

Serviced Accommodation Occupancy Survey



Headline Comparisons

	March 09	March 10	% change
Room Occupancy:	47%	53%	13%
Bedspace Occupancy:	37%	43%	16%
Domestic guests:	98%	98%	0%
Average Length of Stay:	1.9	2.0	0.1 nights

	District Council Area						
	Cumbria	Allerdale	Barrow	Carlisle	Copeland	Eden	South Lakeland
Net room occupancy	53.2%	46.5%	69.8%	53.8%	44.5%	35.6%	59.1%
Net bedspace occupancy	43.3%	38.1%	39.4%	37.5%	24.2%	27.5%	52.4%
Net bedspace occupancy by UK guests	42.7%	37.5%	39.2%	37.1%	24.0%	27.4%	51.5%
Net bedspace occupancy by overseas guests	0.7%	0.7%	0.3%	0.5%	0.2%	0.1%	1.0%
Percentage of bednights by UK guests	98.4%	98.3%	99.3%	98.7%	99.3%	99.8%	98.2%
Percentage of bednights by overseas guests	1.6%	1.7%	0.7%	1.3%	0.8%	0.2%	1.8%
Percentage of UK guests	98.0%	98.6%	98.8%	98.3%	99.3%	99.7%	97.4%
Percentage of overseas guests	2.0%	1.4%	1.2%	1.7%	0.7%	0.3%	2.6%
Average length of stay	2.0	2.1	1.8	1.5	1.8	1.6	2.1
Average length of stay by UK guests	2.0	2.1	1.9	1.5	1.8	1.6	2.1
Average length of stay by overseas guests	1.5	2.6	1.0	1.2	1.8	1.0	1.5
Sample size	159	37	3	17	10	26	66

	Type of Establishment		
	Hotel	Guest house	B & B
Net room occupancy	58.6%	40.3%	27.6%
Net bedspace occupancy	47.4%	34.8%	22.5%
Net bedspace occupancy by UK guests	47.0%	33.2%	21.4%
Net bedspace occupancy by overseas guests	0.5%	1.6%	1.1%
Percentage of bednights by UK guests	99.1%	95.5%	95.2%
Percentage of bednights by overseas guests	1.0%	4.6%	4.8%
Percentage of UK guests	98.6%	95.5%	94.4%
Percentage of overseas guests	1.4%	4.5%	5.6%
Average length of stay	1.9	2.0	2.0
Average length of stay by UK guests	2.0	2.0	2.0
Average length of stay by overseas guests	1.3	2.0	1.7
Sample size	58	48	53

	National Park	
	Inside the NP	Outside the NP
Net room occupancy	54.1%	51.9%
Net bedspace occupancy	47.2%	37.6%
Net bedspace occupancy by UK guests	46.5%	37.0%
Net bedspace occupancy by overseas guests	0.7%	0.6%
Percentage of bednights by UK guests	98.5%	98.4%
Percentage of bednights by overseas guests	1.6%	1.6%
Percentage of UK guests	97.7%	98.6%
Percentage of overseas guests	2.3%	1.4%
Average length of stay	2.1	1.7
Average length of stay by UK guests	2.1	1.7
Average length of stay by overseas guests	1.4	1.9
Sample size	99	60

	Size of Establishment (No. of Rooms)					
	001-003	004-010	011-025	026-050	051-100	100+
Net room occupancy	20.8%	36.7%	49.8%	55.3%	67.8%	64.0%
Net bedspace occupancy	17.2%	30.5%	41.5%	46.8%	53.5%	50.6%
Net bedspace occupancy by UK guests	16.3%	29.1%	40.9%	46.6%	52.8%	49.9%
Net bedspace occupancy by overseas guests	0.9%	1.4%	0.6%	0.2%	0.7%	0.6%
Percentage of bednights by UK guests	94.7%	95.5%	98.7%	99.7%	98.7%	98.8%
Percentage of bednights by overseas guests	5.3%	4.5%	1.3%	0.3%	1.3%	1.3%
Percentage of UK guests	94.6%	95.3%	98.8%	99.4%	98.1%	98.0%
Percentage of overseas guests	5.4%	4.7%	1.2%	0.7%	2.0%	2.0%
Average length of stay	1.9	2.0	2.1	2.0	2.1	1.6
Average length of stay by UK guests	1.9	2.0	2.1	2.0	2.1	1.6
Average length of stay by overseas guests	1.9	1.9	2.3	1.0	1.4	1.0
Sample size	40	63	31	14	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	47.2%	57.4%	52.3%	53.5%
Net bedspace occupancy	33.8%	40.6%	41.2%	45.8%
Net bedspace occupancy by UK guests	33.1%	40.3%	40.3%	45.2%
Net bedspace occupancy by overseas guests	0.7%	0.4%	0.9%	0.7%
Percentage of bednights by UK guests	97.9%	99.1%	97.9%	98.6%
Percentage of bednights by overseas guests	2.1%	0.9%	2.1%	1.4%
Percentage of UK guests	99.0%	98.6%	97.4%	98.1%
Percentage of overseas guests	1.0%	1.4%	2.7%	1.9%
Average length of stay	2.4	1.5	2.0	2.0
Average length of stay by UK guests	2.4	1.5	2.0	2.0
Average length of stay by overseas guests	5.2	1.0	1.6	1.5
Sample size	12	5	44	98

	Tariff (£ per person per night for Bed & Breakfast)					
	00-20	20-30	30-40	40-50	50-60	60+
Net room occupancy	0.0%	22.3%	31.5%	44.7%	42.9%	61.1%
Net bedspace occupancy	0.0%	18.5%	23.7%	36.0%	35.6%	50.4%
Net bedspace occupancy by UK guests	0.0%	18.3%	22.7%	35.5%	34.5%	49.8%
Net bedspace occupancy by overseas guests	0.0%	0.1%	1.0%	0.5%	1.2%	0.6%
Percentage of bednights by UK guests	0.0%	99.3%	95.6%	98.6%	96.7%	98.8%
Percentage of bednights by overseas guests	0.0%	0.7%	4.4%	1.4%	3.3%	1.2%
Percentage of UK guests	0.0%	98.6%	95.1%	98.6%	96.8%	98.3%
Percentage of overseas guests	0.0%	1.4%	4.9%	1.4%	3.2%	1.7%
Average length of stay	0.0	2.1	1.9	1.9	2.2	1.9
Average length of stay by UK guests	0.0	2.1	1.9	1.9	2.2	2.0
Average length of stay by overseas guests	0.0	1.0	1.7	1.8	2.3	1.4
Sample size	0	10	58	30	13	48

	Award		
	None	Silver	Gold
Net room occupancy	51.6%	59.9%	56.0%
Net bedspace occupancy	41.2%	52.1%	48.1%
Net bedspace occupancy by UK guests	40.6%	51.4%	46.6%
Net bedspace occupancy by overseas guests	0.6%	0.7%	1.5%
Percentage of bednights by UK guests	98.4%	98.8%	97.0%
Percentage of bednights by overseas guests	1.6%	1.3%	3.0%
Percentage of UK guests	98.0%	97.9%	98.6%
Percentage of overseas guests	2.0%	2.1%	1.4%
Average length of stay	1.9	2.4	2.1
Average length of stay by UK guests	1.9	2.4	2.0
Average length of stay by overseas guests	1.5	1.5	4.6
Sample size	125	28	6

	Rating						
	None	1 STAR	2 STAR	3 STAR	4 STAR	5 STAR	Local Inspection
Net room occupancy	42.6%	60.0%	48.9%	59.3%	51.4%	41.5%	40.3%
Net bedspace occupancy	31.1%	55.8%	38.3%	47.7%	43.1%	37.9%	32.2%
Net bedspace occupancy by UK guests	31.0%	55.8%	37.9%	47.1%	42.3%	36.3%	31.3%
Net bedspace occupancy by overseas guests	0.1%	0.0%	0.4%	0.6%	0.9%	1.6%	0.9%
Percentage of bednights by UK guests	99.6%	100.0%	98.9%	98.8%	98.0%	95.7%	97.2%
Percentage of bednights by overseas guests	0.4%	0.0%	1.1%	1.2%	2.0%	4.3%	2.8%
Percentage of UK guests	99.6%	100.0%	98.2%	98.4%	97.3%	97.5%	98.4%
Percentage of overseas guests	0.4%	0.0%	1.8%	1.6%	2.7%	2.5%	1.6%
Average length of stay	2.4	3.2	1.7	2.0	1.9	1.9	2.3
Average length of stay by UK guests	2.4	3.2	1.7	2.0	1.9	1.9	2.3
Average length of stay by overseas guests	2.3	0.0	1.1	1.4	1.4	3.3	4.2
Sample size	8	1	12	44	61	14	19