

## Serviced Accommodation Occupancy Survey



### Headline Comparisons

	May 09	May 10	% change
Room Occupancy:	64.6%	60.9%	-6%
Bedspace Occupancy:	54.8%	52.0%	-5%
Domestic guests:	93.6%	92.7%	-1%
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	60.9%	61.3%	59.0%	60.2%	63.2%	52.7%	63.0%
Net bedspace occupancy	52.0%	53.6%	43.5%	45.1%	46.8%	42.3%	57.3%
Net bedspace occupancy by UK guests	48.4%	51.5%	40.4%	42.6%	45.3%	39.2%	52.3%
Net bedspace occupancy by overseas guests	3.6%	2.1%	3.1%	2.5%	1.4%	3.1%	5.1%
Percentage of bednights by UK guests	93.1%	96.1%	92.9%	94.4%	96.9%	92.8%	91.2%
Percentage of bednights by overseas guests	7.0%	3.9%	7.1%	5.6%	3.1%	7.2%	8.8%
Percentage of UK guests	92.7%	96.1%	95.5%	93.8%	97.8%	93.0%	89.8%
Percentage of overseas guests	7.3%	3.9%	4.5%	6.2%	2.2%	7.0%	10.2%
Average length of stay	2.0	2.4	1.9	1.5	1.3	1.6	2.3
Average length of stay by UK guests	2.0	2.4	1.8	1.5	1.3	1.6	2.3
Average length of stay by overseas guests	1.9	2.4	3.0	1.3	1.9	1.7	2.0
Sample size	170	40	2	17	9	27	75

	Type of Establishment		
	Hotel	Guest house	B & B
Net room occupancy	64.1%	60.1%	52.4%
Net bedspace occupancy	54.1%	53.1%	44.8%
Net bedspace occupancy by UK guests	51.9%	47.5%	39.7%
Net bedspace occupancy by overseas guests	2.2%	5.6%	5.1%
Percentage of bednights by UK guests	96.0%	89.4%	88.6%
Percentage of bednights by overseas guests	4.0%	10.6%	11.4%
Percentage of UK guests	95.2%	89.4%	88.5%
Percentage of overseas guests	4.8%	10.6%	11.5%
Average length of stay	1.9	2.2	1.9
Average length of stay by UK guests	1.9	2.2	1.9
Average length of stay by overseas guests	1.6	2.2	1.9
Sample size	63	51	56

	National Park	
	Inside the NP	Outside the NP
Net room occupancy	63.7%	55.4%
Net bedspace occupancy	56.9%	43.0%
Net bedspace occupancy by UK guests	52.6%	40.7%
Net bedspace occupancy by overseas guests	4.3%	2.3%
Percentage of bednights by UK guests	92.4%	94.7%
Percentage of bednights by overseas guests	7.6%	5.3%
Percentage of UK guests	91.8%	94.2%
Percentage of overseas guests	8.2%	5.8%
Average length of stay	2.2	1.6
Average length of stay by UK guests	2.2	1.6
Average length of stay by overseas guests	2.1	1.5
Sample size	109	61

	Size of Establishment (No. of Rooms)					
	001-003	004-010	011-025	026-050	051-100	100+
Net room occupancy	51.4%	58.1%	60.6%	60.8%	72.8%	77.4%
Net bedspace occupancy	44.7%	49.7%	52.6%	54.3%	58.6%	62.2%
Net bedspace occupancy by UK guests	41.1%	44.7%	49.9%	52.8%	54.5%	58.2%
Net bedspace occupancy by overseas guests	3.6%	5.0%	2.7%	1.5%	4.1%	4.0%
Percentage of bednights by UK guests	92.0%	89.9%	94.9%	97.3%	93.0%	93.6%
Percentage of bednights by overseas guests	8.1%	10.1%	5.1%	2.7%	7.0%	6.4%
Percentage of UK guests	92.6%	90.0%	95.3%	97.1%	90.3%	92.5%
Percentage of overseas guests	7.4%	10.0%	4.7%	2.9%	9.7%	7.5%
Average length of stay	1.8	2.0	2.2	2.2	1.8	1.8
Average length of stay by UK guests	1.8	2.0	2.1	2.2	1.8	1.8
Average length of stay by overseas guests	1.9	2.1	2.3	2.0	1.3	1.5
Sample size	44	65	33	16	9	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	64.1%	65.5%	61.9%	59.4%
Net bedspace occupancy	52.0%	49.8%	52.9%	52.0%
Net bedspace occupancy by UK guests	50.9%	48.5%	47.8%	48.4%
Net bedspace occupancy by overseas guests	1.1%	1.3%	5.1%	3.6%
Percentage of bednights by UK guests	97.9%	97.4%	90.4%	93.1%
Percentage of bednights by overseas guests	2.1%	2.6%	9.6%	6.9%
Percentage of UK guests	97.7%	97.8%	90.0%	92.4%
Percentage of overseas guests	2.3%	2.2%	10.0%	7.6%
Average length of stay	2.1	1.6	2.2	2.0
Average length of stay by UK guests	2.1	1.5	2.2	2.0
Average length of stay by overseas guests	1.9	1.8	2.1	1.8
Sample size	11	5	46	108

	Tariff (£ per person per night for Bed & Breakfast)					
	00-20	20-30	30-40	40-50	50-60	60+
Net room occupancy	0.0%	35.1%	56.7%	60.5%	59.7%	66.3%
Net bedspace occupancy	0.0%	30.9%	46.6%	52.8%	50.7%	57.3%
Net bedspace occupancy by UK guests	0.0%	29.6%	42.4%	47.2%	48.4%	54.2%
Net bedspace occupancy by overseas guests	0.0%	1.3%	4.2%	5.6%	2.3%	3.1%
Percentage of bednights by UK guests	0.0%	95.8%	91.1%	89.4%	95.6%	94.6%
Percentage of bednights by overseas guests	0.0%	4.2%	8.9%	10.6%	4.5%	5.4%
Percentage of UK guests	0.0%	96.3%	91.4%	89.9%	94.7%	93.6%
Percentage of overseas guests	0.0%	3.7%	8.6%	10.1%	5.3%	6.4%
Average length of stay	0.0	2.2	1.9	2.2	1.9	2.0
Average length of stay by UK guests	0.0	2.2	1.8	2.2	2.0	2.0
Average length of stay by overseas guests	0.0	2.5	1.9	2.3	1.6	1.7
Sample size	0	15	58	32	15	50

	Award		
	None	Silver	Gold
Net room occupancy	59.5%	65.9%	63.1%
Net bedspace occupancy	50.1%	59.5%	55.7%
Net bedspace occupancy by UK guests	46.6%	55.5%	50.8%
Net bedspace occupancy by overseas guests	3.4%	4.0%	4.8%
Percentage of bednights by UK guests	93.1%	93.3%	91.3%
Percentage of bednights by overseas guests	6.9%	6.8%	8.7%
Percentage of UK guests	92.8%	92.6%	91.3%
Percentage of overseas guests	7.2%	7.4%	8.7%
Average length of stay	1.9	2.3	2.2
Average length of stay by UK guests	1.9	2.3	2.2
Average length of stay by overseas guests	1.8	2.1	2.2
Sample size	133	29	8

	Rating						
	None	1 STAR	2 STAR	3 STAR	4 STAR	5 STAR	Local Inspection
Net room occupancy	56.0%	56.6%	59.9%	61.8%	63.3%	61.8%	51.7%
Net bedspace occupancy	44.7%	54.1%	49.7%	52.5%	54.1%	59.5%	44.0%
Net bedspace occupancy by UK guests	43.8%	54.1%	48.1%	49.2%	48.2%	55.7%	43.7%
Net bedspace occupancy by overseas guests	0.9%	0.0%	1.6%	3.3%	5.9%	3.8%	0.3%
Percentage of bednights by UK guests	97.9%	100.0%	96.8%	93.7%	89.1%	93.6%	99.4%
Percentage of bednights by overseas guests	2.1%	0.0%	3.2%	6.3%	10.9%	6.4%	0.6%
Percentage of UK guests	98.2%	100.0%	96.8%	93.5%	87.7%	93.4%	99.4%
Percentage of overseas guests	1.8%	0.0%	3.2%	6.5%	12.3%	6.6%	0.6%
Average length of stay	1.6	3.3	1.9	2.0	2.1	2.2	1.8
Average length of stay by UK guests	1.6	3.3	1.9	2.0	2.1	2.2	1.8
Average length of stay by overseas guests	1.9	0.0	1.9	1.9	1.9	2.1	1.7
Sample size	10	1	12	47	64	14	22