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It was an inevitable consequence of the capital hosting 'the greatest show on earth' that headline performance levels would see a dip, and with record occupancies achieved during the same period in 2011, the results were never going to be pretty this month, according to the latest HotStats survey of approximately 560 full-service hotels across the UK by TRI Hospitality Consulting.

Despite the 6.3% year-on-year increase in achieved average room rate in July, to £159.26 from £149.80, the year-on-year movement in Revenue per Available Room (RevPAR) was negatively impacted due to a 10.2 percentage point decline in room occupancy.

Somewhat surprisingly, the decline in demand in London was not in the commercial sectors as initially predicted, but due to a drop in the proportion of demand attributed to the leisure and group tour sectors, which declined to a cumulative 29.8% of total demand from 39.5% of demand during the same period in 2011 as tourists stayed away.

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Consultez la source sur Veille info tourisme: [Grande-Bretagne fréquentation hôtelière en baisse à Londres en juillet London hotels lose out in July but the seeds are sown for a bright future](#)