

8 March 2012

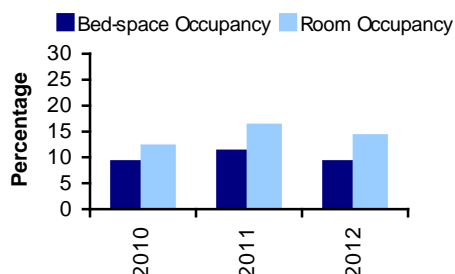
Coverage

Northern Ireland, unless otherwise stated

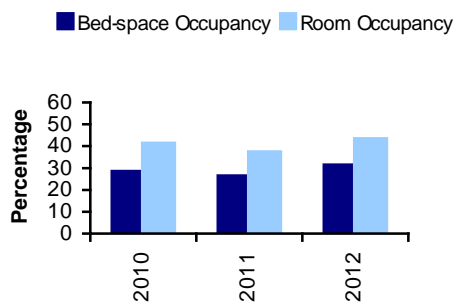
Theme

Tourism Statistics

Occupancy Rates for B&Bs, GAs and GHs (January)



Occupancy Rates for Hotels (January)



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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14 March 2013

Statistics on Accommodation in January 2012

Guesthouses, Guest Accommodation and B&B's

In January 2012, average room occupancy in Bed and Breakfasts (B&Bs), Guesthouses (GHs) and Guest Accommodation (GA) in Northern Ireland was 14%, while average bed-space occupancy was 9%. This represents a decrease of 2 percentage points in room occupancy and a decrease of 1 percentage point in bed-space occupancy when compared to the same period last year.

During January 2012 an estimated 13,800 bedrooms and 20,600 bed-spaces were sold across all B&Bs, GAs and GHs. This represents an 11% decrease on the number of rooms sold and a 10% decrease on the number of bed-spaces sold when compared with sales in January 2011.

Hotels

Average room occupancy in Hotels in January 2012 was 43%, an increase of 5 percentage points compared to the rate published for January 2011. Average bed-space occupancy in January 2012 in Hotels was 31%, an increase of 5 percentage points compared with the same period in 2011.

An estimated 101,000 bedrooms and 161,700 bed-spaces were sold across all Hotels in January 2012. This is an increase of 14% on the number of rooms sold during the same period in 2011 and an increase of 17% on the number of bed-spaces sold compared with January 2011.

Table 1: Year to Date (January 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	15	10	38	26	104	158
2012	14	9	43	31	115	182
Increase/Decrease (+/-)	-3pps	-1pps	+6pps	+5pps	+10%	+15%

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.

Statistics on Accommodation in January 2013