

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

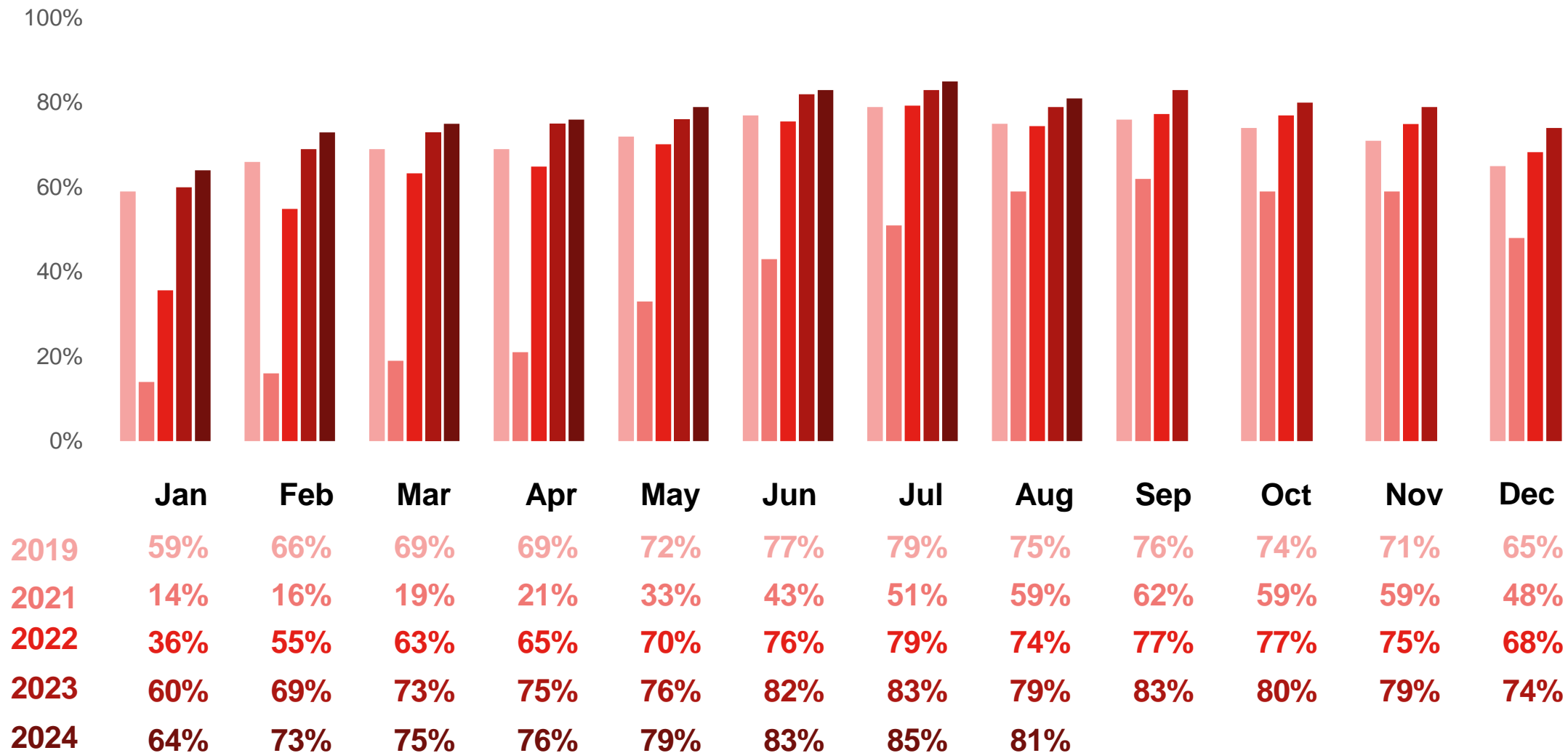
Please note that these statistics are in development.

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 higher than 2023 across all months so far, with a high of 85% occupancy observed in July 2024. Occupancy for 2024 so far (until the end of August) was 77%, +2% on 2023.
- Observing forward looking **occupancy for 2024**. As of the 22nd September, upcoming occupancy rates for stand at 80% already for September, 39% for October, 20% for November and 15% for December.
- Whilst **Average Daily Rates** were down 2% year on year for May, there was growth June-August of 2024. **RevPAR (Revenue per Available Room)** grew throughout May-August with the highest year on year increase in August, of 7%.
- **Regionally:** some Northern regions saw strong year on year growth in occupancy throughout May, whilst the South East and South West were on par / slight decline.
- June saw more modest growth overall (+1% compared to 2023) and this has resulted in some regions seeing a decline in occupancy, including the South West which experienced a -4% year on year decline.
- Many regions were on par or saw declines in August, however London occupancy rates were +4% year on year.

England Room Occupancy

England Room Occupancy by Month



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

England Room Occupancy

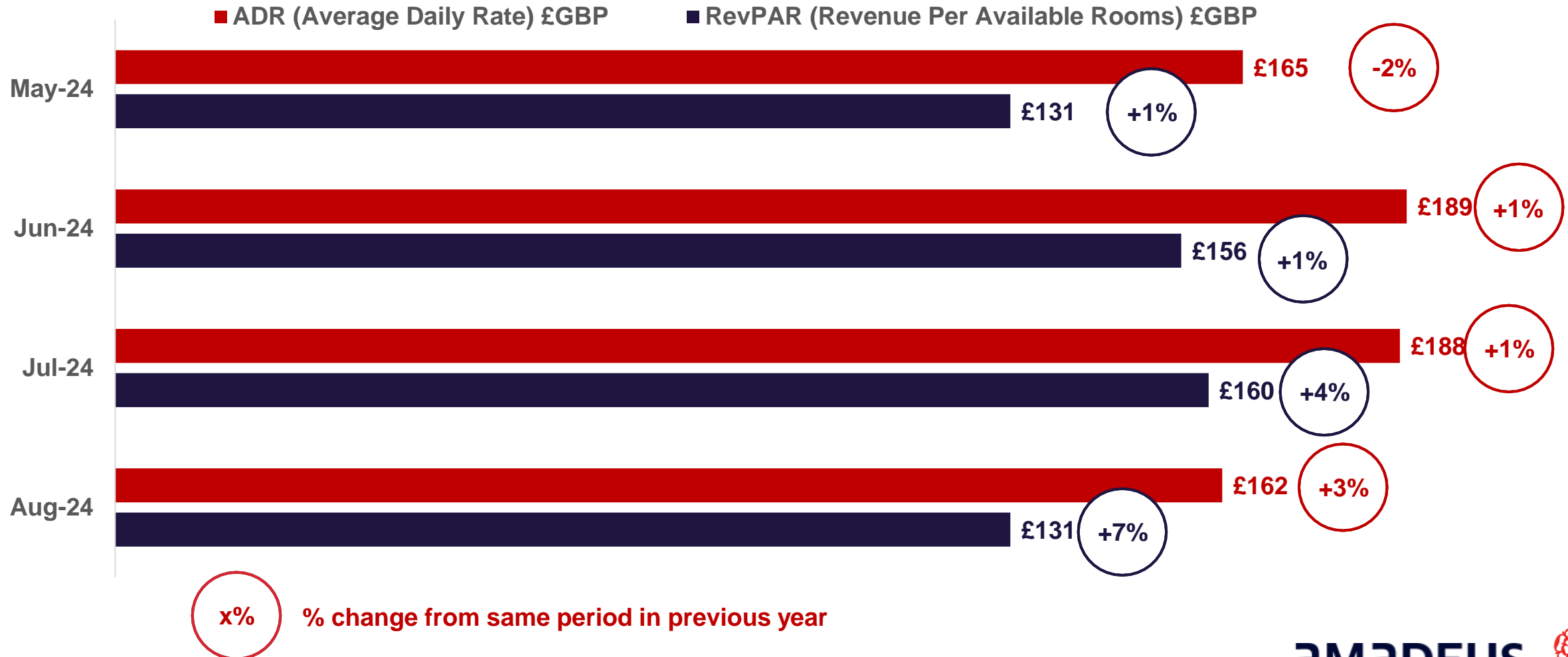
Data Tables – May, June, July & August 2024

Room Occupancy	2019	2021	2022	2023	2024
May	72%	33%	70%	76%	79%
May Year To Date	67%	21%	58%	71%	74%
June	77%	43%	76%	82%	83%
June Year To Date	69%	25%	61%	72%	75%
July	79%	51%	79%	83%	85%
July Year To Date	70%	29%	64%	74%	77%
August	75%	59%	74%	79%	81%
August Year To Date	71%	33%	65%	75%	77%

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

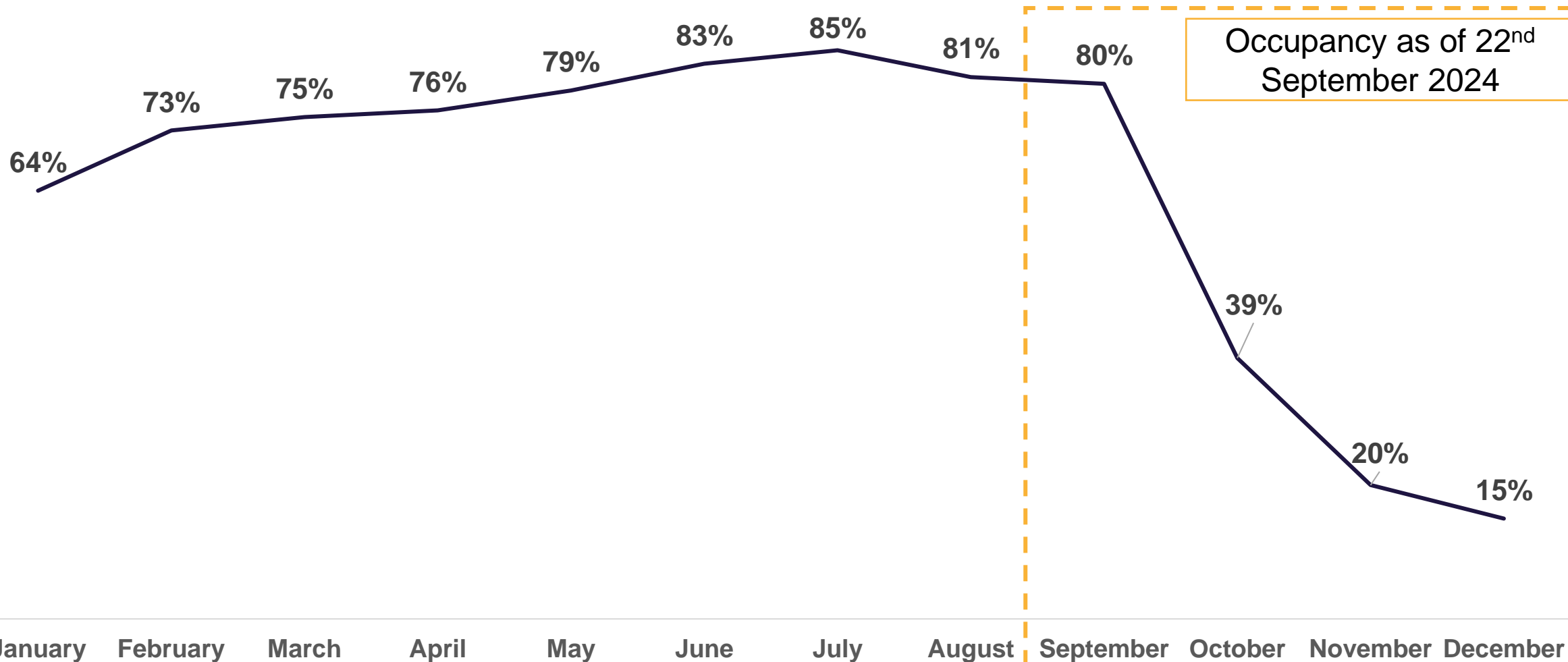
ADR	2019	2021	2022	2023	2024
May	£135	£82	£150	£168	£165
June	£156	£92	£175	£188	£189
July	£154	£100	£183	£185	£188
August	£133	£109	£151	£156	£162

RevPAR	2019	2021	2022	2023	2024
May	£97	£27	£105	£130	£131
June	£120	£39	£132	£154	£156
July	£121	£52	£145	£154	£160
August	£100	£64	£113	£123	£131

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

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

2024 Occupancy committed and forward looking



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Regional Occupancy, ADR and RevPAR

Occupancy by Region May 2024

Data Tables – May 2024

Room Occupancy	2019	2021	2022	2023	2024
East Midlands	69%	43%	66%	72%	77%
East of England	72%	43%	74%	77%	78%
Greater London	74%	28%	71%	78%	82%
Northeast England	74%	41%	77%	77%	84%
Northwest England	66%	35%	66%	72%	77%
Southeast England	79%	45%	72%	78%	78%
Southwest England	73%	41%	67%	74%	73%
West Midlands	76%	32%	71%	69%	71%
Yorkshire & Humberside	67%	41%	71%	78%	82%

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	73%	53%	67%	79%	80%
East of England	74%	56%	78%	82%	81%
Greater London	80%	35%	78%	84%	85%
Northeast England	76%	62%	81%	84%	84%
Northwest England	69%	44%	70%	77%	80%
Southeast England	83%	54%	78%	83%	82%
Southwest England	76%	58%	71%	80%	76%
West Midlands	79%	44%	74%	77%	74%
Yorkshire & Humberside	70%	57%	73%	82%	82%

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	75%	63%	75%	79%	83%
East of England	78%	64%	80%	83%	83%
Greater London	81%	42%	80%	85%	88%
Northeast England	80%	71%	87%	86%	87%
Northwest England	70%	56%	76%	79%	81%
Southeast England	86%	61%	81%	85%	86%
Southwest England	80%	66%	77%	80%	80%
West Midlands	77%	55%	78%	74%	73%
Yorkshire & Humberside	73%	67%	78%	85%	86%

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%	71%	73%	75%	77%
East of England	71%	69%	75%	79%	78%
Greater London	77%	49%	73%	80%	84%
Northeast England	77%	85%	85%	84%	85%
Northwest England	69%	67%	74%	77%	77%
Southeast England	83%	66%	78%	82%	82%
Southwest England	77%	73%	75%	80%	78%
West Midlands	74%	61%	75%	68%	66%
Yorkshire & Humberside	72%	78%	78%	83%	84%

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	£85	£62	£84	£89	£92	East Midlands	£58	£26	£55	£64	£70
East of England	£95	£65	£95	£100	£103	East of England	£68	£28	£70	£78	£80
Greater London	£169	£95	£199	£228	£220	Greater London	£125	£26	£142	£178	£179
Northeast England	£88	£66	£79	£84	£93	Northeast England	£65	£27	£60	£65	£78
Northwest England	£103	£71	£101	£109	£105	Northwest England	£68	£25	£67	£79	£81
Southeast England	£99	£73	£97	£105	£106	Southeast England	£78	£33	£69	£83	£83
Southwest England	£97	£80	£94	£101	£107	Southwest England	£70	£33	£63	£74	£79
West Midlands	£96	£70	£97	£104	£103	West Midlands	£73	£22	£69	£72	£73
Yorkshire & Humberside	£87	£70	£90	£97	£103	Yorkshire & Humberside	£58	£29	£63	£76	£85

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	£91	£69	£91	£98	£100	East Midlands	£67	£36	£61	£77	£80
East of England	£101	£73	£106	£111	£111	East of England	£75	£41	£83	£90	£90
Greater London	£204	£107	£237	£257	£261	Greater London	£163	£37	£186	£216	£222
Northeast England	£82	£72	£87	£98	£99	Northeast England	£62	£45	£70	£83	£83
Northwest England	£109	£78	£107	£108	£111	Northwest England	£75	£34	£75	£84	£89
Southeast England	£107	£81	£108	£116	£115	Southeast England	£89	£44	£85	£96	£95
Southwest England	£99	£99	£103	£109	£113	Southwest England	£76	£57	£73	£86	£86
West Midlands	£97	£77	£104	£117	£106	West Midlands	£77	£34	£76	£90	£79
Yorkshire & Humberside	£90	£80	£94	£96	£99	Yorkshire & Humberside	£63	£46	£68	£78	£81

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	£91	£78	£92	£99	£108	East Midlands	£68	£49	£69	£79	£90
East of England	£100	£82	£111	£115	£115	East of England	£78	£53	£88	£95	£95
Greater London	£203	£115	£254	£260	£259	Greater London	£164	£49	£204	£220	£227
Northeast England	£83	£77	£88	£94	£95	Northeast England	£66	£55	£77	£80	£82
Northwest England	£99	£88	£98	£107	£98	Northwest England	£69	£49	£75	£84	£79
Southeast England	£104	£91	£115	£123	£127	Southeast England	£90	£56	£93	£104	£110
Southwest England	£102	£109	£112	£113	£117	Southwest England	£81	£72	£87	£91	£93
West Midlands	£87	£81	£109	£106	£97	West Midlands	£67	£44	£85	£78	£71
Yorkshire & Humberside	£91	£89	£98	£103	£102	Yorkshire & Humberside	£66	£60	£76	£88	£87

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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	£74	£80	£86	£89	£90	East Midlands	£53	£57	£63	£67	£69
East of England	£84	£89	£99	£102	£103	East of England	£60	£62	£75	£81	£80
Greater London	£177	£126	£204	£211	£218	Greater London	£136	£62	£149	£168	£183
Northeast England	£69	£80	£76	£84	£85	Northeast England	£53	£68	£65	£70	£72
Northwest England	£86	£95	£96	£98	£96	Northwest England	£58	£64	£71	£76	£74
Southeast England	£88	£95	£105	£109	£108	Southeast England	£73	£63	£81	£89	£89
Southwest England	£90	£123	£103	£106	£107	Southwest England	£69	£90	£78	£85	£84
West Midlands	£73	£83	£103	£93	£85	West Midlands	£54	£50	£77	£63	£56
Yorkshire & Humberside	£82	£98	£89	£93	£95	Yorkshire & Humberside	£59	£76	£70	£78	£80

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For further questions please contact:
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