

## England Occupancy Survey - January 2016

### SUMMARY OF RESULTS

- **Room occupancy** in January was up by 1% to 55%, with **bedspace occupancy** down by 1% compared to January 2015 at 38%.
- **Weekday** room occupancy was up by 1% at 61% whilst **weekend** room occupancy increased by 1% to 48%. For bedspace occupancy, weekday occupancy decreased by 1% to 38% and weekend occupancy increased by 1% to 39%.
- **Seaside** was down by 2% to 42% for room occupancy and decreased by 2% to 27% for bedspace occupancy. **City/large towns** room occupancy decreased by 1% to 63%, with bedspace occupancy down 2% to 44%. **Small town** occupancy increased by 1% at 52% but bed remained unchanged at 34%, with **countryside** occupancy down by 1% for room and bed to 39% and 26% respectively.
- Looking at occupancy by **establishment type**, B&B's saw occupancy increase for room by 2% and by 1% for bed. Hotel occupancy decreased by 1% to 57% for room and by 1% to 40% for bed, with guest house showing an increase for room (1%) but is unchanged for bedspace occupancy at 24%.
- Looking at room occupancy rates by **number of rooms**, all categories varied by 2% or less except 4-10 rooms and 26-50 rooms which increased by 3% and 51-100 rooms which decreased by 3%. For bedspace occupancy, only the 11-25 rooms and 51-100 rooms categories saw a change of more than 2%, with a decrease of 3% and 6% respectively. All other categories remained fairly unchanged.
- Looking at **occupancy by region**, the largest shift came from the North West with an increase of 5%. All other regions remained fairly unchanged, with a 3% variation or less. For bedspace occupancy the South East saw the biggest movement, with a 5% decrease to 32%, 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	% +/-
<b>January</b>	<b>54%</b>	<b>55%</b>	<b>+1%</b>	<b>39%</b>	<b>38%</b>	<b>-1%</b>
Jan (Year to Date)	54%	55%	+1%	39%	38%	-1%
Past 12 months	70%	70%	0%	52%	51%	-1%

#### Room and Bedspace Occupancy (excluding STR Global data)

	Room Occupancy			Bedspace Occupancy		
	2015	2016	% +/-	2015	2016	% +/-
<b>January</b>	<b>45%</b>	<b>46%</b>	<b>+1%</b>	<b>30%</b>	<b>29%</b>	<b>-1%</b>
Jan (Year to Date)	45%	46%	+1%	30%	29%	-1%
Past 12 months	63%	63%	0%	48%	47%	-1%

## Weekday/Weekend

	Room Occupancy				Bedspace Occupancy			
	2013	2014	2015	2016	2013	2014	2015	2016
<b>January</b>								
Weekday	54%	57%	60%	61%	35%	37%	39%	38%
Weekend	42%	44%	47%	48%	33%	36%	38%	39%
<b>Jan (Year to Date)</b>								
Weekday	54%	57%	60%	61%	35%	37%	39%	38%
Weekend	42%	44%	47%	48%	33%	36%	38%	39%
<b>Past 12 months</b>								
Weekday	67%	70%	72%	72%	46%	48%	50%	49%
Weekend	63%	65%	66%	67%	52%	54%	54%	54%

## Location Type

	Room Occupancy				Bedspace Occupancy			
	2013	2014	2015	2016	2013	2014	2015	2016
<b>January</b>								
Seaside	36%	40%	44%	42%	22%	24%	29%	27%
City/large town	57%	62%	64%	63%	42%	45%	46%	44%
Small town	46%	48%	51%	52%	30%	32%	34%	34%
Countryside	38%	40%	40%	39%	25%	27%	27%	26%
<b>Jan (Year to Date)</b>								
Seaside	36%	40%	44%	42%	22%	24%	29%	27%
City/large town	57%	62%	64%	63%	42%	45%	46%	44%
Small town	46%	48%	51%	52%	30%	32%	34%	34%
Countryside	38%	40%	40%	39%	25%	27%	27%	26%
<b>Past 12 months</b>								
Seaside	57%	60%	62%	62%	45%	49%	48%	47%
City/large town	73%	77%	78%	78%	55%	57%	57%	56%
Small town	63%	65%	65%	67%	44%	45%	46%	47%
Countryside	56%	59%	59%	60%	44%	46%	45%	46%

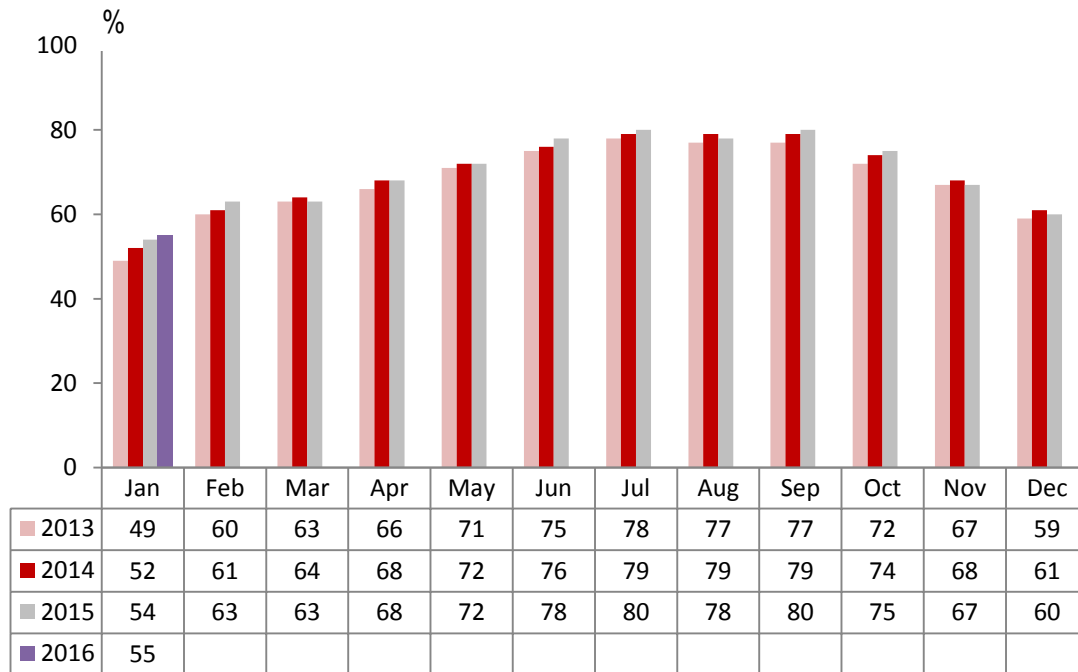
## Establishment Type

	Room Occupancy				Bedspace Occupancy			
	2013	2014	2015	2016	2013	2014	2015	2016
<b>January</b>								
Hotel	53%	56%	58%	57%	38%	39%	41%	40%
Guesthouse	33%	32%	35%	36%	24%	22%	24%	24%
B&B	28%	28%	31%	33%	18%	19%	22%	23%
<b>Jan(Year to Date)</b>								
Hotel	53%	56%	58%	57%	38%	39%	41%	40%
Guesthouse	33%	32%	35%	36%	24%	22%	24%	24%
B&B	28%	28%	31%	33%	18%	19%	22%	23%
<b>Past 12 months</b>								
Hotel	69%	72%	73%	73%	52%	54%	54%	53%
Guesthouse	54%	54%	56%	55%	43%	42%	43%	44%
B&B	49%	49%	51%	53%	38%	38%	41%	43%

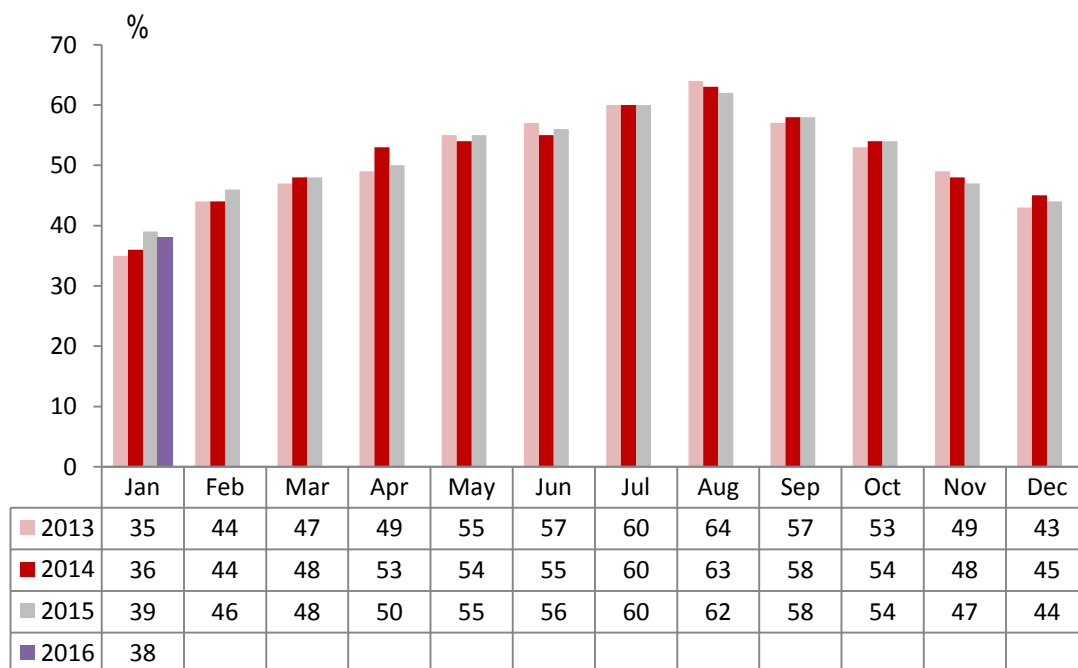
## Number of rooms

	Room Occupancy				Bedspace Occupancy			
	2013	2014	2015	2016	2013	2014	2015	2016
<b>January</b>								
1-3 rooms	20%	21%	23%	23%	13%	15%	15%	15%
4-10 rooms	26%	27%	31%	34%	17%	18%	22%	22%
11-25 rooms	37%	41%	43%	41%	23%	27%	29%	26%
26-50 rooms	49%	50%	49%	52%	34%	35%	37%	37%
51-100 rooms	51%	51%	50%	47%	37%	34%	36%	30%
100+ rooms	59%	62%	64%	63%	41%	43%	45%	44%
<b>Jan(Year to Date)</b>								
1-3 rooms	20%	21%	23%	23%	13%	15%	15%	15%
4-10 rooms	26%	27%	31%	34%	17%	18%	22%	22%
11-25 rooms	37%	41%	43%	41%	23%	27%	29%	26%
26-50 rooms	49%	50%	49%	52%	34%	35%	37%	37%
51-100 rooms	51%	51%	50%	47%	37%	34%	36%	30%
100+ rooms	59%	62%	64%	63%	41%	43%	45%	44%
<b>Past 12 months</b>								
1-3 rooms	40%	42%	43%	45%	33%	34%	35%	35%
4-10 rooms	48%	50%	52%	53%	38%	39%	41%	42%
11-25 rooms	56%	59%	61%	61%	43%	44%	46%	47%
26-50 rooms	66%	69%	69%	68%	51%	54%	53%	53%
51-100 rooms	70%	69%	67%	67%	55%	54%	54%	49%
100+ rooms	74%	76%	78%	78%	52%	54%	55%	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>January</b>								
East Midlands	48%	47%	50%	50%	31%	31%	34%	33%
Yorkshire	45%	47%	50%	53%	30%	33%	35%	37%
London	64%	65%	68%	65%	50%	50%	52%	49%
North West	45%	43%	45%	50%	30%	31%	32%	34%
East of England	44%	51%	51%	53%	31%	35%	36%	37%
West Midlands	48%	50%	55%	56%	31%	34%	37%	38%
South West	39%	43%	47%	49%	27%	31%	34%	35%
South East	48%	52%	56%	52%	32%	33%	37%	32%
North East	36%	38%	52%	49%	24%	27%	34%	32%
<b>Jan(Year to Date)</b>								
East Midlands	48%	47%	50%	50%	31%	31%	34%	33%
Yorkshire	45%	47%	50%	53%	30%	33%	35%	37%
London	64%	65%	68%	65%	50%	50%	52%	49%
North West	45%	43%	45%	50%	30%	31%	32%	34%
East of England	44%	51%	51%	53%	31%	35%	36%	37%
West Midlands	48%	50%	55%	56%	31%	34%	37%	38%
South West	39%	43%	47%	49%	27%	31%	34%	35%
South East	48%	52%	56%	52%	32%	33%	37%	32%
North East	36%	38%	52%	49%	24%	27%	34%	32%
<b>Past 12 months</b>								
East Midlands	63%	64%	65%	64%	41%	44%	46%	46%
Yorkshire	61%	64%	67%	67%	45%	48%	49%	50%
London	80%	82%	82%	80%	62%	64%	63%	61%
North West	59%	60%	61%	63%	43%	44%	45%	45%
East of England	61%	64%	67%	68%	47%	48%	50%	50%
West Midlands	63%	65%	69%	71%	45%	46%	49%	50%
South West	60%	62%	64%	67%	46%	48%	50%	51%
South East	66%	69%	71%	70%	48%	51%	51%	49%
North East	56%	58%	60%	60%	40%	41%	42%	42%

## 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.