

Hotel Occupancy Liverpool City Region - July 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. REPLICATION 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.

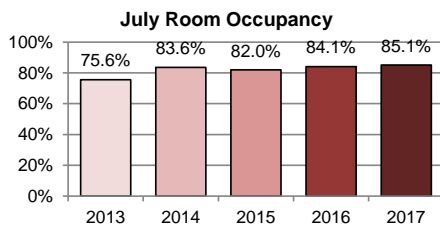
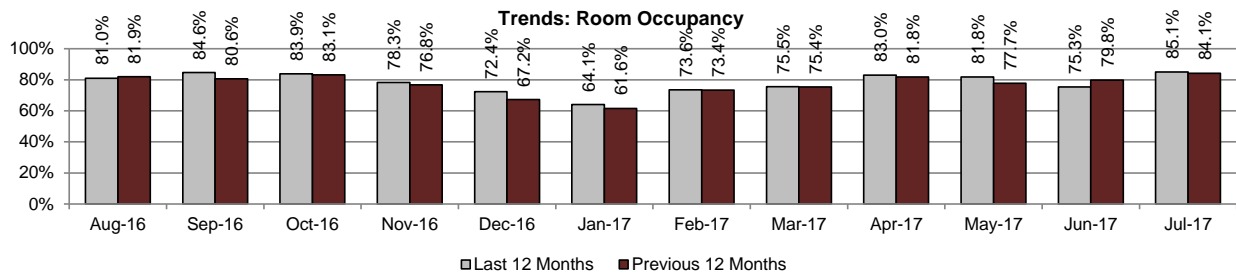
July Occupancy Levels

85%	Average room occupancy	
87%	Weekday occupancy	(Monday - Thursday)
92%	Weekend occupancy	(Friday - Saturday)
66%	Sunday occupancy	

July Revenue Analysis

£74.00	ADR	(Average Daily Rate)
£65.96	ADR weekday	
£93.31	ADR weekend	
£63.00	RevPAR	(Revenue Per Available Room)

Trends



Occupancy	Yield	ADR	
+1.0%	+15.4%	+13.8%	Change from July '16 to July '17
+3.1%	+27.8%	+23.1%	Change from July '15 to July '17
+9.8%	+28.3%	+13.5%	Change from June '17 to July '17

STR Global Average (% room occupancy)

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LiverpoolCity Region Hotel occupancy

		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Average (year to date)	Financial Year avg. (to date)	Jan-Mar avg.	Apr-Jun avg.	Jul-Sep avg.	Oct-Dec avg.	
Occupancy																				
STR Forecaster	2009	57.0%	68.0%	69.2%	72.6%	70.7%	71.8%	74.3%	75.5%	76.5%	76.3%	66.6%	57.6%	69.7%	69.6%	64.7%	71.7%	75.4%	66.8%	
STR Forecaster	2010	53.5%	67.8%	71.8%	72.4%	69.8%	68.3%	73.0%	71.6%	74.0%	73.8%	72.2%	62.4%	69.2%	69.0%	64.4%	70.2%	72.9%	69.5%	
STR Forecaster	2011	55.8%	67.9%	66.8%	74.8%	68.3%	72.3%	77.5%	74.2%	76.7%	76.5%	74.0%	62.7%	70.6%	70.3%	63.5%	71.8%	76.1%	71.1%	
STR Forecaster	2012	55.6%	63.8%	67.1%	70.9%	70.1%	72.8%	72.4%	71.9%	74.4%	75.0%	73.5%	57.6%	68.8%	69.2%	62.2%	71.3%	72.9%	68.7%	
STR Forecaster	2013	52.1%	70.0%	69.5%	69.1%	74.8%	75.1%	75.6%	76.6%	74.6%	79.1%	74.5%	62.9%	71.2%	72.1%	63.9%	73.0%	75.6%	72.2%	
STR Forecaster	2014	55.2%	73.4%	74.3%	78.7%	75.9%	78.6%	83.6%	79.9%	77.9%	79.9%	78.1%	69.9%	75.5%	76.1%	67.6%	77.7%	80.5%	76.0%	
STR Forecaster	2015	58.0%	76.4%	75.9%	74.9%	78.4%	78.0%	82.0%	81.9%	80.6%	83.1%	76.8%	67.2%	76.1%	76.1%	70.1%	77.1%	81.5%	75.7%	
STR Forecaster	2016	61.6%	73.4%	75.4%	81.8%	77.7%	79.8%	84.1%	81.0%	84.6%	83.9%	72.4%	77.8%	80.4%	70.1%	79.8%	83.2%	78.2%		
STR Forecaster	2017	64.1%	73.6%	75.5%	83.0%	81.8%	75.3%	85.1%	0.0%	0.0%	0.0%	0.0%	0.0%	44.9%	36.1%	71.1%	80.0%	28.4%	0.0%	
Weekend Occupancy																				
F-Sa	2009	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
F-Sa	2010	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
F-Sa	2011	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
F-Sa	2012	0.0%	0.0%	0.0%	89.8%	80.9%	84.0%	83.6%	83.5%	86.2%	90.8%	90.3%	75.4%	84.9%	82.4%	0.0%	84.9%	84.4%	85.5%	
F-Sa	2013	61.0%	80.3%	83.2%	85.3%	85.1%	83.0%	87.2%	90.8%	87.1%	92.4%	89.5%	78.8%	83.6%	84.6%	74.8%	84.5%	88.4%	86.9%	
F-Sa	2014	62.9%	87.1%	85.9%	90.0%	85.7%	84.4%	91.2%	89.4%	89.0%	88.5%	91.6%	81.3%	85.6%	85.5%	78.6%	86.7%	89.9%	87.1%	
F-Sa	2015	64.2%	83.1%	87.2%	86.8%	87.5%	87.0%	88.6%	90.1%	89.3%	89.1%	89.1%	78.2%	85.0%	85.7%	78.2%	87.1%	89.3%	85.5%	
F-Sa	2016	71.3%	85.3%	86.5%	91.5%	86.3%	86.7%	91.7%	90.4%	93.1%	92.9%	91.6%	77.2%	87.0%	89.0%	81.0%	88.2%	91.7%	87.2%	
F-Sa	2017	75.5%	83.7%	90.9%	72.8%	92.0%	85.3%	92.1%	0.0%	0.0%	0.0%	0.0%	0.0%	49.4%	38.0%	83.4%	83.4%	30.7%	0.0%	
Weekday Occupancy																				
Mo-Th	2009	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Mo-Th	2010	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Mo-Th	2011	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Mo-Th	2012	0.0%	0.0%	0.0%	67.5%	69.4%	69.9%	74.8%	68.8%	73.3%	73.6%	68.9%	53.7%	68.9%	67.4%	0.0%	68.9%	72.3%	65.4%	
Mo-Th	2013	53.2%	69.5%	65.7%	72.1%	69.1%	78.5%	75.7%	71.4%	75.4%	77.0%	70.7%	60.2%	69.9%	71.1%	62.8%	73.2%	74.2%	69.3%	
Mo-Th	2014	57.0%	70.4%	75.4%	75.1%	70.8%	63.4%	84.0%	77.8%	77.5%	81.5%	78.3%	66.3%	73.1%	74.1%	67.6%	69.8%	79.8%	75.4%	
Mo-Th	2015	60.9%	77.9%	75.3%	73.4%	76.5%	79.1%	84.5%	81.5%	80.8%	84.9%	77.0%	64.3%	76.3%	75.9%	71.4%	76.3%	82.3%	75.4%	
Mo-Th	2016	62.0%	72.1%	74.1%	81.7%	76.7%	82.6%	86.2%	79.2%	85.5%	85.5%	75.1%	72.3%	77.8%	#REF!	69.4%	80.3%	83.6%	77.6%	
Mo-Th	2017	63.6%	73.0%	#REF!	80.3%	77.8%	76.2%	87.2%	0.0%	0.0%	0.0%	0.0%	0.0%	#REF!	35.7%	#REF!	78.1%	29.1%	0.0%	
ADR																				
STR	2009	£57.08	£58.73	£61.80	£67.22	£59.95	£58.21	£55.00	£56.31	£61.66	£61.85	£61.12	£57.77	£ 59.73	£ 59.38	£ 59.20	£ 61.79	£ 57.66	£ 60.25	
	2010	£55.87	£57.83	£59.73	£65.62	£59.23	£56.38	£54.01	£53.92	£61.14	£59.01	£61.13	£57.01	£ 58.41	£ 57.82	£ 57.81	£ 60.40	£ 56.36	£ 59.05	
	2011	£53.34	£56.11	£56.96	£64.07	£55.83	£53.52	£52.32	£52.82	£62.16	£58.10	£57.52	£54.41	£ 56.43	£ 56.33	£ 55.47	£ 57.81	£ 55.77	£ 56.68	
	2012	£51.97	£55.27	£57.92	£62.59	£56.31	£56.56	£53.81	£54.60	£58.77	£57.87	£59.35	£54.85	£ 56.66	£ 56.38	£ 55.05	£ 58.49	£ 55.73	£ 57.36	
	2013	£50.12	£54.41	£57.29	£63.70	£56.90	£58.00	£54.00	£55.80	£57.50	£60.80	£60.30	£56.20	£ 57.09	£ 57.78	£ 53.94	£ 59.53	£ 55.77	£ 59.10	
	2014	£53.30	£57.20	£59.70	£64.90	£59.10	£59.70	£67.70	£57.90	£61.80	£64.00	£66.10	£62.20	£ 61.13	£ 62.28	£ 56.73	£ 61.23	£ 62.47	£ 64.10	
	2015	£56.80	£63.80	£63.30	£68.40	£68.60	£63.20	£60.10	£60.70	£63.20	£66.20	£66.10	£61.20	£ 63.47	£ 63.53	£ 61.30	£ 66.73	£ 61.33	£ 64.50	
	2016	£58.40	£63.20	£63.10	£74.70	£65.70	£65.30	£65.00	£61.80	£74.30	£72.90	£69.50	£67.00	£ 66.74	£ 67.52	£ 61.57	£ 68.57	£ 67.03	£ 69.80	
	2017	£61.50	£64.50	£68.00	£75.60	£70.00	£65.20	£74.00	£ -	£ -	£ -	£ -	£ -	£ -	£ 39.90	£ 31.64	£ 64.67	£ 70.27	£ 24.67	£ -
REVPAR																				
STR	2009	£32.53	£39.91	£42.77	£48.83	£42.38	£41.80	£40.89	£42.51	£47.20	£47.17	£40.71	£33.25	£ 41.66	£ 41.40	£ 38.40	£ 44.34	£ 43.53	£ 40.38	
	2010	£29.91	£39.21	£42.88	£47.51	£41.34	£38.52	£39.43	£38.62	£45.22	£43.54	£44.13	£35.59	£ 40.49	£ 39.99	£ 37.33	£ 42.46	£ 41.09	£ 41.09	
	2011	£29.78	£38.09	£38.06	£47.91	£38.11	£38.67	£40.54	£39.18	£47.66	£44.44	£42.57	£34.12	£ 39.93	£ 39.69	£ 35.31	£ 41.56	£ 42.46	£ 40.38	
	2012	£28.91	£35.27	£38.89	£44.37	£39.50	£41.18	£38.94	£39.27	£43.71	£43.43	£44.05	£31.60	£ 39.09	£ 39.17	£ 34.36	£ 41.68	£ 40.64	£ 39.69	
	2013	£26.14	£38.08	£39.82	£46.80	£42.60	£43.60	£40.90	£42.70	£42.90	£48.10	£44.90	£35.40	£ 41.00	£ 41.98	£ 34.68	£ 41.57	£ 42.17	£ 42.80	
	2014	£29.40	£42.00	£44.40	£51.10	£44.90	£46.90	£56.60	£46.30	£48.20	£51.11	£51.60	£43.05	£ 46.30	£ 47.46	£ 38.60	£ 45.83	£ 50.37	£ 48.59	
	2015	£32.90	£48.70	£48.10	£51.20	£53.80	£49.30	£49.30	£49.70	£51.00	£55.00	£50.80	£41.10	£ 48.41	£ 48.43	£ 43.23	£ 49.33	£ 50.00	£ 48.97	
	2016	£35.90	£46.40	£47.60	£61.10	£51.10	£52.20	£54.60	£50.00	£62.90	£61.20	£54.50	£48.50	£ 52.17	£ 52.87	£ 43.30	£ 51.70	£ 55.83	£ 54.73	
	2017	£39.40	£47.50	£51.40	£62.80	£57.30	£49.10	£63.00	£ -	£ -	£ -	£ -	£ -	£ -	£ 30.88	£ 25.80	£ 46.10	£ 53.90	£ 21.00	£ -

Liverpool City Region Rooms sold

SOURCE:STR GLOBAL, LTD. REPUBLICATION OR OTHER RE-USE OF THIS DATA WITHOUT THE EXPRESS WRITTEN PERMISSION OF STR GLOBAL IS STRICTLY PROHIBITED

(Based on known room stock overlaid by STR Global occupancy levels)

		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total (year to date)	Financial Year Total (to date)	Jan-Mar Total	Apr-Jun Total	Jul-Sep Total	Oct-Dec Total	
Rooms Sold																				
Liverpool City Region	2009	135,653	147,979	167,369	169,928	170,996	168,055	179,703	182,606	180,020	189,129	168,072	149,205	2,008,714	2,048,202	451,000	508,979	542,329	506,406	
Liverpool City Region	2010	139,165	160,794	190,528	189,203	188,489	178,488	197,130	195,458	195,493	203,957	192,904	169,976	2,201,586	2,216,964	490,488	556,180	588,081	566,837	
Liverpool City Region	2011	152,516	169,131	184,218	203,082	191,616	196,295	222,640	213,160	213,234	219,767	205,727	180,123	2,351,508	2,375,131	505,866	590,992	649,033	605,617	
Liverpool City Region	2012	159,726	174,067	195,696	200,108	205,662	206,694	212,410	210,943	211,236	224,293	212,716	172,257	2,385,808	2,406,536	529,489	612,464	634,590	609,266	
Liverpool City Region	2013	150,576	189,081	210,559	206,243	230,697	224,151	233,165	236,249	222,659	243,959	222,360	196,394	2,566,093	2,620,763	550,216	661,091	692,072	662,714	
Liverpool City Region	2014	159,535	210,000	235,351	249,510	252,184	259,404	285,102	272,484	259,804	275,357	260,471	240,894	2,960,096	3,059,324	604,886	694,861	817,390	776,722	
Liverpool City Region	2015	201,268	239,462	263,384	251,529	272,059	261,940	284,551	284,204	270,671	288,369	274,222	247,942	3,139,601	3,194,311	704,114	754,375	839,426	810,533	
Liverpool City Region	2016	227,281	253,346	278,197	292,075	286,683	284,934	310,297	298,859	302,073	309,559	279,578	287,128	3,410,010	3,409,617	758,824	823,618	911,229	876,265	
Liverpool City Region	2017	235,909	244,658	277,864	295,613	301,050	268,188	313,195						1,936,477	1,178,046	758,431	818,135	313,195	0	