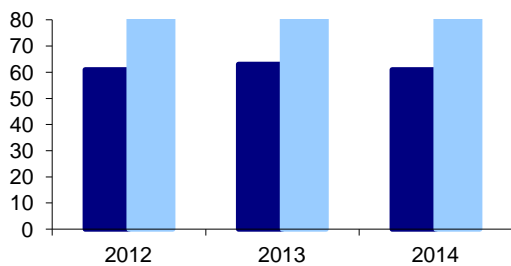


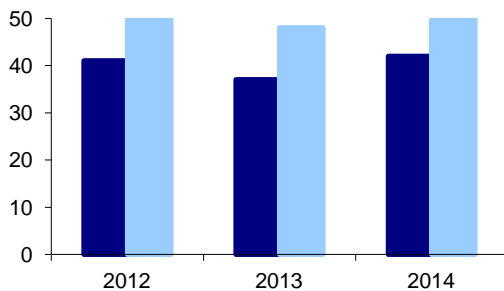
09 October 2014

Coverage  
Northern Ireland, unless otherwise stated  
Theme  
People and Places Tourism

**Occupancy Rates for Hotels (August)**  
Percentage



**Occupancy Rates for B&Bs, GHs and GAs (August)**  
Percentage



Data weighted by local authority and size.  
Data is subject to revisions due to late returns.  
Change reported through this bulletin is based on unrounded data  
pps = percentage points

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Next publication date 6<sup>th</sup> November

## Statistics on Accommodation in August 2014

### Hotels

Average room occupancy in Hotels in August 2014 was 81%, while average bed-space occupancy was 61%. This was a 1 percentage point decrease in room occupancy and a decrease of 3 percentage points in bed-space occupancy when compared with the same month in 2013. There were 197,600 rooms sold in Hotels in August 2014 showing a 1% increase in comparison to August 2013. There was a 2% decrease in the number of bed-spaces sold to 330,500 in August 2014. (Table 1)

Table 1: Occupancy Data for Hotels (August 2013/2014)

	Room Occupancy	Bed-space Occupancy**	Total Rooms Sold	Total Bed-spaces Sold**
2013	82%	63%	196,500	338,800
2014	81%	61%	197,600	330,500
Change 2013-2014 (+/-)	-1pps	-3pps	+1%	-2%

\*please note differences between years are calculated on unrounded figures

\*\*please note these figures have been calculated excluding hotels who have not provided the appropriate breakdown of information

### Bed & Breakfasts, Guesthouses and Guest Accommodation

Table 2 shows that in August 2014, average room occupancy in Bed and Breakfasts (B&Bs), Guesthouses (GHs) and Guest Accommodation (GA) in Northern Ireland was 53%, while average bed-space occupancy was 42%. This represents an increase of 5 percentage points in room occupancy and 4 percentage points in bed-space occupancy when compared with August 2013. There were 51,100 rooms sold in August 2014 showing an increase of 9% from August 2013. There were 94,200 bed-spaces sold in August 2014 showing an increase of 13% when compared to August 2013.

Table 2: Occupancy Data for B&Bs, GHs and GAs (August 2013/2014)

	Room Occupancy	Bed-space Occupancy	Total Rooms Sold	Total Bed-spaces Sold
2013	48%	37%	47,000	83,300
2014	53%	42%	51,100	94,200
Change 2013-2014 (+/-)	+5pps	+4pp	+9%	+13%

\*please note differences between years are calculated on unrounded figures

For further information on the calculation of occupancy rates and rooms and bed-spaces sold please refer to the methodology section.

Data tables and charts are now available for occupancy statistics these can be found at the following link:

[Northern Ireland Accommodation Occupancy Tables](#)

## Hotel Occupancy – Year to Date

During January – August 2014, the hotel room occupancy increased by 1 percentage point (66%) while bed-space occupancy (46%) showed no change when compared to the same period in 2013.

Table 3 shows there were 1,265,500 rooms sold in hotels in January – August 2014, an increase of 4% and 1,995,900 bed-spaces sold also showing a 4% increase when compared to the same period in 2013.

Table 3: Hotel Occupancy Year to Date (January - August 2013/2014)

	Room Occupancy	Bed-space Occupancy**	Rooms Sold	Bed-spaces sold**
2013	65%	46%	1,214,800	1,919,300
2014	66%	46%	1,265,500	1,995,900
Change 2013-2014 (+/-)	+1pps	Opps	+4%	+4%

\*please note differences between years are calculated on unrounded figures

\*\*please note these figures have been calculated excluding hotels who have not provided the appropriate breakdown of information

## Hotel Size

During January - August 2014, those hotels with 26-50 rooms and those with 100+ rooms experienced an increase in room occupancy (+7 percentage points and +1 percentage point respectively). Those hotels with 51-100 rooms showed a decrease in room occupancy of 2 percentage points on the same period of 2013.

When compared to the same period in 2013, bed-space occupancy increased by 12 percentage points for hotels with 26-50 rooms. Those hotels with 100+ rooms experienced a decrease of 4 percentage points in bed-space occupancy. (Table 4)

Table 4: Hotel room and bed-space occupancy rates by Size, January – August 2013/2014

Size (no. of rooms)	2013		2014		Change 2013-2014	
	Room (%)	Bed-space** (%)	Room (%)	Bed-space** (%)	Room (pps)	Bed-space** (pps)
All Hotels	65	46	66	46	+1	0
Less than 25	49	35	49	36	0	+1
26-50	53	33	60	44	+7	+12
51-100	66	46	64	48	-2	+2
100+	71	52	72	48	+1	-4

\*please note differences between years are calculated on unrounded figures

\*\*please note these figures have been calculated excluding hotels who have not provided the appropriate breakdown of information

## Price of Room - Hotels

During January - August 2014, hotels priced £50-£59.99 experienced an increase in room occupancy of 7 percentage points while bed space occupancy for these hotels saw an increase of 8 percentage points. Hotels priced £60+ experienced a decrease in bed space occupancy of 1 percentage point while room occupancy showed no change when compared with January to August 2013.

The sample size was too small to provide a reliable estimate for those priced below £40. Table 5 shows the room and bed-space occupancy rates for Hotels by price.

Table 5: Hotel room and bed-space occupancy rates by Room Prices, January - August 2013/2014

Price	2013		2014		Change 2013-2014	
	Room (%)	Bed-space** (%)	Room (%)	Bed-space** (%)	Room (pps)	Bed-space** (pps)
All Hotels^	65	46	66	46	+1	0
Less than £40	#	#	#	#	#	#
£40-£49.99	58	42	60	42	+2	0
£50-59.99	62	44	69	52	+7	+8
£60+	66	47	66	46	0	-1

\*please note differences between years are calculated on unrounded figures

# sample size too small to provide a reliable estimate

^All hotels include those priced less than £40

\*\*please note these figures have been calculated excluding hotels who have not provided the appropriate breakdown of information

## Hotel Grade

During January – August 2014, hotels classified as 4\* and above experienced the highest room and bed-space occupancy (69% and 50% respectively) although this was a decrease of 2 percentage points in room occupancy when compared to the same period in 2013. Hotels classified as 3\* experienced an increase in room occupancy of 2 percentage points.

The sample size was too small to provide a reliable estimate for hotels classified as 1 Star.

Table 6: Hotel room and bed-space occupancy rates by Classification, January – August 2013/2014

Price	2013		2014		Change 2013-2014	
	Room (%)	Bed-space** (%)	Room (%)	Bed-space** (%)	Room (pps)	Bed-space** (pps)
All Hotels <sup>^</sup>	65	46	66	46	+1	0
1 Star	#	#	#	#	#	#
2 Star	#	#	46	32	#	#
3 Star	59	43	61	42	+2	-1
4+ Star	70	48	69	50	-2	+2

\*please note differences between years are calculated on unrounded figures

# sample size too small to provide a reliable estimate

<sup>^</sup>All hotels includes those unclassified, 1 star and 2 star

\*\*please note these figures have been calculated excluding hotels who have not provided the appropriate breakdown of information

#### Hotel Location

Table 7 shows that during January - August 2014, hotels in Belfast & Castlereagh experienced the highest rates in room occupancy (74%) and bed-space occupancy (50%). Hotels in the Mid West experienced the lowest room occupancy (45%) and bed space occupancy rates (31%).

The hotel occupancy in the North West showed a decrease of 8 percentage points in room occupancy and a decrease of 3 percentage points in bed-space occupancy. Hotels in the Mid East experienced the largest increases in occupancy rates with an increase of 8 percentage points in room occupancy and 10 percentage points in bed-space occupancy.

Table 7: Hotel room and bed-space occupancy rates by Geographical region, January - August 2013/2014

Geographical Location	2013		2014		Change 2013-2014	
	Room (%)	Bed-space** (%)	Room (%)	Bed-space** (%)	Room (pps)	Bed-space** (pps)
All Hotels	65	46	66	46	+1	0
North West	70	48	63	45	-8	-3
Mid West	48	33	45	31	-2	-2
South West	58	42	59	49	+1	+8
North East	58	40	62	42	+4	+3
South East	60	44	55	42	-5	-2
Belfast & Castlereagh	72	52	74	50	+2	-2
Mid East	52	36	60	46	+8	+10

\*please note differences between years are calculated on unrounded figures

\*\*please note these figures have been calculated excluding hotels who have not provided the appropriate breakdown of information

(Geographical regions are defined by Local Government Districts as provided:

North West – Derry, Limavady

Mid West – Cookstown, Magherafelt, Omagh, Strabane

South West – Dungannon, Fermanagh

North East – Ballymena, Ballymoney, Coleraine, Larne, Moyle

South East – Ards, Armagh, Banbridge, Craigavon, Down, Newry&Mourne

Belfast & Castlereagh – Belfast, Castlereagh

Mid East – Antrim, Carrickfergus, Lisburn, Newtownabbey, North Down)

Table 8 shows that during January – August 2014, the guesthouses, bed & breakfasts and guest accommodation room occupancy (30%) and bed-space (21%) occupancy both experienced a decrease of 3 percentage points when compared to the previous year. There was a 7% decrease in the number of rooms sold to 229,500 in January – August 2014. There were 376,500 bed-spaces sold in this period a decrease of 8% on the same period in 2013.

Table 8: Bed & Breakfasts, Guesthouses and Guest Accommodation - Year to Date (January – August 2013/2014)

	Room Occupancy	Bed-space Occupancy	Rooms Sold	Bed-spaces sold
2013	33%	24%	247,700	408,100
2014	30%	21%	229,500	376,500
Change 2013-2014 (+/-)*	-3pps	-3pps	-7%	-8%

\*please note differences between years are calculated on unrounded figures

#### Bed & Breakfasts, Guesthouses and Guest Accommodation - Price of Room

During January - August 2014, GHs, B&Bs and GAs priced £30+ experienced a decrease of 4 percentage points in room occupancy and 4 percentage points in bed-space occupancy when compared to the same period in 2013. Those GHs, B&Bs and GAs priced £20-£29.99 also experienced a decrease in both room and bed space occupancy (-2 percentage points and -3 percentage points respectively) (Table 9).

The sample size for GHs and B&Bs priced less than £20 was too small to provide a reliable estimate.

Table 9: Bed & Breakfasts, Guesthouses and Guest Accommodation room and bed-space occupancy rates by Room Prices, January - August 2013/2014

Price	2013		2014		Change 2013-2014	
	Room (%)	Bed-space (%)	Room (%)	Bed-space (%)	Room (pps)	Bed-space (pps)
All GHs, B&Bs and GAs^	33	24	30	21	-3	-3
< £20	#	#	#	#	#	#
£20-£29.99	21	14	19	11	-2	-3
£30+	36	26	32	22	-4	-4

\*please note differences between years are calculated on unrounded figures

# sample size too small to provide a reliable estimate

^Total includes those priced below £20

#### Bed & Breakfasts, Guesthouses and Guest Accommodation - Location

Table 10 shows that during January - August 2014, Guesthouses, Bed & Breakfasts and Guest Accommodation in the South West experienced the highest room occupancy (34%). Those in the Mid West experienced the lowest room occupancy of 17%.

Table 10: Bed & Breakfasts, Guesthouses and Guest Accommodation room and bed-space occupancy rates by Geographical region, January – August 2013/2014

Geographical Location	2013		2014		Change 2013-2014	
	Room (%)	Bed-space (%)	Room (%)	Bed-space (%)	Room (pps)	Bed-space (pps)
All GHs, B&Bs and GAs^	33	24	30	21	-3	-3
North West	31	24	25	16	-6	-9
Mid West	21	16	17	12	-4	-3
South West	37	25	34	22	-4	-3
North East	35	26	30	22	-5	-4
South East	28	19	27	18	-1	-1
Belfast & Castlereagh	#	#	#	#	#	#
Mid East	36	25	30	22	-6	-3

# Sample size too small to provide a reliable estimate

\*please note differences between years are calculated on unrounded figures

^Total includes Belfast and Castlereagh

## Occupancy Survey - Methodology

### Sample

To offer tourist accommodation in NI, you must have a certificate from the Northern Ireland Tourist Board (NITB) - NITB refers to this as certification. It is illegal to offer tourist accommodation in NI without a certificate from NITB. The list of certified accommodation in NITB is known as the 'stock'. At the beginning of the year, a sample of the guesthouses and bed & breakfasts in NI was drawn from the stock, particularly including good responders from the previous year to ensure

year on year comparison. The process of selecting respondents can have the potential to introduce bias but the inclusion of weighting processes are designed to counteract any such bias.

In 2013, Tourism Statistics Branch has started to select respondents on a random sample basis. We will, however, need to build up a time series on this new basis to enable comparison to be made on a like for like basis before publishing any of this data. Monitoring of the comparison of the old and new systems shows no bias at this point in time and we will, of course, continue to monitor. The sample is drawn at different rates according to district council as the number of establishments in these smaller geographical areas differs. For example in Belfast there were 28 establishments in total, but 71 in Moyle and each of these establishments differs in size/price/star rating so to ensure valid data for each area, a different sample would be required. (This is known as disproportionate stratified sample).

Each month, all Hotels and the sample of Guesthouses, Bed & Breakfasts and Guest Accommodation are invited to participate in the occupancy survey by completing a questionnaire. Over the month of August 2014 the response rate for the hotel sector was 59% and 36% of sampled Guesthouses, Bed & Breakfasts and Guest Accommodation. The data is therefore based on 79 Hotel responses and 101 Guesthouses, Bed & Breakfasts and Guest Accommodation.

The information in this bulletin is presented in terms of room and bed-space occupancy, and rooms and bed-spaces sold. The room and bed-space occupancy can be influenced by an establishment adding new rooms or bed-spaces which have not been certified or closing rooms for refurbishment throughout the year and can change monthly. Occupancy rates can also be influenced by seasonality.

#### Questionnaire

Establishments are asked to record the following in the questionnaire:

- The total number of rooms let out each night,
- The total number of guests staying in the establishment each night,
- The total number of guests checking in as new arrivals each day,
- The daily number of new arrivals by area of residency (Northern Ireland, Republic of Ireland, Great Britain, Europe, North America and other countries),
- The daily number of guests by area of residency (Northern Ireland, Great Britain and other countries).

#### Weighting

The data has been weighted for non-response assuming no non-response bias and also weighted by local authority and size. Due to different response rates to different parts of the survey, there are different weights for arrivals, guests and weekend/weekday splits (some accommodation providers do not provide information on the country of residence of their arrivals/guests and others provide monthly data as opposed to daily data).

#### Terminology

The main measures are bed-space occupancy and room occupancy.

#### Bed-space occupancy rates

refer to the proportion of all bed-spaces available at any given time that are occupied by paying guests. In calculating these figures, the total number of bed-spaces available is allowed to vary over the months to take account of any changes in the number of beds offered by individual establishments through the use of extra beds or withdrawal of some rooms from use. (Total number of bed-spaces occupied / total number of bed-spaces available) \*100

Bed-space occupancy rates for hotels exclude those who have not provided the appropriate breakdown of information i.e. those who have not provided information on the number of guests.

#### Room occupancy rates

refer to the proportion of rooms available at any given time that are occupied by at least one paying guest. These rates differ from bed-space occupancy rates in that the room may be occupied whilst all the bed-spaces in the room are not. (Total number of rooms occupied / Total number of rooms available) \*100

#### Weekend/Weekday

Weekends are defined as Friday, Saturday and Sunday, with Monday to Thursday being defined as weekdays.

#### Rooms and Bed-spaces sold

##### Rooms Sold

applies the calculated room occupancy rate to the number of rooms available from the Northern Ireland Tourist Board stock. This does not take into account any known differences between the stock file and the actual number of rooms available as there may be a delay in updating the stock file to enable the process of re-certification.

##### Bed-spaces Sold

applies the calculated bed-space occupancy rate to the number of beds available from the Northern Ireland Tourist Board stock. This does not take into account any known differences between the stock file and the actual number of bed-spaces available as there may be a delay in updating the stock file to enable the process of re-certification. Bed-spaces sold for

hotels exclude those who have not provided the appropriate breakdown of information i.e. those who have not provided information on the number of guests.