



REGIONAL SERVICED OCCUPANCY

November 2008

REGIONAL OCCUPANCY	Bed Occupancy (%)	Room Occupancy (%)	Average Length of Stay (nights)	% of Total Stays on Business	No. of Establishments in Sample
2008	37.3	53.1	1.7	40.2	169
2007	40.4	55.8	1.7	40.6	158
2006	40.7	57.4	1.9	39.1	162
2005	41.2	59.7	1.8	43.9	221
2004	40.0	59.0	1.7	44.9	245

OCCUPANCY BY COUNTY	Bed Occupancy (%)	Room Occupancy (%)	Average Length of Stay (nights)	% of Total Stays on Business	No. of Establishments in Sample
N Yorks	37.8	48.4	1.9	29.3	106
S Yorks	38.7	59.3	1.4	53.7	8
W Yorks	40.3	61.2	1.7	51.1	31
Ex-Humberside	29.2	43.8	1.6	41.2	15

OCCUPANCY BY LOCATION	Bed Occupancy (%)	Room Occupancy (%)	Average Length of Stay (nights)	% of Total Stays on Business	No. of Establishments in Sample
Seaside	33.3	42.6	2.0	20.9	31
City/Lge town	44.5	63.1	1.8	45.7	47
Small town	36.0	51.4	1.7	46.7	32
Country/village	29.5	41.1	1.6	38.9	59
Dales	23.3	31.3	1.5	39.7	14
Moors	42.5	51.0	1.9	11.5	14
Elsewhere	37.9	54.4	1.7	45.2	74

OCCUPANCY BY STAR RATING	Bed Occupancy (%)	Room Occupancy (%)	Average Length of Stay (nights)	% of Total Stays on Business	No. of Establishments in Sample
1 Star	n/a	n/a	n/a	n/a	n/a
2 Star	43.9	54.9	2.0	74.7	15
3 Star	35.8	51.7	1.6	41.0	62
4 Star	43.3	61.6	1.8	29.1	48
5 Star	31.0	41.7	1.9	16.8	10

OCCUPANCY BY AWARD	Bed Occupancy (%)	Room Occupancy (%)	Average Length of Stay (nights)	% of Total Stays on Business	No. of Establishments in Sample
Gold	32.7	42.5	2.0	25.8	8
Silver	35.5	48.9	1.6	36.4	30
None	38.8	54.6	1.8	42.9	106

OCCUPANCY BY DIAMOND RATING	Bed Occupancy (%)	Room Occupancy (%)	Average Length of Stay (nights)	% of Total Stays on Business	No. of Establishments in Sample
1 Diamond	n/a	n/a	n/a	n/a	n/a
2 Diamond	n/a	n/a	n/a	n/a	n/a
3 Diamond	19.9	28.7	1.8	49.0	7
4 Diamond	36.2	45.9	2.0	20.4	9
5 Diamond	n/a	n/a	n/a	n/a	n/a

OCCUPANCY BY TARIFF (SINGLE, B&B)	Bed Occupancy (%)	Room Occupancy (%)	Average Length of Stay (nights)	% of Total Stays on Business	No. of Establishments in Sample
Under £20	n/a	n/a	n/a	n/a	n/a
£20-£29	18.8	25.6	2.2	38.9	24
£30-£39	29.3	40.5	2.1	40.9	27
£40-£49	36.7	48.1	1.7	34.8	23
£50-£59	40.9	54.3	1.9	41.2	19
£60 & Over	38.3	55.1	1.6	41.5	64

OCCUPANCY BY NO. OF ROOMS	Bed Occupancy (%)	Room Occupancy (%)	Average Length of Stay (nights)	% of Total Stays on Business	No. of Establishments in Sample
1-3	21.3	28.3	1.7	27.9	36
4-10	33.3	43.9	1.9	32.4	58
11-25	36.9	50.7	1.6	34.5	38
26-50	38.1	55.8	1.7	45.6	19
51-100	44.2	59.9	1.8	55.3	16
101+	n/a	n/a	n/a	n/a	n/a

OCCUPANCY BY TYPE OF EST.	Bed Occupancy (%)	Room Occupancy (%)	Average Length of Stay (nights)	% of Total Stays on Business	No. of Establishments in Sample
Hotel	40.3	57.8	1.7	43.7	69
Guesthouse	34.1	44.3	2.1	22.9	55
Bed & B'fast	27.7	38.9	1.6	45.1	45

WEEKDAY OCCUPANCY	Bed Occupancy (%)	Room Occupancy (%)	No. of Establishments in Sample
N Yorkshire	28.0	41.3	106
S Yorkshire	36.3	66.9	8
W Yorkshire	42.0	72.9	31
Ex-Humberside	27.6	49.4	15
Region	32.9	56.5	169

WEEKEND OCCUPANCY	Bed Occupancy (%)	Room Occupancy (%)	No. of Establishments in Sample
N Yorkshire	45.0	51.8	106
S Yorkshire	41.4	50.5	8
W Yorkshire	38.3	47.8	31
Ex-Humberside	31.1	37.6	15
Region	40.4	48.2	169

OCCUPANCY BY DISTRICT COUNCIL	Bed Occupancy (%)	Room Occupancy (%)	Average Length of Stay (nights)	% of Total Stays on Business	No. of Establishments in Sample	% of Total Bedstock
Craven	21.3	28.7	1.8	20.4	13	5.5
Hambleton	29.7	41.6	1.4	35.5	6	9.8
Harrogate District	35.2	46.5	1.7	36.8	19	10.1
Richmondshire	33.0	37.7	1.8	9.4	7	2.7
Ryedale	37.3	45.4	1.8	10.8	9	8.0
Selby	n/a	n/a	n/a	n/a	n/a	n/a
York	48.8	60.3	1.9	35.5	24	15.1
Scarborough District	31.0	39.2	2.0	14.5	23	8.4
Barnsley	n/a	n/a	n/a	n/a	n/a	n/a
Doncaster	n/a	n/a	n/a	n/a	n/a	n/a
Rotherham	n/a	n/a	n/a	n/a	n/a	n/a
Sheffield	n/a	n/a	n/a	n/a	n/a	n/a
Bradford	36.1	61.5	2.1	55.0	7	12.9
Calderdale	41.0	56.2	1.6	54.0	7	15.2
Kirklees	36.2	55.0	1.6	47.9	13	8.4
Leeds	45.8	68.9	1.5	43.3	5	3.5
Wakefield	n/a	n/a	n/a	n/a	n/a	n/a
North East Lincs	n/a	n/a	n/a	n/a	n/a	n/a
North Lincs	n/a	n/a	n/a	n/a	n/a	n/a
Hull	n/a	n/a	n/a	n/a	n/a	n/a
East Riding	27.4	39.4	1.6	35.3	16	7.1
Whitby	n/a	n/a	n/a	n/a	n/a	n/a
Filey Town	n/a	n/a	n/a	n/a	n/a	n/a
Scarborough Town	39.1	51.5	2.1	21.3	6	6.5
Harrogate Town	47.7	57.6	1.8	35.9	5	7.1
Harrogate Rural	32.1	42.2	1.6	30.2	7	7.8
Leeds (exc city centre)	n/a	n/a	n/a	n/a	n/a	n/a
Scarborough Rural	39.5	49.4	2.2	9.6	6	4.9
Yorkshire & Humber	37.3	53.1	1.7	40.2	169	8.1

Number of establishments closed during November = 6. Total sample = 169. Returned forms = 175.

NB. * Care should be taken when interpreting the results where the sample size is small.