

England Occupancy Survey

February 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 (February) 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.

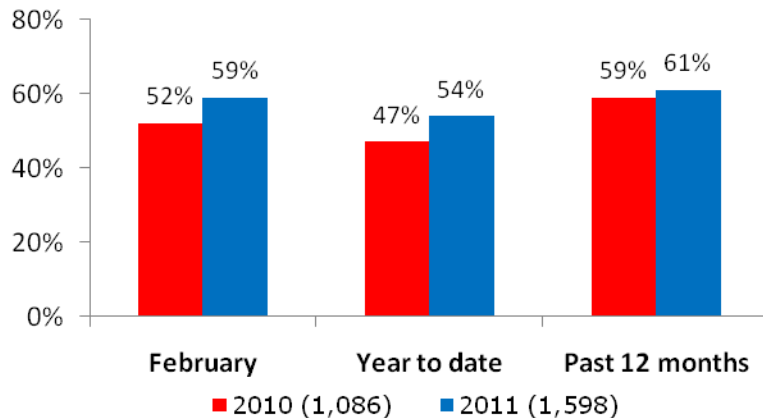
England Occupancy Reporting February 2011 (including data from STR Global)

Monthly Update : February 2011

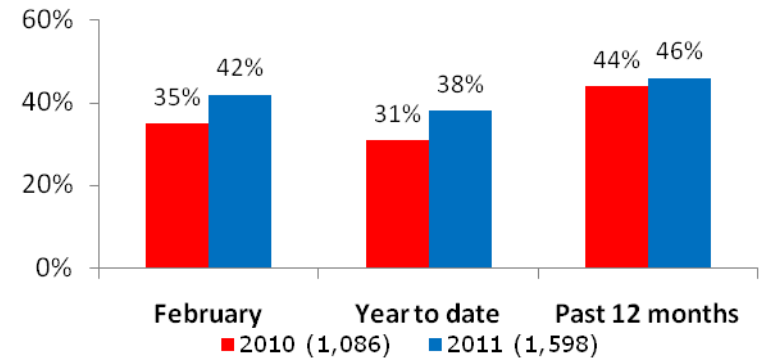
This update shows that in February 2011 England witnessed an increase in both room and bed occupancy levels compared with February 2010.

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 Occupancy



Bedspace Occupancy



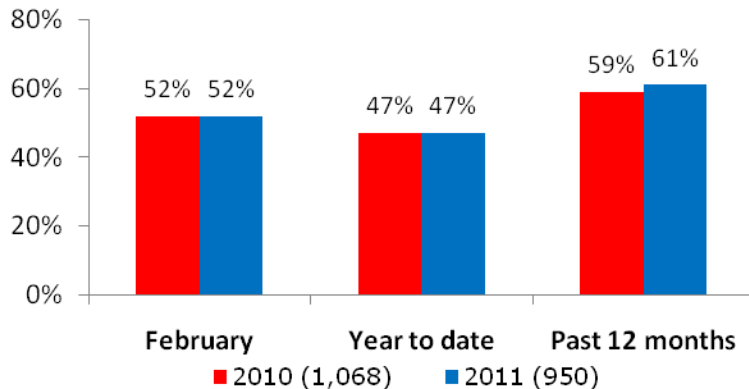
England Occupancy Reporting February 2011 (excluding data from STR Global)

Monthly Update : February 2011

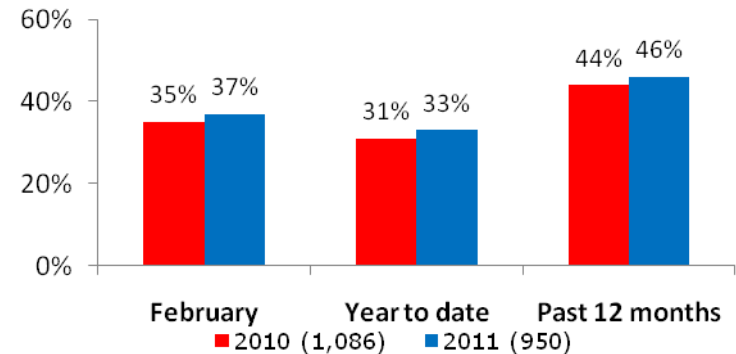
This update shows that in February 2011 room occupancy across England was on a par with the February 2010 percentage. Bed occupancy had witnessed a slight increase compared with February 2010.

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

Room Occupancy



Bedspace Occupancy

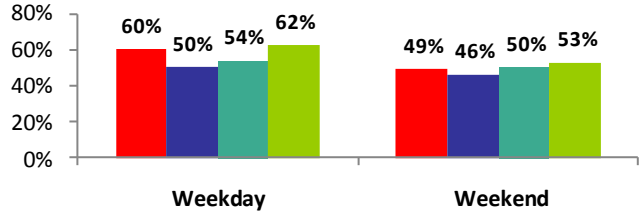


England Occupancy Reporting February 2011

- Across England as a whole, both room and bed occupancy levels were above those achieved during February 2010.
- Room and bed occupancy levels in February 2011 for weekday and weekend occupancy have improved on the February 2010 percentages.
- Room and bed occupancy levels across all sectors in February 2011 have increased on levels achieved during February 2010, with all establishment types 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 February 2010. Both room and bed occupancy levels for city/large towns, small towns and countryside locations were at the highest levels for the last 4 years.
- Room occupancy levels across all size bands witnessed an increase compared with the levels achieved in February 2010, with the exception of the 1-3 size band which had a slight decrease in room occupancy levels. Bed occupancy had remained static or increased on the February 2010 levels, with the exception of the 26-50 and 51-100 size bands which had decreased slightly

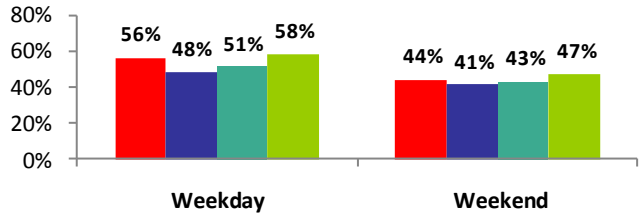
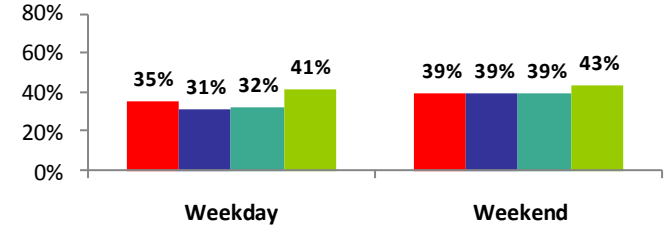
Weekday / Weekend

Room Occupancy

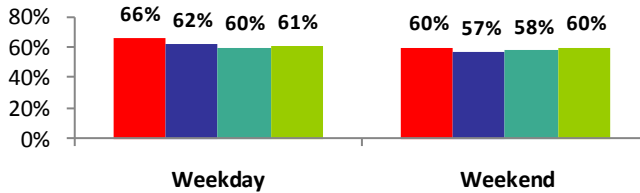
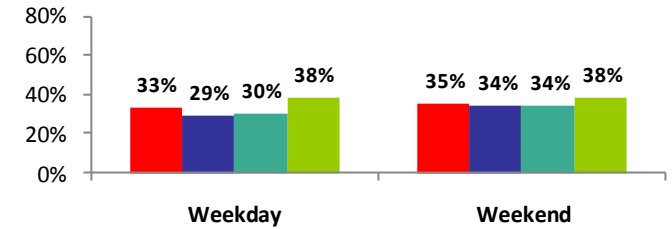


February 2011

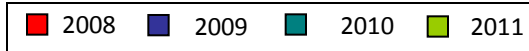
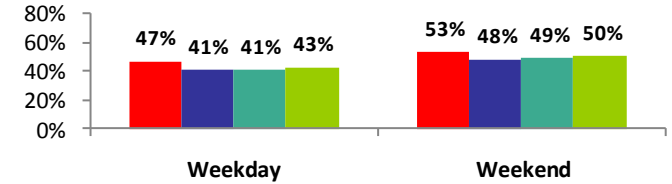
Bedspace Occupancy



Year to Date
(Jan 11 - Feb 11)

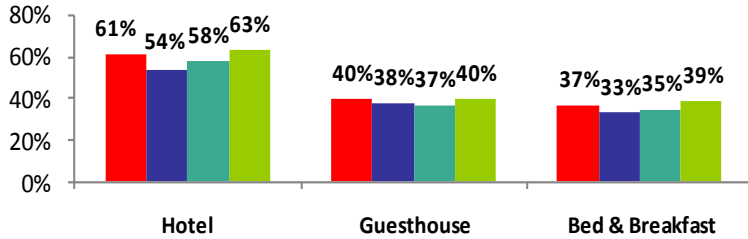


Past 12 Mths
(Mar 10 - Feb 11)



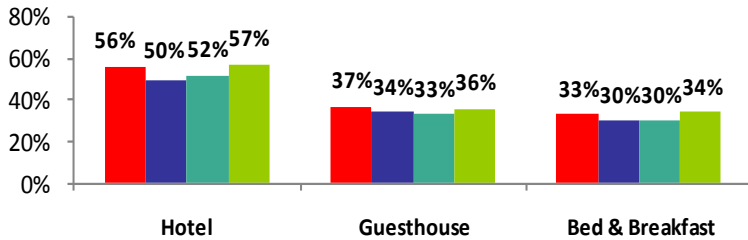
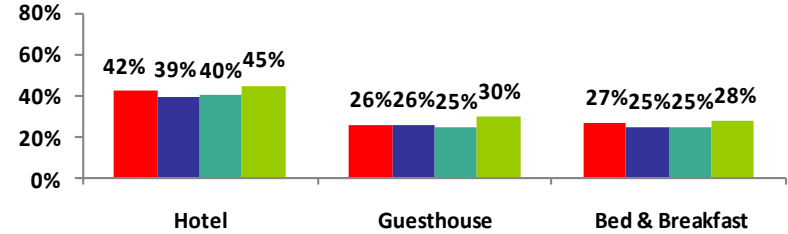
Establishment Type

Room Occupancy

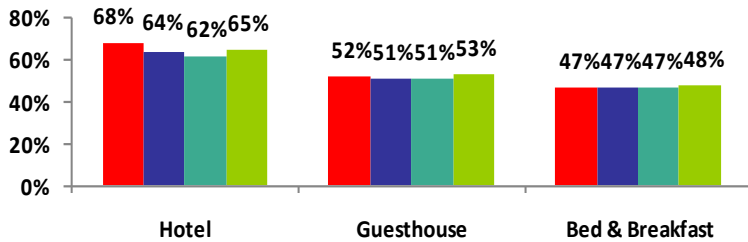
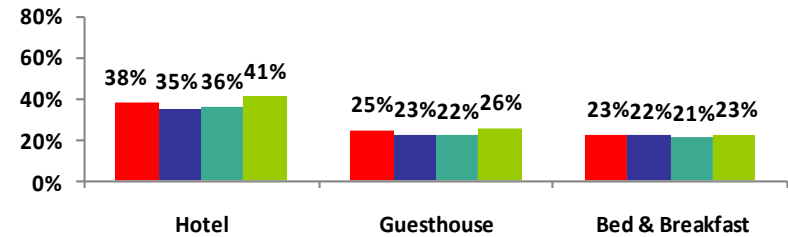


February 2011

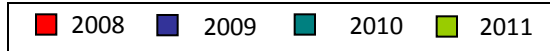
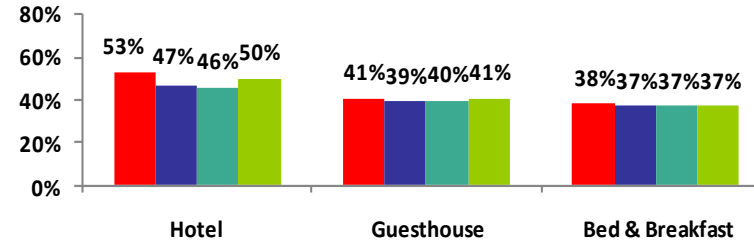
Bedspace Occupancy



Year to Date
(Jan 11-Feb 11)



Past 12 Mths
(Mar 10- Feb 11)

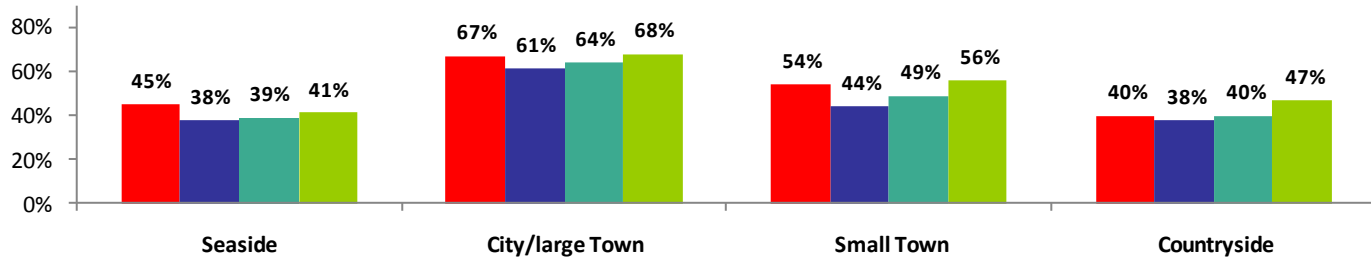


STR data is excluded from past 12 months graphs as data not available for this period
STR data is included in the year to data information for 2011 only for the Hotel sector

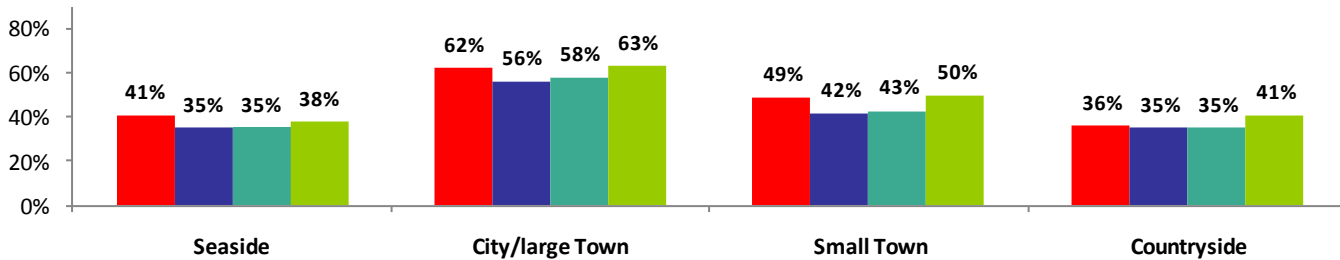
Location

Room Occupancy

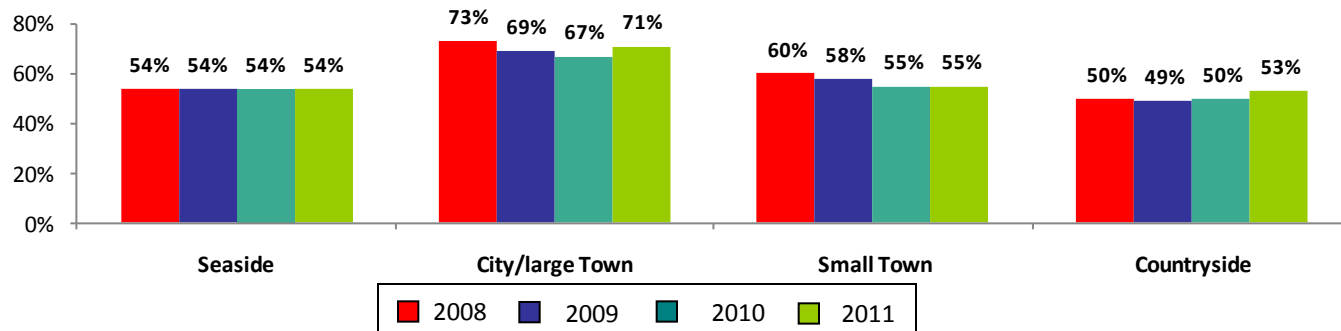
February 2011



Year to Date
(Jan 11-Feb 11)



Past 12 months
(Mar 10- Feb 11)

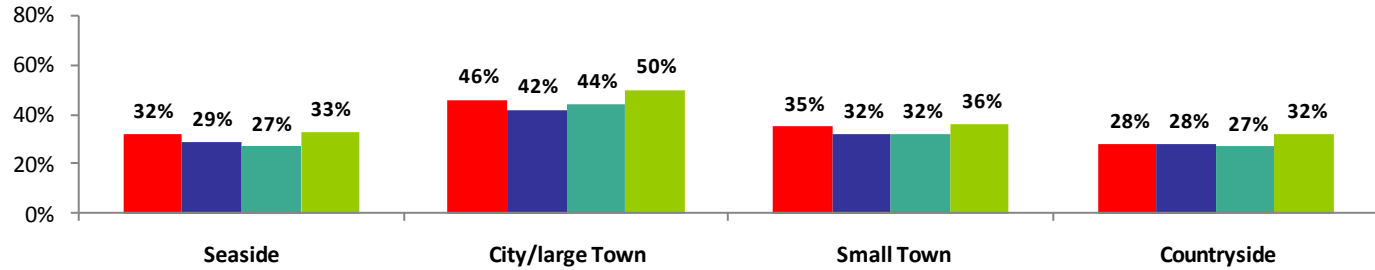


STR data is excluded from past 12 months graphs as data not available for this period
STR data is included in the year to date information for 2011 only

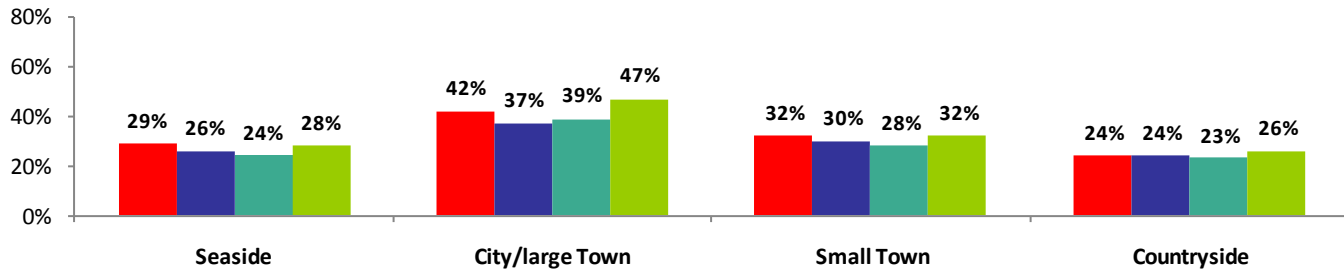
Location

Bedspace Occupancy

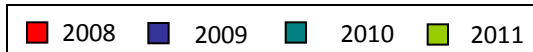
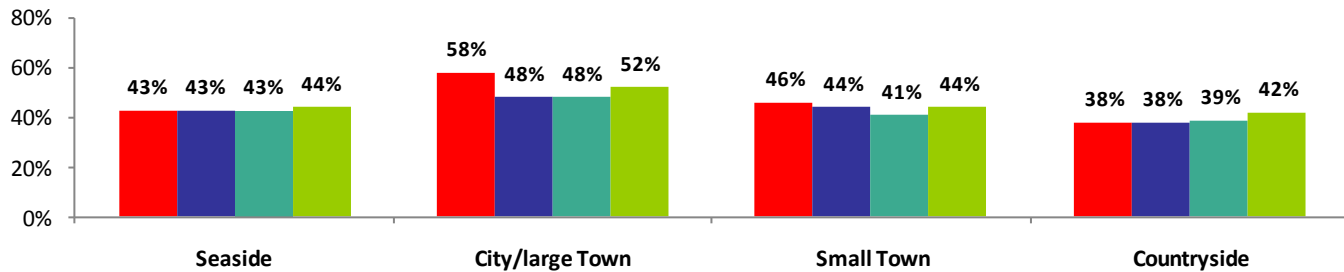
February 2011



Year to Date
(Jan 11-Feb 11)



Past 12 months
(Feb 10- Jan 11)

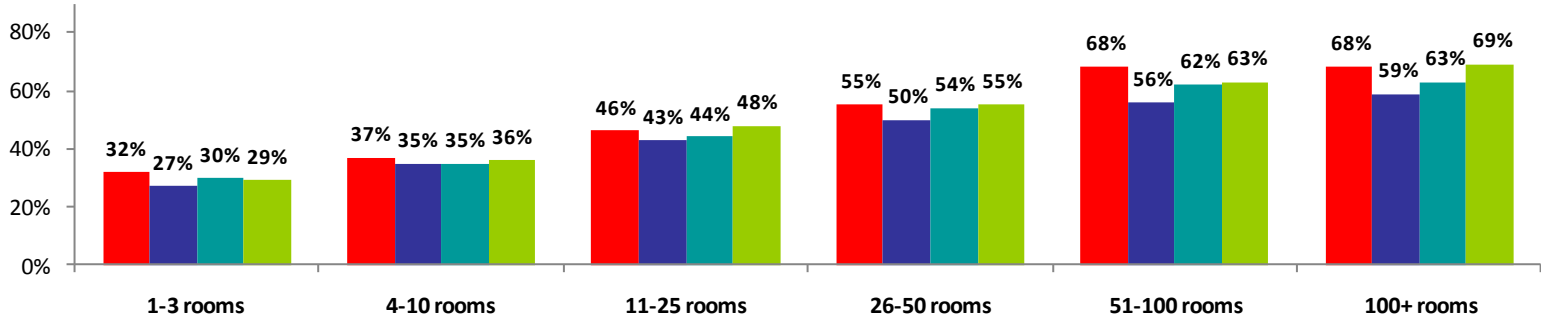


STR data is excluded from past 12 months graphs as data not available for this period
STR data is included in the year to date information for 2011 only

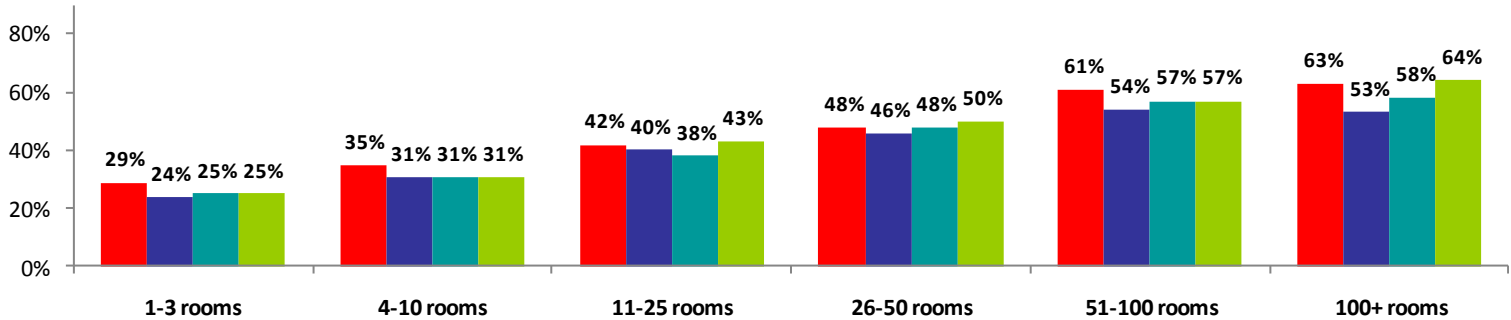
Number of Rooms

Room Occupancy

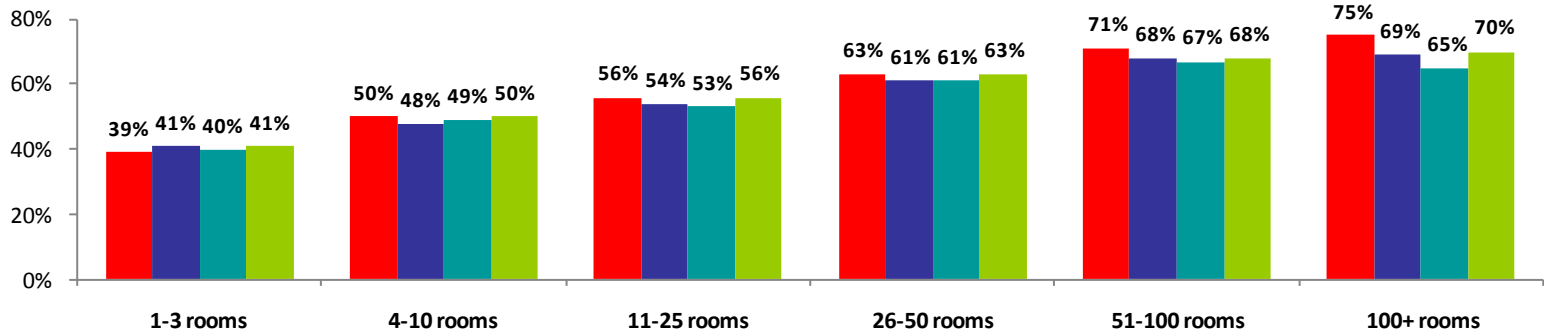
**February
2011**



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



**Past 12 Mths
(Feb 10- Jan 11)**

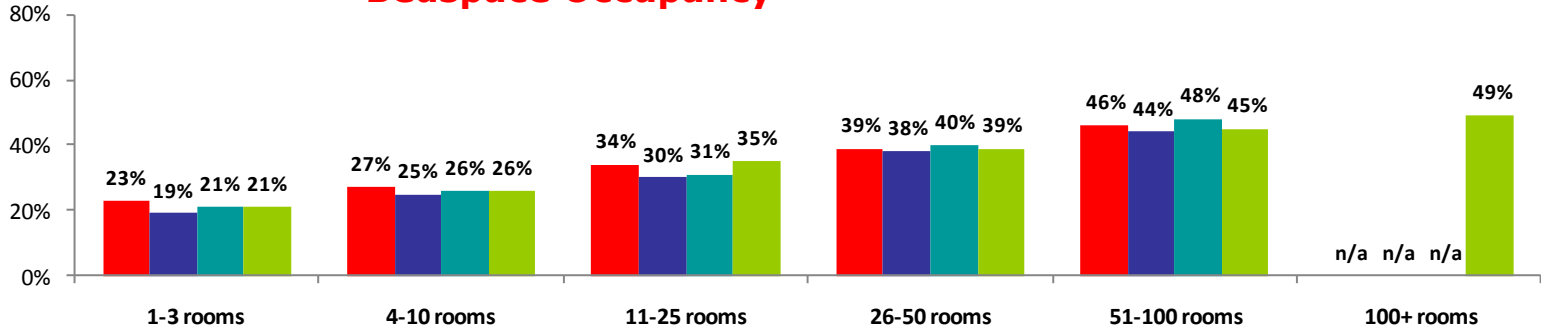


STR data is excluded from past 12 months graphs as data not available for this period
 STR data is included in the year to date information for 2011 only for the 100+ rooms size band

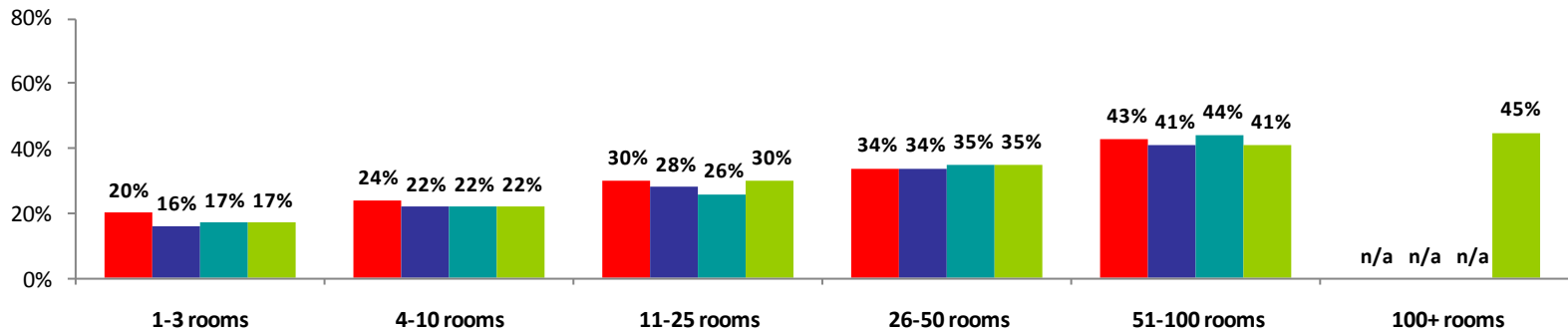
Number of Rooms

Bedspace Occupancy

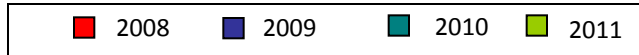
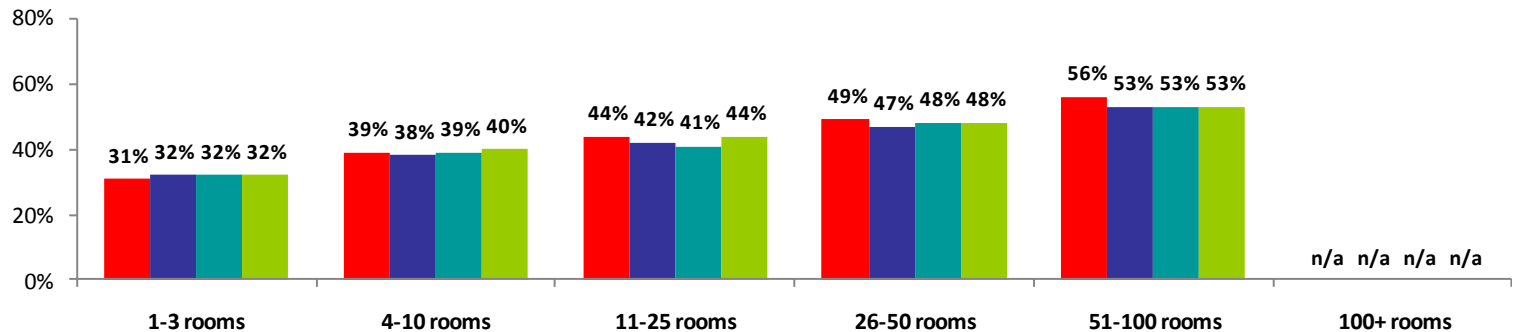
**February
2011**



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



**Past 12 Mths
(Feb 10- Jan 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