

HOOK & SURROUNDING AREA – HOTEL PERFORMANCE 2006-2007*

- The sample of participating hotels for Hook and the surrounding area for the Hampshire Hotel Trends Survey 2006-2007 was not sufficient to allow the publication of occupancy and achieved room rate data for this area. The following points provide an insight into the hotel market in this part of the county based on the hotel manager interviews conducted here¹.
- Hotel occupancies in Hook and the surrounding area were broadly in line with the county 3 star average in 2007 and grew strongly compared to 2006, primarily as a result on new business from weddings being held at the Four Seasons hotel at Dogmersfield.
- Occupancies varied significantly between hotels however. The conference centres in the area that are now operating as hotels were only just starting to establish themselves in the hotel market in 2007.
- Achieved room rates for hotels in the area were generally below the county 3 star average in 2007. The conference centres that are now trading as hotels have started to achieve high average room rates however.
- Midweek occupancies are generally strong, typically running at around 85-90%. Hotels generally fill on Tuesday and Wednesday nights and regularly deny business on these nights, typically up to 5-15 rooms. Thursday occupancies are weaker.
- There is strong corporate demand for hotel accommodation from companies based in Hook.
- Residential conferences remain a key midweek market for the conference centres that are now operating as hotels. They are a minor weekday market for some other hotels in the area.
- Weekend occupancies are lower, especially on Friday and Sunday nights. Saturday occupancies are stronger, particularly in the summer months.
- Weddings are the main source of weekend business for the area's hotels and the only significant source of weekend demand for one hotel. Weddings held at venues such as the Four Seasons and Tylney Hall generate good business for 2/3 star hotels in the area. The conference centres now trading as hotels attract good weddings business.
- Two hotels attract some leisure break business and overseas tourists. A significant proportion of the leisure break business that these hotels attract is rate-driven through special offer rates promoted through the Internet.

- Farnborough Air Show generates good business for hotels in the area.
- Hotels in the area are generally positive about their prospects for 2008 although one was more cautious and concerned about economic recession.
- The conference centres that are now trading as hotels are likely to see strong growth in occupancy and achieved room rates as they become more established in the hotel market.

* Source: Hampshire Hotel Trends Survey 2006-2007, Hotel Solutions, April 2008

¹ Sample of participating hotels in the Hook area: Raven, Hook; George, Odiham; Highfield Park. Tylney Hall also participated in the survey. It is included in the sample for luxury country house hotels, rather than the Hook & Surrounding Area sample.

HOTEL DEVELOPMENT OPPORTUNITIES

Standard/ Type of hotel that could be developed	Commentary
Budget	<ul style="list-style-type: none"><li data-bbox="536 365 1406 459">▪ Possible scope for a budget hotel here based on the strength of midweek demand and business from weddings at held at the country house hotels in the area