

## UK hoteliers continue to hold own

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UK hoteliers had another steady month in June with most reporting increased rooms yields, according to preliminary monthly figures released today by PKF Hotel Consultancy Services

In London, room rate was the main driver rising from £148.14 to £158.51 - an increase of 7.0% between 2007 and 2008. Occupancy dipped by 2.6% in the capital, but this is most likely due to the beginning of the holiday season affecting business travel. Overall, rooms yield rose a healthy 4.3% in London.

In the regions, room rate increased by 2.0% from £77.00 in 2007 to £78.56 in 2008. Occupancy dipped a little from 76.8% last year to 75.0% this year - a drop of 2.5%. Overall rooms yield fell by 0.5%. The year to date figures show that rooms yield has so far risen 1.1% on the same period last year.

Hoteliers in Liverpool, European Capital of Culture for 2008, continue to maximise profits recording a significant 19.4% increase in rooms yield from 53.37% to 63.72%. This was a culmination of an 11.1% increase in occupancy on the same period last year and a 7.4% rise in room rate.

Birmingham also had a strong month with a 4.1% increase in room rate and a 3.5% rise in occupancy.

Robert Barnard, partner for Hotel Consultancy Services at PKF, commented, 'These preliminary figures for June show that the UK hotel industry continues to remain steady in 2008.

'There has been a slight decrease in the occupancy figures for some cities this month, but the beginning of the summer holiday season goes some way towards explaining this.

'It should also be noted that the decreases are very small and, as 2007 was such a strong year, slight decreases are not a major concern particularly as the rooms yield year to date figures for both London and the regions are so far higher than the same period in 2007.

'Finally, it will be interesting to see if the Farnborough air show has its usual positive impact on London's hotels in next month's figures.'

### **Preliminary data for June 2008**

Rooms department	2008	2007	% change
<b>UK Regional hotels (514)</b>			
Average daily room rate per occupied room	£78.56	£77.00	2.0
Average daily room occupancy	75.0%	76.8%	-2.5
Average daily rooms yield per available room	£58.91	£59.20	-0.5
Approximate number of rooms per day	71,300	70,600	
<b>London hotels (157)</b>			
Average daily room rate per occupied room	£158.51	£148.14	7.0
Average daily room occupancy	84.9%	87.1%	-2.6
Average daily rooms yield per available room	£134.59	£129.08	4.3
Approximate number of rooms per day	33,750	34,050	

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