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Abstract: In the first section of the paper salient characteristics and trends in demand for hotel accommodation in England are discussed, along with some aspects of the changing capacity of the hotel industry. This is followed by an appraisal of the occupancy data provided by the EHOS (English Hotel Occupancy Survey), the regions and hotel categories employed, and a justification for the choice of time series and study period. The factor analytic model which forms the basis of this study is outlined, and its application to the EHOS data specified in some detail. Finally, an extension of the analysis into a predictive context is considered and further research directions are outlined.

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