

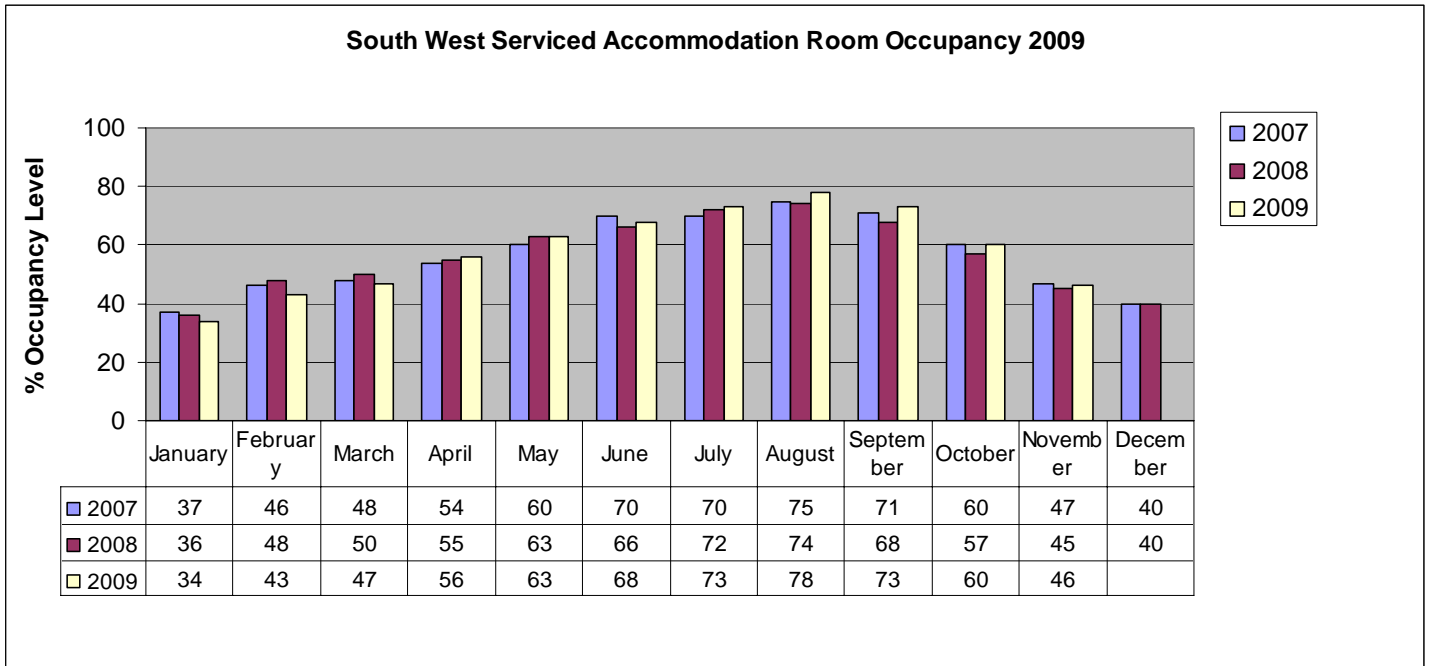


Regional Occupancy Data 2009

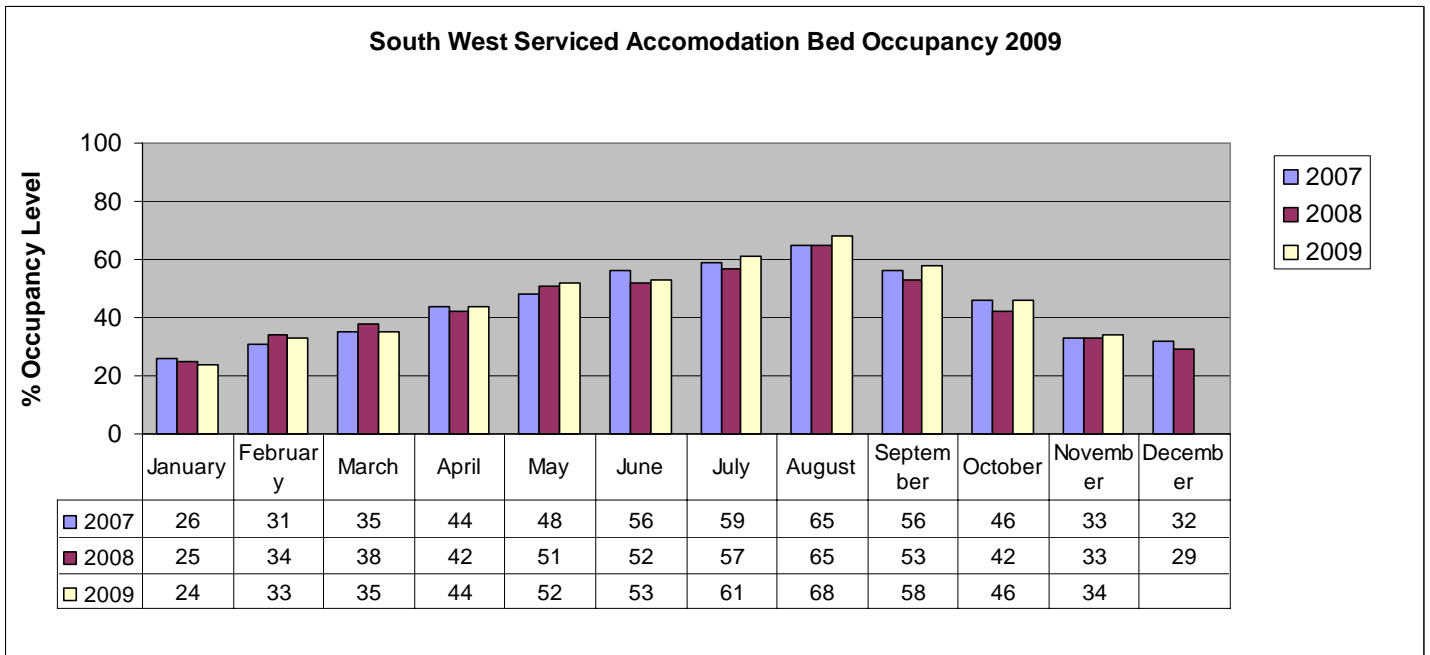
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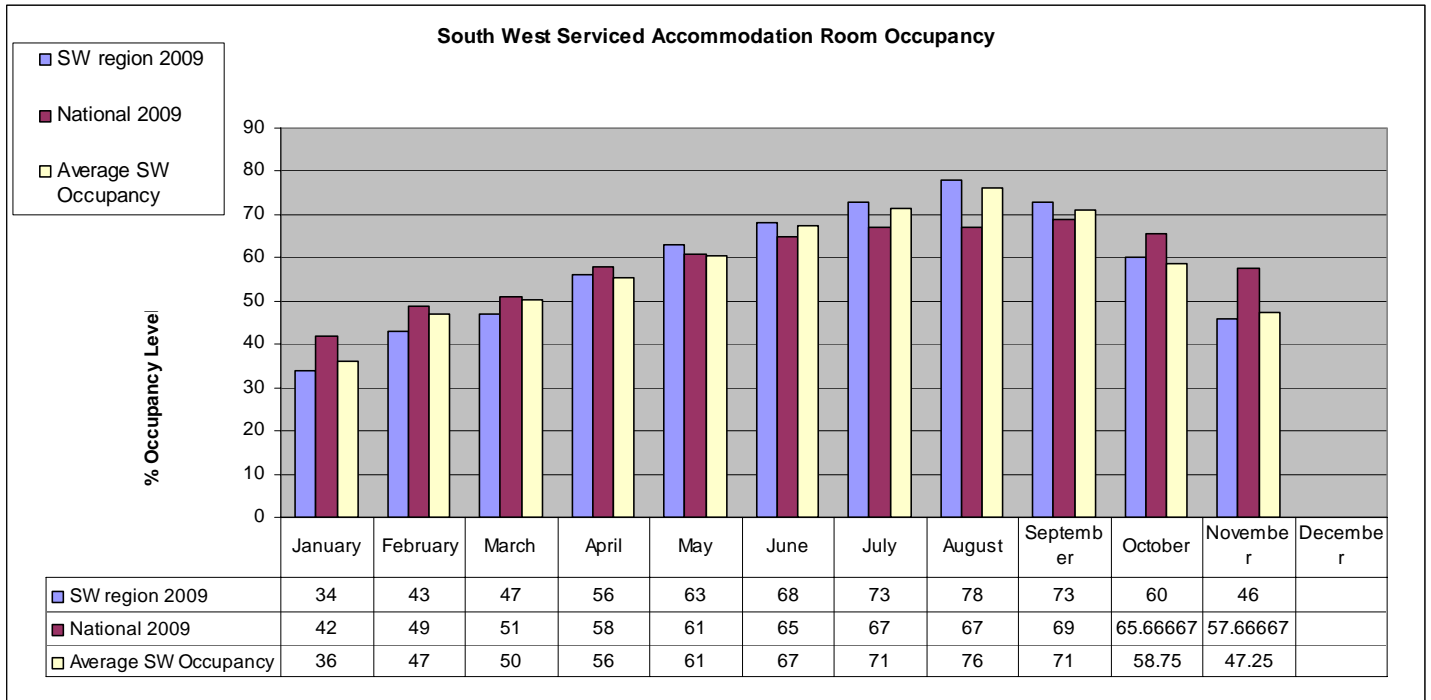
Research Team
South West Tourism

Regional Serviced Accommodation Occupancy Data 2009

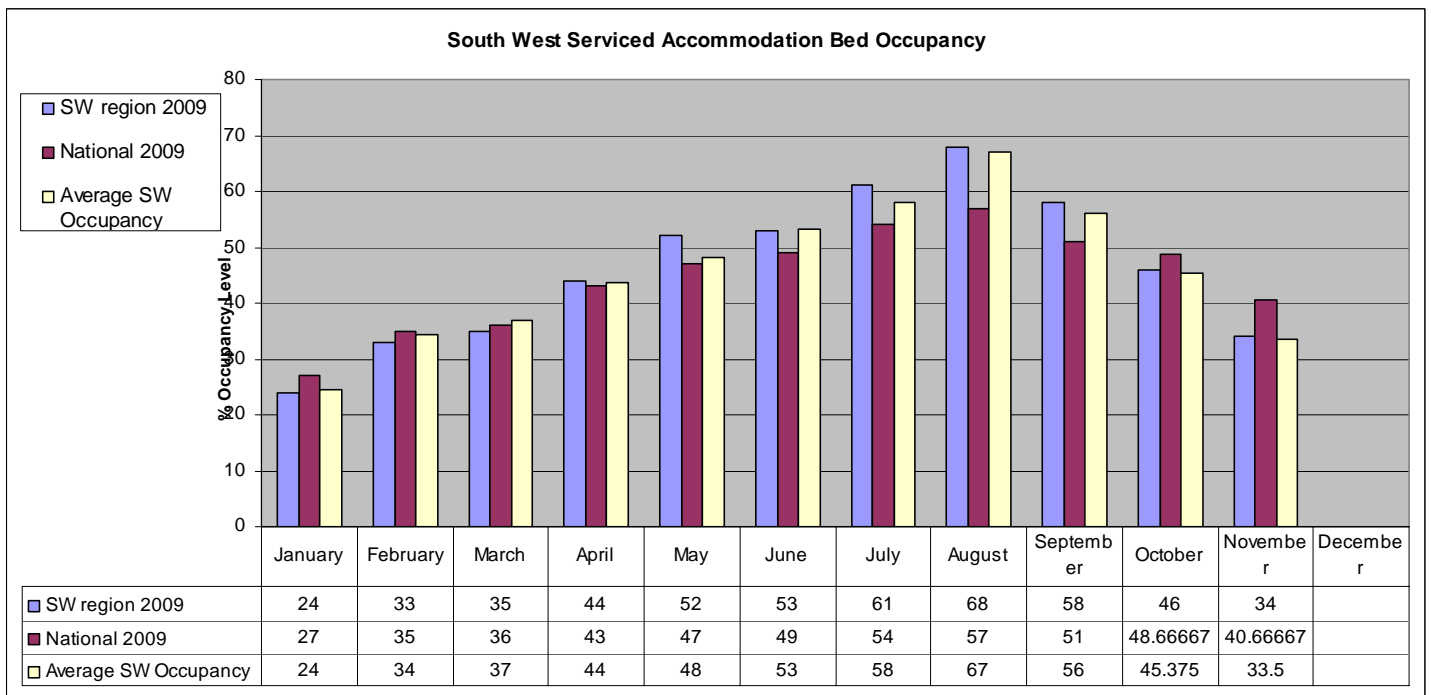


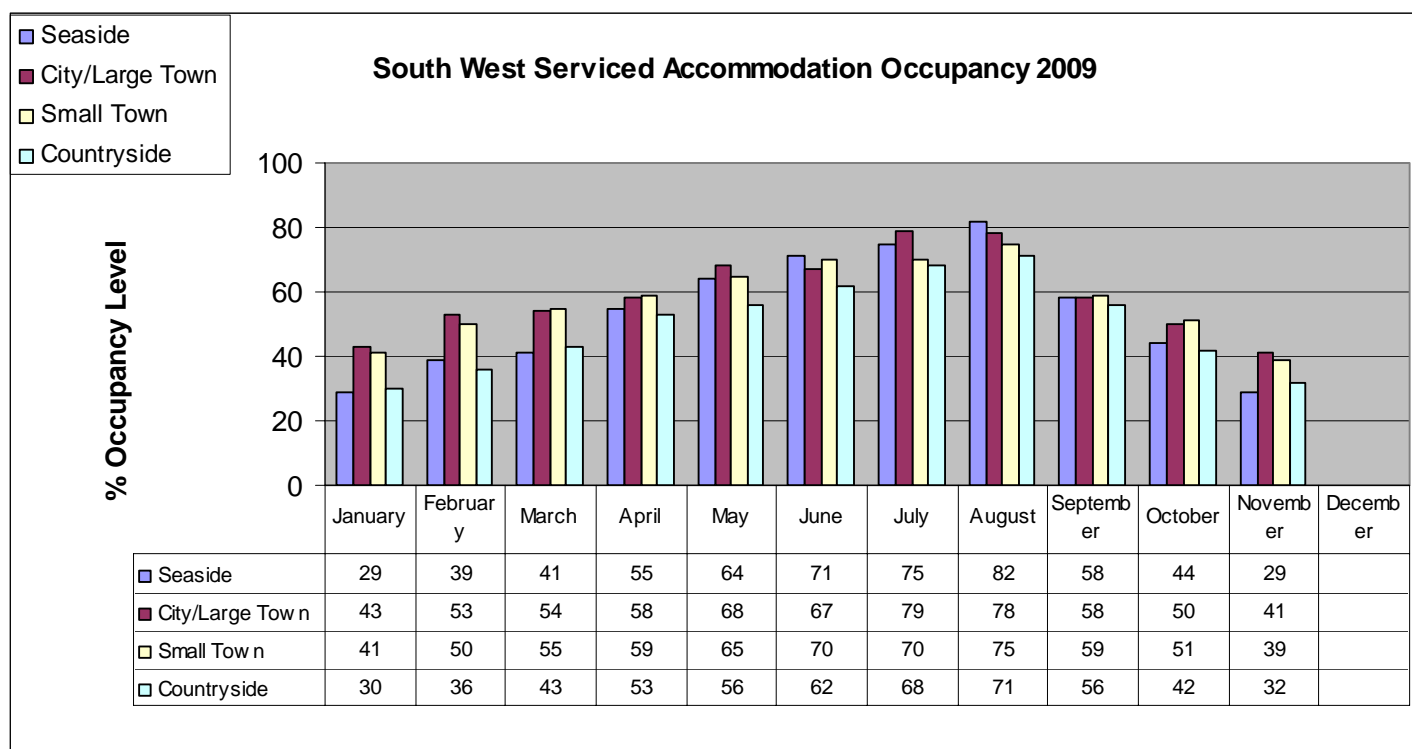
Occupancy data for Serviced Accommodation demonstrates that there was a slow start to 2009 compared to previous 2 years, with both room and bed-space occupancy for the region down. Business levels in the serviced sector were comparable with previous years between April-July and had risen during August and September. October and November have been stronger than the previous two years.





Comparing Occupancy data for Serviced Accommodation to the average occupancy for the South West Region from 2002 to 2009, and to the national occupancy levels in 2009 for each month confirms the previous assertions. Business levels in the serviced sector were below average and the national level until around April/May, and were then higher, until October and November.





As we can see in the chart above, when bed-space occupancy in 2009 is analysed by location Seaside areas have the highest levels of occupancy during August, closely followed by City/Large towns. Whilst September saw a decline in the seaside occupancy relative to the other location types, such that all locations saw a roughly similar level of occupancy. This decline in seaside locations continued, and city breaks were the highest type in November.

South West Tourism (SWT)

South West Tourism is the independent strategic regional body for tourism, mainly funded by the South West of England Regional Development Agency.

Role of SWT:

- The leader and voice of tourism at regional level
- To provide intelligence, knowledge, advice, and promote best practice, in business operations, skills, quality and welcome
- The custodian of the regional tourism development strategy and regional tourism development plan
- To provide expert advice and guidance which facilitates wise and targeted investment in tourism infrastructure and development
- By working with “beacon businesses” to support tourism development in the region through T2015 Action Programmes, which tackle pan regional areas of weakness and opportunity
- To facilitate the continuous improvement in how the appeal of the region, the tourism experience themes and its destinations are communicated and promoted to our existing and potential visitors.