

# England Occupancy Survey

June 2019 Results



## Summary of Results

**Room occupancy** increased by +1% in June to 84%, bedspace occupancy remained level compared to June 2018 at 58%. In June 2019, there was an increase of +2.3% in room supply and an increase of +3.9% in demand when compared to the same month in 2018.

**RevPar**, which is the total room revenue divided by the total number of available rooms, increased by +8% in June compared to the previous year at £91.23.

**Countryside** room occupancy increased by +2% to 77% and bedspace occupancy increased by +1% to 52%. **Small town** room occupancy has shown an increase of +1% at 81%, whilst bedspace occupancy has remained level at 58%. **City/large town** room occupancy has increased by +1% to 84%, bedspace occupancy remained level at 58%. **Seaside** room occupancy saw a decline of -1% from 2018 to 82%, bedspace occupancy also decreased by -2% to 59%.

Looking at occupancy rates by **establishment size**, room occupancy increased by +1% across establishments of all measured sizes. Rooms with 101+ increased to 84%, while bedspace also increased +1%

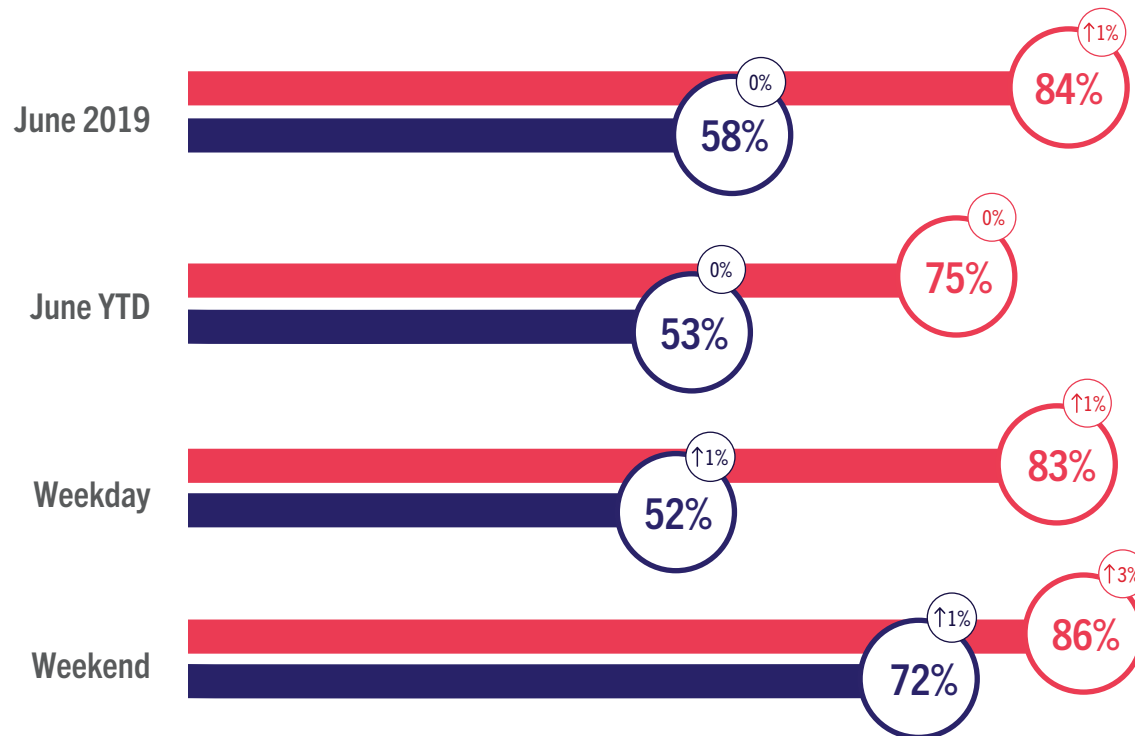
to 59%. Establishments with 51-100 rooms, with room occupancy at 81%, remained at a level 59% bedspace occupancy. Establishments with 26-50 rooms, with room occupancy at 81%, saw a -1% decline in bedspace occupancy to 57%. Establishments with 1-25 rooms, with room occupancy at 80%, remained at a level rate of bedspace occupancy compared to the same period in 2018 at 57%.

Looking at room occupancy by **region**, the greatest increase was seen in greater London, up +4% to 90% whilst bedspace occupancy increased by +1% to 63%. Southwest England, Yorkshire & Humberside, East Midlands and West Midlands all increased in room occupancy by +1% compared to the same period in 2018 to 84%, 79%, 78% & 78% respectively. These regions all remained at level bedspace occupancy 58%, 56%, 54% & 52%. All other regions remained at level room occupancy to the same period 2018, with the exception of Northeast England which declined by -1%.

## England Room and Bedspace Occupancy

At a glance - June 2019

● Room Space ● Bedspace ⓘ % Change



\*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	2017	2018	2019
June	81%	82%	84%
June YTD	75%	75%	75%
Weekday	80%	82%	83%
Weekend	82%	83%	86%

Bedspace Occupancy	2017	2018	2019
June	56%	58%	58%
June YTD	53%	53%	53%
Weekday	51%	51%	52%
Weekend	70%	71%	72%

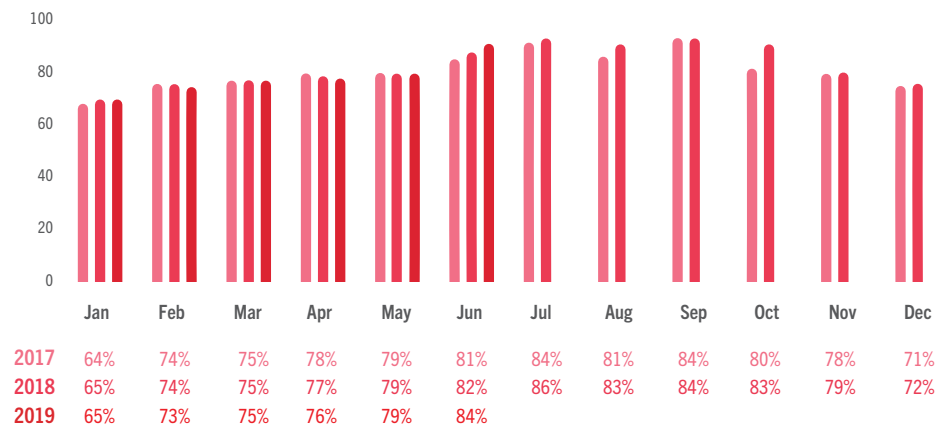
	2017	2018	2019
Room supply	1.9%	1.4%	2.3%
Room demand	1.3%	3.5%	3.9%

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

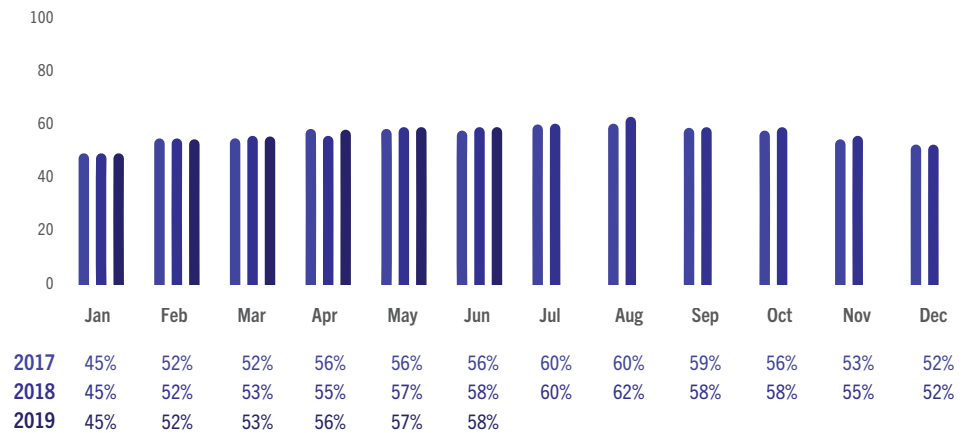


## England Room and Bedspace Occupancy

### Data Tables



England Room Occupancy by Month



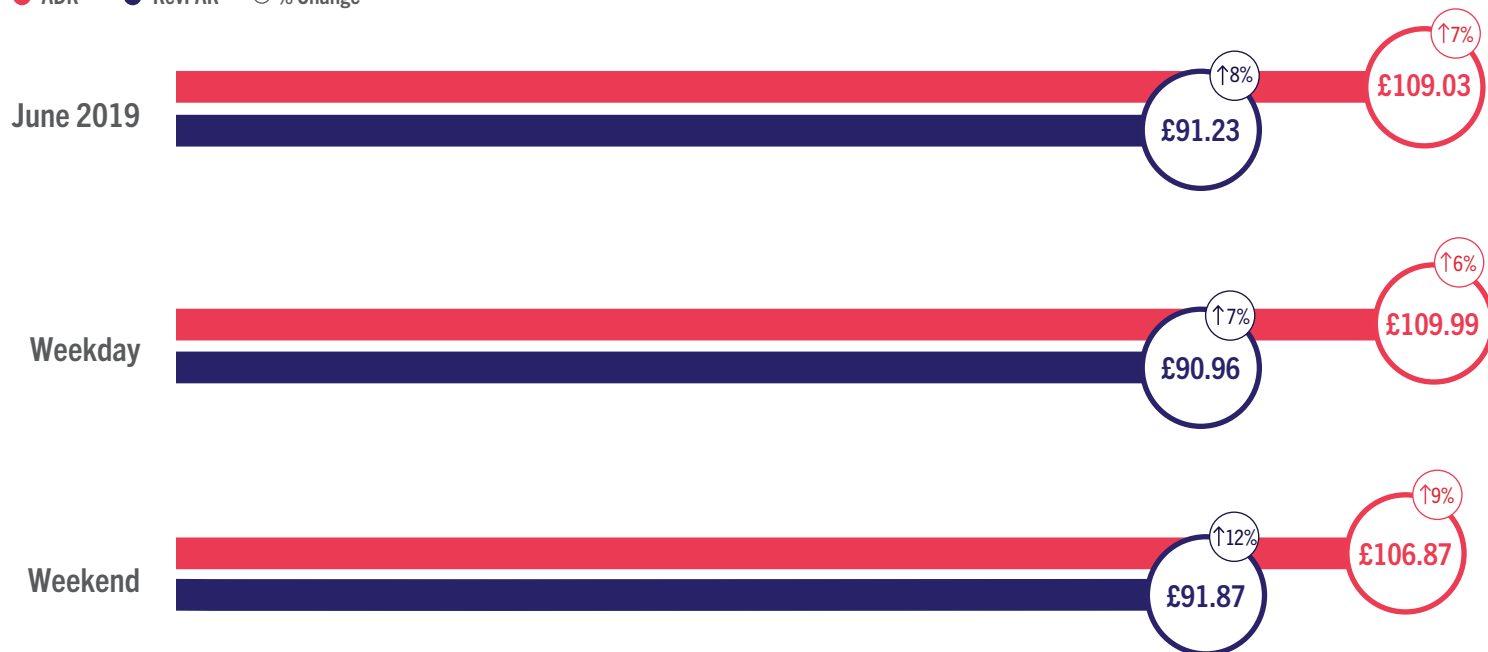
England Bedspace Occupancy by Month



## England ADR and RevPAR

At a glance - June 2019

● ADR ● RevPAR ⓘ % Change





## England ADR and RevPAR

Data Tables

### ADR

	2017	2018	2019
June	£100.98	£102.21	£109.03
Weekday	£102.06	£104.17	£109.99
Weekend	£98.51	£98.36	£106.87

### RevPAR

	2017	2018	2019
June	£81.48	£84.20	£91.23
Weekday	£81.80	£85.29	£90.96
Weekend	£80.74	£82.04	£91.87

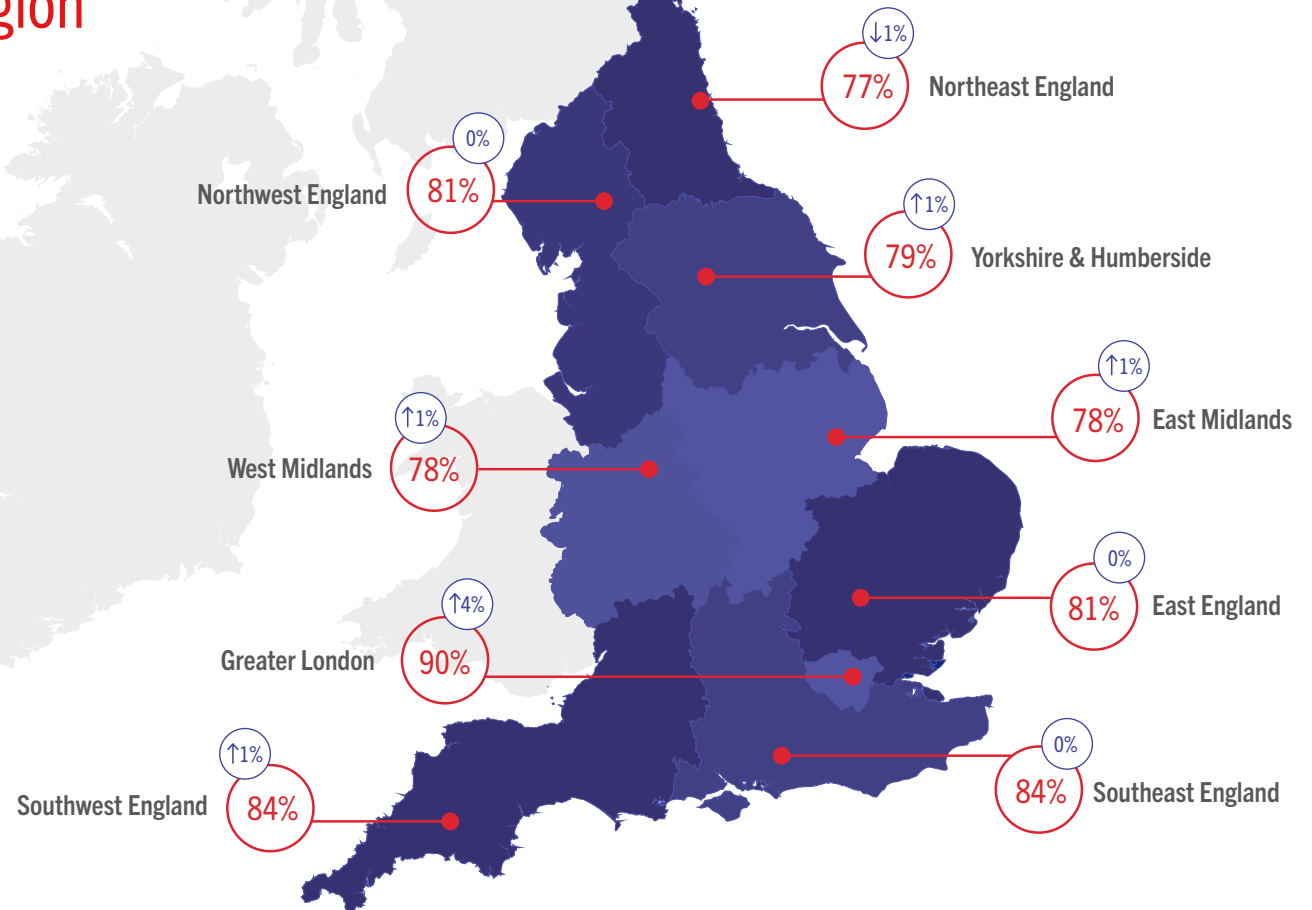


## Room Occupancy By Region

At a glance - June 2019

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







## Occupancy By Region

### Data Tables

Room Occupancy	2017	2018	2019
East England	79%	80%	81%
East Midlands	76%	77%	78%
Greater London	84%	86%	90%
Northeast England	75%	78%	77%
Northwest England	77%	81%	81%
Southeast England	83%	84%	84%
Southwest England	83%	83%	84%
West Midlands	76%	77%	78%
Yorkshire & Humberside	77%	78%	79%

Bedspace Occupancy	2017	2018	2019
East England	56%	57%	56%
East Midlands	53%	54%	54%
Greater London	60%	62%	63%
Northeast England	52%	55%	53%
Northwest England	54%	57%	56%
Southeast England	58%	59%	58%
Southwest England	58%	58%	58%
West Midlands	51%	52%	52%
Yorkshire & Humberside	55%	56%	56%

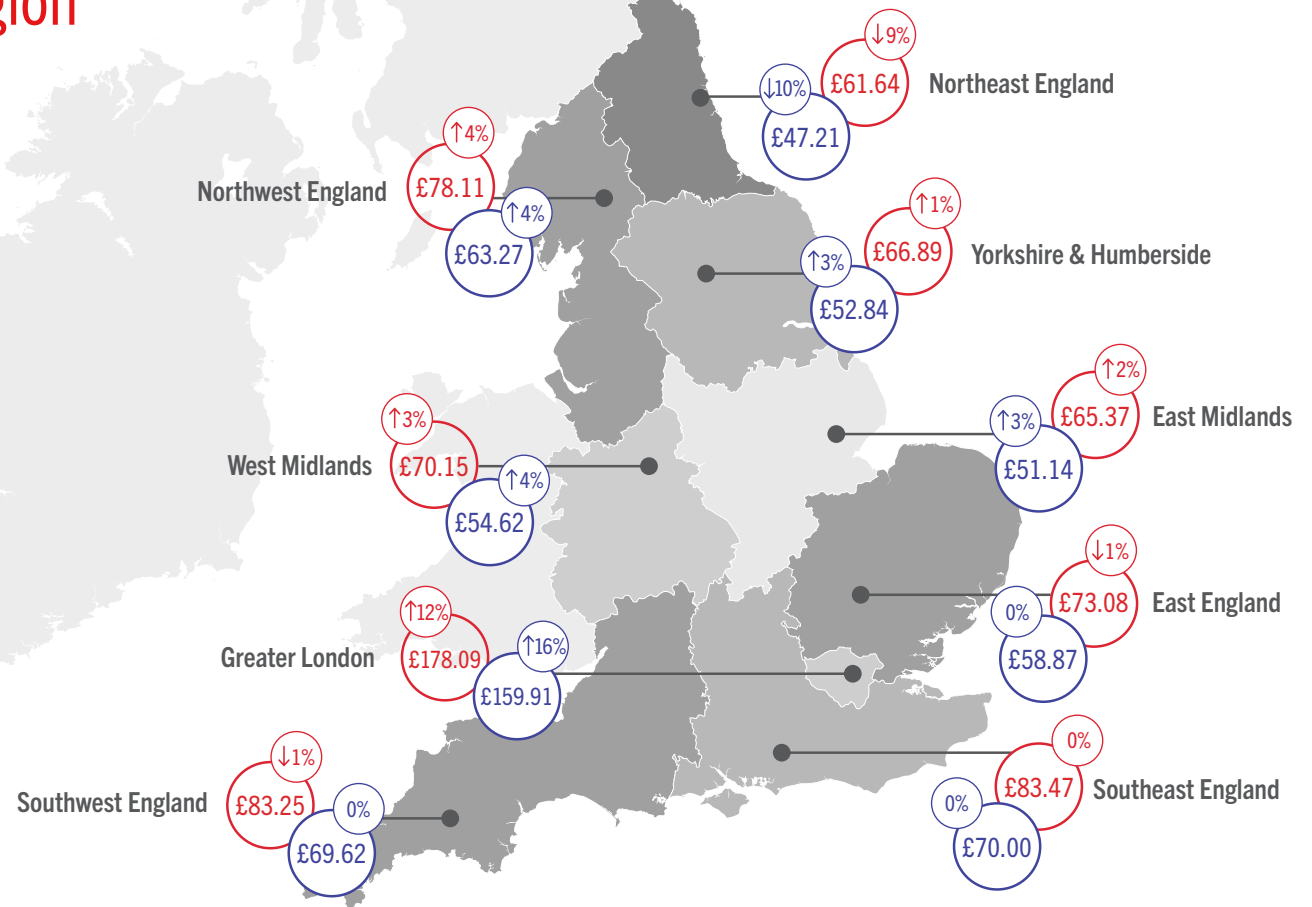


## ADR and RevPAR By Region

At a glance - June 2019

\*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	2017	2018	2019
East England	£72.64	£73.58	£73.08
East Midlands	£63.77	£64.20	£65.37
Greater London	£160.53	£159.39	£178.09
Northeast England	£63.00	£67.42	£61.64
Northwest England	£72.05	£75.33	£78.11
Southeast England	£83.07	£83.85	£83.47
Southwest England	£85.02	£83.99	£83.25
West Midlands	£67.19	£68.05	£70.15
Yorkshire & Humberside	£65.03	£65.90	£66.89

RevPAR	2017	2018	2019
East England	£57.55	£58.98	£58.87
East Midlands	£48.71	£49.56	£51.14
Greater London	£135.30	£137.52	£159.91
Northeast England	£47.26	£52.63	£47.21
Northwest England	£55.23	£60.98	£63.27
Southeast England	£68.81	£70.30	£70.00
Southwest England	£70.91	£69.72	£69.62
West Midlands	£51.19	£52.43	£54.62
Yorkshire & Humberside	£49.96	£51.29	£52.84

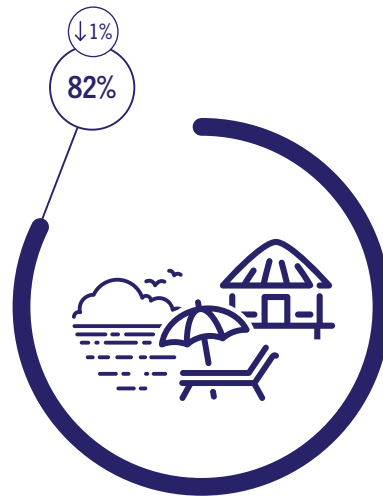


## Room Occupancy By Destination Type

At a glance - June 2019



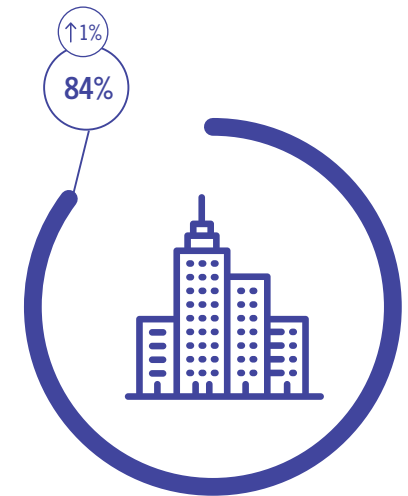
Countryside



Seaside



Small Town



City / Large Town

## Occupancy By Location Type

Data Tables

### Room Occupancy

	2017	2018	2019
City / Large Town	81%	83%	84%
Small Town	78%	80%	81%
Countryside	76%	75%	77%
Seaside	81%	82%	82%

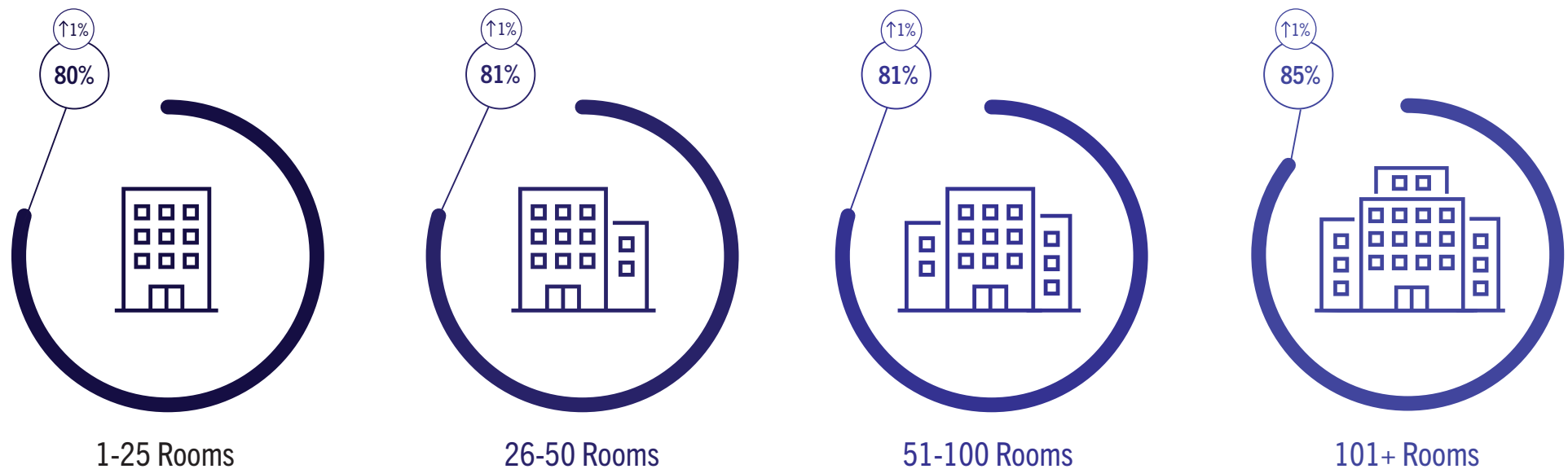
### Bedspace Occupancy

	2017	2018	2019
City / Large Town	56%	58%	58%
Small Town	56%	58%	58%
Countryside	51%	51%	52%
Seaside	60%	61%	59%



## Room Occupancy By Number of Rooms

At a glance - June 2019



\*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	2017	2018	2019
1-25 Rooms	80%	79%	80%
26-50 Rooms	80%	80%	81%
51-100 Rooms	80%	80%	81%
101+ Rooms	81%	83%	85%

Bedspace Occupancy	2017	2018	2019
1-25 Rooms	57%	57%	57%
26-50 Rooms	57%	58%	57%
51-100 Rooms	58%	59%	59%
101+ Rooms	56%	58%	59%



## 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 [scote@str.com](mailto:scote@str.com).

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

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