

England Occupancy Survey

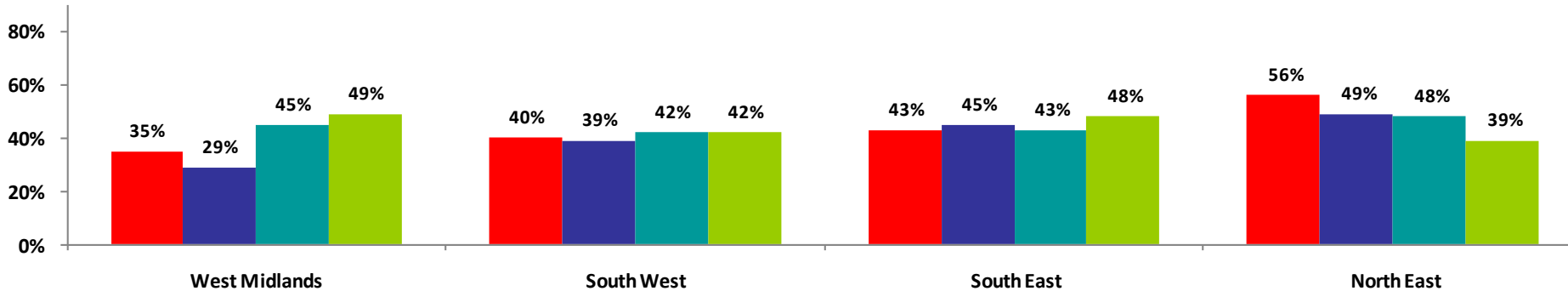
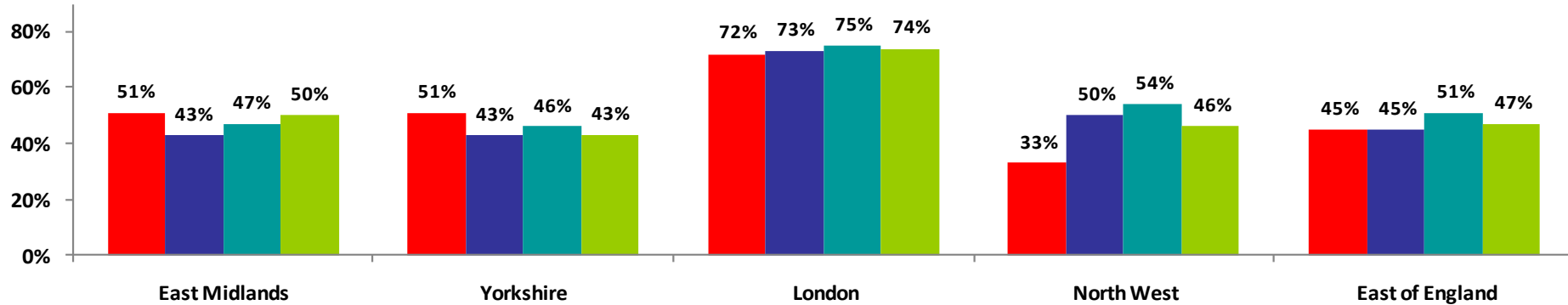
December 2010 Regional Results

Note: Change in Occupancy Reporting

- In June 2010 a change was made to occupancy data.
- Syndicated data for c. 700 larger hotels with 100+ rooms provided by STR Global is now included in the overall England occupancy calculation.
- The data provided by STR Global includes occupancy and revenue but not guest type (i.e. UK vs. overseas, business travellers vs. non business travellers).
- At present this data is only included in the single month analysis (November) and not for past 12 month or year-to-date data as we only have STR data available from June 2010.
- Including this data makes the survey much more robust but may have some impact on trends. To show the impact this has had on the England occupancy data our main dashboard includes data with and without STR Global data.

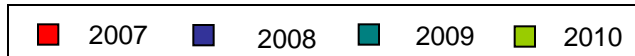
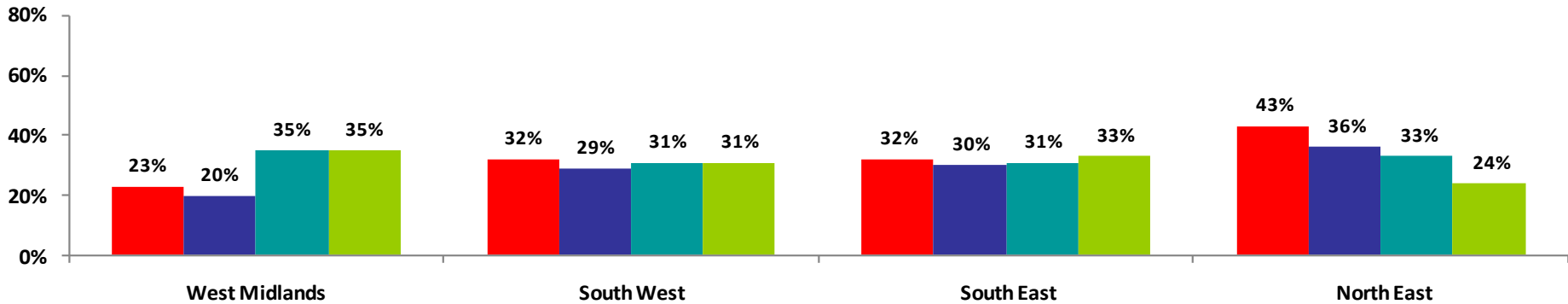
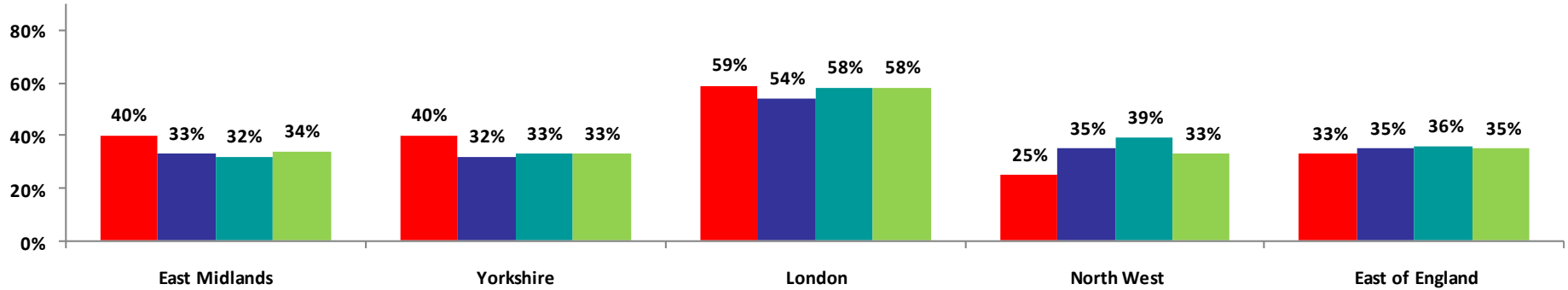
Regional Occupancy Rates

Room Occupancy – December



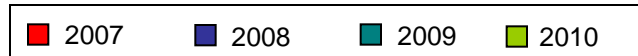
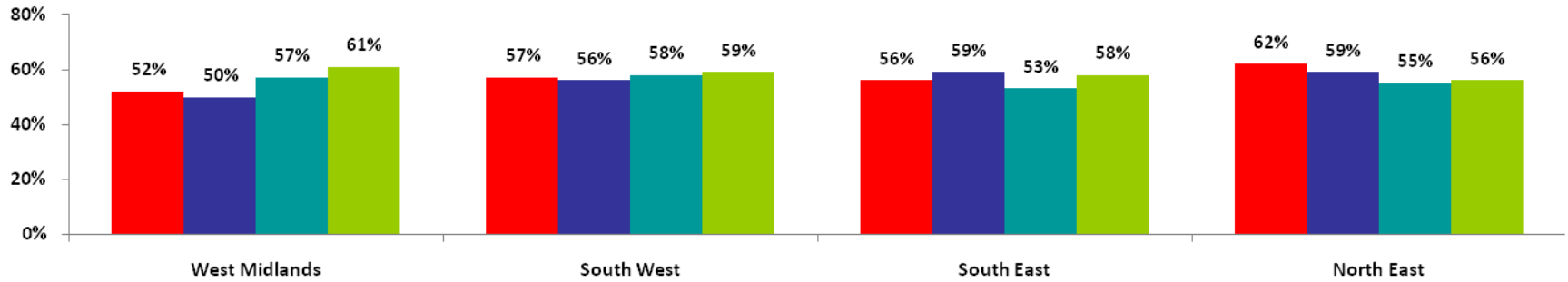
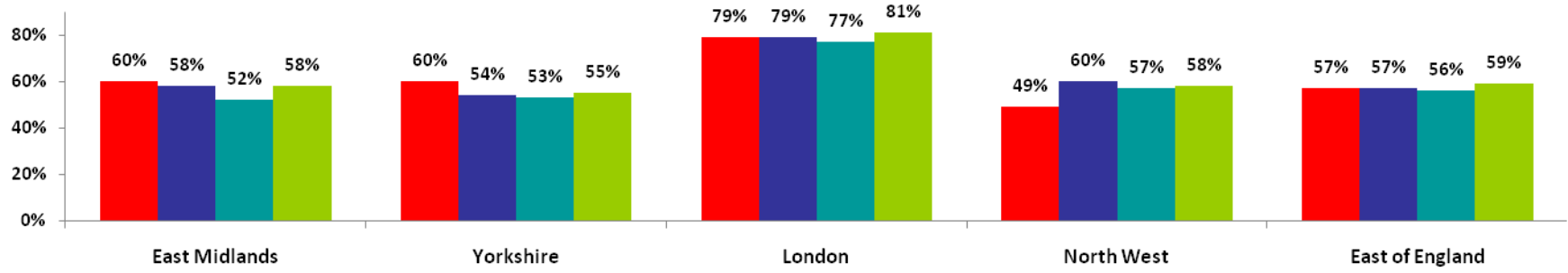
Regional Occupancy Rates

Bedspace Occupancy – December



Regional Occupancy Rates

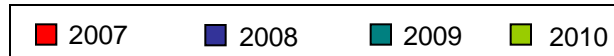
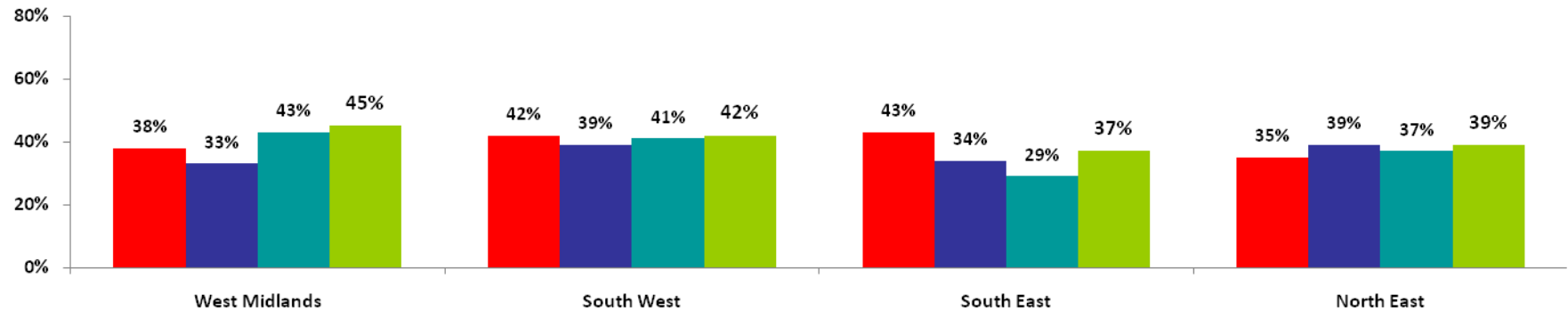
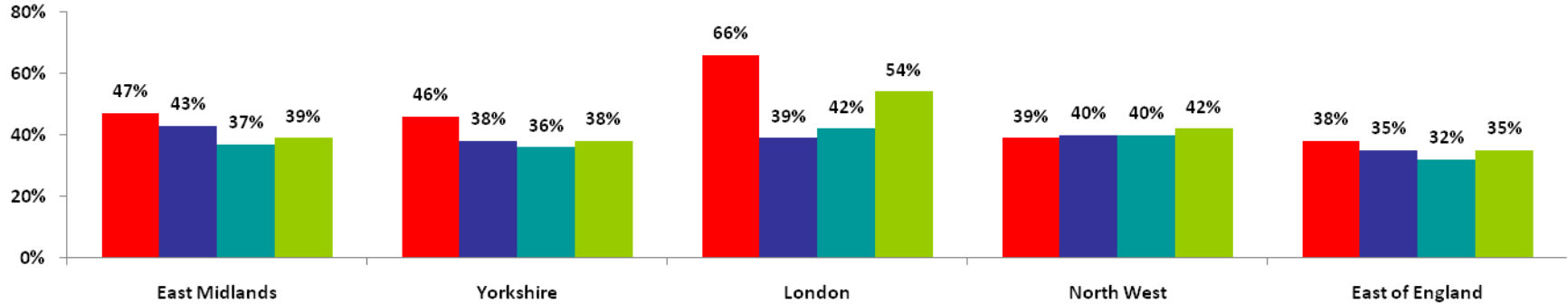
Room Occupancy – Year to Date (Jan – Dec)



STR data is excluded from year to date and past 12 months graphs as data not available for these periods

Regional Occupancy Rates

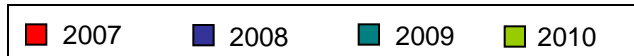
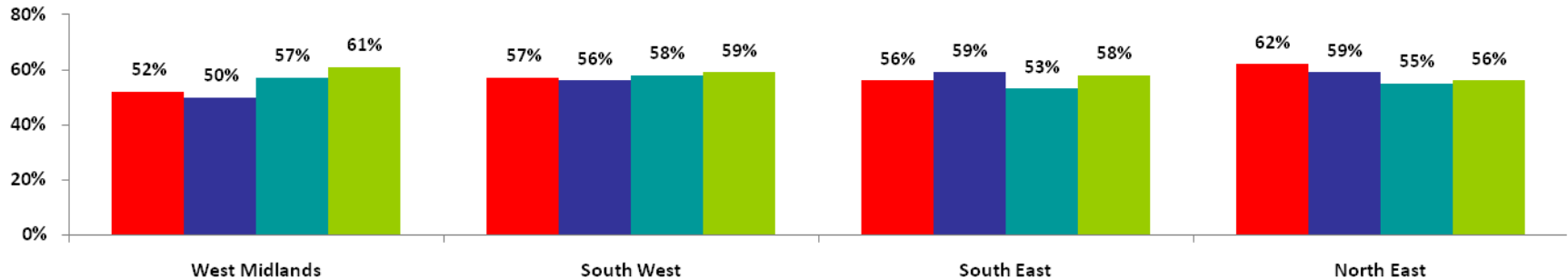
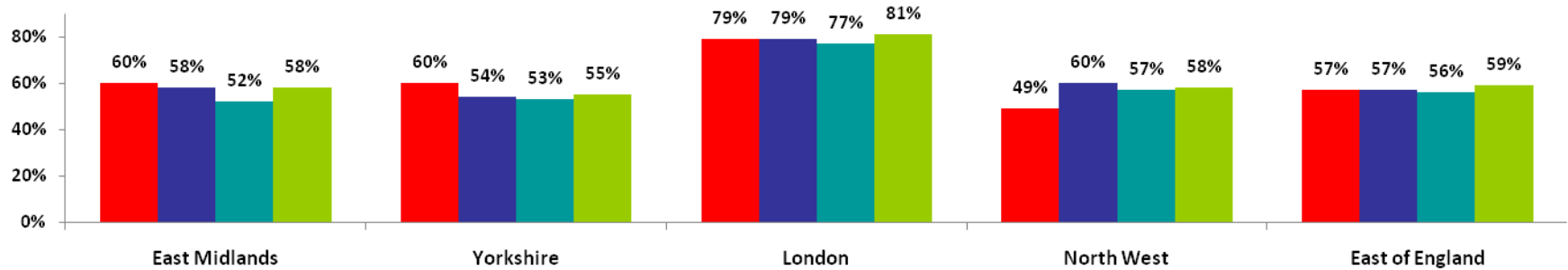
Bedspace Occupancy – Year to Date (Jan – Dec)



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Regional Occupancy Rates

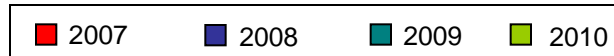
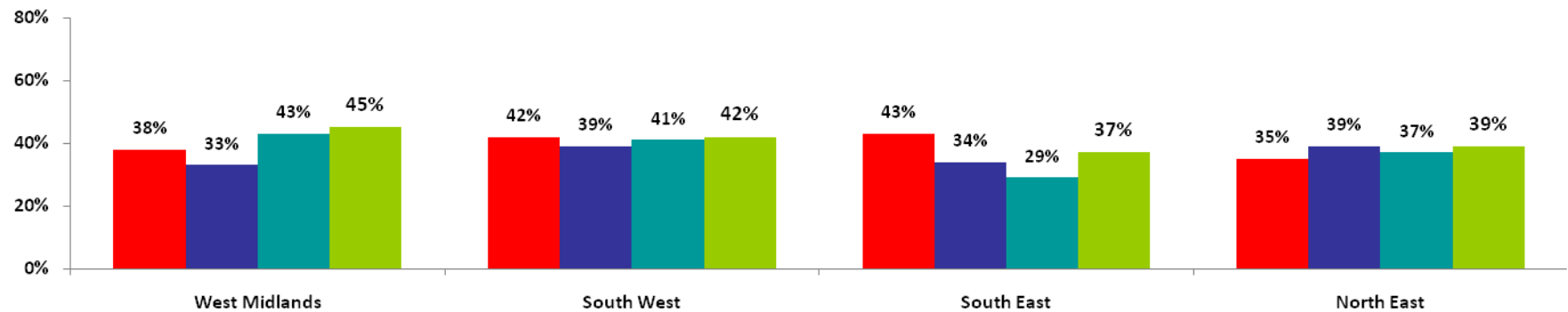
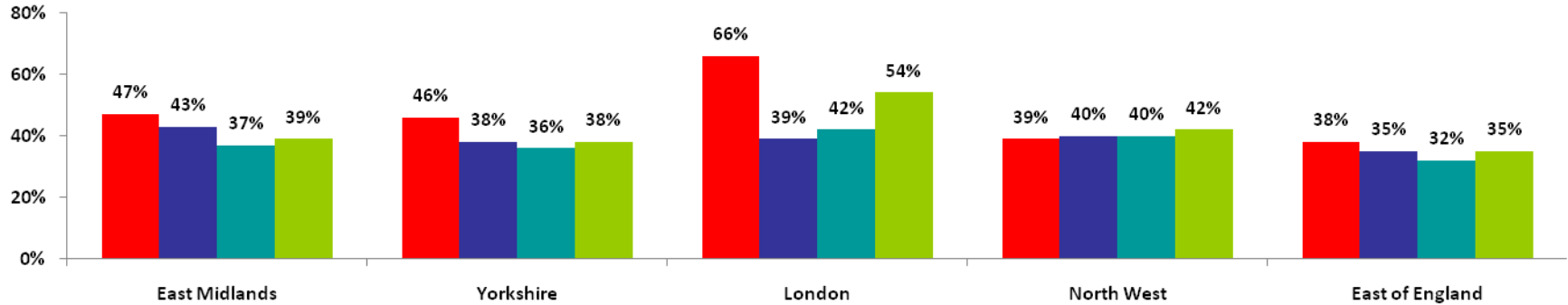
Room Occupancy – Past 12 Mths (Jan 10–Dec 10)



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Regional Occupancy Rates

Bedspace Occupancy – Past 12 Mths (Jan 10– Dec 10)



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