

England Occupancy Survey - May 2016

SUMMARY OF RESULTS

- **Room occupancy** in May remained unchanged at 72% with **bedspace occupancy** down by 2% compared to May 2015 to 53%.
- **Weekday** room occupancy remained unchanged at 72% whilst **weekend** room occupancy also remained unchanged at 71%. For bedspace occupancy, weekday occupancy decreased by 2% to 49% and weekend occupancy remained unchanged at 58%.
- **Seaside** decreased by 3% to 61% for room occupancy and remained unchanged at 48% for bedspace occupancy. **City/large towns** room occupancy decreased by 1% to 78%, with bedspace occupancy down 4% to 56%. **Small town** room occupancy increased by 1% to 70% and bed occupancy remained unchanged at 50%, with **countryside** occupancy down by 3% for room to 62% while bedspace occupancy decreased by 2% to 50%.
- Looking at occupancy by **establishment type**, B&B's saw occupancy for room remain unchanged at 58% and decreased by 1% for bedspace. Hotel occupancy decreased to 74% for room and decreased by 2% to 54% for bed, with guest house unchanged for room (58%) and decreased by 2% for bedspace occupancy to 46%.
- Looking at room occupancy rates by **number of rooms**, all categories varied by 2% or less except 1-3 rooms & 51-100 rooms which decreased by 3% and increased by 3% respectively. For bedspace occupancy, only the 26-50 rooms categories saw a change of more than 2%, with a decrease of 6%.
- Looking at **occupancy by region**, the largest shift came from the East Midlands with an increase of 3%. All other regions remained fairly unchanged, with a 2% variation or less. For bedspace occupancy the South East saw the biggest movement, with a 4% decrease to 51%. All other regions remained fairly unchanged, with a 3% variation or less.

Room and Bedspace Occupancy (including STR Global data)

	Room Occupancy			Bedspace Occupancy		
	2015	2016	% +/-	2015	2016	% +/-
May	72%	72%	0%	55%	53%	-2%
May (Year to Date)	64%	65%	+1%	47%	46%	-1%
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	% +/-
May	66%	65%	-1%	51%	49%	-2%
May (Year to Date)	56%	57%	+1%	41%	38%	-3%
Past 12 months	63%	64%	+1%	47%	46%	-1%

Weekday/Weekend

	Room Occupancy				Bedspace Occupancy			
	2013	2014	2015	2016	2013	2014	2015	2016
May								
Weekday	70%	72%	72%	72%	49%	50%	51%	49%
Weekend	71%	71%	71%	71%	60%	59%	58%	58%
May (Year to Date)								
Weekday	64%	66%	67%	68%	43%	46%	45%	44%
Weekend	58%	60%	60%	62%	48%	48%	50%	50%
Past 12 months								
Weekday	68%	71%	72%	72%	47%	49%	49%	48%
Weekend	63%	65%	66%	67%	53%	53%	54%	55%

Location Type

	Room Occupancy				Bedspace Occupancy			
	2013	2014	2015	2016	2013	2014	2015	2016
May								
Seaside	62%	65%	64%	61%	54%	48%	48%	48%
City/large town	78%	81%	79%	78%	59%	60%	60%	56%
Small town	67%	68%	69%	70%	48%	49%	50%	50%
Countryside	65%	64%	65%	62%	52%	51%	52%	50%
May (Year to Date)								
Seaside	50%	52%	53%	53%	39%	37%	40%	35%
City/large town	69%	73%	73%	72%	52%	54%	54%	52%
Small town	58%	59%	61%	63%	40%	42%	43%	43%
Countryside	52%	52%	53%	53%	40%	39%	40%	40%
Past 12 months								
Seaside	58%	60%	61%	63%	46%	45%	48%	44%
City/large town	73%	77%	78%	77%	55%	57%	57%	56%
Small town	63%	65%	65%	68%	44%	46%	46%	48%
Countryside	57%	59%	59%	60%	45%	46%	46%	46%

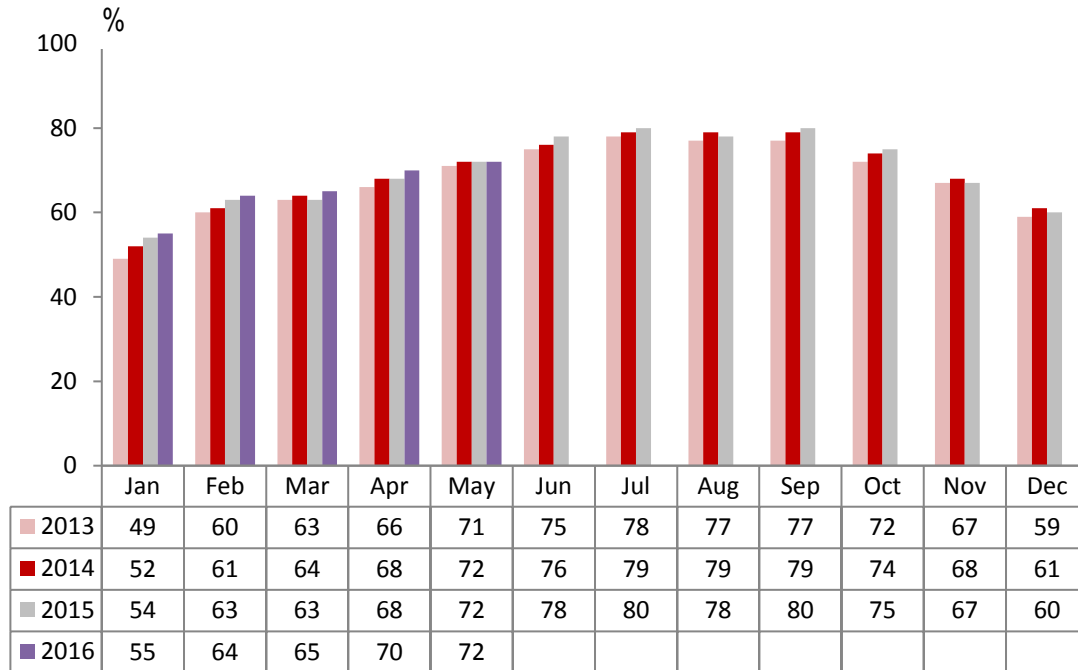
Establishment Type

	Room Occupancy				Bedspace Occupancy			
	2013	2014	2015	2016	2013	2014	2015	2016
May								
Hotel	74%	75%	75%	74%	57%	56%	56%	54%
Guesthouse	60%	60%	58%	58%	49%	47%	48%	46%
B&B	54%	55%	58%	58%	43%	44%	49%	48%
May (Year to Date)								
Hotel	66%	67%	68%	68%	49%	50%	50%	48%
Guesthouse	45%	47%	47%	47%	35%	35%	36%	36%
B&B	41%	41%	45%	47%	30%	32%	35%	36%
Past 12 months								
Hotel	70%	72%	73%	73%	52%	53%	53%	52%
Guesthouse	54%	55%	55%	56%	44%	42%	43%	44%
B&B	49%	49%	52%	54%	38%	38%	42%	43%

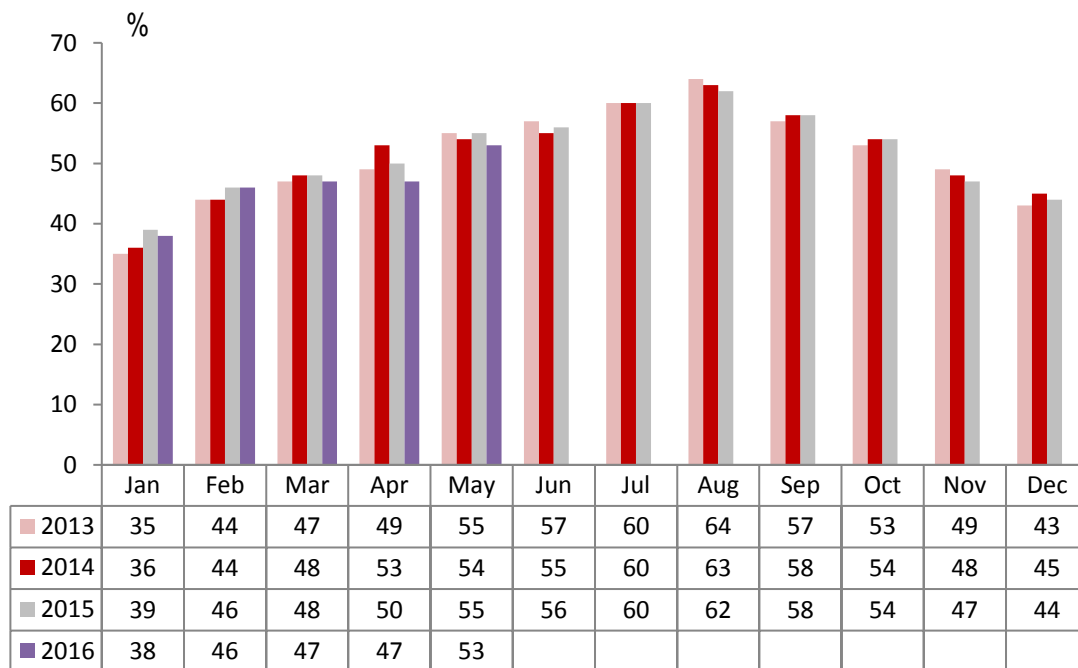
Number of rooms

	Room Occupancy				Bedspace Occupancy			
	2013	2014	2015	2016	2013	2014	2015	2016
May								
1-3 rooms	49%	47%	51%	48%	41%	39%	41%	39%
4-10 rooms	56%	56%	57%	57%	45%	45%	46%	44%
11-25 rooms	60%	64%	64%	64%	45%	49%	52%	50%
26-50 rooms	74%	73%	70%	68%	58%	58%	59%	53%
51-100 rooms	72%	71%	67%	70%	56%	53%	50%	49%
100+ rooms	79%	80%	80%	79%	57%	58%	58%	56%
May (Year to Date)								
1-3 rooms	34%	34%	37%	36%	26%	27%	28%	27%
4-10 rooms	40%	41%	44%	46%	30%	31%	33%	34%
11-25 rooms	49%	54%	54%	54%	35%	39%	40%	39%
26-50 rooms	63%	63%	61%	61%	48%	48%	48%	45%
51-100 rooms	65%	60%	62%	62%	51%	47%	46%	37%
100+ rooms	71%	74%	74%	73%	51%	53%	52%	52%
Past 12 months								
1-3 rooms	41%	41%	44%	45%	33%	33%	35%	35%
4-10 rooms	48%	50%	53%	54%	38%	39%	42%	42%
11-25 rooms	56%	61%	61%	62%	43%	46%	46%	47%
26-50 rooms	67%	69%	68%	68%	52%	54%	53%	52%
51-100 rooms	70%	66%	67%	68%	55%	53%	51%	45%
100+ rooms	74%	77%	78%	78%	53%	54%	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
May								
East Midlands	66%	68%	64%	67%	46%	47%	48%	47%
Yorkshire	67%	70%	70%	69%	52%	53%	54%	52%
London	85%	84%	83%	81%	67%	66%	64%	61%
North West	58%	62%	62%	63%	42%	45%	47%	46%
East of England	65%	67%	70%	70%	50%	52%	52%	51%
West Midlands	67%	70%	71%	70%	49%	51%	52%	50%
South West	66%	67%	68%	68%	53%	53%	53%	52%
South East	74%	75%	75%	73%	59%	53%	55%	51%
North East	66%	67%	66%	67%	49%	51%	50%	50%
May (Year to Date)								
East Midlands	59%	59%	58%	61%	41%	41%	42%	42%
Yorkshire	58%	61%	61%	63%	43%	45%	45%	46%
London	77%	77%	76%	75%	60%	60%	58%	56%
North West	54%	55%	57%	58%	38%	40%	41%	42%
East of England	55%	60%	62%	64%	42%	45%	44%	45%
West Midlands	61%	64%	66%	68%	43%	46%	47%	48%
South West	54%	55%	59%	60%	40%	42%	44%	40%
South East	61%	64%	64%	64%	45%	44%	46%	43%
North East	53%	53%	57%	58%	37%	39%	40%	41%
Past 12 months								
East Midlands	64%	64%	64%	65%	44%	45%	45%	46%
Yorkshire	62%	65%	67%	68%	47%	49%	49%	50%
London	80%	82%	82%	80%	63%	64%	62%	60%
North West	59%	61%	62%	63%	43%	44%	45%	45%
East of England	61%	65%	67%	69%	47%	49%	49%	50%
West Midlands	64%	66%	69%	71%	46%	47%	49%	51%
South West	60%	62%	65%	67%	47%	48%	50%	49%
South East	66%	68%	70%	71%	49%	48%	50%	48%
North East	57%	58%	61%	61%	41%	42%	42%	42%

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.