

England Occupancy Survey - October 2015

SUMMARY OF RESULTS

- **Room occupancy** in October was up by 1% to 75%, with **bedspace occupancy** remaining unchanged compared to October 2014 at 54%.
- **Weekday** occupancy remained unchanged at 76% whilst **weekend** room occupancy increased by 1% to 72%. For bedspace occupancy, weekday and weekend occupancy both remained stable, to at 51% and 58% respectively.
- **Seaside** in October was up by 1% to 65% for room occupancy but decreased by 5% to 47% for bedspace occupancy. **City/large towns** room occupancy increased by 1% to 84%, with bedspace occupancy up 1% to 61%. **Small town** occupancy increased by 1% for room to 72% and 2% for bed to 51%, with **countryside** occupancy up by 2% for room to 64% and up 3% for bedspace to 49%.
- Looking at occupancy by **establishment type**, B&B's saw occupancy decrease by 1% for both room and for bed. Hotels occupancy increased by 2% to 79% for room and increased 1% to 57% for bed, with guest house showing a decrease for both room and bedspace occupancy, of 3% and 1% respectively.
- Looking at room occupancy rates by **number of rooms**, all categories varied by 2% or less except for 51-100 room category increasing by 5%. For bedspace occupancy, only the 51-100 rooms category saw a change of more than 2%, with a decrease of 5%. All other categories remained fairly unchanged.
- Looking at **occupancy by region**, all regions remained fairly unchanged, with 1% increase or no change at all. For bedspace occupancy the South East saw the biggest movement, with a 4% decrease to 50%, whilst all other regions changed by 2% or less.

Room and Bedspace Occupancy (including STR Global data)

	Room Occupancy			Bedspace Occupancy		
	2014	2015	% +/-	2014	2015	% +/-
October	74%	75%	+1%	54%	54%	0%
Jan-Oct	70%	71%	+1%	53%	53%	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	% +/-
October	67%	68%	+1%	50%	48%	-2%
Jan-Oct	64%	65%	+1%	49%	49%	0%
Past 12 months	62%	63%	+1%	47%	47%	0%

Weekday/Weekend

	Room Occupancy				Bedspace Occupancy			
	2012	2013	2014	2015	2012	2013	2014	2015
October								
Weekday	71%	74%	76%	76%	49%	50%	51%	51%
Weekend	69%	69%	71%	72%	57%	57%	57%	58%
Jan-Oct								
Weekday	68%	71%	72%	73%	47%	49%	50%	50%
Weekend	64%	66%	67%	68%	53%	55%	54%	56%
Past 12 months								
Weekday	67%	70%	71%	72%	46%	48%	49%	49%
Weekend	63%	65%	66%	67%	53%	54%	54%	55%

Location Type

	Room Occupancy				Bedspace Occupancy			
	2012	2013	2014	2015	2012	2013	2014	2015
October								
Seaside	61%	59%	64%	65%	48%	46%	52%	47%
City/large town	78%	83%	83%	84%	59%	60%	60%	61%
Small town	68%	69%	71%	72%	47%	47%	49%	51%
Countryside	60%	63%	62%	64%	46%	47%	46%	49%
Jan-Oct								
Seaside	59%	62%	63%	64%	47%	52%	49%	49%
City/large town	73%	77%	78%	79%	55%	58%	58%	57%
Small town	64%	66%	66%	68%	45%	47%	47%	49%
Countryside	57%	61%	60%	62%	45%	48%	47%	48%
Past 12 months								
Seaside	57%	60%	61%	62%	45%	50%	47%	47%
City/large town	72%	76%	78%	78%	55%	57%	57%	57%
Small town	62%	65%	65%	67%	44%	45%	46%	48%
Countryside	56%	59%	58%	60%	44%	46%	45%	46%

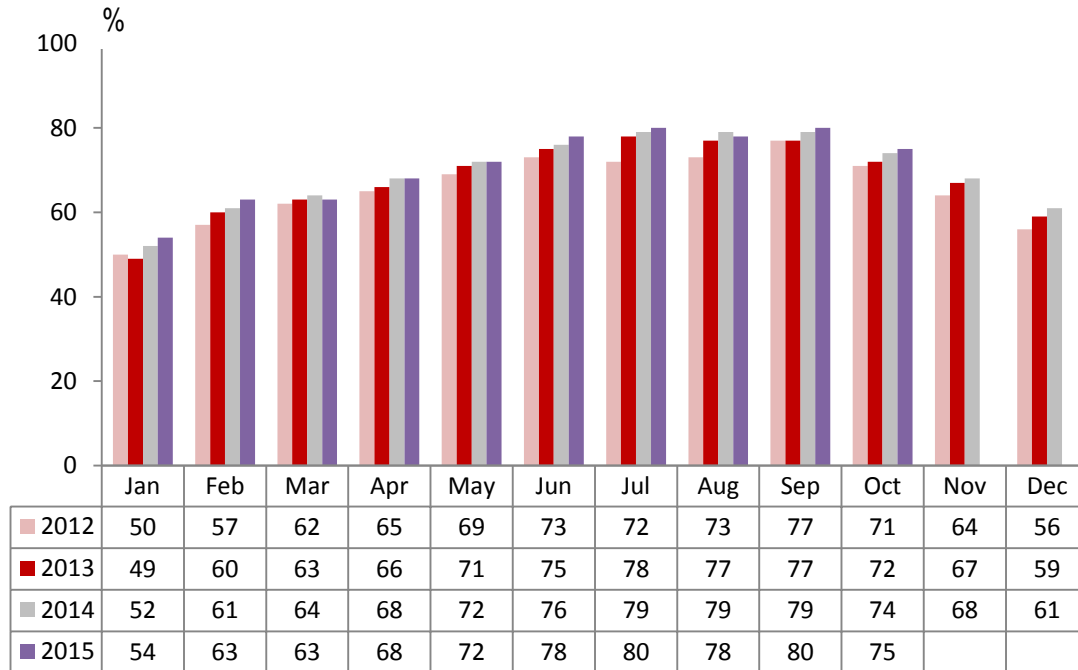
Establishment Type

	Room Occupancy				Bedspace Occupancy			
	2012	2013	2014	2015	2012	2013	2014	2015
October								
Hotel	75%	76%	77%	79%	55%	56%	56%	57%
Guesthouse	56%	56%	58%	55%	44%	43%	45%	44%
B&B	51%	50%	54%	53%	38%	38%	43%	42%
Jan-Oct								
Hotel	70%	73%	74%	74%	52%	55%	54%	54%
Guesthouse	56%	56%	57%	57%	45%	44%	44%	45%
B&B	51%	51%	53%	55%	40%	40%	42%	44%
Past 12 months								
Hotel	69%	71%	72%	73%	52%	54%	54%	54%
Guesthouse	53%	54%	55%	55%	42%	43%	43%	43%
B&B	48%	49%	50%	53%	37%	38%	40%	42%

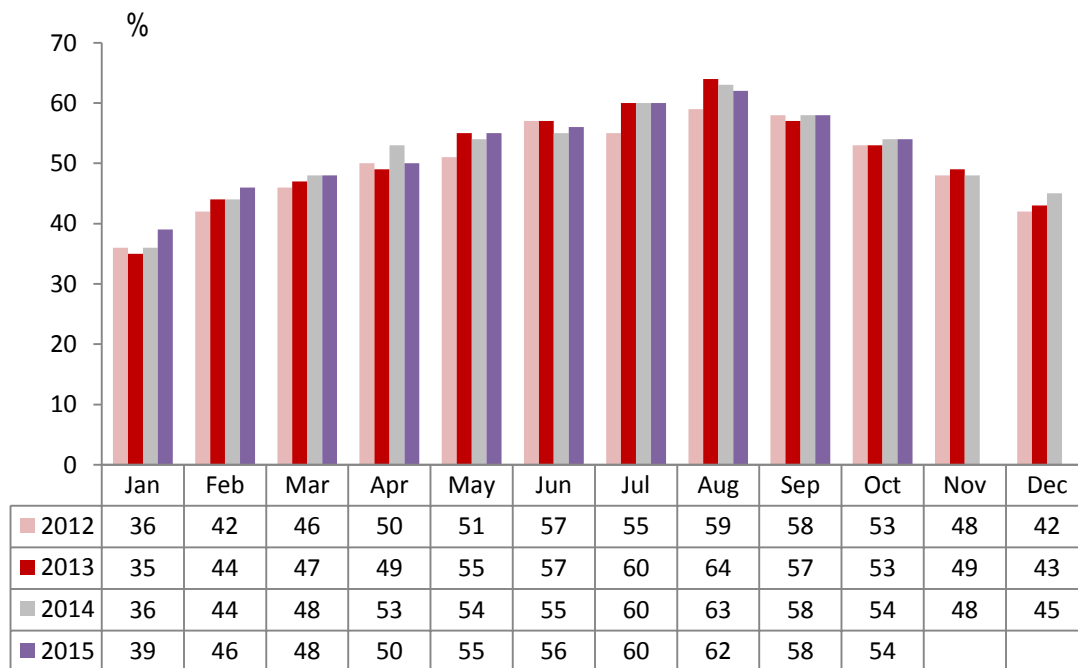
Number of rooms

	Room Occupancy				Bedspace Occupancy			
	2012	2013	2014	2015	2012	2013	2014	2015
October								
1-3 rooms	42%	40%	44%	43%	33%	32%	35%	34%
4-10 rooms	49%	51%	55%	54%	38%	40%	43%	43%
11-25 rooms	61%	64%	65%	64%	46%	49%	50%	49%
26-50 rooms	72%	72%	75%	74%	56%	57%	55%	55%
51-100 rooms	75%	71%	68%	73%	58%	53%	56%	51%
100+ rooms	80%	81%	82%	84%	56%	56%	58%	59%
Jan-Oct								
1-3 rooms	42%	43%	45%	47%	35%	36%	37%	37%
4-10 rooms	50%	52%	53%	55%	40%	41%	42%	44%
11-25 rooms	57%	60%	62%	63%	44%	45%	47%	49%
26-50 rooms	66%	70%	70%	69%	52%	55%	54%	54%
51-100 rooms	71%	70%	67%	70%	55%	56%	54%	52%
100+ rooms	75%	77%	78%	79%	53%	55%	56%	56%
Past 12 months								
1-3 rooms	40%	41%	42%	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%	65%	68%	54%	55%	53%	51%
100+ rooms	74%	76%	77%	80%	52%	54%	55%	56%

England Room Occupancy by Month



England Bedspace Occupancy by Month



Regional Information

	Room Occupancy				Bedspace Occupancy			
	2012	2013	2014	2015	2012	2013	2014	2015
October								
East Midlands	69%	66%	72%	73%	46%	43%	48%	50%
Yorkshire	64%	69%	69%	70%	47%	50%	51%	52%
London	88%	88%	88%	88%	68%	68%	66%	67%
North West	66%	67%	68%	69%	49%	49%	49%	51%
East of England	65%	71%	71%	71%	49%	51%	51%	52%
West Midlands	70%	71%	75%	76%	49%	49%	53%	55%
South West	60%	64%	67%	68%	46%	47%	50%	51%
South East	71%	71%	74%	75%	51%	50%	54%	50%
North East	56%	61%	63%	63%	39%	44%	43%	44%
Jan-Oct								
East Midlands	64%	66%	65%	66%	44%	46%	46%	48%
Yorkshire	61%	65%	68%	68%	46%	49%	50%	51%
London	80%	82%	82%	82%	62%	65%	63%	62%
North West	58%	61%	61%	63%	43%	44%	45%	46%
East of England	62%	64%	67%	69%	48%	49%	50%	50%
West Midlands	64%	66%	69%	72%	46%	47%	49%	51%
South West	62%	64%	66%	68%	49%	50%	51%	53%
South East	67%	70%	72%	72%	50%	53%	52%	51%
North East	59%	60%	60%	62%	42%	43%	43%	44%
Past 12 months								
East Midlands	63%	65%	65%	65%	43%	44%	45%	47%
Yorkshire	60%	64%	66%	67%	45%	48%	49%	50%
London	80%	82%	82%	82%	62%	64%	63%	62%
North West	57%	61%	61%	62%	42%	44%	44%	45%
East of England	61%	63%	66%	69%	47%	48%	50%	50%
West Midlands	63%	65%	68%	71%	45%	46%	48%	50%
South West	60%	61%	64%	66%	47%	48%	49%	51%
South East	65%	68%	69%	71%	48%	51%	50%	50%
North East	58%	58%	58%	61%	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.