

# England Occupancy Survey

January 2020 Results



## Summary of Results

**Room occupancy** remained level in January at 65%, while bed space occupancy was also unchanged at 46%. In January 2020, there was an increase of +2% in room supply and an increase of +2.2% in demand when compared to the same month in 2019.

**RevPar**, which is the total room revenue divided by the total number of available rooms, remained level in January 2020 compared to the previous year at £55.19

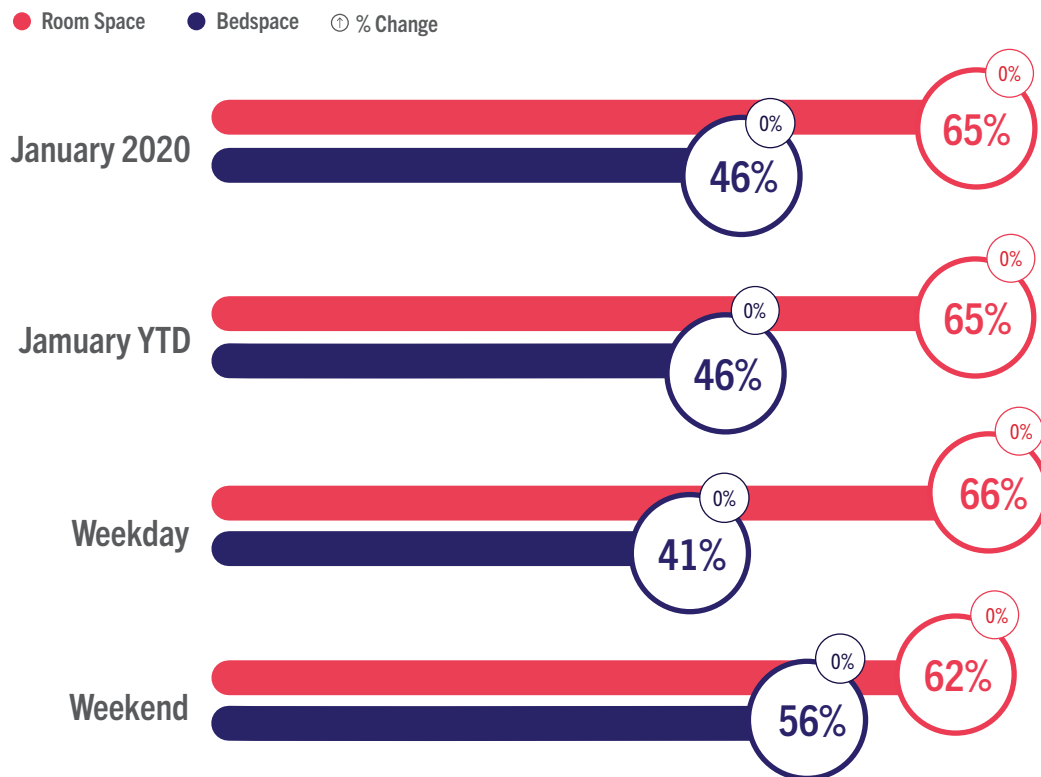
Looking at **destination type**, Countryside room occupancy increased by +2% to 53% and bed space occupancy increased by +1% to 36% in January 2020. All other destination types remained level in room occupancy compared to the same month 2019. City/Large towns, stable at 66% room occupancy, was also unchanged on bed space at 46%; Seaside Locations at 58% room occupancy was level on bed space at 43% while Small Towns at 60% room occupancy were again unchanged regarding bed space at 43%.

Looking at occupancy by **establishment type**, establishments with 1-25 rooms experienced the greatest increase in room occupancy, up +3% to 62% while bed space also increased +3% to 45%. Establishments with 26-50 rooms and 51-100 rooms both increased +1% in room space occupancy and improved by the same margin regarding bed space to 44% and 47% respectively. Establishments with 51-100 rooms gained +1% in terms of room occupancy to 63% with bed space also increasing +1% to 47%. Establishments with 101+ rooms remained level on room space and bed space, achieving 66% and 46% occupancy respectively.

Looking at room occupancy rates by **region**, Yorkshire and Humberside increased +3% to 63%, while its bed space occupancy gained +2% to 45%. Northwest England and East Midlands also achieved small increases in room occupancy of +1 to 63% and 62% respectively. Northwest England's bed space occupancy rose +1 to 44% while East Midlands gained +2% on this measure to 44%. All other regions were either flat or registering small declines of -1 in room occupancy in January 2020.

## England Room and Bedspace Occupancy

At a glance - January 2020



\*As of February 2019 occupancy percentage changes are given in absolute terms – see methodology statement (page 16).



## England Room and Bedspace Occupancy

### Data Tables

#### Room Occupancy

	2018	2019	2020
January	65%	65%	65%
January YTD	65%	65%	65%
Weekday	65%	66%	66%
Weekend	62%	62%	62%

#### Bedspace Occupancy

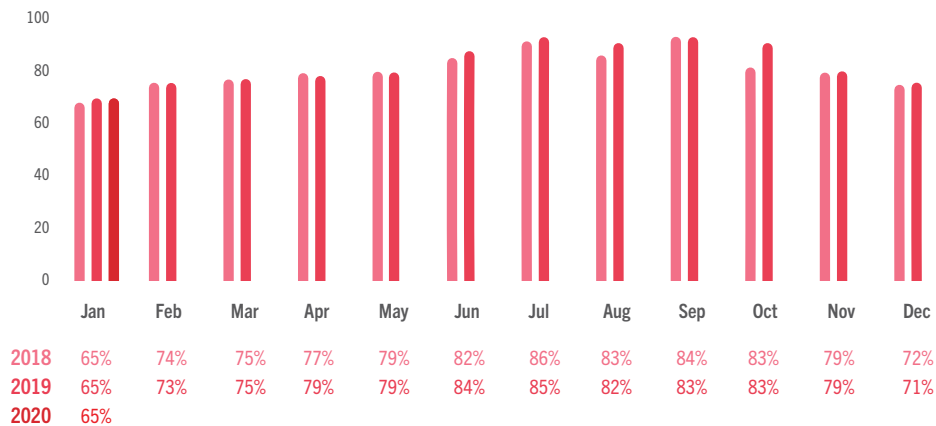
	2018	2019	2020
January	45%	45%	46%
January YTD	45%	45%	46%
Weekday	41%	41%	41%
Weekend	56%	56%	56%

	2018	2019	2020
Room supply	1.9%	2.2%	2.0%
Room demand	2.5%	2.5%	2.2%

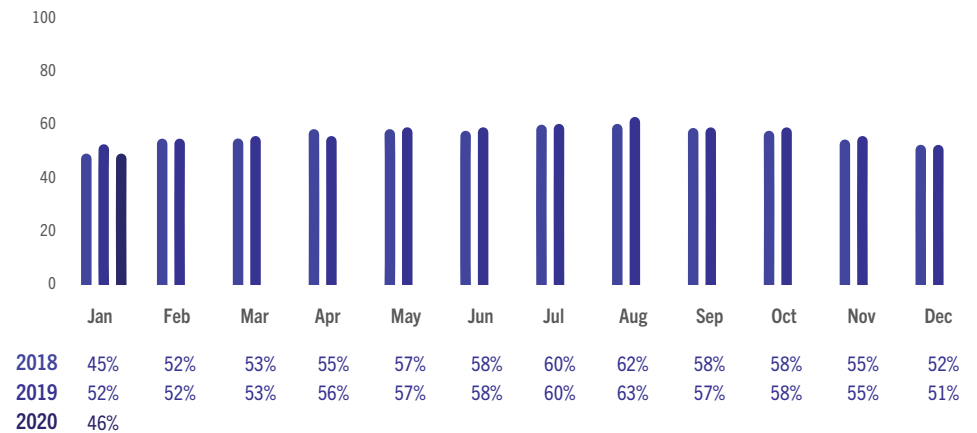
Table to the left shows the room supply and room demand year on year relative percentage change.

## England Room and Bedspace Occupancy

### Data Tables



England Room Occupancy by Month



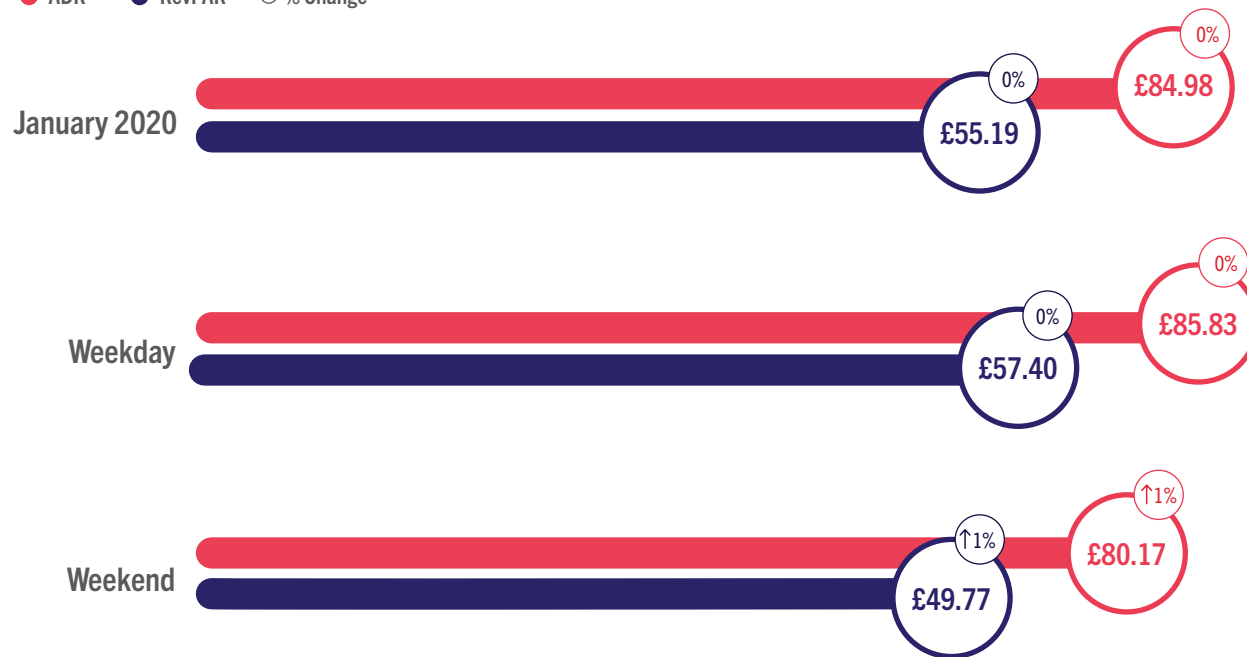
England Bedspace Occupancy by Month



## England ADR and RevPAR

At a glance - January 2020

● ADR ● RevPAR ⓘ % Change





## England ADR and RevPAR

Data Tables

ADR	2018	2019	2020
January	£83.88	£85.13	£84.98
Weekday	£85.42	£87.05	£86.83
Weekend	£79.22	£79.24	£80.17

RevPAR	2018	2019	2020
January	£54.19	£55.17	£55.19
Weekday	£55.90	£57.30	£57.40
Weekend	£49.27	£49.04	£49.77

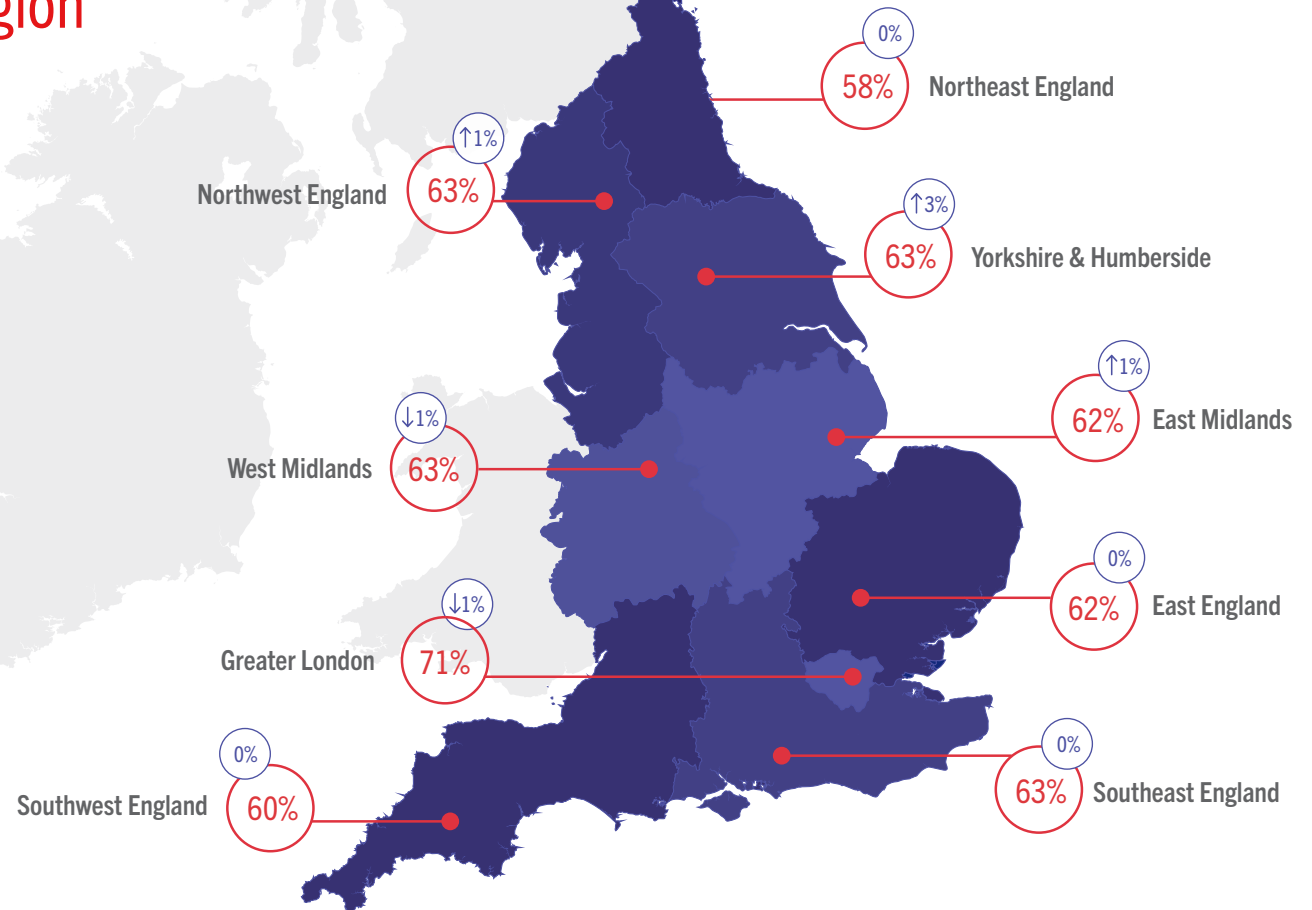


## Room Occupancy By Region

At a glance - January 2020

\*The figures represented within the graphic contain the current month and year occupancy figures as well as the year on year relative percentage change figures.

\*\*As of January 2020 occupancy percentage changes are given in absolute terms – see methodology statement (page 16).





## Occupancy By Region

### Data Tables

#### Room Occupancy

	2018	2019	2020
East England	63%	63%	62%
East Midlands	61%	61%	62%
Greater London	70%	72%	71%
Northeast England	59%	59%	58%
Northwest England	62%	61%	63%
Southeast England	63%	63%	63%
Southwest England	59%	60%	60%
West Midlands	64%	64%	63%
Yorkshire & Humberside	61%	60%	63%

#### Bedspace Occupancy

	2018	2019	2020
East England	44%	44%	44%
East Midlands	42%	42%	44%
Greater London	50%	51%	51%
Northeast England	41%	41%	41%
Northwest England	43%	43%	44%
Southeast England	44%	44%	44%
Southwest England	41%	41%	42%
West Midlands	43%	43%	43%
Yorkshire & Humberside	43%	43%	45%

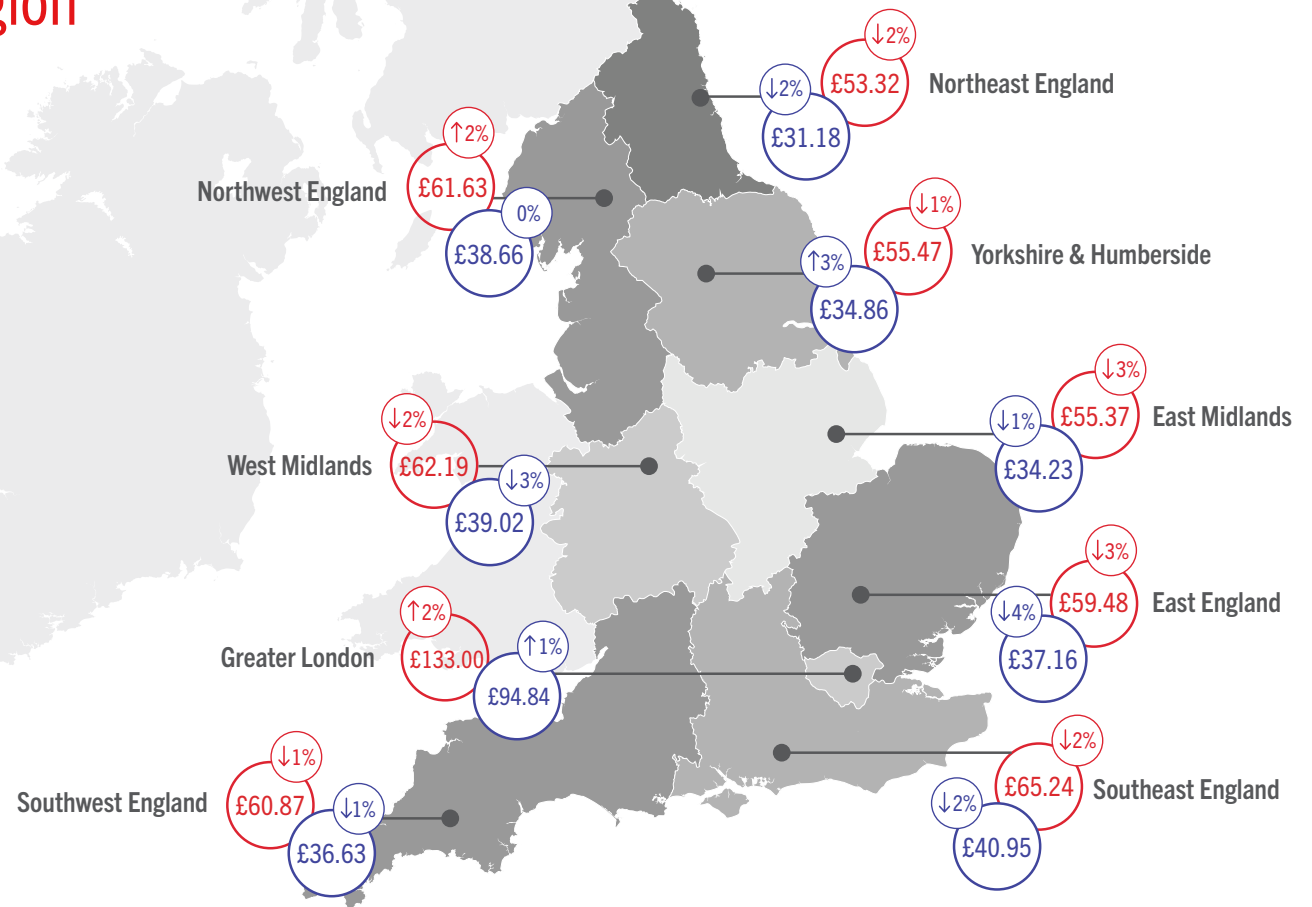


## ADR and RevPAR By Region

At a glance - January 2020

\*The figures represented within the graphic contain the current month and year revenue figures as well as the year on year relative percentage change figures.

● ADR ● RevPAR ⬇ % Change



## ADR and RevPAR By Region

### Data Tables

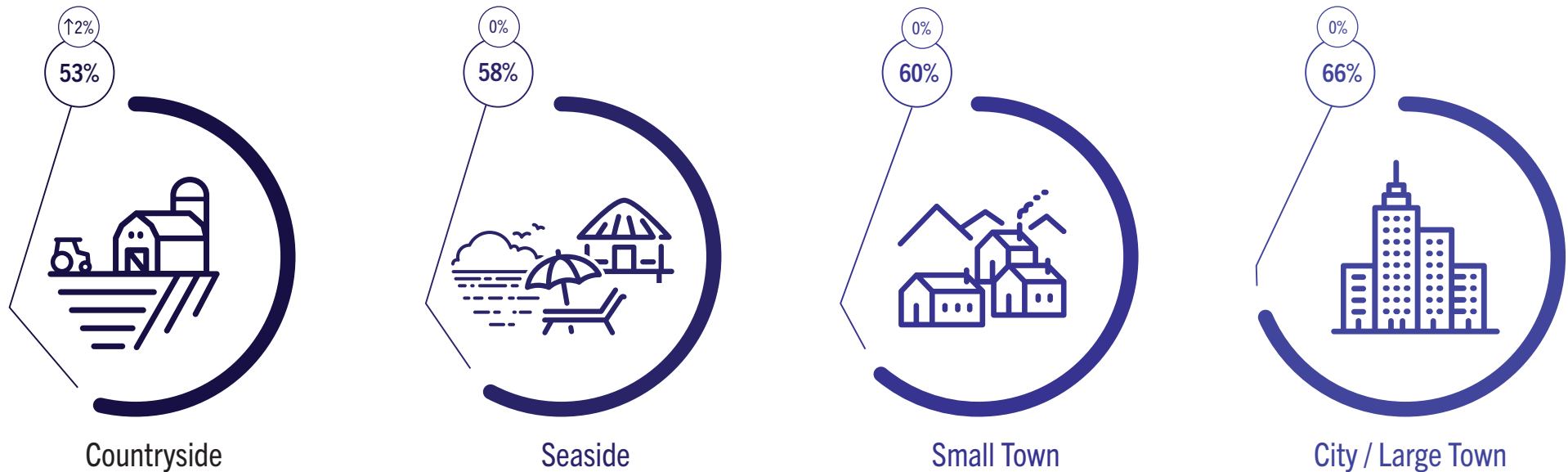
ADR	2018	2019	2020
East England	£61.95	£61.45	£59.48
East Midlands	£57.27	£56.87	£55.37
Greater London	£127.26	£130.73	£133.00
Northeast England	£56.12	£54.48	£53.32
Northwest England	£62.40	£62.76	£61.63
Southeast England	£67.78	£66.86	£65.24
Southwest England	£63.52	£61.69	£60.87
West Midlands	£61.28	£63.14	£62.19
Yorkshire & Humberside	£57.09	£56.26	£55.47

RevPAR	2018	2019	2020
East England	£39.28	£38.66	£37.16
East Midlands	£35.19	£34.45	£34.23
Greater London	£89.35	£94.05	£94.84
Northeast England	£33.16	£31.97	£31.18
Northwest England	£38.69	£38.55	£38.66
Southeast England	£42.91	£41.93	£40.95
Southwest England	£37.79	£36.91	£36.63
West Midlands	£39.28	£40.39	£39.02
Yorkshire & Humberside	£34.65	£33.79	£34.86



## Room Occupancy By Destination Type

At a glance - January 2020



\*As of February 2019 occupancy percentage changes are given in absolute terms – see methodology statement (page 16).

## Occupancy By Location Type

Data Tables

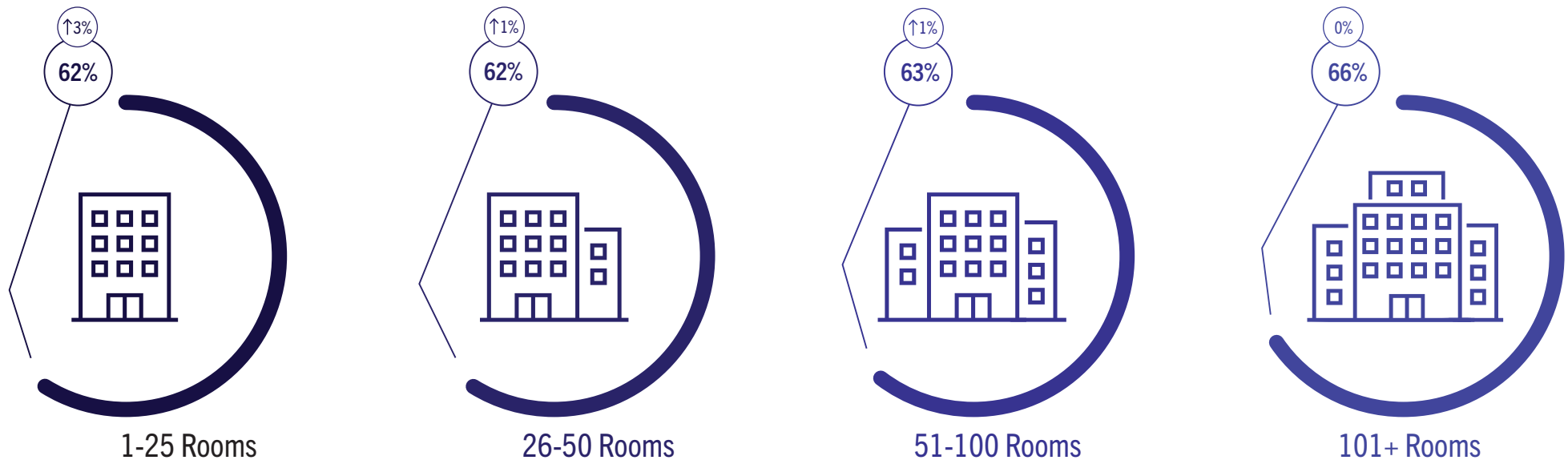
Room Occupancy	2018	2019	2020
City / Large Town	66%	66%	66%
Small Town	59%	60%	60%
Countryside	50%	51%	53%
Seaside	56%	58%	58%

Bedspace Occupancy	2018	2019	2020
City / Large Town	45%	46%	46%
Small Town	42%	43%	43%
Countryside	34%	35%	36%
Seaside	41%	43%	43%



## Room Occupancy By Number of Rooms

At a glance - January 2020



\*As of February 2019 occupancy percentage changes are given in absolute terms – see methodology statement (page 16).



## Occupancy By Number of Rooms

Data Tables

### Room Occupancy

	2018	2019	2020
1-25 Rooms	60%	59%	62%
26-50 Rooms	61%	61%	62%
51-100 Rooms	63%	63%	63%
101+ Rooms	66%	66%	66%

### Bedspace Occupancy

	2018	2019	2020
1-25 Rooms	43%	42%	45%
26-50 Rooms	43%	43%	44%
51-100 Rooms	46%	46%	47%
101+ Rooms	45%	46%	46%



## 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 3000 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 room 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 and Revenue per Available Room. 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.

As of February 2019 a change in reporting style was made to refer to percentage changes of occupancy data in absolute terms. 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.





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](mailto:hotelinfo@str.com).

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

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