

Self Catering Occupancy Survey



Headline Comparisons

	September 10	September 11	% change
Unit Occupancy:	70.0%	69.4%	-1%
Bedspace Occupancy:	46.6%	45.8%	-2%
Domestic visitors:	95.8%	93.8%	-2%
Average Party Size:	3.4	3.4	0 people
Average Length of Stay:	6.3	6.2	-0.1 nights

	District Council Area						
	Cumbria	Allerdale	Barrow	Carlisle	Copeland	Eden	South Lakeland
Unit occupancy	69.4%	75.5%	0.0%	56.5%	48.3%	62.0%	74.1%
Bedspace occupancy	45.8%	50.4%	0.0%	38.7%	29.9%	41.5%	49.2%
Percentage UK guests	93.8%	96.2%	0.0%	89.0%	100.0%	90.0%	95.5%
Percentage overseas guests	6.3%	3.8%	0.0%	11.0%	0.0%	10.0%	4.5%
Average Party Size	3.4	3.3	0.0	3.3	4.1	4.0	3.1
Average Length of Stay	6.2	6.5	0.0	6.5	6.9	5.6	6.3
Sample size	244	67	0	19	8	57	93

	Location	
	Inside National Park	Outside National Park
Unit occupancy	77.3%	57.6%
Bedspace occupancy	52.1%	37.6%
Percentage UK guests	96.4%	90.2%
Percentage overseas guests	3.6%	9.8%
Average Party Size	3.2	3.8
Average Length of Stay	6.4	5.9
Sample size	147	97

	Area Type			
	Large city / town	Coastal	Village / Rural	Small Town
Unit occupancy	68.7%	58.3%	60.4%	70.2%
Bedspace occupancy	37.3%	29.6%	35.7%	48.1%
Percentage UK guests	92.4%	100.0%	88.6%	94.2%
Percentage overseas guests	7.6%	0.0%	11.4%	5.8%
Average Party Size	4.3	2.3	3.3	3.3
Average Length of Stay	5.5	5.5	7.1	6.2
Sample size	23	2	15	204

	Type of Unit			
	Chalet / lodge	Flat / apartment	House / cottage	Static caravan
Unit occupancy	70.8%	69.4%	69.4%	68.2%
Bedspace occupancy	64.6%	50.2%	45.5%	33.1%
Percentage UK guests	100.0%	92.9%	93.4%	100.0%
Percentage overseas guests	0.0%	7.1%	6.6%	0.0%
Average Party Size	4.3	2.3	3.7	2.7
Average Length of Stay	4.5	6.2	6.2	6.6
Sample size	4	41	188	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	68.4%	69.7%	69.5%	63.3%	68.8%
Bedspace occupancy	39.8%	47.9%	45.6%	40.8%	47.1%
Percentage UK guests	90.3%	94.7%	93.4%	100.0%	95.2%
Percentage overseas guests	9.7%	5.3%	6.6%	0.0%	4.8%
Average Party Size	2.9	3.6	3.2	2.6	5.2
Average Length of Stay	6.4	6.1	6.3	3.8	5.8
Sample size	64	180	213	1	30

	Size of Unit (bedspaces)			
	1 - 2	3 - 4	5 - 6	7+
Unit occupancy	75.4%	71.4%	71.0%	52.0%
Bedspace occupancy	73.8%	47.4%	43.5%	38.3%
Percentage UK guests	94.1%	91.1%	95.9%	94.4%
Percentage overseas guests	5.9%	8.9%	4.1%	5.6%
Average Party Size	2.0	2.6	3.5	7.9
Average Length of Stay	6.0	6.6	6.2	5.2
Sample size	49	98	63	34

	Size of Business (Units Owned)			
	1	2 - 4	5 - 9	10+
Unit occupancy	65.9%	74.4%	62.4%	84.7%
Bedspace occupancy	40.6%	46.8%	43.6%	62.8%
Percentage UK guests	95.0%	98.8%	83.7%	98.6%
Percentage overseas guests	5.0%	1.2%	16.4%	1.4%
Average Party Size	3.4	3.5	2.9	4.6
Average Length of Stay	6.8	6.4	5.8	5.5
Sample size	61	85	78	19

	Tariff (Maximum per Unit per Week)					
	<£100	£100-£199	£200-£299	£300-£399	£400-£499	£500+
Unit occupancy	0.0%	44.2%	73.3%	66.4%	69.7%	76.1%
Bedspace occupancy	0.0%	23.5%	52.2%	46.7%	43.1%	50.3%
Percentage UK guests	0.0%	100.0%	92.4%	92.8%	90.1%	95.6%
Percentage overseas guests	0.0%	0.0%	7.6%	7.3%	9.9%	4.4%
Average Party Size	0.0	1.7	2.1	2.6	3.2	5.0
Average Length of Stay	0.0	7.0	6.7	5.9	6.3	6.0
Sample size	0	2	23	48	52	55

	Quality Standard						
	1 STAR	2 STAR	3 STAR	4 STAR	5 STAR	Local Inspection	No rating
Unit occupancy	0.0%	76.7%	63.4%	74.1%	66.7%	79.4%	56.0%
Bedspace occupancy	0.0%	56.3%	42.0%	49.5%	43.0%	46.8%	40.5%
Percentage UK guests	0.0%	100.0%	90.7%	92.3%	99.4%	99.1%	92.7%
Percentage overseas guests	0.0%	0.0%	9.3%	7.7%	0.6%	0.9%	7.3%
Average Party Size	0.0	3.5	3.1	3.3	4.3	3.0	3.6
Average Length of Stay	0.0	8.2	6.4	6.1	5.7	6.5	6.2
Sample size	0	2	74	96	35	21	12

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