

Serviced Accommodation Occupancy Survey



Headline Comparisons

	September 10	September 11	% change
Room Occupancy:	69.0%	69.0%	0%
Bedspace Occupancy:	58.0%	57.4%	-1%
Domestic guests:	92.6%	89.8%	-3%
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	69.0%	69.0%	72.7%	66.6%	55.1%	61.7%	73.5%
Net bedspace occupancy	57.4%	54.8%	44.7%	50.0%	40.5%	47.8%	66.5%
Net bedspace occupancy by UK guests	51.1%	49.3%	45.2%	43.9%	37.8%	45.0%	58.4%
Net bedspace occupancy by overseas guests	5.2%	4.2%	3.2%	5.4%	2.0%	2.8%	7.0%
Percentage of bednights by UK guests	90.7%	92.1%	93.3%	89.0%	94.9%	94.2%	89.3%
Percentage of bednights by overseas guests	9.3%	7.9%	6.7%	11.0%	5.1%	5.8%	10.8%
Percentage of UK guests	89.8%	92.2%	96.2%	85.4%	95.9%	94.4%	87.9%
Percentage of overseas guests	10.2%	7.8%	3.8%	14.6%	4.1%	5.6%	12.2%
Average length of stay	1.9	2.2	1.9	1.5	1.5	1.6	2.0
Average length of stay by UK guests	1.9	2.2	1.8	1.6	1.5	1.6	2.0
Average length of stay by overseas guests	1.7	2.3	3.3	1.1	1.8	1.6	1.8
Sample size	190	54	3	13	13	22	85

	Type of Establishment		
	Hotel	Guest house	B & B
Net room occupancy	73.1%	67.3%	58.4%
Net bedspace occupancy	60.3%	59.8%	45.0%
Net bedspace occupancy by UK guests	56.1%	51.2%	36.9%
Net bedspace occupancy by overseas guests	3.4%	7.4%	7.3%
Percentage of bednights by UK guests	94.4%	87.4%	83.5%
Percentage of bednights by overseas guests	5.7%	12.6%	16.5%
Percentage of UK guests	92.6%	87.3%	83.5%
Percentage of overseas guests	7.4%	12.7%	16.5%
Average length of stay	1.9	1.9	2.0
Average length of stay by UK guests	1.8	1.9	2.0
Average length of stay by overseas guests	1.4	1.9	2.0
Sample size	62	71	57

	National Park	
	Inside the NP	Outside the NP
Net room occupancy	71.3%	65.6%
Net bedspace occupancy	62.2%	50.0%
Net bedspace occupancy by UK guests	54.9%	45.6%
Net bedspace occupancy by overseas guests	6.0%	4.1%
Percentage of bednights by UK guests	90.1%	91.8%
Percentage of bednights by overseas guests	9.9%	8.2%
Percentage of UK guests	89.3%	90.6%
Percentage of overseas guests	10.7%	9.4%
Average length of stay	2.1	1.6
Average length of stay by UK guests	2.1	1.6
Average length of stay by overseas guests	1.9	1.4
Sample size	126	64

	Size of Establishment (No. of Rooms)					
	001-003	004-010	011-025	026-050	051-100	100+
Net room occupancy	54.9%	65.1%	67.0%	75.5%	80.4%	77.3%
Net bedspace occupancy	47.9%	53.2%	57.6%	63.4%	62.9%	70.4%
Net bedspace occupancy by UK guests	41.0%	45.7%	51.0%	60.7%	56.5%	62.2%
Net bedspace occupancy by overseas guests	7.0%	7.0%	3.5%	2.2%	5.2%	8.2%
Percentage of bednights by UK guests	85.5%	86.7%	93.7%	96.5%	91.5%	88.3%
Percentage of bednights by overseas guests	14.5%	13.4%	6.3%	3.5%	8.5%	11.7%
Percentage of UK guests	85.8%	87.0%	94.4%	95.6%	87.4%	86.3%
Percentage of overseas guests	14.2%	13.0%	5.6%	4.4%	12.7%	13.7%
Average length of stay	1.7	1.9	2.1	2.0	1.6	1.7
Average length of stay by UK guests	1.7	1.9	2.0	2.1	1.7	1.7
Average length of stay by overseas guests	1.7	2.0	2.2	1.6	1.1	1.4
Sample size	36	89	33	22	8	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	61.7%	58.2%	73.7%	67.9%
Net bedspace occupancy	49.2%	45.3%	57.8%	58.7%
Net bedspace occupancy by UK guests	45.1%	40.0%	49.0%	53.2%
Net bedspace occupancy by overseas guests	1.8%	5.0%	6.2%	5.0%
Percentage of bednights by UK guests	96.2%	88.8%	88.7%	91.3%
Percentage of bednights by overseas guests	3.8%	11.2%	11.3%	8.7%
Percentage of UK guests	94.9%	85.8%	89.0%	90.0%
Percentage of overseas guests	5.1%	14.2%	11.0%	10.0%
Average length of stay	2.1	1.6	2.0	1.8
Average length of stay by UK guests	1.9	1.6	2.0	1.8
Average length of stay by overseas guests	1.4	1.3	2.0	1.6
Sample size	10	5	71	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%	50.3%	58.8%	65.7%	71.7%	73.6%
Net bedspace occupancy	0.0%	43.0%	44.5%	55.1%	63.1%	62.1%
Net bedspace occupancy by UK guests	0.0%	39.4%	37.1%	49.7%	51.2%	57.1%
Net bedspace occupancy by overseas guests	0.0%	3.6%	7.3%	5.5%	8.9%	4.0%
Percentage of bednights by UK guests	0.0%	91.7%	83.6%	90.0%	85.1%	93.5%
Percentage of bednights by overseas guests	0.0%	8.3%	16.4%	10.0%	14.9%	6.5%
Percentage of UK guests	0.0%	88.6%	84.3%	90.4%	83.7%	91.6%
Percentage of overseas guests	0.0%	11.4%	15.7%	9.6%	16.3%	8.4%
Average length of stay	0.0	2.4	1.9	1.9	2.1	1.9
Average length of stay by UK guests	0.0	2.5	1.9	1.9	2.1	1.8
Average length of stay by overseas guests	0.0	1.7	2.0	1.9	1.9	1.4
Sample size	0	10	48	54	14	64

	Award		
	None	Silver	Gold
Net room occupancy	67.0%	74.1%	80.6%
Net bedspace occupancy	55.8%	59.8%	75.3%
Net bedspace occupancy by UK guests	50.6%	51.6%	60.5%
Net bedspace occupancy by overseas guests	5.1%	4.7%	11.9%
Percentage of bednights by UK guests	90.8%	91.7%	83.6%
Percentage of bednights by overseas guests	9.2%	8.3%	16.4%
Percentage of UK guests	89.7%	91.5%	83.3%
Percentage of overseas guests	10.3%	8.5%	16.7%
Average length of stay	1.8	2.1	2.1
Average length of stay by UK guests	1.8	2.0	2.2
Average length of stay by overseas guests	1.6	1.9	2.2
Sample size	148	36	6

	Rating						
	None	1 STAR	2 STAR	3 STAR	4 STAR	5 STAR	Local Inspection
Net room occupancy	54.2%	78.1%	60.3%	74.9%	68.9%	68.0%	57.3%
Net bedspace occupancy	41.6%	76.1%	51.0%	60.7%	57.4%	61.6%	50.7%
Net bedspace occupancy by UK guests	40.3%	0.0%	48.4%	55.0%	48.5%	58.0%	48.7%
Net bedspace occupancy by overseas guests	2.7%	0.0%	3.3%	5.2%	6.8%	3.9%	2.1%
Percentage of bednights by UK guests	93.8%	0.0%	93.6%	91.3%	87.7%	93.7%	95.9%
Percentage of bednights by overseas guests	6.2%	0.0%	6.4%	8.7%	12.3%	6.3%	4.1%
Percentage of UK guests	93.9%	0.0%	92.0%	89.7%	87.1%	93.1%	96.8%
Percentage of overseas guests	6.1%	0.0%	8.0%	10.3%	12.9%	6.9%	3.2%
Average length of stay	1.7	3.9	2.0	1.9	1.9	1.7	1.8
Average length of stay by UK guests	1.7	0.0	2.0	1.9	1.9	1.7	1.7
Average length of stay by overseas guests	1.8	0.0	1.6	1.6	1.8	1.5	2.3
Sample size	16	1	12	50	81	13	15