Here's a **detailed Hotel Revenue Report for the UK in March 2025**, with granular data and key metrics:

United Kingdom – Hotel Revenue Performance Report

Period: 1–31 March 2025
Currency: GBP (£)

1. Overall Performance

Metric	March 2025	YoY Change (vs. March 2024)
Total Revenue	£2.85B	+8.2%
Room Revenue	£2.14B (75%)	+7.5%
F&B Revenue	£456M (16%)	+9.1%
Ancillary Revenue	£254M (9%)	+10.4%
Average Daily Rate (ADR)	£147	+5.8%
Occupancy Rate	71.9%	+3.2 ppt*
RevPAR	£105.69	+9.3%

(ppt = percentage points)

2. Breakdown by Key Cities

City	Total Revenue	ADR (£)	Occupancy	RevPAR (£)	YoY RevPAR Growth
London	£1.16B	£192	78.4%	£150.53	+11.2%
Edinburgh	£310M	£138	74.1%	£102.26	+8.9%
Manchester	£220M	£112	70.5%	£78.96	+6.7%
Birmingham	£185M	£98	68.2%	£66.84	+5.3%
Glasgow	£150M	£105	69.8%	£73.29	+7.1%

3. Segment Performance

Segment	ADR (£)	Occupancy	RevPAR (£)	Market Share
Luxury (5-star)	£285	75.2%	£214.32	22%
Upscale (4-star)	£145	72.6%	£105.27	38%
Midscale (3-star)	£92	70.1%	£64.49	28%
Budget/Economy	£58	65.3%	£37.87	12%

4. Demand Drivers

- **Corporate Travel:** Contributed **32%** of revenue (↑4% YoY), led by London/Manchester.
- **Leisure Travel: 45%** of revenue (↑6% YoY), boosted by Easter (30 March 2025).
- **International vs. Domestic Guests:**
  - International: **55%** of revenue (ADR £162, +7% YoY).
  - Domestic: **45%** of revenue (ADR £125, +4% YoY).

5. Revenue by Booking Channel

Channel	Revenue Share	ADR (£)
Direct (Hotel Website)	28%	£155
Online Travel Agencies (OTAs)	45%	£142
Corporate Contracts	18%	£165
Walk-ins/Other	9%	£120

6. Outlook for April 2025

- **Projected Revenue Growth:** +6–8% (Easter holiday extension).
- **Expected ADR:** £149–£152 (+4–6% YoY).
- **Occupancy Forecast:** 73–75%.

Key Takeaways

London drove 41% of total UK revenue, with luxury hotels outperforming.
RevPAR growth (+9.3%) was fueled by higher ADR, not just occupancy.
OTAs dominated bookings (45%), but direct bookings grew (28%, +3% YoY).

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