

## England Occupancy Survey - August 2015

### SUMMARY OF RESULTS

- Room occupancy in August was down by 1% to 78%, with bedspace occupancy decreasing by 1% to 62%.
- Weekday room occupancy decreased slightly by 1% to 77% whereas weekend room remained unchanged at 78%. For bedspace occupancy, weekday occupancy decreased by 1% to 58%, with weekend remaining flat at 66%.
- Seaside occupancy in August down by 2% to 80% for room and down by 10% for bedspace occupancy. City/large towns room occupancy decreased by 2% to 81%, with bedspace occupancy down 1% to 63%. Small town occupancy rose by 4% for room to 75% and 5% for bed to 59%, with countryside occupancy down by 2% for room and unchanged for bedspace at 62%.
- Looking at occupancy by establishment type, B&B's saw occupancy remained unchanged for both room and for bed. Hotels occupancy remained flat for room and decreased by 2% for bed, with guest house showing a decrease of 1% for room and a +1% increase for bedspace.
- Looking at occupancy rates by number of rooms, the 1-3 and 4-10 room category decreased by 2% for room occupancy, with the rest of the categories either showing no change or only a variation by 1%. For bedspace occupancy, the 1-3 and the 26-30 room categories saw a decrease of 3% and there was a sharp decrease of 6% for the 51-100 room category whilst the 11-25 room category had an increase of 3%.
- Looking at occupancy by region, the East of England and the East Midlands saw the biggest movement in term of room occupancy with 4% uplift and 4% decrease respectively. For bedspace occupancy the South East saw the biggest decline (-7%) with the East Midlands seeing the biggest increase (+6%).

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

	Room Occupancy			Bedspace Occupancy		
	2014	2015	% +/-	2014	2015	% +/-
<b>August</b>	79%	78%	-1%	63%	62%	-1%
Jan-Aug	69%	70%	+1%	52%	52%	0%
Past 12 months	69%	70%	+1%	51%	52%	+1%

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

	Room Occupancy			Bedspace Occupancy		
	2014	2015	% +/-	2014	2015	% +/-
<b>August</b>	75%	75%	0%	65%	62%	-3%
Jan-Aug	62%	63%	+1%	48%	48%	0%
Past 12 months	62%	63%	+1%	47%	48%	+1%

## Weekday/Weekend

	Room Occupancy				Bedspace Occupancy			
	2012	2013	2014	2015	2012	2013	2014	2015
<b>August</b>								
Weekday	71%	76%	78%	77%	54%	58%	59%	58%
Weekend	74%	78%	78%	78%	64%	67%	66%	66%
<b>Jan-Aug</b>								
Weekday	67%	69%	71%	72%	46%	48%	50%	50%
Weekend	62%	65%	65%	66%	52%	54%	53%	55%
<b>Past 12 months</b>								
Weekday	67%	69%	71%	72%	46%	48%	49%	49%
Weekend	63%	65%	65%	67%	52%	54%	53%	55%

## Location Type

	Room Occupancy				Bedspace Occupancy			
	2012	2013	2014	2015	2012	2013	2014	2015
<b>August</b>								
Seaside	73%	79%	82%	80%	60%	76%	75%	65%
City/large town	75%	81%	83%	81%	58%	64%	64%	63%
Small town	71%	73%	71%	75%	52%	56%	54%	59%
Countryside	69%	76%	75%	73%	60%	65%	62%	62%
<b>Jan-Aug</b>								
Seaside	57%	59%	61%	62%	45%	46%	48%	48%
City/large town	72%	76%	77%	77%	54%	57%	57%	56%
Small town	62%	65%	64%	66%	44%	46%	46%	48%
Countryside	55%	56%	59%	61%	44%	44%	46%	47%
<b>Past 12 months</b>								
Seaside	56%	60%	60%	62%	45%	50%	46%	48%
City/large town	72%	75%	78%	78%	54%	57%	57%	57%
Small town	62%	64%	65%	66%	43%	45%	45%	47%
Countryside	56%	59%	59%	59%	44%	46%	46%	46%

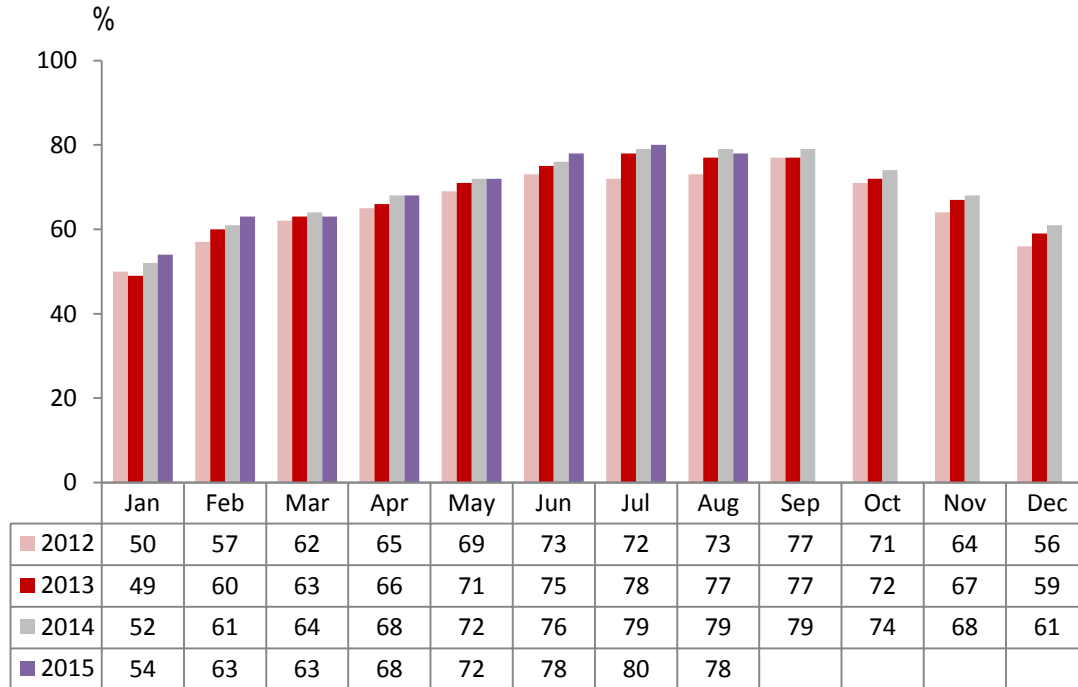
## Establishment Type

	Room Occupancy				Bedspace Occupancy			
	2012	2013	2014	2015	2012	2013	2014	2015
<b>August</b>								
Hotel	75%	79%	80%	80%	59%	65%	64%	62%
Guesthouse	69%	73%	74%	73%	61%	63%	61%	62%
B&B	63%	68%	68%	68%	54%	58%	60%	60%
<b>Jan-Aug</b>								
Hotel	68%	71%	72%	73%	51%	53%	54%	53%
Guesthouse	54%	55%	56%	56%	43%	44%	44%	45%
B&B	49%	50%	51%	54%	39%	39%	41%	43%
<b>Past 12 months</b>								
Hotel	69%	71%	72%	73%	51%	54%	53%	53%
Guesthouse	53%	54%	55%	55%	43%	43%	42%	43%
B&B	49%	49%	50%	53%	37%	38%	39%	42%

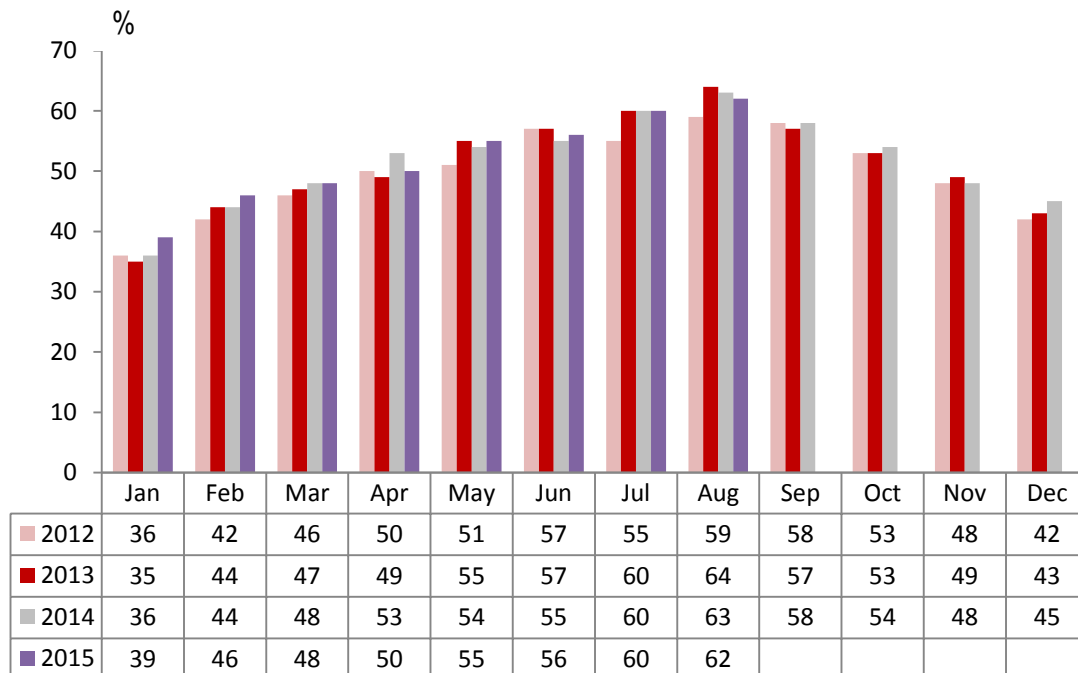
## Number of rooms

	Room Occupancy				Bedspace Occupancy			
	2012	2013	2014	2015	2012	2013	2014	2015
<b>August</b>								
1-3 rooms	56%	61%	61%	59%	49%	53%	54%	51%
4-10 rooms	66%	71%	73%	71%	58%	61%	65%	63%
11-25 rooms	66%	73%	71%	72%	56%	62%	57%	60%
26-30 rooms	73%	80%	77%	76%	62%	69%	67%	64%
51-100 rooms	77%	78%	78%	78%	65%	67%	73%	66%
100+ rooms	77%	80%	83%	82%	58%	61%	63%	62%
<b>Jan-Aug</b>								
1-3 rooms	41%	43%	43%	46%	34%	35%	36%	36%
4-10 rooms	49%	51%	52%	54%	39%	41%	41%	43%
11-25 rooms	55%	58%	61%	61%	43%	44%	46%	48%
26-30 rooms	64%	69%	68%	67%	50%	54%	54%	53%
51-100 rooms	70%	68%	66%	68%	54%	54%	54%	52%
100+ rooms	73%	76%	77%	78%	52%	54%	55%	55%
<b>Past 12 months</b>								
1-3 rooms	40%	41%	42%	44%	32%	33%	34%	35%
4-10 rooms	49%	49%	51%	53%	38%	39%	40%	41%
11-25 rooms	56%	58%	61%	61%	43%	44%	46%	47%
26-30 rooms	63%	69%	68%	68%	49%	54%	53%	53%
51-100 rooms	69%	70%	65%	68%	54%	56%	53%	51%
100+ rooms	74%	76%	77%	78%	52%	54%	55%	55%

## England Room Occupancy by Month



## England Bedspace Occupancy by Month



## Regional Information

	Room Occupancy				Bedspace Occupancy			
	2012	2013	2014	2015	2012	2013	2014	2015
<b>August</b>								
East Midlands	72%	73%	74%	70%	51%	54%	54%	60%
Yorkshire	69%	74%	76%	76%	56%	61%	61%	61%
London	80%	85%	86%	84%	67%	71%	69%	68%
North West	64%	69%	67%	68%	51%	54%	54%	53%
East of England	71%	72%	75%	79%	57%	60%	62%	61%
West Midlands	66%	68%	71%	74%	50%	52%	55%	57%
South West	72%	81%	82%	82%	62%	69%	71%	70%
South East	75%	79%	83%	80%	58%	68%	66%	59%
North East	64%	69%	64%	64%	49%	51%	47%	46%
<b>Jan-Aug</b>								
East Midlands	62%	65%	63%	63%	42%	46%	45%	47%
Yorkshire	60%	64%	66%	67%	45%	48%	49%	50%
London	79%	81%	81%	80%	61%	64%	63%	61%
North West	56%	60%	60%	61%	41%	43%	44%	44%
East of England	61%	62%	66%	68%	47%	47%	50%	50%
West Midlands	62%	64%	67%	70%	44%	46%	48%	50%
South West	60%	63%	64%	67%	48%	49%	50%	53%
South East	65%	67%	71%	71%	49%	48%	51%	51%
North East	58%	59%	58%	61%	42%	43%	42%	43%
<b>Past 12 months</b>								
East Midlands	62%	65%	64%	64%	42%	45%	44%	47%
Yorkshire	60%	63%	66%	67%	45%	47%	49%	50%
London	80%	82%	82%	81%	62%	64%	63%	52%
North West	57%	61%	61%	62%	42%	44%	44%	45%
East of England	61%	62%	66%	68%	47%	47%	49%	50%
West Midlands	63%	65%	67%	70%	44%	46%	48%	50%
South West	60%	61%	63%	66%	47%	48%	49%	51%
South East	64%	68%	69%	70%	48%	51%	49%	50%
North East	62%	57%	57%	61%	44%	41%	41%	42%

## 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.