

Serviced Accommodation Occupancy Survey



Headline Comparisons

	October 10	October 11	% change
Room Occupancy:	59.6%	59.4%	0%
Bedspace Occupancy:	51.2%	50.1%	-2%
Domestic guests:	95.0%	94.1%	-1%
Average Length of Stay:	2.0	2.0	0 nights

	District Council Area						
	Cumbria	Allerdale	Barrow	Carlisle	Copeland	Eden	South Lakeland
Net room occupancy	59.4%	63.6%	73.9%	53.3%	36.5%	47.5%	64.8%
Net bedspace occupancy	50.1%	49.8%	48.9%	41.0%	25.4%	36.8%	59.5%
Net bedspace occupancy by UK guests	46.4%	48.2%	48.2%	39.4%	25.4%	35.0%	54.4%
Net bedspace occupancy by overseas guests	2.4%	2.5%	0.7%	1.2%	0.0%	1.8%	3.4%
Percentage of bednights by UK guests	95.1%	95.2%	98.6%	97.2%	100.0%	95.0%	94.2%
Percentage of bednights by overseas guests	4.9%	4.9%	1.4%	2.8%	0.0%	5.0%	5.9%
Percentage of UK guests	94.1%	94.1%	98.2%	96.7%	100.0%	92.7%	92.9%
Percentage of overseas guests	5.9%	5.9%	1.9%	3.3%	0.0%	7.3%	7.1%
Average length of stay	2.0	2.2	1.8	1.5	1.4	1.7	2.2
Average length of stay by UK guests	2.0	2.2	1.8	1.5	1.4	1.7	2.1
Average length of stay by overseas guests	1.6	1.8	1.4	1.3	0.0	1.2	1.7
Sample size	110	23	2	13	7	11	54

	Type of Establishment		
	Hotel	Guest house	B & B
Net room occupancy	65.9%	54.8%	46.7%
Net bedspace occupancy	55.9%	48.0%	36.4%
Net bedspace occupancy by UK guests	53.7%	41.9%	32.4%
Net bedspace occupancy by overseas guests	1.5%	4.1%	2.5%
Percentage of bednights by UK guests	97.4%	91.2%	92.8%
Percentage of bednights by overseas guests	2.6%	8.8%	7.2%
Percentage of UK guests	96.2%	90.7%	90.3%
Percentage of overseas guests	3.8%	9.3%	9.7%
Average length of stay	1.9	2.1	2.2
Average length of stay by UK guests	1.9	2.0	2.2
Average length of stay by overseas guests	1.3	1.9	1.6
Sample size	41	36	33

	National Park	
	Inside the NP	Outside the NP
Net room occupancy	62.2%	54.8%
Net bedspace occupancy	54.7%	42.3%
Net bedspace occupancy by UK guests	50.1%	40.7%
Net bedspace occupancy by overseas guests	2.7%	1.9%
Percentage of bednights by UK guests	94.8%	95.7%
Percentage of bednights by overseas guests	5.2%	4.3%
Percentage of UK guests	94.0%	94.3%
Percentage of overseas guests	6.0%	5.7%
Average length of stay	2.2	1.7
Average length of stay by UK guests	2.1	1.7
Average length of stay by overseas guests	1.8	1.3
Sample size	72	38

	Size of Establishment (No. of Rooms)					
	001-003	004-010	011-025	026-050	051-100	100+
Net room occupancy	33.9%	54.5%	61.3%	66.6%	70.5%	73.3%
Net bedspace occupancy	30.6%	44.4%	54.0%	56.7%	57.3%	68.7%
Net bedspace occupancy by UK guests	24.7%	40.2%	48.8%	55.9%	53.5%	65.7%
Net bedspace occupancy by overseas guests	2.0%	3.5%	2.5%	0.8%	2.3%	3.1%
Percentage of bednights by UK guests	92.6%	92.0%	95.1%	98.6%	96.0%	95.5%
Percentage of bednights by overseas guests	7.4%	8.0%	4.9%	1.4%	4.0%	4.5%
Percentage of UK guests	89.5%	91.1%	95.4%	97.8%	94.3%	93.1%
Percentage of overseas guests	10.5%	8.9%	4.6%	2.2%	5.7%	6.9%
Average length of stay	1.9	2.1	2.1	2.0	1.7	1.7
Average length of stay by UK guests	1.8	2.1	2.0	2.0	1.7	1.7
Average length of stay by overseas guests	1.3	1.9	2.2	1.2	1.2	1.1
Sample size	18	48	17	18	7	2

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	56.1%	47.4%	64.5%	57.4%
Net bedspace occupancy	45.2%	36.5%	51.0%	50.5%
Net bedspace occupancy by UK guests	44.7%	29.0%	45.9%	47.5%
Net bedspace occupancy by overseas guests	0.4%	4.1%	3.3%	1.9%
Percentage of bednights by UK guests	99.1%	87.7%	93.3%	96.1%
Percentage of bednights by overseas guests	1.0%	12.4%	6.7%	3.9%
Percentage of UK guests	98.5%	88.3%	91.8%	95.3%
Percentage of overseas guests	1.5%	11.7%	8.2%	4.7%
Average length of stay	2.7	1.5	2.0	1.9
Average length of stay by UK guests	2.7	1.5	2.0	1.9
Average length of stay by overseas guests	1.7	1.6	1.6	1.6
Sample size	4	4	35	67

	Tariff (£ per person per night for Bed & Breakfast)					
	00-20	20-30	30-40	40-50	50-60	60+
Net room occupancy	0.0%	29.0%	46.2%	50.1%	63.0%	68.5%
Net bedspace occupancy	0.0%	30.9%	34.6%	41.9%	58.8%	58.9%
Net bedspace occupancy by UK guests	0.0%	29.3%	31.9%	36.8%	53.0%	56.6%
Net bedspace occupancy by overseas guests	0.0%	1.5%	2.8%	2.6%	5.9%	1.7%
Percentage of bednights by UK guests	0.0%	95.0%	92.1%	93.4%	89.9%	97.1%
Percentage of bednights by overseas guests	0.0%	5.0%	7.9%	6.6%	10.1%	2.9%
Percentage of UK guests	0.0%	88.2%	90.8%	93.3%	87.5%	95.9%
Percentage of overseas guests	0.0%	11.8%	9.2%	6.7%	12.5%	4.1%
Average length of stay	0.0	2.4	2.1	2.1	2.0	1.9
Average length of stay by UK guests	0.0	2.6	2.1	2.0	2.1	1.9
Average length of stay by overseas guests	0.0	1.0	1.8	2.0	1.7	1.3
Sample size	0	3	30	30	8	39

	Award		
	None	Silver	Gold
Net room occupancy	56.8%	66.4%	69.7%
Net bedspace occupancy	48.1%	53.1%	65.1%
Net bedspace occupancy by UK guests	45.3%	48.2%	57.7%
Net bedspace occupancy by overseas guests	2.3%	2.2%	5.3%
Percentage of bednights by UK guests	95.2%	95.7%	91.6%
Percentage of bednights by overseas guests	4.8%	4.3%	8.4%
Percentage of UK guests	94.3%	94.4%	89.6%
Percentage of overseas guests	5.7%	5.6%	10.4%
Average length of stay	1.9	2.2	2.3
Average length of stay by UK guests	1.9	2.1	2.4
Average length of stay by overseas guests	1.6	1.6	1.9
Sample size	83	22	5

	Rating						
	None	1 STAR	2 STAR	3 STAR	4 STAR	5 STAR	Local Inspection
Net room occupancy	47.3%	0.0%	61.3%	62.9%	59.2%	62.4%	42.6%
Net bedspace occupancy	32.4%	0.0%	54.9%	52.3%	49.8%	61.9%	36.0%
Net bedspace occupancy by UK guests	32.3%	0.0%	52.1%	50.4%	44.2%	55.6%	36.0%
Net bedspace occupancy by overseas guests	0.1%	0.0%	2.8%	1.8%	3.2%	4.1%	0.0%
Percentage of bednights by UK guests	99.7%	0.0%	94.8%	96.6%	93.2%	93.2%	100.0%
Percentage of bednights by overseas guests	0.3%	0.0%	5.2%	3.4%	6.8%	6.8%	0.0%
Percentage of UK guests	99.5%	0.0%	94.0%	96.1%	91.5%	91.1%	100.0%
Percentage of overseas guests	0.5%	0.0%	6.0%	3.9%	8.5%	9.0%	0.0%
Average length of stay	1.5	0.0	2.0	1.9	2.0	2.2	2.2
Average length of stay by UK guests	1.5	0.0	2.0	1.9	2.0	2.0	2.2
Average length of stay by overseas guests	1.0	0.0	1.7	1.7	1.6	1.5	0.0
Sample size	6	0	6	32	52	7	7