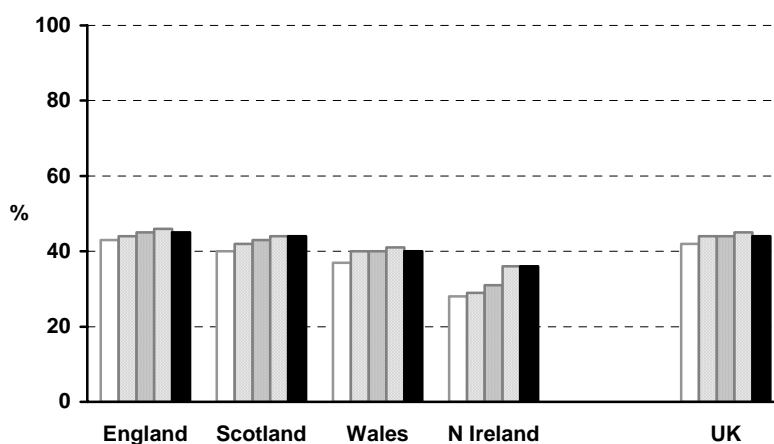
In Wales and Northern Ireland, all months showed considerable increases (in Wales of up to 12 percentage points in March and in Northern Ireland of up to 13 percentage points in April, July, October and November) – except for November in Wales where the figure was the same as in 2001 (and 3 points lower than in 2004).

	Bedroom Occupancy (%)																								
	England					Scotland					Wales					Northern Ireland					UK				
	01	02	03	04	05	01	02	03	04	05	01	02	03	04	05	01	02	03	04	05	01	02	03	04	05
January	47	44	43	48	45	34	36	36	34	37	29	36	35	38	38	30	31	31	37	36	43	42	41	45	43
February	55	55	54	55	54	42	45	45	44	45	38	45	44	45	46	38	39	40	45	47	52	53	52	53	52
March	56	56	53	59	56	43	49	47	47	51	38	48	47	48	50	38	40	41	46	49	53	54	52	56	55
April	55	56	57	60	59	48	50	53	49	53	43	51	54	52	54	39	42	45	55	52	53	55	56	58	58
May	61	62	62	63	63	58	62	63	63	65	55	58	60	60	61	46	50	51	56	55	60	61	62	62	63
June	68	66	65	68	67	64	67	66	70	70	57	63	61	64	64	53	51	56	60	62	66	66	65	68	67
July	68	69	69	71	68	65	70	68	72	72	62	64	66	67	66	45	46	50	59	58	67	69	69	71	69
August	70	69	69	69	66	75	78	79	78	78	67	67	69	68	69	55	52	60	62	65	70	70	70	70	68
September	67	69	71	72	70	66	68	70	71	71	59	64	65	67	67	50	50	57	62	62	66	68	71	72	70
October	61	64	65	66	64	55	58	58	58	59	52	56	56	56	56	43	43	50	55	56	60	63	64	64	63
November	56	59	60	60	59	48	49	47	49	51	46	48	47	49	46	39	38	44	46	52	54	57	57	58	57
December	48	49	51	51	50	41	40	39	41	42	37	40	40	42	40	31	29	35	38	40	46	47	49	49	48
April–Oct Average	64	65	66	67	65	62	65	65	66	67	56	60	62	62	62	47	48	53	58	58	63	64	65	66	65
July–Sept Average	68	69	70	71	68	69	72	72	74	74	63	65	67	67	67	50	49	56	61	61	68	69	70	71	69
Annual Average	59	60	60	62	60	53	56	56	56	58	49	53	54	55	55	42	43	47	52	53	57	59	59	61	59

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.

Fig. 1.3: UK and National: Annual Bedspace Occupancy 2001 – 2005



Patterns of bedspace occupancy were broadly similar to those for bedroom occupancy, with the UK annual average bedspace occupancy of 44 per cent for 2005 being one percentage point lower than in 2004, the same as in 2003 and 2002 and two points higher than in 2001.

Annual average bedspace occupancy rose over the period 2001-2005 in all four countries, with the greatest increase being in Northern Ireland (8 percentage points).

Table 2: UK and National: Bedspace Occupancy 2001 – 2005																									
	Bedspace Occupancy (%)																								
	England					Scotland					Wales					Northern Ireland					UK				
	01	02	03	04	05	01	02	03	04	05	01	02	03	04	05	01	02	03	04	05	01	02	03	04	05
January	29	29	29	33	31	21	24	24	24	26	19	23	22	26	24	18	18	19	22	22	27	28	28	31	29
February	36	37	38	39	38	30	31	31	31	32	28	32	30	31	31	23	24	26	30	30	35	36	37	37	36
March	37	41	37	41	41	30	35	32	34	37	26	36	33	33	35	23	26	26	30	33	35	39	36	39	40
April	40	40	43	46	44	37	37	41	43	40	34	36	42	40	39	26	28	31	39	34	39	39	42	45	43
May	44	45	47	47	47	44	48	49	50	50	42	44	47	47	45	30	33	35	38	38	44	45	47	47	47
June	48	52	49	51	51	50	54	53	56	55	44	50	46	48	48	35	35	37	40	43	48	52	49	52	51
July	52	55	54	56	54	53	57	58	61	61	50	51	52	53	53	32	34	37	45	45	51	54	54	56	54
August	56	58	58	57	54	63	66	68	67	66	58	58	59	58	58	41	39	46	48	50	57	59	59	58	56
September	50	52	54	53	52	53	53	55	55	55	45	47	49	50	51	33	34	37	42	43	49	51	53	53	52
October	45	47	48	49	48	43	42	46	45	45	39	41	40	41	40	28	28	33	37	38	44	46	47	48	47
November	39	42	41	41	41	32	34	33	33	36	34	34	33	33	31	24	24	27	29	33	37	40	39	39	40
December	36	37	38	38	38	29	28	28	30	31	28	28	29	30	29	21	19	23	26	28	34	35	36	36	36
April–Oct Average	48	50	51	51	50	48	51	53	54	53	45	47	48	48	48	32	33	37	41	42	47	49	50	51	50
July–Sept Average	53	55	55	55	53	56	59	60	61	61	51	52	53	54	54	35	36	40	45	46	52	55	56	56	54
Annual Average	43	44	45	46	45	40	42	43	44	44	37	40	40	41	40	28	29	31	36	36	42	44	44	45	44

1.4 Weekend and weekday occupancy

Fig. 1.4: UK and National: Annual Weekend Bedroom Occupancy 2001 – 2005

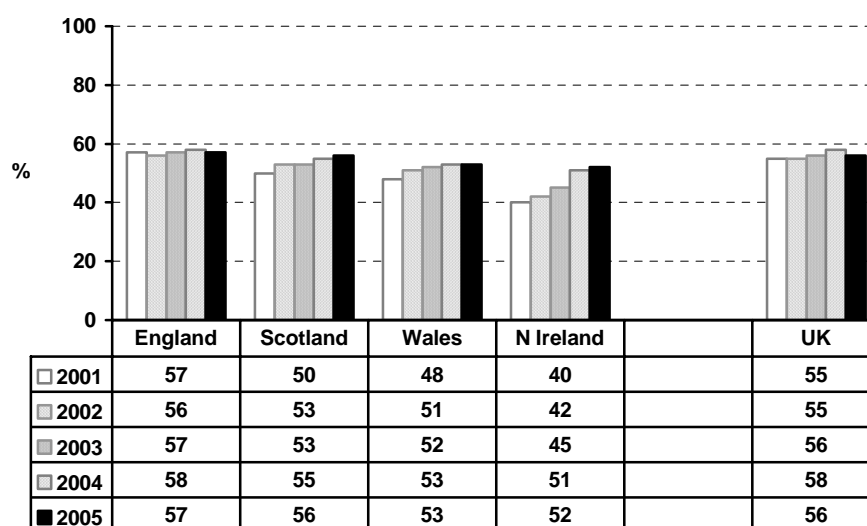
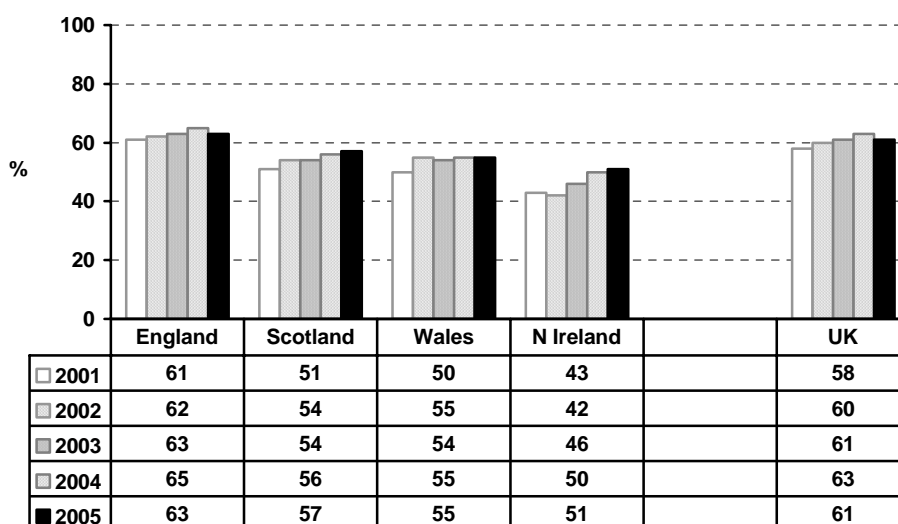


Fig. 1.5: UK and National: Annual Weekday Bedroom Occupancy 2001 – 2005



Compared with 2004, the UK annual average figures for both weekend and weekday bedroom occupancy saw a fall of two percentage points. However, these UK figures mask considerable national differences as only England showed a fall. In Scotland and Northern

Ireland both weekend and weekday bedroom occupancy rose slightly while in Wales the figures remained as in 2004.

As in previous years, it is also noticeable that weekday figures in England are higher than weekend figures – reflecting a greater influence of business (as opposed to holiday) trade.

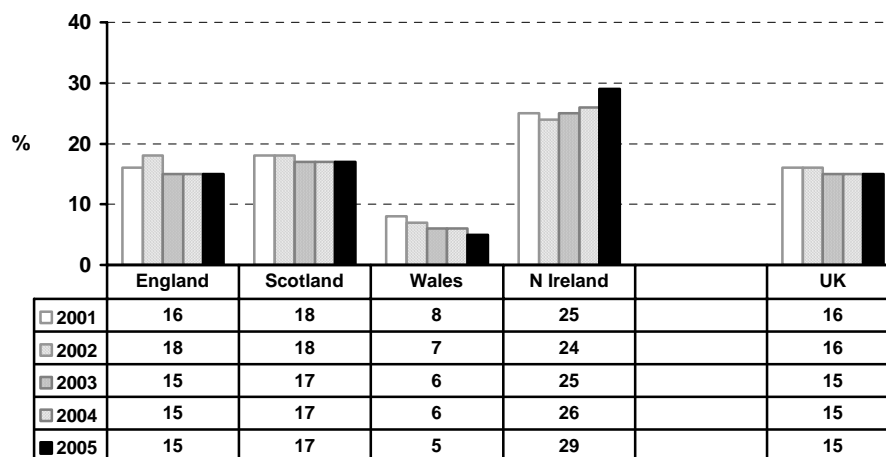
1.5 Origin of Visitors

Fig. 1.6: UK: Annual Bedspace Occupancy 2001 - 2005 by Origin of Visitors



The 2005 annual average bedspace occupancy by non-UK visitors (8%) was the same as in the previous two years and in 2001 but was one percentage point lower than in 2002. The annual average bedspace occupancy by UK residents (34%) was one percentage point lower than in 2004 and 2003, the same as in 2002 and one percentage point higher than in 2001. (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. 1.7: UK and National: Annual Non-UK Arrivals as a Percentage of All Arrivals, 2001 - 2005



The 2005 annual average percentage of arrivals at serviced accommodation attributable to non-UK visitors was the same as in both 2004 and 2003 (15%, almost one in seven), but was one percentage point lower than in 2002 and 2001.

Northern Ireland was again the only country to show an increase in the percentage of non-UK arrivals. In England, Scotland and Wales the 2005 percentage of non-UK arrivals showed a fall when compared with 2001.

1.6 Occupancy by type of establishment

While UK occupancy levels in hotels showed a slight fall when compared with 2004, those in bed and breakfast establishments remained unchanged while guest houses recorded a slight rise in both measures of occupancy.

Fig. 1.8: UK: Annual Bedroom Occupancy 2001 - 2005 by Type of Establishment

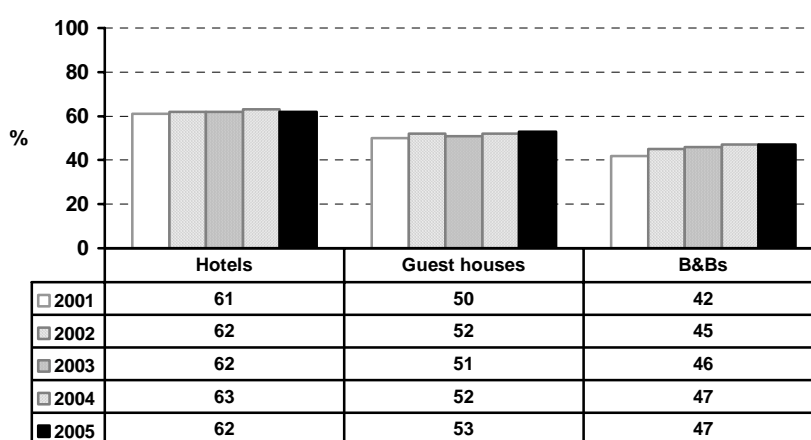
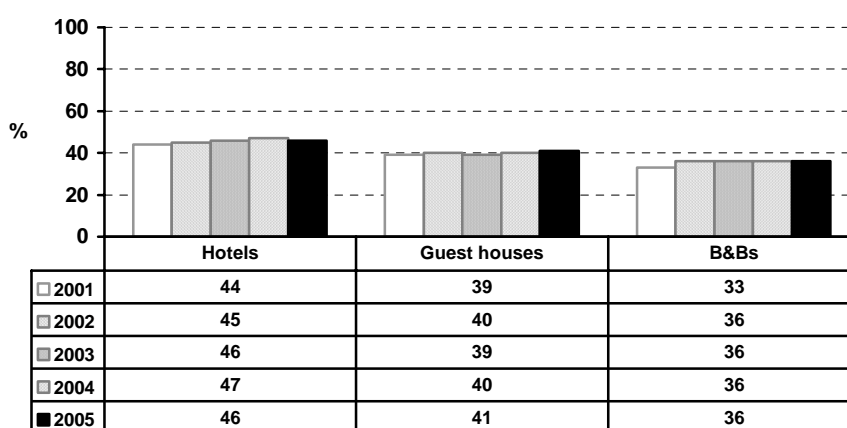


Fig. 1.9: UK: Annual Bedspace Occupancy 2001 - 2005 by Type of Establishment



Over the period 2001 to 2005, average occupancy levels in all types of accommodation increased.

Fig. 1.10: National: Annual Bedroom Occupancy 2004 and 2005 by Type of Establishment

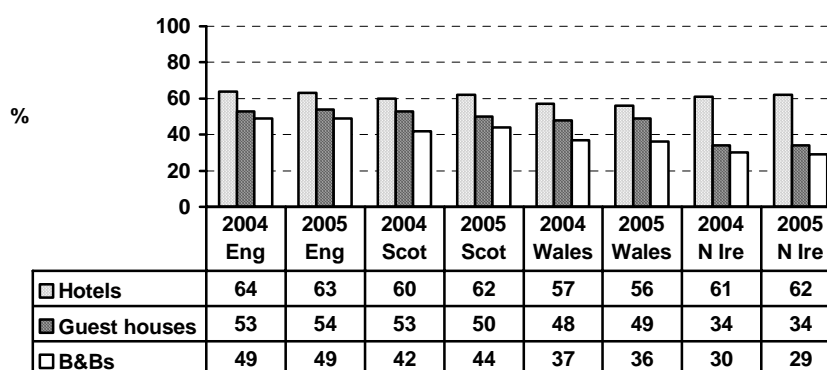
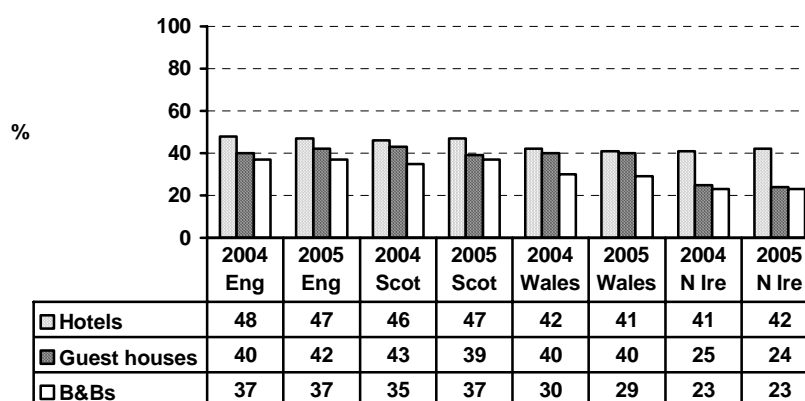


Fig. 1.11: National: Annual Bedspace Occupancy 2004 and 2005 by Type of Establishment



At a national level, when compared with 2004, occupancy levels (both bedroom and bedspace) in all types of accommodation varied only slightly (by 1 or 2 percentage points) except for guest houses in Scotland where bedroom occupancy decreased by three percentage points and bedspace occupancy by four.

1.7 Occupancy by location of establishment

Fig. 1.12: UK: Annual Bedroom Occupancy 2001 - 2005 by Location of Establishment

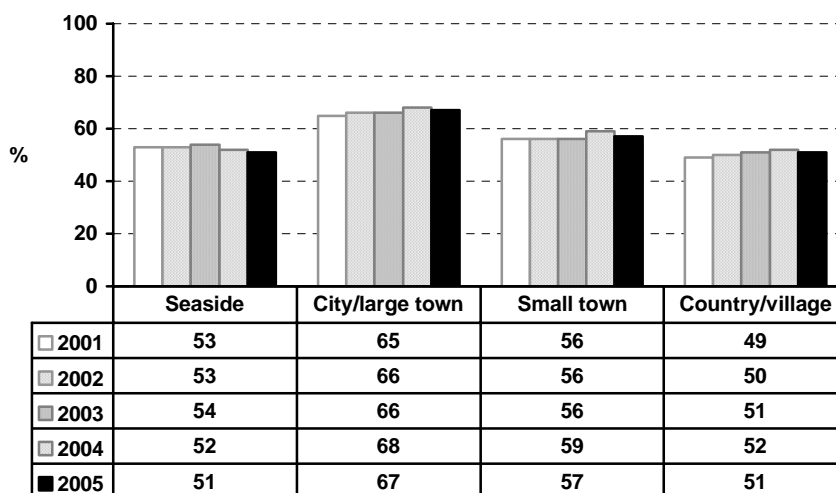
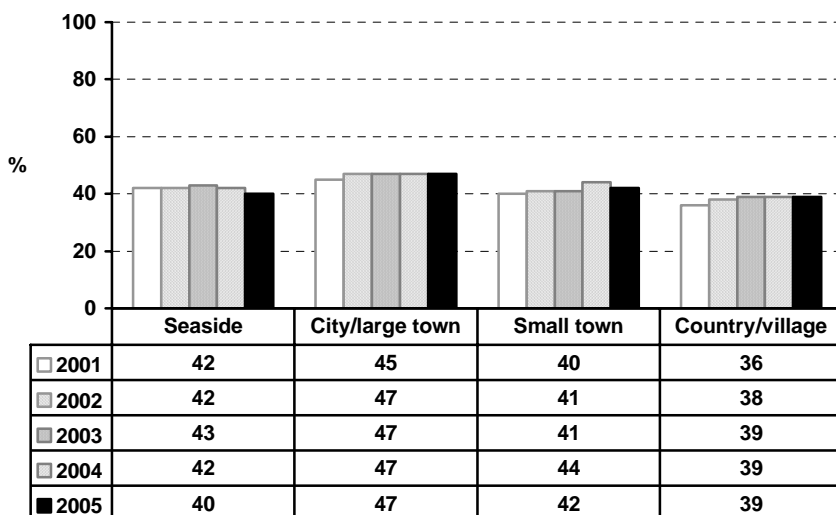


Fig. 1.13: UK: Annual Bedspace Occupancy 2001 - 2005 by Location of Establishment



When compared with 2004, UK average annual bedroom occupancy levels decreased in all types of accommodation, as did bedspace occupancy in seaside and small town locations. In city/large towns and country/village locations, bedspace occupancy remained at its 2004 level.

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 has been the UK Survey Co-ordinator for these surveys since 2002 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. The survey 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 is 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 2005 there were about 45,800 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

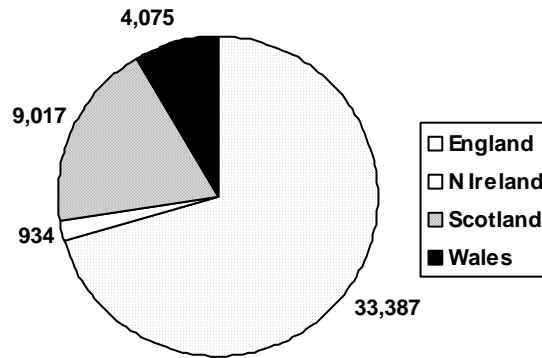
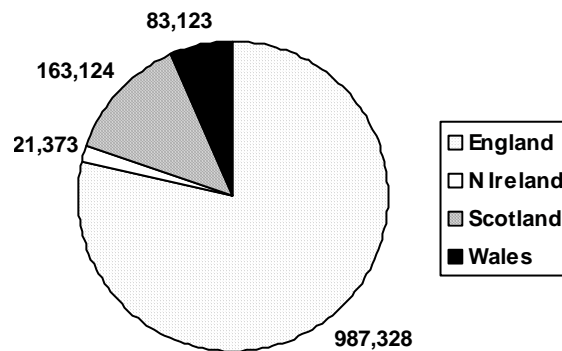


Figure 2.2: Distribution of total known accommodation stock: Number of bedspaces



2.3 Survey method

Tourist Boards invited establishments to provide data for the survey on a monthly basis and almost 4,000 establishments agreed to do so at the beginning of 2005. Each month between 2,677 and 3,182 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.

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

Fuller details relating to the UK Occupancy Survey and occupancy in England may be obtained from VisitBritain, Fulfilment Centre, Thames Tower, Black's Road, London W6 9EL. 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. Where applicable, orders should be sent including remittances.

Northern Ireland:

Survey of Hotel Occupancy Annual Report 2005: *Free*
Survey of Guesthouse and Bed and Breakfast Accommodation 2005: *Free (available August)*
Both available online at www.NITB.com
or from:
Northern Ireland Tourist Board
St Anne's Court
59 North Street
Belfast BT1 1NB

Scotland:

Scottish Accommodation Occupancy Survey 2005: Final Report *Price: £20.00*
Available from:
VisitScotland
Corporate Research
Ocean Point One
94 Ocean Drive
Edinburgh EH6 6JH
or:
research@visitscotland.com

Wales:

Wales Occupancy Survey for Serviced Accommodation 2005 *Free*
Available from:
Visit Wales
Brunel House
Cardiff CF24 OUY