

## Caravan & Camping (Touring) Occupancy Rates for Cumbria

Cumbria Tourism also cover touring caravan and camping pitches with an occupancy survey. This survey began early in 2004, commencing with data for April. The main season runs from March to October with many sites closed during the winter months.

Based on the eight months March - October, occupancy has risen from an average of 49% per month in 2005, to 51% in 2006, to 52% in 2007, and 55% in 2008. But in 2009 the average monthly occupancy rate has dropped by 44% to a rate of 30% per month. Please be aware that the sample sizes for 2009 and 2010 so far have dropped to an all time low.

Demand for caravan and camping remains strong. In Cumbria 30% of visitors choose camping/caravanning as their preferred accommodation choice (including static caravans). This has increased by 11% since 2006 when the last Visitor Survey was carried out. This compares to 11% of visitors to England in 2008.

(Sources: Cumbria Tourism Visitor Survey 2009; VisitBritain United Kingdom Tourism Survey 2008).

	2011	2010	2009	2008	2007	2006	2005
<b>January</b>							
Pitch occupancy %	16	12	16	13.9	16.6	13.0	10.1
Pitch occupancy (overseas) %	0	0	0	0	0	0	0
Sample size	12	7	6	8	7	8	9
<b>February</b>							
Pitch occupancy %	17	18	20	46.2	31.3	15.6	23.4
Pitch occupancy (overseas) %	0	0	0	0	0	0	0
Sample size	10	7	8	6	6	6	7
<b>March</b>							
Pitch occupancy %	31	31	11	39.2	30.8	23.8	44.4
Pitch occupancy (overseas) %	0	0	0	0	0	0	0
Sample size	22	20	13	19	19	21	22
<b>April</b>							
Pitch occupancy %	59.6*	49	30	45.0	53.5	53.2	31.8
Pitch occupancy (overseas) %	0*	0	0	0	0	0	0.1
Sample size	22*	29	19	20	24	24	24
<b>May</b>							
Pitch occupancy %	53.3*	57	44	65.0	55.4	48.1	43.3
Pitch occupancy (overseas) %	0*	0	0	0.1	0	0.1	0.2
Sample size	23*	29	17	21	24	25	28
<b>June</b>							
Pitch occupancy %	61.1*	75	40	60.9	51.7	55.7	52.0
Pitch occupancy (overseas) %	0.3*	0	1	0.1	0.2	0.2	0.3
Sample size	18*	17	19	19	28	29	32
<b>July</b>							
Pitch occupancy %		64	53	66.6	59.2	65.5	68.0
Pitch occupancy (overseas) %		0	0	0.3	0.8	0.5	0.3
Sample size		30	16	23	27	27	22
<b>August</b>							
Pitch occupancy %		68	64	71.2	73.1	71.8	72.8
Pitch occupancy (overseas) %		0.1	0	0.2	0.4	0.7	0.4
Sample size		30	17	26	26	30	25
<b>September</b>							
Pitch occupancy %		57	41	52	53.8	52.4	47.7
Pitch occupancy (overseas) %		0	0	0	0.1	0.1	0.2
Sample size		27	13	22	26	26	25
<b>October</b>							
Pitch occupancy %		42	23	37	39.3	35.0	34.8
Pitch occupancy (overseas) %		0	0	0	0.1	0.1	0.1
Sample size		26	11	23	26	24	24
<b>November</b>							
Pitch occupancy %		22	8	19	34.4	26.6	28.2
Pitch occupancy (overseas) %		0	0	0	0	0	0
Sample size		17	3	15	15	14	13
<b>December</b>							
Pitch occupancy %		12	13	16	21.9	22.6	15.7
Pitch occupancy (overseas) %		0	0	0	0	0	0
Sample size		11	1	6	5	7	6
<b>Annual average</b>							
Pitch occupancy %		42.2	30.3	44.3	43.4	40.3	39.4

Source: Caravan & Camping (Touring) Occupancy Survey © Cumbria Tourism

\*Provisional