

Serviced Accommodation Occupancy Survey



Headline Comparisons

	January 09	January 10	% change
Room Occupancy:	36%	32%	-11%
Bedspace Occupancy:	28%	26%	-8%
Domestic guests:	98%	99%	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	32.0%	31.6%	40.4%	35.0%	20.6%	27.3%	33.0%
Net bedspace occupancy	25.7%	25.3%	19.4%	24.9%	11.6%	19.2%	29.2%
Net bedspace occupancy by UK guests	25.5%	25.2%	19.4%	24.7%	11.6%	19.0%	29.0%
Net bedspace occupancy by overseas guests	0.2%	0.0%	0.0%	0.2%	0.0%	0.1%	0.2%
Percentage of bednights by UK guests	99.4%	99.9%	100.0%	99.4%	100.0%	99.3%	99.3%
Percentage of bednights by overseas guests	0.6%	0.1%	0.0%	0.6%	0.0%	0.7%	0.7%
Percentage of UK guests	99.2%	99.8%	100.0%	99.1%	100.0%	99.5%	99.0%
Percentage of overseas guests	0.8%	0.2%	0.0%	0.9%	0.0%	0.5%	1.0%
Average length of stay	1.8	2.2	2.1	1.6	2.1	1.4	1.9
Average length of stay by UK guests	1.8	2.2	2.1	1.6	2.1	1.4	1.9
Average length of stay by overseas guests	1.3	1.0	0.0	1.0	0.0	1.9	1.4
Sample size	143	33	2	14	7	22	65

	Type of Establishment		
	Hotel	Guest house	B & B
Net room occupancy	35.0%	21.9%	15.8%
Net bedspace occupancy	28.3%	17.9%	11.1%
Net bedspace occupancy by UK guests	28.2%	17.4%	10.8%
Net bedspace occupancy by overseas guests	0.1%	0.5%	0.2%
Percentage of bednights by UK guests	99.7%	97.2%	98.0%
Percentage of bednights by overseas guests	0.3%	2.8%	2.0%
Percentage of UK guests	99.6%	95.6%	97.6%
Percentage of overseas guests	0.4%	4.4%	2.4%
Average length of stay	1.7	2.0	2.1
Average length of stay by UK guests	1.7	2.1	2.1
Average length of stay by overseas guests	1.3	1.3	1.7
Sample size	56	45	42

	National Park	
	Inside the NP	Outside the NP
Net room occupancy	31.2%	33.0%
Net bedspace occupancy	27.3%	23.9%
Net bedspace occupancy by UK guests	27.1%	23.8%
Net bedspace occupancy by overseas guests	0.2%	0.1%
Percentage of bednights by UK guests	99.3%	99.6%
Percentage of bednights by overseas guests	0.7%	0.4%
Percentage of UK guests	99.0%	99.4%
Percentage of overseas guests	1.0%	0.6%
Average length of stay	1.9	1.7
Average length of stay by UK guests	1.9	1.7
Average length of stay by overseas guests	1.4	1.2
Sample size	89	54

	Size of Establishment (No. of Rooms)					
	001-003	004-010	011-025	026-050	051-100	100+
Net room occupancy	13.1%	19.1%	29.7%	36.8%	37.6%	37.2%
Net bedspace occupancy	9.6%	14.7%	24.4%	31.7%	29.3%	30.0%
Net bedspace occupancy by UK guests	9.1%	14.3%	24.3%	31.6%	29.2%	29.9%
Net bedspace occupancy by overseas guests	0.5%	0.4%	0.1%	0.2%	0.1%	0.1%
Percentage of bednights by UK guests	94.9%	97.5%	99.7%	99.5%	99.8%	99.7%
Percentage of bednights by overseas guests	5.1%	2.5%	0.3%	0.5%	0.2%	0.3%
Percentage of UK guests	92.8%	96.5%	99.6%	99.4%	99.7%	99.5%
Percentage of overseas guests	7.2%	3.5%	0.4%	0.6%	0.3%	0.5%
Average length of stay	2.0	2.1	2.0	2.0	1.7	1.5
Average length of stay by UK guests	2.1	2.1	2.0	2.0	1.7	1.5
Average length of stay by overseas guests	1.4	1.5	1.4	1.6	1.0	1.0
Sample size	35	54	30	13	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	25.5%	34.3%	32.3%	32.1%
Net bedspace occupancy	19.6%	24.6%	24.9%	27.1%
Net bedspace occupancy by UK guests	19.6%	24.4%	24.7%	26.9%
Net bedspace occupancy by overseas guests	0.1%	0.2%	0.1%	0.2%
Percentage of bednights by UK guests	99.6%	99.3%	99.5%	99.4%
Percentage of bednights by overseas guests	0.4%	0.7%	0.5%	0.6%
Percentage of UK guests	99.0%	99.0%	99.2%	99.3%
Percentage of overseas guests	1.0%	1.1%	0.8%	0.7%
Average length of stay	2.4	1.6	1.8	1.8
Average length of stay by UK guests	2.4	1.6	1.8	1.8
Average length of stay by overseas guests	1.0	1.0	1.2	1.6
Sample size	10	6	42	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%	14.0%	18.3%	25.2%	24.0%	36.5%
Net bedspace occupancy	0.0%	8.8%	12.2%	20.1%	19.7%	29.9%
Net bedspace occupancy by UK guests	0.0%	8.4%	12.0%	19.9%	19.5%	29.8%
Net bedspace occupancy by overseas guests	0.0%	0.4%	0.2%	0.2%	0.2%	0.1%
Percentage of bednights by UK guests	0.0%	95.5%	98.6%	98.9%	98.9%	99.6%
Percentage of bednights by overseas guests	0.0%	4.5%	1.4%	1.1%	1.1%	0.4%
Percentage of UK guests	0.0%	95.6%	97.2%	98.6%	98.5%	99.5%
Percentage of overseas guests	0.0%	4.4%	2.8%	1.4%	1.5%	0.5%
Average length of stay	0.0	3.0	2.2	1.7	2.4	1.7
Average length of stay by UK guests	0.0	3.0	2.2	1.7	2.4	1.7
Average length of stay by overseas guests	0.0	3.0	1.1	1.3	1.8	1.3
Sample size	0	9	46	26	14	47

	Award		
	None	Silver	Gold
Net room occupancy	31.3%	35.1%	39.2%
Net bedspace occupancy	24.5%	31.2%	35.6%
Net bedspace occupancy by UK guests	24.4%	30.9%	35.4%
Net bedspace occupancy by overseas guests	0.1%	0.3%	0.2%
Percentage of bednights by UK guests	99.4%	99.2%	99.4%
Percentage of bednights by overseas guests	0.6%	0.8%	0.6%
Percentage of UK guests	99.3%	98.8%	99.5%
Percentage of overseas guests	0.8%	1.2%	0.5%
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	1.3	1.3	2.5
Sample size	114	23	6

	Rating						
	None	1 STAR	2 STAR	3 STAR	4 STAR	5 STAR	Local Inspection
Net room occupancy	28.4%	0.0%	27.4%	36.2%	31.1%	24.9%	23.7%
Net bedspace occupancy	21.5%	0.0%	20.4%	29.5%	24.9%	22.1%	19.0%
Net bedspace occupancy by UK guests	21.3%	0.0%	20.2%	29.4%	24.8%	21.7%	18.8%
Net bedspace occupancy by overseas guests	0.2%	0.0%	0.2%	0.1%	0.2%	0.4%	0.2%
Percentage of bednights by UK guests	99.1%	0.0%	98.9%	99.7%	99.4%	98.0%	98.8%
Percentage of bednights by overseas guests	0.9%	0.0%	1.1%	0.4%	0.6%	2.0%	1.2%
Percentage of UK guests	99.3%	0.0%	98.4%	99.5%	99.3%	96.9%	98.3%
Percentage of overseas guests	0.7%	0.0%	1.6%	0.5%	0.7%	3.1%	1.7%
Average length of stay	2.3	0.0	1.6	1.8	1.7	1.7	2.9
Average length of stay by UK guests	2.3	0.0	1.6	1.8	1.7	1.7	2.9
Average length of stay by overseas guests	3.0	0.0	1.1	1.4	1.4	1.1	2.0
Sample size	8	0	11	41	55	13	14