

Self Catering Occupancy Survey



Headline Comparisons

	February 09	February 10	% change
Unit Occupancy:	41%	34%	-17%
Bedspace Occupancy:	31%	25%	-20%
Domestic visitors:	99%	99%	0%
Average Party Size:	3.6	3.6	0 people
Average Length of Stay:	6.1	5.2	-0.9 nights

	District Council Area						
	Cumbria	Allerdale	Barrow	Carlisle	Copeland	Eden	South Lakeland
Unit occupancy	34.3%	39.2%	12.5%	30.1%	29.6%	32.4%	33.3%
Bedspace occupancy	24.6%	26.6%	11.4%	23.5%	22.0%	23.0%	25.3%
Percentage UK guests	99.1%	97.8%	100.0%	100.0%	100.0%	99.6%	99.3%
Percentage overseas guests	1.0%	2.2%	0.0%	0.0%	0.0%	0.4%	0.7%
Average Party Size	3.6	3.2	5.0	3.9	4.6	4.2	3.3
Average Length of Stay	5.2	5.7	7.0	4.8	5.6	4.7	5.1
Sample size	326	95	3	25	14	66	123

	Location	
	Inside National Park	Outside National Park
Unit occupancy	38.1%	29.3%
Bedspace occupancy	27.4%	21.5%
Percentage UK guests	99.0%	99.2%
Percentage overseas guests	1.0%	0.8%
Average Party Size	3.3	4.1
Average Length of Stay	5.5	4.8
Sample size	189	137

	Area Type			
	Large city / town	Coastal	Village / Rural	Small Town
Unit occupancy	33.7%	14.3%	26.9%	35.4%
Bedspace occupancy	22.1%	14.3%	15.4%	26.3%
Percentage UK guests	100.0%	100.0%	98.4%	99.0%
Percentage overseas guests	0.0%	0.0%	1.6%	1.0%
Average Party Size	3.7	4.0	3.4	3.6
Average Length of Stay	4.2	4.0	6.3	5.3
Sample size	30	2	30	264

	Type of Unit			
	Chalet / lodge	Flat / apartment	House / cottage	Static caravan
Unit occupancy	53.2%	34.9%	33.3%	0.0%
Bedspace occupancy	45.4%	24.3%	23.8%	0.0%
Percentage UK guests	100.0%	99.4%	98.9%	0.0%
Percentage overseas guests	0.0%	0.6%	1.1%	0.0%
Average Party Size	4.2	2.7	3.8	0.0
Average Length of Stay	4.2	5.2	5.3	0.0
Sample size	10	65	235	16

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	34.4%	34.3%	34.5%	0.0%	33.0%
Bedspace occupancy	23.5%	25.0%	24.9%	0.0%	22.9%
Percentage UK guests	99.1%	99.1%	99.5%	0.0%	96.6%
Percentage overseas guests	1.0%	1.0%	0.6%	0.0%	3.4%
Average Party Size	3.7	3.6	3.5	0.0	4.0
Average Length of Stay	5.5	5.1	5.3	0.0	4.6
Sample size	81	245	290	0	36

	Size of Unit (bedspaces)			
	1 - 2	3 - 4	5 - 6	7+
Unit occupancy	34.5%	34.4%	35.7%	30.9%
Bedspace occupancy	33.5%	23.7%	24.2%	23.8%
Percentage UK guests	97.1%	99.2%	100.0%	98.7%
Percentage overseas guests	2.9%	0.9%	0.0%	1.3%
Average Party Size	2.0	2.7	3.9	7.8
Average Length of Stay	4.9	5.4	5.3	4.8
Sample size	58	133	96	39

	Size of Business (Units Owned)			
	1	2 - 4	5 - 9	10+
Unit occupancy	31.5%	36.3%	33.4%	39.3%
Bedspace occupancy	22.0%	24.6%	26.1%	28.3%
Percentage UK guests	99.6%	98.4%	99.4%	100.0%
Percentage overseas guests	0.4%	1.6%	0.6%	0.0%
Average Party Size	3.9	3.3	3.5	2.8
Average Length of Stay	5.4	5.5	4.7	7.0
Sample size	82	141	95	7

	Tariff (Maximum per Unit per Week)					
	<£100	£100-£199	£200-£299	£300-£399	£400-£499	£500+
Unit occupancy	0.0%	57.2%	34.2%	33.8%	37.6%	37.0%
Bedspace occupancy	0.0%	45.5%	21.9%	25.0%	26.1%	28.5%
Percentage UK guests	0.0%	100.0%	98.6%	98.9%	100.0%	98.7%
Percentage overseas guests	0.0%	0.0%	1.4%	1.1%	0.0%	1.3%
Average Party Size	0.0	2.3	2.5	3.0	3.3	6.3
Average Length of Stay	0.0	6.3	5.6	5.0	5.2	5.0
Sample size	0	10	71	79	42	40

	Quality Standard						
	1 STAR	2 STAR	3 STAR	4 STAR	5 STAR	Local Inspection	No rating
Unit occupancy	0.0%	30.4%	35.7%	36.1%	31.7%	30.4%	20.4%
Bedspace occupancy	0.0%	24.4%	25.9%	26.3%	22.1%	21.7%	15.1%
Percentage UK guests	0.0%	100.0%	100.0%	98.7%	99.0%	97.7%	96.4%
Percentage overseas guests	0.0%	0.0%	0.0%	1.3%	1.0%	2.3%	3.6%
Average Party Size	0.0	3.9	3.5	3.6	3.8	3.9	3.4
Average Length of Stay	0.0	4.9	5.2	5.4	4.4	5.4	4.7
Sample size	0	4	98	138	35	26	20

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