

England Occupancy Survey

October 2011 Results

Note: Change in Occupancy Reporting

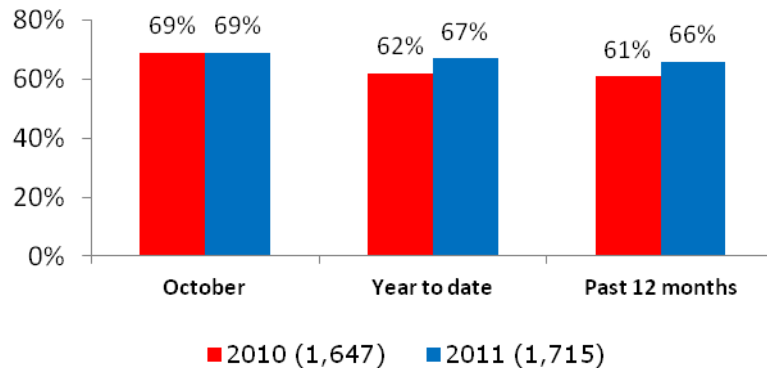
- In June 2010 a change was made to occupancy data.
- Syndicated data for c. 700 larger hotels with 100+ rooms provided by STR Global is now included in the overall England occupancy calculation.
- The data provided by STR Global includes occupancy and revenue but not guest type (i.e. UK vs. overseas,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

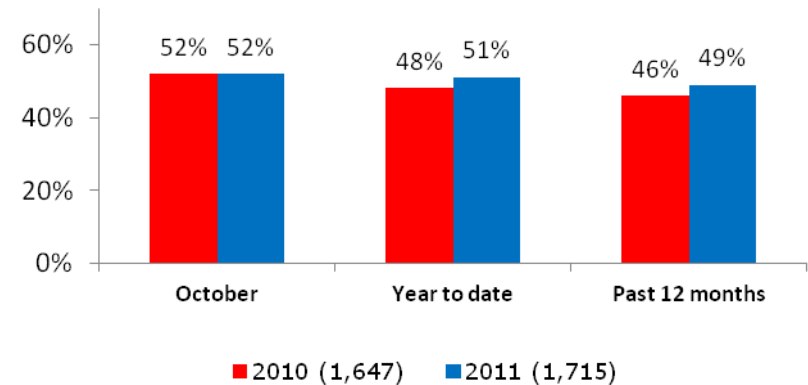
Monthly Update : October 2011

This update shows that in October England room and bed occupancy levels were on a par with the levels achieved in October 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

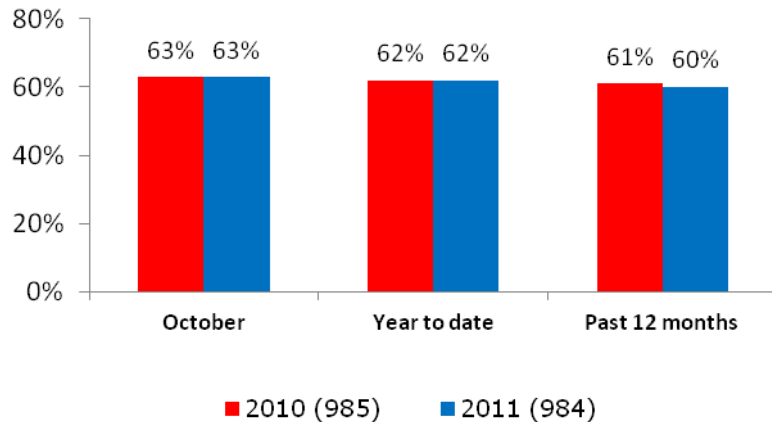


England Occupancy Reporting October 2011 (excluding data from STR Global)

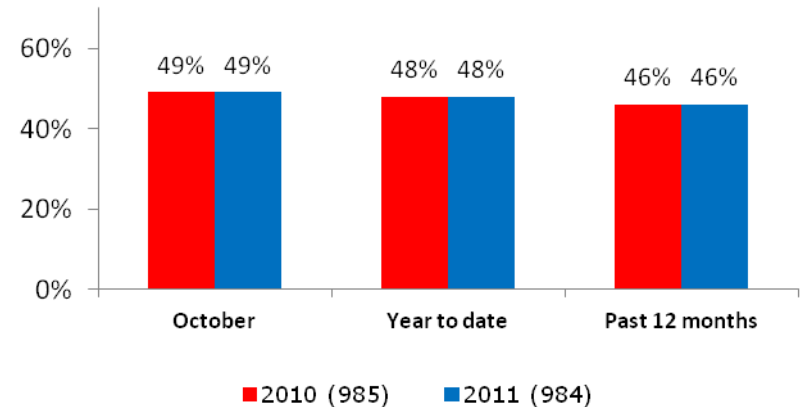
Monthly Update : October 2011

This update shows that in October 2011 both room and bed occupancy levels for England were on a par with the levels witnessed in October 2010. Room and bed occupancy levels for the year to date averages were also static with the same period last year, with room occupancy for the past 12 months average witnessing a slight decrease on the levels achieved in October 2010.

Room Occupancy



Bedspace Occupancy

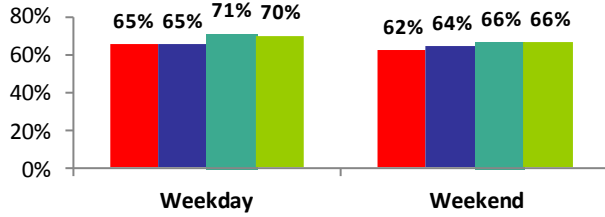


England Occupancy Reporting October 2011

- Across England as a whole, both room and bed occupancy levels remained on a par with levels achieved in October 2010.
- The weekday room occupancy level during October 2011 was slightly below the October 2010 level, with bed occupancy levels remaining static with the same period in 2010. Weekend room and bed occupancy levels were on a par with the levels witnessed during the same period last year.
- Room and bed occupancy levels in the B&B category witnessed an increase in October 2011 compared with the levels achieved during October 2010. Similarly bed occupancy in the guesthouse category had increased slightly on the levels achieved during the same period last year, with room occupancy remaining static. Hotel room and bed occupancy levels had witnessed a slight decrease on levels achieved during October 2010.
- Countryside locations witnessed a slight increase in room occupancy levels compared with October 2010, with room occupancy in small town locations remaining static with the previous year. Bed occupancy levels in seaside, small town and countryside locations had remained static with the levels achieved during the same period last year, with city/large town locations witnessing a slight decrease on levels achieved in October 2010.
- Room occupancy levels in the 4-10 size band category had increased compared with October 2010 percentages with all other size bandings witnessing a decrease on levels achieved during October 2010. Bed occupancy levels remained static in the 4-10, 26-50 and 100+ size bands and decreased in all other categories.

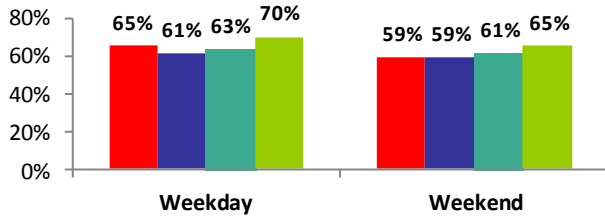
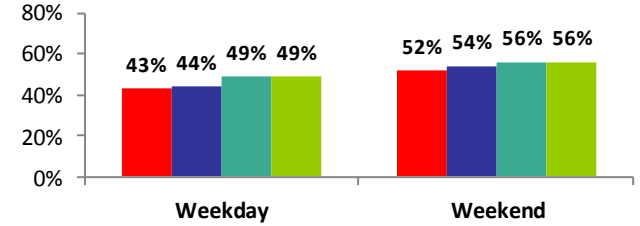
Weekday / Weekend

Room Occupancy

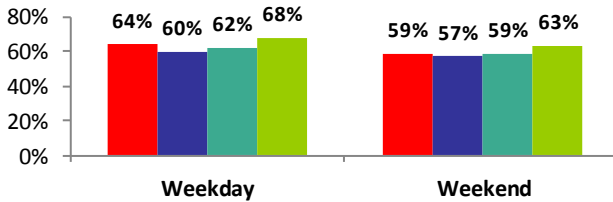
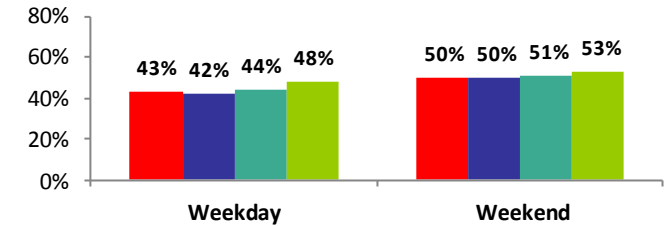


October 2011

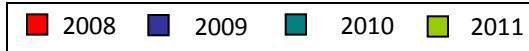
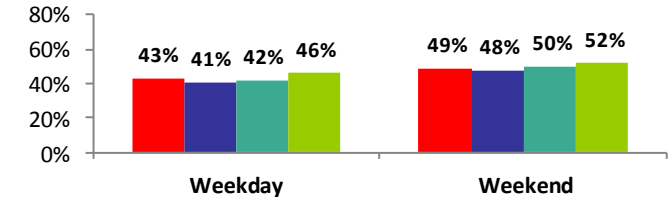
Bedspace Occupancy



Year to Date
(Jan 11 - Oct 11)

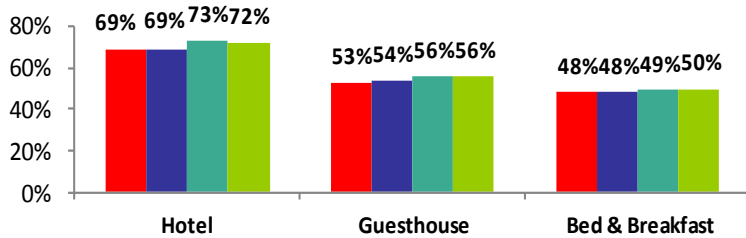


Past 12 Mths
(Nov 10 - Oct 11)



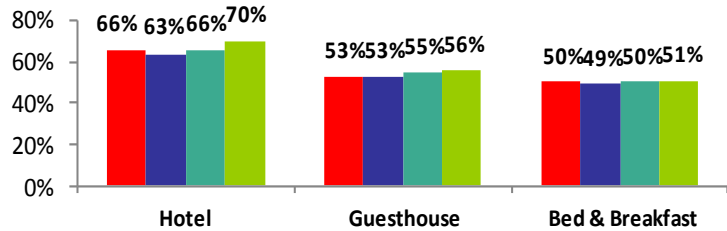
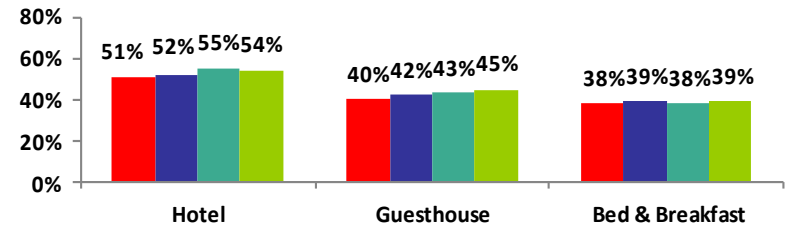
Establishment Type

Room Occupancy

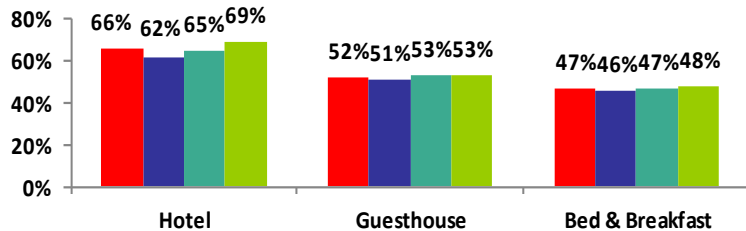
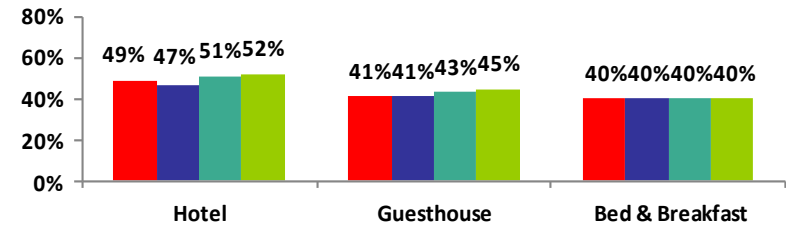


October 2011

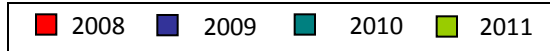
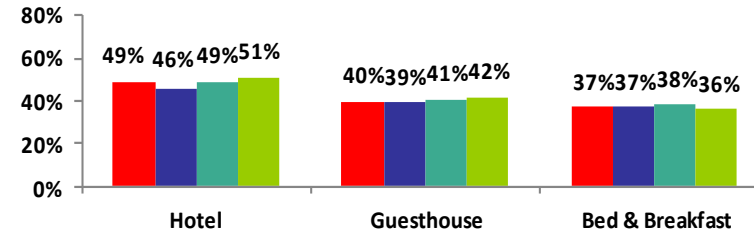
Bedspace Occupancy



Year to Date
(Jan 11 - Oct 11)



Past 12 Mths
(Nov 10 - Oct 11)

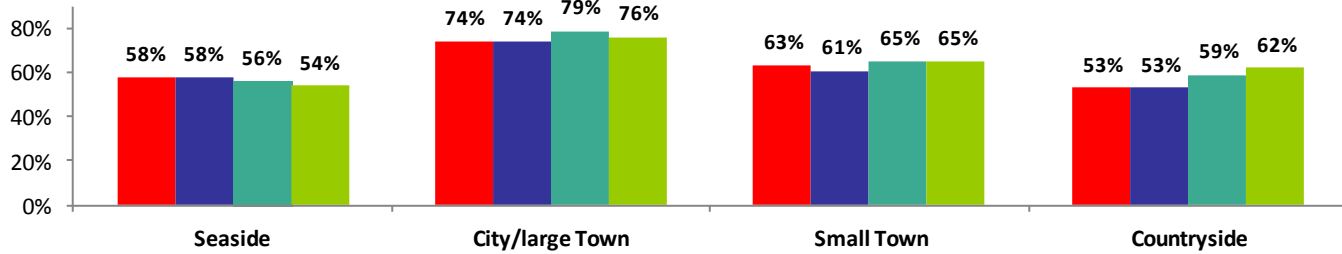


STR data is included in the year to date and past 12 months information for 2011 – for the Hotel sector only

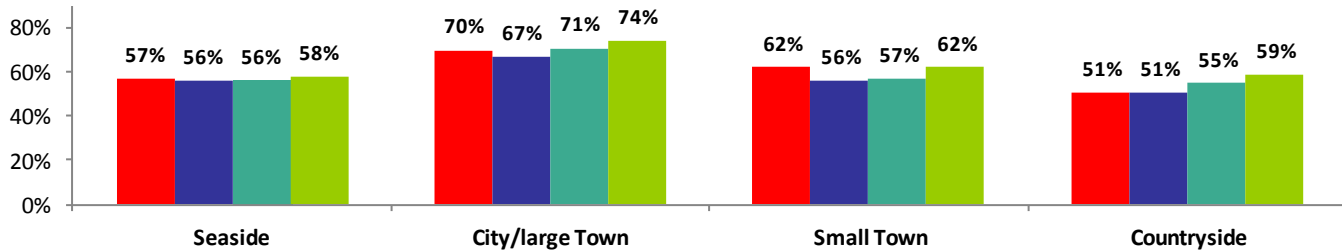
Location

Room Occupancy

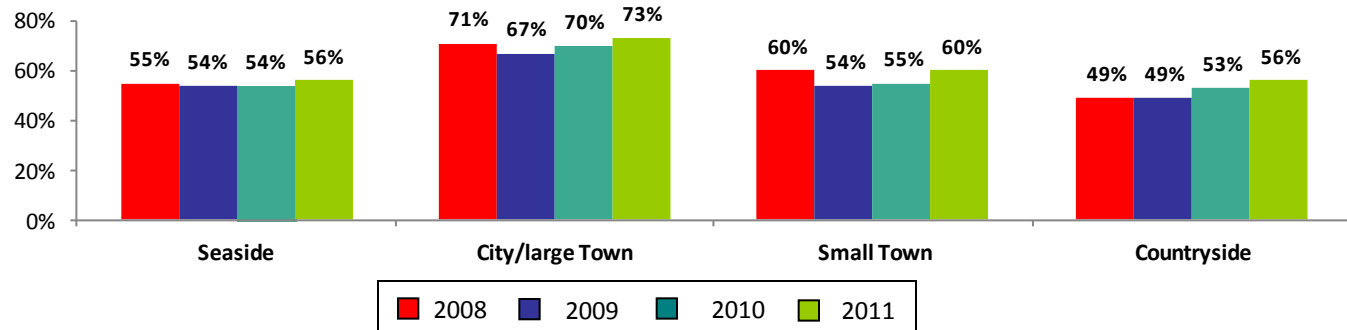
**October
2011**



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



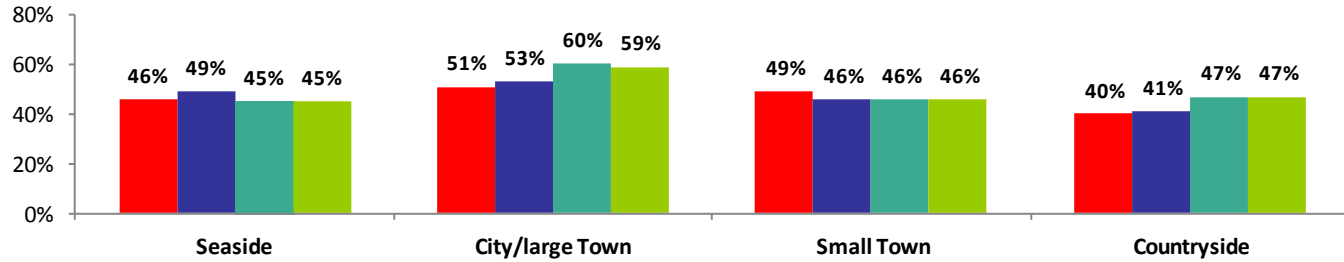
**Past 12 months
(Nov 10 - Oct 11)**



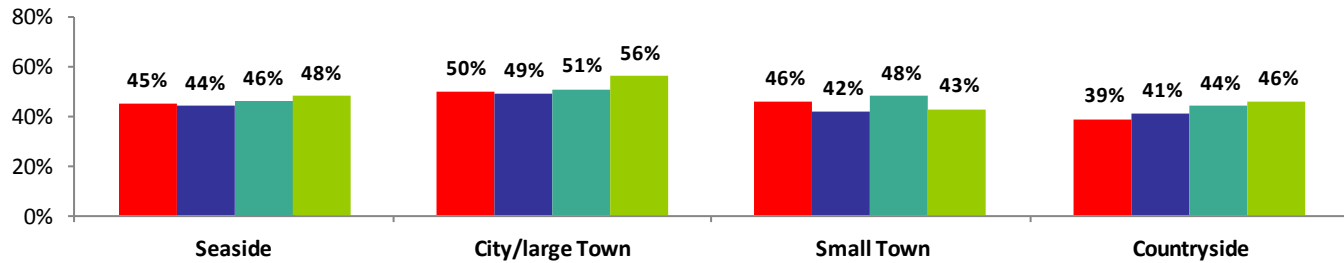
Location

Bedspace Occupancy

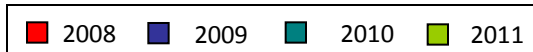
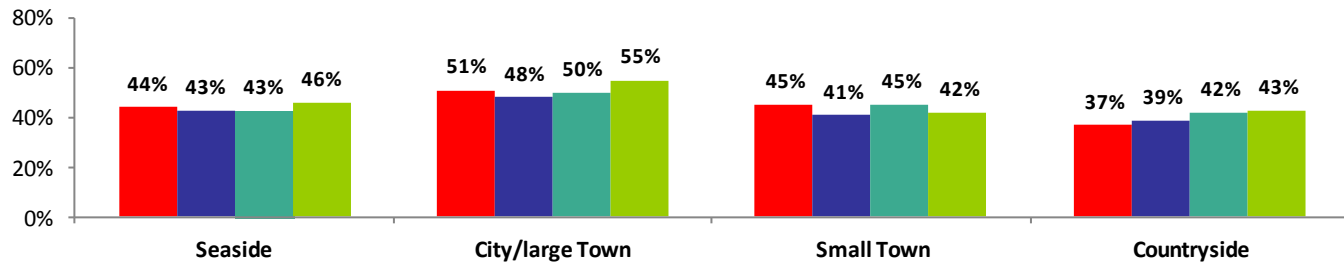
**October
2011**



**Year to Date
(Jan 11 – Oct 11)**



**Past 12 months
(Nov 10–Oct 11)**

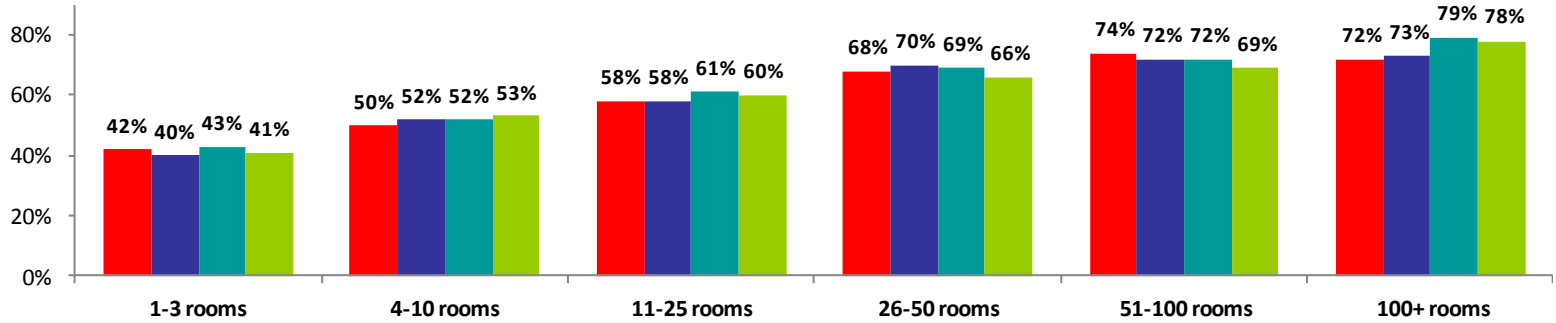


STR data is included in the year to date and past 12 months information for 2011 only

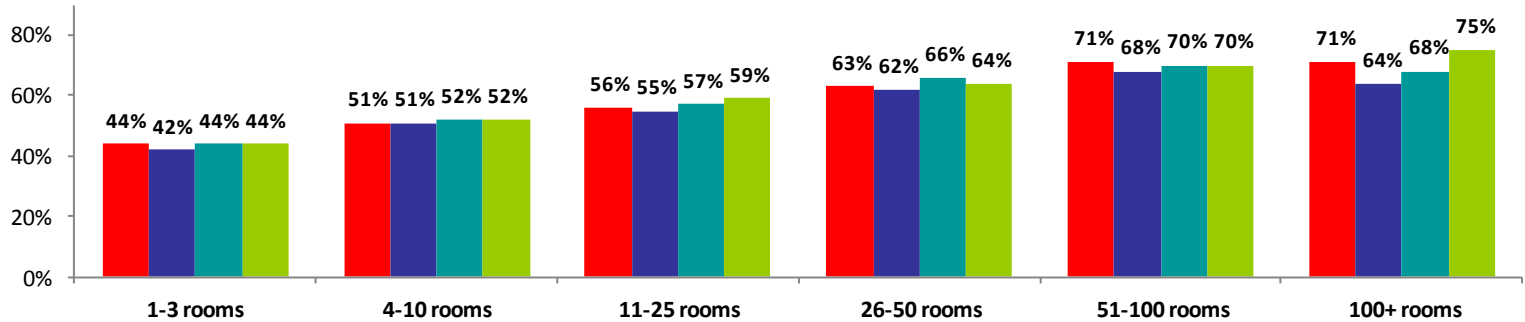
Number of Rooms

Room Occupancy

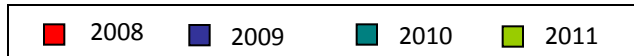
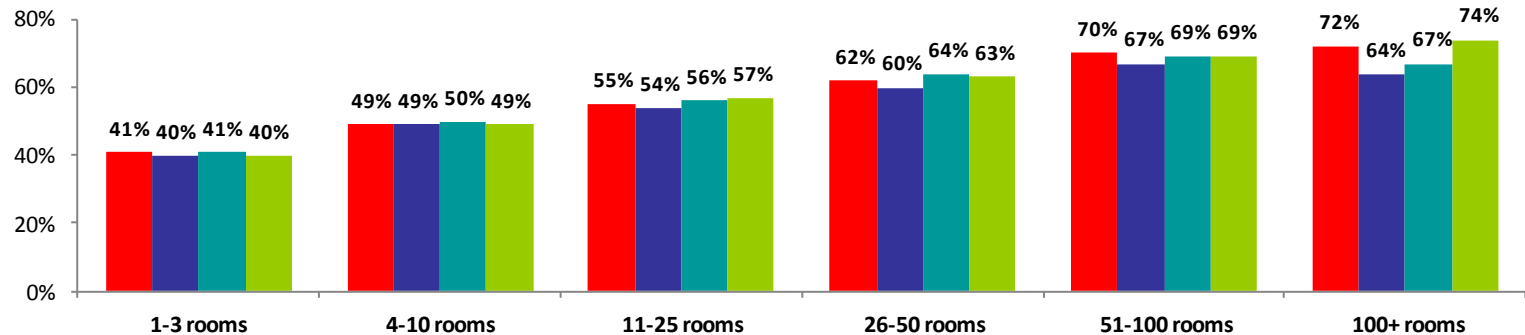
October 2011



Year to Date (Jan 11 - Oct 11)



Past 12 Mths (Nov 10 - Oct 11)

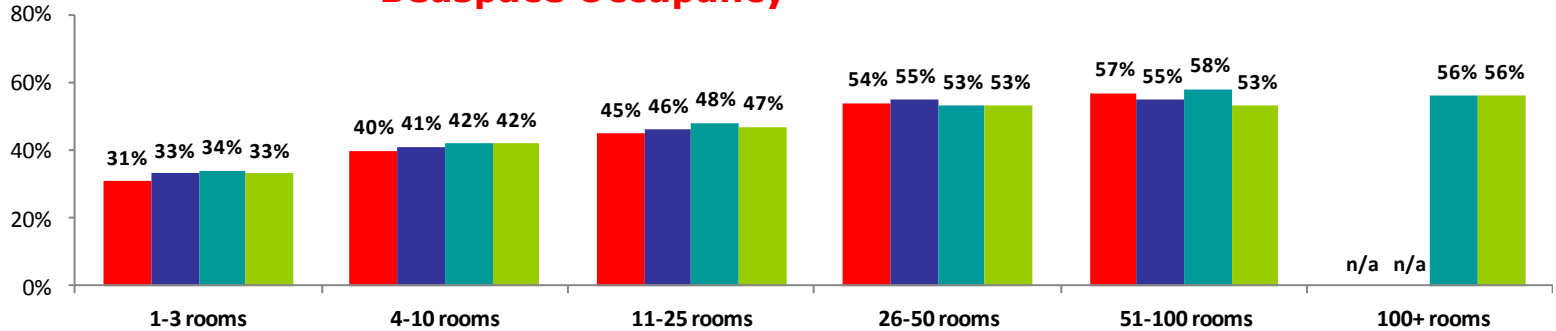


STR data is included in the year to date and past 12 months information for 2011 only

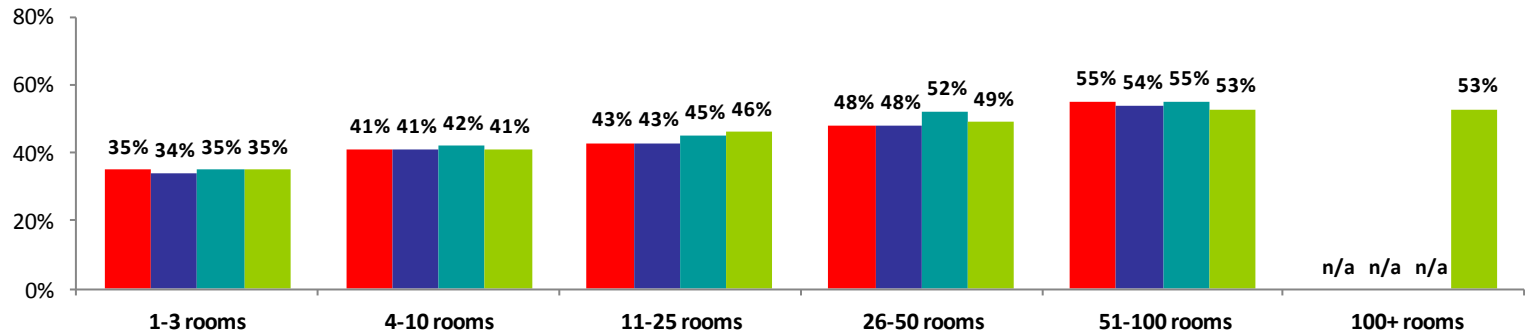
Number of Rooms

Bedspace Occupancy

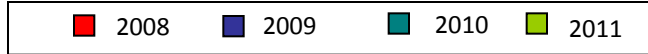
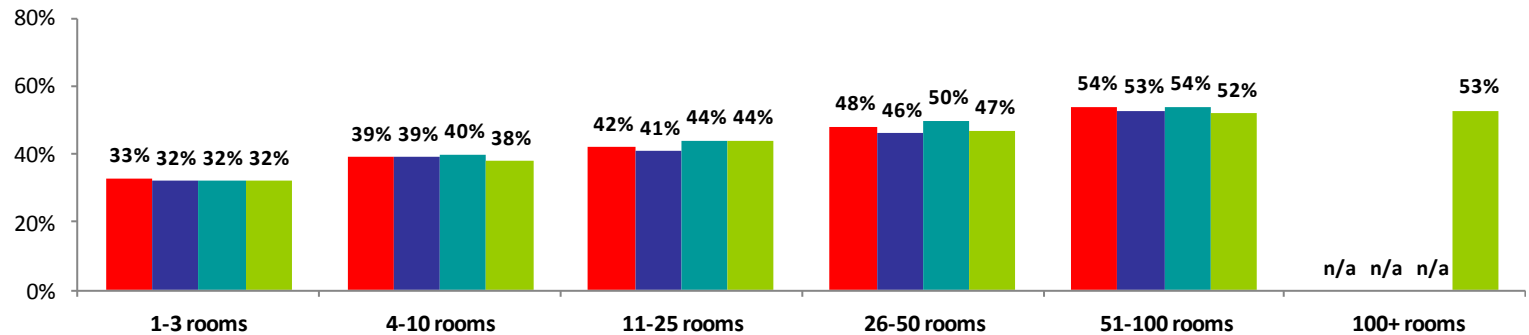
October 2011



Year to Date (Jan 11-Oct 11)



Past 12 Mths (Nov 10-Oct 11)



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