

ACCOMMODATION OCCUPANCY IN WALES 2004**SERVICED ACCOMMODATION
OCCUPANCY SURVEY**

This monthly survey is based upon a postal enquiry among a representative sample of hotels, guesthouses and bed and breakfast establishments throughout Wales. Occupancy rates are calculated as a ratio of available bedspaces and rooms, and are analysed according to such factors as region, size and tariff.

**SURVEY OF TOURISM TRENDS
IN WALES**

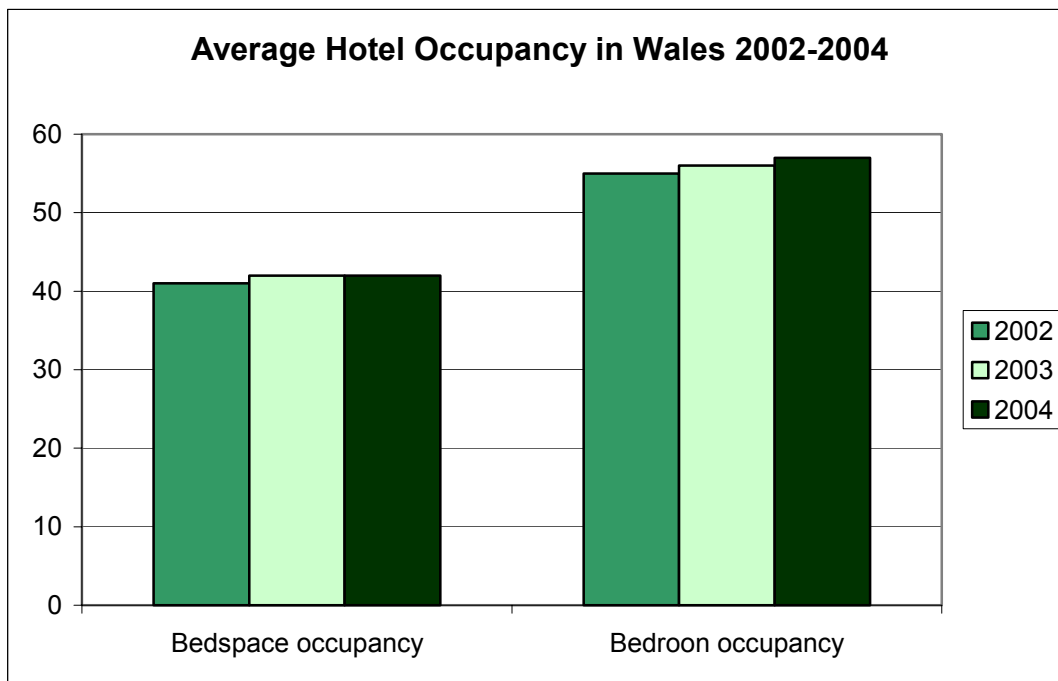
The purpose of this annual monitoring exercise is to track occupancy levels in holiday parks and self-catering accommodation in Wales. The survey operates from April through to October for holiday parks and January to December in the case of self-catering accommodation.



**BWRDD CROESO CYMRU
WALES TOURIST BOARD**

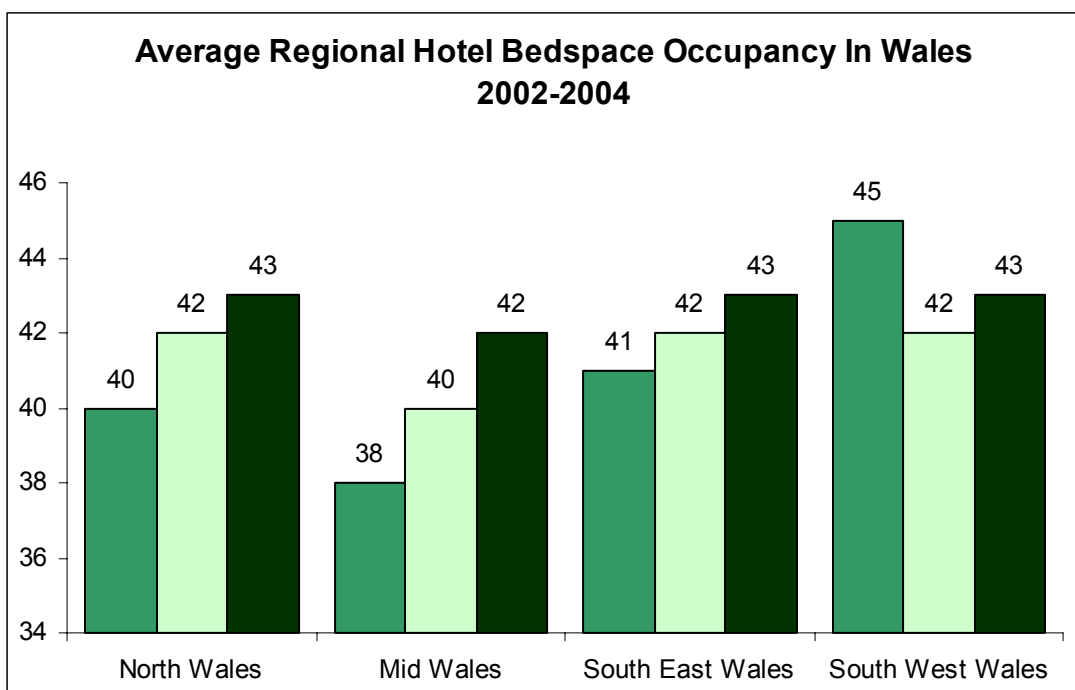
Hotel Occupancy in Wales

	Bedspace Occupancy %			Bedroom Occupancy %			Proportion Of Overseas Visitors %		
	2002	2003	2004	2002	2003	2004	2002	2003	2004
Jan	23	25	24	36	37	36	5	5	3
Feb	33	33	33	47	48	53	4	3	3
Mar	37	36	36	50	49	52	6	5	5
Apr	37	43	46	52	56	59	5	5	4
May	45	49	48	60	63	53	8	6	6
Jun	50	47	49	63	63	66	9	7	7
Jul	51	52	53	65	66	67	9	8	6
Aug	58	58	56	67	69	68	8	6	6
Sep	48	50	51	65	67	69	7	6	6
Oct	42	42	42	58	58	58	6	4	4
Nov	35	34	36	50	50	53	5	4	3
Dec	30	31	32	42	43	45	3	2	2
Ave	41	42	43	55	56	57	6	5	5



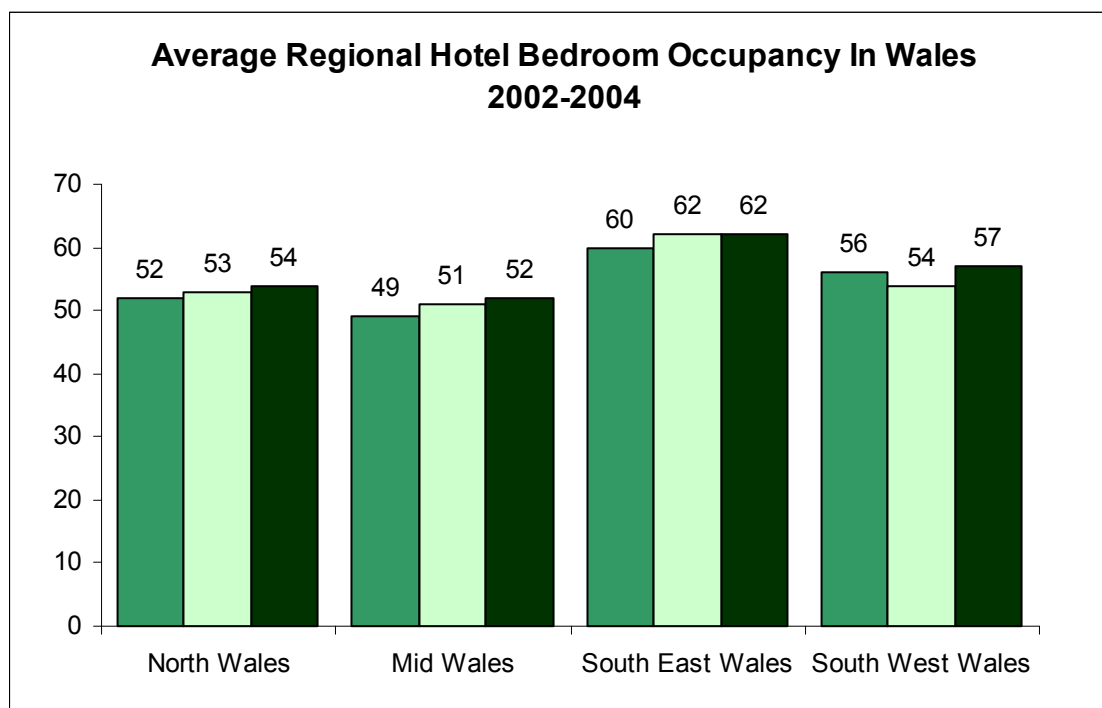
Regional Hotel Bedspace Occupancy In Wales

	North Wales %			Mid Wales %			South East Wales %			South West Wales %		
	2002	2003	2004	2002	2003	2004	2002	2003	2004	2002	2003	2004
Jan	23	21	21	19	24	21	26	27	31	22	24	23
Feb	31	30	37	30	31	34	39	37	42	32	31	32
Mar	37	33	34	37	28	32	37	42	41	37	32	33
Apr	37	44	51	34	40	47	39	43	42	39	45	39
May	43	48	48	41	49	44	49	51	52	45	49	46
Jun	50	49	53	46	47	48	49	44	43	55	49	52
Jul	52	54	55	49	53	55	46	48	47	57	57	59
Aug	59	64	58	51	60	58	50	48	48	72	65	65
Sep	49	51	52	47	51	52	43	47	48	56	56	55
Oct	40	43	41	40	40	44	45	42	42	45	45	45
Nov	31	34	35	34	29	34	42	43	41	35	28	33
Dec	29	30	30	30	27	30	31	37	37	31	26	32
Ave	40	42	43	38	40	42	41	42	43	45	42	43



Regional Hotel Bedroom Occupancy In Wales

	North Wales			Mid Wales			South East Wales			South West Wales		
	2002	2003	2004	2002	2003	2004	2002	2003	2004	2002	2003	2004
Jan	32	30	30	27	38	29	43	44	45	36	34	36
Feb	42	40	47	38	41	43	56	57	64	41	46	50
Mar	48	43	48	43	38	44	54	61	62	48	48	51
Apr	50	54	56	44	49	56	57	63	51	49	56	53
May	56	58	52	52	59	55	68	71	68	57	60	58
Jun	61	63	69	57	60	60	67	65	66	66	62	66
Jul	65	67	68	60	64	66	66	69	67	68	66	69
Aug	67	72	69	63	69	65	63	65	65	79	70	74
Sep	64	64	66	60	64	65	67	69	71	70	70	72
Oct	51	56	54	53	53	55	66	63	64	59	57	60
Nov	41	46	49	46	40	46	62	62	66	48	39	46
Dec	39	38	38	38	36	39	48	53	56	40	34	44
Ave	52	53	54	49	51	52	60	62	62	56	54	57



Guesthouse/Bed & Breakfast Occupancy In Wales

	Bedspace Occupancy %			Bedroom Occupancy %		
	2002	2003	2004	2002	2003	2004
Jan	15	13	15	22	21	22
Feb	19	20	21	26	27	28
Mar	27	22	22	34	30	29
Apr	25	37	36	33	45	43
May	36	43	40	45	52	48
Jun	48	41	47	57	50	56
Jul	51	50	53	60	61	63
Aug	62	63	63	70	72	72
Sep	43	43	45	54	54	56
Oct	32	30	33	41	41	42
Nov	22	21	20	29	30	27
Dec	17	17	17	24	24	24
Ave	34	34	34	42	43	43

Regional Guesthouse/B&B Occupancy Annual Average

	Bedspace Occupancy %			Bedroom Occupancy %		
	2002	2003	2004	2002	2003	2004
North Wales	31	31	33	38	40	41
Mid Wales	28	27	27	33	33	33
South East Wales	39	39	40	52	51	51
South West Wales	40	37	38	48	44	45
Ave	34	34	34	42	42	42

Static Caravan Park Occupancy In Wales

	2002	2003	2004
	%	%	%
Apr	26	33	32
May	53	51	43
Jun	71	65	46
Jul	78	74	62
Aug	88	84	82
Sep	76	67	52
Oct	50	53	31
Ave April - October	63	61	50

Regional Static Caravan Park Occupancy Annual Average

	2002	2003	2004
	Apr-Oct Average	Apr-Oct Average	Apr-Oct Average
	%	%	%
N Wales	53	55	52
M Wales	68	68	53
S E Wales	55	60	60
S W Wales	60	55	40

Touring Pitches Occupancy In Wales

	2002	2003	2004
	%	%	%
Apr	14	25	23
May	17	27	26
Jun	28	28	33
Jul	35	38	46
Aug	46	60	59
Sep	20	23	21
Oct	11	18	11
Ave April - October	24	31	31

Regional Touring Pitches Occupancy In Wales

	2002	2003	2004
	Apr-Oct Average	Apr-Oct Average	Apr-Oct Average
	%	%	%
N Wales	20	37	36
M Wales	25	27	28
S E Wales	21	22	22
S W Wales	30	27	31

Self –Catering Independent Operators Occupancy In Wales

	2002 %	2003 %	2004 %
Jan	14	16	18
Feb	31	37	36
Mar	43	31	37
Apr	43	69	64
May	58	67	67
Jun	77	66	77
Jul	84	88	89
Aug	93	96	95
Sep	71	81	79
Oct	57	62	57
Nov	26	25	22
Dec	42	44	36
Ave May – October	73	77	77
Year Ave	53	57	56

Regional Self-Catering Independent Operators Occupancy In Wales

	2002		2003		2004	
	May-Oct Average	Year Average	May-Oct Average	Year Average	May-Oct Average	Year Average
	%	%	%	%	%	%
N Wales	72	52	76	58	83	62
M Wales	74	53	77	55	74	52
S E Wales	78	67	72	61	80	67
S W Wales	73	50	77	55	73	50

This is one of a series of factsheets prepared by the Strategy Division of the Wales Tourist Board. For further information, please contact: Ella Hastings, Wales Tourist Board, Brunel House, 2 Fitzalan Road, Cardiff, CF24 0UY. Tel: 029 2047 5287 Fax: 029 2047 5323 E-Mail: research.enquiries@tourism.wales.gov.uk Website: www.wtbonline.gov.uk