

England Occupancy Survey – May 2017

SUMMARY OF RESULTS

- **Room occupancy** in May 2017 increased +1% to 73%.
- **Bedspace occupancy** also increased +1% to 54%.
- **Weekday** room occupancy remained stable at 72% whilst **weekend** room occupancy increased slightly, up +1% (72%). For bedspace occupancy, both weekday and weekend occupancy increased +1% to 50% and 59% respectively.
- **Seaside** room occupancy increased by +2% (63%) but decreased -2% (46%) for bedspace. **City/large town** room occupancy remained unchanged (78%), whilst bedspace increased +1% (57%). **Small town** room occupancy increased +2% (72%) and also increased +2% (52%) for bedspace occupancy. **Countryside** room occupancy saw the biggest change, +4% (66%) and bedspace occupancy +1% (51%).
- Looking at occupancy by **establishment type**, **hotel** occupancy increased +1% (75%) and also increased +1% for bedspace (55%). **Guesthouses** showed a -2% decrease for room (56%) and remained unchanged for bedspace occupancy (46%). **B&Bs** saw occupancy fall -1% for room (57%) and -1% for bedspace (47%).
- Looking at room occupancy rates by **number of rooms**, establishments with 4-10 rooms (-3%), and 51-100 rooms (-3%) saw the biggest changes, showing a decrease on May last year. Establishments with 51-100 rooms saw the biggest change in bedspace (+4%).
- Looking at **occupancy by region**, the largest shifts for room occupancy came from the West Midlands (+4%) and the South East (+4%). For bedspace occupancy, East Midlands saw the biggest movements (+4%).

Room and Bedspace Occupancy (including STR Global data)

	Room Occupancy			Bedspace Occupancy		
	2016	2017	% +/-	2016	2017	% +/-
May	72%	73%	+1%	53%	54%	+1%
May (Year to Date)	65%	66%	+1%	46%	48%	+2%
Past 12 months	70%	71%	+1%	51%	52%	+1%

Room and Bedspace Occupancy (excluding STR Global data)

	Room Occupancy			Bedspace Occupancy		
	2016	2017	% +/-	2016	2017	% +/-
May	65%	66%	+1%	49%	49%	0%
May (Year to Date)	57%	58%	+1%	38%	40%	+2%
Past 12 months	64%	64%	0%	46%	46%	0%

Weekday/Weekend

	Room Occupancy				Bedspace Occupancy			
	2014	2015	2016	2017	2014	2015	2016	2017
May								
Weekday	72%	72%	72%	72%	50%	51%	49%	50%
Weekend	71%	71%	71%	72%	59%	58%	58%	59%
May (Year to Date)								
Weekday	66%	67%	68%	67%	46%	45%	44%	46%
Weekend	60%	60%	62%	62%	48%	50%	50%	50%
Past 12 months								
Weekday	71%	72%	72%	72%	49%	49%	48%	50%
Weekend	65%	66%	67%	68%	53%	54%	55%	55%

Location Type

	Room Occupancy				Bedspace Occupancy			
	2014	2015	2016	2017	2014	2015	2016	2017
May								
Seaside	65%	64%	61%	63%	48%	48%	48%	46%
City/large town	81%	79%	78%	78%	60%	60%	56%	57%
Small town	68%	69%	70%	72%	49%	50%	50%	52%
Countryside	64%	65%	62%	66%	51%	52%	50%	51%
May (Year to Date)								
Seaside	52%	53%	53%	56%	37%	40%	35%	38%
City/large town	73%	73%	72%	73%	54%	54%	52%	53%
Small town	59%	61%	63%	63%	42%	43%	43%	43%
Countryside	52%	53%	53%	55%	39%	40%	40%	41%
Past 12 months								
Seaside	60%	61%	63%	64%	45%	48%	44%	46%
City/large town	77%	78%	77%	77%	57%	57%	56%	56%
Small town	65%	65%	68%	67%	46%	46%	48%	47%
Countryside	59%	59%	60%	61%	46%	46%	46%	48%



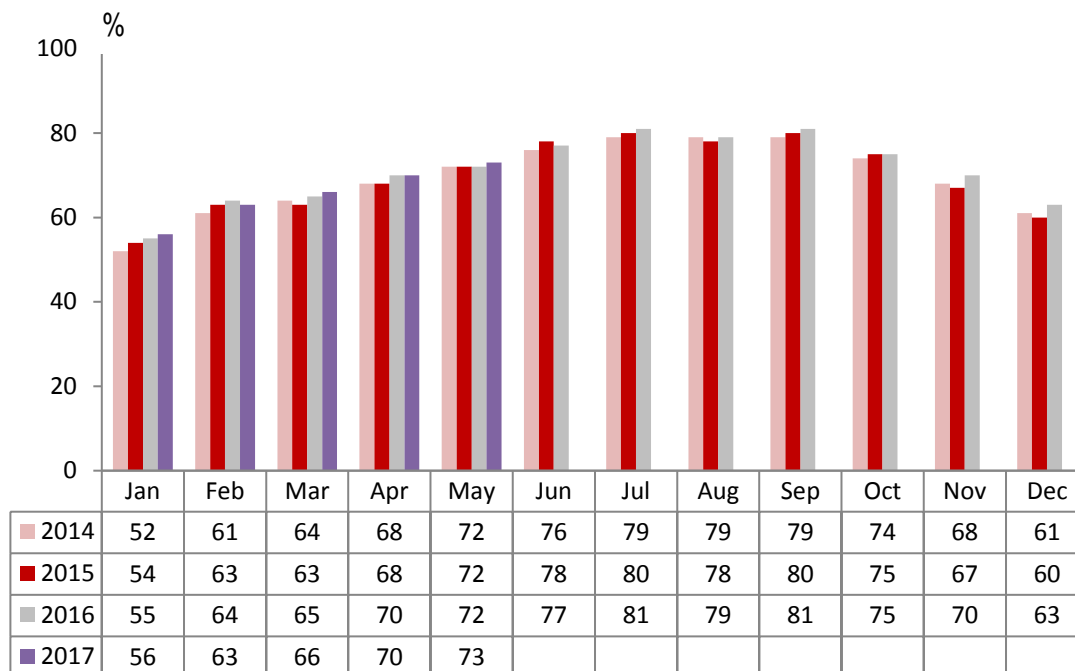
Establishment Type

	Room Occupancy				Bedspace Occupancy			
	2014	2015	2016	2017	2014	2015	2016	2017
May								
Hotel	75%	75%	74%	75%	56%	56%	54%	55%
Guesthouse	60%	58%	58%	56%	47%	48%	46%	46%
B&B	55%	58%	58%	57%	44%	49%	48%	47%
May (Year to Date)								
Hotel	67%	68%	68%	69%	50%	50%	48%	49%
Guesthouse	47%	47%	47%	47%	35%	36%	36%	38%
B&B	41%	45%	47%	46%	32%	35%	36%	37%
Past 12 months								
Hotel	72%	73%	73%	74%	53%	53%	52%	53%
Guesthouse	55%	55%	56%	56%	42%	43%	44%	45%
B&B	49%	52%	54%	53%	38%	42%	43%	46%

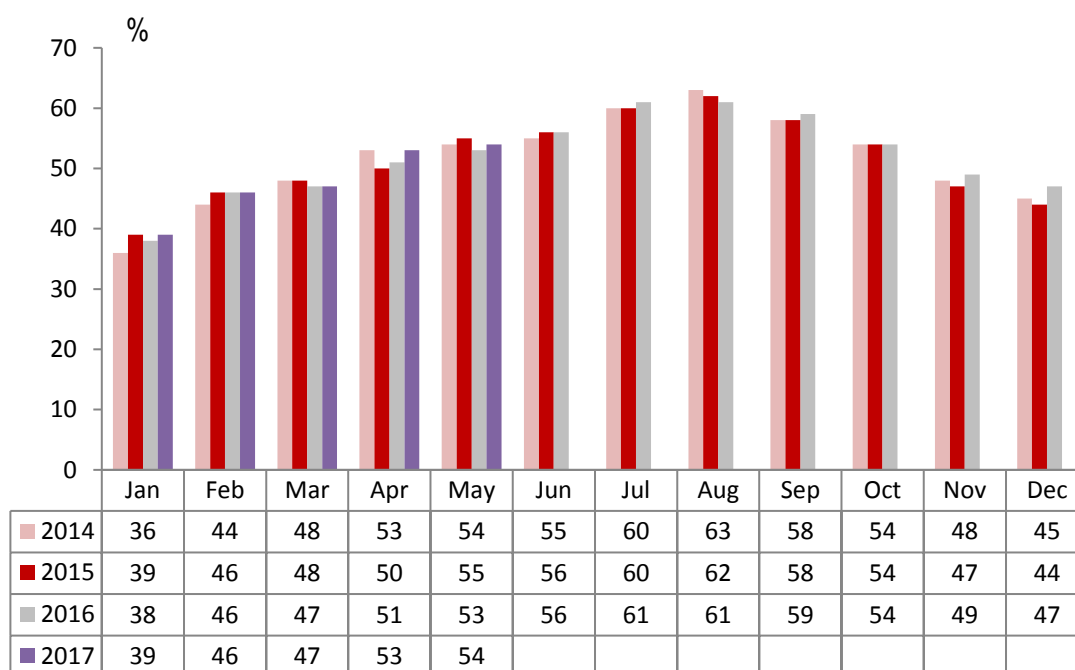
Number of rooms

	Room Occupancy				Bedspace Occupancy			
	2014	2015	2016	2017	2014	2015	2016	2017
May								
1-3 rooms	47%	51%	48%	50%	39%	41%	39%	40%
4-10 rooms	56%	57%	57%	54%	45%	46%	44%	41%
11-25 rooms	64%	64%	64%	64%	49%	52%	50%	52%
26-50 rooms	73%	70%	68%	70%	58%	59%	53%	51%
51-100 rooms	71%	67%	70%	67%	53%	50%	49%	53%
100+ rooms	80%	80%	79%	80%	58%	58%	56%	57%
May (Year to Date)								
1-3 rooms	34%	37%	36%	38%	27%	28%	27%	29%
4-10 rooms	41%	44%	46%	43%	31%	33%	34%	32%
11-25 rooms	54%	54%	54%	54%	39%	40%	39%	42%
26-50 rooms	63%	61%	61%	63%	48%	48%	45%	44%
51-100 rooms	60%	62%	62%	61%	47%	46%	37%	42%
100+ rooms	74%	74%	73%	75%	53%	52%	52%	54%
Past 12 months								
1-3 rooms	41%	44%	45%	44%	33%	35%	35%	36%
4-10 rooms	50%	53%	54%	51%	39%	42%	42%	41%
11-25 rooms	61%	61%	62%	62%	46%	46%	47%	49%
26-50 rooms	69%	68%	68%	68%	54%	53%	52%	50%
51-100 rooms	66%	67%	68%	68%	53%	51%	45%	47%
100+ rooms	77%	78%	78%	79%	54%	55%	55%	56%

England Room Occupancy by Month



England Bedspace Occupancy by Month





Regional Information

	Room Occupancy				Bedspace Occupancy			
	2014	2015	2016	2017	2014	2015	2016	2017
May								
East Midlands	68%	64%	67%	66%	47%	48%	47%	51%
Yorkshire	70%	70%	69%	70%	53%	54%	52%	52%
London	84%	83%	81%	81%	66%	64%	61%	62%
North West	62%	62%	63%	61%	45%	47%	46%	44%
East of England	67%	70%	70%	73%	52%	52%	51%	52%
West Midlands	70%	71%	70%	74%	51%	52%	50%	53%
South West	67%	68%	68%	69%	53%	53%	52%	52%
South East	75%	75%	73%	77%	53%	55%	51%	52%
North East	67%	66%	67%	70%	51%	50%	50%	52%
May (Year to Date)								
East Midlands	59%	58%	61%	59%	41%	42%	42%	41%
Yorkshire	61%	61%	63%	64%	45%	45%	46%	47%
London	77%	76%	75%	77%	60%	58%	56%	59%
North West	55%	57%	58%	57%	40%	41%	42%	41%
East of England	60%	62%	64%	64%	45%	44%	45%	44%
West Midlands	64%	66%	68%	69%	46%	47%	48%	49%
South West	55%	59%	60%	58%	42%	44%	40%	43%
South East	64%	64%	64%	67%	44%	46%	43%	44%
North East	53%	57%	58%	60%	39%	40%	41%	43%
Past 12 months								
East Midlands	64%	64%	65%	65%	45%	45%	46%	46%
Yorkshire	65%	67%	68%	69%	49%	49%	50%	52%
London	82%	82%	80%	81%	64%	62%	60%	62%
North West	61%	62%	63%	63%	44%	45%	45%	45%
East of England	65%	67%	69%	68%	49%	49%	50%	48%
West Midlands	66%	69%	71%	72%	47%	49%	51%	51%
South West	62%	65%	67%	66%	48%	50%	49%	50%
South East	68%	70%	71%	72%	48%	50%	48%	48%
North East	58%	61%	61%	65%	42%	42%	42%	46%

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.