

## SCOTTISH ACCOMMODATION OCCUPANCY SURVEY REPORT:

### *January 2024/2023 Report - GUEST HOUSE / B&Bs*

#### 1.0 Introduction January 2024/2023

Welcome to the VisitScotland Scottish Accommodation Occupancy Survey Report covering January 2024 and benchmarking against January 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](mailto:hugh.sheridan@gcu.ac.uk)).

#### 2.0 Executive Summary January 2024

The SOAS Report: January 2024/2023 Hotels report shows an increase in occupancy in the Serviced sector in Scotland compared to the same period in 2023. Scottish Serviced Accommodation occupancy rates for January 2024 experienced a **10.52** percentage point increase when comparing percentage room occupancy rates with January 2023. Occupancy rates within the Guest House/B&B sector experienced a **27.15** percentage point decrease in January 2024 when compared to the same period last year.

Data from the Scottish Retail Consortium showed that total sales remained weak in January with growth of just 1.9%. Total food sales continued to drive sales, with a 5.4% increase when compared with monthly performance in January 2023.

Domestic consumer sentiment provided by the GB National Tourist Boards for December 2023 found that 19% of respondents said they were "...been hit hard - no option but to cut back on spending" (a 2% decrease on the December 2023 survey). The survey recorded 48% of respondents (a 1% decrease on the December 2023 Survey) saying they were "...cautious - things are ok but I feel I have to be very careful".

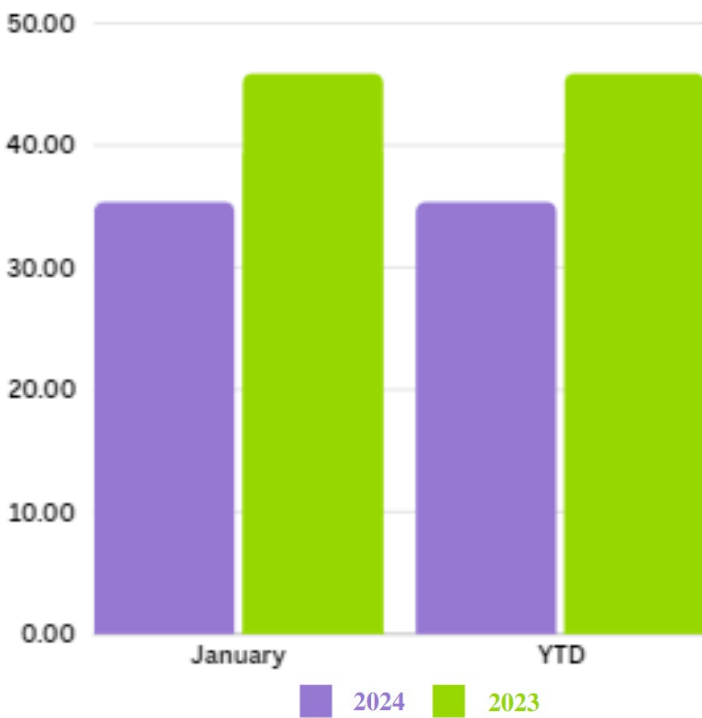
Despite consumer concern about the state of the economy, 21% of UK adults intended to take a domestic overnight trip in the first quarter of 2024 and 79% in the following 12 months. These figures show a significant increase in those planning an overnight trip compared with January 2023 (16% and 70% respectively). 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), this continues to show 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 3% increase when compared to the same period in 2023, however, UK air connectivity had seen a 11% decrease in year-to-date flights compared to 2019.

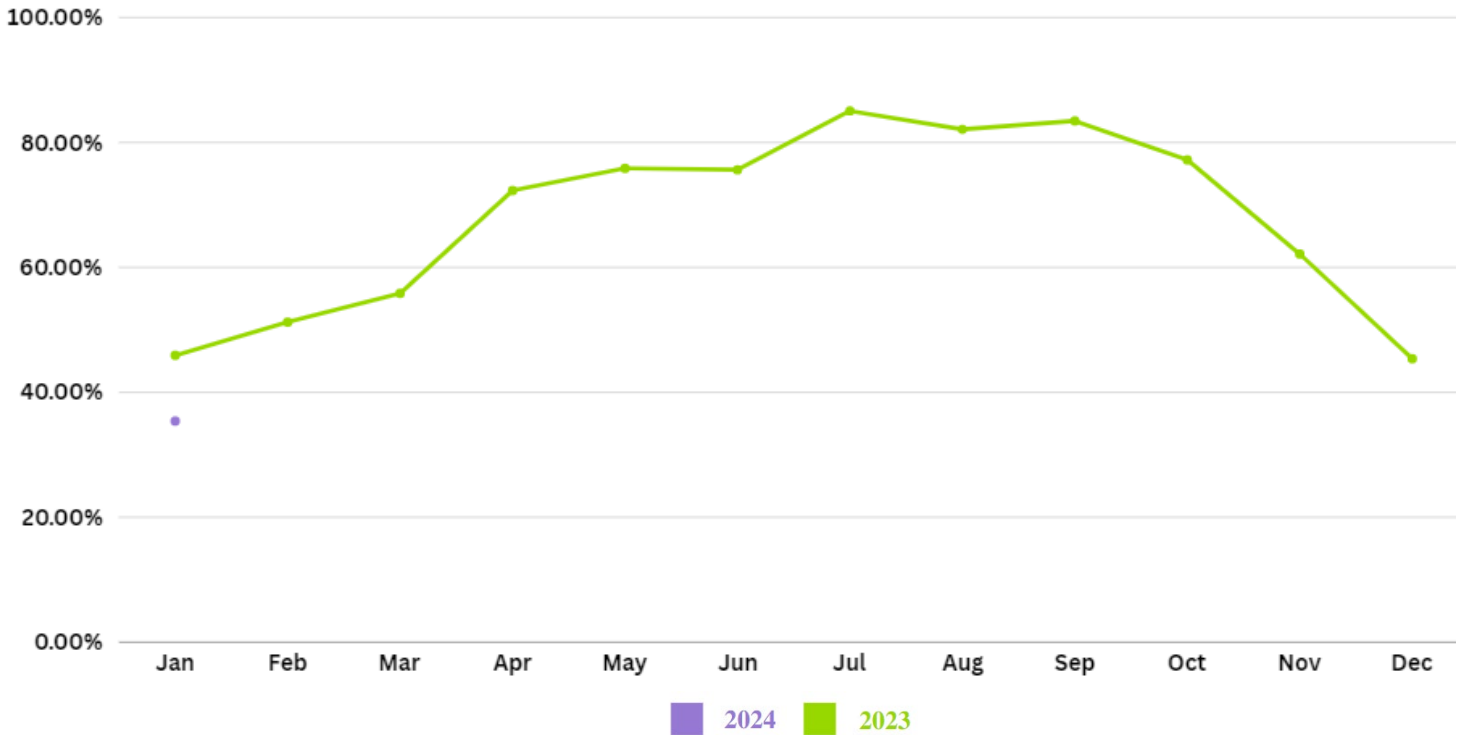
### All Serviced Accommodation

#### Room Occupancy – January 2024/2023

Scottish Serviced Accommodation room occupancy for January 2024 experienced a **10.52** percentage point decrease when comparing percentage room occupancy rates with January 2023



### Room Occupancy – Year-to-Date



Room Occupancy	January 24	January 23	24/23 Diff <sup>1</sup>	Change <sup>2</sup>	YTD 24	YTD 23	24/23 Diff	Change
<b>All Serviced Accommodation</b>	35.40%	45.92%	-10.52	89	35.40%	45.92%	-10.52	89

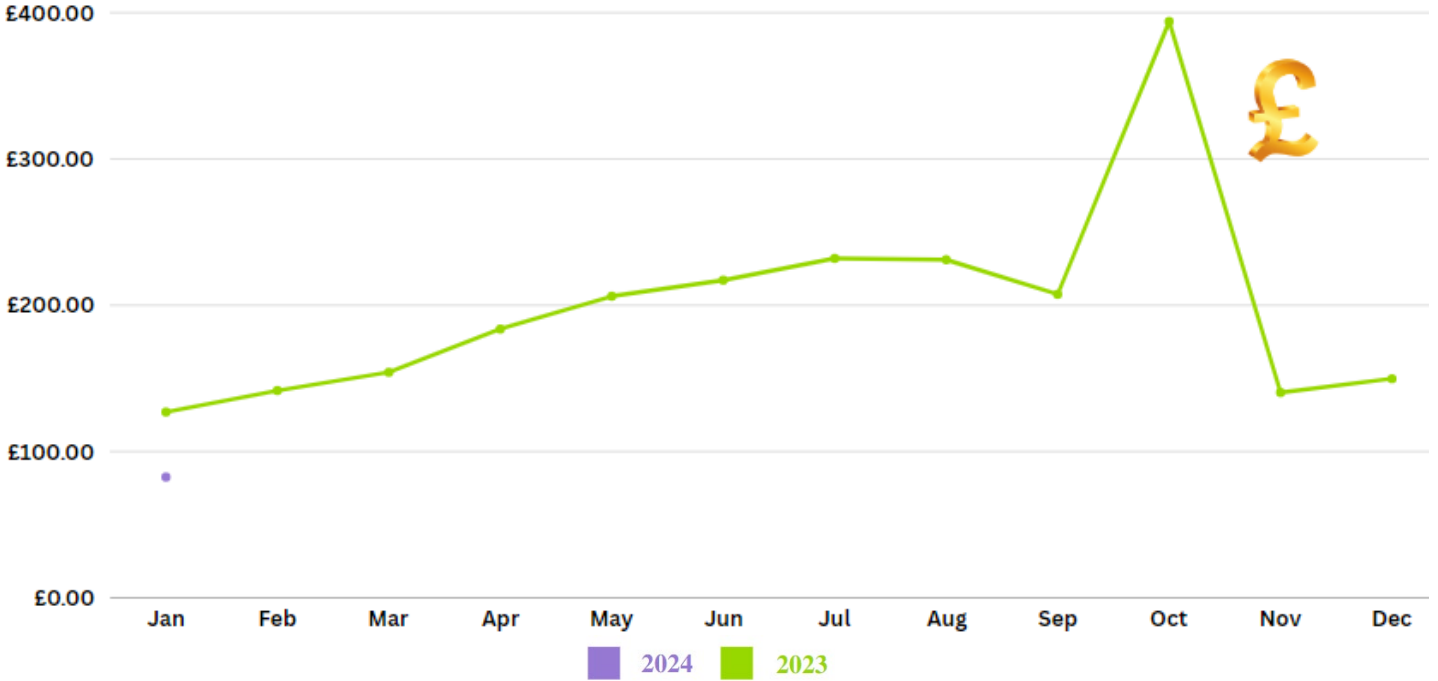
  

Bed Occupancy	January 24	January 23	24/23 Diff	Change	YTD 24	YTD 23	24/23 Diff	Change
<b>All Serviced Accommodation</b>	41.88%	36.95%	4.93	105	41.88%	36.95%	4.93	105

The Revenue per available occupied room for January 2024 was **£82.54** compared with **£127.00** in January 2023. This figure is based solely on accommodation providers who provided financial information for either January 2024 and/or 2023

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

<sup>2</sup> 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 (£)	January 24	January 23
All Serviced Accommodation	£82.54	£127.00

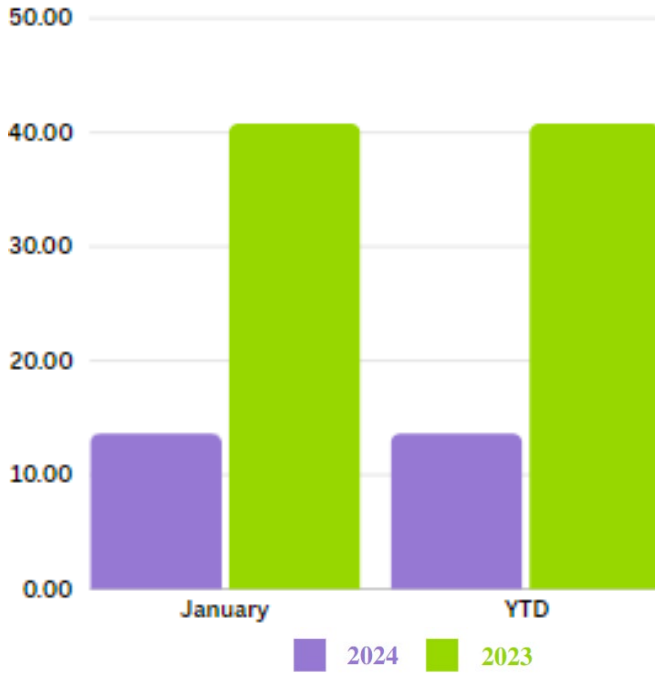
**RevPAR by Grading- January 2024/21**

Grading – Average RevPAR (£)	January 24	January 23
2 Stars	£119.76	£70.85
3 Stars	£94.87	£92.63
4 Stars	£61.80	£160.39
5 Stars	£134.09	£184.60
Unclassified	£0.00	£0.00

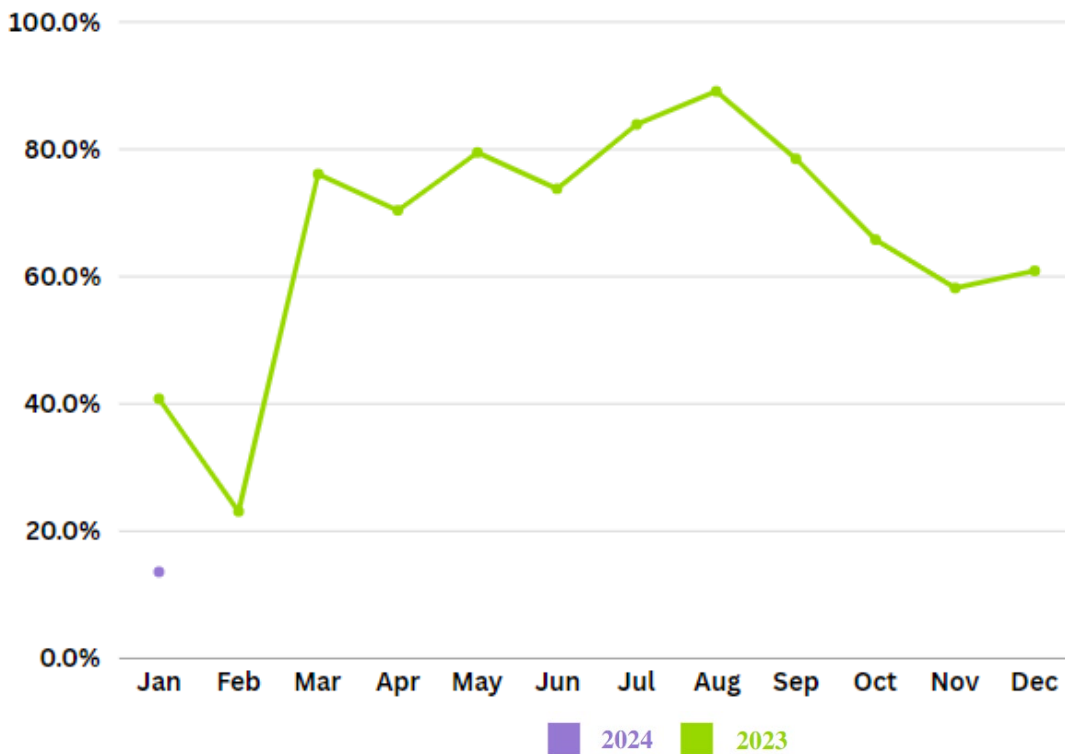
### 3.0 Serviced Accommodation – Guest House/B&B Sector

#### 3.1 Performance by Guest House/B&B Category

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



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



In the **Guest House/B&B sector**, the room occupancy rate for January 2024 was **13.64%** compared to data from the previous year of **40.79%** occupancy rate; this shows an overall percentage point decrease of **27.15**.

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

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

Room Occupancy	January 24	January 23	24/23 Diff	Change	YTD 24	YTD 23	24/23 Diff	Change
<b>Guest House/B&amp;B</b>	13.64%	40.79%	27.15	73	13.64%	40.79%	27.15	73

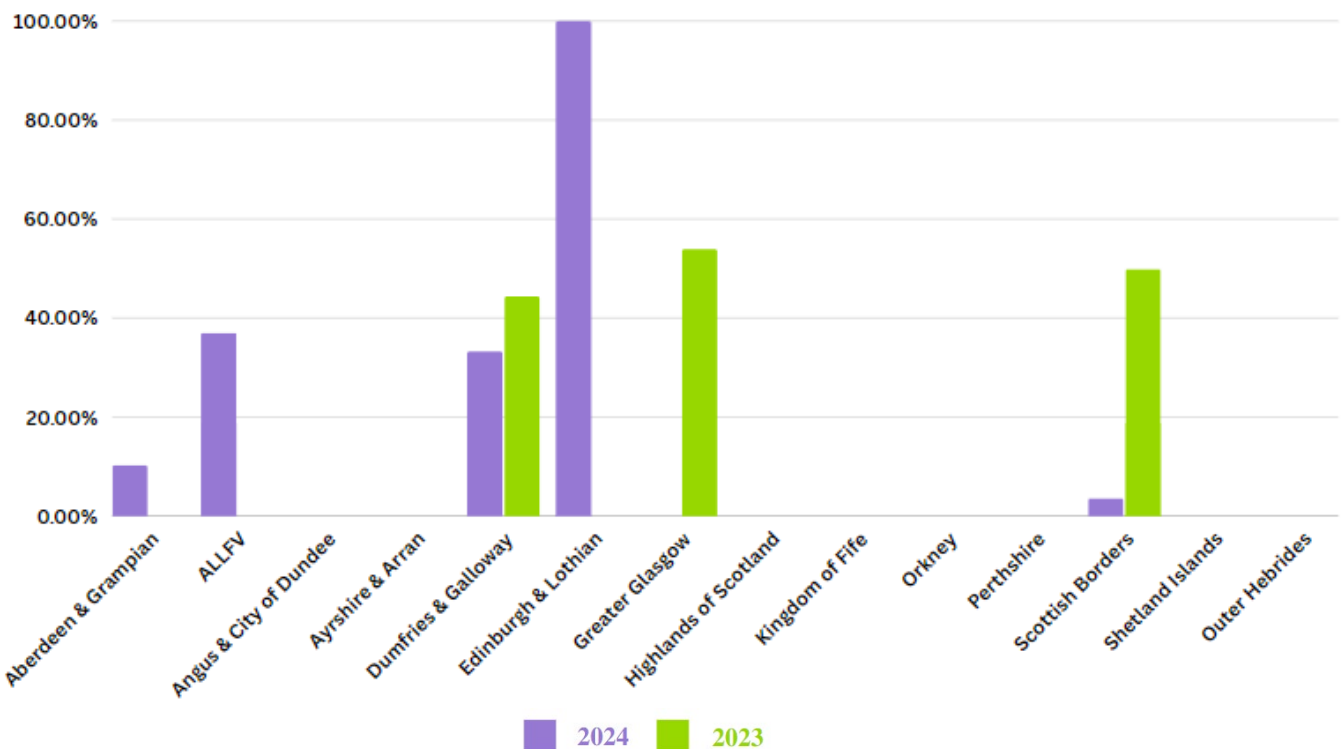
In the **Guest House/B&B sector**, the bed occupancy rate for January 2024 was **12.74%** compared to data from the previous year of **39.40%** occupancy rate; this shows an overall percentage point increase of **26.66**.

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

Bed Occupancy	January 24	January 23	24/23 Diff	Change	YTD 24	YTD 23	24/23 Diff	Change
<b>Guest House/B&amp;B</b>	12.74%	39.40%	26.66	73	12.74%	39.40%	26.66	73

### Room Occupancy by Former Visit Scotland Area

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





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

Location accessibility/density	January 24	January 23	24/23 Diff	Change	YTD 24	YTD 23	24/23 Diff	Change
Large Urban Areas	*	*	*	*	*	*	*	*
Other Urban Areas	*	*	*	*	*	*	*	*
Accessible Small Towns	*	*	*	*	*	*	*	*
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) – January 2024/2023

Location accessibility/density	January 24	January 23	24/23 Diff	Change	YTD 24	YTD 23	24/23 Diff	Change
Large Urban Areas	*	*	*	*	*	*	*	*
Other Urban Areas	*	*	*	*	*	*	*	*
Accessible Small Towns	*	*	*	*	*	*	*	*
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) – January 2024/2023

Location (Geographic)	January 24	January 23	24/23 Diff	Change	YTD 24	YTD 23	24/23 Diff	Change
Coastal	*	-	*	*	*	-	*	*
Inland	27.60%	53.39%	-25.79	74	27.60%	53.39	-25.79	74
Island	*	*	*	*	*	*	*	*
- Sample Size = Nil		*Sample Size (between 1 and 4) too small to be included						

### Bed Occupancy by Location (Geographic) – January 2024/2023

Location (Geographic)	January 24	January 23	24/23 Diff	Change	YTD 24	YTD 23	24/23 Diff	Change
Coastal	*	-	*	*	*	-	*	*
Inland	36.58%	51.99%	-15.41	85	36.58%	51.99%	-15.41	85
Island	*	*	*	*	*	*	*	*
- Sample Size = Nil		*Sample Size (between 1 and 4) too small to be included						



### Room Occupancy by Size– January 2024/2023

Size	January 24	January 23	24/23 Diff	Change	YTD 24	YTD 23	24/23 Diff	Change
1 to 3	*	*	*	*	*	*	*	*
4 to 10	14.39%	*	-30.01	70	14.39%	*	-30.01	70
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 – January 2024/2023

Size	January 24	January 23	24/23 Diff	Change	YTD 24	YTD 23	24/23 Diff	Change
1 to 3	*	*	*	*	*	*	*	*
4 to 10	13.48%	*	-30.92	69	13.48%	*	-30.92	69
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 – January 2024/2023

Tariff	January 24	January 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+	13.36%	*	-27.04	73	13.36%	*	-27.04	73
	- Sample Size = Nil		*Sample Size (between 1 and 4) too small to be included					

### Bed Occupancy by Tariff – January 2024/2023

Tariff	January 24	January 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+	12.44%	*	-27.46	73	12.44%	*	-27.46	73
	- Sample Size = Nil		*Sample Size (between 1 and 4) too small to be included					

### Room Occupancy by Grading – January 2024/2023

Grading	January 24	January 23	24/23 Diff	Change	YTD 24	YTD 23	24/23 Diff	Change
2 Stars	-	-	-	-	-	-	-	-
3 Stars	*	*	*	*	*	*	*	*
4 Stars	-	*	*	*	-	*	*	*
5 Stars	-	-	-	-	-	-	-	-
Unclassified	*	*	*	*	*	*	*	*
	- Sample Size = Nil		*Sample Size (between 1 and 4) too small to be included					

### Bed Occupancy by Grading – January 2024/2023

Grading	January 24	January 23	24/23 Diff	Change	YTD 24	YTD 23	24/23 Diff	Change
2 Stars	-	-	-	-	-	-	-	-
3 Stars	*	*	*	*	*	*	*	*
4 Stars	-	*	*	*	-	*	*	*
5 Stars	-	-	-	-	-	-	-	-
Unclassified	*	*	*	*	*	*	*	*
	- Sample Size = Nil		*Sample Size (between 1 and 4) too small to be included					