

York Hotel Occupancy Survey 2010

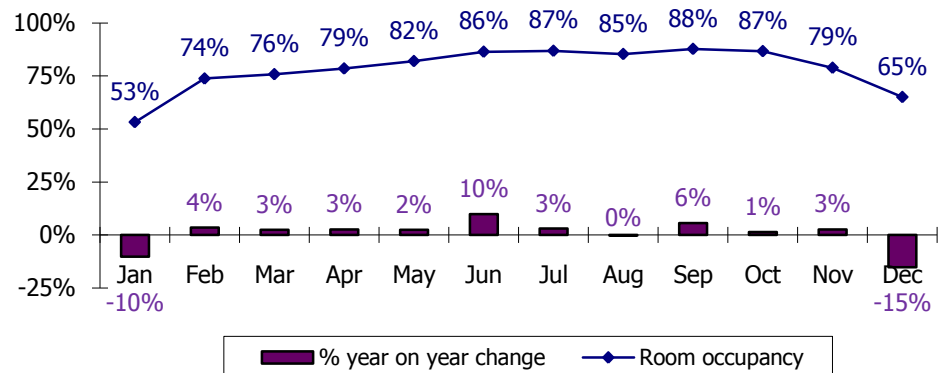


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Room occupancy

Average hotel room occupancy in 2010 in York was **78.8%**, an **increase of 1%** compared with 2009. Occupancy was highest in the summer months (July to September), peaking in September at 88%. September also saw the highest like for like monthly increase when compared with the previous year.

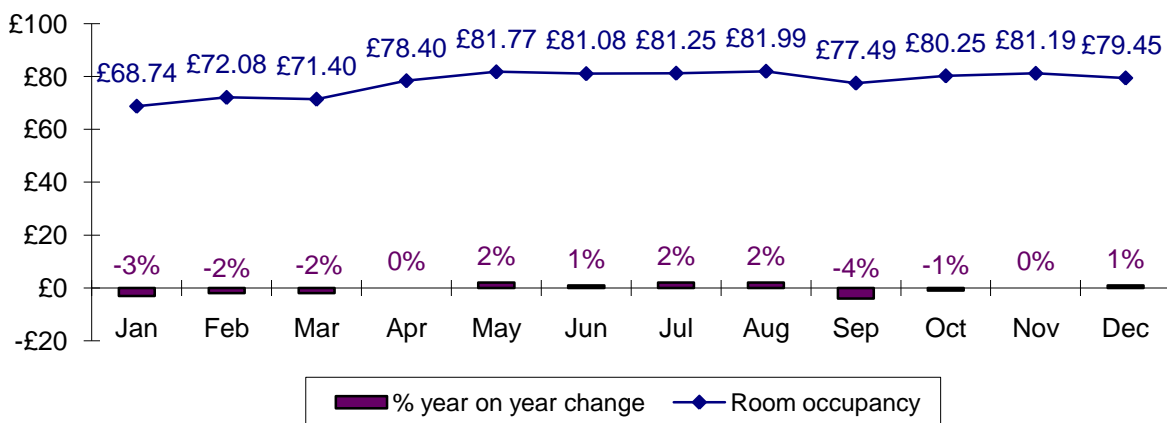
Although the greatest gain was in June, this was due to the late half term week, which normally falls in May. Room occupancy rates were significantly lower in January and December than the previous year, as a result of the severe weather.



Welcome to Yorkshire measure the bed and room occupancy in all serviced accommodation (including B&Bs and Guest Houses) across the Yorkshire and Humber region each month. This survey shows that room occupancy in York was, on average, 7% higher in York than across the rest of Yorkshire.

Average room rates

The average room rate in 2010 in York was **£78.21**, which was in line with the rate for 2009. The average room rate was highest in the summer months, and the highest single month was August when average room rate reached £81.99, 2% up on the same month in 2009.



Revenue per available room, which takes into account the number of rooms sold as well as the room rates, is 1% higher in 2010 than in 2009, at **£62.15**.

For further information, please contact the research team at Visit York (research@visityork.org).

The hotel room occupancy survey is run by Visit York on behalf of the York Hoteliers Association. The survey reports on more than 540 rooms (or 27% of all hotel rooms in the city) from 8 in hotels within the 2 to 4* range.