

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 |