



UNITED KINGDOM OCCUPANCY SURVEY

Serviced Accommodation Summary Report
April 2018

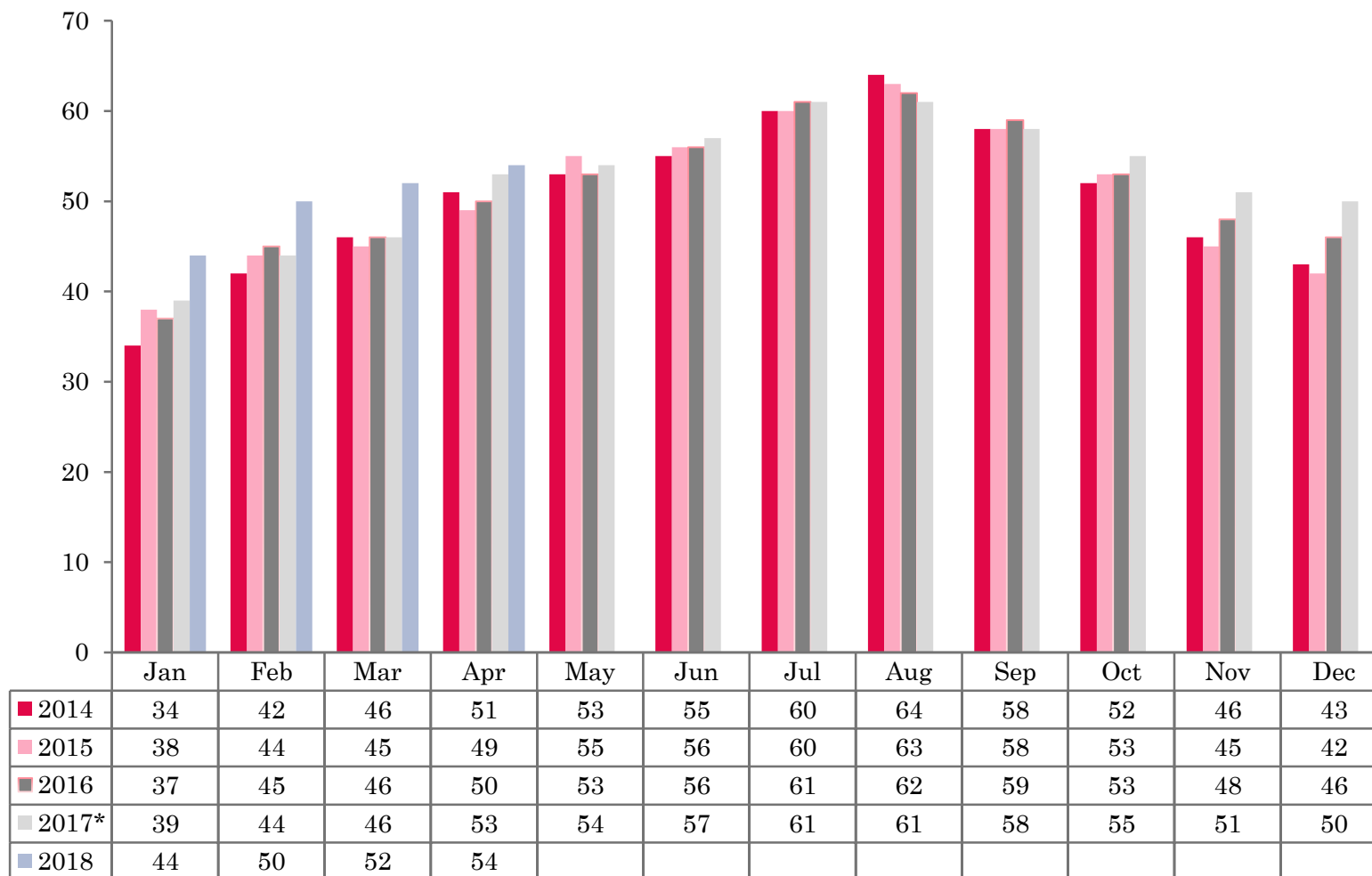
UK OCCUPANCY SURVEY

- 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*

2014 - 2018

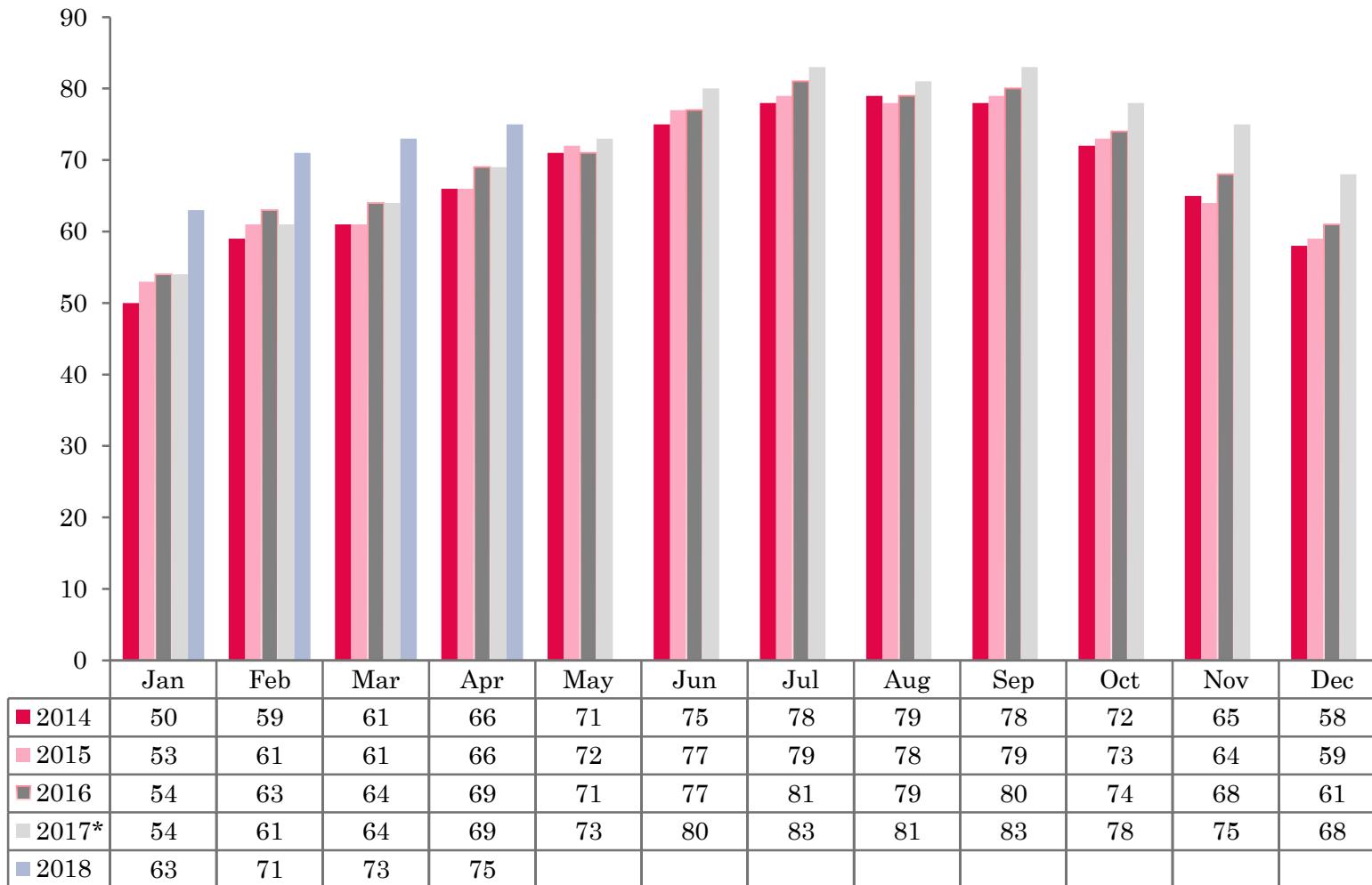


* See methodological note on slide 8



UK BEDROOM OCCUPANCY*

2014 - 2018



* See methodological note on slide 8



- ❖ 3,644 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 8 – sample sizes and calculation of rates).
- ❖ Both UK bedspace and room occupancy increased in both levels of occupancy in April 2018. Bedspace occupancy increased by a single percentage point and room occupancy went up by 6 percentage points when compared to the same period the previous year.



- In the UK during April, room occupancy increased by 6 percentage points, up from 69% to 75% when compared with the same period in 2017. Bedspace occupancy levels saw a marginal increase of 1 percentage point, up from 53% to 54%. Both measures of occupancy reached the highest level seen for the month of April in the period 2014-2018.
- In England during April, room occupancy had increased by 7 percentage points and bedspace occupancy levels up by 2 percentage points when compared with the same period in 2017.
- Room occupancy levels in Northern Ireland fell by 3%, down from 62% to 59% when compared with the same period in 2017. Bedspace occupancy also decreased during this month, with levels down 7 percentage points on the same period the previous year.
- Both room and bedspace occupancy in Wales fell during April 2018, with room occupancy down 5 percentage points from 64% in 2017 to 59%, with bedspace occupancy down 6 percentage points to 46%.
- Scotland room and bedspace occupancy levels during April 2018 also witnessed a downturn in occupancy levels when compared to the same period in 2017. Room occupancy was down from 62% in 2017 to 60% this month, with bedspace down from 52% to 45%.
- Across the UK as a whole, bedspace occupancy by non-UK residents had increased when compared with the previous year, up 6 percentage points from 4% in April 2017 to 10% in April 2018. Northern Ireland increased by 3% with Wales also witnessing a 2% increase. (comparable figures for England and Scotland are no longer collected – (see notes 5b (changes in data collected) and 7 (methodological changes) Slide 8



Table 1: Occupancy Levels: April 2016 – 2018*

	Bedspace Occupancy*			Room Occupancy*			Sample Size*		
	%			%					
	2016	2017*	2018	2016	2017*	2018	2016	2017*	2018
England*	51	53	55	70	70	77	1810	1731	3118
Northern Ireland	46	49	42	59	62	59	172	189	196
Scotland	44	52	45	60	62	60	261	179	136
Wales	46	52	46	58	64	59	209	198	194
UK*	50	53	54	69	69	75	2452	2297	3644



* See methodological note on slide 8

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 2017 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 may 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) because of changes in the data collected, it is no longer possible to provide UK/non UK figures for Scotland and England or figures relating to arrivals for Wales.
 - (b) 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.
7. * **Methodological note:** *From June 2017, the England Occupancy estimates are collected using a different methodology. Using this data makes the survey more robust but has caused a break in trends for England and the UK. From June 2017, the new methodology is based on the STR occupancy estimates which are continuously collected whereas prior to June 2017 the England Occupancy estimates were collected through a bespoke panel. This methodological change has affected trends. Meaningful comparison between estimates collected from June 2017 onwards and estimates collected prior to June 2017 can not be conducted for England and the UK. Data for Scotland, Wales and Northern Ireland remains unaffected by the change.*
- 8.



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 2017) 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 may 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)

