

# England Occupancy Survey

February 2013 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).
- This data is included in each of the single month analysis, for the year to date and the past 12 months, excluding data prior to June 2010 when STR data was not included.
- 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.

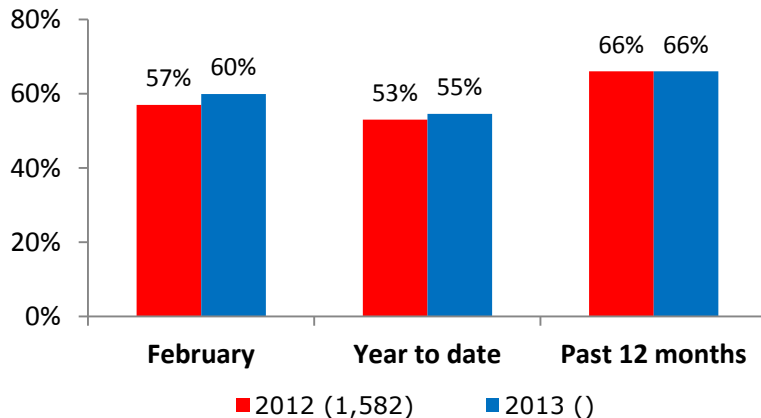
# England Occupancy Reporting February 2013 (including data from STR Global)

## Monthly Update : February 2013

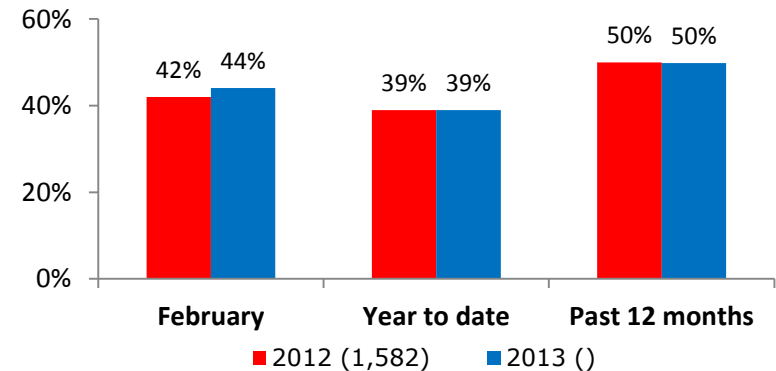
In February 2013 England room occupancy levels increased by 3 percentage points and bedspace occupancy by 2 percentage points when compared with the previous year.

The year to date average for room occupancy increased during February, whereas bedspace remained on a par with the levels achieved in 2012. Room and bed occupancy levels for the past 12 months average remained static when compared with the same period the previous year.

### Room Occupancy



### Bedspace Occupancy



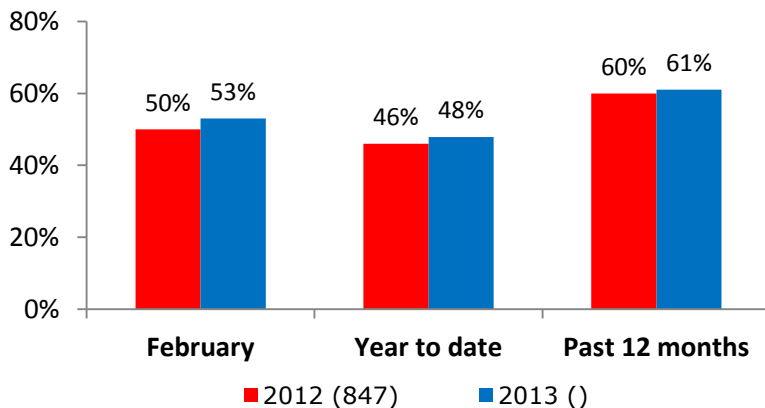
# England Occupancy Reporting February 2013 (excluding data from STR Global)

## Monthly Update : February 2013

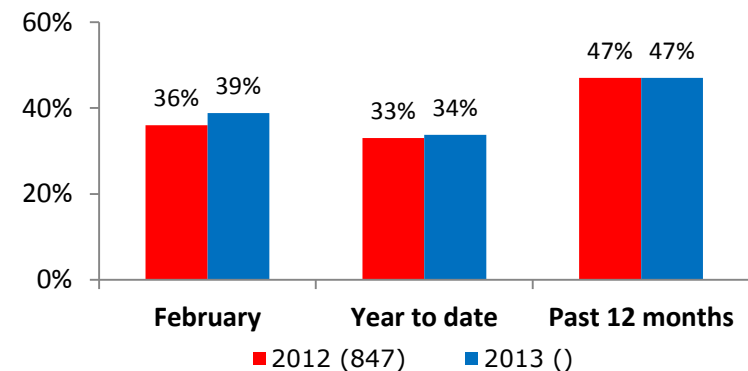
This update shows that in February 2013 both room and bed occupancy levels across England witnessed a 3 percentage point increase when compared with the previous year.

Both Room and bed occupancy levels for the year to date average were slightly higher than last February, as was room occupancy for the past 12 months average, with bedspace occupancy remaining static when compared to February 2012.

### Room Occupancy



### Bedspace Occupancy

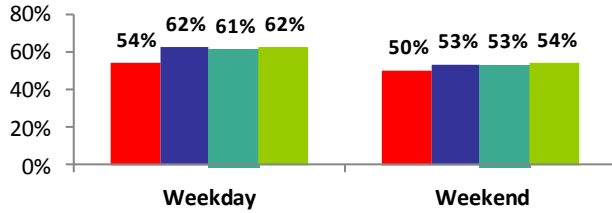


# England Occupancy Reporting February 2013

- Across England as a whole, both room and bedspace occupancy levels had increased when compared to those achieved during February 2012. Room occupancy had risen by 3 percentage points and bedspace by 2 percentage points.
- Both weekday and weekend occupancy levels rose during this month when compared with February 2012. Weekday bedspace occupancy rose by 2 percentage points with other measures rising by 1 percentage point respectively.
- In the establishment category, both the Hotel and Guesthouse sectors witnessed an increase in room and bed occupancy. Hotels saw an increase of 3 percentage points when compared to 2012 with guesthouses seeing a significant increase of 4 percentage points. The B&B sector remained static with the previous year.
- With the exception of the countryside category, the remaining locations had all witnessed an increase in both room and bedspace occupancy in February 2013 when compared with the previous year. City/large town saw the biggest increase rising by 3 pp in room occupancy and 4 pp in bedspace occupancy. Room occupancy remained static in the countryside category but bedspace occupancy had decreased slightly.
- Occupancy levels across the size bandings was more varied with the 11-25, 26-50, 51-100 and 100+ all increasing in both room and bed occupancy when compared with February 2012. The largest increase was in the 26-50 size band which had increased by 8 percentage points in room occupancy and 7 percentage points in bedspace occupancy. The smaller size bandings did not fare as well with both the 1-3 and 4-10 categories witnessing a downturn in both room and bed occupancy levels.

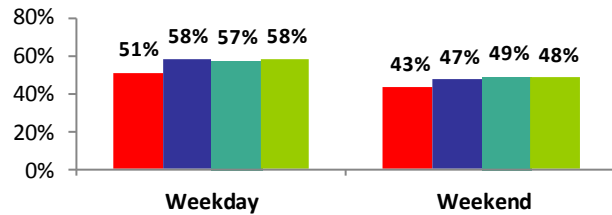
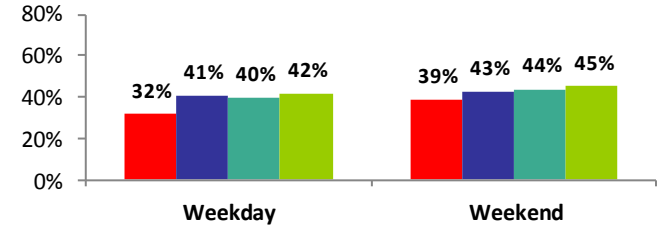
# Weekday / Weekend

## Room Occupancy

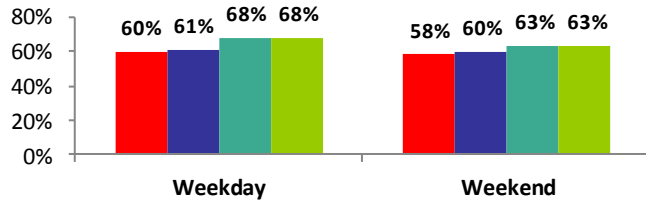
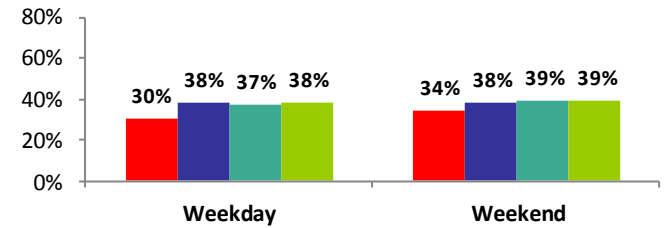


February 2013

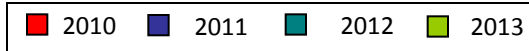
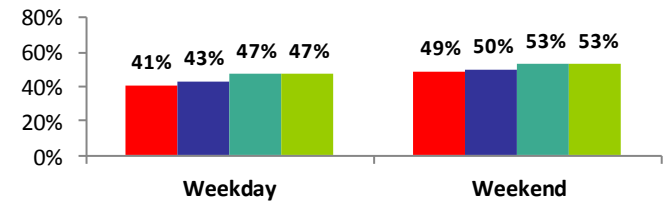
## Bedspace Occupancy



Year to Date  
(Jan-Feb 2013)

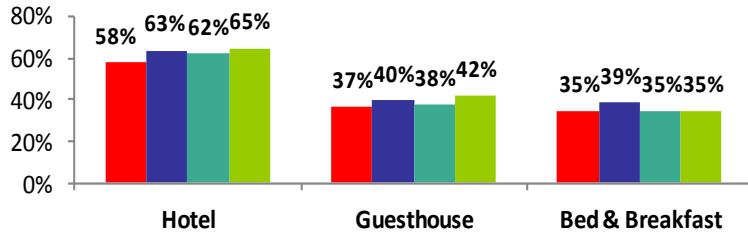


Past 12 Mths  
(Mar 12- Feb 13)



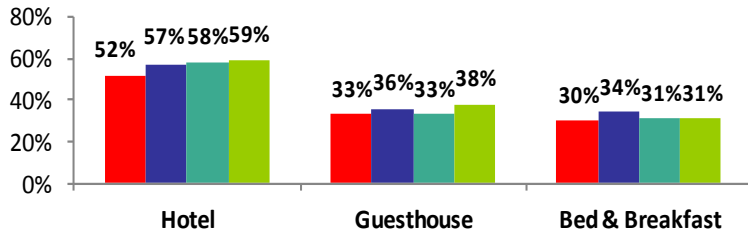
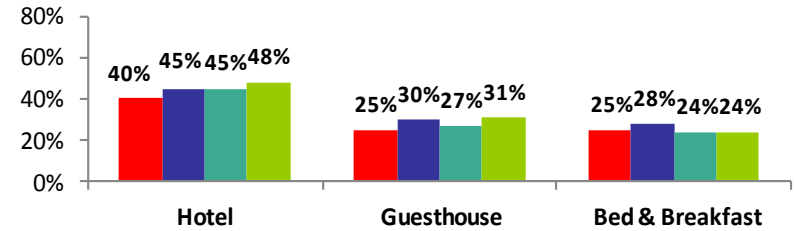
# Establishment Type

## Room Occupancy

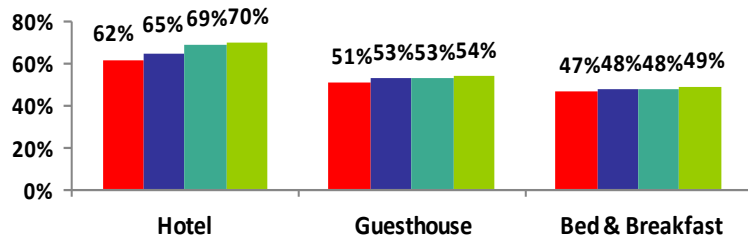
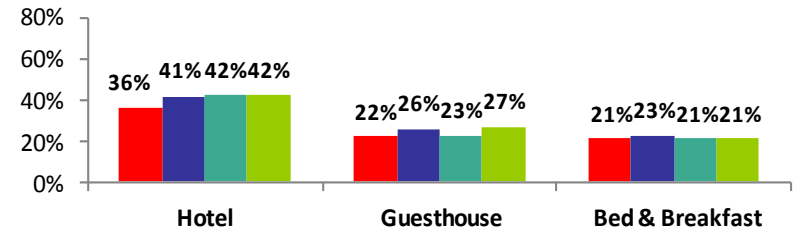


February 2013

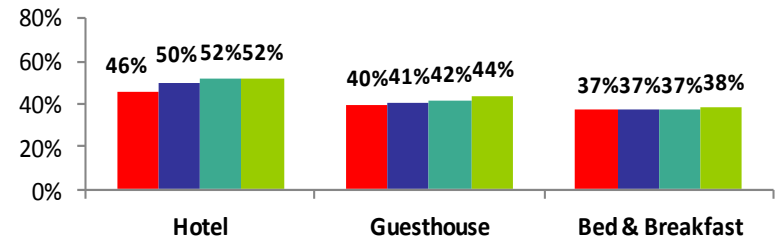
## Bedspace Occupancy



Year to Date  
(Jan-Feb 2013)



Past 12 Mths  
(Mar 12- Feb 13)

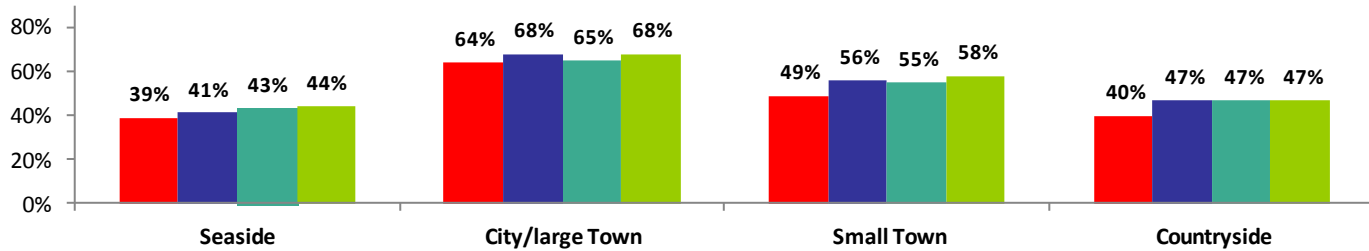


2010 2011 2012 2013

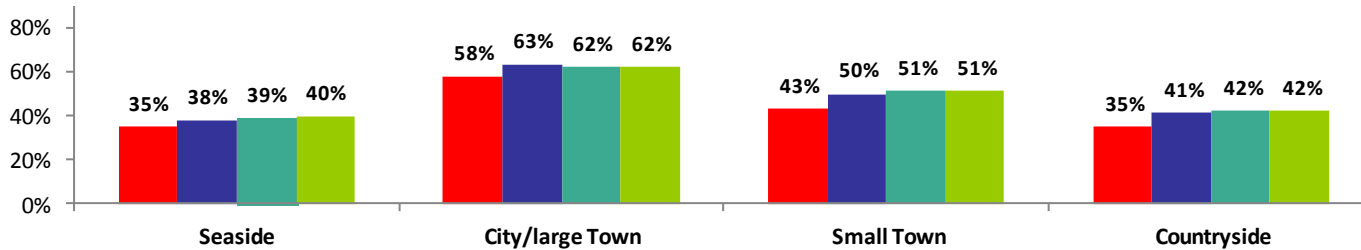
# Location

## Room Occupancy

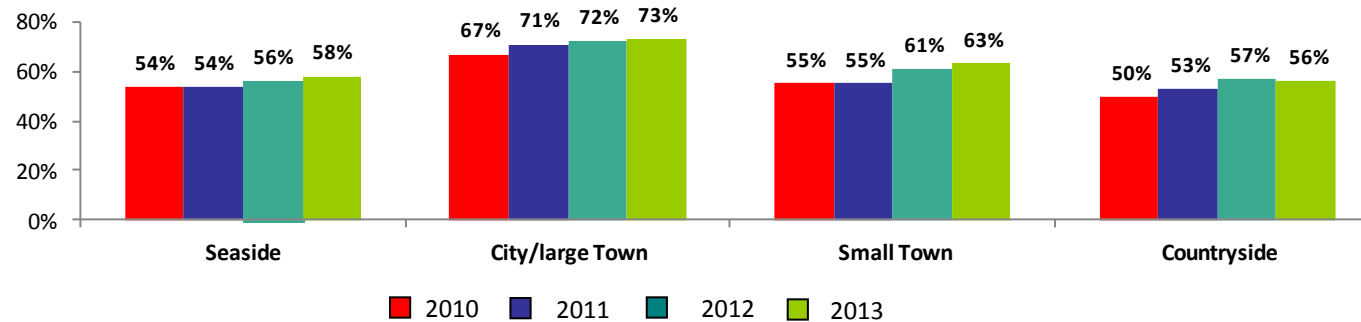
February 2013



Year to Date  
(Jan - Feb 2013)



Past 12 months  
(Mar 12 - Feb 13)



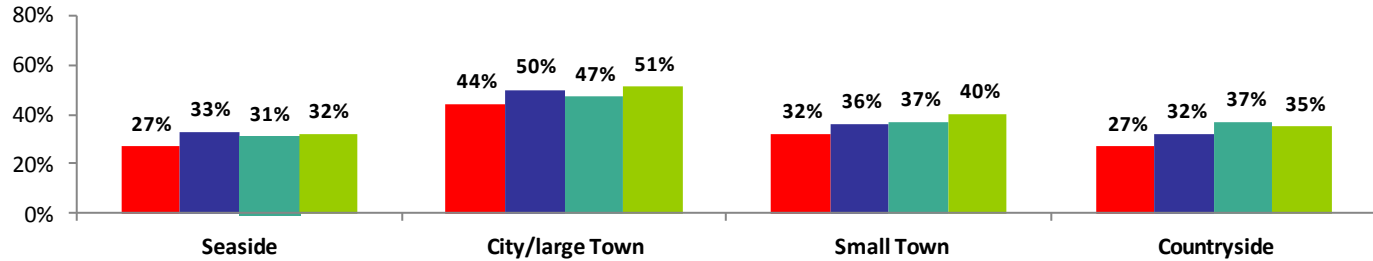
■ 2010 ■ 2011 ■ 2012 ■ 2013



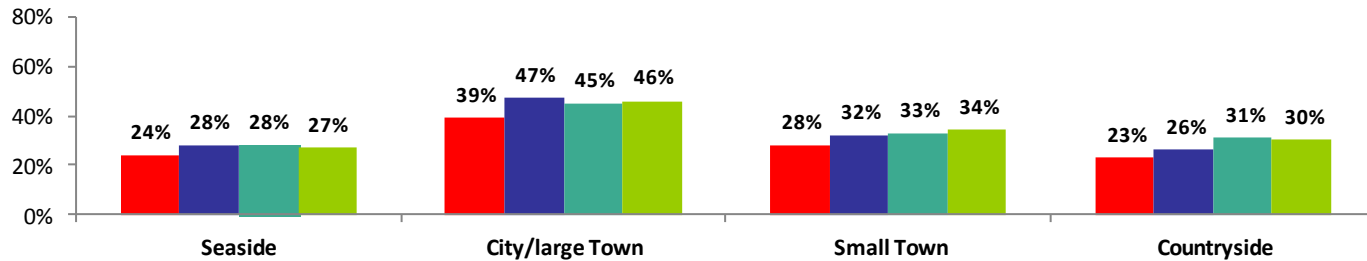
# Location

## Bedspace Occupancy

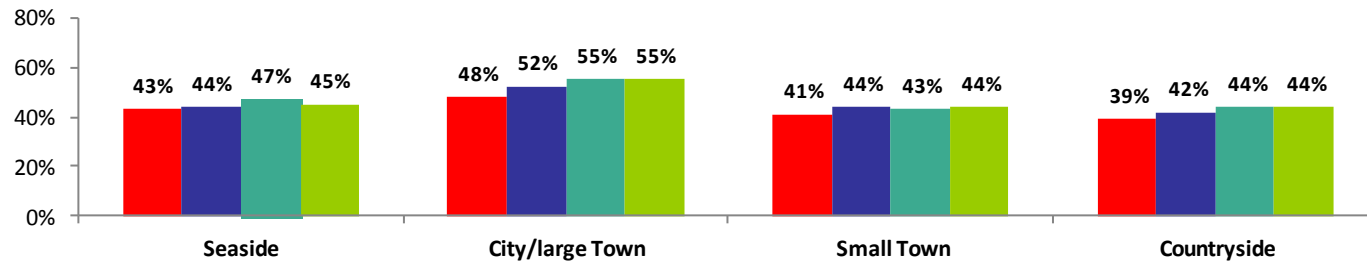
February 2013



Year to Date  
(Jan - Feb 2013)



Past 12 months  
(Mar 12 - Feb 13)

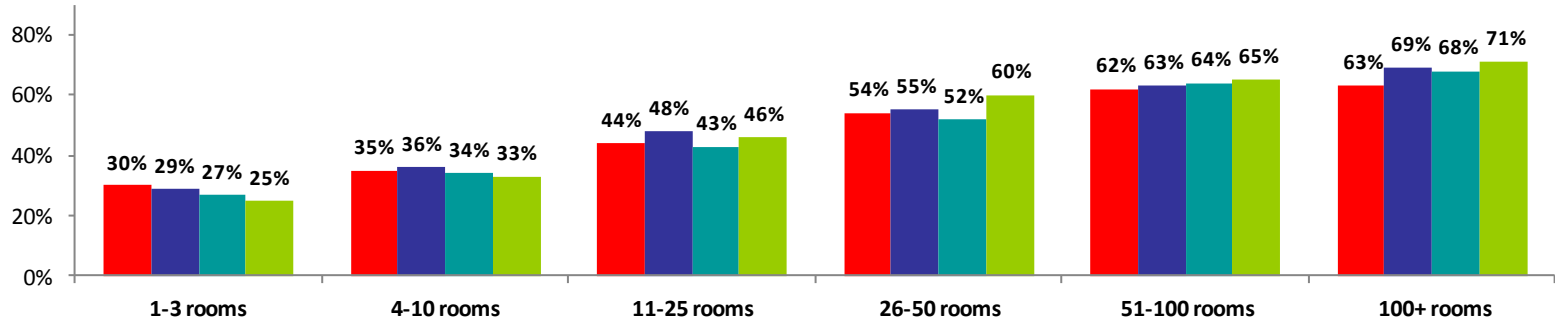


2010 2011 2012 2013

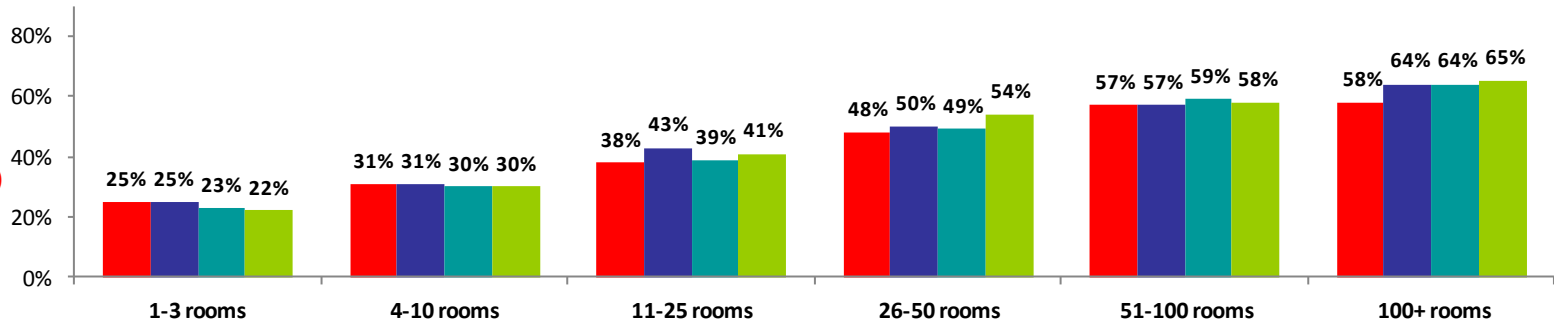
# Number of Rooms

## Room Occupancy

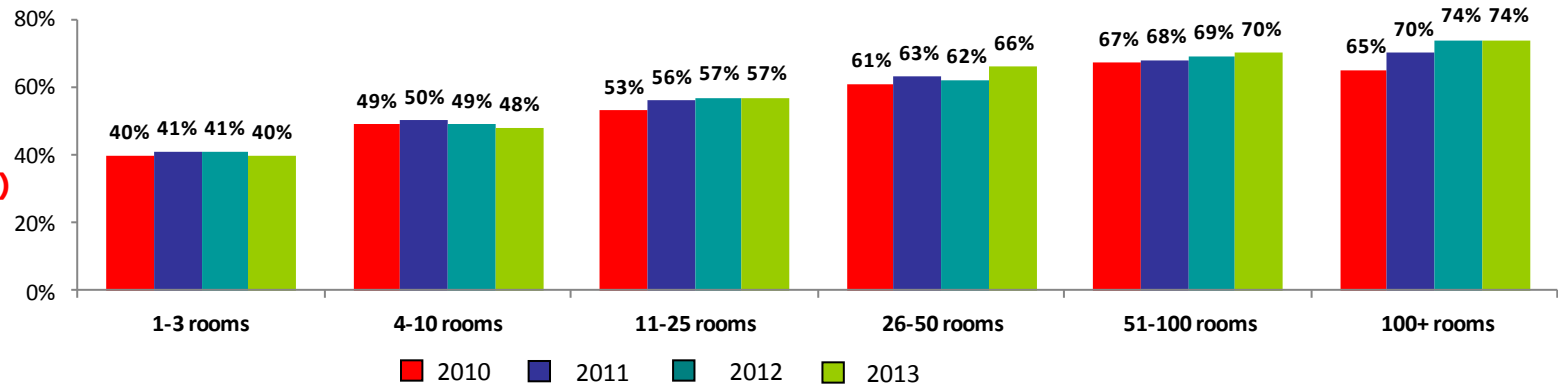
**February  
2013**



**Year to Date  
(Jan - Feb 2013)**



**Past 12 Mths  
(Mar 12 - Feb 13)**

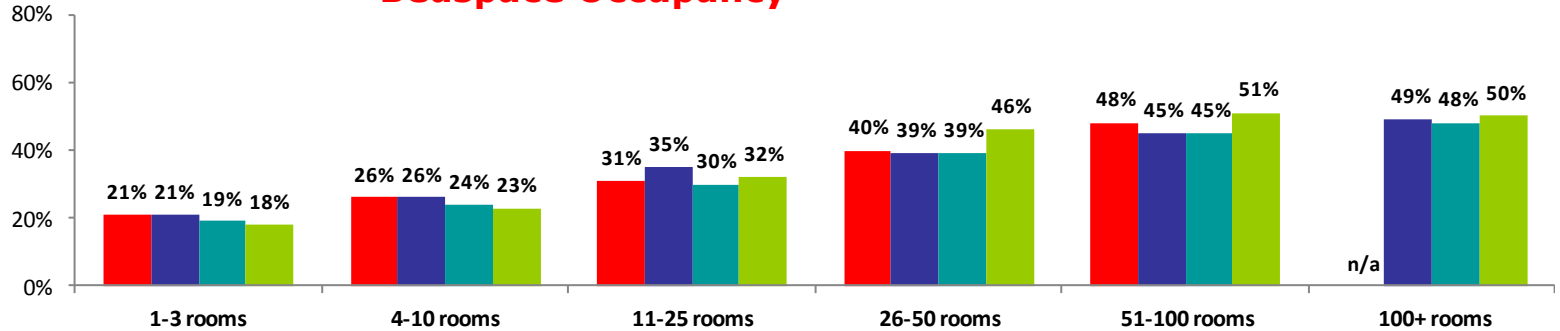


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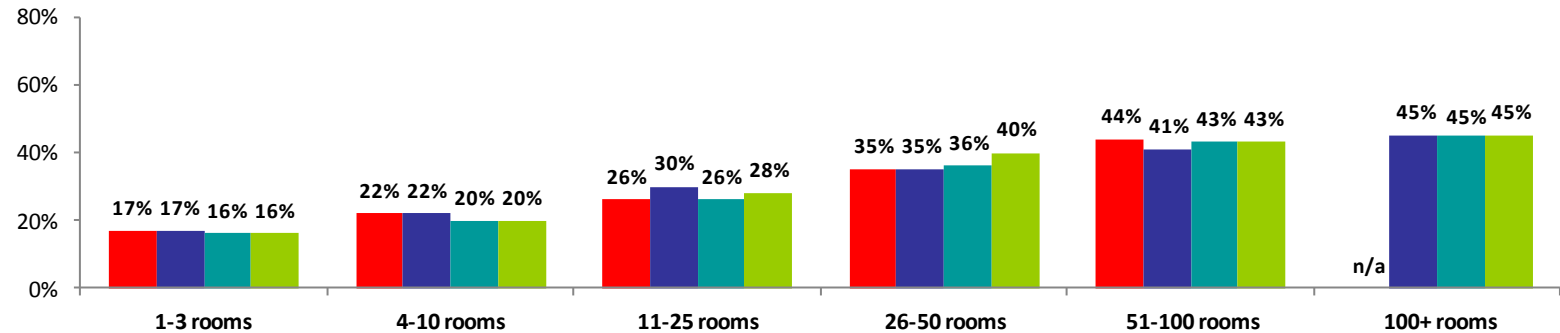
# Number of Rooms

## Bedspace Occupancy

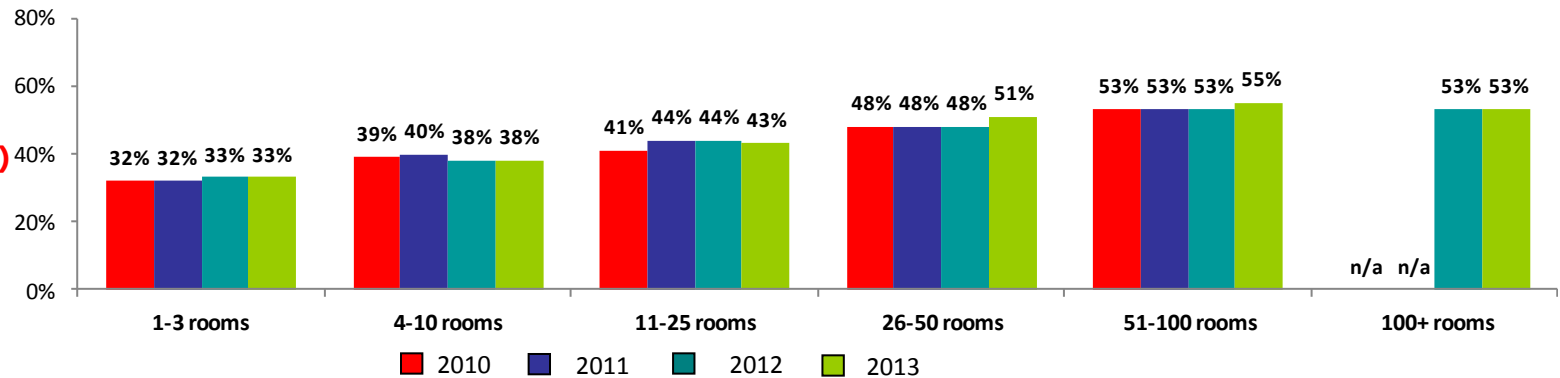
**February  
2013**



**Year to Date  
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