

# England Occupancy Survey

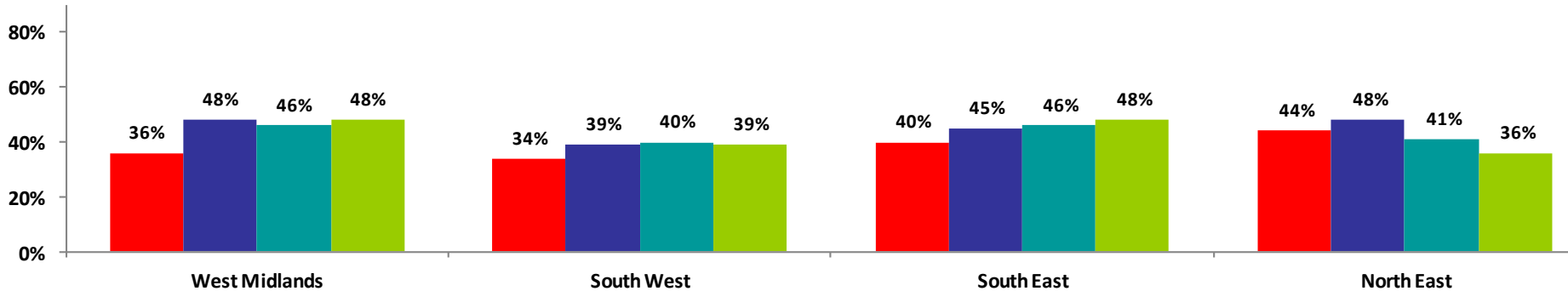
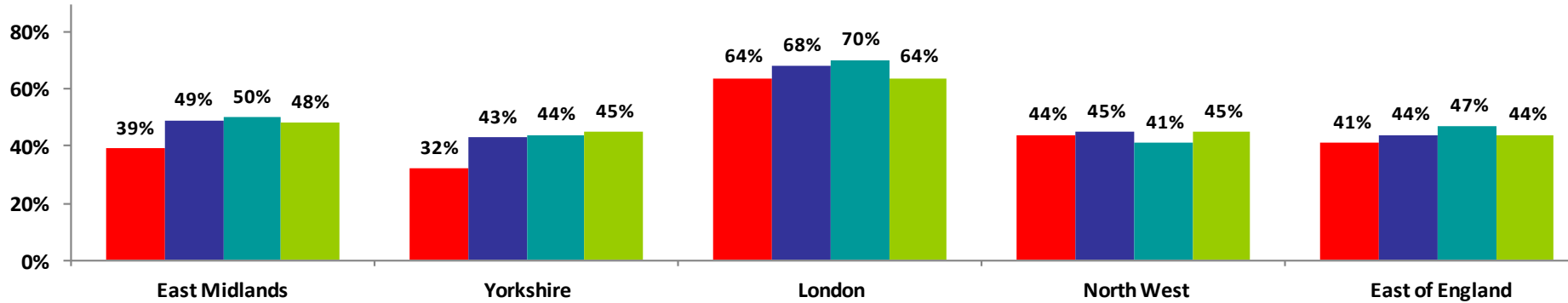
January 2013 Regional Results

# 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 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

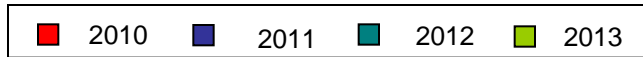
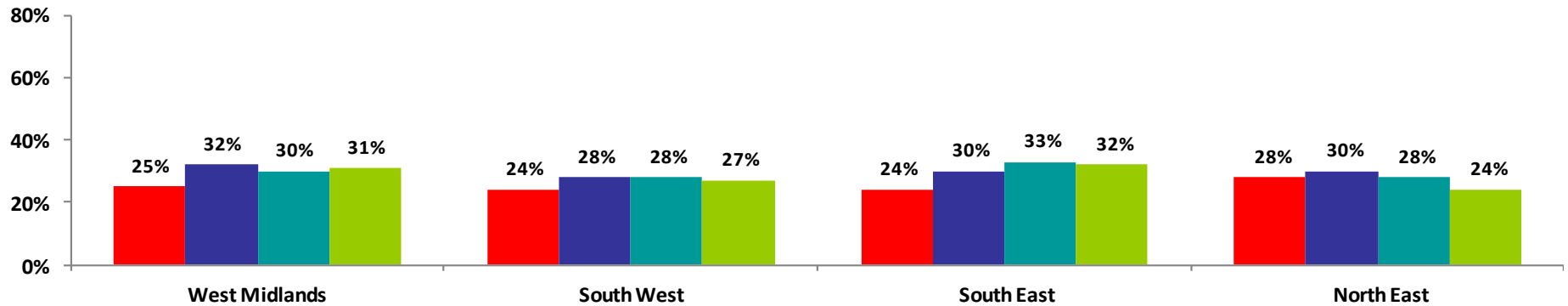
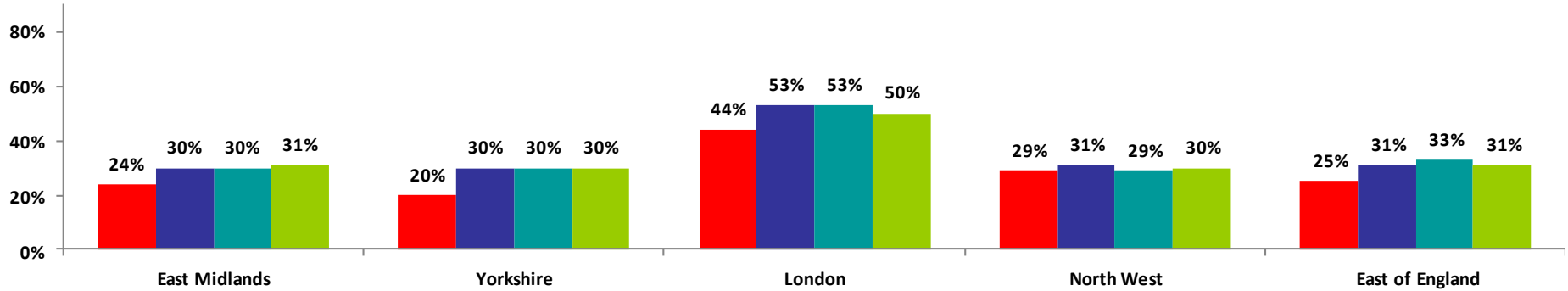
# Regional Occupancy Rates

## Room Occupancy – January 2013



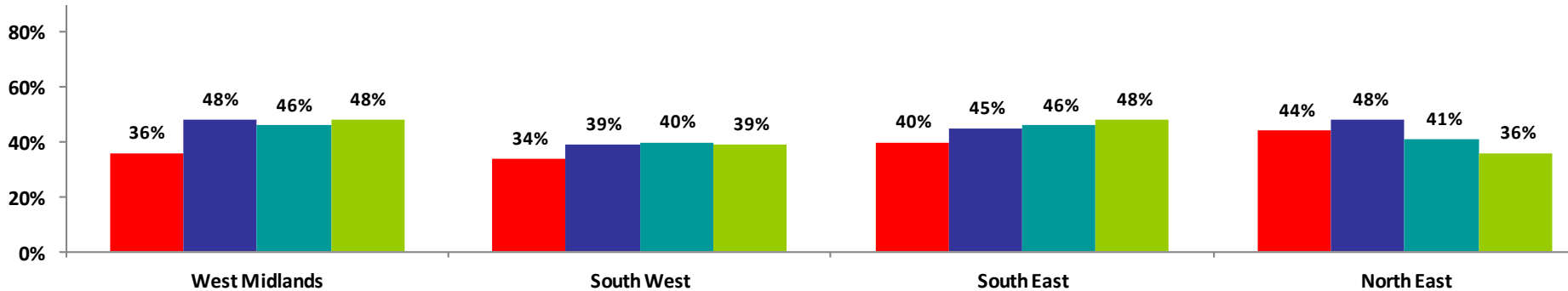
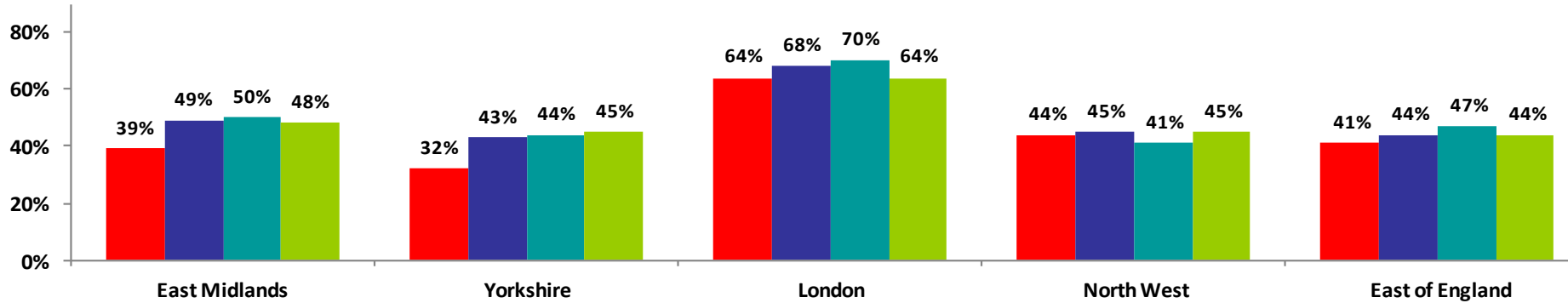
# Regional Occupancy Rates

## Bedspace Occupancy – January 2013



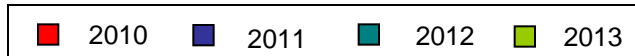
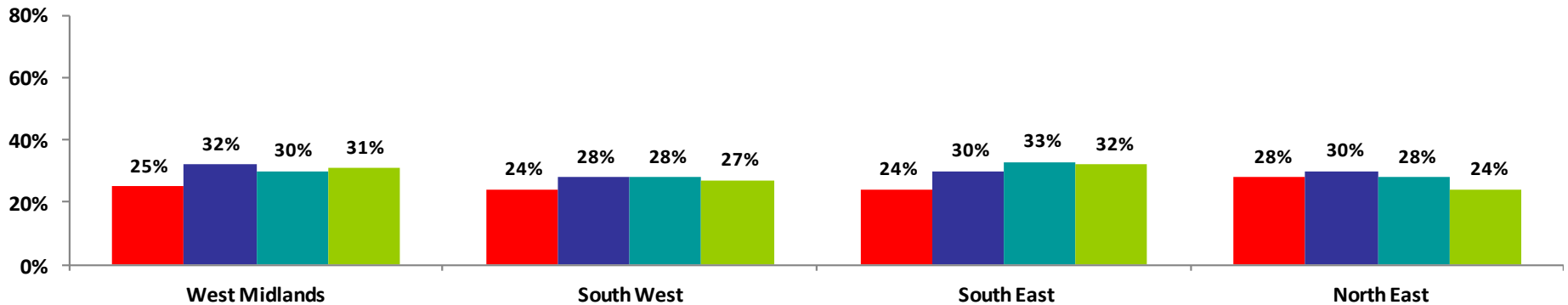
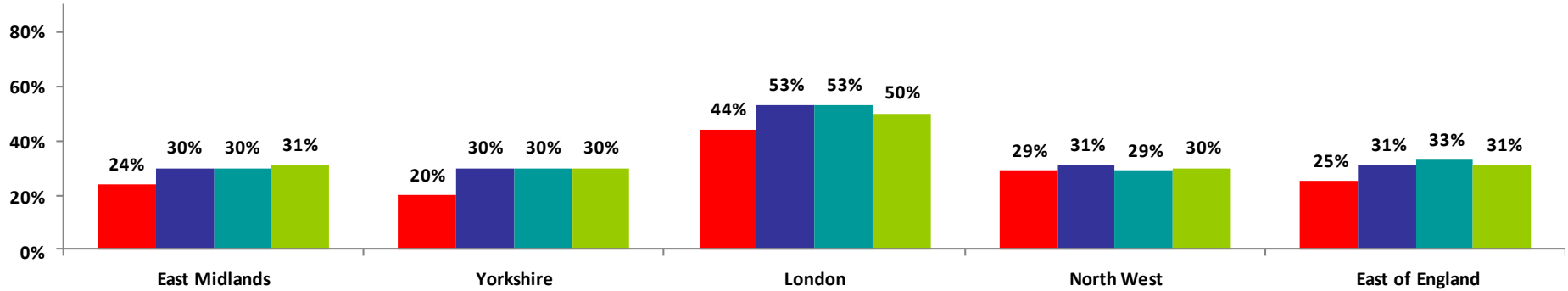
# Regional Occupancy Rates

## Room Occupancy – Year to Date (January 2013)



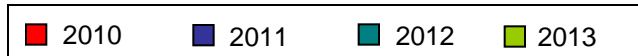
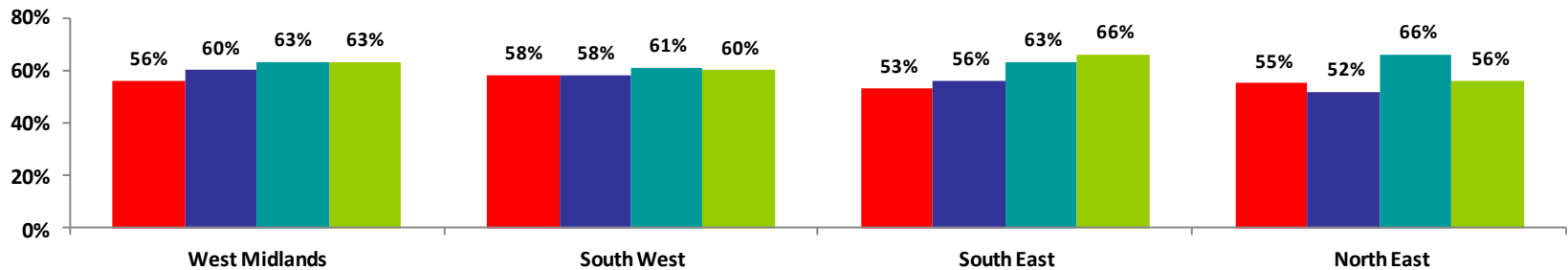
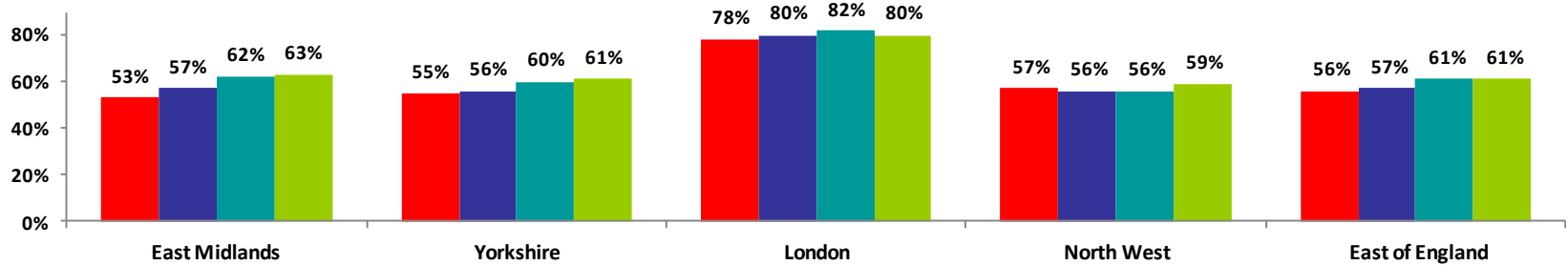
# Regional Occupancy Rates

## Bedspace Occupancy – Year to date (January 2013)



# Regional Occupancy Rates

Room Occupancy – Past 12 Mths (Feb12 – Jan 13)



# Regional Occupancy Rates

## Bedspace Occupancy – Past 12 Mths (Feb 12 – Jan 13)

