

Serviced Accommodation Occupancy Survey



Headline Comparisons

	August 10	August 11	% change
Room Occupancy:	69.8%	69.5%	0%
Bedspace Occupancy:	61.9%	61.1%	-1%
Domestic guests:	90.7%	87.0%	-4%
Average Length of Stay:	1.9	1.9	0 nights

	District Council Area						
	Cumbria	Allerdale	Barrow	Carlisle	Copeland	Eden	South Lakeland
Net room occupancy	69.5%	70.2%	68.2%	68.3%	66.5%	56.0%	73.4%
Net bedspace occupancy	61.1%	57.1%	44.6%	52.3%	50.2%	48.8%	70.2%
Net bedspace occupancy by UK guests	52.2%	52.5%	41.8%	42.4%	49.0%	44.9%	58.3%
Net bedspace occupancy by overseas guests	7.4%	5.3%	2.8%	8.5%	1.2%	3.9%	10.0%
Percentage of bednights by UK guests	87.6%	90.8%	93.8%	83.2%	97.5%	92.0%	85.3%
Percentage of bednights by overseas guests	12.4%	9.2%	6.2%	16.8%	2.5%	8.1%	14.7%
Percentage of UK guests	87.0%	90.9%	98.1%	85.0%	97.3%	91.0%	83.4%
Percentage of overseas guests	13.0%	9.1%	1.9%	15.0%	2.7%	9.0%	16.6%
Average length of stay	1.9	2.3	2.2	1.4	1.5	1.5	2.2
Average length of stay by UK guests	1.9	2.3	2.1	1.4	1.5	1.5	2.2
Average length of stay by overseas guests	1.8	2.3	7.2	1.6	1.4	1.3	1.9
Sample size	120	26	2	11	7	15	59

	Type of Establishment		
	Hotel	Guest house	B & B
Net room occupancy	73.0%	67.4%	62.8%
Net bedspace occupancy	65.0%	61.6%	50.5%
Net bedspace occupancy by UK guests	58.9%	48.5%	40.5%
Net bedspace occupancy by overseas guests	5.1%	11.2%	8.5%
Percentage of bednights by UK guests	92.1%	81.3%	82.7%
Percentage of bednights by overseas guests	7.9%	18.7%	17.3%
Percentage of UK guests	90.9%	81.1%	81.3%
Percentage of overseas guests	9.1%	18.9%	18.7%
Average length of stay	1.8	2.1	2.1
Average length of stay by UK guests	1.8	2.1	2.2
Average length of stay by overseas guests	1.5	2.0	2.0
Sample size	44	38	38

	National Park	
	Inside the NP	Outside the NP
Net room occupancy	72.0%	65.1%
Net bedspace occupancy	65.3%	53.4%
Net bedspace occupancy by UK guests	55.3%	46.8%
Net bedspace occupancy by overseas guests	8.2%	5.9%
Percentage of bednights by UK guests	87.1%	88.7%
Percentage of bednights by overseas guests	12.9%	11.3%
Percentage of UK guests	86.2%	88.3%
Percentage of overseas guests	13.8%	11.7%
Average length of stay	2.1	1.6
Average length of stay by UK guests	2.1	1.6
Average length of stay by overseas guests	2.0	1.5
Sample size	80	40

	Size of Establishment (No. of Rooms)					
	001-003	004-010	011-025	026-050	051-100	100+
Net room occupancy	48.5%	69.1%	69.6%	73.8%	76.1%	81.2%
Net bedspace occupancy	44.3%	58.3%	61.9%	69.3%	68.1%	64.9%
Net bedspace occupancy by UK guests	36.2%	46.6%	53.6%	66.5%	59.1%	54.3%
Net bedspace occupancy by overseas guests	8.1%	9.8%	5.3%	3.0%	7.1%	10.6%
Percentage of bednights by UK guests	81.8%	82.7%	90.9%	95.7%	89.3%	83.6%
Percentage of bednights by overseas guests	18.2%	17.3%	9.1%	4.3%	10.7%	16.4%
Percentage of UK guests	79.3%	82.9%	92.1%	94.3%	85.6%	84.6%
Percentage of overseas guests	20.7%	17.1%	7.9%	5.7%	14.4%	15.4%
Average length of stay	1.8	2.1	2.1	2.0	1.7	1.6
Average length of stay by UK guests	1.8	2.1	2.0	2.0	1.6	1.5
Average length of stay by overseas guests	1.6	2.1	2.3	1.5	1.2	1.7
Sample size	21	53	20	16	7	3

Care must be taken with the interpretation of results based on small sub-samples.

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	Area Type			
	Seaside	City / Large Town	Small Town	Village / Countryside
Net room occupancy	70.7%	74.6%	72.9%	67.0%
Net bedspace occupancy	56.1%	54.6%	60.3%	62.9%
Net bedspace occupancy by UK guests	51.4%	42.3%	48.9%	55.2%
Net bedspace occupancy by overseas guests	1.5%	10.3%	9.1%	6.6%
Percentage of bednights by UK guests	97.2%	80.5%	84.3%	89.4%
Percentage of bednights by overseas guests	2.8%	19.5%	15.7%	10.6%
Percentage of UK guests	96.4%	83.7%	84.4%	88.1%
Percentage of overseas guests	3.6%	16.3%	15.6%	11.9%
Average length of stay	2.4	1.5	2.1	1.9
Average length of stay by UK guests	2.3	1.5	2.1	1.9
Average length of stay by overseas guests	1.8	1.8	2.1	1.7
Sample size	6	5	36	73

	Tariff (£ per person per night for Bed & Breakfast)					
	00-20	20-30	30-40	40-50	50-60	60+
Net room occupancy	0.0%	43.9%	56.9%	73.2%	78.5%	72.4%
Net bedspace occupancy	0.0%	40.5%	42.7%	65.7%	71.7%	65.1%
Net bedspace occupancy by UK guests	0.0%	34.7%	35.9%	54.3%	57.8%	58.2%
Net bedspace occupancy by overseas guests	0.0%	5.8%	6.8%	10.4%	12.3%	5.6%
Percentage of bednights by UK guests	0.0%	85.6%	84.2%	83.9%	82.5%	91.3%
Percentage of bednights by overseas guests	0.0%	14.4%	15.8%	16.1%	17.6%	8.7%
Percentage of UK guests	0.0%	83.8%	83.0%	85.1%	82.1%	89.8%
Percentage of overseas guests	0.0%	16.1%	17.0%	14.9%	17.9%	10.2%
Average length of stay	0.0	2.3	1.9	2.0	2.0	1.9
Average length of stay by UK guests	0.0	2.3	1.9	1.9	2.1	1.9
Average length of stay by overseas guests	0.0	2.0	1.8	2.1	2.1	1.6
Sample size	0	9	27	30	11	43

	Award		
	None	Silver	Gold
Net room occupancy	68.0%	71.6%	82.0%
Net bedspace occupancy	60.7%	58.5%	78.6%
Net bedspace occupancy by UK guests	52.0%	50.6%	64.6%
Net bedspace occupancy by overseas guests	7.8%	5.2%	12.0%
Percentage of bednights by UK guests	87.0%	90.7%	84.3%
Percentage of bednights by overseas guests	13.0%	9.3%	15.7%
Percentage of UK guests	86.0%	91.4%	85.0%
Percentage of overseas guests	14.0%	8.6%	15.1%
Average length of stay	1.9	2.1	2.1
Average length of stay by UK guests	1.9	2.0	2.2
Average length of stay by overseas guests	1.7	2.2	2.3
Sample size	91	24	5

	Rating						
	None	1 STAR	2 STAR	3 STAR	4 STAR	5 STAR	Local Inspection
Net room occupancy	41.8%	74.4%	72.4%	69.6%	72.7%	63.4%	59.6%
Net bedspace occupancy	39.7%	73.1%	58.0%	61.8%	63.2%	62.2%	53.8%
Net bedspace occupancy by UK guests	36.3%	0.0%	49.8%	55.8%	51.2%	46.1%	52.4%
Net bedspace occupancy by overseas guests	3.3%	0.0%	8.3%	5.7%	9.7%	9.6%	1.4%
Percentage of bednights by UK guests	91.6%	0.0%	85.7%	90.8%	84.1%	82.8%	97.5%
Percentage of bednights by overseas guests	8.4%	0.0%	14.3%	9.3%	15.9%	17.2%	2.5%
Percentage of UK guests	85.5%	0.0%	86.7%	89.6%	83.4%	82.6%	98.0%
Percentage of overseas guests	14.5%	0.0%	13.3%	10.4%	16.6%	17.4%	2.0%
Average length of stay	2.5	3.4	1.7	1.9	2.0	2.0	2.0
Average length of stay by UK guests	2.7	0.0	1.7	1.9	2.0	2.0	2.0
Average length of stay by overseas guests	1.5	0.0	1.9	1.7	1.9	1.9	2.4
Sample size	4	1	9	37	51	7	11