

- The London accommodation market is huge, with approximately 130,000 rooms spread across more than 1,600 individual establishments
- The vast majority of rooms are within hotels, which account for almost two-thirds of total supply
- Four star hotels are the most common, while budget properties have been the fastest growing sector in recent years
- The number of branded hotels in the capital is relatively high, with independents only accounting for about 30% of the market
- The majority of hotels are concentrated in central London around Westminster, Camden and Kensington & Chelsea
- Estimates indicate between 2008-11, 12,000 new hotel rooms are likely to open in the capital
- London is one of the most profitable cities in the world for hoteliers
- Of the major cities, only Venice, Paris and Moscow achieved higher room yields (profitability) in 2007
- In 2007, hotel occupancy levels in London equalled 82%, while room yields exceeded £100 for the first time, up +9% compared to 2006

Further information: visitlondon.com/mediacentre

LONDON: ACCOMMODATION SUPPLY 2006

Total Supply	Number	2002 change	Rooms	2002 change	Beds	2002 change
Hotels	564	+39%	83,382	+20%	165,846	+20%
B&Bs/Guest Houses	789	-28%	15,652	-34%	31,030	-35%
Serviced Apartments	77	+20%	4,316	+20%	9,967	+19%
Self Catering	58	-60%	747	-60%	2,426	-75%
University/College	84	+83%	21,975	+83%	26,162	+43%
Youth Group	59	-29%	4,339	-29%	8,355	-21%
Camp Sites	5	-17%	-	-	1,014	-60%
TOTAL	1,639	-12%	130,411	+7%	244,800	+4%

LONDON: HOTEL SUPPLY 2006

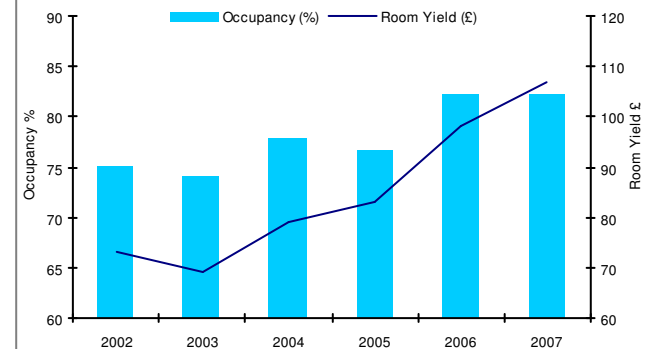
Total Hotel Supply	Number	2002 change	Rooms	2002 change	Beds	2002 change
5 Star	56	+4%	10,150	+9%	20,215	+12%
4 Star	173	+18%	36,645	+11%	71,437	+10%
3 Star	107	+24%	16,521	+17%	32,607	+22%
2 Star	21	-28%	1,150	-36%	2,311	-40%
Budget	113	+55%	13,650	+61%	28,842	+56%
Others	94	+422%	5,266	+74%	10,434	+66%
TOTAL	564	+39%	83,382	+20%	165,846	+20%

Source: Visit London, London Accommodation Census 2006

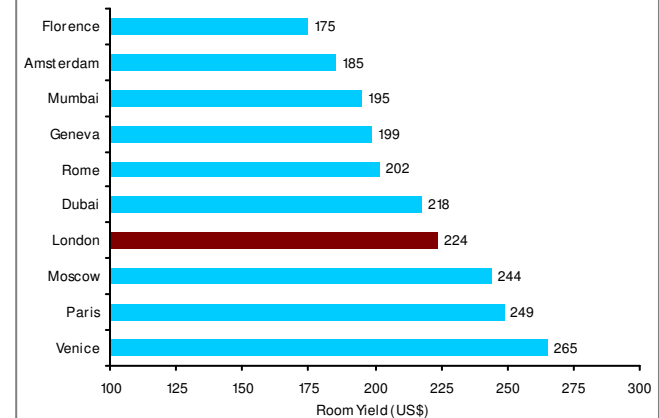
Definitions

Hotels: formal accommodation with full service, includes Townhouse and Budget Hotels
 B&Bs & Guest Houses: informal accommodation with limited service
 Service Apartments: self catering accommodation with a range of additional services
 Self Catering: basic self catering accommodation
 University & College: accommodation in halls of residence or student village complexes
 Youth: hostel style accommodation
 Camp Sites: formal camp sites

LONDON: HOTEL PERFORMANCE 2002/07



WORLD'S MOST PROFITABLE HOTEL CITIES 2007



Source: Hotelbenchmark by Deloitte, PFK, TRI Hospitality Consulting