

Serviced Accommodation Occupancy Survey



Headline Comparisons

	May 10	May 11	% change
Room Occupancy:	60.9%	61.0%	0%
Bedspace Occupancy:	52.0%	50.6%	-3%
Domestic guests:	92.7%	90.9%	-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	61.0%	62.9%	71.4%	59.5%	62.8%	45.5%	64.1%
Net bedspace occupancy	50.6%	50.7%	44.7%	42.4%	45.2%	36.5%	58.3%
Net bedspace occupancy by UK guests	45.9%	46.6%	44.2%	37.9%	42.7%	34.0%	52.4%
Net bedspace occupancy by overseas guests	4.1%	3.2%	1.1%	3.9%	1.4%	2.5%	5.7%
Percentage of bednights by UK guests	91.8%	93.6%	97.7%	90.8%	96.8%	93.2%	90.1%
Percentage of bednights by overseas guests	8.2%	6.4%	2.3%	9.2%	3.2%	6.9%	9.9%
Percentage of UK guests	90.9%	93.6%	97.5%	88.2%	97.9%	92.1%	89.0%
Percentage of overseas guests	9.2%	6.4%	2.5%	11.8%	2.1%	7.9%	11.0%
Average length of stay	1.9	2.3	1.9	1.4	1.7	1.5	2.1
Average length of stay by UK guests	1.9	2.3	1.8	1.4	1.7	1.5	2.1
Average length of stay by overseas guests	1.7	2.3	1.7	1.1	2.6	1.3	1.9
Sample size	189	55	4	16	11	22	81

	Type of Establishment		
	Hotel	Guest house	B & B
Net room occupancy	65.9%	58.2%	49.9%
Net bedspace occupancy	53.5%	52.2%	40.0%
Net bedspace occupancy by UK guests	51.2%	43.5%	34.1%
Net bedspace occupancy by overseas guests	2.3%	7.3%	5.2%
Percentage of bednights by UK guests	95.8%	85.6%	86.7%
Percentage of bednights by overseas guests	4.2%	14.4%	13.3%
Percentage of UK guests	94.2%	85.1%	86.2%
Percentage of overseas guests	5.8%	14.9%	13.8%
Average length of stay	1.8	2.1	2.0
Average length of stay by UK guests	1.9	2.1	2.0
Average length of stay by overseas guests	1.3	2.0	1.9
Sample size	62	68	59

	National Park	
	Inside the NP	Outside the NP
Net room occupancy	63.5%	57.1%
Net bedspace occupancy	55.7%	42.7%
Net bedspace occupancy by UK guests	50.4%	38.8%
Net bedspace occupancy by overseas guests	4.8%	3.2%
Percentage of bednights by UK guests	91.3%	92.4%
Percentage of bednights by overseas guests	8.7%	7.6%
Percentage of UK guests	90.6%	91.0%
Percentage of overseas guests	9.4%	9.1%
Average length of stay	2.2	1.6
Average length of stay by UK guests	2.2	1.6
Average length of stay by overseas guests	2.0	1.3
Sample size	122	66

	Size of Establishment (No. of Rooms)					
	001-003	004-010	011-025	026-050	051-100	100+
Net room occupancy	41.7%	57.8%	63.5%	66.2%	69.9%	73.5%
Net bedspace occupancy	37.7%	48.1%	53.3%	56.0%	54.8%	55.6%
Net bedspace occupancy by UK guests	32.7%	41.2%	50.1%	53.3%	49.9%	52.3%
Net bedspace occupancy by overseas guests	4.3%	6.3%	2.3%	2.0%	4.8%	3.4%
Percentage of bednights by UK guests	88.4%	86.8%	95.7%	96.3%	91.2%	94.0%
Percentage of bednights by overseas guests	11.6%	13.2%	4.3%	3.7%	8.8%	6.0%
Percentage of UK guests	88.1%	86.7%	96.1%	95.6%	86.7%	91.4%
Percentage of overseas guests	11.9%	13.3%	3.9%	4.5%	13.3%	8.6%
Average length of stay	1.8	2.0	2.1	2.0	1.7	1.5
Average length of stay by UK guests	1.8	2.0	2.1	2.0	1.8	1.6
Average length of stay by overseas guests	1.7	2.0	2.3	1.6	1.1	1.1
Sample size	40	88	31	20	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	59.0%	64.4%	65.4%	58.5%
Net bedspace occupancy	45.2%	44.6%	52.5%	50.9%
Net bedspace occupancy by UK guests	46.0%	40.2%	45.3%	46.8%
Net bedspace occupancy by overseas guests	1.0%	3.6%	5.5%	3.8%
Percentage of bednights by UK guests	97.8%	91.8%	89.1%	92.6%
Percentage of bednights by overseas guests	2.2%	8.2%	10.9%	7.4%
Percentage of UK guests	95.9%	89.6%	88.0%	91.9%
Percentage of overseas guests	4.1%	10.5%	12.0%	8.1%
Average length of stay	2.4	1.5	2.2	1.8
Average length of stay by UK guests	2.4	1.5	2.2	1.8
Average length of stay by overseas guests	1.3	1.1	2.0	1.7
Sample size	9	6	66	108

	Tariff (£ per person per night for Bed & Breakfast)					
	00-20	20-30	30-40	40-50	50-60	60+
Net room occupancy	0.0%	34.5%	50.2%	56.7%	63.8%	67.2%
Net bedspace occupancy	0.0%	30.1%	39.3%	47.8%	57.8%	55.7%
Net bedspace occupancy by UK guests	0.0%	28.5%	33.0%	44.4%	51.0%	51.9%
Net bedspace occupancy by overseas guests	0.0%	1.6%	5.9%	3.8%	5.9%	3.3%
Percentage of bednights by UK guests	0.0%	94.8%	84.9%	92.2%	89.6%	94.0%
Percentage of bednights by overseas guests	0.0%	5.2%	15.1%	7.9%	10.4%	6.0%
Percentage of UK guests	0.0%	93.1%	85.1%	92.4%	89.1%	92.3%
Percentage of overseas guests	0.0%	7.0%	14.9%	7.6%	10.9%	7.8%
Average length of stay	0.0	2.5	1.9	2.0	1.9	1.9
Average length of stay by UK guests	0.0	2.6	1.9	2.0	1.9	1.9
Average length of stay by overseas guests	0.0	1.9	2.0	2.1	1.8	1.4
Sample size	0	10	54	46	20	59

	Award		
	None	Silver	Gold
Net room occupancy	59.1%	67.3%	68.3%
Net bedspace occupancy	49.0%	54.7%	61.3%
Net bedspace occupancy by UK guests	44.7%	49.5%	50.7%
Net bedspace occupancy by overseas guests	3.9%	4.6%	6.0%
Percentage of bednights by UK guests	92.0%	91.5%	89.4%
Percentage of bednights by overseas guests	8.1%	8.5%	10.6%
Percentage of UK guests	90.9%	91.1%	88.8%
Percentage of overseas guests	9.1%	8.9%	11.2%
Average length of stay	1.8	2.3	2.2
Average length of stay by UK guests	1.8	2.3	2.2
Average length of stay by overseas guests	1.6	2.2	2.1
Sample size	148	34	7

	Rating						
	None	1 STAR	2 STAR	3 STAR	4 STAR	5 STAR	Local Inspection
Net room occupancy	55.3%	68.3%	59.7%	66.2%	59.1%	58.6%	52.3%
Net bedspace occupancy	40.4%	66.5%	46.2%	53.9%	49.8%	57.8%	46.3%
Net bedspace occupancy by UK guests	37.5%	66.3%	44.6%	50.7%	42.4%	48.9%	43.2%
Net bedspace occupancy by overseas guests	1.0%	0.2%	2.5%	3.2%	5.9%	6.7%	3.1%
Percentage of bednights by UK guests	97.4%	99.7%	94.7%	94.1%	87.8%	88.0%	93.3%
Percentage of bednights by overseas guests	2.6%	0.3%	5.3%	5.9%	12.2%	12.0%	6.7%
Percentage of UK guests	97.0%	99.1%	92.6%	93.0%	87.0%	87.1%	94.2%
Percentage of overseas guests	3.0%	0.9%	7.4%	7.0%	13.0%	12.9%	5.9%
Average length of stay	1.8	3.2	1.7	2.0	2.0	1.7	1.8
Average length of stay by UK guests	1.8	3.2	1.7	2.0	2.0	1.7	1.8
Average length of stay by overseas guests	1.5	1.0	1.2	1.7	1.9	1.6	2.1
Sample size	15	1	12	50	79	15	16