

Hotel Occupancy in Liverpool City Centre - January 2016 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.

January Occupancy Levels

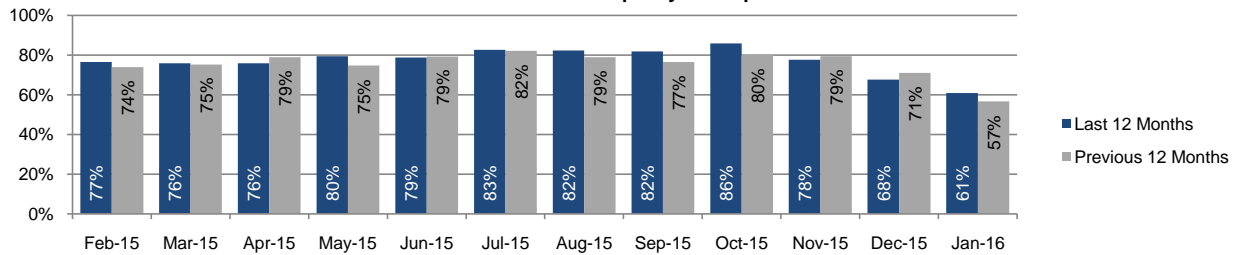
61%	Average room occupancy	
57%	Weekday occupancy	(Monday - Thursday)
78%	Weekend occupancy	(Friday - Saturday)
42%	Sunday occupancy	

January Revenue Analysis

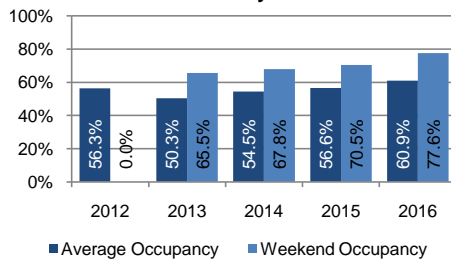
£64.40	ADR	(Average Daily Rate)
£56.97	ADR weekday	(Monday - Thursday)
£75.57	ADR weekend	(Friday - Saturday)
£39.20	RevPAR	(Revenue Per Available Room)

Trends

Hotel Room Occupancy - Liverpool



January



Occupancy	Yield	ADR	
+4.3%	+11.4%	+3.7%	Change from January '15 to January '16
+6.4%	+23.7%	+10.7%	Change from January '14 to January '16
Occupancy	Yield	ADR	
-6.7%	-15.2%	-6.0%	Change from December '15 to January '16

Please note the STR Global historical data only goes back as far as May 2012 for the weekday and weekend occupancy