

England Occupancy Survey - October 2016

SUMMARY OF RESULTS

- **Room occupancy** in October was unchanged at 75%, with **bedspace occupancy** also unchanged when compared to October 2015 at 54%.
- **Weekday** room occupancy remained unchanged at 76% whilst **weekend** room occupancy decreased by 1% to 71%. For bedspace occupancy, weekday occupancy increased by +1% to 52% whilst weekend occupancy remained unchanged at 58%.
- **Seaside** was unchanged at 65% for room occupancy and increased by 1% to 48% for bedspace occupancy. **City/large towns** room occupancy decreased -4% to 80%, with bedspace decreasing to 58%. **Small town** room occupancy remained unchanged at 72% and decreased by 1% to 50% for bedspace occupancy, with **countryside** occupancy up by +3% for room to 67% while bedspace occupancy increased by +3% to 52%.
- Looking at occupancy by **establishment type**, hotel occupancy decreased 2% for room to 77% and by -1% for bed to 56%, with guesthouse showing a +2% increase for room and +4% for bedspace occupancy to 57% and 48% respectively. B&Bs saw occupancy increase for room to 54% and increased by +2% for bed to 44%.
- Looking at room occupancy rates by **number of rooms**, all categories varied by 2% or less except 51-100 rooms which decreased by -3%. For bedspace occupancy, only the 11-25 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 with a decrease of -8%, London decreased by -4%, the North West increased by +4% and the North East by +7%. 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 51%, 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	% +/-
October	75%	75%	0%	54%	54%	0%
Oct (Year to Date)	71%	72%	+1%	53%	53%	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	% +/-
October	68%	68%	0%	48%	49%	+1%
Oct (Year to Date)	65%	66%	+1%	49%	49%	0%
Past 12 months	63%	64%	+1%	47%	47%	0%

Weekday/Weekend

	Room Occupancy				Bedspace Occupancy			
	2013	2014	2015	2016	2013	2014	2015	2016
October								
Weekday	74%	76%	76%	76%	50%	51%	51%	52%
Weekend	69%	71%	72%	71%	57%	57%	58%	58%
Oct (Year to Date)								
Weekday	71%	72%	73%	74%	49%	50%	50%	50%
Weekend	66%	67%	68%	69%	55%	54%	56%	56%
Past 12 months								
Weekday	70%	71%	72%	73%	48%	49%	49%	49%
Weekend	65%	66%	67%	68%	54%	54%	55%	55%

Location Type

	Room Occupancy				Bedspace Occupancy			
	2013	2014	2015	2016	2013	2014	2015	2016
October								
Seaside	59%	64%	65%	65%	46%	52%	47%	48%
City/large town	83%	83%	84%	80%	60%	60%	61%	58%
Small town	69%	71%	72%	72%	47%	49%	51%	50%
Countryside	63%	62%	64%	67%	47%	46%	49%	52%
Oct (Year to Date)								
Seaside	62%	63%	64%	65%	52%	49%	49%	49%
City/large town	77%	78%	79%	77%	58%	58%	57%	56%
Small town	66%	66%	68%	69%	47%	47%	49%	48%
Countryside	61%	60%	62%	63%	48%	47%	48%	50%
Past 12 months								
Seaside	60%	61%	62%	63%	50%	47%	47%	47%
City/large town	76%	78%	78%	77%	57%	57%	57%	55%
Small town	65%	65%	67%	67%	45%	46%	48%	47%
Countryside	59%	58%	60%	61%	46%	45%	46%	48%

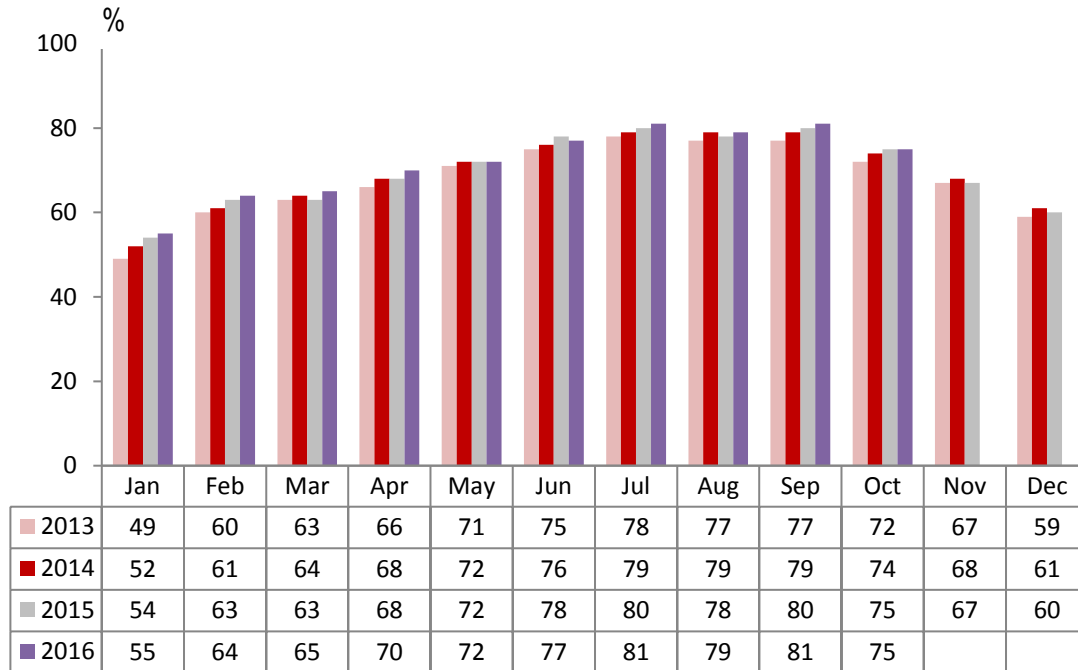
Establishment Type

	Room Occupancy				Bedspace Occupancy			
	2013	2014	2015	2016	2013	2014	2015	2016
October								
Hotel	76%	77%	79%	77%	56%	56%	57%	56%
Guesthouse	56%	58%	55%	57%	43%	45%	44%	48%
B&B	50%	54%	53%	54%	38%	43%	42%	44%
Oct (Year to Date)								
Hotel	73%	74%	74%	74%	55%	54%	54%	54%
Guesthouse	56%	57%	57%	58%	44%	44%	45%	47%
B&B	51%	53%	55%	56%	40%	42%	44%	46%
Past 12 months								
Hotel	71%	72%	73%	73%	54%	54%	54%	53%
Guesthouse	54%	55%	55%	56%	43%	43%	43%	44%
B&B	49%	50%	53%	54%	38%	40%	42%	43%

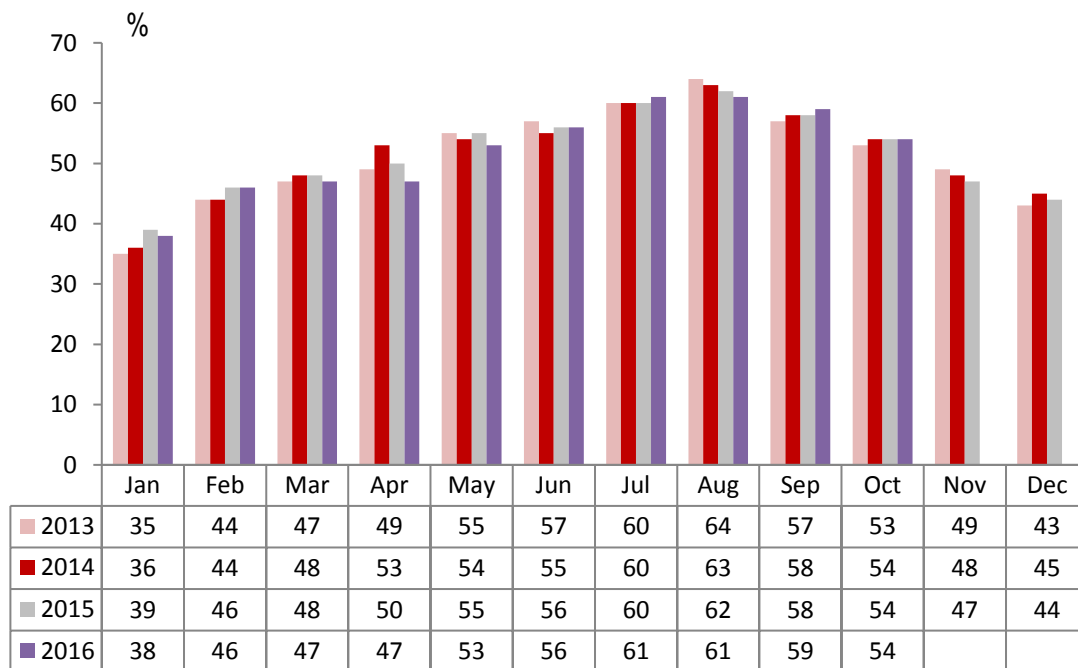
Number of rooms

	Room Occupancy				Bedspace Occupancy			
	2013	2014	2015	2016	2013	2014	2015	2016
October								
1-3 rooms	40%	44%	43%	44%	32%	35%	34%	36%
4-10 rooms	51%	55%	54%	55%	40%	43%	43%	44%
11-25 rooms	64%	65%	64%	66%	49%	50%	49%	52%
26-50 rooms	72%	75%	74%	72%	57%	55%	55%	54%
51-100 rooms	71%	68%	73%	70%	53%	56%	51%	49%
100+ rooms	81%	82%	84%	82%	56%	58%	59%	58%
Oct (Year to Date)								
1-3 rooms	43%	45%	47%	46%	36%	37%	37%	37%
4-10 rooms	52%	53%	55%	56%	41%	42%	44%	45%
11-25 rooms	60%	62%	63%	63%	45%	47%	49%	50%
26-50 rooms	70%	70%	69%	69%	55%	54%	54%	52%
51-100 rooms	70%	67%	70%	70%	56%	54%	52%	49%
100+ rooms	77%	78%	79%	78%	55%	56%	56%	56%
Past 12 months								
1-3 rooms	41%	42%	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%	65%	68%	68%	55%	53%	51%	48%
100+ rooms	76%	77%	80%	78%	54%	55%	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
October								
East Midlands	66%	72%	73%	65%	43%	48%	50%	47%
Yorkshire	69%	69%	70%	72%	50%	51%	52%	54%
London	88%	88%	88%	84%	68%	66%	67%	64%
North West	67%	68%	69%	73%	49%	49%	51%	53%
East of England	71%	71%	71%	69%	51%	51%	52%	49%
West Midlands	71%	75%	76%	77%	49%	53%	55%	55%
South West	64%	67%	68%	68%	47%	50%	51%	52%
South East	71%	74%	75%	75%	50%	54%	50%	49%
North East	61%	63%	63%	70%	44%	43%	44%	51%
Oct (Year to Date)								
East Midlands	66%	65%	66%	66%	46%	46%	48%	47%
Yorkshire	65%	68%	68%	70%	49%	50%	51%	52%
London	82%	82%	82%	80%	65%	63%	62%	61%
North West	61%	61%	63%	64%	44%	45%	46%	47%
East of England	64%	67%	69%	70%	49%	50%	50%	50%
West Midlands	66%	69%	72%	72%	47%	49%	51%	51%
South West	64%	66%	68%	69%	50%	51%	53%	53%
South East	70%	72%	72%	72%	53%	52%	51%	49%
North East	60%	60%	62%	65%	43%	43%	44%	46%
Past 12 months								
East Midlands	65%	65%	65%	65%	44%	45%	47%	46%
Yorkshire	64%	66%	67%	69%	48%	49%	50%	51%
London	82%	82%	82%	80%	64%	63%	62%	60%
North West	61%	61%	62%	63%	44%	44%	45%	46%
East of England	63%	66%	69%	68%	48%	50%	50%	49%
West Midlands	65%	68%	71%	71%	46%	48%	50%	51%
South West	61%	64%	66%	67%	48%	49%	51%	51%
South East	68%	69%	71%	71%	51%	50%	50%	48%
North East	58%	58%	61%	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.