Hotel Occupancy Liverpool City Region - January 2017 Report

From April 2013, the Local Enterprise Partnership is using a model provided by STR Global, created by Smith Travel Research, to analyse hotel occupancy levels and trends. This is funded by The Local Enterprise Partnership. STR Global measures occupancy for the previous month, with a separate module providing analysis of average revenues for this period. NB: Previous year comparisons comes from historic data provided by STR Global Ltd. Direct comparison with data provided by former models should not be made as the size and mix of the sample is different. The forward booking feature is no longer available. ***SOURCE:STR GLOBAL, LTD. REPUBLICATION OR OTHER RE-USE OF THIS DATA WITHOUT THE EXPRESS WRITTEN PERMISSION OF STR GLOBAL IS STRICTLY PROHIBITED***

Summary

hotels participated in STR Global this month.

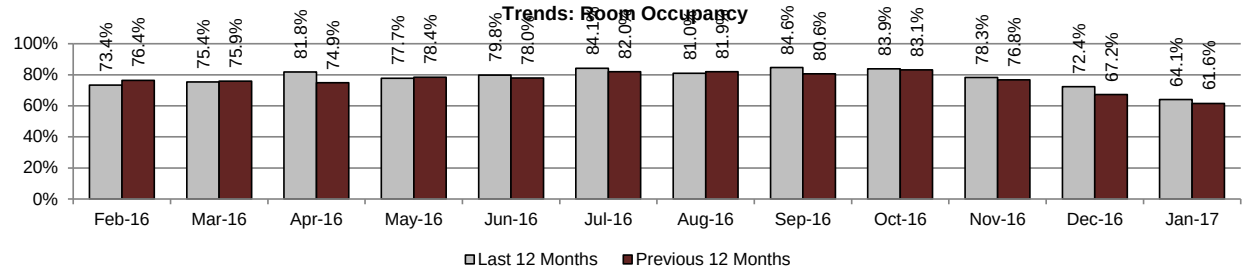
January Occupancy Levels

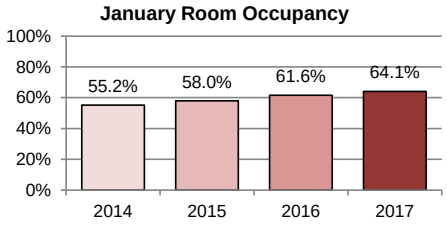
64%	**Average room occupancy**	
64%	**Weekday occupancy**	*(Monday - Thursday)*
76%	**Weekend occupancy**	*(Friday - Saturday)*
47%	**Sunday occupancy**	

January Revenue Analysis

£61.50	**ADR**	*(Average Daily Rate)*
£57.39	**ADR weekday**	
£71.77	**ADR weekend**	
£39.40	**RevPAR**	*(Revenue Per Available Room)*

Trends





Occupancy	Yield	ADR	
+2.5%	+9.7%	+5.3%	**Change from January '16 to January '17**
+6.1%	+19.8%	+8.3%	**Change from January '15 to January '17**
-8.3%	-18.8%	-8.2%	**Change from December '16 to January '17**