

SCOTTISH ACCOMMODATION OCCUPANCY SURVEY REPORT: *February 2024/2023 Report - GUEST HOUSE / B&Bs*

1.0 Introduction February 2024/2023

Welcome to the VisitScotland Scottish Accommodation Occupancy Survey Report covering February 2024 and benchmarking against February 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 (E-mail: hugh.sheridan@gcu.ac.uk).

2.0 Executive Summary February 2024

The SOAS Report: February 2024/2023 Hotels report shows a decrease in occupancy in the Serviced sector in Scotland compared to the same period in 2023. Scottish Serviced Accommodation occupancy rates for February 2024 experienced a **6.73** percentage point decrease when comparing percentage room occupancy rates with February 2023. Occupancy rates within the Guest House/B&B sector experienced a **22.86** percentage point increase in February 2024 when compared to the same period last year.

Data from the Scottish Retail Consortium showed that total sales remained weak in February with growth of just 1.4%, however when adjusted for inflation, the year-on-year decline was 1.1%. Total food sales continued to drive sales, with a 3% increase compared to the monthly performance of February 2023.

Domestic consumer sentiment provided by the GB National Tourist Boards for February 2024 found that 21% of respondents said they were "...been hit hard - no option but to cut back on spending" (a 2% increase on the February 2024 survey). The survey recorded 49% of respondents (a 1% increase on the February 2024 Survey) saying they were "...cautious - things are ok but I feel I have to be very careful".

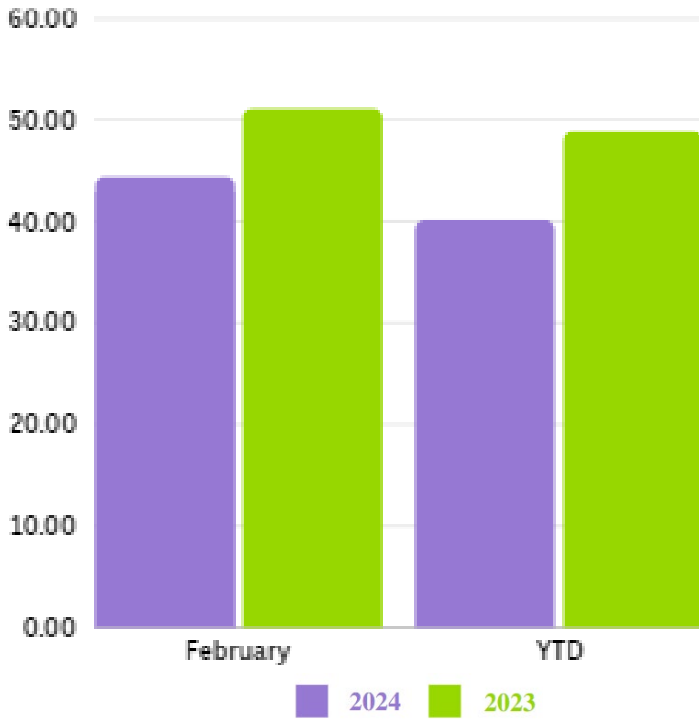
Despite consumer concern about the state of the economy, 18% of UK adults intended to take a domestic overnight trip in the first quarter of 2024 and 81% in the following 12 months. These figures show a significant increase in those planning an overnight trip compared with February 2023 (11% and 72% respectively). 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 figures above have been consistent across the last three waves of the GB National Tourist Survey (VisitBritain 2024), this continues to show the importance attached to holiday expenditure even in a challenging economic environment.

The recovery in international inbound visitation continued to grow in February 2024; with the Eurocontrol (European Air Traffic Agency) indicating that UK air connectivity saw a 6% increase when compared to the same period in 2023, however, UK air connectivity saw a 10% decrease in year-to-date flights compared to 2019.

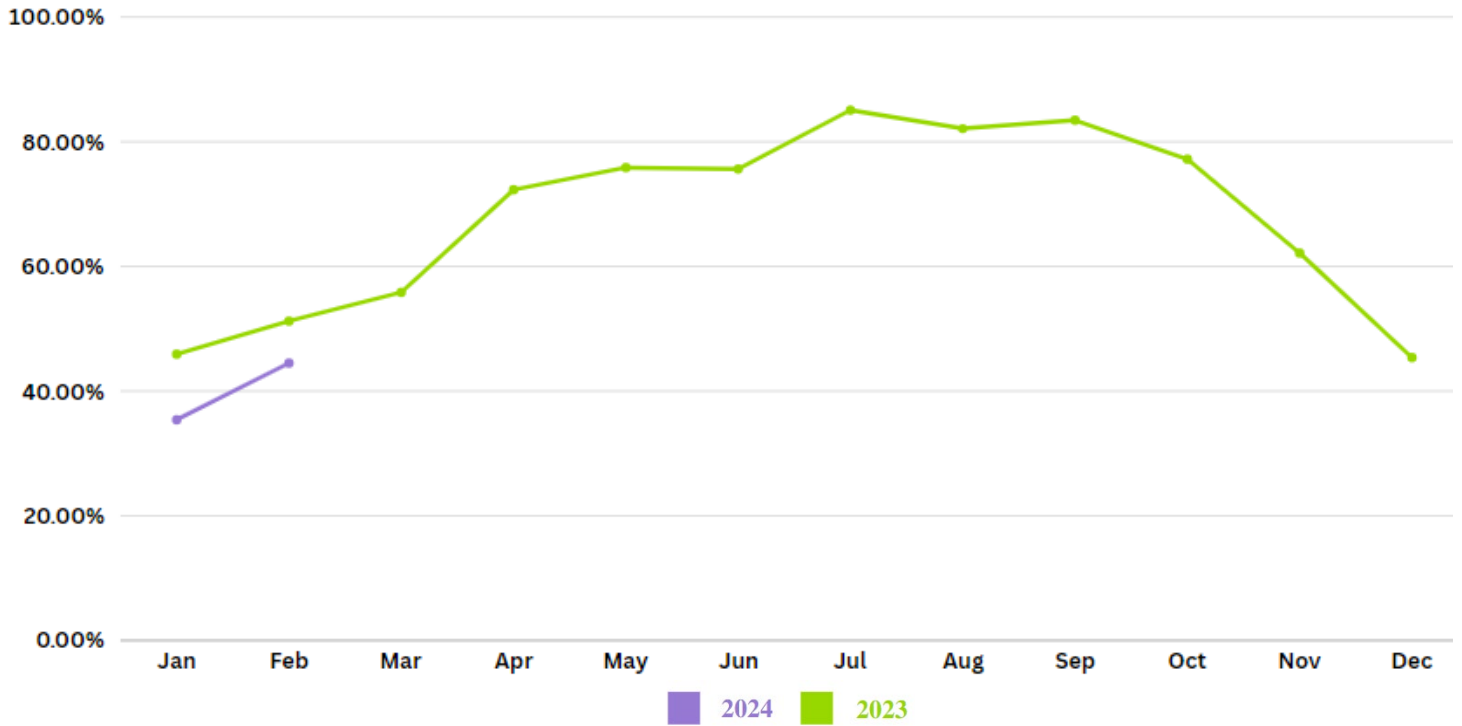
All Serviced Accommodation

Room Occupancy – February 2024/2023

Scottish Serviced Accommodation room occupancy for February 2024 experienced a **6.73** percentage point decrease when comparing percentage room occupancy rates with February 2023.



Room Occupancy – Year-to-Date



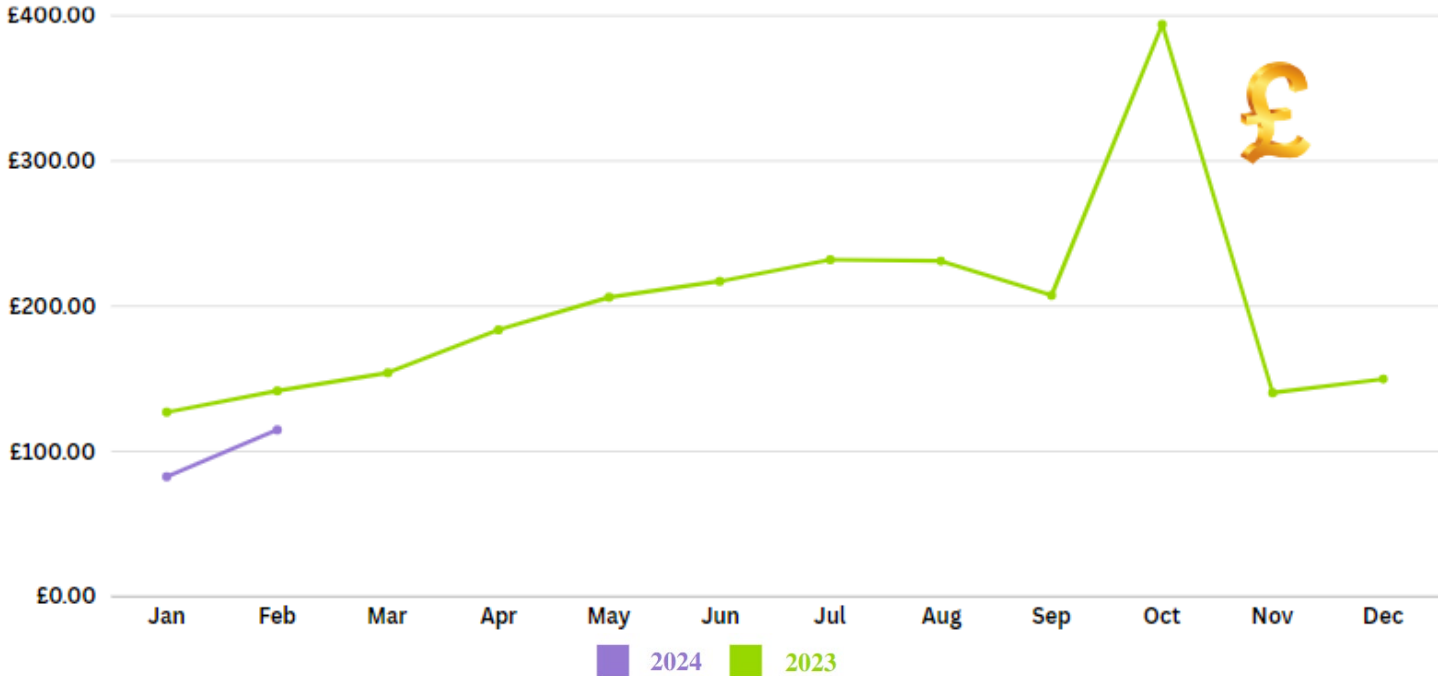
Room Occupancy	February 24	February 23	24/23 Diff ¹	Change ²	YTD 24	YTD 23	24/23 Diff	Change
All Serviced Accommodation	44.49%	51.22%	-6.73	93	40.18%	48.94%	-8.76	91

Bed Occupancy	February 24	February 23	24/23 Diff	Change	YTD 24	YTD 23	24/23 Diff	Change
All Serviced Accommodation	51.36%	38.78%	12.58	113	47.14%	37.95%	9.19	109

The Revenue per available occupied room for February 2024 was **£114.82** compared with **£141.70** in February 2023. This figure is based solely on accommodation providers who provided financial information for either February 2024 and/or 2023

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.



RevPAR Year to Date 2023/2023

Room – Average RevPAR (£)	February 24	February 23
All Serviced Accommodation	£114.82	£141.70

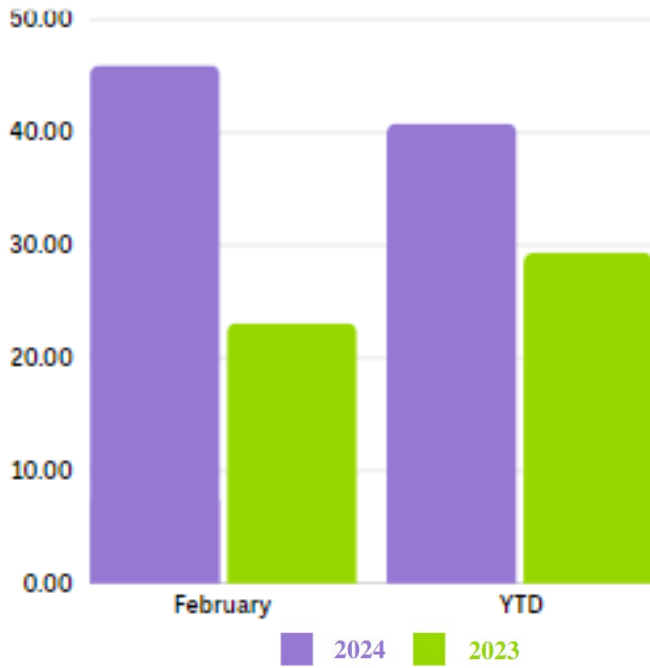
RevPAR by Grading- February 2024/21

Grading – Average RevPAR (£)	February 24	February 23
2 Stars	£143.60	£98.07
3 Stars	£114.48	£99.90
4 Stars	£96.91	£188.35
5 Stars	£180.15	£138.08
Unclassified	£0.00	£139.60

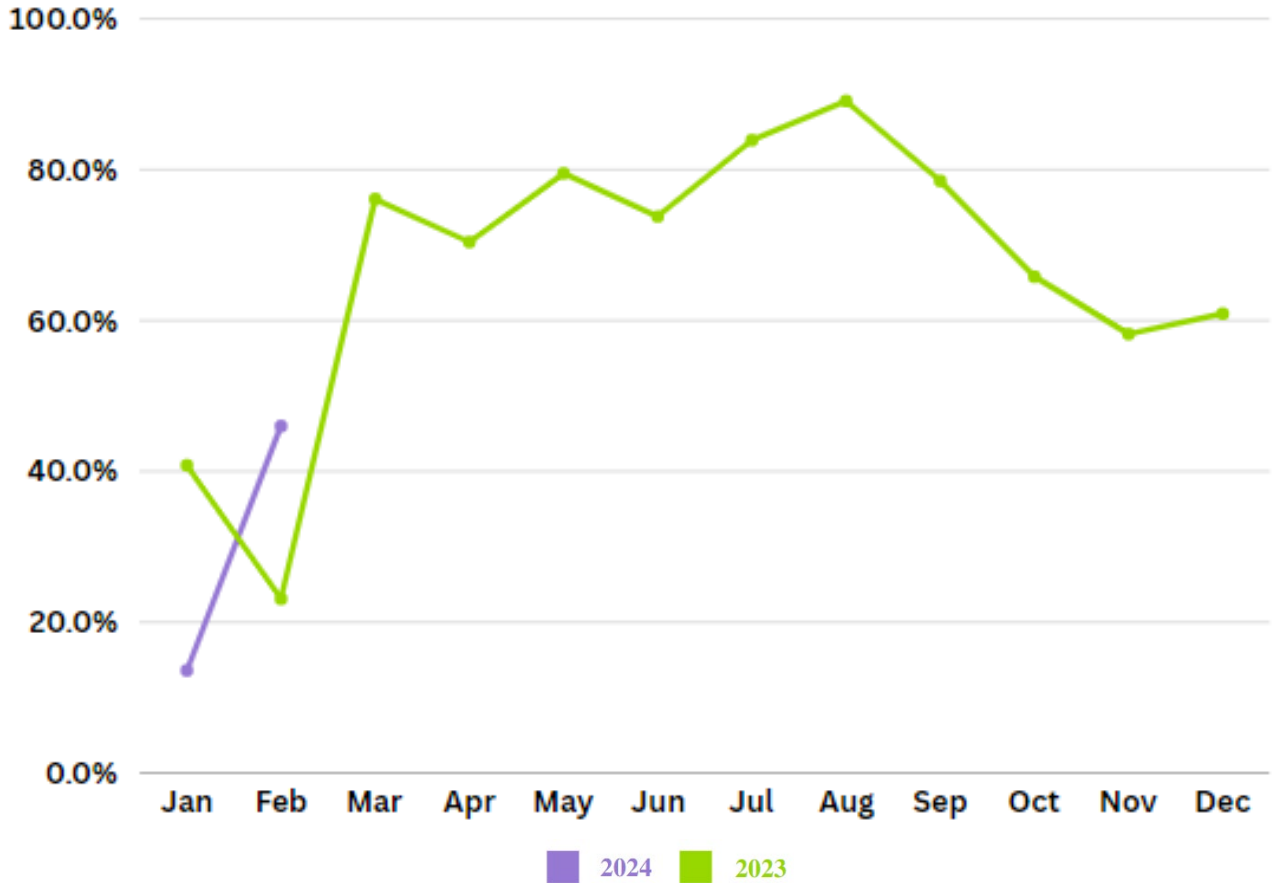
3.0 Serviced Accommodation – Guest House/B&B Sector

3.1 Performance by Guest House/B&B Category

Guest House / B&B Room Occupancy – February 2024/2023



Guest House / B&B Room Occupancy – Year to Date



In the Guest House/B&B sector, the room occupancy rate for February 2024 was **45.97%** compared to data from the previous year of **23.11%** occupancy rate; this shows an overall percentage point increase of **22.85**.

Operators (sample size >4) in Inland locations and properties charging a tariff of over **£70** fared best in room occupancy rates in February 2024.

The table below shows the **Room Occupancy** rate recorded for February 2024/2023 as well as the Change calculation for the **Guest House/B&B** sector

Room Occupancy	February 24	February 23	24/23 Diff	Change	YTD 24	YTD 23	24/23 Diff	Change
Guest House/B&B	45.97%	23.11%	22.86	123	40.81%	29.33%	11.48	111

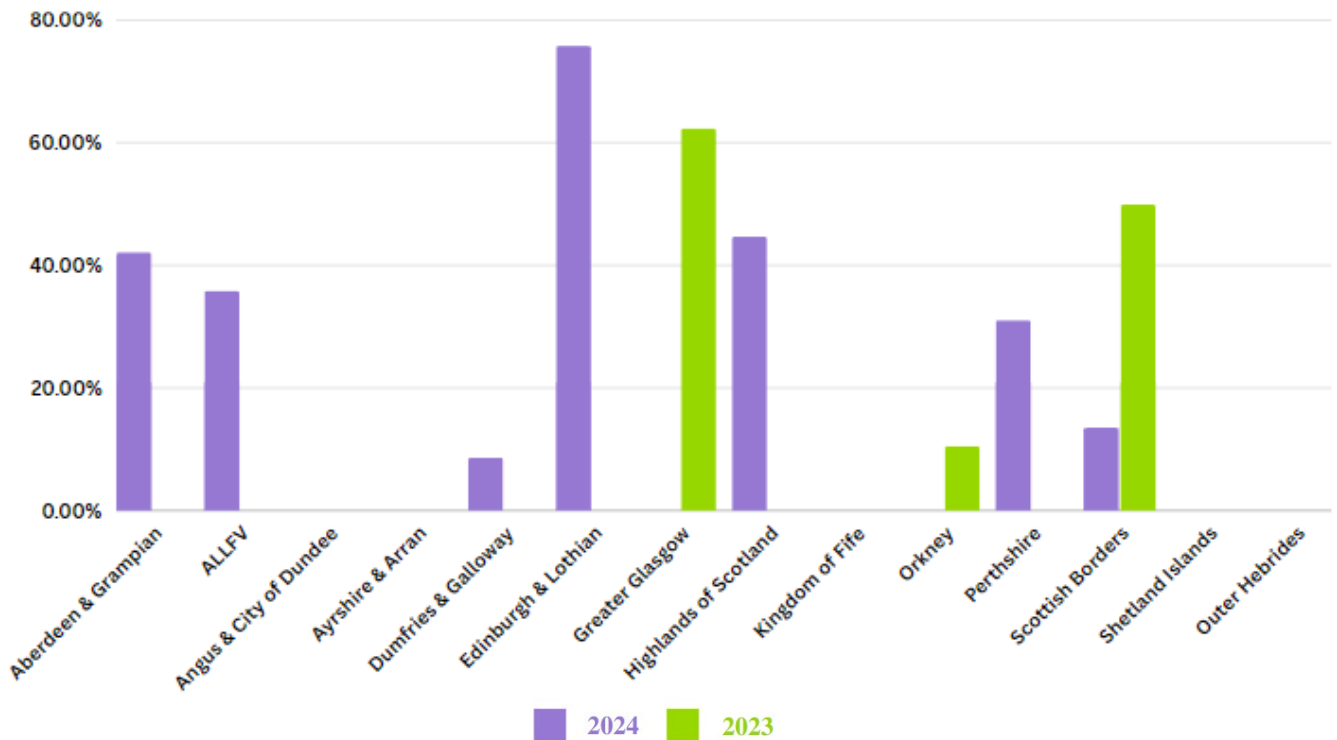
In the **Guest House/B&B** sector, the bed occupancy rate for February 2024 was **47.13%** compared to data from the previous year of **21.60%** occupancy rate; this shows an overall percentage point increase of **25.53**.

The table below shows the **Bed Occupancy** rate recorded for February 2024/2023 as well as the 24/23 Diff calculation for the **Guest House/B&B** sector

Bed Occupancy	February 24	February 23	24/23 Diff	Change	YTD 24	YTD 23	24/23 Diff	Change
Guest House/B&B	47.13%	21.60%	25.53	126	41.29%	27.80%	13.49	113

Room Occupancy by Former Visit Scotland Area

Guest House / B&B Room Occupancy by Former VisitScotland Area – February 2024/2023



Room Occupancy by Former Visit Scotland Area – February 2024/2023

Area	February 24	February 23	24/23 Diff	Change	YTD 24	YTD 23	24/23 Diff	Change
Aberdeen & Grampian	*	-	*	*	26.11%	-	26.11	126
ALLFV	*	-	*	*	*	*	*	*
Angus & City of Dundee	-	-	-	-	-	-	-	-
Ayrshire & Arran	-	*	*	*	-	*	*	*
Dumfries & Galloway	*	-	*	*	*	*	*	*
Edinburgh & Lothian	*	-	*	*	*	-	*	*
Greater Glasgow	-	*	*	*	-	*	*	*
Highlands of Scotland	*	-	*	*	*	*	*	*
Kingdom of Fife	-	-	-	-	-	-	-	-
Orkney	*	*	*	*	*	*	*	*
Perthshire	*	-	*	*	*	-	-	-
Scottish Borders	*	*	*	*	*	*	*	*
Shetland Islands	*	-	-	-	*	-	-	-
Outer Hebrides	-	-	-	-	-	-	-	-
	- Sample Size = Nil		*Sample Size (between 1 and 4) too small to be included					

Bed Occupancy by Former Visit Scotland Area – February 2024/2023

Area	February 24	February 23	24/23 Diff	Change	YTD 24	YTD 23	24/23 Diff	Change
Aberdeen & Grampian	*	-	*	*	17.48%	-	17.48	117
ALLFV	*	-	*	*	*	*	*	*
Angus & City of Dundee	-	-	-	-	-	-	-	-
Ayrshire & Arran	-	*	*	*	-	*	*	*
Dumfries & Galloway	*	-	*	*	*	*	*	*
Edinburgh & Lothian	*	-	*	*	*	-	*	*
Greater Glasgow	-	*	*	*	-	*	*	*
Highlands of Scotland	*	-	*	*	*	*	*	*
Kingdom of Fife	-	-	-	-	-	-	-	-
Orkney	*	*	*	*	*	*	*	*
Perthshire	*	-	*	*	*	-	-	-
Scottish Borders	*	*	*	*	*	*	*	*
Shetland Islands	*	-	-	-	*	-	-	-
Outer Hebrides	-	-	-	-	-	-	-	-
	- Sample Size = Nil		*Sample Size (between 1 and 4) too small to be included					

Room Occupancy by Location (Accessibility & Density) – February 2024/2023

Location accessibility/density	February 24	February 23	24/23 Diff	Change	YTD 24	YTD 23	24/23 Diff	Change
Large Urban Areas	*	*	*	*	*	*	*	*
Other Urban Areas	*	-	*	*	36.43%	*	36.43	136
Accessible Small Towns	41.24%	*	-8.67	91	35.64%	*	-14.36	86
Remote Small Towns	*	-	*	*	*	*	*	*
Accessible Rural	*	-	*	*	*	-	*	*
Remote Rural	*	*	*	*	*	*	*	*
- Sample Size = Nil			*Sample Size (between 1 and 4) too small to be included					

Bed Occupancy by Location (Accessibility & Density) – February 2024/2023

Location accessibility/density	February 24	February 23	24/23 Diff	Change	YTD 24	YTD 23	24/23 Diff	Change
Large Urban Areas	*	*	*	*	*	*	*	*
Other Urban Areas	*	-	*	*	36.36%	*	36.36	136
Accessible Small Towns	41.97%	*	22.01	122	35.77%	*	15.78	116
Remote Small Towns	*	-	*	*	*	*	*	*
Accessible Rural	*	-	*	*	*	-	*	*
Remote Rural	*	*	*	*	*	*	*	*
- Sample Size = Nil			*Sample Size (between 1 and 4) too small to be included					

Room Occupancy by Location (Geographic) – February 2024/2023

Location (Geographic)	February 24	February 23	24/23 Diff	Change	YTD 24	YTD 23	24/23 Diff	Change
Coastal	*	-	*	*	*	-	*	*
Inland	49.30%	*	-12.56	87	47.30%	57.32%	-10.02	90
Island	*	*	*	*	*	*	*	*
- Sample Size = Nil			*Sample Size (between 1 and 4) too small to be included					

Bed Occupancy by Location (Geographic) – February 2024/2023

Location (Geographic)	February 24	February 23	24/23 Diff	Change	YTD 24	YTD 23	24/23 Diff	Change
Coastal	*	-	*	*	*	-	*	*
Inland	53.48%	*	-6.79	93	52.40%	55.83%	-3.43	97
Island	*	*	*	*	*	*	*	*
- Sample Size = Nil			*Sample Size (between 1 and 4) too small to be included					

Room Occupancy by Size- February 2024/2023

Size	February 24	February 23	24/23 Diff	Change	YTD 24	YTD 23	24/23 Diff	Change
1 to 3	60.07%	*	44.23	144	58.54%	*	48.99	149
4 to 10	37.57%	-	37.57	138	32.15%	*	-12.25	88
11 to 25	*	*	*	*	*	*	*	*
26 to 50	-	-	-	-	-	-	-	-
51 to 100	-	-	-	-	-	-	-	-
Over 100	-	-	-	-	-	-	-	-
	- Sample Size = Nil		*Sample Size (between 1 and 4) too small to be included					

Bed Occupancy by Size – February 2024/2023

Size	February 24	February 23	24/23 Diff	Change	YTD 24	YTD 23	24/23 Diff	Change
1 to 3	60.22%	*	52.56	153	58.70%	*	54.06	154
4 to 10	37.35%	-	37.35	137	31.32%	*	-13.08	87
11 to 25	*	*	*	*	*	*	*	*
26 to 50	-	-	-	-	-	-	-	-
51 to 100	-	-	-	-	-	-	-	-
Over 100	-	-	-	-	-	-	-	-
	- Sample Size = Nil		*Sample Size (between 1 and 4) too small to be included					

Room Occupancy by Tariff – February 2024/2023

Tariff	February 24	February 23	24/23 Diff	Change	YTD 24	YTD 23	24/23 Diff	Change
£20 – 29.99	-	-	-	-	-	-	-	-
£30 – 39.99	*	-	*	*	*	-	*	*
£40 – 49.99	*	-	*	*	*	-	*	*
£50 – 59.99	-	*	*	*	-	*	*	*
£60 – £69.00	-	-	-	-	*	*	*	*
£70+	54.76%	*	32.03	132	46.35%	28.75%	17.60	118
	- Sample Size = Nil		*Sample Size (between 1 and 4) too small to be included					

Bed Occupancy by Tariff – February 2024/2023

Tariff	February 24	February 23	24/23 Diff	Change	YTD 24	YTD 23	24/23 Diff	Change
£20 – 29.99	-	-	-	-	-	-	-	-
£30 – 39.99	*	-	*	*	*	-	*	*
£40 – 49.99	*	-	*	*	*	-	*	*
£50 – 59.99	-	*	*	*	-	*	*	*
£60 – £69.00	-	-	-	-	*	*	*	*
£70+	57.72%	*	36.09	136	47.64	27.77%	19.87	120
	- Sample Size = Nil		*Sample Size (between 1 and 4) too small to be included					

Room Occupancy by Grading – February 2024/2023

Grading	February 24	February 23	24/23 Diff	Change	YTD 24	YTD 23	24/23 Diff	Change
2 Stars	-	-	-	-	-	-	-	-
3 Stars	*	*	*	*	4.37%	28.94%	-24.57	75
4 Stars	-	-	-	-	-	*	*	*
5 Stars	-	-	-	-	-	-	-	-
Unclassified	*	*	*	*	18.51%	*	-1.48	99
- Sample Size = Nil		*Sample Size (between 1 and 4) too small to be included						

Bed Occupancy by Grading – February 2024/2023

Grading	February 24	February 23	24/23 Diff	Change	YTD 24	YTD 23	24/23 Diff	Change
2 Stars	-	-	-	-	-	-	-	-
3 Stars	*	*	*	*	4.37%	27.99%	-23.62	76
4 Stars	-	-	-	-	-	*	*	*
5 Stars	-	-	-	-	-	-	-	-
Unclassified	*	*	*	*	18.51%	*	-1.48	99
- Sample Size = Nil		*Sample Size (between 1 and 4) too small to be included						