

SCOTTISH ACCOMMODATION OCCUPANCY SURVEY REPORT:

April 2024/2023 Report – Self-Catering

1.0 Introduction April 2024/2023

Welcome to the VisitScotland Scottish Accommodation Occupancy Survey Report covering April 2024 and benchmarking against April 2023. The report reviews Accommodation performance throughout Scotland, highlighting trends across various industry sectors and categories. This report offers a snapshot of accommodation performance based on participating providers. Comments and feedback should be directed to Hugh Sheridan (Email: hugh.sheridan@gcu.ac.uk).

2.0 Executive Summary April 2024

The SOAS Report: April 2024/2023 Self-Catering report showed a decline in the Self-Catering sector in Scotland compared to the same period in 2023. Scottish Serviced Accommodation occupancy rates for April 2024 experienced a **7.67** percentage point decrease when comparing percentage unit occupancy rates with April 2023.

Based on the latest Inflation Figures from the Office of National Statistics, UK CPI (inflation) in the 12 months to April 2024 is 2.3%, down from 3.2% in April. The inflation rate for April 2024 for recreational and cultural services, specifically Museums, libraries and zoological gardens (as a proxy for the attraction sector) is 4.6%. Inflation rates for restaurants and cafes were 6.1% for the same period.

Data from the Scottish Retail Consortium revealed that total sales in Scotland in April showed a 4% year-on-year decrease. It should be noted that with Easter falling in April the year-on-year figures will be distorted, therefore, by adjusting the April and April together this now shows a 0.2% decrease. After a strong start in the first quarter, total food sales dropped by 3.0% compared to last year's period.

Domestic consumer sentiment provided by the GB National Tourist Boards for April 2024 found that 21% of respondents said they had "...been hit hard - no option but to cut back on spending" (a 1% decrease on the April 2024 survey). The survey recorded 48% of respondents (a 4% increase on the April 2024 Survey) saying they were "...cautious - things are ok but I feel I have to be very careful".

Despite consumer concern about the state of the economy, 33% of UK adults intended to take a domestic overnight trip in the second quarter of 2024, this is a slight decrease compared with April 2023, with 78% of UK adults intending to take a domestic overnight trip in the following 12 months. However, the key three barriers to taking an overnight UK trip in the next six months are the rising cost of living, UK weather and Personal finances.

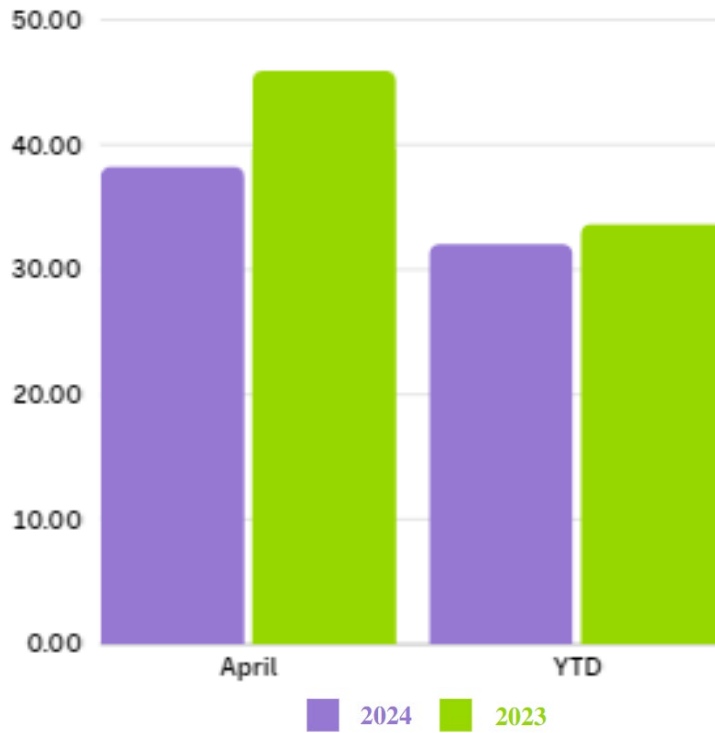
The recovery in international inbound visitation continued to grow in April 2024; with the Eurocontrol (European Air Traffic Agency) indicating that UK air connectivity saw a 4% increase when compared to the same period in 2023, however, UK air connectivity saw a 7% decrease in year-to-date flights compared to 2019.

3.0 Self-Catering

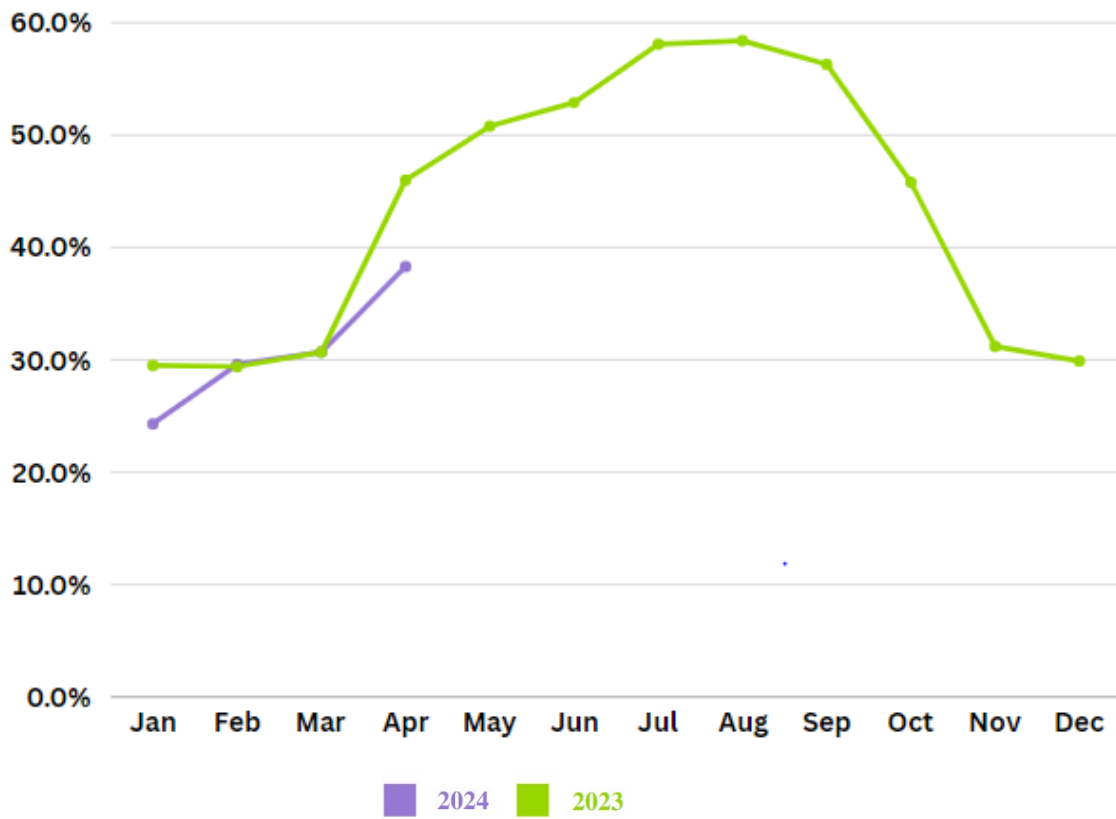
3.1 Performance by Self-Catering Category

Unit Occupancy – April 2024/2023

In the Self-Catering sector, the unit occupancy rate for April 2024 was 38.28% when compared to data from the previous year of 45.95% occupancy rate; this shows an overall percentage point increase of 7.67.



Unit Occupancy – Year-to-Date



Unit occupancy rates (Sample Size >4) in the Ayrshire & Arran Region were the highest in April 2024. Lodge/chalets, Remote Rural areas, Island properties and those charging a weekly tariff of £800 or more experienced the highest percentage unit occupancy rates during April 2024.

Unit Occupancy – April 2024/2023

Unit Occupancy	April 24	April 23	24/23 Diff ¹	Change ²	YTD 24	YTD 23	24/23 Diff	Change
Self-Catering	38.28%	45.95%	-7.67	92	32.06%	33.67%	-1.61	98

¹ 24/23 Diff throughout this report is expressed by % Point Change

² Change is Expressed by % Index Value; e.g. if the value has a Change increase of 15%, the index is 115; if it has fallen 5%, the index is 95. No change is expressed by 100 Index value.

Unit Occupancy by Former VisitScotland Area

Unit Occupancy by Former VisitScotland Area – April 2024/2023

