



GIVE US TIME

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INNOVATIVE USE  
OF 'DEAD SPACE'  
IN THE  
HOSPITALITY  
SECTOR

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2018/2019

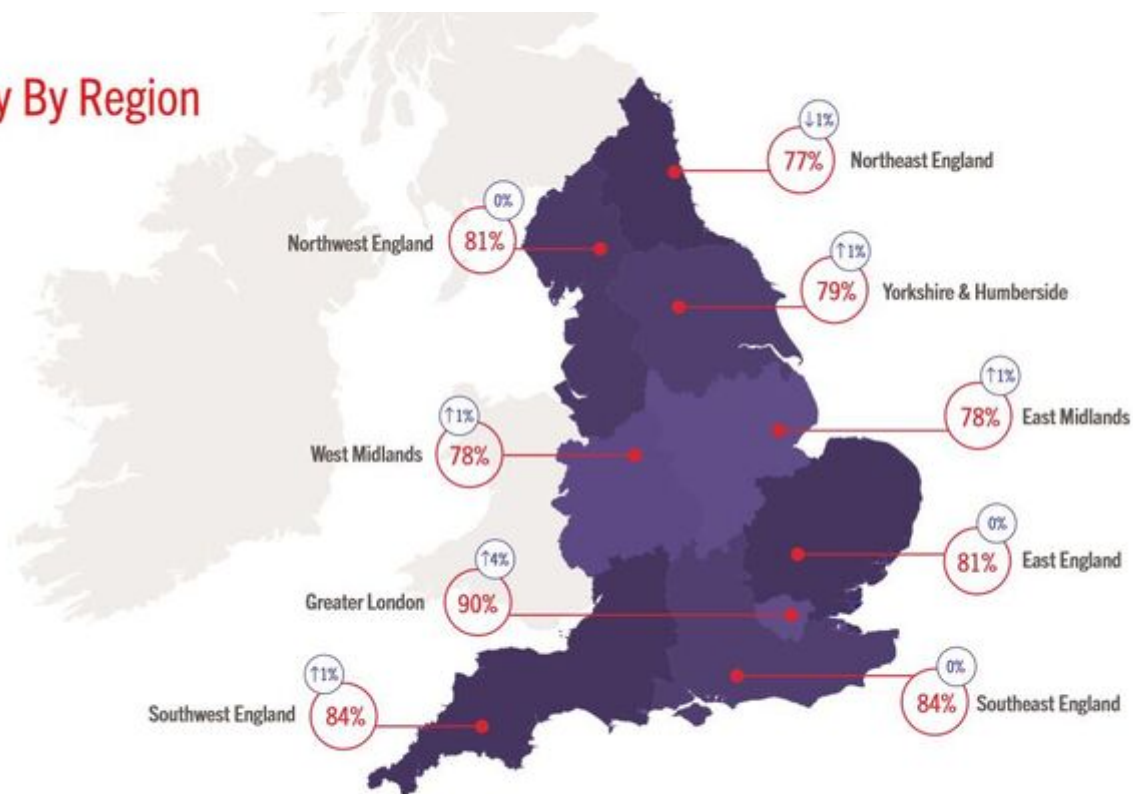
The dead space in the hospitality sector.

Room Occupancy By Region

At a glance - June 2019

\*The figures represented within the graphic contain the current month and year occupancy figures as well as the year on year relative percentage change figures.

\*\*As of February 2019 occupancy percentage changes are given in absolute terms - see methodology statement (page 16).



All Figures and Tables can be found at EOS

According to figures collected every month by the England Occupancy Survey (EOS) [1], bedroom and bed-space occupancy across the serviced accommodation sector (hotels, B&Bs and farmhouses) has on average remained level compared to June 2018. Some areas, such as the city of London and countryside areas, experienced an increase of 1-2%, while other regions faced a decrease of the same percentage: seaside room occupancy saw a decline of -1% from 2018, bed-space occupancy also decreased by -2%.

Southwest England, Yorkshire & Humberside, East Midlands and West Midlands all increased in room occupancy by +1% compared to the same period in 2018, though the level of bed-space occupancy remained the same. All other regions remained at level room occupancy to the same period 2018, with the exception of Northeast England which declined by -1%.

[1] Visit Britain, national tourism agency,  
<https://www.visitbritain.org/accommodation-occupancy-latest-results>

# 02

## Room Occupancy By Destination Type

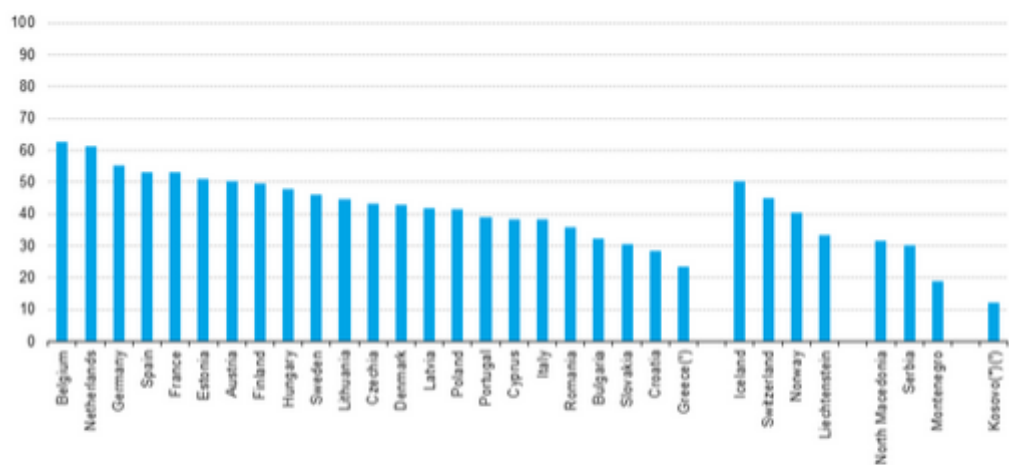
At a glance - June 2019



Establishments with 26-50 rooms saw a -1% decline in bed-space occupancy, while those with 1-25 rooms remained at a level rate of bed-space occupancy compared to the same period in 2018.

We can also look at occupancy rates within the European Union, for the period January to December 2018. According to Eurostat figures[2], net occupancy rates of bed places in the EU increased by 1.3 percentage points compared with the previous year: “The biggest increase was observed in Italy (+5.5) percentage points followed by Belgium (+5.0 percentage points), while Cyprus, Estonia, Spain, Portugal, Sweden and Finland recorded drops.”

Net occupancy rates of bedrooms in hotels and similar establishments, December 2018 (%)



Notes: December 2018 data is missing for Luxembourg, Malta, Slovenia and the United Kingdom. Ireland is not included due to unreliable data.

(\*) Estimates

(\*\*) This designation is without prejudice to positions on status, and is in line with UNSCR 1244/1999 and the ICJ Opinion on the Kosovo Declaration of Independence.

Source: Eurostat (online data code: tour\_occ\_mnor)

# 03

## WHY DONATING YOUR SPARE CAPACITY TO GIVE US TIME AND MAKE THE MOST OF YOUR DEAD SPACE.

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*“CLC World Resorts & Hotels recognises that it is often difficult for charities such as Give Us Time to source sufficient accommodation to meet their needs. That is why we are delighted to support Give Us Time, and similar charities, allowing families the opportunity they may not otherwise have to holiday together.”*

*Graham Wilding, UK Operations Director at CLC World*

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A number of hotel and property owners, at home and overseas, are already donating their spare capacity to the Military Charity Give Us Time which assists Service families who are in need by virtue of the challenging circumstances they had to endure such as physical injuries and mental illnesses, bereavement, financial situations and separation due to deployment.

The benefits are not just the opportunity to restore family relationships, support the Armed Forces and give a little back, while feeling good about yourself.



# 04

Give Us Time breaks are accommodation only, and we do not ask for anything more than your spare capacity. The week or weekend breaks are an opportunity to increase the turnover in your restaurants, bars and beauty centres, which you wouldn't have otherwise: many of our families will decide to book collateral activities as well as treat themselves at your facilities.

Give Us Time and its military families are extremely grateful for your donations. We collect family feedback from their breaks and share them on all our channels, highlighting and thanking our donors for their generosity.

This would boost your CSR effort: as the hospitality sector is so vast and competitive why not stand out by being the place that puts the wellbeing of our armed forces first.

Furthermore, the affiliation with a charity like Give Us Time will improve your team morale and foster an enthusiastic and dedicated HR environment. Knowing the company you work for is not just about profit, but also about social good, will result in more engaged, loyal and enthusiastic employees.



# 05

The impact of a respite break away from the stresses of military life is tangible and effective. Our data show that a holiday reduces stress, enhances the dynamics of a family strengthening relationships and improves self-confidence. 91% of our beneficiaries experience positive change and no one has reported detrimental effects. A stunning 98% feels much more optimistic towards their future thanks to the holiday they had.



If you are interested in donating your spare capacity and would like additional information please visit [www.giveustime.org.uk](http://www.giveustime.org.uk) or email us at [enquiries@giveustime.org.uk](mailto:enquiries@giveustime.org.uk)



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