

7 July 2011

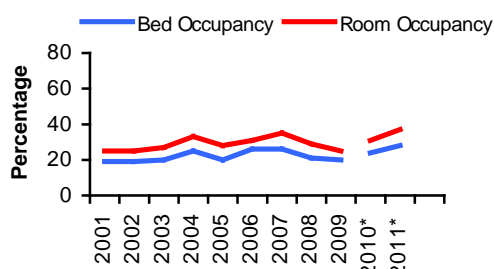
Coverage

Northern Ireland, unless otherwise stated

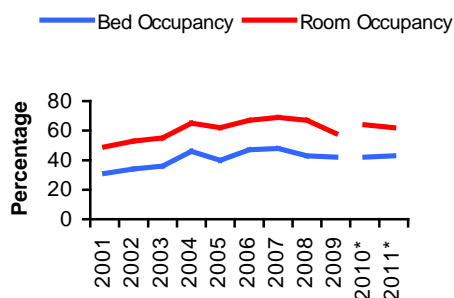
Theme

Tourism Statistics

Occupancy Rates for B&Bs and GHs (May)



Occupancy Rates for Hotels (May)



*data weighted by local authority.

Data for 2011 is subject to change due to late returns

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Statistics on Accommodation in May 2011

Average room occupancy in Bed and Breakfasts (B&Bs) and Guesthouses (GHs) in Northern Ireland in May 2011 was 37%, an increase of 5 percentage points when compared with the same month last year. Average room occupancy in Hotels in May 2011 was 62%, a decrease of -2 percentage points when compared with May 2010.

Average bed space occupancy in B&Bs and GHs in May 2011 was 28%, an increase of 3 percentage points when compared with May 2010. Average bed space occupancy in May 2011 in Hotels was 43%, an increase of 1 percentage points compared with the same period in 2010.

During May 2011 an estimated 35,600 bedrooms and 61,700 bedspaces were sold across all B&Bs and GHs, showing an increase of 20% on the number of rooms sold and 16% on the bedspaces sold when compared with sales in May 2010.

An estimated 149,100 bedrooms and 232,900 bedspaces were sold across all Hotels in May 2011. This is a decrease of -1% and -5% respectively on the number of rooms sold and the number of bedspaces sold compared with the same period in 2010.

Table 1: Year to date (January – May 2010/2011)

	Guesthouse/B B Room Occupancy	Guesthouse/B B Bed Occupancy	Hotel Room Occupancy	Hotel Bed Occupancy	Total Rooms Sold (000s)	Total Beds sold (000s)
2010	19	14	53	37	696	1161
2011	24	17	53	38	723	1164
Increase/Decrease (+/-)	+5pps	+3pps	0pps	0pps	+4%	0%

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 and B&B is a disproportionate stratified sample. The data is weighted by local authority which differs from pre 2010 weights, therefore pre-2010 cannot be compared directly to data in this publication.

Tourism Statistics

January-May Occupancy

Hotel Classification

During January-May 2011, four/five star hotels experienced the highest room and bed-space occupancy (55% and 39% respectively). However, these hotels experienced the largest declines in occupancy rates from the same period in 2010 (-3 percentage points and -2 percentage points respectively). Three star hotels were the only classification to show improvement when compared with January-May 2010 (room and bed-space occupancy rates were each up by 2 percentage points). Table 2 shows the room and bed-space rates for hotels by classification.

Table 2: Hotel Room and Bed-space occupancy rates by Classification, January-May 2010/2011

Classification	2010		2011	
	Room	Bed	Room	Bed
4/5*	58	42	55	39
3*	49	35	51	37
2*	35	21	34	20
1*	*	*	*	*
All Hotels (including non classified)	53	37	53	38

* sample size too small to provide a reliable estimate

Hotel Size

During January –May 2011, the smallest hotels (25 rooms or less) experienced falls in both room and bed occupancy rates. The largest hotels (100+ rooms) experienced a fall in room occupancy rates (Table 3)

Table 3: Hotel Room and Bed-space occupancy rates by Size, January-May 2010/2011

Size (no. of rooms)	2010		2011	
	Room	Bed	Room	Bed
Less than 25	40	28	37	25
26-50	42	29	44	30
51-100	51	35	53	35
100+	60	45	59	45
All Hotels	53	37	53	38

Statistics Bulletin

Price of Room

During January-May 2011, hotels with rooms priced £60 or more experienced a fall in room occupancy rates of -1 percentage point when compared with the same period in 2010. All other priced hotels saw an increase in occupancy over the period. Table 4 shows the room and bed-space occupancy rates for hotels by price.

Table 4: Hotel Room and Bed-space occupancy rates by Room Prices, January-May 2010/2011

Price	2010		2011	
	Room	Bed	Room	Bed
Less than £40	*	*	*	*
£40-£49.99	37	23	44	27
£50-59.99	42	32	55	43
£60+	55	40	54	39
All Hotels	53	37	53	38

* sample size too small to provide a reliable estimate

During January-May 2011, all priced GHs and BBs showed improvements in occupancy rates (table 5).

Table 5: Guesthouses and Bed & Breakfasts Room and Bed-space occupancy rates by Room Prices, January-May 2010/2011

Price	2010		2011	
	Room	Bed	Room	Bed
Less than £20	*	*	*	*
£20-£29.99	13	10	21	16
£30+	23	17	25	18
All Guesthouses and Bed & Breakfasts	19	14	24	17

* sample size too small to provide a reliable estimate