England Occupancy Survey

February 2013 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).

This data is included in each of the single month analysis, for the year to date and the past 12 month, excluding anything 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
Regional Occupancy Rates

Room Occupancy – February 2013

- **East Midlands**: 49%, 58%, 57%, 60%
- **Yorkshire**: 45%, 54%, 52%, 57%
- **London**: 74%, 75%, 74%, 75%
- **North West**: 52%, 51%, 49%, 54%
- **East of England**: 51%, 55%, 52%, 54%

- **West Midlands**: 47%, 61%, 57%, 62%
- **South West**: 45%, 51%, 49%, 50%
- **South East**: 50%, 54%, 54%, 56%
- **North East**: 56%, 56%, 50%, 51%

Legend:
- **Red**: 2010
- **Blue**: 2011
- **Teal**: 2012
- **Green**: 2013

Visit England ™
Regional Occupancy Rates

Bedspace Occupancy – February 2013

<table>
<thead>
<tr>
<th>Region</th>
<th>2010</th>
<th>2011</th>
<th>2012</th>
<th>2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>East Midlands</td>
<td>31%</td>
<td>37%</td>
<td>36%</td>
<td>43%</td>
</tr>
<tr>
<td>Yorkshire</td>
<td>31%</td>
<td>39%</td>
<td>38%</td>
<td>42%</td>
</tr>
<tr>
<td>London</td>
<td>54%</td>
<td>58%</td>
<td>53%</td>
<td>59%</td>
</tr>
<tr>
<td>North West</td>
<td>39%</td>
<td>37%</td>
<td>35%</td>
<td>35%</td>
</tr>
<tr>
<td>East of England</td>
<td>39%</td>
<td>37%</td>
<td>35%</td>
<td>35%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Region</th>
<th>2010</th>
<th>2011</th>
<th>2012</th>
<th>2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>West Midlands</td>
<td>36%</td>
<td>42%</td>
<td>39%</td>
<td>43%</td>
</tr>
<tr>
<td>South West</td>
<td>33%</td>
<td>38%</td>
<td>37%</td>
<td>36%</td>
</tr>
<tr>
<td>South East</td>
<td>33%</td>
<td>37%</td>
<td>39%</td>
<td>40%</td>
</tr>
<tr>
<td>North East</td>
<td>37%</td>
<td>39%</td>
<td>34%</td>
<td>35%</td>
</tr>
</tbody>
</table>
Regional Occupancy Rates

Room Occupancy – Year to Date (Jan - Feb 2013)

- East Midlands: 44% 54% 54% 54%
- Yorkshire: 38% 49% 47% 51%
- London: 68% 72% 71% 69%
- North West: 48% 47% 45% 50%
- East of England: 46% 49% 49% 48%

- West Midlands: 41% 55% 51% 55%
- South West: 39% 45% 45% 44%
- South East: 45% 49% 50% 52%
- North East: 50% 51% 43% 43%

Legend:
- Red: 2010
- Blue: 2011
- Green: 2012
- Yellow: 2013
Regional Occupancy Rates
Bedspace Occupancy – Year to date (Jan - Feb 2013)

- East Midlands: 28% 33% 33% 36%
- Yorkshire: 26% 34% 34% 36%
- London: 48% 56% 53% 54%
- North West: 32% 32% 32% 34%
- East of England: 28% 35% 36% 35%

- West Midlands: 29% 37% 35% 37%
- South West: 29% 33% 32% 31%
- South East: 29% 34% 36% 35%
- North East: 33% 34% 29% 29%
Regional Occupancy Rates

Room Occupancy – Past 12 Mths (Mar 12 – Feb 13)

East Midlands
Yorkshire
London
North West
East of England

West Midlands
South West
South East
North East

Legend:
- Red: 2010
- Blue: 2011
- Green: 2012
- Yellow: 2013
Regional Occupancy Rates

Bedspace Occupancy – Past 12 Mths (Mar 12 – Feb 13)

- East Midlands: 39% 39% 41% 43%
- Yorkshire: 44% 42% 44% 46%
- London: 57% 64% 64% 62%
- North West: 41% 42% 41% 43%
- East of England: 44% 46% 48% 47%

- West Midlands: 43% 49% 44% 45%
- South West: 46% 47% 47% 46%
- South East: 40% 44% 48% 48%
- North East: 39% 36% 47% 41%

Legend:
- Red: 2010
- Blue: 2011
- Green: 2012
- Light Green: 2013