

Serviced Accommodation Occupancy Survey



Headline Comparisons

	June 09	June 10	% change
Room Occupancy:	63.5%	72.0%	13%
Bedspace Occupancy:	53.0%	61.8%	17%
Domestic guests:	91.2%	88.4%	-3%
Average Length of Stay:	1.9	2.1	0.2 nights

	District Council Area						
	Cumbria	Allerdale	Barrow	Carlisle	Copeland	Eden	South Lakeland
Net room occupancy	72.0%	73.2%	59.1%	63.1%	59.8%	63.1%	76.7%
Net bedspace occupancy	61.8%	65.9%	36.2%	48.4%	40.2%	49.1%	68.9%
Net bedspace occupancy by UK guests	56.1%	62.9%	35.7%	46.5%	38.5%	42.6%	61.6%
Net bedspace occupancy by overseas guests	5.7%	3.0%	0.5%	1.9%	1.7%	6.6%	7.3%
Percentage of bednights by UK guests	90.7%	95.5%	98.7%	96.0%	95.9%	86.6%	89.4%
Percentage of bednights by overseas guests	9.3%	4.5%	1.3%	4.0%	4.1%	13.4%	10.6%
Percentage of UK guests	88.4%	95.0%	97.5%	94.0%	96.1%	86.2%	85.7%
Percentage of overseas guests	11.6%	5.0%	2.5%	6.0%	3.9%	13.8%	14.3%
Average length of stay	2.1	2.2	1.8	1.6	1.5	1.5	2.3
Average length of stay by UK guests	2.1	2.2	1.9	1.6	1.4	1.5	2.4
Average length of stay by overseas guests	1.6	2.0	1.0	1.1	1.5	1.4	1.7
Sample size	132	28	2	14	7	20	61

	Type of Establishment		
	Hotel	Guest house	B & B
Net room occupancy	73.5%	71.0%	59.7%
Net bedspace occupancy	62.8%	63.9%	49.8%
Net bedspace occupancy by UK guests	57.6%	55.2%	44.1%
Net bedspace occupancy by overseas guests	5.2%	8.7%	5.7%
Percentage of bednights by UK guests	91.7%	86.4%	88.6%
Percentage of bednights by overseas guests	8.3%	13.7%	11.4%
Percentage of UK guests	89.0%	85.0%	88.1%
Percentage of overseas guests	11.0%	15.1%	11.9%
Average length of stay	2.1	2.2	2.0
Average length of stay by UK guests	2.1	2.2	2.0
Average length of stay by overseas guests	1.6	2.0	1.9
Sample size	48	39	45

	National Park	
	Inside the NP	Outside the NP
Net room occupancy	75.6%	65.5%
Net bedspace occupancy	67.6%	51.7%
Net bedspace occupancy by UK guests	61.3%	47.0%
Net bedspace occupancy by overseas guests	6.3%	4.7%
Percentage of bednights by UK guests	90.6%	90.9%
Percentage of bednights by overseas guests	9.4%	9.1%
Percentage of UK guests	88.2%	88.7%
Percentage of overseas guests	11.9%	11.3%
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	1.8	1.3
Sample size	88	44

	Size of Establishment (No. of Rooms)					
	001-003	004-010	011-025	026-050	051-100	100+
Net room occupancy	56.0%	65.9%	66.4%	70.3%	77.2%	85.3%
Net bedspace occupancy	47.6%	56.3%	59.2%	63.8%	62.5%	75.3%
Net bedspace occupancy by UK guests	43.5%	49.6%	54.9%	62.4%	55.5%	64.0%
Net bedspace occupancy by overseas guests	4.2%	6.6%	4.2%	1.3%	7.0%	11.3%
Percentage of bednights by UK guests	91.2%	88.2%	92.8%	97.9%	88.9%	85.0%
Percentage of bednights by overseas guests	8.8%	11.8%	7.2%	2.1%	11.2%	15.0%
Percentage of UK guests	90.2%	88.1%	93.0%	96.3%	84.4%	81.0%
Percentage of overseas guests	9.8%	11.9%	7.0%	3.7%	15.6%	19.0%
Average length of stay	2.0	1.9	2.1	2.3	1.9	2.4
Average length of stay by UK guests	2.0	1.9	2.1	2.3	2.0	2.5
Average length of stay by overseas guests	1.8	1.9	2.2	1.3	1.4	1.9
Sample size	32	50	28	11	9	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	65.4%	62.5%	72.1%	73.7%
Net bedspace occupancy	49.5%	49.0%	61.9%	64.4%
Net bedspace occupancy by UK guests	48.4%	48.3%	53.4%	58.8%
Net bedspace occupancy by overseas guests	1.0%	0.7%	8.6%	5.6%
Percentage of bednights by UK guests	97.9%	98.6%	86.2%	91.3%
Percentage of bednights by overseas guests	2.1%	1.4%	13.8%	8.7%
Percentage of UK guests	97.1%	97.9%	83.2%	88.9%
Percentage of overseas guests	3.0%	2.1%	16.8%	11.1%
Average length of stay	2.8	1.7	2.1	2.1
Average length of stay by UK guests	2.8	1.7	2.1	2.1
Average length of stay by overseas guests	2.0	1.1	1.7	1.6
Sample size	6	4	37	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%	45.2%	60.6%	71.9%	59.1%	75.8%
Net bedspace occupancy	0.0%	37.9%	49.7%	60.3%	48.8%	66.1%
Net bedspace occupancy by UK guests	0.0%	34.6%	43.6%	56.2%	44.9%	59.8%
Net bedspace occupancy by overseas guests	0.0%	3.3%	6.1%	4.1%	4.0%	6.3%
Percentage of bednights by UK guests	0.0%	91.4%	87.7%	93.2%	91.8%	90.4%
Percentage of bednights by overseas guests	0.0%	8.6%	12.3%	6.8%	8.2%	9.6%
Percentage of UK guests	0.0%	91.5%	86.9%	94.2%	89.2%	87.1%
Percentage of overseas guests	0.0%	8.5%	13.1%	5.8%	10.8%	12.9%
Average length of stay	0.0	2.1	2.0	1.8	2.4	2.1
Average length of stay by UK guests	0.0	2.1	2.0	1.8	2.5	2.2
Average length of stay by overseas guests	0.0	2.1	1.9	2.2	1.8	1.6
Sample size	0	10	43	28	10	41

	Award		
	None	Silver	Gold
Net room occupancy	71.0%	76.2%	69.5%
Net bedspace occupancy	60.4%	67.2%	60.3%
Net bedspace occupancy by UK guests	54.4%	62.4%	53.7%
Net bedspace occupancy by overseas guests	6.0%	4.8%	6.6%
Percentage of bednights by UK guests	90.1%	92.9%	89.0%
Percentage of bednights by overseas guests	9.9%	7.1%	11.0%
Percentage of UK guests	88.0%	89.8%	87.8%
Percentage of overseas guests	12.0%	10.2%	12.2%
Average length of stay	2.0	2.3	2.3
Average length of stay by UK guests	2.0	2.4	2.3
Average length of stay by overseas guests	1.6	1.6	2.0
Sample size	101	26	5

	Rating						
	None	1 STAR	2 STAR	3 STAR	4 STAR	5 STAR	Local Inspection
Net room occupancy	54.7%	77.8%	54.4%	73.6%	75.4%	73.3%	64.7%
Net bedspace occupancy	39.9%	72.8%	49.1%	63.2%	64.1%	71.2%	55.1%
Net bedspace occupancy by UK guests	39.1%	72.8%	45.9%	59.7%	54.2%	63.6%	53.5%
Net bedspace occupancy by overseas guests	0.7%	0.0%	3.3%	3.5%	9.9%	7.6%	1.6%
Percentage of bednights by UK guests	98.2%	100.0%	93.4%	94.5%	84.5%	89.4%	97.2%
Percentage of bednights by overseas guests	1.8%	0.0%	6.7%	5.5%	15.5%	10.6%	2.8%
Percentage of UK guests	96.1%	100.0%	94.4%	92.8%	80.6%	87.6%	97.7%
Percentage of overseas guests	3.9%	0.0%	5.6%	7.2%	19.4%	12.4%	2.3%
Average length of stay	2.7	4.4	2.2	2.0	2.1	2.0	1.8
Average length of stay by UK guests	2.7	4.4	2.1	2.1	2.2	2.1	1.8
Average length of stay by overseas guests	1.2	0.0	2.6	1.6	1.6	1.7	2.2
Sample size	5	1	7	39	55	10	15