

United Kingdom Occupancy Survey

Serviced Accommodation

Annual Report 2021

On behalf of VisitEngland, Visit Scotland, Visit Wales and NISRA (Northern Ireland Statistics and Research Agency)

Introduction

This report presents a summary of the main findings from the UK Occupancy Survey for Serviced Accommodation in 2021, which is jointly commissioned by the National Tourist Boards of England, Northern Ireland and Scotland and by Visit Wales (part of the Welsh Government) and supported by the Department for Digital, Culture, Media and Sport.

In 2021, COVID-19 continued to affect business in the UK and beyond. Travel restrictions impacted performance in the first few months of the year, with other COVID-19 related factors (such as reduced international travel and general consumer concern regarding the virus) created a challenging time for businesses during the rest of the year. Therefore, the results for these months should be viewed with caution.

The data reported in those months affected by COVID-19 is based on net occupancy, which refers only to those businesses that were open and who provided data during this period.

This report has been compiled by Christine King at The Research Solution.

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Summary: Bedroom Occupancy (1)

COVID-19 continued to affect business in the UK and beyond in 2021 with restrictions in place across the accommodation sector in the first quarter of the year. Travel restrictions impacted performance in the first months of the year and other factors, such as reduced international travel and general consumer concern regarding the virus, creating a challenging time for businesses during the rest of the year. Room occupancy across the UK rose 15 percentage points from 37% in 2020 to 52% in 2021 but still not at the levels seen prior to the pandemic (76% in 2019). England mirrored that of the UK as a whole (52%) with an upturn of 14 percentage points on the previous year (38% to 52%). Scotland saw an increase in room occupancy of 19 percentage points on the previous – up from 21% in 2020 to 40% in 2021. Northern Ireland also experienced a rise of 19 percentage points in 2021, double the room occupancy when compared with 2020. Across the four nations, Wales witnessed the biggest increase in room occupancy when compared with 2020, an upturn of 24 percentage points from 36% to 60% this year. Due to a change in methodology during 2020, the Wales data cannot be compared to previous years.

With restrictions still in place across most of the UK on people staying in accommodation in the first few months of 2021, January, February and March saw the lowest room occupancy levels, with February seeing the biggest decline, falling by 43 percentage points when compared to February 2020 and before the lockdown in March 2020. The spring months saw a rise in room occupancy compared with 2020 but below what would be expected at the start of the main tourism season beginning with the Easter break. The summer months of August and September saw the highest levels of room occupancy in 2021, 72% respectively. However, across the year as a whole, room occupancy rates still fell behind the levels seen in previous years, prior to the Covid-19 pandemic.

Summary: Bedroom Occupancy (2)

During 2021, monthly bedroom occupancy levels in England saw an increase in all months with the exception of the first three months of January, February and March. In September, the highest bedroom occupancy was recorded at 72%, 26 percentage points above the same month in 2020, followed by August and October 71% respectively.

Bedroom occupancy in Scotland recorded an increase in 9 out of the 12 months in 2021. January, February and March witnessed a decline of 37, 32 and 32 percentage points respectively when compared with 2020. With restrictions on serviced accommodation businesses lifted in May, the peak summer months of June, July and August saw an upturn in bedroom occupancy level, although not at the levels seen before 2020. September had the highest occupancy across the year as a whole, 73%.

Across Wales, bedroom occupancy fared better across the first 3 months of the year than any other nation. Bedroom occupancy was at its highest in the peak summer month of August at 86%, followed by July and September (81% and 79% respectively). November also performed well (69%) but occupancy fell again during December to 56% due to a change in methodology in Wales during 2020, the Wales data cannot be compared with previous years.

In Northern Ireland, monthly occupancy data was not available for January through to April. The late summer and early autumn months performed best across the year with 73% occupancy in August, 68% in September and 64% in October. The lowest occupancy recorded in the months data was provided was in December, 40%, an 18 percentage point increase on the previous year.

Summary: Bedspace Occupancy (1)

Bedspace occupancy in the UK followed a similar pattern to that of room occupancy during 2021, with bedspace occupancy rates increasing by 12 percentage points from 26% in 2020 to 38% in 2021. Occupancy rates in England mirrored that of the UK, with Scotland (34%) having a rise in bed occupancy by 20 percentage points, Wales (41 %) by 16 percentage points and Northern Ireland (30%) by 12 percentage points.

Monthly data analysis (2021 vs previous 2020) shows that bedspace occupancy in the UK fell for the first 3 months of the year (by 29, 32 and 2 percentage points vs 2020) and rose for the rest of the year with June and November recording the highest rises (29 percentage points) while April saw the lowest rise (10 percentage points). Bed occupancy rates were at their highest in August, September and October (54%, 52% and 52%).

England bed occupancy rates on a month by month basis were similar to those of the UK, with bed occupancy levels falling during the first 3 months and then rising to 53% in August.

Similarly, bed occupancy in Scotland during 2021 was lower than that of 2020 in the first 3 months, then rose until August before declining for the rest of the year.

As with other nations in the UK in 2021, the bedspace occupancy rates in Wales were lower than in 2020 in the first 3 months. For the rest of the year, the rates were higher in 2021 than in 2020, with the highest rate (67%) occurring in September.

In 2021, Northern Ireland did not supply any figures until May. From then until the end of the year the bedspace occupancy levels were higher in every month, with the highest (55%) being recorded in September.

Summary: Room and Bedspace occupancy in detail (1)

When compared with 2020, annual weekend room occupancy levels in the UK rose to 57% in 2021, a 22 percentage points rise when compared with 2020. A similar pattern is seen with annual weekday room occupancy levels in the UK, which saw occupancy levels rise to 53%, a 16 percentage rise when compared with 2020.

England mirrored that of the UK with weekend room occupancy rising to 57% (an increase of 20 percentage points). Weekend bedspace occupancy rising to 50%, an increase of 18 percentage points).

Scotland also saw increases in both weekend, bedroom and bedspace, occupancy rates, with weekend room occupancy rising to 45% (+21 percentage points) and the weekend bedspace occupancy rising to 45% (+26 percentage points).

As with England and Scotland, both room and bedspace occupancy weekend and weekday levels rose in Northern Ireland. Weekend room occupancy of 28% represented a rise of 10 percentage points while weekday room occupancy of 30% was a rise of 15 percentage points, consistent with the other nations.

Summary: Room and Bedspace occupancy in detail (2)

2021 saw an increase in occupancy rates across the UK. Seaside locations recorded the highest room occupancy (63% compared with 44% in 2020) and the highest bedspace occupancy (51% , compared with 34%).

Across the UK, city/large towns failed to return to their position as one of the more important locations as the effect of the pandemic (where people avoided cities and large towns, opting for more rural and less busy areas. In large cities and towns, room occupancy in 2021 was 54% (an increase of 17 percentage points on 2020) and bedspace occupancy 42% (an increase of 16 percentage points)

Country/village locations achieved a 57% annual room occupancy and an annual bedspace occupancy of 45%.

Bedroom Occupancy: UK and National

UK and National Annual Bedroom Occupancy 2017 - 2021

Table 1: UK and National Bedroom Occupancy, 2017-2021

	2017	2018	2019	2020	2021
England*	74	78	78	38	52
Scotland	64	67	67	21	40
Wales**	61	61	60	36	60
N. Ireland	63	61	59	19	38
UK	73	77	76	37	52

* England occupancy was calculated using a revised methodology from June 2017. Please see Methodological Note on slide 42 for further details.

**Due to a change in methodology during 2020 in Wales, the data shown within the report cannot be compared with previous years.



UK Monthly Bedroom Occupancy 2017 - 2021

Table 2: UK Bedroom Occupancy, 2017-2021

	UK				
	2017	2018	2019	2020	2021
Jan	54	63	63	63	24
Feb	61	71	70	70	27
Mar	64	73	73	37	34
Apr	69	75	75	20	34
May	73	78	78	21	46
Jun	80	82	80	22	58
Jul	83	85	84	27	64
Aug	81	83	82	48	72
Sep	83	83	82	47	72
Oct	78	81	80	40	68
Nov	75	76	76	28	67
Dec	68	69	68	26	55

National Monthly Bedroom Occupancy 2017 - 2021

Table 2a: National Bedroom Occupancy, 2017-2021

	England					Scotland					Wales					Northern Ireland							
	2017	2018	2019	2020	2021		2017	2018	2019	2020	2021		2017	2018	2019	2020	2021		2017	2018	2019	2020	2021
Jan	56	65	65	65	24	Jan	42	51	44	50	13	Jan	43	47	45	61	32	Jan	48	46	52	40	*
Feb	63	74	73	73	29	Feb	42	51	52	38	6	Feb	53	51	49	71	37	Feb	48	54	53	45	*
Mar	66	75	75	37	33	Mar	51	62	64	32	*	Mar	55	53	50	40	38	Mar	54	58	52	26	*
Apr	70	77	76	22	34	Apr	62	60	67	0	19	Apr	64	59	60	20	35	Apr	62	59	52	*	*
May	73	79	79	23	43	May	74	77	78	1	42	May	65	66	66	29	56	May	68	69	63	*	47
Jun	80	82	80	24	57	Jun	79	81	80	1	62	Jun	69	71	70	31	74	Jun	74	73	70	*	48
Jul	84	86	85	29	64	Jul	82	82	80	12	63	Jul	74	71	74	26	81	Jul	72	69	72	21	57
Aug	81	83	82	47	71	Aug	87	87	85	49	72	Aug	75	74	75	68	86	Aug	79	73	75	44	73
Sep	84	84	83	46	72	Sep	80	80	79	50	73	Sep	71	68	70	60	79	Sep	74	69	64	38	68
Oct	80	83	82	41	71	Oct	66	68	66	34	41	Oct	63	57	61	26	75	Oct	64	62	56	28	64
Nov	78	79	79	28	68	Nov	53	55	56	23	56	Nov	57	56	53	37	69	Nov	57	52	50	*	57
Dec	71	72	71	27	56	Dec	48	48	51	17	32	Dec	47	53	50	25	56	Dec	51	48	45	22	40

UK Annual Bedroom Occupancy Seasonal Averages 2017-2021

Table 3: UK Bedroom Occupancy, 2017-2021

	UK				
	2017	2018	2019	2020	2021
Apr-Oct Average	78	81	80	32	59
Jul-Sep Average	83	84	83	40	69
Annual Average	73	77	76	37	52

National Annual Bedroom Occupancy Seasonal Averages 2017-2021

Table 3a: UK and National Bedroom Occupancy, 2017-2021

	England				Scotland				Wales				N. Ireland		
	Apr-Oct Ave	Jul-Sep Ave	Ann Ave		Apr-Oct Ave	Jul-Sep Ave	Ann Ave		Apr-Oct Ave	Jul-Sep Ave	Ann Ave		Apr-Oct Ave	Jul-Sep Ave	Ann Ave
2017	79	83	74	2017	76	83	64	2017	69	73	61	2017	70	75	63
2018	82	84	78	2018	76	83	67	2018	67	71	61	2018	68	70	61
2019	81	83	78	2019	76	81	67	2019	68	73	60	2019	64	70	59
2020	33	29	38	2020	14	20	21	2020	29	33	36	2020	13	21	19
2021	52	69	52	2021	53	69	40	2021	69	74	60	2021	51	66	38

UK Bedroom Occupancy Trends 2017 - 2021

Table 4: UK Annual Bedroom Occupancy Trends, 2017-2021

	UK		
	17-19	18-20	19-21
Jan	60	63	50
Feb	68	71	56
Mar	70	61	47
Apr	73	56	43
May	76	59	51
Jun	80	61	53
Jul	84	65	59
Aug	82	71	67
Sep	83	71	67
Oct	80	67	62
Nov	76	60	57
Dec	69	55	50

National Bedroom Occupancy Trends 2017 - 2021

Table 4a: National Bedroom Occupancy Trends, 2017-2021

	England		
	17-19	18-20	19-21
Jan	62	65	51
Feb	70	73	58
Mar	72	62	48
Apr	74	58	44
May	77	60	48
Jun	81	62	54
Jul	85	67	59
Aug	82	71	67
Sep	84	71	67
Oct	82	69	65
Nov	79	62	58
Dec	71	57	51

	Scotland		
	17-19	18-20	19-21
Jan	46	48	36
Feb	48	47	32
Mar	59	53	32
Apr	63	42	29
May	76	52	40
Jun	80	54	48
Jul	81	58	52
Aug	86	73	69
Sep	80	70	67
Oct	67	56	47
Nov	55	45	45
Dec	49	39	33

	Wales		
	17-19	18-20	19-21
Jan	46	52	41
Feb	52	58	46
Mar	53	48	40
Apr	61	46	32
May	65	53	42
Jun	70	57	50
Jul	73	57	62
Aug	75	72	77
Sep	70	66	72
Oct	60	48	54
Nov	55	48	52
Dec	50	42	42

	N. Ireland		
	17-19	18-20	19-21
Jan	49	46	31
Feb	51	50	32
Mar	54	45	26
Apr	58	37	17
May	67	44	37
Jun	73	48	39
Jul	71	54	50
Aug	76	64	64
Sep	69	57	57
Oct	60	48	49
Nov	53	34	36
Dec	48	38	36

UK Bedroom Occupancy Averages 2017-2021

Table 5: UK Bedroom Occupancy Trends, Averages 2017-2021

	UK		
	2017-19	2018-20	2019-21
Apr-Oct Average	80	64	57
Jul-Sep Average	83	69	64
Annual Average	75	60	52

National Bedroom Occupancy Averages 2017-2021

Table 5a: UK and National Bedroom Occupancy, Trends 2017-2021

	England				Scotland				Wales				N. Ireland		
	17-19	18-20	19-21		17-19	18-20	19-21		17-19	18-20	19-21		17-19	18-20	19-21
Apr-Oct Average	81	65	55	Apr-Oct Average	76	58	50	Apr-Oct Average	68	54	56	Apr-Oct Average	67	45	39
Jul-Sep Average	84	66	60	Jul-Sep Average	81	67	62	Jul-Sep Average	72	59	60	Jul-Sep Average	72	58	57
Annual Average	77	65	56	Annual Average	71	53	44	Annual Average	61	52	51	Annual Average	61	47	40

Bedspace Occupancy UK and National

UK and National Annual Bedspace Occupancy 2017 - 2021

Table1: UK and National Bedspace Occupancy, 2017-2021

	2017	2018	2019	2020	2021
England*	53	55	55	27	37
Scotland	52	52	51	14	34
Wales**	48	47	46	25	41
N.Ireland	48	46	43	15	30
UK	52	55	55	26	38

* England occupancy was calculated using a revised methodology from June 2017. Please see Methodological Note on slide 42 for further details.

**Due to a change in methodology during 2020 in Wales, the data shown within the report cannot be compared with previous years.

UK Monthly Bedspace Occupancy 2017 - 2021

Table 7: UK Bedspace Occupancy, 2017-2021

	UK				
	2017	2018	2019	2020	2021
Jan	39	44	45	45	16
Feb	44	50	50	52	19
Mar	46	52	51	25	23
Apr	53	54	55	15	24
May	54	57	57	16	32
Jun	57	58	58	15	43
Jul	61	60	60	20	48
Aug	61	63	63	36	54
Sep	58	58	57	32	52
Oct	55	57	57	27	52
Nov	51	53	53	19	47
Dec	50	50	50	18	42

National Monthly Bedspace Occupancy 2017 - 2021

Table 7a: National Bedspace Occupancy, 2017-2021

	England					Scotland					Wales					Northern Ireland							
	2017	2018	2019	2020	2021		2017	2018	2019	2020	2021		2017	2018	2019	2020	2021		2017	2018	2019	2020	2021
Jan	39	45	45	46	17	Jan	42	40	28	35	6	Jan	32	34	33	42	21	Jan	35	32	38	29	*
Feb	45	52	52	54	20	Feb	31	40	30	29	4	Feb	40	39	38	50	24	Feb	35	38	39	35	*
Mar	47	53	52	25	22	Mar	34	49	47	29	*	Mar	41	40	38	26	23	Mar	40	42	36	*	*
Apr	53	55	56	16	24	Apr	52	45	50	0	11	Apr	52	46	46	13	23	Apr	49	42	36	*	*
May	54	57	57	17	30	May	57	61	59	0	31	May	50	51	51	20	39	May	51	51	46	*	41
Jun	56	58	58	16	40	Jun	65	63	58	0	48	Jun	53	55	53	19	50	Jun	56	55	55	*	39
Jul	60	60	60	21	47	Jul	71	68	64	7	54	Jul	59	56	56	18	58	Jul	60	55	54	19	54
Aug	60	62	63	35	53	Aug	73	72	70	39	56	Aug	61	61	60	50	63	Aug	65	61	59	40	54
Sep	57	58	57	31	50	Sep	64	63	61	37	54	Sep	55	53	53	41	67	Sep	56	50	42	32	55
Oct	56	58	58	29	52	Oct	52	50	58	9	52	Oct	48	43	45	18	53	Oct	48	42	39	21	49
Nov	53	55	55	19	47	Nov	37	38	41	15	44	Nov	42	41	42	25	46	Nov	40	38	35	*	38
Dec	52	52	51	19	42	Dec	40	36	40	9	32	Dec	37	41	39	17	40	Dec	40	39	32	17	34

UK Annual Bedspace Occupancy Seasonal Averages 2017-2021

Table 8: UK: Bedspace Occupancy Averages, 2017-2021

	UK				
	2017	2018	2019	2020	2021
Apr-Oct Average	57	58	58	23	44
Jul-Sep Average	60	61	60	29	51
Annual Average	52	55	55	26	38

National Annual Bedspace Occupancy Seasonal Averages 2017 - 2021

Table 8a: National Bedspace Occupancy Averages, 2017-2021

	England				Scotland				Wales				N. Ireland		
	Apr-Oct Ave	Jul-Sep Ave	Ann Ave												
2017	57	59	53	2017	62	69	52	2017	54	58	48	2017	55	60	48
2018	58	60	55	2018	60	68	52	2018	52	57	47	2018	51	56	46
2019	58	60	55	2019	60	65	51	2019	52	56	46	2019	48	52	43
2020	24	21	27	2020	8	16	14	2020	20	22	25	2020	11	19	15
2021	42	50	37	2021	44	55	34	2021	50	63	41	2021	42	54	30

UK Annual Bedspace Occupancy Trends 2017 - 2021

Table 9: UK Annual Bedspace Occupancy, 3 Year Trends, 2017-2021

	UK		
	17-19	18-20	19-21
Jan	42	50	35
Feb	48	57	40
Mar	50	47	33
Apr	54	43	31
May	56	45	35
Jun	58	46	38
Jul	61	49	43
Aug	63	58	51
Sep	58	54	47
Oct	56	51	45
Nov	52	45	40
Dec	50	42	37

National Annual Bedspace Occupancy Trends 2017 - 2021

Table 9a: National Bedspace Occupancy, 3 Year Trends, 2017-2021

	England		
	17-19	18-20	19-21
Jan	43	45	36
Feb	50	53	42
Mar	51	43	33
Apr	55	42	32
May	56	44	35
Jun	57	44	38
Jul	60	47	43
Aug	62	53	50
Sep	57	49	46
Oct	57	48	46
Nov	54	43	40
Dec	52	41	37

	Scotland		
	17-19	18-20	19-21
Jan	37	34	23
Feb	34	33	21
Mar	43	41	25
Apr	49	32	20
May	59	40	30
Jun	62	40	35
Jul	67	46	42
Aug	72	60	55
Sep	63	54	51
Oct	53	39	40
Nov	38	31	33
Dec	39	28	27

	Wales		
	17-19	18-20	19-21
Jan	33	36	29
Feb	39	42	34
Mar	40	35	28
Apr	48	35	23
May	51	41	31
Jun	54	42	36
Jul	57	43	45
Aug	61	57	60
Sep	54	49	56
Oct	45	35	39
Nov	42	36	38
Dec	39	32	31

	N. Ireland		
	17-19	18-20	19-21
Jan	35	33	22
Feb	38	38	25
Mar	39	33	19
Apr	43	26	12
May	49	33	29
Jun	55	37	31
Jul	56	43	43
Aug	62	53	51
Sep	49	41	43
Oct	43	34	37
Nov	38	24	24
Dec	37	29	28

UK Annual Bedspace Occupancy Averages 2017-2021

Table 10: UK Bedspace Occupancy Averages, 2017-2021

	UK		
	17-19	18-20	19-21
Apr-Oct Average	58	49	42
Jul-Sep Average	60	54	47
Annual Average	54	48	40

National Annual Bedspace Occupancy Averages 2017 - 2021

Table 10a: National Bedspace Occupancy Trends, Averages, 2017-2021

	England				Scotland				Wales				N. Ireland		
	17-19	18-20	19-21		17-19	18-20	19-21		17-19	18-20	19-21		17-19	18-20	19-21
Apr-Oct Average	58	47	41	Apr-Oct Average	61	44	39	Apr-Oct Average	53	41	41	Apr-Oct Average	51	38	35
Jul-Sep Average	60	47	44	Jul-Sep Average	67	52	48	Jul-Sep Average	57	45	47	Jul-Sep Average	56	46	45
Annual Average	54	46	40	Annual Average	51	40	34	Annual Average	47	39	37	Annual Average	45	35	30

Occupancy in detail

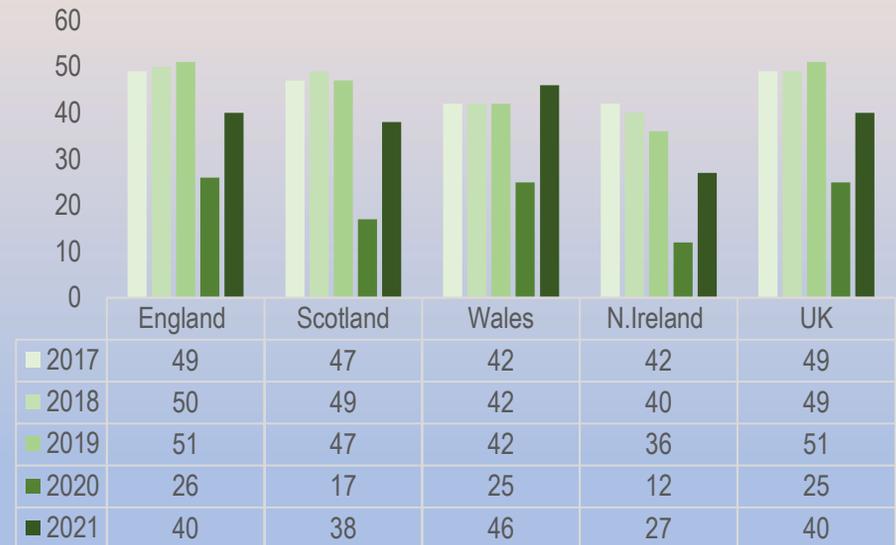
UK and National

UK and National Annual Weekday Occupancy 2017 - 2021

Fig 1: UK and National, Annual Weekday Bedroom Occupancy, 2017 – 2021



Fig 2: UK and National, Annual Weekday Bedspace Occupancy, 2017 – 2021



UK and National Annual Weekend Occupancy 2017 - 2021

Fig 3: UK and National, Annual Weekend Bedroom Occupancy, 2017 – 2021



Fig 4: UK and National, Annual Weekend Bedspace Occupancy, 2017 – 2021

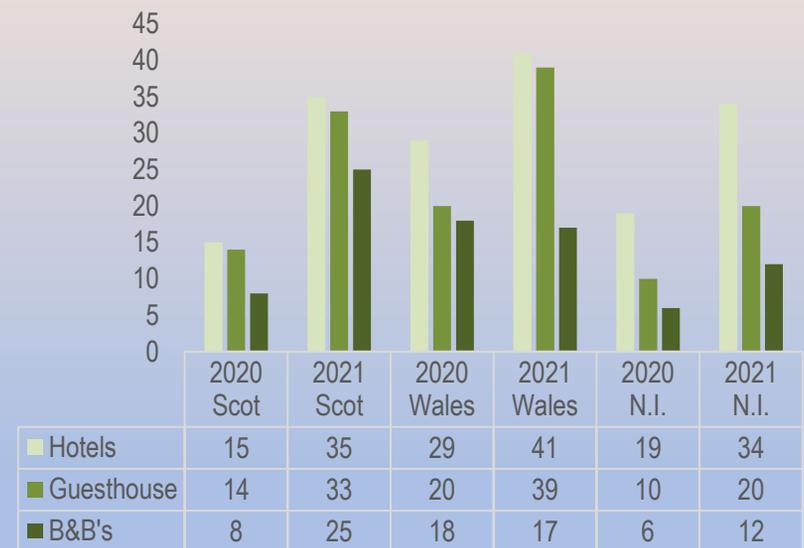


National Annual Occupancy by Type of Establishment 2020-2021

Fig 5: National Annual Bedroom Occupancy, 2020 and 2021, by Type of Establishment



Fig 6: National Annual Bedspace Occupancy, 2020 and 2021, by Type of Establishment



Due to a change in the methodology and collection of data for England from June 2017 onwards, comparable figures for England are not available.

UK Annual Occupancy by Location of Establishment 2017 - 2021

Fig 7: UK Annual Bedroom Occupancy, by Location of Establishment, 2017 – 2021

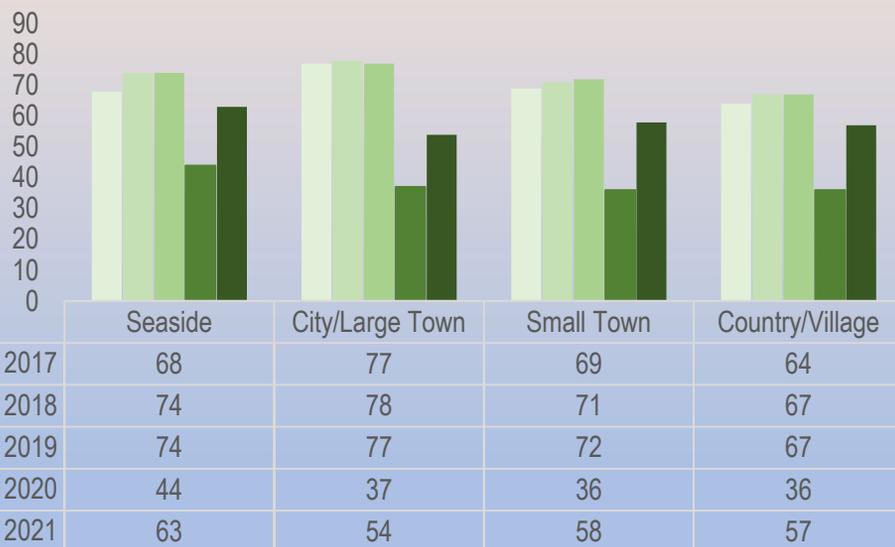
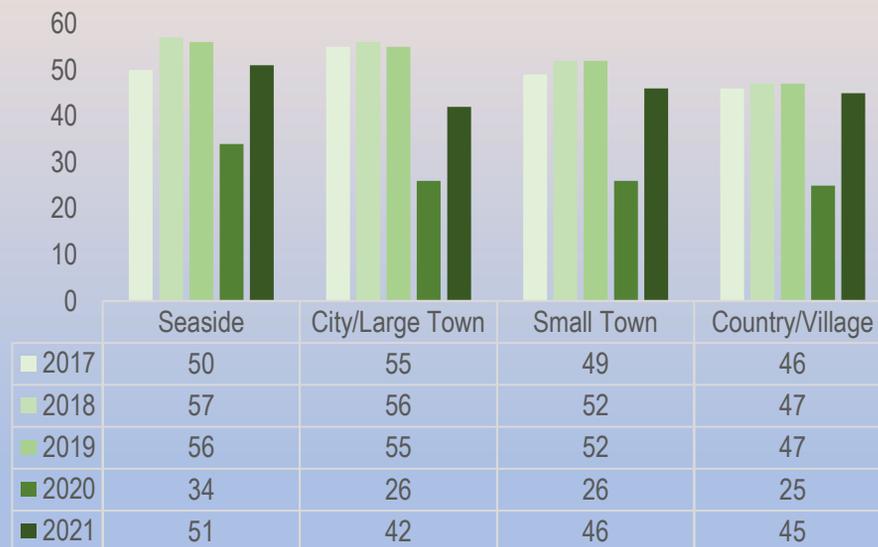


Fig 8: UK Annual Bedspace Occupancy, by Location of Establishment, 2017 – 2021



Background and methodology

Background (1)

As part of the EU Directive on Tourism Statistics adopted in January 1995, the UK is required to submit monthly occupancy rates for hotels and similar establishments (i.e. serviced accommodation) to Eurostat, the statistical office of the European Community. The responsibility for providing this data lies with the National Tourist Boards for England, Scotland and Northern Ireland and with Visit Wales (part of the Welsh Assembly Government), each of whom is responsible for the implementation of an occupancy survey in their area, carried out according to a common specification and standard, thus ensuring the production of comparable occupancy data for the whole of the UK.

The types of accommodation included in the survey are defined as *tourist accommodation which is arranged in rooms and where bed-making and cleaning services are provided*. This includes:

Hotels, motels, inns, guest houses, farm guest houses, bed and breakfast establishments

The types specifically excluded are:

Youth hostels and University accommodation

This summary has been compiled by The Research Solution (UK Survey Co-ordinator for 2019) from figures supplied by (or on behalf of) the National Tourist Boards of England, Northern Ireland (working with NISRA (the Northern Ireland Statistics and Research Agency), Scotland and Visit Wales (part of the Welsh Government).

Background (2)

Further information about the surveys in individual areas may be obtained from the relevant organisations:

VisitEngland (020 7578 1400)

Northern Ireland Tourist Board (02890 231 221)

VisitScotland (0131-472-2222)

Visit Wales (029 2047 9909)

The Research Solution, 7 Keats Avenue, Beechwood Park. Worcester, WR3 8DU. Tel:+44(0)1905 721440.

E-mail: occsurvey@theresearchsolution.co.uk



Background (3)

This document summarises the main trends from the surveys carried out in England, Scotland, Wales and Northern Ireland which have been aggregated to provide occupancy figures for the UK as a whole.

The individual surveys are conducted according to a common specification to ensure the production of comparable data for the whole of the UK.

The survey includes hotels (including motels, lodges and inns), guesthouses and private houses offering bed and breakfast to tourists (including farmhouses). It should be noted that only in Northern Ireland, where compulsory registration of tourist accommodation ensures an accurate stock record, is there a definition of the various types of accommodation. In England, Scotland and Wales the type is defined by each accommodation establishment itself in answering a questionnaire and therefore, because the criteria are not objectively defined, the distinction between types is not always clear and may vary slightly.

In 2021 there were about 39,000 establishments of this type in the UK which were known to the tourist boards, with a total of almost 2 million bedspaces available daily.

Methodological Details

Figure 7: Distribution of total known accommodation stock by Number of establishments *

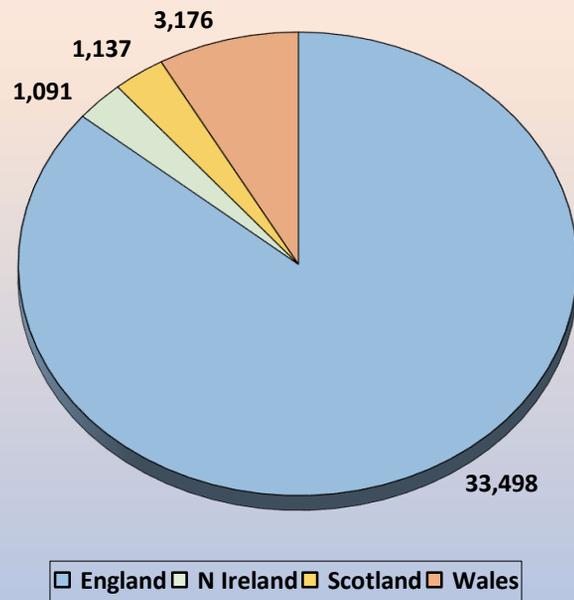
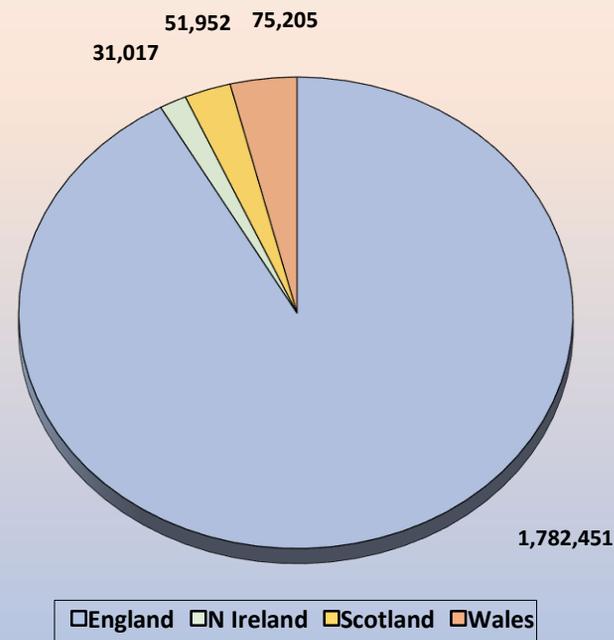


Figure 8: Distribution of total known accommodation stock by Number of bedspaces *



Each month between 2317 and 3,958 establishments returned data and the occupancy rates in the report are calculated from these monthly samples. *The sample size for England increased from June 2017 onwards with a change in methodology and the inclusion of additional STR data.*

The occupancy figures in this summary are calculated on the accommodation available each month - i.e. only open accommodation is included. In calculating figures for the UK, occupancy rates from each country have been weighted using the number of bedspaces known to be available in the area that month.

*Only data for Scotland and Northern Ireland have been updated for 2021. The figures for England and Wales are based on accommodation stock shown in previous years

Methodology (1)

1. The figures in this summary are based on data available within eight weeks of the end of the month. In some cases, the boards will re-run the monthly analysis later in the year to include data which was received too late for inclusion in this summary. These later figures will be used in the 2021 Annual Summary.
2. The minimum target sample size for Northern Ireland, Scotland and Wales is 200 open establishments per month while in England the target minimum sample size is 750. Larger sample sizes may be used in some areas in order to enable Boards to undertake further analysis based on geographical sub-divisions of the data.
3. In the calculation of occupancy rates for the UK, occupancy rates from each country have been weighted using the number of bedspaces known to be available in the area.
4. *Occupancy rates:*
 - Bedspace occupancy:** Percentage of available bedspaces which were occupied
 - Room occupancy:** Percentage of available rooms which were occupied
 - Non-UK bedspace occupancy:** Percentage of available bedspaces which were occupied by non-UK guests
 - Percentage of non-UK guests:** Percentage of arrivals which were non-UK guests
 - Percentage of non-UK bednights:** Percentage of occupied bedspaces which were occupied by non-UK guests

Methodology (2)

5. It should be noted that:
 - a) because of changes in the data collected, it is no longer possible to provide UK/non UK figures for Scotland and England or figures relating to arrivals for Wales.
 - (b) from June 2010, English occupancy data includes additional occupancy information for the 100+ room hotel sector supplied by STR Global. Given the change in the structure of the sample, care should be taken in the interpretation of year-on-year changes.

6. Accuracy of the results: The statistical accuracy of the results depends upon the size of the sample, the variation in occupancy rates between establishments and (to a smaller extent) the size of the survey population. As the sample is self-selecting, it is not possible to calculate true statistical margins of error. However, it is likely that the results are accurate to between $\pm 5.9\%$ (sample of 50) to $\pm 1.6\%$ (sample of 650). As there continues to be a substantial core of survey participants providing data every month, the trends which are identified by the survey are believed to reflect accurately overall trends in the use of serviced accommodation.

7. * **Methodological note:** From June 2017, the England Occupancy estimates are collected using a different methodology. Using this data makes the survey more robust but has caused a break in trends for England and the UK. From June 2017, the new methodology is based on the STR occupancy estimates which are continuously collected whereas prior to June 2017 the England Occupancy estimates were collected through a bespoke panel. This methodological change has affected trends. Meaningful comparison between estimates collected from June 2017 onwards and estimates collected prior to June 2017 cannot be conducted for England and the UK. Data for Scotland, Wales and Northern Ireland remains unaffected by the change.