

England Occupancy Survey

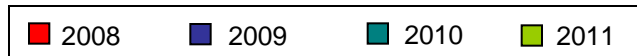
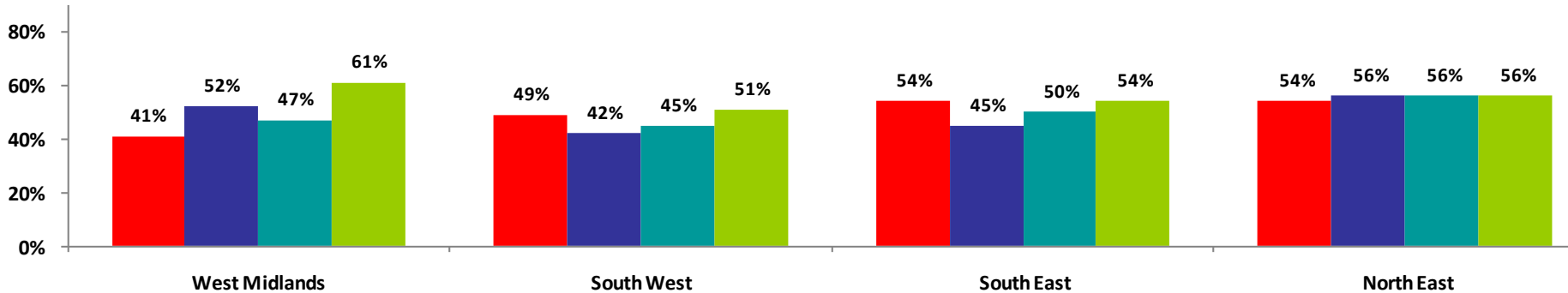
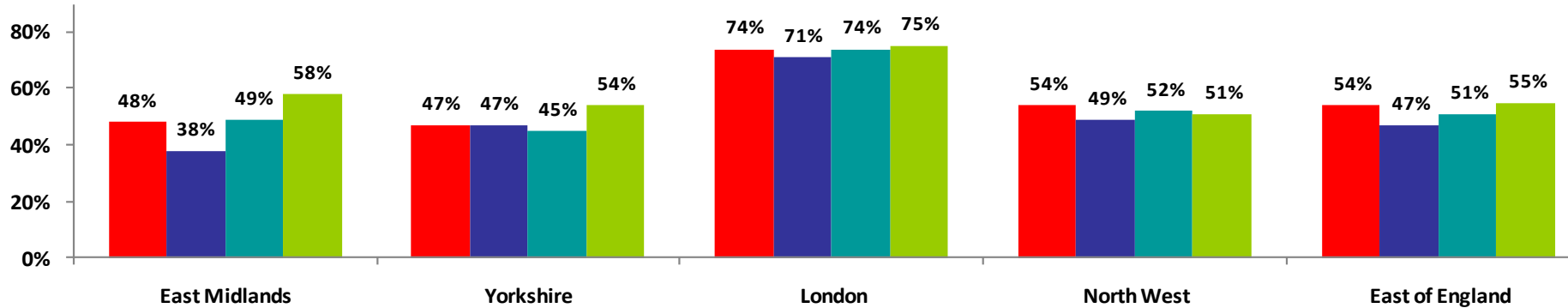
February 2011 Regional Results

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 (February) 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.

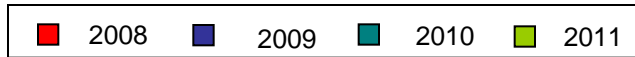
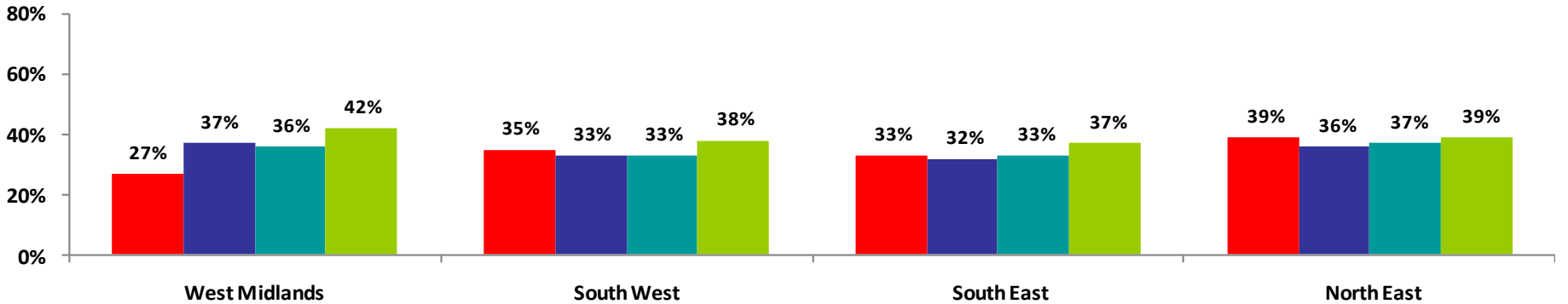
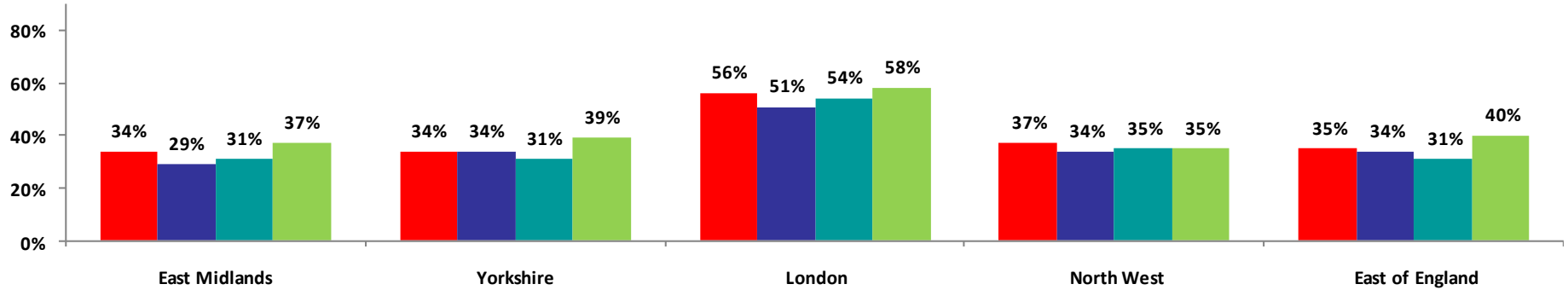
Regional Occupancy Rates

Room Occupancy – February 2011



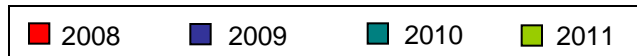
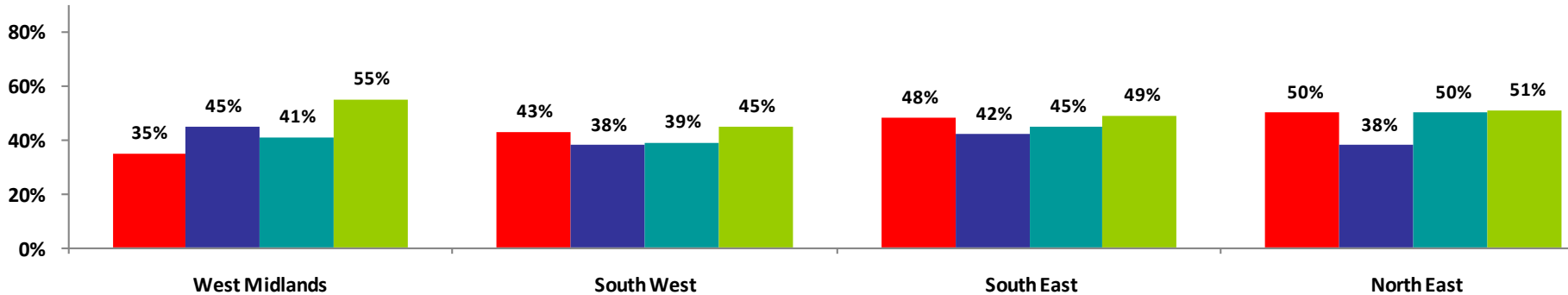
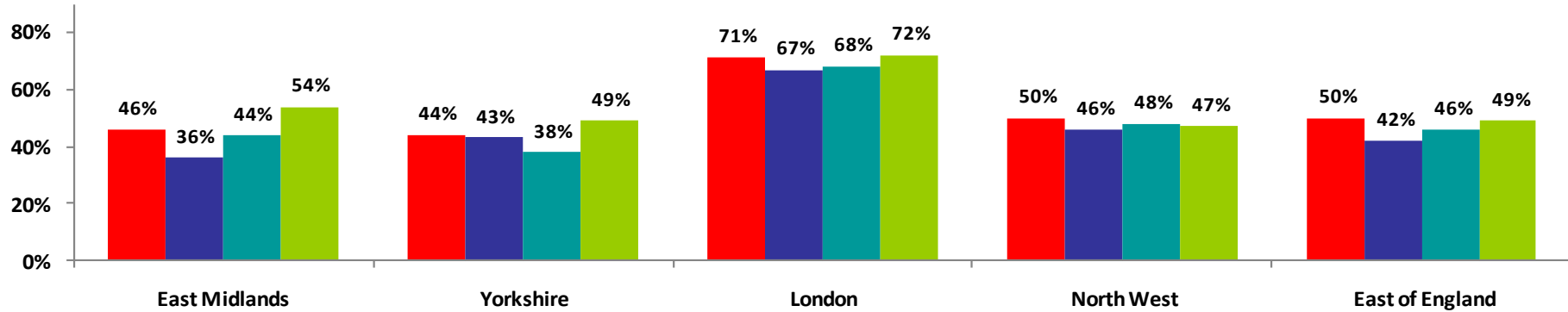
Regional Occupancy Rates

Bedspace Occupancy – February 2011



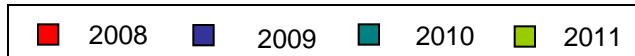
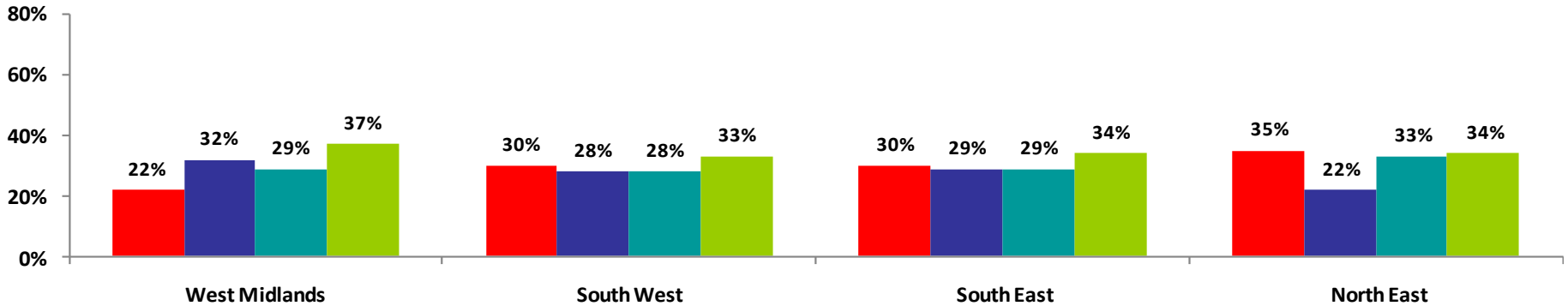
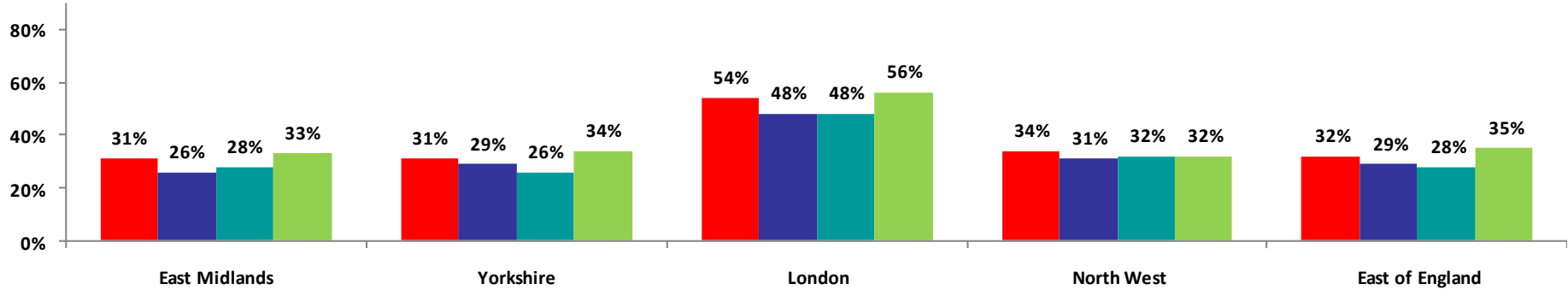
Regional Occupancy Rates

Room Occupancy – Year to Date (Jan 11 – Feb 11)



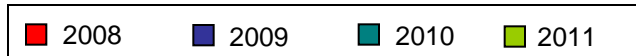
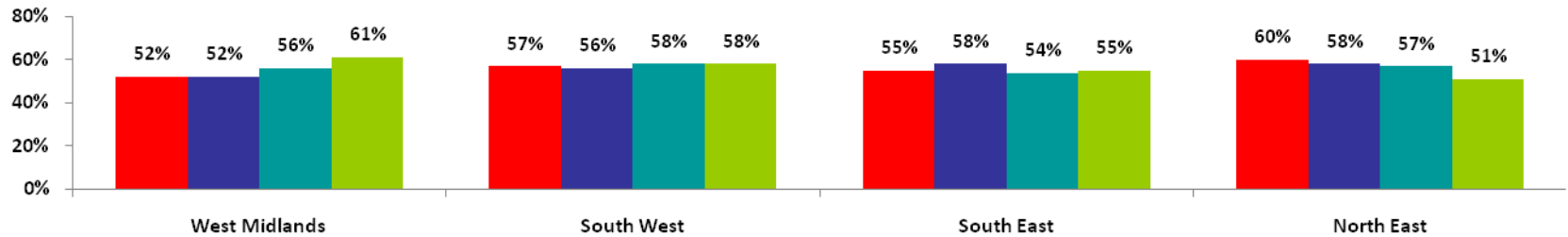
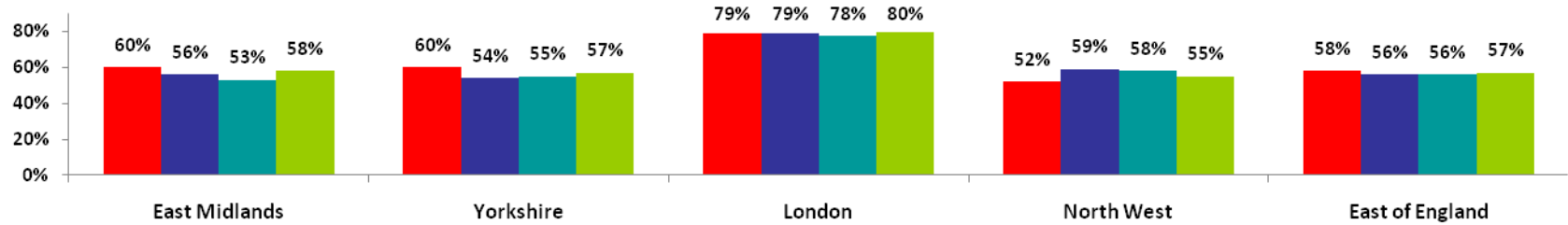
Regional Occupancy Rates

Bedspace Occupancy – Year to date (Jan 11 – Feb 11)



Regional Occupancy Rates

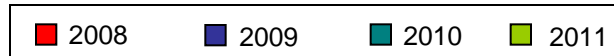
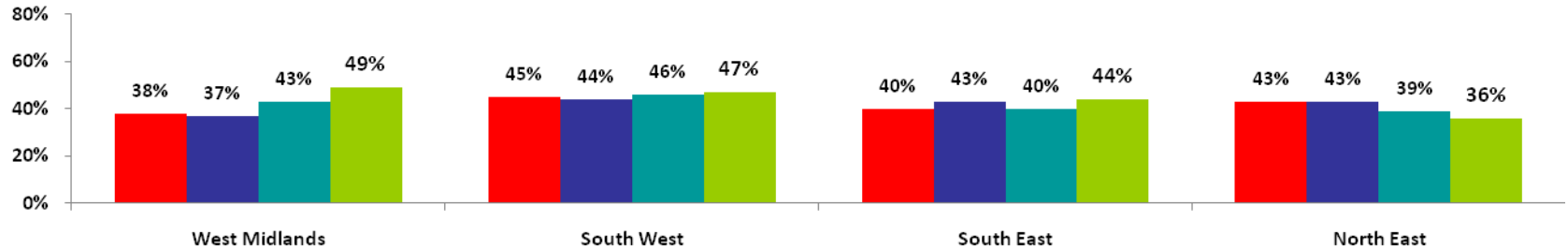
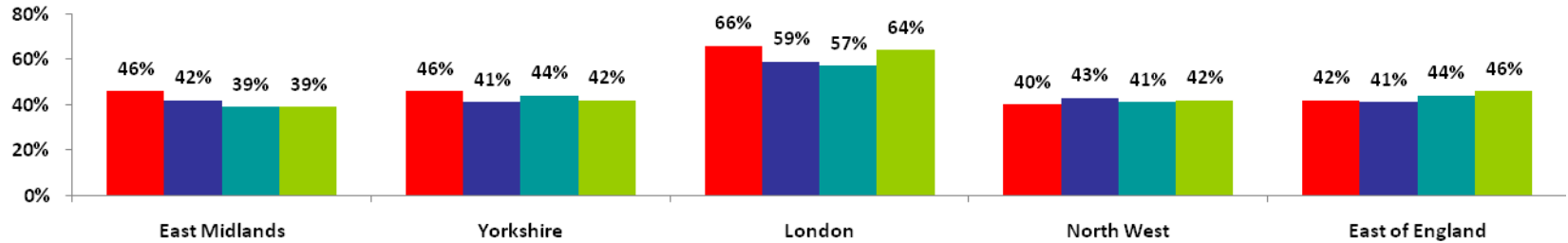
Room Occupancy – Past 12 Mths (Mar 10 – Feb 11)



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 – Past 12 Mths (Mar 10 – Feb 11)



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