

# England Occupancy Survey

December 2010 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 (December) 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.

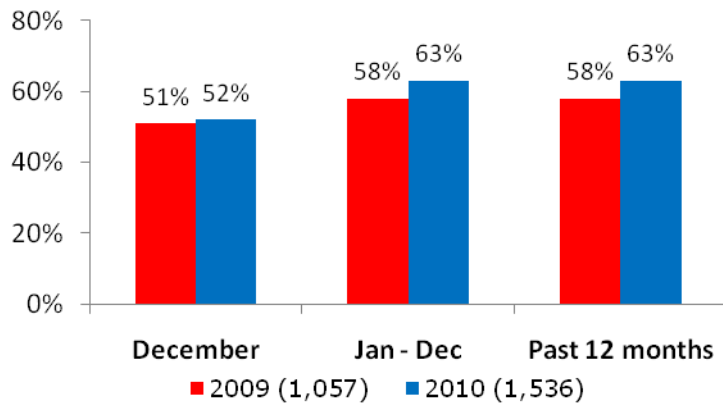
# England Occupancy Reporting December 2010 (including data from STR Global)

## Monthly Update : December

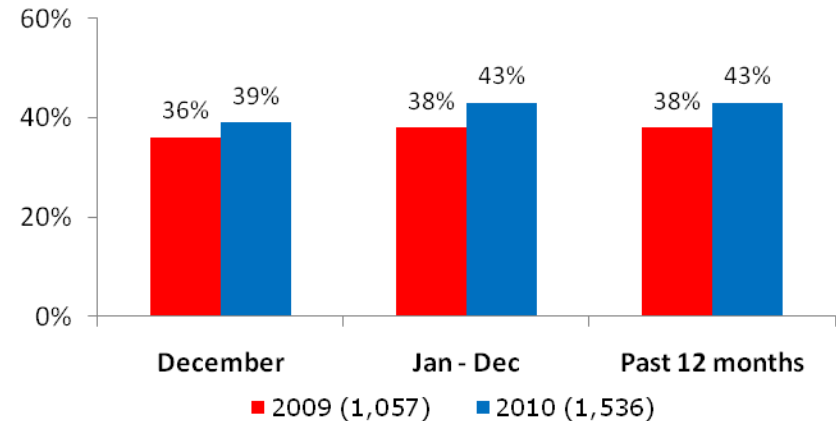
This update shows that in December 2010 England witnessed a slight increase in both room and bed occupancy levels compared with December 2009.

Room and bed occupancy levels for the year to date average and the past 12 months were all above the levels achieved during the same period last year.

### Room Occupancy



### Bedspace Occupancy



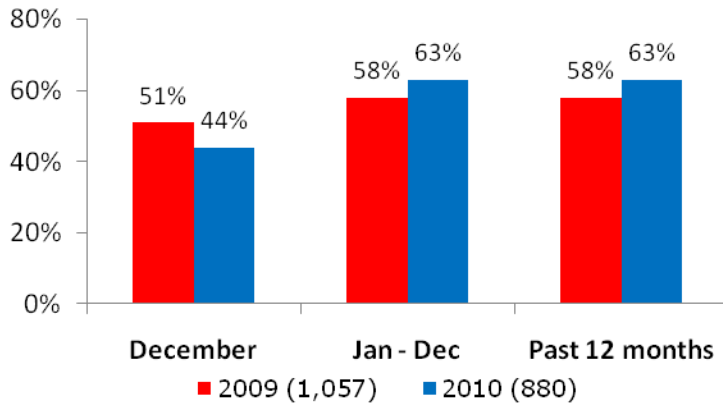
# England Occupancy Reporting December 2010 (excluding data from STR Global)

## Monthly Update : December

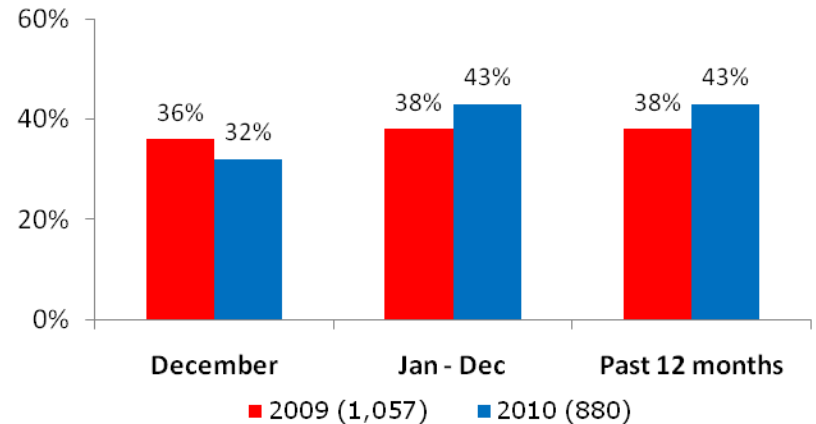
This update shows that in December 2010 room and bed occupancy levels across England witnessed a decrease compared with December 2009.

Room and bed occupancy levels for the year to date average and the past 12 months were above the levels achieved during the same period last year.

### Room Occupancy



### Bedspace Occupancy



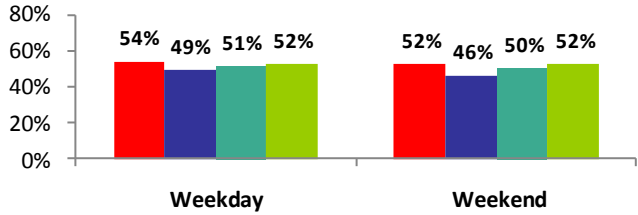
# England Occupancy Reporting December 2010

The extreme weather conditions witnessed across England during the latter part of 2010 impacted on accommodation providers with some businesses having to close for days or in some cases weeks due to being inaccessible or due to operational problems caused by the weather. A high proportion of establishments also reported numerous cancellations and guests not showing up due to the arctic conditions.

- Across England as a whole, both room and bed occupancy levels were slightly above those achieved during December 2009.
- Room and bed occupancy levels in December 2010 for weekday and weekend occupancy have improved on the December 2009 percentages.
- Room and bed occupancy levels in the hotel sector have improved on December 2009, however, guesthouse and bed & breakfast establishments have witnessed a decrease compared with levels achieved in 2009.
- Establishments based in small towns and city/large towns witnessed an increase in room occupancy levels compared with December 2009. Both room and bed occupancy levels for seaside and countryside locations had all witnessed decreases compared with the 2009 percentages.
- Room occupancy in the 51-100 and 100+ size bands have increased on levels achieved in 2009, with the 11-25 size band remaining static with the previous year. Bed occupancy levels across all size bandings witnessed a decrease compared with the levels achieved in the same period last year.

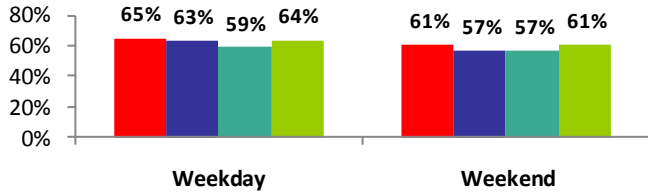
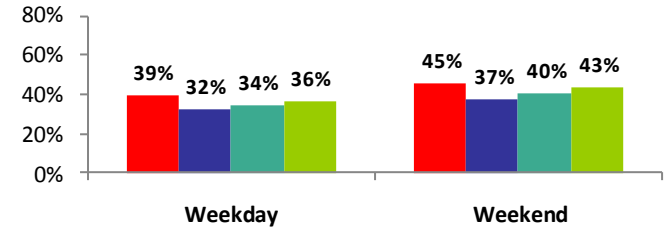
# Weekday / Weekend

## Room Occupancy

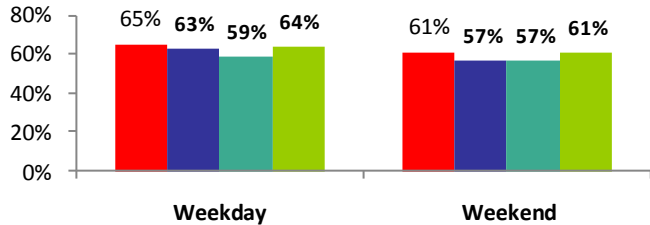
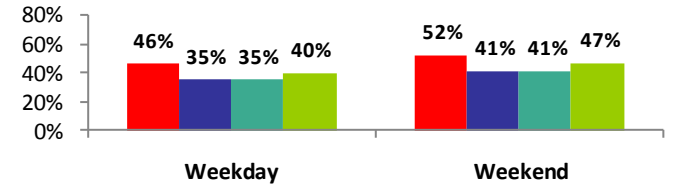


December 2010

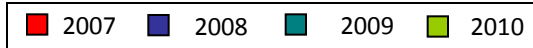
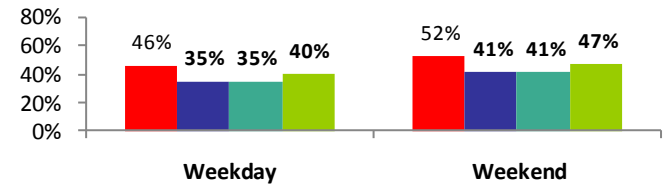
## Bedspace Occupancy



Year to Date  
(Jan - Dec)



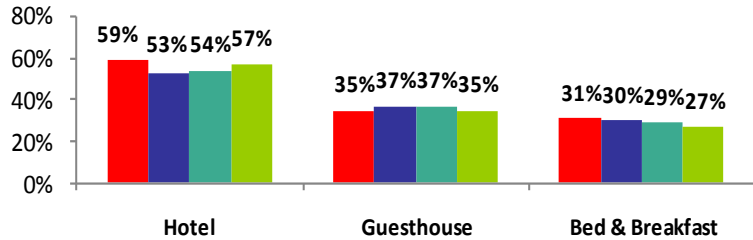
Past 12 Mths  
(Jan 10 - Dec 10)



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

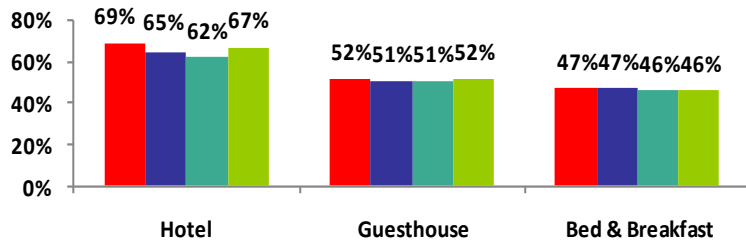
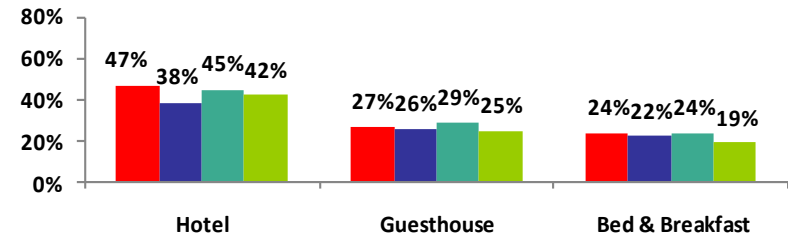
# Establishment Type

## Room Occupancy

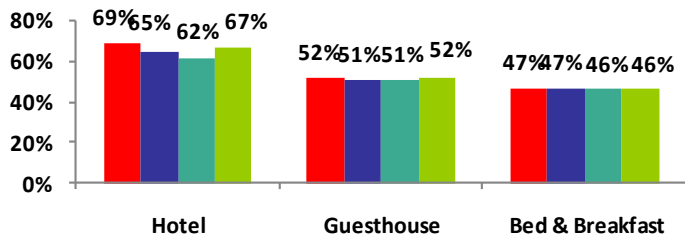
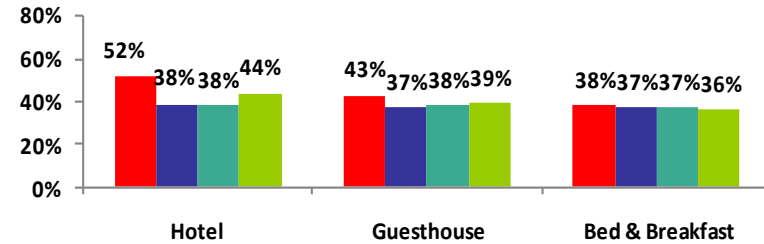


December 2010

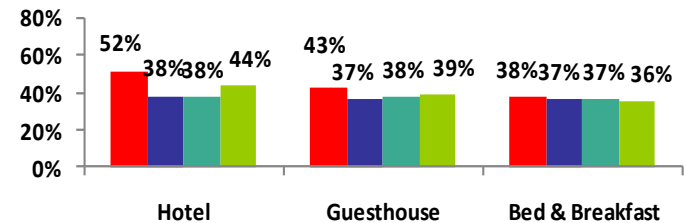
## Bedspace Occupancy



Year to Date  
(Jan - Dec)



Past 12 Mths  
(Jan 10 - Dec 10)

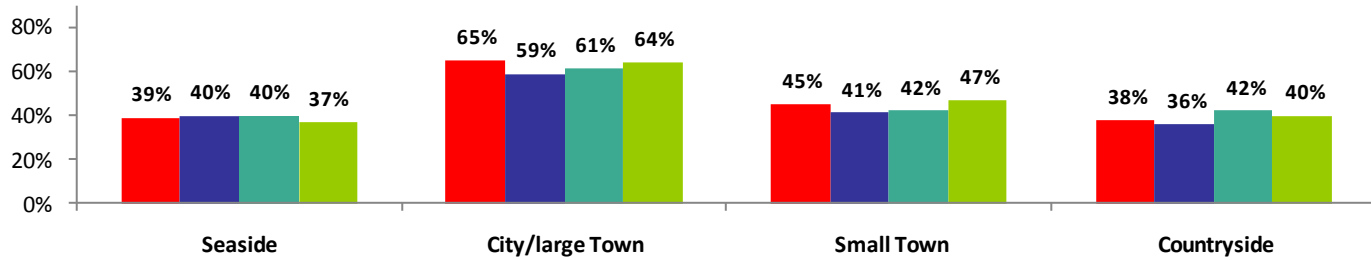


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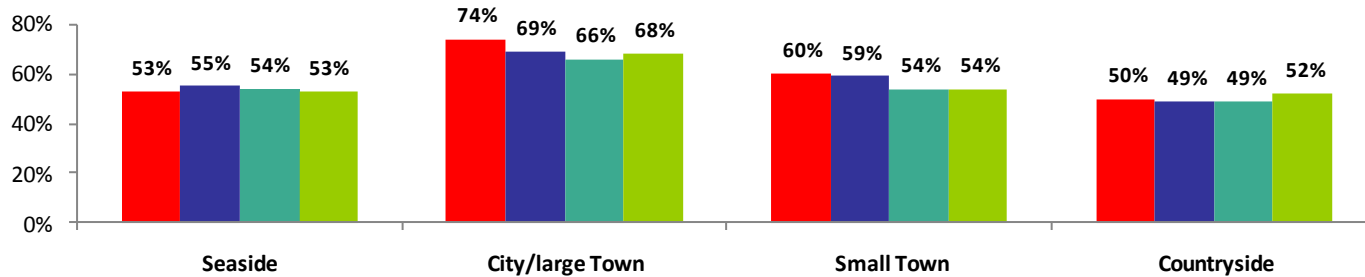
# Location

## Room Occupancy

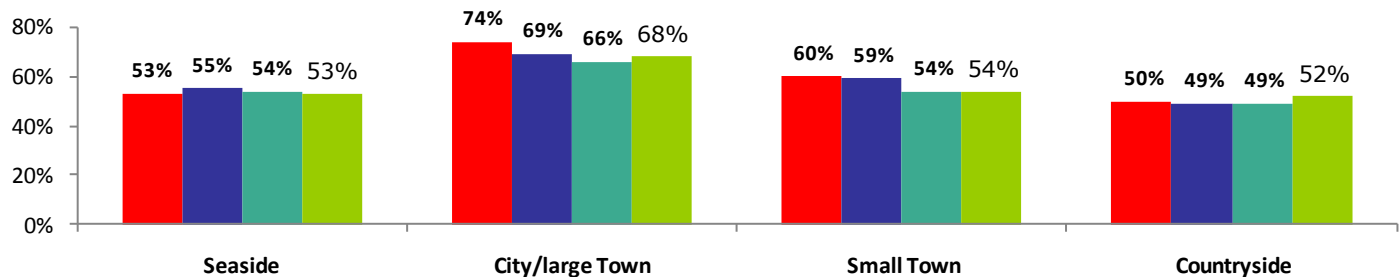
December 2010



Year to Date  
(Jan -Dec)



Past 12 months  
(Jan 10- Dec 10)



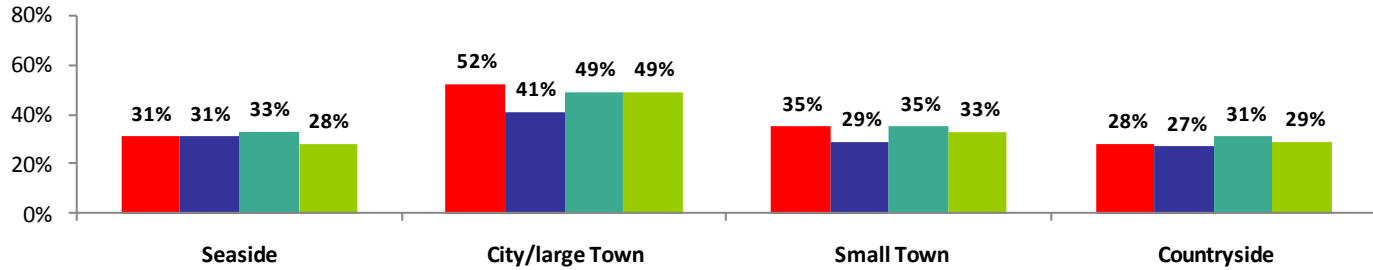
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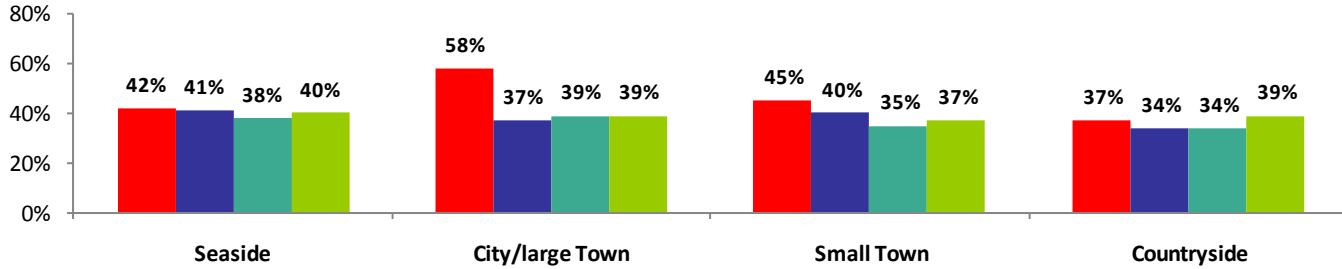
# Location

## Bedspace Occupancy

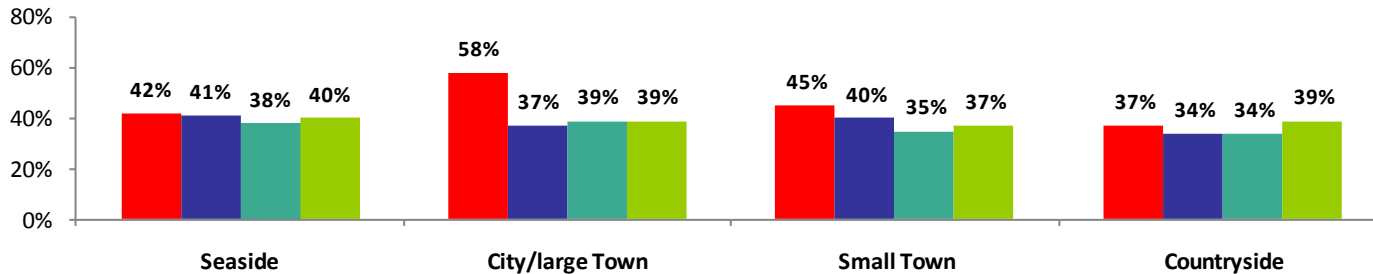
December 2010



Year to Date  
(Jan - Dec)



Past 12 months  
(Jan 10- Dec 10)

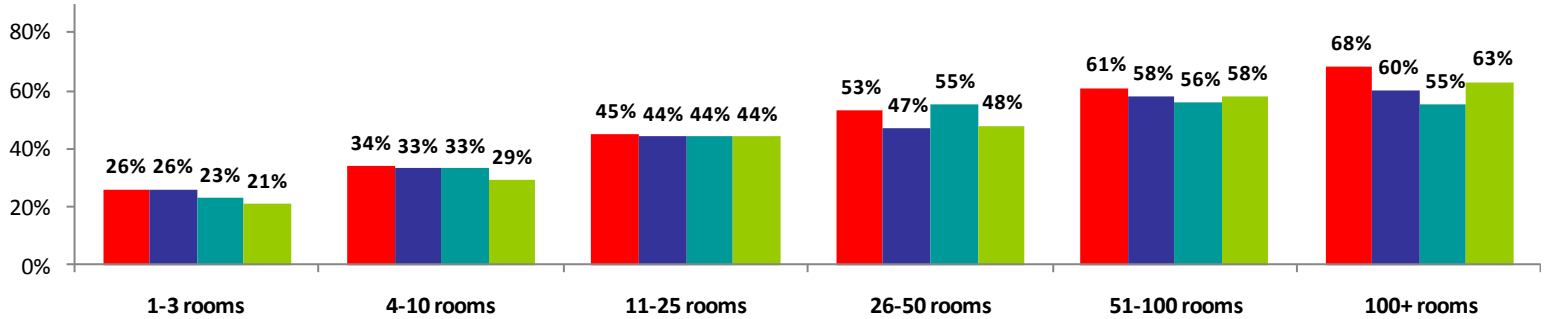


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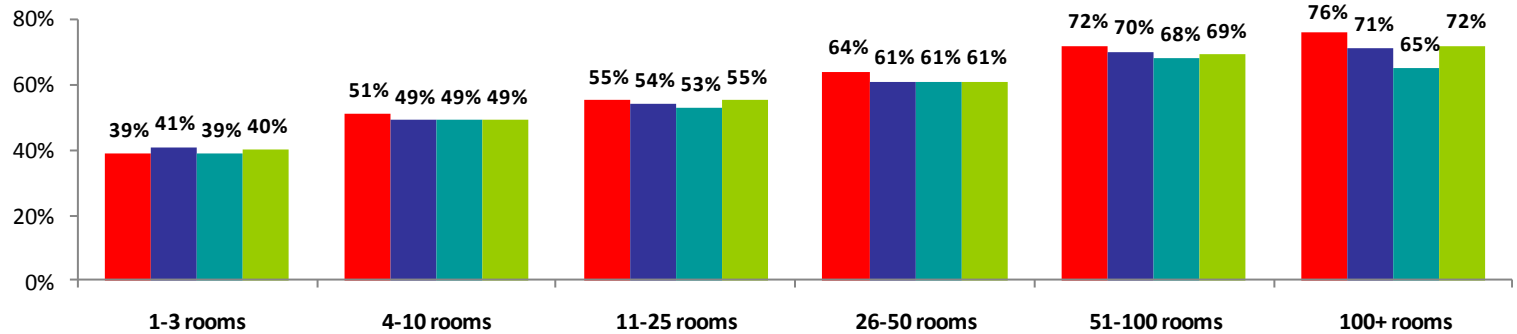
# Number of Rooms

## Room Occupancy

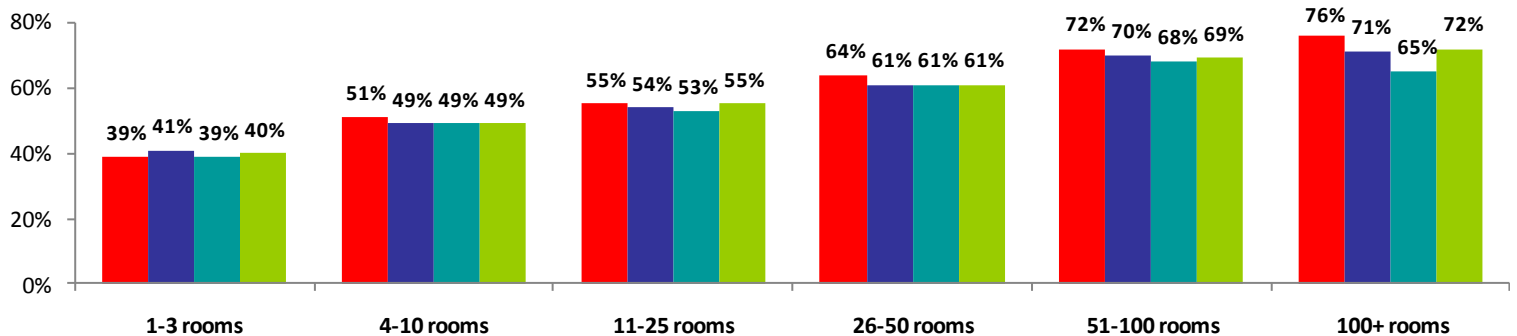
**December 2010**



**Year to Date (Jan - Dec)**



**Past 12 Mths (Jan 10- Dec 10)**

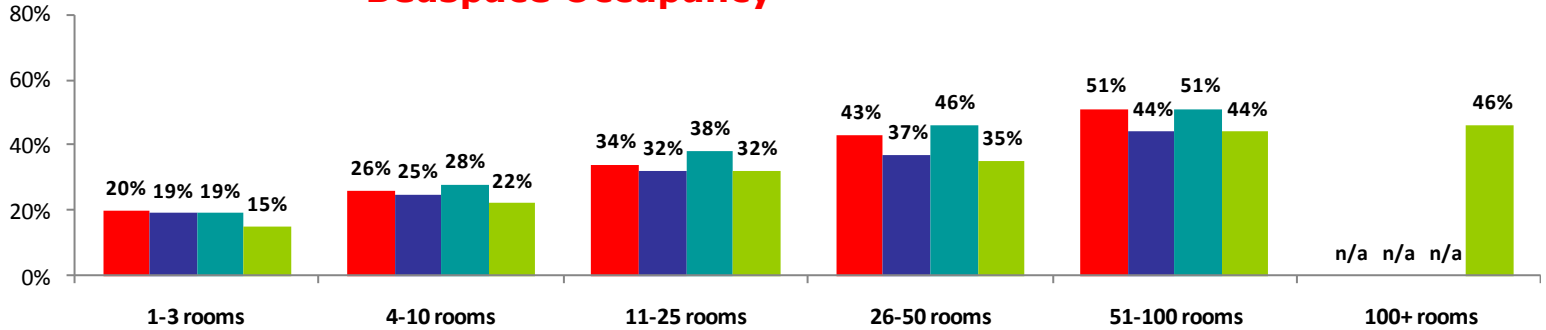


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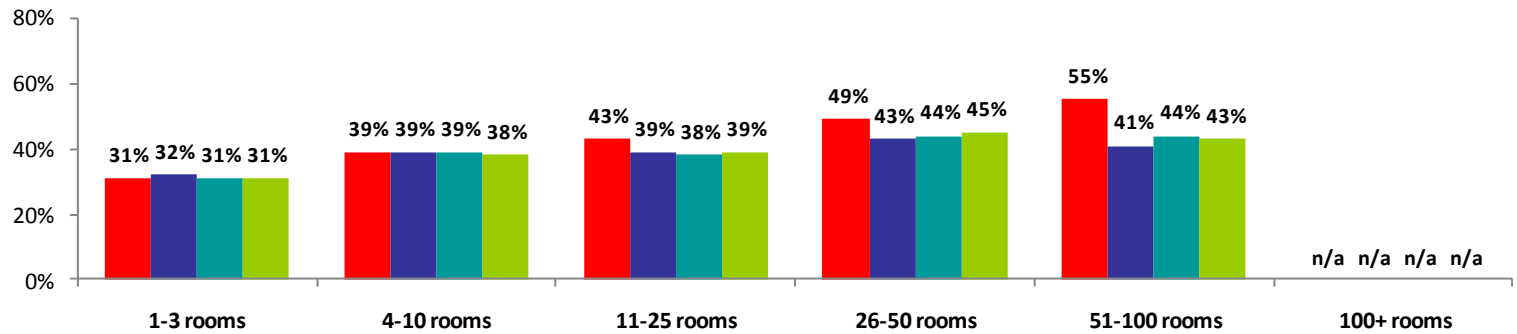
# Number of Rooms

## Bedspace Occupancy

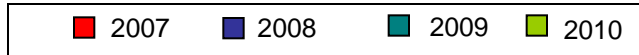
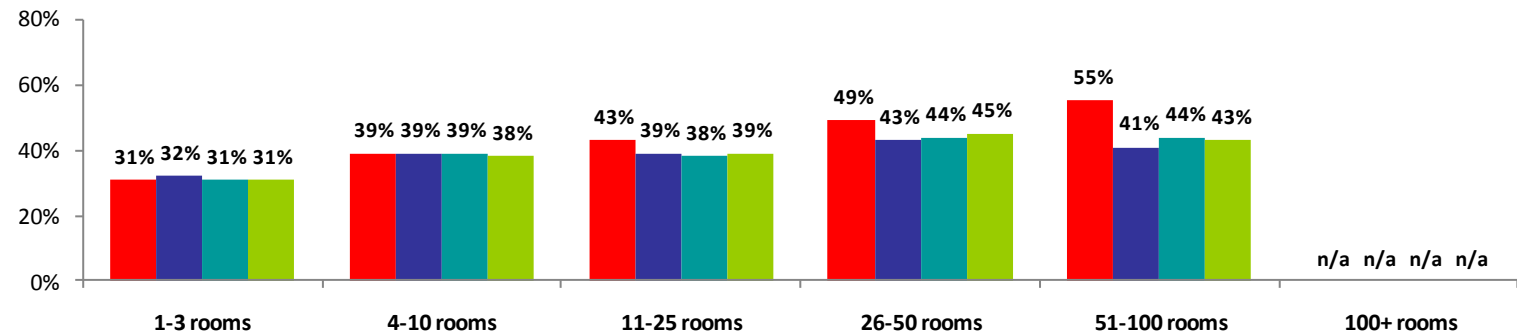
December 2010



Year to Date (Jan - Dec)



Past 12 Mths (Jan 10 - Dec 10)



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