

England Occupancy Survey

May, June, July & August 2024 Results

VisitEngland Research

Methodology Statement

In May 2024, a change of suppliers was made to the hotel occupancy data. The data in this report is now provided by Amadeus, a hotel market data company, from their constantly growing panel of hotels across the UK.

This data set represents approximately a third of the estimated market so should be used as an indication of trends rather than the picture of the whole market.

Amadeus collects the following performance metrics from participating hotel on a daily 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 has included historical data from Amadeus in this reports from January 2019 onwards.

All previous months' reports and data can be found on the VisitEngland website: <https://www.visitbritain.org/research-insights/england-hotel-occupancy-latest>

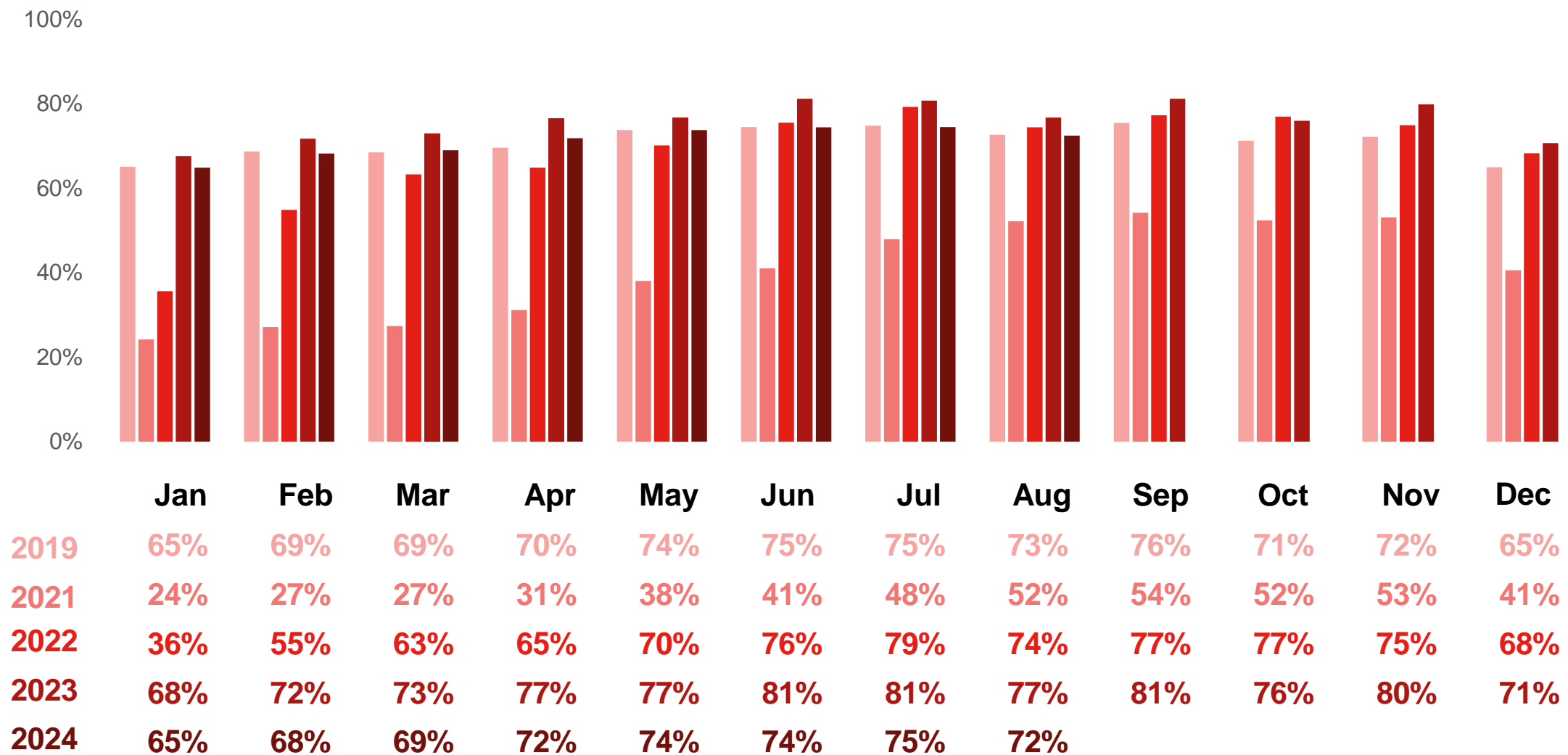
If you have any questions on this report, please do contact the VisitBritain/VisitEngland research team: research@visitbritain.org

Summary of Results

- Overall, **2023** was a strong year for **hotel room occupancy** with rates higher than 2019 across all months of the year. Room occupancy for 2024 so far has been lower than 2023 across all months, although there is the expectation that the 2024 figures increase as the data matures for the year.
- Observing forward looking **occupancy for 2024**. Occupancy rates for coming months stand at 52% for September, 36% for October, 32% for November and 30% for December which is comparable to 2023.
- **Regionally**, two regions saw strong year-on-year growth across May-August 2024; the North West and Yorkshire & Humberside both experienced an increase of +3% or more each month across this period.

England Room Occupancy

England Room Occupancy by Month



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

England Room Occupancy

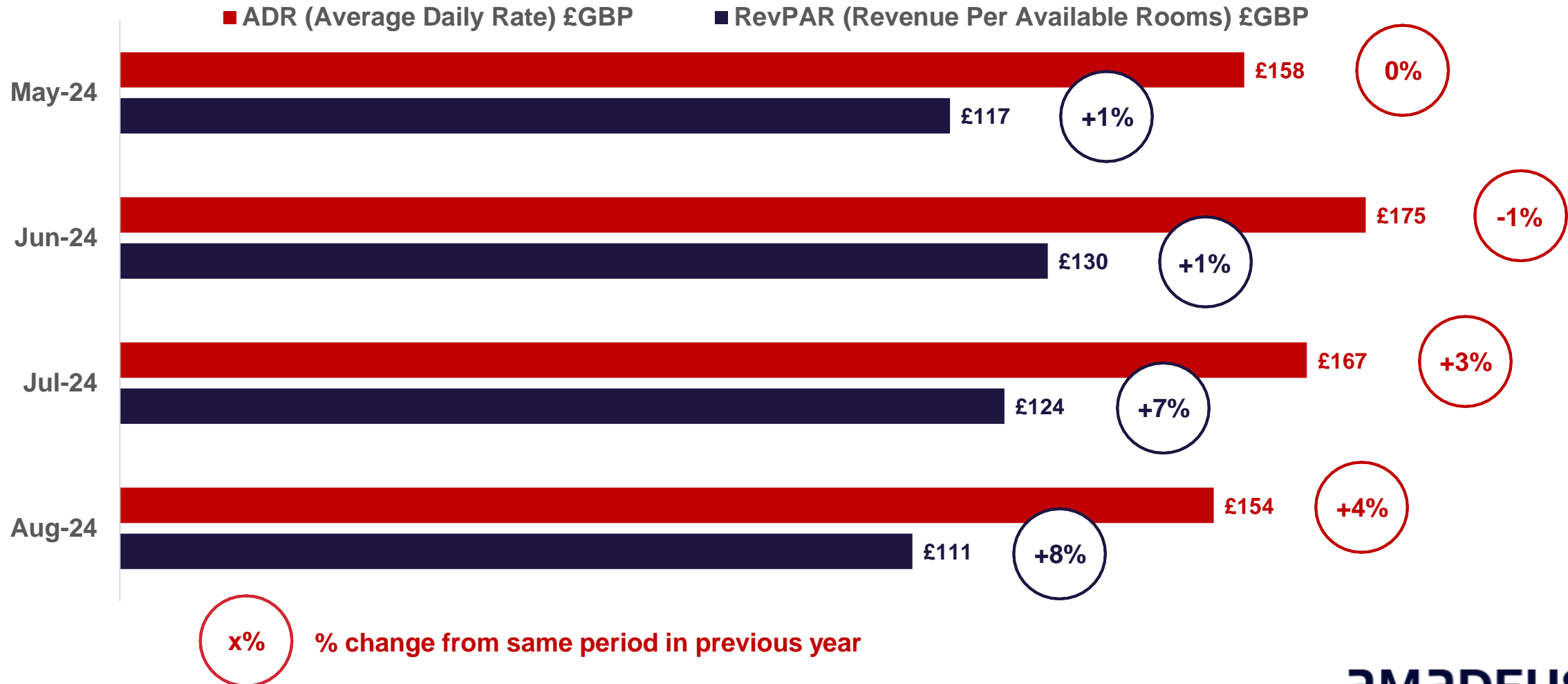
Data Tables – May, June, July & August 2024

Room Occupancy	2019	2021	2022	2023	2024
May	74%	38%	70%	77%	74%
May Year To Date	69%	30%	58%	73%	70%
June	75%	41%	76%	81%	74%
June Year To Date	70%	32%	61%	74%	70%
July	75%	48%	79%	81%	75%
July Year To Date	71%	34%	64%	75%	71%
August	73%	52%	74%	77%	72%
August Year To Date	71%	36%	65%	76%	71%

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

England ADR and RevPAR

At a glance – May, June, July & August 2024



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England ADR and RevPAR

Data Tables – May, June, July & August 2024

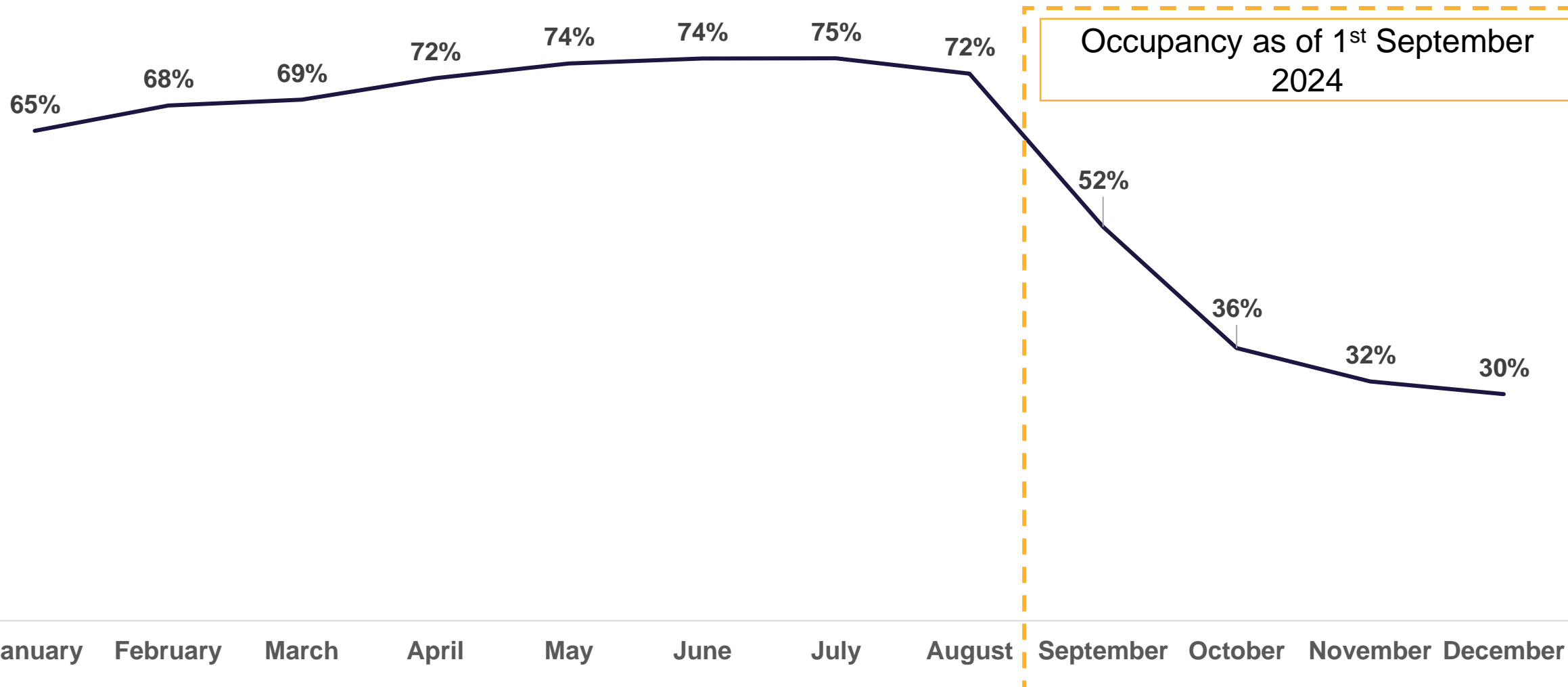
ADR	2019	2021	2022	2023	2024
May	£138	£96	£150	£169	£158
June	£153	£97	£175	£184	£175
July	£144	£103	£183	£175	£167
August	£133	£112	£151	£160	£154

RevPAR	2019	2021	2022	2023	2024
May	£102	£36	£105	£129	£117
June	£114	£40	£132	£149	£130
July	£108	£49	£145	£141	£124
August	£97	£59	£113	£123	£111

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

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

2024 Occupancy committed and forward looking



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



Regional Occupancy, ADR and RevPAR

Occupancy by Region May 2024

Data Tables – May 2024

Room Occupancy	2019	2021	2022	2023	2024
East Midlands	71%	47%	67%	72%	72%
East of England	73%	47%	73%	77%	72%
Greater London	75%	31%	71%	79%	76%
Northeast England	75%	49%	78%	77%	78%
Northwest England	67%	42%	66%	72%	71%
Southeast England	81%	47%	72%	78%	73%
Southwest England	74%	47%	67%	73%	68%
West Midlands	77%	38%	71%	69%	67%
Yorkshire & Humberside	70%	49%	71%	78%	77%

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

Occupancy by Region June 2024

Data Tables – June 2024

Room Occupancy	2019	2021	2022	2023	2024
East Midlands	71%	50%	67%	79%	72%
East of England	72%	53%	76%	82%	72%
Greater London	77%	34%	78%	84%	77%
Northeast England	75%	55%	79%	84%	75%
Northwest England	67%	42%	70%	76%	72%
Southeast England	80%	51%	75%	83%	73%
Southwest England	73%	52%	71%	78%	68%
West Midlands	76%	43%	73%	77%	65%
Yorkshire & Humberside	68%	53%	73%	82%	75%

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

Occupancy by Region July 2024

Data Tables – July 2024

Room Occupancy	2019	2021	2022	2023	2024
East Midlands	72%	60%	73%	79%	72%
East of England	74%	60%	76%	83%	72%
Greater London	77%	39%	80%	82%	77%
Northeast England	76%	66%	83%	86%	76%
Northwest England	68%	52%	76%	78%	71%
Southeast England	82%	57%	76%	85%	74%
Southwest England	76%	60%	77%	79%	70%
West Midlands	74%	50%	76%	74%	63%
Yorkshire & Humberside	70%	62%	78%	84%	76%

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

Occupancy by Region August 2024

Data Tables – August 2024

Room Occupancy	2019	2021	2022	2023	2024
East Midlands	71%	63%	70%	75%	69%
East of England	69%	62%	73%	79%	70%
Greater London	74%	44%	73%	78%	75%
Northeast England	77%	72%	83%	84%	76%
Northwest England	66%	58%	74%	74%	70%
Southeast England	79%	59%	74%	82%	72%
Southwest England	74%	63%	75%	76%	69%
West Midlands	73%	54%	71%	68%	60%
Yorkshire & Humberside	71%	68%	78%	80%	75%

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

ADR and RevPAR by Region – May 2024

Data Tables – May 2024

ADR	2019	2021	2022	2023	2024	RevPAR	2019	2021	2022	2023	2024
East Midlands	£84	£67	£85	£89	£89	East Midlands	£60	£32	£57	£64	£64
East of England	£94	£74	£96	£100	£100	East of England	£69	£35	£70	£78	£72
Greater London	£177	£119	£199	£228	£212	Greater London	£133	£37	£142	£180	£161
Northeast England	£79	£71	£82	£84	£87	Northeast England	£59	£35	£64	£65	£67
Northwest England	£101	£80	£101	£104	£95	Northwest England	£68	£34	£67	£76	£67
Southeast England	£98	£79	£98	£105	£103	Southeast England	£80	£37	£70	£83	£74
Southwest England	£95	£89	£94	£103	£101	Southwest England	£71	£42	£63	£75	£69
West Midlands	£96	£76	£101	£104	£99	West Midlands	£74	£29	£72	£72	£67
Yorkshire & Humberside	£86	£78	£90	£99	£97	Yorkshire & Humberside	£60	£38	£63	£77	£74

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

ADR and RevPAR by Region – June 2024

Data Tables – June 2024

ADR	2019	2021	2022	2023	2024	RevPAR	2019	2021	2022	2023	2024
East Midlands	£87	£72	£88	£98	£97	East Midlands	£61	£36	£59	£77	£70
East of England	£96	£76	£103	£111	£104	East of England	£69	£41	£78	£90	£75
Greater London	£200	£118	£237	£253	£238	Greater London	£155	£40	£186	£213	£184
Northeast England	£82	£74	£85	£98	£93	Northeast England	£62	£40	£67	£83	£70
Northwest England	£106	£82	£107	£102	£104	Northwest England	£71	£34	£75	£77	£75
Southeast England	£102	£81	£108	£116	£110	Southeast England	£82	£41	£82	£96	£80
Southwest England	£95	£94	£103	£106	£105	Southwest England	£70	£49	£73	£82	£71
West Midlands	£94	£80	£106	£117	£99	West Midlands	£72	£34	£77	£90	£64
Yorkshire & Humberside	£87	£80	£94	£95	£92	Yorkshire & Humberside	£59	£42	£68	£78	£69

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

ADR and RevPAR by Region – July 2024

Data Tables – July 2024

ADR	2019	2021	2022	2023	2024	RevPAR	2019	2021	2022	2023	2024
East Midlands	£87	£79	£89	£99	£97	East Midlands	£63	£47	£65	£79	£70
East of England	£96	£83	£105	£115	£105	East of England	£70	£49	£81	£95	£76
Greater London	£189	£122	£254	£237	£226	Greater London	£145	£48	£204	£194	£174
Northeast England	£80	£77	£82	£94	£84	Northeast England	£61	£51	£68	£80	£64
Northwest England	£96	£88	£98	£109	£92	Northwest England	£65	£46	£75	£85	£66
Southeast England	£97	£90	£109	£123	£113	Southeast England	£79	£51	£83	£104	£84
Southwest England	£98	£107	£112	£110	£109	Southwest England	£75	£64	£87	£87	£76
West Midlands	£85	£82	£110	£106	£90	West Midlands	£63	£41	£84	£78	£57
Yorkshire & Humberside	£86	£88	£98	£100	£92	Yorkshire & Humberside	£60	£55	£76	£84	£70

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

ADR and RevPAR by Region – August 2024

Data Tables – August 2024

ADR	2019	2021	2022	2023	2024	RevPAR	2019	2021	2022	2023	2024
East Midlands	£79	£79	£85	£89	£86	East Midlands	£56	£50	£60	£67	£60
East of England	£85	£89	£98	£102	£97	East of England	£59	£55	£72	£81	£68
Greater London	£176	£135	£204	£215	£206	Greater London	£130	£59	£149	£167	£154
Northeast England	£73	£81	£80	£84	£81	Northeast England	£56	£58	£66	£70	£62
Northwest England	£91	£95	£96	£101	£94	Northwest England	£60	£56	£71	£75	£65
Southeast England	£89	£94	£102	£109	£101	Southeast England	£70	£55	£76	£89	£73
Southwest England	£89	£117	£103	£104	£101	Southwest England	£66	£73	£78	£79	£70
West Midlands	£79	£84	£94	£93	£84	West Midlands	£58	£45	£67	£63	£51
Yorkshire & Humberside	£84	£97	£89	£95	£91	Yorkshire & Humberside	£59	£66	£70	£76	£68

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For further questions please contact:
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