

England Occupancy Survey - November 2016

SUMMARY OF RESULTS

- **Room occupancy** in November increased by +3% to 70%, with **bedspace occupancy** increasing by +2% when compared to November 2015 to 49%.
- **Weekday** room occupancy increased 2% to 72% whilst **weekend** room occupancy increased by +4% to 66%. For bedspace occupancy, weekday occupancy increased by +2% to 47% whilst weekend occupancy remained increased by +4% to 53%.
- **Seaside** was unchanged at 55% for room occupancy and decreased by -1% to 36% for bedspace occupancy. **City/large towns** room occupancy increased +2% to 79%, with bedspace increasing to 56%. **Small town** room occupancy increased by +1% to 65% and increased by 1% to 43% for bedspace occupancy, with **countryside** occupancy up by +3% for room to 55% while bedspace occupancy increased by +3% to 40%.
- Looking at occupancy by **establishment type**, hotel occupancy increased +2% for room to 73% and by +1% for bed to 51%, with guesthouse showing a +3% increase for room and +6% for bedspace occupancy to 47% and 38% respectively. B&Bs saw occupancy remain unchanged for room at 44% and increased by +2% for bed to 33%.
- Looking at room occupancy rates by **number of rooms**, all categories varied by 2% or less except 100+ rooms which increased by +3%. For bedspace occupancy, only the 11-25 rooms (+3%) and the 100+ rooms (+3%) saw a change of more than 2%.
- Looking at **occupancy by region**, the largest shift for room occupancy came from the East Midlands, Yorkshire and North East with a decrease of +5% each and London with a +3% increase. All other regions remained fairly unchanged, with a 2% variation or less. For bedspace occupancy Yorkshire saw the biggest movement, with a +5% increase to 48%, the East Midlands saw a +4% increase whilst all other regions changed by 3% or less.

Room and Bedspace Occupancy (including STR Global data)

	Room Occupancy			Bedspace Occupancy		
	2015	2016	% +/-	2015	2016	% +/-
November	67%	70%	+3%	47%	49%	+2%
Nov (Year to Date)	71%	72%	+1%	52%	52%	0%
Past 12 months	70%	71%	+1%	52%	52%	0%

Room and Bedspace Occupancy (excluding STR Global data)

	Room Occupancy			Bedspace Occupancy		
	2015	2016	% +/-	2015	2016	% +/-
November	58%	59%	+1%	39%	40%	+1%
Nov (Year to Date)	64%	65%	+1%	48%	48%	0%
Past 12 months	63%	64%	+1%	47%	47%	0%

Weekday/Weekend

	Room Occupancy				Bedspace Occupancy			
	2013	2014	2015	2016	2013	2014	2015	2016
November								
Weekday	70%	71%	70%	72%	45%	46%	45%	47%
Weekend	64%	64%	62%	66%	52%	51%	49%	53%
Nov (Year to Date)								
Weekday	71%	72%	73%	74%	49%	50%	50%	50%
Weekend	66%	67%	67%	68%	55%	54%	55%	56%
Past 12 months								
Weekday	70%	71%	72%	73%	48%	49%	49%	49%
Weekend	65%	66%	67%	68%	54%	53%	55%	55%

Location Type

	Room Occupancy				Bedspace Occupancy			
	2013	2014	2015	2016	2013	2014	2015	2016
November								
Seaside	55%	53%	55%	55%	42%	36%	37%	36%
City/large town	79%	80%	77%	79%	57%	57%	54%	56%
Small town	64%	62%	64%	65%	43%	43%	42%	43%
Countryside	51%	50%	52%	55%	37%	36%	37%	40%
Nov (Year to Date)								
Seaside	61%	62%	63%	64%	51%	48%	48%	48%
City/large town	78%	79%	79%	78%	58%	58%	57%	56%
Small town	66%	66%	68%	68%	46%	46%	48%	48%
Countryside	61%	59%	61%	62%	47%	46%	47%	49%
Past 12 months								
Seaside	60%	61%	62%	63%	50%	47%	47%	47%
City/large town	77%	78%	78%	77%	57%	57%	57%	55%
Small town	65%	65%	67%	67%	45%	46%	47%	47%
Countryside	59%	58%	60%	61%	46%	45%	46%	48%



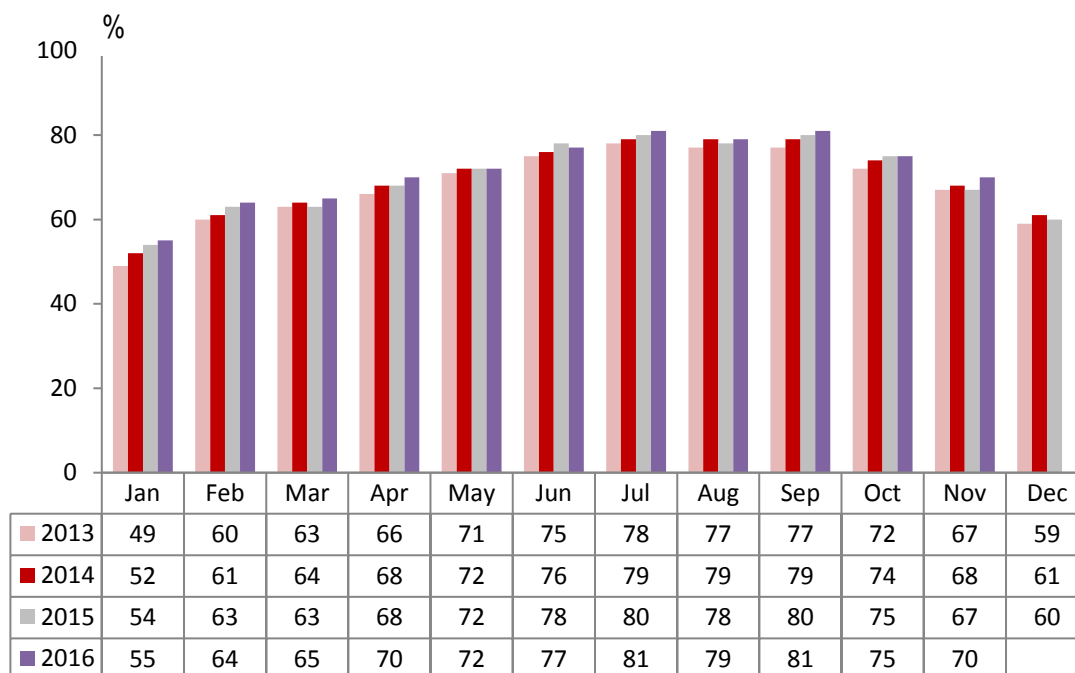
Establishment Type

	Room Occupancy				Bedspace Occupancy			
	2013	2014	2015	2016	2013	2014	2015	2016
November								
Hotel	71%	73%	71%	73%	52%	51%	50%	51%
Guesthouse	47%	46%	44%	47%	34%	33%	32%	38%
B&B	39%	43%	44%	44%	27%	32%	31%	33%
Nov (Year to Date)								
Hotel	73%	73%	74%	74%	55%	54%	54%	53%
Guesthouse	55%	56%	56%	57%	43%	43%	44%	46%
B&B	50%	52%	54%	55%	39%	41%	43%	45%
Past 12 months								
Hotel	72%	73%	73%	73%	54%	54%	53%	53%
Guesthouse	54%	55%	55%	56%	43%	43%	43%	45%
B&B	49%	51%	53%	54%	38%	40%	42%	43%

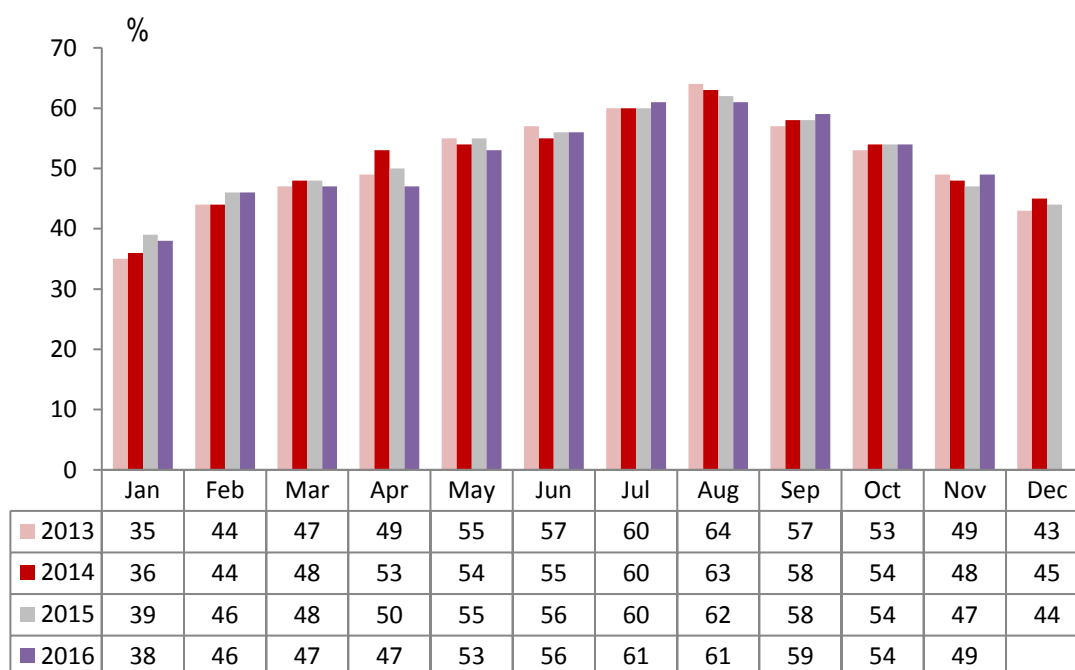
Number of rooms

	Room Occupancy				Bedspace Occupancy			
	2013	2014	2015	2016	2013	2014	2015	2016
November								
1-3 rooms	33%	35%	33%	33%	24%	25%	23%	25%
4-10 rooms	41%	41%	42%	41%	30%	29%	29%	29%
11-25 rooms	57%	57%	57%	56%	41%	40%	40%	43%
26-50 rooms	66%	67%	65%	64%	48%	49%	46%	45%
51-100 rooms	66%	63%	62%	64%	47%	42%	42%	41%
100+ rooms	78%	79%	78%	81%	54%	55%	53%	56%
Nov (Year to Date)								
1-3 rooms	43%	44%	46%	45%	35%	36%	36%	36%
4-10 rooms	51%	52%	54%	55%	40%	41%	43%	44%
11-25 rooms	59%	62%	62%	63%	45%	47%	48%	49%
26-50 rooms	70%	70%	68%	68%	55%	54%	53%	51%
51-100 rooms	70%	67%	69%	69%	55%	53%	51%	48%
100+ rooms	77%	79%	79%	79%	55%	56%	56%	56%
Past 12 months								
1-3 rooms	41%	43%	45%	44%	33%	35%	35%	35%
4-10 rooms	50%	51%	53%	54%	39%	40%	42%	42%
11-25 rooms	58%	61%	62%	62%	44%	46%	47%	48%
26-50 rooms	69%	69%	68%	67%	54%	53%	53%	51%
51-100 rooms	69%	66%	68%	68%	54%	52%	51%	48%
100+ rooms	76%	78%	78%	79%	54%	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
November								
East Midlands	65%	61%	59%	64%	44%	43%	40%	44%
Yorkshire	64%	65%	62%	67%	47%	46%	43%	48%
London	83%	84%	81%	84%	63%	63%	60%	63%
North West	63%	63%	63%	65%	45%	44%	44%	46%
East of England	67%	70%	64%	66%	48%	49%	45%	44%
West Midlands	70%	72%	72%	74%	48%	51%	50%	51%
South West	55%	57%	59%	58%	41%	42%	43%	41%
South East	65%	65%	67%	69%	46%	43%	43%	44%
North East	53%	56%	53%	58%	36%	36%	35%	38%
Nov (Year to Date)								
East Midlands	66%	65%	65%	66%	45%	46%	47%	47%
Yorkshire	65%	67%	68%	70%	49%	50%	50%	52%
London	82%	82%	82%	81%	64%	63%	62%	61%
North West	61%	62%	63%	64%	44%	45%	46%	46%
East of England	64%	67%	69%	69%	48%	50%	50%	49%
West Midlands	66%	69%	72%	72%	47%	49%	51%	51%
South West	63%	65%	68%	68%	49%	50%	52%	52%
South East	70%	71%	72%	72%	52%	51%	50%	49%
North East	60%	59%	61%	65%	43%	42%	43%	46%
Past 12 months								
East Midlands	65%	64%	64%	65%	45%	45%	47%	46%
Yorkshire	64%	66%	67%	69%	48%	49%	50%	51%
London	82%	82%	81%	80%	64%	63%	62%	61%
North West	61%	61%	62%	63%	44%	44%	45%	46%
East of England	63%	67%	68%	68%	48%	50%	49%	49%
West Midlands	65%	68%	71%	71%	46%	48%	50%	51%
South West	62%	64%	66%	67%	48%	49%	51%	51%
South East	68%	70%	71%	71%	51%	50%	50%	48%
North East	58%	58%	60%	64%	41%	41%	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.