

England Occupancy Survey - April 2013 SUMMARY OF RESULTS



- Room occupancy (including STR Global data) increased slightly, by 1%, in April 2013 compared with the same period in 2012 (rising from 65% to 66%). Bedspace Occupancy (including STR Global data) saw a slight decline, falling from 50% to 49%.
- Weekday room occupancy in April rose by 2% against last year, whilst weekend occupancy fell by 3%. For bedspace, weekday rose by 1% and weekend fell by 4%.
- Room occupancy in both small towns and countryside locations increased by 2% on April 2012, whilst bedspace occupancy in those locations fell slightly, by 1%. City/large town occupancy remained flat for both room and bedspace occupancy.
- In April the only establishment type to see an increase on the same period in 2012 was hotel accommodation (up 2% for room and 1% for bed). Guesthouse occupancy fell by 6% for room and 5% for bedspace, whilst B&B occupancy fell by 3% for room and 6% for bedspace.
- Accommodation businesses with 100+ rooms have seen the greatest increases in both room and bed occupancy (+3% for room and +4% for bedspace). Businesses with 11-25 rooms have seen the greatest decrease in April 2013 when compared to April 2012 (by -5% for both room and bedspace).
- The West Midlands has seen the greatest increases in both room and bedspace occupancy when compared with the same period last year, up 5% and 4% respectively. Yorkshire and the North East have also seen increases across both measures (up 4% and 3% for room and bed in Yorkshire, with the North East up 3% and 2% respectively). The North West and the South West have seen occupancy flat for room (both 0%) and down for bedspace (-2% and -1% respectively).

Room and Bedspace Occupancy (including STR Global data)

	Room Occupancy			Bedspace Occupancy		
	2012	2013	% +/-	2012	2013	% +/-
April	65%	66%	+1%	50%	49%	-1%
Jan-Apr	59%	60%	+1%	43%	44%	+1%
Past 12 months	66%	66%	0%	50%	50%	0%

Room and Bedspace Occupancy (excluding STR Global data)

	Room Occupancy			Bedspace Occupancy		
	2012	2013	% +/-	2012	2013	% +/-
April	60%	59%	-1%	47%	45%	-2%
Jan-Apr	52%	53%	+1%	39%	39%	0%
Past 12 months	60%	61%	+1%	47%	47%	0%

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Weekday/Weekend

	Room Occupancy				Bedspace Occupancy			
	2010	2011	2012	2013	2010	2011	2012	2013
April								
Weekday	59%	65%	65%	67%	40%	45%	45%	46%
Weekend	60%	65%	64%	61%	50%	54%	54%	50%
Jan-Apr								
Weekday	54%	61%	61%	62%	34%	40%	41%	42%
Weekend	50%	54%	55%	55%	40%	44%	45%	45%
Past 12 months								
Weekday	60%	62%	68%	68%	41%	43%	47%	47%
Weekend	58%	60%	63%	63%	49%	50%	53%	53%

Location Type

	Room Occupancy				Bedspace Occupancy			
	2010	2011	2012	2013	2010	2011	2012	2013
April								
Seaside	49%	58%	53%	53%	39%	45%	41%	42%
City/large town	66%	71%	74%	74%	48%	55%	56%	56%
Small town	55%	58%	59%	61%	43%	42%	43%	42%
Countryside	54%	57%	55%	57%	44%	46%	45%	44%
Jan-Apr								
Seaside	41%	45%	45%	46%	30%	35%	34%	35%
City/large town	63%	67%	67%	67%	43%	50%	50%	51%
Small town	44%	54%	55%	56%	44%	36%	38%	38%
Countryside	42%	48%	47%	49%	31%	33%	36%	36%
Past 12 months								
Seaside	54%	55%	56%	58%	43%	45%	47%	45%
City/large town	67%	71%	73%	73%	48%	54%	55%	55%
Small town	54%	57%	61%	63%	45%	41%	43%	44%
Countryside	51%	54%	57%	56%	40%	42%	44%	44%

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Establishment Type

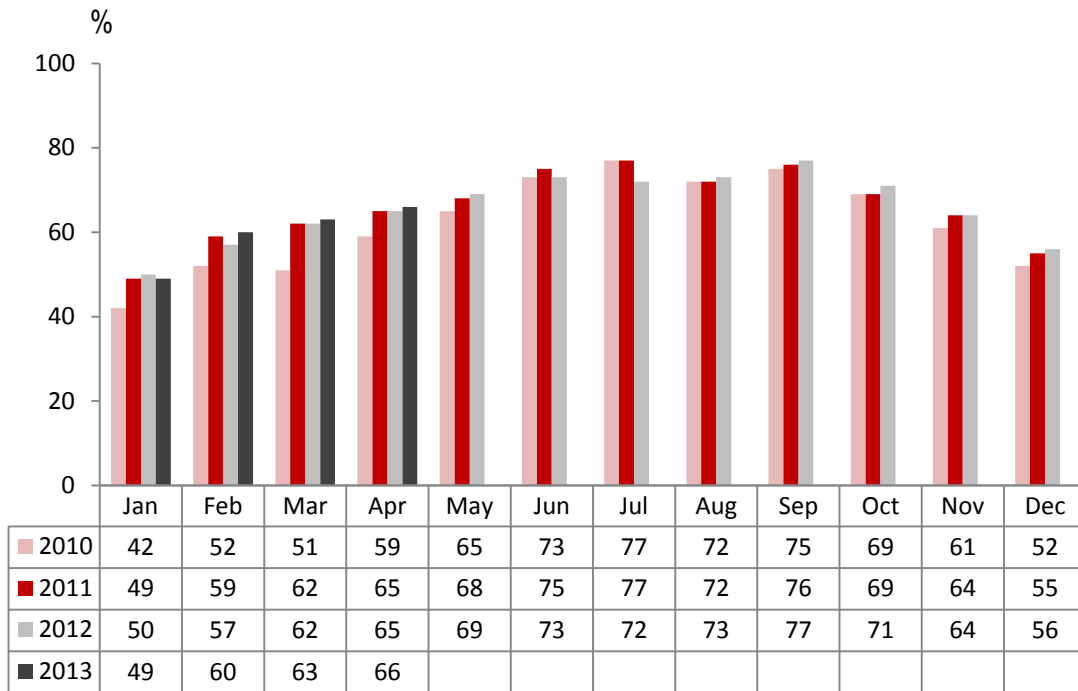
	Room Occupancy				Bedspace Occupancy			
	2010	2011	2012	2013	2010	2011	2012	2013
April								
Hotel	63%	68%	68%	70%	47%	52%	52%	53%
Guesthouse	49%	54%	52%	46%	38%	43%	41%	36%
B&B	46%	50%	48%	45%	38%	41%	40%	34%
Jan-Apr								
Hotel	56%	62%	63%	64%	42%	45%	46%	47%
Guesthouse	39%	43%	40%	42%	28%	32%	30%	31%
B&B	36%	40%	38%	37%	27%	29%	28%	27%
Past 12 months								
Hotel	63%	65%	69%	70%	47%	49%	52%	52%
Guesthouse	51%	54%	53%	54%	40%	42%	42%	43%
B&B	47%	48%	48%	48%	38%	38%	37%	37%

Number of rooms

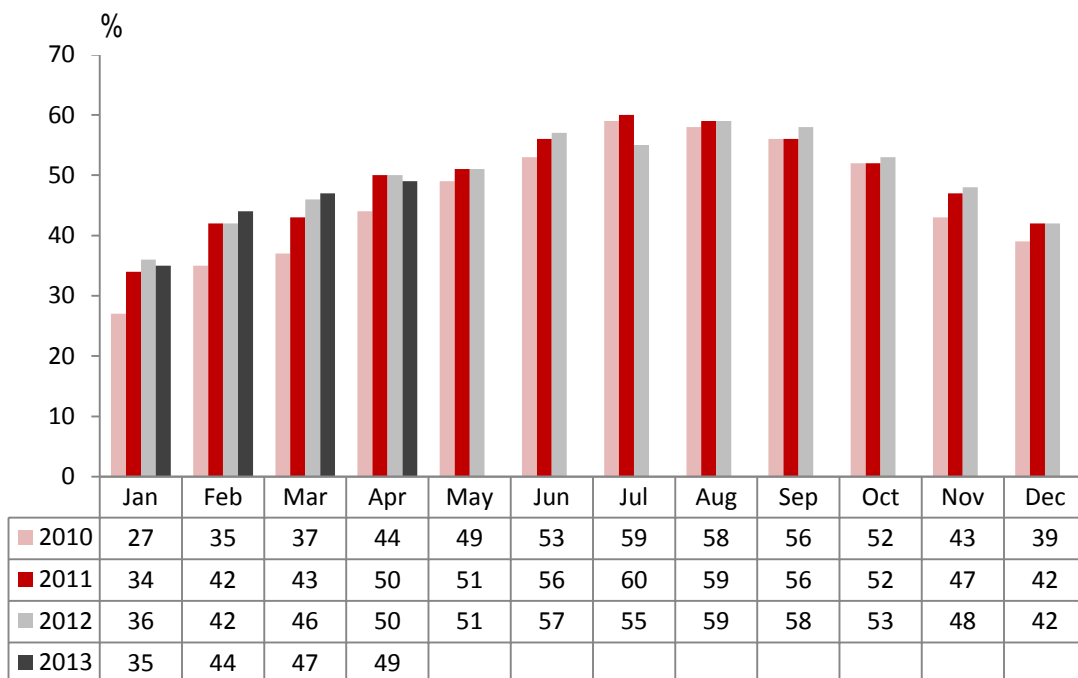
	Room Occupancy				Bedspace Occupancy			
	2010	2011	2012	2013	2010	2011	2012	2013
April								
1-3 rooms	42%	43%	39%	38%	33%	36%	32%	30%
4-10 rooms	48%	50%	45%	44%	39%	39%	36%	33%
11-25 rooms	52%	56%	55%	50%	41%	45%	42%	37%
26-30 rooms	62%	63%	65%	67%	50%	50%	49%	52%
51-100 rooms	67%	68%	69%	69%	55%	50%	57%	52%
100+ rooms	65%	72%	73%	76%	n/a	54%	52%	54%
Jan-Apr								
1-3 rooms	31%	31%	29%	29%	23%	23%	22%	22%
4-10 rooms	38%	38%	36%	36%	28%	28%	27%	26%
11-25 rooms	44%	48%	47%	46%	33%	36%	34%	33%
26-30 rooms	54%	55%	56%	60%	41%	40%	42%	45%
51-100 rooms	62%	62%	64%	64%	48%	44%	48%	49%
100+ rooms	59%	68%	68%	70%	n/a	48%	48%	49%
Past 12 months								
1-3 rooms	40%	41%	41%	40%	32%	33%	33%	33%
4-10 rooms	50%	50%	49%	48%	40%	40%	38%	38%
11-25 rooms	53%	57%	57%	56%	42%	44%	44%	43%
26-30 rooms	62%	63%	63%	67%	48%	48%	49%	52%
51-100 rooms	67%	68%	70%	70%	54%	51%	54%	55%
100+ rooms	64%	78%	74%	74%	n/a	n/a	53%	53%

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England Room Occupancy by Month



England Bedspace Occupancy by Month



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Regional Information

	Room Occupancy				Bedspace Occupancy			
	2010	2011	2012	2013	2010	2011	2012	2013
April								
East Midlands	47%	62%	58%	61%	30%	41%	45%	41%
Yorkshire	59%	59%	58%	62%	45%	40%	43%	46%
London	70%	81%	83%	82%	49%	66%	64%	65%
North West	57%	55%	56%	56%	43%	41%	41%	39%
East of England	54%	57%	54%	58%	45%	48%	45%	45%
West Midlands	59%	61%	61%	66%	49%	46%	44%	48%
South West	58%	61%	58%	58%	46%	48%	45%	44%
South East	56%	65%	64%	65%	43%	49%	48%	48%
North East	45%	61%	57%	60%	36%	46%	41%	43%
Jan-Apr								
East Midlands	46%	58%	56%	58%	29%	36%	37%	39%
Yorkshire	47%	53%	52%	56%	34%	36%	38%	41%
London	70%	77%	76%	75%	50%	60%	57%	59%
North West	54%	49%	50%	53%	37%	35%	36%	37%
East of England	49%	53%	53%	53%	35%	40%	40%	39%
West Midlands	47%	59%	57%	60%	37%	41%	39%	42%
South West	47%	52%	51%	51%	35%	39%	38%	37%
South East	45%	55%	56%	58%	45%	39%	41%	41%
North East	51%	57%	48%	50%	34%	39%	35%	34%
Past 12 months								
East Midlands	53%	60%	62%	64%	38%	41%	41%	44%
Yorkshire	56%	56%	60%	62%	45%	40%	45%	46%
London	76%	82%	82%	80%	56%	68%	63%	62%
North West	58%	53%	57%	59%	41%	40%	41%	43%
East of England	56%	58%	61%	61%	45%	46%	48%	47%
West Midlands	55%	62%	62%	64%	43%	50%	44%	46%
South West	58%	59%	61%	60%	46%	47%	47%	46%
South East	53%	57%	63%	66%	44%	41%	48%	49%
North East	58%	54%	64%	57%	40%	38%	47%	41%

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