

Trends and fluctuations in the demand for hotel accommodation: a time series analysis of hotel occupancy rates in England by region and hotel category, 1976-82.

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Abstract : In the first section of the paper salient characteristics and trends 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 analysis 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 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 the results of the analysis into a predictive context is considered and further research is outlined.

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