

ACCOMMODATION RESULTS JAN-DEC 2008

Figure 1: Trends in Average County Room Occupancy
2003-2008 (Jan-Dec period)

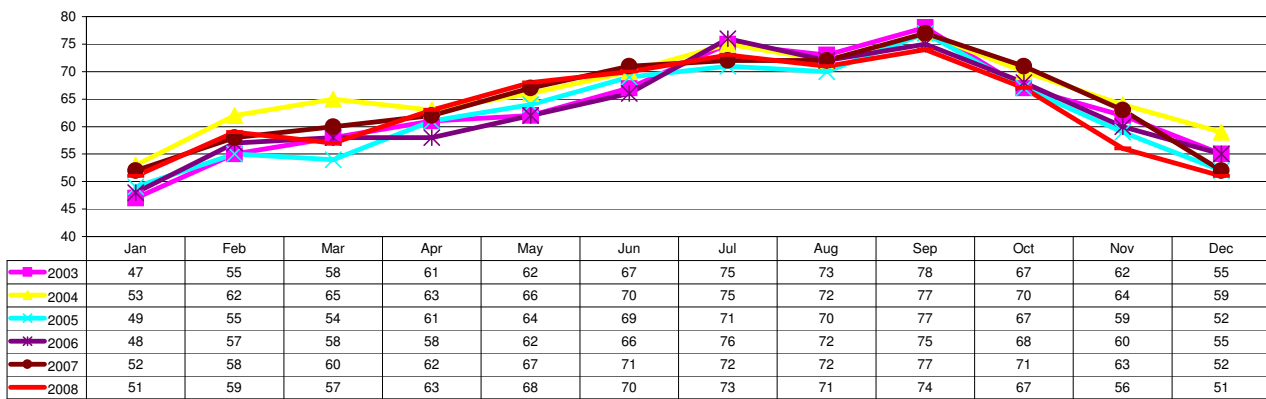


Figure 2: Trends in Average County Bed Occupancy
2003-2008 (Jan-Dec period)

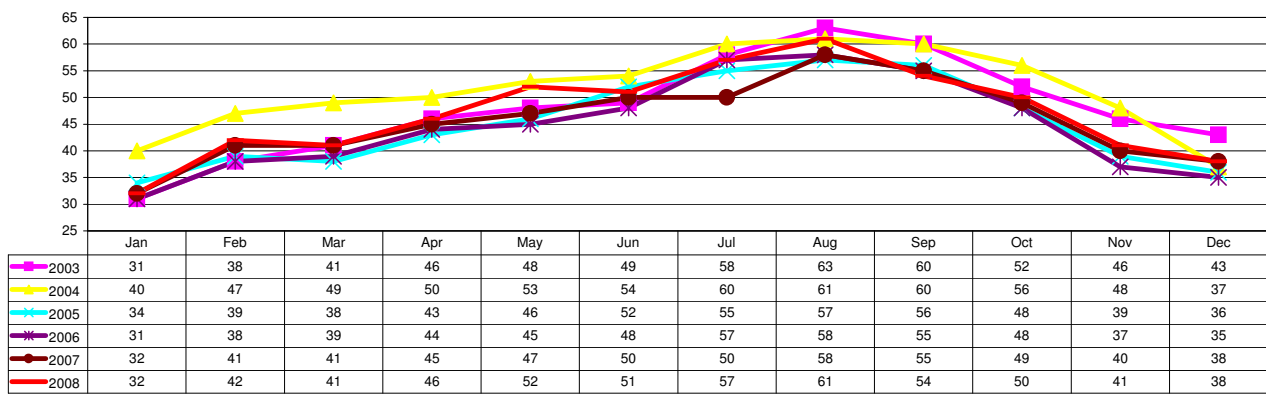


Table 1: County Room Occupancy - Jan to Dec period 2003-2008

Average occupancy January to December period (%)	2003	2004	2005	2006	2007	2008	% point difference to previous year
Hampshire	64	66	65	64	64	63	-1
UKOS South East Region	61	58	61	61	61	59	-2
Hampshire sample sizes ave	120	117	114	107	84	77	

Table 2: County Bed Occupancy - Jan to Dec period 2003-2008

Average occupancy January to December period (%)	2003	2004	2005	2006	2007	2008	% point difference to previous year
Hampshire	48	52	48	46	46	46	0
UKOS South East Region	46	45	46	45	46	44	-2

Table 3: Average Room Occupancy (%) By County & District

Average occupancy January to December period (%)	2003	2004	2005	2006	2007	2008	% point difference to previous year
Hampshire	64	66	65	64	64	63	-1

Table 4: Average Bed Occupancy (%) By County & District

Average occupancy January to December period (%)	2003	2004	2005	2006	2007	2008	% point difference to previous year
Hampshire	48	52	48	46	46	46	0

Table 5: Average Room Occupancy (%) Hampshire Hotels

HOTELS (4+ rooms)	Jan	Feb	Mar	Apr	May	Jun	July	Aug	Sept	Oct	Nov	Dec	Ave
2003	48	57	60	63	64	69	76	74	80	69	64	58	65
2004	54	62	66	64	67	71	76	72	78	72	62	54	67
2005	51	57	58	64	66	73	73	73	79	69	61	54	65
2006	49	59	59	60	64	69	78	74	77	71	62	58	65
2007	54	59	62	63	68	72	73	73	72	73	64	51	66
2008	52	60	58	65	70	71	75	74	76	69	57	54	64

Table 6: Average Bed Occupancy (%) Hampshire Hotels

HOTELS (4+ rooms)	Jan	Feb	Mar	Apr	May	Jun	July	Aug	Sept	Oct	Nov	Dec	Ave
2003	31	40	42	47	49	50	59	64	61	54	47	45	49
2004	40	48	50	50	54	54	60	62	60	58	46	38	52
2005	35	40	40	46	49	54	56	60	58	51	40	39	48
2006	29	39	39	45	46	49	58	60	55	50	38	37	46
2007	33	42	43	46	48	51	51	60	54	51	41	37	47
2008	33	43	43	48	53	52	58	63	55	52	43	41	48

Table 7: Average Room Occupancy (%) Hampshire B&Bs

B&Bs (1-3 rooms)	Jan	Feb	Mar	Apr	May	Jun	July	Aug	Sept	Oct	Nov	Dec	Ave
2003	35	35	40	47	47	53	62	63	62	50	41	33	48
2004	32	42	45	49	55	58	60	56	57	51	42	32	48
2005	35	38	38	46	47	55	55	55	63	49	44	37	48
2006	34	37	41	42	47	52	57	57	60	46	38	29	45
2007	32	40	39	44	52	55	55	51	54	49	40	35	46
2008	36	38	38	43	50	54	56	51	54	44	35	26	44

Table 8: Average Bed Occupancy (%) Hampshire B&Bs

B&Bs (1-3 rooms)	Jan	Feb	Mar	Apr	May	Jun	July	Aug	Sept	Oct	Nov	Dec	Ave
2003	24	26	31	37	39	41	52	54	50	42	31	25	38
2004	23	33	33	39	45	47	50	46	47	40	31	25	38
2005	25	28	29	36	38	45	46	47	51	39	33	26	38
2006	25	26	28	33	35	41	48	48	49	35	27	21	35
2007	21	28	26	34	42	42	43	43	44	37	27	24	35
2008	24	27	29	33	42	44	45	45	43	33	25	20	35

Table 9: Weekday Room Occupancy (%) by County

Year	Jan	Feb	Mar	Apr	May	Jun	July	Aug	Sept	Oct	Nov	Dec	Ave
2003	53	59	63	63	65	73	76	74	80	71	68	58	67
2004	57	64	69	64	65	73	77	70	78	75	62	52	67
2005	54	61	56	66	66	77	75	70	81	71	64	52	66
2006	52	65	66	61	63	72	79	72	78	73	66	57	67
2007	60	65	64	62	68	73	74	70	72	74	63	54	67
2008	56	67	59	67	69	77	75	68	77	71	60	51	66