

# England Occupancy Survey

December 2012 Results

# Note: Change in Occupancy Reporting

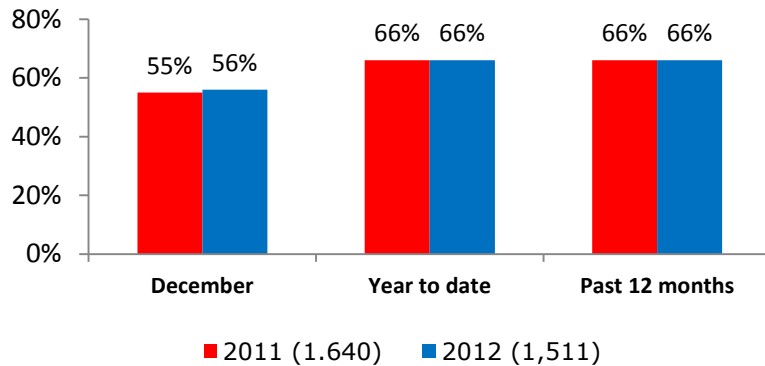
- In June 2010 a change was made to occupancy data.
- Syndicated data for c. 700 larger hotels with 100+ rooms provided by STR Global is now included in the overall England occupancy calculation.
- The data provided by STR Global includes occupancy and revenue but not guest type (i.e. UK vs. overseas, business travellers vs. non business travellers).
- At present this data is only included in the single month analysis (December) 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.
- This report is undertaken by The Research Solution, survey administrators on behalf of Visit England.

# England Occupancy Reporting December 2012 (including data from STR Global)

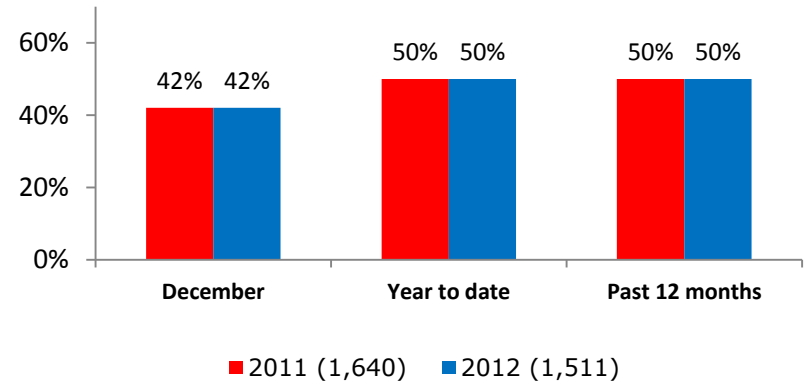
## Monthly Update : December 2012

In December 2012 room occupancy witnessed an increase when compared to the previous year, rising by 1 percentage point. Bed occupancy remained constant with the previous year. Occupancy levels remained static in both the year to date and past 12 months category for December.

### Room Occupancy



### Bedspace Occupancy

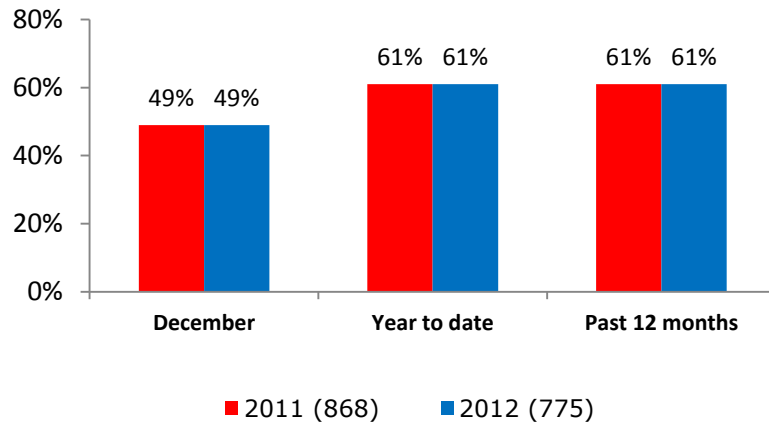


# England Occupancy Reporting December 2012 (excluding data from STR Global)

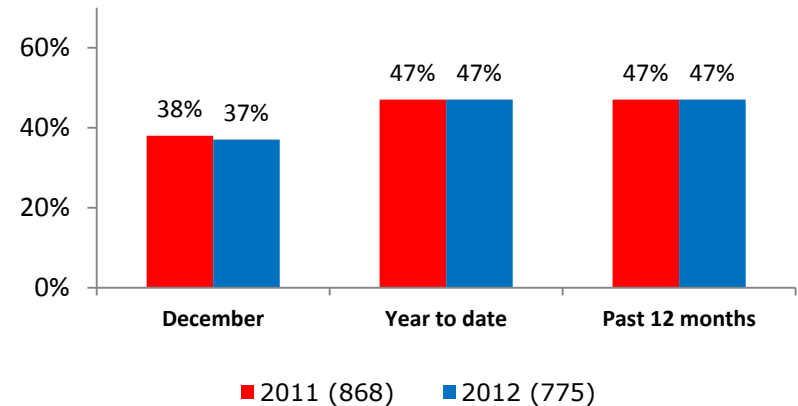
## Monthly Update : December 2012

Bedspace occupancy witnessed a slight drop in December when compared to 2011. Room occupancy remained static when compared to the previous year, with a similar pattern in the year to date and past 12 months, both remaining on a par with 2011.

### Room Occupancy



### Bedspace Occupancy



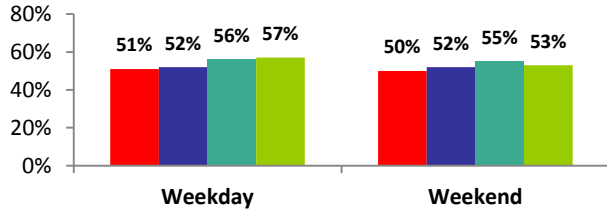
# England Occupancy Reporting

## December 2012

- Across England as a whole, bed occupancy levels during December 2012 remained at the same level as 2011. Room occupancy saw a small increase of 1 percentage point.
- Weekday room occupancy witnessed an increase of 1 percentage point when compared with the same month the previous year. Weekday bed occupancy remained static, whereas both room and bedspace occupancy fell slightly (2 percentage points for room and 1 in bedspace occupancy) in weekend occupancy when compared to December 2011.
- Room and bed occupancy levels in the guesthouse category witnessed a significant increase when compared with the levels achieved in December 2011 (up by 6 percentage points for room and 7 percentage points for bed occupancy). B&B room occupancy fell slightly as did Hotel bed occupancy. The average year to date and the past twelve months levels remained static on the percentages achieved in the previous year for both hotel and guesthouse. Bed occupancy levels increased in the year to date and past twelve months average for B&B but saw a 1 percentage point drop in room occupancy.
- Seaside, city/large town and small town locations all witnessed an increase in room occupancy levels compared with the December 2011 percentages, with countryside location witnessing a slight decrease overall. Bedspace occupancy levels were more varied with both seaside and small town locations remaining static, city/large town increasing, and countryside decreasing slightly.
- Room occupancy levels in size band categories 26-50 and 100+ had increased compared with the December 2011 percentages, with the smaller of these increasing by 5 percentage points. Bed occupancy levels remained static in the 11-25 and 100+ size band but had increased across nearly all other categories with the 26-50 witnessing the highest increase rising by 3 percentage points compared to December 2011. The 51-100 size band saw the only drop in occupancy, falling by 2 percentage points.

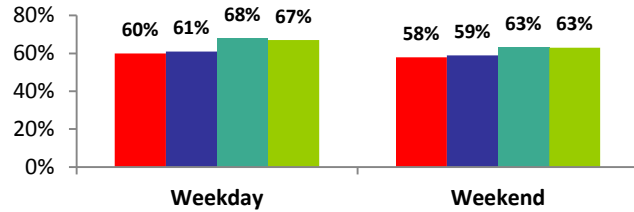
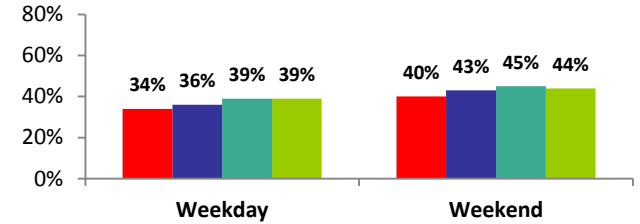
# Weekday / Weekend

## Room Occupancy

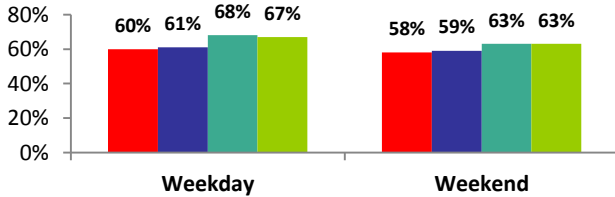
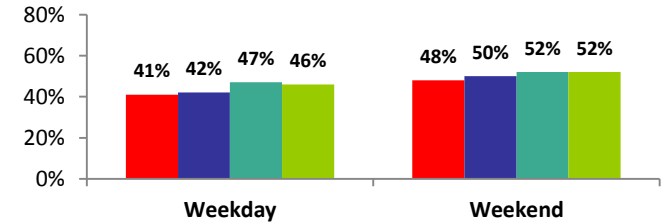


December 2012

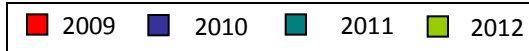
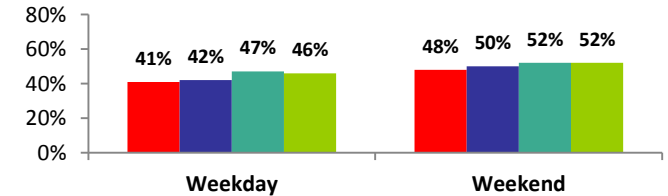
## Bedspace Occupancy



Year to Date  
(Jan 12 - Dec 12)

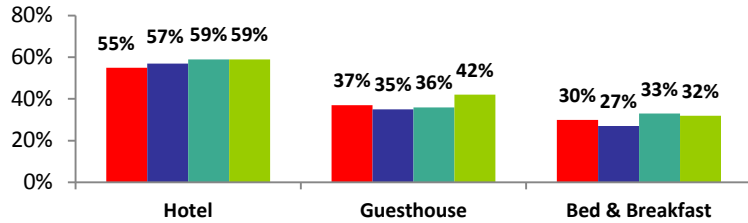


Past 12 Mths  
(Jan 12 - Dec 12)



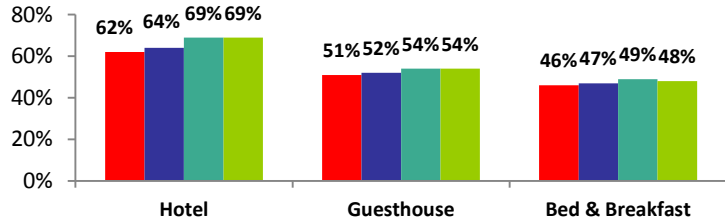
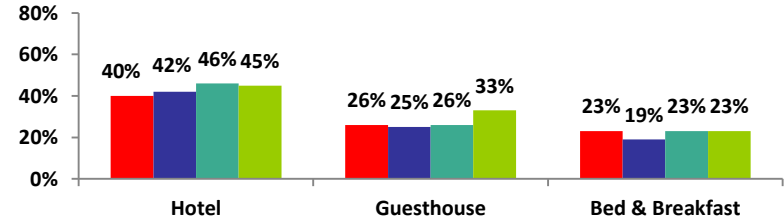
# Establishment Type

## Room Occupancy

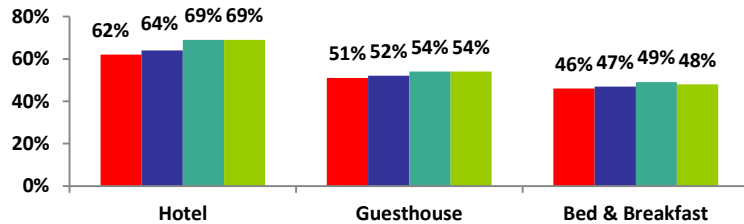
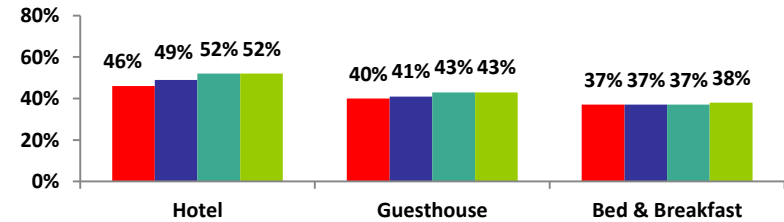


**December  
2012**

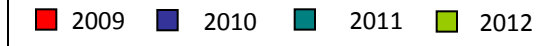
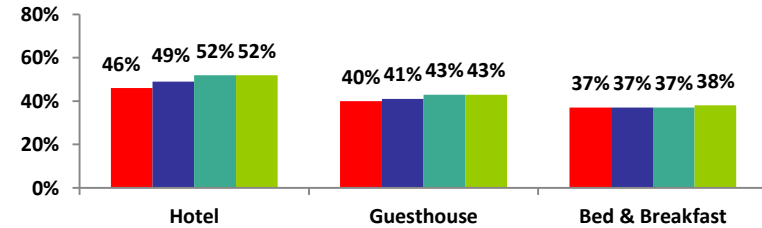
## Bedspace Occupancy



**Year to Date  
(Jan 12- Dec 12)**



**Past 12 Mths  
(Jan 12- Dec 12)**

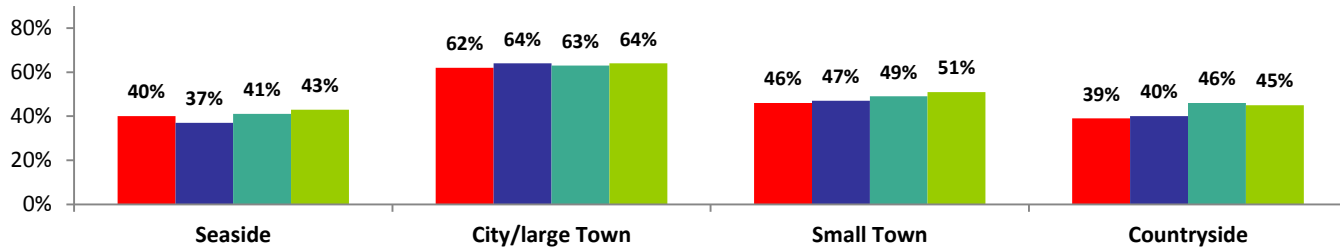


STR data is included in the year to date for 2011 and 2012 and the past 12 months for May-December 2011 data and 2012 data

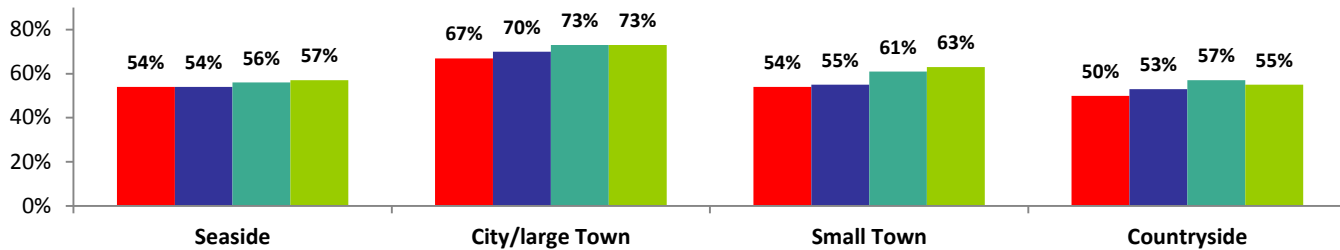
# Location

## Room Occupancy

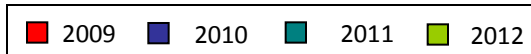
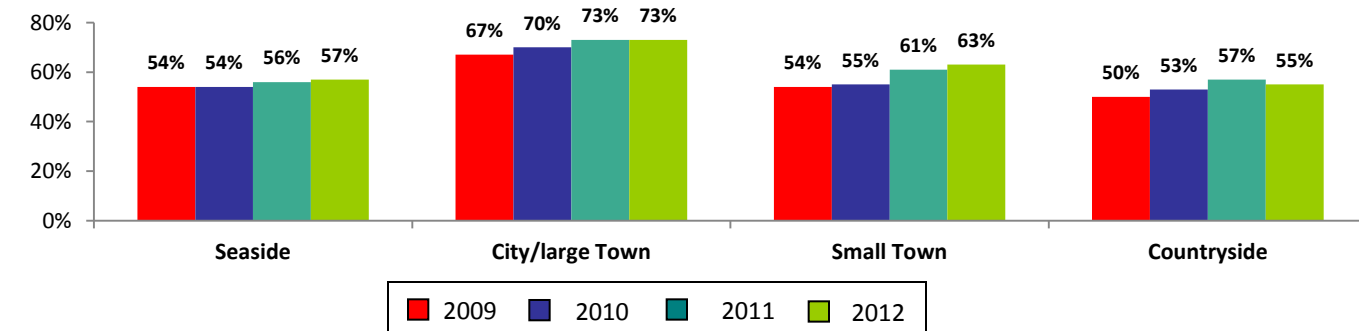
**December  
2012**



**Year to Date  
(Jan 12 – Dec 12)**



**Past 12 months  
(Jan 12–Dec 12)**



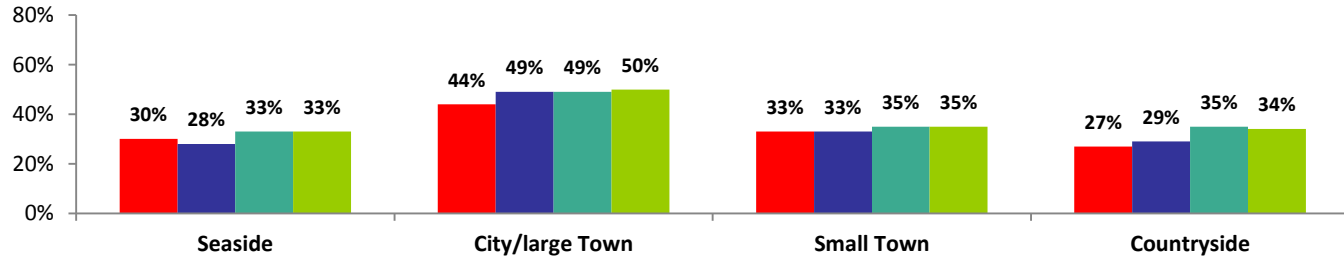
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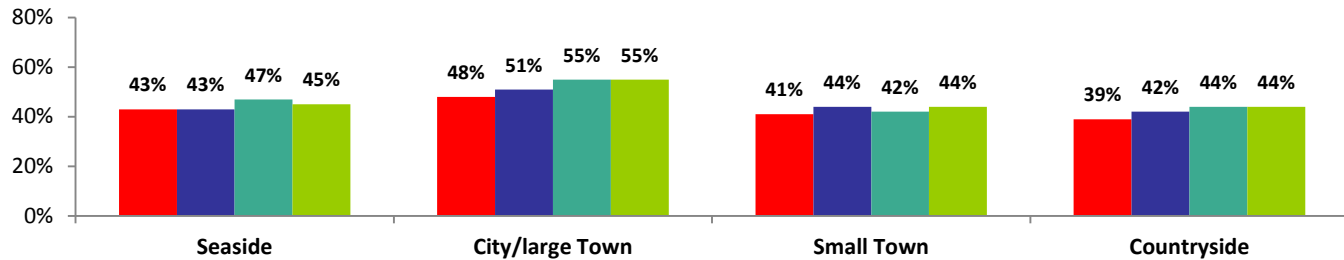
# Location

## Bedspace Occupancy

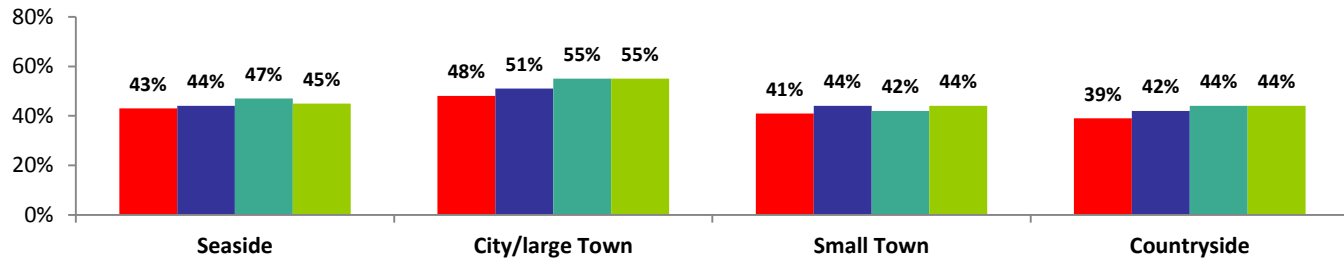
**December  
2012**



**Year to Date  
(Jan 12 - Dec 12)**



**Past 12 months  
(Jan 12-Dec 12)**

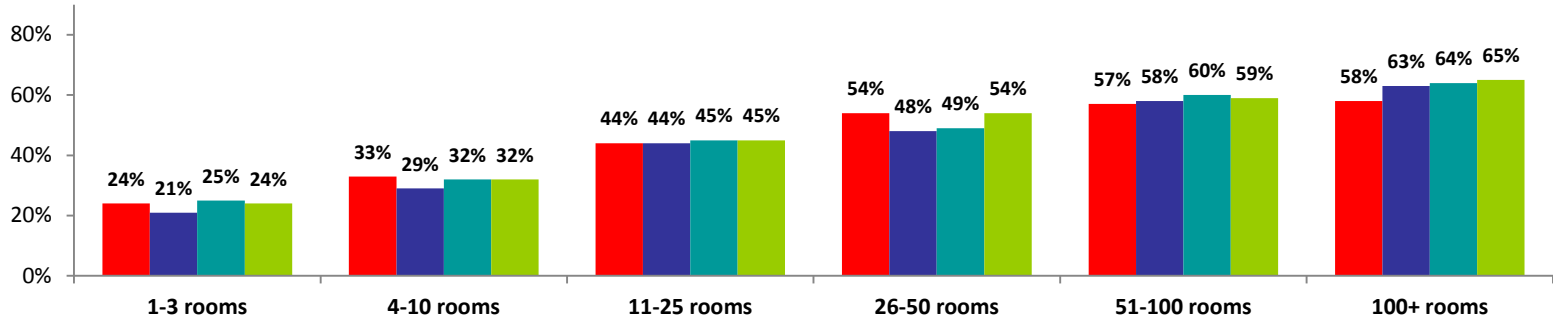


STR data is included in the year to date for 2011 and 2012 and the past 12 months for May-December 2011 data and 2012 data

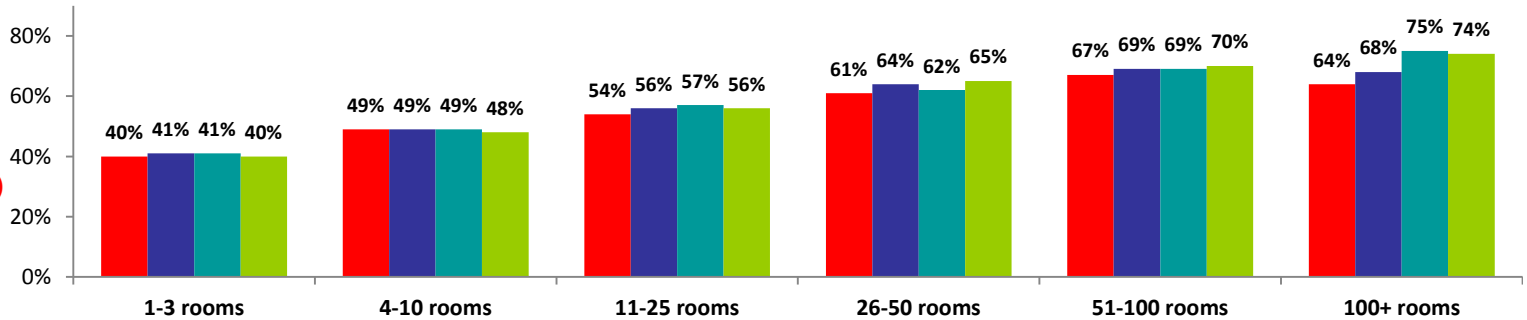
# Number of Rooms

## Room Occupancy

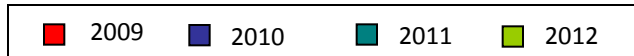
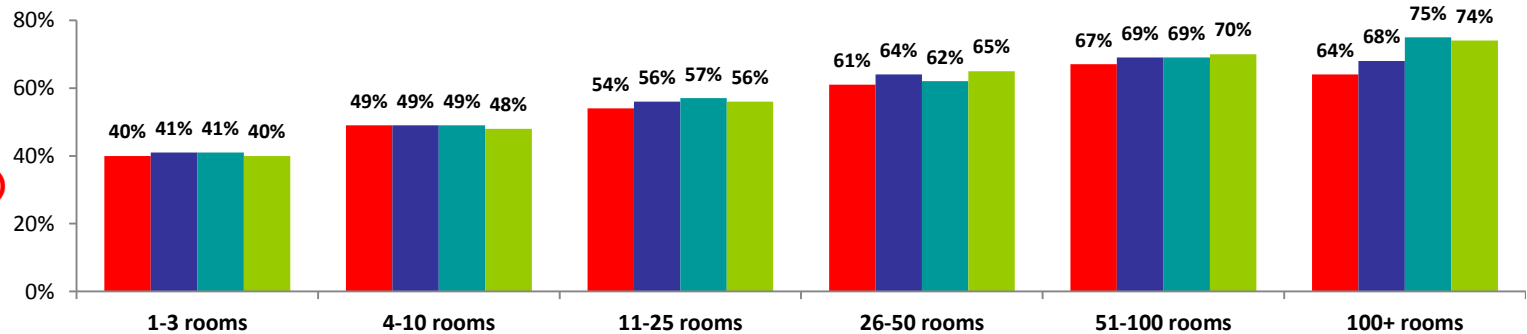
**December 2012**



**Year to Date (Jan 12 - Dec 12)**



**Past 12 Mths (Jan 12 - Dec 12)**

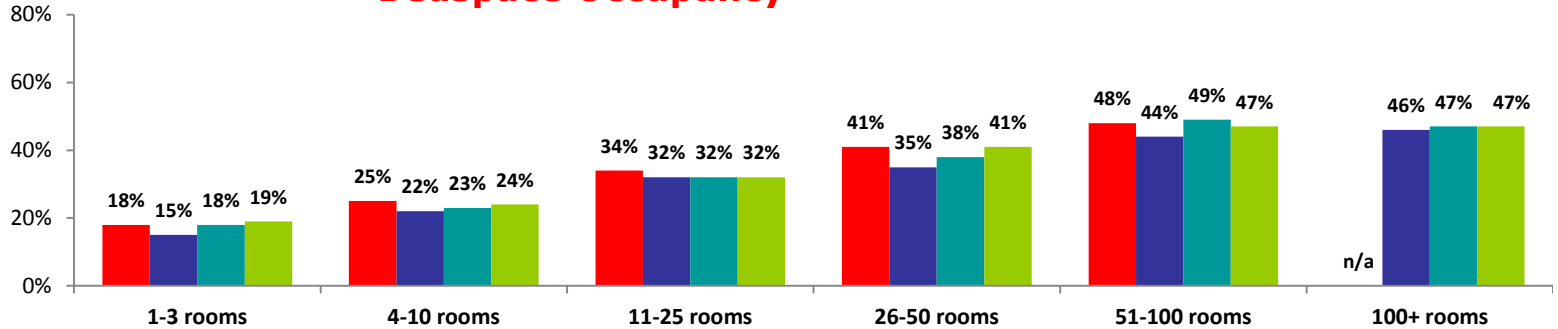


STR data is included in the year to date for 2011 and 2012 and the past 12 months for May-December 2011 data and 2012 data

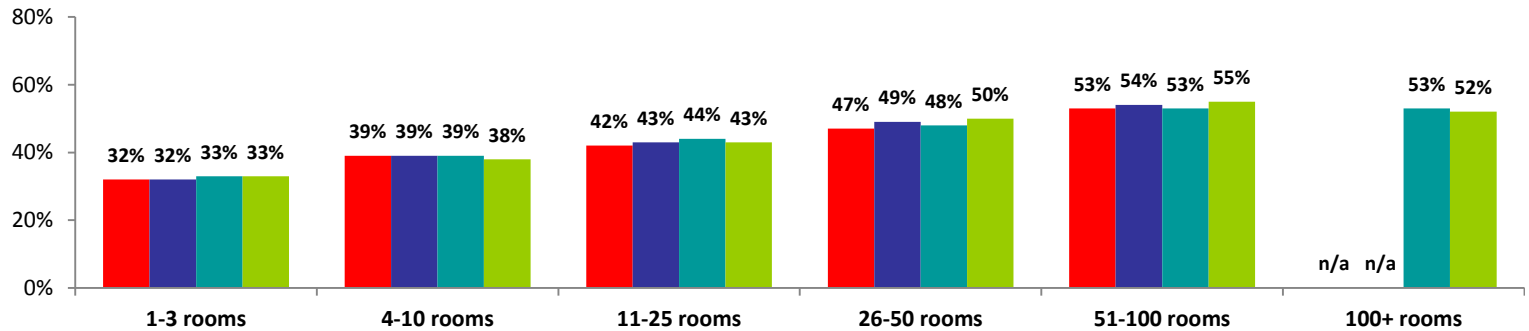
# Number of Rooms

## Bedspace Occupancy

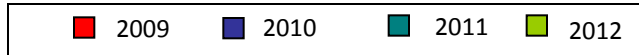
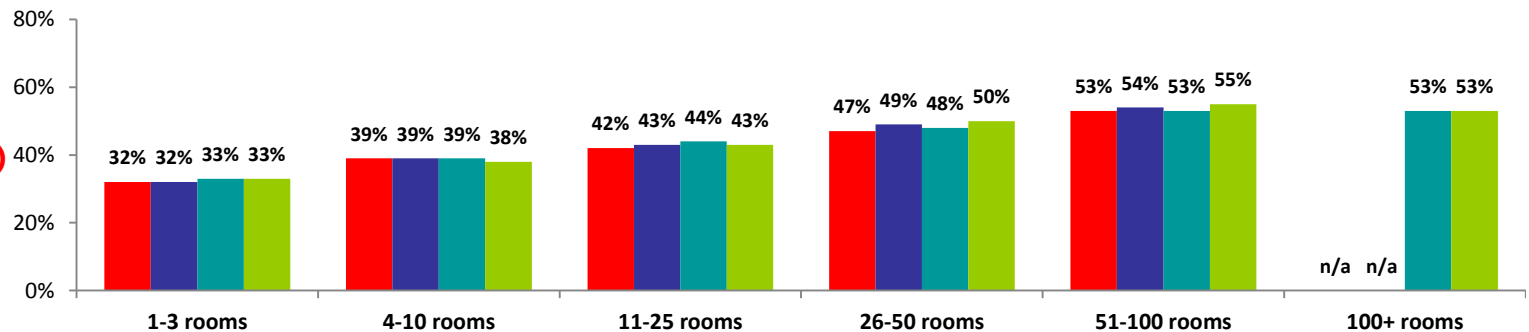
**December 2012**



**Year to Date (Jan 12-Dec 12)**



**Past 12 Mths (Jan 12 - Dec 12)**



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