

England Occupancy Survey - August 2016

SUMMARY OF RESULTS

- **Room occupancy** in August was up by 1% to 79%, with **bedspace occupancy** decreasing by 1% compared to August 2015 to 61%.
- **Weekday** room occupancy remained unchanged at 77% whilst **weekend** room occupancy increased by 1% to 79%. For bedspace occupancy, weekday and weekend occupancy remained unchanged at 58% and 66% respectively.
- **Seaside** was up by 3% to 83% for room occupancy and increased by 1% to 66% for bedspace occupancy. **City/large towns** room occupancy remained unchanged at 81%, with bedspace decreasing to 62%. **Small town** room occupancy decreased by 4% to 71% and decreased by 6% to 53% for bedspace occupancy, with **countryside** occupancy up by 3% for room to 76% while bedspace occupancy increased by 2% to 64%.
- Looking at occupancy by **establishment type**, hotel occupancy remained unchanged at 80% for room and decreased to 61% for bed, with guest house showing a -1% decrease for room and for bedspace occupancy to 72% and 61% respectively. B&B's saw occupancy increase for room to 69% and increased by 2% for bed to 62%.
- Looking at room occupancy rates by **number of rooms**, all categories varied by 3% or less except 26-50 and 51-100 rooms which decreased by -4% and increased by 5% respectively. For bedspace occupancy, only the 26-50 rooms (-6%) and 51-100 rooms (-4%) saw a change of more than 2%. All other categories remained fairly unchanged.
- Looking at **occupancy by region**, the largest shift came from the North West and the North East with an decrease of -4% and an increase of +5% for room occupancy. All other regions remained fairly unchanged, with a 2% variation or less. For bedspace occupancy the East Midlands and the North East saw the biggest movement, with a -6% decrease to 54% and a +4% increase to 50% respectively, whilst all other regions changed by 3% or less.

Room and Bedspace Occupancy (including STR Global data)

	Room Occupancy			Bedspace Occupancy		
	2015	2016	% +/-	2015	2016	% +/-
August	78%	79%	+1%	62%	61%	-1%
Aug (Year to Date)	70%	70%	0%	52%	52%	0%
Past 12 months	70%	70%	0%	52%	51%	-1%

Room and Bedspace Occupancy (excluding STR Global data)

	Room Occupancy			Bedspace Occupancy		
	2015	2016	% +/-	2015	2016	% +/-
August	75%	76%	+1%	62%	61%	-1%
Aug (Year to Date)	63%	64%	+1%	48%	47%	-1%
Past 12 months	63%	64%	+1%	48%	47%	-1%

Weekday/Weekend

	Room Occupancy				Bedspace Occupancy			
	2013	2014	2015	2016	2013	2014	2015	2016
August								
Weekday	76%	78%	77%	77%	58%	59%	58%	58%
Weekend	78%	78%	78%	79%	67%	66%	66%	66%
Aug (Year to Date)								
Weekday	69%	71%	72%	73%	48%	50%	50%	50%
Weekend	65%	65%	66%	67%	54%	53%	55%	55%
Past 12 months								
Weekday	69%	71%	72%	72%	48%	49%	49%	49%
Weekend	65%	65%	67%	67%	54%	53%	55%	55%

Location Type

	Room Occupancy				Bedspace Occupancy			
	2013	2014	2015	2016	2013	2014	2015	2016
August								
Seaside	79%	82%	80%	83%	76%	75%	65%	66%
City/large town	81%	83%	81%	81%	64%	64%	63%	62%
Small town	73%	71%	75%	71%	56%	54%	59%	53%
Countryside	76%	75%	73%	76%	65%	62%	62%	64%
Aug (Year to Date)								
Seaside	59%	61%	62%	63%	46%	48%	48%	47%
City/large town	76%	77%	77%	76%	57%	57%	56%	50%
Small town	65%	64%	66%	67%	46%	46%	48%	45%
Countryside	56%	59%	61%	61%	44%	46%	47%	48%
Past 12 months								
Seaside	60%	60%	62%	63%	50%	46%	48%	47%
City/large town	75%	78%	78%	77%	57%	57%	57%	55%
Small town	64%	65%	66%	68%	45%	45%	47%	47%
Countryside	59%	59%	59%	60%	46%	46%	46%	47%

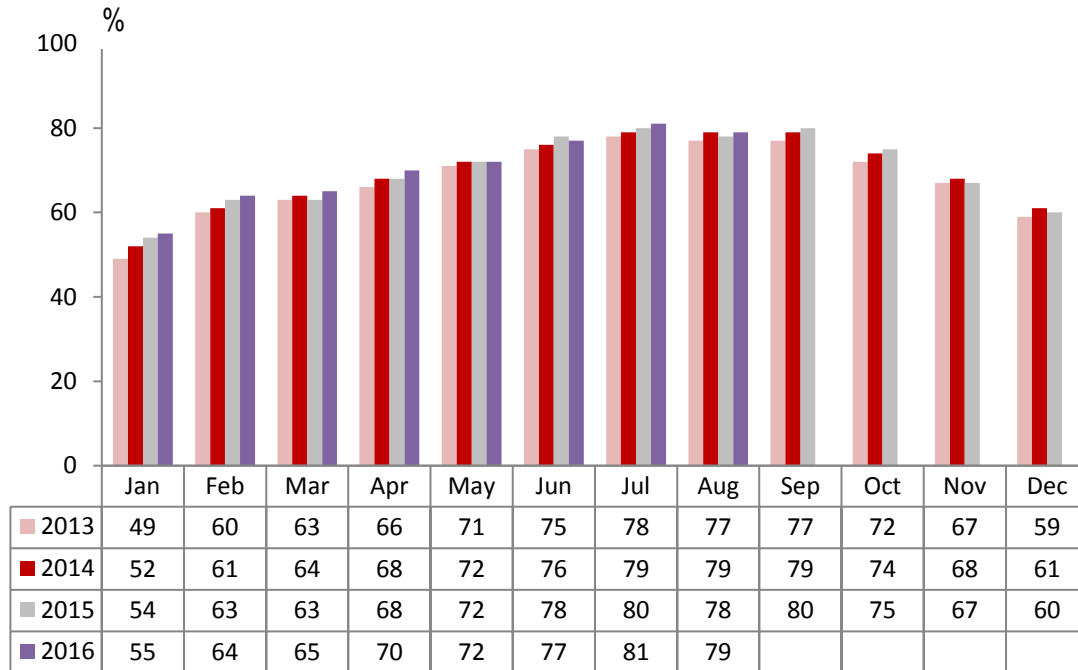
Establishment Type

	Room Occupancy				Bedspace Occupancy			
	2013	2014	2015	2016	2013	2014	2015	2016
August								
Hotel	79%	80%	80%	80%	65%	64%	62%	61%
Guesthouse	73%	74%	73%	72%	63%	61%	62%	61%
B&B	68%	68%	68%	69%	58%	60%	60%	62%
Aug (Year to Date)								
Hotel	71%	72%	73%	73%	53%	54%	53%	53%
Guesthouse	55%	56%	56%	57%	44%	44%	45%	45%
B&B	50%	51%	54%	55%	39%	41%	43%	45%
Past 12 months								
Hotel	71%	72%	73%	73%	54%	53%	53%	53%
Guesthouse	54%	55%	55%	56%	43%	42%	43%	44%
B&B	49%	50%	53%	54%	38%	39%	42%	43%

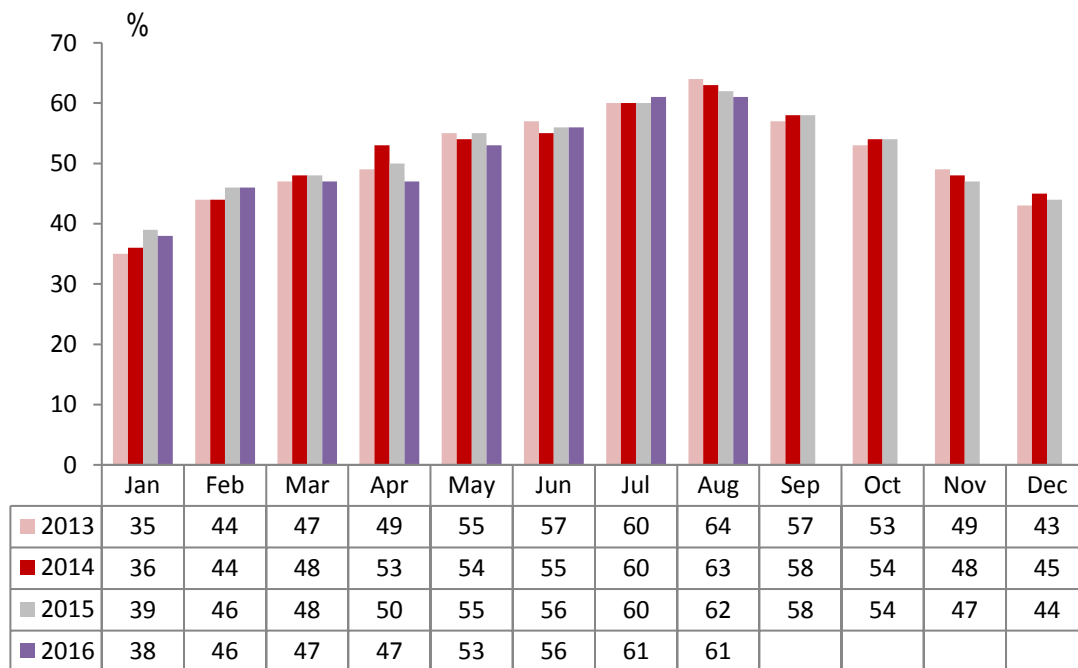
Number of rooms

	Room Occupancy				Bedspace Occupancy			
	2013	2014	2015	2016	2013	2014	2015	2016
August								
1-3 rooms	61%	61%	59%	62%	53%	54%	51%	53%
4-10 rooms	71%	73%	71%	72%	61%	65%	63%	63%
11-25 rooms	73%	71%	72%	72%	62%	57%	60%	61%
26-50 rooms	80%	77%	76%	72%	69%	67%	64%	58%
51-100 rooms	78%	78%	78%	83%	67%	73%	66%	62%
100+ rooms	80%	83%	82%	82%	61%	63%	62%	61%
Aug (Year to Date)								
1-3 rooms	43%	43%	46%	45%	35%	36%	36%	36%
4-10 rooms	51%	52%	54%	55%	41%	41%	43%	44%
11-25 rooms	58%	61%	61%	61%	44%	46%	48%	48%
26-50 rooms	69%	68%	67%	67%	54%	54%	53%	51%
51-100 rooms	68%	66%	68%	69%	54%	54%	52%	49%
100+ rooms	76%	77%	78%	77%	54%	55%	55%	55%
Past 12 months								
1-3 rooms	41%	42%	44%	44%	33%	34%	35%	35%
4-10 rooms	49%	51%	53%	54%	39%	40%	41%	42%
11-25 rooms	58%	61%	61%	62%	44%	46%	47%	47%
26-50 rooms	69%	68%	68%	68%	54%	53%	53%	51%
51-100 rooms	70%	65%	68%	68%	56%	53%	51%	48%
100+ rooms	76%	77%	78%	78%	54%	55%	55%	55%

England Room Occupancy by Month



England Bedspace Occupancy by Month



Regional Information

	Room Occupancy				Bedspace Occupancy			
	2013	2014	2015	2016	2013	2014	2015	2016
August								
East Midlands	73%	74%	70%	72%	54%	54%	60%	54%
Yorkshire	74%	76%	76%	77%	61%	61%	61%	63%
London	85%	86%	84%	84%	71%	69%	68%	67%
North West	69%	67%	68%	64%	54%	54%	53%	50%
East of England	72%	75%	79%	79%	60%	62%	61%	60%
West Midlands	68%	71%	74%	74%	52%	55%	57%	56%
South West	81%	82%	82%	83%	69%	71%	70%	70%
South East	79%	83%	80%	82%	68%	66%	59%	58%
North East	69%	64%	64%	69%	51%	47%	46%	50%
Aug (Year to Date)								
East Midlands	65%	63%	63%	66%	46%	45%	47%	46%
Yorkshire	64%	66%	67%	68%	48%	49%	50%	51%
London	81%	81%	80%	79%	64%	63%	61%	60%
North West	60%	60%	61%	62%	43%	44%	44%	45%
East of England	62%	66%	68%	69%	47%	50%	50%	49%
West Midlands	64%	67%	70%	70%	46%	48%	50%	50%
South West	63%	64%	67%	68%	49%	50%	53%	52%
South East	67%	71%	71%	71%	48%	51%	51%	48%
North East	59%	58%	61%	64%	43%	42%	43%	45%
Past 12 months								
East Midlands	65%	64%	64%	66%	45%	44%	47%	46%
Yorkshire	63%	66%	67%	68%	47%	49%	50%	51%
London	82%	82%	81%	80%	64%	63%	52%	60%
North West	61%	61%	62%	63%	44%	44%	45%	46%
East of England	62%	66%	68%	69%	47%	49%	50%	49%
West Midlands	65%	67%	70%	71%	46%	48%	50%	51%
South West	61%	63%	66%	67%	48%	49%	51%	51%
South East	68%	69%	70%	71%	51%	49%	50%	48%
North East	57%	57%	61%	62%	41%	41%	42%	44%

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.