

England Occupancy Survey

November 2011 Results

Note: Change in Occupancy Reporting

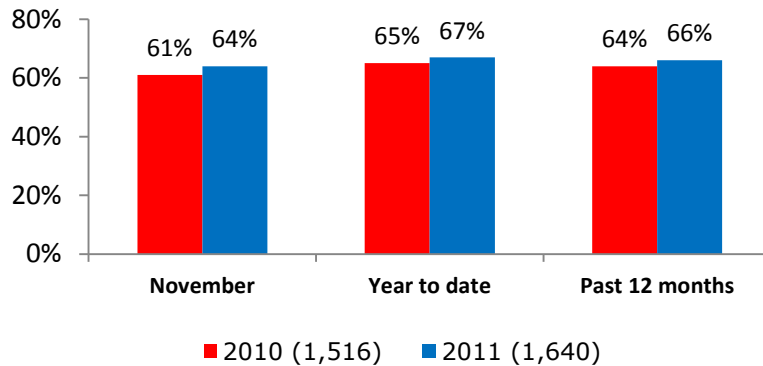
- In June 2010 a change was made to occupancy data.
- Syndicated data for c. 700 larger hotels with 100+ rooms provided by STR Global is now included in the overall England occupancy calculation.
- The data provided by STR Global includes occupancy and revenue but not guest type (i.e. UK vs. overseas,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

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

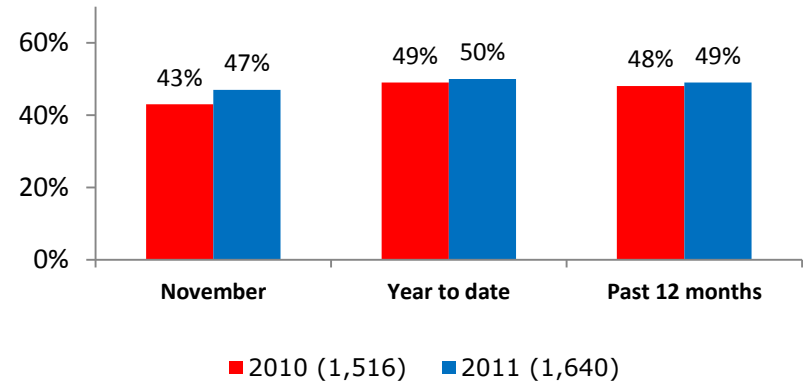
Monthly Update : November 2011

This update shows that in November, England room and bed occupancy were above those levels achieved in November 2010 as were room and bed occupancy levels for the year to date average and the past 12 months compared with same period last year.

Room Occupancy



Bedspace Occupancy

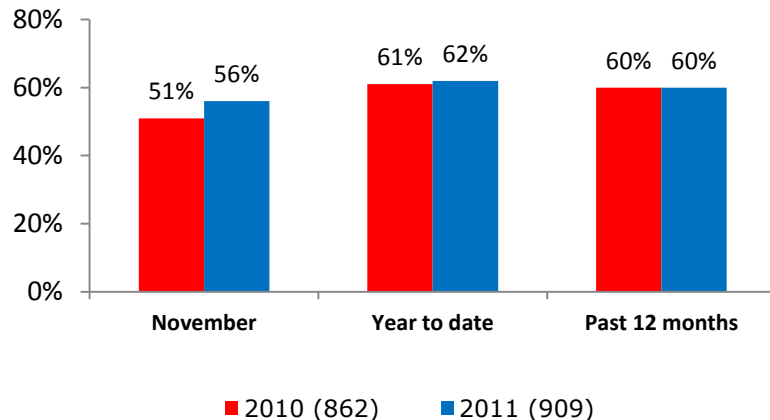


England Occupancy Reporting November 2011 (excluding data from STR Global)

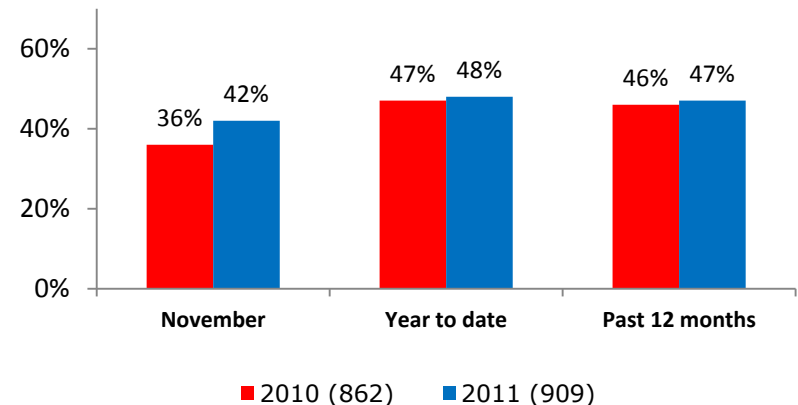
Monthly Update : November 2011

This update shows that in November 2011 both room and bed occupancy levels for England were significantly above those witnessed in November 2010. There was increase in the room and bed occupancy levels for the year to date averages, whilst room occupancy averages for the past 12 months had remained static with the same period last year, with bed occupancy for the past 12 months average witnessing a slight increase on the levels achieved in November 2010.

Room Occupancy



Bedspace Occupancy

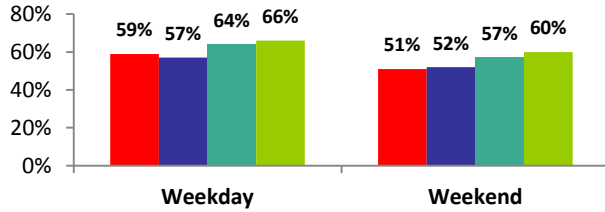


England Occupancy Reporting November 2011

- Across England as a whole, both room and bed occupancy levels November 2011 witnessed an increase of three to four percentage points above the levels achieved in November 2010.
- There were also increases for both weekday and weekend room and bed occupancy when compared with the same month the previous year. The average weekday year to date room and bed occupancy levels had also risen significantly when compared with the same period last year.
- Room and bed occupancy levels in the Hotel category witnessed an increase in November 2011 compared with the levels achieved during November 2010 much higher than other types of accommodation. However when looking at the average for the year to date and the past twelve months, both room and bed occupancy had remained fairly static.
- Countryside locations witnessed the biggest increase in room occupancy levels compared with November 2010, with room occupancy in small town locations remaining static with the previous year. Bed occupancy levels in seaside, city/large towns and countryside locations had seen an increased in levels achieved during the same period last year, with small town locations witnessing a slight decrease on levels achieved in during the same year to date period in the previous year.
- Room occupancy levels in all size band category had increased compared with November 2010 percentages with the exception of the 26-50 room size band which had seen a decrease of two percentage points compared with the previous year. However, bed occupancy had the biggest in this size band, compared to all other size bandings.

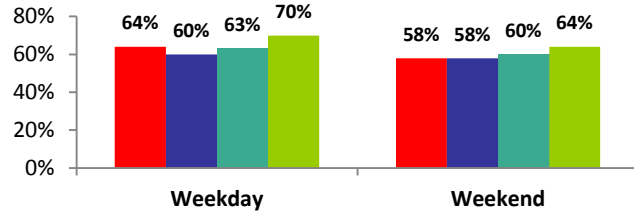
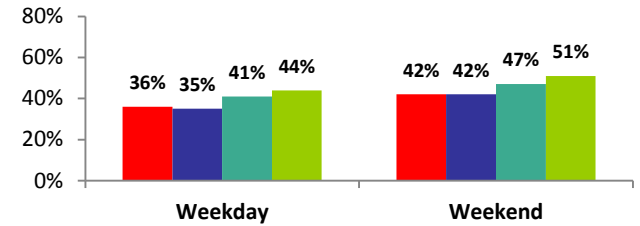
Weekday / Weekend

Room Occupancy

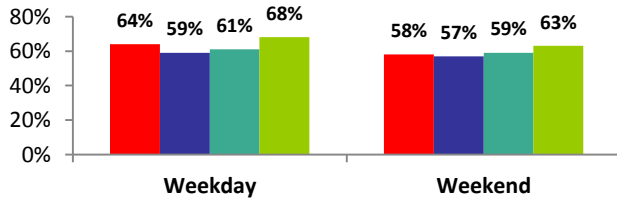
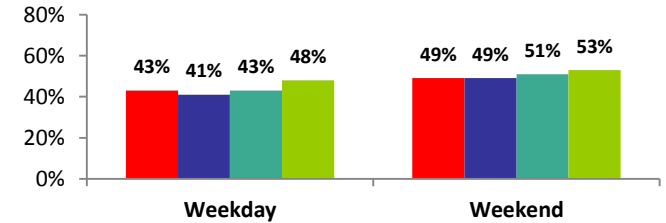


November 2011

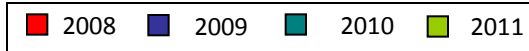
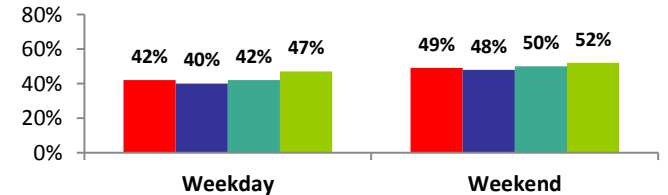
Bedspace Occupancy



Year to Date
(Jan 11 - Nov 11)

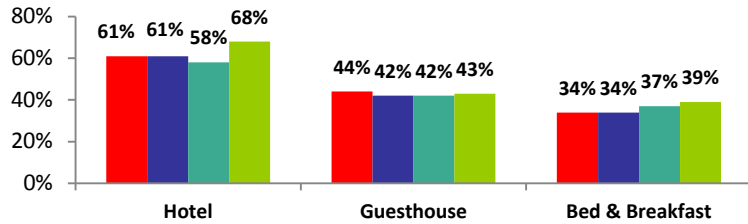


Past 12 Mths
(Dec 10 - Nov 11)



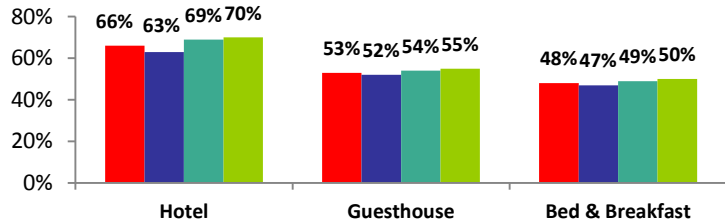
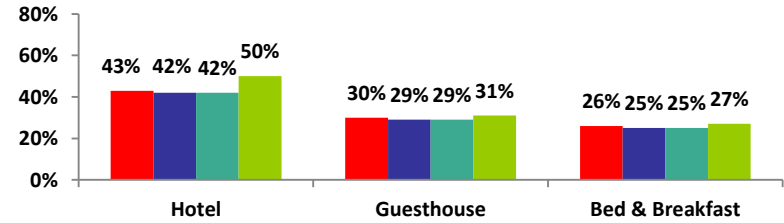
Establishment Type

Room Occupancy

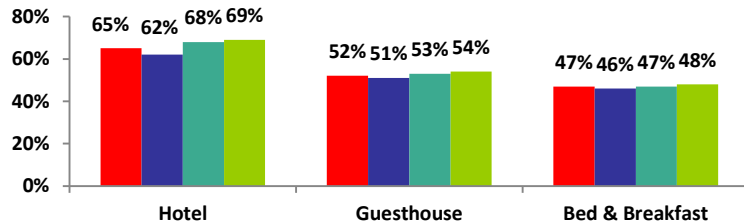
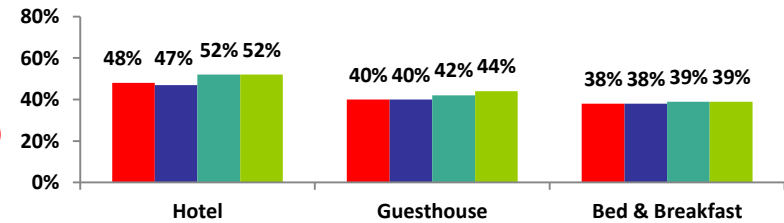


**November
2011**

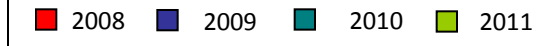
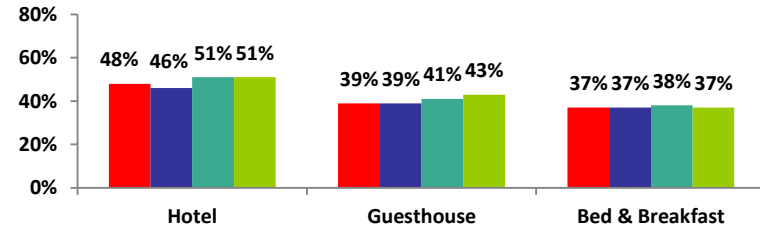
Bedspace Occupancy



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



**Past 12 Mths
(Dec 10 - Nov 11)**

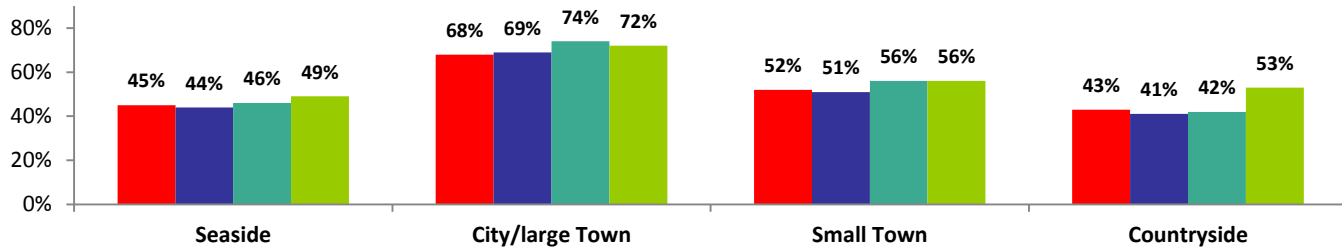


STR data is included in the year to date and past 12 months information for 2011 – for the Hotel sector only

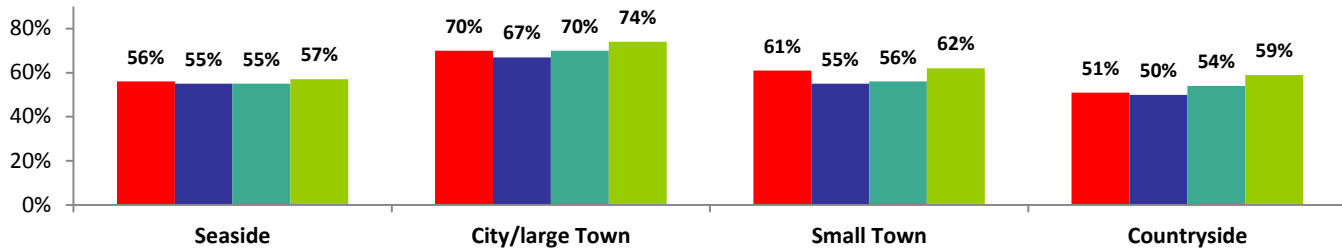
Location

Room Occupancy

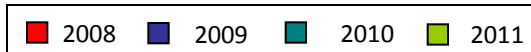
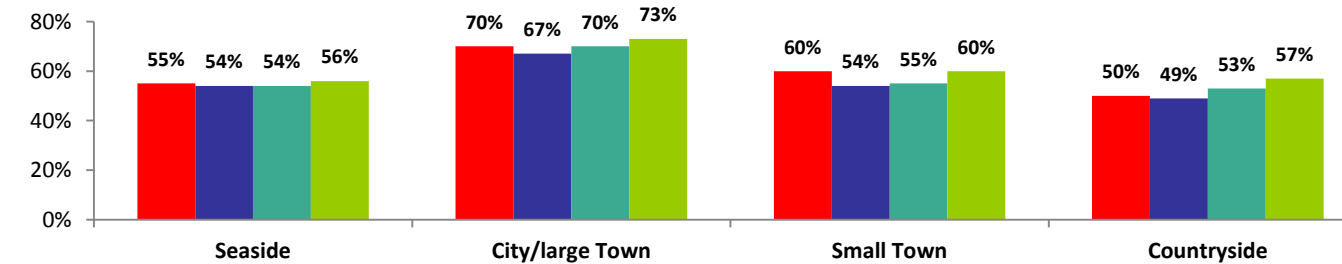
**November
2011**



**Year to Date
(Jan 11 – Nov 11)**



**Past 12 months
(Dec 10–Nov 11)**

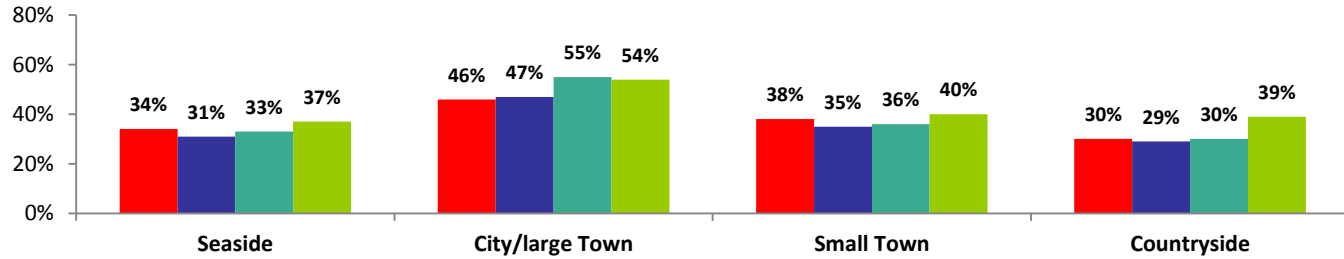


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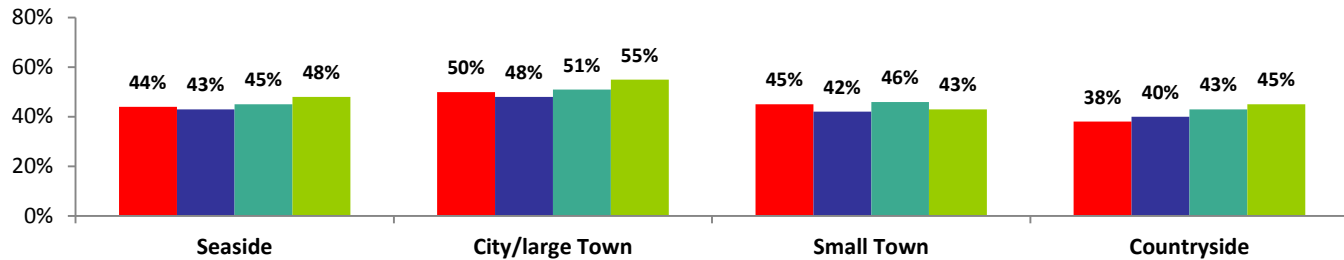
Location

Bedspace Occupancy

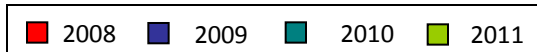
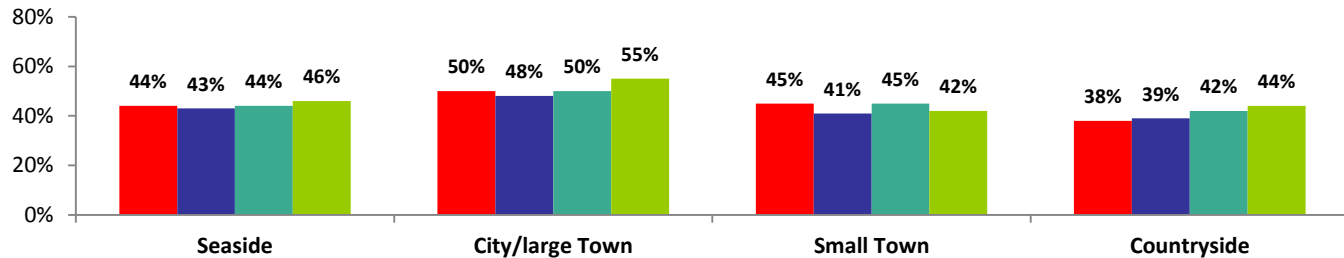
**November
2011**



**Year to Date
(Jan 11 – Nov 11)**



**Past 12 months
(Dec 10–Nov 11)**

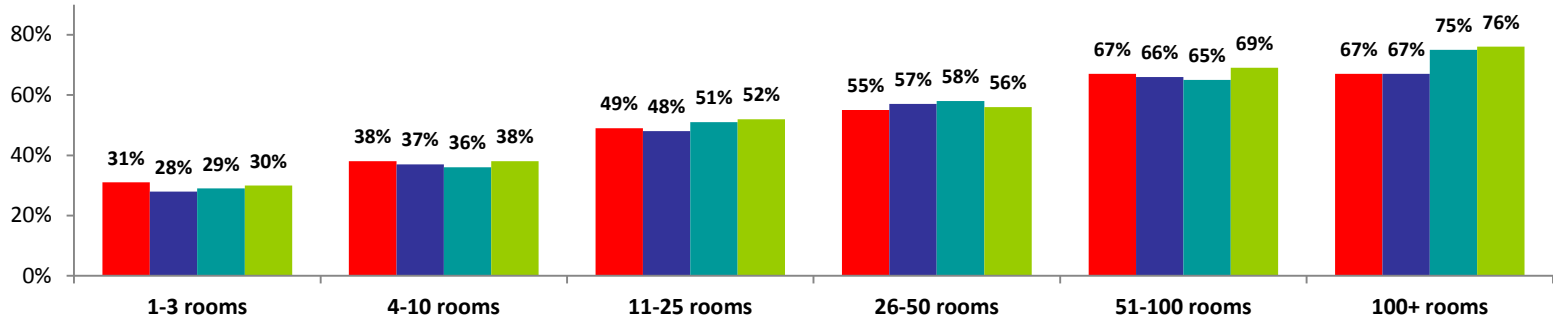


STR data is included in the year to date and past 12 months information for 2011 only

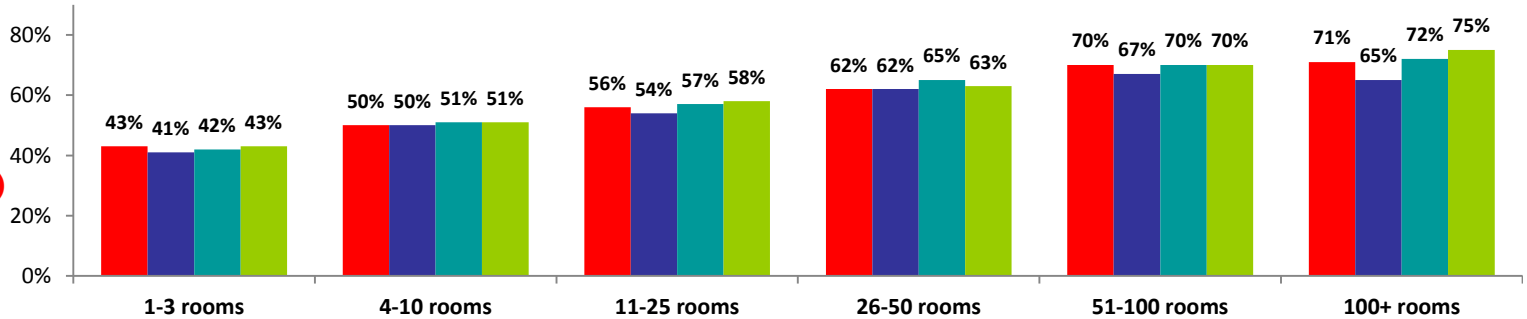
Number of Rooms

Room Occupancy

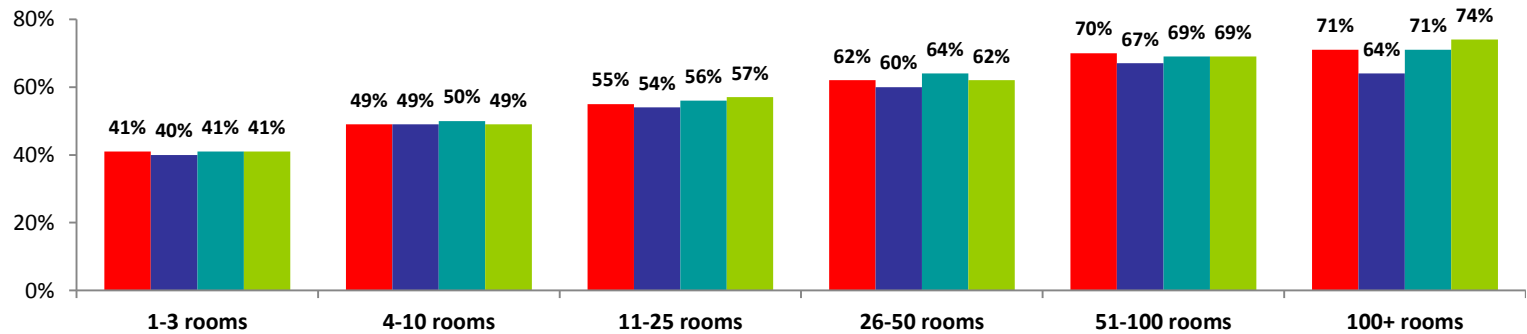
**November
2011**



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



**Past 12 Mths
(Dec 10 - Nov 11)**

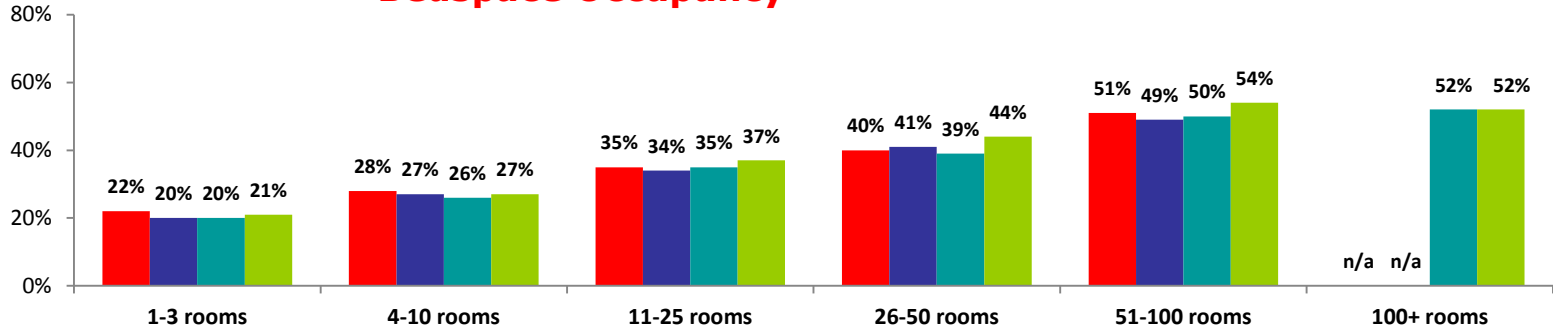


STR data is included in the year to date and past 12 months information for 2011 only

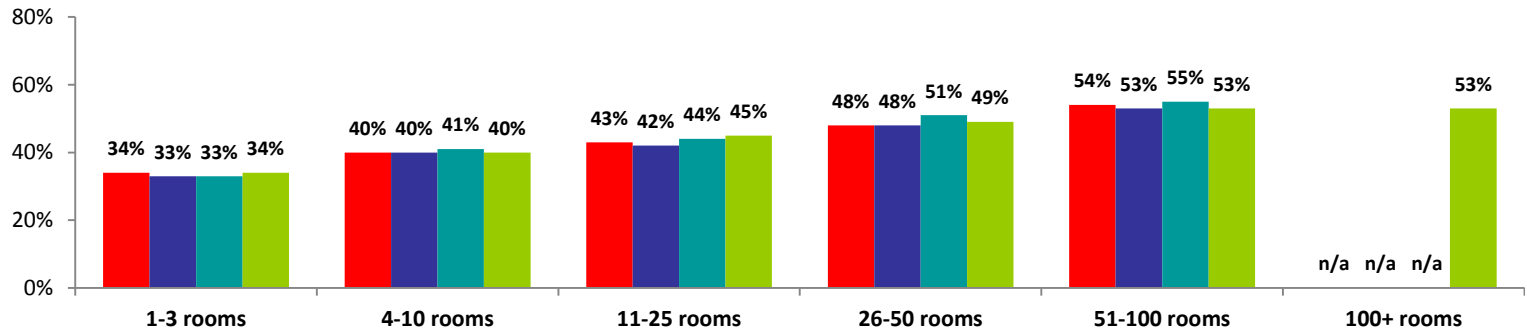
Number of Rooms

Bedspace Occupancy

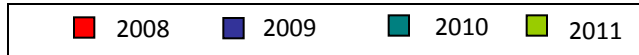
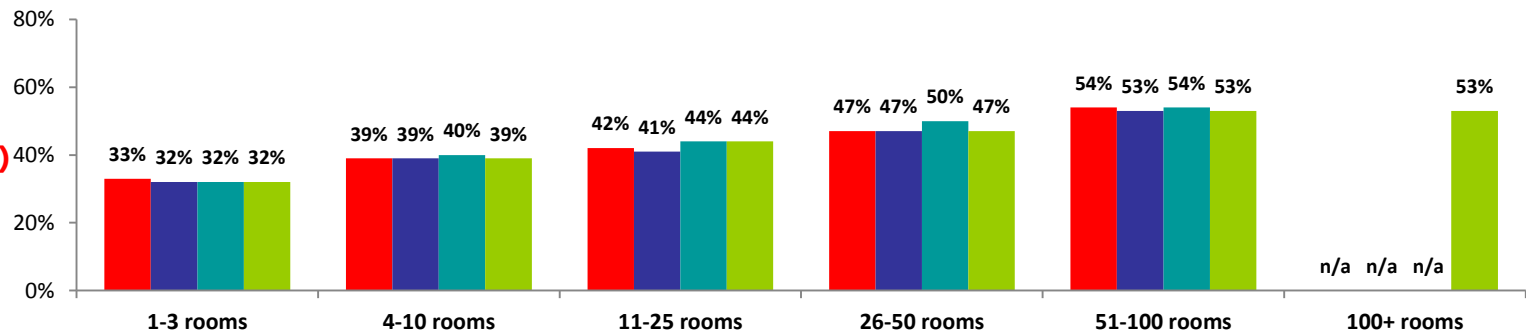
November 2011



Year to Date (Jan 11-Nov 11)



Past 12 Mths (Dec 10 - Nov 11)



STR data is included in the year to date and past 12 months information for 2011 only