

## Serviced Accommodation Occupancy Survey



### Headline Comparisons

	November 10	November 11	% change
Room Occupancy:	44.0%	45.4%	3%
Bedspace Occupancy:	34.5%	36.5%	6%
Domestic guests:	97.7%	97.1%	-1%
Average Length of Stay:	1.9	1.8	-0.1 nights

	District Council Area						
	Cumbria	Allerdale	Barrow	Carlisle	Copeland	Eden	South Lakeland
Net room occupancy	45.4%	42.0%	56.0%	49.4%	32.3%	38.8%	49.1%
Net bedspace occupancy	36.5%	32.8%	36.3%	33.6%	19.5%	28.0%	43.9%
Net bedspace occupancy by UK guests	34.5%	30.4%	43.3%	32.9%	19.1%	27.9%	41.6%
Net bedspace occupancy by overseas guests	1.0%	1.2%	0.0%	0.7%	0.2%	0.2%	1.4%
Percentage of bednights by UK guests	97.3%	96.1%	100.0%	98.0%	99.0%	99.3%	96.7%
Percentage of bednights by overseas guests	2.7%	3.9%	0.0%	2.0%	1.0%	0.7%	3.3%
Percentage of UK guests	97.1%	96.9%	100.0%	97.1%	99.7%	99.7%	96.1%
Percentage of overseas guests	2.9%	3.1%	0.0%	2.9%	0.3%	0.3%	3.9%
Average length of stay	1.8	2.0	2.3	1.5	1.5	1.5	2.0
Average length of stay by UK guests	1.8	2.0	2.3	1.5	1.6	1.5	1.9
Average length of stay by overseas guests	1.7	2.6	0.0	1.0	5.1	3.4	1.6
Sample size	158	47	3	12	11	18	67

	Type of Establishment		
	Hotel	Guest house	B & B
Net room occupancy	52.6%	38.7%	29.1%
Net bedspace occupancy	42.7%	32.0%	21.6%
Net bedspace occupancy by UK guests	41.8%	27.3%	20.0%
Net bedspace occupancy by overseas guests	0.7%	1.8%	0.8%
Percentage of bednights by UK guests	98.3%	93.8%	96.2%
Percentage of bednights by overseas guests	1.7%	6.2%	3.8%
Percentage of UK guests	98.2%	93.8%	95.1%
Percentage of overseas guests	1.8%	6.2%	4.9%
Average length of stay	1.8	1.9	1.9
Average length of stay by UK guests	1.8	1.9	1.9
Average length of stay by overseas guests	1.6	1.9	1.5
Sample size	59	58	41

	National Park	
	Inside the NP	Outside the NP
Net room occupancy	45.9%	44.8%
Net bedspace occupancy	39.3%	32.3%
Net bedspace occupancy by UK guests	36.9%	31.2%
Net bedspace occupancy by overseas guests	1.0%	0.9%
Percentage of bednights by UK guests	97.4%	97.1%
Percentage of bednights by overseas guests	2.6%	2.9%
Percentage of UK guests	97.1%	97.2%
Percentage of overseas guests	2.9%	2.8%
Average length of stay	2.0	1.6
Average length of stay by UK guests	2.0	1.6
Average length of stay by overseas guests	1.7	1.7
Sample size	103	55

	Size of Establishment (No. of Rooms)					
	001-003	004-010	011-025	026-050	051-100	100+
Net room occupancy	25.0%	37.5%	45.4%	53.5%	62.8%	56.4%
Net bedspace occupancy	21.2%	28.8%	37.0%	46.6%	49.0%	42.1%
Net bedspace occupancy by UK guests	18.9%	26.7%	34.8%	45.9%	45.6%	41.2%
Net bedspace occupancy by overseas guests	0.9%	1.3%	0.8%	0.8%	0.6%	0.9%
Percentage of bednights by UK guests	95.7%	95.3%	97.7%	98.2%	98.7%	98.0%
Percentage of bednights by overseas guests	4.3%	4.7%	2.3%	1.8%	1.3%	2.1%
Percentage of UK guests	94.4%	94.9%	99.0%	97.9%	98.4%	97.1%
Percentage of overseas guests	5.6%	5.1%	1.0%	2.1%	1.6%	2.9%
Average length of stay	1.9	1.9	1.9	2.0	1.7	1.4
Average length of stay by UK guests	1.9	1.9	1.9	2.0	1.6	1.5
Average length of stay by overseas guests	1.4	1.8	4.4	1.7	1.3	1.0
Sample size	24	73	33	17	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	37.9%	49.3%	47.2%	44.8%
Net bedspace occupancy	27.2%	34.1%	36.6%	37.9%
Net bedspace occupancy by UK guests	27.7%	34.2%	32.7%	36.2%
Net bedspace occupancy by overseas guests	0.4%	0.9%	1.4%	0.8%
Percentage of bednights by UK guests	98.7%	97.4%	95.8%	97.8%
Percentage of bednights by overseas guests	1.3%	2.6%	4.2%	2.2%
Percentage of UK guests	99.2%	96.1%	95.7%	97.8%
Percentage of overseas guests	0.8%	3.9%	4.3%	2.2%
Average length of stay	2.2	1.5	1.8	1.9
Average length of stay by UK guests	2.1	1.5	1.8	1.8
Average length of stay by overseas guests	3.5	1.0	1.8	1.8
Sample size	9	6	58	85

	Tariff (£ per person per night for Bed & Breakfast)					
	00-20	20-30	30-40	40-50	50-60	60+
Net room occupancy	0.0%	22.5%	27.0%	37.7%	42.8%	54.1%
Net bedspace occupancy	0.0%	18.7%	19.4%	29.7%	36.4%	44.4%
Net bedspace occupancy by UK guests	0.0%	18.7%	18.3%	28.4%	34.3%	42.9%
Net bedspace occupancy by overseas guests	0.0%	0.0%	1.1%	1.2%	1.1%	0.8%
Percentage of bednights by UK guests	0.0%	100.0%	94.4%	96.0%	97.0%	98.1%
Percentage of bednights by overseas guests	0.0%	0.0%	5.6%	4.0%	3.0%	1.9%
Percentage of UK guests	0.0%	100.0%	93.2%	96.3%	95.8%	98.0%
Percentage of overseas guests	0.0%	0.0%	6.8%	3.7%	4.2%	2.0%
Average length of stay	0.0	2.6	2.0	1.8	2.1	1.8
Average length of stay by UK guests	0.0	2.6	2.0	1.8	2.2	1.7
Average length of stay by overseas guests	0.0	0.0	1.6	2.0	1.6	1.6
Sample size	0	4	41	41	17	55

	Award		
	None	Silver	Gold
Net room occupancy	44.5%	46.4%	56.3%
Net bedspace occupancy	35.5%	37.0%	50.8%
Net bedspace occupancy by UK guests	34.0%	34.3%	48.1%
Net bedspace occupancy by overseas guests	1.0%	0.9%	0.4%
Percentage of bednights by UK guests	97.1%	97.5%	99.2%
Percentage of bednights by overseas guests	2.9%	2.5%	0.8%
Percentage of UK guests	96.9%	97.9%	98.4%
Percentage of overseas guests	3.2%	2.1%	1.6%
Average length of stay	1.8	2.0	2.0
Average length of stay by UK guests	1.8	1.8	2.0
Average length of stay by overseas guests	1.6	2.2	1.0
Sample size	121	31	6

	Rating						
	None	1 STAR	2 STAR	3 STAR	4 STAR	5 STAR	Local Inspection
Net room occupancy	39.8%	20.8%	50.1%	53.9%	40.3%	46.0%	30.6%
Net bedspace occupancy	26.7%	21.6%	38.8%	43.4%	33.2%	37.8%	23.1%
Net bedspace occupancy by UK guests	27.8%	0.0%	37.7%	41.2%	31.0%	29.5%	23.0%
Net bedspace occupancy by overseas guests	0.6%	0.0%	1.2%	1.4%	0.6%	1.7%	0.1%
Percentage of bednights by UK guests	97.8%	0.0%	96.9%	96.7%	98.0%	94.7%	99.5%
Percentage of bednights by overseas guests	2.2%	0.0%	3.1%	3.3%	2.0%	5.3%	0.5%
Percentage of UK guests	99.0%	0.0%	95.8%	96.5%	97.9%	98.8%	99.0%
Percentage of overseas guests	1.0%	0.0%	4.2%	3.5%	2.1%	1.2%	1.0%
Average length of stay	1.9	3.3	1.7	1.9	1.8	1.5	2.2
Average length of stay by UK guests	2.1	0.0	1.7	1.8	1.7	1.5	2.2
Average length of stay by overseas guests	4.9	0.0	1.2	1.7	1.6	7.3	1.0
Sample size	13	1	10	40	71	10	12