

Serviced Accommodation Occupancy Survey



Headline Comparisons

	March 10	March 11	% change
Room Occupancy:	46.9%	46.6%	-1%
Bedspace Occupancy:	37.8%	38.0%	1%
Domestic guests:	97.6%	97.1%	-1%
Average Length of Stay:	1.9	1.9	0 nights

	District Council Area						
	Cumbria	Allerdale	Barrow	Carlisle	Copeland	Eden	South Lakeland
Net room occupancy	46.6%	44.5%	58.7%	39.4%	40.3%	34.3%	52.8%
Net bedspace occupancy	38.0%	36.7%	34.5%	26.9%	25.0%	26.1%	47.7%
Net bedspace occupancy by UK guests	37.1%	34.8%	35.8%	25.4%	24.1%	25.9%	46.6%
Net bedspace occupancy by overseas guests	1.0%	1.7%	0.8%	1.0%	0.3%	0.3%	1.2%
Percentage of bednights by UK guests	97.3%	95.5%	97.7%	96.3%	98.8%	99.0%	97.6%
Percentage of bednights by overseas guests	2.7%	4.6%	2.3%	3.7%	1.2%	1.0%	2.4%
Percentage of UK guests	97.1%	96.6%	97.1%	96.1%	99.3%	98.5%	96.9%
Percentage of overseas guests	3.0%	3.4%	2.9%	4.0%	0.7%	1.5%	3.1%
Average length of stay	1.9	2.0	1.9	1.6	1.6	1.6	2.0
Average length of stay by UK guests	1.9	2.0	1.8	1.6	1.6	1.6	2.1
Average length of stay by overseas guests	1.7	2.7	1.4	1.5	2.7	1.1	1.6
Sample size	187	55	4	13	9	22	84

	Type of Establishment		
	Hotel	Guest house	B & B
Net room occupancy	54.7%	39.4%	32.3%
Net bedspace occupancy	44.1%	33.8%	26.0%
Net bedspace occupancy by UK guests	43.9%	31.6%	24.8%
Net bedspace occupancy by overseas guests	0.8%	1.5%	1.0%
Percentage of bednights by UK guests	98.2%	95.4%	96.0%
Percentage of bednights by overseas guests	1.8%	4.6%	4.0%
Percentage of UK guests	97.9%	95.8%	95.2%
Percentage of overseas guests	2.1%	4.2%	4.8%
Average length of stay	1.9	1.9	2.0
Average length of stay by UK guests	1.9	1.8	2.0
Average length of stay by overseas guests	1.6	2.0	1.7
Sample size	66	66	55

	National Park	
	Inside the NP	Outside the NP
Net room occupancy	48.0%	44.0%
Net bedspace occupancy	42.4%	31.4%
Net bedspace occupancy by UK guests	41.6%	30.3%
Net bedspace occupancy by overseas guests	1.0%	1.2%
Percentage of bednights by UK guests	97.8%	96.4%
Percentage of bednights by overseas guests	2.2%	3.6%
Percentage of UK guests	97.4%	96.4%
Percentage of overseas guests	2.6%	3.6%
Average length of stay	2.0	1.7
Average length of stay by UK guests	2.0	1.7
Average length of stay by overseas guests	1.7	1.7
Sample size	123	62

	Size of Establishment (No. of Rooms)					
	001-003	004-010	011-025	026-050	051-100	100+
Net room occupancy	26.6%	38.0%	50.0%	60.6%	55.4%	56.3%
Net bedspace occupancy	22.8%	31.1%	40.9%	50.9%	43.8%	42.8%
Net bedspace occupancy by UK guests	22.3%	29.3%	40.2%	50.5%	43.0%	41.9%
Net bedspace occupancy by overseas guests	0.6%	1.4%	0.8%	1.0%	0.8%	0.9%
Percentage of bednights by UK guests	97.5%	95.3%	98.1%	98.0%	98.3%	97.8%
Percentage of bednights by overseas guests	2.5%	4.7%	1.9%	2.0%	1.7%	2.2%
Percentage of UK guests	96.7%	95.8%	97.6%	98.4%	96.9%	96.0%
Percentage of overseas guests	3.3%	4.2%	2.4%	1.6%	3.2%	4.0%
Average length of stay	1.8	1.9	2.0	2.0	1.8	1.8
Average length of stay by UK guests	1.8	1.8	2.0	2.0	1.8	1.9
Average length of stay by overseas guests	1.4	2.1	1.7	2.5	1.0	1.0
Sample size	33	87	34	21	9	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	51.0%	42.9%	49.8%	44.9%
Net bedspace occupancy	37.9%	29.9%	39.6%	38.5%
Net bedspace occupancy by UK guests	37.7%	29.0%	37.9%	37.9%
Net bedspace occupancy by overseas guests	1.3%	1.2%	1.5%	0.7%
Percentage of bednights by UK guests	96.6%	95.9%	96.2%	98.2%
Percentage of bednights by overseas guests	3.4%	4.1%	3.9%	1.8%
Percentage of UK guests	95.4%	95.8%	96.1%	97.9%
Percentage of overseas guests	4.7%	4.2%	3.9%	2.1%
Average length of stay	2.2	1.7	1.9	1.9
Average length of stay by UK guests	2.2	1.6	1.9	1.9
Average length of stay by overseas guests	1.6	1.5	1.9	1.7
Sample size	11	7	65	104

	Tariff (£ per person per night for Bed & Breakfast)					
	00-20	20-30	30-40	40-50	50-60	60+
Net room occupancy	0.0%	24.9%	28.7%	39.9%	47.1%	56.4%
Net bedspace occupancy	0.0%	21.4%	23.5%	32.1%	40.1%	46.0%
Net bedspace occupancy by UK guests	0.0%	21.2%	22.0%	31.5%	38.3%	45.3%
Net bedspace occupancy by overseas guests	0.0%	0.2%	1.2%	1.0%	1.1%	1.0%
Percentage of bednights by UK guests	0.0%	99.2%	94.8%	96.9%	97.3%	97.8%
Percentage of bednights by overseas guests	0.0%	0.8%	5.2%	3.1%	2.7%	2.2%
Percentage of UK guests	0.0%	99.0%	94.4%	97.1%	96.6%	97.5%
Percentage of overseas guests	0.0%	1.0%	5.6%	2.9%	3.4%	2.5%
Average length of stay	0.0	2.5	1.9	2.0	2.1	1.9
Average length of stay by UK guests	0.0	2.5	1.9	2.0	2.1	1.9
Average length of stay by overseas guests	0.0	2.1	1.8	2.2	1.7	1.6
Sample size	0	8	54	44	16	65

	Award		
	None	Silver	Gold
Net room occupancy	43.6%	54.3%	62.6%
Net bedspace occupancy	34.6%	46.7%	59.9%
Net bedspace occupancy by UK guests	33.8%	45.3%	59.0%
Net bedspace occupancy by overseas guests	0.9%	1.4%	0.9%
Percentage of bednights by UK guests	97.4%	96.9%	98.5%
Percentage of bednights by overseas guests	2.6%	3.1%	1.5%
Percentage of UK guests	96.9%	97.3%	98.5%
Percentage of overseas guests	3.2%	2.7%	1.5%
Average length of stay	1.9	2.1	2.0
Average length of stay by UK guests	1.9	2.0	2.0
Average length of stay by overseas guests	1.6	2.4	2.0
Sample size	144	36	7

	Rating						
	None	1 STAR	2 STAR	3 STAR	4 STAR	5 STAR	Local Inspection
Net room occupancy	43.2%	66.8%	46.8%	56.0%	41.1%	44.9%	33.2%
Net bedspace occupancy	31.2%	60.9%	37.3%	44.6%	34.8%	40.3%	27.7%
Net bedspace occupancy by UK guests	32.0%	60.9%	36.8%	43.8%	33.6%	38.5%	27.1%
Net bedspace occupancy by overseas guests	0.6%	0.0%	1.0%	1.2%	1.0%	1.2%	0.7%
Percentage of bednights by UK guests	98.1%	100.0%	97.3%	97.4%	97.2%	96.9%	97.6%
Percentage of bednights by overseas guests	1.9%	0.0%	2.7%	2.7%	2.8%	3.1%	2.4%
Percentage of UK guests	98.7%	100.0%	96.3%	97.2%	97.0%	97.0%	96.6%
Percentage of overseas guests	1.4%	0.0%	3.7%	2.8%	3.0%	3.0%	3.4%
Average length of stay	2.3	3.4	1.8	2.0	1.9	1.5	2.2
Average length of stay by UK guests	2.4	3.4	1.8	2.0	1.9	1.5	2.3
Average length of stay by overseas guests	3.3	0.0	1.3	1.9	1.8	1.5	1.5
Sample size	13	1	14	50	76	16	16