

Serviced Accommodation Occupancy Survey



Headline Comparisons

	June 10	June 11	% change
Room Occupancy:	65.1%	67.9%	4%
Bedspace Occupancy:	54.6%	56.3%	3%
Domestic guests:	89.8%	88.0%	-2%
Average Length of Stay:	2.0	1.9	-0.1 nights

	District Council Area						
	Cumbria	Allerdale	Barrow	Carlisle	Copeland	Eden	South Lakeland
Net room occupancy	67.9%	67.2%	73.4%	64.4%	60.9%	55.3%	73.2%
Net bedspace occupancy	56.3%	52.5%	46.4%	46.2%	44.3%	44.3%	66.5%
Net bedspace occupancy by UK guests	49.4%	47.9%	45.5%	39.9%	42.1%	40.8%	56.9%
Net bedspace occupancy by overseas guests	6.1%	4.2%	2.0%	5.7%	1.4%	3.5%	8.9%
Percentage of bednights by UK guests	89.0%	92.0%	95.7%	87.4%	96.8%	92.1%	86.5%
Percentage of bednights by overseas guests	11.0%	8.0%	4.3%	12.6%	3.2%	7.9%	13.5%
Percentage of UK guests	88.0%	91.6%	96.7%	84.7%	96.5%	91.5%	84.9%
Percentage of overseas guests	12.0%	8.4%	3.3%	15.3%	3.5%	8.6%	15.1%
Average length of stay	1.9	2.3	2.2	1.5	1.4	1.6	2.1
Average length of stay by UK guests	1.9	2.3	2.0	1.5	1.4	1.6	2.1
Average length of stay by overseas guests	1.7	2.1	2.6	1.2	1.3	1.5	1.9
Sample size	176	52	4	14	9	21	76

	Type of Establishment		
	Hotel	Guest house	B & B
Net room occupancy	70.9%	66.8%	60.5%
Net bedspace occupancy	57.1%	60.9%	48.2%
Net bedspace occupancy by UK guests	53.0%	48.9%	40.1%
Net bedspace occupancy by overseas guests	3.6%	10.9%	7.3%
Percentage of bednights by UK guests	93.6%	81.7%	84.6%
Percentage of bednights by overseas guests	6.4%	18.3%	15.4%
Percentage of UK guests	91.9%	81.3%	83.0%
Percentage of overseas guests	8.1%	18.7%	17.0%
Average length of stay	1.8	2.1	1.9
Average length of stay by UK guests	1.8	2.1	2.0
Average length of stay by overseas guests	1.4	2.0	1.8
Sample size	58	62	56

	National Park	
	Inside the NP	Outside the NP
Net room occupancy	70.5%	64.0%
Net bedspace occupancy	62.0%	47.5%
Net bedspace occupancy by UK guests	53.6%	43.0%
Net bedspace occupancy by overseas guests	7.4%	4.5%
Percentage of bednights by UK guests	87.9%	90.5%
Percentage of bednights by overseas guests	12.1%	9.5%
Percentage of UK guests	86.9%	89.0%
Percentage of overseas guests	13.1%	11.0%
Average length of stay	2.1	1.6
Average length of stay by UK guests	2.2	1.6
Average length of stay by overseas guests	2.0	1.4
Sample size	113	62

	Size of Establishment (No. of Rooms)					
	001-003	004-010	011-025	026-050	051-100	100+
Net room occupancy	54.4%	66.0%	64.5%	70.8%	76.6%	86.5%
Net bedspace occupancy	49.5%	54.8%	53.2%	60.2%	60.7%	64.6%
Net bedspace occupancy by UK guests	41.9%	44.7%	48.8%	57.3%	54.0%	55.7%
Net bedspace occupancy by overseas guests	6.5%	9.0%	3.5%	1.8%	6.7%	8.9%
Percentage of bednights by UK guests	86.6%	83.2%	93.3%	96.9%	89.0%	86.2%
Percentage of bednights by overseas guests	13.4%	16.8%	6.7%	3.1%	11.0%	13.8%
Percentage of UK guests	84.7%	83.9%	93.7%	95.5%	85.1%	84.0%
Percentage of overseas guests	15.3%	16.1%	6.4%	4.5%	14.9%	16.0%
Average length of stay	1.7	1.9	2.1	2.0	1.8	1.6
Average length of stay by UK guests	1.8	1.9	2.1	2.1	1.9	1.6
Average length of stay by overseas guests	1.5	2.0	2.2	1.4	1.4	1.4
Sample size	36	83	28	19	7	3

Care must be taken with the interpretation of results based on small sub-samples.

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	Area Type			
	Seaside	City / Large Town	Small Town	Village / Countryside
Net room occupancy	61.7%	70.3%	71.1%	66.6%
Net bedspace occupancy	47.4%	47.3%	56.8%	58.3%
Net bedspace occupancy by UK guests	46.4%	41.2%	46.5%	52.3%
Net bedspace occupancy by overseas guests	1.8%	5.9%	7.8%	5.7%
Percentage of bednights by UK guests	96.2%	87.5%	85.7%	90.2%
Percentage of bednights by overseas guests	3.8%	12.5%	14.3%	9.8%
Percentage of UK guests	95.1%	84.1%	84.6%	89.4%
Percentage of overseas guests	5.0%	15.9%	15.4%	10.7%
Average length of stay	2.2	1.6	2.1	1.8
Average length of stay by UK guests	2.2	1.6	2.1	1.9
Average length of stay by overseas guests	1.7	1.2	1.9	1.7
Sample size	9	6	65	96

	Tariff (£ per person per night for Bed & Breakfast)					
	00-20	20-30	30-40	40-50	50-60	60+
Net room occupancy	0.0%	48.9%	57.2%	67.0%	70.8%	72.3%
Net bedspace occupancy	0.0%	43.5%	45.2%	55.5%	63.4%	60.0%
Net bedspace occupancy by UK guests	0.0%	40.7%	37.9%	48.0%	54.0%	54.2%
Net bedspace occupancy by overseas guests	0.0%	2.9%	7.1%	7.3%	8.0%	5.0%
Percentage of bednights by UK guests	0.0%	93.5%	84.2%	86.8%	87.0%	91.5%
Percentage of bednights by overseas guests	0.0%	6.6%	15.8%	13.2%	13.0%	8.5%
Percentage of UK guests	0.0%	91.0%	83.1%	87.7%	87.6%	89.5%
Percentage of overseas guests	0.0%	9.0%	16.9%	12.3%	12.4%	10.5%
Average length of stay	0.0	2.2	1.9	2.0	1.9	1.9
Average length of stay by UK guests	0.0	2.3	1.9	2.0	1.9	1.9
Average length of stay by overseas guests	0.0	1.6	1.8	2.1	2.0	1.5
Sample size	0	9	48	44	16	59

	Award		
	None	Silver	Gold
Net room occupancy	66.1%	73.4%	80.5%
Net bedspace occupancy	54.4%	60.0%	76.0%
Net bedspace occupancy by UK guests	48.1%	52.8%	63.2%
Net bedspace occupancy by overseas guests	6.1%	5.7%	8.8%
Percentage of bednights by UK guests	88.8%	90.3%	87.7%
Percentage of bednights by overseas guests	11.2%	9.7%	12.3%
Percentage of UK guests	87.7%	90.0%	85.0%
Percentage of overseas guests	12.3%	10.0%	15.0%
Average length of stay	1.8	2.3	2.3
Average length of stay by UK guests	1.8	2.3	2.5
Average length of stay by overseas guests	1.6	2.2	2.0
Sample size	140	30	6

	Rating						
	None	1 STAR	2 STAR	3 STAR	4 STAR	5 STAR	Local Inspection
Net room occupancy	59.0%	74.4%	65.2%	70.6%	69.4%	65.5%	60.2%
Net bedspace occupancy	43.4%	69.6%	48.7%	57.2%	58.8%	65.9%	53.4%
Net bedspace occupancy by UK guests	40.5%	68.7%	45.1%	53.1%	46.6%	56.6%	51.7%
Net bedspace occupancy by overseas guests	2.2%	0.9%	4.0%	4.3%	9.4%	10.6%	1.7%
Percentage of bednights by UK guests	95.0%	98.6%	91.8%	92.5%	83.2%	84.2%	96.8%
Percentage of bednights by overseas guests	5.0%	1.4%	8.2%	7.6%	16.8%	15.8%	3.2%
Percentage of UK guests	94.0%	98.5%	89.1%	91.0%	82.7%	83.8%	96.2%
Percentage of overseas guests	6.0%	1.6%	10.9%	9.1%	17.3%	16.2%	3.8%
Average length of stay	1.7	3.5	1.8	1.9	2.0	1.9	1.8
Average length of stay by UK guests	1.7	3.5	1.8	2.0	2.0	1.9	1.8
Average length of stay by overseas guests	1.4	2.9	1.3	1.6	1.9	1.9	1.5
Sample size	13	1	13	46	75	12	15