

## England Occupancy Survey - April 2017

### SUMAPRY OF RESULTS

- **Room occupancy** in April remained unchanged at 70%, with **bedspace occupancy** increasing +2% when compared to April 2017 at 53%.
- **Weekday** room occupancy decreased by 4% to 69% whilst **weekend** room occupancy increased by 4% to 70%. For bedspace occupancy, weekday occupancy increased to 49% whilst weekend occupancy increased by 4% to 58%. Note that Easter was in April in 2017 but it was in March in 2016.
- **Seaside** increased by +1% to 62% for room occupancy and increased by +3% to 45% for bedspace occupancy. **City/large towns** room occupancy remained unchanged at 77%, with bedspace remaining increased by +4% to 59%. **Small town** room occupancy remained unchanged at 67% and increased by +1% to 48% for bedspace occupancy, with **countryside** occupancy up by +2% for room to 61% while bedspace occupancy increased by +3% to 48%.
- Looking at occupancy by **establishment type**, hotel occupancy remained unchanged at 73% and increased +1% for bed to 54%, with guesthouse showing a +5% increase for room and +9% for bedspace occupancy to 56% and 47% respectively. B&Bs saw occupancy remain unchanged for room at 52% and increased by 3% for bed at 43%.
- Looking at room occupancy rates by **number of rooms**, all categories varied by 2% or less. For bedspace occupancy, only the 4-10 rooms (+4%), the 11-25 rooms (+4%) and the 100+ rooms (+3%) saw a change of more than 2%.
- Looking at **occupancy by region**, the largest shift for room occupancy came from the East Midlands with a -3% decrease. For bedspace occupancy, London saw the biggest movements, with a +4% increase.

#### Room and Bedspace Occupancy (including STR Global data)

	Room Occupancy			Bedspace Occupancy		
	2016	2017	% +/-	2016	2017	% +/-
April	70%	70%	0%	51%	53%	+2%
Apr (Year to Date)	63%	64%	+1%	45%	46%	+1%
Past 12 months	70%	71%	+1%	51%	52%	+1%

#### Room and Bedspace Occupancy (excluding STR Global data)

	Room Occupancy			Bedspace Occupancy		
	2016	2017	% +/-	2016	2017	% +/-
April	63%	63%	0%	44%	46%	+2%
Apr (Year to Date)	55%	55%	0%	36%	38%	+2%
Past 12 months	64%	64%	0%	46%	46%	0%

## Weekday/Weekend

	Room Occupancy				Bedspace Occupancy			
	2014	2015	2016	2017	2014	2015	2016	2017
<b>April</b>								
Weekday	69%	68%	73%	69%	50%	47%	42%	49%
Weekend	67%	65%	66%	70%	56%	54%	54%	58%
<b>Apr (Year to Date)</b>								
Weekday	64%	66%	67%	66%	45%	44%	42%	45%
Weekend	57%	57%	59%	60%	45%	47%	48%	48%
<b>Past 12 months</b>								
Weekday	70%	72%	72%	72%	49%	49%	48%	50%
Weekend	65%	66%	67%	68%	53%	54%	55%	55%

## Location Type

	Room Occupancy				Bedspace Occupancy			
	2014	2015	2016	2017	2014	2015	2016	2017
<b>April</b>								
Seaside	58%	61%	61%	62%	47%	44%	42%	45%
City/large town	78%	76%	77%	77%	59%	56%	55%	59%
Small town	64%	63%	67%	67%	47%	45%	47%	48%
Countryside	58%	57%	59%	61%	44%	44%	45%	48%
<b>Apr (Year to Date)</b>								
Seaside	48%	49%	51%	55%	34%	39%	31%	37%
City/large town	71%	72%	71%	71%	53%	52%	50%	52%
Small town	57%	59%	61%	61%	40%	41%	42%	41%
Countryside	48%	50%	50%	52%	36%	37%	37%	38%
<b>Past 12 months</b>								
Seaside	60%	61%	63%	64%	45%	48%	44%	47%
City/large town	77%	78%	77%	77%	57%	57%	56%	56%
Small town	65%	65%	67%	67%	45%	46%	48%	47%
Countryside	59%	59%	60%	61%	46%	45%	47%	48%



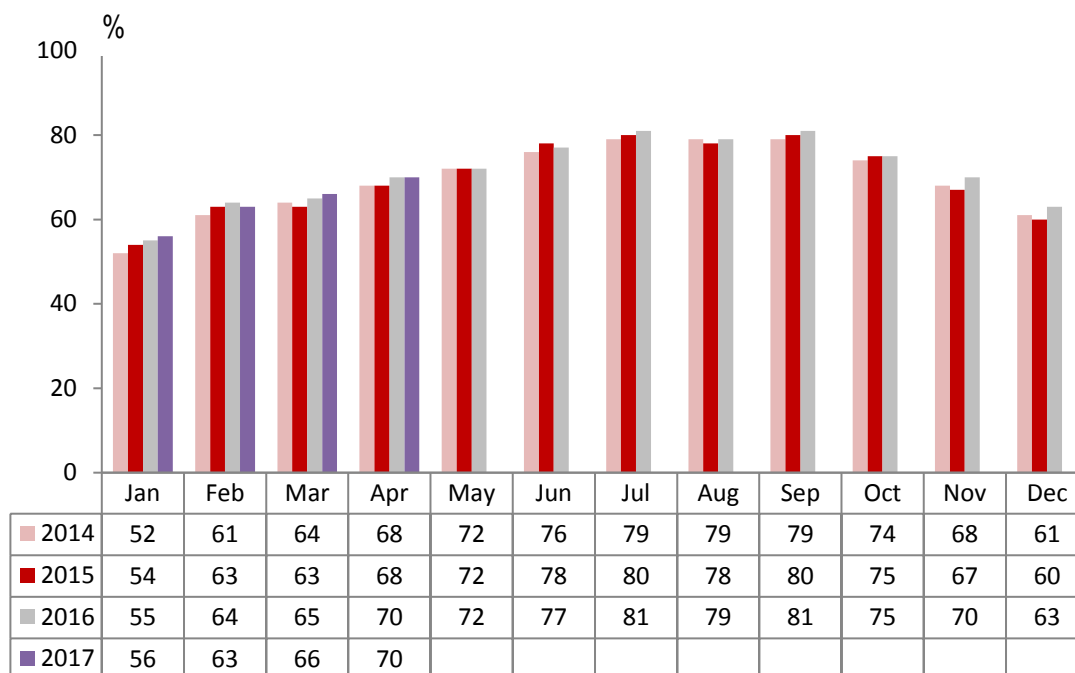
## Establishment Type

	Room Occupancy				Bedspace Occupancy			
	2014	2015	2016	2017	2014	2015	2016	2017
<b>April</b>								
Hotel	72%	71%	73%	73%	55%	52%	53%	54%
Guesthouse	53%	50%	51%	56%	42%	39%	38%	47%
B&B	48%	50%	52%	52%	38%	39%	40%	43%
<b>Apr (Year to Date)</b>								
Hotel	65%	66%	66%	67%	48%	48%	46%	48%
Guesthouse	43%	43%	44%	45%	32%	32%	33%	36%
B&B	38%	41%	44%	43%	28%	31%	33%	34%
<b>Past 12 months</b>								
Hotel	71%	73%	73%	74%	53%	53%	52%	53%
Guesthouse	55%	55%	56%	56%	43%	43%	44%	45%
B&B	49%	52%	54%	53%	38%	41%	43%	43%

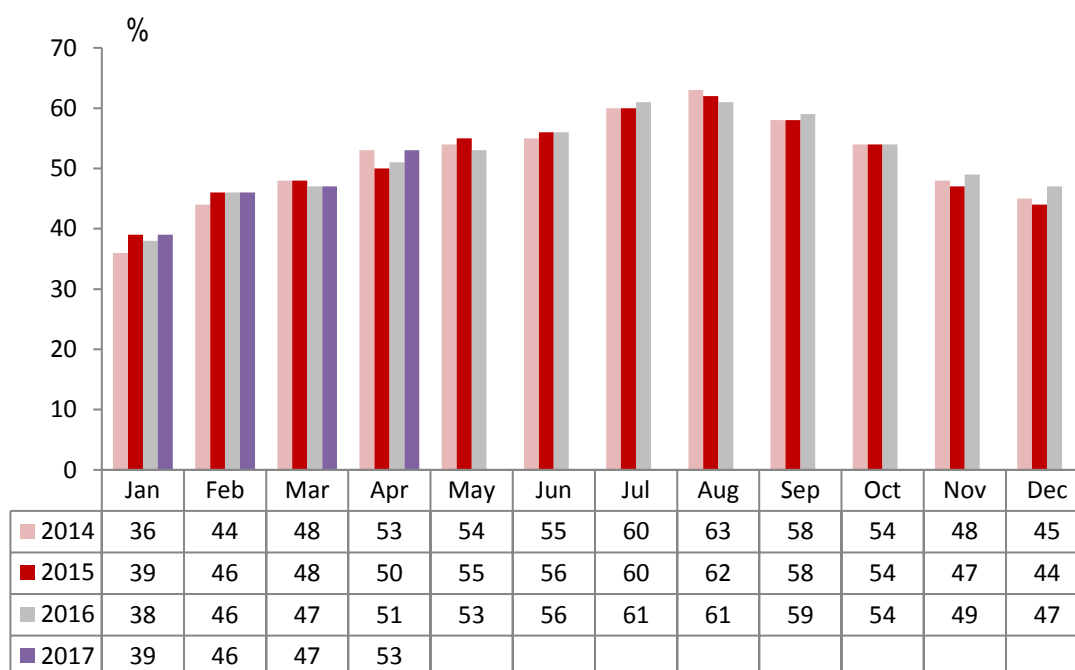
## Number of rooms

	Room Occupancy				Bedspace Occupancy			
	2014	2015	2016	2017	2014	2015	2016	2017
<b>April</b>								
1-3 rooms	41%	44%	41%	43%	34%	34%	33%	35%
4-10 rooms	47%	49%	50%	50%	37%	38%	36%	40%
11-25 rooms	61%	56%	59%	59%	46%	44%	44%	48%
26-50 rooms	68%	62%	67%	67%	53%	52%	49%	51%
51-100 rooms	65%	69%	68%	68%	56%	51%	46%	48%
100+ rooms	78%	77%	78%	79%	57%	54%	56%	59%
<b>Apr (Year to Date)</b>								
1-3 rooms	30%	33%	32%	34%	23%	24%	24%	26%
4-10 rooms	37%	41%	43%	39%	27%	30%	31%	29%
11-25 rooms	51%	51%	51%	51%	36%	37%	37%	40%
26-50 rooms	61%	58%	60%	61%	45%	45%	44%	42%
51-100 rooms	58%	62%	60%	60%	45%	47%	41%	40%
100+ rooms	72%	73%	72%	74%	51%	51%	51%	53%
<b>Past 12 months</b>								
1-3 rooms	41%	44%	45%	44%	34%	35%	36%	35%
4-10 rooms	50%	53%	54%	52%	39%	42%	43%	41%
11-25 rooms	60%	61%	62%	62%	45%	46%	47%	49%
26-50 rooms	69%	68%	68%	68%	54%	53%	52%	50%
51-100 rooms	66%	68%	67%	68%	53%	52%	48%	47%
100+ rooms	76%	78%	78%	79%	54%	55%	55%	56%

### England Room Occupancy by Month



### England Bedspace Occupancy by Month





## Regional Information

	Room Occupancy				Bedspace Occupancy			
	2014	2015	2016	2017	2014	2015	2016	2017
<b>April</b>								
East Midlands	65%	59%	66%	63%	46%	45%	45%	46%
Yorkshire	66%	65%	68%	68%	51%	49%	50%	53%
London	83%	79%	79%	80%	66%	60%	60%	64%
North West	60%	60%	62%	60%	45%	43%	45%	45%
East of England	64%	64%	68%	67%	49%	46%	49%	49%
West Midlands	67%	69%	73%	71%	50%	49%	53%	53%
South West	61%	63%	64%	66%	48%	48%	48%	51%
South East	69%	69%	72%	73%	51%	49%	47%	50%
North East	58%	58%	64%	63%	44%	41%	45%	47%
<b>Apr (Year to Date)</b>								
East Midlands	57%	56%	59%	58%	40%	40%	41%	39%
Yorkshire	58%	59%	61%	62%	43%	43%	44%	46%
London	76%	75%	73%	76%	59%	57%	55%	59%
North West	53%	56%	58%	56%	38%	39%	37%	40%
East of England	59%	60%	63%	61%	43%	42%	44%	42%
West Midlands	62%	65%	67%	67%	44%	45%	47%	48%
South West	52%	56%	57%	56%	39%	42%	37%	41%
South East	61%	61%	62%	65%	42%	45%	40%	43%
North East	49%	55%	56%	57%	36%	37%	38%	40%
<b>Past 12 months</b>								
East Midlands	64%	64%	65%	65%	44%	45%	46%	46%
Yorkshire	65%	67%	68%	69%	49%	49%	50%	52%
London	82%	82%	80%	81%	64%	62%	60%	62%
North West	61%	62%	63%	63%	44%	45%	42%	46%
East of England	65%	67%	69%	68%	49%	49%	50%	48%
West Midlands	66%	69%	71%	71%	47%	49%	51%	51%
South West	62%	65%	67%	66%	48%	50%	49%	50%
South East	68%	70%	71%	72%	48%	50%	48%	48%
North East	58%	61%	60%	65%	42%	42%	42%	46%

### Notes on the England Occupancy Survey

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.