

9 May 2013

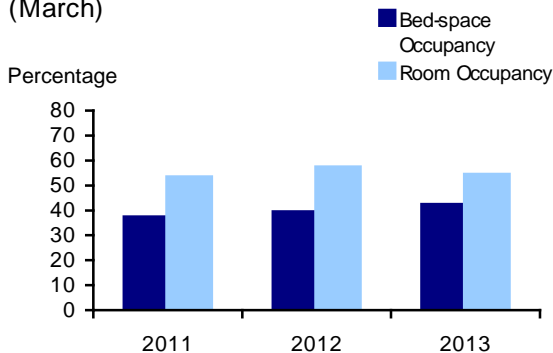
Coverage

Northern Ireland, unless otherwise stated

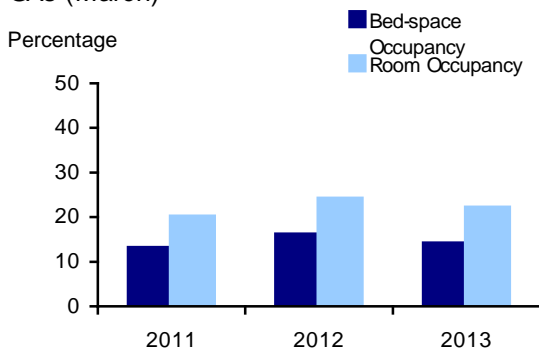
Theme

Tourism Statistics

### Occupancy Rates for Hotels (March)



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



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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## Statistics on Accommodation in March 2013

### Hotels

Average room occupancy in Hotels in March 2013 was 54%, a decrease of 4 percentage points when compared with March 2012. Average bed-space occupancy in March 2013 in Hotels was 42%, an increase of 3 percentage points when compared with the same month in 2012. There were 126,100 rooms sold in Hotels in March 2013 showing a decrease of 6%. There was a 7% increase in the number of bed-spaces sold to 216,900 in March 2013. (Table 1)

Table 1: Occupancy Data for Hotels (March 2012/2013)

	Room Occupancy	Bed-space Occupancy	Total Rooms Sold	Total Bed-spaces Sold
2012	57%	39%	134,500	203,200
2013	54%	42%	126,100	216,900
Change 2012-2013 (+/-)	-4pps	+3pps	-6%	+7%

\*please note differences between years are calculated on unrounded figures and therefore percentage point change may not add back

### Bed & Breakfasts, Guesthouses and Guest Accommodation

Table 2 shows that in March 2013, average room occupancy in Bed and Breakfasts (B&Bs), Guesthouses (GHs) and Guest Accommodation (GA) in Northern Ireland was 22%, while average bed-space occupancy was 14%. This represents a decrease of 2 percentage points in both room occupancy and bed-space occupancy when compared with March 2012. There were 20,300 rooms sold in March 2013 showing a decrease of 15% from March 2012. There was also a decrease of 15% to 31,000 bed-spaces sold in March 2013.

Table 2: Occupancy Data for B&Bs, GHs and GAs (March 2012/2013)

	Room Occupancy	Bed-space Occupancy	Total Rooms Sold	Total Bed-spaces Sold
2012	24%	16%	24,000	36,700
2013	22%	14%	20,300	31,000
Change 2012-2013 (+/-)	-2pps	-2pps	-15%	-15%

\*please note differences between years are calculated on unrounded figures and therefore percentage point change may not add back

The hotel occupancy survey is a census of all

### Hotel Occupancy – Year to Date

During January – March 2013, the hotel room occupancy decreased by 1 percentage point (50%) while bed-space occupancy (35%) showed no change on the same period in 2012.

Table 3 shows there were 350,800 rooms sold in hotels in January – March 2013, a decrease of 2 percent and 550,400 bed-spaces sold showing an increase of 3% when compared to the same period in 2012.

Table 3: Hotel Occupancy Year to Date (January - March 2012/2013)

	Room Occupancy	Bed-space Occupancy	Rooms Sold	Bed-spaces sold
2012	52%	35%	357,500	534,800
2013	50%	35%	350,800	550,400
Change 2012-2013 (+/-)	-1pps	0pps	-2%	+3%

\*please note differences between years are calculated on unrounded figures and therefore percentage point change may not add back

### Hotel Size

During January – March 2013, hotels with 26-50 rooms and those with over 100 rooms saw a decrease in room occupancy of 5 percentage points and 2 percentage points respectively. Those hotels with 51-100 rooms saw a small increase of 1 percentage point on the same period of 2012 whilst the smallest hotels with less than 25 rooms showed no change.

When compared to the same period in 2012, bed-space occupancy increased for hotels with 26-50 rooms and those with 51-100 rooms. Hotels with more than 100 rooms experienced the largest decrease in bed spaces sold showing a decrease of 2 percentage points. (Table 4)

Table 4: Hotel room and bed-space occupancy rates by Size, January - March 2012/2013

Size (no. of rooms)	2012		2013		Change 2012-2013	
	Room (%)	Bed-space (%)	Room (%)	Bed-space (%)	Room (pps)	Bed-space (pps)
All Hotels	52	35	50	35	-1	0
Less than 25	38	27	39	26	0	-1
26-50	43	20	38	22	-5	+2
51-100	52	33	53	36	+1	+3
100+	57	44	55	41	-2	-2

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### Price of Room - Hotels

During January – March 2013, hotels priced £40-£49.99 experienced a decrease in both room occupancy (-7 percentage points) and bed-space occupancy (-6 percentage points). Hotels priced over £60 also experienced a decrease in room occupancy of 1 percentage point while those priced £50-£59.99 experienced an increase of 2 percentage points in both rooms and bed-spaces occupied when compared with January to March 2012.

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 - March 2012/2013

Price	2012		2013		Change 2012-2013	
	Room (%)	Bed-space (%)	Room (%)	Bed-space (%)	Room (pps)	Bed-space (pps)
All Hotels <sup>^</sup>	52	35	50	35	-1	0
Less than £40	#	#	#	#	#	#
£40-£49.99	42	30	36	24	-7	-6
£50-59.99	45	29	46	31	+2	+2
£60+	53	36	52	37	-1	+1

se note differences between years are calculated on unrounded figures and therefore percentage point change may not add back  
# sample size too small to provide a reliable estimate  
<sup>^</sup>All hotels include those less than £40

### Hotel Grade

During January - March 2013, hotels classified as 4\* and above experienced the highest bed and room-space occupancy (57% and 37% respectively). The sample size was too small to provide a reliable estimate for hotels classified as 1\*

Table 6 Hotel room and bed-space occupancy rates by Classification, January - March 2012/2013

Price	2012		2013		Change 2012-2013	
	Room (%)	Bed-space (%)	Room (%)	Bed-space (%)	Room (pps)	Bed-space (pps)
All Hotels <sup>^</sup>	52	35	50	35	-1	0
1 Star	#	#	#	#	#	#
2 Star	26	20	32	22	+7	+1
3 Star	44	25	44	35	0	+10
4+ Star	26	20	57	37	+9	+2

note differences between years are calculated on unrounded figures and therefore percentage point change may not add back  
# sample size too small to provide a reliable estimate  
<sup>^</sup>All hotels includes those unclassified

### Hotel Location

Table 7 shows that during January - March 2013, hotels in the Belfast and Castlereagh and those in the North West experienced the highest rates in room occupancy 56%. Hotels in Belfast and Castlereagh also experienced the highest rates in bed-space occupancy (40%). Hotels in the North East and the Mid West experienced the lowest room occupancy rates (43%) with hotels in the Mid West also experiencing the lowest rates of bed-space occupancy (27%).

The hotel room occupancy in the South West showed a decrease of 18 percentage points and a decrease of 7 percentage points in bed-space occupancy. Hotels in the North West experienced the largest increases in occupancy rates with an increase of 9 percentage points in room occupancy and a 7 percentage point increase in bed-space occupancy. Hotels in the South East also showed an increase of 9 percentage points in room occupancy.

Table 7: Hotel room and bed-space occupancy rates by Geographical region, January - March 2012/2013

Geographical Location	2012		2013		Change 2012-2013	
	Room (%)	Bed-space (%)	Room (%)	Bed-space (%)	Room (pps)	Bed-space (pps)
All Hotels	52	35	50	35	-1	0
North West	48	31	56	39	+9	+7
Mid West	43	27	43	27	0	0
South West	64	45	46	37	-18	-7
North East	47	28	43	28	-3	0
South East	38	33	47	34	+9	2
Belfast & Castlereagh	59	42	56	40	-3	-1
Mid East	39	23	37	25	-2	+2

\*please note differences between years are calculated on unrounded figures and therefore percentage point change may not add back

(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)

#### Bed & Breakfasts, Guesthouses and Guest Accommodation Occupancy – Year to Date

Table 8 shows that during January – March 2013, the guesthouses, bed & breakfasts and guest accommodation room (21%) and bed-space (14%) occupancy both increased by 2 percentage points when compared to the previous year. There was a 7% increase in the number of rooms sold to 56,000 in January –March 2013. There were 88,200 bed-spaces sold in this period which showed a 13% increase on the same period in 2012.

Table 8: Bed & Breakfasts, Guesthouses and Guest Accommodation - Year to Date (January - March 2012/2013)

	Room Occupancy	Bed-space Occupancy	Rooms Sold	Bed-spaces sold
2012	18%	12%	51,800	78,200
2013	21%	14%	56,000	88,200
Change 2012-2013 (+/- )*	+2pps	+2pps	+7%	+13%

\*please note differences between years are calculated on unrounded figures and therefore percentage point change may not add back

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

During January – March 2013, all GHs, B&Bs and GAs experienced increases in room and bed-space occupancy rates. Those priced £20-£29.99 experienced the largest increase, with an increase of 3 percentage points in both room and bed-space occupancy when compared to the same period in 2012. The sample size for GHs and B&B's priced less than £20 was too small to provide a reliable estimate (Table 9).

Table 9: Bed & Breakfasts, Guesthouses and Guest Accommodation room and bed-space occupancy rates by Room Prices, January - March 2012/2013

Price	2012		2013		Change 2012-2013	
	Room (%)	Bed-space (%)	Room (%)	Bed-space (%)	Room (pps)	Bed-space (pps)
All GHs, B&Bs and GAs^	18	12	21	14	+2	+2
< £20	#	#	#	#	#	#
£20-£29.99	12	8	15	11	+3	+3
£30+	20	13	22	14	+2	+1

\*please note differences between years are calculated on unrounded figures and therefore percentage point change may not add back

# 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 - March 2013, Guesthouses, Bed & Breakfasts and Guest Accommodation in the South West experienced the highest room occupancy (24%). Those in the North West experienced the lowest room occupancy of 17% though this was an increase of 6 percentage points on the same period in 2012.

All regions experienced an increase in room occupancy with those in the South East experiencing the largest increase of 10 percentage points. All regions also experienced an increase in bed-space occupancy with the exception of the Mid East which showed no change.

Table 10: Bed & Breakfasts, Guesthouses and Guest Accommodation room and bed-space occupancy rates by Geographical region, January - March 2012/2013

Geographical Location	2012		2013		Change 2012-2013	
	Room (%)	Bed-space (%)	Room (%)	Bed-space (%)	Room (pps)	Bed-space (pps)
All GHs, B&Bs and GAs^	18	12	21	14	+2	+2
North West	11	7	17	12	+6	+5
Mid West	13	9	20	14	+6	+5
South West	18	11	24	16	+6	+5
North East	17	12	21	14	+4	+2
South East	12	9	22	15	+10	+6
Belfast & Castlereagh	#	#	#	#	#	#
Mid East	20	13	21	13	+2	0

\*please note differences between years are calculated on unrounded figures and therefore percentage point change may not add back

# Sample size too small to provide a reliable estimate

#### 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. 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 32 establishments in total, but 199 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 January 2013 the response rate for the hotel sector was 55% and 33% of sampled Guesthouses, Bed & Breakfasts and Guest

Accommodation. The data is therefore based on 75 Hotel responses and 95 Guesthouses, Bed & Breakfasts and Guest Accommodation.

### **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**

Data is weighted by the number of bed-spaces, number of rooms and district council. 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.

$(\text{Total number of bed-spaces occupied} / \text{Total number of bed-spaces available}) * 100$

### **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.

$(\text{Total number of rooms occupied} / \text{Total number of rooms available}) * 100$

### **Weekend/Weekday**

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