

England Occupancy Survey

September & October 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

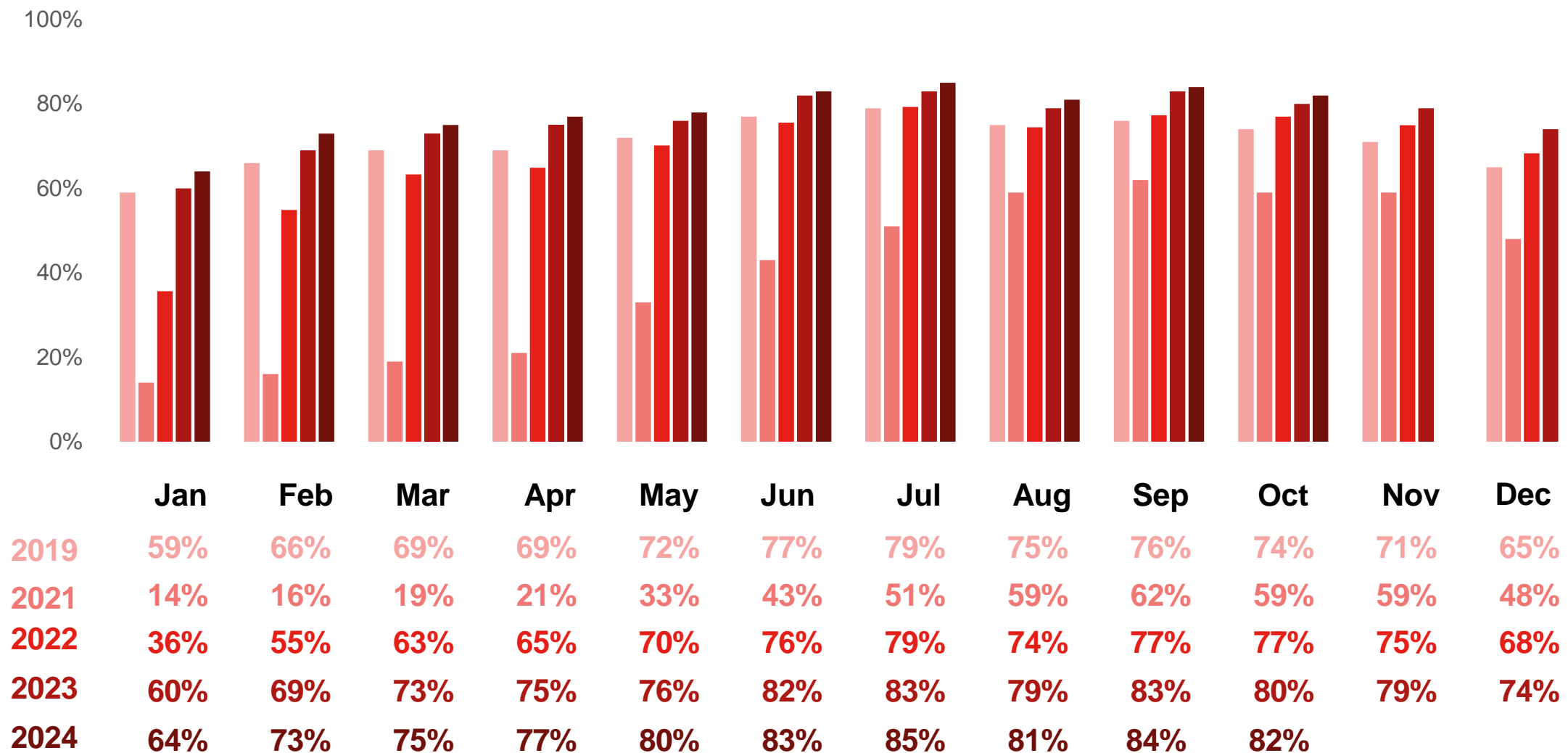
Please note that these statistics are in development.

Summary of Results

- Room occupancy for 2024 so far has been higher than 2023 across all months, with a peak of 85% occupancy observed in July 2024. Occupancy for September 2024 was 84% and October was 82%. Year to date occupancy was 78% up until the end of October.
- Observing forward looking **occupancy for 2024**. As of the 3rd November, upcoming occupancy rates for November were 56% and December 30%.
- Whilst **Average Daily Rates** were down 2% year on year for September and 4% for October, 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%, however September and October recently have seen declines.
- Regionally**, most regions were on par or saw declines in September, whilst the North West saw a +4% increase in hotel occupancy.
- There was growth across more regions in October, with growth of +3% year on year for the South West which struggled more in September.

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 – September & October 2024

Room Occupancy	2019	2023	2024
September	76%	83%	84%
September Year To Date	71%	76%	78%

Room Occupancy	2019	2023	2024
October	74%	80%	82%
October Year To Date	72%	76%	78%

Weekend = Friday & Saturday nights, Weekday = Sunday - Thursday

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England ADR and RevPAR

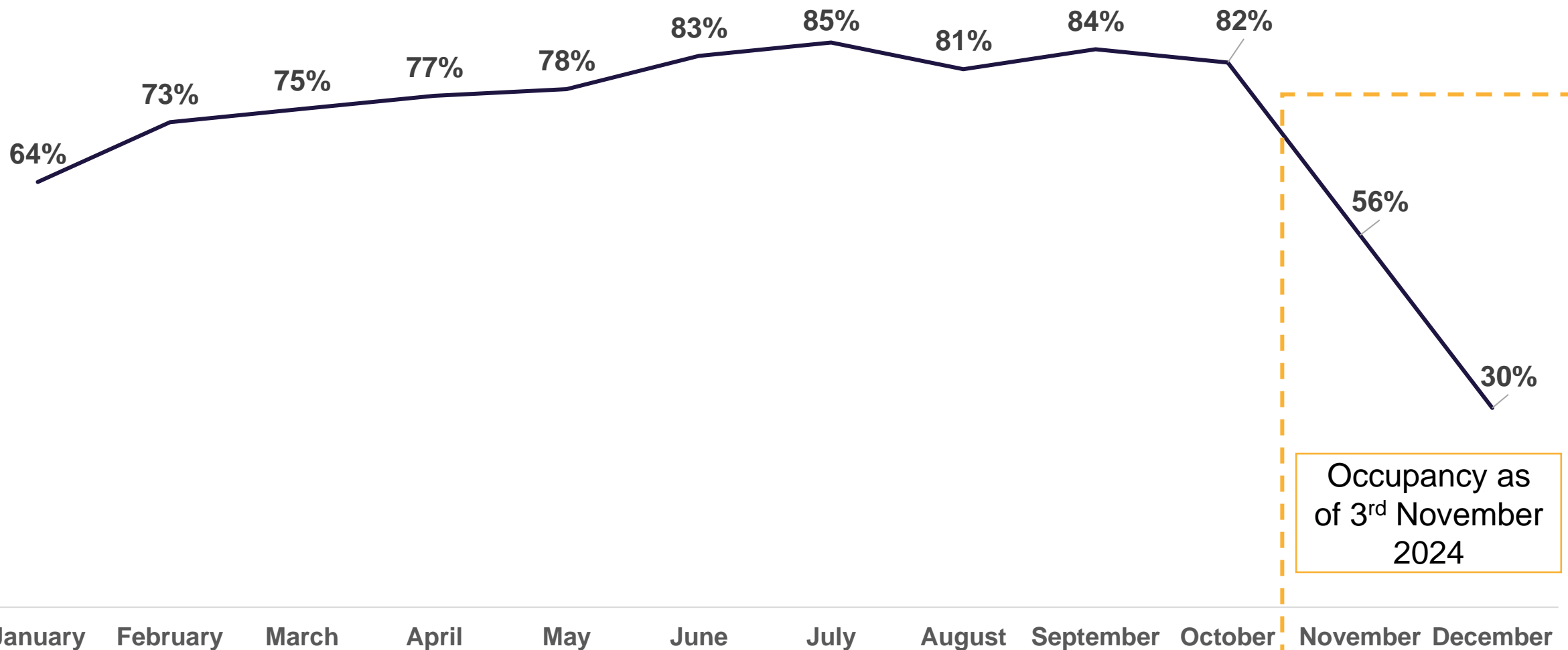
Data Tables – September & October 2024

ADR	2019	2023	2024	RevPAR	2019	2023	2024
September	£145	£173	£170	September	£110	£144	£142
October	£137	£170	£164	October	£102	£136	£134

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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Change in room demand, year-on-year

Month	2022-2023	2023-2024
January	75.8%	9.5%
February	31.2%	11.9%
March	20.4%	4.3%
April	20.3%	4.0%
May	13.8%	5.2%
June	13.8%	1.4%
July	9.5%	3.3%
August	11.8%	2.9%
September	12.9%	0.3%
October	8.4%	2.1%
November	8.7%	
December	10.7%	



Regional Occupancy, ADR and RevPAR

Occupancy by Region

Data Tables – September & October 2024

Room Occupancy	September			October		
	2019	2023	2024	2019	2023	2024
East Midlands	74%	82%	81%	70%	76%	79%
East of England	74%	82%	81%	72%	77%	80%
Greater London	77%	84%	85%	76%	82%	84%
Northeast England	81%	90%	89%	78%	84%	85%
Northwest England	68%	79%	83%	67%	78%	80%
Southeast England	82%	83%	84%	78%	76%	79%
Southwest England	75%	83%	79%	70%	72%	75%
West Midlands	78%	76%	77%	78%	77%	77%
Yorkshire & Humberside	72%	87%	86%	69%	83%	84%

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

ADR and RevPAR by Region

Data Tables – September 2024

ADR	2019	2023	2024
East Midlands	£84	£102	£102
East of England	£90	£110	£111
Greater London	£193	£231	£226
Northeast England	£80	£100	£107
Northwest England	£96	£107	£109
Southeast England	£96	£115	£113
Southwest England	£93	£113	£112
West Midlands	£92	£115	£112
Yorkshire & Humberside	£85	£101	£100

RevPAR	2019	2023	2024
East Midlands	£62	£84	£82
East of England	£66	£90	£90
Greater London	£149	£194	£191
Northeast England	£64	£90	£96
Northwest England	£65	£85	£90
Southeast England	£79	£95	£94
Southwest England	£69	£94	£89
West Midlands	£71	£88	£86
Yorkshire & Humberside	£60	£88	£87

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

ADR and RevPAR by Region

Data Tables – October 2024

ADR	2019	2023	2024
East Midlands	£78	£97	£96
East of England	£86	£106	£106
Greater London	£181	£226	£220
Northeast England	£72	£91	£94
Northwest England	£94	£111	£102
Southeast England	£87	£105	£103
Southwest England	£87	£102	£101
West Midlands	£91	£113	£108
Yorkshire & Humberside	£80	£98	£97

RevPAR	2019	2023	2024
East Midlands	£54	£74	£76
East of England	£62	£81	£85
Greater London	£138	£186	£185
Northeast England	£56	£76	£80
Northwest England	£63	£86	£82
Southeast England	£69	£80	£82
Southwest England	£61	£74	£76
West Midlands	£71	£87	£83
Yorkshire & Humberside	£55	£80	£81

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

For further questions please contact:
research@visitbritain.org