



# England Occupancy Survey

April 2024 Results

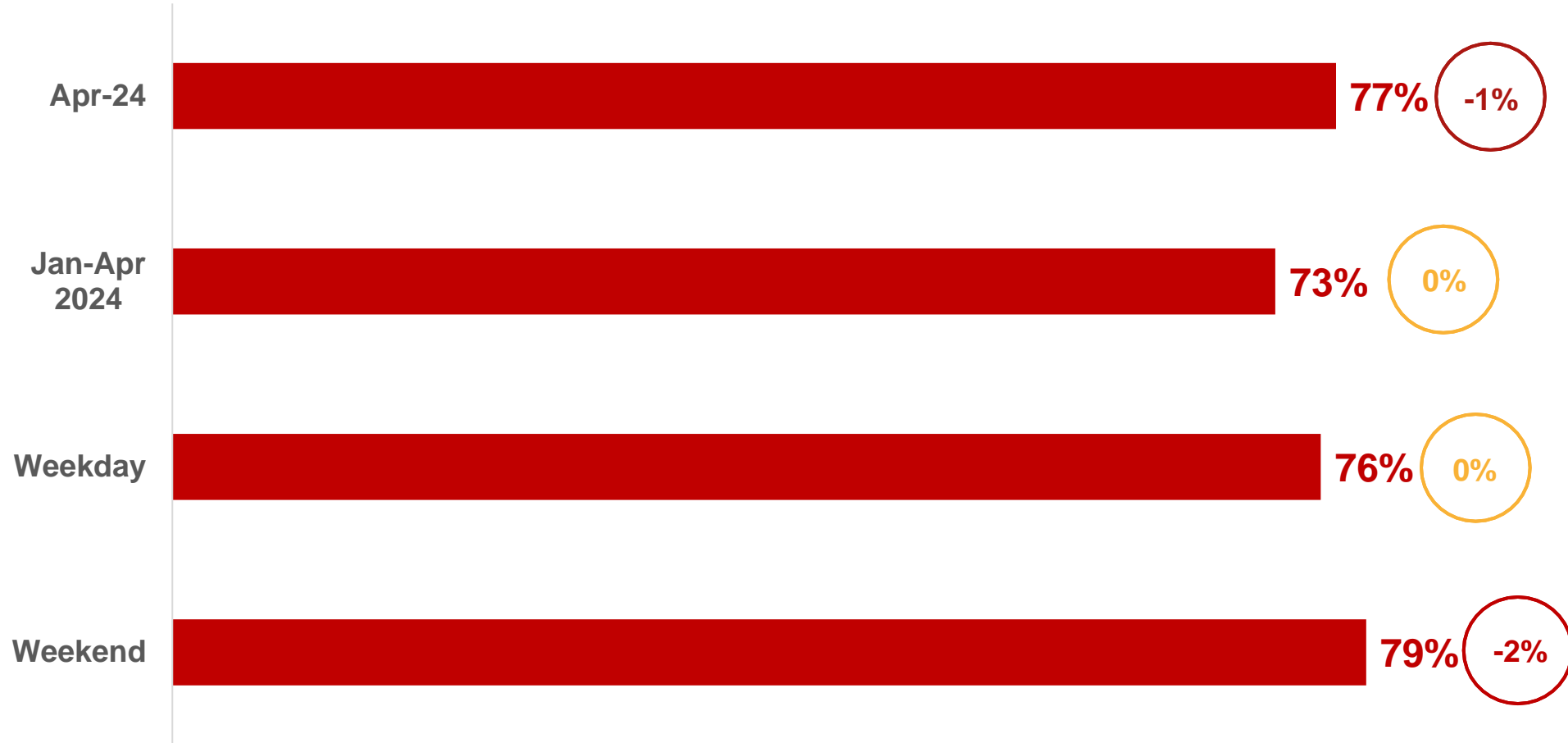
VisitEngland Research

# Summary of Results

- When comparing April 2024 results with April 2023, **room occupancy** was down 1% at 77%. April 2024 was up 1% on April 2019 occupancy. Year to date occupancy for 2024 is on par with 2023.
- **Room supply** increased by 0.8% and **room demand** increased 0.1% compared to April 2023.
- **RevPAR**, which is the total room revenue divided by the total number of available rooms, fell by 2% to £88.75 in April 2024, when compared to the same month in 2023, falling below the annual inflation rate of 2.3% for April 2024.
- Countryside **destination types** reported the largest decrease in occupancy in April 2024, down 6% to 66%. Seaside and small town destinations saw occupancy remain on par with last year whilst city/large town destinations both saw a decrease of 1% compared to April 2023.
- Assessing room occupancy by **establishment size**, the smallest hotels (1-25 rooms) saw occupancy decrease by 4%. The largest hotels (+100 rooms) remained on par with April 2023 at 77% occupancy.
- **Regionally**, there was year-on-year growth in room occupancy for the North East, West Midlands and East Midlands, whilst other regions remained on par or saw a decline. Compared to April 2019, London and the South West were behind on room occupancy for April 2024.

# England Room Occupancy

At a glance – April 2024



**x%** % change from same period in previous year

# England Room Occupancy

## Data Tables – April 2024

Room Occupancy	2019	2021	2022	2023	2024
April	76%	34%	73%	77%	77%
April Year To Date	72%	30%	64%	72%	73%
Weekday	75%	38%	70%	76%	76%
Weekend	80%	25%	77%	81%	79%

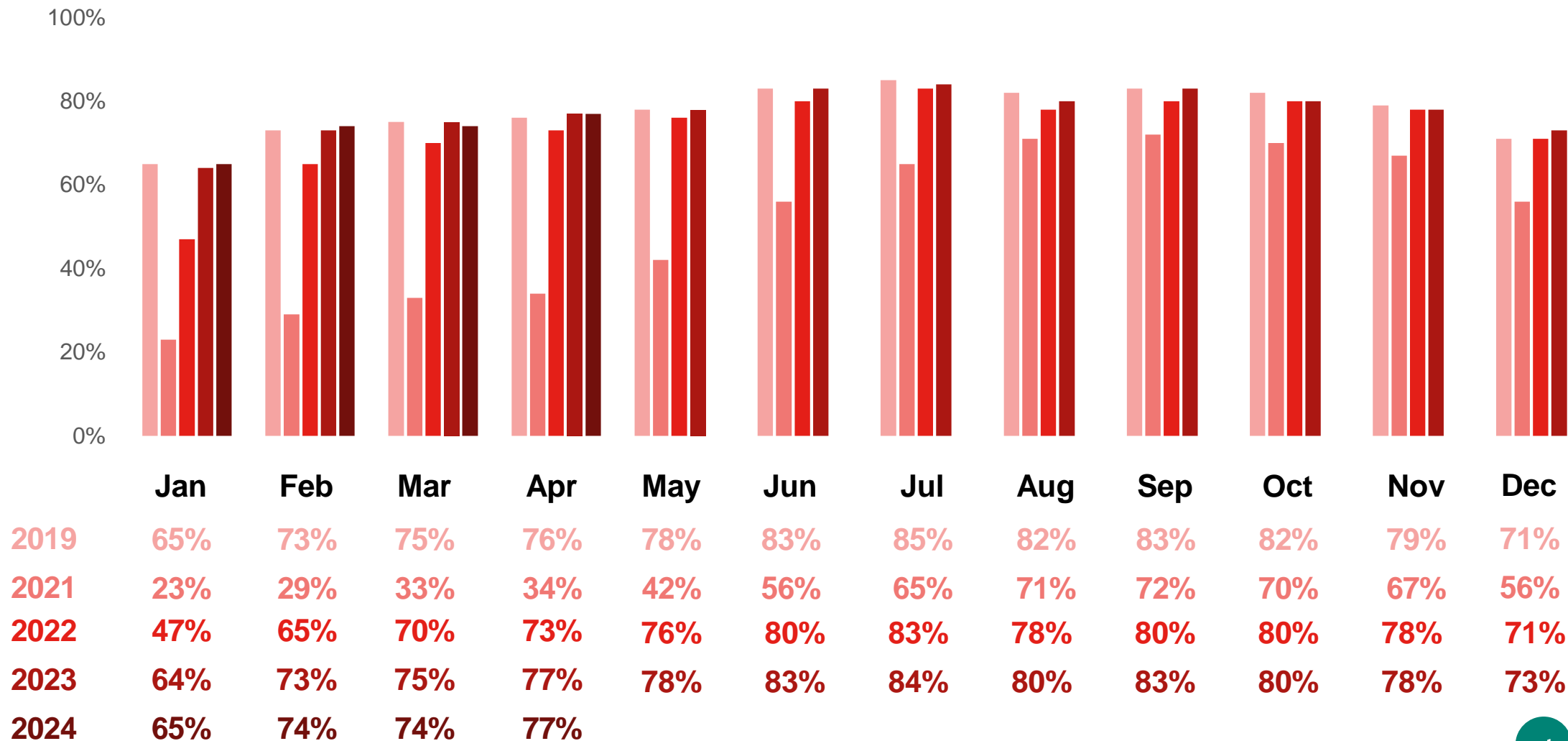
Room Supply and Room Demand Year-on-year relative % change	2019	2021	2022	2023	2024
Room Supply	2.2%	68.2%	22.6%	0.3%	0.8%
Room Demand	1.0%	159.7%	162.5%	6.6%	0.1%

Note: Historical figures subject to change as new hotels submit data to STR



# England Room Occupancy

## England Room Occupancy by Month

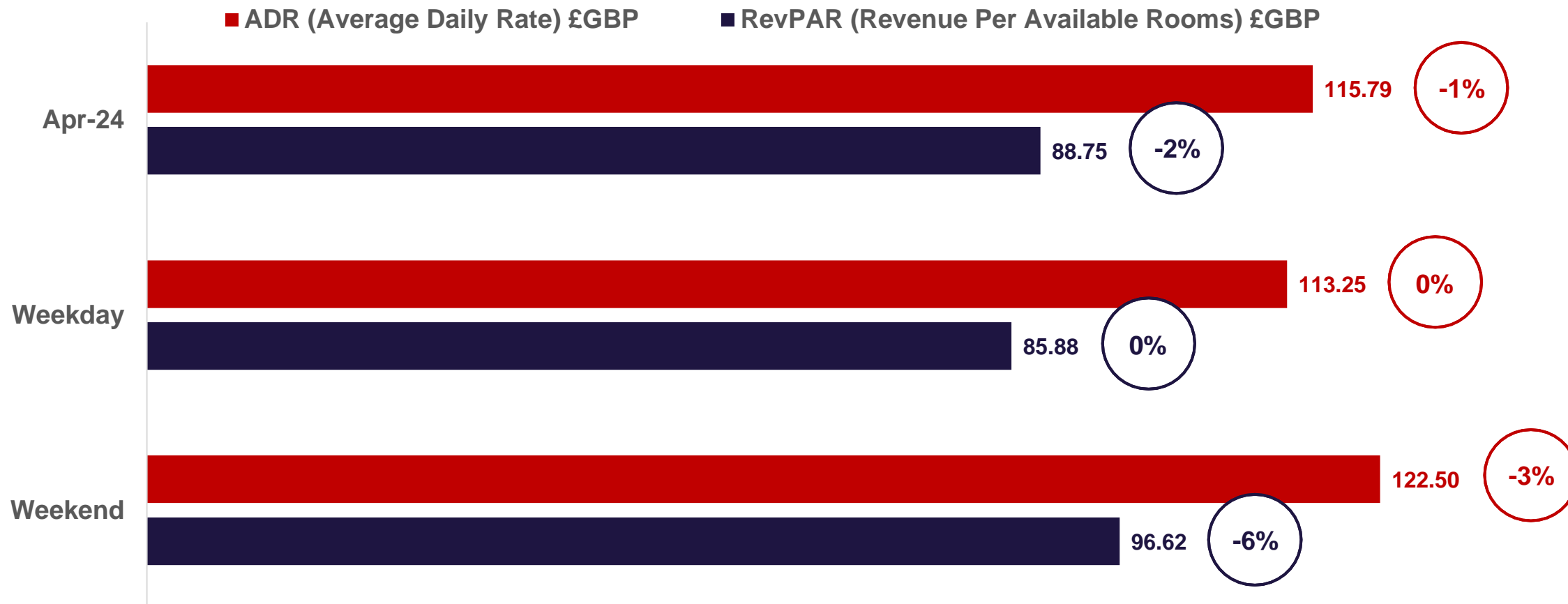


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# England ADR and RevPAR

At a glance – April 2024



x% % change from same period in previous year

# England ADR and RevPAR

## Data Tables – April 2024

<b>ADR</b>	<b>2019</b>	<b>2021</b>	<b>2022</b>	<b>2023</b>	<b>2024</b>
<b>April</b>	£92.84	£52.37	£99.93	£117.50	£115.79
<b>Weekday</b>	£92.83	£52.00	£95.50	£112.82	£113.25
<b>Weekend</b>	£92.88	£53.67	£108.00	£126.52	£122.50

<b>RevPAR</b>	<b>2019</b>	<b>2021</b>	<b>2022</b>	<b>2023</b>	<b>2024</b>
<b>April</b>	£70.59	£17.82	£72.76	£90.74	£88.75
<b>Weekday</b>	£69.17	£19.71	£67.31	£85.55	£85.88
<b>Weekend</b>	£74.51	£13.40	£83.67	£102.11	£96.62

ADR = Average Daily Rate, RevPAR = Revenue Per Available Rooms

Note: Historical figures subject to change as new hotels submit data to STR

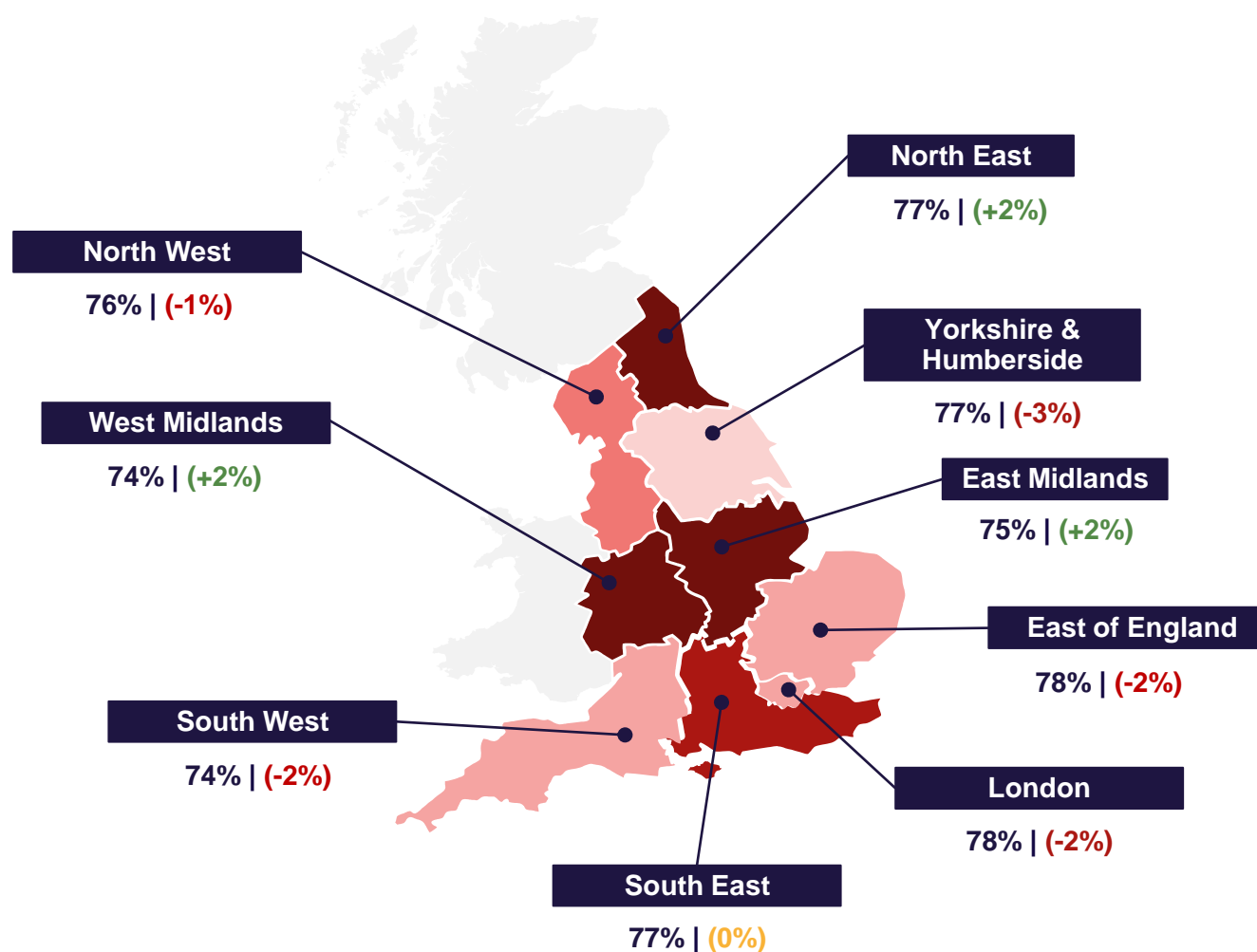


# Room Occupancy by Region

## At a glance – April 2024

The figures in the graphic show the latest month occupancy figures and year-on-year percent changes (in absolute terms).

Room Occupancy | (year-on-year % change)



Colour grading of map based on year-on-year % change, relative to the other regions



# Occupancy by Region

## Data Tables – April 2024

<b>Room Occupancy</b>	<b>2019</b>	<b>2021</b>	<b>2022</b>	<b>2023</b>	<b>2024</b>
<b>East England</b>	74%	42%	76%	79%	78%
<b>East Midlands</b>	72%	37%	74%	74%	75%
<b>Greater London</b>	81%	28%	72%	80%	78%
<b>Northeast England</b>	69%	32%	74%	75%	77%
<b>Northwest England</b>	76%	29%	75%	77%	76%
<b>Southeast England</b>	74%	40%	71%	76%	77%
<b>Southwest England</b>	76%	40%	72%	75%	74%
<b>West Midlands</b>	70%	29%	71%	72%	74%
<b>Yorkshire &amp; Humberside</b>	75%	31%	77%	80%	77%

Note: Historical figures subject to change as new hotels submit data to STR



# ADR and RevPAR by Region

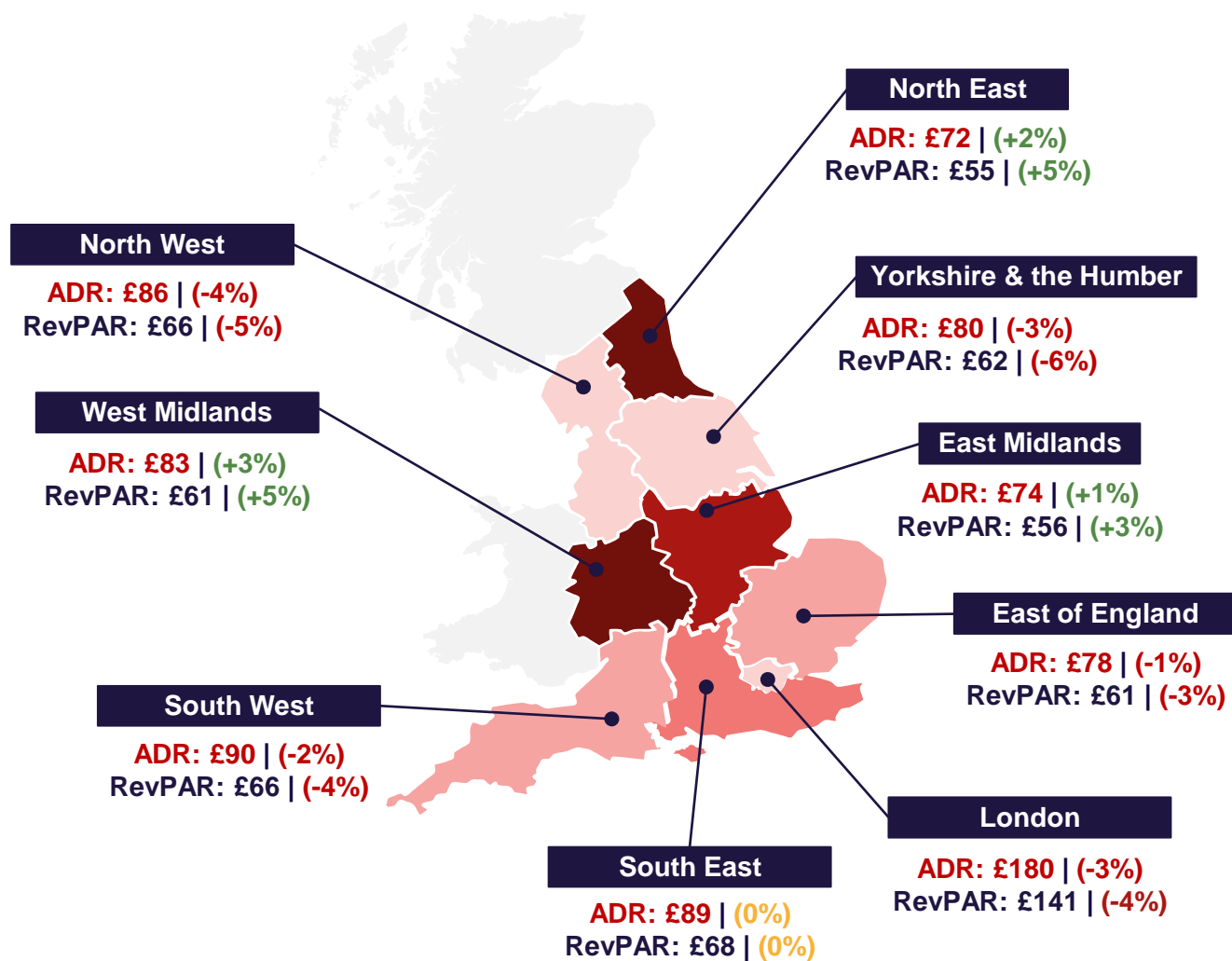
## At a glance – April 2024

The figures in the graphic show ADR (Average Daily Rate) and RevPAR (Revenue Per Available Room) and the year-on-year percentage change

ADR | (year-on-year % change)  
RevPAR | (year-on-year % change)



UK annual inflation rate in April 2024 was **2.3%**



Colour grading of map based on year-on-year % change, darker colour represents more positive performance



# ADR and RevPAR by Region

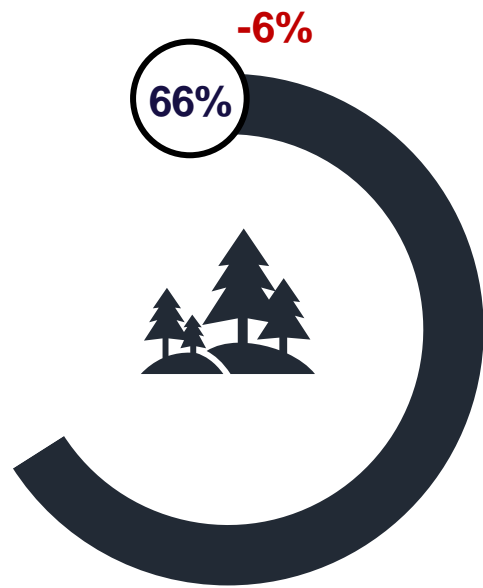
## Data Tables – April 2024

<b>ADR</b>	<b>2019</b>	<b>2021</b>	<b>2022</b>	<b>2023</b>	<b>2024</b>	<b>RevPAR</b>	<b>2019</b>	<b>2021</b>	<b>2022</b>	<b>2023</b>	<b>2024</b>
<b>East England</b>	£65.35	£46.57	£71.69	£79.62	£78.50	<b>East England</b>	£48.12	£19.36	£54.60	£63.27	£61.10
<b>East Midlands</b>	£60.51	£46.00	£65.76	£73.68	£74.05	<b>East Midlands</b>	£43.84	£17.22	£48.77	£54.47	£55.84
<b>Greater London</b>	£141.92	£68.31	£150.89	£185.32	£180.08	<b>Greater London</b>	£114.77	£19.12	£108.31	£147.51	£140.96
<b>Northeast England</b>	£58.09	£46.79	£69.56	£70.45	£71.90	<b>Northeast England</b>	£40.37	£14.94	£51.40	£53.06	£55.48
<b>Northwest England</b>	£73.72	£49.06	£83.52	£90.03	£86.40	<b>Northwest England</b>	£56.35	£14.47	£62.29	£69.40	£65.89
<b>Southeast England</b>	£72.62	£50.58	£80.42	£89.14	£88.84	<b>Southeast England</b>	£53.95	£20.05	£57.19	£68.19	£67.98
<b>Southwest England</b>	£72.85	£48.78	£89.03	£91.14	£89.73	<b>Southwest England</b>	£55.24	£19.68	£64.14	£68.51	£66.02
<b>West Midlands</b>	£65.66	£46.00	£74.37	£80.53	£82.96	<b>West Midlands</b>	£46.29	£13.55	£52.68	£57.90	£61.00
<b>Yorkshire &amp; Humberside</b>	£62.29	£45.48	£76.01	£82.75	£80.42	<b>Yorkshire &amp; Humberside</b>	£46.77	£14.17	£58.35	£66.00	£62.11

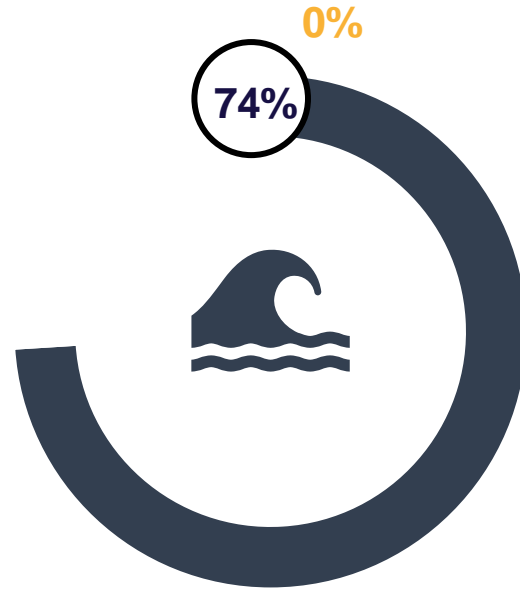
Note: Historical figures subject to change as new hotels submit data to STR

# Room Occupancy by Destination Type

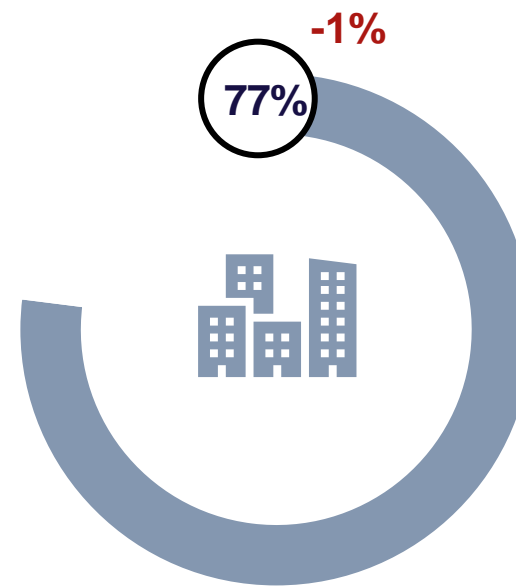
At a glance – April 2024



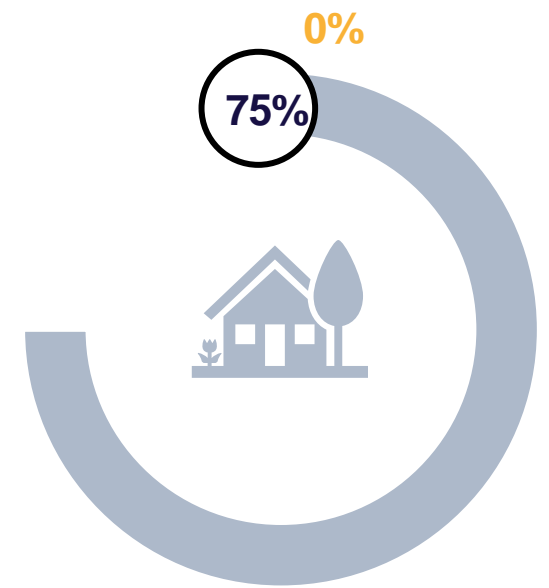
Countryside



Seaside



City / Large Town



Small Town

# Room Occupancy by Destination Type

Data Tables – April 2024

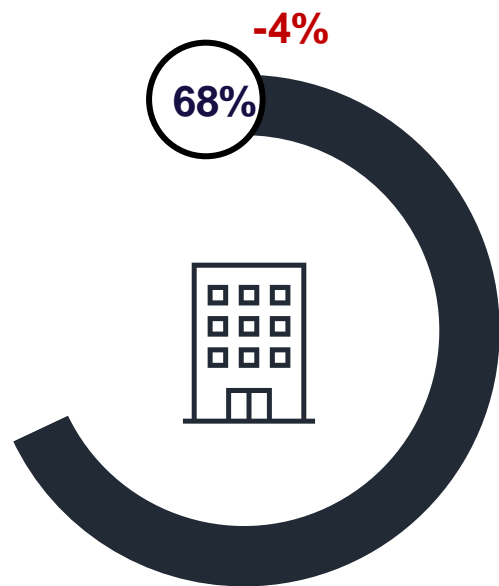
Room Occupancy	2019	2021	2022	2023	2024
City / Large Town	76%	33%	73%	78%	77%
Small Town	73%	39%	72%	75%	75%
Countryside	74%	43%	70%	71%	66%
Seaside	79%	42%	74%	74%	74%

Note: Historical figures subject to change as new hotels submit data to STR

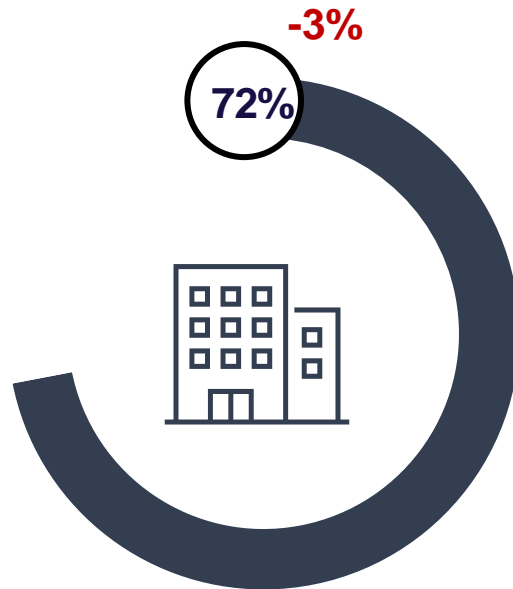


# Room Occupancy by Number of Rooms

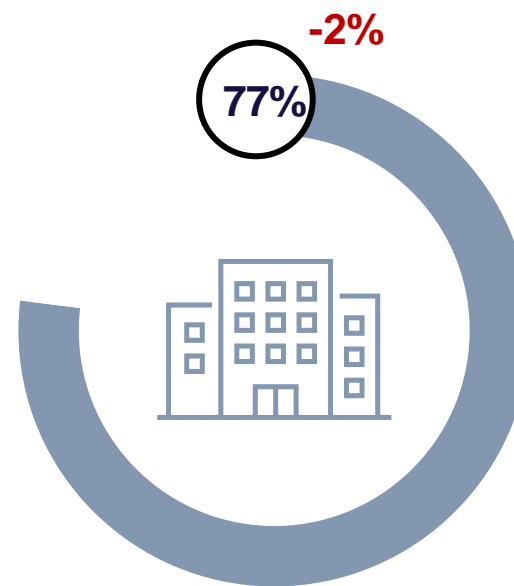
At a glance – April 2024



1-25 Rooms



26-50 Rooms



51-100 Rooms



100+ Rooms

# Room Occupancy by Number of Rooms

Data Tables – April 2024

Room Occupancy	2019	2021	2022	2023	2024
1 to 25 Rooms	72%	40%	72%	71%	68%
26 to 50 Rooms	74%	43%	73%	75%	72%
51 to 100 Rooms	75%	46%	78%	79%	77%
101+ Rooms	77%	29%	71%	77%	77%

Note: Historical figures subject to change as new hotels submit data to STR



# 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 3,000 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 rooms 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 (ADR) and Revenue Per Available Room (RevPAR). 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.

In February 2019, a change in reporting style was made to refer to percentage changes of occupancy data in absolute terms. Please note that the room occupancy figures in this report are rounded to the nearest whole number. As a result, occupancy absolute percentage change figures may have a discrepancy of  $\pm 1\%$ . 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.

Due to Covid-19, the England hotel industry saw an unprecedented number of hotels temporarily close their doors starting in March of 2020. Throughout the pandemic, STR has continued to collect performance data from those hotels who remained open.

The data in this month's report is based on those hotels that were open and reported data to STR (N=3,608)

