

## Self Catering Occupancy Survey



## Headline Comparisons

	March 09	March 10	% change
Unit Occupancy:	39%	39%	-2%
Bedspace Occupancy:	27%	27%	1%
Domestic visitors:	99%	99%	0%
Average Party Size:	3.4	3.6	0.2 people
Average Length of Stay:	6.5	5.3	-1.2 nights

	District Council Area						
	Cumbria	Allerdale	Barrow	Carlisle	Copeland	Eden	South Lakeland
Unit occupancy	38.7%	46.0%	0.0%	37.6%	39.3%	31.9%	37.5%
Bedspace occupancy	26.8%	32.0%	0.0%	24.2%	29.7%	23.6%	25.5%
Percentage UK guests	98.8%	99.1%	0.0%	96.7%	100.0%	98.8%	98.6%
Percentage overseas guests	1.2%	0.9%	0.0%	3.3%	0.0%	1.2%	1.4%
Average Party Size	3.6	3.3	0.0	3.2	5.2	4.3	3.3
Average Length of Stay	5.3	5.5	0.0	6.2	5.1	4.9	5.3
Sample size	317	90	2	25	13	64	123

	Location	
	Inside National Park	Outside National Park
Unit occupancy	45.9%	28.2%
Bedspace occupancy	32.4%	19.8%
Percentage UK guests	98.7%	98.9%
Percentage overseas guests	1.3%	1.1%
Average Party Size	3.3	4.1
Average Length of Stay	5.4	5.2
Sample size	188	129

	Area Type			
	Large city / town	Coastal	Village / Rural	Small Town
Unit occupancy	38.2%	9.7%	25.9%	39.9%
Bedspace occupancy	20.9%	9.7%	21.1%	28.3%
Percentage UK guests	97.0%	100.0%	100.0%	98.9%
Percentage overseas guests	3.0%	0.0%	0.0%	1.1%
Average Party Size	3.6	4.0	4.6	3.5
Average Length of Stay	4.7	3.0	5.7	5.4
Sample size	31	2	23	261

	Type of Unit			
	Chalet / lodge	Flat / apartment	House / cottage	Static caravan
Unit occupancy	48.4%	40.9%	37.8%	32.0%
Bedspace occupancy	39.7%	27.6%	26.3%	21.5%
Percentage UK guests	100.0%	99.1%	98.6%	100.0%
Percentage overseas guests	0.0%	0.9%	1.4%	0.0%
Average Party Size	4.0	2.5	3.8	4.2
Average Length of Stay	5.7	5.3	5.4	4.5
Sample size	10	61	232	14

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

### Self Catering Occupancy Survey

	Farm		Award		
	Farm	Not Farm	None	Silver	Gold
Unit occupancy	30.7%	41.2%	39.6%	0.0%	32.3%
Bedspace occupancy	18.4%	29.5%	27.3%	0.0%	23.8%
Percentage UK guests	97.6%	99.0%	98.9%	0.0%	98.1%
Percentage overseas guests	2.4%	1.0%	1.1%	0.0%	1.9%
Average Party Size	3.2	3.7	3.4	0.0	4.7
Average Length of Stay	5.4	5.3	5.4	0.0	5.0
Sample size	79	238	281	0	36

	Size of Unit (bedspaces)			
	1 - 2	3 - 4	5 - 6	7+
Unit occupancy	39.4%	42.3%	34.5%	35.6%
Bedspace occupancy	38.0%	27.4%	22.4%	28.2%
Percentage UK guests	97.4%	99.6%	97.1%	100.0%
Percentage overseas guests	2.6%	0.5%	2.9%	0.0%
Average Party Size	2.0	2.6	3.8	8.3
Average Length of Stay	4.9	5.9	5.2	4.7
Sample size	60	123	95	39

	Size of Business (Units Owned)			
	1	2 - 4	5 - 9	10+
Unit occupancy	39.7%	41.0%	34.9%	33.3%
Bedspace occupancy	26.4%	27.8%	25.3%	31.5%
Percentage UK guests	99.4%	98.5%	98.4%	100.0%
Percentage overseas guests	0.6%	1.5%	1.6%	0.0%
Average Party Size	4.0	3.5	3.2	4.2
Average Length of Stay	5.5	5.5	5.0	5.4
Sample size	82	127	95	12

	Tariff (Maximum per Unit per Week)					
	<£100	£100-£199	£200-£299	£300-£399	£400-£499	£500+
Unit occupancy	26.5%	41.9%	40.0%	34.6%	37.4%	46.8%
Bedspace occupancy	20.2%	31.5%	29.8%	21.8%	24.8%	32.3%
Percentage UK guests	100.0%	100.0%	99.2%	99.0%	99.2%	97.5%
Percentage overseas guests	0.0%	0.0%	0.8%	1.0%	0.8%	2.5%
Average Party Size	5.3	2.0	2.6	2.8	3.6	5.3
Average Length of Stay	3.0	6.4	5.1	5.3	5.7	5.3
Sample size	2	4	58	74	32	56

	Quality Standard						
	1 STAR	2 STAR	3 STAR	4 STAR	5 STAR	Local Inspection	No rating
Unit occupancy	0.0%	34.4%	36.7%	41.5%	40.7%	38.0%	26.8%
Bedspace occupancy	0.0%	47.9%	25.0%	28.4%	29.0%	27.8%	14.7%
Percentage UK guests	0.0%	100.0%	99.5%	98.8%	97.3%	98.1%	100.0%
Percentage overseas guests	0.0%	0.0%	0.5%	1.2%	2.7%	1.9%	0.0%
Average Party Size	0.0	5.0	3.5	3.4	4.2	4.1	2.7
Average Length of Stay	0.0	5.8	5.5	5.3	5.1	5.5	5.3
Sample size	0	3	91	139	35	28	16

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