

Self Catering Occupancy Survey



Headline Comparisons

	May 09	May 10	% change
Unit Occupancy:	67%	59%	-11%
Bedspace Occupancy:	49%	42%	-15%
Domestic visitors:	97%	96%	-1%
Average Party Size:	3.6	3.7	0.1 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	59.2%	66.8%	9.7%	47.2%	40.5%	51.7%	63.3%
Bedspace occupancy	41.8%	47.0%	5.3%	33.4%	25.4%	39.8%	44.8%
Percentage UK guests	96.5%	98.0%	100.0%	93.9%	97.1%	97.8%	94.8%
Percentage overseas guests	3.5%	2.0%	0.0%	6.1%	2.9%	2.2%	5.2%
Average Party Size	3.7	3.5	3.0	3.8	4.8	4.3	3.4
Average Length of Stay	6.0	6.6	7.0	6.8	5.2	5.0	6.0
Sample size	285	74	2	19	13	61	116

	Location	
	Inside National Park	Outside National Park
Unit occupancy	67.9%	47.3%
Bedspace occupancy	48.2%	34.0%
Percentage UK guests	96.1%	97.0%
Percentage overseas guests	3.9%	3.0%
Average Party Size	3.5	4.0
Average Length of Stay	6.3	5.4
Sample size	166	119

	Area Type			
	Large city / town	Coastal	Village / Rural	Small Town
Unit occupancy	55.1%	54.8%	44.2%	60.8%
Bedspace occupancy	37.0%	34.3%	25.2%	44.0%
Percentage UK guests	92.3%	100.0%	97.5%	96.9%
Percentage overseas guests	7.7%	0.0%	2.5%	3.1%
Average Party Size	4.1	2.9	4.0	3.6
Average Length of Stay	5.4	5.1	6.3	6.1
Sample size	30	2	17	236

	Type of Unit			
	Chalet / lodge	Flat / apartment	House / cottage	Static caravan
Unit occupancy	67.7%	57.8%	59.5%	55.1%
Bedspace occupancy	54.3%	42.6%	42.2%	29.0%
Percentage UK guests	99.1%	94.0%	96.7%	100.0%
Percentage overseas guests	0.9%	6.1%	3.4%	0.0%
Average Party Size	3.8	2.8	4.0	3.1
Average Length of Stay	5.1	5.5	6.1	6.4
Sample size	7	51	213	14

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	55.2%	60.6%	58.8%	0.0%	60.2%
Bedspace occupancy	34.7%	44.4%	41.0%	0.0%	45.6%
Percentage UK guests	95.7%	96.7%	96.3%	0.0%	98.8%
Percentage overseas guests	4.3%	3.3%	3.8%	0.0%	1.2%
Average Party Size	3.4	3.8	3.6	0.0	4.8
Average Length of Stay	5.8	6.1	6.0	0.0	6.0
Sample size	74	211	275	0	31

	Size of Unit (bedspaces)			
	1 - 2	3 - 4	5 - 6	7+
Unit occupancy	63.7%	63.1%	57.9%	45.7%
Bedspace occupancy	62.8%	44.0%	39.4%	36.6%
Percentage UK guests	93.7%	96.5%	95.6%	98.2%
Percentage overseas guests	6.3%	3.5%	4.4%	1.8%
Average Party Size	2.0	2.8	4.0	7.9
Average Length of Stay	5.9	6.5	5.9	5.1
Sample size	52	113	77	43

	Size of Business (Units Owned)			
	1	2 - 4	5 - 9	10+
Unit occupancy	59.2%	61.7%	53.1%	70.4%
Bedspace occupancy	38.5%	42.7%	39.5%	64.4%
Percentage UK guests	95.8%	96.7%	96.3%	98.1%
Percentage overseas guests	4.2%	3.3%	3.7%	1.9%
Average Party Size	3.8	3.6	3.4	5.0
Average Length of Stay	6.4	6.3	5.0	6.8
Sample size	77	114	77	16

	Tariff (Maximum per Unit per Week)					
	<£100	£100-£199	£200-£299	£300-£399	£400-£499	£500+
Unit occupancy	0.0%	61.3%	58.7%	56.8%	59.7%	65.5%
Bedspace occupancy	0.0%	50.0%	37.6%	37.9%	41.9%	47.1%
Percentage UK guests	0.0%	100.0%	96.5%	94.0%	96.4%	96.9%
Percentage overseas guests	0.0%	0.0%	3.5%	6.0%	3.6%	3.1%
Average Party Size	0.0	1.7	2.3	2.7	3.3	5.0
Average Length of Stay	0.0	6.3	6.1	6.1	5.7	6.2
Sample size	0	1	25	64	54	80

	Quality Standard						
	1 STAR	2 STAR	3 STAR	4 STAR	5 STAR	Local Inspection	No rating
Unit occupancy	0.0%	52.7%	59.8%	61.4%	64.9%	53.4%	43.5%
Bedspace occupancy	0.0%	57.3%	43.2%	42.6%	44.9%	36.7%	31.8%
Percentage UK guests	0.0%	100.0%	96.3%	95.6%	100.0%	94.5%	95.9%
Percentage overseas guests	0.0%	0.0%	3.7%	4.4%	0.0%	5.5%	4.1%
Average Party Size	0.0	4.4	3.6	3.5	4.1	3.9	3.7
Average Length of Stay	0.0	6.6	5.7	6.2	6.1	6.3	5.4
Sample size	0	3	83	120	33	25	17