

SCOTTISH ACCOMMODATION OCCUPANCY SURVEY REPORT: *February 2024/2023 Report – Self-Catering*

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 (Email: hugh.sheridan@gcu.ac.uk).

2.0 Executive Summary February 2024

The SOAS Report: February 2024/2023 Self-Catering report showed a decline in the Self-Catering sector in Scotland when compared to the same period in 2023. Scottish Serviced Accommodation occupancy rates for February 2024 experienced a **0.21** percentage point increase when comparing percentage unit occupancy rates with February 2023.

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.

3.0 Self-Catering

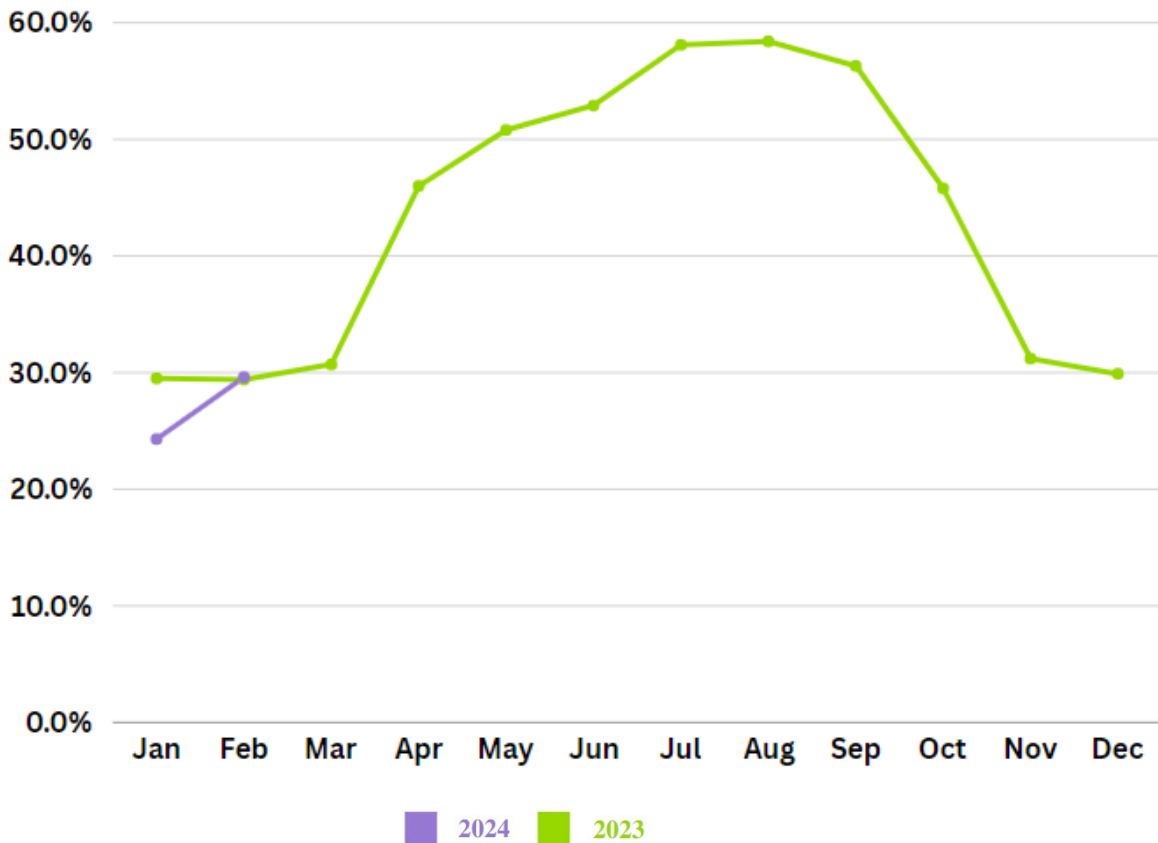
3.1 Performance by Self-Catering Category

Unit Occupancy – February 2024/2023

In the Self-Catering sector, the unit occupancy rate for February 2024 was 29.63% when compared to data from the previous year of 29.42% occupancy rate; this shows an overall percentage point decrease of 0.21.



Unit Occupancy – Year-to-Date



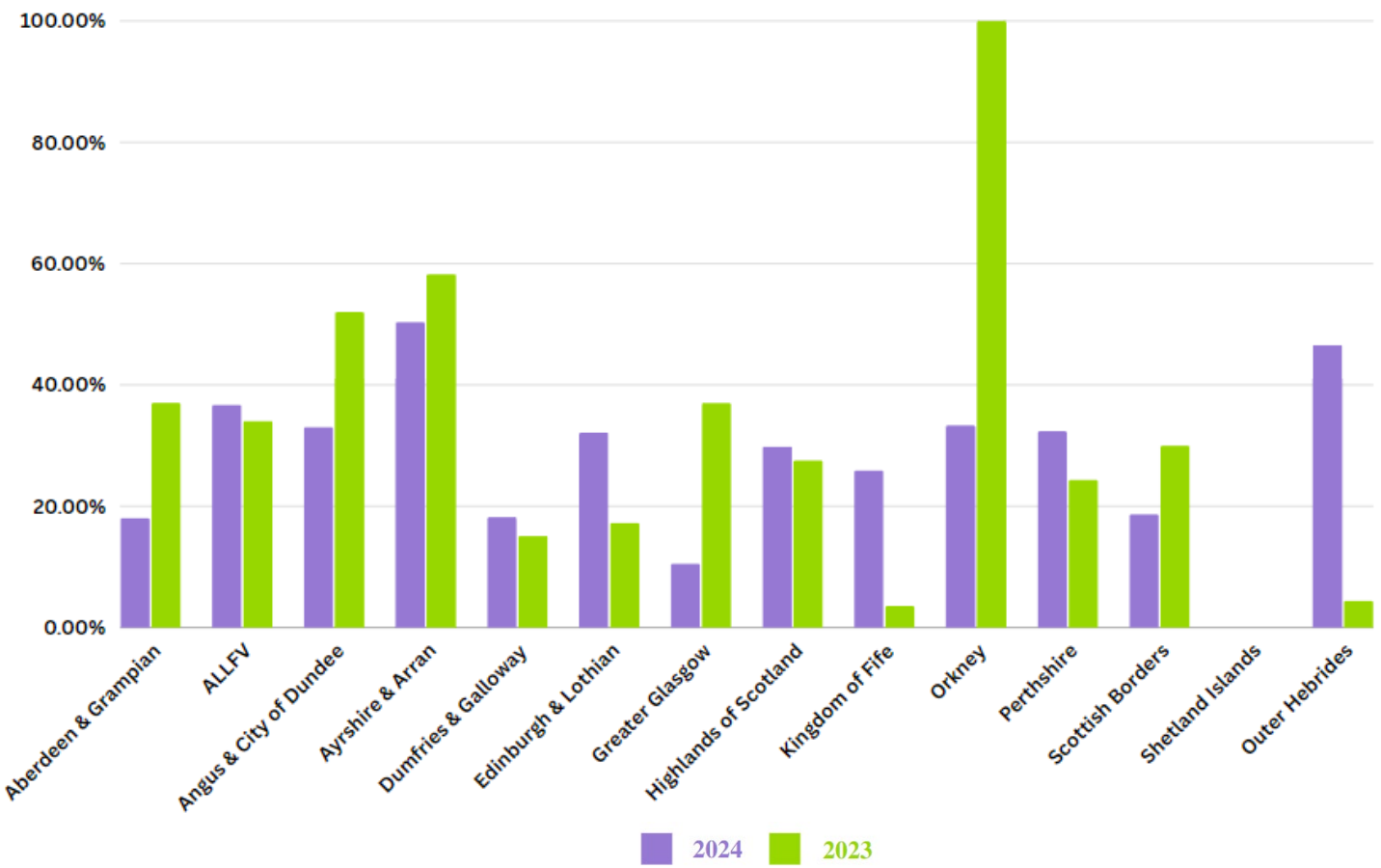
Unit occupancy rates (Sample Size >4) in the Ayrshire & Arran Region were the highest in February 2024. Lodge/chalets, Accessible Rural areas, Island properties and those charging a weekly tariff of £800 or more experienced the highest percentage unit occupancy rates during February 2024.

Unit Occupancy – February 2024/2023

Unit Occupancy	February 24	February 23	24/23 Diff ¹	Change ²	YTD 24	YTD 23	24/23 Diff	Change
Self-Catering	24.63%	29.42%	0.21	100	26.86%	29.45%	-2.59	97

Unit Occupancy by Former VisitScotland Area

Unit Occupancy by Former VisitScotland Area – February 2024/2023



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.

Unit Occupancy by Former VisitScotland Area – February 2024/2023

Area	February 24	February 23	24/23 Diff	Change	YTD 24	YTD 23	24/23 Diff	Change
Aberdeen & Grampian	18.09%	37.07%	-18.98	81	19.32%	26.68%	-7.36	93
ALLFV	36.74%	34.08%	2.66	103	37.76%	37.22%	0.54	101
Angus & City of Dundee	33.07%	52.04%	-18.97	81	34.90%	34.02%	0.88	101
Ayrshire & Arran	50.39%	58.24%	-7.85	92	45.67%	62.38%	-16.71	83
Dumfries & Galloway	18.22%	15.08%	3.14	103	13.51%	11.64%	1.87	102
Edinburgh & Lothian	32.16%	17.28%	14.88	115	25.18%	19.50%	5.68	106
Greater Glasgow	10.56%	37.05%	-26.49	74	10.66%	41.44%	-30.78	69
Highlands of Scotland	29.84%	27.59%	2.25	102	23.77%	26.51%	-2.74	97
Kingdom of Fife	25.94%	3.57%	22.37	122	23.26%	18.03%	5.23	105
Orkney	*	*	*	*	37.78%	*	-35.10	65
Perthshire	32.38%	24.39%	7.99	108	26.00%	27.40%	-1.40	99
Scottish Borders	18.70%	30.00%	-11.30	89	12.77%	19.57%	-6.80	93
Shetland Islands	-	-	-	-	-	-	-	-
Outer Hebrides	*	*	*	*	*	6.35%	40.19%	140
- Sample Size = Nil		*Sample Size (between 1 and 4) too small to be included						

Unit 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	4.22%	10.40%	-6.18	94	14.81%	12.16%	2.65	103
Other Urban Areas	31.56%	39.98%	-8.42	92	28.86%	31.04%	-2.18	98
Accessible Small Towns	16.09%	14.54%	1.55	102	11.17%	14.32%	-3.15	97
Remote Small Towns	27.59%	18.31%	9.28	109	16.47%	16.17%	0.30	100
Accessible Rural	39.20%	34.52%	4.68	105	42.27%	40.53%	1.74	102
Remote Rural	26.64%	31.70%	-5.06	95	22.59%	29.38%	-6.79	93
- Sample Size = Nil		*Sample Size (between 1 and 4) too small to be included						

Unit 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	17.58%	15.18%	2.40	102	13.47%	15.41%	-1.94	98
Inland	33.48%	33.25%	0.23	100	31.72%	33.61%	-1.89	98
Island	45.65%	53.85%	-8.20	92	41.48%	46.32%	-4.84	95
- Sample Size = Nil		*Sample Size (between 1 and 4) too small to be included						

Unit Occupancy by Property Type – February 2024/2023

Property Type	February 24	February 23	24/23 Diff	Change	YTD 24	YTD 23	24/23 Diff	Change
Bungalow	44.50%	39.15%	5.35	105	33.67%	41.99%	-8.32	92
Cottage	21.36%	25.95%	-4.59	95	17.27%	24.53%	-7.26	93
Flat	10.38%	10.63%	-0.25	100	7.81%	11.08%	-3.27	97
Glamping	7.94%	12.76%	-4.82	95	10.51%	16.72%	-6.21	94
House	17.08%	20.81%	-3.73	96	13.43%	18.58%	-5.15	95
Lodge or Chalet	52.46%	54.86%	-2.40	98	53.19%	49.41%	3.78	104
Other Property	0.00%	19.43%	-19.43	81	0.07%	19.43%	-19.36	81
Static Caravan	0.34%	0.00%	0.34	100	2.08%	0.00%	2.08	102
- Sample Size = Nil		*Sample Size (between 1 and 4) too small to be included						

Unit Occupancy by Tariff – February 2024/2023

Weekly Tariff	February 24	February 23	24/23 Diff	Change	YTD 24	YTD 23	24/23 Diff	Change
Unknown	0.94%	7.15%	-6.21	94	1.93%	3.63%	-1.70	98
Under £299	3.98%	36.65%	-32.67	67	3.87%	35.69%	-31.82	68
£300 - £499	18.87%	24.11%	-5.24	95	15.67%	21.91%	-6.24	94
£500 - £799	21.74%	24.96%	-3.22	97	17.69%	22.31%	-4.62	95
£800 or more	41.65%	34.36%	7.29	107	39.77%	37.38%	2.39	102
- Sample Size = Nil		*Sample Size (between 1 and 4) too small to be included						

Unit Occupancy by Location Type – February 2024/2023

Location Type	February 24	February 23	24/23 Diff	Change	YTD 24	YTD 23	24/23 Diff	Change
City - Large Town	7.19%	9.21%	-2.02	98	11.23%	10.63%	0.60	101
Countryside Village	28.47%	28.07%	0.40	100	25.18%	25.90%	-0.72	99
Seaside - Coastal	34.34%	38.28%	-3.94	96	32.09%	38.91%	-6.82	93
Small Town	11.75%	6.62%	5.13	105	9.69%	8.97%	0.72	101
- Sample Size = Nil		*Sample Size (between 1 and 4) too small to be included						

Unit Occupancy by Grading – February 2024/2023

Grading	February 24	February 23	24/23 Diff	Change	YTD 24	YTD 23	24/23 Diff	Change
1 Star	*	*	*	*	*	*	*	*
2 Stars	8.04%	37.32%	-29.28	71	9.73%	32.75%	-23.02	77
3 Stars	31.91%	35.83%	-3.92	96	25.04%	30.72%	-5.68	94
4 Stars	29.12%	33.34%	-4.22	96	24.65%	28.21%	-3.56	96
5 Stars	45.28%	29.99%	15.29	115	42.93%	32.35%	10.58	111
Unclassified	29.28%	27.34%	1.94	102	28.42%	30.49%	-2.07	98
- Sample Size = Nil		*Sample Size (between 1 and 4) too small to be included						