

Title:

FOI Request: Tousim statistics

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1	Number of serviced accommodation establishments in London in 2015
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4	Accommodation occupancy rates by month in London between 2011 and 2015

Data sources used:

AMPM Database
ONS International Passenger Survey
Visit Britain GB Tourism Survey
Visit Britain English Occupancy Survey

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Notes:

1. This workbook contains the data which is available to us and relates to the FOI request.
2. Due to limitations and other restrictions, the data is not always available for the desired time period or level of detail. However, it represents the most that we can provide.
3. All of the information contained within this workbook is consistent with that used in GLA Economics Working Paper 88. Please refer to this paper for more information about the methodology and data sources.

Worksheet name: 1Description of worksheet: Number of serviced accommodation establishments in London in 2015

Table 1: Number of serviced accommodation establishments in London in 2015

	2015
Apartments	248
B&B	505
Hotel	1,253
Hostel	64
Total	2,070

Source: AMPM Database and GLA Economics research

Notes:

1. This information is not available by month
2. This information is predominantly based on the AMPM database of serviced accommodation for London. This was supplemented with desk research undertaken by GLA Economics to identify smaller accommodation that isn't included in the database (usually bed and breakfast accommodation). Together, this provides an estimate of the total number of establishments in London.
3. Given that the total number of establishments in London includes an element of desk research, it has only been possible to produce a single year snapshot.
4. These estimates only include serviced accommodation and, consequently, does not include non-serviced accommodation such as apartments and student halls.

Worksheet name: 2Description of worksheet **Average ratio of visitor nights to room nights in London**

Table 2: Average ratio of visitor nights to room nights in London between 2007 and 2015

Year	Ratio
2007	2.75
2008	2.66
2009	2.44
2010	2.50
2011	2.52
2012	2.45
2013	2.49
2014	2.54
2015	2.60

Source: ONS International Passenger Survey, Visit Britain GB Tourism Survey, AMPM Database, GLA Economics analysis

Notes:

1. This information is not available by month
2. The ratio of the number of room nights to the number of visitor nights assumes that the historic supply of rooms in London has been adequate to cope with the existing number of visitor nights, but also assumes that there is no serious excess supply of accommodation.

Worksheet name: 3Description of worksheet Number of serviced accommodation rooms in London between 2007 and 2015

Table 3: Number of service accommodation rooms in London between 2007 and 2015

Year	Number of bedrooms
2007	118,054
2008	120,868
2009	122,791
2010	125,792
2011	128,748
2012	136,412
2013	137,936
2014	142,726
2015	145,737

Source: AMPM database, GLA Economics analysis

Notes:

1. This information is not available by month
2. This information is predominantly based on the AMPM database of serviced accommodation for London. This was supplemented with desk research undertaken by GLA Economics to identify smaller accommodation that isn't included in the database (usually bed and breakfast accommodation). Together, this provides an estimate of the total number of establishments in London.
3. Given that the total number of establishments in London includes an element of desk research, it has only been possible to produce a single year snapshot.
4. These estimates only include serviced accommodation and, consequently, does not include non-serviced accommodation such as apartments and student halls.

Worksheet name: 4

Description of worksheet **Accommodation occupancy rates by month in London between 2011 and 2015**

Table 4: Accommodation occupancy rates by month in London between 2011 and 2015

Month	2012	2013	2014	2015
Jan	70%	64%	65%	68%
Feb	74%	75%	75%	75%
Mar	78%	80%	80%	77%
Apr	83%	82%	83%	79%
May	83%	85%	84%	83%
Jun	82%	89%	87%	87%
Jul	80%	88%	86%	87%
Aug	80%	85%	86%	84%
Sep	88%	88%	89%	89%
Oct	88%	88%	88%	88%
Nov	83%	83%	84%	81%
Dec	74%	76%	78%	74%

Source: Visit Britain England Occupancy Survey

Notes:

1. There is no data prior to 2012.