

## England Occupancy Survey - September 2016

### SUMMARY OF RESULTS

- **Room occupancy** in September was up by 1% to 81%, with **bedspace occupancy** increasing by +1% compared to September 2015 to 59%.
- **Weekday** room occupancy increased by +1% to 83% whilst **weekend** room occupancy remained unchanged at 77%. For bedspace occupancy, weekday occupancy increased by +1% to 56% whilst and weekend occupancy remained unchanged at 62%.
- **Seaside** was up by 3% to 78% for room occupancy and increased by 1% to 57% for bedspace occupancy. **City/large towns** room occupancy remained unchanged at 86%, with bedspace increasing to 61%. **Small town** room occupancy decreased by 3% to 76% and decreased by 1% to 54% for bedspace occupancy, with **countryside** occupancy up by +4% for room to 76% while bedspace occupancy increased by +4% to 61%.
- Looking at occupancy by **establishment type**, hotel occupancy remained unchanged for room and bed at 83% and 59% respectively, with guesthouse showing a +1% increase for room and +2% for bedspace occupancy to 70% and 56% respectively. B&Bs saw occupancy decrease for room to 67% and increased by 2% for bed to 56%.
- Looking at room occupancy rates by **number of rooms**, all categories varied by 2% or less except 1-3 and 51-100 rooms which decreased by -3% and increased by +3% respectively. For bedspace occupancy, only the 4-10 rooms (+3%) saw a change of more than 1%.
- Looking at **occupancy by region**, the largest shift came from the East Midlands and the North East with a decrease of -3% and an increase of +4% respectively for room occupancy. All other regions remained fairly unchanged, with a 2% variation or less. For bedspace occupancy Yorkshire and the North East saw the biggest movement, with a +3% increase to 59% and a +5% increase to 51% respectively, 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	% +/-
<b>September</b>	80%	81%	+1%	58%	59%	+1%
Sept (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	% +/-
<b>September</b>	76%	77%	+1	56%	57%	+1
Sept (Year to Date)	65%	65%	0%	49%	48%	-1%
Past 12 months	63%	64%	+1%	48%	47%	-1%

## Weekday/Weekend

	Room Occupancy				Bedspace Occupancy			
	2013	2014	2015	2016	2013	2014	2015	2016
<b>September</b>								
Weekday	80%	80%	82%	83%	54%	54%	55%	56%
Weekend	72%	76%	77%	77%	59%	61%	62%	62%
<b>Sept (Year to Date)</b>								
Weekday	71%	72%	73%	74%	49%	50%	50%	50%
Weekend	66%	66%	67%	68%	55%	54%	55%	56%
<b>Past 12 months</b>								
Weekday	69%	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
<b>September</b>								
Seaside	71%	73%	75%	78%	59%	56%	56%	57%
City/large town	83%	85%	86%	86%	60%	61%	60%	61%
Small town	74%	75%	79%	76%	51%	53%	55%	54%
Countryside	71%	70%	72%	76%	56%	56%	57%	61%
<b>Sept (Year to Date)</b>								
Seaside	62%	63%	64%	65%	52%	49%	49%	49%
City/large town	77%	78%	78%	77%	58%	58%	57%	56%
Small town	66%	65%	68%	68%	47%	47%	49%	48%
Countryside	61%	60%	62%	63%	48%	47%	48%	50%
<b>Past 12 months</b>								
Seaside	60%	60%	62%	63%	50%	46%	48%	47%
City/large town	76%	78%	78%	77%	57%	57%	57%	56%
Small town	65%	65%	67%	67%	45%	46%	47%	47%
Countryside	59%	59%	60%	61%	46%	45%	46%	47%

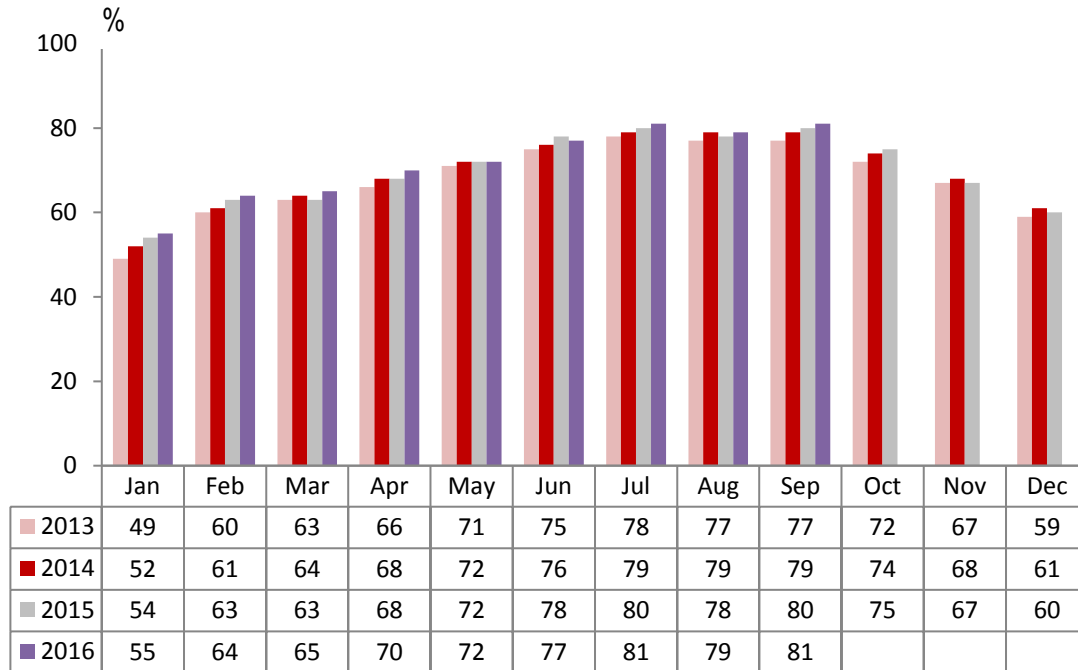
## Establishment Type

	Room Occupancy				Bedspace Occupancy			
	2013	2014	2015	2016	2013	2014	2015	2016
<b>September</b>								
Hotel	80%	82%	83%	83%	58%	59%	59%	59%
Guesthouse	65%	66%	69%	70%	50%	50%	54%	56%
B&B	61%	64%	68%	67%	49%	51%	54%	56%
<b>Sept (Year to Date)</b>								
Hotel	72%	73%	74%	74%	55%	54%	54%	53%
Guesthouse	56%	57%	57%	59%	44%	44%	46%	47%
B&B	51%	52%	56%	56%	40%	42%	45%	46%
<b>Past 12 months</b>								
Hotel	71%	72%	73%	73%	54%	53%	53%	53%
Guesthouse	54%	55%	55%	56%	43%	42%	44%	44%
B&B	49%	50%	53%	53%	38%	39%	42%	43%

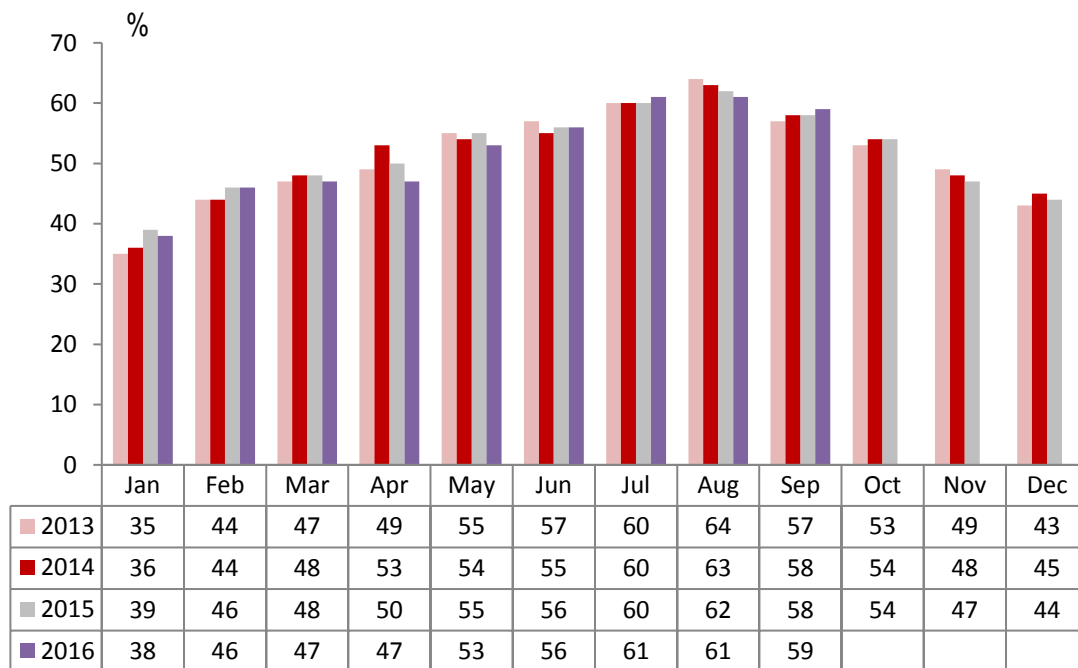
## Number of rooms

	Room Occupancy				Bedspace Occupancy			
	2013	2014	2015	2016	2013	2014	2015	2016
<b>September</b>								
1-3 rooms	53%	55%	59%	56%	45%	45%	47%	47%
4-10 rooms	63%	66%	66%	68%	50%	52%	53%	56%
11-25 rooms	70%	72%	76%	76%	53%	55%	59%	60%
26-50 rooms	79%	79%	81%	79%	63%	61%	60%	60%
51-100 rooms	75%	77%	78%	81%	57%	58%	56%	55%
100+ rooms	83%	85%	87%	86%	57%	58%	59%	60%
<b>Sept (Year to Date)</b>								
1-3 rooms	44%	45%	47%	46%	36%	37%	38%	37%
4-10 rooms	52%	53%	55%	56%	41%	42%	44%	45%
11-25 rooms	59%	62%	63%	63%	45%	47%	49%	50%
26-50 rooms	70%	70%	68%	68%	55%	54%	54%	51%
51-100 rooms	70%	67%	69%	70%	56%	54%	52%	49%
100+ rooms	76%	78%	79%	78%	54%	55%	56%	55%
<b>Past 12 months</b>								
1-3 rooms	41%	42%	45%	43%	33%	34%	35%	35%
4-10 rooms	49%	51%	53%	54%	39%	40%	42%	42%
11-25 rooms	58%	61%	62%	62%	43%	46%	48%	47%
26-50 rooms	69%	69%	68%	68%	54%	53%	53%	51%
51-100 rooms	70%	65%	68%	69%	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
<b>September</b>								
East Midlands	71%	77%	77%	74%	47%	57%	54%	54%
Yorkshire	74%	76%	78%	80%	54%	55%	56%	59%
London	88%	89%	89%	89%	67%	65%	65%	66%
North West	67%	68%	72%	72%	49%	49%	50%	52%
East of England	72%	75%	79%	77%	54%	56%	57%	56%
West Midlands	73%	79%	81%	81%	51%	55%	57%	57%
South West	75%	78%	79%	81%	58%	60%	61%	62%
South East	79%	79%	82%	82%	58%	57%	56%	55%
North East	67%	70%	69%	73%	48%	46%	46%	51%
<b>Sept (Year to Date)</b>								
East Midlands	66%	65%	65%	67%	46%	46%	48%	47%
Yorkshire	65%	67%	68%	70%	49%	50%	51%	52%
London	82%	82%	81%	80%	64%	63%	62%	60%
North West	61%	61%	62%	63%	44%	44%	45%	46%
East of England	63%	67%	69%	70%	48%	50%	50%	50%
West Midlands	66%	68%	71%	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%	59%	62%	65%	43%	43%	44%	46%
<b>Past 12 months</b>								
East Midlands	65%	64%	64%	65%	45%	45%	47%	46%
Yorkshire	63%	66%	67%	68%	43%	49%	50%	51%
London	82%	82%	81%	80%	64%	63%	62%	61%
North West	63%	61%	62%	63%	60%	44%	45%	46%
East of England	62%	66%	68%	69%	47%	50%	50%	49%
West Midlands	65%	67%	70%	71%	46%	48%	50%	51%
South West	61%	63%	66%	67%	48%	49%	51%	51%
South East	68%	69%	71%	71%	51%	49%	50%	48%
North East	57%	58%	61%	63%	41%	41%	42%	44%

## 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.