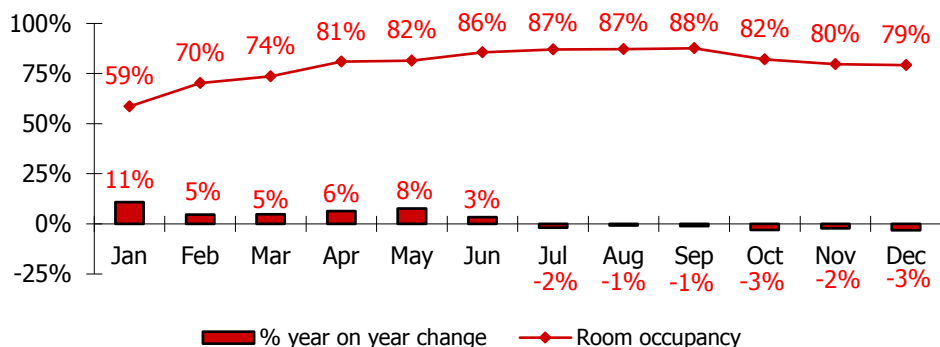


York Hotel Occupancy Survey 2017

Hotel room occupancy

Average hotel room occupancy in 2017 in York was **79.0%**, 1.4% above the rate achieved in 2016. The best year-on-year growth was seen in the first half of the year, which was strong enough to deliver an overall annual growth rate despite the weaker performance from July onwards.



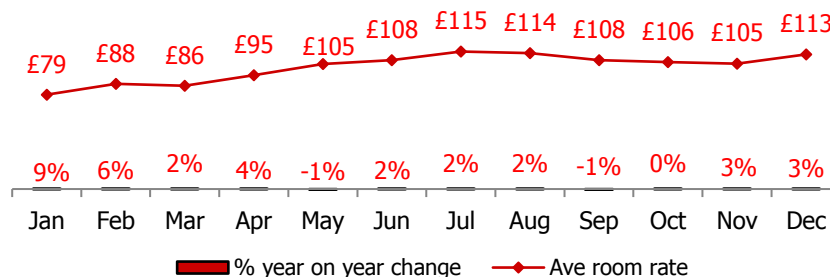
The England Occupancy Survey, by Visit England, reported hotel room occupancy rates across England in 2017 of 77%, showing no change when compared to 2016.

Room supply in England grew by 1.9% from 2016 and demand grew 1.4%.

Average room rates

A record average room rate was achieved in 2017 in York at **£96.47**, 2.3% higher than the average room rate of £94.26 in the previous year. The monthly room rate peaked in July when it reached £115.09, 2.3% higher than in July 2016 and the single highest month to date.

Revenue per available room (RevPAR), which takes into account the number of rooms sold as well as the room rates, grew by 3.1% year-on-year in 2017, and reached **£77.52**.



Bedstock and total rooms sold

In 2017 there were 2,982 hotel rooms and 6,220 hotel bedspaces in York, representing two thirds of all available serviced accommodation in the city. Across all types of accommodation, serviced and non-serviced, there are a total of 16,377 bedspaces.

In the last five years, there has been a 40% increase in the number of available beds in serviced accommodation in York, with a 25% increase in available bedspaces in non-serviced accommodation.

The 2% increase in hotel room occupancy over the last five years has generated an extra 43k room nights sold (or 5% more) in this time frame, as a result of demand continuing to exceed the growing supply.

For further information, please contact Zoe Rawson, Senior Research and Insight Executive at Make It York (zoe.rawson@makeityork.com) 01904 554459.

The hotel occupancy survey is run by Visit York on behalf of the York Hoteliers Association. The survey reports on more than 780 rooms (a quarter of all of the 2,982 hotel rooms in the city) from 13 hotels within the 2 to 4 range.*