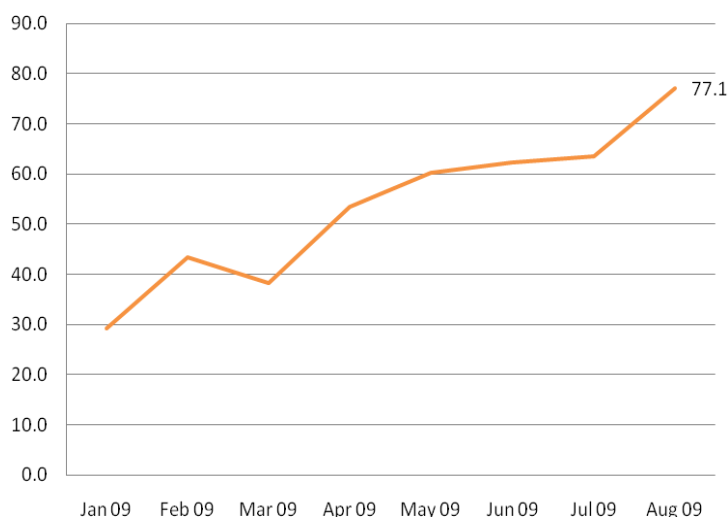


### Introduction

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 overseas guests.

### Month on Month Trend – Unit and Bed Occupancy (%)



Overall during August 2009, unit occupancy increased to 77%, an increase of 13.5% on the previous month. Compared to August 2008, unit occupancy increased 2.4%.

This increase may be attributed to more people holidaying in the UK and increased marketing campaigns.

In total, self catering bed occupancy for August 2009 was at 65.5%, up 15% on July 09 and compared to August 08, bed occupancy has increased by 2.3%.

### Unit and Bed Occupancy by County (%)

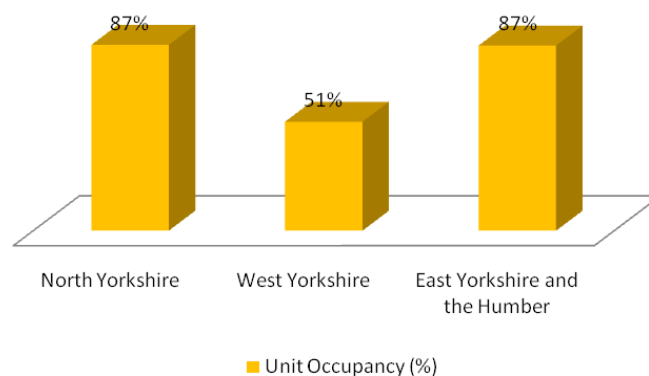
North (87%) and East Yorkshire (87%) reported high levels of unit and bed occupancy during August 09. At nearly full capacity throughout the month.

Respondents from West Yorkshire reported that unit occupancy was up 6%, from 45% in August 2008 to 51% in August 2009.

Compared to 2008, unit occupancy remains fairly level.

NB: South Yorkshire is excluded from this analysis due to a low sample.

#### Unit Occupancy (%)



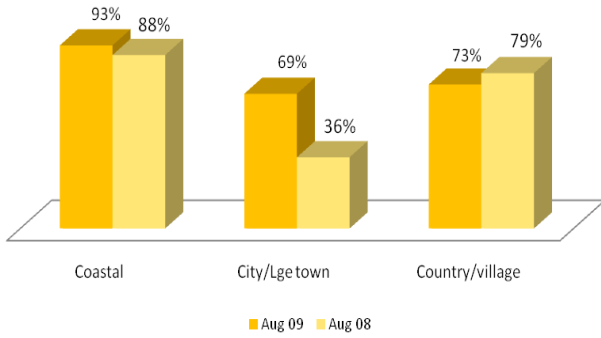
### Unit and Bed Occupancy % by District

OCCUPANCY BY DISTRICT COUNCIL	Unit Occupancy (%)	Bed Occupancy (%)	Average Length of Stay (nights)	% of Overseas Guests	No. of Units in Sample
Craven	90.6	76.7	6.8	3.8	13
Harrogate District	66.5	54.6	4.9	5.5	8
Ryedale	92.7	84.7	6.9	2.1	26
Scarborough District	93.7	74.6	6.8	1.3	23
Calderdale	63.1	36.8	6.2	37.5	9
Kirklees	79.4	67.8	6.9	8.9	10
East Riding	86.7	69.0	7.1	0.0	8

\* 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

Unit Occupancy (%)



City and large town locations saw the largest increase (33%) in unit occupancy in August 2009 compared to August 2008. Respondents in coastal areas reported high levels of unit occupancy during August 2009, with almost all available units occupied, increasing 5% from 88% in August 2008 to 93% in August 2009.

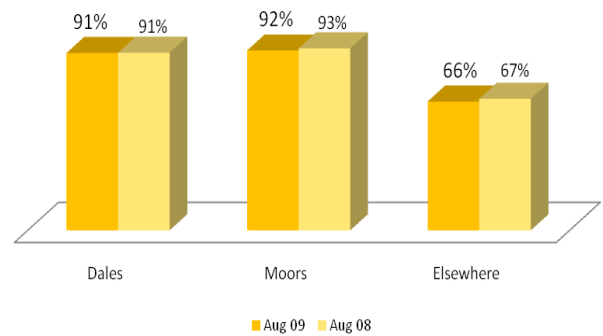
Survey respondents from country and village locations continued to report an increase on previous months and saw a 13% unit occupancy increase on July 2009.

In August 2009, respondents from the Yorkshire Dales and North York Moors reported almost full unit occupancy during August and compared to August 2008 unit occupancy had remained level.

The Yorkshire Dales reported bed occupancy levels had increased 10% on August 2008. The North York Moors reported a slight increase in bed occupancy compared to August 2008.

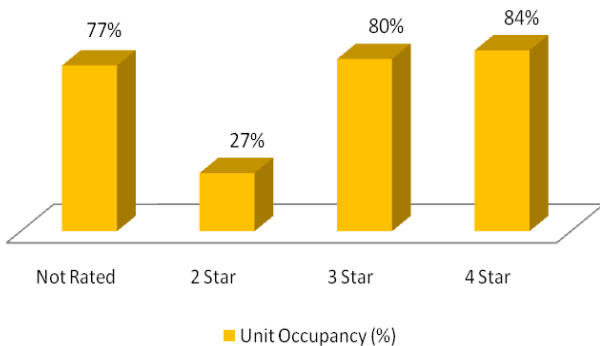
During 2009, month on month bed occupancy levels for all location types continued to increase.

Unit Occupancy (%)



## Unit and Bed Occupancy % by Star Rating

Unit Occupancy (%)



With occupancy levels continuing to rise in August, three and four star properties continue to report high occupancy rates. Four star properties saw the largest increase with bed occupancy up 10% and unit occupancy up 14% compared to August 2008.

Month on month bed and unit occupancy continued to increase with 4 star properties reporting occupancy has increased 16% and 13% respectively on the previous month (July 09).

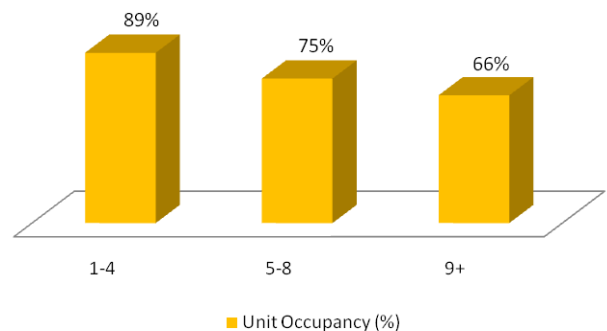
Three star properties also saw an increase in bed occupancy levels up 14% on July 2009.

## Unit and Bed Occupancy % by Number of Units

Self-catering establishments with one to four properties reported the highest unit and bed occupancy levels in July 09 (89% and 78% respectively).

Larger establishments had slightly lower occupancy levels, but continued to show an increase on previous months and a 25% increase on August 2008.

Unit Occupancy (%)



Number of establishments closed during August was 0. The total sample for this month was 123. Returned forms for August 2009 was 123.

\* 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.