



# England Occupancy Survey

November 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](mailto:research@visitbritain.org)

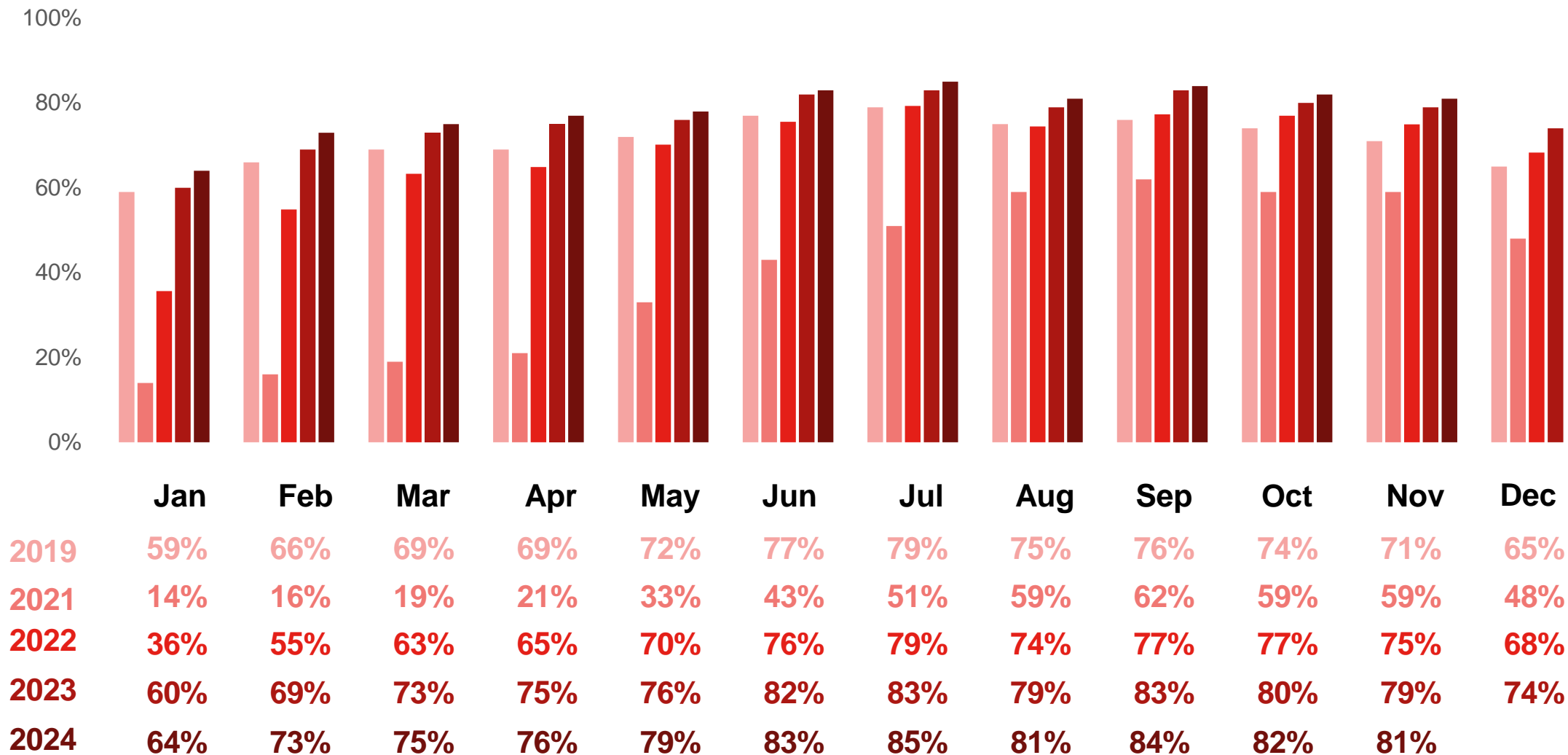
*Please note that these statistics are in development.*

# 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 November 2024 was 81%, compared to 79% in November 2023. Year to date occupancy was 77% up until the end of November.
- Observing forward looking **occupancy for 2024**. As of the 8<sup>th</sup> December, upcoming occupancy rates for December 2024 were 63%.
- **Average Daily Rate (ADR)** was on par between November 2023 and November 2024 at £166, while **RevPAR** (Revenue per Available Room) saw growth, rising by 2% over the same period, just under the UK rate of inflation for the same period.
- **Room demand** was up 2.1% year on year for November 2024, on par with the previous month.
- **Regionally**, most areas experienced an increase in room occupancy from November 2023 to November 2024. The largest gains were seen in North West England and Yorkshire & Humberside, both with a +4% rise. In contrast, the East Midlands and Northeast England saw slight declines, with occupancy dropping by 1% and 2%, respectively.

# 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 – November 2024

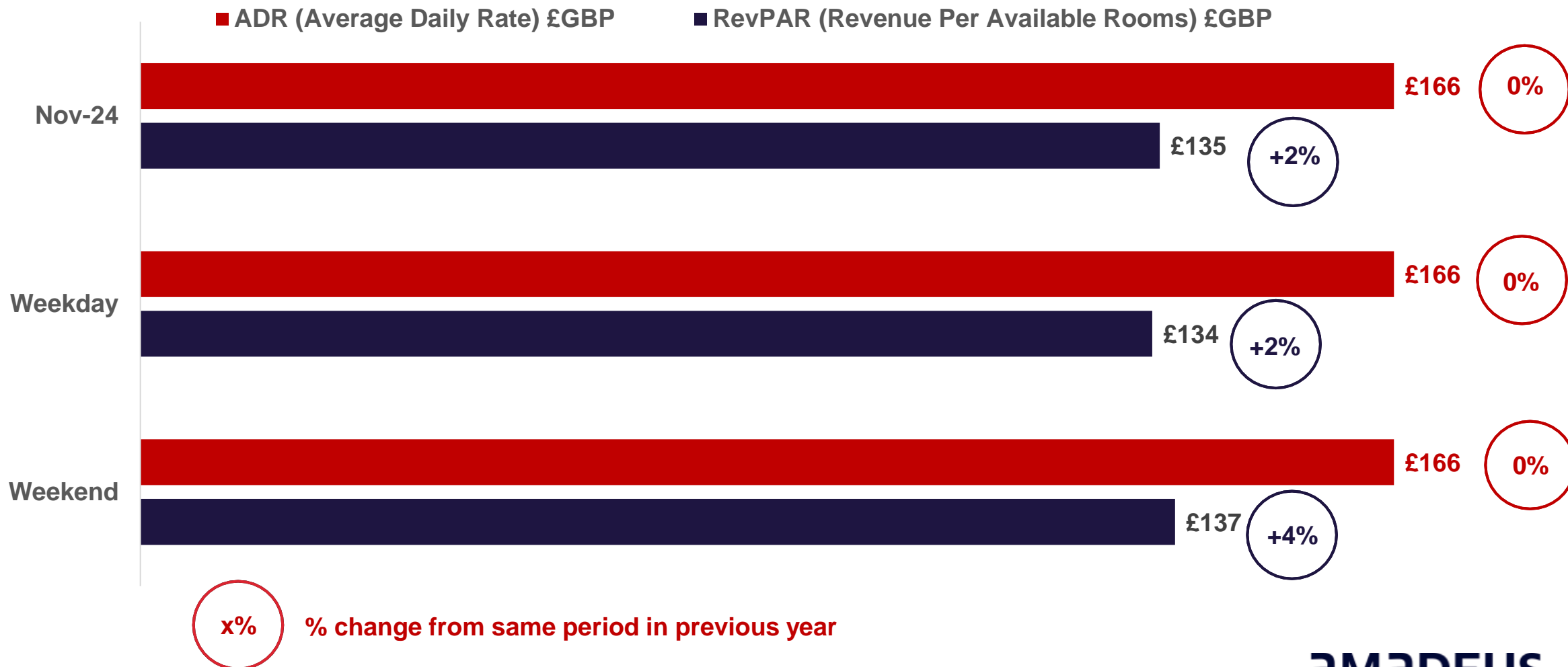
<b>Room Occupancy</b>	<b>2019</b>	<b>2023</b>	<b>2024</b>
<b>November</b>	71%	79%	81%
<b>November Year To Date</b>	71%	76%	79%
<b>November Weekend</b>	72%	79%	82%
<b>November Weekday</b>	71%	79%	81%

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

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

# England ADR and RevPAR

At a glance – November 2024



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

# England ADR and RevPAR

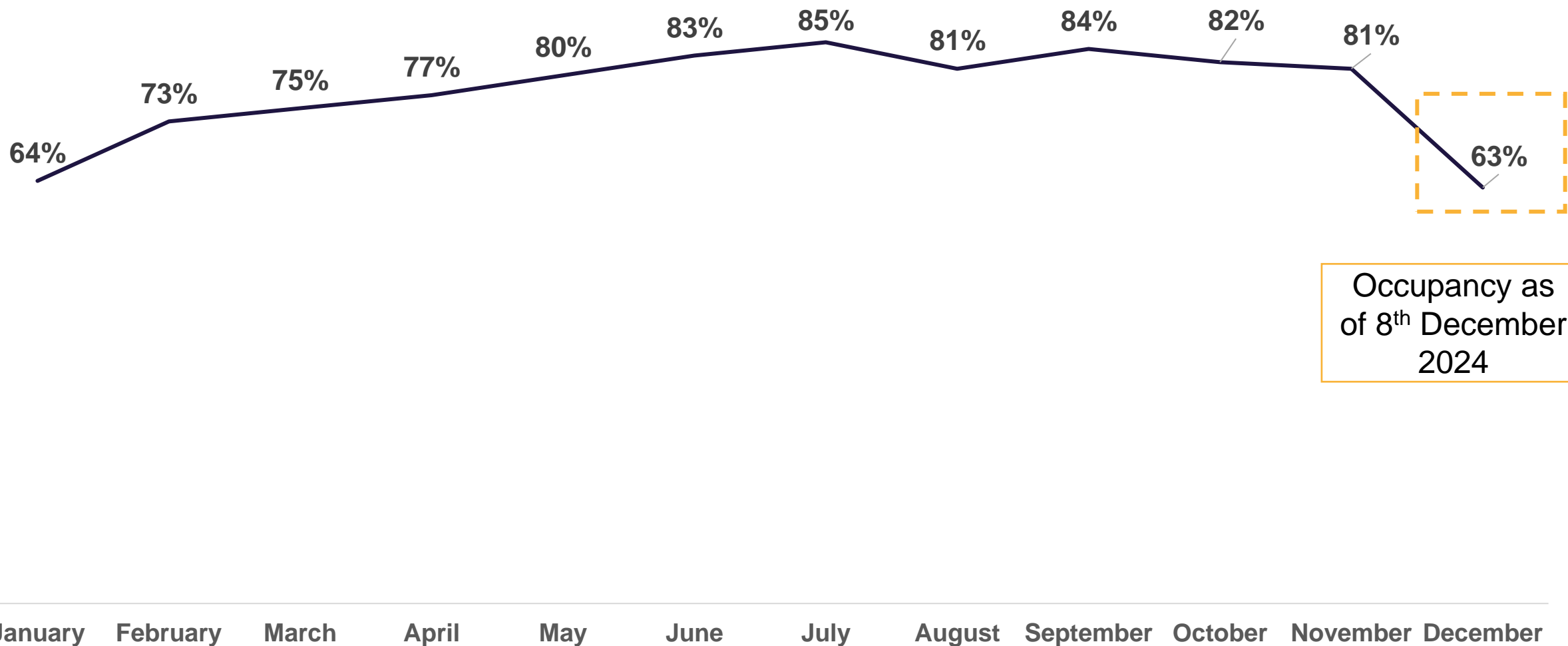
Data Tables – November 2024

<b>ADR</b>	<b>2019</b>	<b>2023</b>	<b>2024</b>	<b>RevPAR</b>	<b>2019</b>	<b>2023</b>	<b>2024</b>
November	£136	£166	£166	November	£97	£131	£135
Year To Date	£138	£165	£156	Year To Date	£98	£125	£120
November Weekend	£132	£167	£166	November Weekend	£94	£132	£137
November Weekday	£138	£166	£166	November Weekday	£98	£131	£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



Occupancy as of 8<sup>th</sup> December 2024

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



## Change in room demand, year-on-year

Month	2022-23	2023-24
January	75.8%	4.0%
February	31.2%	3.9%
March	20.4%	2.3%
April	20.3%	2.2%
May	13.8%	2.6%
June	13.8%	0.8%
July	9.5%	2.4%
August	11.8%	2.8%
September	12.9%	0.9%
October	8.4%	2.0%
November	8.7%	2.1%
December	10.7%	



# Regional Occupancy, ADR and RevPAR

# Occupancy by Region

## Data Tables – November 2024

	November		
Room Occupancy	2019	2023	2024
East Midlands	69%	76%	75%
East of England	67%	73%	76%
Greater London	72%	81%	83%
Northeast England	86%	83%	81%
Northwest England	67%	77%	81%
Southeast England	72%	74%	77%
Southwest England	68%	70%	72%
West Midlands	78%	77%	78%
Yorkshire & Humberside	69%	81%	85%

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

# ADR and RevPAR by Region

## Data Tables – November 2024

<b>ADR</b>	<b>2019</b>	<b>2023</b>	<b>2024</b>
East Midlands	£78	£96	£93
East of England	£83	£100	£99
Greater London	£180	£223	£223
Northeast England	£76	£91	£94
Northwest England	£94	£104	£110
Southeast England	£84	£100	£98
Southwest England	£87	£101	£100
West Midlands	£91	£111	£109
Yorkshire & Humberside	£84	£100	£101

<b>RevPAR</b>	<b>2019</b>	<b>2023</b>	<b>2024</b>
East Midlands	£53	£73	£70
East of England	£56	£73	£75
Greater London	£129	£181	£186
Northeast England	£58	£76	£77
Northwest England	£63	£80	£90
Southeast England	£60	£74	£75
Southwest England	£60	£71	£73
West Midlands	£71	£85	£85
Yorkshire & Humberside	£58	£81	£85

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



VisitEngland™

**For further questions please contact:**  
**[research@visitbritain.org](mailto:research@visitbritain.org)**

**aMADEUS**