

5 January 2012

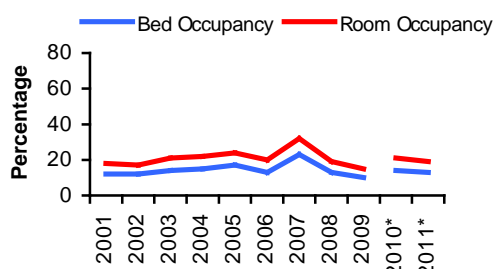
Coverage

Northern Ireland, unless otherwise stated

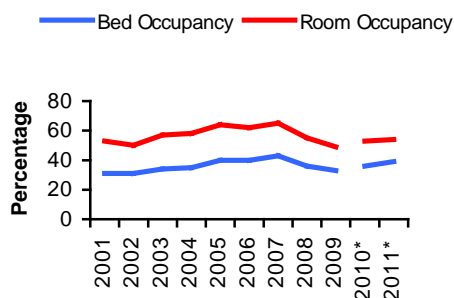
Theme

Tourism Statistics

Occupancy Rates for B&Bs and GHs (November)



Occupancy Rates for Hotels (November)



*data weighted by local authority.

Data for 2011 is subject to change due to late returns

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Statistics on Accommodation in November 2011

Guesthouses and B&B's

In November 2011, average room occupancy in Bed and Breakfasts (B&Bs) and Guesthouses (GHs) in Northern Ireland was 19%, while average bed space occupancy was 13%. This represents a decrease of 1 percentage point in both room and bed space occupancy when compared to the same period last year.

During November 2011 an estimated 18,600 bedrooms and 29,000 bedspaces were sold across all B&Bs and GHs. This represents a 5% decrease on the number of rooms sold and a 1% decrease on the number of bedspaces sold when compared with sales in November 2010.

Hotels

Average room occupancy in Hotels in November 2011 was 54%, representing a 1% increase compared to the rate published for November 2010. Average bed space occupancy in November 2011 in Hotels was 39%, an increase of 3 percentage points compared with the same period in 2010.

An estimated 122,000 bedrooms and 196,000 bedspaces were sold across all Hotels in November 2011. This is equal to the number of rooms sold during the same period in 2010 and an increase of 3% on the number of bedspaces sold compared with November 2010.

Table 1: Year to date (January – November 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	28	21	59	43	1779	3151
2011	30	22	60	42	1836	2938
Increase/Decrease (+/-)	+2pps	0pps	+1pps	-1pps	+3%	-7%

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-November Occupancy

Hotel Classification

A new grading scheme has been introduced for Accommodation in Northern Ireland and has resulted in some change to many Hotels grades. Because the figures for November 2011 would not be comparable with previous months, the year to date figures for Hotel Classification will not be published for the remainder of this calendar year.

Hotel Size

During January-November 2011, the smallest hotels (with less than 25 rooms) and the largest (with 100+ rooms) experienced a decline in both room and bed space occupancy rates compared with the same period in 2010. The others had increases in room occupancy rates (Table 2)

Table 2: Hotel room and bed space occupancy rates by Size, January-November 2010/2011

Size (no. of rooms)	2010		2011	
	Room	Bed	Room	Bed
Less than 25	46	32	44	30
26-50	50	37	51	32
51-100	58	40	60	40
100+	66	51	65	50
All Hotels	59	43	60	42

Price of Room

During January-November 2011, Hotels with rooms priced £60 or more showed no change in room occupancy rates and experienced a fall in bed space occupancy rates of 2 percentage points. Hotels priced between £40-£49.99 and £50-£59.99 experienced

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increases in both room and bed space occupancy rates when compared with the same period in 2010. Table 3 shows the room and bed space occupancy rates for Hotels by price.

Table 3: Hotel room and bed space occupancy rates by Room Prices, January-November 2010/2011

Price	2010		2011	
	Room	Bed	Room	Bed
Less than £40	*	*	*	*
£40-£49.99	45	29	50	33
£50-59.99	48	37	60	46
£60+	61	46	61	44
All Hotels	59	43	60	42

* sample size too small to provide a reliable estimate

During January-November 2011, GHs and B&Bs priced £20-£29.99 showed increases in room and bed space occupancy rates of 5 percentage points and 3 percentage points respectively. GHs and B&B's priced £30 or more saw a slight decline in occupancy rates (Table 4).

Table 4: Guesthouses and Bed & Breakfasts room and bed space occupancy rates by Room Prices, January-November 2010/2011

Price	2010		2011	
	Room	Bed	Room	Bed
Less than £20	*	*	*	*
£20-£29.99	22	17	27	21
£30+	32	24	32	23
All Guesthouses and Bed & Breakfasts	28	21	30	22

* sample size too small to provide a reliable estimate