

England Occupancy Survey

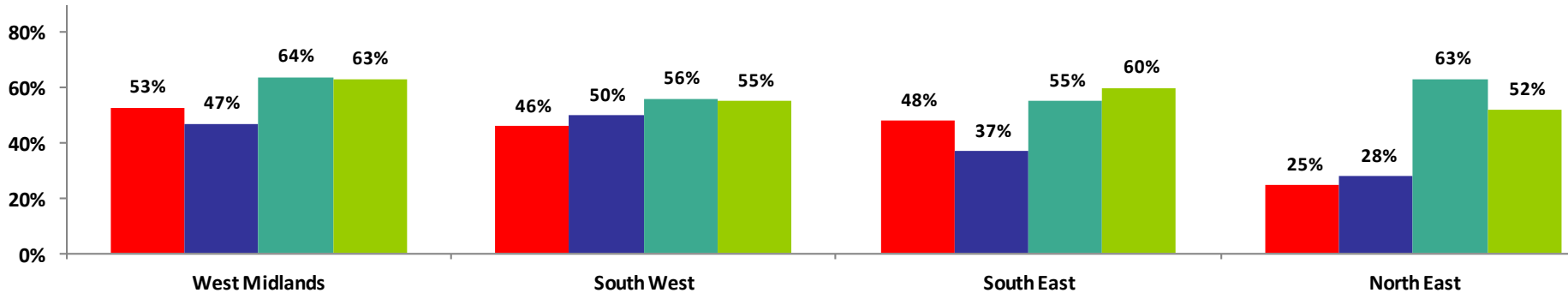
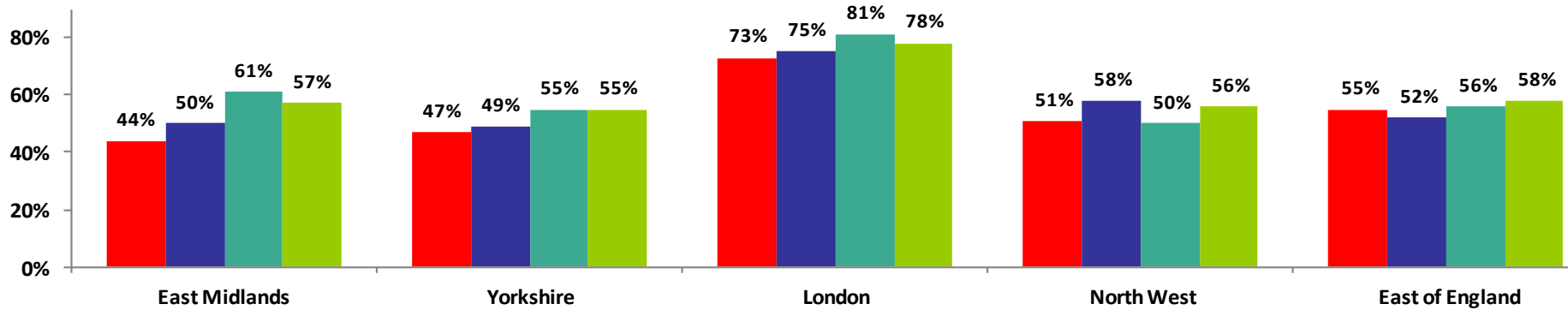
March 2012 Regional Results

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 (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.

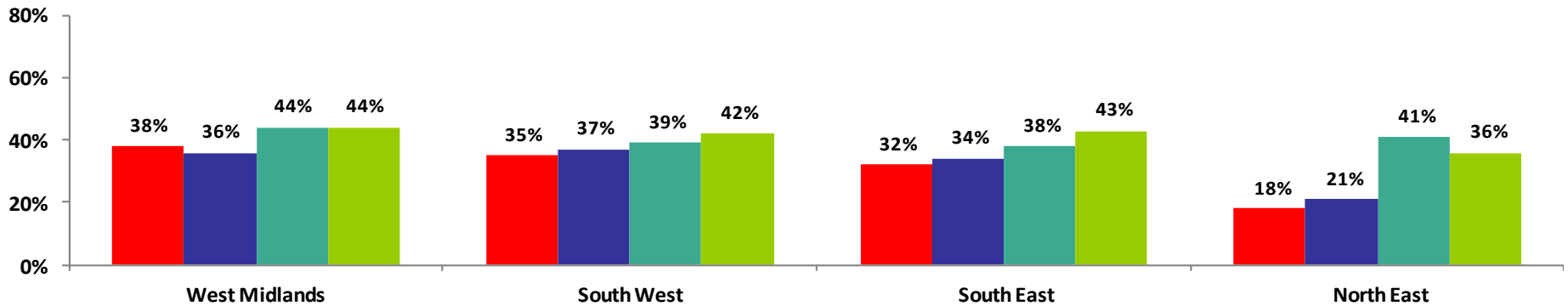
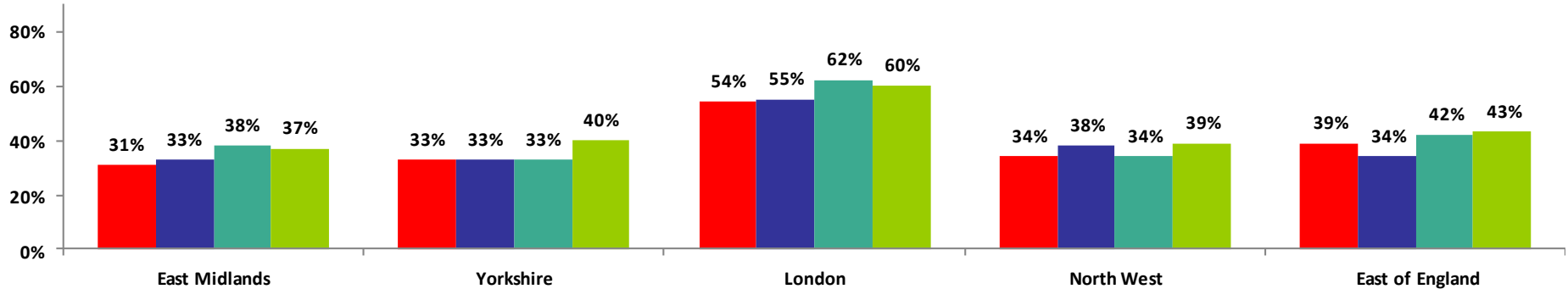
Regional Occupancy Rates

Room Occupancy – March 2012



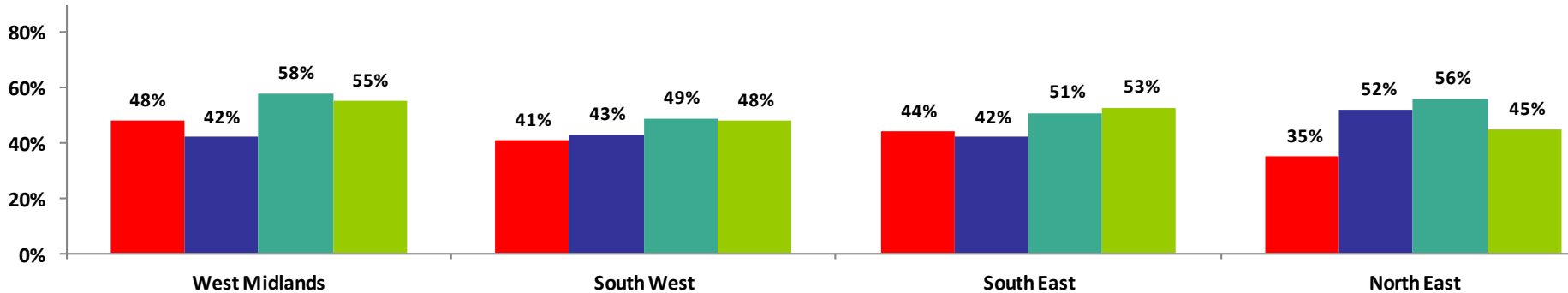
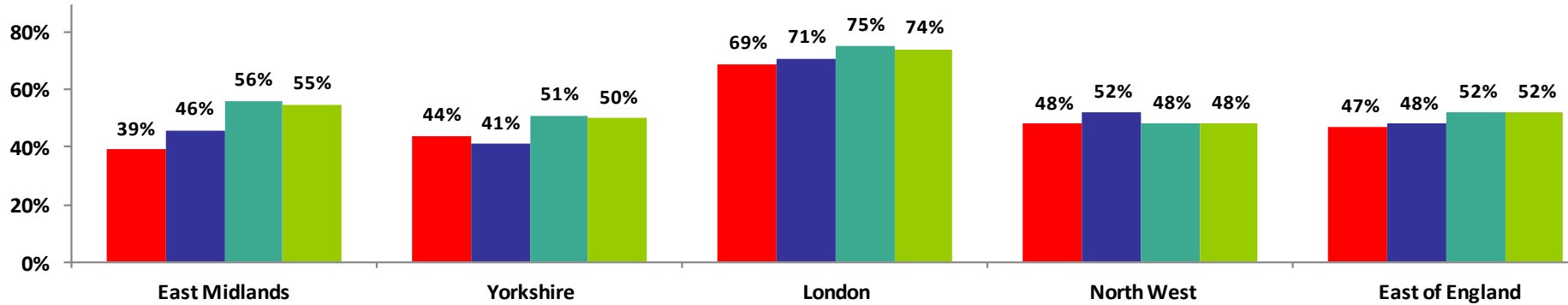
Regional Occupancy Rates

Bedspace Occupancy – March 2012



Regional Occupancy Rates

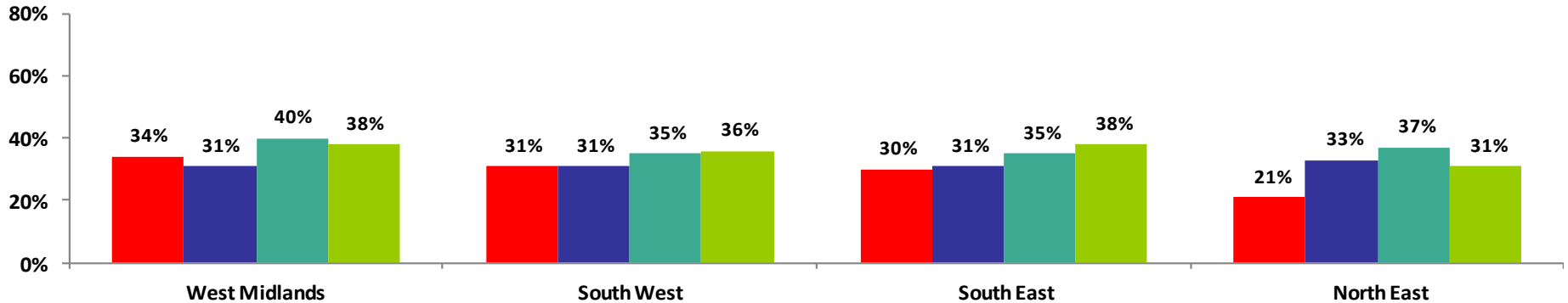
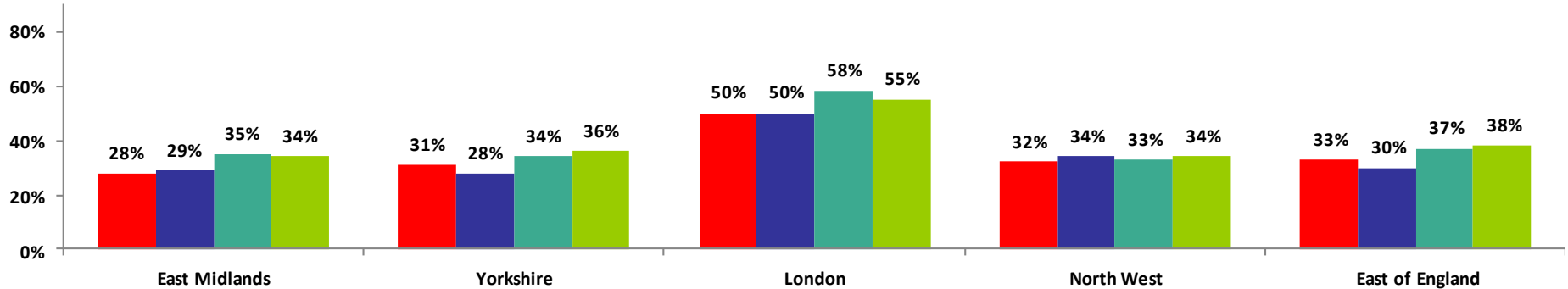
Room Occupancy – Year to Date (Jan 12 – Mar 12)



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

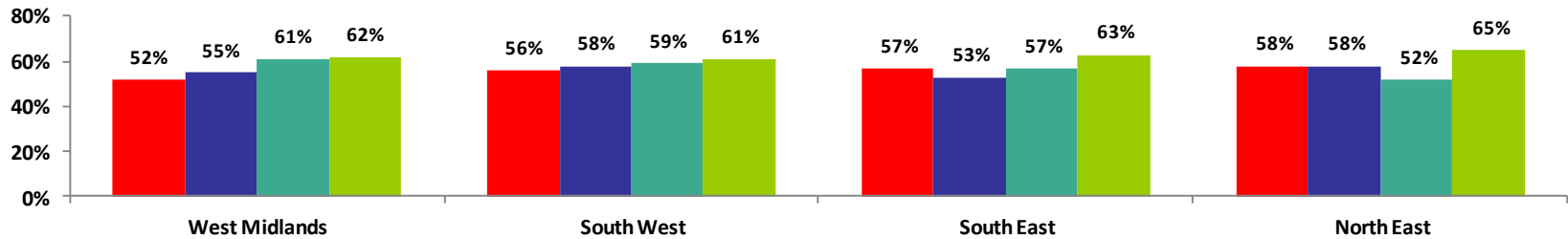
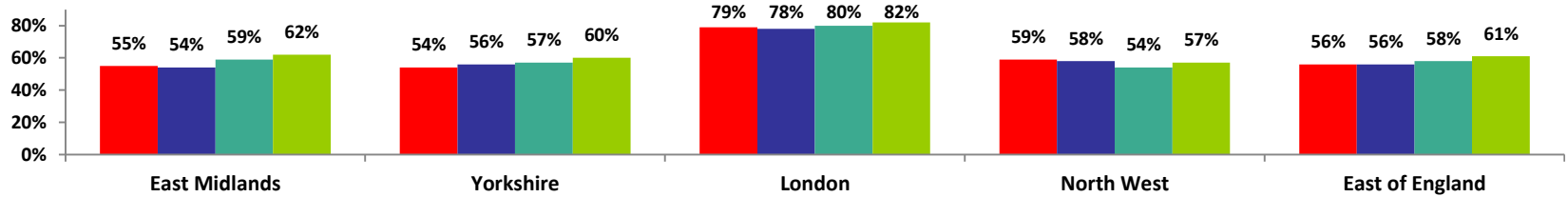
Regional Occupancy Rates

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



Regional Occupancy Rates

Room Occupancy – Past 12 Mths (Apr 11 – Mar 12)



Regional Occupancy Rates

Bedspace Occupancy – Past 12 Mths (Apr 11 – Mar 12)

