

England Occupancy Survey

January 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 (January) 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.

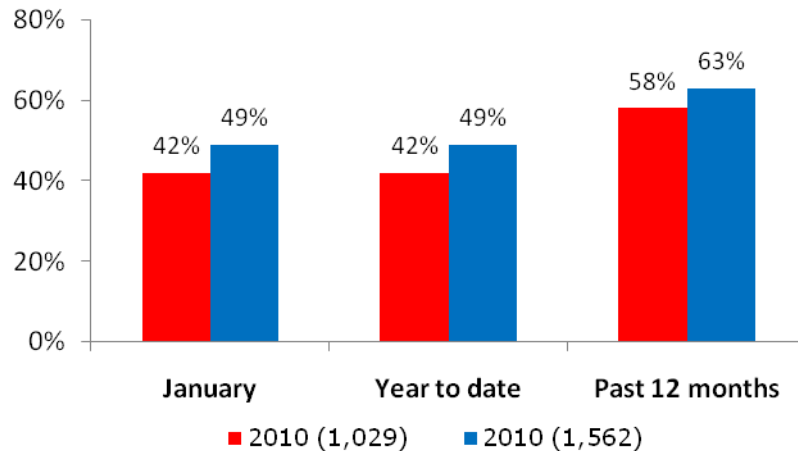
England Occupancy Reporting January 2011 (including data from STR Global)

Monthly Update : January 2011

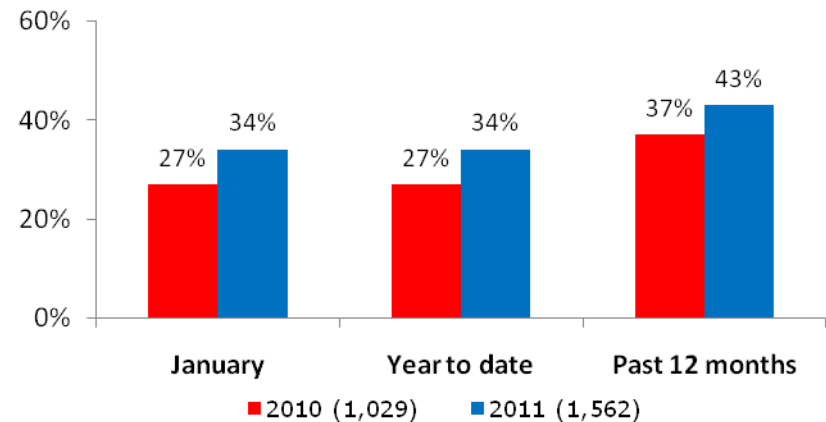
This update shows that in January 2011 England witnessed an increase in both room and bed occupancy levels compared with January 2010.

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



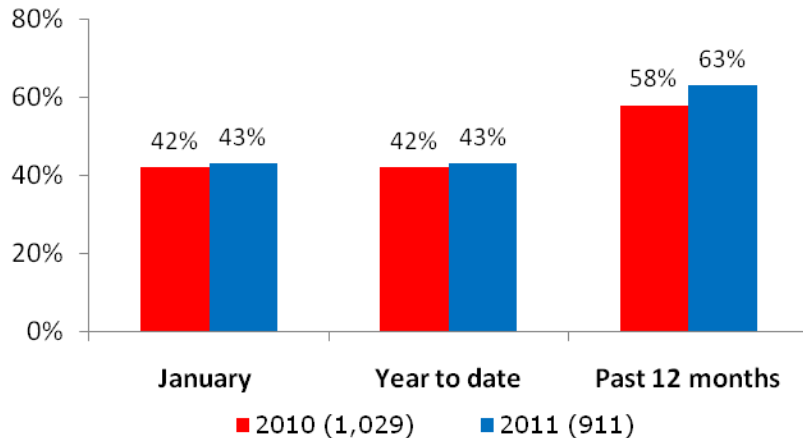
England Occupancy Reporting January 2011 (excluding data from STR Global)

Monthly Update : January 2011

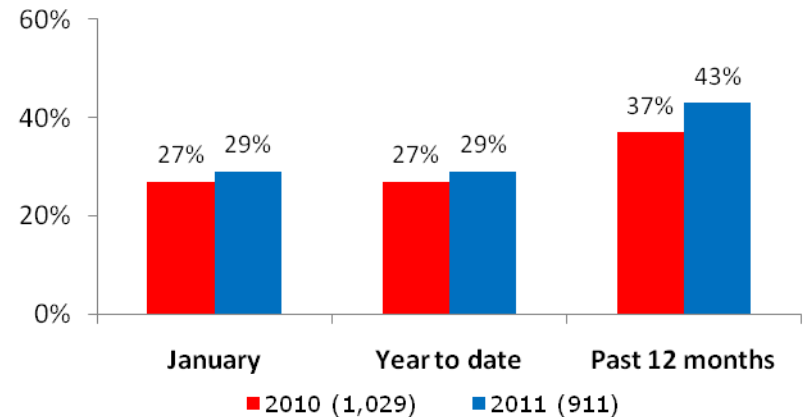
This update shows that in January 2011 room and bed occupancy levels across England witnessed a slight increase compared with January 2010.

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

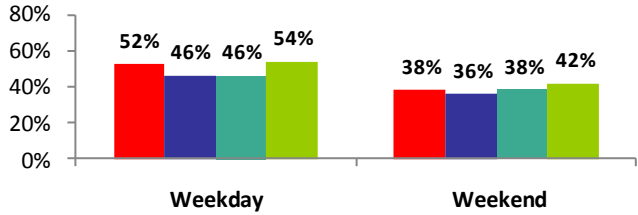


England Occupancy Reporting January 2011

- Across England as a whole, both room and bed occupancy levels were above those achieved during January 2010.
- Room and bed occupancy levels in January 2011 for weekday and weekend occupancy have improved on the January 2010 percentages.
- Room and bed occupancy levels across all sectors in January 2011 have improved on levels witnessed during January 2010, with hotels and Bed & Breakfast establishments 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 January 2010. Both room and bed occupancy levels for city/large towns and countryside locations were at the highest levels for the last 4 years.
- Room occupancy levels across all size bands have increased or remained static with the levels achieved in January 2010. Bed occupancy levels across all size bandings have also increased compared with 2010 levels, with the exception of the 51-100 size band, which has witnessed a slight decrease in occupancy.

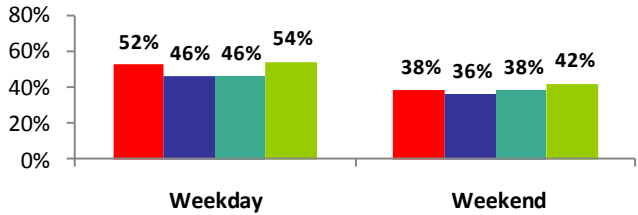
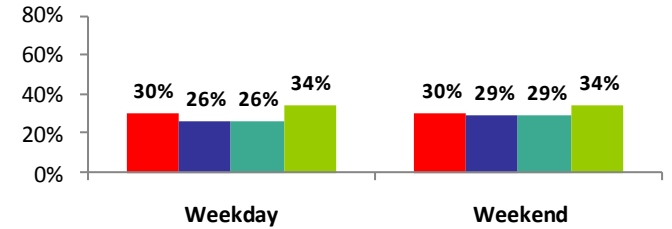
Weekday / Weekend

Room Occupancy

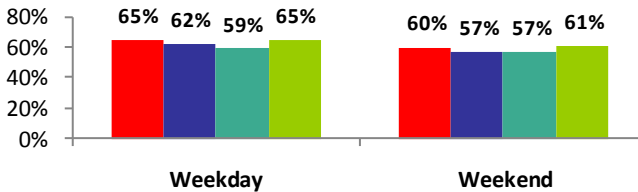
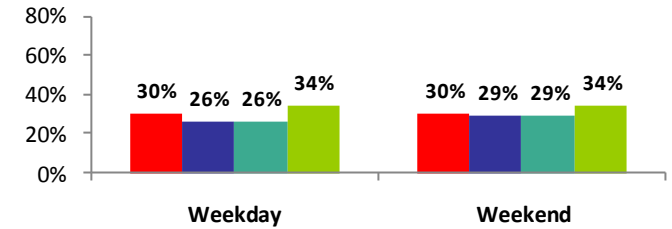


January 2011

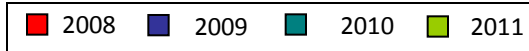
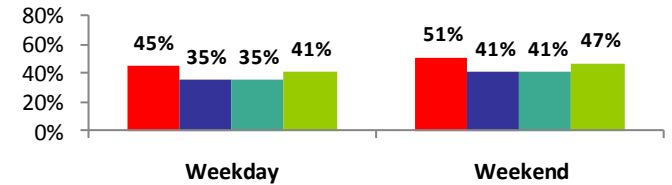
Bedspace Occupancy



Year to Date
(January 2011)



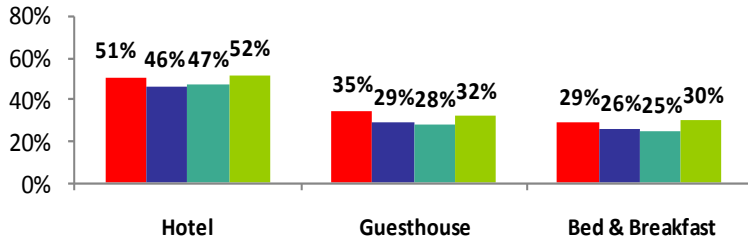
Past 12 Mths
(Feb 10 - Jan 11)



STR data is excluded from past 12 months graphs as data not available for this period

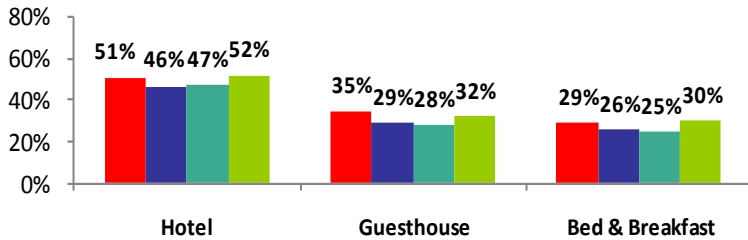
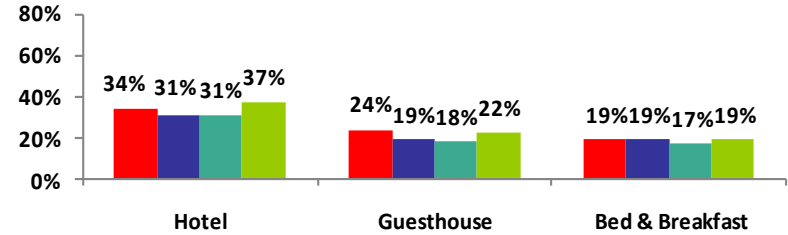
Establishment Type

Room Occupancy

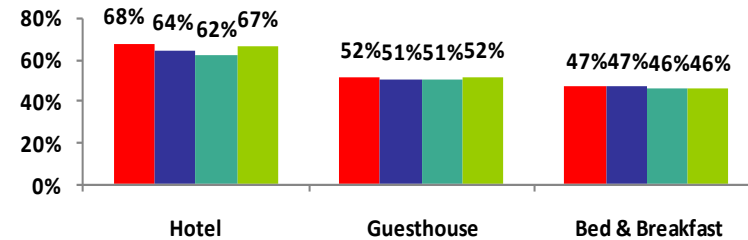
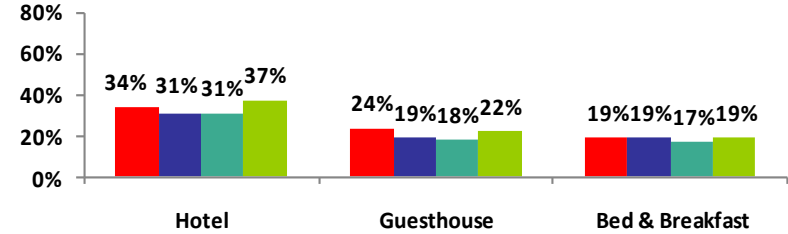


January 2011

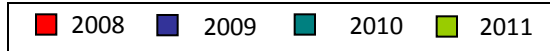
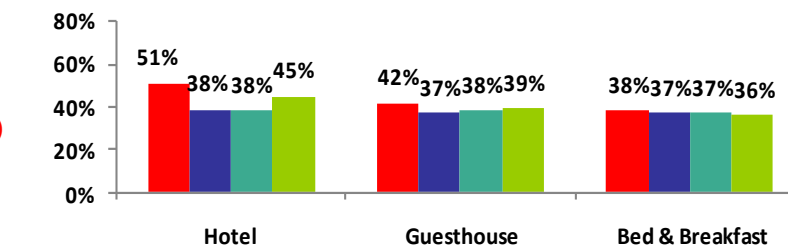
Bedspace Occupancy



Year to Date
(January 2011)



Past 12 Mths
(Feb 10– Jan 11)

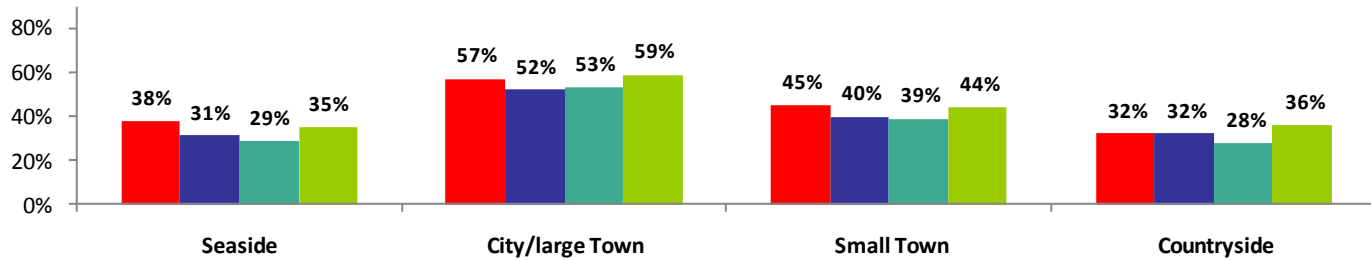


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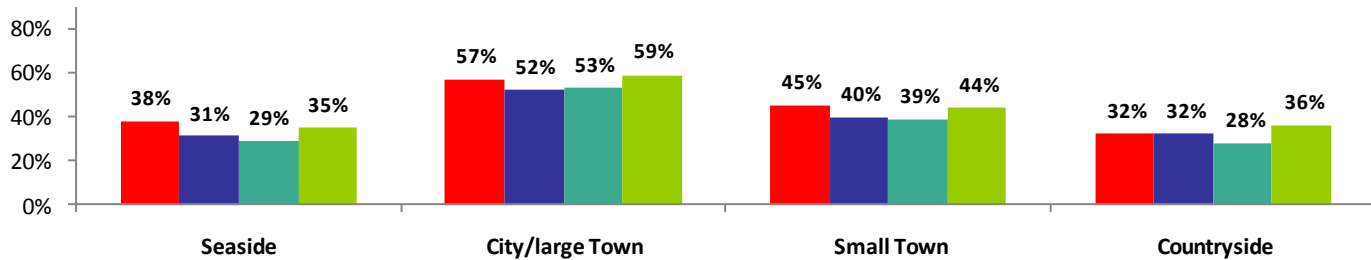
Location

Room Occupancy

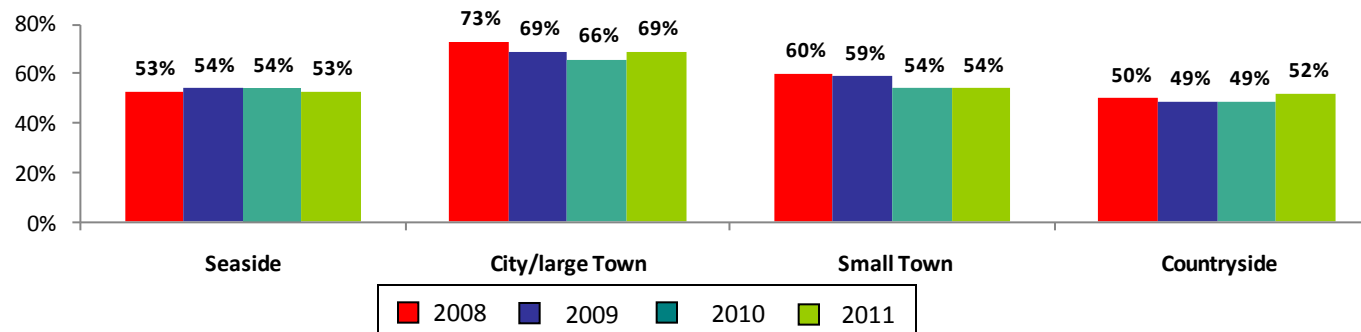
January 2011



Year to Date
(January 2011)



Past 12 months
(Feb 10– Jan 10)

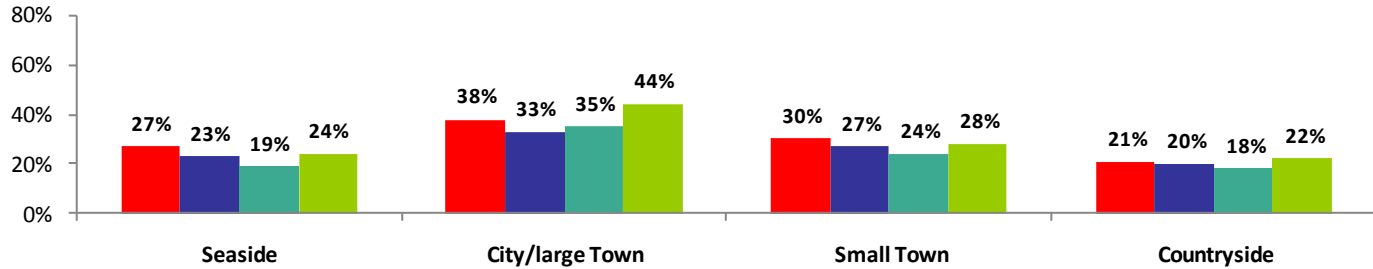


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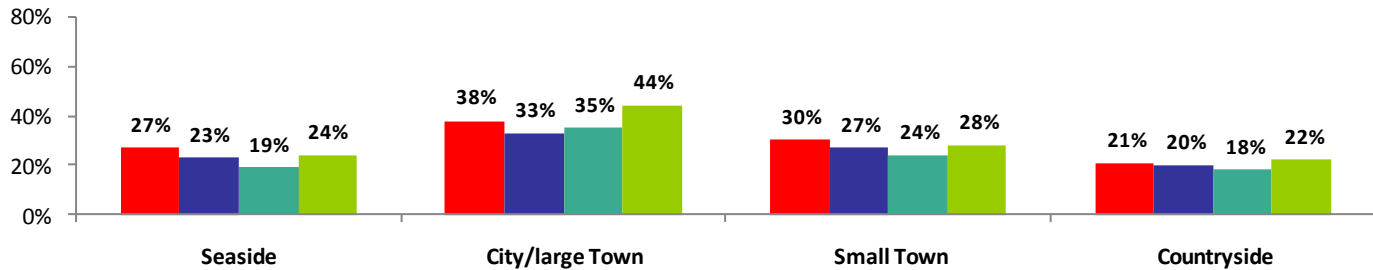
Location

Bedspace Occupancy

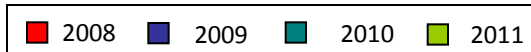
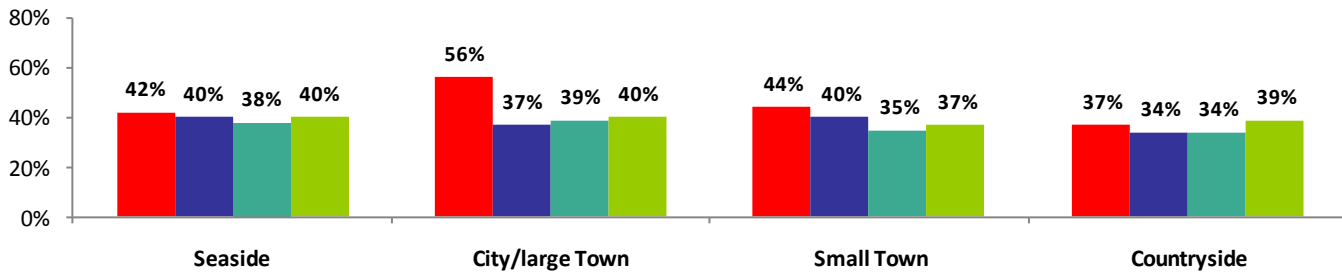
January 2011



Year to Date
(January 2011)



Past 12 months
(Feb 10– Jan 11)

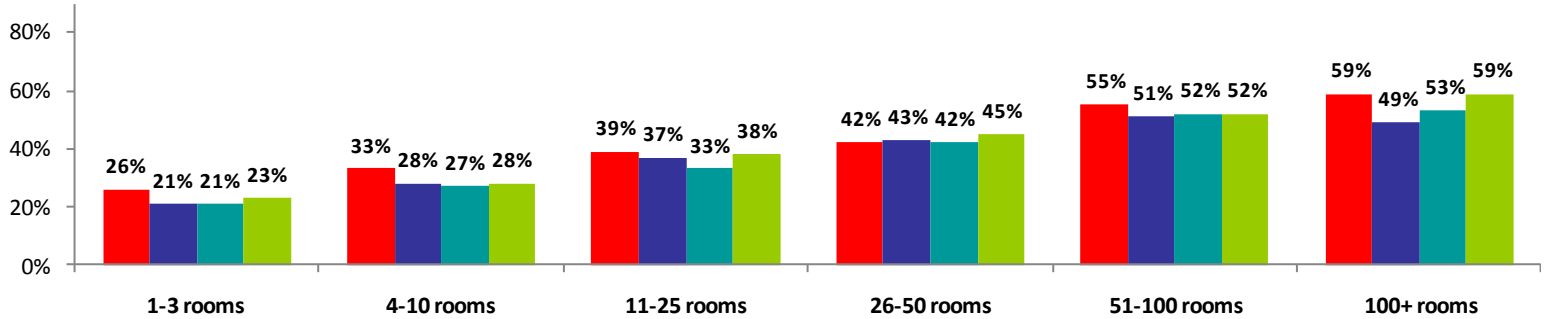


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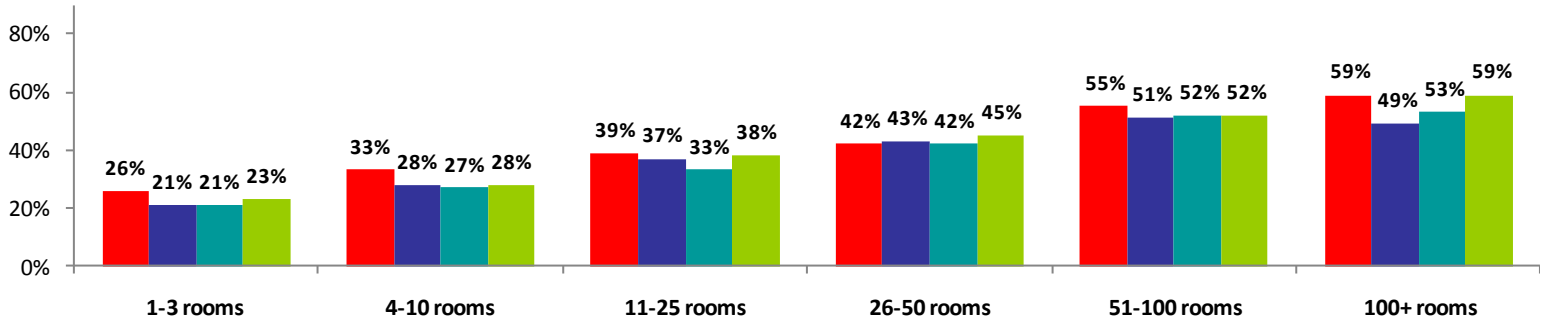
Number of Rooms

Room Occupancy

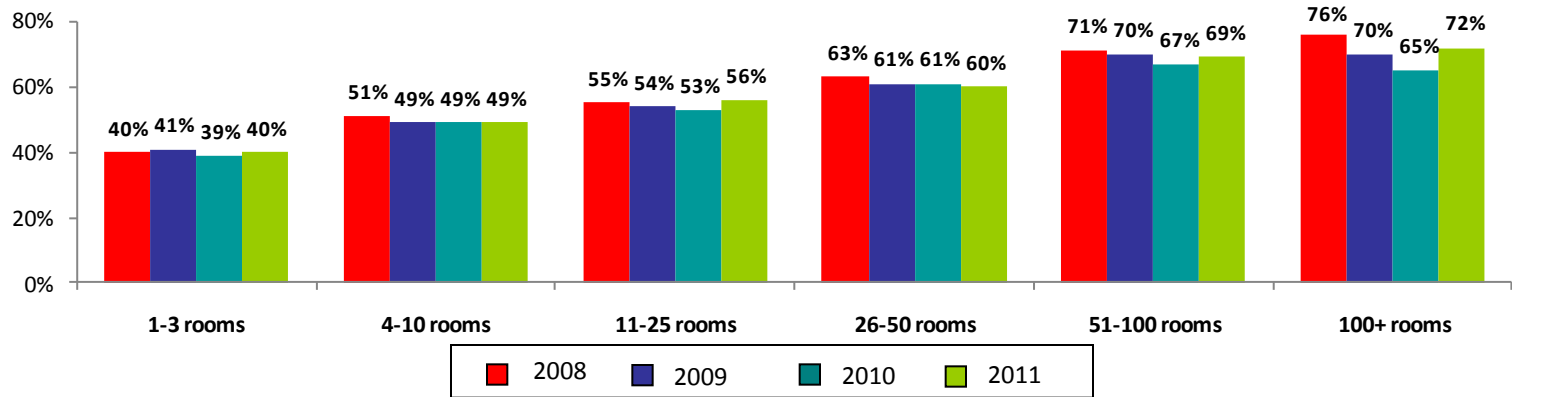
January 2011



Year to Date
(January 2011)



Past 12 Mths
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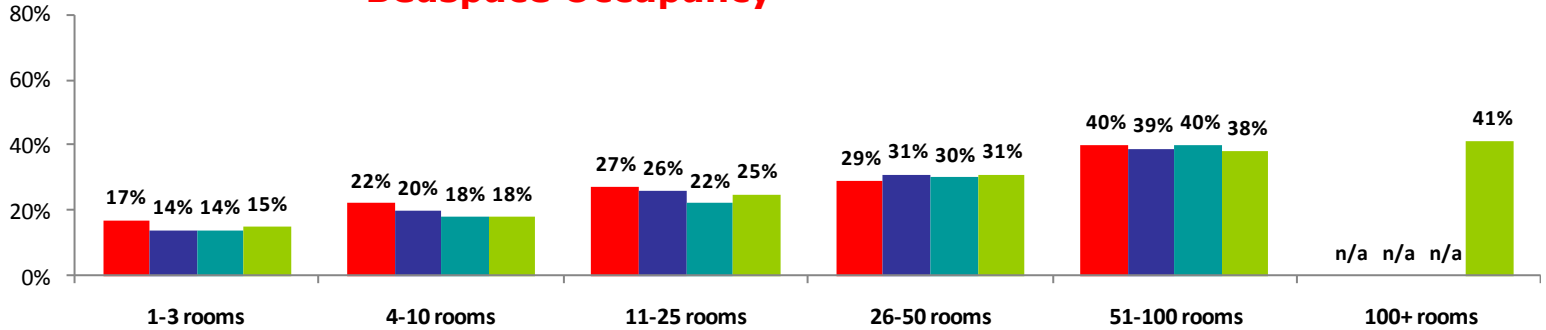


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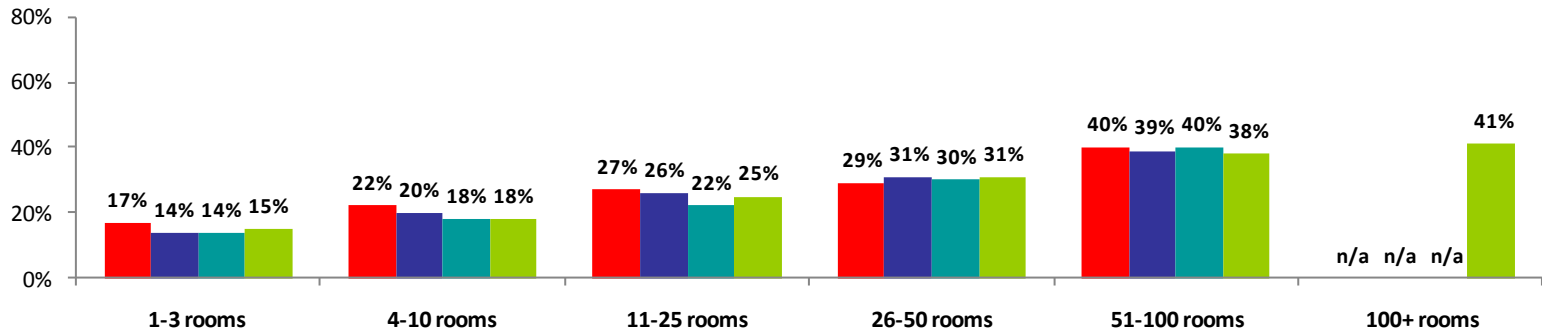
Number of Rooms

Bedspace Occupancy

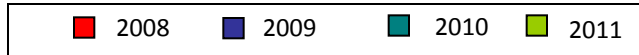
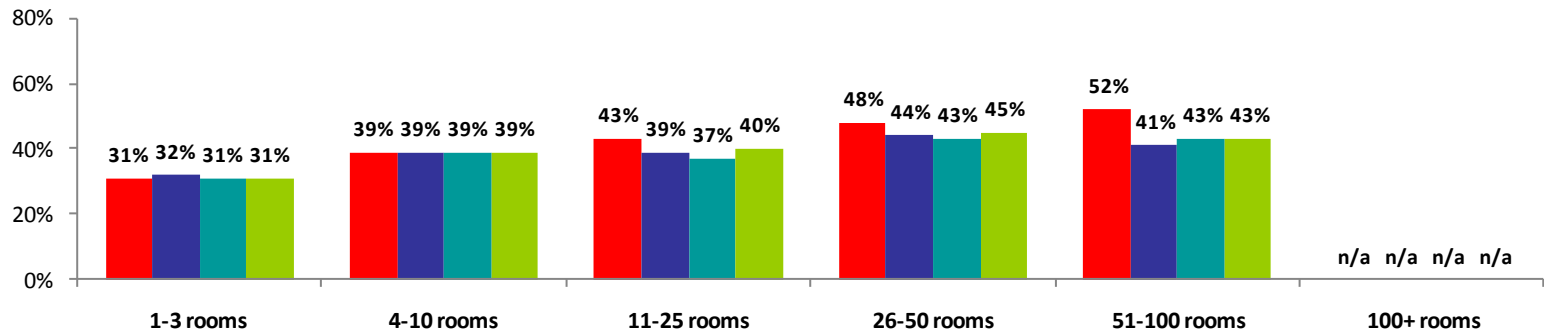
January 2011



Year to Date
(January 2011)



Past 12 Mths
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