

England Occupancy Survey

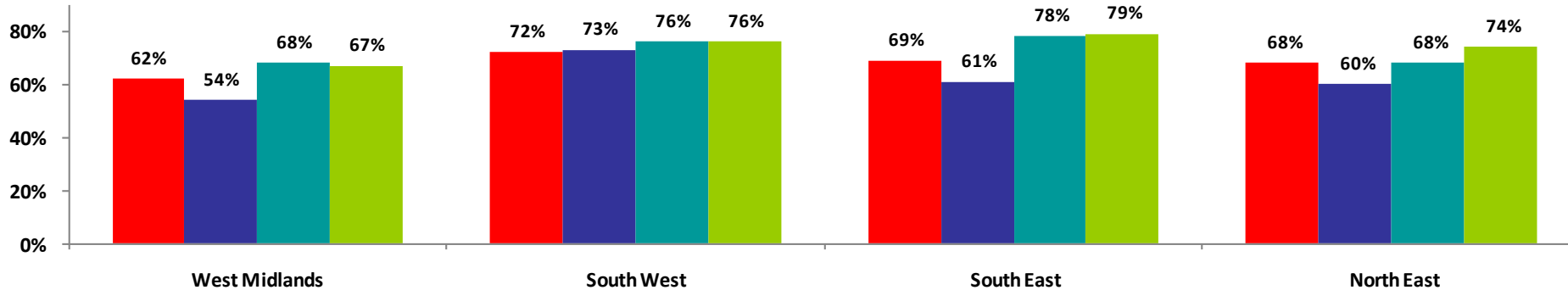
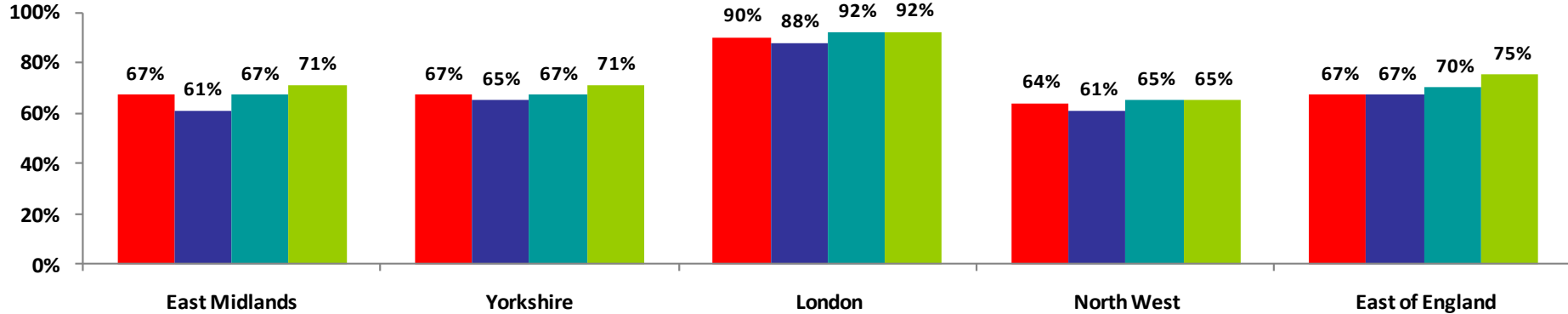
July 2011 Regional Results

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).
- **From June 2011, STR data is included in the single month analysis (July) and the 2011 year to date and past 12 months data. It is not included in the past 12 month or year-to-date data 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.

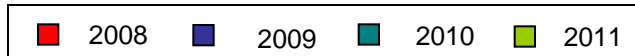
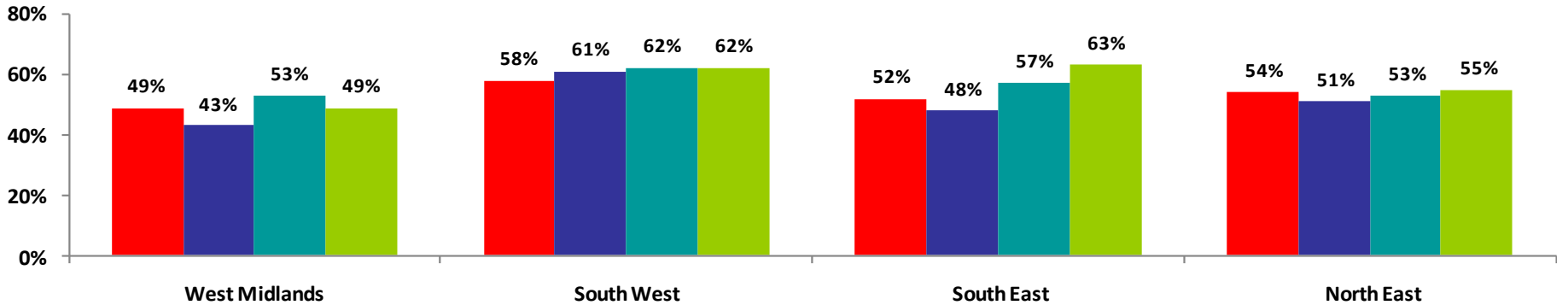
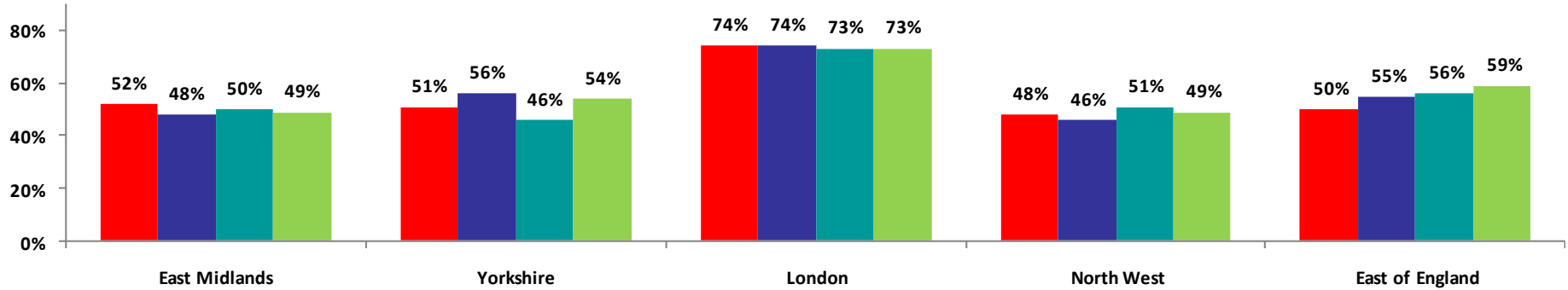
Regional Occupancy Rates

Room Occupancy – July 2011



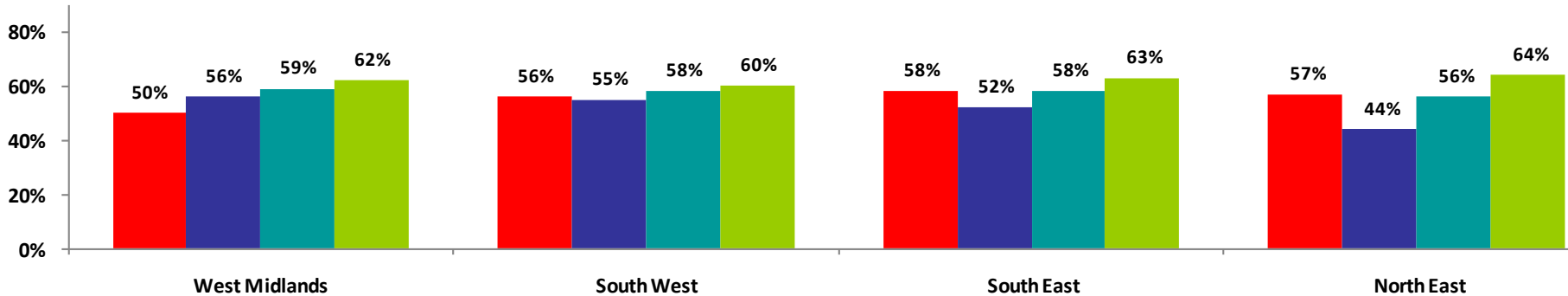
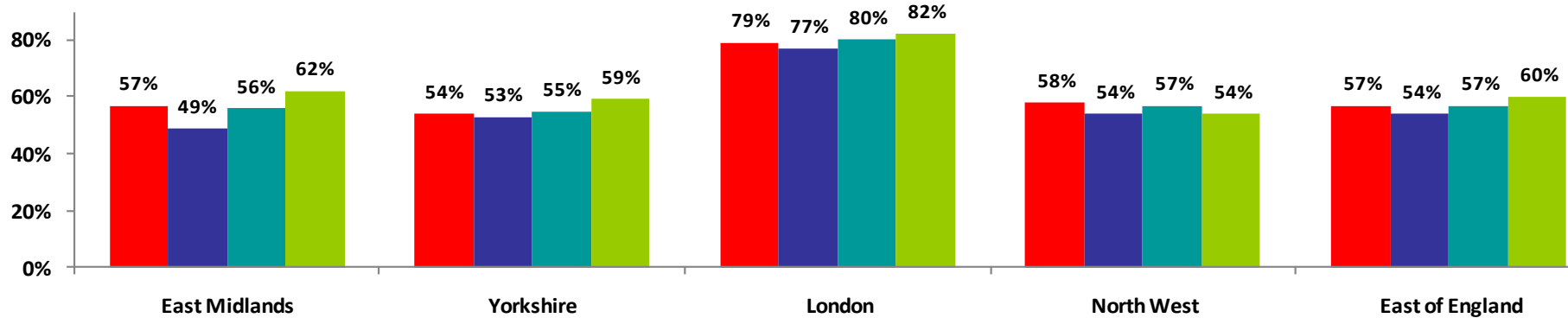
Regional Occupancy Rates

Bedspace Occupancy – July 2011



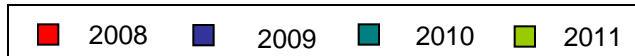
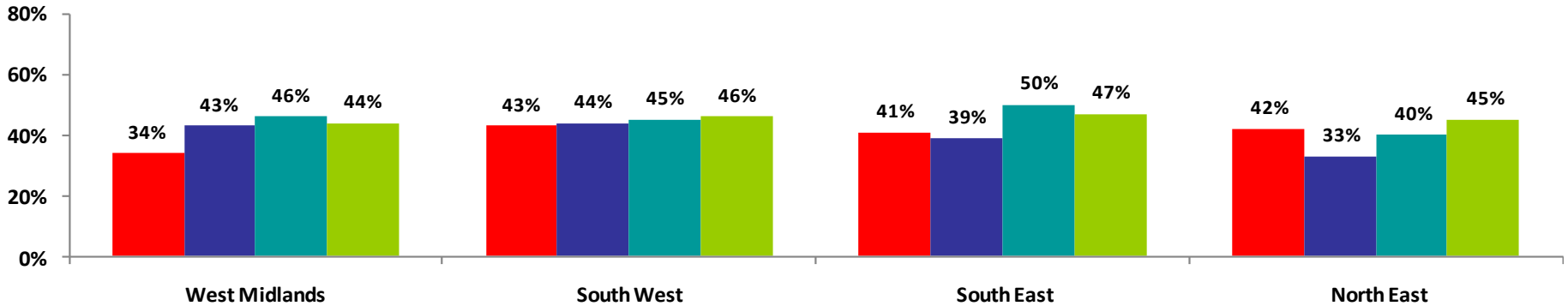
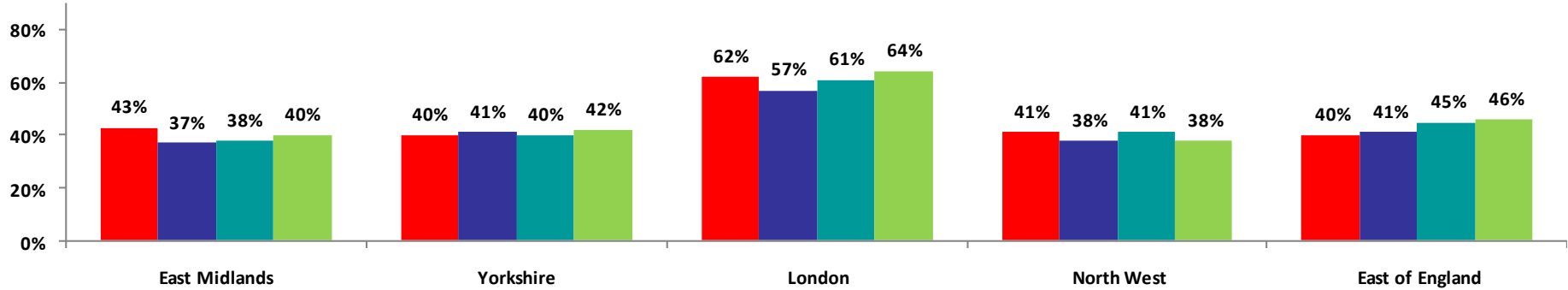
Regional Occupancy Rates

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



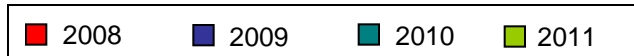
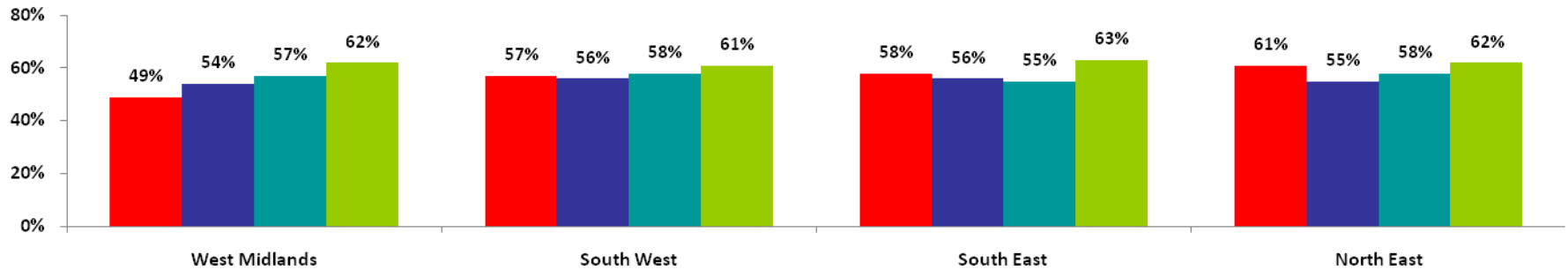
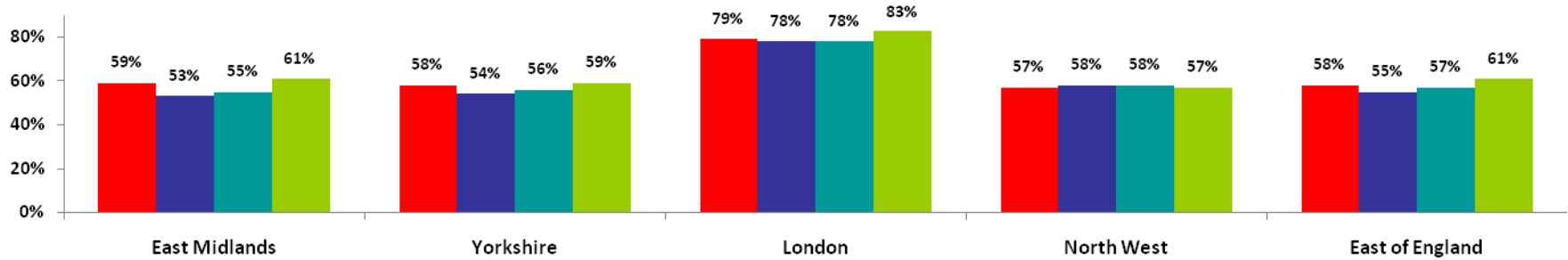
Regional Occupancy Rates

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



Regional Occupancy Rates

Room Occupancy – Past 12 Mths (Aug 10 – Jul 11)



Regional Occupancy Rates

Bedspace Occupancy – Past 12 Mths (Aug 10 – Jul 11)

