

# England Occupancy Survey

February 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 (February) and not for past 12 month or year-to-date data 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.

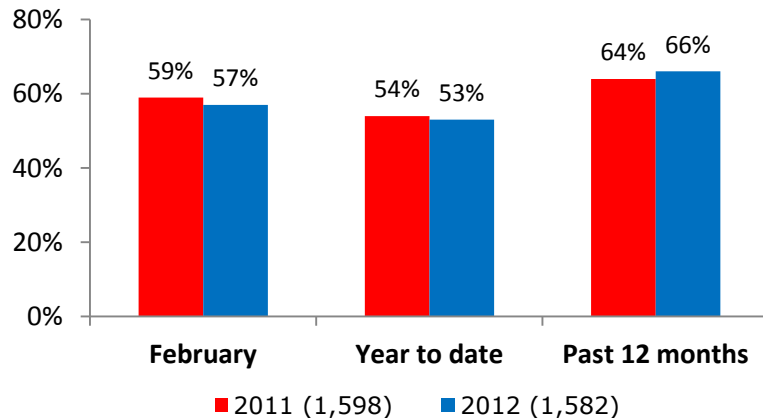
# England Occupancy Reporting February 2012 (including data from STR Global)

## Monthly Update : February 2012

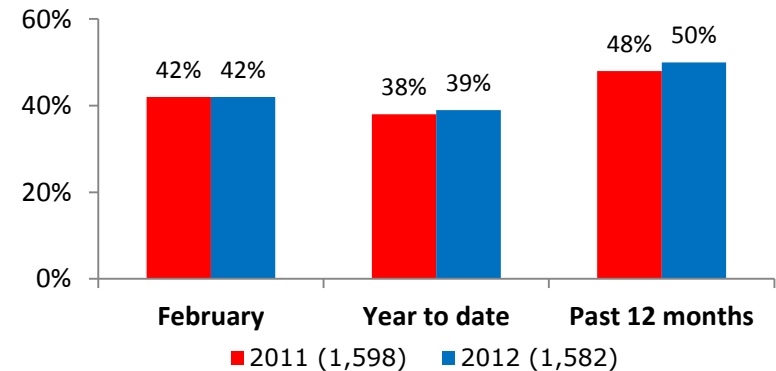
This update shows that in February 2012 England witnessed a slight drop in room occupancy levels when compared with February 2011. Bedspace occupancy remained the same when compared with the previous year

Room and bed occupancy levels for the year to date average were on a par but data for the past 12 months average had witnessed an increase for both room and bed occupancy, above the levels achieved during the same period last year.

### Room Occupancy



### Bedspace Occupancy



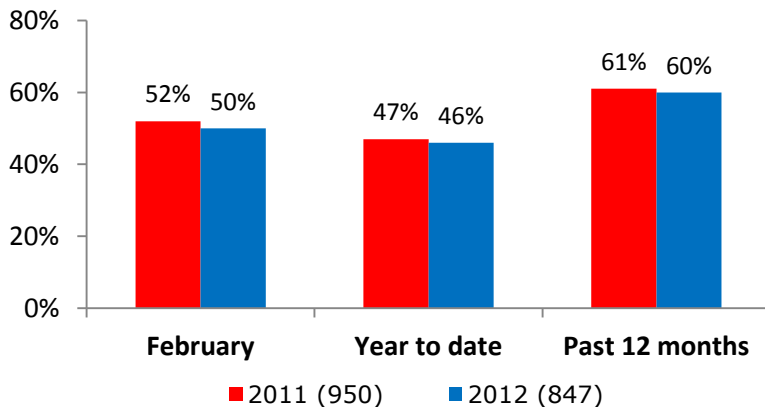
# England Occupancy Reporting February 2012 (excluding data from STR Global)

## Monthly Update : February 2012

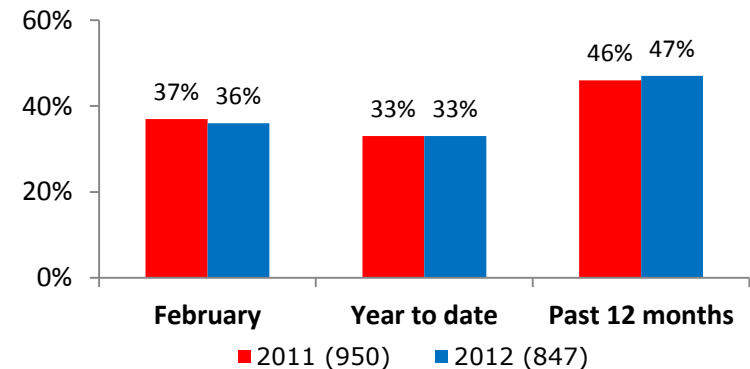
This update shows that in February 2012 both room and bed occupancy levels across England witnessed a slight decrease compared with the previous year

Room occupancy levels for the year to date average and the past 12 months had also declined slightly whilst bed occupancy levels over the past 12 months saw a slight increase compared to the same period last year.

### Room Occupancy



### Bedspace Occupancy

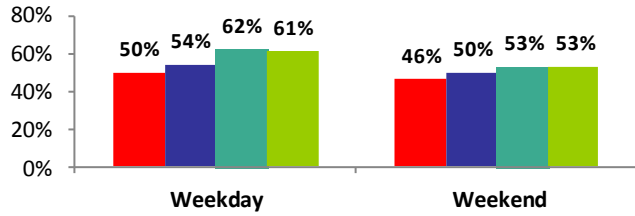


# England Occupancy Reporting February 2012

- Across England as a whole, room occupancy levels were slightly down on those achieved during February 2011, whilst bed occupancy remained static compared with the previous year
- The weekday room and bed occupancy levels during this month also decreased slightly whilst weekend room occupancy remained static and bed occupancy saw a small increase on the 2011 percentage.
- Across all types of accommodation, room occupancy levels had decreased when compared with the same period the previous year, with the bed and breakfast sector seeing the largest decline by four percentage points. However, when looking at the past 12 months, the hotel sector had increased both room and bed occupancy levels compared with the same period in 2011.
- With the exception of the seaside, the remaining locations had witnessed a decrease or in the case of countryside accommodation, had remained static compared with February 2011. Bed occupancy had increased for both small town and countryside accommodation during this period.
- With the exception of the 51-100 size banding, room occupancy levels had declined compared with the same period in 2011. Bed occupancy levels in the 26-50 and 51-100 room bandings had remained static compared with February 2011 with all other size bandings witnessing a decrease on the levels achieved in the same period in 2011.

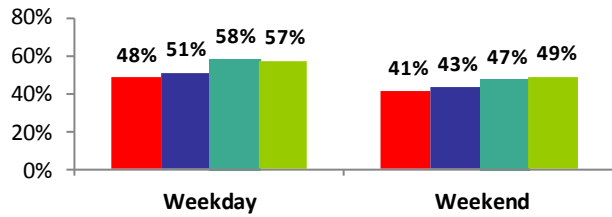
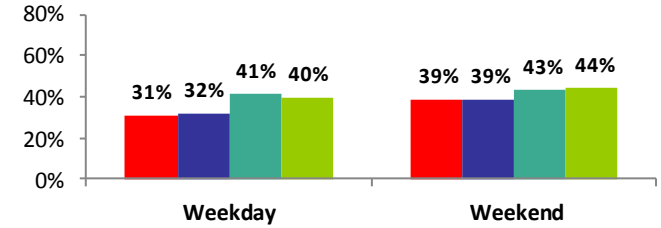
# Weekday / Weekend

## Room Occupancy

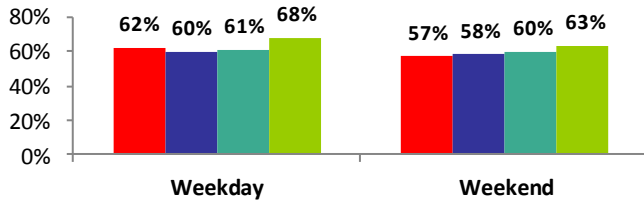
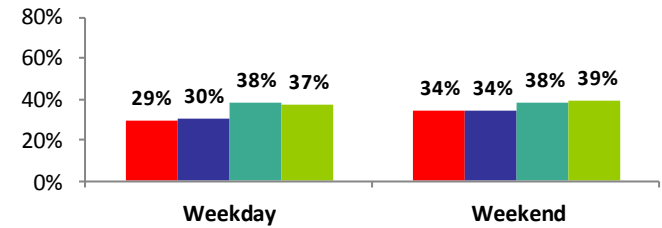


February 2012

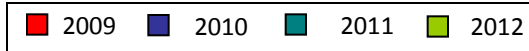
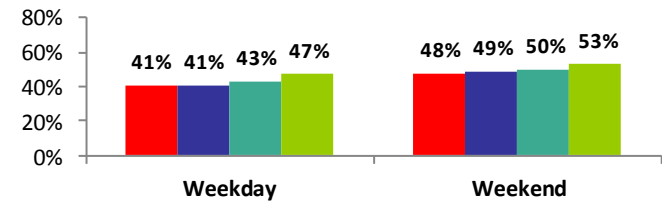
## Bedspace Occupancy



Year to Date  
(Jan-Feb 2012)

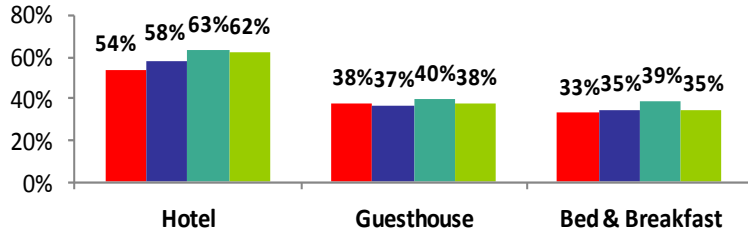


Past 12 Mths  
(Mar 11- Feb 12)



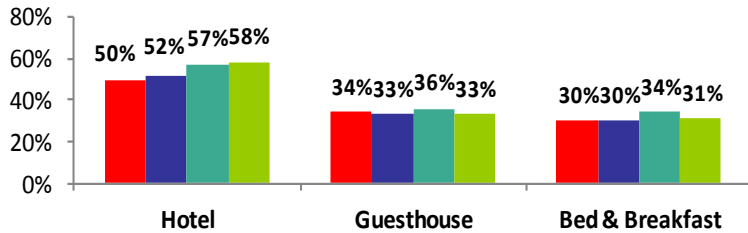
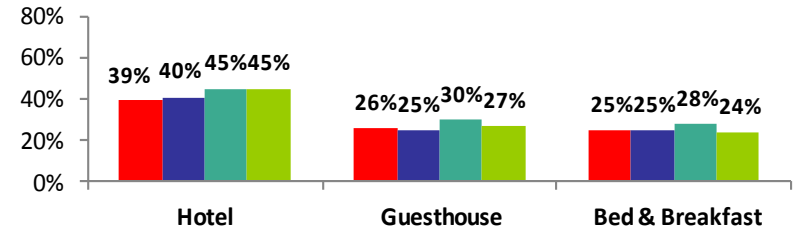
# Establishment Type

## Room Occupancy

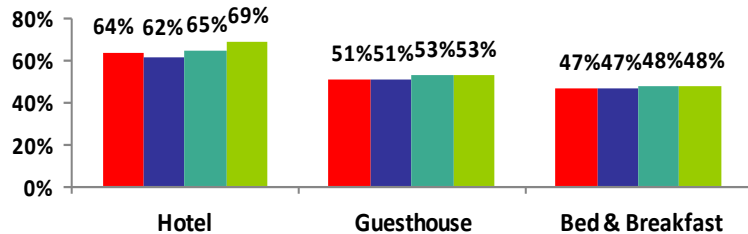
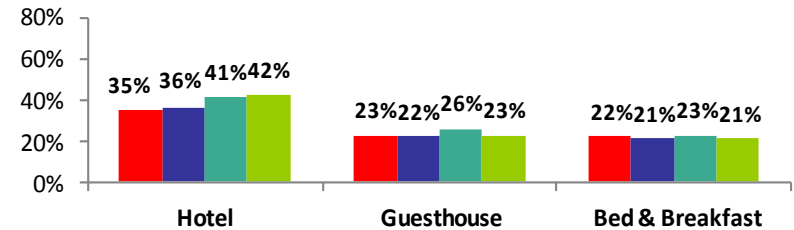


February 2012

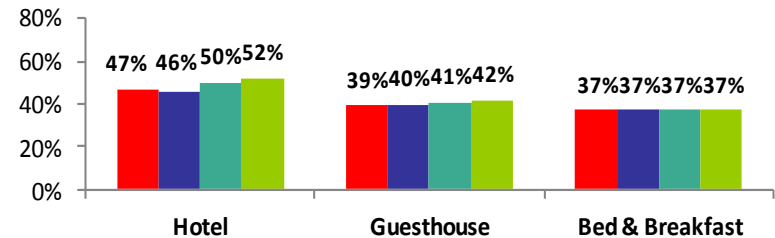
## Bedspace Occupancy



Year to Date  
(Jan-Feb 2012)



Past 12 Mths  
(Mar 11 - Feb 12)

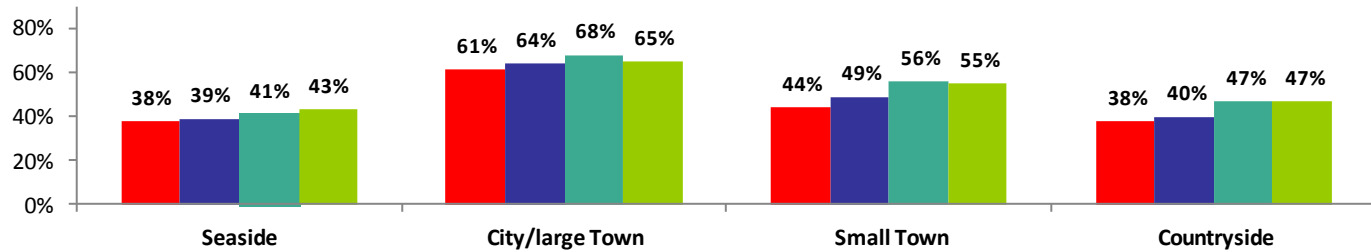


2009 2010 2011 2012

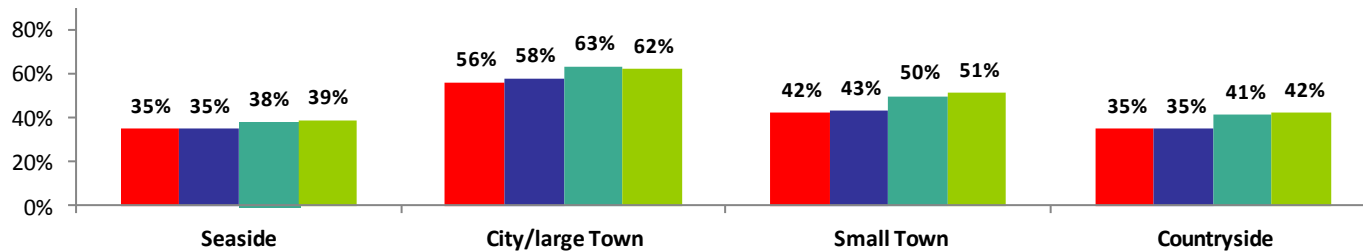
# Location

## Room Occupancy

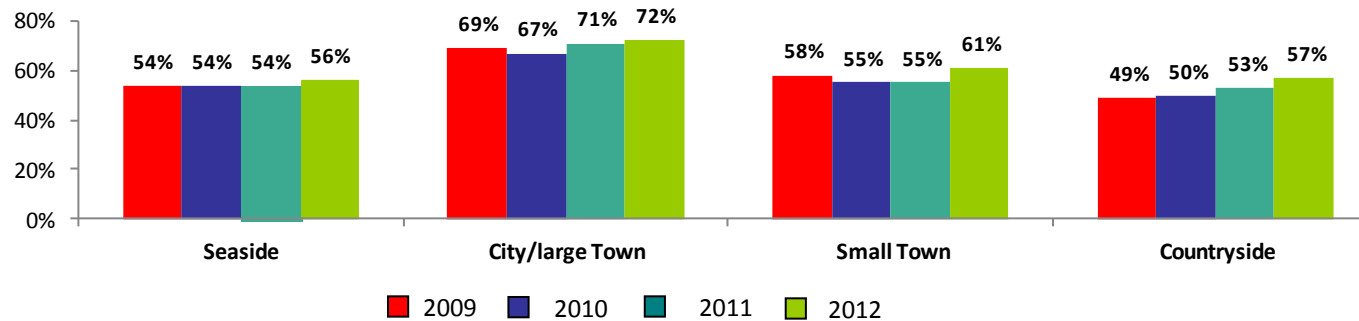
February 2012



Year to Date  
(Jan - Feb 2012)



Past 12 months  
(Mar 11 - Feb 12)

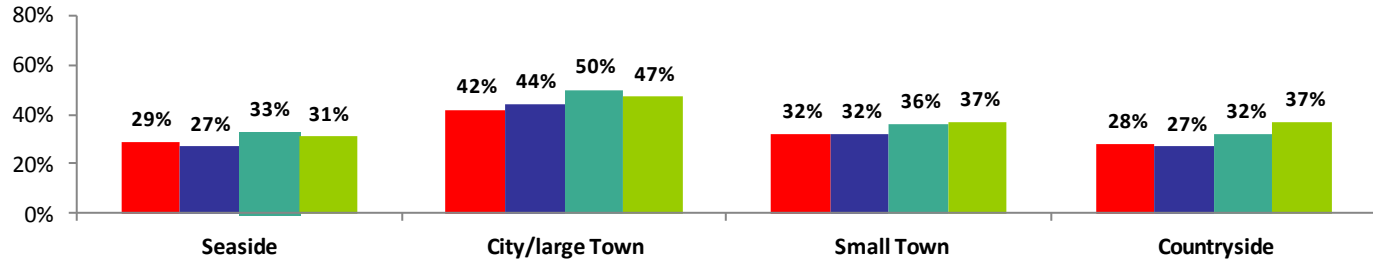




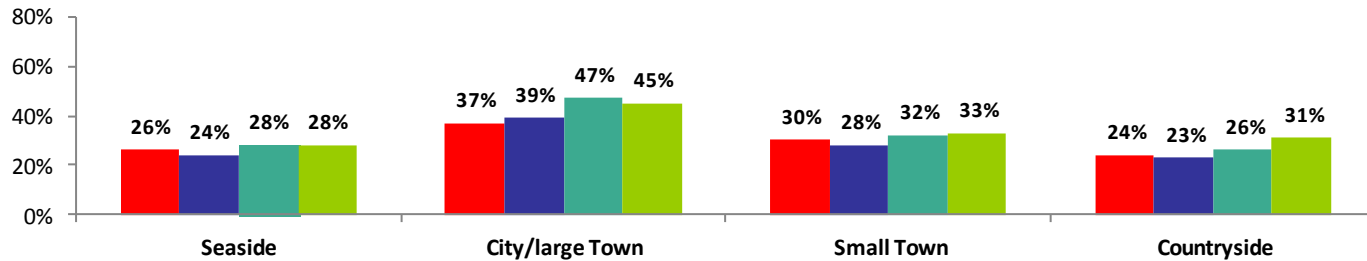
# Location

## Bedspace Occupancy

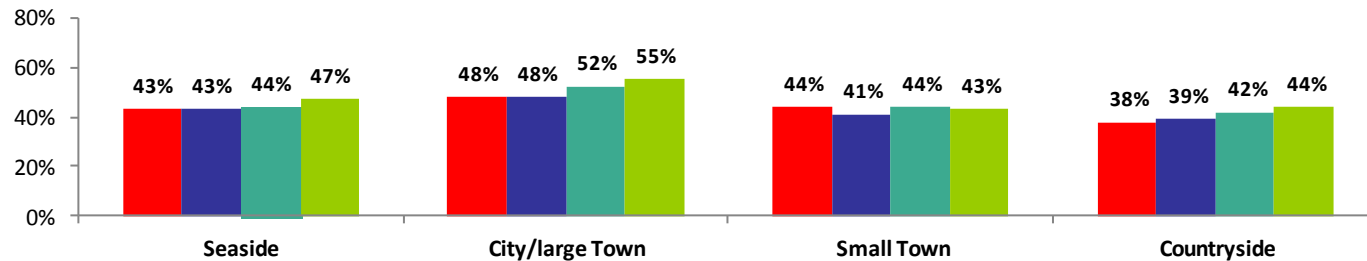
February 2012



Year to Date  
(Jan - Feb 2012)



Past 12 months  
(Mar 11 - Feb 12)

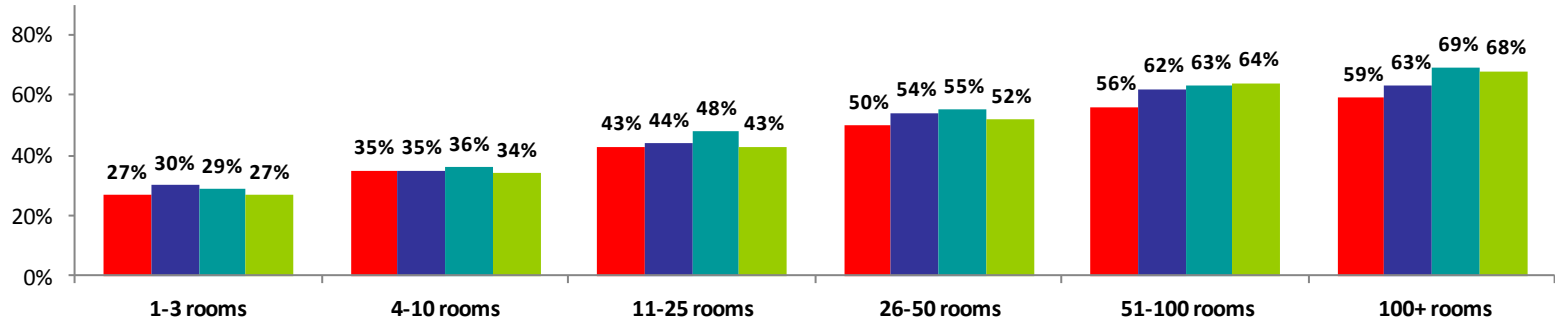


2009 2010 2011 2012

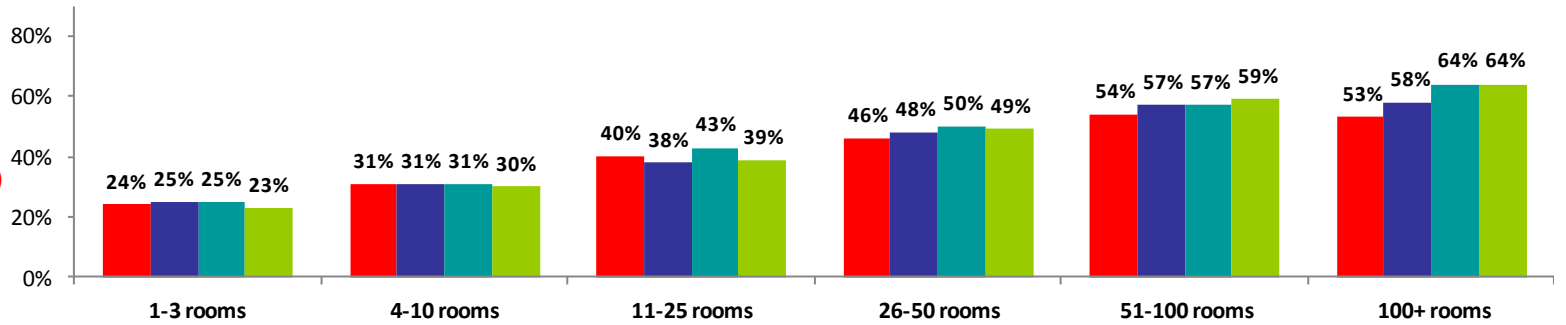
# Number of Rooms

## Room Occupancy

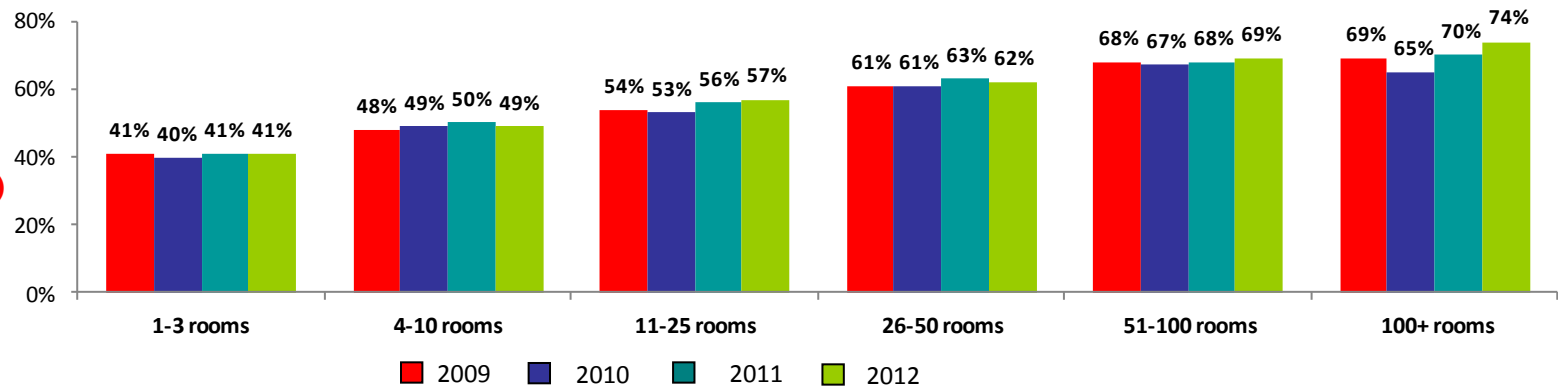
**February  
2012**



**Year to Date  
(Jan - Feb 2012)**



**Past 12 Mths  
(Mar 11 - Feb 12)**

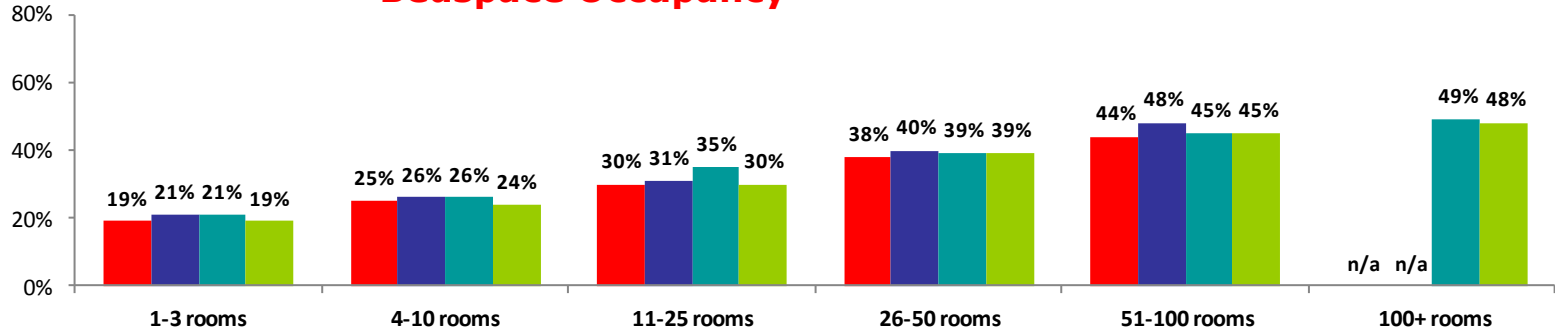


2009 2010 2011 2012

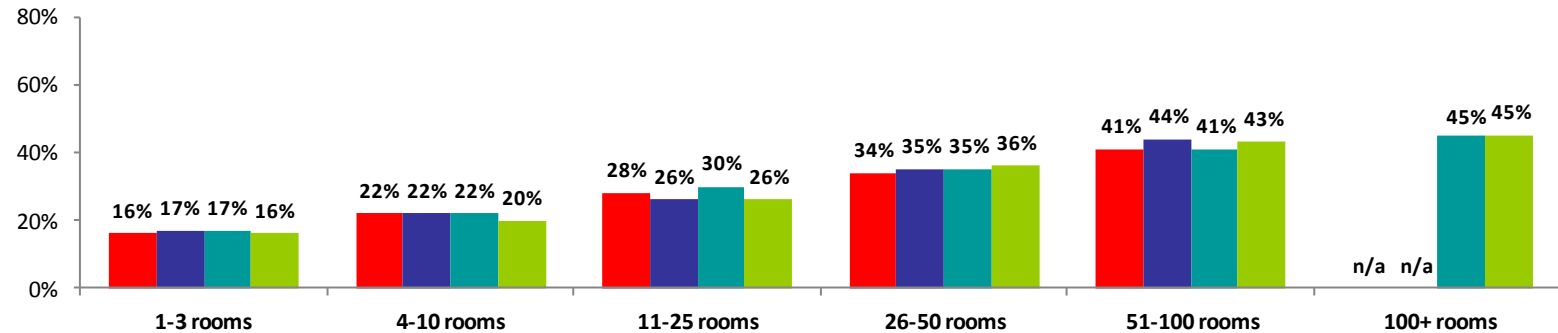
# Number of Rooms

## Bedspace Occupancy

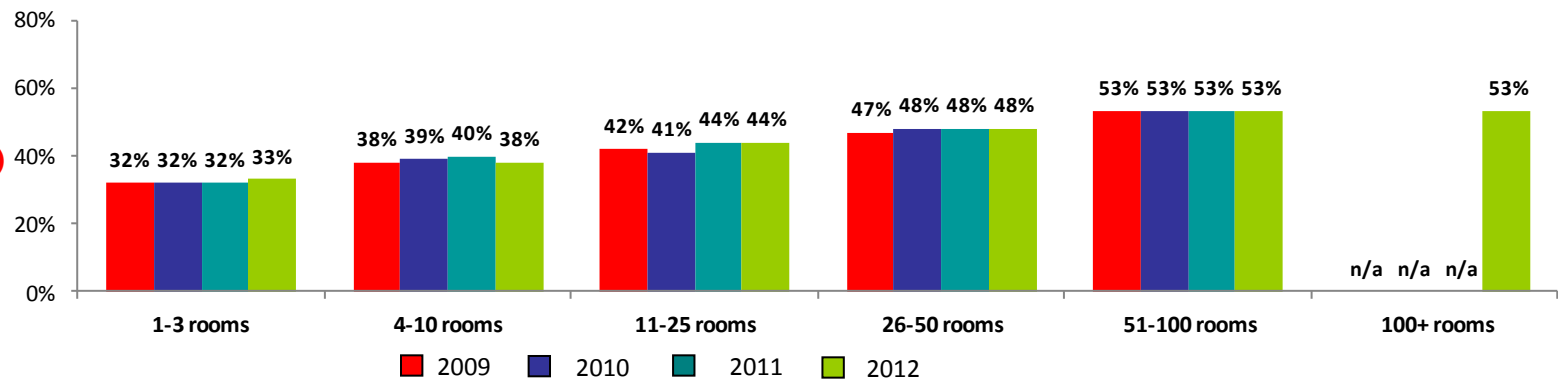
**February  
2012**



**Year to Date  
(Jan-Feb 2012)**



**Past 12 Mths  
(Mar 11- Feb 12)**



2009 2010 2011 2012