

# England Occupancy Survey

March 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 (March) 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.

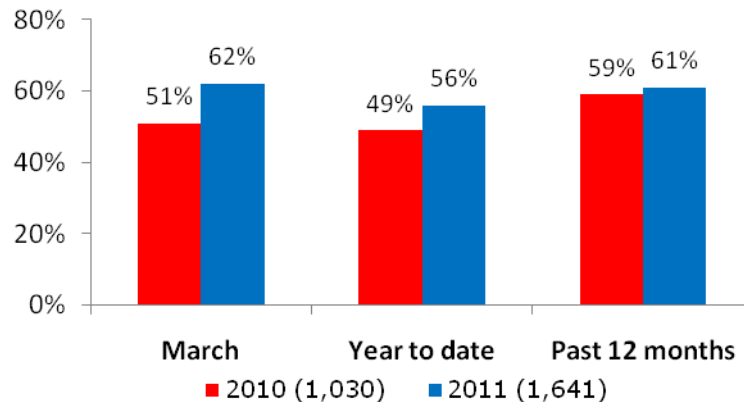
# England Occupancy Reporting March 2011 (including data from STR Global)

## Monthly Update : March 2011

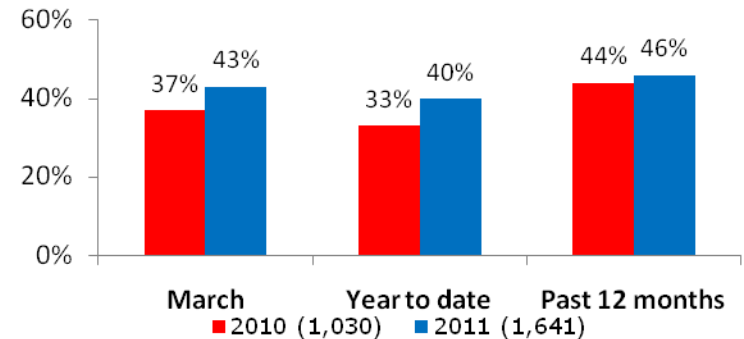
This update shows that in March 2011 England witnessed a significant increase in both room and bed occupancy levels compared with March 2010.

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



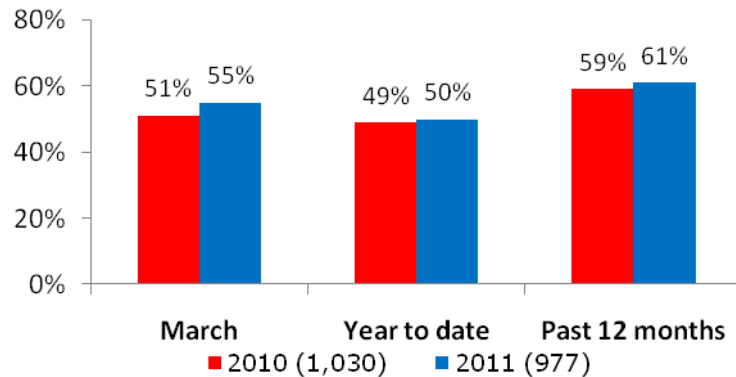
# England Occupancy Reporting March 2011 (excluding data from STR Global)

## Monthly Update : March 2011

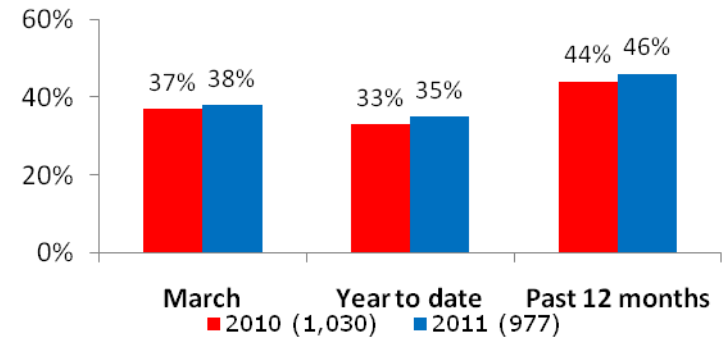
This update shows that in March 2011 England witnessed an increase in both room and bed occupancy levels compared with March 2010.

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

### Room Occupancy



### Bedspace Occupancy

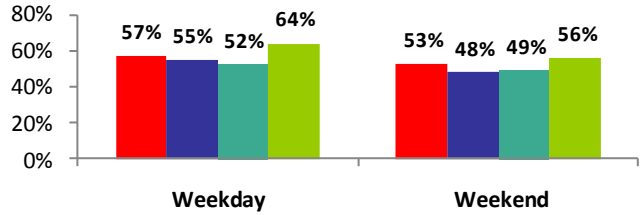


# England Occupancy Reporting March 2011

- Across England as a whole, both room and bed occupancy levels were above those achieved during March 2010.
- Room and bed occupancy levels in March 2011 for weekday and weekend occupancy were significantly above the March 2010 percentages.
- Room and bed occupancy levels across all sectors in March 2011 have increased on levels achieved during March 2010, with hotels witnessing the highest room and bed occupancy levels for the last 4 years and guesthouses the highest room occupancy levels for the last 4 years .
- All locations witnessed an increase in both room and bed occupancy levels compared with March 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 witnessed an increase or remained on a par with the levels achieved in March 2010, with the exception of the 51-100 size band which had a slight decrease in room occupancy levels. Bed occupancy had remained static or increased on the March 2010 levels, with the exception of the 4-10 and 51-100 size bands which had decreased slightly.

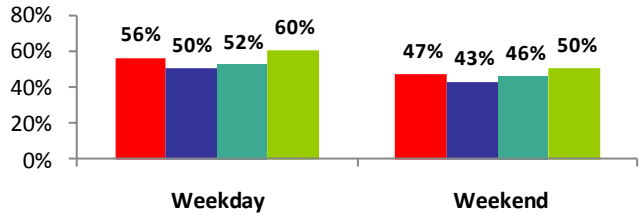
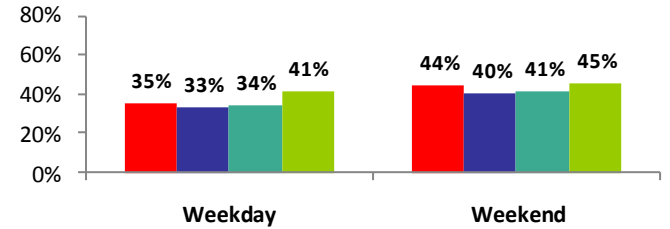
# Weekday / Weekend

## Room Occupancy

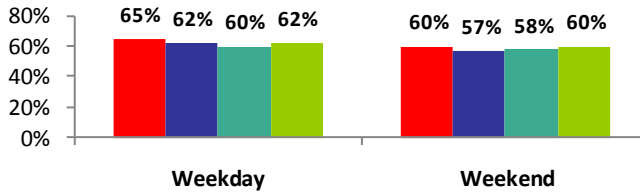
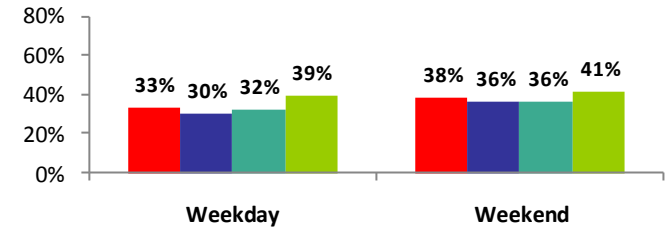


March 2011

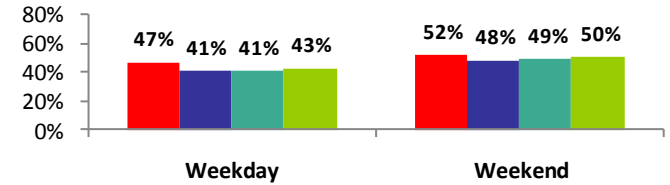
## Bedspace Occupancy



Year to Date  
(Jan 11 - Mar 11)



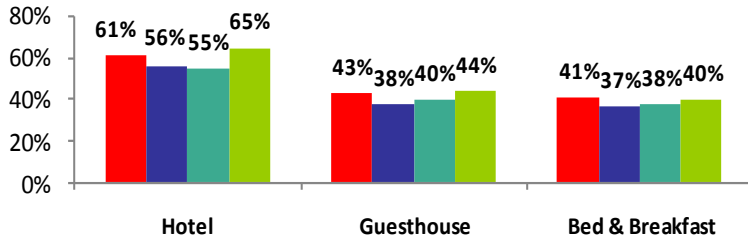
Past 12 Mths  
(Apr 10 - Mar 11)



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

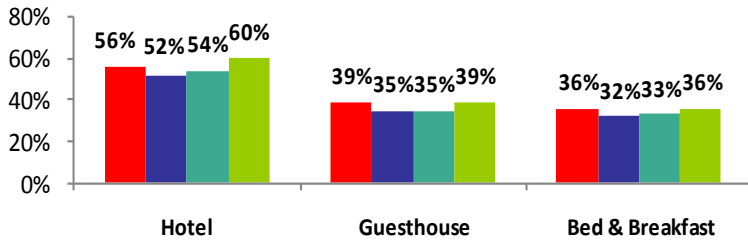
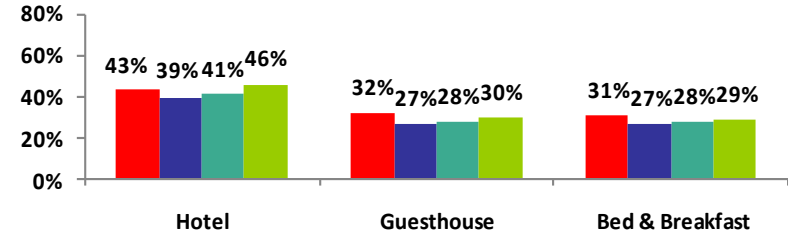
# Establishment Type

## Room Occupancy

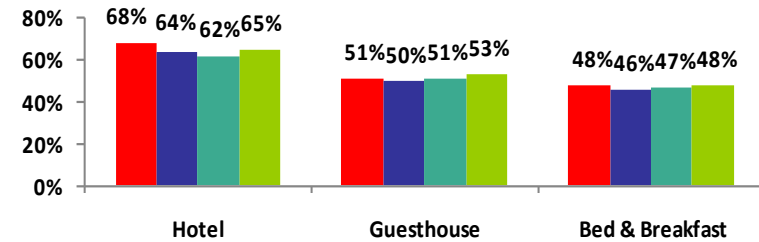
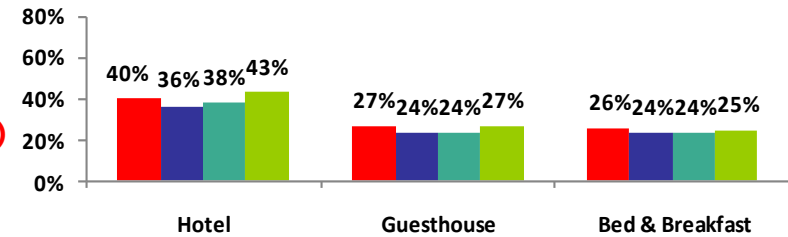


March 2011

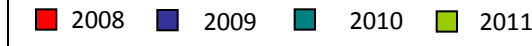
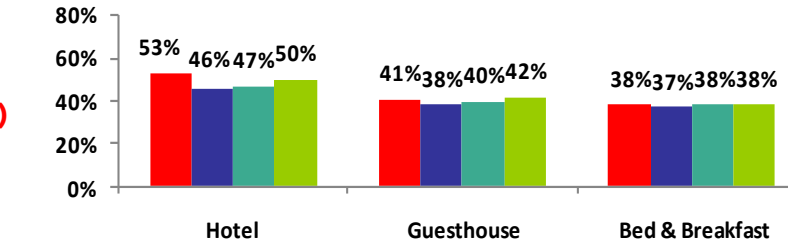
## Bedspace Occupancy



Year to Date  
(Jan 11 - Mar 11)



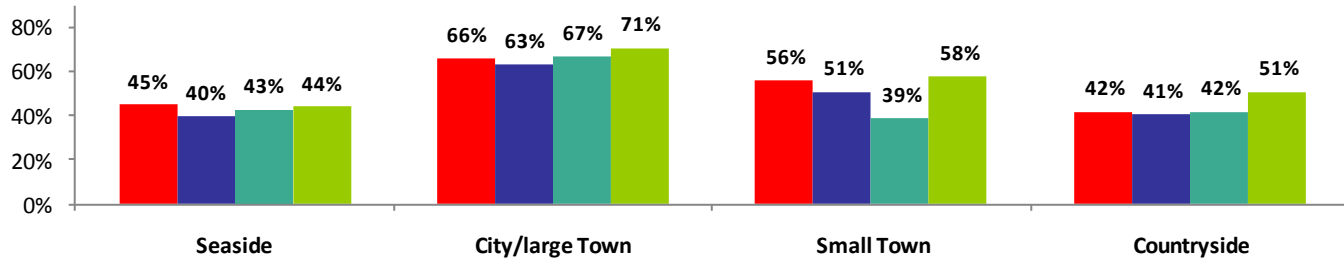
Past 12 Mths  
(Apr 10- Mar 11)



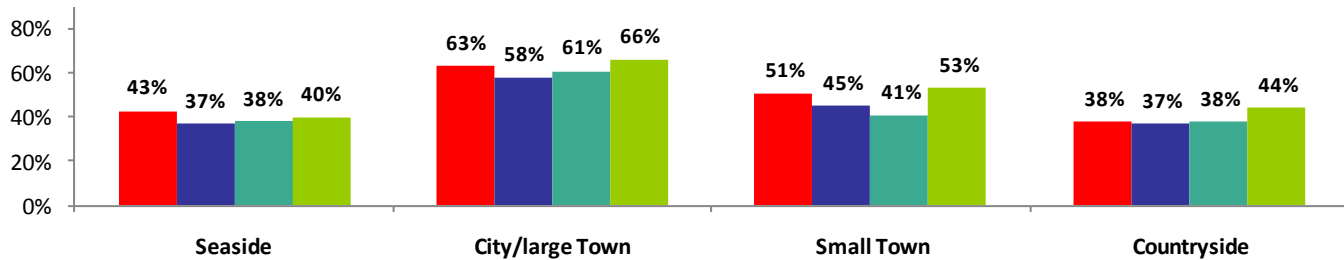
# Location

## Room Occupancy

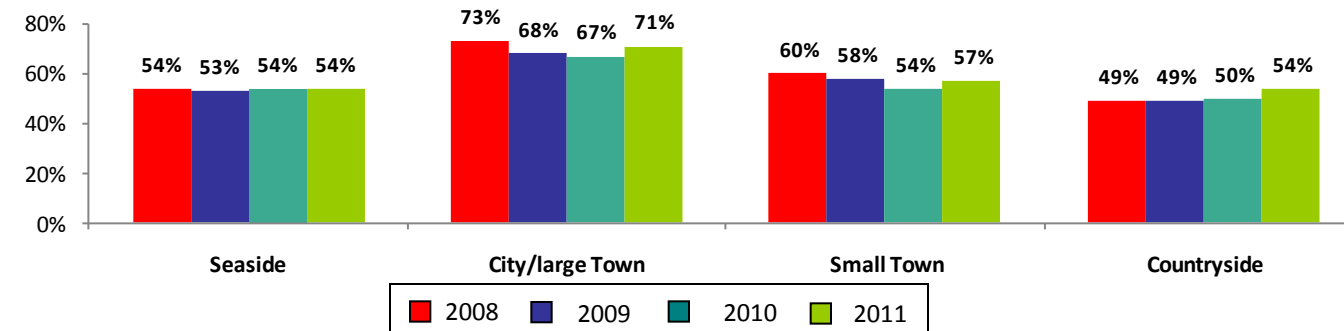
**March 2011**



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



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



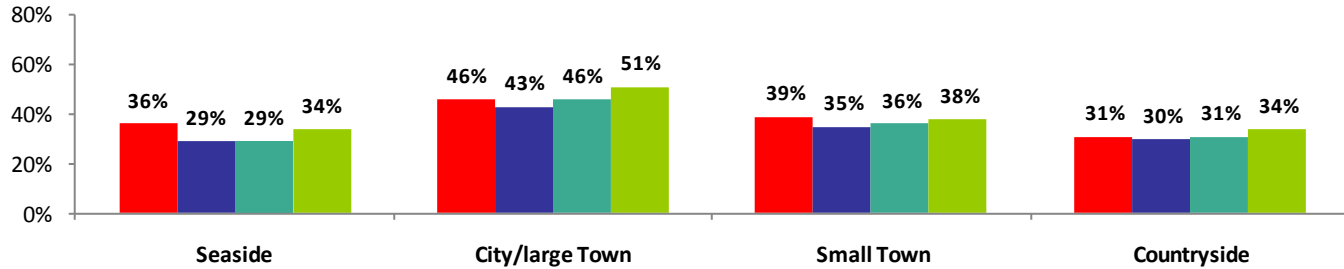
STR data is excluded from past 12 months graphs as data not available for this period  
STR data is included in the year to date information for 2011 only



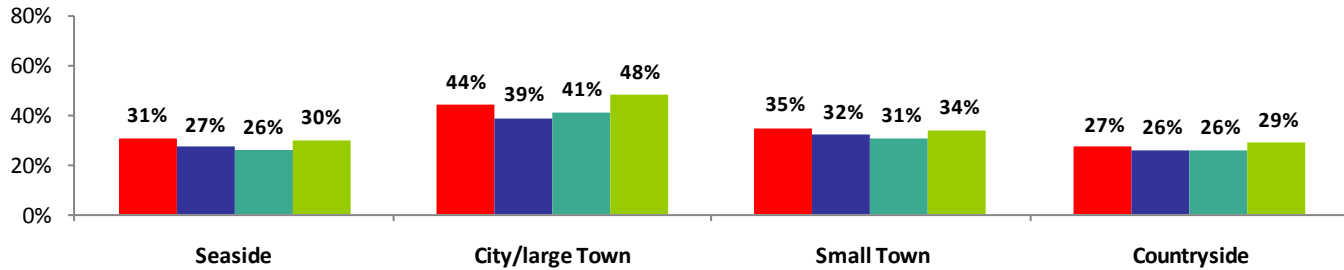
# Location

## Bedspace Occupancy

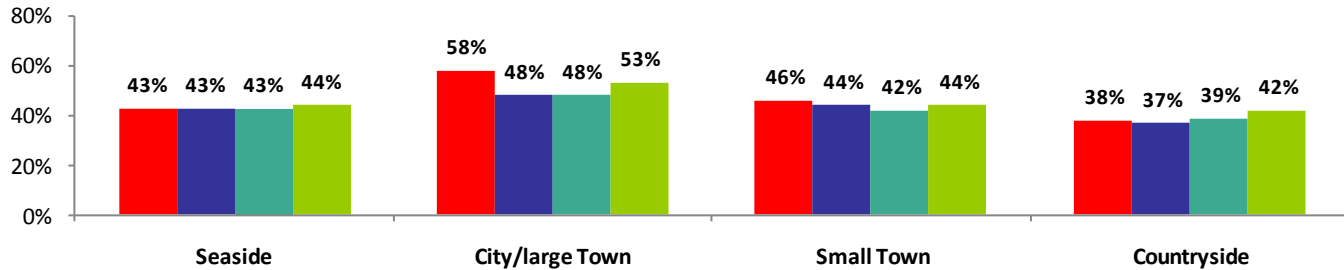
March 2011



Year to Date  
(Jan 11 - Mar 11)



Past 12 months  
(Apr 10- Mar 11)

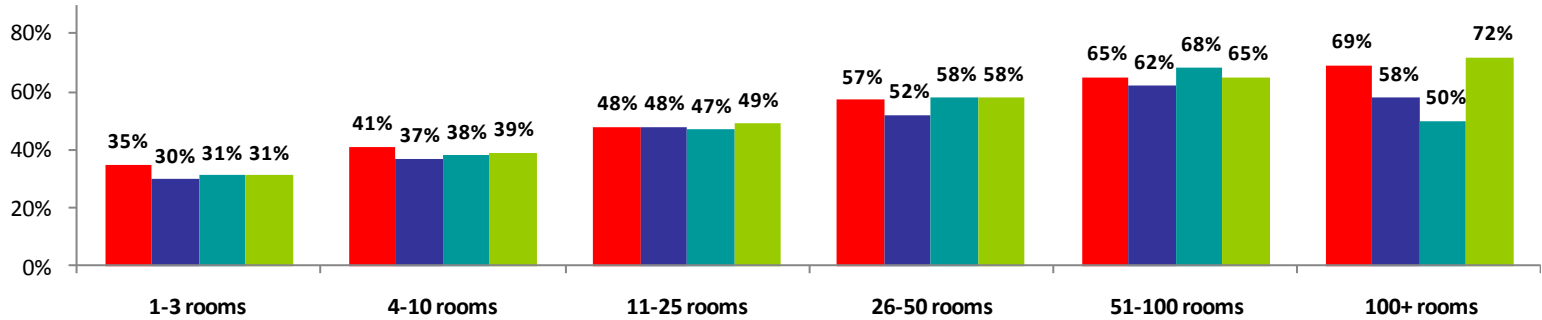


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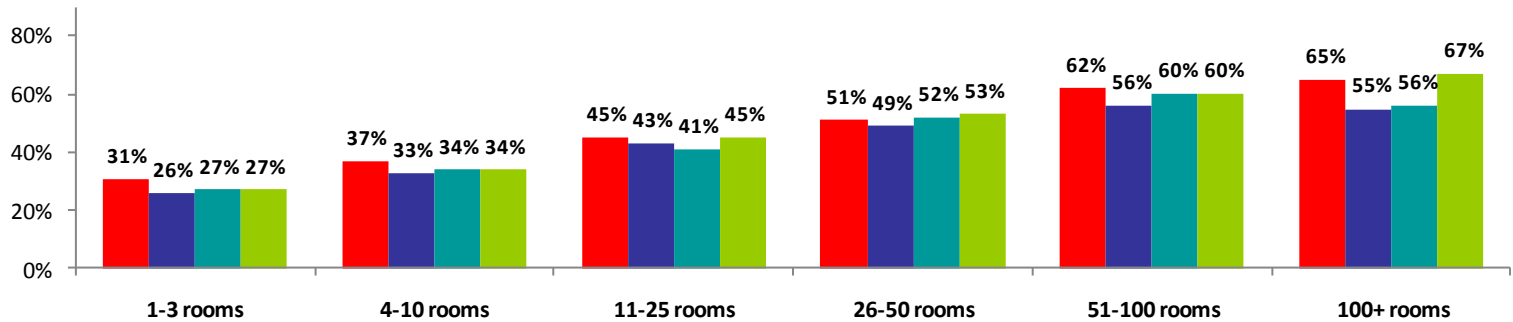
# Number of Rooms

## Room Occupancy

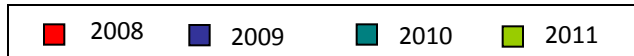
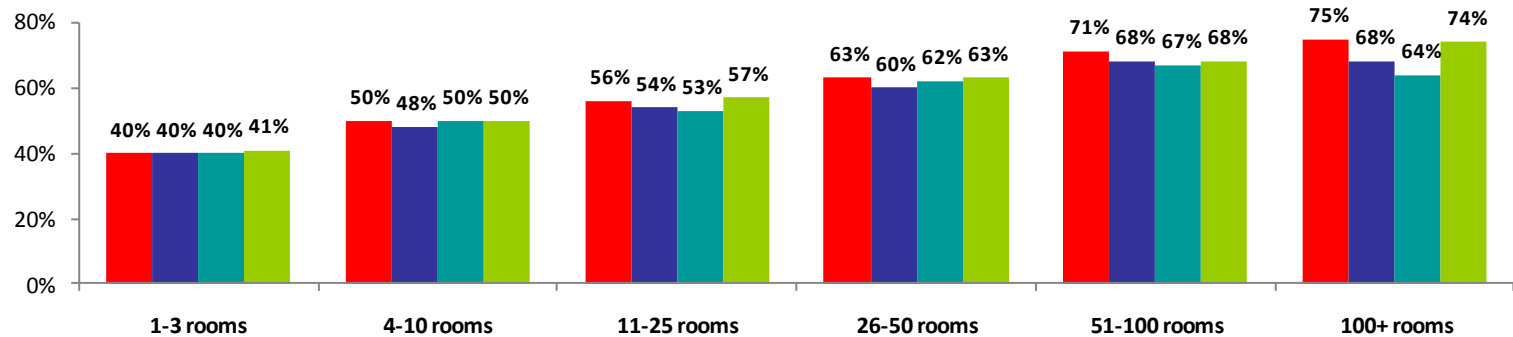
**March 2011**



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



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

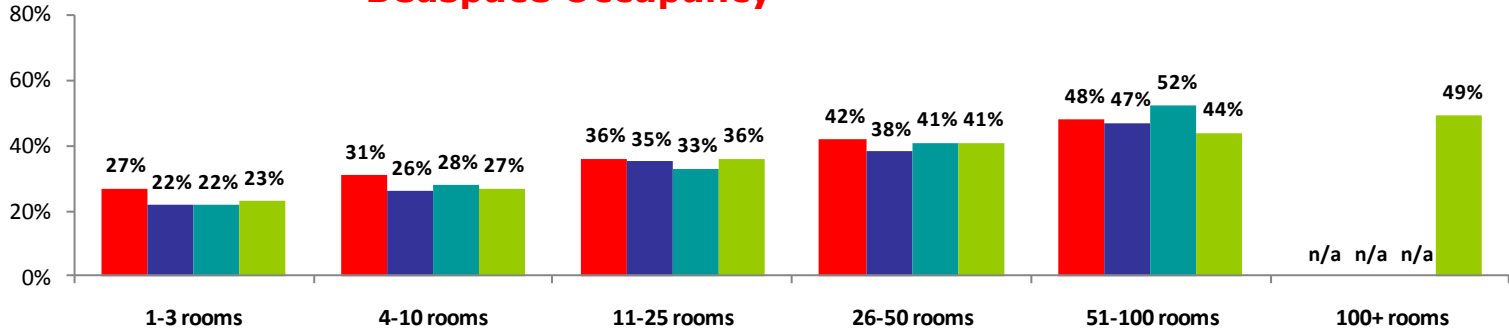


STR data is excluded from past 12 months graphs as data not available for this period  
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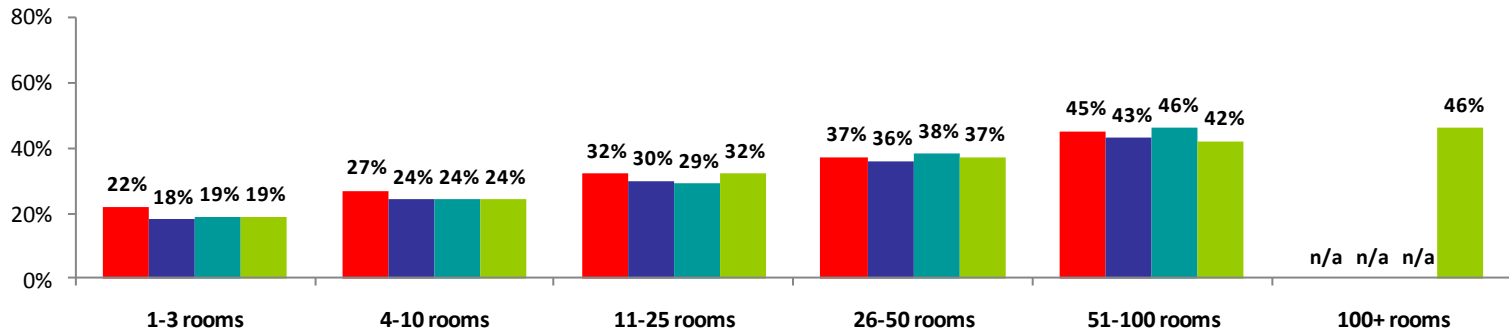
# Number of Rooms

## Bedspace Occupancy

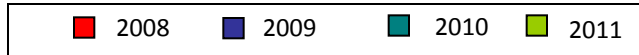
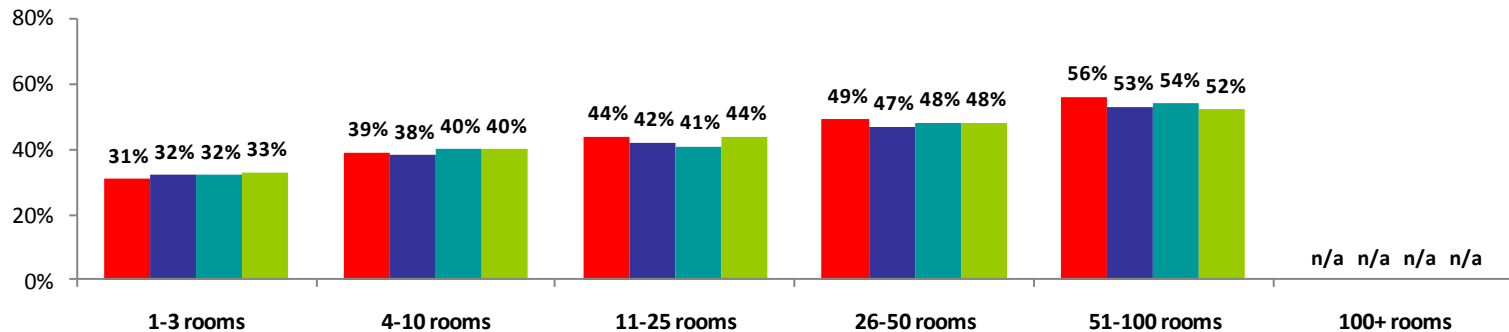
March 2011



Year to Date  
(Jan 11-Mar 11)



Past 12 Mths  
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