

Self Catering Occupancy Survey



Headline Comparisons

	April 09	April 10	% change
Unit Occupancy:	62%	60%	-3%
Bedspace Occupancy:	49%	45%	-7%
Domestic visitors:	97%	98%	1%
Average Party Size:	3.9	3.7	-0.2 people
Average Length of Stay:	6.1	5.8	-0.3 nights

	District Council Area						
	Cumbria	Allerdale	Barrow	Carlisle	Copeland	Eden	South Lakeland
Unit occupancy	60.3%	65.6%	46.7%	41.3%	63.6%	51.1%	66.0%
Bedspace occupancy	45.3%	51.3%	28.5%	33.5%	44.2%	39.6%	48.2%
Percentage UK guests	97.6%	97.4%	61.5%	99.4%	97.7%	98.3%	97.2%
Percentage overseas guests	2.4%	2.6%	38.5%	0.7%	2.3%	1.7%	2.8%
Average Party Size	3.7	3.6	3.3	4.0	4.9	4.1	3.4
Average Length of Stay	5.8	6.3	7.0	4.5	5.8	5.2	6.1
Sample size	317	86	2	28	13	66	122

	Location	
	Inside National Park	Outside National Park
Unit occupancy	68.9%	48.8%
Bedspace occupancy	52.0%	37.3%
Percentage UK guests	97.9%	97.2%
Percentage overseas guests	2.1%	2.8%
Average Party Size	3.5	4.0
Average Length of Stay	6.3	5.1
Sample size	183	134

	Area Type			
	Large city / town	Coastal	Village / Rural	Small Town
Unit occupancy	64.8%	33.3%	51.8%	60.7%
Bedspace occupancy	41.0%	21.7%	35.5%	47.0%
Percentage UK guests	96.9%	100.0%	95.9%	97.8%
Percentage overseas guests	3.1%	0.0%	4.1%	2.2%
Average Party Size	4.0	3.0	3.7	3.7
Average Length of Stay	5.7	5.0	5.5	5.8
Sample size	31	2	21	263

	Type of Unit			
	Chalet / lodge	Flat / apartment	House / cottage	Static caravan
Unit occupancy	61.3%	60.9%	60.7%	50.1%
Bedspace occupancy	52.5%	46.2%	45.7%	32.1%
Percentage UK guests	100.0%	98.5%	97.1%	100.0%
Percentage overseas guests	0.0%	1.5%	2.9%	0.0%
Average Party Size	4.7	2.7	3.9	3.6
Average Length of Stay	4.2	5.7	6.0	5.5
Sample size	10	63	230	14

Care must be taken with the interpretation of results based on small sub-samples.

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	Farm		Award		
	Farm	Not Farm	None	Silver	Gold
Unit occupancy	58.3%	60.9%	61.2%	0.0%	53.0%
Bedspace occupancy	43.0%	46.1%	45.8%	0.0%	42.2%
Percentage UK guests	96.5%	98.0%	98.2%	0.0%	93.9%
Percentage overseas guests	3.6%	2.0%	1.8%	0.0%	6.2%
Average Party Size	3.8	3.7	3.6	0.0	4.8
Average Length of Stay	5.8	5.8	5.9	0.0	5.3
Sample size	78	239	281	0	36

	Size of Unit (bedspaces)			
	1 - 2	3 - 4	5 - 6	7+
Unit occupancy	61.2%	61.8%	61.4%	52.2%
Bedspace occupancy	60.6%	46.1%	43.0%	43.1%
Percentage UK guests	97.6%	96.3%	98.4%	98.2%
Percentage overseas guests	2.4%	3.7%	1.7%	1.8%
Average Party Size	2.0	3.0	3.9	7.9
Average Length of Stay	5.5	6.0	5.9	5.2
Sample size	58	124	93	42

	Size of Business (Units Owned)			
	1	2 - 4	5 - 9	10+
Unit occupancy	62.1%	63.6%	52.7%	64.7%
Bedspace occupancy	43.4%	46.9%	42.0%	58.4%
Percentage UK guests	98.2%	96.1%	98.8%	100.0%
Percentage overseas guests	1.8%	4.0%	1.2%	0.0%
Average Party Size	3.8	3.7	3.5	4.8
Average Length of Stay	6.5	6.0	4.9	5.9
Sample size	82	132	87	15

	Tariff (Maximum per Unit per Week)					
	<£100	£100-£199	£200-£299	£300-£399	£400-£499	£500+
Unit occupancy	0.0%	61.1%	56.4%	59.0%	60.3%	69.6%
Bedspace occupancy	0.0%	48.5%	42.8%	44.6%	42.2%	52.3%
Percentage UK guests	0.0%	100.0%	95.7%	96.9%	96.6%	98.3%
Percentage overseas guests	0.0%	0.0%	4.3%	3.1%	3.4%	1.7%
Average Party Size	0.0	2.5	2.5	2.7	3.5	5.0
Average Length of Stay	0.0	7.0	5.2	5.9	6.0	5.9
Sample size	0	3	30	67	55	78

	Quality Standard						
	1 STAR	2 STAR	3 STAR	4 STAR	5 STAR	Local Inspection	No rating
Unit occupancy	0.0%	55.0%	61.4%	63.2%	55.2%	59.3%	47.6%
Bedspace occupancy	0.0%	41.7%	46.4%	48.6%	43.6%	41.6%	28.0%
Percentage UK guests	0.0%	100.0%	98.4%	97.5%	96.4%	97.6%	94.8%
Percentage overseas guests	0.0%	0.0%	1.6%	2.5%	3.6%	2.4%	5.2%
Average Party Size	0.0	3.2	3.5	3.8	4.5	3.7	2.9
Average Length of Stay	0.0	5.6	5.9	5.8	5.8	5.9	5.6
Sample size	0	4	91	138	35	27	18

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