

Self Catering Occupancy Survey



Headline Comparisons

	June 10	June 11	% change
Unit Occupancy:	66.8%	68.8%	3%
Bedspace Occupancy:	43.5%	49.6%	14%
Domestic visitors:	93.6%	100.0%	7%
Average Party Size:	3.3	3.7	0.4 people
Average Length of Stay:	6.3	6.4	0.1 nights

	District Council Area						
	Cumbria	Allerdale	Barrow	Carlisle	Copeland	Eden	South Lakeland
Unit occupancy	68.8%	73.2%	0.0%	66.2%	71.9%	61.9%	70.4%
Bedspace occupancy	49.6%	54.4%	0.0%	37.9%	46.5%	46.7%	50.1%
Percentage UK guests	100.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Percentage overseas guests	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Average Party Size	3.7	4.0	0.0	2.7	4.2	4.0	3.4
Average Length of Stay	6.4	7.6	0.0	6.7	6.6	6.0	6.1
Sample size	158	38	0	7	7	41	65

	Location	
	Inside National Park	Outside National Park
Unit occupancy	74.6%	60.7%
Bedspace occupancy	54.8%	42.8%
Percentage UK guests	100.0%	0.0%
Percentage overseas guests	0.0%	0.0%
Average Party Size	3.7	3.8
Average Length of Stay	6.6	6.2
Sample size	91	67

	Area Type			
	Large city / town	Coastal	Village / Rural	Small Town
Unit occupancy	81.5%	65.0%	74.3%	67.4%
Bedspace occupancy	60.8%	38.3%	50.5%	48.6%
Percentage UK guests	0.0%	0.0%	0.0%	100.0%
Percentage overseas guests	0.0%	0.0%	0.0%	0.0%
Average Party Size	4.1	2.6	3.0	3.7
Average Length of Stay	5.1	7.4	8.0	6.5
Sample size	11	2	10	135

	Type of Unit			
	Chalet / lodge	Flat / apartment	House / cottage	Static caravan
Unit occupancy	78.1%	70.1%	68.6%	60.6%
Bedspace occupancy	65.8%	53.0%	50.1%	31.1%
Percentage UK guests	0.0%	0.0%	100.0%	0.0%
Percentage overseas guests	0.0%	0.0%	0.0%	0.0%
Average Party Size	3.6	2.6	4.0	2.9
Average Length of Stay	6.0	7.1	6.4	6.0
Sample size	7	27	113	11

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	61.0%	71.4%	68.2%	0.0%	82.3%
Bedspace occupancy	40.1%	53.1%	49.1%	0.0%	59.1%
Percentage UK guests	0.0%	100.0%	100.0%	0.0%	0.0%
Percentage overseas guests	0.0%	0.0%	0.0%	0.0%	0.0%
Average Party Size	3.4	3.8	3.6	0.0	5.2
Average Length of Stay	6.6	6.4	6.5	0.0	6.1
Sample size	41	117	151	0	7

	Size of Unit (bedspaces)			
	1 - 2	3 - 4	5 - 6	7+
Unit occupancy	72.6%	70.3%	68.9%	58.8%
Bedspace occupancy	73.0%	50.1%	44.8%	47.9%
Percentage UK guests	0.0%	0.0%	0.0%	100.0%
Percentage overseas guests	0.0%	0.0%	0.0%	0.0%
Average Party Size	2.0	2.8	3.7	8.5
Average Length of Stay	7.1	7.0	5.9	5.4
Sample size	31	61	44	22

	Size of Business (Units Owned)			
	1	2 - 4	5 - 9	10+
Unit occupancy	73.7%	72.3%	53.9%	0.0%
Bedspace occupancy	48.9%	53.0%	43.9%	0.0%
Percentage UK guests	100.0%	0.0%	0.0%	0.0%
Percentage overseas guests	0.0%	0.0%	0.0%	0.0%
Average Party Size	3.9	3.5	4.0	0.0
Average Length of Stay	7.3	6.0	6.2	0.0
Sample size	51	72	35	0

	Tariff (Maximum per Unit per Week)					
	<£100	£100-£199	£200-£299	£300-£399	£400-£499	£500+
Unit occupancy	0.0%	53.3%	75.7%	71.2%	75.8%	69.4%
Bedspace occupancy	0.0%	24.7%	61.2%	51.1%	50.4%	52.4%
Percentage UK guests	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%
Percentage overseas guests	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Average Party Size	0.0	3.0	2.2	2.6	3.1	5.7
Average Length of Stay	0.0	8.0	6.3	7.2	6.3	5.5
Sample size	0	2	9	39	32	38

	Quality Standard						
	1 STAR	2 STAR	3 STAR	4 STAR	5 STAR	Local Inspection	No rating
Unit occupancy	0.0%	78.3%	73.6%	65.7%	69.5%	65.2%	74.0%
Bedspace occupancy	0.0%	53.7%	52.0%	49.7%	51.8%	43.3%	37.6%
Percentage UK guests	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%
Percentage overseas guests	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Average Party Size	0.0	3.2	3.6	3.7	4.1	3.6	2.6
Average Length of Stay	0.0	7.5	6.8	6.1	6.0	7.5	7.5
Sample size	0	2	43	71	21	16	5

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