

## England Occupancy Survey - September 2015

### SUMMARY OF RESULTS

- **Room occupancy** in September was up by 1% to 80%, with **bedspace occupancy** remaining unchanged compared to September 2014 at 58%.
- **Weekday and weekend** room occupancy both increased slightly, by 2% to 82% and 1% to 77% respectively. For bedspace occupancy, weekday and weekend occupancy both increased by 1%, to 55% and 62% respectively.
- **Seaside** in September was up by 2% to 75% for room occupancy but unchanged at 56% for bedspace occupancy. **City/large towns** room occupancy increased by 1% to 86%, with bedspace occupancy down 1% to 60%. **Small town** occupancy rose by 4% for room to 79% and 2% for bed to 55%, with **countryside** occupancy up by 2% for room to 72% and up 1% for bedspace to 57%.
- Looking at occupancy by **establishment type**, B&B's saw occupancy increased for both room and for bed, by 4% and 3% respectively. Hotels occupancy increased by 1% to 83% for room and remained unchanged for bed, with guest house showing an increase for both room and bedspace occupancy, of 3% and 4% respectively.
- Looking at room occupancy rates by **number of rooms**, all categories showed no change or improved their rates with the best improvement, 4%, being for 1-3 and 11-25 rooms. For bedspace occupancy, only the 11-25 rooms category saw a change of more than 2%, with an increase of 4%. All other categories remained fairly unchanged.
- Looking at **occupancy by region**, the East of England and the North West saw the biggest movement in term of room occupancy with 4% uplift, to 79% and 72% respectively. For bedspace occupancy the East Midlands saw the biggest movement, with a 3% decrease to 54%.

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

	Room Occupancy			Bedspace Occupancy		
	2014	2015	% +/-	2014	2015	% +/-
<b>September</b>	79%	80%	+1%	58%	58%	0%
Jan-Sep	70%	71%	+1%	52%	53%	+1%
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>September</b>	73%	76%	+3%	57%	56%	-1%
Jan-Sep	63%	65%	+2%	49%	49%	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>September</b>								
Weekday	80%	80%	80%	82%	55%	54%	54%	55%
Weekend	73%	72%	76%	77%	61%	59%	61%	62%
<b>Jan-Sep</b>								
Weekday	68%	71%	72%	73%	47%	49%	50%	50%
Weekend	64%	66%	66%	67%	53%	55%	54%	55%
<b>Past 12 months</b>								
Weekday	67%	69%	71%	72%	46%	48%	49%	49%
Weekend	63%	65%	66%	67%	53%	54%	53%	55%

## Location Type

	Room Occupancy				Bedspace Occupancy			
	2012	2013	2014	2015	2012	2013	2014	2015
<b>September</b>								
Seaside	73%	71%	73%	75%	57%	59%	56%	56%
City/large town	82%	83%	85%	86%	62%	60%	61%	60%
Small town	74%	74%	75%	79%	52%	51%	53%	55%
Countryside	70%	71%	70%	72%	56%	56%	56%	57%
<b>Jan-Sep</b>								
Seaside	59%	62%	63%	64%	46%	52%	49%	49%
City/large town	73%	77%	78%	78%	55%	58%	58%	57%
Small town	64%	66%	65%	68%	45%	47%	47%	49%
Countryside	57%	61%	60%	62%	45%	48%	47%	48%
<b>Past 12 months</b>								
Seaside	56%	60%	60%	62%	45%	50%	46%	48%
City/large town	72%	76%	78%	78%	55%	57%	57%	57%
Small town	62%	65%	65%	67%	44%	45%	46%	47%
Countryside	56%	59%	59%	60%	44%	46%	45%	46%

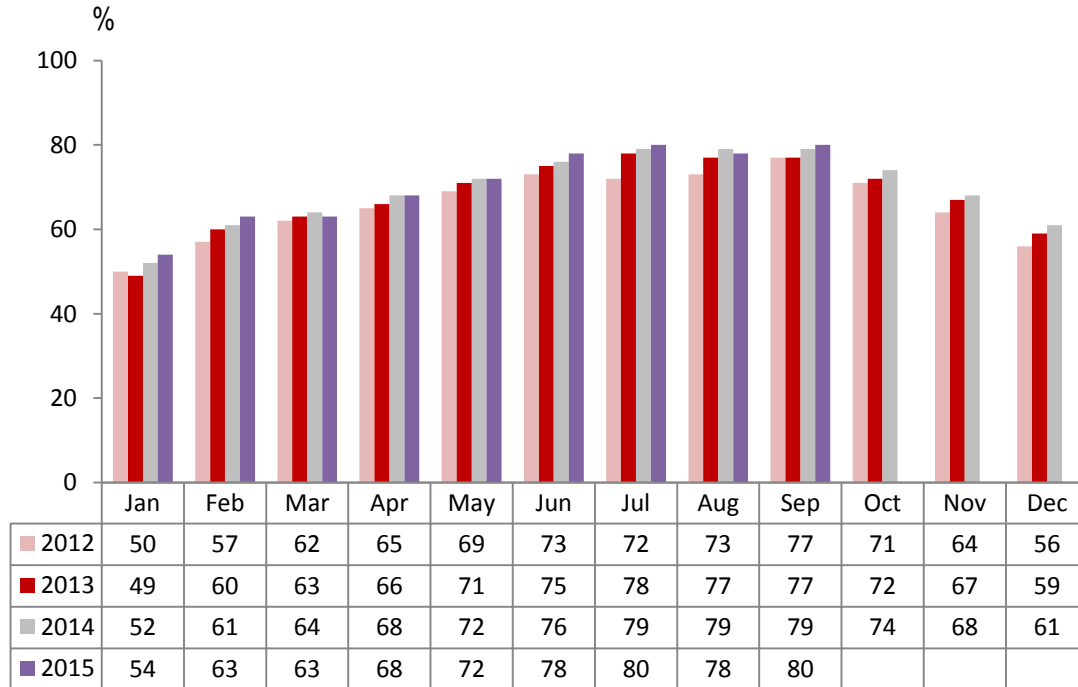
## Establishment Type

	Room Occupancy				Bedspace Occupancy			
	2012	2013	2014	2015	2012	2013	2014	2015
<b>September</b>								
Hotel	80%	80%	82%	83%	59%	58%	59%	59%
Guesthouse	67%	65%	66%	69%	54%	50%	50%	54%
B&B	63%	61%	64%	68%	49%	49%	51%	54%
<b>Jan-Sep</b>								
Hotel	70%	72%	73%	74%	52%	55%	54%	54%
Guesthouse	56%	56%	57%	57%	45%	44%	44%	46%
B&B	51%	51%	52%	56%	40%	40%	42%	45%
<b>Past 12 months</b>								
Hotel	69%	71%	72%	73%	52%	54%	53%	53%
Guesthouse	54%	54%	55%	55%	43%	43%	42%	44%
B&B	48%	49%	50%	53%	37%	38%	39%	42%

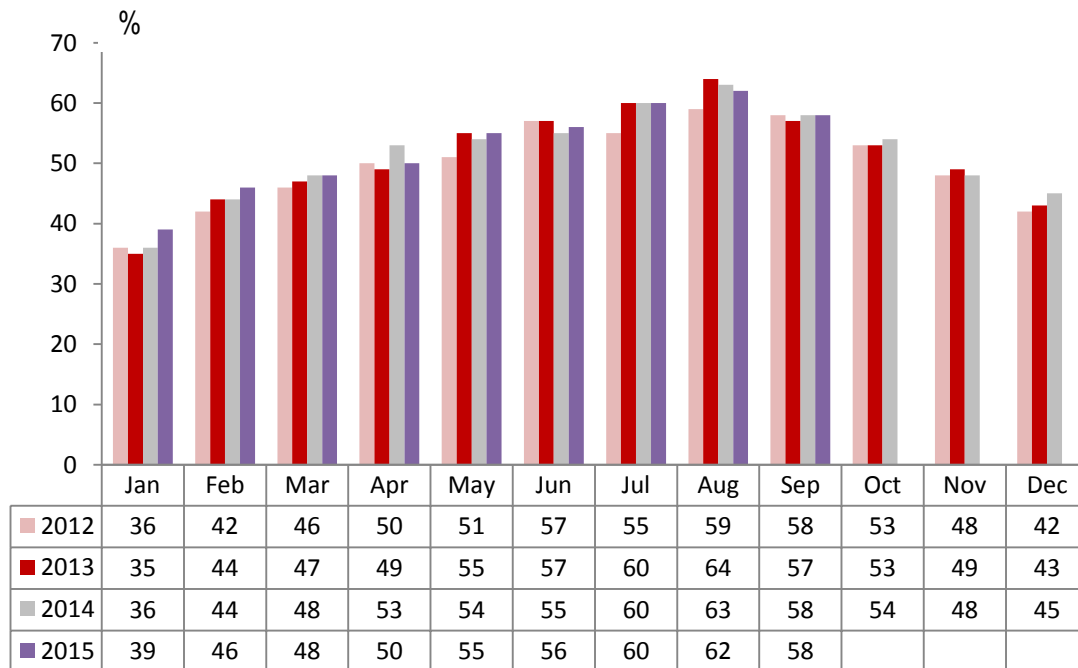
## Number of rooms

	Room Occupancy				Bedspace Occupancy			
	2012	2013	2014	2015	2012	2013	2014	2015
<b>September</b>								
1-3 rooms	54%	53%	55%	59%	44%	45%	45%	47%
4-10 rooms	62%	63%	66%	66%	50%	50%	52%	53%
11-25 rooms	70%	70%	72%	76%	56%	53%	55%	59%
26-30 rooms	79%	79%	79%	81%	63%	63%	61%	60%
51-100 rooms	82%	75%	77%	78%	64%	57%	58%	56%
100+ rooms	82%	83%	85%	87%	58%	57%	58%	59%
<b>Jan-Sep</b>								
1-3 rooms	43%	44%	45%	47%	35%	36%	37%	38%
4-10 rooms	51%	52%	53%	55%	40%	41%	42%	44%
11-25 rooms	57%	59%	62%	63%	44%	45%	47%	49%
26-30 rooms	66%	70%	70%	68%	51%	55%	54%	54%
51-100 rooms	71%	70%	67%	69%	55%	56%	54%	52%
100+ rooms	74%	76%	78%	79%	53%	54%	55%	56%
<b>Past 12 months</b>								
1-3 rooms	40%	41%	42%	45%	32%	33%	34%	35%
4-10 rooms	48%	49%	51%	53%	38%	39%	40%	42%
11-25 rooms	56%	58%	61%	62%	43%	43%	46%	48%
26-30 rooms	63%	69%	69%	68%	49%	54%	53%	53%
51-100 rooms	70%	70%	65%	68%	54%	55%	53%	51%
100+ rooms	74%	76%	77%	80%	53%	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
<b>September</b>								
East Midlands	75%	71%	77%	77%	52%	47%	57%	54%
Yorkshire	71%	74%	76%	78%	53%	54%	55%	56%
London	88%	88%	89%	89%	68%	67%	65%	65%
North West	68%	67%	68%	72%	50%	49%	49%	50%
East of England	72%	72%	75%	79%	55%	54%	56%	57%
West Midlands	74%	73%	79%	81%	53%	51%	55%	57%
South West	75%	75%	78%	79%	59%	58%	60%	61%
South East	79%	79%	79%	82%	57%	58%	57%	56%
North East	66%	67%	70%	69%	48%	48%	46%	46%
<b>Jan-Sep</b>								
East Midlands	64%	66%	65%	65%	44%	46%	46%	48%
Yorkshire	61%	65%	67%	68%	46%	49%	50%	51%
London	80%	82%	82%	81%	62%	64%	63%	62%
North West	57%	61%	61%	62%	42%	44%	44%	45%
East of England	62%	63%	67%	69%	48%	48%	50%	50%
West Midlands	63%	66%	68%	71%	45%	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%	59%	62%	43%	43%	43%	44%
<b>Past 12 months</b>								
East Midlands	63%	65%	64%	64%	43%	45%	45%	47%
Yorkshire	60%	63%	66%	67%	45%	43%	49%	50%
London	80%	82%	82%	81%	62%	64%	63%	62%
North West	57%	63%	61%	62%	42%	60%	44%	45%
East of England	61%	62%	66%	68%	47%	47%	50%	50%
West Midlands	63%	65%	67%	70%	45%	46%	48%	50%
South West	60%	61%	63%	66%	47%	48%	49%	51%
South East	64%	68%	69%	71%	48%	51%	49%	50%
North East	60%	57%	58%	61%	43%	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.