

## Self Catering Occupancy Survey



## Headline Comparisons

	May 09	May 10	% change
Unit Occupancy:	66.8%	59.3%	-11%
Bedspace Occupancy:	49.2%	41.9%	-15%
Domestic visitors:	97.4%	96.7%	-1%
Average Party Size:	3.6	3.6	0 people
Average Length of Stay:	6.3	6.0	-0.3 nights

	District Council Area						
	Cumbria	Allerdale	Barrow	Carlisle	Copeland	Eden	South Lakeland
Unit occupancy	59.3%	66.6%	9.7%	42.7%	45.4%	53.2%	63.4%
Bedspace occupancy	41.9%	46.5%	5.3%	31.7%	28.1%	40.5%	44.8%
Percentage UK guests	96.7%	98.2%	100.0%	95.3%	97.4%	97.4%	95.1%
Percentage overseas guests	3.4%	1.8%	0.0%	4.7%	2.6%	2.6%	4.9%
Average Party Size	3.6	3.4	3.0	3.7	4.6	4.2	3.4
Average Length of Stay	6.0	6.7	7.0	6.2	5.4	5.2	6.0
Sample size	319	87	2	25	14	67	124

	Location	
	Inside National Park	Outside National Park
Unit occupancy	68.5%	46.8%
Bedspace occupancy	48.3%	33.8%
Percentage UK guests	96.5%	96.9%
Percentage overseas guests	3.5%	3.1%
Average Party Size	3.4	4.0
Average Length of Stay	6.4	5.4
Sample size	186	133

	Area Type			
	Large city / town	Coastal	Village / Rural	Small Town
Unit occupancy	56.1%	59.7%	41.0%	61.2%
Bedspace occupancy	37.7%	39.1%	25.7%	44.0%
Percentage UK guests	92.8%	100.0%	98.0%	97.0%
Percentage overseas guests	7.2%	0.0%	2.0%	3.0%
Average Party Size	4.1	3.0	4.0	3.5
Average Length of Stay	5.5	5.4	6.1	6.1
Sample size	32	2	22	263

	Type of Unit			
	Chalet / lodge	Flat / apartment	House / cottage	Static caravan
Unit occupancy	68.2%	58.4%	59.4%	58.3%
Bedspace occupancy	54.5%	42.5%	42.2%	30.4%
Percentage UK guests	99.1%	94.9%	96.8%	100.0%
Percentage overseas guests	0.9%	5.1%	3.2%	0.0%
Average Party Size	3.7	2.7	3.9	3.1
Average Length of Stay	5.1	5.7	6.2	6.4
Sample size	7	63	235	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	56.4%	60.3%	59.6%	0.0%	55.9%
Bedspace occupancy	35.7%	43.9%	41.4%	0.0%	43.4%
Percentage UK guests	95.4%	97.0%	96.4%	0.0%	98.9%
Percentage overseas guests	4.6%	3.0%	3.6%	0.0%	1.1%
Average Party Size	3.5	3.7	3.6	0.0	4.6
Average Length of Stay	5.8	6.1	6.1	0.0	5.7
Sample size	77	242	304	0	36

	Size of Unit (bedspaces)			
	1 - 2	3 - 4	5 - 6	7+
Unit occupancy	62.7%	62.3%	59.2%	46.7%
Bedspace occupancy	61.9%	43.3%	39.8%	37.0%
Percentage UK guests	94.4%	96.9%	95.8%	98.2%
Percentage overseas guests	5.6%	3.1%	4.2%	1.8%
Average Party Size	2.0	2.8	3.9	7.7
Average Length of Stay	5.9	6.4	5.9	5.3
Sample size	59	126	90	44

	Size of Business (Units Owned)			
	1	2 - 4	5 - 9	10+
Unit occupancy	58.4%	63.6%	52.0%	70.4%
Bedspace occupancy	38.3%	43.7%	38.8%	64.4%
Percentage UK guests	96.2%	96.8%	96.6%	98.1%
Percentage overseas guests	3.9%	3.2%	3.4%	1.9%
Average Party Size	3.8	3.5	3.4	5.0
Average Length of Stay	6.4	6.4	5.0	6.8
Sample size	85	130	87	16

	Tariff (Maximum per Unit per Week)					
	<£100	£100-£199	£200-£299	£300-£399	£400-£499	£500+
Unit occupancy	0.0%	61.3%	58.2%	57.4%	60.4%	64.7%
Bedspace occupancy	0.0%	50.0%	36.9%	38.5%	42.4%	46.9%
Percentage UK guests	0.0%	100.0%	97.2%	94.3%	96.5%	97.1%
Percentage overseas guests	0.0%	0.0%	2.8%	5.7%	3.5%	2.9%
Average Party Size	0.0	1.7	2.3	2.7	3.3	4.8
Average Length of Stay	0.0	6.3	6.0	6.2	5.7	6.2
Sample size	0	1	31	67	55	89

	Quality Standard						
	1 STAR	2 STAR	3 STAR	4 STAR	5 STAR	Local Inspection	No rating
Unit occupancy	0.0%	48.4%	59.5%	61.4%	63.9%	55.7%	47.2%
Bedspace occupancy	0.0%	50.0%	43.0%	42.4%	44.3%	38.6%	33.6%
Percentage UK guests	0.0%	100.0%	96.6%	95.8%	100.0%	95.3%	96.4%
Percentage overseas guests	0.0%	0.0%	3.4%	4.2%	0.0%	4.7%	3.6%
Average Party Size	0.0	4.7	3.5	3.4	4.0	3.9	3.6
Average Length of Stay	0.0	6.7	5.8	6.2	6.0	6.4	5.4
Sample size	0	4	93	136	35	28	19

Research Department, Cumbria Tourism. Tel: 015398 22222

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