

## Serviced Accommodation Occupancy Survey



### Headline Comparisons

	February 09	February 10	% change
Room Occupancy:	45%	50%	11%
Bedspace Occupancy:	37%	41%	11%
Domestic guests:	99%	99%	0%
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	49.9%	44.4%	77.8%	56.6%	40.1%	34.7%	53.1%
Net bedspace occupancy	41.4%	37.4%	45.1%	39.4%	22.5%	26.4%	48.5%
Net bedspace occupancy by UK guests	41.0%	37.3%	43.1%	39.2%	22.2%	26.4%	48.0%
Net bedspace occupancy by overseas guests	0.4%	0.1%	2.0%	0.2%	0.3%	0.0%	0.5%
Percentage of bednights by UK guests	99.1%	99.6%	95.6%	99.5%	98.7%	99.8%	98.9%
Percentage of bednights by overseas guests	0.9%	0.4%	4.4%	0.5%	1.3%	0.2%	1.1%
Percentage of UK guests	98.8%	99.6%	96.2%	99.2%	98.5%	99.8%	98.5%
Percentage of overseas guests	1.2%	0.4%	3.8%	0.8%	1.5%	0.2%	1.5%
Average length of stay	1.8	2.0	1.5	1.6	1.8	1.5	1.9
Average length of stay by UK guests	1.8	2.0	1.5	1.6	1.8	1.5	1.9
Average length of stay by overseas guests	1.4	1.6	1.8	1.1	1.5	1.0	1.4
Sample size	152	34	2	16	8	24	68

	Type of Establishment		
	Hotel	Guest house	B & B
Net room occupancy	54.7%	36.2%	24.1%
Net bedspace occupancy	45.2%	31.2%	19.7%
Net bedspace occupancy by UK guests	44.9%	30.4%	19.4%
Net bedspace occupancy by overseas guests	0.3%	0.8%	0.3%
Percentage of bednights by UK guests	99.3%	97.4%	98.3%
Percentage of bednights by overseas guests	0.7%	2.6%	1.7%
Percentage of UK guests	99.1%	97.1%	97.7%
Percentage of overseas guests	0.9%	2.9%	2.3%
Average length of stay	1.8	1.8	1.9
Average length of stay by UK guests	1.8	1.8	1.9
Average length of stay by overseas guests	1.3	1.7	1.4
Sample size	58	45	49

	National Park	
	Inside the NP	Outside the NP
Net room occupancy	50.2%	49.5%
Net bedspace occupancy	45.2%	36.2%
Net bedspace occupancy by UK guests	44.7%	35.9%
Net bedspace occupancy by overseas guests	0.5%	0.3%
Percentage of bednights by UK guests	99.0%	99.3%
Percentage of bednights by overseas guests	1.0%	0.8%
Percentage of UK guests	98.6%	99.1%
Percentage of overseas guests	1.4%	0.9%
Average length of stay	1.9	1.6
Average length of stay by UK guests	1.9	1.6
Average length of stay by overseas guests	1.5	1.3
Sample size	95	57

	Size of Establishment (No. of Rooms)					
	001-003	004-010	011-025	026-050	051-100	100+
Net room occupancy	21.9%	31.4%	45.4%	53.6%	58.1%	65.8%
Net bedspace occupancy	17.7%	26.0%	39.0%	46.8%	46.1%	53.2%
Net bedspace occupancy by UK guests	17.4%	25.3%	38.4%	46.7%	45.8%	52.9%
Net bedspace occupancy by overseas guests	0.3%	0.7%	0.6%	0.1%	0.3%	0.4%
Percentage of bednights by UK guests	98.4%	97.5%	98.5%	99.7%	99.3%	99.3%
Percentage of bednights by overseas guests	1.6%	2.5%	1.5%	0.3%	0.7%	0.7%
Percentage of UK guests	98.4%	97.1%	98.8%	99.5%	98.8%	98.9%
Percentage of overseas guests	1.6%	2.9%	1.2%	0.5%	1.2%	1.1%
Average length of stay	1.8	1.8	1.9	1.9	1.7	1.6
Average length of stay by UK guests	1.8	1.9	1.9	1.9	1.8	1.7
Average length of stay by overseas guests	1.8	1.6	2.3	1.1	1.0	1.0
Sample size	39	58	28	16	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	41.9%	61.3%	48.7%	49.2%
Net bedspace occupancy	30.0%	43.0%	38.4%	43.8%
Net bedspace occupancy by UK guests	29.9%	42.9%	37.8%	43.4%
Net bedspace occupancy by overseas guests	0.1%	0.2%	0.6%	0.4%
Percentage of bednights by UK guests	99.7%	99.6%	98.4%	99.2%
Percentage of bednights by overseas guests	0.3%	0.4%	1.6%	0.8%
Percentage of UK guests	99.7%	99.4%	98.1%	98.9%
Percentage of overseas guests	0.3%	0.6%	1.9%	1.1%
Average length of stay	2.1	1.6	1.7	1.9
Average length of stay by UK guests	2.1	1.6	1.7	1.9
Average length of stay by overseas guests	2.3	1.0	1.5	1.4
Sample size	9	5	45	93

	Tariff (£ per person per night for Bed & Breakfast)					
	00-20	20-30	30-40	40-50	50-60	60+
Net room occupancy	0.0%	21.7%	25.9%	37.7%	39.8%	57.6%
Net bedspace occupancy	0.0%	16.6%	19.4%	31.5%	33.0%	48.3%
Net bedspace occupancy by UK guests	0.0%	16.3%	18.9%	31.3%	32.8%	47.9%
Net bedspace occupancy by overseas guests	0.0%	0.3%	0.6%	0.2%	0.3%	0.4%
Percentage of bednights by UK guests	0.0%	98.1%	97.1%	99.2%	99.2%	99.2%
Percentage of bednights by overseas guests	0.0%	1.9%	2.9%	0.8%	0.8%	0.8%
Percentage of UK guests	0.0%	98.2%	96.5%	99.3%	98.8%	98.9%
Percentage of overseas guests	0.0%	1.9%	3.5%	0.7%	1.3%	1.1%
Average length of stay	0.0	2.0	1.9	1.8	2.0	1.8
Average length of stay by UK guests	0.0	2.0	1.9	1.8	2.0	1.8
Average length of stay by overseas guests	0.0	2.0	1.6	2.0	1.3	1.3
Sample size	0	14	51	26	12	49

	Award		
	None	Silver	Gold
Net room occupancy	49.3%	51.1%	56.6%
Net bedspace occupancy	40.0%	45.4%	50.8%
Net bedspace occupancy by UK guests	39.6%	45.0%	50.5%
Net bedspace occupancy by overseas guests	0.4%	0.4%	0.2%
Percentage of bednights by UK guests	99.0%	99.2%	99.6%
Percentage of bednights by overseas guests	1.0%	0.9%	0.4%
Percentage of UK guests	98.7%	99.0%	99.4%
Percentage of overseas guests	1.3%	1.0%	0.6%
Average length of stay	1.7	2.1	1.9
Average length of stay by UK guests	1.7	2.1	1.9
Average length of stay by overseas guests	1.4	1.8	1.3
Sample size	120	26	6

	Rating						
	None	1 STAR	2 STAR	3 STAR	4 STAR	5 STAR	Local Inspection
Net room occupancy	39.3%	0.0%	50.1%	53.8%	48.7%	42.3%	36.9%
Net bedspace occupancy	30.3%	0.0%	37.1%	44.5%	42.2%	38.8%	28.2%
Net bedspace occupancy by UK guests	30.2%	0.0%	36.5%	44.1%	41.8%	38.3%	28.2%
Net bedspace occupancy by overseas guests	0.1%	0.0%	0.6%	0.4%	0.4%	0.4%	0.0%
Percentage of bednights by UK guests	99.7%	0.0%	98.5%	99.1%	99.1%	98.9%	100.0%
Percentage of bednights by overseas guests	0.3%	0.0%	1.5%	0.9%	0.9%	1.1%	0.0%
Percentage of UK guests	99.9%	0.0%	98.7%	98.8%	98.7%	98.9%	100.0%
Percentage of overseas guests	0.1%	0.0%	1.3%	1.2%	1.3%	1.1%	0.0%
Average length of stay	2.4	0.0	1.7	1.8	1.8	1.7	2.2
Average length of stay by UK guests	2.4	0.0	1.7	1.8	1.8	1.7	2.2
Average length of stay by overseas guests	5.0	0.0	2.1	1.3	1.3	1.6	0.0
Sample size	7	0	12	45	56	14	17