

ACCOMMODATION OCCUPANCY IN WALES 2003**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**

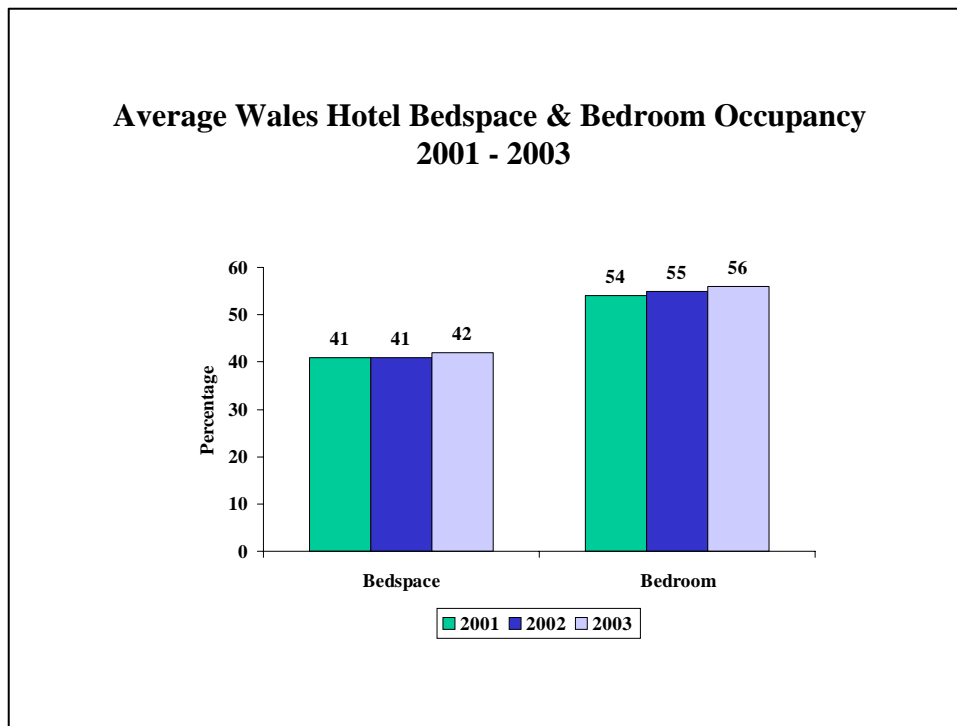
The purpose of this annual monitoring exercise is to track occupancy levels in holiday parks and self-catering accommodation in Wales. The survey operates from April through to October for holiday parks and January to December in the case of self-catering accommodation.



**BWRDD CROESO CYMRU
WALES TOURIST BOARD**

Hotel Occupancy in Wales

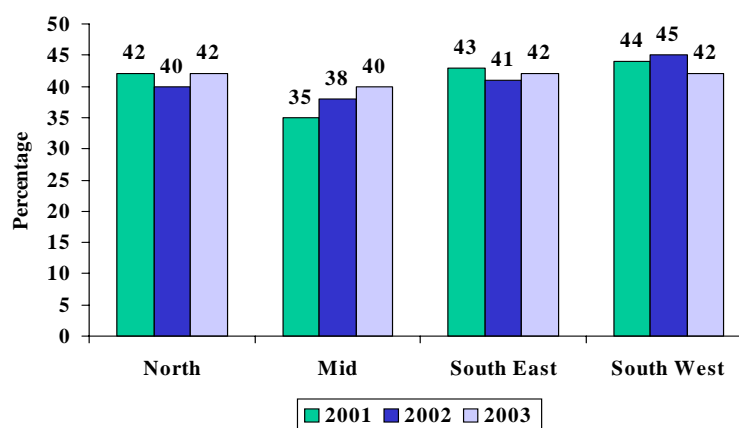
	Bedspace Occupancy %			Bedroom Occupancy %			Proportion Of Overseas Visitors %		
	2001	2002	2003	2001	2002	2003	2001	2002	2003
Jan	22	23	24	33	36	37	5	5	5
Feb	31	33	33	43	47	47	4	4	3
Mar	31	37	35	44	50	49	5	6	5
Apr	39	37	43	49	52	56	10	5	5
May	47	45	49	61	60	63	9	8	6
Jun	48	50	47	63	63	63	10	9	7
Jul	52	51	53	66	65	67	11	9	8
Aug	60	58	59	70	67	69	9	7	6
Sep	49	48	50	64	65	67	7	7	6
Oct	43	42	43	58	58	58	6	6	4
Nov	40	35	35	53	50	50	4	5	4
Dec	32	30	32	43	42	43	3	3	2
Ave	41	41	42	54	55	56	7	6	5



Regional Hotel Bedspace Occupancy In Wales

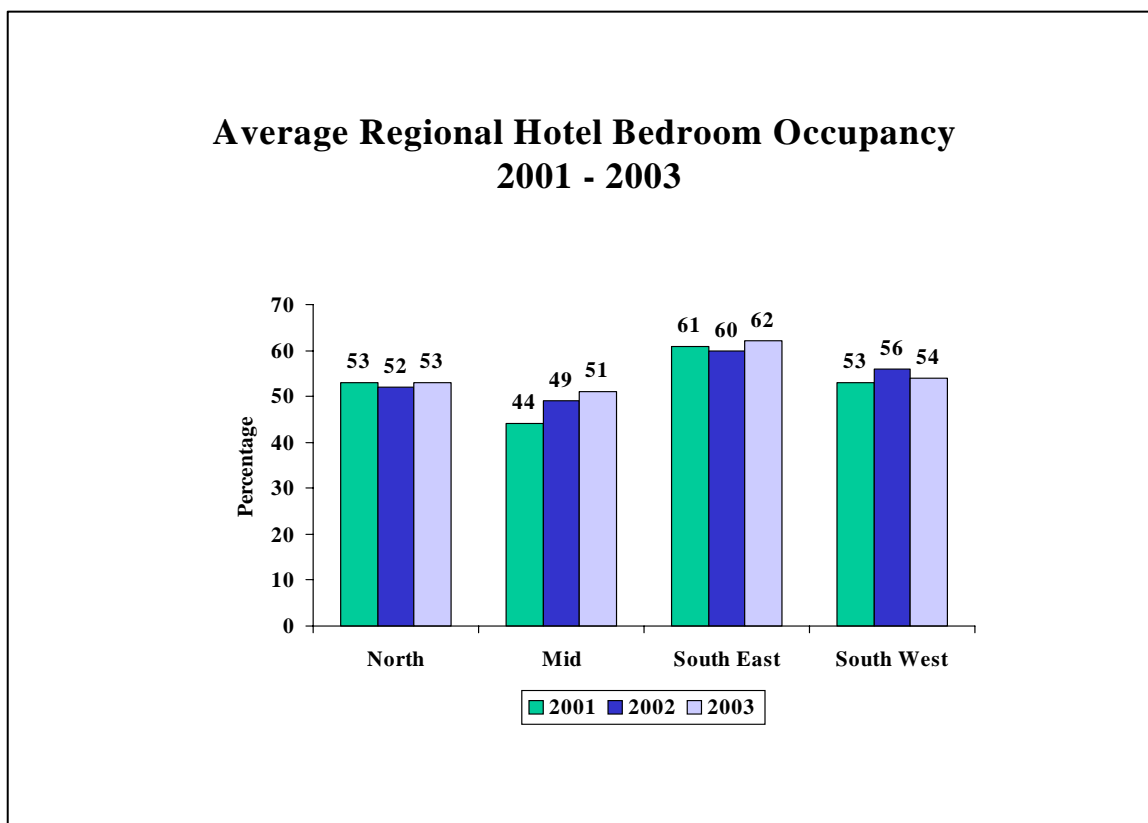
	North Wales %			Mid Wales %			South East Wales %			South West Wales %		
	2001	2002	2003	2001	2002	2003	2001	2002	2003	2001	2002	2003
Jan	21	23	21	15	19	24	27	26	27	19	22	24
Feb	30	31	30	19	30	31	40	39	37	31	32	31
Mar	29	37	33	22	37	28	38	37	42	34	37	32
Apr	38	37	44	33	34	40	41	39	43	40	39	45
May	47	43	48	41	41	49	48	49	51	49	45	49
Jun	50	50	49	43	46	47	47	49	44	51	55	49
Jul	53	52	54	47	49	53	51	46	48	58	57	57
Aug	64	59	64	53	51	60	51	50	48	72	72	65
Sep	51	49	51	46	47	51	46	43	47	53	56	56
Oct	45	40	43	42	40	40	43	45	42	41	45	45
Nov	40	31	34	33	34	29	43	42	43	38	35	28
Dec	31	29	30	28	30	27	36	31	37	34	31	26
Ave	42	40	42	35	38	40	43	41	42	44	45	42

**Average Regional Hotel Bedspace Occupancy
2001 - 2003**



Regional Hotel Bedroom Occupancy In Wales

	North Wales			Mid Wales			South East Wales			South West Wales		
	2001	2002	2003	2001	2002	2003	2001	2002	2003	2001	2002	2003
Jan	31	32	30	22	27	38	44	43	44	29	36	34
Feb	39	42	40	24	38	41	59	56	57	42	41	46
Mar	40	48	43	29	43	38	57	54	61	43	48	48
Apr	47	50	54	41	44	49	56	57	63	47	49	56
May	61	56	58	52	52	59	69	68	71	56	57	60
Jun	63	61	63	55	57	60	67	67	65	61	66	62
Jul	65	65	67	58	60	64	72	66	69	67	68	66
Aug	72	67	72	62	63	69	67	63	65	77	79	70
Sep	64	64	64	58	60	64	67	67	69	64	70	70
Oct	58	51	56	53	53	53	63	66	63	51	59	57
Nov	52	41	46	43	46	40	63	62	62	46	48	39
Dec	39	39	38	35	38	36	50	48	53	41	40	34
Ave	53	52	53	44	49	51	61	60	62	53	56	54



Guesthouse/Bed & Breakfast Occupancy In Wales

	Bedspace Occupancy %			Bedroom Occupancy %		
	2001	2002	2003	2001	2002	2003
Jan	10	15	13	14	22	21
Feb	15	19	20	20	26	27
Mar	9	27	21	14	34	29
Apr	20	25	37	24	33	45
May	29	36	43	34	45	52
Jun	32	48	41	38	57	50
Jul	44	51	51	51	60	62
Aug	54	62	65	60	70	74
Sep	34	43	43	42	54	54
Oct	25	32	30	32	41	41
Nov	16	22	21	22	29	30
Dec	12	17	17	17	24	24
Ave	26	34	34	31	42	43

Regional Guesthouse/B&B Occupancy Annual Average

	Bedspace Occupancy %			Bedroom Occupancy %		
	2001	2002	2003	2001	2002	2003
North Wales	25	31	31	29	38	40
Mid Wales	20	28	27	24	33	33
South East Wales	27	39	39	37	52	51
South West Wales	30	40	37	36	48	44
Ave	26	34	34	31	42	42

Static Caravan Park Occupancy In Wales

	2001	2002	2003
	%	%	%
Apr	38	26	33
May	56	53	51
Jun	68	71	65
Jul	79	78	74
Aug	96	88	84
Sep	78	76	67
Oct	48	50	53
Ave April - October	66	63	61

Regional Static Caravan Park Occupancy Annual Average

	2001	2002	2003
	Apr-Oct Average	Apr-Oct Average	Apr-Oct Average
	%	%	%
N Wales	64	53	55
M Wales	62	68	68
S E Wales	62	55	60
S W Wales	68	60	55

Touring Pitches Occupancy In Wales

	2001	2002	2003
	%	%	%
Apr	14	14	25
May	29	17	27
Jun	29	28	28
Jul	39	35	38
Aug	53	46	60
Sep	21	20	23
Oct	11	11	18
Ave April - October	28	24	31

Regional Touring Pitches Occupancy In Wales

	2001	2002	2003
	Apr-Oct Average	Apr-Oct Average	Apr-Oct Average
	%	%	%
N Wales	22	20	37
M Wales	21	25	27
S E Wales	23	21	22
S W Wales	38	30	27

Self –Catering Independent Operators Occupancy In Wales

	2001 %	2002 %	2003 %
Jan	31	14	16
Feb	28	31	37
Mar	24	43	31
Apr	50	43	69
May	66	58	67
Jun	71	77	66
Jul	83	84	88
Aug	94	93	96
Sep	71	71	81
Oct	54	57	62
Nov	25	26	25
Dec	36	42	44
Ave May – October	73	73	77
Year Ave	53	53	57

Regional Self-Catering Independent Operators Occupancy In Wales

	2001		2002		2003	
	May-Oct Average	Year Average	May-Oct Average	Year Average	May-Oct Average	Year Average
	%	%	%	%	%	%
N Wales	77	54	72	52	76	58
M Wales	64	46	74	53	77	55
S E Wales	72	62	78	67	72	61
S W Wales	73	52	73	50	77	55

This is one of a series of factsheets prepared by the Strategy Division of the Wales Tourist Board. For further information, please contact: The Research Department, 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