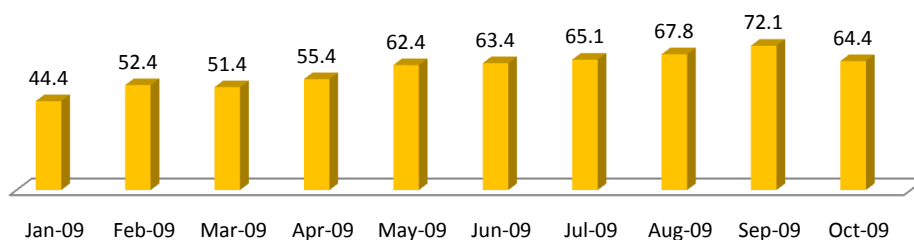


**Room Occupancy (%)**



NB: Please refer to room occupancy figures for accurate occupancy measurements. Throughout this month's report all room occupancy figures have been boosted using STR Global data, making hotel occupancy more representative within the region.

	Room Occupancy (%)	No. of Establishments in Sample
Oct-09	64.4	270
Sep-09	72.1	274
Aug-09	67.8	271
Jul-09	65.1	277
Jun-09	63.4	280
May-09	62.4	279
Apr-09	55.4	294
Mar-09	51.4	287
Feb-09	52.4	300
Jan-09	44.4	279

Occupancy patterns for the last three month's show room occupancy levels have increased steadily compared to 2008.

OCCUPANCY BY TYPE OF EST.	Bed Occupancy (%)	Room Occupancy (%)	Average Length of Stay (nights)	% of Overseas Guests	% of Total Stays on Business	No. of Establishments in Sample
Hotel	48.8	69.0	1.8	3.7	28.1	167
Guesthouse	37.4	48.7	2.1	3.6	45.1	68
Bed & B'fast	37.2	46.0	1.7	2.1	18.8	35

OCCUPANCY BY COUNTY	Bed Occupancy (%)	Room Occupancy (%)	Average Length of Stay (nights)	% of Overseas Guests	% of Total Stays on Business	No. of Establishments in Sample
North Yorkshire	49.4	62.3	1.9	4.7	15.8	113
South Yorkshire	47.0	67.8	2.2	1.4	73.2	31
West Yorkshire	42.2	67.9	1.5	1.8	34.2	89
Hull and East Riding	33.9	49.0	1.8	1.8	26.0	23
Regional Average	32.9	58.0	1.7	5.0	37.1	4

OCCUPANCY BY AREA TOURISM PARTNERSHIP	Bed Occupancy (%)	Room Occupancy (%)	Average Length of Stay (nights)	% of Overseas Guests	% of Total Stays on Business	No. of Establishments in Sample
Moors & Coast	44.5	51.5	2.0	5.0	7.3	39
Visit Hull & East Yorkshire	34.0	49.0	1.8	1.9	25.9	29
West Yorkshire	42.3	67.9	1.6	1.9	34.3	89
Visit York	53.3	71.1	1.8	9.2	33.0	33
Yorkshire Dales & Harrogate	55.0	71.0	2.0	0.4	23.3	41
Yorkshire South	47.1	67.9	2.2	1.4	73.2	31

OCCUPANCY BY LOCATION	Bed Occupancy (%)	Room Occupancy (%)	Average Length of Stay (nights)	% of Overseas Guests	% of Total Stays on Business	No. of Establishments in Sample
Coastal	42.5	51.3	2.2	0.9	7.6	41
City/Lge town	47.2	72.4	1.9	9.6	31.9	103
Small town	46.3	63.5	1.9	1.1	50.8	51
Countryside/village	44.1	56.3	1.7	4.6	33.2	71
Dales	36.6	42.6	1.8	2.5	1.8	10
Moors	51.9	59.0	2.1	0.0	0.6	6
Elsewhere	45.2	64.9	1.9	3.9	34.8	250

OCCUPANCY BY DISTRICT COUNCIL	Bed Occupancy (%)	Room Occupancy (%)	Average Length of Stay (nights)	% of Overseas Guests	% of Total Stays on Business	No. of Establishments in Sample
Craven	35.0	39.5	1.9	1.9	2.2	11
Hambleton	33.4	44.7	1.4	28.1	26.9	8
Harrogate District	59.8	76.5	2.0	0.2	28.9	27
Ryedale	57.8	62.3	1.6	0.1	0.2	6
York	54.7	72.3	1.8	10.0	30.4	33
Scarborough District	44.7	51.3	2.2	0.4	4.6	25
Doncaster	n/a	56.8	2.8	0.0	82.1	10
Sheffield	n/a	78.8	1.4	4.4	38.6	17
Bradford	n/a	55.0	1.8	3.3	18.0	19
Calderdale	44.7	60.9	1.7	2.4	43.6	8
Kirklees	42.0	57.6	1.5	1.3	30.7	11
Leeds	n/a	73.6	1.7	2.3	26.5	41
Wakefield	n/a	53.0	1.4	0.5	42.2	10
Hull	n/a	70.2	1.8	16.3	41.5	7
East Riding	32.8	43.1	1.8	0.3	23.8	23

OCCUPANCY BY TOWN OR RURAL	Bed Occupancy (%)	Room Occupancy (%)	Average Length of Stay (nights)	% of Overseas Guests	% of Total Stays on Business	No. of Establishments in Sample
Whitby	56.9	63.7	2.2	0.4	0.3	6
Scarborough Town	42.9	49.2	2.1	0.5	9.9	11
Scarborough Rural	45.0	52.4	2.3	0.3	0.8	5
Harrogate Town	54.9	79.6	2.0	0.1	32.1	14
Harrogate Rural	63.5	74.0	2.0	0.2	23.0	12
Bridlington	37.8	47.6	2.6	0.5	12.5	13
Leeds (City Centre)	46.5	76.7	0.0	0.0	0.0	27
Rest of Yorkshire & Humber	43.7	61.3	1.8	5.6	42.4	161

OCCUPANCY BY NO. OF ROOMS	Bed Occupancy (%)	Room Occupancy (%)	Average Length of Stay (nights)	% of Overseas Guests	% of Total Stays on Business	No. of Establishments in Sample
4-10	41.5	52.3	2.2	2.4	36.1	60
11-25	50.8	63.0	1.6	6.5	23.2	42
26-50	47.3	59.0	1.7	2.0	34.9	43
51-100	42.6	60.9	2.0	0.1	31.6	37
Over 100	51.5	80.0	2.7	8.5	36.6	55

OCCUPANCY BY AWARD	Bed Occupancy (%)	Room Occupancy (%)	Average Length of Stay (nights)	% of Overseas Guests	% of Total Stays on Business	No. of Establishments in Sample
Gold	71.5	82.6	1.5	0.1	22.0	10
Silver	51.9	61.7	1.8	1.6	13.9	30
None	43.7	64.4	2.0	4.5	37.9	226

OCCUPANCY BY STAR RATING	Bed Occupancy (%)	Room Occupancy (%)	Average Length of Stay (nights)	% of Overseas Guests	% of Total Stays on Business	No. of Establishments in Sample
2 Star	51.9	63.2	1.8	9.2	26.0	16
3 Star	43.5	56.5	1.9	2.7	41.1	69
4 Star	47.5	61.3	1.8	2.1	16.1	66
5 Star	31.7	38.4	2.0	12.0	9.9	11

Note: the table below is not effected by the use of the STR Global data

OCCUPANCY BY TARIFF (SINGLE, B&B)	Bed Occupancy (%)	Room Occupancy (%)	Average Length of Stay (nights)	% of Overseas Guests	% of Total Stays on Business	No. of Establishments in Sample
£20-£29	28.9	36.6	2.2	1.2	7.6	22
£30-£39	37.5	51.2	2.6	1.0	67.3	27
£40-£49	48.0	62.2	1.9	1.0	60.3	19
£50-£59	59.7	68.0	1.9	0.9	8.4	22
£60 & Over	48.4	61.0	1.7	5.5	30.2	71

Number of establishments closed during October = 0. Total sample = 270. Returned forms = 270.

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