



UNITED KINGDOM OCCUPANCY SURVEY

Serviced Accommodation Summary Report
January 2013

UK OCCUPANCY SURVEY

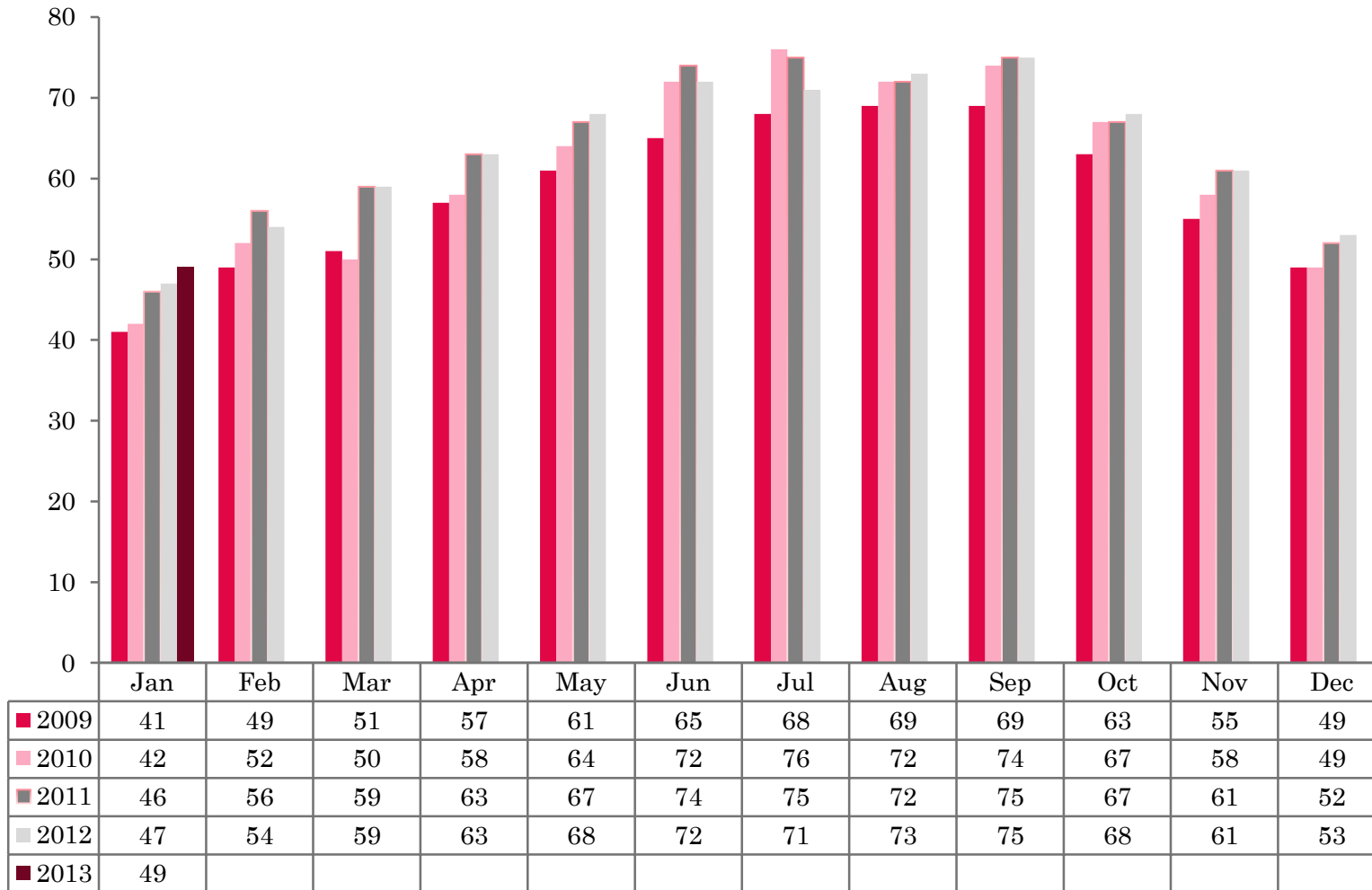
- ❖ This study has been commissioned by the National Boards of England, Northern Ireland and Scotland and by Visit Wales (part of the Welsh Government) and supported by the Department for Culture, Media and Sport.
- ❖ The results have been compiled by The Research Solution.



UK BEDSPACE OCCUPANCY 2009 - 2013



UK BEDROOM OCCUPANCY 2009 - 2013

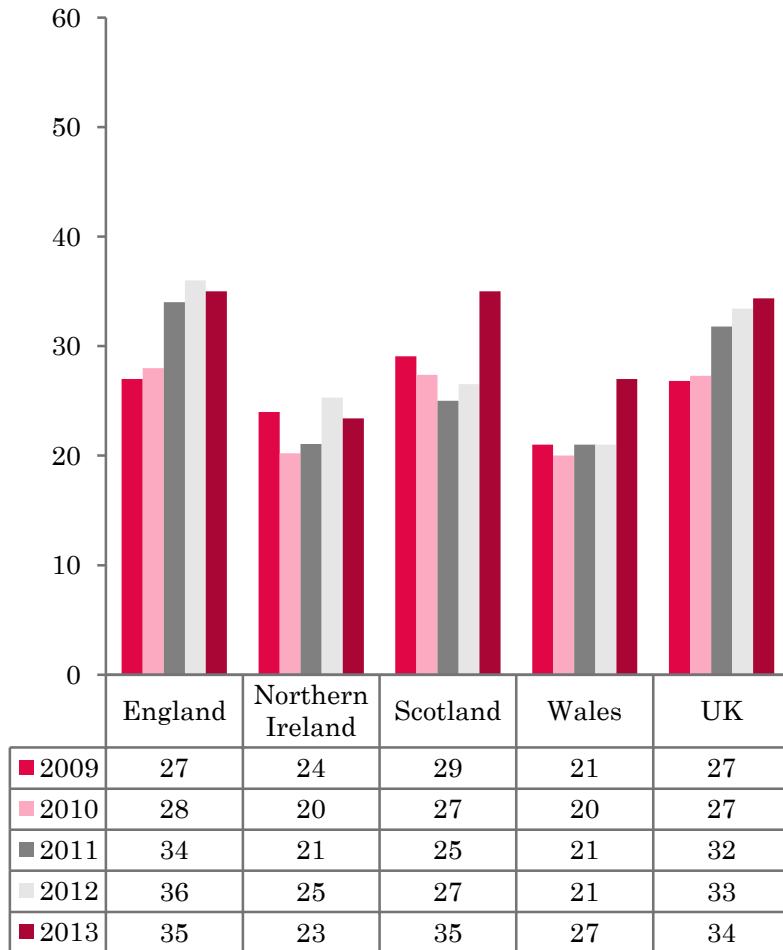


❖ 2,016 hotels, guesthouses and bed and breakfast establishments throughout the UK supplied data upon which the figures in this summary of results are based (see notes 2 and 3, on Slide 19 – sample sizes and calculation of rates).

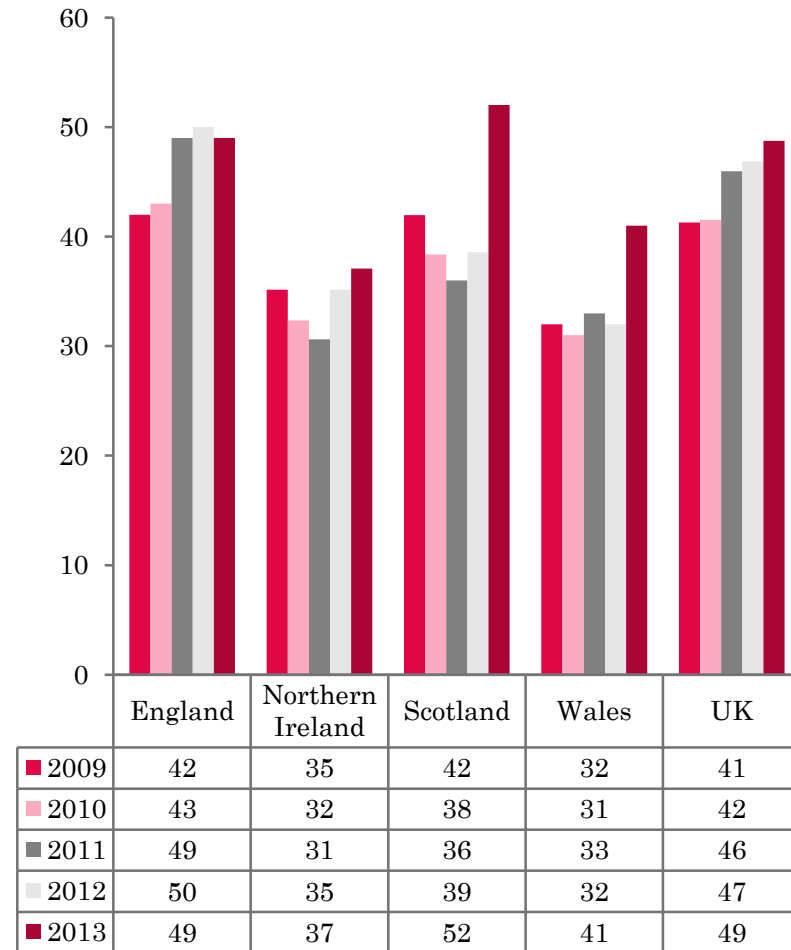
❖ UK bedspace occupancy (34%) and UK bedroom occupancy (49%) had risen by 1 and 2 percentage points respectively, when compared with the same period in January 2012.



NATIONAL BEDSPACE OCCUPANCY JANUARY 2009-2013



NATIONAL ROOM OCCUPANCY JANUARY 2009-2013



- ❖ Bedspace occupancy varied from 27% in Wales to 23% in Northern Ireland during January 2013.
- ❖ In the UK, both room and bed occupancy levels had increased when compared with 2012, rising by 2 percentage points for room occupancy and a single point in bed occupancy, at its highest level in January in 5 years.
- ❖ England witnessed a slight decrease in both room and bed occupancy when compared with January 2012.
- ❖ Room occupancy levels in Scotland had risen dramatically by 13 percentage points when compared with the previous year. Room occupancy had also increased significantly (an 8 percentage point increase on January 2012).
- ❖ Northern Ireland witnessed an increase in room occupancy during January 2013 (by 2 percentage points) although bed occupancy levels fell slightly compared to the previous year.
- ❖ Bedspace occupancy by non-UK residents remained static during January 2013, with England mirroring the UK level. Wales remained at the same levels when compared to January 2012 with Northern Ireland witnessing a 3 percentage point decrease when compared with the same month in 2012. (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: January 2011 - 2013

| | Bedspace Occupancy % | | | Room Occupancy % | | | Sample Size | | |
|------------------|----------------------|------|------|------------------|------|------|-------------|------|------|
| | 2011 | 2012 | 2013 | 2011 | 2012 | 2013 | 2011 | 2012 | 2013 |
| England | 34 | 36 | 35 | 49 | 50 | 49 | 1567 | 1541 | 1464 |
| Northern Ireland | 21 | 25 | 23 | 31 | 35 | 37 | 196 | 186 | 170 |
| Scotland | 25 | 27 | 35 | 36 | 39 | 52 | 324 | 296 | 275 |
| Wales | 21 | 21 | 27 | 33 | 32 | 41 | 153 | 128 | 107 |
| UK | 32 | 33 | 34 | 46 | 47 | 49 | 2240 | 2151 | 2016 |

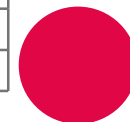
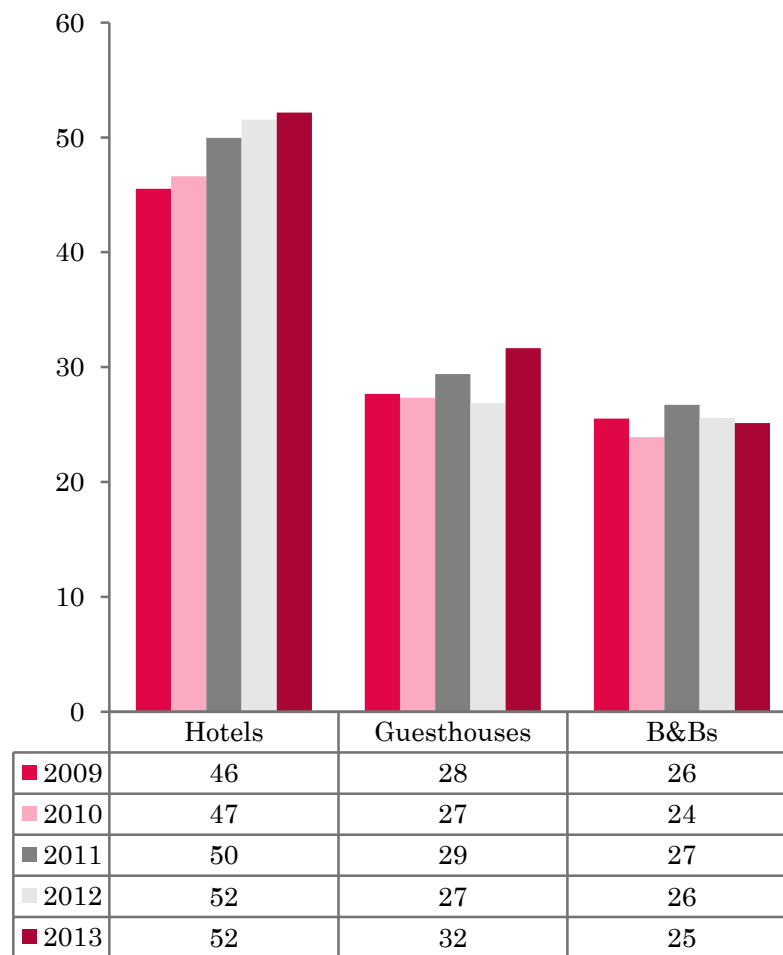
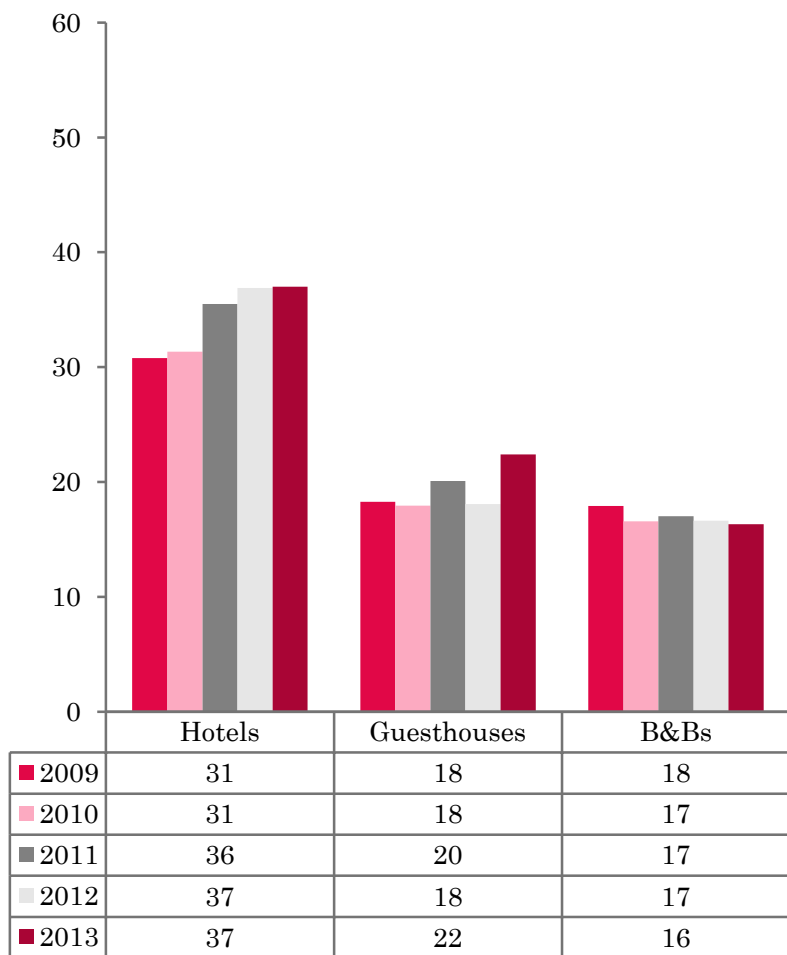
Table 2: UK/Non UK Occupancy Levels January 2011 – 2013 (see note 5a and 5b Slide 19)

| | UK Bedspace Occupancy % | | | Non-UK Bedspace Occupancy % | | | Percentage of non-UK guests % | | | Percentage of non-UK bednights % | | | Sample Size | | |
|------------------|-------------------------|------|------|-----------------------------|------|------|-------------------------------|------|------|----------------------------------|------|------|-------------|------|------|
| | 2011 | 2012 | 2013 | 2011 | 2012 | 2013 | 2011 | 2012 | 2013 | 2011 | 2012 | 2013 | 2011 | 2012 | 2013 |
| England | 21 | 24 | 20 | 5 | 5 | 5 | 13 | 11 | 12 | 20 | 17 | 21 | 1567 | 1541 | 1464 |
| Northern Ireland | 14 | 15 | 15 | 7 | 11 | 8 | 31 | 28 | 29 | 33 | 42 | 36 | 196 | 186 | 170 |
| Scotland | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 324 | 296 | 275 |
| Wales | 19 | 19 | 24 | 1 | 1 | 1 | ** | ** | ** | 6 | 6 | 4 | 153 | 128 | 107 |
| UK | 21 | 23 | 20 | 5 | 5 | 5 | 13 | 11 | 12 | 20 | 17 | 20 | 2240 | 2151 | 2016 |

** FIGURES NOT AVAILABLE

UK: BEDSPACE OCCUPANCY BY TYPE OF ACCOMMODATION JANUARY 2009-2013

UK: BEDROOM OCCUPANCY BY TYPE OF ACCOMMODATION JANUARY 2009-2013



- UK figures showed that occupancy levels in hotels had remained static when compared to January 2012, in both bedspace and room occupancy. Both room and bed occupancy levels in guesthouse accommodation had increased in January 2013. Room occupancy witnessing a 4 percentage point increase and bed occupancy by 5 percentage points when compared with the same period in 2012. Room and bed occupancy for B&B establishments fell slightly during this month. (Table 3).
- Both the 11-25 and 26-50 size band categories during January 2013 increased in both measures of occupancy. The biggest increase in room occupancy was in the 26-50 size band, up by 4 percentage points compared to 2012. Only the 51-100 size band saw a slight drop in both levels of occupancy falling by 1 percentage point in bed and 2 percentage points in room when compared with the previous year. Bed occupancy remained static in the 4-10 and 100+ banding. (Tables 6 and 7).
- When compared with January 2012, bedroom occupancy levels in all location types had increased, with the exception of the city/large town location, which had remained static. Countryside/village location saw the biggest increase rising by 3 percentage points when compared to 2012. Bedspace occupancy was more varied as small town occupancy had increased, seaside and city/large town decreased, and countryside/village remained the same. (Table 8).
- When looking at occupancy levels by tariff, room occupancy increased in all but one category when compared to January 2012. The £20.00-£29.99 category found the biggest increase rising by 5 percentage points. Only the £30.00-£39.00 tariff band remained static in room occupancy. Bedspace occupancy increased in 3 out of the 5 tariff bandings, with the £20.00-£29.00, £30.00-£39.00 and £60.00+ bandings all increasing on the previous years results. Both the £40.00-£49.00 and £50.00-£59.00 bands remained constant with January 2012.



Table 3: Occupancy Levels by Type of Establishment: January 2011 - 2013

| HOTELS | Bedspace Occupancy % | | | Room Occupancy % | | | Sample Size | | |
|------------------|----------------------|------|------|------------------|------|------|-------------|------|------|
| | 2011 | 2012 | 2013 | 2011 | 2012 | 2013 | 2011 | 2012 | 2013 |
| England | 37 | 39 | 38 | 52 | 54 | 53 | 965 | 984 | 977 |
| Northern Ireland | 26 | 31 | 28 | 37 | 43 | 44 | 73 | 64 | 75 |
| Scotland | 32 | 32 | 36 | 44 | 45 | 52 | 232 | 217 | 204 |
| Wales | 26 | 26 | 28 | 40 | 39 | 43 | 94 | 74 | 62 |
| UK | 36 | 37 | 37 | 50 | 52 | 52 | 1364 | 1339 | 1318 |
| GUESTHOUSES | Bedspace Occupancy % | | | Room Occupancy % | | | Sample Size | | |
| | 2011 | 2012 | 2013 | 2011 | 2012 | 2013 | 2011 | 2012 | 2013 |
| England | 22 | 20 | 24 | 32 | 30 | 33 | 232 | 215 | 185 |
| Northern Ireland | 14 | 15 | 20 | 18 | 21 | 24 | 19 | 22 | 6 |
| Scotland | 13 | 12 | 19 | 21 | 17 | 32 | 50 | 39 | 33 |
| Wales | 13 | 10 | 7 | 17 | 14 | 13 | 20 | 25 | 23 |
| UK | 20 | 18 | 22 | 29 | 27 | 32 | 321 | 301 | 247 |
| B&B's | Bedspace Occupancy % | | | Room Occupancy % | | | Sample Size | | |
| | 2011 | 2012 | 2013 | 2011 | 2012 | 2013 | 2011 | 2012 | 2013 |
| England | 19 | 18 | 18 | 30 | 28 | 28 | 370 | 342 | 302 |
| Northern Ireland | 9 | 6 | 10 | 16 | 9 | 15 | 104 | 100 | 89 |
| Scotland | 10 | 14 | 11 | 15 | 21 | 16 | 42 | 40 | 38 |
| Wales | 9 | 9 | 7 | 13 | 12 | 9 | 39 | 29 | 22 |
| UK | 17 | 17 | 16 | 27 | 26 | 25 | 555 | 511 | 451 |



Table 4: Weekend (Fri, Sat and Sun nights) and Weekday Occupancy Levels: January 2011 – 2013 (see notes 5a & 5b Slide 19)

| | Bedspace Occupancy % | | | | | | Room Occupancy % | | | | | |
|------------------|-------------------------|------|------|---------|------|------|---------------------|------|------|---------|------|------|
| | Weekend | | | Weekday | | | Weekend | | | Weekday | | |
| | 2011 | 2012 | 2013 | 2011 | 2012 | 2013 | 2011 | 2012 | 2013 | 2011 | 2012 | 2013 |
| England | 34 | 36 | 33 | 34 | 35 | 35 | 54 | 44 | 42 | 42 | 54 | 54 |
| Northern Ireland | 24 | 31 | 27 | 17 | 19 | 19 | 31 | 37 | 37 | 28 | 35 | 35 |
| Scotland | 27 | 29 | 38 | 24 | 26 | 34 | 33 | 36 | 47 | 39 | 42 | 55 |
| Wales | 24 | 23 | 27 | 19 | 19 | 26 | 31 | 29 | 34 | 34 | 33 | 44 |
| UK | 32 | 34 | 33 | 31 | 32 | 34 | 49 | 42 | 42 | 41 | 50 | 53 |



Table 5: Non-UK Percentages: January 2011 – 2013 (see notes 5a & 5b Slide 19)

| | Percentage of Non-UK Guests % | | | | | | Percentage of Non-UK Bednights % | | | | | |
|------------------|----------------------------------|------|------|---------|------|------|-------------------------------------|------|------|---------|------|------|
| | Weekend | | | Weekday | | | Weekend | | | Weekday | | |
| | 2011 | 2012 | 2013 | 2011 | 2012 | 2013 | 2011 | 2012 | 2013 | 2011 | 2012 | 2013 |
| England | 15 | 10 | 12 | 11 | 12 | 12 | 21 | 16 | 22 | 19 | 17 | 21 |
| Northern Ireland | 27 | 18 | 26 | 37 | 26 | 34 | 32 | 45 | 34 | 37 | 45 | 41 |
| Scotland | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| Wales | ** | ** | ** | ** | ** | ** | 5 | 4 | 3 | 7 | 7 | 5 |
| UK | 15 | 10 | 12 | 12 | 12 | 13 | 20 | 16 | 21 | 19 | 17 | 21 |

**** FIGURES NOT AVAILABLE**



Table 6: Occupancy Levels by Size: January 2011 - 2013

| A: Percentage of Bedspace Occupancy | | | | | | | | | | | | |
|--|--------------------|------|------|------------------|---------------------|------|------|------------------|----------------------|------|------|------------------|
| | 1 - 3 Rooms | | | | 4 - 10 Rooms | | | | 11 - 25 Rooms | | | |
| | 2011 | 2012 | 2013 | Sample Size 2013 | 2011 | 2012 | 2013 | Sample Size 2013 | 2011 | 2012 | 2013 | Sample Size 2013 |
| England | 15 | 13 | 13 | 193 | 18 | 18 | 17 | 279 | 25 | 23 | 23 | 112 |
| Northern Ireland | 5 | 4 | 17 | 63 | 14 | 8 | 18 | 23 | 17 | 20 | 17 | 31 |
| Scotland | 9 | 11 | 12 | 30 | 15 | 16 | 16 | 51 | 23 | 27 | 29 | 44 |
| Wales | 8 | 7 | 7 | 24 | 15 | 13 | 12 | 28 | 24 | 22 | 23 | 19 |
| UK | 14 | 12 | 13 | 310 | 17 | 17 | 17 | 381 | 24 | 23 | 24 | 206 |

Table6: Occupancy Levels by Size: January 2011 - 2013

| A (cont) : Percentage of Bedspace Occupancy | | | | | | | | | | | | |
|--|----------------------|------|------|------------------|-----------------------|------|------|------------------|-----------------------------------|------|------|------------------|
| | 26 - 50 Rooms | | | | 51 - 100 Rooms | | | | >100 Rooms⁵⁶ | | | |
| | 2011 | 2012 | 2013 | Sample Size 2013 | 2011 | 2012 | 2013 | Sample Size 2013 | 2011 | 2012 | 2013 | Sample Size 2013 |
| England | 31 | 33 | 34 | 69 | 38 | 40 | 37 | 41 | 41 | 42 | 41 | 770 |
| Northern Ireland | 23 | 19 | 30 | 22 | 24 | 25 | 31 | 20 | 33 | 40 | 33 | 11 |
| Scotland | 26 | 27 | 32 | 51 | 38 | 35 | 38 | 45 | 38 | 37 | 36 | 54 |
| Wales | 27 | 30 | 29 | 17 | 28 | 23 | 29 | 13 | 29 | 29 | 29 | 6 |
| UK | 30 | 32 | 33 | 159 | 37 | 38 | 37 | 119 | 40 | 40 | 40 | 841 |



Table 7: Occupancy Levels by Size: January 2011 – 2013

| B:Percentage of Bedroom Occupancy | | | | | | | | | | | | |
|--|-------------------|------|------|------------------|---------------------|------|------|------------------|----------------------|------|------|------------------|
| | 1 -3 Rooms | | | | 4 – 10 Rooms | | | | 11 – 25 Rooms | | | |
| | 2011 | 2012 | 2013 | Sample Size 2013 | 2011 | 2012 | 2013 | Sample Size 2013 | 2011 | 2012 | 2013 | Sample Size 2013 |
| England | 23 | 20 | 20 | 193 | 28 | 27 | 26 | 279 | 38 | 35 | 37 | 112 |
| Northern Ireland | 8 | 9 | 21 | 63 | 25 | 10 | 28 | 23 | 24 | 30 | 28 | 31 |
| Scotland | 13 | 16 | 16 | 30 | 23 | 21 | 27 | 51 | 34 | 39 | 40 | 44 |
| Wales | 11 | 10 | 10 | 24 | 20 | 18 | 16 | 28 | 38 | 34 | 35 | 19 |
| UK | 21 | 19 | 19 | 375 | 27 | 25 | 26 | 381 | 37 | 35 | 37 | 206 |

Table 7: Occupancy Levels by Size: January 2011 - 2013

| B (cont): Percentage of Bedroom Occupancy | | | | | | | | | | | | |
|--|----------------------|------|------|------------------|-----------------------|------|------|------------------|----------------------|------|------|------------------|
| | 26 – 50 Rooms | | | | 51 - 100 Rooms | | | | >100 Rooms | | | |
| | 2011 | 2012 | 2013 | Sample Size 2013 | 2011 | 2012 | 2013 | Sample Size 2013 | 2011 | 2012 | 2013 | Sample Size 2013 |
| England | 45 | 45 | 49 | 69 | 52 | 55 | 51 | 41 | 59 | 61 | 59 | 770 |
| Northern Ireland | 32 | 35 | 44 | 22 | 39 | 43 | 51 | 20 | 42 | 47 | 41 | 11 |
| Scotland | 37 | 40 | 46 | 51 | 50 | 50 | 54 | 45 | 55 | 53 | 54 | 54 |
| Wales | 37 | 48 | 43 | 17 | 44 | 38 | 43 | 13 | 44 | 43 | 47 | 6 |
| UK | 43 | 44 | 48 | 159 | 51 | 53 | 51 | 119 | 57 | 58 | 57 | 841 |



Table 8: Occupancy Levels by Location Types: January 2011 - 2013

| A: Percentage Bedspace Occupancy | | | | | | | | | | | | | | | | |
|---|----------------|------|------|------------------|------------------------|------|------|------------------|-------------------|------|------|------------------|----------------------------|------|------|------------------|
| | Seaside | | | | City/Large Town | | | | Small Town | | | | Countryside/Village | | | |
| | 2011 | 2012 | 2013 | Sample Size 2013 | 2011 | 2012 | 2013 | Sample Size 2013 | 2011 | 2012 | 2013 | Sample Size 2013 | 2011 | 2012 | 2013 | Sample Size 2013 |
| England | 24 | 25 | 22 | 182 | 44 | 44 | 42 | 591 | 28 | 30 | 30 | 338 | 22 | 27 | 25 | 353 |
| Northern Ireland | 18 | 16 | 19 | 37 | 26 | 32 | 28 | 55 | 13 | 16 | 17 | 49 | 11 | 10 | 13 | 29 |
| Scotland | 18 | 25 | 28 | 30 | 34 | 34 | 36 | 117 | 20 | 22 | 37 | 62 | 19 | 17 | 30 | 66 |
| Wales | 24 | 22 | 30 | 29 | 32 | 27 | 31 | 14 | 14 | 20 | 23 | 15 | 18 | 17 | 20 | 49 |
| UK | 23 | 25 | 23 | 278 | 42 | 41 | 40 | 777 | 26 | 28 | 30 | 464 | 21 | 25 | 25 | 497 |

Table 8: Occupancy Levels by Location Types: January 2011 - 2013

| B:Percentage Bedroom Occupancy | | | | | | | | | | | | | | | | |
|---------------------------------------|----------------|------|------|------------------|------------------------|------|------|------------------|-------------------|------|------|------------------|----------------------------|------|------|------------------|
| | Seaside | | | | City/Large Town | | | | Small Town | | | | Countryside/Village | | | |
| | 2011 | 2012 | 2013 | Sample Size 2013 | 2011 | 2012 | 2013 | Sample Size 2013 | 2011 | 2012 | 2013 | Sample Size 2013 | 2011 | 2012 | 2013 | Sample Size 2013 |
| England | 35 | 36 | 36 | 182 | 59 | 58 | 57 | 591 | 44 | 47 | 46 | 338 | 36 | 38 | 38 | 353 |
| Northern Ireland | 24 | 21 | 26 | 37 | 39 | 44 | 46 | 55 | 19 | 22 | 26 | 49 | 16 | 16 | 19 | 29 |
| Scotland | 26 | 34 | 44 | 30 | 49 | 51 | 54 | 117 | 29 | 32 | 47 | 62 | 26 | 24 | 43 | 66 |
| Wales | 32 | 30 | 39 | 29 | 46 | 43 | 49 | 14 | 30 | 35 | 40 | 15 | 27 | 25 | 31 | 49 |
| UK | 33 | 35 | 37 | 278 | 57 | 56 | 56 | 777 | 41 | 44 | 45 | 464 | 34 | 35 | 38 | 497 |

Table 9: Occupancy Levels by Tariff (maximum charge for one person for bed and breakfast): January 2011 – 2013 (see note 5a Slide 19)

A: Percentage of Bedspace Occupancy

| | <£20.00 | | | | £20.00 - £29.99 | | | | £30.00 - £39.99 | | | |
|------------------|-------------------|-----------|-----------|------------------|------------------------|----------|-----------|------------------|------------------------|-----------|-----------|------------------|
| | 2011 | 2012 | 2013 | Sample Size 2013 | 2011 | 2012 | 2013 | Sample Size 2013 | 2011 | 2012 | 2013 | Sample Size 2013 |
| England | ** | ** | ** | ** | 11 | 8 | 10 | 33 | 15 | 14 | 13 | 132 |
| Northern Ireland | ** | ** | ** | ** | 9 | 6 | 6 | 20 | 10 | 5 | 14 | 31 |
| Scotland | ** | ** | ** | ** | 9 | 13 | 21 | 20 | 13 | 17 | 26 | 44 |
| Wales | ** | ** | ** | ** | 13 | 7 | 7 | 6 | 11 | 12 | 11 | 32 |
| UK | ** | ** | ** | ** | 11 | 9 | 11 | 79 | 14 | 14 | 15 | 239 |

Table 9: Occupancy Levels by Tariff (maximum charge for one person for bed and breakfast): January 2011 – 2013 (see note 5a Slide 19)

B: Percentage of Bedspace Occupancy

| | £40.00 - £49.99 | | | | £50.00 - £59.99 | | | | >£60.00 | | | |
|------------------|------------------------|-----------|-----------|------------------|------------------------|-----------|-----------|------------------|-------------------|-----------|-----------|------------------|
| | 2011 | 2012 | 2013 | Sample Size 2013 | 2011 | 2012 | 2013 | Sample Size 2013 | 2011 | 2012 | 2013 | Sample Size 2013 |
| England | 19 | 19 | 18 | 154 | 26 | 25 | 25 | 77 | 37 | 38 | 38 | 1038 |
| Northern Ireland | 17 | 19 | 13 | 34 | 20 | 17 | 18 | 27 | 27 | 33 | 29 | 57 |
| Scotland | 19 | 21 | 27 | 33 | 26 | 28 | 33 | 34 | 34 | 33 | 37 | 144 |
| Wales | 17 | 18 | 16 | 12 | 31 | 32 | 31 | 14 | 27 | 25 | 29 | 43 |
| UK | 19 | 19 | 19 | 233 | 26 | 26 | 26 | 152 | 36 | 36 | 37 | 1282 |

** FIGURES NOT AVAILABLE

Table 10: Occupancy Levels by Tariff (maximum charge for one person for bed and breakfast) January 2011 – 2013 (see note 5a Slide 19)

| A: Percentage of Bedroom Occupancy | | | | | | | | | | | | |
|---|-------------------|-----------|-----------|------------------|------------------------|-----------|-----------|------------------|------------------------|-----------|-----------|------------------|
| | <£20.00 | | | | £20.00 - £29.99 | | | | £30.00 - £39.99 | | | |
| | 2011 | 2012 | 2013 | Sample Size 2013 | 2011 | 2012 | 2013 | Sample Size 2013 | 2011 | 2012 | 2013 | Sample Size 2013 |
| England | ** | ** | ** | ** | 20 | 15 | 19 | 33 | 24 | 23 | 20 | 132 |
| Northern Ireland | ** | ** | ** | ** | 16 | 10 | 13 | 20 | 14 | 9 | 21 | 31 |
| Scotland | ** | ** | ** | ** | 15 | 16 | 29 | 20 | 23 | 27 | 42 | 44 |
| Wales | ** | ** | ** | ** | 17 | 12 | 11 | 6 | 16 | 18 | 16 | 32 |
| UK | ** | ** | ** | ** | 19 | 15 | 20 | 79 | 23 | 23 | 23 | 239 |

Table 10: Occupancy Levels by Tariff (maximum charge for one person for bed and breakfast) January 2011 – 2013 (see note 5a Slide 19)

| B: Percentage of Bedroom Occupancy | | | | | | | | | | | | |
|---|------------------------|-----------|-----------|------------------|------------------------|-----------|-----------|------------------|-------------------|-----------|-----------|------------------|
| | £40.00 - £49.99 | | | | £50.00 - £59.99 | | | | >£60.00 | | | |
| | 2011 | 2012 | 2013 | Sample Size 2013 | 2011 | 2012 | 2013 | Sample Size 2013 | 2011 | 2012 | 2013 | Sample Size 2013 |
| England | 26 | 26 | 26 | 154 | 37 | 36 | 37 | 77 | 52 | 54 | 53 | 1038 |
| Northern Ireland | 28 | 29 | 21 | 34 | 26 | 23 | 26 | 27 | 38 | 44 | 46 | 57 |
| Scotland | 29 | 31 | 45 | 33 | 33 | 39 | 47 | 34 | 48 | 48 | 54 | 144 |
| Wales | 27 | 27 | 24 | 12 | 42 | 41 | 44 | 14 | 41 | 38 | 44 | 43 |
| UK | 27 | 27 | 28 | 233 | 36 | 36 | 38 | 152 | 51 | 52 | 53 | 1282 |

** 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)

