

Serviced Accommodation Occupancy Survey



Headline Comparisons

	April 09	April 10	% change
Room Occupancy:	58%	64%	11%
Bedspace Occupancy:	49%	56%	15%
Domestic guests:	95%	97%	2%
Average Length of Stay:	2.0	2.1	0.1 nights

	District Council Area						
	Cumbria	Allerdale	Barrow	Carlisle	Copeland	Eden	South Lakeland
Net room occupancy	64.3%	59.3%	64.2%	55.2%	54.2%	49.8%	70.0%
Net bedspace occupancy	56.4%	51.0%	38.9%	42.3%	40.0%	40.8%	65.1%
Net bedspace occupancy by UK guests	55.0%	49.9%	38.5%	41.8%	39.4%	40.2%	63.1%
Net bedspace occupancy by overseas guests	1.5%	1.1%	0.5%	0.6%	0.6%	0.6%	2.0%
Percentage of bednights by UK guests	97.4%	97.9%	98.8%	98.7%	98.4%	98.6%	97.0%
Percentage of bednights by overseas guests	2.6%	2.1%	1.2%	1.3%	1.6%	1.4%	3.1%
Percentage of UK guests	96.6%	97.8%	98.2%	98.9%	98.3%	98.8%	95.4%
Percentage of overseas guests	3.4%	2.2%	1.8%	1.1%	1.7%	1.2%	4.6%
Average length of stay	2.1	2.3	1.6	1.7	1.7	1.5	2.3
Average length of stay by UK guests	2.1	2.3	1.7	1.7	1.7	1.5	2.3
Average length of stay by overseas guests	1.6	2.2	1.1	2.1	1.7	1.7	1.5
Sample size	128	27	3	15	7	20	56

	Type of Establishment		
	Hotel	Guest house	B & B
Net room occupancy	67.6%	57.6%	44.5%
Net bedspace occupancy	59.5%	50.6%	38.9%
Net bedspace occupancy by UK guests	58.5%	47.1%	35.8%
Net bedspace occupancy by overseas guests	0.9%	3.4%	3.1%
Percentage of bednights by UK guests	98.5%	93.2%	92.0%
Percentage of bednights by overseas guests	1.5%	6.8%	8.0%
Percentage of UK guests	97.6%	92.8%	91.4%
Percentage of overseas guests	2.5%	7.2%	8.6%
Average length of stay	2.1	2.1	2.1
Average length of stay by UK guests	2.2	2.1	2.1
Average length of stay by overseas guests	1.3	1.9	1.9
Sample size	46	39	43

	National Park	
	Inside the NP	Outside the NP
Net room occupancy	68.1%	57.4%
Net bedspace occupancy	62.8%	45.6%
Net bedspace occupancy by UK guests	60.9%	45.0%
Net bedspace occupancy by overseas guests	1.9%	0.6%
Percentage of bednights by UK guests	96.9%	98.6%
Percentage of bednights by overseas guests	3.1%	1.4%
Percentage of UK guests	95.5%	98.3%
Percentage of overseas guests	4.5%	1.7%
Average length of stay	2.3	1.7
Average length of stay by UK guests	2.4	1.7
Average length of stay by overseas guests	1.6	1.5
Sample size	79	49

	Size of Establishment (No. of Rooms)					
	001-003	004-010	011-025	026-050	051-100	100+
Net room occupancy	38.5%	53.4%	59.6%	66.8%	70.7%	76.5%
Net bedspace occupancy	33.8%	45.7%	53.1%	60.0%	59.3%	72.5%
Net bedspace occupancy by UK guests	31.5%	42.5%	51.8%	59.2%	58.6%	70.7%
Net bedspace occupancy by overseas guests	2.3%	3.2%	1.3%	0.8%	0.7%	1.8%
Percentage of bednights by UK guests	93.2%	93.0%	97.6%	98.7%	98.8%	97.5%
Percentage of bednights by overseas guests	6.8%	7.1%	2.5%	1.3%	1.2%	2.5%
Percentage of UK guests	92.2%	92.7%	97.4%	98.0%	97.8%	95.4%
Percentage of overseas guests	7.8%	7.3%	2.6%	2.0%	2.2%	4.6%
Average length of stay	1.9	2.0	2.1	2.2	2.0	2.3
Average length of stay by UK guests	1.9	2.0	2.1	2.3	2.1	2.4
Average length of stay by overseas guests	1.7	2.0	2.0	1.5	1.1	1.3
Sample size	33	48	24	13	8	2

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	58.2%	59.1%	62.1%	66.3%
Net bedspace occupancy	50.3%	46.9%	54.0%	59.1%
Net bedspace occupancy by UK guests	49.5%	46.3%	52.2%	57.6%
Net bedspace occupancy by overseas guests	0.8%	0.6%	1.8%	1.5%
Percentage of bednights by UK guests	98.3%	98.8%	96.6%	97.5%
Percentage of bednights by overseas guests	1.7%	1.2%	3.4%	2.5%
Percentage of UK guests	97.9%	99.2%	96.0%	96.4%
Percentage of overseas guests	2.2%	0.8%	4.0%	3.6%
Average length of stay	2.5	1.8	2.0	2.2
Average length of stay by UK guests	2.5	1.8	2.0	2.2
Average length of stay by overseas guests	1.9	2.7	1.7	1.5
Sample size	7	4	37	80

	Tariff (£ per person per night for Bed & Breakfast)					
	00-20	20-30	30-40	40-50	50-60	60+
Net room occupancy	0.0%	35.9%	49.2%	58.7%	57.6%	69.6%
Net bedspace occupancy	0.0%	31.2%	40.1%	48.1%	50.6%	62.7%
Net bedspace occupancy by UK guests	0.0%	30.5%	37.4%	46.3%	49.3%	61.5%
Net bedspace occupancy by overseas guests	0.0%	0.7%	2.7%	1.9%	1.2%	1.2%
Percentage of bednights by UK guests	0.0%	97.8%	93.2%	96.1%	97.6%	98.1%
Percentage of bednights by overseas guests	0.0%	2.2%	6.8%	3.9%	2.5%	1.9%
Percentage of UK guests	0.0%	95.5%	93.0%	96.5%	97.4%	97.0%
Percentage of overseas guests	0.0%	4.5%	7.0%	3.6%	2.6%	3.0%
Average length of stay	0.0	2.0	1.9	1.8	2.2	2.2
Average length of stay by UK guests	0.0	2.1	1.9	1.8	2.2	2.2
Average length of stay by overseas guests	0.0	1.0	1.9	2.0	2.1	1.4
Sample size	0	11	46	23	10	38

	Award		
	None	Silver	Gold
Net room occupancy	62.8%	68.0%	70.0%
Net bedspace occupancy	54.3%	62.7%	62.6%
Net bedspace occupancy by UK guests	52.8%	61.3%	61.0%
Net bedspace occupancy by overseas guests	1.5%	1.3%	1.6%
Percentage of bednights by UK guests	97.3%	97.9%	97.5%
Percentage of bednights by overseas guests	2.7%	2.1%	2.5%
Percentage of UK guests	96.5%	96.6%	97.2%
Percentage of overseas guests	3.5%	3.5%	2.8%
Average length of stay	2.0	2.5	2.3
Average length of stay by UK guests	2.0	2.6	2.3
Average length of stay by overseas guests	1.6	1.6	2.0
Sample size	100	22	6

	Rating						
	None	1 STAR	2 STAR	3 STAR	4 STAR	5 STAR	Local Inspection
Net room occupancy	50.7%	71.9%	58.5%	66.5%	65.4%	60.4%	55.2%
Net bedspace occupancy	40.7%	72.1%	51.6%	57.2%	58.9%	57.9%	48.3%
Net bedspace occupancy by UK guests	40.3%	72.1%	50.4%	55.9%	57.0%	55.0%	47.7%
Net bedspace occupancy by overseas guests	0.4%	0.0%	1.3%	1.3%	1.9%	2.9%	0.6%
Percentage of bednights by UK guests	99.0%	100.0%	97.5%	97.8%	96.8%	95.0%	98.8%
Percentage of bednights by overseas guests	1.0%	0.0%	2.5%	2.2%	3.2%	5.0%	1.2%
Percentage of UK guests	98.7%	100.0%	97.6%	96.9%	95.6%	95.3%	98.5%
Percentage of overseas guests	1.3%	0.0%	2.4%	3.1%	4.4%	4.7%	1.5%
Average length of stay	2.2	3.7	2.2	2.0	2.3	1.9	2.1
Average length of stay by UK guests	2.2	3.7	2.2	2.0	2.4	1.9	2.1
Average length of stay by overseas guests	1.7	0.0	2.3	1.4	1.7	2.0	1.7
Sample size	5	1	7	40	51	9	14