

HAMPSHIRE – HOTEL PERFORMANCE

Hampshire hotel performance is generally very strong, although varies by location. Branded 4/5 star hotels are achieving good occupancies (70%+) and high achieved room rates (£75-80+). 4/5 star occupancies and achieved room rates are particularly strong in Southampton and probably also in Portsmouth (although no hotel performance data is currently available for Portsmouth 4 star hotels). 4/5 star country house hotels in Hampshire achieve relatively low room occupancies but very high average room rates. Branded 3 star hotels in most parts of the county are typically achieving average annual room occupancies of around 70%. 3 star occupancies and achieved room rates are particularly high in Aldershot, Farnborough and Fareham and for some hotels in Winchester. Basingstoke 3 and 4 star hotels achieve high room rates but lower occupancies, due to lower weekend demand. Occupancies and achieved room rates are low for New Forest 3 star hotels. Hampshire budget hotels achieve high levels of occupancy (80%+) in most locations. Very high occupancies (85-90%+) are achieved by budget hotels in Southampton, Portsmouth, Basingstoke, Havant, Fareham, Eastleigh, Aldershot and Farnborough.

Hampshire Hotels – Average Annual Room Occupancy 2003-2004

Type/ Standard of Hotel	Average Annual Room Occupancy %	
	2003	2004
Branded 4/5 Star	70	71
4/5 Star Country House	60	62
3 Star	66	67
Budget	78	81

Source: Hampshire Hotel Trends Survey 2003-2004

Hampshire Hotels – Average Annual Achieved Room Rates 2003-2004

Type/ Standard of Hotel	Average Annual Achieved Room Rate £	
	2003	2004
Branded 4/5 Star	77.66	81.26
4/5 Star Country House	162.97	168.53
3 Star	56.56	58.77
Budget	n/a	n/a

Source: Hampshire Hotel Trends Survey 2003-2004

There is strong corporate demand for hotels in most parts of Hampshire other than the New Forest. Demand is biased towards business demand in Southampton, Portsmouth, Basingstoke, Farnborough, Aldershot, Fleet, Havant and East Hampshire. Hotels in Winchester, Fareham, Andover and Stockbridge have a more balanced mix of business and leisure demand, as

do budget hotels in most parts of the county. Demand is biased more towards leisure demand in the New Forest and Romsey. Residential conferences are a secondary weekday market for most 3/4 star hotels, and the key weekday market for New Forest hotels, 4/5 star country house hotels and golf hotels. Weddings and other family functions are the main leisure market in most parts of the county. Leisure break demand is not particularly strong other than in the New Forest and Romsey and for country house and golf hotels. Cruise passengers are a key leisure market in Southampton. Ferry passengers are a key leisure market for Portsmouth hotels.

Budget hotels in most parts of the county regularly deny significant levels of business during the week. Midweek denials are particularly high for budget hotels in Basingstoke, Farnborough, Aldershot and Portsmouth (during the summer). 3/4 star hotels in Basingstoke, Farnborough and Aldershot regularly deny significant levels of business midweek.