

Self Catering Occupancy Survey



Headline Comparisons

	March 10	March 11	% change
Unit Occupancy:	39.0%	35.4%	-9%
Bedspace Occupancy:	27.0%	25.6%	-5%
Domestic visitors:	99.0%	96.9%	-2%
Average Party Size:	3.6	3.8	0.2 people
Average Length of Stay:	5.3	5.0	-0.3 nights

	District Council Area						
	Cumbria	Allerdale	Barrow	Carlisle	Copeland	Eden	South Lakeland
Unit occupancy	35.4%	42.3%	0.0%	28.9%	42.7%	31.2%	32.5%
Bedspace occupancy	25.6%	30.1%	0.0%	19.9%	24.0%	25.1%	23.5%
Percentage UK guests	96.9%	98.6%	0.0%	78.2%	100.0%	99.5%	98.7%
Percentage overseas guests	3.2%	1.4%	0.0%	21.8%	0.0%	0.5%	1.3%
Average Party Size	3.8	3.5	0.0	3.9	3.3	5.2	3.4
Average Length of Stay	5.0	5.0	0.0	5.1	6.6	4.6	5.0
Sample size	271	84	0	20	11	60	96

	Location	
	Inside National Park	Outside National Park
Unit occupancy	43.3%	24.9%
Bedspace occupancy	30.8%	19.8%
Percentage UK guests	98.6%	95.0%
Percentage overseas guests	1.4%	5.0%
Average Party Size	3.3	4.9
Average Length of Stay	5.1	4.6
Sample size	155	116

	Area Type			
	Large city / town	Coastal	Village / Rural	Small Town
Unit occupancy	29.8%	0.0%	16.7%	37.9%
Bedspace occupancy	24.2%	0.0%	13.4%	27.2%
Percentage UK guests	98.1%	0.0%	100.0%	96.4%
Percentage overseas guests	1.9%	0.0%	0.0%	3.6%
Average Party Size	5.4	0.0	4.0	3.6
Average Length of Stay	4.3	0.0	4.5	5.1
Sample size	31	2	18	220

	Type of Unit			
	Chalet / lodge	Flat / apartment	House / cottage	Static caravan
Unit occupancy	49.8%	34.6%	35.4%	26.3%
Bedspace occupancy	37.4%	26.9%	25.4%	15.3%
Percentage UK guests	100.0%	97.6%	96.7%	100.0%
Percentage overseas guests	0.0%	2.4%	3.3%	0.0%
Average Party Size	3.9	2.8	4.1	3.6
Average Length of Stay	5.8	4.8	5.0	4.1
Sample size	7	59	194	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	36.0%	35.2%	34.8%	0.0%	39.9%
Bedspace occupancy	21.6%	26.6%	24.8%	0.0%	30.9%
Percentage UK guests	88.3%	98.9%	96.5%	0.0%	98.3%
Percentage overseas guests	11.7%	1.1%	3.5%	0.0%	1.7%
Average Party Size	3.5	3.9	3.5	0.0	5.9
Average Length of Stay	5.1	4.9	5.0	0.0	4.5
Sample size	55	216	245	0	26

	Size of Unit (bedspaces)			
	1 - 2	3 - 4	5 - 6	7+
Unit occupancy	33.9%	36.8%	37.3%	29.9%
Bedspace occupancy	33.9%	23.9%	25.2%	25.6%
Percentage UK guests	96.2%	99.3%	98.3%	94.8%
Percentage overseas guests	3.8%	0.7%	1.7%	5.2%
Average Party Size	2.0	2.7	4.0	9.2
Average Length of Stay	4.8	5.6	4.7	4.2
Sample size	54	109	70	38

	Size of Business (Units Owned)			
	1	2 - 4	5 - 9	10+
Unit occupancy	35.2%	38.3%	28.4%	45.9%
Bedspace occupancy	23.8%	27.9%	21.5%	34.3%
Percentage UK guests	100.0%	98.7%	91.7%	100.0%
Percentage overseas guests	0.0%	1.3%	8.3%	0.0%
Average Party Size	4.2	3.7	3.6	4.3
Average Length of Stay	5.7	5.0	4.3	5.1
Sample size	67	121	67	16

	Tariff (Maximum per Unit per Week)					
	<£100	£100-£199	£200-£299	£300-£399	£400-£499	£500+
Unit occupancy	0.0%	39.0%	35.3%	34.6%	39.0%	43.4%
Bedspace occupancy	0.0%	25.5%	25.6%	21.9%	25.2%	34.6%
Percentage UK guests	0.0%	100.0%	100.0%	88.8%	100.0%	95.9%
Percentage overseas guests	0.0%	0.0%	0.0%	11.2%	0.0%	4.1%
Average Party Size	0.0	2.2	2.8	2.7	3.4	7.1
Average Length of Stay	0.0	5.6	5.1	5.0	5.1	4.8
Sample size	0	8	39	70	40	40

	Quality Standard						
	1 STAR	2 STAR	3 STAR	4 STAR	5 STAR	Local Inspection	No rating
Unit occupancy	0.0%	31.2%	33.7%	36.7%	38.5%	41.2%	20.6%
Bedspace occupancy	0.0%	21.2%	24.4%	25.5%	33.1%	27.8%	9.8%
Percentage UK guests	0.0%	100.0%	96.2%	95.8%	98.4%	100.0%	100.0%
Percentage overseas guests	0.0%	0.0%	3.8%	4.2%	1.6%	0.0%	0.0%
Average Party Size	0.0	3.0	3.7	3.5	5.3	3.1	2.4
Average Length of Stay	0.0	4.1	5.0	4.9	4.8	5.6	4.5
Sample size	0	3	80	112	36	25	11

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