

### **A flying start to 2014 for Yorkshire & Humberside hoteliers**

With every UK region enjoying an unusually positive start to the year, Yorkshire and Humberside hoteliers recorded year-on-year increases in total revenue per available room (TRevPAR) and gross operating profit per available room (GOPPAR) of 6.9% and a stunning 25.0% respectively in January, according to the latest HotStats.

Hotels in the region increased average room rate (ARR) by 7.1% to £63.39 mainly underpinned by rate rises in residential conference and best available rate segments. Alongside the rate increase, occupancy improved by 1.2 percentage points to 53.8% and as a result RevPAR posted impressive growth of 9.6% to £34.09. Moreover, TRevPAR levels also benefited from increases in non-rooms-revenues to achieve a 6.9% growth to £63.41.

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**Consultez la source sur Veille info tourisme:** [Royaume-Uni les chiffres de l'hôtellerie pour janvier 2014](#)