

# LONDON HOTELS RECORDED INCREASED OCCUPANCY DURING THE OLYMPICS



As one would expect, the 2012 Summer Olympics Games provided the lift that hoteliers within and around London needed for a great and successful venture this year. The numerous hotels in London from Greenwich to Outer London reported quite a good surge on their average daily performance and income during the Olympics, which took place in the city from July 27 - Aug 12, 2012.

Less than 400 London hotels and about 2, 400 hotels all over the UK were tracked by STR Global and they reported the following results on their daily operations during the said event. Compared to last year's performance, hotels at Greenwich/Docklands had a 9% increase in occupancy, 4.1%, 17.8%, 5.5%, -2.9%, 15%, -6.5%, 2.2%, and-.7% at Earls Court/Chelsea/Kensington, Victoria/Pimlico/Knightsbridge, London North/Camden, London South, London West End, Outer London, Bayswater/Paddington, and The City/Shoreditch, respectively.

**Hoteliers across London reported average occupancy of 88.5 percent and ADR of L212.22. This represents an increase of 4.8 percent and 86.1 percent, respectively, compared to the same days the year prior.** It should also be noted that the provided data on occupancy percentage features only the physically full accommodations so the rooms which are paid but not occupied are not counted.

Elizabeth Randal Winkle, STR Global's managing director, stated that with the exceptional result of the 2012 London Olympic Games, the optimistic and cheerful vibe, the positive and the confident global coverage as well as the easy and efficient managing of the whole event, it will attract more visitors to London and, of course, the UK.

As such, hoteliers in the city and around it will be more than ready to welcome all incoming travelers to the country. In fact, London hotels are now in preparation to greet arriving guests for another important event, the Paralympics, which is going to take place from Aug 29 - Sept 9, 2012.

This kind of sports events feature pleasing and fun environment to both players and spectators and hoteliers are ready to make the experience better by providing the best accommodation for them.

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