

Self Catering Occupancy Survey



Headline Comparisons

	January 10	January 11	% change
Unit Occupancy:	20.0%	21.6%	8%
Bedspace Occupancy:	15.0%	17.6%	17%
Domestic visitors:	96.0%	98.5%	3%
Average Party Size:	3.5	3.8	0.3 people
Average Length of Stay:	5.4	4.8	-0.6 nights

	District Council Area						
	Cumbria	Allerdale	Barrow	Carlisle	Copeland	Eden	South Lakeland
Unit occupancy	21.6%	23.1%	0.0%	15.6%	15.5%	22.2%	22.2%
Bedspace occupancy	17.6%	17.6%	0.0%	14.4%	10.2%	20.1%	18.0%
Percentage UK guests	98.5%	98.8%	0.0%	100.0%	100.0%	100.0%	96.3%
Percentage overseas guests	1.6%	1.2%	0.0%	0.0%	0.0%	0.0%	3.8%
Average Party Size	3.8	3.4	0.0	3.9	3.0	5.5	3.3
Average Length of Stay	4.8	4.9	0.0	4.2	4.9	5.0	4.8
Sample size	290	88	0	23	11	61	107

	Location	
	Inside National Park	Outside National Park
Unit occupancy	23.2%	19.3%
Bedspace occupancy	18.3%	16.7%
Percentage UK guests	99.2%	97.6%
Percentage overseas guests	0.8%	2.4%
Average Party Size	3.3	4.7
Average Length of Stay	4.6	5.3
Sample size	169	121

	Area Type			
	Large city / town	Coastal	Village / Rural	Small Town
Unit occupancy	24.5%	15.2%	10.9%	22.4%
Bedspace occupancy	17.3%	8.0%	9.1%	18.7%
Percentage UK guests	100.0%	100.0%	100.0%	98.1%
Percentage overseas guests	0.0%	0.0%	0.0%	1.9%
Average Party Size	3.9	3.0	3.7	3.7
Average Length of Stay	5.1	3.0	3.3	4.9
Sample size	31	3	21	235

	Type of Unit			
	Chalet / lodge	Flat / apartment	House / cottage	Static caravan
Unit occupancy	44.1%	24.8%	19.8%	0.0%
Bedspace occupancy	43.7%	19.9%	16.3%	0.0%
Percentage UK guests	100.0%	98.8%	98.3%	0.0%
Percentage overseas guests	0.0%	1.2%	1.7%	0.0%
Average Party Size	3.9	2.6	4.2	0.0
Average Length of Stay	7.2	5.2	4.6	0.0
Sample size	7	60	210	13

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	17.6%	22.8%	22.0%	0.0%	19.4%
Bedspace occupancy	13.8%	18.6%	17.6%	0.0%	17.4%
Percentage UK guests	100.0%	98.2%	98.1%	0.0%	100.0%
Percentage overseas guests	0.0%	1.8%	1.9%	0.0%	0.0%
Average Party Size	3.1	3.9	3.7	0.0	4.4
Average Length of Stay	4.6	4.9	5.1	0.0	3.6
Sample size	71	219	252	0	38

	Size of Unit (bedspaces)			
	1 - 2	3 - 4	5 - 6	7+
Unit occupancy	18.8%	25.2%	18.7%	21.2%
Bedspace occupancy	17.5%	18.4%	14.8%	19.7%
Percentage UK guests	97.9%	96.7%	98.5%	100.0%
Percentage overseas guests	2.2%	3.3%	1.5%	0.0%
Average Party Size	1.9	2.7	4.1	9.6
Average Length of Stay	4.2	5.6	4.9	3.3
Sample size	62	115	77	36

	Size of Business (Units Owned)			
	1	2 - 4	5 - 9	10+
Unit occupancy	22.7%	24.0%	17.9%	20.0%
Bedspace occupancy	17.8%	19.5%	14.4%	18.8%
Percentage UK guests	97.7%	98.6%	98.9%	100.0%
Percentage overseas guests	2.3%	1.4%	1.2%	0.0%
Average Party Size	4.8	3.4	3.2	4.5
Average Length of Stay	5.3	4.7	4.7	4.3
Sample size	70	116	86	17

	Tariff (Maximum per Unit per Week)					
	<£100	£100-£199	£200-£299	£300-£399	£400-£499	£500+
Unit occupancy	0.0%	42.3%	21.9%	16.7%	26.7%	25.8%
Bedspace occupancy	0.0%	24.1%	19.7%	12.8%	18.1%	23.0%
Percentage UK guests	0.0%	100.0%	92.2%	97.6%	100.0%	99.4%
Percentage overseas guests	0.0%	0.0%	7.8%	2.4%	0.0%	0.6%
Average Party Size	0.0	1.9	2.7	2.9	3.4	6.7
Average Length of Stay	0.0	6.4	4.9	4.6	5.5	3.9
Sample size	0	9	49	65	27	39

	Quality Standard						
	1 STAR	2 STAR	3 STAR	4 STAR	5 STAR	Local Inspection	No rating
Unit occupancy	0.0%	4.8%	21.2%	25.0%	21.0%	14.7%	17.2%
Bedspace occupancy	0.0%	7.7%	18.9%	19.2%	20.0%	10.3%	9.3%
Percentage UK guests	0.0%	100.0%	97.0%	99.2%	100.0%	95.5%	100.0%
Percentage overseas guests	0.0%	0.0%	3.0%	0.8%	0.0%	4.6%	0.0%
Average Party Size	0.0	8.0	4.4	3.2	4.9	3.5	3.0
Average Length of Stay	0.0	3.0	5.8	4.6	3.8	4.2	5.9
Sample size	0	3	78	124	40	24	17

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