

Serviced Accommodation Occupancy Survey



Headline Comparisons

	July 10	July 11	% change
Room Occupancy:	66.2%	68.8%	4%
Bedspace Occupancy:	57.8%	58.5%	1%
Domestic guests:	89.6%	87.9%	-2%
Average Length of Stay:	1.9	1.9	0 nights

	District Council Area						
	Cumbria	Allerdale	Barrow	Carlisle	Copeland	Eden	South Lakeland
Net room occupancy	68.8%	69.0%	71.6%	69.5%	59.3%	55.5%	73.4%
Net bedspace occupancy	58.5%	56.0%	46.3%	51.3%	43.3%	45.2%	68.4%
Net bedspace occupancy by UK guests	50.9%	51.8%	47.5%	43.1%	40.0%	42.8%	57.2%
Net bedspace occupancy by overseas guests	6.8%	4.6%	2.0%	7.0%	1.8%	2.4%	10.2%
Percentage of bednights by UK guests	88.3%	91.9%	96.0%	86.0%	95.7%	94.7%	84.9%
Percentage of bednights by overseas guests	11.8%	8.2%	4.0%	14.0%	4.3%	5.3%	15.1%
Percentage of UK guests	87.9%	92.5%	97.1%	83.7%	96.9%	93.7%	84.0%
Percentage of overseas guests	12.1%	7.5%	3.0%	16.3%	3.1%	6.3%	16.0%
Average length of stay	1.9	2.3	1.9	1.5	1.5	1.5	2.1
Average length of stay by UK guests	1.9	2.3	1.9	1.5	1.4	1.5	2.1
Average length of stay by overseas guests	1.8	2.5	2.6	1.3	2.0	1.3	2.0
Sample size	195	55	4	14	11	25	86

	Type of Establishment		
	Hotel	Guest house	B & B
Net room occupancy	70.8%	70.5%	61.0%
Net bedspace occupancy	59.7%	63.3%	49.5%
Net bedspace occupancy by UK guests	55.4%	50.8%	40.0%
Net bedspace occupancy by overseas guests	4.0%	11.3%	8.5%
Percentage of bednights by UK guests	93.3%	81.8%	82.5%
Percentage of bednights by overseas guests	6.7%	18.2%	17.5%
Percentage of UK guests	91.8%	82.8%	81.7%
Percentage of overseas guests	8.2%	17.2%	18.3%
Average length of stay	1.8	2.1	2.0
Average length of stay by UK guests	1.8	2.1	2.1
Average length of stay by overseas guests	1.5	2.2	1.9
Sample size	64	66	65

	National Park	
	Inside the NP	Outside the NP
Net room occupancy	71.8%	64.0%
Net bedspace occupancy	64.5%	49.2%
Net bedspace occupancy by UK guests	55.4%	44.1%
Net bedspace occupancy by overseas guests	8.1%	4.8%
Percentage of bednights by UK guests	87.3%	90.2%
Percentage of bednights by overseas guests	12.8%	9.8%
Percentage of UK guests	86.7%	89.6%
Percentage of overseas guests	13.3%	10.4%
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	127	67

	Size of Establishment (No. of Rooms)					
	001-003	004-010	011-025	026-050	051-100	100+
Net room occupancy	49.0%	69.5%	66.6%	72.1%	77.3%	79.4%
Net bedspace occupancy	44.7%	57.9%	58.3%	62.6%	66.5%	59.9%
Net bedspace occupancy by UK guests	37.9%	46.2%	52.2%	59.1%	61.3%	53.1%
Net bedspace occupancy by overseas guests	6.8%	10.6%	4.1%	3.3%	5.3%	6.9%
Percentage of bednights by UK guests	84.7%	81.4%	92.7%	94.8%	92.1%	88.5%
Percentage of bednights by overseas guests	15.3%	18.6%	7.3%	5.2%	7.9%	11.5%
Percentage of UK guests	83.9%	82.9%	93.5%	93.8%	88.4%	85.0%
Percentage of overseas guests	16.1%	17.1%	6.5%	6.2%	11.7%	15.0%
Average length of stay	1.9	2.0	2.0	2.0	1.8	1.6
Average length of stay by UK guests	1.9	2.0	1.9	2.0	1.8	1.6
Average length of stay by overseas guests	1.8	2.2	2.2	1.7	1.2	1.2
Sample size	40	89	34	21	8	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	69.0%	71.7%	73.9%	65.5%
Net bedspace occupancy	57.8%	50.9%	60.1%	58.7%
Net bedspace occupancy by UK guests	56.3%	44.7%	49.1%	52.2%
Net bedspace occupancy by overseas guests	2.0%	6.0%	9.0%	6.1%
Percentage of bednights by UK guests	96.6%	88.1%	84.5%	89.6%
Percentage of bednights by overseas guests	3.5%	11.9%	15.5%	10.4%
Percentage of UK guests	95.9%	85.5%	85.0%	89.1%
Percentage of overseas guests	4.1%	14.5%	15.0%	11.0%
Average length of stay	2.7	1.5	2.1	1.8
Average length of stay by UK guests	2.6	1.6	2.1	1.8
Average length of stay by overseas guests	2.2	1.3	2.1	1.8
Sample size	10	6	69	110

	Tariff (£ per person per night for Bed & Breakfast)					
	00-20	20-30	30-40	40-50	50-60	60+
Net room occupancy	0.0%	41.0%	59.3%	69.0%	74.8%	71.8%
Net bedspace occupancy	0.0%	37.0%	46.1%	58.6%	68.3%	61.7%
Net bedspace occupancy by UK guests	0.0%	32.1%	38.4%	49.3%	56.3%	56.1%
Net bedspace occupancy by overseas guests	0.0%	4.9%	7.3%	9.9%	9.7%	5.0%
Percentage of bednights by UK guests	0.0%	86.7%	84.1%	83.4%	85.2%	91.9%
Percentage of bednights by overseas guests	0.0%	13.3%	15.9%	16.6%	14.8%	8.1%
Percentage of UK guests	0.0%	88.4%	84.6%	84.2%	84.7%	90.4%
Percentage of overseas guests	0.0%	11.6%	15.4%	15.8%	15.3%	9.6%
Average length of stay	0.0	2.0	2.0	2.0	2.1	1.8
Average length of stay by UK guests	0.0	2.0	2.0	2.0	2.2	1.8
Average length of stay by overseas guests	0.0	2.3	2.0	2.1	2.1	1.5
Sample size	0	11	49	50	17	68

	Award		
	None	Silver	Gold
Net room occupancy	66.7%	73.8%	82.3%
Net bedspace occupancy	56.5%	62.2%	77.8%
Net bedspace occupancy by UK guests	49.8%	53.1%	62.6%
Net bedspace occupancy by overseas guests	6.5%	7.2%	11.7%
Percentage of bednights by UK guests	88.5%	88.0%	84.3%
Percentage of bednights by overseas guests	11.5%	12.0%	15.7%
Percentage of UK guests	87.9%	88.5%	80.7%
Percentage of overseas guests	12.1%	11.5%	19.3%
Average length of stay	1.9	2.1	2.2
Average length of stay by UK guests	1.9	2.0	2.4
Average length of stay by overseas guests	1.8	2.1	1.9
Sample size	150	38	7

	Rating						
	None	1 STAR	2 STAR	3 STAR	4 STAR	5 STAR	Local Inspection
Net room occupancy	55.2%	73.1%	68.2%	70.7%	71.4%	69.9%	54.6%
Net bedspace occupancy	43.5%	74.4%	52.6%	59.7%	61.2%	64.6%	49.2%
Net bedspace occupancy by UK guests	41.4%	0.0%	49.1%	54.1%	49.2%	58.1%	46.7%
Net bedspace occupancy by overseas guests	2.2%	0.0%	4.6%	6.0%	9.5%	6.4%	2.6%
Percentage of bednights by UK guests	95.0%	0.0%	91.5%	90.1%	83.8%	90.0%	94.8%
Percentage of bednights by overseas guests	5.0%	0.0%	8.5%	10.0%	16.3%	10.0%	5.3%
Percentage of UK guests	95.0%	0.0%	89.3%	89.5%	83.4%	90.7%	95.0%
Percentage of overseas guests	5.1%	0.0%	10.8%	10.5%	16.6%	9.3%	5.1%
Average length of stay	2.1	3.4	1.7	1.9	2.0	1.8	1.8
Average length of stay by UK guests	2.0	0.0	1.7	1.9	2.0	1.8	1.8
Average length of stay by overseas guests	2.0	0.0	1.4	1.8	2.0	1.9	1.9
Sample size	15	1	12	51	84	15	17