



# UNITED KINGDOM OCCUPANCY SURVEY

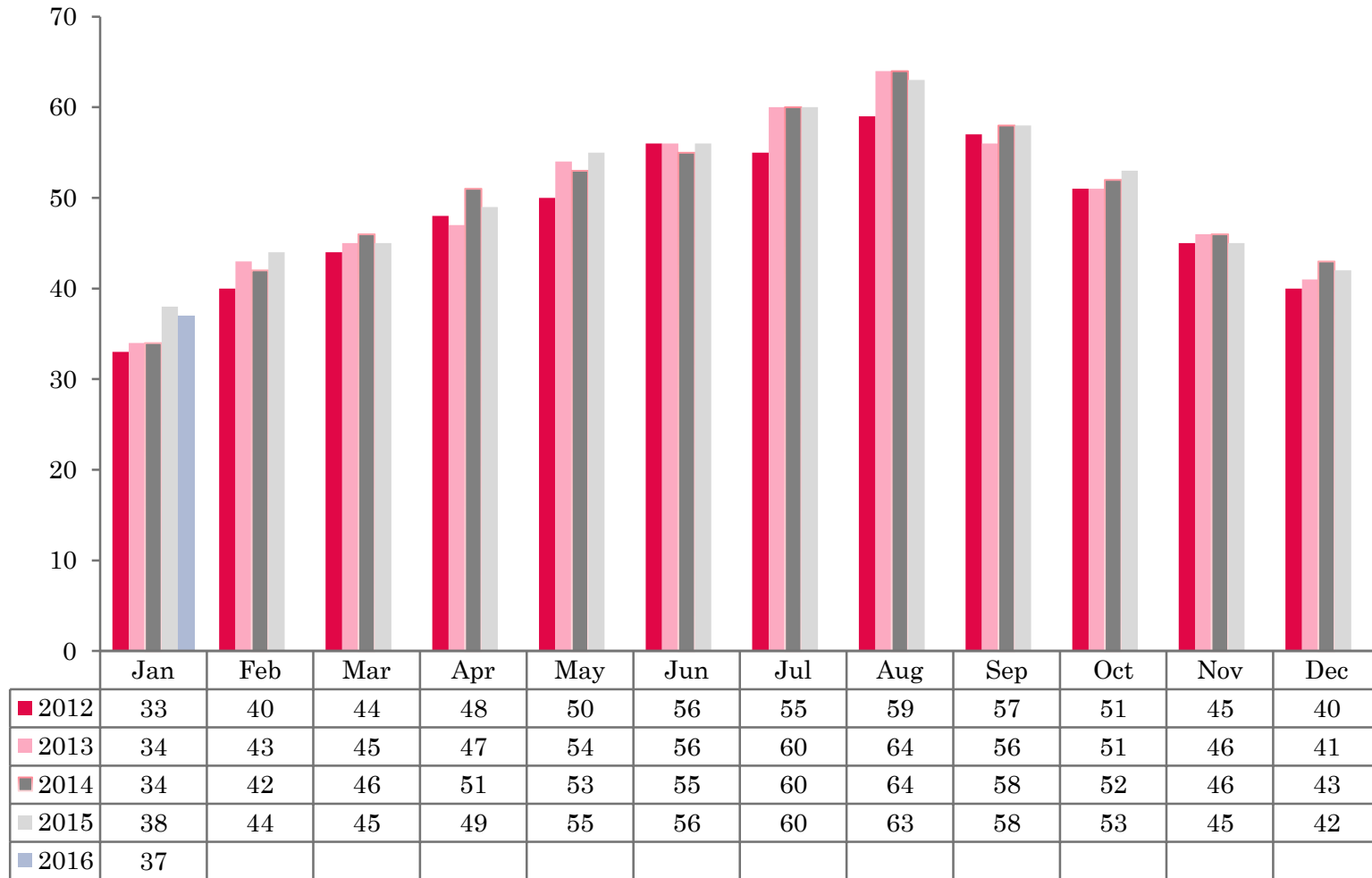
Serviced Accommodation Summary Report  
January 2016

# UK OCCUPANCY SURVEY

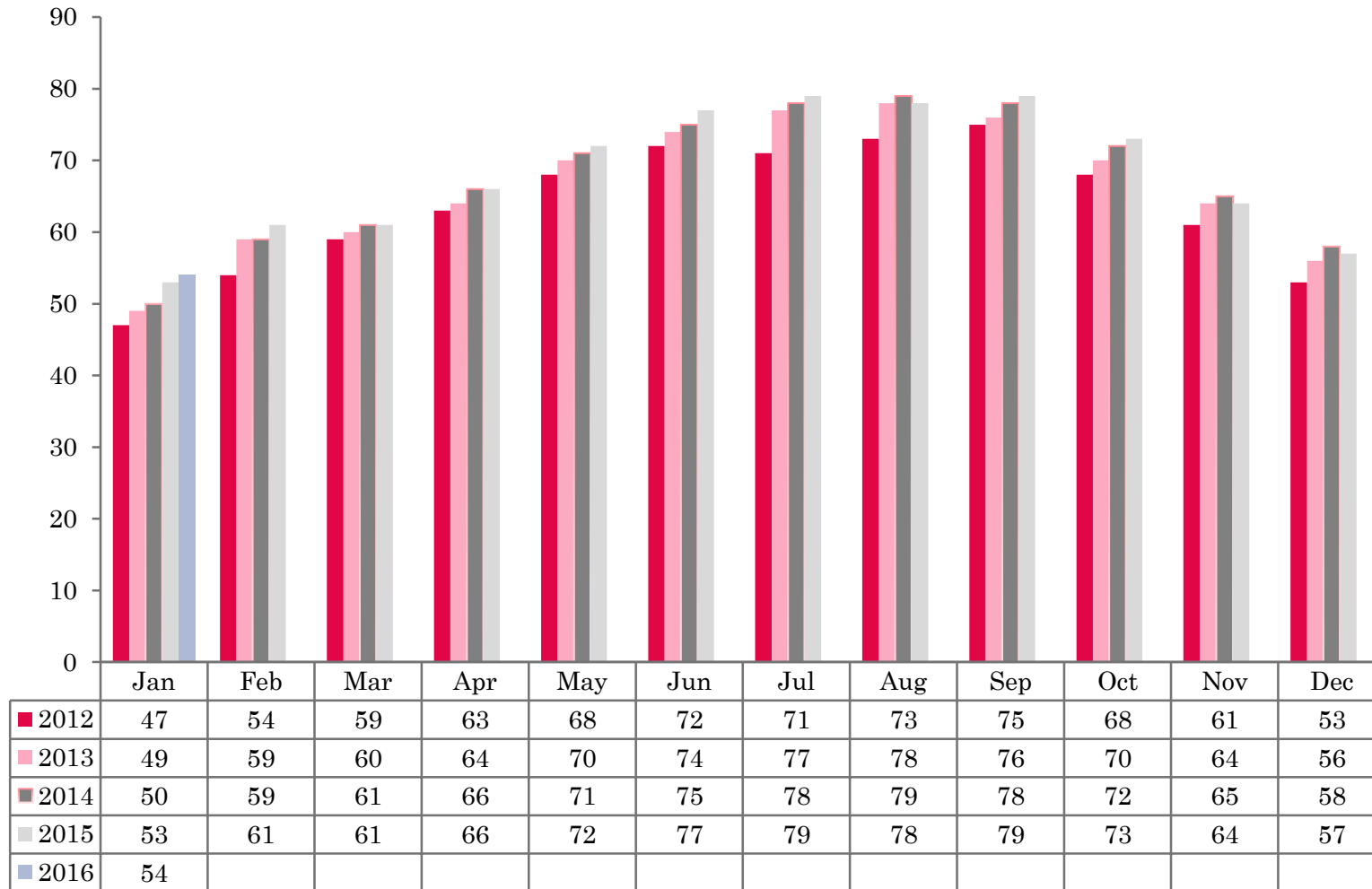
- This study has been commissioned by the National Boards of England, Northern Ireland and Scotland and by Visit Wales (part of the Welsh Government) and supported by the Department for Culture, Media and Sport.
- The results have been compiled by The Research Solution.



# UK BEDSPACE OCCUPANCY 2012 - 2016



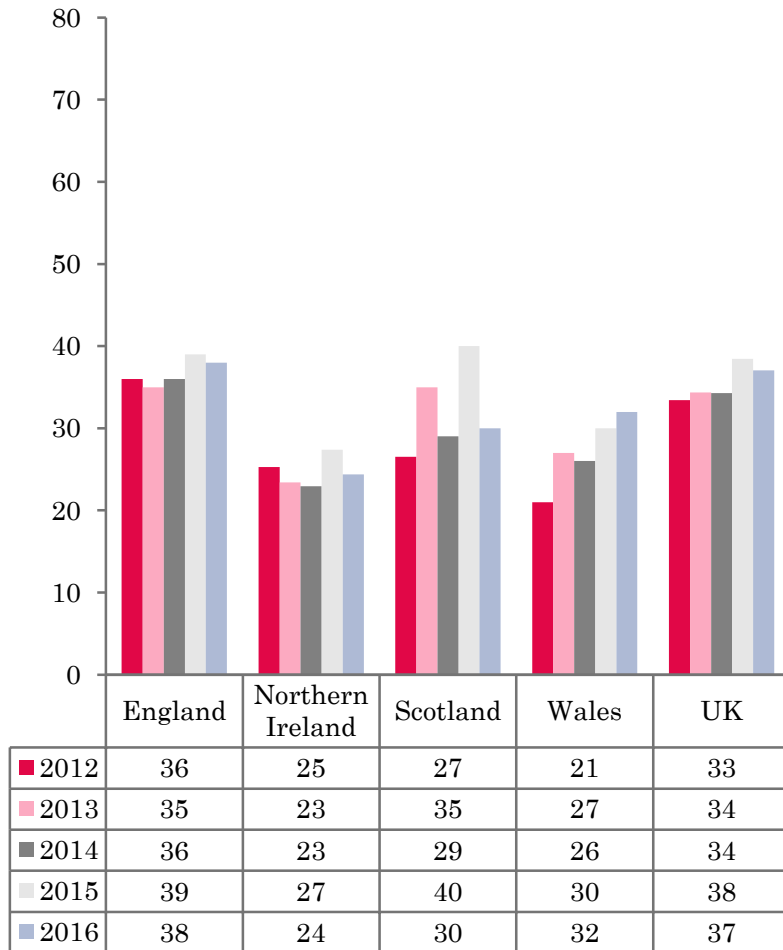
# UK BEDROOM OCCUPANCY 2012 - 2016



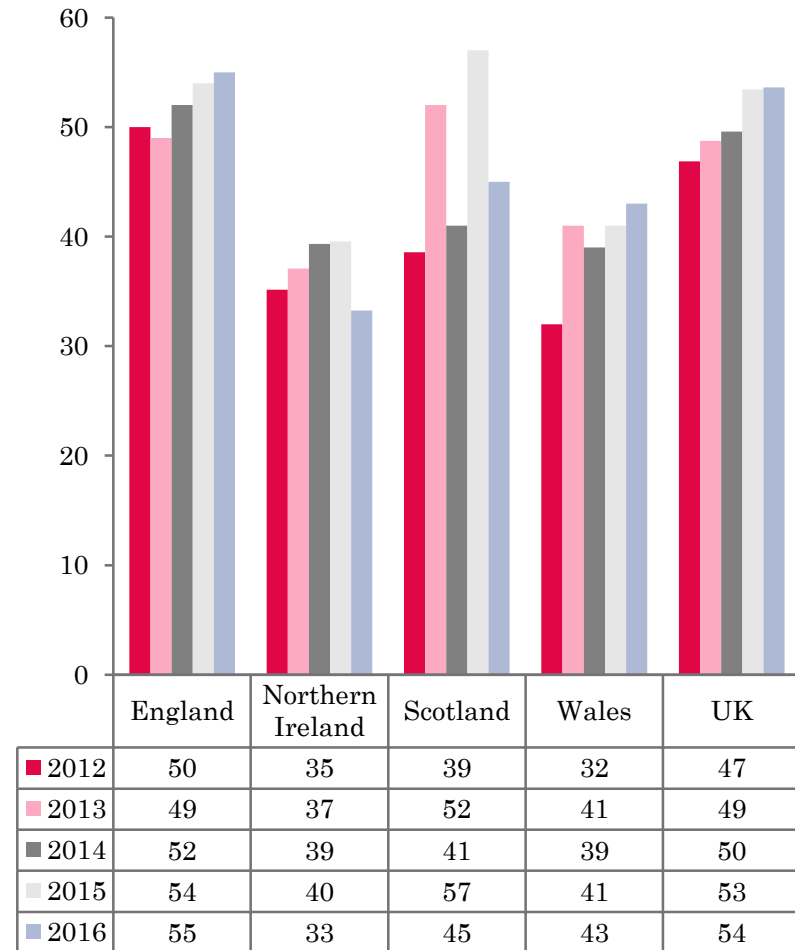
- ❖ 2,394 hotels, guesthouses and bed and breakfast establishments throughout the UK supplied data upon which the figures in this summary of results are based (see notes 2 and 3, on Slide 19 – sample sizes and calculation of rates).
- ❖ Both UK bedspace (37%) and UK room (54%) occupancy levels had remained flat when compared to the same period the previous year.



## NATIONAL BEDSPACE OCCUPANCY JANUARY 2012-2016



## NATIONAL ROOM OCCUPANCY JANUARY 2012-2016



- During January 2016 both UK bedspace occupancy and room occupancy remained flat when compared with the same month in 2015.
- England occupancy levels mirrored that of the UK, with bedspace and room occupancy levels remaining flat at 38% and 55% (-1% and +1% respectively), when compared with January 2015.
- Both room and bedspace occupancy levels in Northern Ireland fell during January 2016. Bedspace occupancy had decreased by 3%, whilst room occupancy had fallen by 7% when compared to the same period in 2015.
- Wales increased in both measures of occupancy during January when compared to the same period in 2015. A 2% rise was found in bed occupancy, up from 30% to 32%. Room occupancy was also up 2%, from 41% in January 2015 to 43% this year.
- Both room and bedspace occupancy levels decreased significantly across Scotland during January 2016. Bedspace occupancy fell by 10%, with room occupancy decreasing by 12% when compared to January 2015.
- Across the UK as a whole, bedspace occupancy by non-UK residents had remained flat when compared with the previous year. England mirrored the UK. Wales remained on a par with January 2015, whilst Northern Ireland increased by 2%. (comparable figures for Scotland are no longer collected – (see notes 5a (sample sizes) and 5b (changes in data collected) Slide 19).



**Table 1: Occupancy Levels: January 2014 - 2016**

|                  | Bedspace Occupancy % |      |      | Room Occupancy % |      |      | Sample Size |      |      |
|------------------|----------------------|------|------|------------------|------|------|-------------|------|------|
|                  | 2014                 | 2015 | 2016 | 2014             | 2015 | 2016 | 2014        | 2015 | 2016 |
| England          | 36                   | 39   | 38   | 52               | 54   | 55   | 1894        | 1809 | 1780 |
| Northern Ireland | 23                   | 27   | 24   | 39               | 40   | 33   | 195         | 172  | 192  |
| Scotland         | 29                   | 40   | 30   | 41               | 57   | 45   | 269         | 239  | 231  |
| Wales            | 26                   | 30   | 32   | 39               | 41   | 43   | 109         | 195  | 191  |
| <b>UK</b>        | 34                   | 38   | 37   | 50               | 53   | 54   | 2467        | 2415 | 2394 |

**Table 2: UK/Non UK Occupancy Levels January 2014 – 2016 (see note 5a and 5b Slide 19)**

|                  | UK Bedspace Occupancy % |      |      | Non-UK Bedspace Occupancy % |      |      | Percentage of non-UK guests % |      |      | Percentage of non-UK bednights % |      |      | Sample Size |      |      |
|------------------|-------------------------|------|------|-----------------------------|------|------|-------------------------------|------|------|----------------------------------|------|------|-------------|------|------|
|                  | 2014                    | 2015 | 2016 | 2014                        | 2015 | 2016 | 2014                          | 2015 | 2016 | 2014                             | 2015 | 2016 | 2014        | 2015 | 2016 |
| England          | 22                      | 25   | 23   | 2                           | 2    | 2    | 6                             | 5    | 6    | 9                                | 7    | 9    | 1894        | 1809 | 1780 |
| Northern Ireland | 12                      | 17   | 12   | 11                          | 11   | 13   | 43                            | 23   | 29   | 48                               | 39   | 52   | 195         | 172  | 192  |
| Scotland         | **                      | **   | **   | **                          | **   | **   | **                            | **   | **   | **                               | **   | **   | 269         | 239  | 231  |
| Wales            | 20                      | 22   | 22   | 1                           | 1    | 1    | **                            | **   | **   | 5                                | 3    | 3    | 109         | 195  | 191  |
| <b>UK</b>        | 22                      | 25   | 23   | 2                           | 2    | 2    | 7                             | 5    | 6    | 10                               | 8    | 9    | 2467        | 2415 | 2394 |

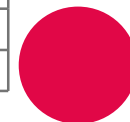
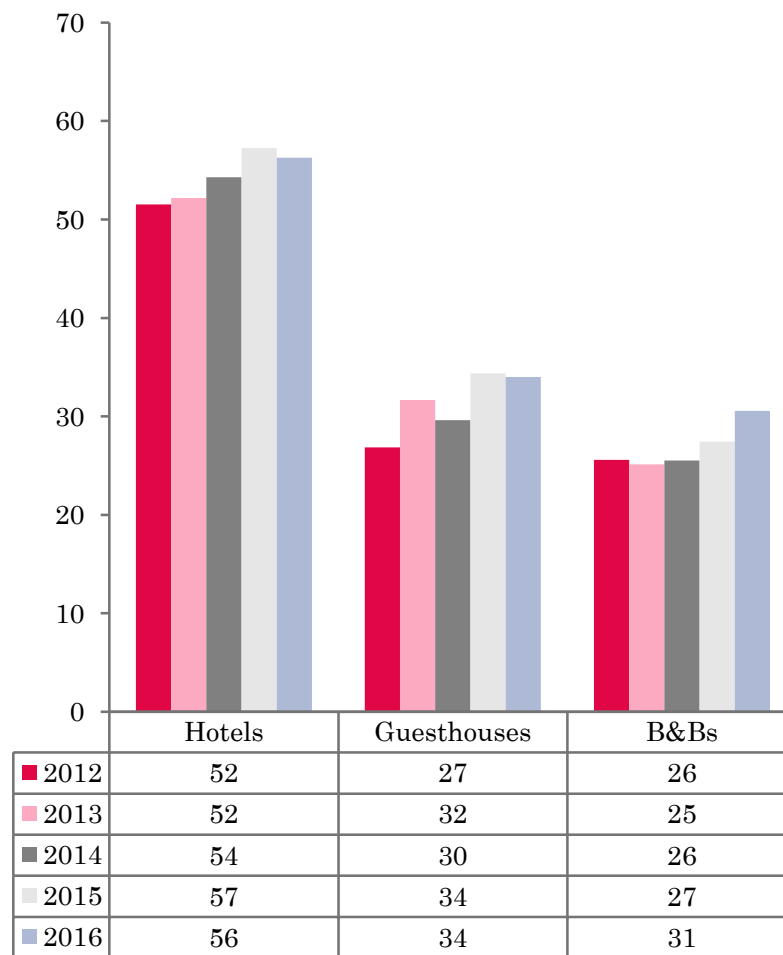
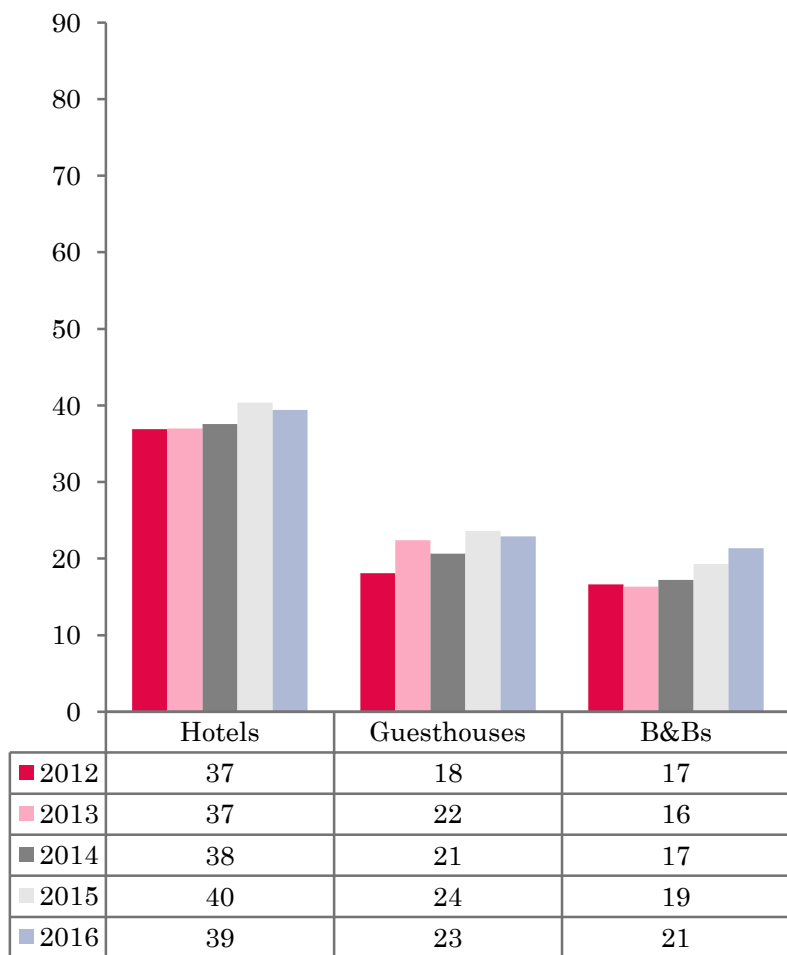
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## UK: BEDSPACE OCCUPANCY BY TYPE OF ACCOMMODATION JANUARY 2012-2016

## UK: BEDROOM OCCUPANCY BY TYPE OF ACCOMMODATION JANUARY 2012-2016



- Bed and room occupancy levels in both the hotel and guesthouse sector remained flat during January 2016. B&B's bed occupancy levels increased by 2% compared to the same period in 2015, with room occupancy levels up 4%.
- At the UK level, bed occupancy levels in four out of the six size bands had remained flat when compared to the same month in 2015. A decrease in bed occupancy levels was found in the 11-25 and 51-100 size bandings, where occupancy was down by 3% and 6% respectively when compared to January 2015. Room occupancy varied, with both the 1-3 and >100 size bandings remaining on a par with January 2015. The 11-25 and 51-100 size bandings both fell by 3% respectively, with the 4-10 and 26-50 size bandings seeing an increase of 3% and 2% respectively when compared to the same period in 2015.
- Seaside locations witnessed a fall of 2% in bedspace occupancy when compared with the same month in 2015. City/Large Town and Small Town locations bedspace occupancy remained fairly flat (-1%) whilst Countryside/village locations decreased by 4%. Both Seaside and countryside/village locations saw a drop in room occupancy during this month, down by 3% and 2% respectively when compared to the same period in 2015. Both City/Large town (-1%) and small town (+1%) locations remained flat.
- Only the £20.00-£29.99 tariff band witnessed an increase in bed occupancy during January 2016, up by 3% on the same period in 2015. The £40.00-£49.99 and the £50.00-£59.99 tariff bands fell by 3% and 2% respectively when compared with January 2015. Both the £30.00-£39.99 and >£60.00 bandings remained on a par with the same month in 2015. Room occupancy levels in the £20.00-£29.99 tariff band were down by 2% and the £40.00-£49.99 also witnessed a decrease (down 3%). The three remaining tariff bands all remained on a par when compared with the same month in 2015.

**Table 3: Occupancy Levels by Type of Establishment: January 2014 – 2016**

| HOTELS           | Bedspace Occupancy % |      |      | Room Occupancy % |      |      | Sample Size |      |      |
|------------------|----------------------|------|------|------------------|------|------|-------------|------|------|
|                  | 2014                 | 2015 | 2016 | 2014             | 2015 | 2016 | 2014        | 2015 | 2016 |
| England          | 39                   | 41   | 40   | 56               | 58   | 57   | 1466        | 1455 | 1457 |
| Northern Ireland | 29                   | 35   | 30   | 50               | 50   | 41   | 74          | 68   | 78   |
| Scotland         | 33                   | 40   | 36   | 48               | 58   | 53   | 207         | 193  | 193  |
| Wales            | 30                   | 34   | 35   | 46               | 47   | 49   | 63          | 162  | 160  |
| <b>UK</b>        | 38                   | 40   | 39   | 54               | 57   | 56   | 1810        | 1878 | 1888 |
| GUESTHOUSES      | Bedspace Occupancy % |      |      | Room Occupancy % |      |      | Sample Size |      |      |
|                  | 2014                 | 2015 | 2016 | 2014             | 2015 | 2016 | 2014        | 2015 | 2016 |
| England          | 22                   | 24   | 24   | 32               | 35   | 36   | 168         | 131  | 119  |
| Northern Ireland | 14                   | 15   | 14   | 23               | 19   | 19   | 30          | 15   | 25   |
| Scotland         | 17                   | 26   | 13   | 21               | 38   | 17   | 29          | 17   | 13   |
| Wales            | 12                   | 15   | 19   | 18               | 21   | 25   | 17          | 15   | 17   |
| <b>UK</b>        | 21                   | 24   | 23   | 30               | 34   | 34   | 244         | 178  | 174  |
| B&B's            | Bedspace Occupancy % |      |      | Room Occupancy % |      |      | Sample Size |      |      |
|                  | 2014                 | 2015 | 2016 | 2014             | 2015 | 2016 | 2014        | 2015 | 2016 |
| England          | 19                   | 22   | 23   | 28               | 31   | 33   | 260         | 223  | 204  |
| Northern Ireland | 4                    | 7    | 7    | 9                | 11   | 9    | 91          | 89   | 89   |
| Scotland         | 12                   | 10   | 9    | 19               | 16   | 13   | 33          | 29   | 25   |
| Wales            | 9                    | 7    | 10   | 11               | 9    | 11   | 29          | 18   | 14   |
| <b>UK</b>        | 17                   | 19   | 21   | 26               | 27   | 31   | 413         | 359  | 332  |



**Table 4: Weekend (Fri, Sat and Sun nights) and Weekday Occupancy Levels: January 2014 – 2016 (see notes 5a & 5b Slide 19)**

|                  | Bedspace Occupancy<br>% |      |      |         |      |      | Room Occupancy<br>% |      |      |         |      |      |
|------------------|-------------------------|------|------|---------|------|------|---------------------|------|------|---------|------|------|
|                  | Weekend                 |      |      | Weekday |      |      | Weekend             |      |      | Weekday |      |      |
|                  | 2014                    | 2015 | 2016 | 2014    | 2015 | 2016 | 2014                | 2015 | 2016 | 2014    | 2015 | 2016 |
| England          | 36                      | 38   | 39   | 37      | 39   | 38   | 44                  | 47   | 48   | 57      | 60   | 61   |
| Northern Ireland | 27                      | 33   | 29   | 22      | 24   | 19   | 36                  | 42   | 36   | 38      | 37   | 30   |
| Scotland         | 31                      | 44   | 33   | 28      | 35   | 29   | 38                  | 55   | 42   | 45      | 60   | 49   |
| Wales            | 23                      | 33   | 35   | 28      | 28   | 28   | 39                  | 39   | 41   | 36      | 43   | 44   |
| <b>UK</b>        | 34                      | 38   | 38   | 35      | 38   | 37   | 43                  | 48   | 47   | 54      | 59   | 59   |



**Table 35: Non-UK Percentages: January 2014 – 2016 (see notes 5a & 5b Slide 19)**

|                  | Percentage of Non-UK Guests<br>% |      |      |         |      |      | 4Percentage of Non-UK Bednights<br>3% |      |      |         |      |      |
|------------------|----------------------------------|------|------|---------|------|------|---------------------------------------|------|------|---------|------|------|
|                  | Weekend                          |      |      | Weekday |      |      | Weekend                               |      |      | Weekday |      |      |
|                  | 2014                             | 2015 | 2016 | 2014    | 2015 | 2016 | 2014                                  | 2015 | 2016 | 2014    | 2015 | 2016 |
| England          | 4                                | 4    | 4    | 7       | 6    | 8    | 8                                     | 5    | 8    | 10      | 8    | 10   |
| Northern Ireland | 41                               | 21   | 26   | 47      | 24   | 33   | 48                                    | 23   | 36   | 57      | 25   | 41   |
| Scotland         | **                               | **   | **   | **      | **   | **   | **                                    | **   | **   | **      | **   | **   |
| Wales            | **                               | **   | **   | **      | **   | **   | 3                                     | 2    | 2    | 1       | 4    | 3    |
| <b>UK</b>        | 5                                | 4    | 4    | 8       | 6    | 8    | 9                                     | 5    | 8    | 11      | 8    | 10   |

**\*\* FIGURES NOT AVAILABLE**



**Table 6: Occupancy Levels by Size: January 2014 - 2016**

| <b>A: Percentage of Bedspace Occupancy</b> |                    |      |      |                  |                     |      |      |                  |                      |      |      |                  |
|--|--------------------|------|------|------------------|---------------------|------|------|------------------|----------------------|------|------|------------------|
|  | <b>1 - 3 Rooms</b> |      |      |                  | <b>4 - 10 Rooms</b> |      |      |                  | <b>11 - 25 Rooms</b> |      |      |                  |
|  | 2014               | 2015 | 2016 | Sample Size 2016 | 2014                | 2015 | 2016 | Sample Size 2016 | 2014                 | 2015 | 2016 | Sample Size 2016 |
| England                                    | 15                 | 15   | 15   | 133              | 18                  | 21   | 22   | 181              | 27                   | 29   | 26   | 83               |
| Northern Ireland                           | 4                  | 4    | 4    | 74               | 8                   | 11   | 12   | 30               | 12                   | 19   | 19   | 34               |
| Scotland                                   | 11                 | 9    | 7    | 20               | 21                  | 22   | 19   | 28               | 26                   | 34   | 31   | 38               |
| Wales                                      | 9                  | 9    | 11   | 12               | 16                  | 17   | 21   | 26               | 22                   | 29   | 30   | 20               |
| <b>UK</b>                                  | 14                 | 14   | 14   | 239              | 18                  | 21   | 22   | 265              | 26                   | 29   | 26   | 175              |

**Table6: Occupancy Levels by Size: January 2014 - 2016**

| <b>A (cont) : Percentage of Bedspace Occupancy</b> |                      |      |      |                  |                       |      |      |                  |                      |      |      |                  |
|--|----------------------|------|------|------------------|-----------------------|------|------|------------------|----------------------|------|------|------------------|
|  | <b>26 - 50 Rooms</b> |      |      |                  | <b>51 - 100 Rooms</b> |      |      |                  | <b>&gt;100 Rooms</b> |      |      |                  |
|  | 2014                 | 2015 | 2016 | Sample Size 2016 | 2014                  | 2015 | 2016 | Sample Size 2016 | 2014                 | 2015 | 2016 | Sample Size 2016 |
| England  | 35                   | 37   | 37   | 52               | 34                    | 36   | 30   | 30               | 43                   | 45   | 44   | 1289             |
| Northern Ireland                                   | 21                   | 19   | 27   | 19               | 30                    | 37   | 29   | 23               | 33                   | 42   | 34   | 12               |
| Scotland   | 29                   | 35   | 31   | 47               | 38                    | 43   | 42   | 43               | 39                   | 41   | 39   | 55               |
| Wales  | 34                   | 32   | 30   | 18               | 35                    | 35   | 40   | 7                | 33                   | 39   | 40   | 108              |
| <b>UK</b>  | 34                   | 36   | 36   | 136              | 34                    | 37   | 31   | 103              | 42                   | 44   | 43   | 1464             |



**Table 7: Occupancy Levels by Size: January 2014 – 2016**

| <b>B:Percentage of Bedroom Occupancy</b> |                   |      |      |                  |                     |      |      |                  |                      |      |      |                  |
|--|-------------------|------|------|------------------|---------------------|------|------|------------------|----------------------|------|------|------------------|
|  | <b>1 -3 Rooms</b> |      |      |                  | <b>4 – 10 Rooms</b> |      |      |                  | <b>11 – 25 Rooms</b> |      |      |                  |
|  | 2014              | 2015 | 2016 | Sample Size 2016 | 2014                | 2015 | 2016 | Sample Size 2016 | 2014                 | 2015 | 2016 | Sample Size 2016 |
| England                                  | 21                | 23   | 23   | 133              | 27                  | 31   | 34   | 181              | 41                   | 43   | 40   | 83               |
| Northern Ireland                         | 9                 | 6    | 6    | 74               | 13                  | 16   | 16   | 30               | 22                   | 28   | 28   | 34               |
| Scotland                                 | 17                | 15   | 11   | 20               | 28                  | 32   | 26   | 28               | 37                   | 46   | 46   | 38               |
| Wales                                    | 10                | 11   | 11   | 12               | 22                  | 24   | 27   | 26               | 32                   | 39   | 39   | 20               |
| <b>UK</b>                                | 20                | 21   | 22   | 375              | 27                  | 30   | 33   | 265              | 40                   | 43   | 40   | 175              |

**Table 7: Occupancy Levels by Size: January 2014 - 2016**

| <b>B (cont): Percentage of Bedroom Occupancy</b> |                      |      |      |                  |                       |      |      |                  |                      |      |      |                  |
|--|----------------------|------|------|------------------|-----------------------|------|------|------------------|----------------------|------|------|------------------|
|  | <b>26 – 50 Rooms</b> |      |      |                  | <b>51 - 100 Rooms</b> |      |      |                  | <b>&gt;100 Rooms</b> |      |      |                  |
|  | 2014                 | 2015 | 2016 | Sample Size 2016 | 2014                  | 2015 | 2016 | Sample Size 2016 | 2014                 | 2015 | 2016 | Sample Size 2016 |
| England  | 50                   | 49   | 52   | 52               | 51                    | 50   | 47   | 30               | 62                   | 64   | 63   | 1289             |
| Northern Ireland                                 | 38                   | 40   | 32   | 19               | 42                    | 46   | 41   | 23               | 59                   | 60   | 45   | 12               |
| Scotland   | 43                   | 50   | 48   | 47               | 55                    | 60   | 59   | 43               | 57                   | 59   | 57   | 55               |
| Wales  | 49                   | 43   | 41   | 18               | 50                    | 42   | 54   | 7                | 59                   | 57   | 59   | 108              |
| <b>UK</b>  | 49                   | 49   | 51   | 136              | 51                    | 51   | 48   | 103              | 61                   | 63   | 62   | 1464             |



**Table 8: Occupancy Levels by Location Type: January 2014 - 2016**

| <b>A: Percentage Bedspace Occupancy</b> |                |      |      |                  |                        |      |      |                  |                   |      |      |                  |                            |      |      |                  |
|---|----------------|------|------|------------------|------------------------|------|------|------------------|-------------------|------|------|------------------|----------------------------|------|------|------------------|
|   | <b>Seaside</b> |      |      |                  | <b>City/Large Town</b> |      |      |                  | <b>Small Town</b> |      |      |                  | <b>Countryside/Village</b> |      |      |                  |
|   | 2014           | 2015 | 2016 | Sample Size 2016 | 2014                   | 2015 | 2016 | Sample Size 2016 | 2014              | 2015 | 2016 | Sample Size 2016 | 2014                       | 2015 | 2016 | Sample Size 2016 |
| England                                 | 24             | 29   | 27   | 151              | 45                     | 46   | 44   | 1017             | 32                | 34   | 34   | 353              | 27                         | 27   | 26   | 259              |
| Northern Ireland                        | 16             | 16   | 20   | 45               | 29                     | 37   | 30   | 61               | 17                | 17   | 17   | 45               | 9                          | 11   | 11   | 27               |
| Scotland                                | 20             | 34   | 28   | 24               | 38                     | 40   | 39   | 115              | 20                | 34   | 20   | 49               | 23                         | 48   | 21   | 43               |
| Wales                                   | 30             | 31   | 31   | 26               | 35                     | 37   | 50   | 8                | 17                | 17   | 24   | 11               | 20                         | 20   | 20   | 41               |
| <b>UK</b>                               | 24             | 29   | 27   | 246              | 43                     | 45   | 44   | 1201             | 29                | 33   | 32   | 458              | 26                         | 29   | 25   | 370              |

**Table 8: Occupancy Levels by Location Type: January 2014 - 2016**

| <b>B:Percentage Bedroom Occupancy</b> |                |      |      |                  |                        |      |      |                  |                   |      |      |                  |                            |      |      |                  |
|---------------------------------------|----------------|------|------|------------------|------------------------|------|------|------------------|-------------------|------|------|------------------|----------------------------|------|------|------------------|
|                                       | <b>Seaside</b> |      |      |                  | <b>City/Large Town</b> |      |      |                  | <b>Small Town</b> |      |      |                  | <b>Countryside/Village</b> |      |      |                  |
|                                       | 2014           | 2015 | 2016 | Sample Size 2016 | 2014                   | 2015 | 2016 | Sample Size 2016 | 2014              | 2015 | 2016 | Sample Size 2016 | 2014                       | 2015 | 2016 | Sample Size 2016 |
| England                               | 40             | 44   | 42   | 151              | 62                     | 64   | 63   | 1017             | 48                | 51   | 52   | 353              | 40                         | 40   | 39   | 259              |
| Northern Ireland                      | 23             | 22   | 27   | 45               | 49                     | 52   | 39   | 61               | 28                | 23   | 24   | 45               | 17                         | 15   | 16   | 27               |
| Scotland                              | 28             | 50   | 39   | 24               | 56                     | 60   | 57   | 115              | 33                | 48   | 36   | 49               | 31                         | 50   | 31   | 43               |
| Wales                                 | 38             | 37   | 37   | 26               | 60                     | 51   | 59   | 8                | 30                | 30   | 36   | 11               | 28                         | 28   | 28   | 41               |
| <b>UK</b>                             | 38             | 44   | 41   | 246              | 61                     | 63   | 62   | 1201             | 45                | 49   | 50   | 458              | 38                         | 40   | 38   | 370              |



**Table 9: Occupancy Levels by Tariff (maximum charge for one person for bed and breakfast): January 2014 – 2016 (see note 5a Slide 19)**

**A: Percentage of Bedspace Occupancy**

|                  | <b>&lt;£20.00</b> |      |      |                  | <b>£20.00 - £29.99</b> |      |      |                  | <b>£30.00 - £39.99</b> |      |      |                  |
|------------------|-------------------|------|------|------------------|------------------------|------|------|------------------|------------------------|------|------|------------------|
|                  | 2014              | 2015 | 2016 | Sample Size 2016 | 2014                   | 2015 | 2016 | Sample Size 2016 | 2014                   | 2015 | 2016 | Sample Size 2016 |
| England          | **                | **   | **   | **               | 9                      | 12   | 16   | 17               | 14                     | 12   | 13   | 64               |
| Northern Ireland | **                | **   | **   | **               | 6                      | 4    | 4    | 16               | 3                      | 10   | 8    | 60               |
| Scotland         | **                | **   | **   | **               | 15                     | 23   | 16   | 6                | 14                     | 16   | 9    | 20               |
| Wales            | **                | **   | **   | **               | 7                      | 8    | 9    | 4                | 12                     | 13   | 16   | 13               |
| <b>UK</b>        | **                | **   | **   | **               | 10                     | 13   | 16   | 43               | 14                     | 13   | 13   | 157              |

**Table 9: Occupancy Levels by Tariff (maximum charge for one person for bed and breakfast): January 2014 – 2016 (see note 5a Slide 19)**

**B: Percentage of Bedspace Occupancy**

|                  | <b>£40.00 - £49.99</b> |      |      |                  | <b>£50.00 - £59.99</b> |      |      |                  | <b>&gt;£60.00</b> |      |      |                  |
|------------------|------------------------|------|------|------------------|------------------------|------|------|------------------|-------------------|------|------|------------------|
|                  | 2014                   | 2015 | 2016 | Sample Size 2016 | 2014                   | 2015 | 2016 | Sample Size 2016 | 2014              | 2015 | 2016 | Sample Size 2016 |
| England          | 20                     | 22   | 20   | 83               | 28                     | 28   | 27   | 61               | 39                | 41   | 40   | 1507             |
| Northern Ireland | 12                     | 16   | 19   | 38               | 30                     | 40   | 24   | 15               | 29                | 35   | 30   | 63               |
| Scotland         | 21                     | 34   | 16   | 27               | 35                     | 31   | 29   | 21               | 35                | 41   | 38   | 157              |
| Wales            | 16                     | 17   | 18   | 13               | 28                     | 25   | 30   | 17               | 32                | 36   | 37   | 144              |
| <b>UK</b>        | 20                     | 23   | 20   | 161              | 29                     | 29   | 27   | 114              | 38                | 41   | 40   | 1871             |

\*\* FIGURES NOT AVAILABLE

**Table 10: Occupancy Levels by Tariff (maximum charge for one person for bed and breakfast) January 2014 – 2016 (see note 5a Slide 19)**

**A: Percentage of Bedroom Occupancy**

|                  | <b>&lt;£20.00</b> |      |      |                  | <b>£20.00 - £29.99</b> |      |      |                  | <b>£30.00 - £39.99</b> |      |      |                  |
|------------------|-------------------|------|------|------------------|------------------------|------|------|------------------|------------------------|------|------|------------------|
|                  | 2014              | 2015 | 2016 | Sample Size 2016 | 2014                   | 2015 | 2016 | Sample Size 2016 | 2014                   | 2015 | 2016 | Sample Size 2016 |
| England          | **                | **   | **   | **               | 17                     | 20   | 22   | 17               | 25                     | 20   | 22   | 64               |
| Northern Ireland | **                | **   | **   | **               | 11                     | 7    | 5    | 16               | 8                      | 13   | 12   | 60               |
| Scotland         | **                | **   | **   | **               | 19                     | 43   | 18   | 6                | 25                     | 22   | 15   | 20               |
| Wales            | **                | **   | **   | **               | 11                     | 15   | 14   | 4                | 16                     | 19   | 23   | 13               |
| <b>UK</b>        | **                | **   | **   | **               | 17                     | 23   | 21   | 43               | 24                     | 20   | 21   | 157              |

**Table 10: Occupancy Levels by Tariff (maximum charge for one person for bed and breakfast) January 2014 – 2016 (see note 5a Slide 19)**

**B: Percentage of Bedroom Occupancy**

|                  | <b>£40.00 - £49.99</b> |      |      |                  | <b>£50.00 - £59.99</b> |      |      |                  | <b>&gt;£60.00</b> |      |      |                  |
|------------------|------------------------|------|------|------------------|------------------------|------|------|------------------|-------------------|------|------|------------------|
|                  | 2014                   | 2015 | 2016 | Sample Size 2016 | 2014                   | 2015 | 2016 | Sample Size 2016 | 2014              | 2015 | 2016 | Sample Size 2016 |
| England          | 27                     | 34   | 32   | 83               | 36                     | 37   | 38   | 61               | 56                | 57   | 58   | 1507             |
| Northern Ireland | 24                     | 25   | 26   | 38               | 48                     | 50   | 32   | 15               | 48                | 51   | 40   | 63               |
| Scotland         | 33                     | 48   | 28   | 27               | 50                     | 47   | 48   | 21               | 51                | 59   | 55   | 157              |
| Wales            | 28                     | 26   | 38   | 13               | 37                     | 32   | 40   | 17               | 50                | 50   | 49   | 144              |
| <b>UK</b>        | 28                     | 35   | 32   | 161              | 38                     | 38   | 39   | 114              | 55                | 57   | 57   | 1871             |

\*\* FIGURES NOT AVAILABLE

## Notes

1. The figures in this summary are based on data available within eight weeks of the end of the month. In some cases the boards will re-run the monthly analysis later in the year to include data which was received too late for inclusion in this summary. These later figures will be used in the 2015 Annual Summary.
2. The minimum target sample size for Northern Ireland, Scotland and Wales is 200 open establishments per month while in England the target minimum sample size is 750. Larger sample sizes may be used in some areas in order to enable Boards to undertake further analysis based on geographical sub-divisions of the data.
3. In the calculation of occupancy rates for the UK, occupancy rates from each country have been weighted using the number of bedspaces known to be available in the area.
4. **Occupancy rates:**

|                                |  |
|--------------------------------|--|
| Bedspace occupancy             | Percentage of available bedspaces which were occupied                  |
| Room occupancy                 | Percentage of available rooms which were occupied                      |
| Non-UK bedspace occupancy      | Percentage of available bedspaces which were occupied by non-UK guests |
| Percentage of non-UK guests    | Percentage of arrivals which were non-UK guests                        |
| Percentage of non-UK bednights | Percentage of occupied bedspaces which were occupied by non-UK guests  |
5. It should be noted that:
  - (a) the figures in Tables 2, 4, 8 and 9 may be based on a subset of the sample for all guests. This is because separate UK and non-UK data is not known for all establishments in the sample (Tables 2, 4 and 5), not all establishments provide daily data (Tables 4 and 5) and not all establishments give tariff details (Tables 9 and 10); and
  - (b) because of changes in the data collected, it is no longer possible to provide UK/non UK figures for Scotland or figures relating to arrivals for Wales (Tables 2 and 5).
  - (c) from June 2010, English occupancy data includes additional occupancy information for the 100+ room hotel sector supplied by STR Global. Given the change in the structure of the sample, care should be taken in the interpretation of year-on-year changes.
6. Accuracy of the results: The statistical accuracy of the results depends upon the size of the sample, the variation in occupancy rates between establishments and (to a smaller extent) the size of the survey population. As the sample is self-selecting, it is not possible to calculate true statistical margins of error. However, it is likely that the results are accurate to between  $\pm 5.9\%$  (sample of 50) to  $\pm 1.6\%$  (sample of 650). As there continues to be a substantial core of survey participants providing data every month, the trends which are identified by the survey are believed to reflect accurately overall trends in the use of serviced accommodation.



## Background

As part of the EU Directive on Tourism Statistics adopted in January 1995, the UK is required to submit monthly occupancy rates for hotels and similar establishments (i.e. serviced accommodation) to Eurostat, the statistical office of the European Community. The responsibility for providing this data lies with the National Tourist Boards for England, Scotland and Northern Ireland and with Visit Wales (part of the Welsh Assembly Government), each of whom is responsible for the implementation of an occupancy survey in their area, carried out according to a common specification and standard, thus ensuring the production of comparable occupancy data for the whole of the UK.

The types of accommodation included in the survey are defined as *tourist accommodation which is arranged in rooms and where bed-making and cleaning services are provided*. This includes:

*Hotels, motels, inns, guest houses, farm guest houses, bed and breakfast establishments*

The types specifically excluded are:

*Youth hostels and University accommodation*

This summary has been compiled by The Research Solution (UK Survey Co-ordinator for 2015) from figures supplied by (or on behalf of) the National Tourist Boards of England, Northern Ireland (working with NISRA (the Northern Ireland Statistics and Research Agency), Scotland and Visit Wales (part of the Welsh Government).

Further information about the surveys in individual areas may be obtained from the relevant organisations:

VisitEngland (020 7578 1400)

Northern Ireland Tourist Board (02890 231 221)

VisitScotland (0131-472-2222)

Visit Wales (029 2047 9909)

