

Swansea Hotel Demand Study 2022

KEY FINDINGS



City Centre,
SA1 and
Copperworks

Hotels performing well all year round ✓

Strong leisure and business demand ✓

High occupancy rate ✓

Major transformation of city centre ✓

Growing demand ✓

Undersupplied market ✓

PERFORMANCE

Average Daily Rates (ADR)

£67

Average Hotel Occupancy Rate

77.3%

RevPar on average

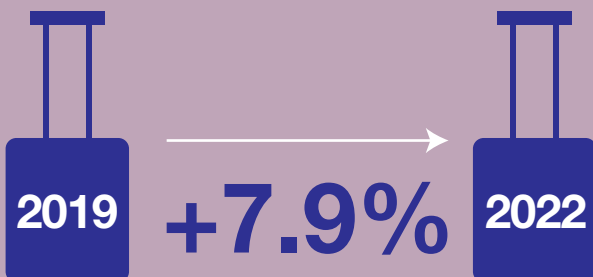
£52

(£60 for upscale & upper midscale hotel)

TOP 10

Swansea entered the Colliers UK Hotel Market Index 2023

Top 5 RevPar Growth in UK

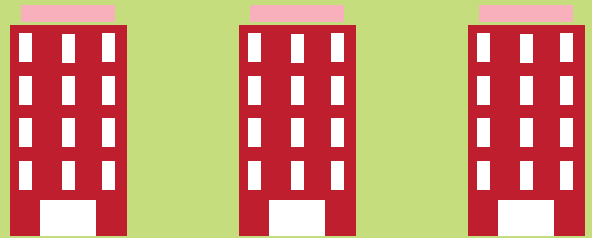


RECOMMENDATIONS

 285 - 355 new rooms needed

Equivalent to:

3 new hotels
by 2026



+ more rooms by 2032 

What Swansea needs more of:

Economy Midscale Upper Midscale Upscale Luxury