

5 April 2012

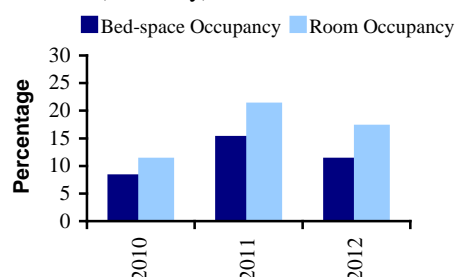
Coverage

Northern Ireland, unless otherwise stated

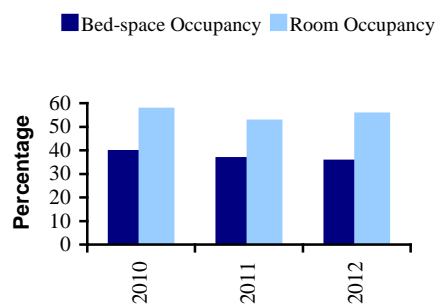
Theme

Tourism Statistics

Occupancy Rates for B&Bs, GHs and GA (February)



Occupancy Rates for Hotels (February)



Data weighted by local authority.
Data is subject to revisions due to late returns.

Issued by:
Tourism Statistics Branch, DETI,
Tel: 028 90529585
Email: tourismstatistics@detini.gov.uk

Enquiries by the media should be directed to:
Press Office, DETI,
Tel: 028 90529604
Email: pressoffice@detini.gov.uk

www.statistics.detini.gov.uk

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Statistics on Accommodation in February 2012

Guesthouses, Guest Accommodation and B&B's

In February 2012, average room occupancy in Bed and Breakfasts (B&Bs), Guesthouses (GHs) and Guest Accommodation (GA) in Northern Ireland was 17%, while average bed-space occupancy was 11%. This represents a decrease of 4 percentage points in room occupancy and a decrease of 3 percentage points in bed-space occupancy when compared with the same period last year.

During February 2012 an estimated 14,000 bedrooms and 20,900 bed-spaces were sold across all B&Bs, GHs and GA. This represents a 23% decrease on the number of rooms sold and a 28% decrease on the number of bed-spaces sold when compared with sales in February 2011.

Hotels

Average room occupancy in Hotels in February 2012 was 55%, an increase of 3 percentage points when compared with the rate published for February 2011. Average bed-space occupancy in February 2012 in Hotels was 35%, a decrease of 1 percentage point when compared with the same period in 2011.

An estimated 122,100 bedrooms and 169,900 bed-spaces were sold across all Hotels in February 2012. This is an increase of 7% on the number of rooms sold during the same period in 2011 and a decrease of 2% on the number of bed-spaces sold compared with February 2011.

Table 1: Year to Date (January - February 2012)

	GH/GA/B&B Room Occupancy	GH/GA/B&B Bed-space Occupancy	Hotel Room Occupancy	Hotel Bed-space Occupancy	Total Rooms Sold (000s)	Total Beds sold (000s)
2011	18	12	46	31	236	360
2012	16	10	48	33	251	373
Increase/Decrease (+/-)	-3pps	-2pps	+3pps	+2pps	+6%	+4%

pps percentage points

The hotel occupancy survey is a census of all certified hotels in Northern Ireland. The data has been weighted for non-response assuming no non-response bias. The GH, GA and B&B element is a disproportionate stratified sample. The data is weighted by local authority.