

SCOTTISH ACCOMMODATION OCCUPANCY SURVEY REPORT:

December 2023/2022 Report – Self-Catering

1.0 Introduction December 2023/2022

Welcome to the VisitScotland Scottish Accommodation Occupancy Survey Report covering December 2023 and benchmarking against December 2022. 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 December 2023

The SOAS Report: December 2023/2022 Self-Catering report showed a decline in the Self-Catering sector in Scotland when compared to the same period in 2022. Scottish Serviced Accommodation occupancy rates for December 2023 experienced a **2.58** percentage point decrease when comparing percentage unit occupancy rates with December 2022.

Data from the Scottish Retail Consortium showed that retail sales remained weak in December with growth of just 1.9%. Food and drink and health and beauty categories continued to drive sales, however, food sales in December were the weakest monthly performance in 2023.

Domestic consumer sentiment provided by the GB National Tourist Boards for December 2023 found that 21% of respondents said they were "...been hit hard - no option but to cut back on spending" (a 1% increase on the December 2023 survey). The survey recorded 47% of respondents (a 5% decrease on the December 2023 Survey) saying they were "...cautious - things are ok but I feel I have to be very careful".

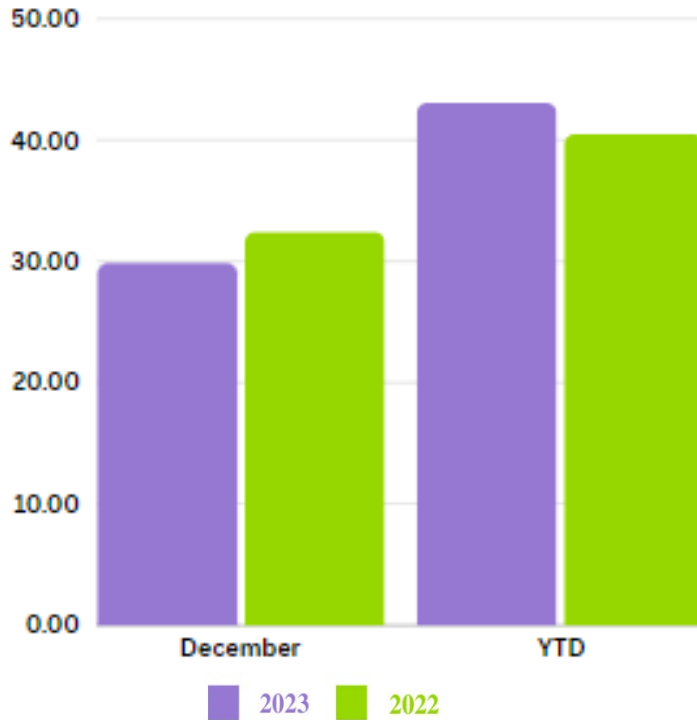
Despite consumer concern about the state of the economy, 28% of UK adults intend to take a domestic overnight trip in the first quarter of 2024, that figure rose to 78% in the following 12 months. However, the key three barriers to taking an overnight UK trip in the next six months continue to be the rising cost of living, UK weather and Personal finances. The figures above have been consistent across the last three waves of the GB National Tourist Survey (VisitBritain 2024) and evidence the importance attached to holiday expenditure even in a challenging economic environment.

The recovery in international inbound visitation continued to stall in December 2023; with the Eurocontrol (European Air Traffic Agency) indicating that UK air connectivity saw a 9% increase when compared to the same period in 2022, however, UK air connectivity had seen a 6% decrease in year-to-date flights compared to 2019.

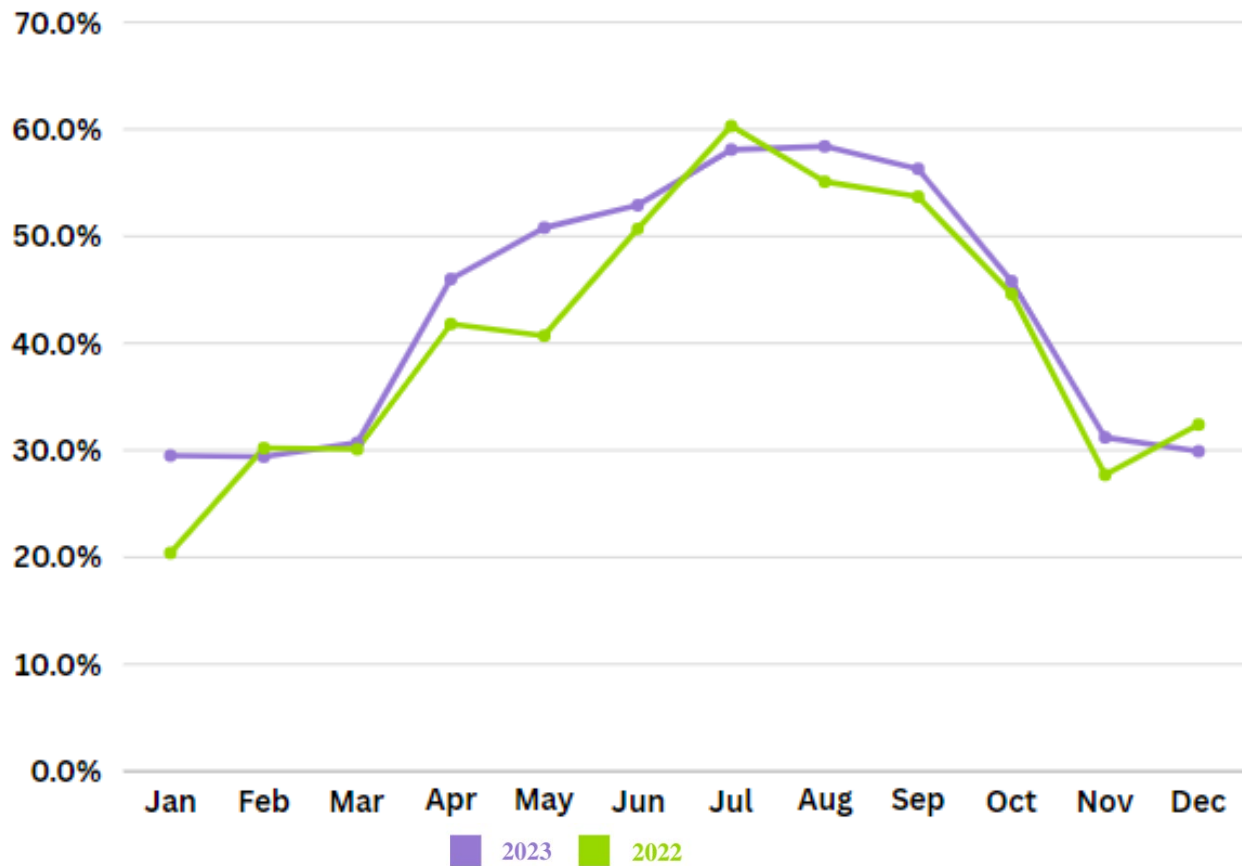
3.0 Self-Catering

3.1 Performance by Self-Catering Category
Unit Occupancy – December 2023/2022

In the Self-Catering sector, the unit occupancy rate for December 2023 was 29.86% when compared to data from the previous year of 32.44% occupancy rate; this shows an overall percentage point decrease of 2.58.



Unit Occupancy – Year-to-Date



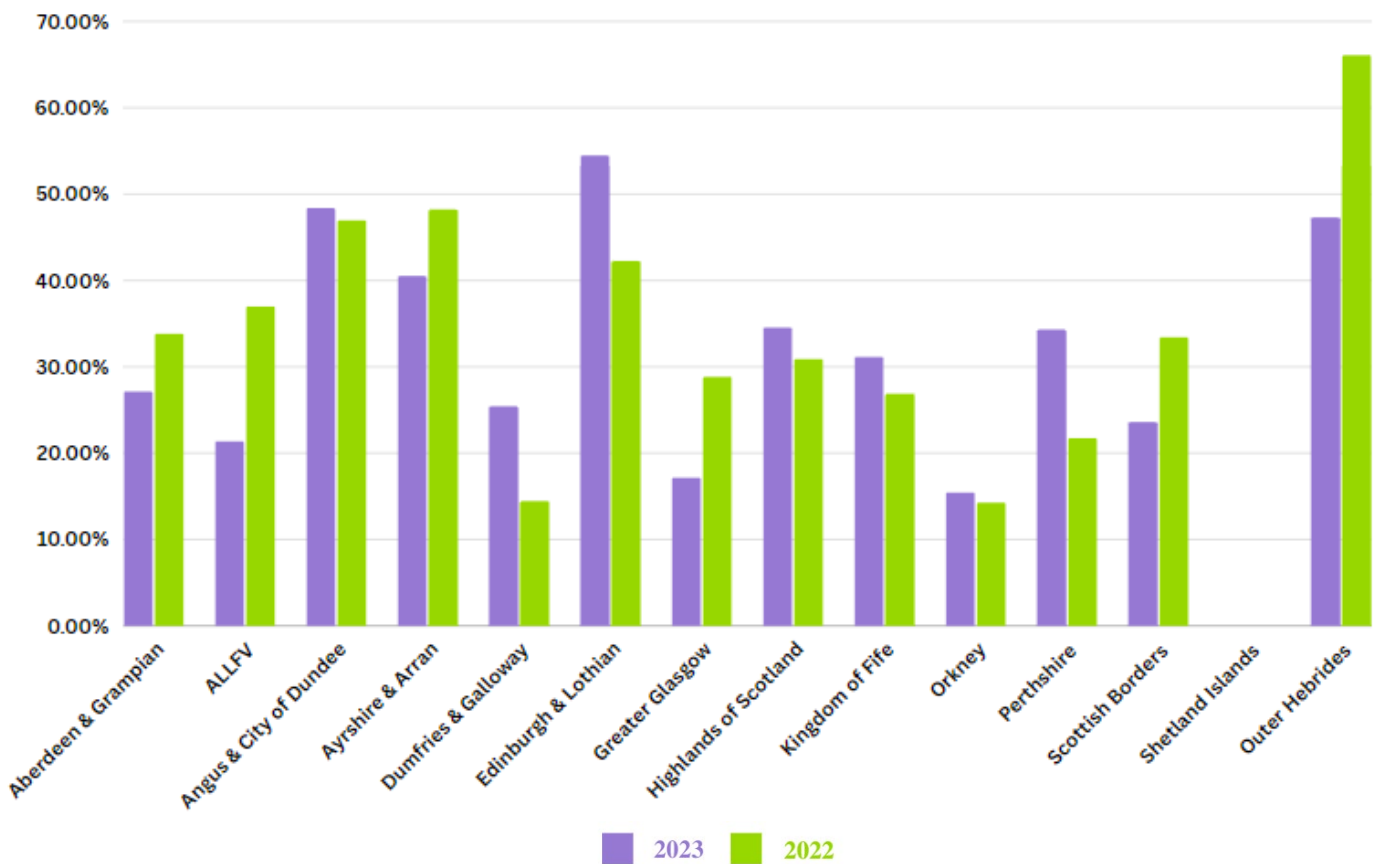
Unit occupancy rates (Sample Size >4) in the Edinburgh & Lothian Region were the highest in December 2023. Lodge/chalets, Other Urban areas, Island properties and those charging a weekly tariff of £800 or more experienced the highest percentage unit occupancy rates during December 2023.

Unit Occupancy – December 2023/2022

Unit Occupancy	December 23	December 22	23/22 Diff ¹	Change ²	YTD 23	YTD 22	23/22 Diff	Change
Self-Catering	29.86%	32.44%	-2.58	97	43.07%	40.49%	2.58	103

Unit Occupancy by Former VisitScotland Area

Unit Occupancy by Former VisitScotland Area – December 2023/2022



¹ 23/22 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.

