

Self Catering Occupancy Survey



Headline Comparisons

	January 09	January 10	% change
Unit Occupancy:	23%	20%	-13%
Bedspace Occupancy:	17%	15%	-14%
Domestic visitors:	98%	96%	-2%
Average Party Size:	3.8	3.5	-0.3 people
Average Length of Stay:	5.4	5.4	0 nights

	District Council Area						
	Cumbria	Allerdale	Barrow	Carlisle	Copeland	Eden	South Lakeland
Unit occupancy	20.5%	20.6%	4.8%	12.9%	18.9%	23.4%	21.1%
Bedspace occupancy	15.0%	14.2%	5.3%	9.4%	7.3%	19.0%	16.5%
Percentage UK guests	96.4%	92.0%	0.0%	92.9%	100.0%	100.0%	97.5%
Percentage overseas guests	3.6%	8.0%	0.0%	7.1%	0.0%	0.0%	2.5%
Average Party Size	3.5	3.2	0.0	3.2	2.8	4.2	3.6
Average Length of Stay	5.4	6.0	0.0	4.9	5.1	5.7	5.0
Sample size	335	93	3	23	14	68	134

	Location	
	Inside National Park	Outside National Park
Unit occupancy	23.2%	16.5%
Bedspace occupancy	16.5%	13.0%
Percentage UK guests	98.2%	93.7%
Percentage overseas guests	1.8%	6.3%
Average Party Size	3.3	4.0
Average Length of Stay	5.6	5.1
Sample size	200	135

	Area Type			
	Large city / town	Coastal	Village / Rural	Small Town
Unit occupancy	24.8%	0.0%	13.4%	21.0%
Bedspace occupancy	18.2%	0.0%	8.3%	15.7%
Percentage UK guests	93.4%	0.0%	100.0%	96.5%
Percentage overseas guests	6.6%	0.0%	0.0%	3.5%
Average Party Size	3.3	0.0	3.5	3.6
Average Length of Stay	5.1	0.0	6.7	5.4
Sample size	31	2	28	274

	Type of Unit			
	Chalet / lodge	Flat / apartment	House / cottage	Static caravan
Unit occupancy	40.0%	20.4%	20.0%	0.0%
Bedspace occupancy	37.5%	14.3%	14.6%	0.0%
Percentage UK guests	100.0%	96.0%	96.2%	0.0%
Percentage overseas guests	0.0%	4.0%	3.8%	0.0%
Average Party Size	4.3	2.7	3.7	0.0
Average Length of Stay	4.8	5.2	5.5	0.0
Sample size	7	61	251	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	17.7%	21.2%	21.0%	0.0%	16.0%
Bedspace occupancy	10.9%	16.2%	14.9%	0.0%	16.1%
Percentage UK guests	90.0%	97.3%	98.4%	0.0%	85.4%
Percentage overseas guests	10.0%	2.7%	1.7%	0.0%	14.6%
Average Party Size	2.7	3.7	3.4	0.0	4.6
Average Length of Stay	5.8	5.4	5.7	0.0	3.6
Sample size	83	252	300	0	35

	Size of Unit (bedspaces)			
	1 - 2	3 - 4	5 - 6	7+
Unit occupancy	22.4%	17.5%	23.6%	20.2%
Bedspace occupancy	20.8%	12.0%	14.9%	17.7%
Percentage UK guests	98.0%	96.0%	98.1%	94.4%
Percentage overseas guests	2.0%	4.1%	2.0%	5.6%
Average Party Size	1.9	2.6	3.6	8.7
Average Length of Stay	5.8	5.3	5.9	4.1
Sample size	58	133	102	42

	Size of Business (Units Owned)			
	1	2 - 4	5 - 9	10+
Unit occupancy	19.6%	22.7%	20.0%	26.8%
Bedspace occupancy	12.9%	16.1%	14.2%	28.1%
Percentage UK guests	100.0%	94.3%	95.5%	100.0%
Percentage overseas guests	0.0%	5.8%	4.5%	0.0%
Average Party Size	3.4	3.4	2.7	4.4
Average Length of Stay	5.6	5.1	6.2	6.1
Sample size	91	114	73	15

	Tariff (Maximum per Unit per Week)					
	<£100	£100-£199	£200-£299	£300-£399	£400-£499	£500+
Unit occupancy	0.0%	38.5%	20.1%	20.4%	20.0%	20.5%
Bedspace occupancy	0.0%	29.1%	13.3%	13.0%	14.2%	20.5%
Percentage UK guests	0.0%	100.0%	100.0%	97.3%	82.4%	95.2%
Percentage overseas guests	0.0%	0.0%	0.0%	2.7%	17.7%	4.8%
Average Party Size	0.0	2.9	2.4	2.8	3.2	7.2
Average Length of Stay	0.0	6.7	5.9	5.3	4.2	4.0
Sample size	0	17	73	77	22	54

	Quality Standard						
	1 STAR	2 STAR	3 STAR	4 STAR	5 STAR	Local Inspection	No rating
Unit occupancy	0.0%	10.5%	20.4%	23.5%	19.5%	14.3%	15.7%
Bedspace occupancy	0.0%	8.8%	15.5%	16.8%	17.5%	9.4%	10.2%
Percentage UK guests	0.0%	100.0%	99.7%	93.9%	97.6%	100.0%	85.2%
Percentage overseas guests	0.0%	0.0%	0.3%	6.1%	2.4%	0.0%	14.8%
Average Party Size	0.0	4.0	3.7	3.4	4.1	3.5	3.0
Average Length of Stay	0.0	3.7	5.8	5.3	4.9	5.6	5.8
Sample size	0	4	97	147	35	27	20

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