



**Cumbria Tourism**  
At the heart of our visitor economy

## Serviced Accommodation Occupancy Rates for Cumbria

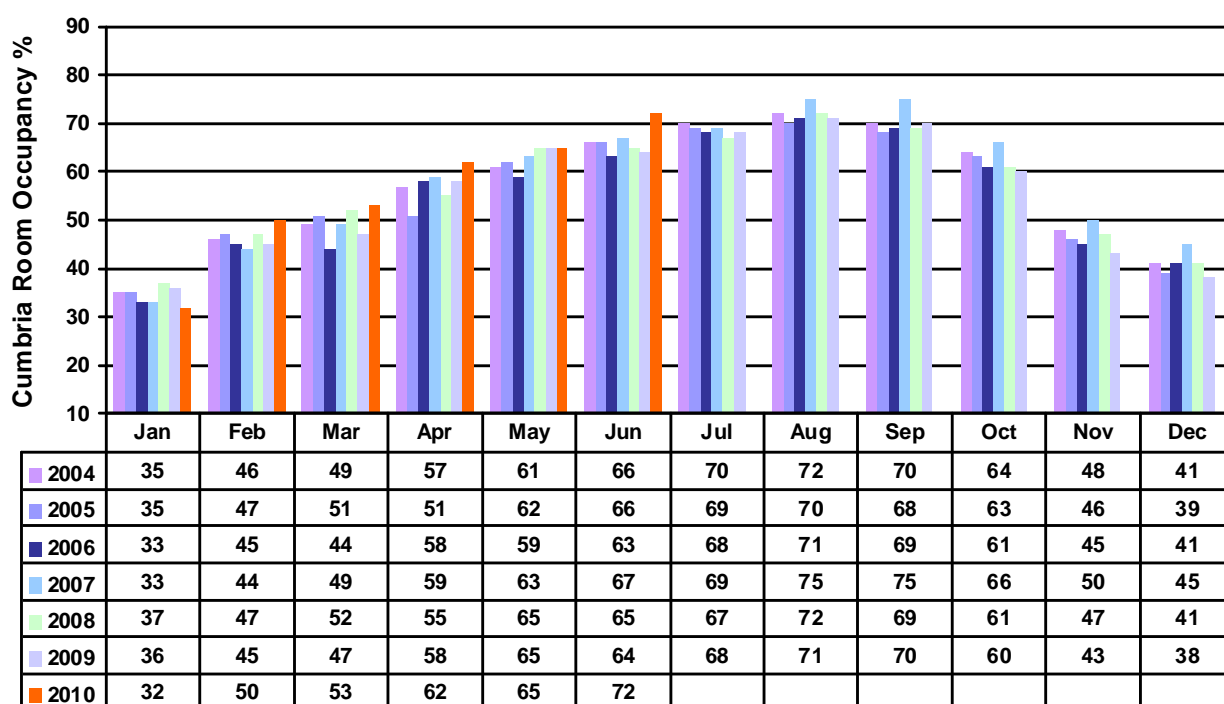
*(Please note that Easter may fall in March or April, which has a significant bearing on results)*

%	2010	2009	2008	2007	2006	2005	2004	2003	2002	2001	2000	1999	1998	1997
<b>January</b>														
Room	32	36	37	33	33	35	35	32	32	25	27	27	32	25
Bedspace	26	28	28	25	25	27	28	25	24	19	20	20	24	16
<b>February</b>														
Room	50	45	47	44	45	47	46	44	41	36	37	36	40	39
Bedspace	41	37	39	37	37	38	38	37	35	29	31	30	32	31
<b>March</b>														
Room	53	47	52	49	44	51	49	48	52	32	40	38	42	43
Bedspace	43	38	44	40	35	43	39	40	45	25	32	31	34	36
<b>April</b>														
Room	62	58	55	59	58	51	57	58	52	41	52	52	51	43
Bedspace	55	49	46	50	50	43	49	51	42	33	46	44	43	34
<b>May</b>														
Room	65*	65	65	63	59	62	61	61	57	49	54	54	58	57
Bedspace	56*	55	56	54	49	52	51	53	47	39	45	46	50	49
<b>June</b>														
Room	72*	64	65	67	63	66	66	63	66	50	58	58	57	59
Bedspace	62*	53	54	56	53	56	56	53	57	40	48	49	48	41
<b>July</b>														
Room		68	67	69	68	69	70	69	68	57	64	62	59	59
Bedspace		58	57	59	59	60	60	59	58	47	56	53	49	47
<b>August</b>														
Room		71	72	75	71	70	72	73	72	63	67	66	64	69
Bedspace		63	64	67	63	64	64	66	64	56	60	59	59	58
<b>September</b>														
Room		70	69	75	69	68	70	68	67	60	59	63	64	71
Bedspace		58	58	64	58	58	59	58	57	50	50	53	55	59
<b>October</b>														
Room		60	61	66	61	63	64	63	61	55	55	59	55	55
Bedspace		51	51	56	52	53	55	53	52	46	47	50	47	52
<b>November</b>														
Room		43	47	50	45	46	48	46	46	43	35	43	37	43
Bedspace		33	37	40	36	36	38	37	37	35	27	32	29	35
<b>December</b>														
Room		38	41	45	41	39	41	40	39	39	33	36	33	37
Bedspace		31	34	37	35	33	34	33	33	33	28	29	27	32
<b>Annual Average</b>														
Room		56*	57	59	56	56	57	56	55	46	48	49	50	52
Bedspace		47*	48	49	47	47	48	47	46	38	41	41	42	42

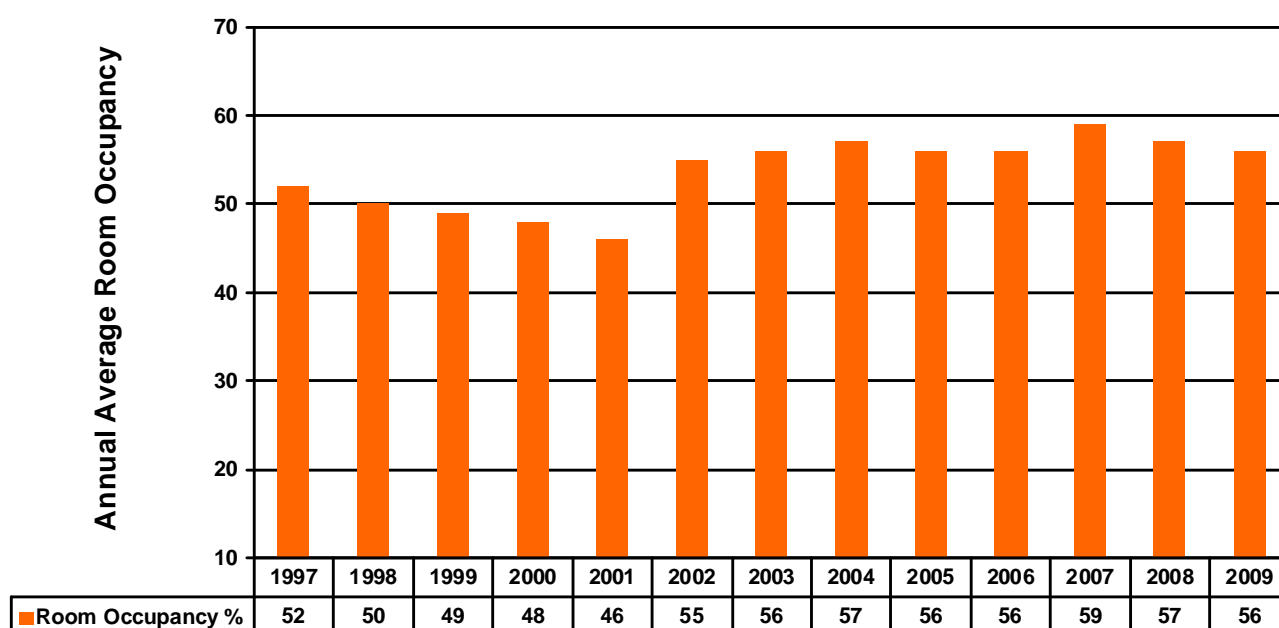
Source: Serviced Accommodation Occupancy Survey © Cumbria Tourism

\*Provisional

2010 started the year with a lower figure for January but has bounced back and is now scoring the highest room occupancy figures since 2004, except for May. The latest room occupancy figure for June shows a 13% increase on June last year.



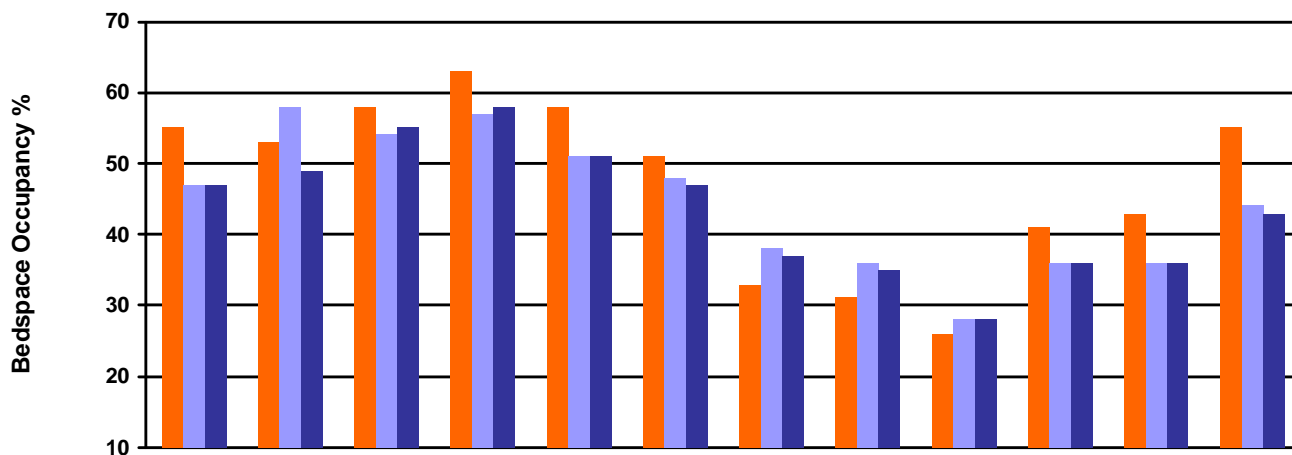
The chart below shows how the annual average occupancy rates have changed over the last 13 years. After steady decline for four years beginning in 1997, occupancy rates dropped to the lowest point during 2001 – the year that tourism was blighted by the Foot and Mouth Disease outbreak. Since then there has been good recovery, with annual rates of 55% or more. To date 2007 has been the best year, with annual occupancy rates of 59%. This dropped to 56% in 2009, the same achieved in both 2005 and 2006. Since 1997, annual average room occupancy has increased by a total of 7.7%.



## National Comparisons

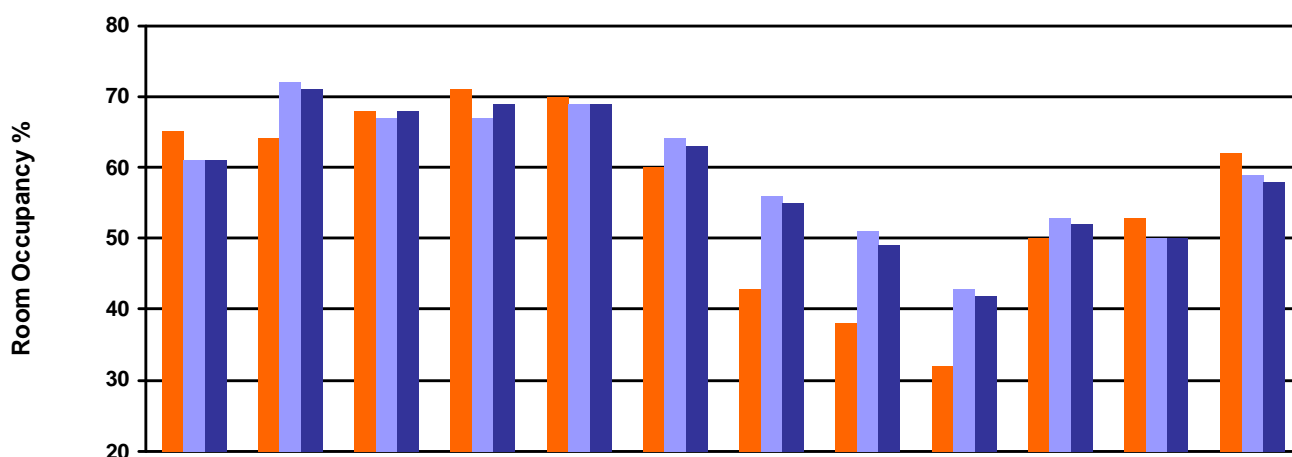
The tables below compare occupancy rates for England and the UK from the United Kingdom Occupancy Survey.

In the past 12 months bedspace occupancy rates in Cumbria were above the national and UK averages for eight months, while room occupancy was only higher in Cumbria for six months out of the 12 months.



	May-09	Jun-09	Jul-09	Aug-09	Sep-09	Oct-09	Nov-09	Dec-09	Jan-10	Feb-10	Mar-10	Apr-10
Cumbria	55	53	58	63	58	51	33	31	26	41	43	55
England	47	58	54	57	51	48	38	36	28	36	36	44
UK	47	49	55	58	51	47	37	35	28	36	36	43

This national pattern of higher room occupancy with lower bedspace occupancy will be partly explained by business guests and single occupancy of double rooms in city locations, effectively reducing bedspace occupancy for those areas.



	May-09	Jun-09	Jul-09	Aug-09	Sep-09	Oct-09	Nov-09	Dec-09	Jan-10	Feb-10	Mar-10	Apr-10
Cumbria	65	64	68	71	70	60	43	38	32	50	53	62
England	61	72	67	67	69	64	56	51	43	53	50	59
UK	61	71	68	69	69	63	55	49	42	52	50	58

Source: [UK Occupancy Survey](#)