England Occupancy Survey - June 2015

SUMMARY OF RESULTS

- Room occupancy in June increased by 2% (to 78%), with bedspace occupancy up +1% to 56%.
- Weekday occupancy saw a +1% change for room occupancy, at 80%, and remained flat for bedspace occupancy (0% change, remaining at 54%). Looking at weekend, both room and bedspace occupancy increased by +2% to 72% and 59% respectively.
- Seaside occupancy in June was up +6% to 74%, with bedspace occupancy up +4% to 55%. Countryside locations also saw increases, with room up +4% to 71% and bedspace up +2% to 55%. Small towns saw increases of +2% for both room and bedspace occupancy (rising to 74% and 52%), with city/large towns flat (+1% to 84% for room and 0% to 59% for bed).
- Looking at occupancy by establishment type, B&B’s saw occupancy increase by +5% for room and +3% for bed. Hotels occupancy increased by +2% for room and +1% for bed, with guest house occupancy flat (-1% for room and +1% for bedspace).
- Looking at occupancy rates by number of rooms, there were increases across all room categories, apart from the 26-30 room category which remained flat for room and down -2% for bed. The 1-3 room category saw the biggest uplift in room occupancy compared to June 2014 (+4%) with the 11-25 room category seeing the biggest uplift for bedspace (+3% to 56%).
- Looking at occupancy by region, the East of England and the West Midlands saw the biggest increases in room occupancy (+6% each respectively), followed by the South West and the East Midlands (+4% each respectively). The East Midlands saw the biggest increase in bedspace occupancy (+6%) followed by the West Midlands (+4%) and Yorkshire (+4%). London and the North West were the only areas to remain flat.

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

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

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## Number of rooms

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England Room Occupancy by Month

%  

England Bedspace Occupancy by Month

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## Regional Information

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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.