

# England Occupancy Survey

March 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 (March) 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.

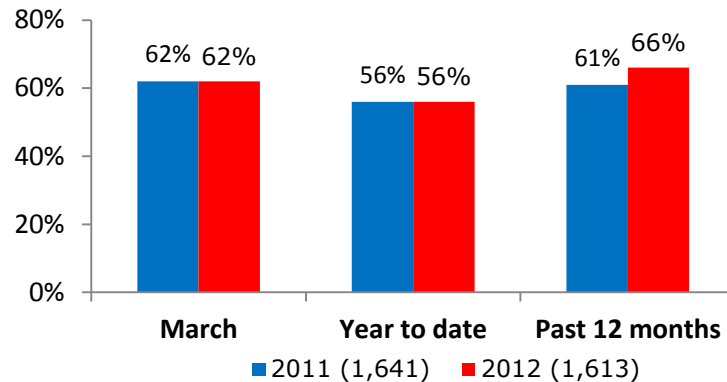
# England Occupancy Reporting March 2012 (including data from STR Global)

## Monthly Update : March 2012

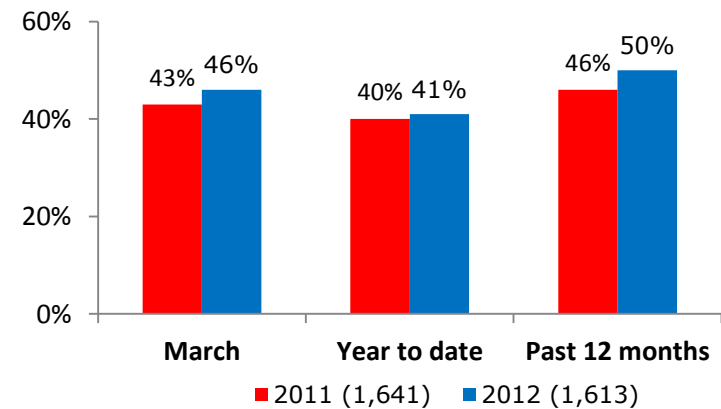
Room occupancy levels in March 2012 remained static when compared with the previous year, whilst bed occupancy saw an increase compared with 2011.

Room and bed occupancy levels for the year to date average remained fairly static whilst both room and bed occupancy for the past 12 months were both above the levels achieved during the same period last year.

### Room Occupancy



### Bedspace Occupancy



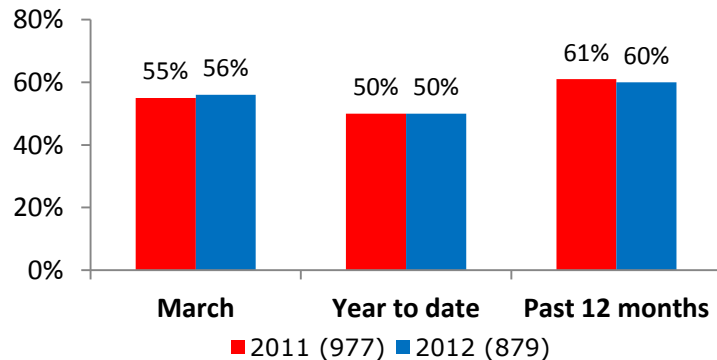
# England Occupancy Reporting March 2012 (excluding data from STR Global)

## Monthly Update : March 2012

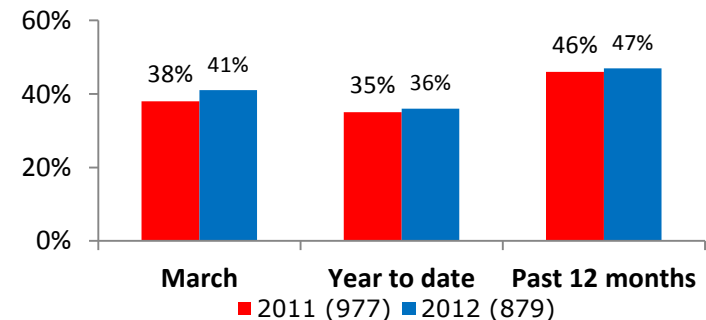
This update shows that in March 2011 England witnessed an increase in both room and bed occupancy levels compared with March 2012.

Room occupancy for the year to date had remained static whilst bed occupancy saw a slight increase compared with the previous year. Room occupancy levels for the past 12 months were had decreased slightly whereas bed occupancy had risen slightly when compared with the same period in 2011.

### Room Occupancy



### Bedspace Occupancy



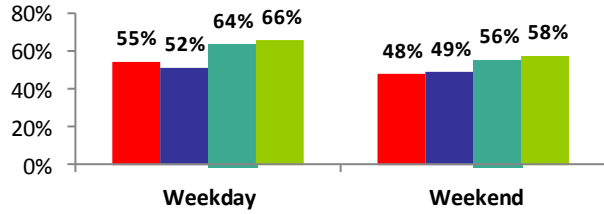
# England Occupancy Reporting

## March 2012

- Room occupancy levels in March 2012 remained static when compared with the same period the previous year. However, bed occupancy levels had increased compared with March 2011.
- Room and bed occupancy levels in March 2012 for both weekday and weekend occupancy were slightly above the March 2011 percentages, continuing the trend as seen in previous years.
- Room occupancy levels in both the hotel and bed and breakfast sectors in March 2012 had increased on levels achieved during March 2011. However, guesthouses had witnessed a decline in room occupancy, the first time in four years.
- Businesses located on the coast and in small towns witnessed an increase in room occupancy levels compared with March 2011. City/large towns occupancy levels remained static, whilst countryside locations witnessed a small decrease in the occupancy levels seen in March 2011. Across all locations, bed occupancy levels had increased compared with the same period in 2011.
- Room occupancy levels across all size bands witnessed an increase or remained on a par with the levels achieved in March 2011. Bed occupancy in all size bands had increased on the March 2011 levels, with the biggest increase in the 51-100 room size band.

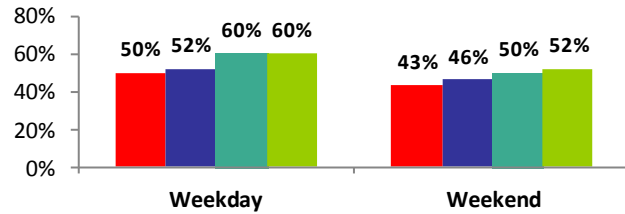
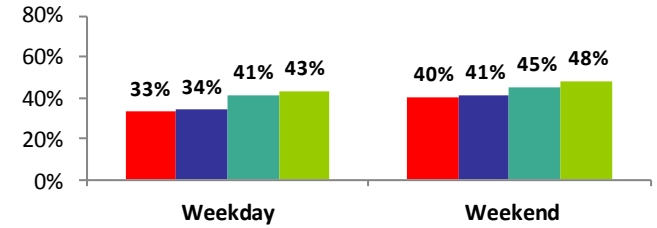
# Weekday / Weekend

## Room Occupancy

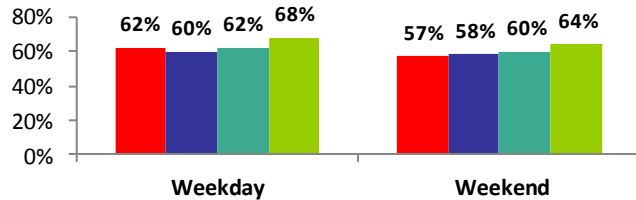
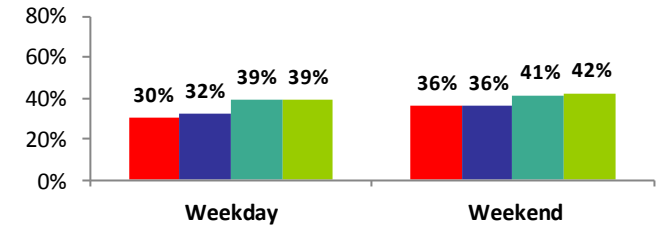


March 2012

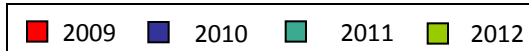
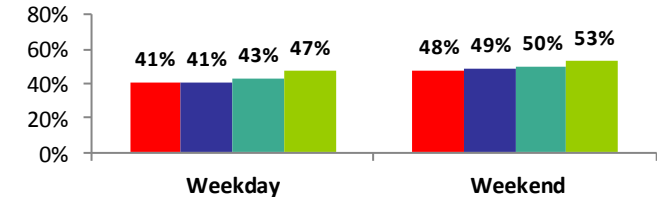
## Bedspace Occupancy



Year to Date  
(Jan 12 - Mar 12)



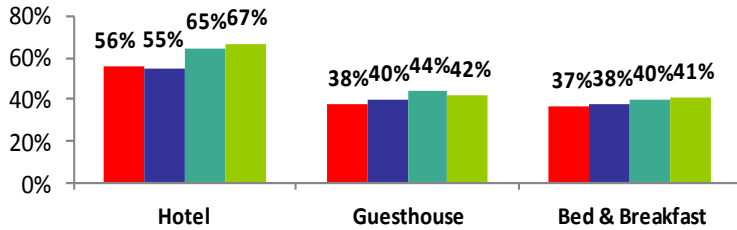
Past 12 Mths  
(Apr 11 - Mar 12)



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

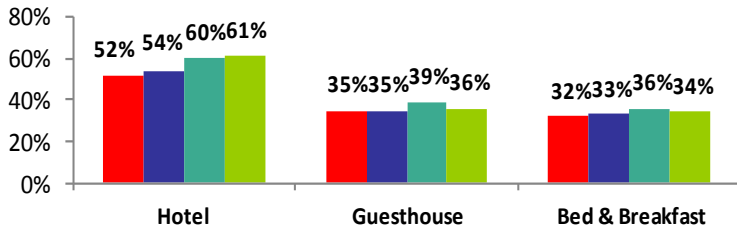
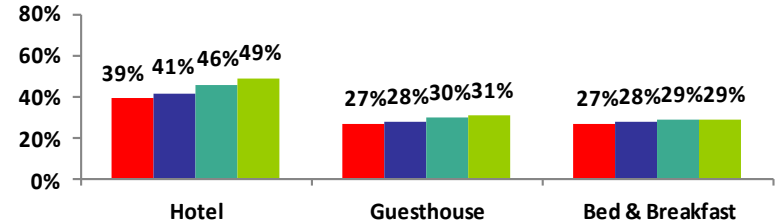
# Establishment Type

## Room Occupancy

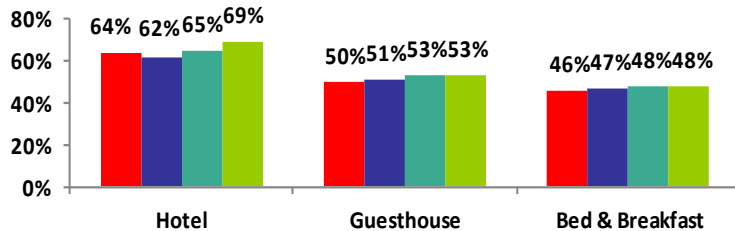
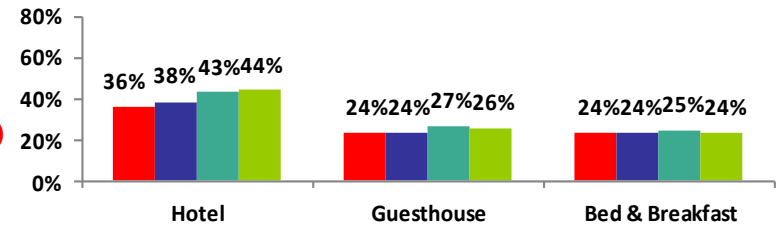


March 2012

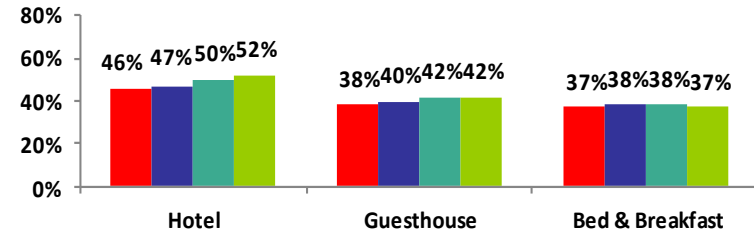
## Bedspace Occupancy



Year to Date  
(Jan 12 - Mar 12)



Past 12 Mths  
(Apr 11 - Mar 12)

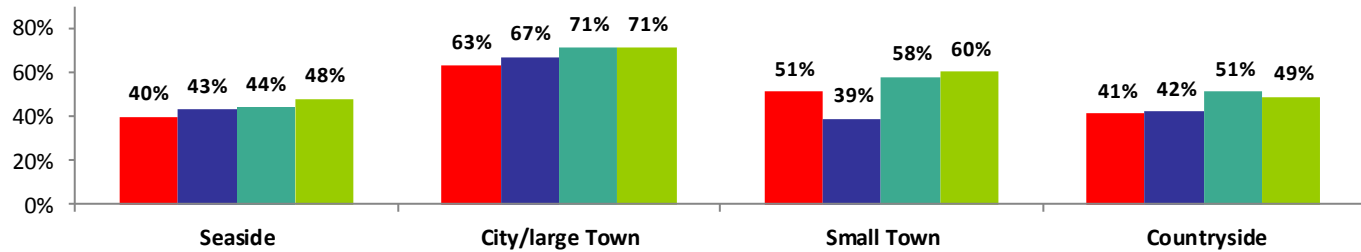


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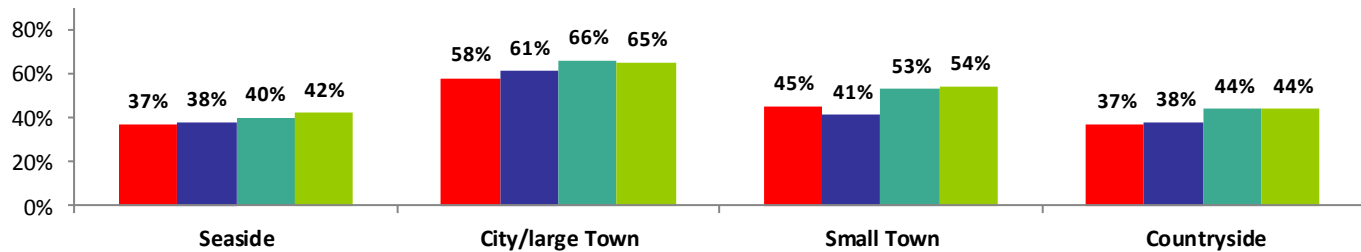
# Location

## Room Occupancy

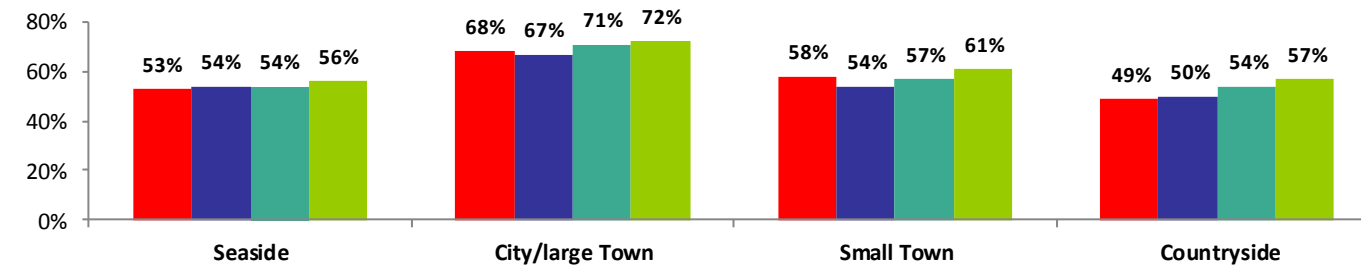
March 2012



Year to Date  
(Jan 12 - Mar 12)



Past 12 months  
(Apr 11- Mar 12)



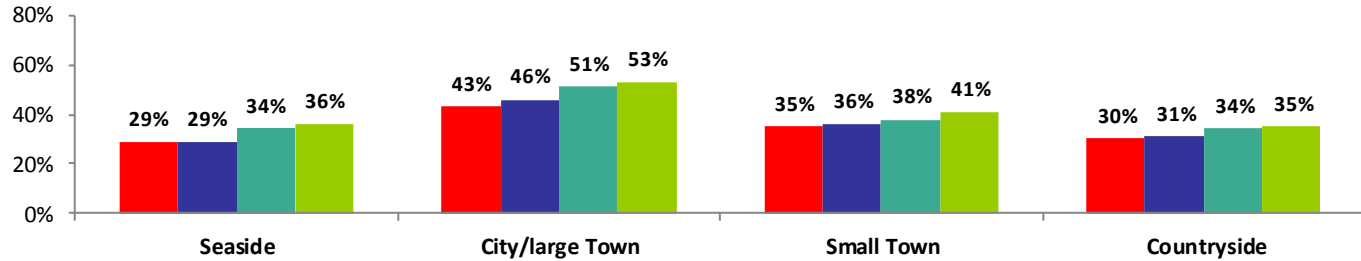
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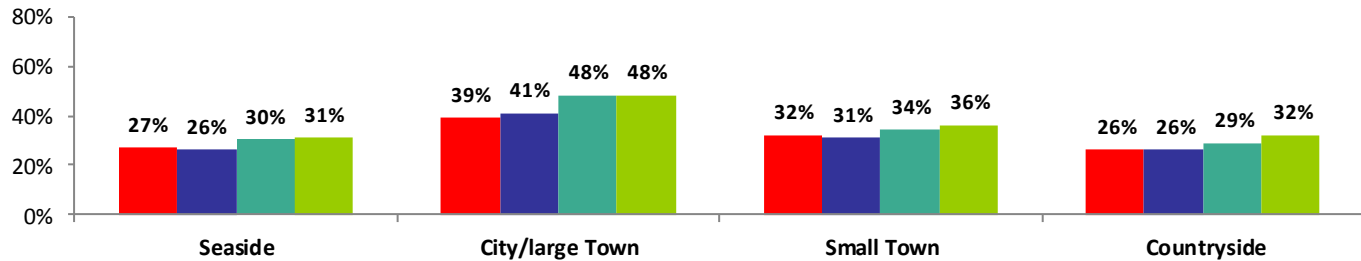
# Location

## Bedspace Occupancy

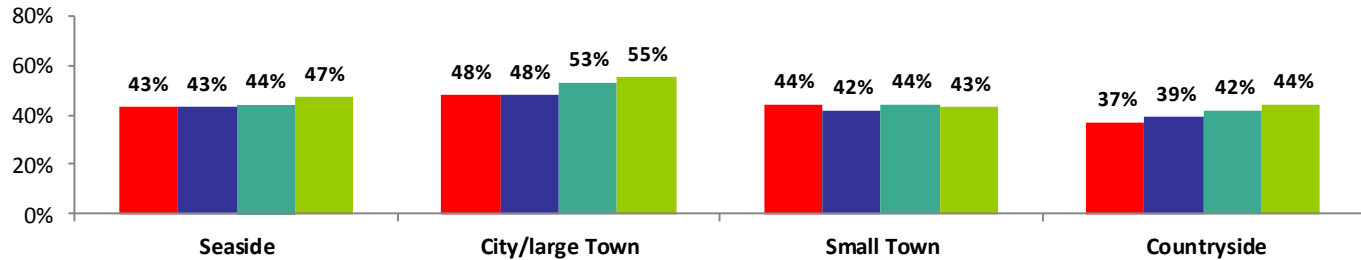
March 2012



Year to Date  
(Jan 12 - Mar 12)



Past 12 months  
(Apr 11 - Mar 12)

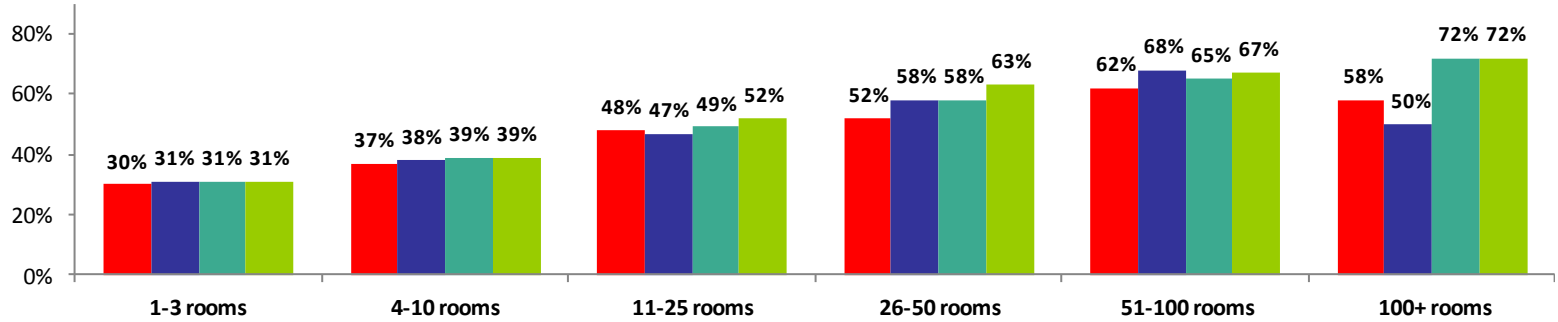


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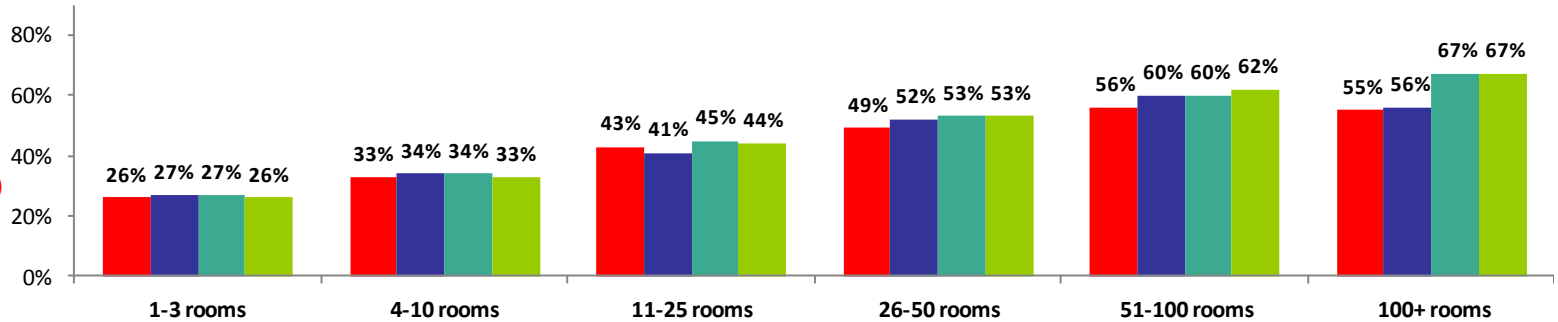
# Number of Rooms

## Room Occupancy

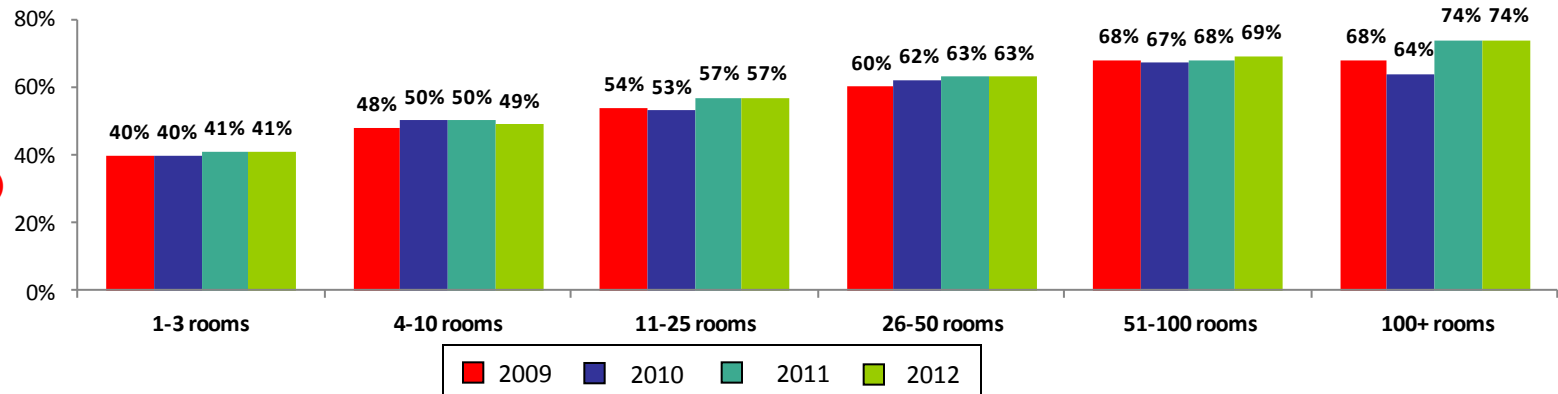
March 2012



Year to Date  
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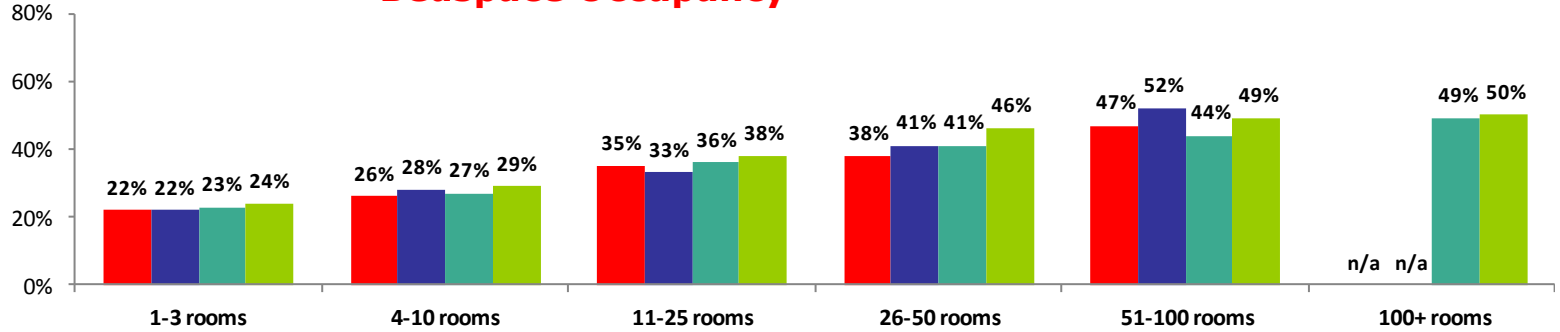
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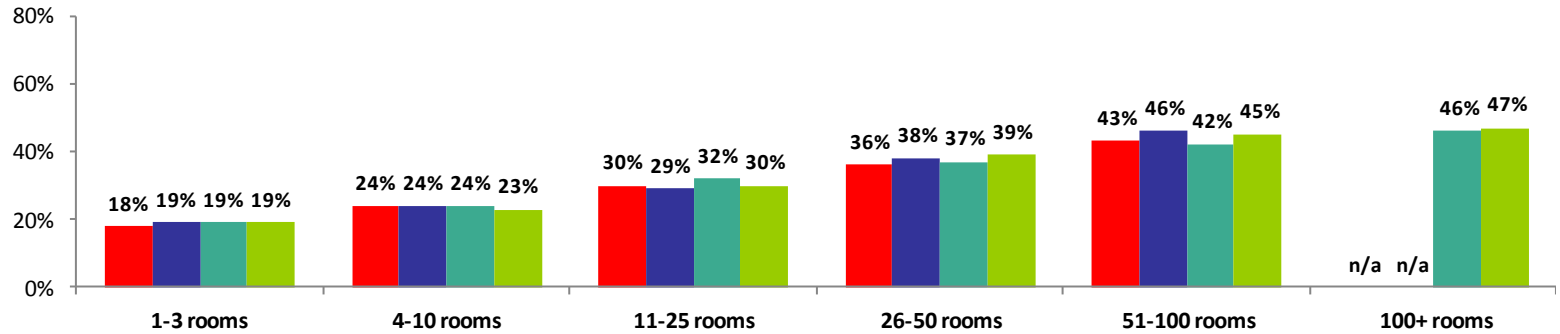
# Number of Rooms

## Bedspace Occupancy

March 2012



Year to Date  
(Jan 12-Mar 12)



Past 12 Mths  
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