Regional Occupancy Data Serviced 2010

Sept & Oct Data 2010

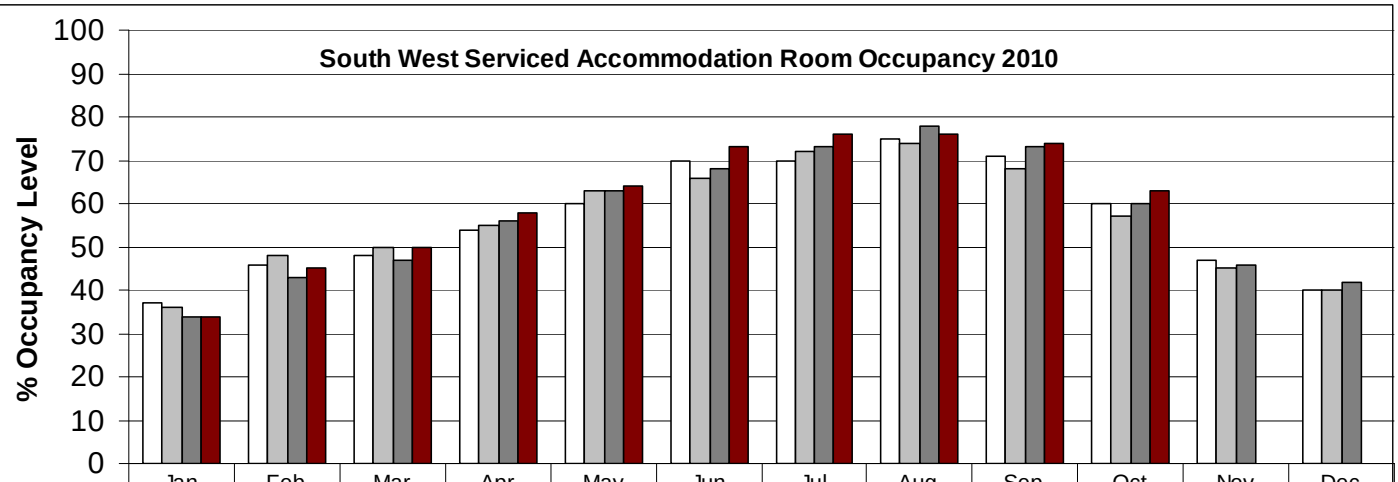
Research Team
South West Tourism

South West England

southwesttourism
The Regional Tourist Board for the South West of England

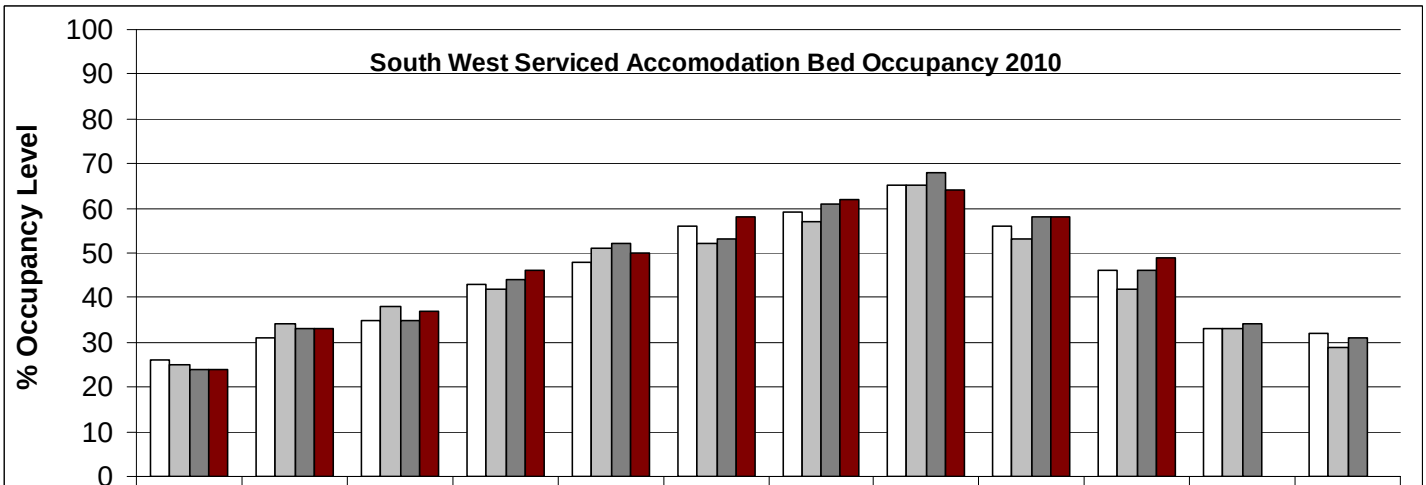
Regional Serviced Accommodation Occupancy Data 2010

Q1, Q2, and Q3 room occupancy rates in all months are higher than or equal to last year's figures. This might be seen to be at odds with How's Business reports, but it should be noted these changes are within sampling margins, and occupancy rates are only a part of the overall business picture.



	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2007	37	46	48	54	60	70	70	75	71	60	47	40
2008	36	48	50	55	63	66	72	74	68	57	45	40
2009	34	43	47	56	63	68	73	78	73	60	46	42
2010	34	45	50	58	64	73	76	76	74	63	0	0

Bed occupancy rates show a slightly different pattern. August saw lower levels than the previous three years, September, the same as last year and October were stronger (again within sampling margins).

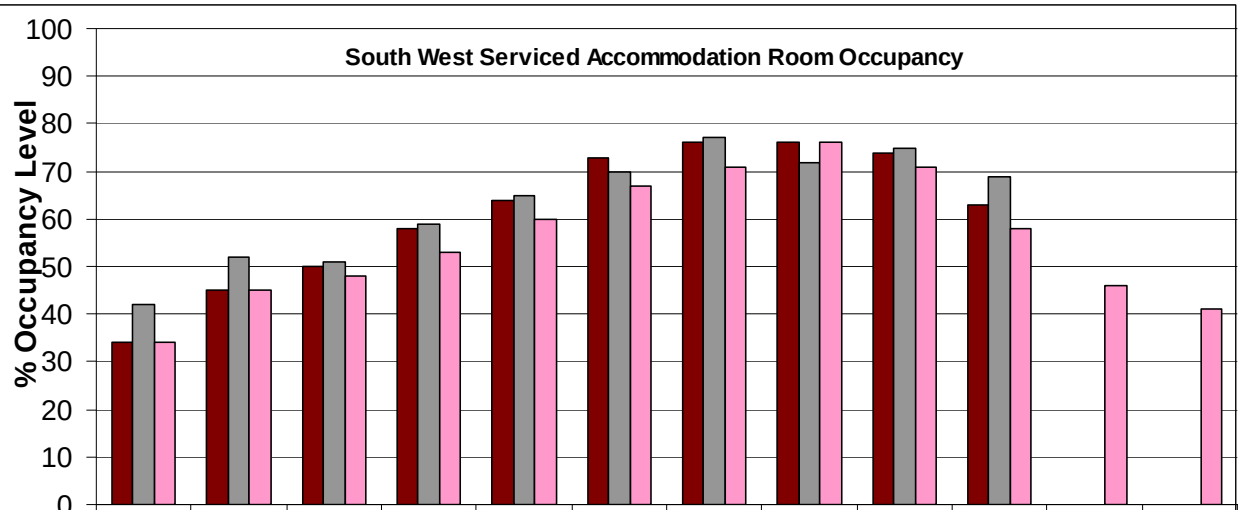


	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2007	26	31	35	43	48	56	59	65	56	46	33	32
2008	25	34	38	42	51	52	57	65	53	42	33	29
2009	24	33	35	44	52	53	61	68	58	46	34	31
2010	24	33	37	46	50	58	62	64	58	49	0	0

Comparing To National And SW (1997-2010) Average

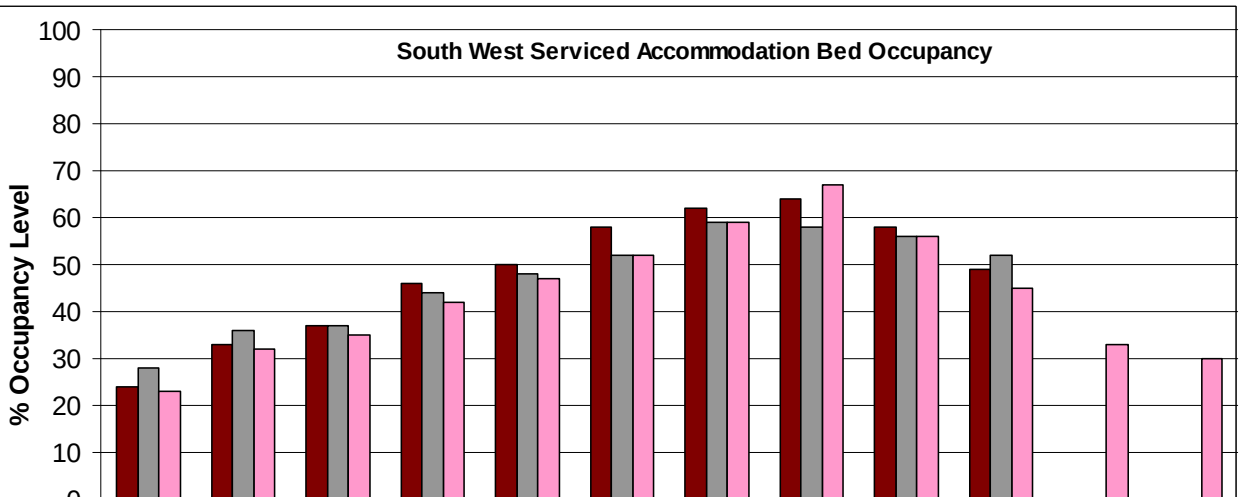
This section compares Occupancy data for Serviced Accommodation in 2010 to the Average occupancy for the South West Region (from 1997 to 2010), and to the national (England) occupancy levels in 2010 for each month.

We see that occupancy is lower than the national average in each month, except for June and August. The room occupancy rates in September and October were than the SW average, but lower than the national figure.



	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
SW region 2010	34	45	50	58	64	73	76	76	74	63	0	0
National 2010	42	52	51	59	65	70	77	72	75	69	0	0
Average SW Occupancy	34	45	48	53	60	67	71	76	71	58	46	41

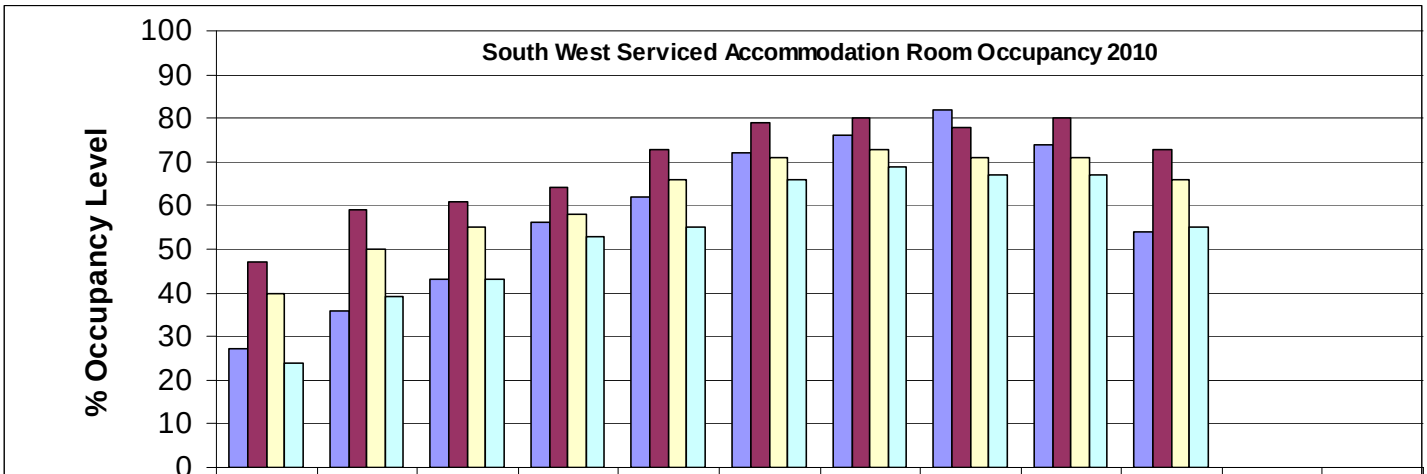
September and October bed occupancy rates were higher than the SW average for those months.



	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
SW region 2010	24	33	37	46	50	58	62	64	58	49	0	0
National 2010	28	36	37	44	48	52	59	58	56	52	0	0
Average SW Occupancy	23	32	35	42	47	52	59	67	56	45	33	30

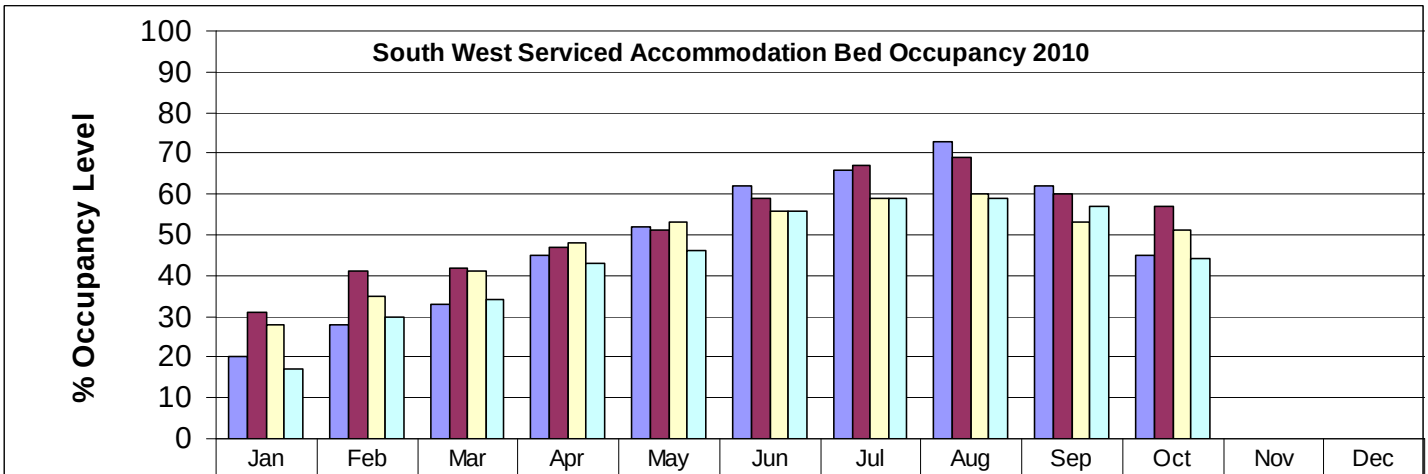
Occupancy By Location Type

When Room occupancy in 2010 is analysed by location, City and Town locations have higher proportions of occupancy throughout, except in August where Seaside locations take their expected lead, with a marked reduction in October.



	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Seaside	27	36	43	56	62	72	76	82	74	54	0	0
City/Large Town	47	59	61	64	73	79	80	78	80	73	0	0
Small Town	40	50	55	58	66	71	73	71	71	66	0	0
Countryside	24	39	43	53	55	66	69	67	67	55	0	0

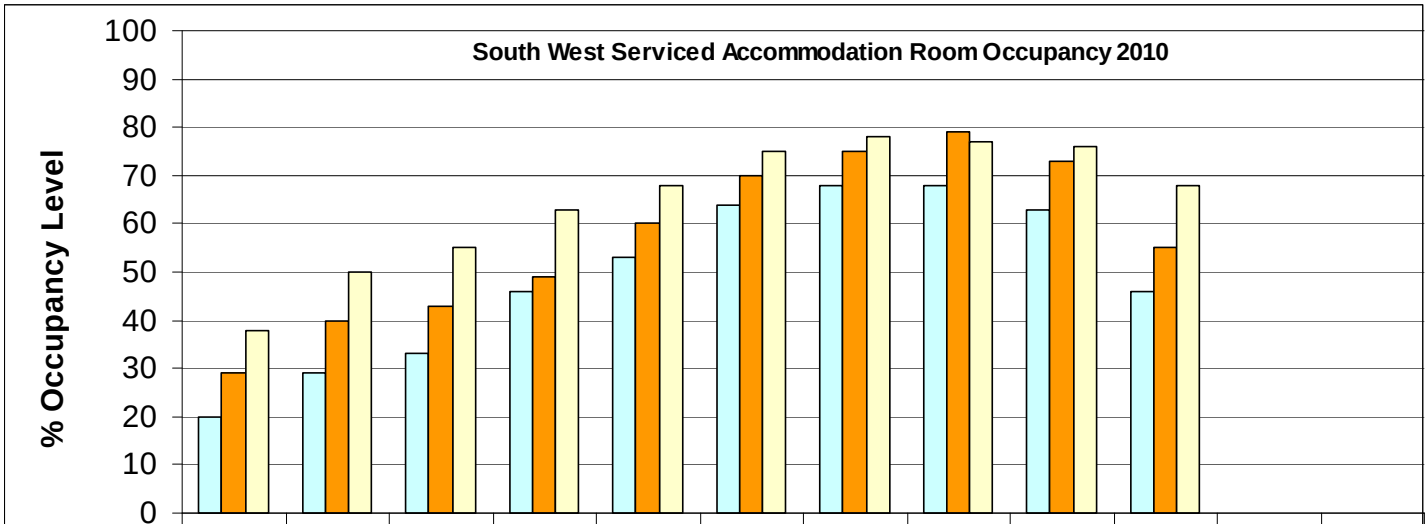
When bed-space occupancy in 2010 is analysed by location, City and Town locations have higher proportions of occupancy for January to March. Small town locations showed greater occupancy in April and May, whilst seaside in June took the lead were a close second in July, and again led in August. October seaside locations again showed a marked reduction.



	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Seaside	20	28	33	45	52	62	66	73	62	45	0	0
City/Large Town	31	41	42	47	51	59	67	69	60	57	0	0
Small Town	28	35	41	48	53	56	59	60	53	51	0	0
Countryside	17	30	34	43	46	56	59	59	57	44	0	0

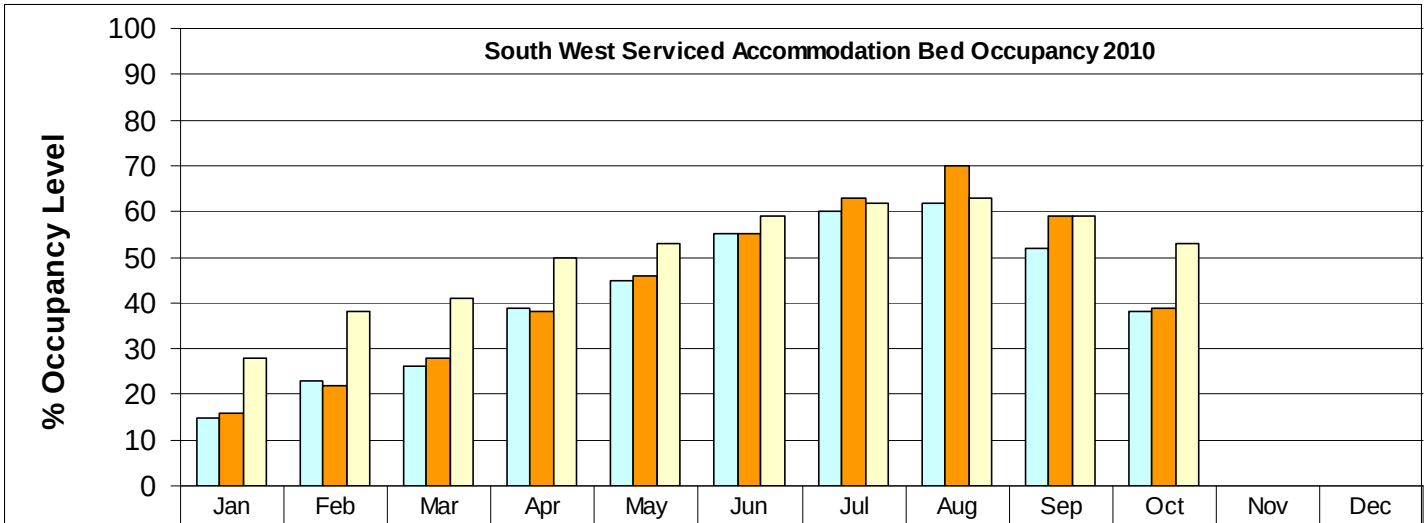
Occupancy By Establishment Type

When Room occupancy in 2010 is analysed by establishment, hotels have higher proportions of occupancy throughout Q1 and Q2, although with the smallest increase from May to June. In August Guest Houses briefly overtook hotels for room occupancy. B&Bs had the lowest occupancy October.



	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
B&B	20	29	33	46	53	64	68	68	63	46	0	0
Guest House	29	40	43	49	60	70	75	79	73	55	0	0
Hotel	38	50	55	63	68	75	78	77	76	68	0	0

When Bed occupancy in 2010 is analysed by establishment, hotels have higher proportions of occupancy until May. In June Guest Houses are slightly higher and considerably higher in August. Hotels maintained their occupancy levels in October.

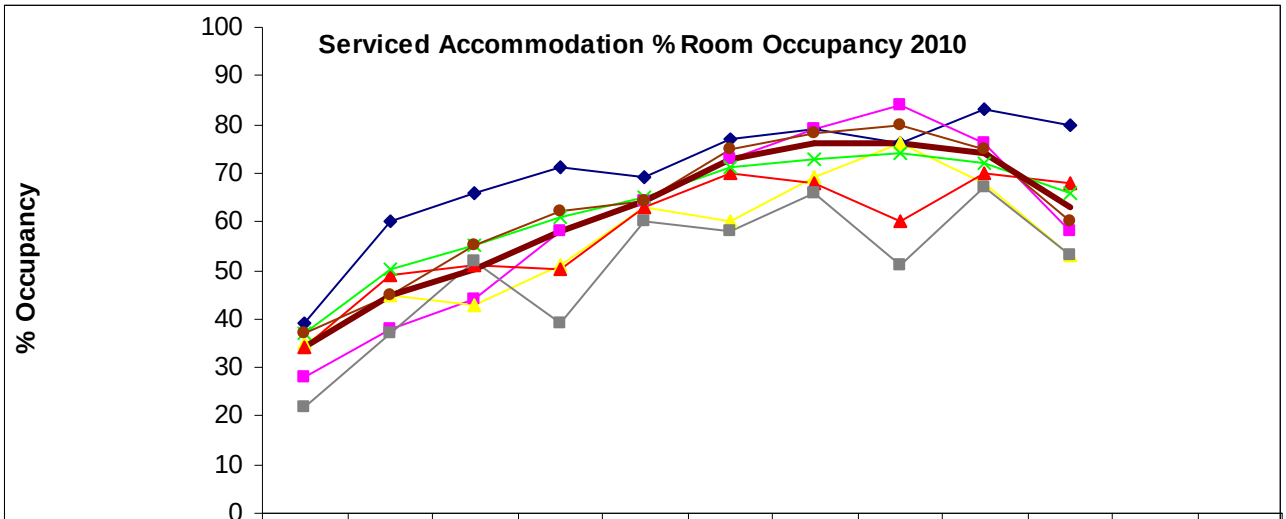


	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
B&B	15	23	26	39	45	55	60	62	52	38	0	0
Guest House	16	22	28	38	46	55	63	70	59	39	0	0
Hotel	28	38	41	50	53	59	62	63	59	53	0	0

Occupancy By Destination

Examining room occupancy by destination we see that in September and October, Former Avon has the highest, and Devon and Wiltshire the lowest

However, it should be noted that there are considerable differences in sample sizes in the regions, which affects the level of surety over these estimates. For instance, a sample size of 200 gives +/- 7%; 70 gives +/- 12%; whilst 10 gives +/- 30%.



	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Avon	39	60	66	71	69	77	79	76	83	80		
Cornw all	28	38	44	58	64	73	79	84	76	58		
Devon	35	45	43	51	63	60	69	76	68	53		
Gloucestershire	34	49	51	50	63	70	68	60	70	68		
Somerset	37	50	55	61	65	71	73	74	72	66		
Wiltshire	22	37	52	39	60	58	66	51	67	53		
Dorset	37	45	55	62	64	75	78	80	75	60		
SW Region	34	45	50	58	64	73	76	76	74	63		

Serviced Room Occupancy Sample size

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Avon	12	9	8	11	9	9	10	9	7	7		
Cornwall	53	63	75	77	69	70	73	70	67	66		
Devon	33	37	36	41	38	38	35	41	38	41		
Gloucestershire	16	18	20	20	18	18	18	18	18	17		
Somerset	36	34	35	35	32	32	33	33	32	31		
Wiltshire	8	8	8	10	8	9	10	11	10	9		
Dorset	34	40	40	41	39	38	40	38	35	36		
SW Region	**198**	**216**	**230**	**241**	**219**	**222**	**230**	**230**	**215**	**211**		

NB some businesses fall across county boundaries, county figures do not sum to region

South West Tourism (SWT)

South West Tourism is the independent strategic regional body for tourism, mainly funded by the South West of England Regional Development Agency.

Role of SWT:

- The leader and voice of tourism at regional level
- To provide intelligence, knowledge, advice, and promote best practice, in business operations, skills, quality and welcome
- The custodian of the regional tourism development strategy and regional tourism development plan
- To provide expert advice and guidance which facilitates wise and targeted investment in tourism infrastructure and development
- By working with “beacon businesses” to support tourism development in the region through T2015 Action Programmes, which tackle pan regional areas of weakness and opportunity
- To facilitate the continuous improvement in how the appeal of the region, the tourism experience themes and its destinations are communicated and promoted to our existing and potential visitors.

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