

Self Catering Occupancy Survey



Headline Comparisons

	June 09	June 10	% change
Unit Occupancy:	65.7%	66.8%	2%
Bedspace Occupancy:	41.8%	43.5%	4%
Domestic visitors:	93.5%	93.6%	0%
Average Party Size:	3.3	3.3	0 people
Average Length of Stay:	6.9	6.3	-0.6 nights

	District Council Area						
	Cumbria	Allerdale	Barrow	Carlisle	Copeland	Eden	South Lakeland
Unit occupancy	66.8%	74.2%	53.3%	56.3%	60.8%	64.9%	64.3%
Bedspace occupancy	43.5%	49.7%	25.2%	37.3%	33.0%	42.9%	42.1%
Percentage UK guests	93.6%	97.0%	63.6%	98.5%	91.5%	88.1%	94.6%
Percentage overseas guests	6.4%	3.0%	36.4%	1.5%	8.5%	11.9%	5.4%
Average Party Size	3.3	3.2	2.2	3.1	3.9	4.0	3.0
Average Length of Stay	6.3	6.8	5.6	5.8	6.9	5.9	6.2
Sample size	232	74	2	16	10	46	84

	Location	
	Inside National Park	Outside National Park
Unit occupancy	71.9%	59.3%
Bedspace occupancy	46.9%	39.1%
Percentage UK guests	95.2%	91.6%
Percentage overseas guests	4.9%	8.4%
Average Party Size	3.1	3.6
Average Length of Stay	6.6	5.8
Sample size	137	95

	Area Type			
	Large city / town	Coastal	Village / Rural	Small Town
Unit occupancy	59.4%	71.7%	49.6%	68.9%
Bedspace occupancy	32.6%	50.0%	30.7%	46.0%
Percentage UK guests	74.8%	100.0%	96.0%	94.9%
Percentage overseas guests	25.2%	0.0%	4.0%	5.1%
Average Party Size	4.8	2.9	3.6	3.2
Average Length of Stay	6.1	5.6	6.3	6.3
Sample size	12	2	21	197

	Type of Unit			
	Chalet / lodge	Flat / apartment	House / cottage	Static caravan
Unit occupancy	86.7%	70.0%	66.9%	42.7%
Bedspace occupancy	73.7%	48.4%	43.6%	19.6%
Percentage UK guests	100.0%	94.6%	93.1%	100.0%
Percentage overseas guests	0.0%	5.4%	6.9%	0.0%
Average Party Size	4.1	2.4	3.5	2.6
Average Length of Stay	5.7	6.6	6.3	5.5
Sample size	4	40	178	10

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	69.2%	66.0%	67.2%	0.0%	64.2%
Bedspace occupancy	41.7%	44.1%	43.7%	0.0%	42.6%
Percentage UK guests	91.5%	94.3%	93.7%	0.0%	93.3%
Percentage overseas guests	8.5%	5.7%	6.3%	0.0%	6.7%
Average Party Size	3.2	3.4	3.2	0.0	4.3
Average Length of Stay	6.2	6.3	6.4	0.0	5.9
Sample size	55	177	205	0	27

	Size of Unit (bedspaces)			
	1 - 2	3 - 4	5 - 6	7+
Unit occupancy	75.2%	72.2%	64.5%	44.0%
Bedspace occupancy	74.7%	47.5%	41.4%	33.1%
Percentage UK guests	94.1%	94.9%	96.5%	88.5%
Percentage overseas guests	5.9%	5.1%	3.5%	11.5%
Average Party Size	2.0	2.6	3.6	7.9
Average Length of Stay	6.4	6.6	6.5	4.7
Sample size	43	90	69	30

	Size of Business (Units Owned)			
	1	2 - 4	5 - 9	10+
Unit occupancy	65.3%	71.8%	59.2%	62.7%
Bedspace occupancy	41.6%	45.8%	40.8%	44.3%
Percentage UK guests	94.4%	92.5%	92.7%	99.0%
Percentage overseas guests	5.6%	7.5%	7.3%	1.1%
Average Party Size	3.6	3.1	3.2	4.0
Average Length of Stay	7.0	6.5	5.4	5.4
Sample size	67	100	48	16

	Tariff (Maximum per Unit per Week)					
	<£100	£100-£199	£200-£299	£300-£399	£400-£499	£500+
Unit occupancy	0.0%	36.7%	62.6%	74.5%	69.8%	61.9%
Bedspace occupancy	0.0%	29.3%	49.3%	50.1%	43.4%	43.7%
Percentage UK guests	0.0%	100.0%	96.2%	94.1%	92.8%	91.6%
Percentage overseas guests	0.0%	0.0%	3.9%	5.9%	7.2%	8.4%
Average Party Size	0.0	4.0	2.2	2.5	2.9	5.1
Average Length of Stay	0.0	7.0	6.2	6.5	6.3	5.8
Sample size	0	1	17	47	47	55

	Quality Standard						
	1 STAR	2 STAR	3 STAR	4 STAR	5 STAR	Local Inspection	No rating
Unit occupancy	0.0%	65.6%	72.4%	67.4%	62.8%	62.8%	55.4%
Bedspace occupancy	0.0%	39.2%	47.9%	45.5%	40.6%	36.9%	31.7%
Percentage UK guests	0.0%	92.0%	96.8%	92.8%	90.7%	94.5%	96.1%
Percentage overseas guests	0.0%	8.0%	3.2%	7.3%	9.3%	5.5%	3.9%
Average Party Size	0.0	3.1	3.1	3.3	4.0	3.2	2.7
Average Length of Stay	0.0	6.6	6.7	6.2	5.7	6.9	6.6
Sample size	0	3	57	108	30	21	9