

England Occupancy Survey

October 2012 Results

Note: Change in Occupancy Reporting

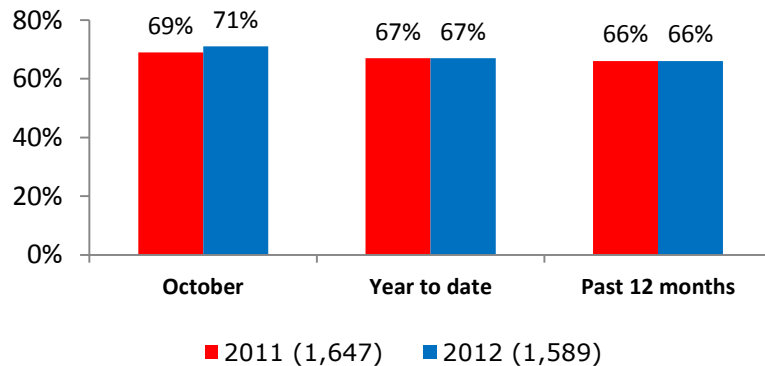
- In June 2010 a change was made to occupancy data.
- Syndicated data for c. 700 larger hotels with 100+ rooms provided by STR Global is now included in the overall England occupancy calculation.
- The data provided by STR Global includes occupancy and revenue but not guest type (i.e. UK vs. overseas, business travellers vs. non business travellers).
- At present this data is only included in the single month analysis (October) 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 October 2012 (including data from STR Global)

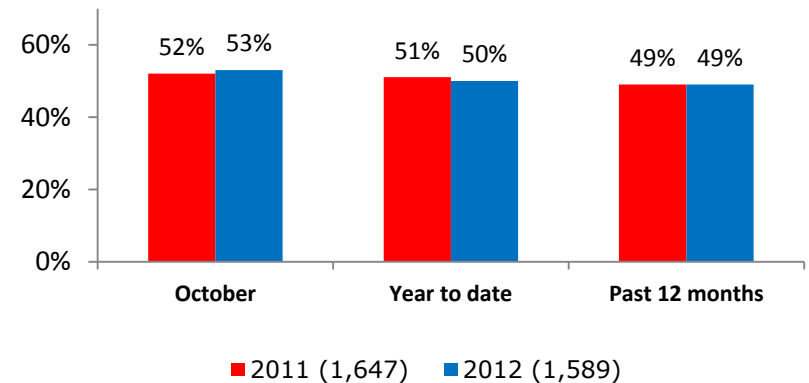
Monthly Update : October 2012

Both room and bedspace occupancy increased in October 2012 when compared to the same period last year. Room occupancy rose by 2 percentage points and bedspace by a single percentage point. Room occupancy year to date average and past 12 months remained static when compared to October 2011. Bedspace occupancy saw a slight drop in the year to date average whereas the past 12 months remained the same.

Room Occupancy



Bedspace Occupancy

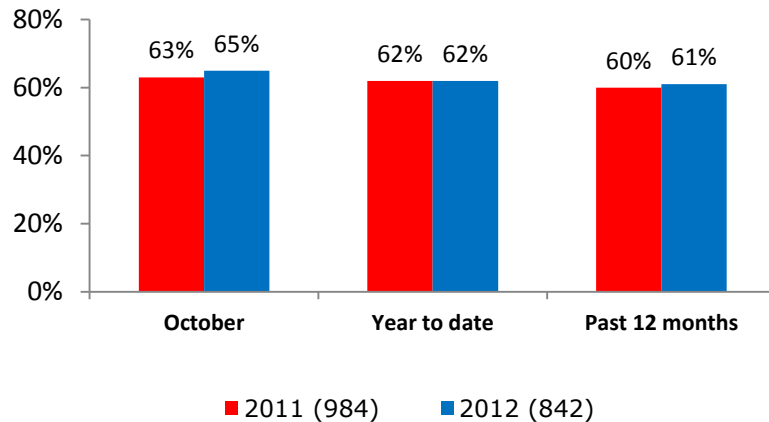


England Occupancy Reporting October 2012 (excluding data from STR Global)

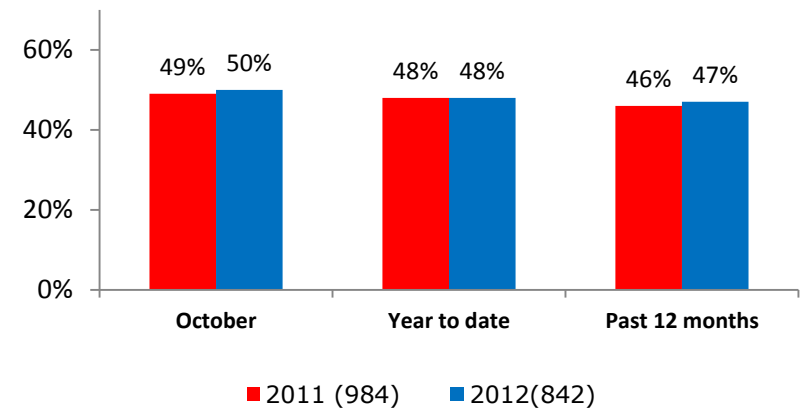
Monthly Update : October 2012

This update shows that in October 2012 both room and bed occupancy levels had risen when compared to the previous year, up 2 percentage points for room and a single percentage point for bed. Room and bed occupancy in the past 12 months had also seen a small increase of 1 percentage point respectively. Year to date figures had remained static when compared with October 2011.

Room Occupancy



Bedspace Occupancy

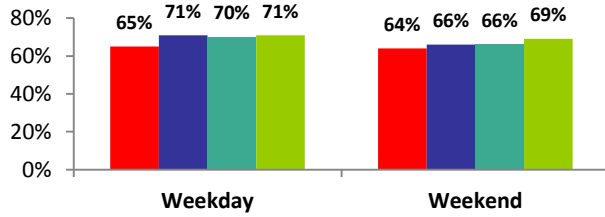


England Occupancy Reporting October 2012

- Across England as a whole, both room and bed occupancy levels had risen slightly compared with October 2011.
- The weekday room occupancy level during October 2012 was slightly higher than the previous year, with bed occupancy levels remaining static with the same period in 2011. Both weekend room and bed occupancy rose during the month (by 3 percentage and 1 percentage point respectively).
- Room and bed occupancy levels in the hotel category witnessed an increase in October 2012 compared with the levels achieved during the same period in 2011. Similarly room occupancy in the B&B category had increased slightly but fallen by the same 1 percentage point in bed occupancy. Guesthouses saw a fall in bed occupancy levels but had remained static in room occupancy levels when compared with October 2011.
- With the exception of countryside locations (down by 2 percentage points), room occupancy across all other locations had risen, with seaside locations faring the best with an increase of 7 percentage points compared with 2011. Bed occupancy levels in seaside and small town locations had increased (3 points in seaside and by 1 in small towns). City/large town locations had remained static with the same period last year.
- Room occupancy levels across all size bands had increased during October 2012 with both the 25-50 and 51-100 size categories increasing by 6 percentage points each. The exception was the 4-10 size band category, which had fallen by 4 percentage points from October 2011. Bed occupancy levels had risen in the 26-50 and 51-100 room size band but had fallen in the 4-10 and 11-25 bandings. The 1-3 and 100+ room size band both remained static during this period.

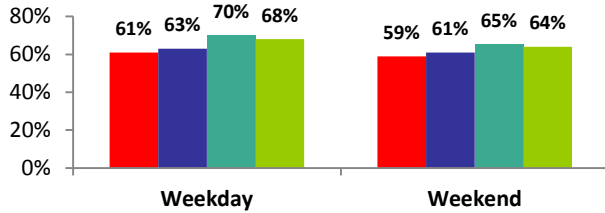
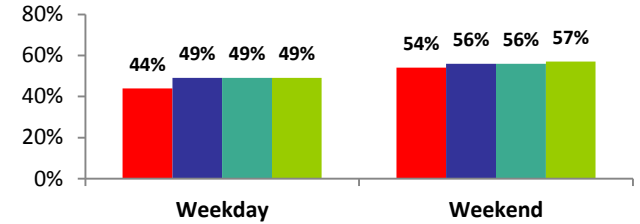
Weekday / Weekend

Room Occupancy

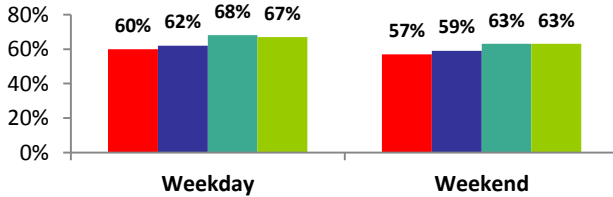
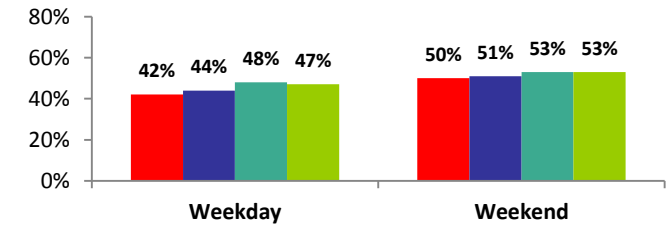


October 2012

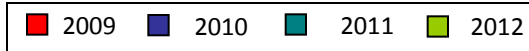
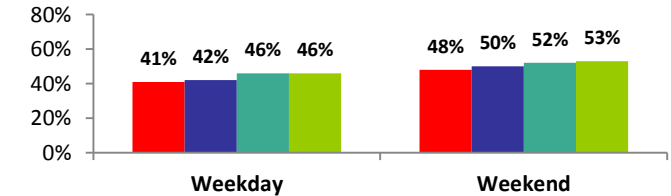
Bedspace Occupancy



Year to Date
(Jan 12 - Oct 12)

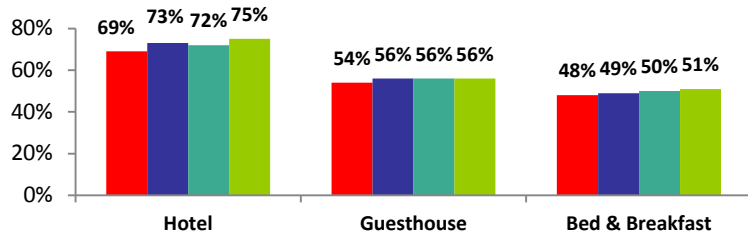


Past 12 Mths
(Nov 11 - Oct 12)



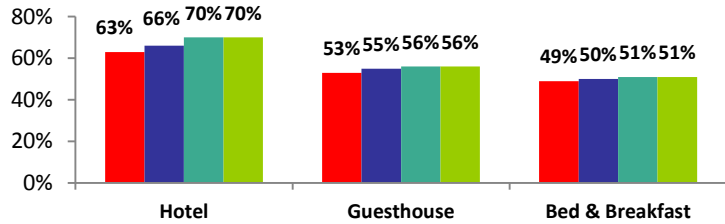
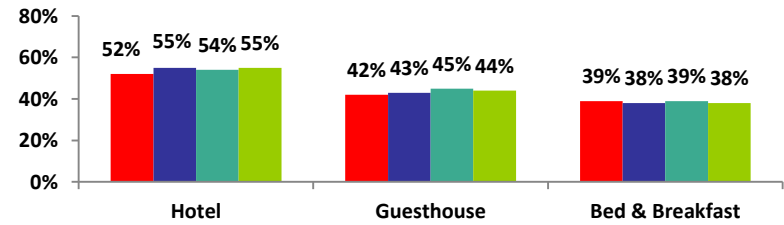
Establishment Type

Room Occupancy

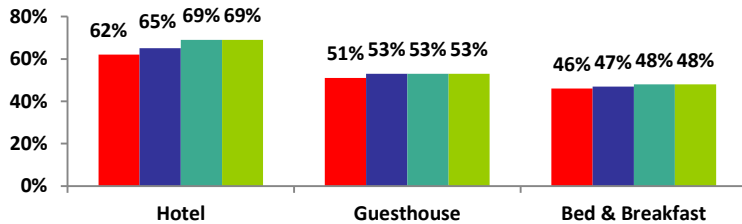
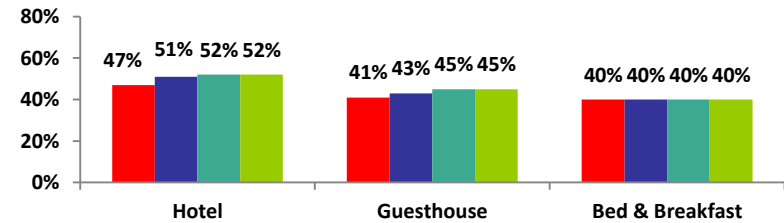


October 2012

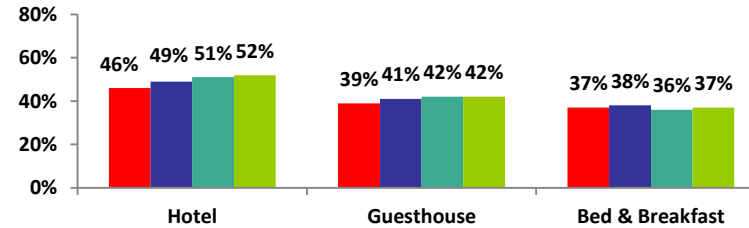
Bedspace Occupancy



Year to Date
(Jan 12 - Oct 12)



Past 12 Mths
(Nov 11 - Oct 12)



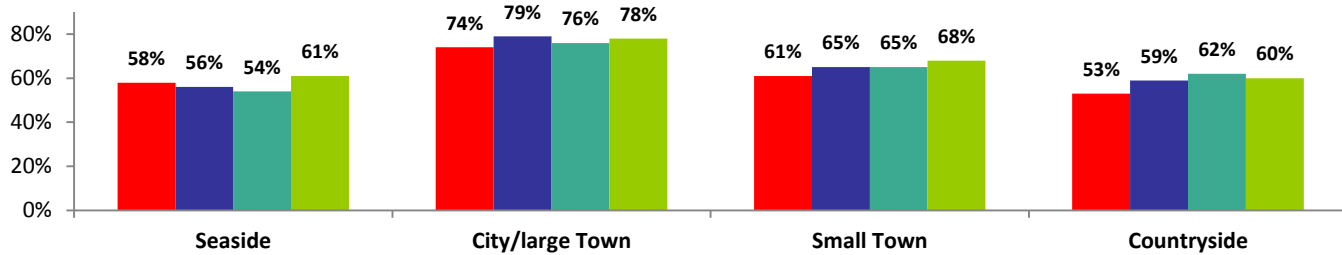
■ 2009
 ■ 2010
 ■ 2011
 ■ 2012

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

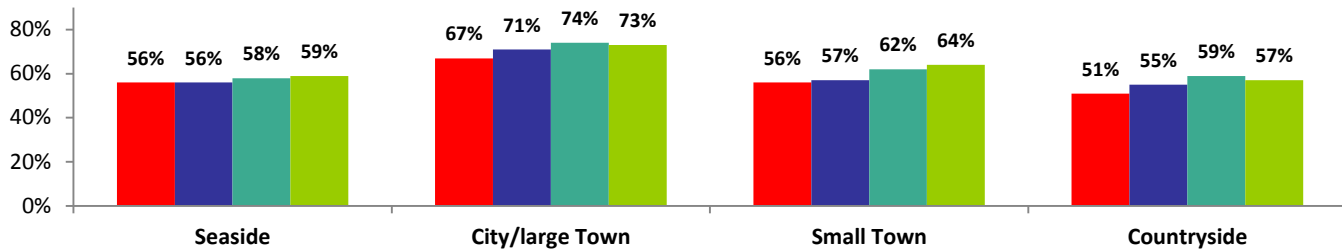
Location

Room Occupancy

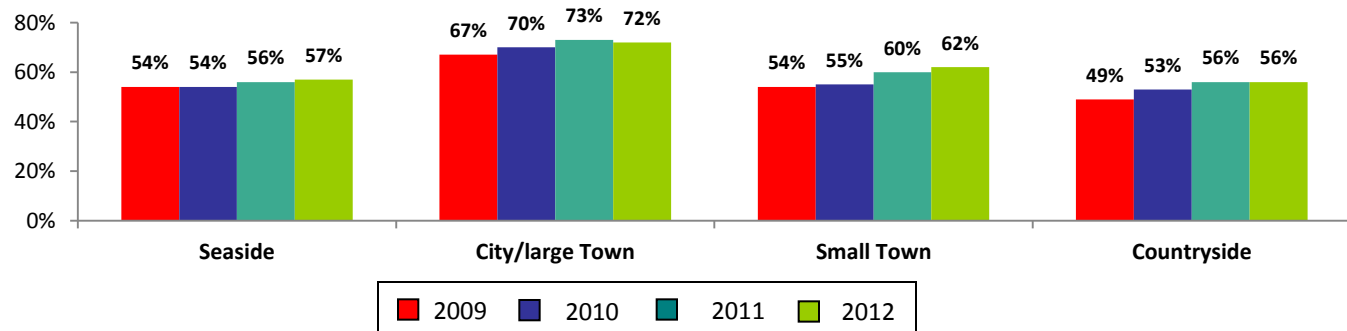
**October
2012**



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



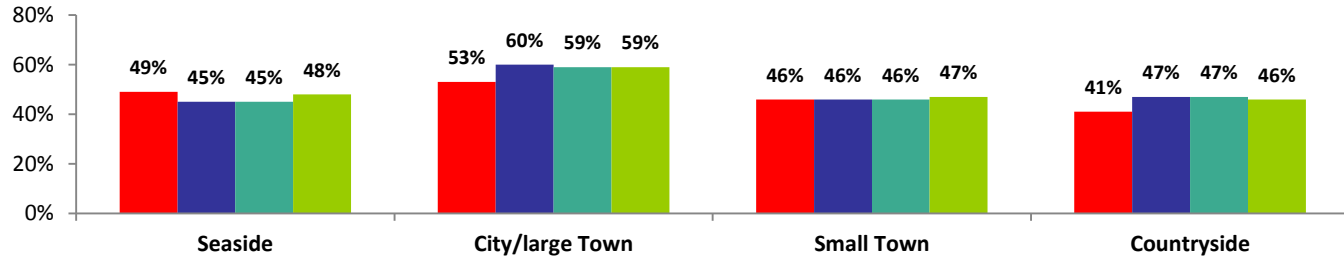
**Past 12 months
(Nov 11 - Oct 12)**



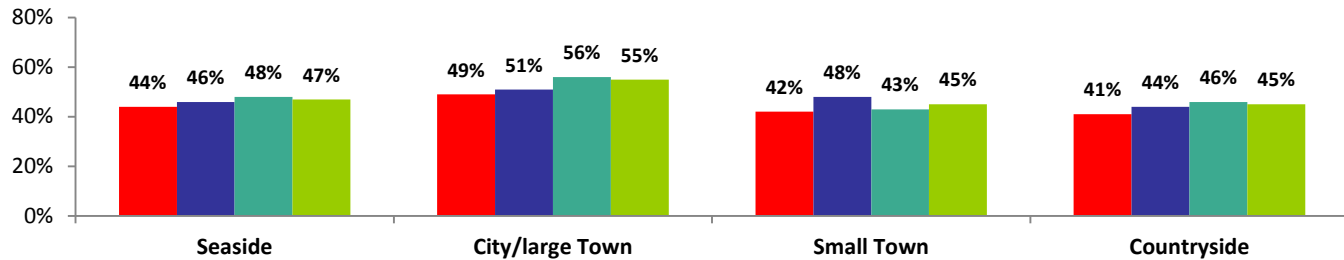
Location

Bedspace Occupancy

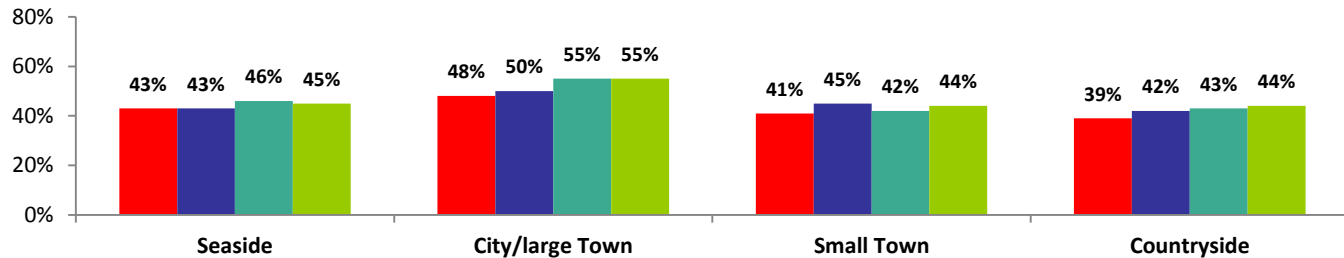
**October
2012**



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



**Past 12 months
(Nov 11 - Oct 12)**

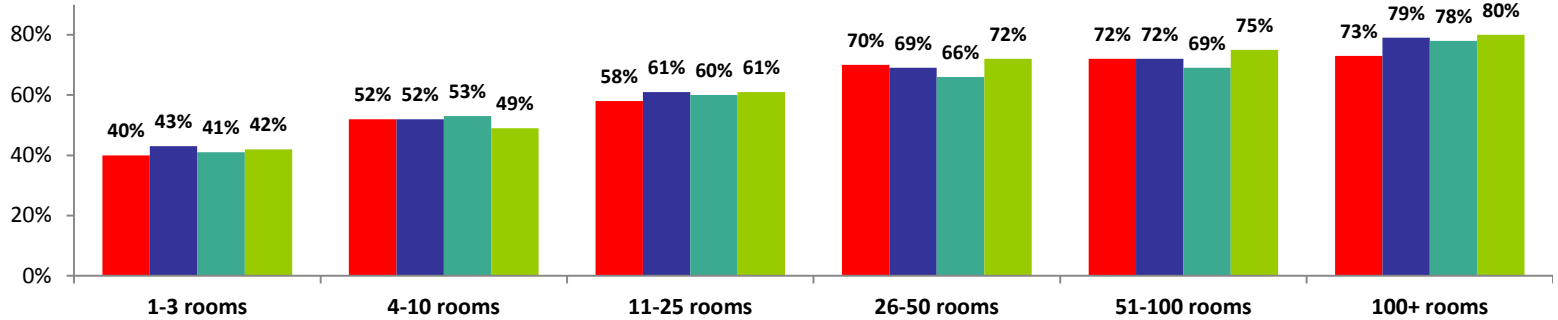


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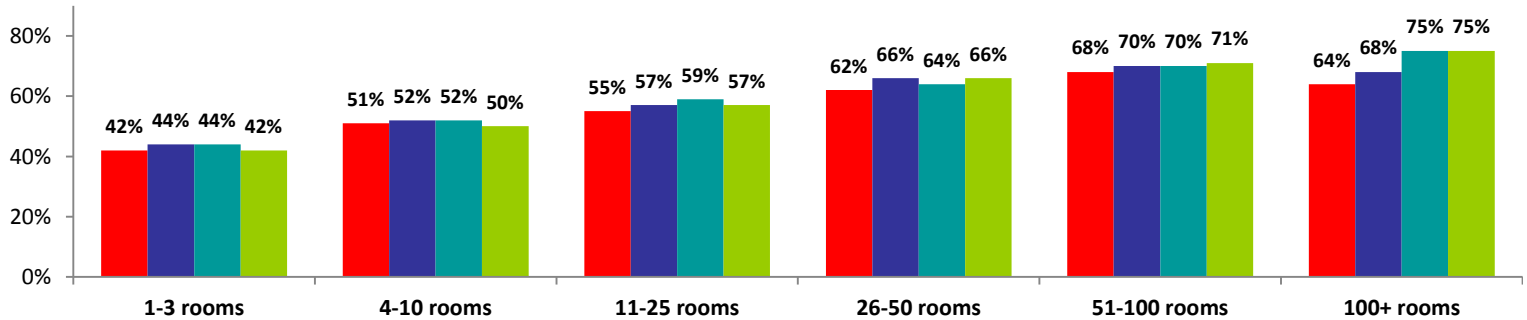
Number of Rooms

Room Occupancy

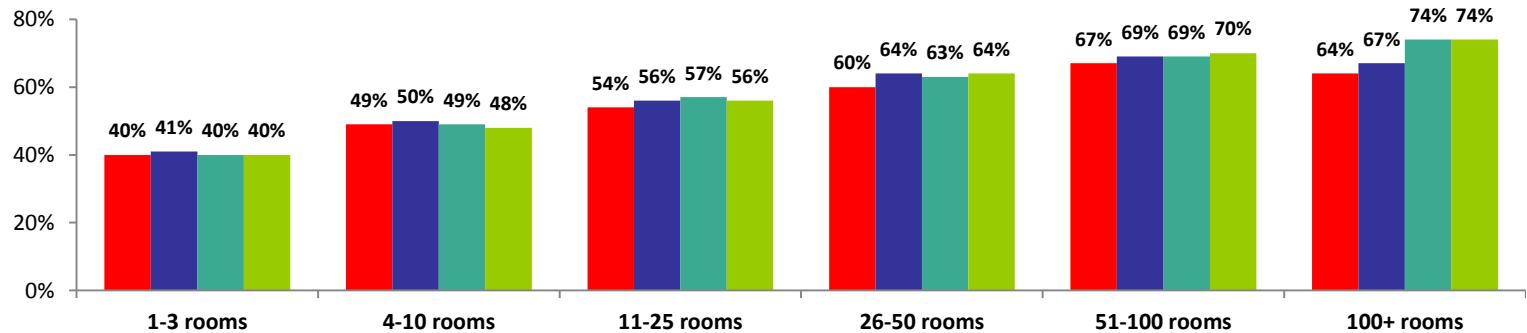
October 2012



Year to Date (Jan 12 - Oct 12)



Past 12 Mths (Nov 11 - Oct 12)

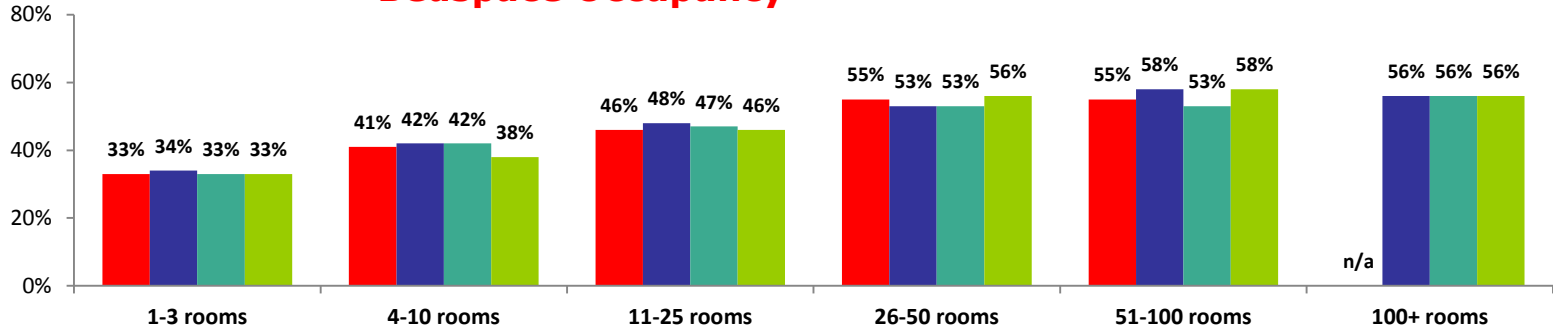


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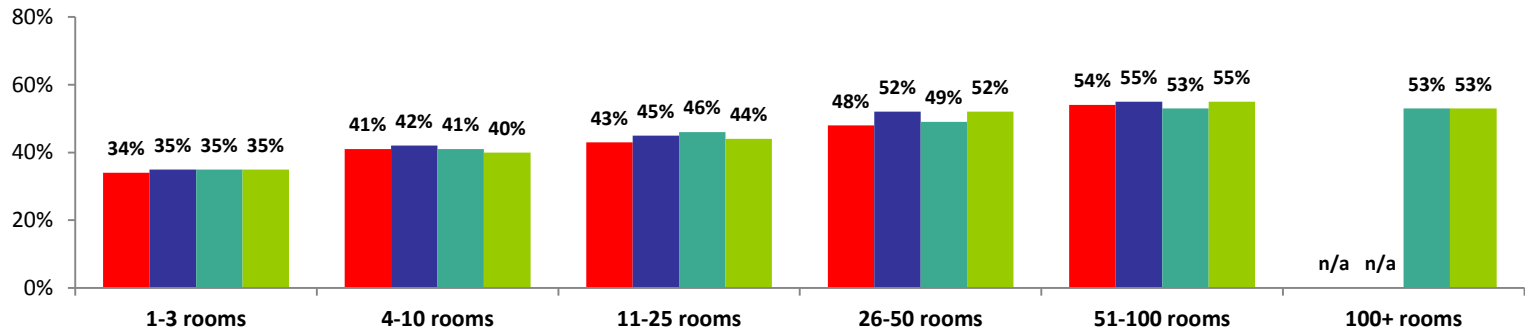
Number of Rooms

Bedspace Occupancy

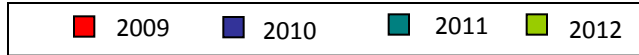
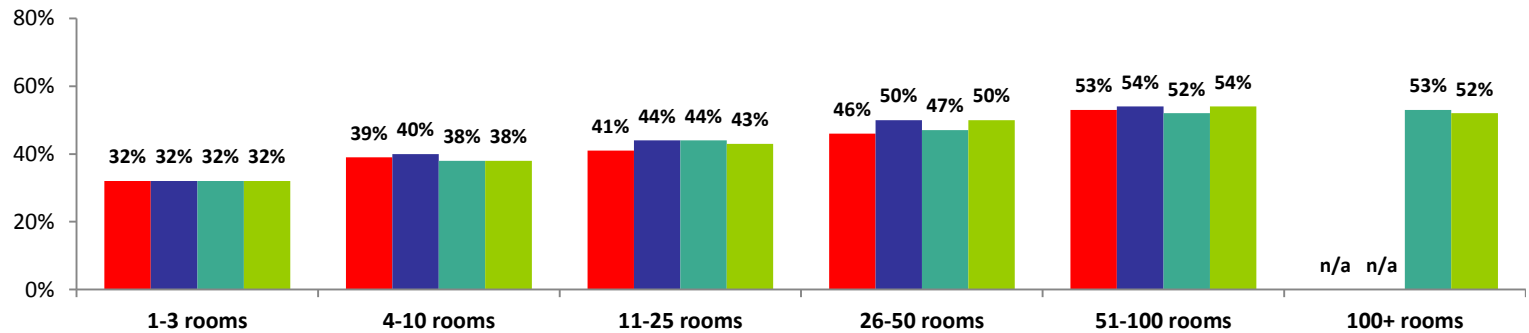
**October
2012**



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



**Past 12 Mths
(Nov 11-Oct 12)**



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