

Self Catering Occupancy Survey



Headline Comparisons

	April 10	April 11	% change
Unit Occupancy:	60.0%	61.9%	3%
Bedspace Occupancy:	45.1%	50.1%	11%
Domestic visitors:	97.6%	98.2%	1%
Average Party Size:	3.7	4.0	0.3 people
Average Length of Stay:	5.8	5.8	0 nights

	District Council Area						
	Cumbria	Allerdale	Barrow	Carlisle	Copeland	Eden	South Lakeland
Unit occupancy	61.9%	65.0%	0.0%	62.6%	65.8%	52.3%	64.7%
Bedspace occupancy	50.1%	53.3%	0.0%	49.1%	44.2%	45.6%	51.9%
Percentage UK guests	98.2%	98.1%	0.0%	98.8%	100.0%	99.5%	97.3%
Percentage overseas guests	1.8%	1.9%	0.0%	1.2%	0.0%	0.5%	2.7%
Average Party Size	4.0	3.8	0.0	3.9	4.2	4.6	3.8
Average Length of Stay	5.8	6.1	0.0	6.1	6.5	5.3	5.7
Sample size	251	76	0	17	11	57	90

	Location	
	Inside National Park	Outside National Park
Unit occupancy	71.5%	50.0%
Bedspace occupancy	56.7%	42.8%
Percentage UK guests	97.5%	99.1%
Percentage overseas guests	2.5%	0.9%
Average Party Size	3.6	4.6
Average Length of Stay	6.0	5.3
Sample size	138	113

	Area Type			
	Large city / town	Coastal	Village / Rural	Small Town
Unit occupancy	54.6%	51.7%	32.3%	65.9%
Bedspace occupancy	37.3%	39.2%	28.4%	54.9%
Percentage UK guests	97.2%	0.0%	96.8%	98.5%
Percentage overseas guests	2.8%	0.0%	3.2%	1.5%
Average Party Size	4.4	3.0	4.9	3.9
Average Length of Stay	4.6	6.2	5.6	6.0
Sample size	31	2	19	199

	Type of Unit			
	Chalet / lodge	Flat / apartment	House / cottage	Static caravan
Unit occupancy	81.9%	53.8%	63.4%	62.5%
Bedspace occupancy	71.8%	45.1%	50.7%	42.5%
Percentage UK guests	100.0%	93.3%	98.8%	100.0%
Percentage overseas guests	0.0%	6.7%	1.2%	0.0%
Average Party Size	4.1	3.0	4.3	3.6
Average Length of Stay	5.3	5.1	5.9	6.5
Sample size	7	53	183	8

Care must be taken with the interpretation of results based on small sub-samples.

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	Farm		Award		
	Farm	Not Farm	None	Silver	Gold
Unit occupancy	63.9%	61.2%	62.4%	0.0%	57.3%
Bedspace occupancy	49.8%	50.2%	51.4%	0.0%	42.4%
Percentage UK guests	97.9%	98.4%	98.0%	0.0%	100.0%
Percentage overseas guests	2.1%	1.6%	2.0%	0.0%	0.0%
Average Party Size	4.0	4.0	3.9	0.0	5.1
Average Length of Stay	6.1	5.7	5.8	0.0	5.6
Sample size	59	192	225	0	26

	Size of Unit (bedspaces)			
	1 - 2	3 - 4	5 - 6	7+
Unit occupancy	54.7%	62.6%	65.9%	62.2%
Bedspace occupancy	55.0%	48.6%	49.2%	51.4%
Percentage UK guests	92.7%	97.3%	99.1%	100.0%
Percentage overseas guests	7.3%	2.7%	0.9%	0.0%
Average Party Size	2.0	3.0	4.3	8.5
Average Length of Stay	5.4	6.1	5.8	5.3
Sample size	49	100	66	36

	Size of Business (Units Owned)			
	1	2 - 4	5 - 9	10+
Unit occupancy	56.7%	65.5%	58.7%	73.8%
Bedspace occupancy	46.0%	49.5%	52.1%	65.2%
Percentage UK guests	98.6%	99.4%	97.5%	97.8%
Percentage overseas guests	1.4%	0.7%	2.5%	2.2%
Average Party Size	4.6	3.6	3.9	4.8
Average Length of Stay	6.3	5.9	5.0	6.2
Sample size	68	102	66	15

	Tariff (Maximum per Unit per Week)					
	<£100	£100-£199	£200-£299	£300-£399	£400-£499	£500+
Unit occupancy	0.0%	55.1%	53.0%	59.2%	65.3%	74.9%
Bedspace occupancy	0.0%	40.3%	52.8%	50.6%	44.1%	60.7%
Percentage UK guests	0.0%	100.0%	85.7%	95.3%	97.2%	100.0%
Percentage overseas guests	0.0%	0.0%	14.3%	4.7%	2.8%	0.0%
Average Party Size	0.0	3.6	2.7	2.9	3.3	5.6
Average Length of Stay	0.0	5.9	5.7	5.6	6.1	5.5
Sample size	0	3	19	48	41	66

	Quality Standard						
	1 STAR	2 STAR	3 STAR	4 STAR	5 STAR	Local Inspection	No rating
Unit occupancy	0.0%	42.2%	61.9%	66.1%	66.6%	55.8%	46.7%
Bedspace occupancy	0.0%	21.1%	52.1%	55.1%	51.3%	41.5%	29.1%
Percentage UK guests	0.0%	66.7%	98.0%	97.8%	99.3%	100.0%	100.0%
Percentage overseas guests	0.0%	33.3%	2.0%	2.2%	0.7%	0.0%	0.0%
Average Party Size	0.0	2.0	3.9	4.1	4.5	3.5	3.0
Average Length of Stay	0.0	5.6	5.7	5.7	5.7	6.2	6.2
Sample size	0	3	74	101	32	25	11