

# Cumbria Tourism

## Hotels, Guest Houses and B&Bs – Serviced Accommodation Occupancy 2019-2022



Photographer: Dave Willis



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

## **CONTENTS**

### **Page**

3	Introduction Methodology Occupancy Rates
4	Serviced Accommodation Occupancy Rates 2013-2022
5	Annual Average Room Occupancy Trend
6	<u>Cumbria</u>
7	<u>Districts</u> Allerdale South Lakeland
8	<u>Lake District National Park</u> Inside National Park Outside National Park
9	<u>Type of Accommodation</u> Bed and Breakfast Guest House
10	Hotel
11	<u>Size of Establishment</u> 4-10 Rooms 11-25 Rooms
12	26-50 Rooms 51-100 Rooms
13	<u>Quality Rating</u> Three Star Four Star
14	Five Star Silver Award

## Introduction

Since 1997, Cumbria Tourism has been surveying guest houses, hotels, and bed and breakfast (serviced accommodation) businesses. The information collected is reported on monthly and annually, and includes occupancy rates, visitor origin (domestic or overseas), and average length of stay, for different categories of accommodation providers.

Occupancy data for the county of Cumbria underpins strategic development of the tourism industry, providing evidence of business performance for a vital sector. This report summarises the occupancy data collected for Cumbria between 2019 and 2022 – 2020 and 2021 being significantly impacted by the coronavirus pandemic, and various periods of lockdown and business closures.

When interpreting this data, it is important to note that sample sizes are relatively small for some of the sub-sectoral analysis. Please also note that this survey only reports on performance in one sector of the tourism industry. It does not provide any information on levels of business in the self-catering, or caravan and camping sectors, nor does it take into account any assessment of the day visitor market. An annual occupancy report is also produced for self-catering accommodation businesses. Details of all available research reports can be found at [www.cumbriatourism.org](http://www.cumbriatourism.org)

## Methodology

Data forms are completed each month by a recruited sample of serviced accommodation providers. The returns are analysed by Cumbria Tourism to produce monthly occupancy rates for the county and by district, and for specific categories e.g. type, size, quality rating etc. Survey data is weighted by size and area to ensure that it is representative of the region as a whole.

## Occupancy Rates

The occupancy rates are calculated using the following formulae:

Room occupancy:	$\frac{\text{number of rooms occupied} \times 100}{\text{number of rooms available}}$
Bedspace occupancy <sup>1</sup> :	$\frac{\text{number of overnight stays} \times 100}{\text{number of bedspaces available}}$
Average length of stay:	$\frac{\text{number of overnight stays}}{\text{number of arrivals}}$
Percentage of overseas guests:	$\frac{\text{number of overseas guests arriving} \times 100}{\text{number of guests arriving (UK and overseas)}}$

---

<sup>1</sup> The difference between room and bedspace occupancy is explained by single occupancy of double/twin rooms, or empty beds in family rooms. A double room occupied by one person results in 100% room occupancy but only 50% bedspace occupancy.

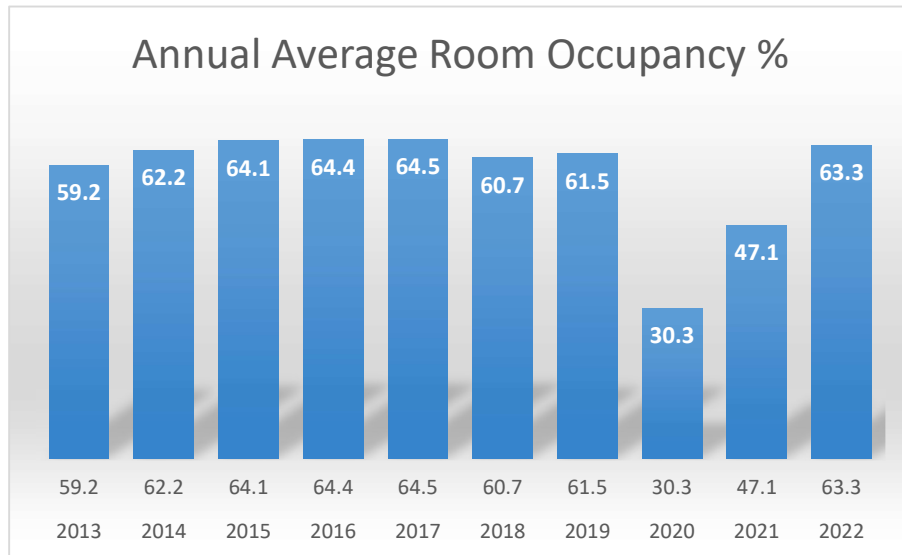
## **SERVICED ACCOMMODATION ROOM OCCUPANCY 2013-2022**

*(Please note that Easter may fall in March or April which has a significant bearing on annual comparisons).*

<b>Month</b>	<b>2022</b>	<b>2021</b>	<b>2020</b>	<b>2019</b>	<b>2018</b>	<b>2017</b>	<b>2016</b>	<b>2015</b>	<b>2014</b>	<b>2013</b>
January	44.5	0.8	37.2	39.0	38.5	44.2	42.2	41.0	39.6	34.3
February	55.0	0.9	44.8	48.4	47.2	52.8	50.1	53.2	48.0	45.8
March	57.0	1.2	26.7	50.0	50.7	54.0	58.1	55.4	52.5	53.2
April	63.2	0.6	0.9	63.2	59.1	65.1	59.2	62.4	63.2	54.8
May	51.3	62.5	1.1	69.1	69.6	68.3	69.2	69.7	67.3	66.2
June	73.9	81.3	1.0	72.6	72.4	74.2	74.1	72.9	70.6	68.6
July	80.4	83.8	38.5	75.4	75.6	80.5	77.7	77.7	76.6	73.5
August	77.9	85.0	68.9	76.9	77.1	79.5	81.0	79.4	77.6	75.6
September	75.5	84.3	73.0	72.8	73.5	76.8	78.9	77.0	74.2	69.5
October	65.0	75.6	56.5	62.6	62.4	66.3	69.2	69.0	66.0	61.5
November	54.6	56.6	7.3	48.8	49.7	51.4	52.8	50.1	52.3	51.8
December	51.7	49.4	21.1	49.1	47.0	50.7	48.9	50.7	49.1	46.3
<b>Annual average</b>	<b>63.3</b>	<b>47.1</b>	<b>30.3</b>	<b>61.5</b>	<b>60.7</b>	<b>64.5</b>	<b>64.4</b>	<b>64.1</b>	<b>62.2</b>	<b>59.2</b>

*Source: Cumbria Tourism Serviced Accommodation Occupancy Survey*

The chart below shows how the annual average room occupancy rates have changed over the last ten years.



Occupancy for 2018 fell to 60.7%. Poor weather at the start of the year (including the ‘Beast from the East’), a heatwave during May and June, the World Cup in July, and the ongoing challenges of Brexit, led to a mixed year. Figures for 2019 were marginally up at 61.5%, but then the pandemic hit in March 2020, with the results of lockdown and temporary business closures clear to see.

Annual average room occupancy rates in 2020 were half those of 2019. Occupancy rates in 2021 were subdued due to periods of lockdown and also as a result of capacity issues for businesses due to staff shortages either from sickness/isolation or recruitment and retention problems. That said, there were signs of strong performance when open, with higher occupancy rates and longer stays<sup>2</sup>. 2021 finished with occupancy levels around three quarters of a usual year.

In 2022, annual average room occupancy rates were 63.3%, slightly higher than in both 2018 and 2019.

---

<sup>2</sup> Occupancy rates may be artificially inflated in some instances, particularly in serviced accommodation, where capacities are reduced (some rooms effectively taken out of service due to staff shortages or other coronavirus-related issues).

## CUMBRIA

The table below shows monthly occupancy statistics for Cumbria in 2022.

Month	% Room occupancy	% Bedspace occupancy	Length of stay	Sample size
January	44.5%	38.2%	1.75	47
February	55.0%	48.5%	1.77	46
March	57.0%	49.8%	1.89	45
April	63.2%	55.0%	2.05	46
May	51.3%	58.5%	2.15	40
June	73.9%	63.8%	2.08	41
July	80.4%	71.1%	2.14	45
August	77.9%	71.0%	2.05	41
September	75.5%	65.2%	2.09	44
October	65.0%	56.9%	2.00	40
November	54.6%	46.4%	1.85	43
December	51.7%	44.9%	1.81	37
Average	<b>63.3%</b>	<b>56.9%</b>	<b>1.99</b>	

Highest occupancy rates were achieved in July at 80%.

Average length of stay was 1.99 nights, longer than 1.8 nights in 2016, 2017, 2018 and 2019.

The majority of bednights were UK guests (92%) rather than overseas (8%)<sup>3</sup>.

Business guests across the county and across the year averaged 9% of bednights.

<sup>3</sup> Please note: information about overseas visitors is based on the ability of operators to identify and record guests by type, and as such are not 100% accurate - some care should be taken on the interpretation of these statistics, as they are likely to be underestimates.

## DISTRICTS<sup>4</sup>

### Allerdale

Month	% room occupancy 2019	% room occupancy 2020	% room occupancy 2021	% room occupancy 2022	sample size 2022
January	31.6%	28.4%	0.0%	34.5%	11
February	39.6%	40.6%	0.1%	49.9%	10
March	43.6%	26.2%	0.6%	50.5%	10
April	55.5%	0.0%	0.0%	57.5%	12
May	63.7%	0.5%	51.7%	49.8%	10
June	66.0%	0.4%	76.9%	72.2%	8
July	71.7%	37.9%	82.9%	85.0%	9
August	66.6%	65.6%	81.9%	74.6%	9
September	65.7%	62.8%	82.1%	77.4%	9
October	53.7%	48.2%	67.2%	70.0%	7
November	42.7%	6.0%	42.9%	54.6%	10
December	38.8%	12.5%	34.7%	39.2%	9
<b>Average</b>	<b>54.4%</b>	<b>28.2%</b>	<b>41.8%</b>	<b>61.1%</b>	

Allerdale district annual average occupancy rates were 54.4% in 2019. This fell to 28.2% in 2020 and 41.8% in 2021. 2022 occupancy rates were higher than in 2019 and closer to the county average. Average length of stay was 1.84 nights.

### South Lakeland

Month	% room occupancy 2019	% room occupancy 2020	% room occupancy 2021	% room occupancy 2022	sample size 2022
January	40.8%	42.2%	0.0%	49.6%	28
February	53.6%	49.0%	0.0%	58.0%	28
March	55.3%	28.5%	0.0%	57.3%	29
April	67.0%	0.0%	0.0%	63.4%	28
May	72.4%	0.0%	74.0%	46.2%	25
June	76.8%	0.0%	85.2%	71.6%	26
July	80.2%	38.3%	87.4%	78.7%	28
August	82.9%	71.5%	88.5%	78.8%	25
September	76.2%	78.3%	86.7%	72.5%	27
October	67.7%	62.7%	80.6%	64.1%	23
November	51.9%	4.8%	62.3%	54.7%	23
December	54.2%	23.6%	59.9%	60.9%	21
<b>Average</b>	<b>66.1%</b>	<b>32.2%</b>	<b>51.9%</b>	<b>63.0%</b>	

South Lakeland district annual average occupancy rates were 66.1% in 2019. This fell to 32.2% in 2020 and 51.9% in 2021. 2022 averages were slightly below 2019 at 63% room occupancy for the year.

Average length of stay was 2 nights in 2019, 2.1 nights in 2020 and 2.3 nights in 2021. 2022 average length of stay was back down to 2.1 nights.

<sup>4</sup> Barrow, Carlisle, Copeland and Eden district sample sizes are too small for local level analysis.

## LAKE DISTRICT NATIONAL PARK

The tables below show results according to whether the accommodation business is located either inside or outside the Lake District National Park boundary:

### Inside National Park

Month	% room occupancy 2019	% room occupancy 2020	% room occupancy 2021	% room occupancy 2022	sample size 2022
January	38.7%	39.1%	0.0%	48.6%	32
February	50.6%	47.5%	0.0%	59.7%	32
March	52.7%	26.1%	0.0%	59.9%	34
April	65.3%	0.0%	0.0%	64.9%	34
May	71.4%	0.0%	67.7%	47.4%	31
June	75.1%	0.0%	85.0%	74.9%	30
July	79.5%	41.6%	86.5%	82.1%	32
August	80.1%	73.0%	87.8%	78.1%	31
September	75.8%	77.0%	87.4%	78.3%	32
October	66.1%	60.9%	77.8%	66.3%	29
November	52.3%	5.2%	61.7%	54.0%	32
December	52.0%	21.0%	57.4%	55.0%	28
<b>Average</b>	<b>63.8%</b>	<b>32.0%</b>	<b>51.6%</b>	<b>64.3%</b>	

Accommodation providers inside the National Park achieved an average room occupancy of 64.3% in 2022, slightly above the county average, and higher than 61.3% for businesses outside the National Park.

Businesses within the Lake District National Park also achieved a slightly longer length of stay, averaging at 2.1 nights in 2022, compared to 1.8 nights for accommodation outside the Park.

### Outside National Park

Month	% room occupancy 2019	% room occupancy 2020	% room occupancy 2021	% room occupancy 2022	sample size 2022
January	39.4%	34.9%	2.2%	38.8%	15
February	44.8%	40.1%	2.5%	47.1%	14
March	45.6%	27.5%	3.0%	50.9%	11
April	59.7%	2.2%	1.5%	59.6%	12
May	65.1%	2.7%	52.1%	66.0%	9
June	68.5%	2.5%	72.7%	72.1%	11
July	68.5%	33.4%	77.0%	76.7%	13
August	71.4%	61.9%	78.9%	77.3%	10
September	68.7%	65.4%	78.3%	70.7%	12
October	56.4%	48.2%	70.9%	61.5%	11
November	44.8%	11.0%	47.4%	56.0%	11
December	40.1%	21.3%	38.3%	43.9%	9
<b>Average</b>	<b>54.8%</b>	<b>27.6%</b>	<b>39.0%</b>	<b>61.3%</b>	

Businesses outside of the National Park have achieved increased occupancy rates since 2019 – from 55% to 61%.

29% of bednights were due to business guests, compared to 2% for accommodation located inside of the National Park.

## TYPE OF ACCOMMODATION

Hotels, guest houses and bed and breakfast (b&b) businesses do not have formal definitions. In general, guest houses may offer additional facilities to b&bs, for example a residents' lounge or bar, or evening meals. Businesses decide themselves which category they belong to for this survey.

### Bed and Breakfast

Month	% room occupancy 2019	% room occupancy 2020	% room occupancy 2021	% room occupancy 2022	sample size 2022
January	25.7%	18.8%	0.0%	26.9%	15
February	36.6%	31.4%	0.1%	38.5%	14
March	40.7%	18.8%	1.1%	46.9%	13
April	59.9%	0.0%	0.0%	55.2%	15
May	68.9%	0.4%	55.0%	63.3%	11
June	73.0%	0.4%	77.4%	63.2%	11
July	76.9%	39.6%	82.5%	78.1%	14
August	77.7%	65.4%	82.7%	78.7%	13
September	72.7%	64.7%	81.2%	73.1%	14
October	57.7%	42.9%	74.3%	55.6%	9
November	37.9%	2.4%	43.1%	54.3%	11
December	37.6%	4.7%	31.8%	40.6%	11
<b>Average</b>	<b>56.8%</b>	<b>22.9%</b>	<b>41.0%</b>	<b>59.5%</b>	

Room occupancy for bed and breakfast businesses was 57% in 2019, and increased to 60% in 2022. Average length of stay was 2.0 nights in 2019, 2.2 in 2020, 2.3 in 2021 and 2.6 nights in 2022.

### Guest House

Month	% room occupancy 2019	% room occupancy 2020	% room occupancy 2021	% room occupancy 2022	sample size 2022
January	36.5%	41.6%	0.1%	47.2%	10
February	44.6%	37.8%	0.5%	62.4%	11
March	42.4%	20.5%	0.2%	68.9%	11
April	57.2%	0.0%	0.0%	68.7%	11
May	66.1%	0.0%	56.7%	68.2%	11
June	70.6%	0.0%	83.4%	80.8%	10
July	77.3%	53.9%	85.3%	81.8%	11
August	78.7%	73.6%	85.8%	77.5%	10
September	74.8%	80.6%	85.5%	82.9%	9
October	60.1%	55.7%	82.4%	67.6%	9
November	51.2%	5.7%	72.2%	53.1%	10
December	51.8%	21.0%	61.4%	46.9%	9
<b>Average</b>	<b>59.0%</b>	<b>29.5%</b>	<b>52.9%</b>	<b>68.0%</b>	

Annual average room occupancy for guest houses was 59% but reached 68% in 2022, the highest of accommodation types. 17% of bednights in guesthouses were business guests.

Average length of stay was 2.0 nights.

## Hotel

Month	% room occupancy 2019	% room occupancy 2020	% room occupancy 2021	% room occupancy 2022	sample size 2022
January	44.8%	43.7%	1.4%	50.6%	22
February	54.1%	51.9%	1.4%	56.7%	21
March	55.7%	32.6%	1.6%	57.3%	21
April	66.4%	1.5%	1.0%	65.6%	20
May	70.0%	1.6%	68.9%	41.7%	18
June	73.0%	1.5%	81.8%	75.4%	20
July	74.0%	33.4%	83.6%	81.1%	20
August	76.0%	69.1%	85.5%	77.6%	18
September	72.3%	73.8%	84.9%	74.3%	21
October	64.6%	61.5%	73.8%	66.9%	22
November	51.9%	9.5%	57.5%	55.2%	22
December	47.5%	26.9%	50.6%	56.2%	17
<b>Average</b>	<b>61.7%</b>	<b>33.5%</b>	<b>47.8%</b>	<b>63.1%</b>	

Average room occupancy in 2022 for this group of hotels was 63.1%, up from 61.7% in 2019.

Length of stay was 1.85 nights.

## SIZE OF ESTABLISHMENT

### 4 - 10 Rooms

Month	% room occupancy 2019	% room occupancy 2020	% room occupancy 2021	% room occupancy 2022	sample size 2022
January	29.7%	28.0%	2.2%	37.2%	19
February	40.7%	35.0%	2.0%	50.3%	21
March	41.1%	20.5%	1.9%	54.6%	20
April	58.0%	1.4%	1.0%	63.0%	20
May	65.9%	0.8%	56.9%	71.2%	16
June	68.9%	0.7%	78.8%	73.2%	17
July	73.7%	48.1%	80.7%	76.2%	20
August	74.4%	61.6%	81.6%	74.3%	20
September	71.7%	71.4%	82.4%	79.6%	18
October	53.3%	48.6%	76.2%	61.6%	17
November	40.3%	6.3%	56.5%	48.3%	18
December	38.0%	18.3%	47.4%	40.8%	17
<b>Average</b>	<b>57.1%</b>	<b>25.9%</b>	<b>46.3%</b>	<b>62.7%</b>	

Businesses with 4-10 rooms achieved occupancy rates of 63% in 2022, up on 57% in 2019.

Length of stay was 2.1 nights, longer than 1.9 nights in 2019.

### 11 - 25 Rooms

Month	% room occupancy 2019	% room occupancy 2020	% room occupancy 2021	% room occupancy 2022	sample size 2022
January	35.9%	40.4%	0.0%	40.4%	12
February	45.7%	44.3%	0.0%	44.1%	11
March	49.7%	29.2%	0.2%	51.2%	11
April	61.5%	0.0%	0.0%	60.1%	11
May	67.8%	0.0%	69.2%	49.5%	12
June	71.5%	0.0%	84.2%	74.8%	11
July	75.8%	35.7%	86.6%	82.9%	11
August	74.7%	78.0%	90.9%	72.5%	10
September	71.2%	77.6%	87.0%	68.6%	11
October	64.6%	61.4%	70.8%	59.3%	10
November	52.1%	7.9%	49.0%	49.0%	11
December	41.6%	21.8%	42.1%	48.3%	8
<b>Average</b>	<b>60.3%</b>	<b>33.7%</b>	<b>48.5%</b>	<b>58.9%</b>	

Businesses with between 11 and 25 rooms achieved occupancy rates of 60% in 2019 and 59% in 2022.

Length of stay was 2 nights in 2019, 2020 and 2021, but this dropped to 1.7 nights in 2022. Business guests made up 19% of bednights in these establishments.

## 26 - 50 Rooms

Month	% room occupancy 2019	% room occupancy 2020	% room occupancy 2021	% room occupancy 2022	sample size 2022
January	46.9%	49.1%	0.0%	51.6%	7
February	58.6%	56.4%	0.0%	55.6%	6
March	64.4%	32.5%	0.0%	54.0%	6
April	70.2%	0.0%	0.0%	63.9%	6
May	73.7%	0.0%	70.9%	65.7%	5
June	76.8%	0.0%	84.0%	74.7%	6
July	78.5%	26.4%	86.8%	81.4%	6
August	80.4%	73.4%	88.7%	77.2%	5
September	74.0%	80.5%	84.8%	75.8%	7
October	68.4%	65.9%	76.7%	68.6%	7
November	56.1%	7.6%	61.8%	58.1%	7
December	53.4%	26.7%	47.7%	56.2%	7
<b>Average</b>	<b>67.1%</b>	<b>33.5%</b>	<b>49.4%</b>	<b>66.3%</b>	

Businesses with 26-50 rooms achieved occupancy rates of 67% in 2019 and 66% in 2022, higher than county averages.

Length of stay in 2019 was 1.9 nights. It went up to 2 nights in 2020 and 2.4 nights in 2021. Average length of stay in 2022 was back to 2 nights.

## 51-100 Rooms

Month	% room occupancy 2019	% room occupancy 2020	% room occupancy 2021	% room occupancy 2022	sample size 2022
January	53.3%	56.3%	0.5%	63.4%	6
February	64.6%	69.3%	1.2%	75.9%	6
March	63.9%	47.2%	1.4%	73.2%	6
April	72.9%	0.0%	1.6%	72.9%	5
May	75.8%	0.0%	68.6%	79.9%	5
June	79.1%	0.0%	83.5%	75.2%	5
July	80.6%	27.7%	84.5%	80.5%	6
August	83.5%	65.5%	87.8%	88.3%	4
September	79.6%	69.9%	88.1%	73.6%	5
October	72.0%	66.8%	83.0%	80.5%	5
November	64.4%	6.2%	74.1%	70.7%	5
December	62.1%	34.5%	68.3%	73.0%	3
<b>Average</b>	<b>71.4%</b>	<b>34.2%</b>	<b>54.2%</b>	<b>75.8%</b>	

In 2019 larger hotels (51-100 rooms) achieved room occupancy rates far higher than the county average (although based on a relatively small sample size). At 71%, annual room occupancy was 10 percentage points higher than the county average. The same was true in 2022, with an average room occupancy of 76%.

Length of stay in was 1.7 nights in both 2019 and 2020, but increased to 1.9 nights in 2021 and 2022.

## QUALITY RATINGS

The tables below show monthly occupancy statistics according to quality ratings. Hotels, guest houses and b&bs may be awarded between one and five stars, although there are different standards for different types of accommodation – for example, hotels are rated on a different system to guest accommodation. Some businesses opt for local inspection schemes.

### Three Star

Month	% room occupancy 2019	% room occupancy 2020	% room occupancy 2021	% room occupancy 2022	sample size 2022
January	44.3%	48.0%	0.2%	51.4%	13
February	53.3%	49.1%	0.5%	58.0%	13
March	56.2%	31.9%	1.2%	58.0%	14
April	64.7%	0.0%	0.8%	67.2%	13
May	69.7%	0.0%	72.9%	36.3%	12
June	74.5%	0.0%	83.4%	76.3%	11
July	77.0%	28.5%	85.6%	83.3%	12
August	77.1%	70.3%	88.4%	80.3%	12
September	74.5%	70.9%	86.8%	72.2%	12
October	64.2%	58.5%	76.3%	68.1%	13
November	51.8%	5.8%	56.3%	53.4%	12
December	47.9%	19.9%	50.3%	58.3%	11
<b>Average</b>	<b>63.5%</b>	<b>31.1%</b>	<b>50.3%</b>	<b>62.3%</b>	

Businesses with a three-star rating achieved annual room occupancy of 64% in 2019 and 62% in 2022.

Average length of stay was 1.85 nights and business travellers accounted for 15% of bednights.

### Four Star

Month	% room occupancy 2019	% room occupancy 2020	% room occupancy 2021	% room occupancy 2022	sample size 2022
January	39.0%	33.8%	0.0%	43.3%	12
February	48.5%	43.9%	0.0%	61.0%	13
March	49.5%	20.4%	0.0%	56.2%	12
April	64.3%	0.0%	0.0%	62.8%	13
May	70.7%	0.0%	59.1%	70.1%	11
June	74.4%	0.0%	81.6%	73.0%	13
July	79.1%	42.7%	83.2%	82.6%	15
August	81.4%	67.8%	85.4%	80.4%	12
September	75.1%	71.8%	87.3%	80.8%	13
October	67.0%	56.1%	77.6%	65.0%	9
November	54.6%	4.5%	60.9%	62.6%	11
December	52.8%	19.4%	59.6%	50.5%	9
<b>Average</b>	<b>64.1%</b>	<b>29.4%</b>	<b>47.9%</b>	<b>69.2%</b>	

Four-star establishments achieved room occupancy of 64% in 2019 and 69% in 2022, above county averages.

Average length of stay was 2.4 nights in 2022. Overseas guests accounted for 13% of bednights.

## Five Star

There are a number of b&bs and guest houses with a five-star rating, but as yet Cumbria does not have a five-star hotel.

Month	% room occupancy 2019	% room occupancy 2020	% room occupancy 2021	% room occupancy 2022	sample size 2022
January	57.5%	61.4%	0.0%	63.9%	4
February	58.5%	58.6%	0.0%	59.1%	3
March	58.4%	34.4%	0.0%	65.6%	3
April	60.7%	0.0%	0.0%	71.2%	3
May	70.4%	0.0%	71.1%	69.0%	3
June	72.5%	0.0%	91.6%	85.7%	3
July	76.6%	65.9%	94.4%	84.6%	4
August	85.6%	91.2%	96.9%	92.0%	2
September	74.0%	92.0%	91.9%	72.3%	3
October	61.1%	76.5%	92.1%	80.4%	2
November	61.4%	20.3%	85.2%	60.2%	3
December	66.8%	35.6%	77.8%	75.0%	2
<b>Average</b>	<b>67.3%</b>	<b>46.8%</b>	<b>56.8%</b>	<b>72.7%</b>	

Occupancy rates for five-star guesthouses and b&bs in 2019 were the highest of all rated establishments and the same was true in 2022 (although small sample size). 73% annual average room occupancy, is 10 percentage points higher than the county average.

Average length of stay was shorter than for some other accommodation types, at 1.6 nights between 2019 and 2021, and 1.5 nights in 2022.

In addition to star ratings, businesses may be awarded extra merits, such as gold or silver awards for outstanding levels of service.

## Silver Award

Month	% room occupancy 2019	% room occupancy 2020	% room occupancy 2021	% room occupancy 2022	sample size 2022
January	36.7%	47.5%	0.0%	42.6%	35
February	46.0%	48.9%	0.0%	53.4%	32
March	49.8%	25.9%	0.0%	55.6%	30
April	64.3%	0.0%	0.0%	61.2%	32
May	70.0%	0.0%	73.5%	64.1%	27
June	76.3%	0.0%	87.8%	72.0%	27
July	79.6%	48.5%	85.7%	80.4%	33
August	78.2%	69.8%	86.0%	77.9%	27
September	76.1%	74.7%	86.8%	73.8%	32
October	68.6%	58.9%	77.5%	63.8%	29
November	54.7%	4.8%	61.6%	52.4%	30
December	51.3%	21.5%	63.0%	44.9%	26
<b>Average</b>	<b>64.9%</b>	<b>32.0%</b>	<b>56.7%</b>	<b>62.2%</b>	

Establishments with silver awards for high levels of quality, customer care and service, achieved occupancy rates higher than the county average in 2019, but this fell to 62% in 2022.

Length of stay was 2.0 nights in 2019, 2020 and 2022 (rising to 2.4 nights in 2021).