

Self Catering Occupancy Survey



Headline Comparisons

	October 10	October 11	% change
Unit Occupancy:	61.4%	58.8%	-4%
Bedspace Occupancy:	45.8%	42.8%	-6%
Domestic visitors:	97.7%	94.0%	-4%
Average Party Size:	3.6	3.7	0.1 people
Average Length of Stay:	5.9	6.0	0.1 nights

	District Council Area						
	Cumbria	Allerdale	Barrow	Carlisle	Copeland	Eden	South Lakeland
Unit occupancy	58.8%	68.1%	0.0%	49.2%	26.5%	52.2%	60.2%
Bedspace occupancy	42.8%	51.6%	0.0%	37.3%	17.9%	39.8%	41.5%
Percentage UK guests	94.0%	94.7%	0.0%	100.0%	69.6%	90.8%	96.8%
Percentage overseas guests	6.0%	5.3%	0.0%	0.0%	30.4%	9.2%	3.2%
Average Party Size	3.7	3.8	0.0	3.9	3.8	4.6	3.0
Average Length of Stay	6.0	6.1	0.0	5.4	6.7	5.5	6.4
Sample size	174	50	0	8	5	45	66

	Location	
	Inside National Park	Outside National Park
Unit occupancy	65.4%	50.1%
Bedspace occupancy	47.5%	37.9%
Percentage UK guests	96.0%	91.8%
Percentage overseas guests	4.0%	8.2%
Average Party Size	3.2	4.5
Average Length of Stay	6.4	5.5
Sample size	101	73

	Area Type			
	Large city / town	Coastal	Village / Rural	Small Town
Unit occupancy	50.5%	56.5%	63.9%	59.4%
Bedspace occupancy	32.8%	45.2%	37.5%	44.7%
Percentage UK guests	77.3%	100.0%	100.0%	95.8%
Percentage overseas guests	22.7%	0.0%	0.0%	4.2%
Average Party Size	4.6	3.2	3.4	3.6
Average Length of Stay	5.0	7.0	7.1	6.1
Sample size	15	2	10	147

	Type of Unit			
	Chalet / lodge	Flat / apartment	House / cottage	Static caravan
Unit occupancy	49.7%	62.6%	58.2%	59.0%
Bedspace occupancy	51.9%	49.8%	41.9%	33.0%
Percentage UK guests	93.2%	97.7%	93.0%	100.0%
Percentage overseas guests	6.8%	2.3%	7.0%	0.0%
Average Party Size	4.5	2.7	4.0	3.3
Average Length of Stay	6.1	5.9	6.1	6.0
Sample size	5	35	125	9

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	50.9%	61.9%	59.0%	0.0%	57.7%
Bedspace occupancy	36.6%	45.4%	42.4%	0.0%	44.9%
Percentage UK guests	97.7%	92.8%	96.4%	0.0%	85.7%
Percentage overseas guests	2.3%	7.2%	3.6%	0.0%	14.3%
Average Party Size	3.7	3.7	3.4	0.0	5.4
Average Length of Stay	5.7	6.1	6.1	0.0	5.4
Sample size	49	125	148	0	26

	Size of Unit (bedspaces)			
	1 - 2	3 - 4	5 - 6	7+
Unit occupancy	60.4%	58.9%	63.4%	48.1%
Bedspace occupancy	59.4%	43.1%	42.4%	38.1%
Percentage UK guests	96.7%	96.0%	98.4%	87.3%
Percentage overseas guests	3.3%	4.0%	1.6%	12.7%
Average Party Size	2.0	2.8	3.9	8.7
Average Length of Stay	5.7	6.7	6.0	4.7
Sample size	38	67	45	24

	Size of Business (Units Owned)			
	1	2 - 4	5 - 9	10+
Unit occupancy	63.4%	61.5%	52.2%	63.1%
Bedspace occupancy	42.1%	43.6%	40.6%	52.3%
Percentage UK guests	96.4%	90.7%	94.7%	100.0%
Percentage overseas guests	3.6%	9.4%	5.4%	0.0%
Average Party Size	3.9	3.8	3.5	4.2
Average Length of Stay	6.5	6.5	5.2	6.5
Sample size	39	60	65	9

	Tariff (Maximum per Unit per Week)					
	<£100	£100-£199	£200-£299	£300-£399	£400-£499	£500+
Unit occupancy	0.0%	38.7%	59.7%	57.1%	65.9%	65.5%
Bedspace occupancy	0.0%	31.8%	43.8%	40.2%	45.1%	47.0%
Percentage UK guests	0.0%	100.0%	97.0%	96.6%	94.9%	90.3%
Percentage overseas guests	0.0%	0.0%	3.0%	3.4%	5.2%	9.7%
Average Party Size	0.0	2.6	2.6	2.7	3.4	5.2
Average Length of Stay	0.0	4.8	6.0	6.6	5.7	5.9
Sample size	0	2	22	39	31	42

	Quality Standard						
	1 STAR	2 STAR	3 STAR	4 STAR	5 STAR	Local Inspection	No rating
Unit occupancy	0.0%	53.2%	64.8%	54.6%	53.7%	70.2%	50.0%
Bedspace occupancy	0.0%	39.4%	44.5%	40.5%	43.7%	47.9%	36.5%
Percentage UK guests	0.0%	100.0%	94.6%	96.1%	87.6%	99.5%	100.0%
Percentage overseas guests	0.0%	0.0%	5.4%	3.9%	12.5%	0.5%	0.0%
Average Party Size	0.0	4.4	3.2	3.7	5.1	2.9	3.2
Average Length of Stay	0.0	5.2	6.6	5.7	5.5	6.2	5.7
Sample size	0	2	52	60	33	17	10

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