

# Accommodation Sector experienced busy 2016

The annual average bed occupancy rate for all serviced accommodation across Wales in 2016 was 47%, while the annual average room occupancy rate was 61%.

Annual average occupancy rates in the hotel sector, continue to remain at their highest levels of occupancy during the last 11 years. The annual average bed occupancy rate for Guest Houses/B&Bs rose from 31% in 2015 to 35% in 2016, with room occupancy rates rising from 37% to 39%.

For self catering sector and apartments, the annual average unit occupancy was 52% in 2016, two percentage points higher than in 2015

Performing extremely well in 2016 was the Caravan holiday homes sector which saw a significant rise during 2016 in the May to October average, up from 75% in 2015 to 91% in 2016, an increase of 16 percentage points and the highest recorded average over the period under review.

Touring caravan and camping parks also performed well with, the 2016 rate of 41% is one of the highest since 2011 and is 4 percentage points higher than the seasonal average recorded in 2015.

Ken Skates said:

“In what is an extremely competitive market place, the occupancy statistics for 2016 show a strong picture for tourism in Wales and continue to reflect the success we have experienced over the last two years.

“We will continue with our campaign work to promote Wales to both domestic and overseas markets to ensure that we make the most of the opportunities to attract overseas visitors and those looking to holiday at home due to the weak pound.

“With the success of our Year of Adventure and Year of Legends themed years, this month, Visit Wales have hosted Roadshows in all four regions in order to give the tourism industry an opportunity to explore how to get involved with Year of Sea 2018. I’m delighted with the way the industry has got behind the themed years – they show how we can all pull together to create a strong message and compelling reasons to attract visitors to Wales and we look forward to working with the industry on making 2018 a big success.”

The Annual Report can be found on the [Welsh Government website](#).