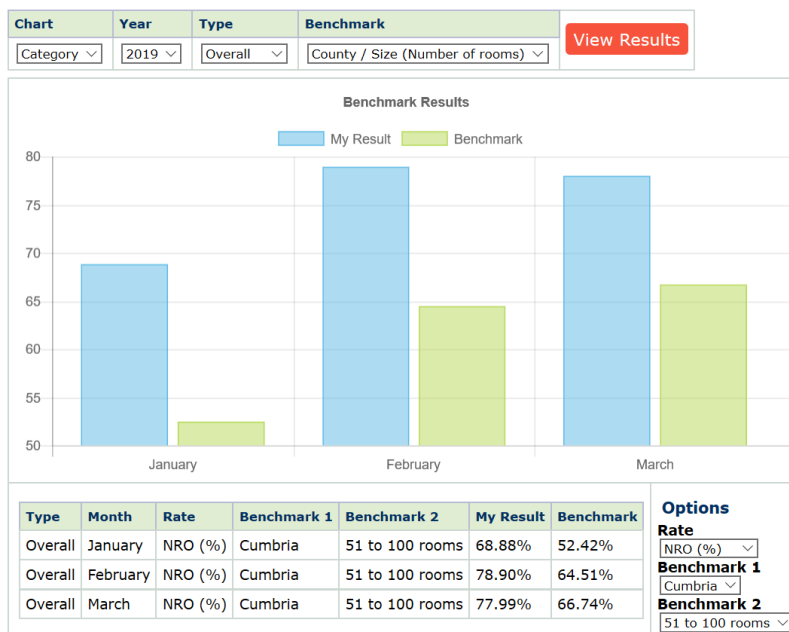
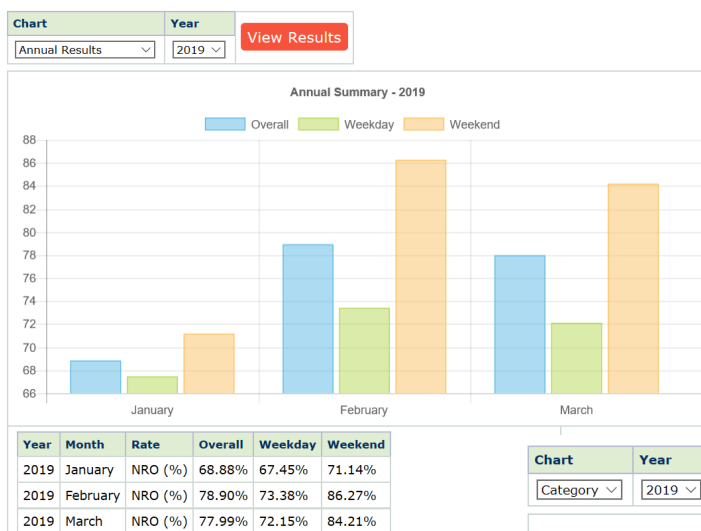


CUMBRIA OCCUPANCY SURVEY – INVITATION TO JOIN!

Would you like to know exactly how well your accommodation business is performing compared to other, similar businesses in your area? If so, please join our occupancy survey – it’s simple, it’s online, and it’s FREE. (And you do not even have to be a Cumbria Tourism member to get involved!).

In an ever-changing market, assessing how well your business is doing from month to month can be challenging at the best of times. Each month around 200 accommodation providers participate in Cumbria Tourism's occupancy surveys. This provides a vital source of information on the health of the visitor economy, useful for us here at Cumbria Tourism, but also useful for you. How can participating help your business? It provides essential market intelligence for you to benchmark yourselves and assess your performance, as you can see how you are doing compared to other, similar businesses in your area. Your occupancy data can be used for business planning, when applying for finance, and as evidence of occupancy levels if you decide to sell your business on, or need to claim on insurance. We use this kind of information when lobbying and making the case for funding for marketing – so it has a wider benefit to your business too.

Participation is online, and enables you to access instant results, in the form of graphs and charts like the ones shown below. All the information you provide is confidential - data is never published alongside individual business names, only in aggregated form, and only you can see the occupancy rates for your own business. You will also receive our annual report, free of charge, which shows monthly occupancy rates across the county by business type, location, size and quality rating (worth £65 plus VAT).



If you would like to join or have any queries, please get in touch with Helen Tate, Research Manager by email htate@cumbriotourism.org.