

# England Occupancy Survey

May 2011 Results

# Note: Change in Occupancy Reporting

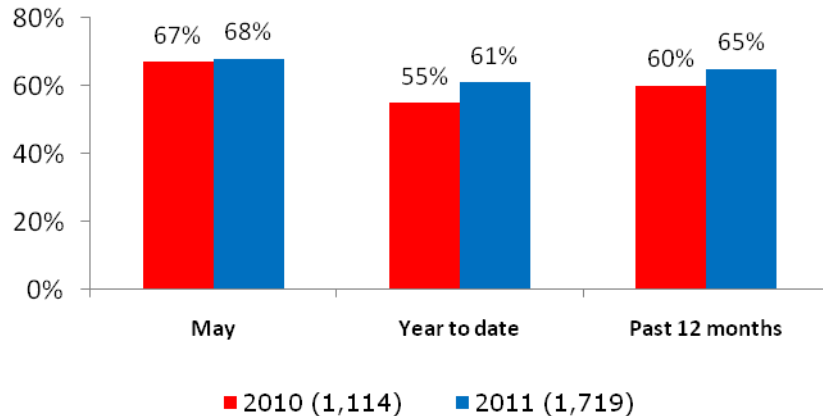
- In June 2010 a change was made to occupancy data.
- Syndicated data for c. 700 larger hotels with 100+ rooms provided by STR Global is now included in the overall England occupancy calculation.
- The data provided by STR Global includes occupancy and revenue but not guest type (i.e. UK vs. overseas, business travellers vs. non business travellers).
- At present this data is only included in the single month analysis (May) 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 May 2011 (including data from STR Global)

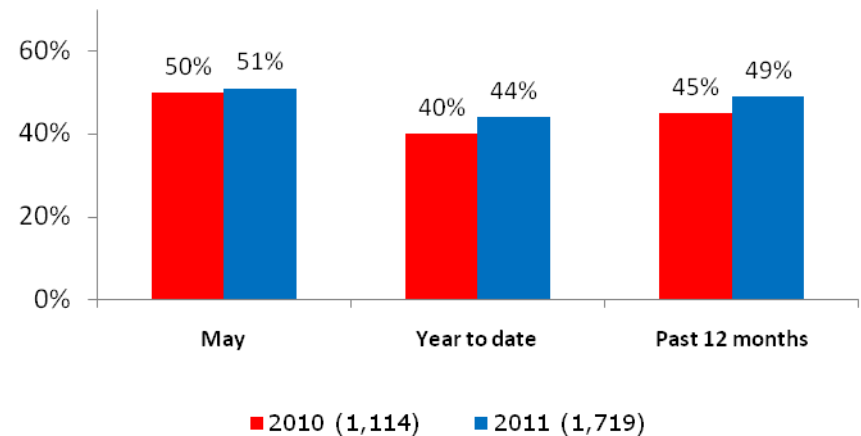
## Monthly Update : May 2011

This update shows that in May 2011 England witnessed a slight increase in both room and bed occupancy levels compared with May 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

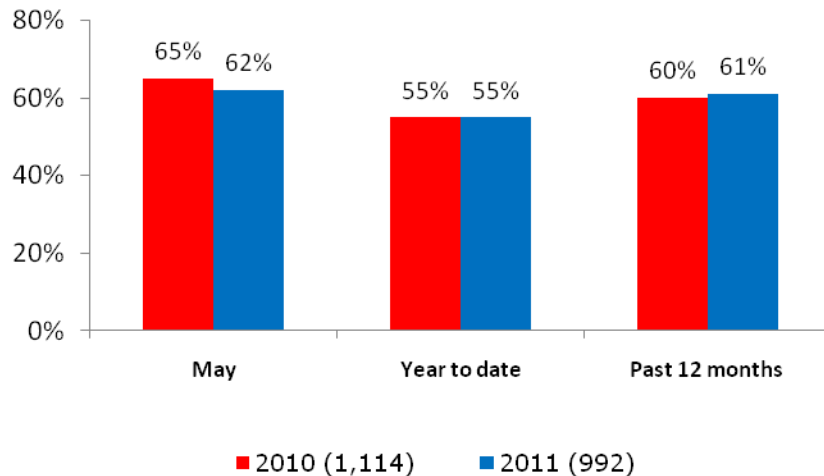


# England Occupancy Reporting May 2011 (excluding data from STR Global)

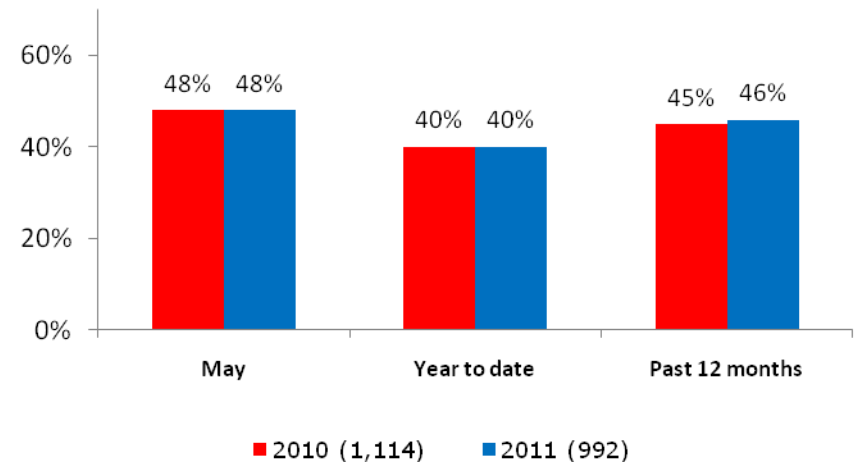
## Monthly Update : May 2011

This update shows that in May 2011 England witnessed a slight decrease in room occupancy levels compared with May 2010, with bed occupancy levels remaining static with the previous year. Room and bed occupancy levels for the year to date average remained static with the same period last year and room and bed occupancy levels for the past 12 months had witnessed a slight increase on the previous levels achieved.

### Room Occupancy



### Bedspace Occupancy

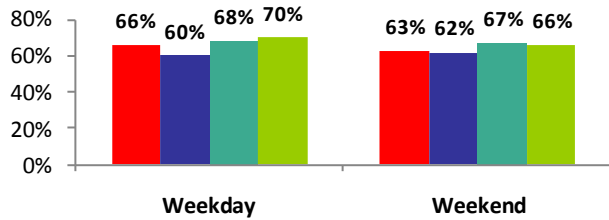


# England Occupancy Reporting May 2011

- Across England as a whole, both room and bed occupancy levels were above those achieved during May 2010.
- Weekday room and bed occupancy levels in May 2011 were above the May 2010 percentages. The weekend room and bed occupancy levels were slightly below those witnessed in May 2010
- Room and bed occupancy levels across all sectors in May 2011 have increased on levels achieved during May 2010, with the exception of the B&B category which witnessed a slight decrease compared with the May 2010 percentages.
- All locations witnessed an increase in both room and bed occupancy levels compared with May 2010, with the exception of room occupancy in seaside locations and bed occupancy in small town locations which had decreased slightly.
- Room and bed occupancy levels across all size bands was mixed with increases in room occupancy witnessed in the 26-50 and 100+ categories. The 1-3 size band remained static with the previous year and the 4-10, 11-25 and 51-100 size bands witnessed a slight decrease. Bed occupancy remained static in the 1-3 size banding and decreased across all other size bandings.

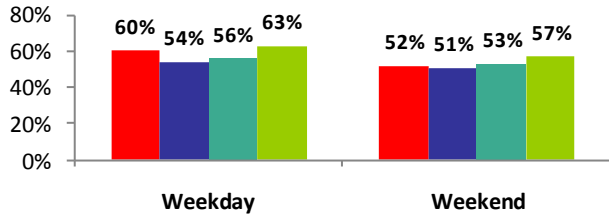
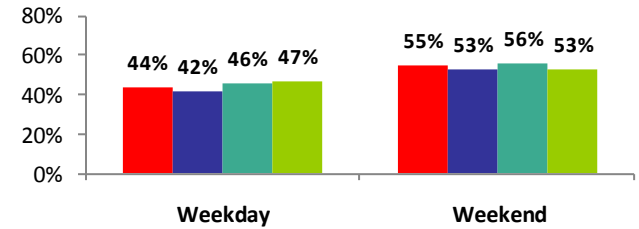
# Weekday / Weekend

## Room Occupancy

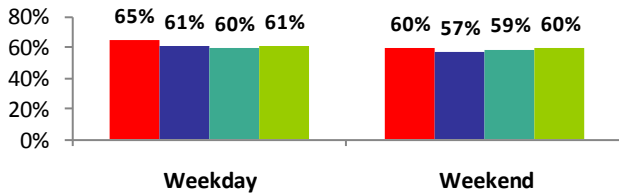
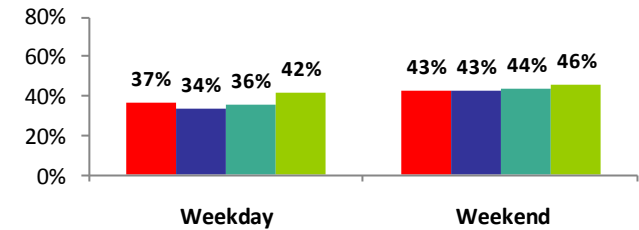


May 2011

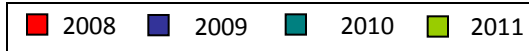
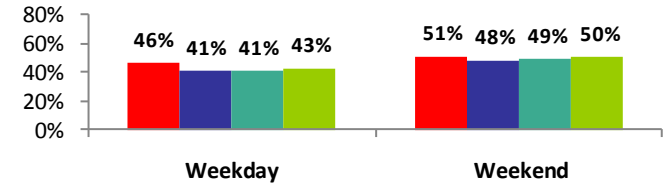
## Bedspace Occupancy



Year to Date  
(Jan 11 - May 11)

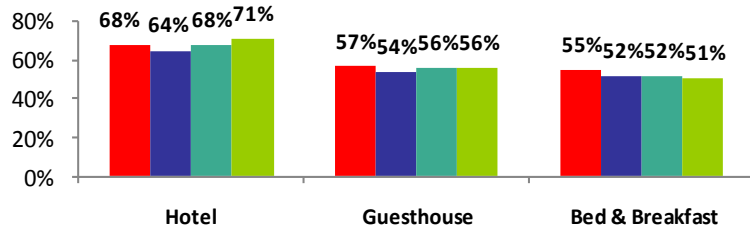


Past 12 Mths  
(Jun 10 - May 11)



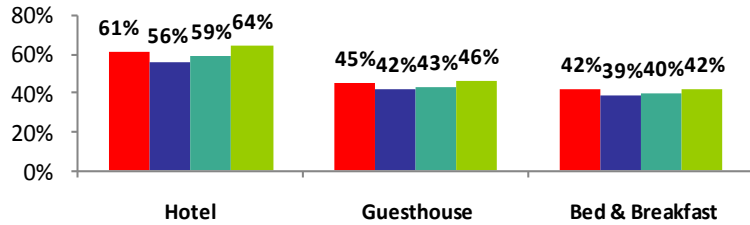
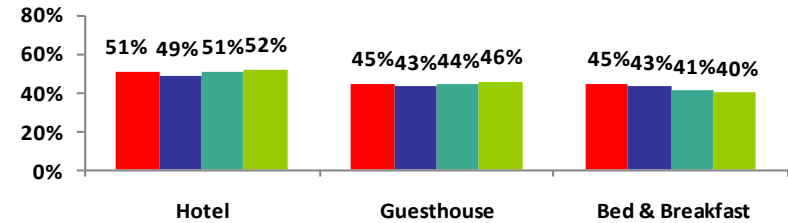
# Establishment Type

## Room Occupancy

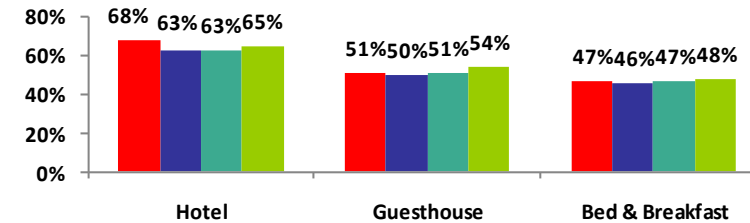
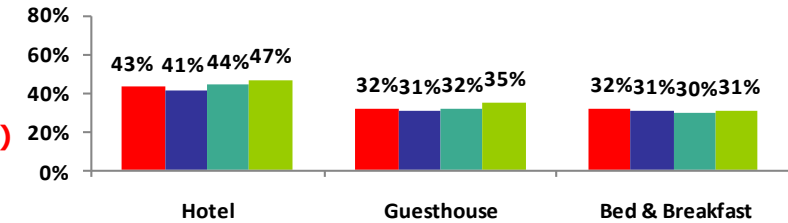


May 2011

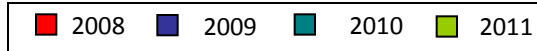
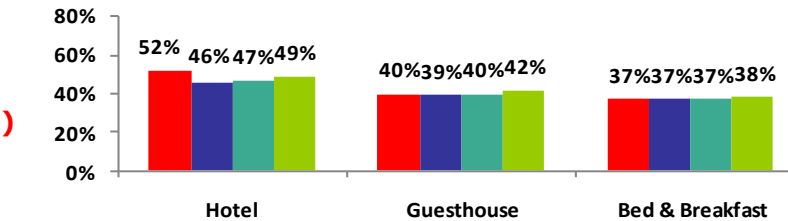
## Bedspace Occupancy



Year to Date  
(Jan 11 - May 11)



Past 12 Mths  
(Jun 10 - May 11)

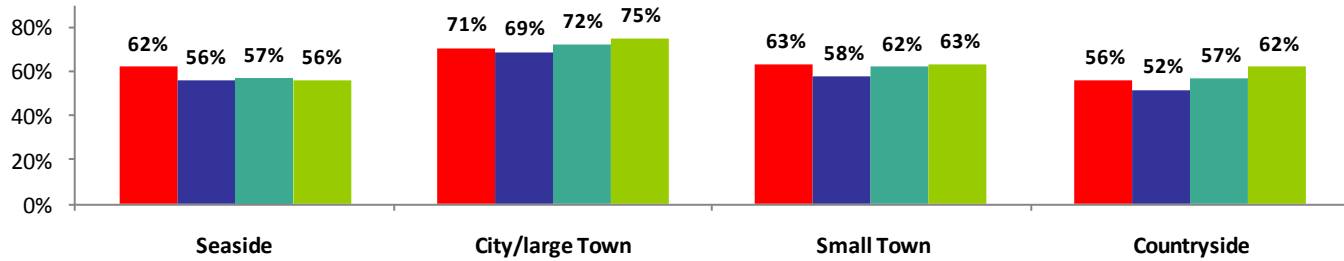


STR data is excluded from past 12 months graphs as data not available for this period  
STR data is included in the year to data information for 2011 only for the Hotel sector

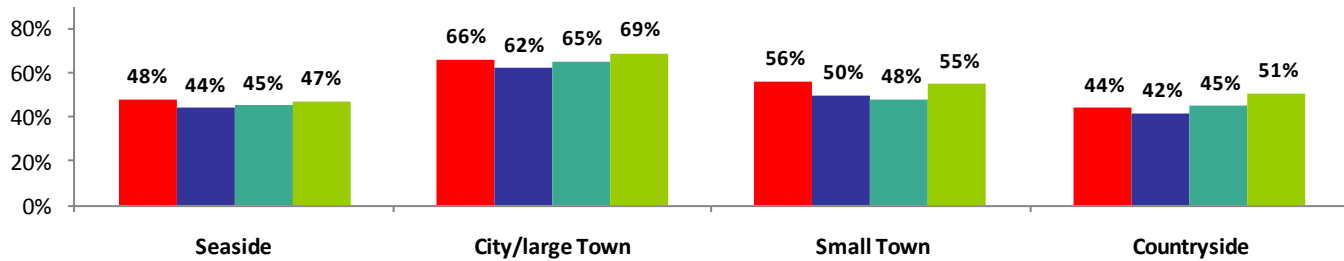
# Location

## Room Occupancy

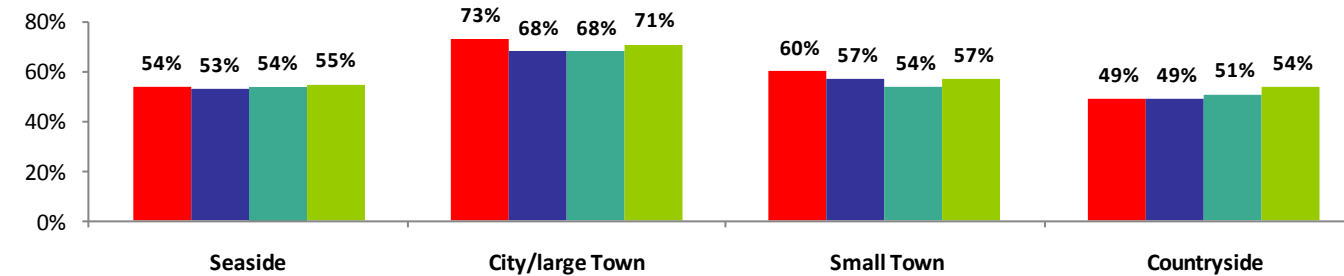
**May 2011**



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



**Past 12 months  
(Jun 10 - May 11)**



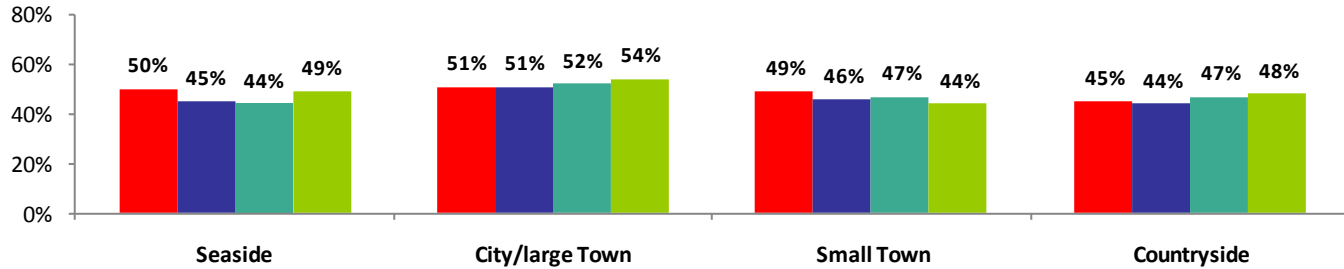
STR data is excluded from past 12 months graphs as data not available for this period  
STR data is included in the year to data information for 2011 only



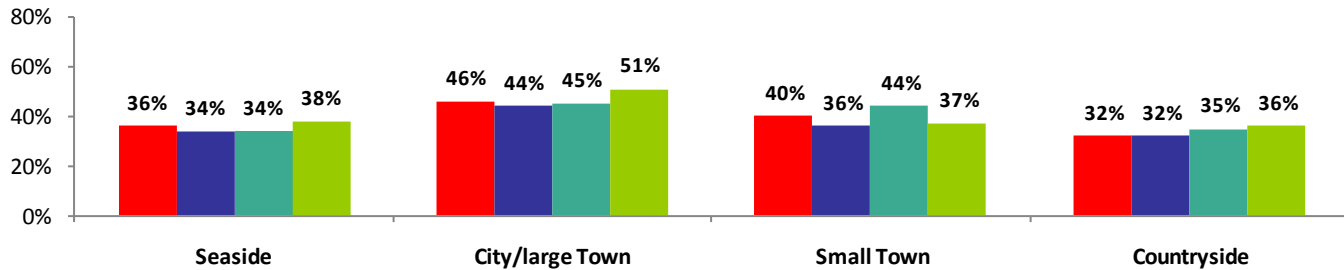
# Location

## Bedspace Occupancy

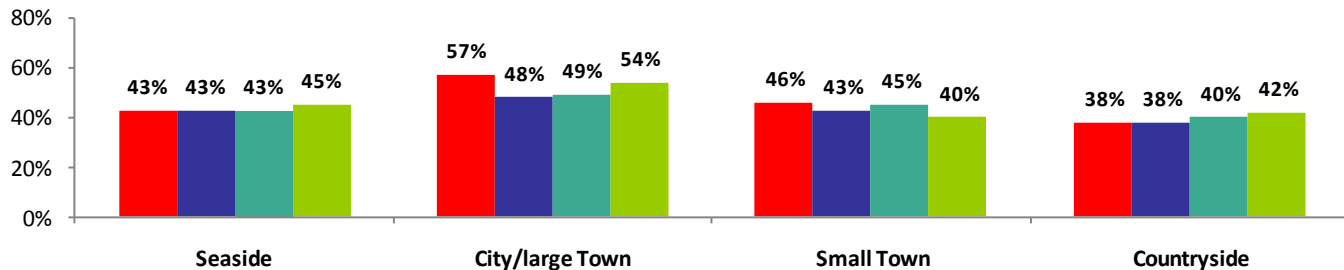
May 2011



Year to Date  
(Jan 11 - May 11)



Past 12 months  
(Jun 10 - May 11)

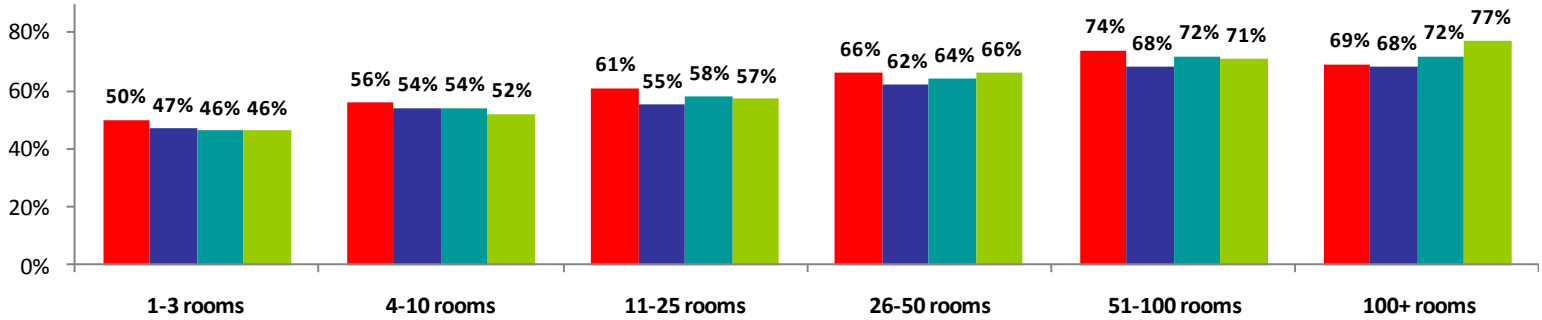


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STR data is included in the year to date information for 2011 only

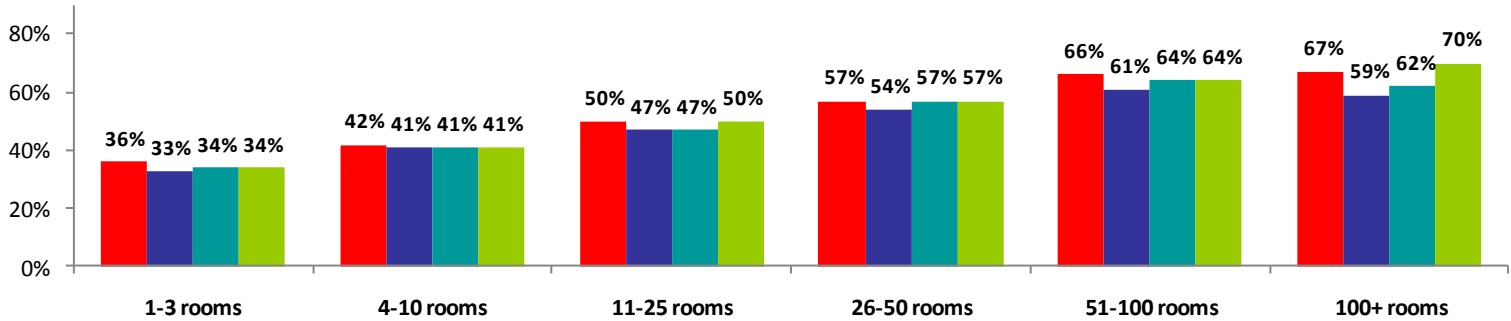
# Number of Rooms

## Room Occupancy

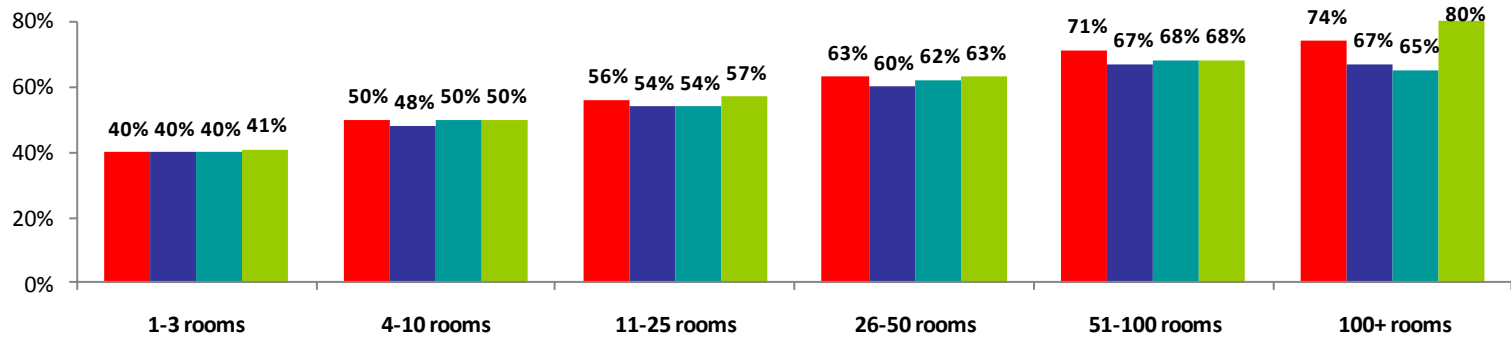
May 2011



Year to Date  
(Jan 11 - May 11)



Past 12 Mths  
(Jun 10 - May 11)

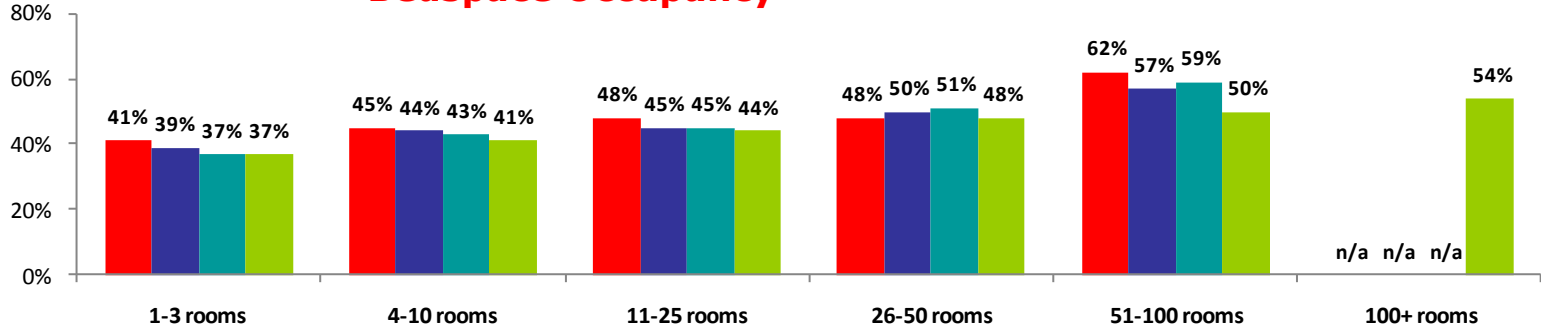


STR data is excluded from past 12 months graphs as data not available for this period  
STR data is included in the year to date information for 2011 only for the 100+ rooms size band

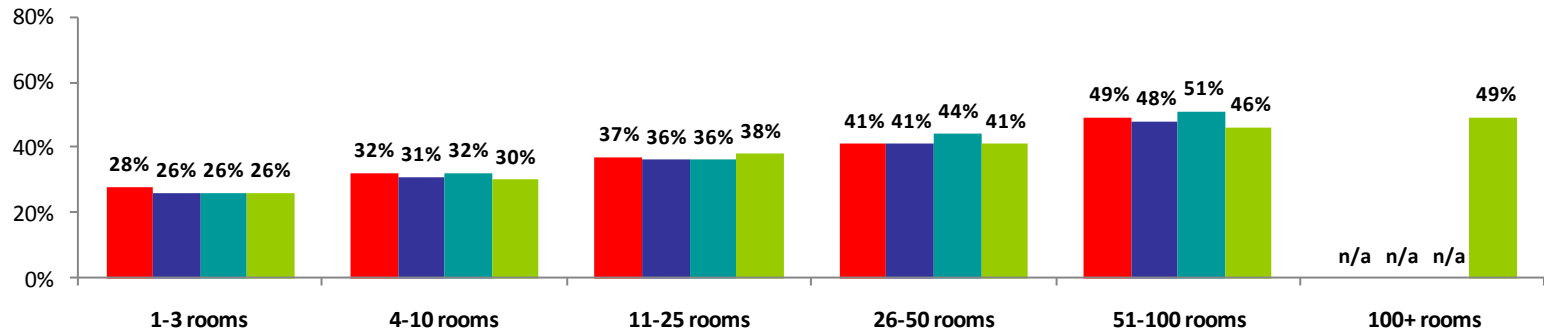
# Number of Rooms

## Bedspace Occupancy

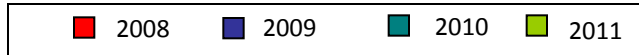
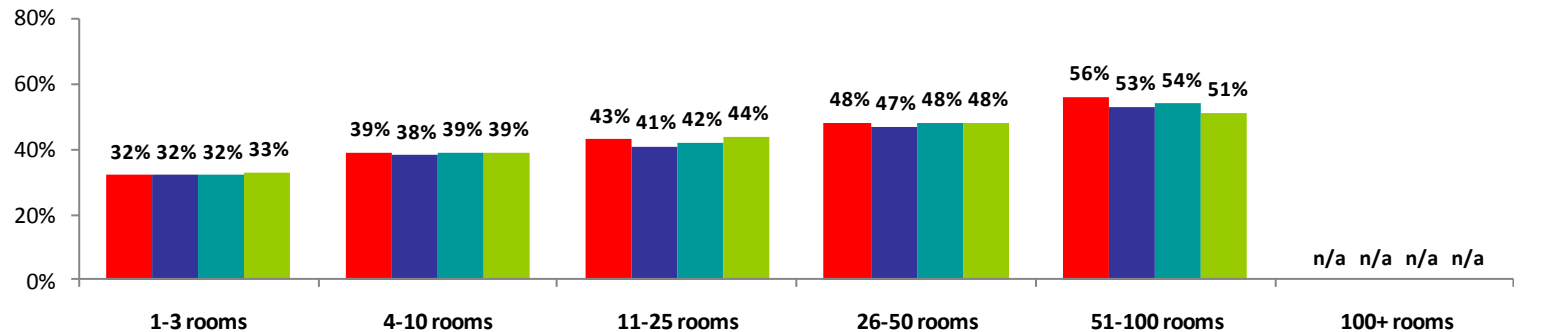
May 2011



Year to Date  
(Jan 11-May 11)



Past 12 Mths  
(Jun 10-May 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