

England Occupancy Survey - November 2015

SUMMARY OF RESULTS

- **Room occupancy** in November was down by 1% to 67%, with **bedspace occupancy** also down by 1% compared to November 2014 at 47%.
- **Weekday** room occupancy was also down by 1% at 70% whilst **weekend** room occupancy decreased by 2% to 62%. For bedspace occupancy, weekday and weekend occupancy both decreased, to by 1% to 45% and 2% to 49% respectively.
- **Seaside** in November was up by 2% to 55% for room occupancy and by 1% to 37% for bedspace occupancy. **City/large towns** room occupancy decreased by 3% to 77%, with bedspace occupancy also down 3% to 54%. **Small town** occupancy increased by 2% for room to 64% and down 1% for bed to 42%, with **countryside** occupancy up by 2% for room to 52% and up 1% for bedspace to 37%.
- Looking at occupancy by **establishment type**, B&B's saw occupancy increase by 1% for room and decrease by 1% for bed. Hotels occupancy decreased by 2% to 71% for room and decreased 1% to 50% for bed, with guest house showing a decrease for both room and bedspace occupancy, of 2% and 1% respectively.
- Looking at room occupancy rates by **number of rooms**, all categories varied by 2% or less. For bedspace occupancy, only the 26-50 rooms category saw a change of more than 2%, with a decrease of 3%. All other categories remained fairly unchanged.
- Looking at **occupancy by region**, the largest shift came from the East of England with a decrease of 6%. The North East, Yorkshire and London decreased by 3%. All other regions remained fairly unchanged, with a 2% variation or less. For bedspace occupancy the East of England also saw the biggest movement, with a 4% decrease to 45%, whilst all other regions changed by 3% or less.

Room and Bedspace Occupancy (including STR Global data)

	Room Occupancy			Bedspace Occupancy		
	2014	2015	% +/-	2014	2015	% +/-
November	68%	67%	-1%	48%	47%	-1%
Jan-Nov	70%	71%	+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	% +/-
November	57%	58%	+1%	40%	39%	-1%
Jan-Nov	63%	64%	+1%	48%	48%	0%
Past 12 months	62%	63%	+1%	47%	47%	0%

Weekday/Weekend

	Room Occupancy				Bedspace Occupancy			
	2012	2013	2014	2015	2012	2013	2014	2015
November								
Weekday	66%	70%	71%	70%	44%	45%	46%	45%
Weekend	61%	64%	64%	62%	50%	52%	51%	49%
Jan-Nov								
Weekday	68%	71%	72%	73%	47%	49%	50%	50%
Weekend	64%	66%	67%	67%	53%	55%	54%	55%
Past 12 months								
Weekday	67%	70%	71%	72%	46%	48%	49%	49%
Weekend	63%	65%	66%	67%	52%	54%	53%	55%

Location Type

	Room Occupancy				Bedspace Occupancy			
	2012	2013	2014	2015	2012	2013	2014	2015
November								
Seaside	51%	55%	53%	55%	39%	42%	36%	37%
City/large town	73%	79%	80%	77%	58%	57%	57%	54%
Small town	61%	64%	62%	64%	41%	43%	43%	42%
Countryside	50%	51%	50%	52%	37%	37%	36%	37%
Jan-Nov								
Seaside	58%	61%	62%	63%	46%	51%	48%	48%
City/large town	73%	78%	79%	79%	56%	58%	58%	57%
Small town	64%	66%	66%	68%	45%	46%	46%	48%
Countryside	56%	61%	59%	61%	45%	47%	46%	47%
Past 12 months								
Seaside	57%	60%	61%	62%	45%	50%	47%	47%
City/large town	72%	77%	78%	78%	55%	57%	57%	57%
Small town	62%	65%	65%	67%	44%	45%	46%	47%
Countryside	55%	59%	58%	60%	44%	46%	45%	46%

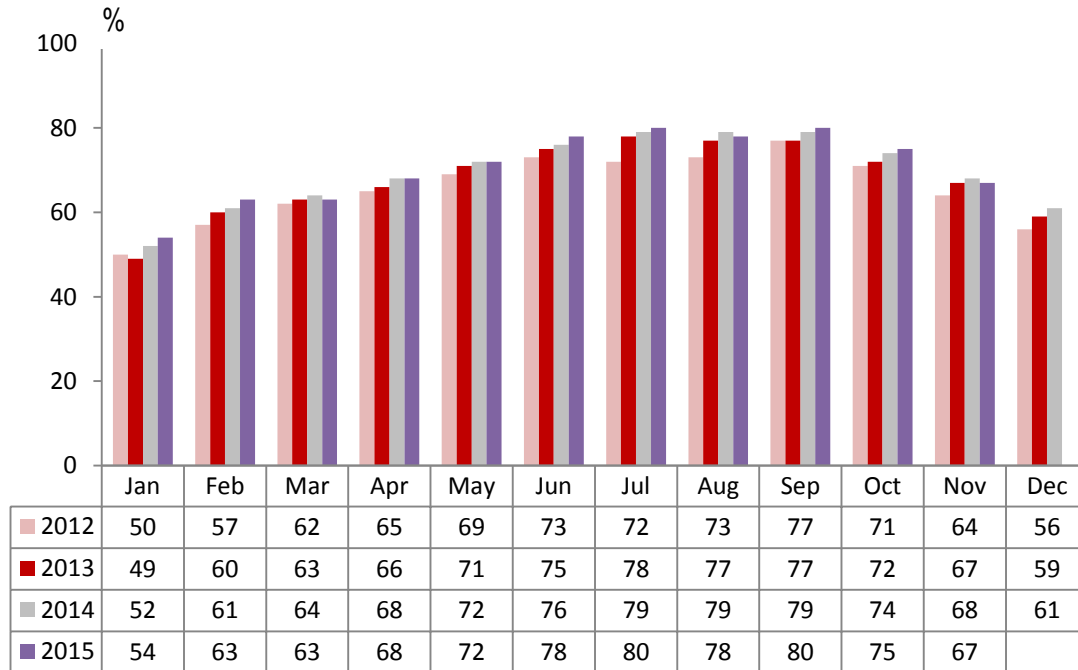
Establishment Type

	Room Occupancy				Bedspace Occupancy			
	2012	2013	2014	2015	2012	2013	2014	2015
November								
Hotel	69%	71%	73%	71%	52%	52%	51%	50%
Guesthouse	46%	47%	46%	44%	34%	34%	33%	32%
B&B	39%	39%	43%	44%	28%	27%	32%	31%
Jan-Nov								
Hotel	70%	73%	73%	74%	52%	55%	54%	54%
Guesthouse	55%	55%	56%	56%	44%	43%	43%	44%
B&B	50%	50%	52%	54%	39%	39%	41%	43%
Past 12 months								
Hotel	69%	72%	73%	73%	52%	54%	54%	53%
Guesthouse	54%	54%	55%	55%	43%	43%	43%	43%
B&B	48%	49%	51%	53%	37%	38%	40%	42%

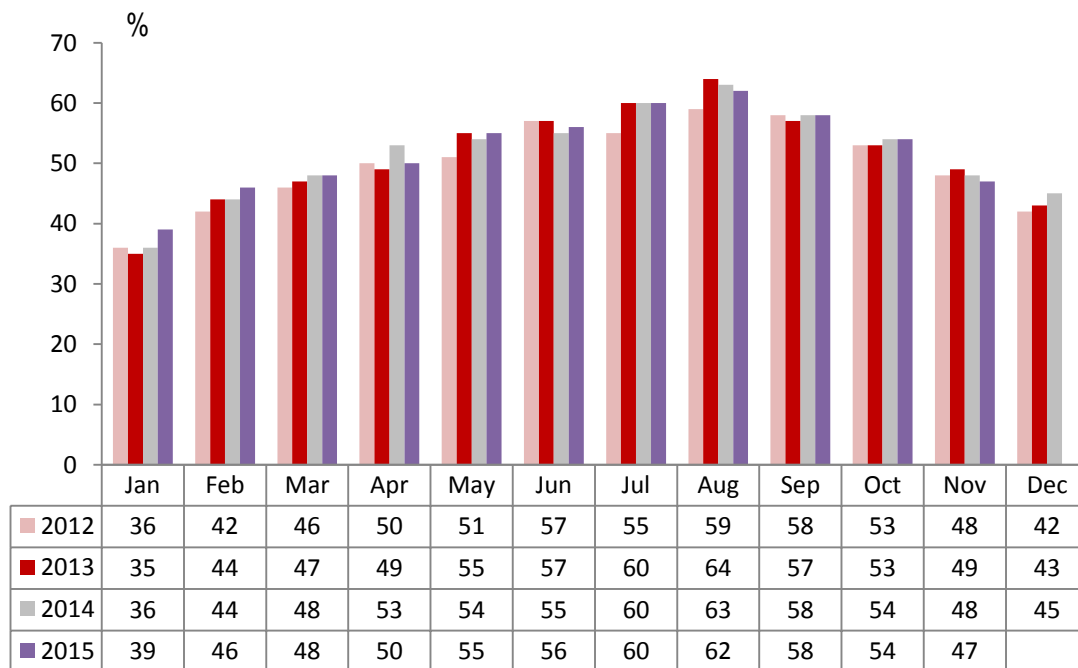
Number of rooms

	Room Occupancy				Bedspace Occupancy			
	2012	2013	2014	2015	2012	2013	2014	2015
November								
1-3 rooms	29%	33%	35%	33%	22%	24%	25%	23%
4-10 rooms	37%	41%	41%	42%	27%	30%	29%	29%
11-25 rooms	53%	57%	57%	57%	36%	41%	40%	40%
26-50 rooms	64%	66%	67%	65%	48%	48%	49%	46%
51-100 rooms	68%	66%	63%	62%	60%	47%	42%	42%
100+ rooms	75%	78%	79%	78%	53%	54%	55%	53%
Jan-Nov								
1-3 rooms	41%	43%	44%	46%	34%	35%	36%	36%
4-10 rooms	49%	51%	52%	54%	39%	40%	41%	43%
11-25 rooms	57%	59%	62%	62%	44%	45%	47%	48%
26-50 rooms	66%	70%	70%	68%	51%	55%	54%	53%
51-100 rooms	71%	70%	67%	69%	56%	55%	53%	51%
100+ rooms	75%	77%	79%	79%	53%	55%	56%	56%
Past 12 months								
1-3 rooms	40%	41%	43%	45%	32%	33%	35%	35%
4-10 rooms	48%	50%	51%	53%	38%	39%	40%	42%
11-25 rooms	56%	58%	61%	62%	43%	44%	46%	47%
26-50 rooms	64%	69%	69%	68%	50%	54%	53%	53%
51-100 rooms	70%	69%	66%	68%	55%	54%	52%	51%
100+ rooms	74%	76%	78%	78%	53%	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
November								
East Midlands	64%	65%	61%	59%	41%	44%	43%	40%
Yorkshire	60%	64%	65%	62%	44%	47%	46%	43%
London	83%	83%	84%	81%	63%	63%	63%	60%
North West	60%	63%	63%	63%	42%	45%	44%	44%
East of England	60%	67%	70%	64%	44%	48%	49%	45%
West Midlands	65%	70%	72%	72%	45%	48%	51%	50%
South West	53%	55%	57%	59%	40%	41%	42%	43%
South East	61%	65%	65%	67%	42%	46%	43%	43%
North East	49%	53%	56%	53%	35%	36%	36%	35%
Jan-Nov								
East Midlands	64%	66%	65%	65%	44%	45%	46%	47%
Yorkshire	61%	65%	67%	68%	46%	49%	50%	50%
London	81%	82%	82%	82%	62%	64%	63%	62%
North West	58%	61%	62%	63%	43%	44%	45%	46%
East of England	62%	64%	67%	69%	48%	48%	50%	50%
West Midlands	64%	66%	69%	72%	45%	47%	49%	51%
South West	61%	63%	65%	68%	48%	49%	50%	52%
South East	67%	70%	71%	72%	49%	52%	51%	50%
North East	58%	60%	59%	61%	42%	43%	42%	43%
Past 12 months								
East Midlands	63%	65%	64%	64%	43%	45%	45%	47%
Yorkshire	60%	64%	66%	67%	45%	48%	49%	50%
London	80%	82%	82%	81%	62%	64%	63%	62%
North West	58%	61%	61%	62%	42%	44%	44%	45%
East of England	61%	63%	67%	68%	47%	48%	50%	49%
West Midlands	63%	65%	68%	71%	45%	46%	48%	50%
South West	60%	62%	64%	66%	47%	48%	49%	51%
South East	65%	68%	70%	71%	48%	51%	50%	50%
North East	56%	58%	58%	60%	41%	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.