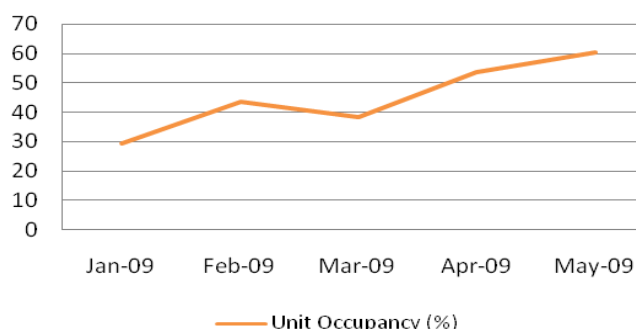


Introduction

The occupancy survey is part of a national scheme that estimates occupation levels in visitor accommodation. The survey provides valuable information about trends and helps businesses to compare their performance against other similar accommodation providers. Comparisons by grade of accommodation, tariff, size and location are available. Information is gathered at a regional, sub-regional and district level and includes average length of stay and percentage of business and overseas guests.

Month on Month Trend – Unit Occupancy (%)

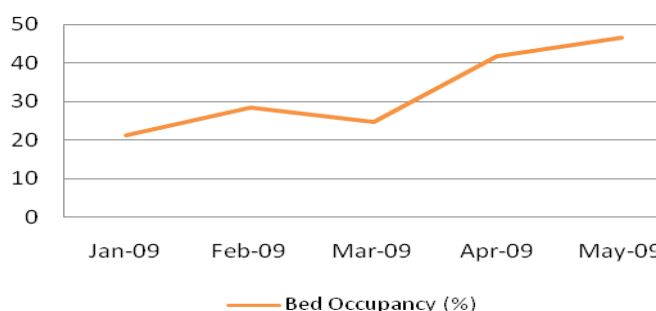


Overall during May 2009, unit occupancy continued to increase on previous months. This increase may be attributed to the two Bank Holiday weekends during the month, together with the good weather.

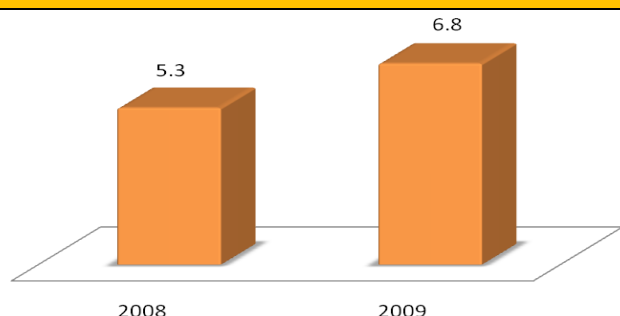
Month on Month Trend – Bed Occupancy (%)

Overall during May 2009, bed occupancy also continued to increase on previous months.

A slight drop during March 2009 could be attributed to the Easter bank holiday being in April 2009, rather than March.



Overseas Guests %



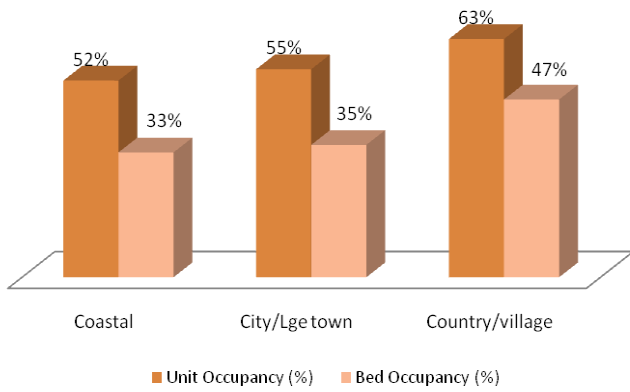
The percentage of overseas visitors also continued to increase in May, up 28% on May 2008 with international visitors benefitting from the weak pound and good exchange rates. In April 09, the sterling was -26% weaker against the US dollar and -11% weaker against the Euro, meaning more visitors' currencies are going further this year, with each visitor spending more on average, according to Visit Britain.

Unit and Bed Occupancy % by District

OCCUPANCY BY DISTRICT COUNCIL	Unit Occupancy (%)	Bed Occupancy (%)	Average Length of Stay (nights)	% of Overseas Guests	No. of Units in Sample
Craven	56.9	41.4	5.7	0.0	14
Hambleton	44.6	35.2	5.3	0.0	6
Ryedale	81.6	64.9	6.3	6.2	26
Scarborough District	59.8	40.2	5.8	0.7	24
Bradford	41.1	42.3	5.3	28.4	16
Calderdale	48.0	37.1	5.5	6.7	8
Kirklees	69.9	61.6	6.2	17.3	12
East Riding	38.7	27.7	6.8	0.0	9

* Care should be taken when interpreting the results where the sample size is small. * Data is not available for categories with 5 or less to ensure confidentiality.

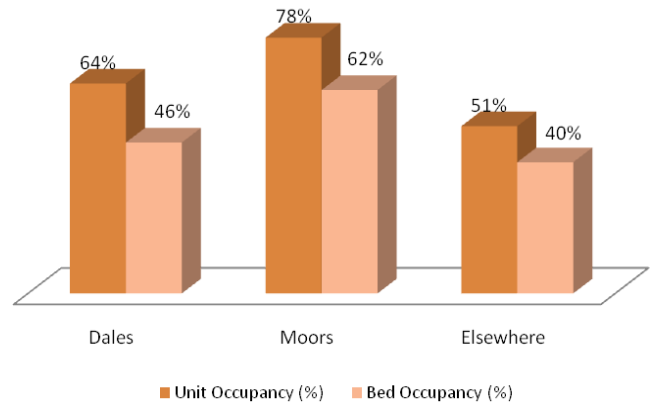
Unit and Bed Occupancy % by Location



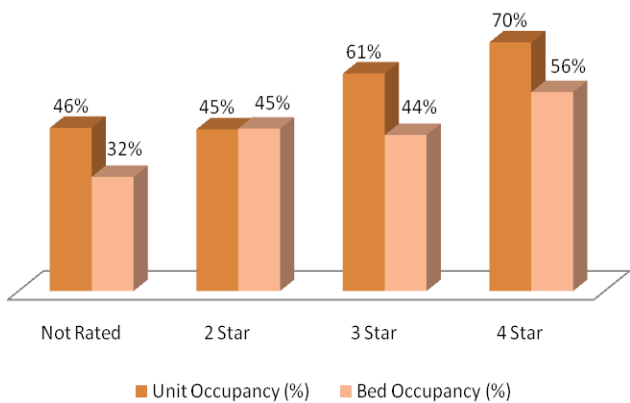
All location types saw an increase in unit and bed occupancy in May 2009 compared to the previous months.

Survey respondents from cities or large towns reported the highest increase on previous months and saw a 23% unit occupancy increase on May 2008, while bed occupancy increased by 6% on May 2008.

In May 2009, respondents from the North York Moors reported the largest increase in unit and bed occupancy compared to May 2008, unit occupancy increased by 14% and bed occupancy by 15%.



Unit and Bed Occupancy % by Star Rating



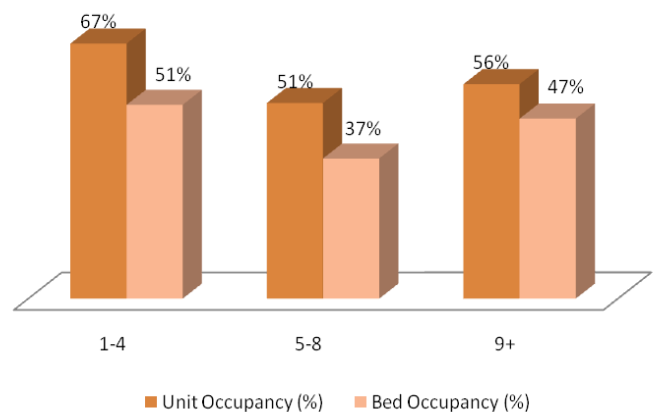
With occupancy levels continuing to rise in May, four star properties saw the largest increase with bed and unit occupancy up 32% and 28% respectively compared to the previous month.

Three star properties also saw increasing occupancy levels with average room occupancy up 7% in May. Two star properties remained static reporting similar occupancy levels to last month.

Unit and Bed Occupancy % by Number of Units

Self-catering establishments with a small number of properties (4 or less) reported the highest unit and bed occupancy levels in May (67% and 51% respectively).

Larger establishments had slightly lower occupancy levels but continued to show an increase on previous months.



Number of establishments closed during May was 2. The total sample for this month was 123. Returned forms for May 2009 was 125.

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