

## England Occupancy Survey - June 2016

### SUMMARY OF RESULTS

- **Room occupancy** in June remained fairly unchanged at 77% (-1%) with **bedspace occupancy** unchanged compared to June 2015 at 56%.
- **Weekday** room occupancy remained unchanged at 80% whilst **weekend** room occupancy also remained unchanged at 72%. For bedspace occupancy, weekday occupancy remained unchanged at 54% and weekend occupancy remained unchanged at 59%.
- **Seaside** decreased by 3% to 71% for room occupancy and remained unchanged at 55% for bedspace occupancy. **City/large towns** room occupancy decreased by 3% to 81%, with bedspace occupancy down 2% to 57%. **Small town** room occupancy increased by 1% to 75% and bed occupancy decreased by 1% to 51%, with **countryside** occupancy down by 2% for room to 69% while bedspace occupancy increased by 2% to 57%.
- Looking at occupancy by **establishment type**, B&B's saw occupancy for room decrease by 1% to 65% and increased by 1% for bedspace. Hotel occupancy decreased to 79% for room and decreased by 1% to 56% for bed, with guest house up by 4% for room (66%) and increased by 3% for bedspace occupancy to 54%.
- Looking at room occupancy rates by **number of rooms**, all categories remained relatively unchanged and varied by 2% or less. For bedspace occupancy, all categories also varied by 2% or less.
- Looking at **occupancy by region**, the largest shift came from the North West and London with an increase of 4% and a decrease of 4% respectively. All other regions remained fairly unchanged, with a 2% variation or less. For bedspace occupancy the North West and London saw the biggest movement, with a 3% increase and a 3% decrease respectively. All other regions remained fairly unchanged, with a 2% variation or less.

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

	Room Occupancy			Bedspace Occupancy		
	2015	2016	% +/-	2015	2016	% +/-
<b>June</b>	<b>78%</b>	<b>77%</b>	<b>-1%</b>	<b>56%</b>	<b>56%</b>	<b>0%</b>
June (Year to Date)	66%	67%	+1%	49%	49%	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	% +/-
<b>June</b>	<b>73%</b>	<b>72%</b>	<b>-1%</b>	<b>55%</b>	<b>55%</b>	<b>0%</b>
June (Year to Date)	59%	59%	0%	44%	43%	-1%
Past 12 months	63%	64%	+1%	47%	47%	0%

## Weekday/Weekend

	Room Occupancy				Bedspace Occupancy			
	2013	2014	2015	2016	2013	2014	2015	2016
<b>June</b>								
Weekday	79%	79%	80%	80%	53%	54%	54%	54%
Weekend	71%	70%	72%	72%	57%	57%	59%	59%
<b>Jun (Year to Date)</b>								
Weekday	66%	68%	70%	70%	45%	47%	47%	47%
Weekend	61%	62%	62%	63%	50%	50%	51%	51%
<b>Past 12 months</b>								
Weekday	68%	71%	72%	72%	47%	49%	49%	49%
Weekend	64%	65%	67%	67%	53%	53%	54%	55%

## Location Type

	Room Occupancy				Bedspace Occupancy			
	2013	2014	2015	2016	2013	2014	2015	2016
<b>June</b>								
Seaside	69%	68%	74%	71%	59%	51%	55%	55%
City/large town	83%	83%	84%	81%	60%	59%	59%	57%
Small town	72%	72%	74%	75%	51%	50%	52%	51%
Countryside	69%	67%	71%	69%	54%	53%	55%	57%
<b>Jun (Year to Date)</b>								
Seaside	54%	55%	56%	56%	43%	40%	43%	42%
City/large town	73%	75%	75%	74%	54%	55%	54%	53%
Small town	61%	61%	63%	65%	42%	43%	44%	45%
Countryside	55%	54%	56%	55%	42%	41%	42%	43%
<b>Past 12 months</b>								
Seaside	58%	60%	62%	62%	47%	45%	48%	46%
City/large town	74%	77%	78%	77%	56%	57%	57%	56%
Small town	63%	65%	66%	68%	44%	46%	46%	48%
Countryside	57%	59%	60%	60%	45%	46%	46%	46%

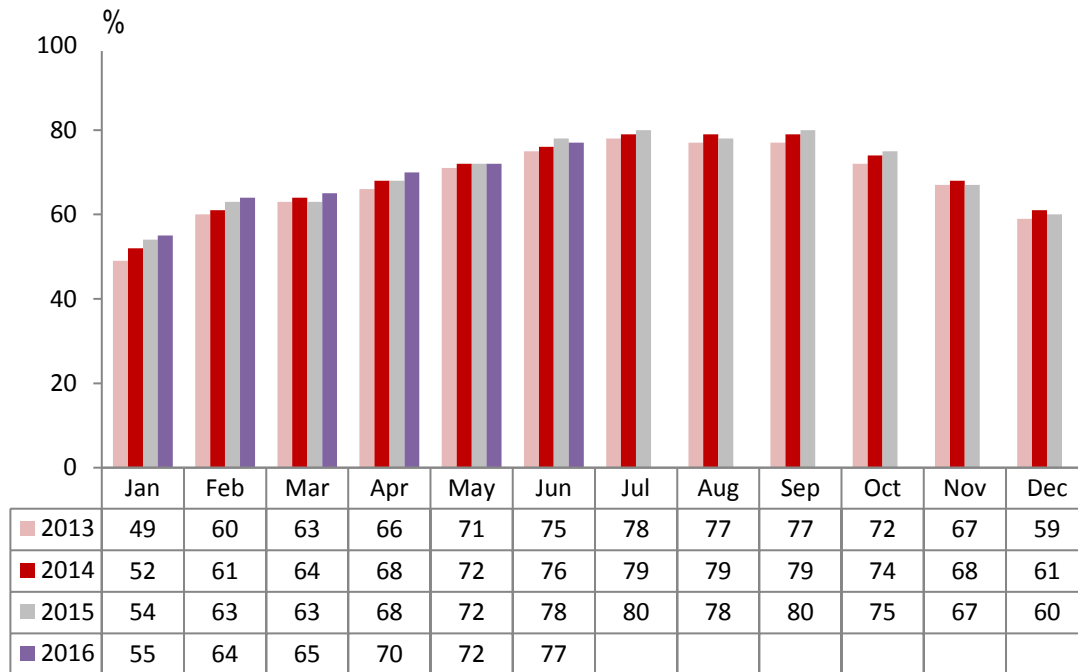
## Establishment Type

	Room Occupancy				Bedspace Occupancy			
	2013	2014	2015	2016	2013	2014	2015	2016
<b>June</b>								
Hotel	78%	79%	81%	79%	58%	56%	57%	56%
Guesthouse	64%	63%	62%	66%	51%	50%	51%	54%
B&B	60%	61%	66%	65%	48%	50%	53%	54%
<b>Jun(Year to Date)</b>								
Hotel	68%	69%	70%	70%	51%	51%	51%	50%
Guesthouse	48%	50%	50%	51%	38%	38%	39%	39%
B&B	44%	45%	49%	50%	33%	35%	38%	39%
<b>Past 12 months</b>								
Hotel	70%	72%	73%	73%	52%	53%	53%	53%
Guesthouse	54%	55%	55%	56%	43%	43%	43%	44%
B&B	49%	49%	52%	54%	37%	39%	42%	43%

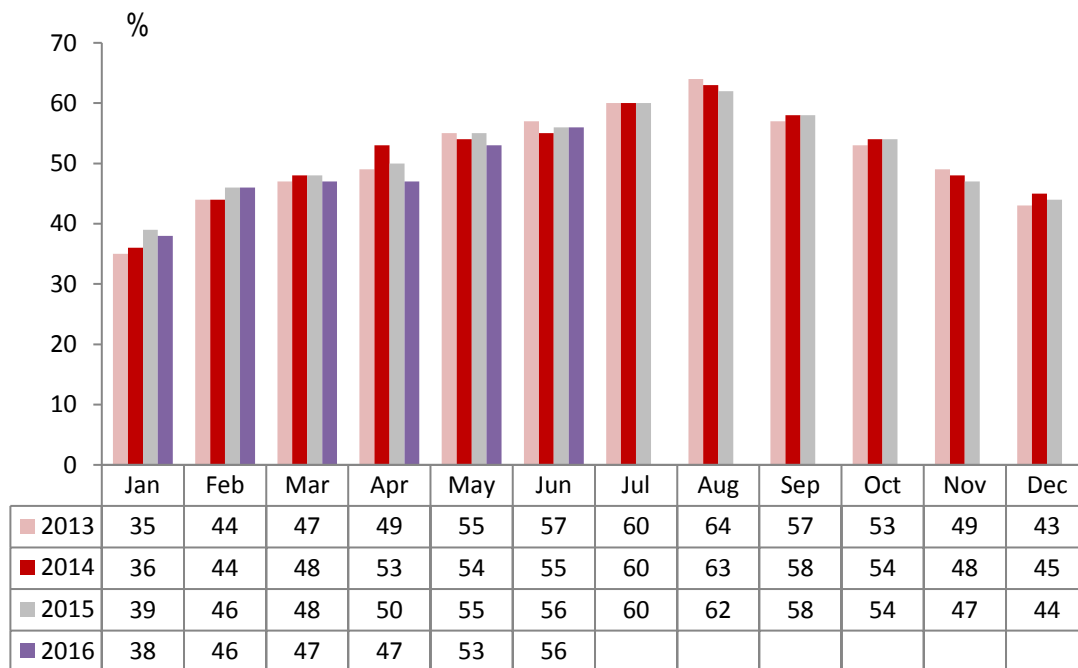
## Number of rooms

	Room Occupancy				Bedspace Occupancy			
	2013	2014	2015	2016	2013	2014	2015	2016
<b>June</b>								
1-3 rooms	54%	54%	58%	56%	45%	45%	46%	45%
4-10 rooms	61%	60%	62%	63%	49%	48%	49%	51%
11-25 rooms	67%	69%	71%	69%	51%	53%	56%	57%
26-50 rooms	76%	75%	75%	75%	59%	61%	59%	57%
51-100 rooms	75%	76%	79%	79%	59%	56%	57%	56%
100+ rooms	82%	82%	84%	82%	57%	56%	58%	57%
<b>Jun (Year to Date)</b>								
1-3 rooms	37%	37%	41%	39%	29%	30%	31%	30%
4-10 rooms	44%	44%	47%	49%	34%	34%	36%	37%
11-25 rooms	52%	57%	57%	57%	38%	42%	43%	42%
26-50 rooms	65%	65%	63%	64%	50%	50%	50%	47%
51-100 rooms	67%	63%	65%	65%	52%	49%	48%	45%
100+ rooms	73%	75%	76%	75%	52%	53%	53%	53%
<b>Past 12 months</b>								
1-3 rooms	41%	41%	45%	44%	33%	34%	35%	35%
4-10 rooms	49%	50%	53%	54%	38%	39%	42%	42%
11-25 rooms	56%	61%	61%	62%	43%	46%	47%	47%
26-50 rooms	67%	69%	68%	68%	52%	54%	53%	52%
51-100 rooms	70%	66%	68%	68%	55%	53%	51%	48%
100+ rooms	75%	77%	78%	79%	53%	54%	56%	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
<b>June</b>								
East Midlands	70%	70%	74%	73%	48%	46%	52%	50%
Yorkshire	69%	71%	73%	74%	52%	51%	55%	56%
London	89%	87%	87%	83%	68%	66%	65%	62%
North West	66%	64%	63%	67%	47%	46%	45%	48%
East of England	69%	70%	76%	75%	52%	51%	54%	53%
West Midlands	70%	70%	76%	74%	49%	49%	53%	52%
South West	71%	73%	77%	76%	55%	56%	59%	58%
South East	78%	80%	82%	80%	60%	55%	56%	56%
North East	71%	68%	70%	72%	52%	49%	51%	52%
<b>Jun(Year to Date)</b>								
East Midlands	62%	61%	61%	63%	43%	42%	44%	43%
Yorkshire	60%	63%	63%	65%	45%	46%	47%	48%
London	79%	79%	78%	76%	62%	61%	59%	57%
North West	56%	57%	58%	60%	40%	41%	42%	43%
East of England	58%	62%	64%	66%	43%	46%	46%	47%
West Midlands	63%	65%	68%	69%	44%	46%	48%	49%
South West	57%	58%	62%	62%	43%	44%	47%	47%
South East	64%	64%	67%	66%	47%	46%	48%	45%
North East	56%	55%	59%	60%	40%	40%	42%	43%
<b>Past 12 months</b>								
East Midlands	64%	64%	64%	65%	44%	44%	46%	46%
Yorkshire	62%	65%	67%	68%	47%	49%	50%	50%
London	81%	82%	82%	80%	63%	64%	62%	60%
North West	60%	61%	62%	63%	43%	44%	45%	46%
East of England	61%	65%	68%	69%	47%	49%	50%	50%
West Midlands	64%	66%	70%	71%	46%	47%	50%	51%
South West	60%	62%	66%	67%	47%	48%	51%	51%
South East	67%	69%	70%	70%	49%	49%	50%	48%
North East	57%	58%	61%	61%	41%	42%	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.