



# UNITED KINGDOM OCCUPANCY SURVEY

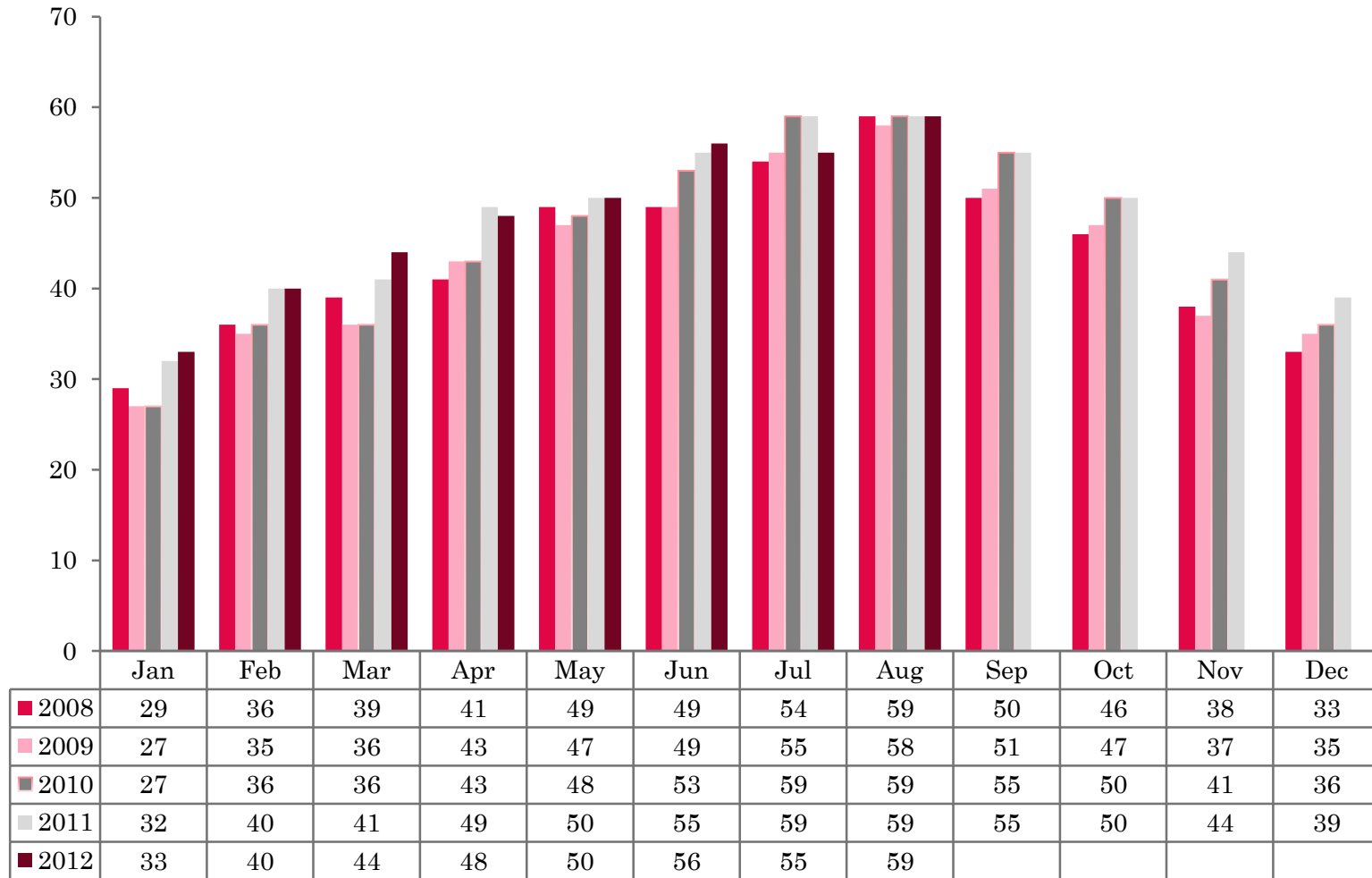
**Serviced Accommodation Summary Report**  
**August 2012**

# UK OCCUPANCY SURVEY

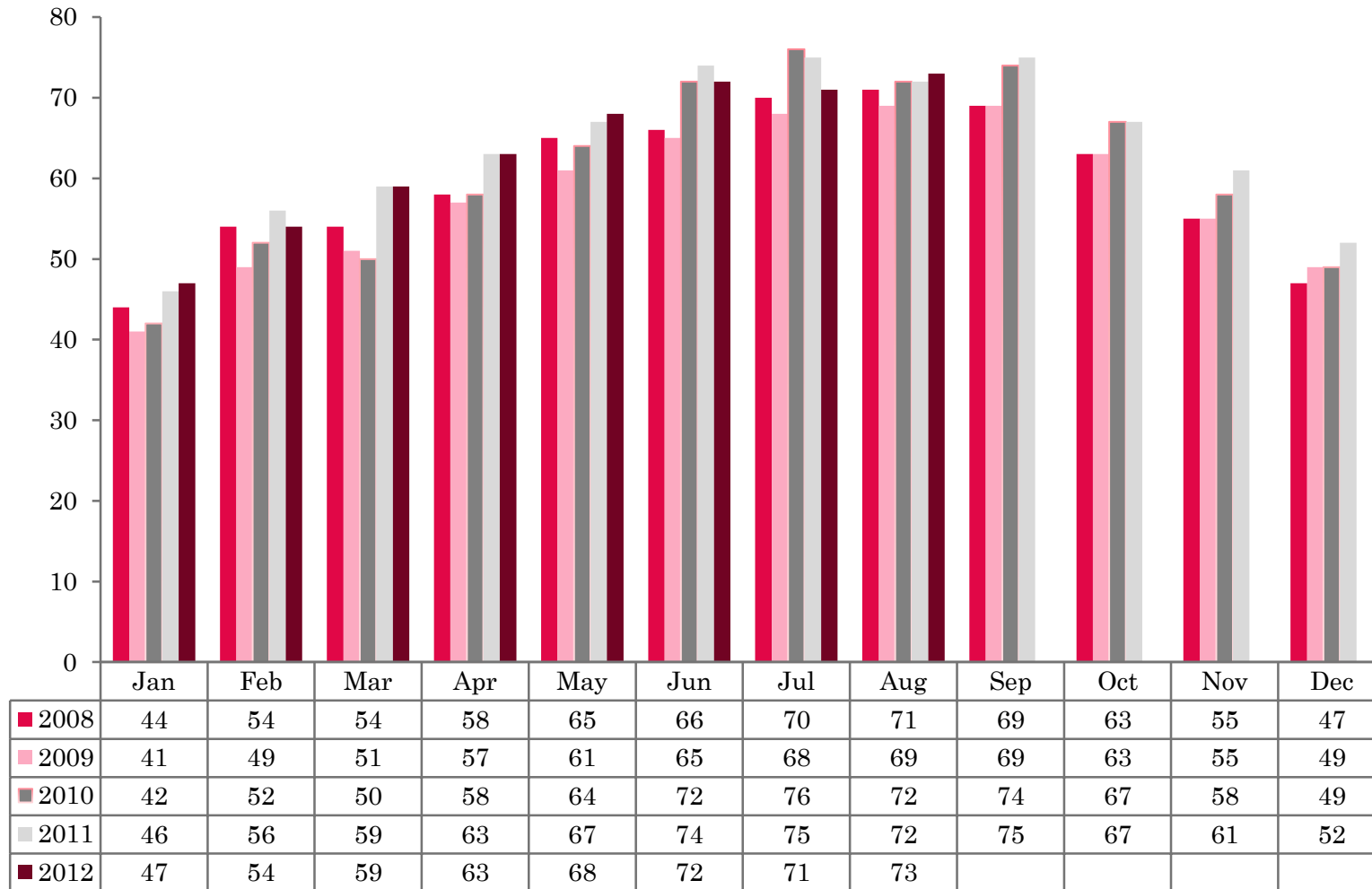
- ❖ This study has been commissioned by the National Boards of England, Northern Ireland and Scotland and by Visit Wales (part of the Welsh Government) and supported by the Department for Culture, Media and Sport.
- ❖ The results have been compiled by The Research Solution.



# UK BEDSPACE OCCUPANCY 2008 - 2012



# UK BEDROOM OCCUPANCY 2008 - 2012

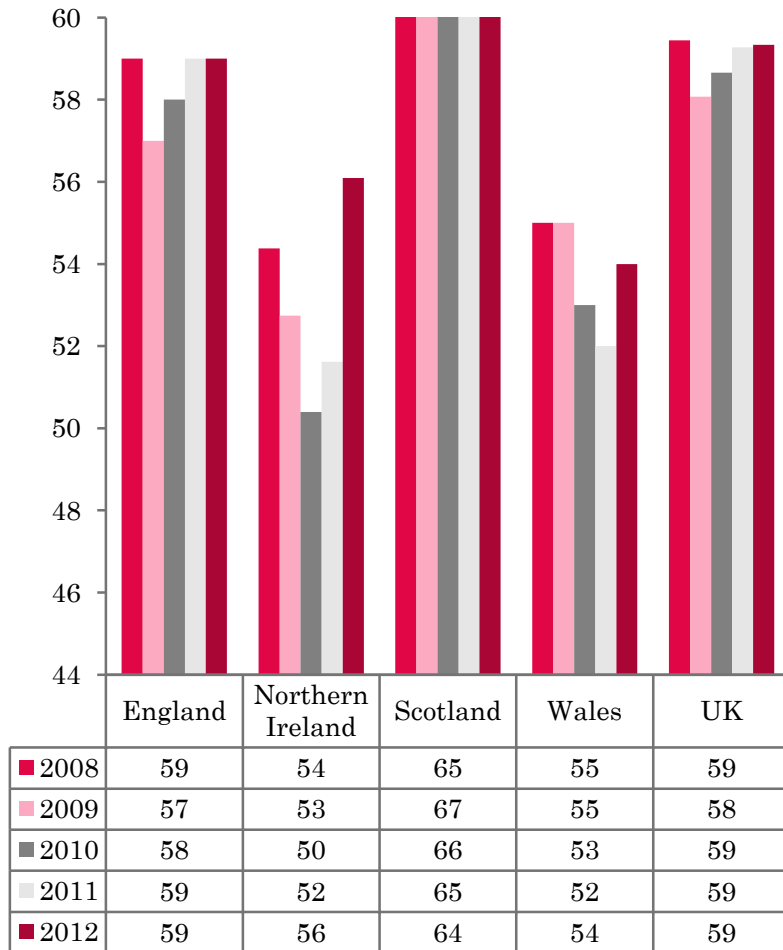


- ❖ 2,218 hotels, guesthouses and bed and breakfast establishments throughout the UK supplied data upon which the figures in this summary of results are based (see notes 2 and 3, on Slide 19 – sample sizes and calculation of rates).

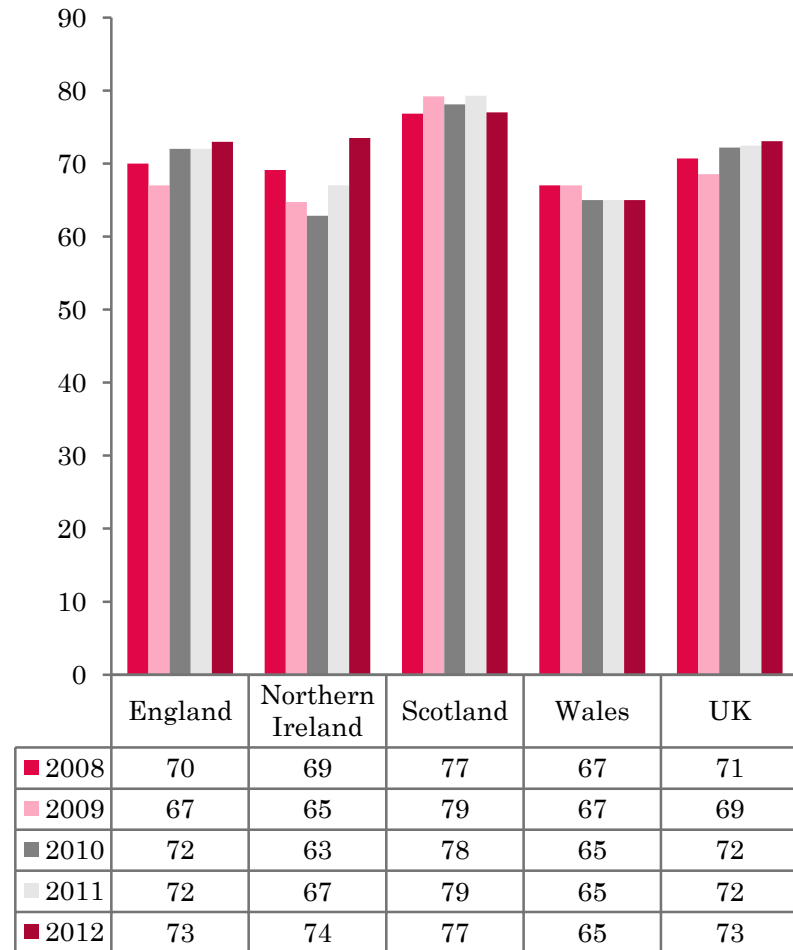
- ❖ UK bedspace occupancy in August (59%) remained static when compared with August 2011. UK bedroom occupancy witnessed a slight increase of 1 percentage point (up to 73%) compared with the same period last year.



## NATIONAL BEDSPACE OCCUPANCY AUGUST 2008-2012



## NATIONAL ROOM OCCUPANCY AUGUST 2008-2012



- ❖ Bedspace occupancy varied from 64% in Scotland to 54% in Wales. Northern Ireland saw the biggest increase in room occupancy, up 7 percentage points compared with August 2011.
- ❖ Bedspace in the UK remained fairly static during August 2012 with room occupancy showing a slight increase (1 percentage point).
- ❖ Occupancy levels in Scotland had fallen by 2 percentage points for room occupancy and by 1 percentage point for bedspace occupancy when compared with August 2011. Only Northern Ireland had witnessed an increase in both room and bedspace occupancy (by 7 percentage points for room, and 4 percentage points for bedspace occupancy).
- ❖ England had stayed the same as August 2011 for bedspace occupancy, and increased by 1 percentage point in room, with Wales up 2 percentage points in bedspace occupancy and room occupancy remaining on a par with the same period in 2011.
- ❖ Bedspace occupancy by non-UK residents saw an increase in Wales and Northern Ireland compared with the previous year, with England remaining on a par with 2011. (comparable figures for Scotland are no longer collected – (see notes 5a (sample sizes) and 5b (changes in data collected) Slide 19)).



**Table 1: Occupancy Levels: August 2010 – 2012**

|                  | Bedspace Occupancy % |           |           | Room Occupancy % |           |           | Sample Size |             |             |
|------------------|----------------------|-----------|-----------|------------------|-----------|-----------|-------------|-------------|-------------|
|                  | 2010                 | 2011      | 2012      | 2010             | 2011      | 2012      | 2010        | 2011        | 2012        |
| England          | 58                   | 59        | 59        | 72               | 72        | 73        | 1683        | 1715        | 1587        |
| Northern Ireland | 50                   | 52        | 56        | 63               | 67        | 74        | 167         | 177         | 168         |
| Scotland         | 66                   | 65        | 64        | 78               | 79        | 77        | 388         | 372         | 319         |
| Wales            | 53                   | 52        | 54        | 65               | 65        | 65        | 202         | 178         | 144         |
| <b>UK</b>        | <b>59</b>            | <b>59</b> | <b>59</b> | <b>72</b>        | <b>72</b> | <b>73</b> | <b>2440</b> | <b>2442</b> | <b>2218</b> |

**Table 2: UK/Non UK Occupancy Levels August 2010 – 2012 (see note 5a and 5b Slide 19)**

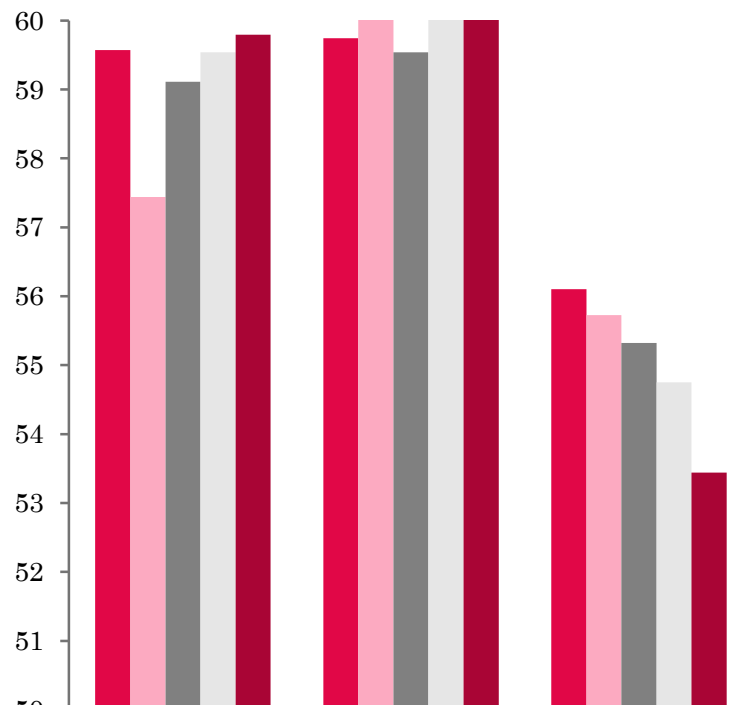
|                  | UK Bedspace Occupancy % |           |           | Non-UK Bedspace Occupancy % |          |          | Percentage of non-UK guests % |           |           | Percentage of non-UK bednights % |           |           | Sample Size |             |             |
|------------------|-------------------------|-----------|-----------|-----------------------------|----------|----------|-------------------------------|-----------|-----------|----------------------------------|-----------|-----------|-------------|-------------|-------------|
|                  | 2010                    | 2011      | 2012      | 2010                        | 2011     | 2012     | 2010                          | 2011      | 2012      | 2010                             | 2011      | 2012      | 2010        | 2011        | 2012        |
| England          | 50                      | 51        | 52        | 8                           | 8        | 8        | 11                            | 13        | 9         | 14                               | 14        | 13        | 1683        | 1715        | 1587        |
| Northern Ireland | 30                      | 30        | 30        | 20                          | 22       | 26       | 34                            | 35        | 35        | 40                               | 42        | 47        | 167         | 177         | 168         |
| Scotland         | ***                     | ***       | ***       | ***                         | ***      | ***      | ***                           | ***       | ***       | ***                              | ***       | ***       | 388         | 372         | 319         |
| Wales            | 47                      | 49        | 50        | 4                           | 4        | 5        | ***                           | ***       | ***       | 8                                | 8         | 9         | 202         | 178         | 144         |
| <b>UK</b>        | <b>49</b>               | <b>50</b> | <b>51</b> | <b>8</b>                    | <b>8</b> | <b>8</b> | <b>12</b>                     | <b>13</b> | <b>10</b> | <b>14</b>                        | <b>14</b> | <b>13</b> | <b>2440</b> | <b>2442</b> | <b>2218</b> |

\*\* FIGURES NOT AVAILABLE



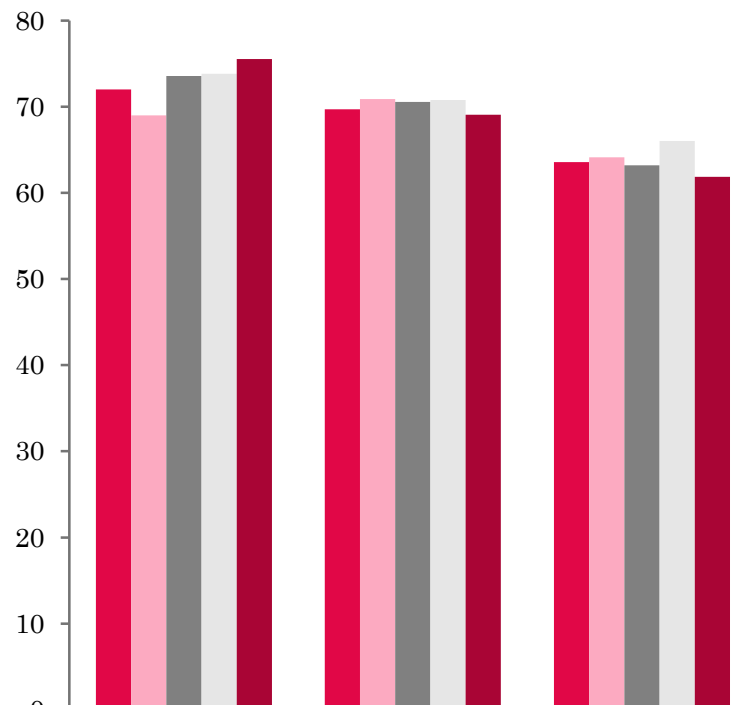


## UK: BEDSPACE OCCUPANCY BY TYPE OF ACCOMMODATION AUGUST 2008-2012

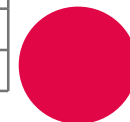


|      | Hotels | Guesthouses | B&Bs |
|------|--------|-------------|------|
| 2008 | 60     | 60          | 56   |
| 2009 | 57     | 62          | 56   |
| 2010 | 59     | 60          | 55   |
| 2011 | 60     | 62          | 55   |
| 2012 | 60     | 61          | 53   |

## UK: BEDROOM OCCUPANCY BY TYPE OF ACCOMMODATION AUGUST 2008-2012



|      | Hotels | Guesthouses | B&Bs |
|------|--------|-------------|------|
| 2008 | 72     | 70          | 64   |
| 2009 | 69     | 71          | 64   |
| 2010 | 74     | 71          | 63   |
| 2011 | 74     | 71          | 66   |
| 2012 | 76     | 69          | 62   |



- ❖ Across the UK as a whole, both bed and room occupancy levels in the Guesthouse and B&B categories witnessed a decrease when compared to August 2011. The biggest drop in room occupancy was found in B&B's (4 percentage points). The hotel sector maintained its bed occupancy level with 2011 and room occupancy increased by 2 percentage points on the levels achieved during the same period in August 2011. (Table 3).
- ❖ The larger size bandings fared better during August 2012 with increases in both room and bed occupancy levels in the 26-50, 51-100 and 100+ room bandings. The biggest decrease in both room and bedspace occupancy for the UK was in the 1-3 size band (3 percentage points for both room and bed). (Tables 6 and 7).
- ❖ When compared with August 2011, occupancy levels in all locations were fairly mixed. City/large towns fared the best with increases in both bedspace and room occupancy (by 1 and 3 percentage points respectively). Seaside locations saw the biggest fall by 7 percentage points in bedspace and by 1 percentage point in room occupancy. (Table 8).
- ❖ When looking at occupancy levels by tariff, only the smallest size band (£20-£29.99) had increased in both bedspace and room occupancy levels when compared with August 2011, whilst a fall in both measures of occupancy was seen in the £30.00-£39.99 tariff band. All other tariff bands had remained static in both room and bedspace occupancy when compared to the previous year.



**Table 3: Occupancy Levels by Type of Establishment: August 2010 - 2012**

| HOTELS           | Bedspace Occupancy % |           |           | Room Occupancy % |           |           | Sample Size |             |             |
|------------------|----------------------|-----------|-----------|------------------|-----------|-----------|-------------|-------------|-------------|
|                  | 2010                 | 2011      | 2012      | 2010             | 2011      | 2012      | 2010        | 2011        | 2012        |
| England          | 58                   | 59        | 59        | 73               | 73        | 75        | 948         | 1041        | 987         |
| Northern Ireland | 55                   | 56        | 61        | 67               | 73        | 81        | 75          | 72          | 60          |
| Scotland         | 67                   | 66        | 65        | 80               | 82        | 80        | 233         | 239         | 210         |
| Wales            | 58                   | 53        | 57        | 69               | 67        | 70        | 105         | 90          | 71          |
| <b>UK</b>        | <b>59</b>            | <b>60</b> | <b>60</b> | <b>74</b>        | <b>74</b> | <b>76</b> | <b>1361</b> | <b>1442</b> | <b>1328</b> |
| GUESTHOUSES      | Bedspace Occupancy % |           |           | Room Occupancy % |           |           | Sample Size |             |             |
|                  | 2010                 | 2011      | 2012      | 2010             | 2011      | 2012      | 2010        | 2011        | 2012        |
| England          | 60                   | 62        | 61        | 71               | 71        | 69        | 294         | 260         | 231         |
| Northern Ireland | 35                   | 25        | 59        | 43               | 45        | 70        | 18          | 18          | 14          |
| Scotland         | 66                   | 68        | 66        | 77               | 78        | 75        | 68          | 59          | 50          |
| Wales            | 47                   | 53        | 47        | 59               | 61        | 57        | 38          | 30          | 29          |
| <b>UK</b>        | <b>60</b>            | <b>62</b> | <b>61</b> | <b>71</b>        | <b>71</b> | <b>69</b> | <b>418</b>  | <b>367</b>  | <b>324</b>  |
| B&B's            | Bedspace Occupancy % |           |           | Room Occupancy % |           |           | Sample Size |             |             |
|                  | 2010                 | 2011      | 2012      | 2010             | 2011      | 2012      | 2010        | 2011        | 2012        |
| England          | 55                   | 55        | 54        | 63               | 67        | 63        | 441         | 414         | 369         |
| Northern Ireland | 38                   | 45        | 34        | 50               | 52        | 46        | 74          | 87          | 93          |
| Scotland         | 65                   | 59        | 59        | 70               | 68        | 66        | 87          | 74          | 59          |
| Wales            | 44                   | 46        | 41        | 55               | 54        | 45        | 59          | 58          | 44          |
| <b>UK</b>        | <b>55</b>            | <b>55</b> | <b>53</b> | <b>63</b>        | <b>66</b> | <b>62</b> | <b>661</b>  | <b>633</b>  | <b>565</b>  |



**Table 4: Weekend (Fri, Sat and Sun nights) and Weekday Occupancy Levels: August 2010 – 2012 (see notes 5a & 5b Slide 19)**

|                  | Bedspace Occupancy<br>% |           |           |           |           |           | Room Occupancy<br>% |           |           |           |           |           |
|------------------|-------------------------|-----------|-----------|-----------|-----------|-----------|---------------------|-----------|-----------|-----------|-----------|-----------|
|                  | Weekend                 |           |           | Weekday   |           |           | Weekend             |           |           | Weekday   |           |           |
|                  | 2010                    | 2011      | 2012      | 2010      | 2011      | 2012      | 2010                | 2011      | 2012      | 2010      | 2011      | 2012      |
| England          | 63                      | 64        | 64        | 54        | 55        | 54        | 73                  | 74        | 74        | 71        | 72        | 71        |
| Northern Ireland | 53                      | 57        | 59        | 46        | 46        | 50        | 64                  | 71        | 75        | 60        | 64        | 70        |
| Scotland         | 70                      | 69        | 67        | 64        | 63        | 61        | 78                  | 79        | 77        | 78        | 79        | 78        |
| Wales            | 59                      | 59        | 60        | 49        | 48        | 49        | 68                  | 68        | 68        | 62        | 63        | 63        |
| <b>UK</b>        | <b>63</b>               | <b>64</b> | <b>64</b> | <b>55</b> | <b>55</b> | <b>55</b> | <b>73</b>           | <b>74</b> | <b>74</b> | <b>71</b> | <b>72</b> | <b>71</b> |



**Table 5: Non-UK Percentages: August 2010 – 2012 (see notes 5a & 5b Slide 19)**

|                  | Percentage of Non-UK Guests<br>% |           |           |           |           |           | Percentage of Non-UK Bednights<br>% |           |           |           |           |           |
|------------------|----------------------------------|-----------|-----------|-----------|-----------|-----------|-------------------------------------|-----------|-----------|-----------|-----------|-----------|
|                  | Weekend                          |           |           | Weekday   |           |           | Weekend                             |           |           | Weekday   |           |           |
|                  | 2010                             | 2011      | 2012      | 2010      | 2011      | 2012      | 2010                                | 2011      | 2012      | 2010      | 2011      | 2012      |
| England          | 9                                | 11        | 10        | 14        | 15        | 13        | 13                                  | 13        | 14        | 16        | 15        | 15        |
| Northern Ireland | 34                               | 34        | 34        | 37        | 39        | 39        | 38                                  | 42        | 49        | 40        | 46        | 52        |
| Scotland         | **                               | **        | **        | **        | **        | **        | **                                  | **        | **        | **        | **        | **        |
| Wales            | **                               | **        | **        | **        | **        | **        | 8                                   | 9         | 10        | 12        | 11        | 10        |
| <b>UK</b>        | <b>10</b>                        | <b>12</b> | <b>11</b> | <b>15</b> | <b>16</b> | <b>14</b> | <b>13</b>                           | <b>13</b> | <b>14</b> | <b>16</b> | <b>15</b> | <b>15</b> |

**\*\* FIGURES NOT AVAILABLE**



**Table 6: Occupancy Levels by Size: August 2010 - 2012**

| <b>A: Percentage of Bedspace Occupancy</b> |                    |           |           |                  |                     |           |           |                  |                      |           |           |                  |
|--|--------------------|-----------|-----------|------------------|---------------------|-----------|-----------|------------------|----------------------|-----------|-----------|------------------|
|  | <b>1 - 3 Rooms</b> |           |           |                  | <b>4 - 10 Rooms</b> |           |           |                  | <b>11 - 25 Rooms</b> |           |           |                  |
|  | 2010               | 2011      | 2012      | Sample Size 2012 | 2010                | 2011      | 2012      | Sample Size 2012 | 2010                 | 2011      | 2012      | Sample Size 2012 |
| England                                    | 49                 | 51        | 48        | 245              | 61                  | 60        | 58        | 328              | 58                   | 56        | 56        | 133              |
| Northern Ireland                           | 29                 | 27        | 26        | 73               | 45                  | 51        | 33        | 26               | 40                   | 37        | 47        | 28               |
| Scotland                                   | 61                 | 56        | 57        | 52               | 64                  | 68        | 64        | 67               | 62                   | 65        | 65        | 51               |
| Wales                                      | 46                 | 41        | 40        | 38               | 52                  | 56        | 51        | 45               | 56                   | 58        | 53        | 24               |
| <b>UK</b>                                  | <b>50</b>          | <b>51</b> | <b>48</b> | <b>408</b>       | <b>61</b>           | <b>61</b> | <b>58</b> | <b>466</b>       | <b>58</b>            | <b>57</b> | <b>57</b> | <b>236</b>       |

**Table6: Occupancy Levels by Size: August 2010 - 2012**

| <b>A (cont) : Percentage of Bedspace Occupancy</b> |                      |           |           |                  |                       |           |           |                  |                                   |           |           |                  |
|--|----------------------|-----------|-----------|------------------|-----------------------|-----------|-----------|------------------|-----------------------------------|-----------|-----------|------------------|
|  | <b>26 - 50 Rooms</b> |           |           |                  | <b>51 - 100 Rooms</b> |           |           |                  | <b>&gt;100 Rooms<sup>56</sup></b> |           |           |                  |
|  | 2010                 | 2011      | 2012      | Sample Size 2012 | 2010                  | 2011      | 2012      | Sample Size 2012 | 2010                              | 2011      | 2012      | Sample Size 2012 |
| England  | 66                   | 57        | 61        | 78               | 58                    | 64        | 65        | 43               | 55                                | 57        | 58        | 760              |
| Northern Ireland                                   | 52                   | 43        | 55        | 15               | 56                    | 56        | 62        | 19               | 60                                | 62        | 66        | 7                |
| Scotland   | 67                   | 67        | 68        | 51               | 69                    | 70        | 66        | 44               | 68                                | 66        | 65        | 54               |
| Wales  | 54                   | 52        | 57        | 17               | 58                    | 51        | 59        | 14               | 51                                | 46        | 56        | 6                |
| <b>UK</b>  | <b>65</b>            | <b>58</b> | <b>62</b> | <b>161</b>       | <b>59</b>             | <b>64</b> | <b>65</b> | <b>120</b>       | <b>56</b>                         | <b>58</b> | <b>59</b> | <b>827</b>       |



**Table 7: Occupancy Levels by Size: August 2010 – 2012**

| <b>B:Percentage of Bedroom Occupancy</b> |                    |           |           |                  |                     |           |           |                  |                      |           |           |                  |
|--|--------------------|-----------|-----------|------------------|---------------------|-----------|-----------|------------------|----------------------|-----------|-----------|------------------|
|  | <b>1 - 3 Rooms</b> |           |           |                  | <b>4 - 10 Rooms</b> |           |           |                  | <b>11 - 25 Rooms</b> |           |           |                  |
|  | 2010               | 2011      | 2012      | Sample Size 2012 | 2010                | 2011      | 2012      | Sample Size 2012 | 2010                 | 2011      | 2012      | Sample Size 2012 |
| England                                  | 57                 | 59        | 56        | 245              | 70                  | 69        | 66        | 328              | 68                   | 67        | 66        | 133              |
| Northern Ireland                         | 35                 | 36        | 40        | 73               | 60                  | 56        | 61        | 26               | 56                   | 60        | 67        | 28               |
| Scotland                                 | 68                 | 65        | 63        | 52               | 73                  | 77        | 73        | 67               | 71                   | 76        | 77        | 51               |
| Wales                                    | 53                 | 50        | 42        | 38               | 61                  | 64        | 61        | 45               | 64                   | 67        | 63        | 24               |
| <b>UK</b>                                | <b>58</b>          | <b>59</b> | <b>56</b> | <b>375</b>       | <b>70</b>           | <b>69</b> | <b>67</b> | <b>466</b>       | <b>68</b>            | <b>68</b> | <b>67</b> | <b>236</b>       |

**Table 7: Occupancy Levels by Size: August 2010 - 2012**

| <b>B (cont): Percentage of Bedroom Occupancy</b> |                      |           |           |                  |                       |           |           |                  |                      |           |           |                  |
|--|----------------------|-----------|-----------|------------------|-----------------------|-----------|-----------|------------------|----------------------|-----------|-----------|------------------|
|  | <b>26 - 50 Rooms</b> |           |           |                  | <b>51 - 100 Rooms</b> |           |           |                  | <b>&gt;100 Rooms</b> |           |           |                  |
|  | 2010                 | 2011      | 2012      | Sample Size 2012 | 2010                  | 2011      | 2012      | Sample Size 2012 | 2010                 | 2011      | 2012      | Sample Size 2012 |
| England  | 77                   | 69        | 73        | 78               | 74                    | 75        | 77        | 43               | 73                   | 76        | 77        | 760              |
| Northern Ireland                                 | 62                   | 65        | 73        | 15               | 71                    | 71        | 79        | 19               | 71                   | 79        | 88        | 7                |
| Scotland   | 80                   | 81        | 82        | 51               | 85                    | 85        | 81        | 44               | 86                   | 88        | 85        | 54               |
| Wales  | 66                   | 66        | 70        | 17               | 74                    | 71        | 79        | 14               | 80                   | 65        | 69        | 6                |
| <b>UK</b>  | <b>76</b>            | <b>70</b> | <b>74</b> | <b>161</b>       | <b>75</b>             | <b>76</b> | <b>78</b> | <b>120</b>       | <b>75</b>            | <b>77</b> | <b>78</b> | <b>827</b>       |



**Table 8: Occupancy Levels by Location: August 2012 - 2012**

| <b>A: Percentage Bedspace Occupancy</b> |                |           |           |                  |                        |           |           |                  |                   |           |           |                  |                            |           |           |                  |
|---|----------------|-----------|-----------|------------------|------------------------|-----------|-----------|------------------|-------------------|-----------|-----------|------------------|----------------------------|-----------|-----------|------------------|
|   | <b>Seaside</b> |           |           |                  | <b>City/Large Town</b> |           |           |                  | <b>Small Town</b> |           |           |                  | <b>Countryside/Village</b> |           |           |                  |
|   | 2010           | 2011      | 2012      | Sample Size 2012 | 2010                   | 2011      | 2012      | Sample Size 2012 | 2010              | 2011      | 2012      | Sample Size 2012 | 2010                       | 2011      | 2012      | Sample Size 2012 |
| England                                 | 66             | 68        | 60        | 221              | 58                     | 58        | 58        | 586              | 53                | 53        | 52        | 349              | 55                         | 58        | 60        | 431              |
| Northern Ireland                        | 57             | 58        | 58        | 42               | 52                     | 54        | 63        | 48               | 46                | 42        | 36        | 47               | 43                         | 32        | 34        | 31               |
| Scotland                                | 67             | 69        | 67        | 41               | 70                     | 67        | 66        | 123              | 57                | 57        | 55        | 66               | 68                         | 66        | 65        | 89               |
| Wales                                   | 68             | 64        | 63        | 35               | 40                     | 41        | 49        | 15               | 46                | 46        | 48        | 21               | 51                         | 52        | 52        | 73               |
| <b>UK</b>                               | <b>66</b>      | <b>68</b> | <b>61</b> | <b>339</b>       | <b>58</b>              | <b>58</b> | <b>59</b> | <b>772</b>       | <b>53</b>         | <b>53</b> | <b>52</b> | <b>483</b>       | <b>56</b>                  | <b>58</b> | <b>60</b> | <b>624</b>       |

**Table 8: Occupancy Levels by Location: August 2012 - 2012**

| <b>B:Percentage Bedroom Occupancy</b> |                |           |           |                  |                        |           |           |                  |                   |           |           |                  |                            |           |           |                  |
|---------------------------------------|----------------|-----------|-----------|------------------|------------------------|-----------|-----------|------------------|-------------------|-----------|-----------|------------------|----------------------------|-----------|-----------|------------------|
|                                       | <b>Seaside</b> |           |           |                  | <b>City/Large Town</b> |           |           |                  | <b>Small Town</b> |           |           |                  | <b>Countryside/Village</b> |           |           |                  |
|                                       | 2010           | 2011      | 2012      | Sample Size 2012 | 2010                   | 2011      | 2012      | Sample Size 2012 | 2010              | 2011      | 2012      | Sample Size 2012 | 2010                       | 2011      | 2012      | Sample Size 2012 |
| England                               | 76             | 74        | 73        | 221              | 75                     | 72        | 75        | 586              | 67                | 68        | 71        | 349              | 65                         | 69        | 69        | 431              |
| Northern Ireland                      | 68             | 72        | 77        | 42               | 65                     | 73        | 81        | 48               | 59                | 47        | 54        | 47               | 54                         | 43        | 41        | 31               |
| Scotland                              | 75             | 82        | 79        | 41               | 87                     | 87        | 83        | 123              | 71                | 68        | 67        | 66               | 76                         | 75        | 74        | 89               |
| Wales                                 | 78             | 75        | 73        | 35               | 60                     | 60        | 65        | 15               | 64                | 64        | 68        | 21               | 60                         | 61        | 58        | 73               |
| <b>UK</b>                             | <b>76</b>      | <b>75</b> | <b>74</b> | <b>339</b>       | <b>75</b>              | <b>73</b> | <b>76</b> | <b>772</b>       | <b>67</b>         | <b>67</b> | <b>70</b> | <b>483</b>       | <b>66</b>                  | <b>69</b> | <b>68</b> | <b>624</b>       |



**Table 9: Occupancy Levels by Tariff (maximum charge for one person for bed and breakfast): August 2010 – 2012 (see note 5a Slide 19)**

**A: Percentage of Bedspace Occupancy**

|                  | <b>&lt;£20.00</b> |           |           |                  | <b>£20.00 - £29.99</b> |           |           |                  | <b>£30.00 - £39.99</b> |           |           |                  |
|------------------|-------------------|-----------|-----------|------------------|------------------------|-----------|-----------|------------------|------------------------|-----------|-----------|------------------|
|                  | 2010              | 2011      | 2012      | Sample Size 2012 | 2010                   | 2011      | 2012      | Sample Size 2012 | 2010                   | 2011      | 2012      | Sample Size 2012 |
| England          | **                | **        | **        | **               | 43                     | 44        | 48        | 45               | 59                     | 54        | 50        | 158              |
| Northern Ireland | **                | **        | **        | **               | 42                     | 38        | 28        | 30               | 32                     | 43        | 44        | 45               |
| Scotland         | **                | **        | **        | **               | 62                     | 53        | 49        | 18               | 64                     | 62        | 59        | 72               |
| Wales            | **                | **        | **        | **               | 38                     | 34        | 29        | 14               | 46                     | 51        | 46        | 47               |
| <b>UK</b>        | <b>**</b>         | <b>**</b> | <b>**</b> | <b>**</b>        | <b>45</b>              | <b>44</b> | <b>46</b> | <b>107</b>       | <b>58</b>              | <b>55</b> | <b>51</b> | <b>322</b>       |

**Table 9: Occupancy Levels by Tariff (maximum charge for one person for bed and breakfast): August 2010 – 2012 (see note 5a Slide 19)**

**B: Percentage of Bedspace Occupancy**

|                  | <b>£40.00 - £49.99</b> |           |           |                  | <b>£50.00 - £59.99</b> |           |           |                  | <b>&gt;£60.00</b> |           |           |                  |
|------------------|------------------------|-----------|-----------|------------------|------------------------|-----------|-----------|------------------|-------------------|-----------|-----------|------------------|
|                  | 2010                   | 2011      | 2012      | Sample Size 2012 | 2010                   | 2011      | 2012      | Sample Size 2012 | 2010              | 2011      | 2012      | Sample Size 2012 |
| England          | 60                     | 60        | 61        | 188              | 71                     | 58        | 57        | 94               | 56                | 59        | 59        | 1064             |
| Northern Ireland | 35                     | 42        | 54        | 32               | 44                     | 57        | 56        | 19               | 58                | 56        | 61        | 42               |
| Scotland         | 63                     | 69        | 64        | 35               | 64                     | 63        | 63        | 31               | 70                | 68        | 67        | 163              |
| Wales            | 52                     | 55        | 51        | 20               | 56                     | 50        | 62        | 15               | 60                | 53        | 58        | 48               |
| <b>UK</b>        | <b>59</b>              | <b>61</b> | <b>61</b> | <b>275</b>       | <b>69</b>              | <b>58</b> | <b>58</b> | <b>159</b>       | <b>58</b>         | <b>60</b> | <b>60</b> | <b>1317</b>      |

\*\* FIGURES NOT AVAILABLE



**Table 10: Occupancy Levels by Tariff (maximum charge for one person for bed and breakfast) August 2010 – 2012 (see note 5a Slide 19)**

| <b>A: Percentage of Bedroom Occupancy</b> |                   |           |           |                  |                        |           |           |                  |                        |           |           |                  |
|---|-------------------|-----------|-----------|------------------|------------------------|-----------|-----------|------------------|------------------------|-----------|-----------|------------------|
|   | <b>&lt;£20.00</b> |           |           |                  | <b>£20.00 - £29.99</b> |           |           |                  | <b>£30.00 - £39.99</b> |           |           |                  |
|   | 2010              | 2011      | 2012      | Sample Size 2012 | 2010                   | 2011      | 2012      | Sample Size 2012 | 2010                   | 2011      | 2012      | Sample Size 2012 |
| England                                   | **                | **        | **        | **               | 53                     | 54        | 58        | 45               | 68                     | 64        | 59        | 158              |
| Northern Ireland                          | **                | **        | **        | **               | 50                     | 45        | 47        | 30               | 46                     | 53        | 51        | 45               |
| Scotland                                  | **                | **        | **        | **               | 67                     | 62        | 56        | 18               | 81                     | 73        | 70        | 72               |
| Wales                                     | **                | **        | **        | **               | 42                     | 44        | 35        | 14               | 58                     | 59        | 55        | 47               |
| <b>UK</b>                                 | <b>**</b>         | <b>**</b> | <b>**</b> | <b>**</b>        | <b>54</b>              | <b>54</b> | <b>56</b> | <b>107</b>       | <b>69</b>              | <b>65</b> | <b>60</b> | <b>322</b>       |

**Table 10: Occupancy Levels by Tariff (maximum charge for one person for bed and breakfast) August 2010 – 2012 (see note 5a Slide 19)**

| <b>B: Percentage of Bedroom Occupancy</b> |                        |           |           |                  |                        |           |           |                  |                   |           |           |                  |
|---|------------------------|-----------|-----------|------------------|------------------------|-----------|-----------|------------------|-------------------|-----------|-----------|------------------|
|   | <b>£40.00 - £49.99</b> |           |           |                  | <b>£50.00 - £59.99</b> |           |           |                  | <b>&gt;£60.00</b> |           |           |                  |
|   | 2010                   | 2011      | 2012      | Sample Size 2012 | 2010                   | 2011      | 2012      | Sample Size 2012 | 2010              | 2011      | 2012      | Sample Size 2012 |
| England                                   | 67                     | 69        | 70        | 188              | 79                     | 70        | 68        | 94               | 73                | 74        | 74        | 1064             |
| Northern Ireland                          | 53                     | 60        | 69        | 32               | 55                     | 66        | 68        | 19               | 70                | 73        | 82        | 42               |
| Scotland                                  | 74                     | 79        | 75        | 35               | 71                     | 78        | 78        | 31               | 83                | 83        | 81        | 163              |
| Wales                                     | 63                     | 68        | 61        | 20               | 69                     | 60        | 70        | 15               | 72                | 68        | 71        | 48               |
| <b>UK</b>                                 | <b>67</b>              | <b>70</b> | <b>70</b> | <b>275</b>       | <b>77</b>              | <b>70</b> | <b>70</b> | <b>159</b>       | <b>74</b>         | <b>75</b> | <b>75</b> | <b>1317</b>      |

\*\* FIGURES NOT AVAILABLE

## Notes

1. The figures in this summary are based on data available within eight weeks of the end of the month. In some cases the boards will re-run the monthly analysis later in the year to include data which was received too late for inclusion in this summary. These later figures will be used in the 2012 Annual Summary.
2. The minimum target sample size for Northern Ireland, Scotland and Wales is 200 open establishments per month while in England the target minimum sample size is 750. Larger sample sizes June be used in some areas in order to enable Boards to undertake further analysis based on geographical sub-divisions of the data.
3. In the calculation of occupancy rates for the UK, occupancy rates from each country have been weighted using the number of bedspaces known to be available in the area.
4. **Occupancy rates:**

|                                |  |
|--------------------------------|--|
| Bedspace occupancy             | Percentage of available bedspaces which were occupied                  |
| Room occupancy                 | Percentage of available rooms which were occupied                      |
| Non-UK bedspace occupancy      | Percentage of available bedspaces which were occupied by non-UK guests |
| Percentage of non-UK guests    | Percentage of arrivals which were non-UK guests                        |
| Percentage of non-UK bednights | Percentage of occupied bedspaces which were occupied by non-UK guests  |
5. It should be noted that:
  - (a) the figures in Tables 2, 4, 8 and 9 June be based on a subset of the sample for all guests. This is because separate UK and non-UK data is not known for all establishments in the sample (Tables 2, 4 and 5), not all establishments provide daily data (Tables 4 and 5) and not all establishments give tariff details (Tables 9 and 10); and
  - (b) because of changes in the data collected, it is no longer possible to provide UK/non UK figures for Scotland or figures relating to arrivals for Wales (Tables 2 and 5).
  - (c) from June 2010, English occupancy data includes additional occupancy information for the 100+ room hotel sector supplied by STR Global. Given the change in the structure of the sample, care should be taken in the interpretation of year-on-year changes.
6. Accuracy of the results: The statistical accuracy of the results depends upon the size of the sample, the variation in occupancy rates between establishments and (to a smaller extent) the size of the survey population. As the sample is self-selecting, it is not possible to calculate true statistical margins of error. However, it is likely that the results are accurate to between  $\pm 5.9\%$  (sample of 50) to  $\pm 1.6\%$  (sample of 650). As there continues to be a substantial core of survey participants providing data every month, the trends which are identified by the survey are believed to reflect accurately overall trends in the use of serviced accommodation.



## Background

As part of the EU Directive on Tourism Statistics adopted in January 1995, the UK is required to submit monthly occupancy rates for hotels and similar establishments (i.e. serviced accommodation) to Eurostat, the statistical office of the European Community. The responsibility for providing this data lies with the National Tourist Boards for England, Scotland and Northern Ireland and with Visit Wales (part of the Welsh Assembly Government), each of whom is responsible for the implementation of an occupancy survey in their area, carried out according to a common specification and standard, thus ensuring the production of comparable occupancy data for the whole of the UK.

The types of accommodation included in the survey are defined as *tourist accommodation which is arranged in rooms and where bed-making and cleaning services are provided*. This includes:

*Hotels, motels, inns, guest houses, farm guest houses, bed and breakfast establishments*

The types specifically excluded are:

*Youth hostels and University accommodation*

This summary has been compiled by The Research Solution (UK Survey Co-ordinator for 2012) from figures supplied by (or on behalf of) the National Tourist Boards of England, Northern Ireland (working with NISRA (the Northern Ireland Statistics and Research Agency), Scotland and Visit Wales (part of the Welsh Government).

Further information about the surveys in individual areas June be obtained from the relevant organisations:

VisitEngland (020 7578 1400)

Northern Ireland Tourist Board (02890 231 221)

VisitScotland (0131-472-2222)

Visit Wales (029 2047 9909)

