

England Occupancy Survey

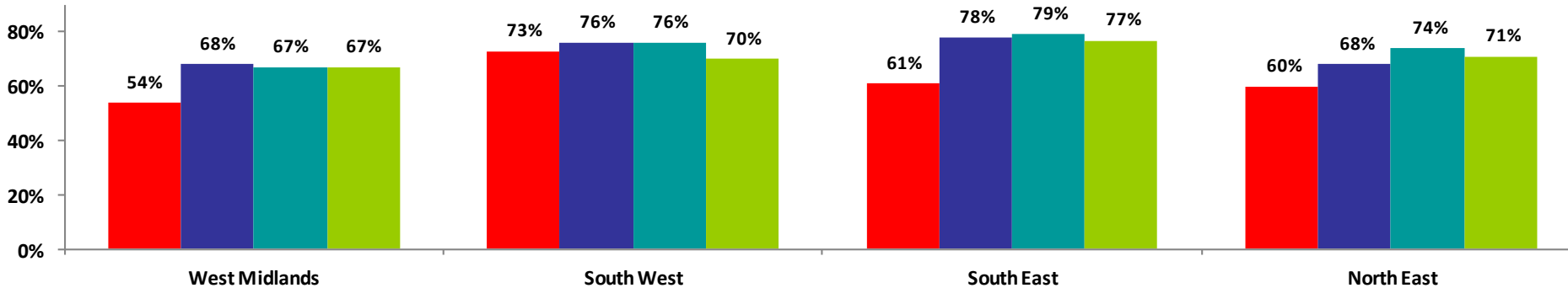
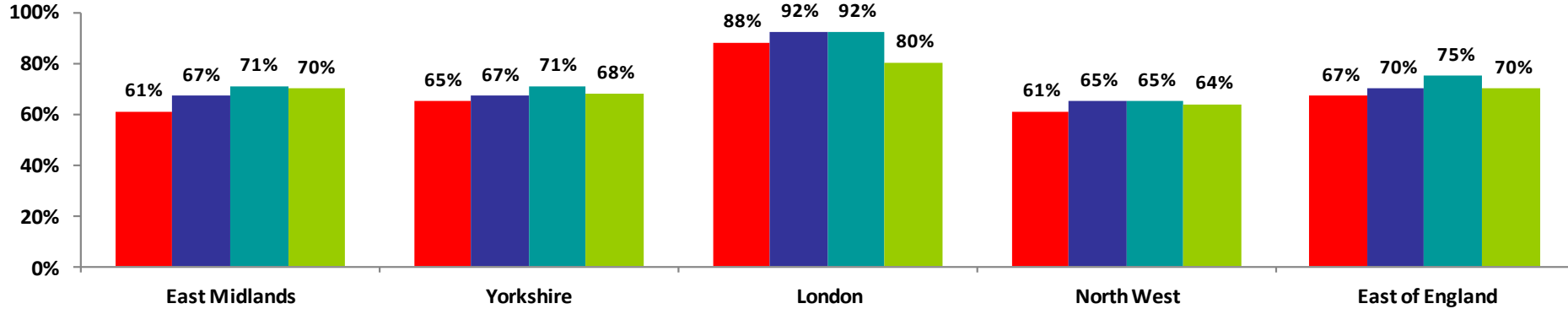
July 2012 Regional Results

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 (July) and for the 2012 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

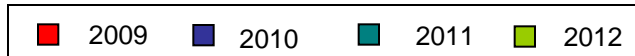
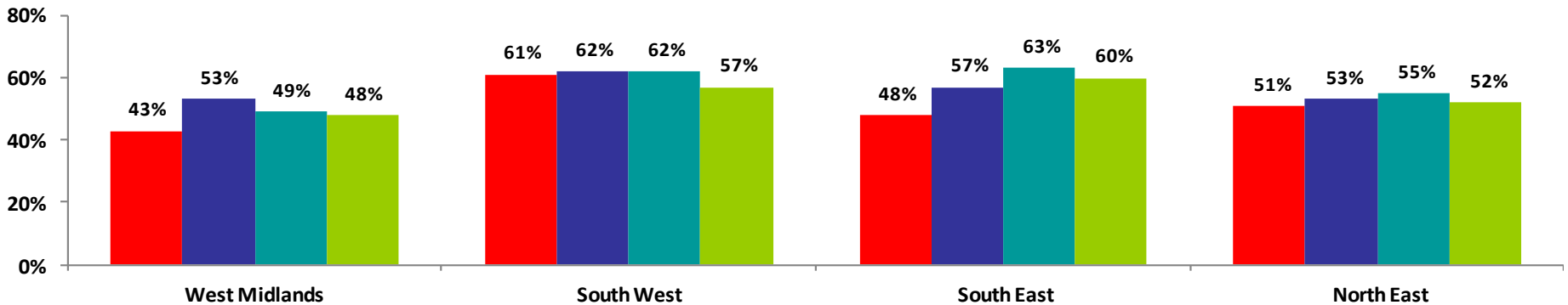
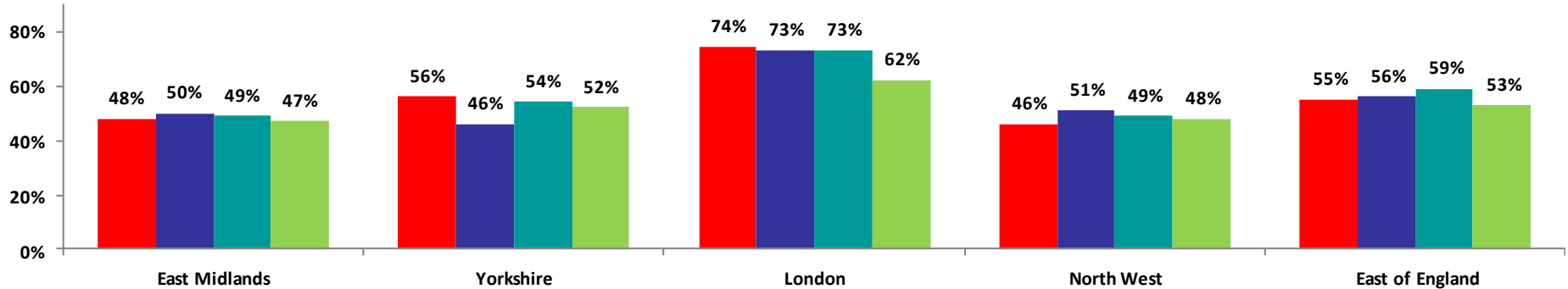
Regional Occupancy Rates

Room Occupancy – July 2012



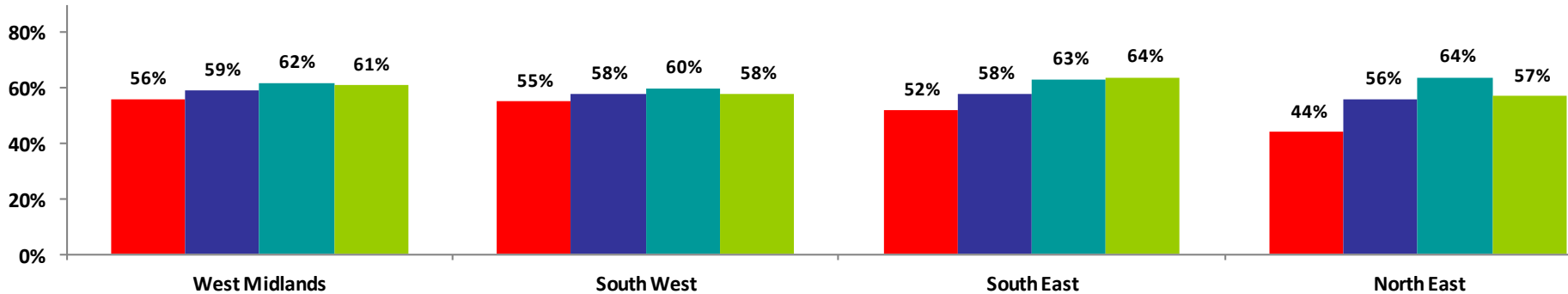
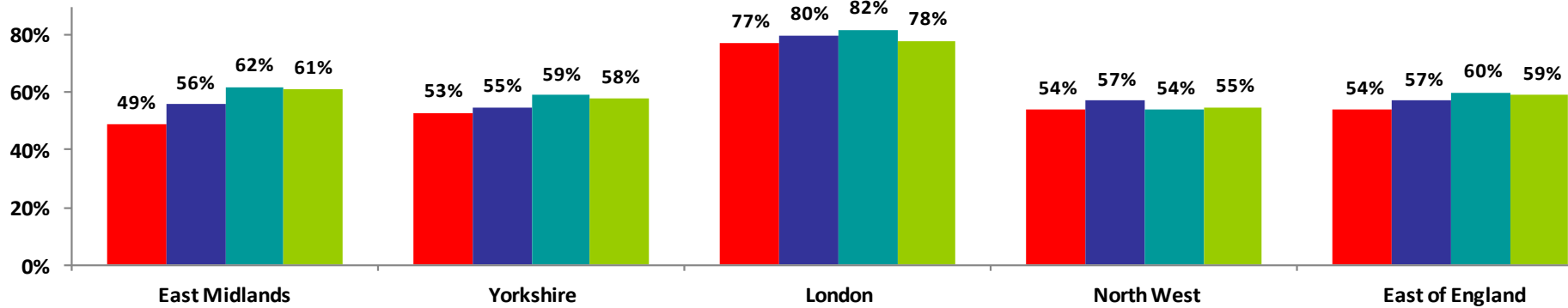
Regional Occupancy Rates

Bedspace Occupancy – July 2012



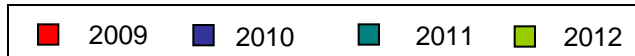
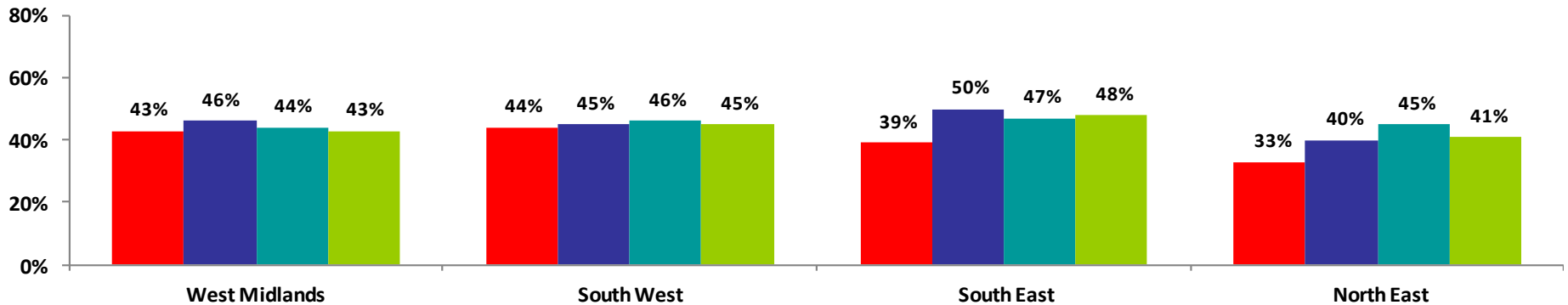
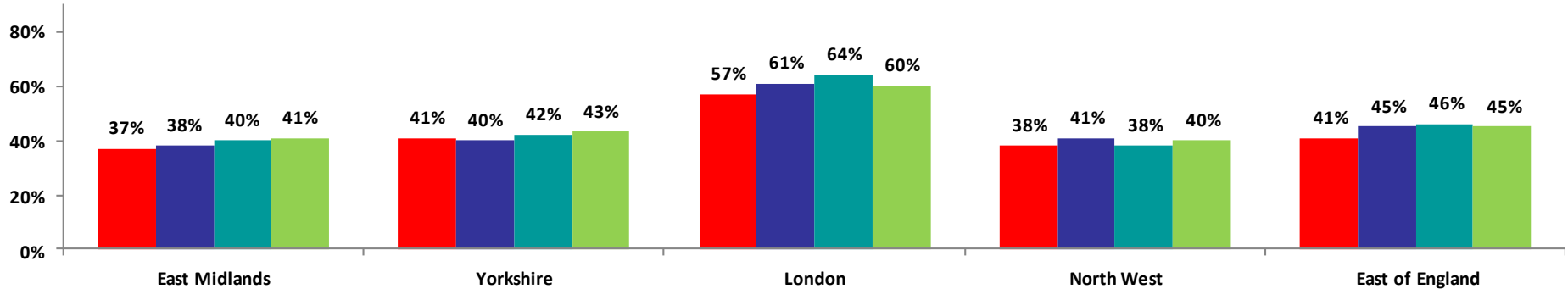
Regional Occupancy Rates

Room Occupancy – Year to Date (Jan 12 – Jul 12)



Regional Occupancy Rates

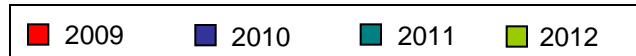
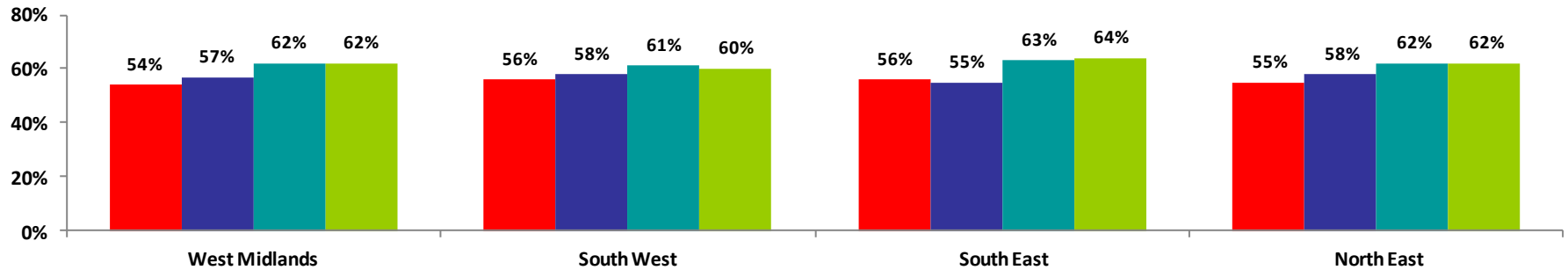
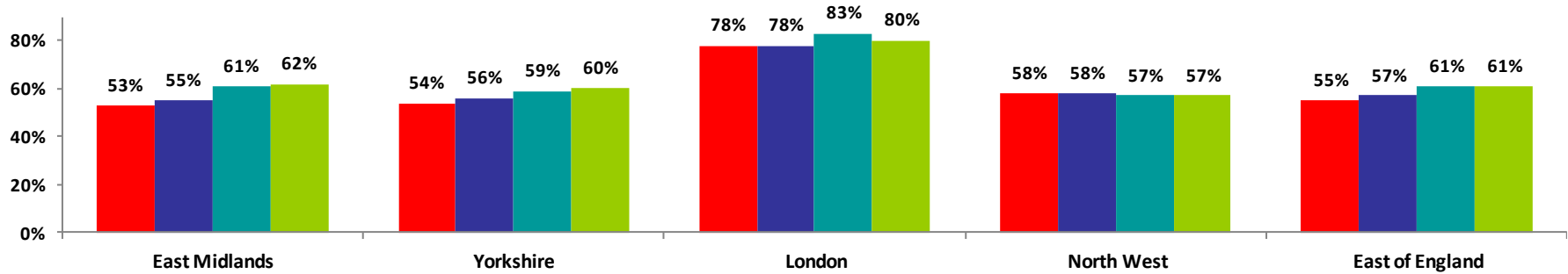
Bedspace Occupancy – Year to date (Jan 12 – Jul 12)



Occupancy data for year to date 2012 includes occupancy information for the 100+ room hotel sector supplied by STR Global

Regional Occupancy Rates

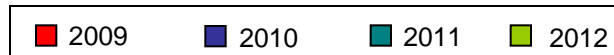
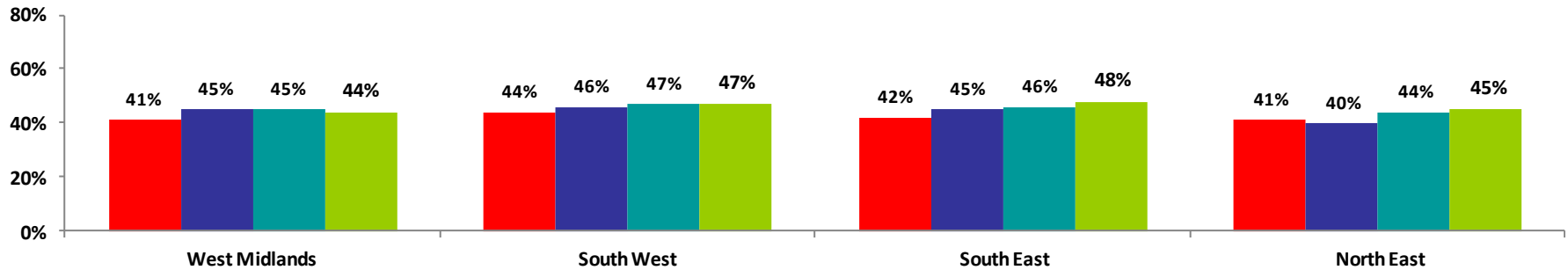
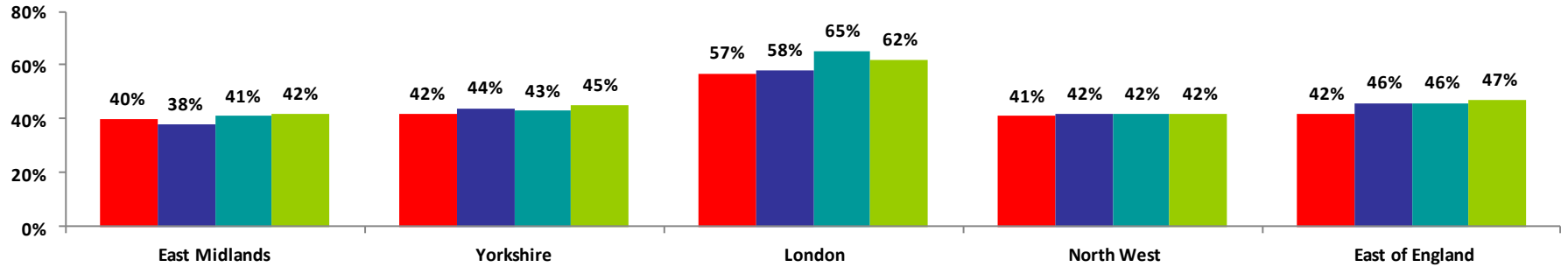
Room Occupancy – Past 12 Mths (Aug 11 – Jul 12)



Occupancy data for past 12 months 2012 includes occupancy information for the 100+ room hotel sector supplied by STR Global

Regional Occupancy Rates

Bedspace Occupancy – Past 12 Mths (Aug 11 – Jul 12)



Occupancy data for past 12 months 2012 includes occupancy information for the 100+ room hotel sector supplied by STR Global