

England Occupancy Survey - January 2017

SUMMARY OF RESULTS

- **Room occupancy** in January increased by +1% to 56%, with **bedspace occupancy** increasing by +1% when compared to January 2016 to 39%.
- **Weekday** room occupancy decreased 1% to 60% whilst **weekend** room occupancy increased by +3% to 51%. For bedspace occupancy, weekday occupancy remained unchanged at 38% whilst weekend occupancy increased by +2% to 41%.
- **Seaside** increased by +6% to 48% for room occupancy and increased by +3% to 30% for bedspace occupancy. **City/large towns** room occupancy increased +2% to 65%, with bedspace increasing to 47%. **Small town** room occupancy decreased by -1% to 51% and decreased by -2% to 32% for bedspace occupancy, with **countryside** occupancy up by +3% for room to 42% while bedspace occupancy increased by +3% to 29%.
- Looking at occupancy by **establishment type**, hotel occupancy increased +3% for room to 60% and by +1% for bed to 41%, with guesthouse showing a +2% increase for room and +5% for bedspace occupancy to 38% and 29% respectively. B&Bs saw occupancy decrease by 1% for room to 32% and remain unchanged for bed at 23%.
- Looking at room occupancy rates by **number of rooms**, all categories varied by 3% or less except 4-10 rooms which decreased by -5%, 11-25 rooms which increased by 5% and 51-100 rooms which increased by +7%. For bedspace occupancy, only the 11-25 rooms (+7%), the 26-50 rooms (-4%) and the 51-100 rooms (+6%) saw a change of more than 3%.
- Looking at **occupancy by region**, the largest shift for room occupancy came from the East and the South East with a +5% increase each. All other regions remained fairly unchanged, with a 3% variation or less. For bedspace occupancy in the South East saw the biggest movement, with a +5% increase to 37%.

Room and Bedspace Occupancy (including STR Global data)

	Room Occupancy			Bedspace Occupancy		
	2016	2017	% +/-	2016	2017	% +/-
January	55%	56%	+1%	38%	39%	+1%
Jan (Year to Date)	55%	56%	+1%	38%	39%	+1%
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	% +/-
January	46%	47%	+1%	29%	31%	+2%
Jan (Year to Date)	46%	47%	+1%	29%	31%	+2%
Past 12 months	63%	64%	+1%	47%	47%	0%

Weekday/Weekend

	Room Occupancy				Bedspace Occupancy			
	2014	2015	2016	2017	2014	2015	2016	2017
January								
Weekday	57%	60%	61%	60%	37%	39%	38%	38%
Weekend	44%	47%	48%	51%	36%	38%	39%	41%
Jan (Year to Date)								
Weekday	57%	60%	61%	60%	37%	39%	38%	38%
Weekend	44%	47%	48%	51%	36%	38%	39%	41%
Past 12 months								
Weekday	70%	72%	72%	73%	48%	50%	49%	49%
Weekend	65%	66%	67%	68%	54%	54%	54%	56%

Location Type

	Room Occupancy				Bedspace Occupancy			
	2014	2015	2016	2017	2014	2015	2016	2017
January								
Seaside	40%	44%	42%	48%	24%	29%	27%	30%
City/large town	62%	64%	63%	65%	45%	46%	44%	47%
Small town	48%	51%	52%	51%	32%	34%	34%	32%
Countryside	40%	40%	39%	42%	27%	27%	26%	29%
Jan (Year to Date)								
Seaside	40%	44%	42%	48%	24%	29%	27%	30%
City/large town	62%	64%	63%	65%	45%	46%	44%	47%
Small town	48%	51%	52%	51%	32%	34%	34%	32%
Countryside	40%	40%	39%	42%	27%	27%	26%	29%
Past 12 months								
Seaside	60%	62%	62%	64%	49%	48%	47%	47%
City/large town	77%	78%	78%	77%	57%	57%	56%	56%
Small town	65%	65%	67%	67%	45%	46%	47%	47%
Countryside	59%	59%	60%	61%	46%	45%	46%	48%



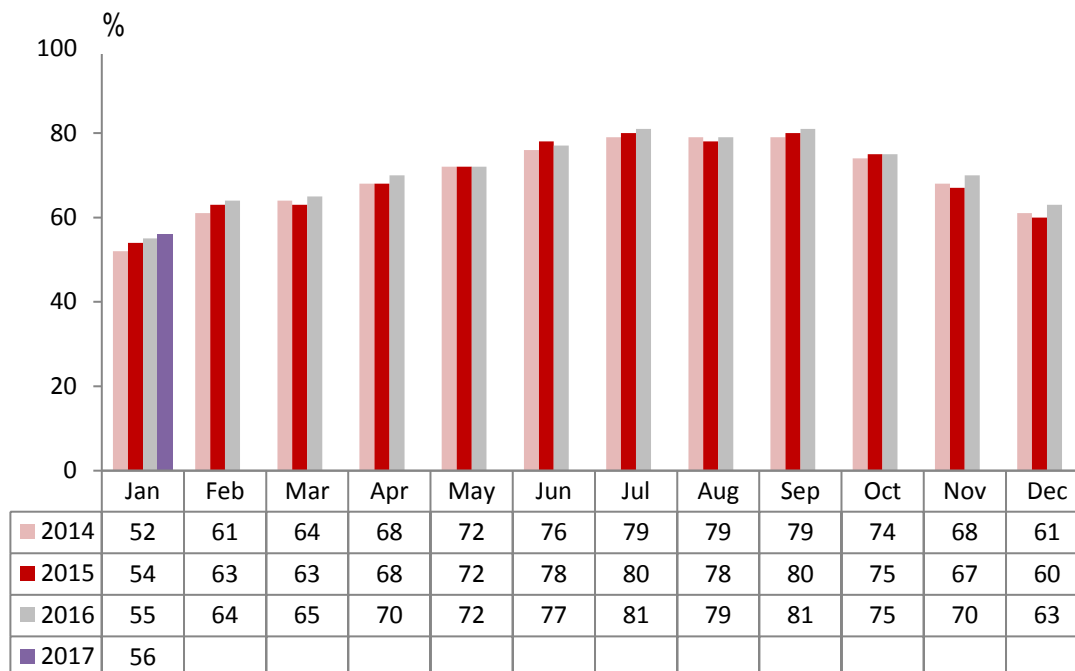
Establishment Type

	Room Occupancy				Bedspace Occupancy			
	2014	2015	2016	2017	2014	2015	2016	2017
January								
Hotel	56%	58%	57%	60%	39%	41%	40%	41%
Guesthouse	32%	35%	36%	38%	22%	24%	24%	29%
B&B	28%	31%	33%	32%	19%	22%	23%	23%
Jan (Year to Date)								
Hotel	56%	58%	57%	60%	39%	41%	40%	41%
Guesthouse	32%	35%	36%	38%	22%	24%	24%	29%
B&B	28%	31%	33%	32%	19%	22%	23%	23%
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%	53%	54%	38%	41%	43%	44%

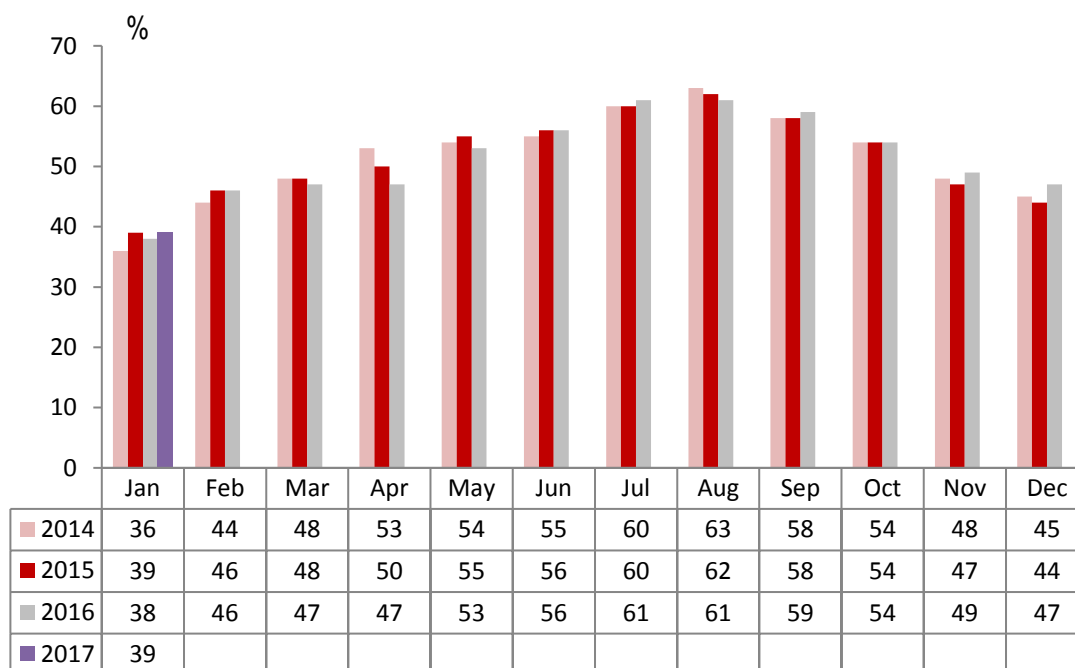
Number of rooms

	Room Occupancy				Bedspace Occupancy			
	2014	2015	2016	2017	2014	2015	2016	2017
January								
1-3 rooms	21%	23%	23%	25%	15%	15%	15%	18%
4-10 rooms	27%	31%	34%	29%	18%	22%	22%	19%
11-25 rooms	41%	43%	41%	46%	27%	29%	26%	33%
26-50 rooms	50%	49%	52%	50%	35%	37%	37%	33%
51-100 rooms	51%	50%	47%	54%	34%	36%	30%	36%
100+ rooms	62%	64%	63%	66%	43%	45%	44%	46%
Jan (Year to Date)								
1-3 rooms	21%	23%	23%	25%	15%	15%	15%	18%
4-10 rooms	27%	31%	34%	29%	18%	22%	22%	19%
11-25 rooms	41%	43%	41%	46%	27%	29%	26%	33%
26-50 rooms	50%	49%	52%	50%	35%	37%	37%	33%
51-100 rooms	51%	50%	47%	54%	34%	36%	30%	36%
100+ rooms	62%	64%	63%	66%	43%	45%	44%	46%
Past 12 months								
1-3 rooms	42%	43%	45%	44%	34%	35%	35%	35%
4-10 rooms	50%	52%	53%	53%	39%	41%	42%	42%
11-25 rooms	59%	61%	61%	62%	44%	46%	47%	49%
26-50 rooms	69%	69%	68%	67%	54%	53%	53%	50%
51-100 rooms	69%	67%	67%	69%	54%	54%	49%	48%
100+ rooms	76%	78%	78%	78%	54%	55%	55%	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
January								
East Midlands	47%	50%	50%	48%	31%	34%	33%	32%
Yorkshire	47%	50%	53%	53%	33%	35%	37%	37%
London	65%	68%	65%	68%	50%	52%	49%	52%
North West	43%	45%	50%	51%	31%	32%	34%	34%
East of England	51%	51%	53%	58%	35%	36%	37%	37%
West Midlands	50%	55%	56%	56%	34%	37%	38%	38%
South West	43%	47%	49%	46%	31%	34%	35%	32%
South East	52%	56%	52%	57%	33%	37%	32%	37%
North East	38%	52%	49%	49%	27%	34%	32%	32%
Jan (Year to Date)								
East Midlands	47%	50%	50%	48%	31%	34%	33%	32%
Yorkshire	47%	50%	53%	53%	33%	35%	37%	37%
London	65%	68%	65%	68%	50%	52%	49%	52%
North West	43%	45%	50%	51%	31%	32%	34%	34%
East of England	51%	51%	53%	58%	35%	36%	37%	37%
West Midlands	50%	55%	56%	56%	34%	37%	38%	38%
South West	43%	47%	49%	46%	31%	34%	35%	32%
South East	52%	56%	52%	57%	33%	37%	32%	37%
North East	38%	52%	49%	49%	27%	34%	32%	32%
Past 12 months								
East Midlands	64%	65%	64%	65%	44%	46%	46%	46%
Yorkshire	64%	67%	67%	69%	48%	49%	50%	51%
London	82%	82%	80%	81%	64%	63%	61%	61%
North West	60%	61%	63%	64%	44%	45%	45%	46%
East of England	64%	67%	68%	69%	48%	50%	50%	49%
West Midlands	65%	69%	71%	71%	46%	49%	50%	51%
South West	62%	64%	67%	66%	48%	50%	51%	50%
South East	69%	71%	70%	71%	51%	51%	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.