



Cumbria Tourism
At the heart of our visitor economy

Self Catering Accommodation Occupancy Rates for Cumbria

This survey includes houses, cottages, flats, chalets, lodges and static caravans used for holiday accommodation.

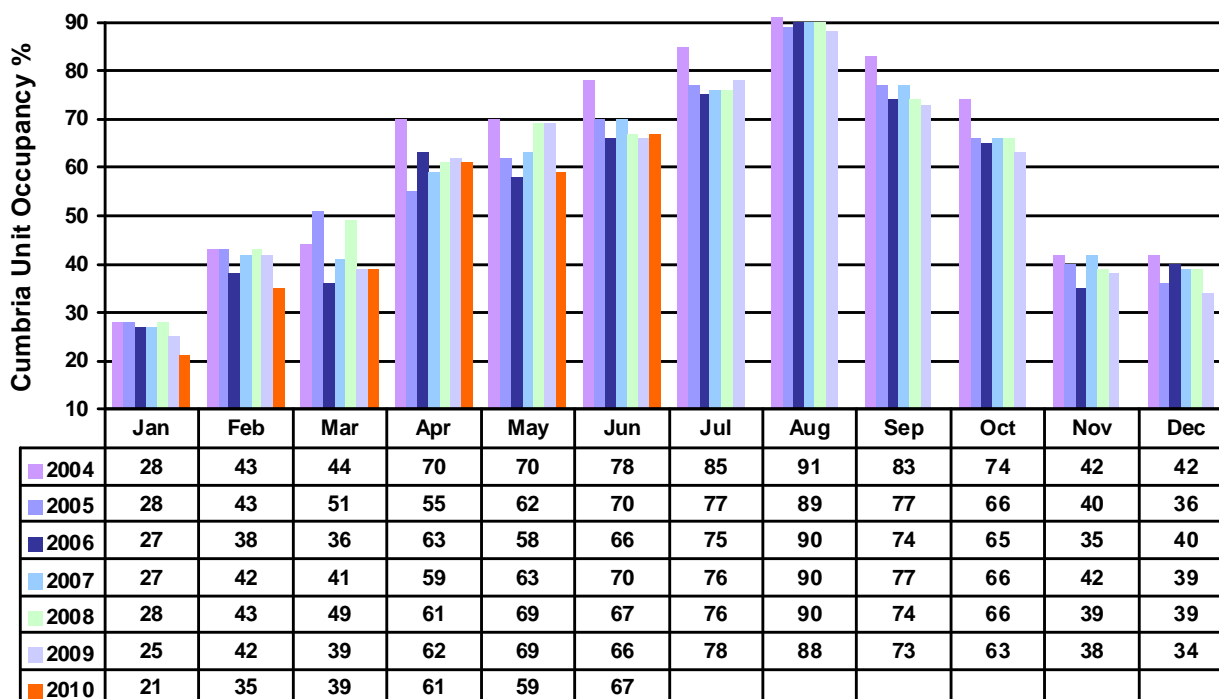
	%	2010	2009	2008	2007	2006	2005	2004
January	Unit occupancy	21	23	25	28	22	28	28
	Bedspace occupancy	16	17	18	21	14	20	20
	Average length of stay (days)	5.5	6.9	8.3	5.1	5.4	5.9	5.0
	Average party size	3.5	3.5	3.0	3.8	3.3	3.5	3.3
February	Unit occupancy	35	41	43	43	39	43	43
	Bedspace occupancy	25	31	32	30	29	32	32
	Average length of stay (days)	5.2	6.1	6.2	6.3	5.2	5.4	5.0
	Average party size	3.6	3.6	3.6	3.4	3.6	3.4	3.4
March	Unit occupancy	39	39	49	41	37	51	44
	Bedspace occupancy	27	27	36	26	24	39	28
	Average length of stay (days)	5.3	6.5	5.8	5.9	5.0	5.5	4.9
	Average party size	3.6	3.4	3.6	3.5	3.4	3.5	3.2
April	Unit occupancy	60	62	60	59	63	55	70
	Bedspace occupancy	45	49	45	45	50	42	55
	Average length of stay (days)	5.8	6.1	6.4	5.9	5.9	5.9	6.0
	Average party size	3.7	3.9	3.5	3.7	3.8	3.7	3.6
May	Unit occupancy	59*	67	69	62	59	62	70
	Bedspace occupancy	42*	49	50	44	39	43	54
	Average length of stay (days)	6.0*	6.3	6.3	6.2	6.1	6.2	6.2
	Average party size	3.7*	3.6	3.6	3.5	3.5	3.4	3.4
June	Unit occupancy	67*	65	67	68	66	70	78
	Bedspace occupancy	44*	42	43	43	45	48	55
	Average length of stay (days)	6.3*	6.9	6.7	6.8	6.6	6.6	6.5
	Average party size	3.3*	3.3	3.3	3.2	3.5	3.4	3.1
July	Unit occupancy		78	76	73	75	77	85
	Bedspace occupancy		57	57	53	56	56	65
	Average length of stay (days)		6.6	6.9	7.2	6.9	7.0	7.1
	Average party size		3.7	3.7	3.7	3.7	3.5	3.5
August	Unit occupancy		88	89	87	90	89	91
	Bedspace occupancy		72	72	71	74	73	76
	Average length of stay (days)		6.8	6.9	7.1	6.8	6.9	7.0
	Average party size		4.0	3.9	4.0	4.0	3.8	3.7
September	Unit occupancy		73	74	75	75	77	83
	Bedspace occupancy		49	49	48	48	49	54
	Average length of stay (days)		6.5	6.7	6.7	6.5	6.5	6.5
	Average party size		3.3	3.3	3.2	3.3	3.2	3.0
October	Unit occupancy		63	66	65	65	66	74
	Bedspace occupancy		46	48	45	48	47	52
	Average length of stay (days)		6.2	6.4	6.4	5.9	6.2	6.2
	Average party size		3.5	3.7	3.6	3.7	3.2	3.2
November	Unit occupancy		38	39	40	36	40	42
	Bedspace occupancy		26	28	27	24	26	28
	Average length of stay (days)		5.0	6.7	5.8	4.8	5.4	5.1
	Average party size		3.7	3.5	3.8	3.6	3.2	3.3
December	Unit occupancy		34	45	45	48	36	42
	Bedspace occupancy		28	38	37	40	29	34
	Average length of stay (days)		5.8	6.6	6.7	5.8	5.8	6.1
	Average party size		4.3	4.0	4.0	4.0	3.7	3.8
Annual Average	Unit occupancy		57	59	59	56	60	63
	Bedspace occupancy		44	43	42	41	44	46
	Average length of stay (days)		6.1	6.1	6.2	5.9	6.3	6.2
	Average party size		3.7	3.6	3.6	3.6	3.4	3.4

Source: Self Catering Accommodation Occupancy Survey © Cumbria Tourism

* Provisional

PTO

Self-catering has not performed as well as serviced accommodation in Cumbria, with all months so far in 2010 being down on 2009, apart from March and June.



Unit occupancy rates in 2009 were only slightly higher in the months of April and July, compared to 2008. The extreme weather and flooding is likely to have impacted the occupancy rates during November, December and January.