

Serviced Accommodation Occupancy Survey



Headline Comparisons

	April 09	April 10	% change
Room Occupancy:	58.0%	61.9%	7%
Bedspace Occupancy:	49.1%	54.6%	11%
Domestic guests:	95.2%	94.6%	-1%
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	61.9%	57.0%	60.0%	54.9%	56.6%	49.9%	69.0%
Net bedspace occupancy	54.6%	50.7%	37.2%	42.3%	40.5%	42.6%	64.2%
Net bedspace occupancy by UK guests	52.2%	46.5%	38.5%	41.6%	38.6%	41.0%	61.5%
Net bedspace occupancy by overseas guests	1.4%	0.8%	0.5%	0.7%	0.4%	1.2%	2.0%
Percentage of bednights by UK guests	95.1%	90.9%	98.8%	98.5%	99.0%	96.1%	95.4%
Percentage of bednights by overseas guests	2.6%	1.6%	1.2%	1.5%	1.0%	2.8%	3.1%
Percentage of UK guests	94.6%	91.9%	98.2%	98.7%	99.0%	96.2%	93.8%
Percentage of overseas guests	3.3%	1.8%	1.8%	1.3%	1.0%	2.6%	4.6%
Average length of stay	2.1	2.2	1.8	1.7	1.7	1.5	2.3
Average length of stay by UK guests	2.1	2.2	1.7	1.7	1.7	1.5	2.3
Average length of stay by overseas guests	1.6	2.0	1.1	2.0	1.7	1.6	1.6
Sample size	201	56	5	17	12	30	81

	Type of Establishment		
	Hotel	Guest house	B & B
Net room occupancy	65.2%	56.8%	49.3%
Net bedspace occupancy	57.3%	51.2%	43.1%
Net bedspace occupancy by UK guests	56.6%	43.5%	35.1%
Net bedspace occupancy by overseas guests	1.0%	2.7%	2.6%
Percentage of bednights by UK guests	98.3%	84.3%	85.8%
Percentage of bednights by overseas guests	1.7%	5.3%	6.3%
Percentage of UK guests	97.5%	85.2%	85.7%
Percentage of overseas guests	2.5%	5.8%	6.5%
Average length of stay	2.1	2.1	2.0
Average length of stay by UK guests	2.1	2.1	2.0
Average length of stay by overseas guests	1.4	1.9	2.0
Sample size	60	72	69

	National Park	
	Inside the NP	Outside the NP
Net room occupancy	65.8%	56.6%
Net bedspace occupancy	60.7%	45.5%
Net bedspace occupancy by UK guests	58.9%	44.6%
Net bedspace occupancy by overseas guests	1.8%	0.9%
Percentage of bednights by UK guests	97.1%	98.0%
Percentage of bednights by overseas guests	2.9%	2.0%
Percentage of UK guests	96.0%	97.7%
Percentage of overseas guests	4.0%	2.3%
Average length of stay	2.3	1.7
Average length of stay by UK guests	2.3	1.7
Average length of stay by overseas guests	1.7	1.5
Sample size	108	61

	Size of Establishment (No. of Rooms)					
	001-003	004-010	011-025	026-050	051-100	100+
Net room occupancy	41.1%	53.7%	60.2%	64.1%	68.7%	76.5%
Net bedspace occupancy	35.5%	47.5%	53.0%	57.7%	58.1%	72.5%
Net bedspace occupancy by UK guests	33.1%	38.8%	52.1%	57.0%	57.0%	70.7%
Net bedspace occupancy by overseas guests	1.8%	2.5%	1.2%	0.7%	1.1%	1.8%
Percentage of bednights by UK guests	91.3%	82.4%	97.8%	98.8%	98.2%	97.5%
Percentage of bednights by overseas guests	5.0%	5.4%	2.2%	1.2%	1.8%	2.5%
Percentage of UK guests	90.6%	84.0%	97.6%	98.3%	97.2%	95.4%
Percentage of overseas guests	5.4%	5.6%	2.4%	1.7%	2.8%	4.6%
Average length of stay	1.9	2.0	2.1	2.2	1.9	2.3
Average length of stay by UK guests	1.9	2.0	2.1	2.2	2.0	2.4
Average length of stay by overseas guests	1.8	2.0	1.9	1.5	1.3	1.3
Sample size	52	89	34	15	9	2

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

Serviced Accommodation Occupancy Survey

	Area Type			
	Seaside	City / Large Town	Small Town	Village / Countryside
Net room occupancy	56.8%	58.2%	59.9%	63.8%
Net bedspace occupancy	46.7%	45.7%	52.8%	57.1%
Net bedspace occupancy by UK guests	47.4%	46.3%	46.6%	56.0%
Net bedspace occupancy by overseas guests	0.7%	0.6%	1.8%	1.4%
Percentage of bednights by UK guests	98.6%	98.8%	88.7%	97.3%
Percentage of bednights by overseas guests	1.4%	1.2%	3.4%	2.5%
Percentage of UK guests	98.3%	99.2%	89.5%	96.4%
Percentage of overseas guests	1.7%	0.8%	4.0%	3.3%
Average length of stay	2.3	1.9	2.0	2.1
Average length of stay by UK guests	2.3	1.8	1.9	2.2
Average length of stay by overseas guests	1.9	2.7	1.6	1.6
Sample size	12	5	67	117

	Tariff (£ per person per night for Bed & Breakfast)					
	00-20	20-30	30-40	40-50	50-60	60+
Net room occupancy	62.7%	34.7%	48.7%	58.7%	60.3%	66.5%
Net bedspace occupancy	56.3%	30.4%	40.6%	50.2%	53.6%	59.6%
Net bedspace occupancy by UK guests	0.0%	29.7%	33.7%	47.3%	47.8%	58.6%
Net bedspace occupancy by overseas guests	0.0%	0.6%	2.2%	1.5%	1.3%	1.3%
Percentage of bednights by UK guests	0.0%	97.9%	83.1%	94.4%	90.4%	97.4%
Percentage of bednights by overseas guests	0.0%	2.1%	5.4%	3.0%	2.5%	2.2%
Percentage of UK guests	0.0%	96.2%	84.8%	94.6%	89.8%	96.6%
Percentage of overseas guests	0.0%	3.8%	5.6%	2.9%	3.0%	3.1%
Average length of stay	2.6	1.9	2.0	1.9	2.2	2.1
Average length of stay by UK guests	0.0	2.0	1.9	1.9	2.2	2.1
Average length of stay by overseas guests	0.0	1.1	1.9	2.0	1.8	1.5
Sample size	1	15	70	42	15	58

	Award		
	None	Silver	Gold
Net room occupancy	60.2%	66.7%	67.9%
Net bedspace occupancy	52.5%	61.1%	61.0%
Net bedspace occupancy by UK guests	50.2%	58.1%	58.7%
Net bedspace occupancy by overseas guests	1.4%	1.6%	1.4%
Percentage of bednights by UK guests	95.0%	95.0%	96.3%
Percentage of bednights by overseas guests	2.6%	2.6%	2.3%
Percentage of UK guests	94.8%	93.5%	95.6%
Percentage of overseas guests	3.3%	3.7%	2.6%
Average length of stay	2.0	2.4	2.2
Average length of stay by UK guests	2.0	2.4	2.3
Average length of stay by overseas guests	1.6	1.7	2.0
Sample size	157	35	9

	Rating						
	None	1 STAR	2 STAR	3 STAR	4 STAR	5 STAR	Local Inspection
Net room occupancy	50.2%	71.9%	55.5%	64.5%	63.0%	61.0%	52.4%
Net bedspace occupancy	39.9%	72.1%	49.0%	55.8%	57.1%	57.3%	44.6%
Net bedspace occupancy by UK guests	36.9%	72.1%	47.8%	54.5%	52.9%	54.5%	44.1%
Net bedspace occupancy by overseas guests	0.3%	0.0%	1.2%	1.2%	2.0%	2.0%	0.5%
Percentage of bednights by UK guests	90.0%	100.0%	97.6%	97.9%	92.0%	95.0%	98.9%
Percentage of bednights by overseas guests	0.8%	0.0%	2.4%	2.1%	3.4%	3.5%	1.1%
Percentage of UK guests	88.8%	100.0%	97.7%	97.2%	91.2%	94.6%	98.9%
Percentage of overseas guests	0.9%	0.0%	2.3%	2.9%	4.5%	3.8%	1.1%
Average length of stay	2.1	3.7	2.2	2.0	2.2	1.9	2.0
Average length of stay by UK guests	2.1	3.7	2.2	2.0	2.2	1.9	2.0
Average length of stay by overseas guests	1.7	0.0	2.3	1.5	1.7	1.8	1.9
Sample size	17	1	9	48	84	17	22