

England Occupancy Survey - February 2017

SUMMARY OF RESULTS

- **Room occupancy** in February decreased by -1% to 63%, with **bedspace occupancy** remaining unchanged when compared to February 2016 at 46%.
- **Weekday** room occupancy decreased 1% to 66% whilst **weekend** room occupancy decreased by -2% to 58%. For bedspace occupancy, weekday occupancy remained unchanged at 44% whilst weekend occupancy decreased by -1% to 48%.
- **Seaside** increased by +4% to 56% for room occupancy and decreased by -1% to 36% for bedspace occupancy. **City/large towns** room occupancy decreased -2% to 70%, with bedspace remaining unchanged at 51%. **Small town** room occupancy remained unchanged at 61% and decreased by -1% to 41% for bedspace occupancy, with **countryside** occupancy up by +2% for room to 50% while bedspace occupancy increased by +1% to 36%.
- Looking at occupancy by **establishment type**, hotel occupancy remained unchanged at 67% and decreased by -1% for bed to 47%, with guesthouse showing a +3% increase for room and +5% for bedspace occupancy to 46% and 37% respectively. B&Bs saw occupancy remained unchanged for room to 41% and increased by 1% for bed at 33%.
- Looking at room occupancy rates by **number of rooms**, all categories varied by 2% or less except 1-3 rooms which increased by +3% and 11-25 rooms which decreased by -3%. For bedspace occupancy, only the 1-3 rooms (+4%) and the 26-50 rooms (-3%) saw a change of more than 2%.
- Looking at **occupancy by region**, the largest shift for room occupancy came from the East and the South West with a -5% decrease each. The South East increased by +4%. All other regions remained fairly unchanged, with a 2% variation or less. For bedspace occupancy, the East saw the biggest movement, with a -5% increase to 40%.

Room and Bedspace Occupancy (including STR Global data)

	Room Occupancy			Bedspace Occupancy		
	2016	2017	% +/-	2016	2017	% +/-
February	64%	63%	-1%	46%	46%	0%
Feb (Year to Date)	59%	60%	+1%	42%	42%	0%
Past 12 months	70%	71%	+1%	51%	52%	+1%

Room and Bedspace Occupancy (excluding STR Global data)

	Room Occupancy			Bedspace Occupancy		
	2016	2017	% +/-	2016	2017	% +/-
February	55%	54%	-1%	38%	37%	-1%
Feb (Year to Date)	50%	50%	0%	33%	34%	+1%
Past 12 months	63%	64%	+1%	47%	47%	0%

Weekday/Weekend

	Room Occupancy				Bedspace Occupancy			
	2014	2015	2016	2017	2014	2015	2016	2017
February								
Weekday	64%	66%	67%	66%	42%	44%	44%	44%
Weekend	56%	57%	60%	58%	46%	47%	49%	48%
Feb (Year to Date)								
Weekday	60%	63%	64%	63%	40%	41%	41%	41%
Weekend	50%	52%	54%	55%	41%	43%	44%	44%
Past 12 months								
Weekday	70%	72%	72%	73%	48%	50%	49%	49%
Weekend	65%	66%	67%	68%	54%	54%	54%	55%

Location Type

	Room Occupancy				Bedspace Occupancy			
	2014	2015	2016	2017	2014	2015	2016	2017
February								
Seaside	44%	51%	52%	56%	29%	39%	37%	36%
City/large town	72%	73%	72%	70%	53%	53%	51%	51%
Small town	58%	60%	61%	61%	40%	41%	42%	41%
Countryside	48%	50%	48%	50%	35%	35%	35%	36%
Feb (Year to Date)								
Seaside	42%	47%	47%	51%	26%	34%	32%	32%
City/large town	67%	68%	67%	67%	48%	50%	48%	49%
Small town	53%	55%	57%	56%	36%	38%	38%	36%
Countryside	44%	45%	43%	46%	31%	31%	30%	33%
Past 12 months								
Seaside	60%	62%	62%	64%	49%	48%	47%	47%
City/large town	77%	78%	77%	77%	57%	58%	56%	56%
Small town	65%	65%	67%	67%	45%	46%	47%	47%
Countryside	59%	59%	60%	61%	46%	45%	46%	48%



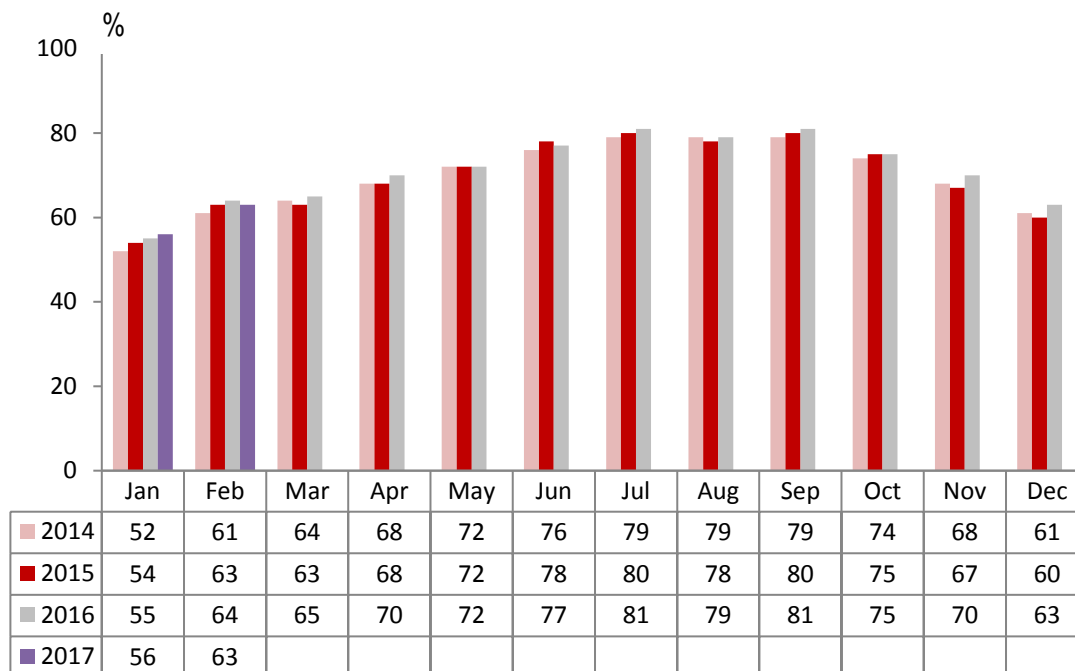
Establishment Type

	Room Occupancy				Bedspace Occupancy			
	2014	2015	2016	2017	2014	2015	2016	2017
February								
Hotel	66%	67%	67%	67%	47%	49%	48%	47%
Guesthouse	39%	42%	43%	46%	29%	31%	32%	37%
B&B	35%	39%	41%	41%	25%	28%	32%	33%
Feb (Year to Date)								
Hotel	60%	62%	62%	63%	43%	45%	44%	44%
Guesthouse	35%	38%	40%	41%	25%	28%	28%	32%
B&B	31%	35%	37%	37%	22%	25%	27%	28%
Past 12 months								
Hotel	72%	73%	73%	74%	54%	54%	53%	53%
Guesthouse	54%	56%	55%	56%	42%	43%	44%	45%
B&B	49%	51%	54%	54%	38%	41%	43%	44%

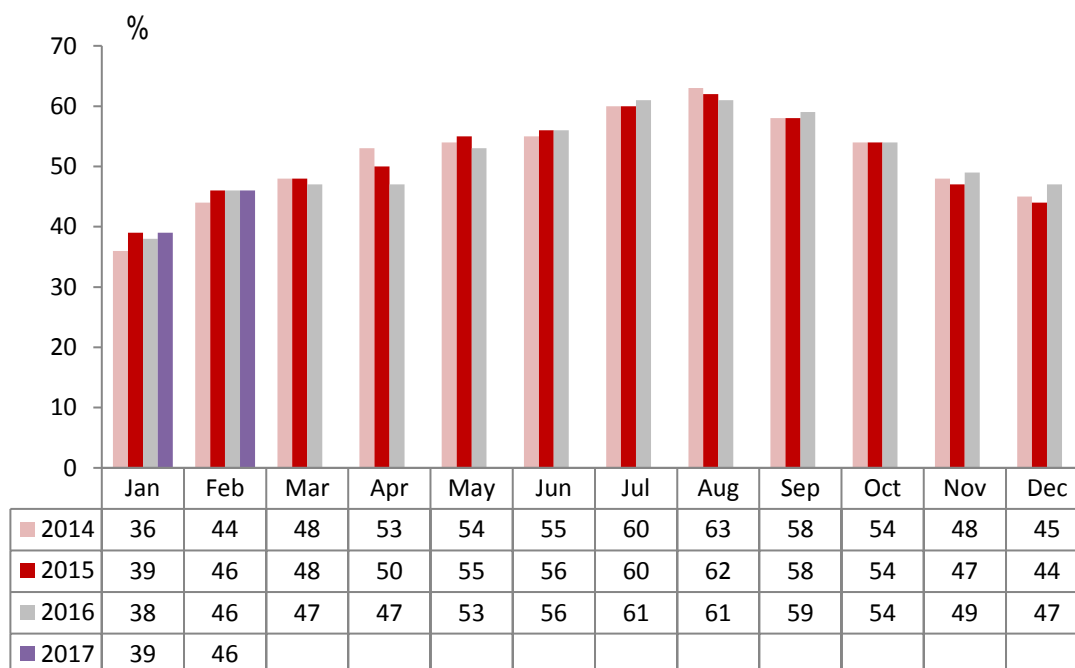
Number of rooms

	Room Occupancy				Bedspace Occupancy			
	2014	2015	2016	2017	2014	2015	2016	2017
February								
1-3 rooms	27%	30%	27%	30%	20%	22%	19%	23%
4-10 rooms	33%	39%	41%	39%	23%	28%	29%	29%
11-25 rooms	47%	50%	52%	49%	33%	36%	37%	37%
26-50 rooms	61%	59%	60%	59%	44%	45%	45%	42%
51-100 rooms	57%	60%	61%	59%	43%	46%	42%	40%
100+ rooms	73%	75%	73%	75%	52%	52%	52%	53%
Feb (Year to Date)								
1-3 rooms	24%	27%	25%	27%	18%	19%	17%	20%
4-10 rooms	30%	35%	37%	33%	20%	25%	25%	23%
11-25 rooms	44%	46%	46%	47%	30%	32%	32%	36%
26-50 rooms	55%	54%	56%	55%	39%	41%	41%	37%
51-100 rooms	54%	55%	54%	57%	38%	41%	36%	38%
100+ rooms	67%	69%	68%	70%	47%	48%	48%	49%
Past 12 months								
1-3 rooms	42%	43%	45%	44%	34%	35%	35%	35%
4-10 rooms	50%	52%	53%	52%	39%	41%	42%	41%
11-25 rooms	59%	61%	62%	62%	44%	46%	47%	49%
26-50 rooms	69%	68%	68%	67%	54%	53%	53%	50%
51-100 rooms	68%	67%	68%	68%	53%	53%	49%	47%
100+ rooms	76%	78%	78%	78%	54%	55%	56%	56%

England Room Occupancy by Month



England Bedspace Occupancy by Month





Regional Information

	Room Occupancy				Bedspace Occupancy			
	2014	2015	2016	2017	2014	2015	2016	2017
February								
East Midlands	58%	58%	57%	57%	40%	41%	41%	38%
Yorkshire	59%	61%	62%	63%	43%	44%	44%	46%
London	75%	75%	74%	75%	58%	58%	56%	58%
North West	53%	57%	57%	55%	37%	40%	40%	40%
East of England	60%	60%	64%	59%	43%	43%	45%	40%
West Midlands	65%	66%	69%	69%	45%	47%	48%	48%
South West	50%	55%	59%	54%	36%	41%	44%	40%
South East	60%	64%	62%	66%	39%	47%	41%	42%
North East	49%	55%	55%	56%	35%	37%	38%	39%
Feb (Year to Date)								
East Midlands	52%	54%	53%	53%	35%	37%	37%	35%
Yorkshire	53%	55%	57%	58%	38%	39%	40%	41%
London	70%	71%	70%	71%	54%	54%	52%	55%
North West	48%	51%	53%	52%	34%	36%	37%	36%
East of England	56%	56%	59%	58%	39%	39%	41%	39%
West Midlands	58%	60%	62%	63%	39%	42%	43%	43%
South West	47%	51%	54%	50%	34%	37%	39%	36%
South East	55%	59%	56%	61%	36%	41%	36%	39%
North East	43%	53%	52%	52%	30%	35%	35%	36%
Past 12 months								
East Midlands	64%	65%	64%	65%	44%	46%	46%	46%
Yorkshire	64%	67%	67%	69%	48%	49%	50%	52%
London	82%	82%	80%	81%	64%	63%	61%	62%
North West	60%	62%	63%	63%	44%	45%	45%	46%
East of England	64%	67%	69%	68%	48%	50%	50%	49%
West Midlands	65%	69%	71%	71%	46%	49%	50%	51%
South West	62%	65%	67%	66%	48%	50%	52%	50%
South East	69%	71%	70%	71%	51%	50%	49%	48%
North East	58%	60%	60%	64%	41%	42%	42%	45%

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.