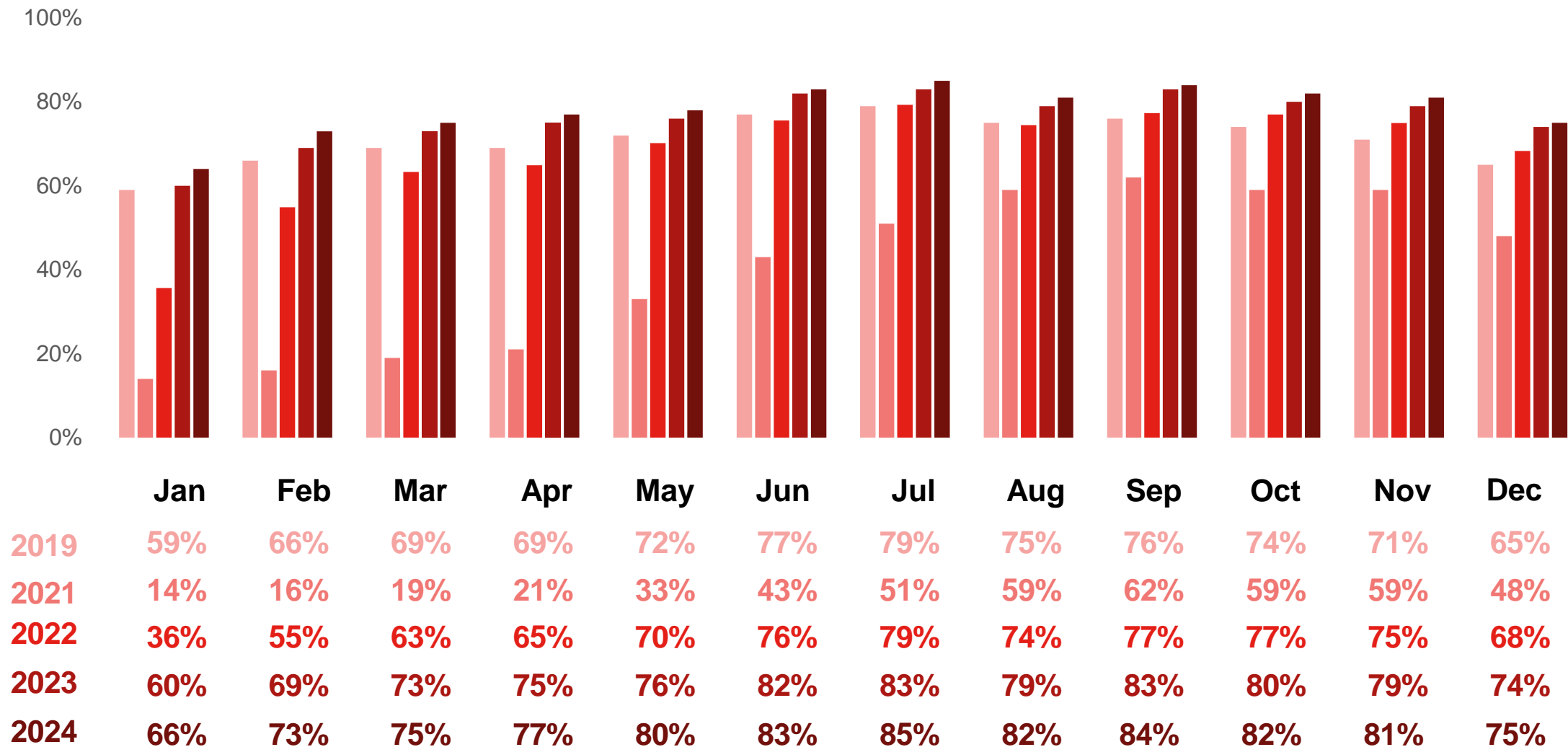# England Occupancy Survey

December 2024 Results

VisitEngland Research

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 December 2024 was 75%, compared to 74% in December 2023. Average occupancy for the entire year of 2024 was 79%.

- Observing forward looking **occupancy for the first 3 months of 2025**. As of the 5th January, upcoming occupancy rates for January 2025 were 41%, 18% for February and 11% for March.

- **Average Daily Rates** increased by 0.6% from £176 in December 2023 to £177 in December 2024, while **RevPAR** (Revenue per Available Room) saw a greater increase, rising by 2% over the same period, just under the UK rate of inflation for the same period.

- **Room demand** was up 3.1% year on year for December 2024, slightly higher than the previous month.

- **Regionally,** most areas experienced an increase in room occupancy from December 2023 to December 2024. The largest gains were seen in the East of England and Yorkshire & Humberside, with a 4% and 3% rise in occupancy respectively. In contrast, the East Midlands, Northeast England and the West Midlands saw slight declines, with occupancy dropping by 2%, 1%, and 1%, respectively.

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England Room Occupancy

England Room Occupancy by Month

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2019	59%	66%	69%	69%	72%	77%	79%	75%	76%	74%	71%	65%
2021	14%	16%	19%	21%	33%	43%	51%	59%	62%	59%	59%	48%
2022	36%	55%	63%	65%	70%	76%	79%	74%	77%	77%	75%	68%
2023	60%	69%	73%	75%	76%	82%	83%	79%	83%	80%	79%	74%
2024	66%	73%	75%	77%	80%	83%	85%	82%	84%	82%	81%	75%

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

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England Room Occupancy

Data Tables – December 2024

Room Occupancy	2019	2023	2024
December	65%	74%	75%
December Year To Date	71%	76%	79%
December Weekend	70%	77%	81%
December Weekday	63%	72%	73%

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

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

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England ADR and RevPAR

At a glance – December 2024
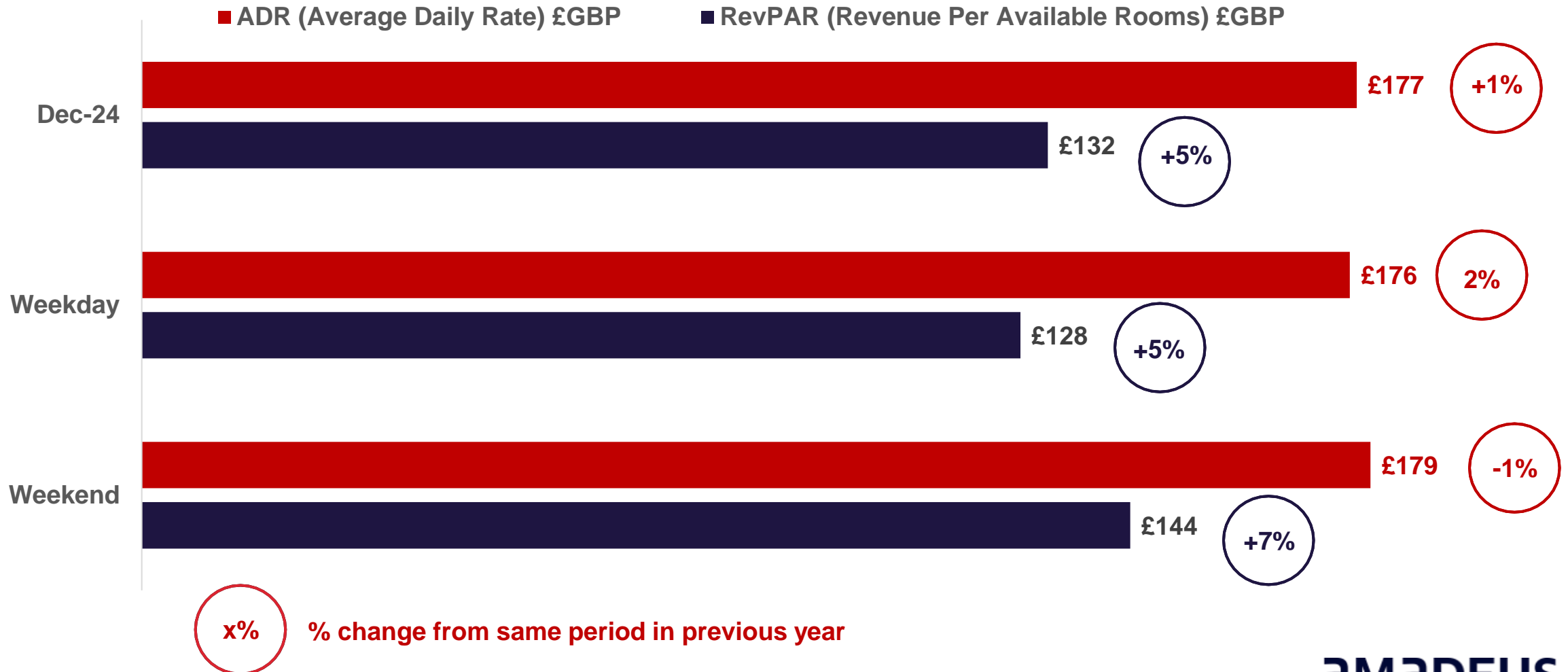
Legend: ■ ADR (Average Daily Rate) £GBP   ■ RevPAR (Revenue Per Available Rooms) £GBP

Dec-24
- ADR: £177 (+1%)
- RevPAR: £132 (+5%)

Weekday
- ADR: £176 (2%)
- RevPAR: £128 (+5%)

Weekend
- ADR: £179 (-1%)
- RevPAR: £144 (+7%)

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

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

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England ADR and RevPAR

Data Tables – December 2024

ADR	2019	2023	2024
December	£136	£176	£177
Year To Date	£138	£165	£164
December Weekend	£133	£182	£179
December Weekday	£138	£173	£176

RevPAR	2019	2023	2024
December	£89	£129	£132
Year To Date	£98	£125	£129
December Weekend	£92	£140	£144
December Weekday	£88	£124	£128

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

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2024 Occupancy rates and forward look for 2025
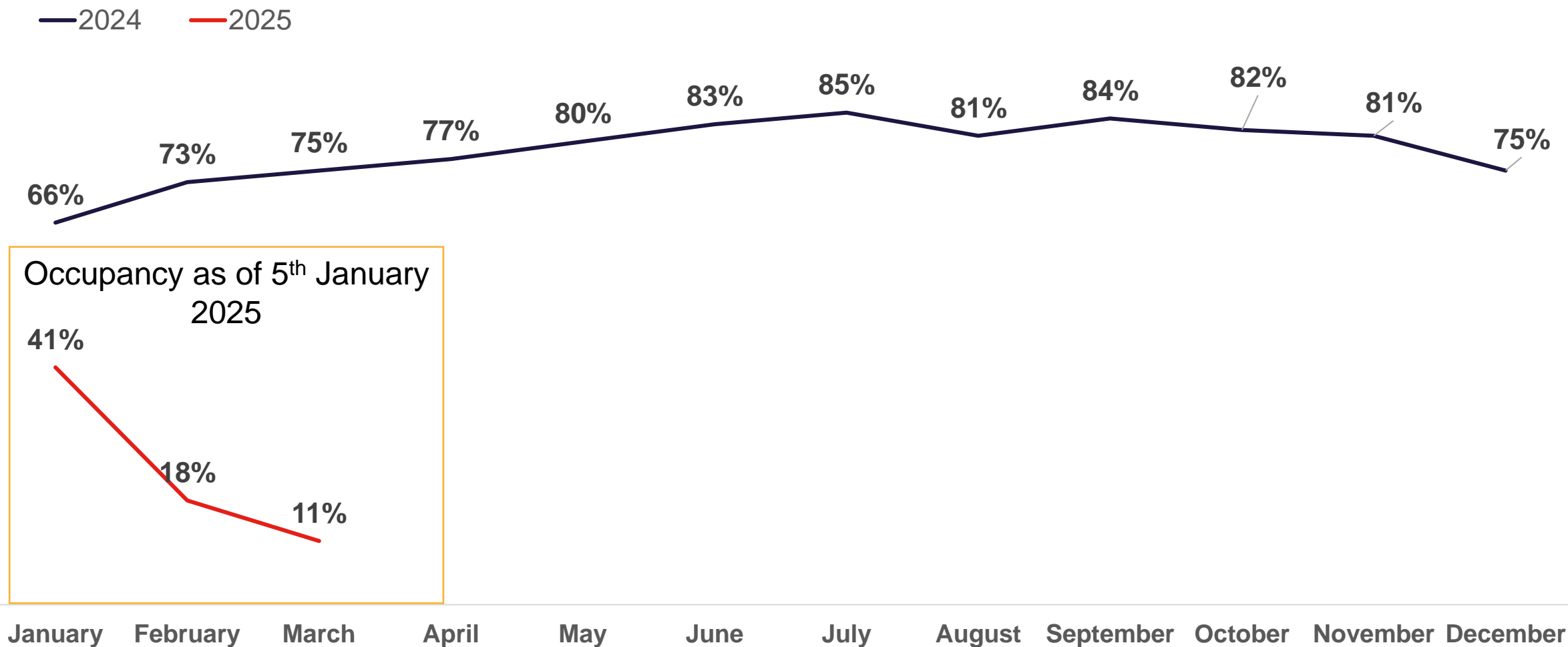
— 2024 — 2025

66% **73%** **75%** **77%** **80%** **83%** **85%** **81%** **84%** **82%** **81%** **75%**

Occupancy as of 5th January 2025

41% **18%** **11%**

January February March April May June July August September October November December

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

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Change in room demand, year-on-year

Month	2022-23	2023-24
January	75.8%	3.2%
February	31.2%	3.8%
March	20.4%	2.2%
April	20.3%	2.2%
May	13.8%	2.6%
June	13.8%	0.7%
July	9.5%	2.4%
August	11.8%	2.8%
September	12.9%	0.9%
October	8.4%	2.0%
November	8.7%	2.0%
December	10.7%	3.1%

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Regional Occupancy, ADR and RevPAR

Occupancy by Region

Data Tables – December 2024

Room Occupancy	December		
	2019	2023	2024
East Midlands	60%	65%	63%
East of England	60%	65%	69%
Greater London	68%	80%	81%
Northeast England	64%	69%	68%
Northwest England	61%	69%	71%
Southeast England	65%	66%	69%
Southwest England	61%	62%	65%
West Midlands	66%	63%	62%
Yorkshire & Humberside	66%	73%	76%

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

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ADR and RevPAR by Region

Data Tables – December 2024

ADR	2019	2023	2024
East Midlands	£73	£87	£88
East of England	£77	£95	£94
Greater London	£185	£237	£240
Northeast England	£68	£87	£86
Northwest England	£89	£104	£102
Southeast England	£79	£93	£93
Southwest England	£79	£98	£97
West Midlands	£77	£97	£91
Yorkshire & Humberside	£79	£97	£97

RevPAR	2019	2023	2024
East Midlands	£44	£57	£55
East of England	£47	£62	£64
Greater London	£125	£190	£196
Northeast England	£43	£60	£58
Northwest England	£55	£72	£72
Southeast England	£52	£62	£65
Southwest England	£48	£61	£64
West Midlands	£50	£61	£56
Yorkshire & Humberside	£52	£71	£73

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

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Methodology

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.

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For further questions please contact:
research@visitbritain.org