England Occupancy Survey

September 2021 Results
Summary of Results

**Room occupancy** in September 2021 increased by 26% to 72% whilst bedspace occupancy in September 2021 increased by 18% to 50% when compared to September 2020. In September 2021, room supply increased by 6.6% when compared to September 2020. Meanwhile, room demand increased by 68.0% when compared to the same month last year.

**RevPAR**, which is the total room revenue divided by the total number of available rooms, increased by 128% to £73.24 in September 2021 when compared to the same month last year.

Looking at hotel performance across **destination types**, City / Large Town hotel room occupancy increased the most by 28% to 71% followed by Small Town hotel occupancy which increased by 20% to 75% and Seaside hotel occupancy which increased by 8% to 83%. The smallest change from last year was recorded for Countryside hotels as occupancy increased by 7% to 76%.

Assessing occupancy rates by **establishment size**, hotels with 101+ rooms increased the most by 30% to 68% followed by hotels with 51 to 100 rooms which increased occupancy by 20% to 80% and hotels with 1 to 25 rooms which increased occupancy by 18% to 80%. The smallest change from last year was recorded for hotels with 26 to 50 rooms as occupancy increased by 17% to 80%.

Evaluating trends across the **9 regions** of England, all 9 regions achieved increased room occupancy compared to the same month last year. The three regions that recorded the greatest change in room occupancy from last year were Greater London which increased occupancy by 33% to 62%, West Midlands which increased occupancy by 32% to 74%, and Northeast England which increased occupancy by 32% to 81%.

Throughout this report occupancy comparisons with last year are in absolute terms. Meanwhile, ADR and RevPAR year-on-year comparisons are in relative terms. Please see the Methodology Statement for more information on this, and regarding the current data during the Covid-19 pandemic.
England Room and Bedspace Occupancy
At a glance - September 2021

*Please note: As of February 2019 occupancy percentage changes are expressed in absolute terms. For more information please see ‘Methodology Statement’ on page 16.
## England Room and Bedspace Occupancy

### Data Tables

<table>
<thead>
<tr>
<th>Room Occupancy</th>
<th>2019</th>
<th>2020</th>
<th>2021</th>
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<tbody>
<tr>
<td>September</td>
<td>83%</td>
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<td>September YTD</td>
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<td>82%</td>
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<td>Weekend</td>
<td>86%</td>
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<table>
<thead>
<tr>
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<td>32%</td>
<td>50%</td>
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<tr>
<td>September YTD</td>
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<td>31%</td>
<td>35%</td>
</tr>
<tr>
<td>Weekday</td>
<td>52%</td>
<td>27%</td>
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<td>Weekend</td>
<td>71%</td>
<td>45%</td>
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<th></th>
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<td>Room Demand</td>
<td>1.8%</td>
<td>-48.6%</td>
<td>68.0%</td>
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Table to the left shows the room supply and room demand year on year relative percentage change.
# England Room and Bedspace Occupancy

## Data Tables

<table>
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<tr>
<th>Year</th>
<th>Jan</th>
<th>Feb</th>
<th>Mar</th>
<th>Apr</th>
<th>May</th>
<th>Jun</th>
<th>Jul</th>
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<tr>
<td>2021</td>
<td>24%</td>
<td>29%</td>
<td>33%</td>
<td>34%</td>
<td>43%</td>
<td>57%</td>
<td>64%</td>
<td>71%</td>
<td>72%</td>
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England Room Occupancy by Month

<table>
<thead>
<tr>
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<th>Jan</th>
<th>Feb</th>
<th>Mar</th>
<th>Apr</th>
<th>May</th>
<th>Jun</th>
<th>Jul</th>
<th>Aug</th>
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<th>Oct</th>
<th>Nov</th>
<th>Dec</th>
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<tbody>
<tr>
<td>2019</td>
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<td>2020</td>
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England Bedspace Occupancy by Month
England ADR and RevPAR
At a glance - September 2021

*Please note: ADR and RevPAR year-on-year percentage changes are shown in relative terms.*
### England ADR and RevPAR

Data Tables

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<table>
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<tr>
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<th>RevPAR</th>
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<td>2020</td>
<td>2021</td>
<td></td>
</tr>
<tr>
<td>September</td>
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<td>Weekend</td>
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Room Occupancy By Region
At a glance - September 2021

*The figures in the graphic show the latest month occupancy figures and year-on-year percentage changes (in absolute terms).
## Occupancy By Region

### Data Tables

<table>
<thead>
<tr>
<th>Region</th>
<th>Room Occupancy</th>
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<th>2021</th>
</tr>
</thead>
<tbody>
<tr>
<td>East England</td>
<td>81%</td>
<td>58%</td>
<td>77%</td>
<td></td>
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<tr>
<td>East Midlands</td>
<td>79%</td>
<td>52%</td>
<td>77%</td>
<td></td>
</tr>
<tr>
<td>Greater London</td>
<td>87%</td>
<td>30%</td>
<td>62%</td>
<td></td>
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<tr>
<td>Northeast England</td>
<td>80%</td>
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<td>81%</td>
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<tr>
<td>Southeast England</td>
<td>83%</td>
<td>48%</td>
<td>72%</td>
<td></td>
</tr>
<tr>
<td>Southwest England</td>
<td>85%</td>
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<tr>
<td>Yorkshire &amp; Humberside</td>
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<table>
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<th>Bedspace Occupancy</th>
<th>2019</th>
<th>2020</th>
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<tbody>
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<td>56%</td>
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</tr>
<tr>
<td>East Midlands</td>
<td>53%</td>
<td>35%</td>
<td>52%</td>
<td></td>
</tr>
<tr>
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<td>61%</td>
<td>21%</td>
<td>44%</td>
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<tr>
<td>Northeast England</td>
<td>55%</td>
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<tr>
<td>West Midlands</td>
<td>52%</td>
<td>28%</td>
<td>49%</td>
<td></td>
</tr>
<tr>
<td>Yorkshire &amp; Humberside</td>
<td>57%</td>
<td>38%</td>
<td>56%</td>
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ADR and RevPAR By Region
At a glance - September 2021

*The figures in the graphic show the latest month revenue figures and year-on-year percentage changes (in relative terms).
### ADR and RevPAR By Region

#### Data Tables

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<tr>
<th>Region</th>
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<th>ADR 2020</th>
<th>ADR 2021</th>
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<td>£69.80</td>
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<td>£81.35</td>
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<td>Yorkshire &amp; Humberside</td>
<td>£67.01</td>
<td>£60.76</td>
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<thead>
<tr>
<th>Region</th>
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<th>RevPAR 2020</th>
<th>RevPAR 2021</th>
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<tr>
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<td>£54.80</td>
<td>£32.64</td>
<td>£67.51</td>
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</table>
Room Occupancy By Destination Type
At a glance - September 2021

- **Countryside**: 77% of 76%
- **Seaside**: 18% of 83%
- **Small Town**: 120% of 75%
- **City / Large Town**: 126% of 71%

*Please note: As of February 2019 occupancy percentage changes are expressed in absolute terms. For more information please see ‘Methodology Statement’ on page 16.
## Occupancy By Location Type

### Data Tables

<table>
<thead>
<tr>
<th>Location Type</th>
<th>Room Occupancy 2019</th>
<th>Room Occupancy 2020</th>
<th>Room Occupancy 2021</th>
<th>Bedspace Occupancy 2019</th>
<th>Bedspace Occupancy 2020</th>
<th>Bedspace Occupancy 2021</th>
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</thead>
<tbody>
<tr>
<td>City / Large Town</td>
<td>84%</td>
<td>43%</td>
<td>71%</td>
<td>57%</td>
<td>29%</td>
<td>48%</td>
</tr>
<tr>
<td>Small Town</td>
<td>81%</td>
<td>55%</td>
<td>75%</td>
<td>57%</td>
<td>39%</td>
<td>53%</td>
</tr>
<tr>
<td>Countryside</td>
<td>79%</td>
<td>69%</td>
<td>76%</td>
<td>52%</td>
<td>46%</td>
<td>51%</td>
</tr>
<tr>
<td>Seaside</td>
<td>85%</td>
<td>76%</td>
<td>83%</td>
<td>61%</td>
<td>55%</td>
<td>60%</td>
</tr>
</tbody>
</table>
Room Occupancy By Number of Rooms

At a glance - September 2021

1-25 Rooms: 80%
26-50 Rooms: 80%
51-100 Rooms: 80%
101+ Rooms: 68%

*Please note: As of February 2019 occupancy percentage changes are expressed in absolute terms. For more information please see ‘Methodology Statement’ on page 16.
### Occupancy By Number of Rooms

#### Data Tables

<table>
<thead>
<tr>
<th>Room Occupancy</th>
<th>2019</th>
<th>2020</th>
<th>2021</th>
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<tbody>
<tr>
<td>1 to 25 Rooms</td>
<td>82%</td>
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<td>80%</td>
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<tr>
<td>26 to 50 Rooms</td>
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<td>51 to 100 Rooms</td>
<td>82%</td>
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<td>80%</td>
</tr>
<tr>
<td>101+ Rooms</td>
<td>84%</td>
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<td>68%</td>
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<th>Bedspace Occupancy</th>
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<tbody>
<tr>
<td>1 to 25 Rooms</td>
<td>58%</td>
<td>44%</td>
<td>56%</td>
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<td>26 to 50 Rooms</td>
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<td>51 to 100 Rooms</td>
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<tr>
<td>101+ Rooms</td>
<td>57%</td>
<td>26%</td>
<td>47%</td>
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Methodology Statement

In July 2017, a change of suppliers was made to the occupancy data. The data is now collected via a syndicated panel of over 3,000 hotels and other accommodation businesses provided by Hotel Market Data and Benchmarking Company - STR. STR collects the following performance metrics from participating properties either on a daily or monthly basis through their online platform or data feeds:

- Number of rooms available
- Number of rooms sold
- Total room revenue

These baseline figures are used to calculate the three most relevant metrics within the accommodation industry namely: Occupancy, Average Daily Rate (ADR) and Revenue Per Available Room (RevPAR). All units given throughout this report represent a positive number, unless stated otherwise.

To allow a meaningful comparison of year-on-year trends, VisitEngland and STR have included historical data from STR’s own participating properties in the reports from July 2017 onwards. The historical data displayed in these reports is not consistent with reports published prior to the July 2017 report.

Further details about STR’s panel and data collection can be found in our methodology note.

All previous months’ reports and data can be found on the VisitEngland website.

In February 2019, a change in reporting style was made to refer to percentage changes of occupancy data in absolute terms. Please note that the room and bedspace occupancy figures in this report are rounded to the nearest whole number. As a result, occupancy absolute percentage change figures may have a discrepancy of ±1%. All previous reports prior to February 2019 show percentage changes of occupancy data in relative terms. ADR, RevPAR, Supply & Demand percentage changes continue to be shown in relative terms.

Due to Covid-19, the England hotel industry saw an unprecedented number of hotels temporarily close their doors starting in March of 2020. Throughout the pandemic, STR has continued to collect performance data from those hotels who remained open. The data in this month’s report is therefore only based on those hotels that were open and reported data to STR (N=3,373).
For information on how to contribute and participate in the England Occupancy Study and benefit from STR’s property level benchmarking reports, please email hotelinfo@str.com.

For more information on STR’s other available products and pricing:

Website: www.str.com
Telephone: +44 (0) 207 922 1930
Email: industrydata@str.com