

Deloitte

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Yorkshire hotels remain resilient in Q1 2010

Hotels in Leeds, York and Sheffield have performed in line with the rest of the UK in the first quarter of 2010 with revenue per available room (revPAR) in all three cities close to the regional average of £35, down just 1 per cent.

The latest figures from the business advisory firm Deloitte show that although hotels in Leeds saw a 9 per cent fall to £33, and those in York fell by almost 3 per cent to £41, Sheffield, which had fared particularly badly last year, underwent a recovery with a 5.3 per cent rise to £30. Occupancy in all three cities was close to the regional average of 60 per cent (Leeds 61 per cent; York 65 per cent; Sheffield 60 per cent).

Martin Jenkins, hospitality partner in the Leeds office of Deloitte, commented: "The start of 2010 has seen hoteliers in London build upon the growth reported in the final quarter of 2009. In just three months though, revPAR growth in the capital has more than doubled compared to Q4 2009 results, and re-confirms that London hoteliers are on a fast track to recovery.

"In contrast, hoteliers in the regions appear to be continuing to struggle with hotels across the UK posting a 1 per cent decline in revPAR during the first quarter of this year. This largely reflects a snowbound January, as both February and March have seen revPAR gains. The effect of Easter being a week earlier this year also affected performance, as the drop in business travel reduced revPAR in the last week of the first quarter. This may have just been enough to turn what would have been a positive Q1 result, into a negative one."

Mr Jenkins added: "It is reassuring to see that hotels in all three Yorkshire cities have performed in line with the rest of the country. Hoteliers across the UK will be happy to hear that occupancy is now back in positive territory, signalling the start of recovery in the regions which I expect to see confirmed in Q2, which should also see the positive impact on room rate and occupancy of the six day closure of UK airspace due to volcanic ash. However, there is still some way to go before average room rates will post



media relations and profile

consistent growth and this may not happen until the second half of this year.”

- Ends -

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Photography: Martin Jenkins, hospitality partner in the Leeds office of Deloitte.

Notes to editor:

All analysis in GBP

All data is daily STR Global daily data covering the period from 1 January – 31 March 2010

	Occupancy (%)	Average Room Rate (£)	RevPAR (£)	RevPAR % change
United Kingdom	63.9	76	49	3.5
Regional UK	59.7	59	35	-1.6
London	76.1	115	87	10.6
Aberdeen	66.1	73	48	-9.6
Bath	66.3	79	52	5.6
Belfast	55.3	57	32	-29.7
Birmingham	64.4	58	37	-2.1
Bristol	64.1	64	41	-4.1
Cardiff	61.2	62	37	-0.5
Edinburgh	63.3	69	44	-0.9
Gatwick Airport	73.3	58	42	-2.0
Glasgow	67.5	58	39	-2.8
Heathrow Airport	73.8	70	52	11.0
Leeds	61.2	55	33	-9.0
Liverpool	64.2	64	41	-0.3
Manchester	68.0	66	45	0.6
Nottingham	53.7	50	27	-9.9
Reading	56.5	66	37	-1.3
Sheffield	59.5	50	30	5.3
Swindon	51.1	55	28	-12.8
York	65.3	62	41	-2.6

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