

England Occupancy Survey - July 2016

SUMMARY OF RESULTS

- **Room occupancy** in July was up by 1% to 81%, with **bedspace occupancy** increasing by 1% compared to July 2015 at 61%.
- **Weekday** room occupancy was up by 2% at 83% whilst **weekend** room occupancy increased by 1% to 77%. For bedspace occupancy, weekday occupancy increased by 1% to 58% and weekend occupancy remained unchanged at 64%.
- **Seaside** was up by 2% to 79% for room occupancy and unchanged at 61% for bedspace occupancy. **City/large towns** room occupancy remained unchanged at 84%, with bedspace occupancy also unchanged at 62%. **Small town** room occupancy increased by 2% to 79% but decreased 1% to 56% for bedspace occupancy, with **countryside** occupancy up by 2% for room to 76% while bedspace occupancy increased by 4% to 63%.
- Looking at occupancy by **establishment type**, B&B's saw occupancy remain unchanged for room at 69% and increase by 1% for bed to 59%. Hotel occupancy increased by 1% to 83% for room and remain unchanged at 61% for bed, with guest house showing an increase for room (3%) and a 4% increase for bedspace occupancy at 61%.
- Looking at room occupancy rates by **number of rooms**, all categories varied by 1% or less except 11-25 rooms which increased by 2%. For bedspace occupancy, only the 11-25 rooms (+3%), 26-50 rooms (-3%) and 51-100 rooms (-4%) categories saw a change of more than 2%. All other categories remained fairly unchanged.
- Looking at **occupancy by region**, the largest shift came from the East Midlands and the North East with an increase of 5% and 9% for room occupancy. All other regions remained fairly unchanged, with a 2% variation or less. For bedspace occupancy the North East saw the biggest movement, with a 7% increase to 56%, whilst all other regions changed by 2% or less.

Room and Bedspace Occupancy (including STR Global data)

	Room Occupancy			Bedspace Occupancy		
	2015	2016	% +/-	2015	2016	% +/-
July	80%	81%	+1%	60%	61%	+1%
July (Year to Date)	68%	69%	+1%	50%	50%	0%
Past 12 months	70%	70%	0%	52%	51%	-1%

Room and Bedspace Occupancy (excluding STR Global data)

	Room Occupancy			Bedspace Occupancy		
	2015	2016	% +/-	2015	2016	% +/-
July	76%	77%	+1%	60%	60%	0%
July (Year to Date)	61%	62%	+1%	46%	45%	-1%
Past 12 months	63%	64%	+1%	48%	47%	-1%

Weekday/Weekend

	Room Occupancy				Bedspace Occupancy			
	2013	2014	2015	2016	2013	2014	2015	2016
July								
Weekday	79%	80%	81%	83%	56%	57%	57%	58%
Weekend	75%	75%	76%	77%	63%	63%	64%	64%
July (Year to Date)								
Weekday	68%	70%	71%	72%	47%	49%	49%	48%
Weekend	63%	63%	64%	66%	52%	51%	53%	53%
Past 12 months								
Weekday	69%	71%	72%	72%	48%	49%	49%	49%
Weekend	64%	65%	67%	67%	53%	53%	55%	55%

Location Type

	Room Occupancy				Bedspace Occupancy			
	2013	2014	2015	2016	2013	2014	2015	2016
July								
Seaside	77%	74%	77%	79%	70%	64%	61%	61%
City/large town	83%	84%	84%	84%	61%	61%	62%	62%
Small town	76%	76%	77%	79%	54%	55%	57%	56%
Countryside	72%	73%	74%	76%	58%	59%	59%	63%
July (Year to Date)								
Seaside	58%	58%	60%	60%	48%	44%	46%	45%
City/large town	75%	76%	76%	75%	56%	56%	56%	54%
Small town	63%	63%	65%	67%	44%	45%	46%	46%
Countryside	58%	57%	59%	58%	44%	44%	45%	46%
Past 12 months								
Seaside	59%	60%	62%	63%	48%	46%	48%	46%
City/large town	75%	77%	78%	77%	56%	57%	57%	55%
Small town	64%	65%	66%	68%	45%	45%	47%	47%
Countryside	58%	59%	60%	60%	46%	46%	46%	47%

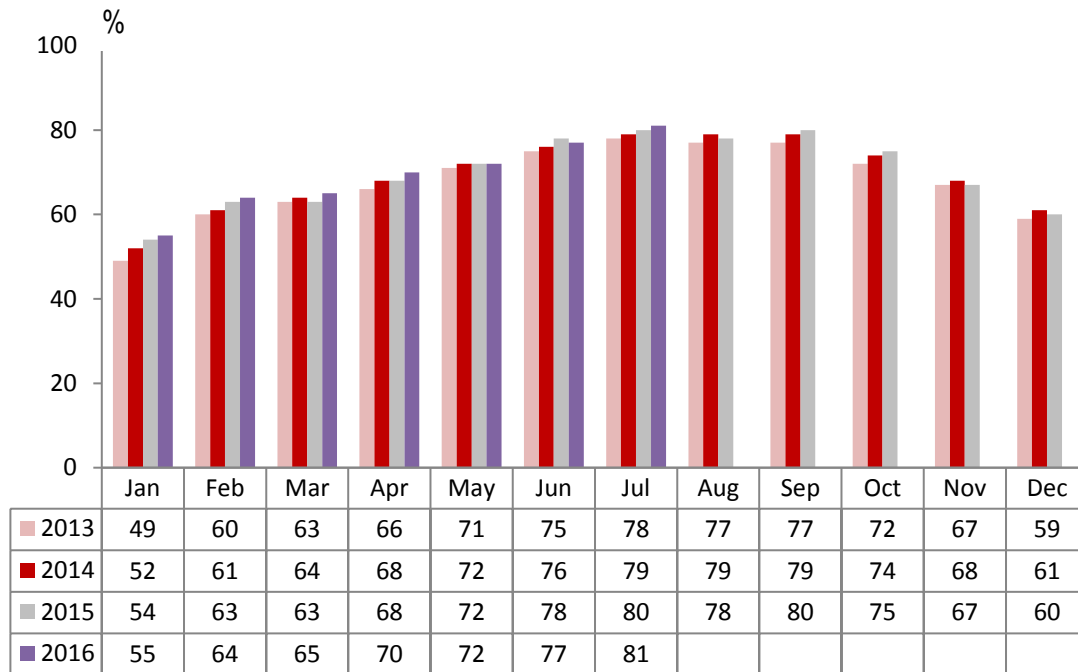
Establishment Type

	Room Occupancy				Bedspace Occupancy			
	2013	2014	2015	2016	2013	2014	2015	2016
July								
Hotel	80%	81%	82%	83%	61%	61%	61%	61%
Guesthouse	71%	69%	69%	72%	58%	56%	57%	61%
B&B	63%	66%	69%	69%	52%	56%	58%	59%
July (Year to Date)								
Hotel	70%	71%	72%	72%	53%	52%	52%	52%
Guesthouse	52%	53%	53%	54%	41%	41%	42%	43%
B&B	47%	48%	52%	53%	36%	38%	41%	42%
Past 12 months								
Hotel	71%	72%	73%	73%	53%	53%	54%	53%
Guesthouse	54%	55%	55%	56%	43%	42%	43%	44%
B&B	49%	50%	53%	54%	38%	39%	42%	43%

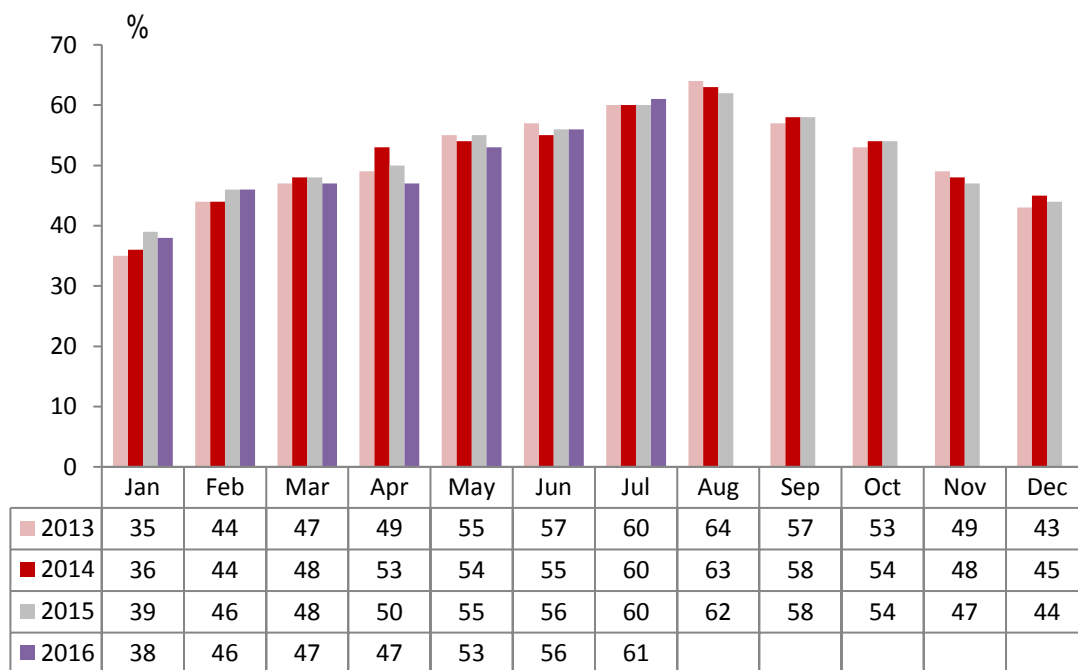
Number of rooms

	Room Occupancy				Bedspace Occupancy			
	2013	2014	2015	2016	2013	2014	2015	2016
July								
1-3 rooms	56%	60%	60%	60%	47%	52%	51%	51%
4-10 rooms	66%	67%	69%	70%	55%	56%	57%	59%
11-25 rooms	73%	73%	73%	75%	59%	57%	60%	63%
26-50 rooms	80%	79%	78%	79%	65%	65%	65%	62%
51-100 rooms	80%	78%	80%	81%	66%	75%	61%	57%
100+ rooms	83%	84%	85%	85%	58%	59%	60%	61%
July (Year to Date)								
1-3 rooms	40%	41%	44%	43%	32%	33%	34%	34%
4-10 rooms	48%	48%	51%	52%	37%	37%	40%	41%
11-25 rooms	55%	59%	59%	60%	41%	44%	46%	46%
26-50 rooms	67%	67%	65%	66%	52%	52%	52%	49%
51-100 rooms	69%	64%	67%	67%	54%	52%	50%	46%
100+ rooms	75%	76%	77%	76%	53%	54%	54%	54%
Past 12 months								
1-3 rooms	41%	42%	45%	44%	33%	34%	35%	35%
4-10 rooms	49%	50%	53%	54%	39%	39%	42%	42%
11-25 rooms	57%	61%	61%	62%	43%	46%	47%	47%
26-50 rooms	68%	69%	68%	68%	53%	54%	53%	51%
51-100 rooms	70%	65%	68%	68%	55%	53%	51%	48%
100+ rooms	75%	77%	78%	78%	53%	55%	55%	55%

England Room Occupancy by Month



England Bedspace Occupancy by Month



Regional Information

	Room Occupancy				Bedspace Occupancy			
	2013	2014	2015	2016	2013	2014	2015	2016
July								
East Midlands	74%	71%	71%	76%	51%	54%	56%	54%
Yorkshire	73%	77%	77%	78%	56%	58%	60%	60%
London	88%	86%	87%	87%	69%	65%	67%	67%
North West	69%	70%	69%	71%	50%	52%	51%	53%
East of England	73%	77%	80%	78%	56%	58%	59%	58%
West Midlands	69%	73%	76%	74%	49%	52%	55%	54%
South West	77%	79%	81%	82%	61%	64%	66%	65%
South East	82%	84%	84%	84%	67%	64%	59%	59%
North East	66%	67%	68%	77%	49%	48%	49%	56%
July(Year to Date)								
East Midlands	64%	62%	62%	65%	44%	43%	45%	45%
Yorkshire	62%	65%	65%	67%	46%	48%	49%	50%
London	80%	80%	79%	78%	63%	62%	60%	59%
North West	58%	59%	60%	62%	41%	42%	43%	44%
East of England	60%	64%	67%	67%	45%	48%	48%	48%
West Midlands	64%	66%	69%	70%	45%	47%	49%	49%
South West	60%	61%	65%	65%	46%	47%	50%	49%
South East	67%	69%	69%	69%	50%	49%	49%	47%
North East	58%	57%	61%	63%	41%	42%	43%	44%
Past 12 months								
East Midlands	65%	64%	64%	65%	45%	44%	46%	46%
Yorkshire	63%	66%	67%	68%	47%	49%	50%	50%
London	81%	82%	82%	80%	64%	63%	62%	60%
North West	60%	61%	62%	63%	43%	44%	45%	46%
East of England	62%	66%	68%	69%	47%	49%	50%	50%
West Midlands	65%	67%	70%	71%	46%	47%	50%	51%
South West	60%	63%	66%	67%	47%	49%	51%	51%
South East	67%	69%	70%	70%	50%	49%	50%	48%
North East	57%	58%	61%	62%	41%	44%	42%	43%

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.