

England Occupancy Survey

April 2011 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 (April) and for the 2011 year to date data, but not for past 12 month or year-to-date for previous years 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.

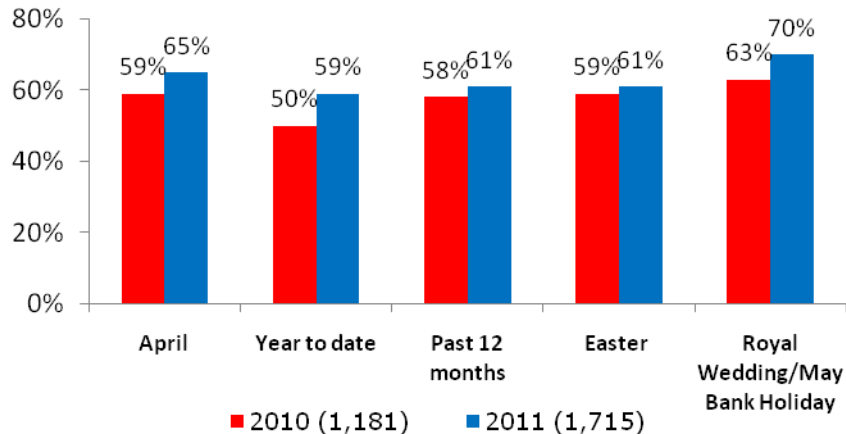
England Occupancy Reporting April 2011 (including data from STR Global)

Monthly Update : April 2011

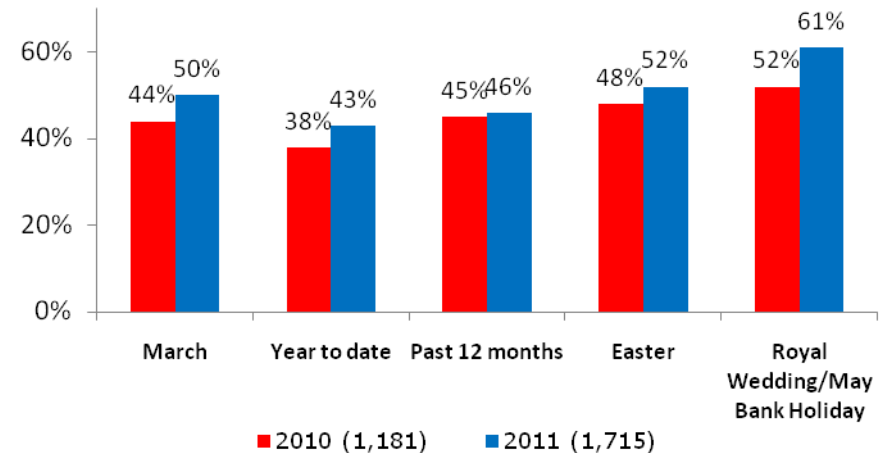
This update shows that in April 2011 England witnessed a significant increase in both room and bed occupancy levels compared with April 2010. Room and bed occupancy levels for the year to date average and the past 12 months were all above the levels achieved during the same period last year.

Room and bed occupancy for the Easter bank holiday period for April 2011 were above the levels witnessed during 2010, and similarly, room and bed occupancy over the extra bank holiday period in April is above the levels achieved over the same non bank holiday weekend in April 2010.

Room Occupancy



Bedspace Occupancy



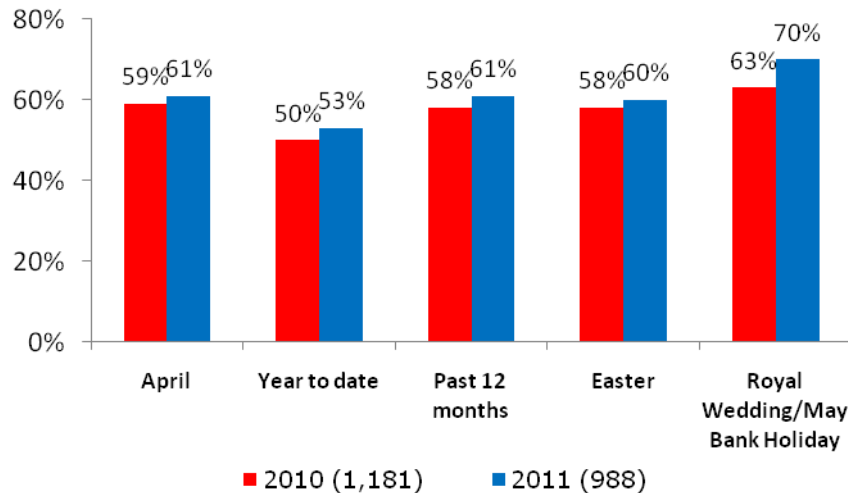
England Occupancy Reporting March 2011 (excluding data from STR Global)

Monthly Update : March 2011

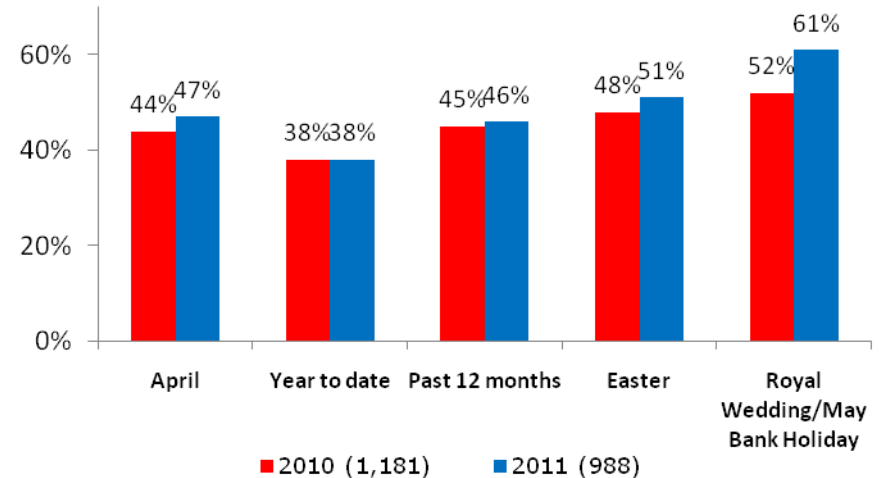
This update shows that in April 2011 England witnessed an increase in both room and bed occupancy levels compared with April 2010. Room and bed occupancy levels for the year to date average and the past 12 months were above or on a par with the levels achieved during the same period last year.

Room and bed occupancy for the Easter bank holiday period for April 2011 were above the levels witnessed during 2010, and similarly, room and bed occupancy over the extra bank holiday period in April is above the levels achieved over the same non bank holiday weekend in April 2010.

Room Occupancy



Bedspace Occupancy

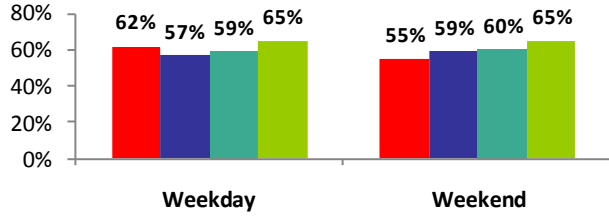


England Occupancy Reporting April 2011

- Across England as a whole, both room and bed occupancy levels were above those achieved during April 2010. Both bank holiday weekends witnessed a higher level of room and bed occupancy compared with the same periods in 2010.
- Room and bed occupancy levels in April 2011 for weekday and weekend occupancy were significantly above the April 2010 percentages.
- Room and bed occupancy levels across all sectors in April 2011 have increased on levels achieved during April 2010, with all sectors witnessing the highest room and bed occupancy levels for the last 4 years.
- All locations witnessed an increase in both room and bed occupancy levels compared with April 2010, with the exception of bed occupancy in small town locations which had decreased slightly. Both room and bed occupancy levels for seaside, city/large towns and countryside locations were at the highest levels for the last 4 years.
- Room and bed occupancy levels across all size bands witnessed an increase or remained on a par with the levels achieved in April 2010, with the exception of the 51-100 size band which witnessed a slight decrease in bed occupancy levels. With the exception of the 100+ category and the 51-100 rooms category (bed occupancy), room and bed occupancy were at the highest levels for the last 4 years

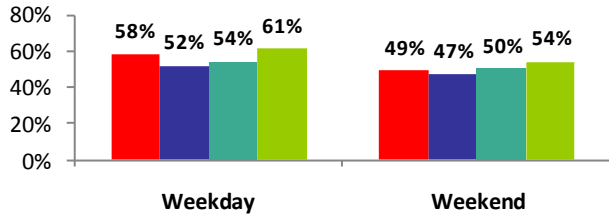
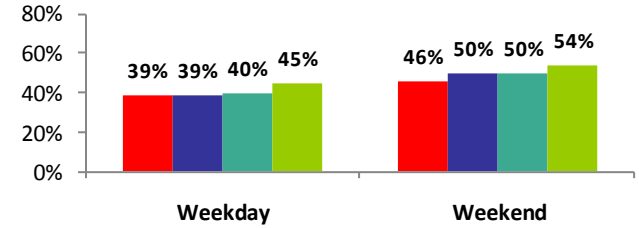
Weekday / Weekend

Room Occupancy

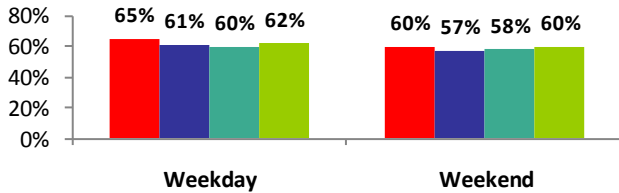
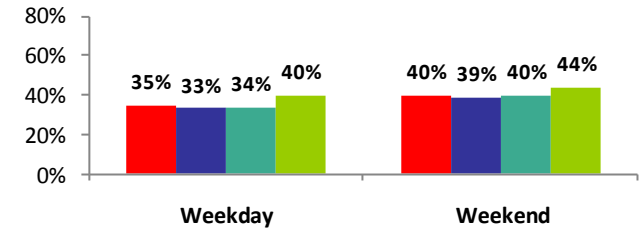


April 2011

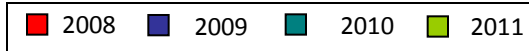
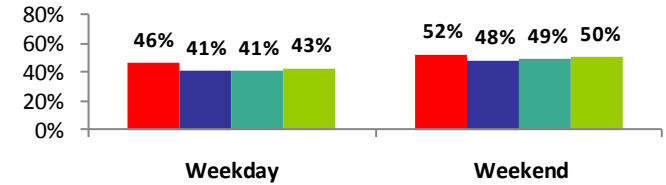
Bedspace Occupancy



Year to Date
(Jan 11 - Apr 11)

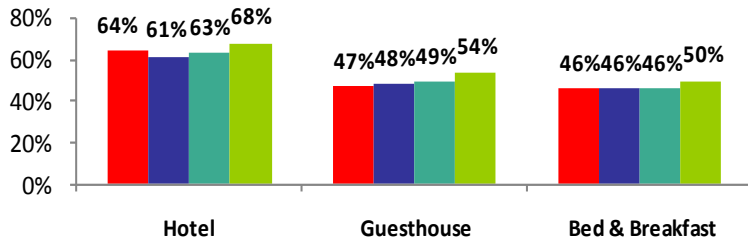


Past 12 Mths
(May 10 - Apr 11)



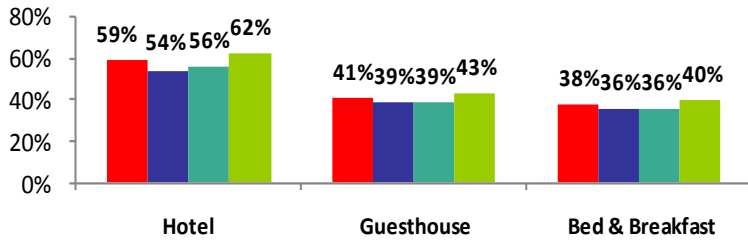
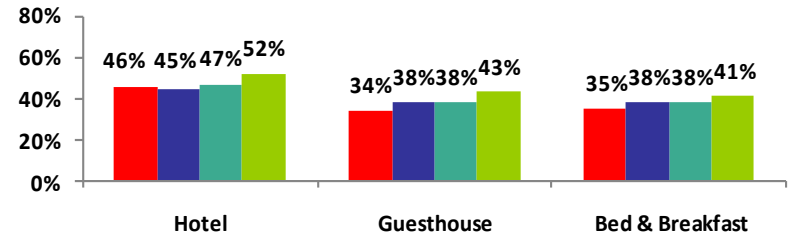
Establishment Type

Room Occupancy

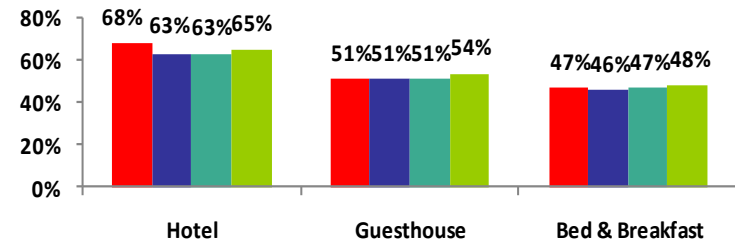
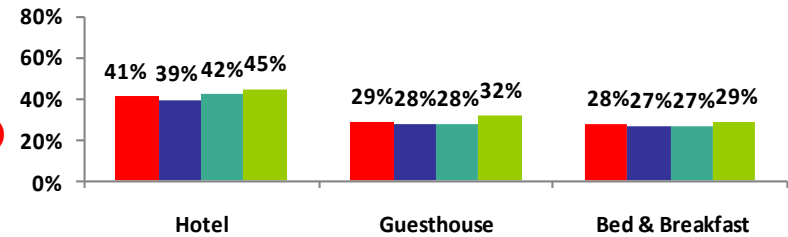


April 2011

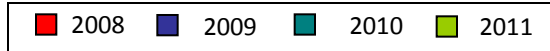
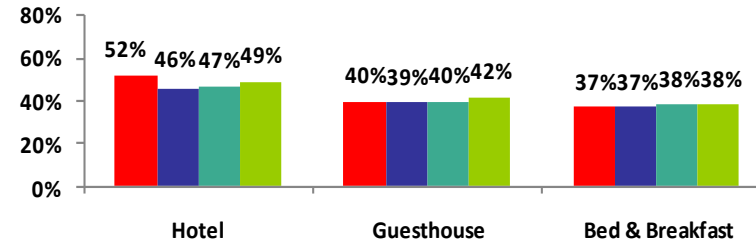
Bedspace Occupancy



Year to Date
(Jan 11 - Apr 11)



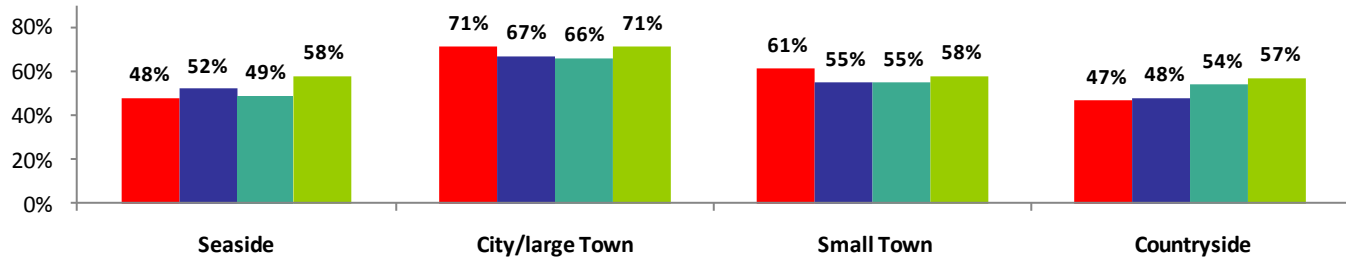
Past 12 Mths
(May 10 - Apr 11)



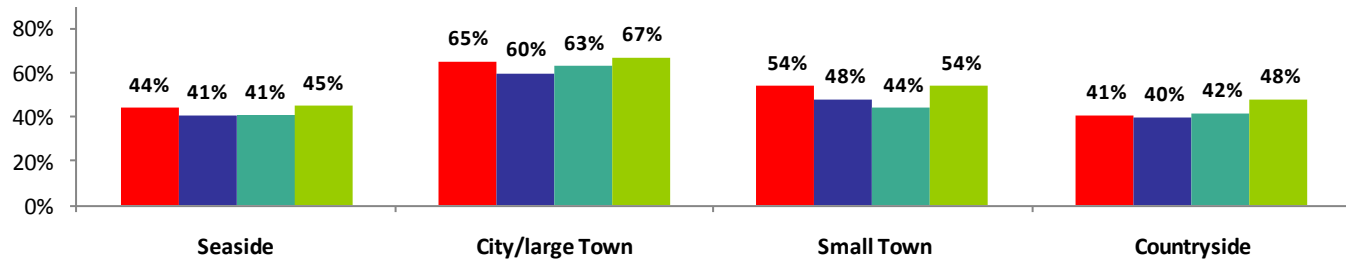
Location

Room Occupancy

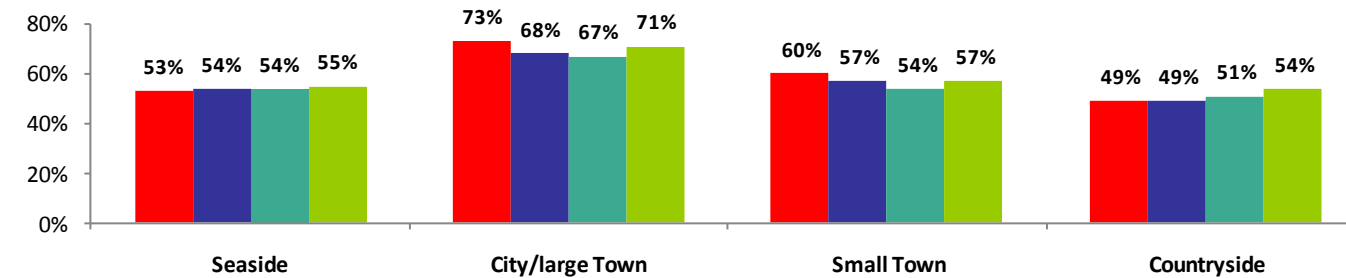
April 2011



**Year to Date
(Jan 11 - Apr 11)**



**Past 12 months
(May 10- Apr 11)**

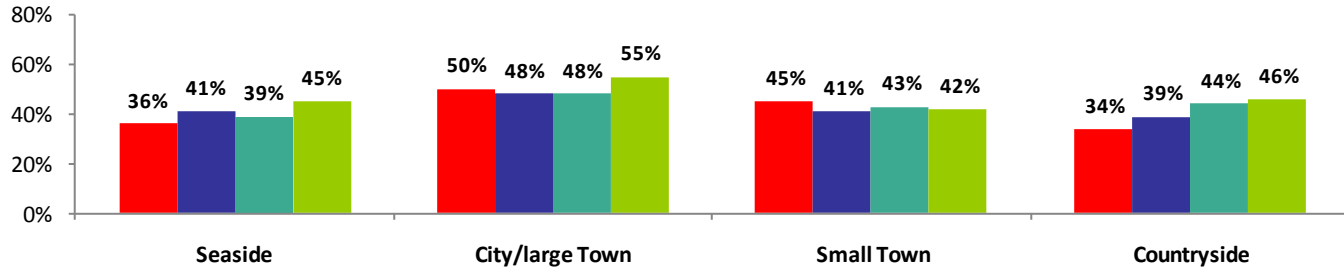


STR data is excluded from past 12 months graphs as data not available for this period
STR data is included in the year to data information for 2011 only

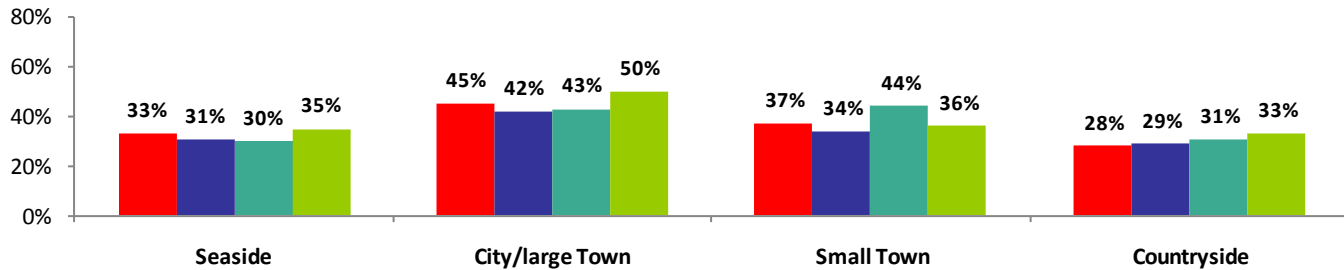
Location

Bedspace Occupancy

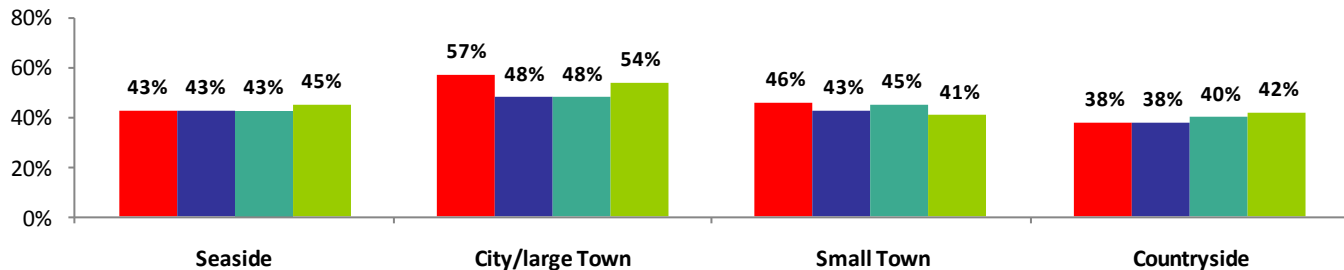
April 2011



Year to Date
(Jan 11 - Apr 11)



Past 12 months
(May 10- Apr 11)

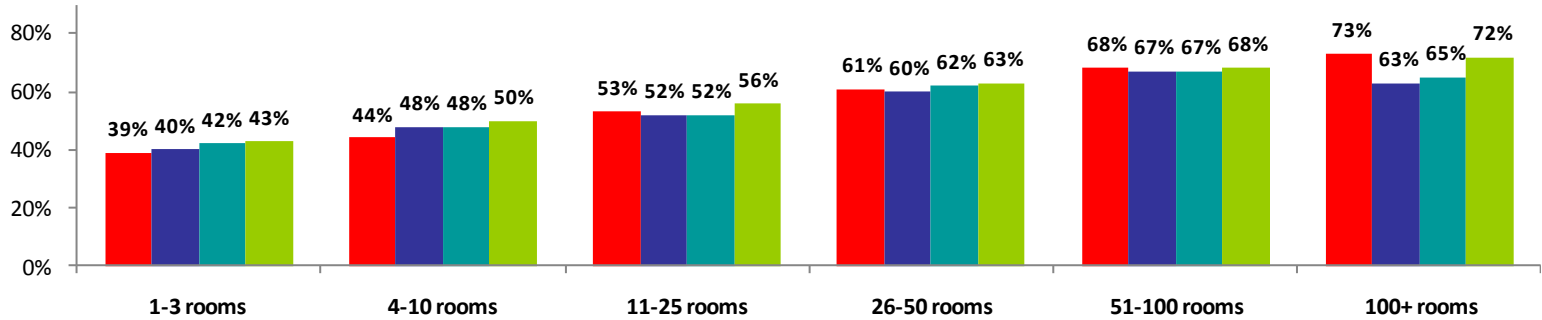


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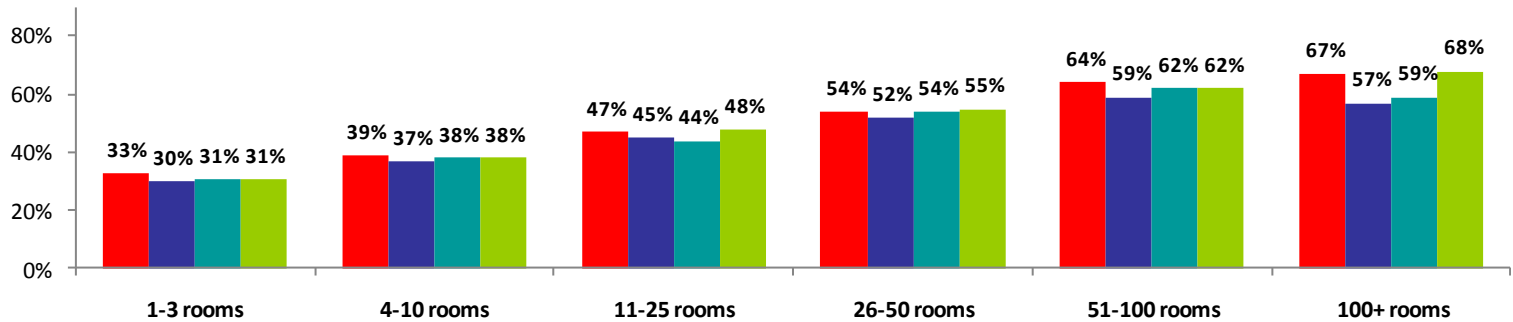
Number of Rooms

Room Occupancy

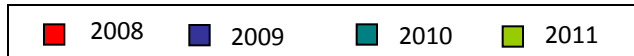
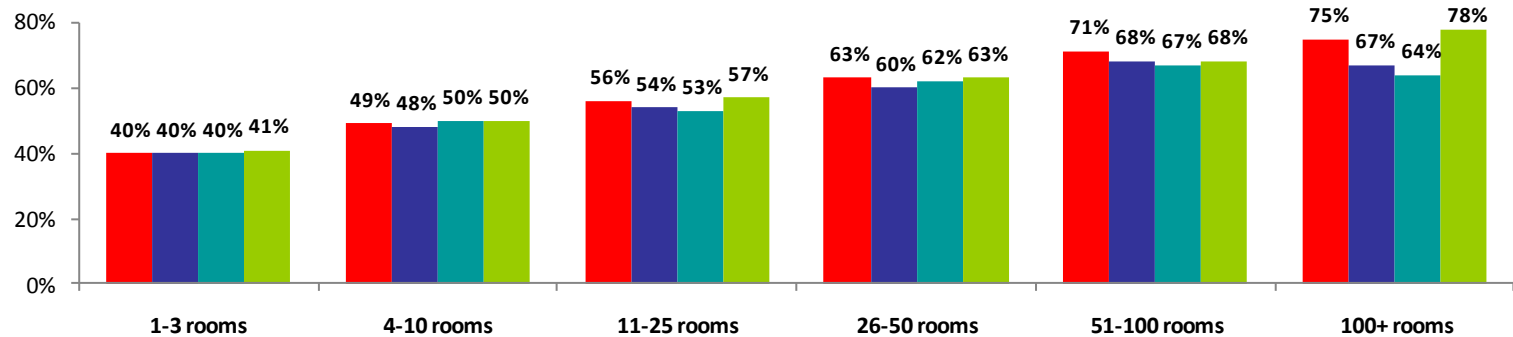
April 2011



**Year to Date
(Jan 11 - Apr 11)**



**Past 12 Mths
(May 10 - Apr 11)**

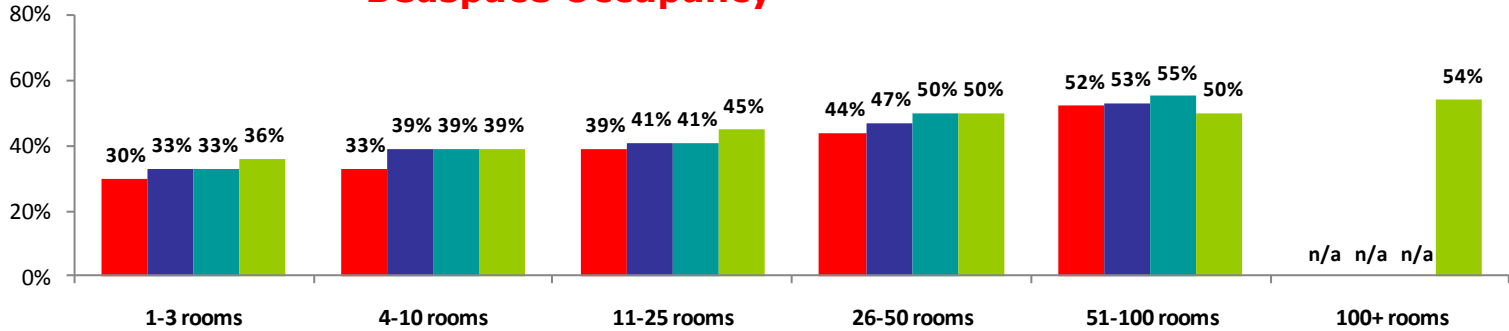


STR data is excluded from past 12 months graphs as data not available for this period
 STR data is included in the year to date information for 2011 only for the 100+ rooms size band

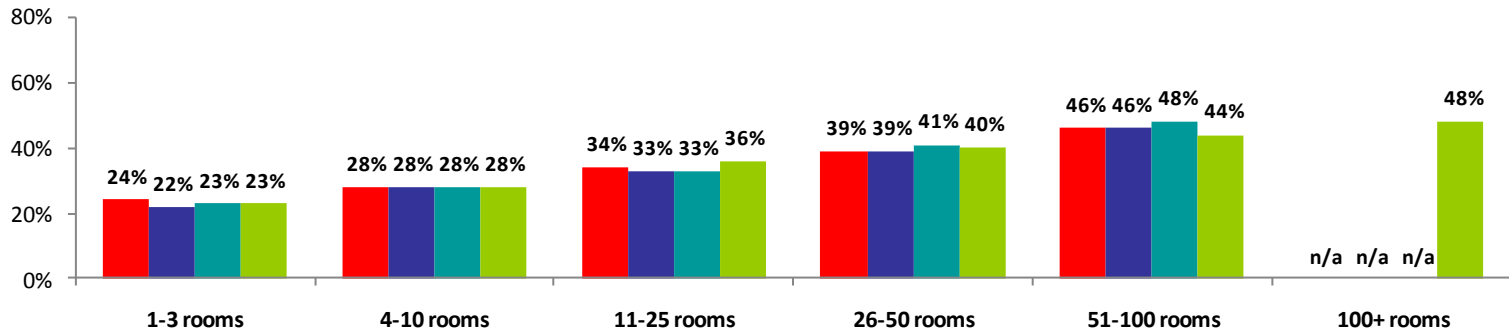
Number of Rooms

Bedspace Occupancy

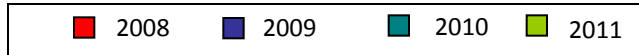
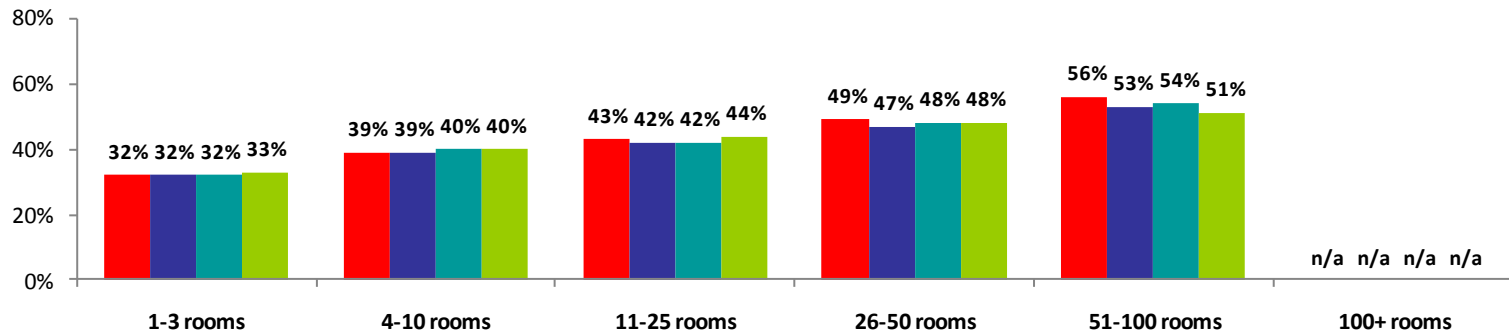
April 2011



Year to Date
(Jan 11-Apr 11)



Past 12 Mths
(May 10- Apr 11)



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