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SCOTTISH ACCOMMODATION OCCUPANCY SURVEY REPORT:

July 2024/2023 Report - HOTELS

1.0 Introduction July 2024/2023

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

2.0 Executive Summary July 2024

The SOAS Report: July 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 July 2024 experienced an **20.16** percentage point increase when comparing percentage room occupancy rates with July 2023. Occupancy rates within the Hotel sector experienced a **27.31** percentage point increase in July 2024 compared to last year.

Based on the latest Inflation Figures from the Office of National Statistics, UK CPI (inflation) in the 12 months to July 2024 is 2.2%. The inflation rate for July 2024 for recreational and cultural services, specifically Museums, libraries and zoological gardens (as a proxy for the attraction sector) is 3.7%. Inflation rates for restaurants and cafes were 4.9% for the same period.

Data from the Scottish Retail Consortium showed that total sales in Scotland decreased by -1.2% in July, however, compared to the 4.6% increase in July 2023 this was disappointing growth in total sales. Total food sales decreased by -0.3% compared to the monthly performance of July 2023, when they had increased by 9.1%.

Domestic consumer sentiment provided by the GB National Tourist Boards for July 2024 found that 19% of respondents said they had "...been hit hard - no option but to cut back on spending" (a 2% decrease on the June 2024 survey). The survey recorded 47% of respondents (a 3% increase on the June 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, 51% of UK adults intended to take a domestic overnight trip in the third quarter of 2024 and 77% in the following 12 months. These figures show an increase in those planning an overnight trip compared with the previous 12 months (75%). However, the three key 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 as mentioned earlier have been consistent across the last six 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 grew in July 2024; with the Eurocontrol (European Air Traffic Agency) indicating that UK air connectivity saw a 2% increase when compared to the same period in 2023, however, UK air connectivity saw a 6% decrease in year-to-date flights compared to 2019.



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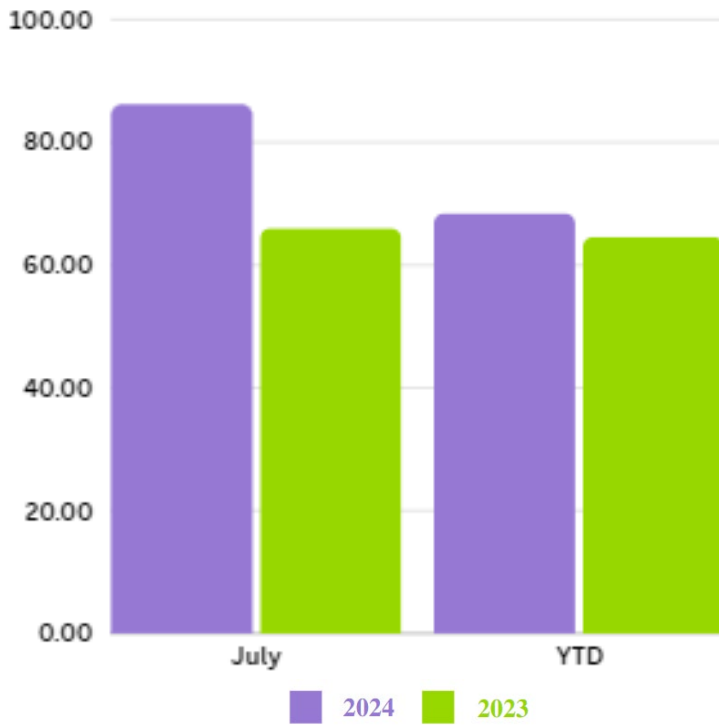


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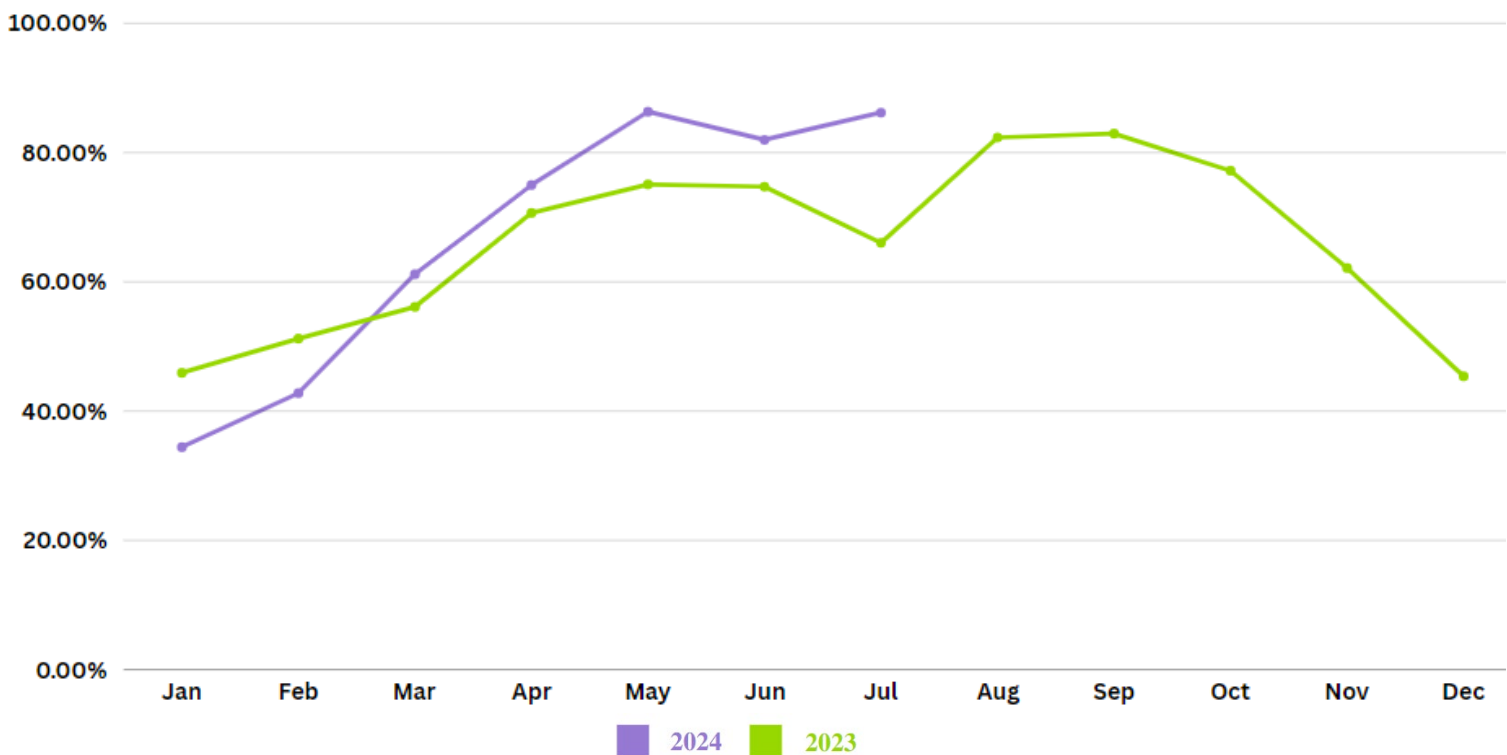
All Serviced Accommodation

Room Occupancy – July 2024/2023

Scottish Serviced Accommodation room occupancy rates for July 2024 experienced a **20.16** percentage point increase when comparing percentage room occupancy rates with July 2023.



Room Occupancy – Year-to-Date





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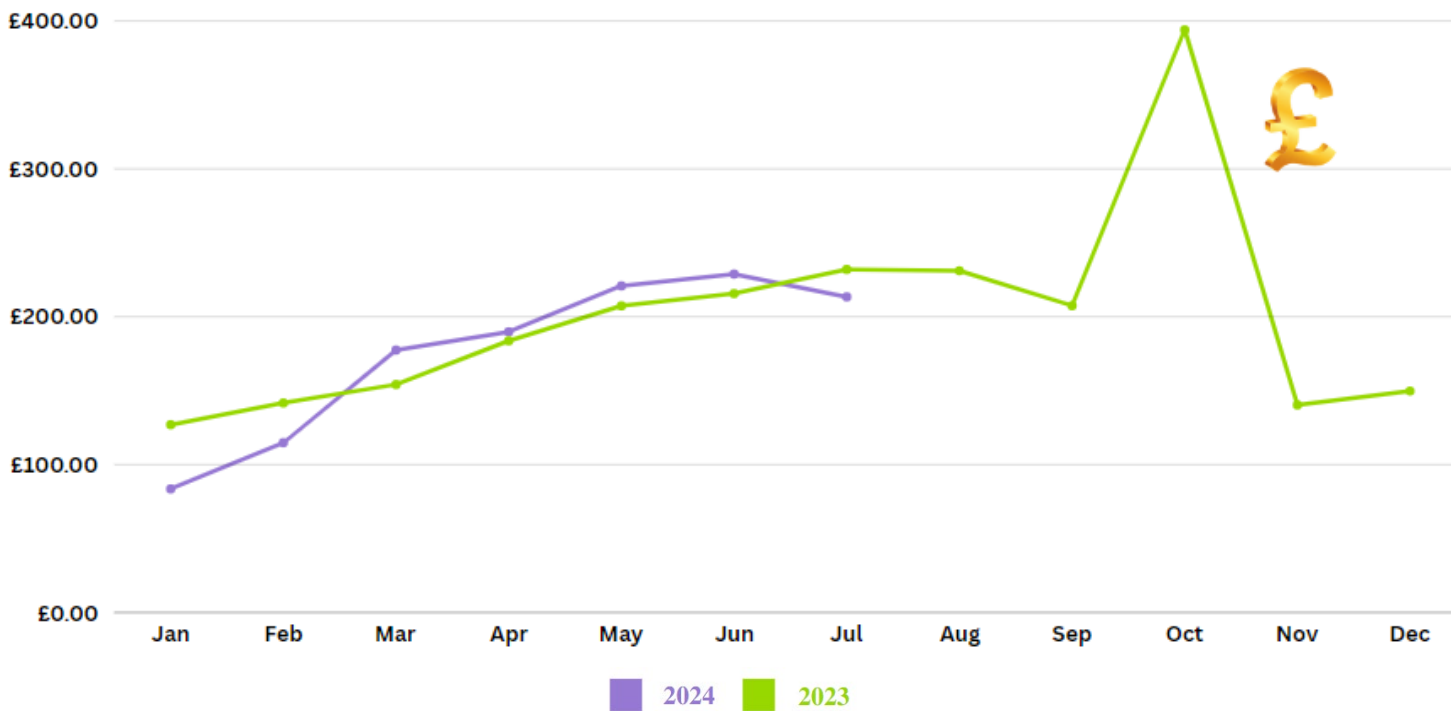
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Room Occupancy	July 24	July 23	24/23 Diff ¹	Change ²	YTD 24	YTD 23	24/23 Diff	Change
All Serviced Accommodation	86.20%	66.04%	20.16	120	68.47%	64.61%	3.86	104

Bed Occupancy	July 24	July 23	24/23 Diff	Change	YTD 24	YTD 23	24/23 Diff	Change
All Serviced Accommodation	80.70%	53.20%	27.50	128	63.82%	53.75%	10.07	110

RevPAR

The Revenue per available occupied room for July 2024 was **£213.43** compared with **£232.01** in July 2023. This figure is based solely on accommodation providers who provided financial information for July 2024 and/or 2023.



RevPAR – Year to Date 2024/2023

Room – Average RevPAR (£)	July 24	July 23
All Serviced Accommodation	£213.43	£232.01

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.



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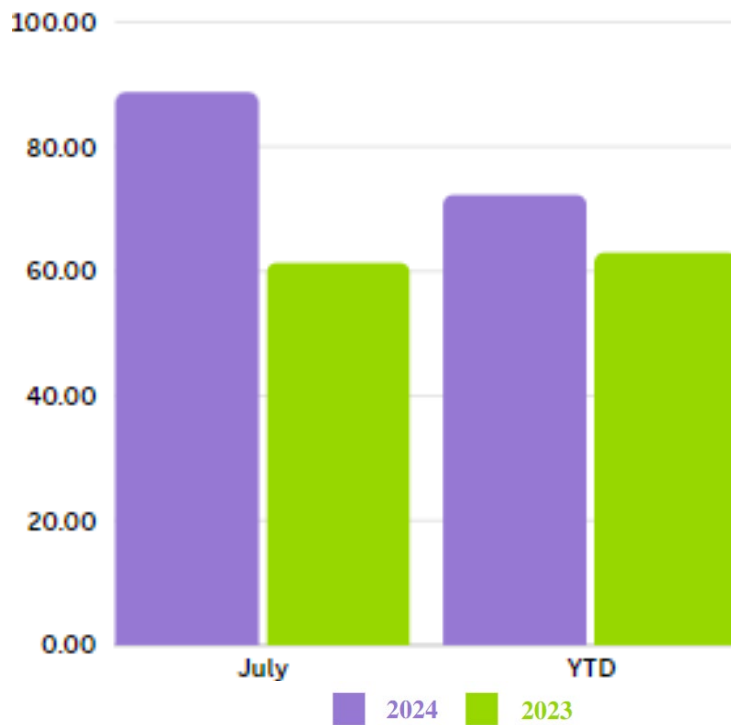
RevPAR by Grading- July 2024/21

Grading – Average RevPAR (£)	July 24	July 23
2 Stars	£184.54	£190.46
3 Stars	£251.06	£184.80
4 Stars	£190.10	£254.14
5 Stars	£483.84	£460.96
Unclassified	£	£133.25

3.0 Serviced Accommodation – Hotel Sector

3.1 Performance by Hotel Category

Hotel Room Occupancy – July 2024/2023



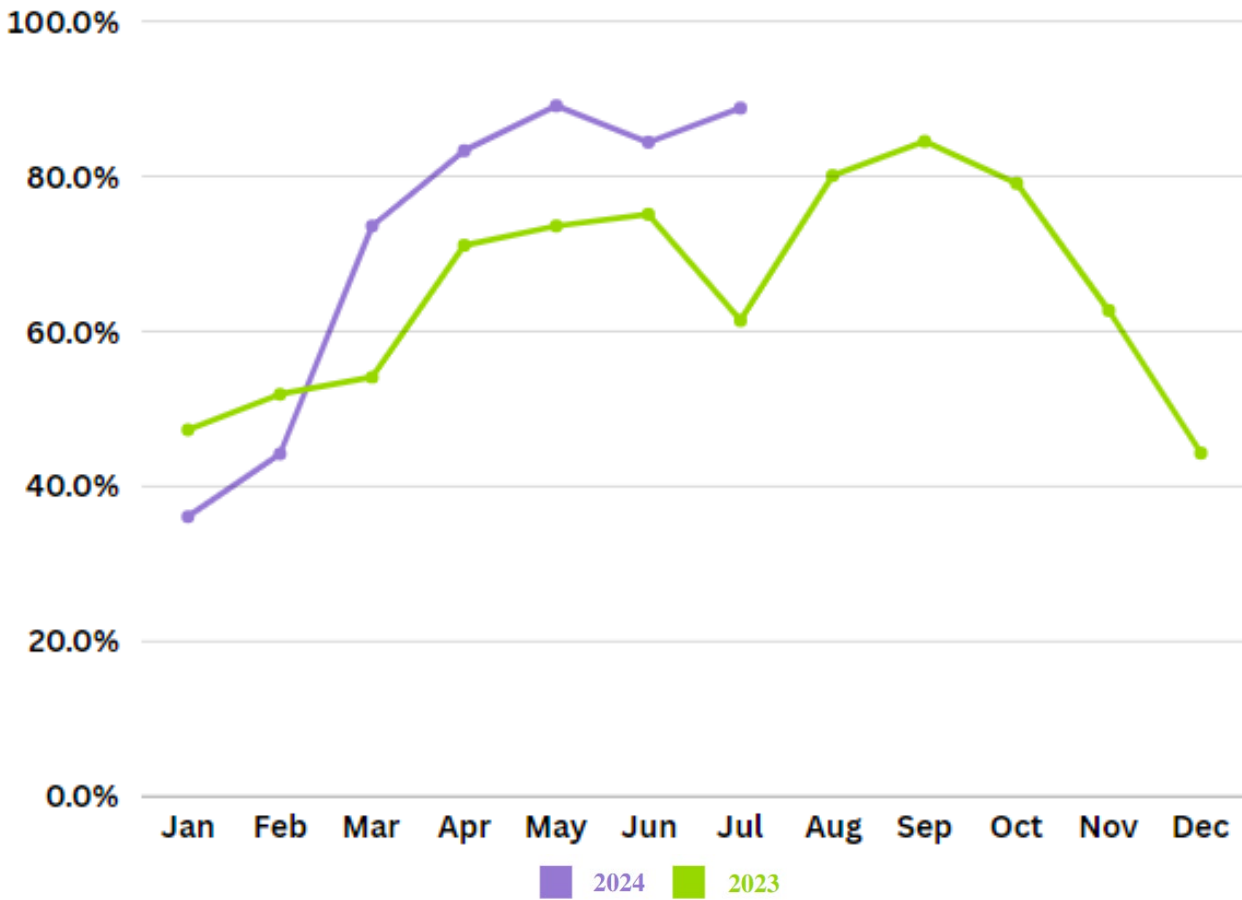
Hotel Room Occupancy – Year to Date



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In the **Hotel sector**, the room occupancy rate for July 2024 was **88.75%** compared to data from the previous year of **61.44%** occupancy rate; this shows an overall percentage point increase of **27.31**.

Percentage room and bed occupancy rates for Hotels (sample size >4) in Greater Glasgow Region were the highest in July 2024. Operators in Large Urban Areas and properties charging tariff over £70.00 fared best in room occupancy rates in July 2024.

The table below shows the **Room Occupancy** rate recorded for July 2024/2023 as well as the Change calculation for the **Hotel Sector**.

Room Occupancy	July 24	July 23	24/23 Diff	Change	YTD 24	YTD 23	24/23 Diff	Change
Hotel	88.75%	61.44%	27.31	127	72.35%	63.10%	9.25	109

In the **Hotel sector**, the bed occupancy rate for July 2024 was **77.46%** compared to data from the previous year of **45.62%** occupancy rate; this shows an overall percentage point increase of **31.84**.

The table below shows the **Bed Occupancy** rate recorded for July 2024/2023 as well as the 24/23 Diff calculation for the **Hotel sector**

Bed Occupancy	July 24	July 23	24/23 Diff	Change	YTD 24	YTD 23	24/23 Diff	Change
Hotel	77.46%	45.62%	31.84	132	65.25%	50.94%	14.31	114



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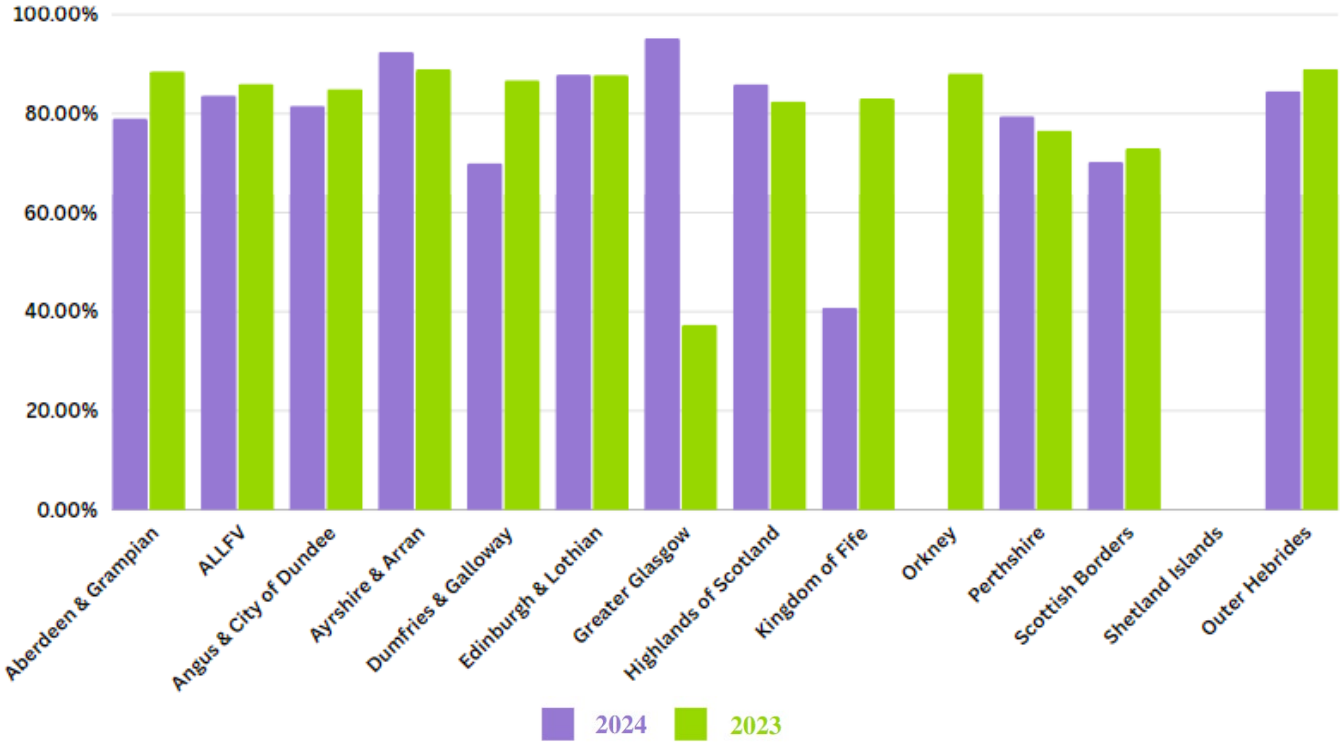


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Room Occupancy by Former VisitScotland Area

Hotel Room Occupancy by Former VisitScotland Area – July 2024/2023



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

Area	July 24	July 23	24/23 Diff	Change	YTD 24	YTD 23	24/23 Diff	Change
Aberdeen & Grampian	79.08%	88.55%	-9.47	91	68.28%	69.74%	-1.46	99
ALLFV	83.68%	86.03%	-2.35	98	72.49%	70.86%	1.63	102
Angus & City of Dundee	*	*	*	*	69.34%	64.59%	4.75	105
Ayrshire & Arran	*	*	*	*	78.57%	83.48%	-4.91	95
Dumfries & Galloway	*	*	*	*	56.51%	64.44%	-7.93	92
Edinburgh & Lothian	87.89%	*	0.06	100	83.41%	64.92%	18.49	118
Greater Glasgow	95.26%	37.39%	57.87	158	70.32%	49.35%	20.97	121
Highlands of Scotland	85.97%	82.48%	3.49	103	46.22%	72.35%	-26.13	74
Kingdom of Fife	*	*	*	*	56.20%	68.76%	-12.56	87
Orkney	-	*	*	*	-	*	*	*
Perthshire	*	76.60%	2.90	103	71.24%	66.41%	4.83	105
Scottish Borders	70.28%	*	-2.73	97	60.49%	47.69%	12.80	113
Shetland Islands	-	-	-	-	-	-	-	-
Outer Hebrides	*	*	*	*	72.09%	69.40%	2.69	103

- Sample Size = Nil

*Sample Size (between 1 and 4) too small to be included



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

Location (Geographic)	July 24	July 23	24/23 Diff	Change	YTD 24	YTD 23	24/23 Diff	Change
Coastal	81.71%	80.56%	1.15	101	72.04%	62.05%	9.99	110
Inland	90.10%	56.03%	34.07	134	72.28%	62.96%	9.32	109
Island	88.55%	92.00%	-3.45	97	75.62%	70.60%	5.02	105
- Sample Size = Nil		*Sample Size (between 1 and 4) too small to be included						

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

Location (Geographic)	July 24	July 23	24/23 Diff	Change	YTD 24	YTD 23	24/23 Diff	Change
Coastal	78.37%	64.59%	13.78	114	60.83%	51.27%	9.56	110
Inland	77.12%	40.91%	36.21	136	67.17%	49.84%	17.33	117
Island	73.94%	84.35%	-10.41	90	67.04%	69.78%	-2.74	97
- Sample Size = Nil		*Sample Size (between 1 and 4) too small to be included						

Room Occupancy by Size– July 2024/2023

Size	July 24	July 23	24/23 Diff	Change	YTD 24	YTD 23	24/23 Diff	Change
1 to 3	-	-	-	-	-	-	-	-
4 to 10	72.89%	70.77%	2.12	102	57.29%	58.71%	-1.42	99
11 to 25	78.52%	83.53%	-5.01	95	62.81%	60.60%	2.21	102
26 to 50	88.10%	89.29%	-1.19	99	80.56%	77.60%	2.96	103
51 to 100	85.59%	86.15%	-0.56	99	77.24%	77.63%	-0.39	100
Over 100	92.63%	41.01%	51.62	152	72.32%	49.27%	23.05	123
- Sample Size = Nil		*Sample Size (between 1 and 4) too small to be included						

Bed Occupancy by Size – July 2024/2023

Size	July 24	July 23	24/23 Diff	Change	YTD 24	YTD 23	24/23 Diff	Change
1 to 3	-	-	-	-	-	-	-	-
4 to 10	91.94%	58.46%	33.48	133	62.75%	45.06%	17.69	118
11 to 25	69.44%	80.94%	-11.50	89	55.50%	58.57%	-3.07	97
26 to 50	83.29%	81.55%	1.74	102	73.99%	67.98%	6.01	106
51 to 100	70.26%	75.41%	-5.15	95	64.12%	66.89%	-2.77	97
Over 100	81.17%	28.35%	52.82	153	66.46%	33.76%	32.70	133
- Sample Size = Nil		*Sample Size (between 1 and 4) too small to be included						



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Room Occupancy by Tariff – July 2024/2023

Tariff	July 24	July 23	24/23 Diff	Change	YTD 24	YTD 23	24/23 Diff	Change
£20 – 29.99	-	-	-	-	-	-	-	-
£30 – 39.99	-	-	-	-	-	-	-	-
£40 – 49.99	*	-	*	*	38.44%	-	38.44	138
£50 – 59.99	*	*	*	*	65.23%	63.27%	1.96	102
£60 - £69.00	86.78%	*	4.44	104	69.88%	67.16%	2.72	103
£70+	89.65%	60.08%	29.57	130	73.13%	62.82%	10.31	110

- Sample Size = Nil

*Sample Size (between 1 and 4) too small to be included

Bed Occupancy by Tariff – July 2024/2023

Tariff	July 24	July 23	24/23 Diff	Change	YTD 24	YTD 23	24/23 Diff	Change
£20 – 29.99	-	-	-	-	-	-	-	-
£30 – 39.99	-	-	-	-	-	-	-	-
£40 – 49.99	*	-	*	*	0.00%	-	0.00	100
£50 – 59.99	*	*	*	*	33.17%	64.80%	-31.63	68
£60 - £69.00	85.00%	*	18.52	119	68.87%	53.92%	14.95	115
£70+	76.64%	44.34%	32.30	132	65.04%	50.29%	14.75	115

- Sample Size = Nil

*Sample Size (between 1 and 4) too small to be included

Room Occupancy by Grading – July 2024/2023

Grading	July 24	July 23	24/23 Diff	Change	YTD 24	YTD 23	24/23 Diff	Change
2 Stars	*	*	*	*	77.50%	72.77%	4.73	105
3 Stars	86.54%	83.75%	2.79	103	74.40%	68.13%	6.27	106
4 Stars	91.03%	45.33%	45.70	146	69.93%	55.90%	14.03	114
5 Stars	*	*	*	*	51.76%	54.70%	-2.94	97
Unclassified	86.95%	87.90%	-0.95	99	79.74%	72.47%	7.27	107

- Sample Size = Nil

*Sample Size (between 1 and 4) too small to be included

Bed Occupancy by Grading – July 2024/2023

Grading	July 24	July 23	24/23 Diff	Change	YTD 24	YTD 23	24/23 Diff	Change
2 Stars	*	*	*	*	7.38%	63.09%	-55.71	44
3 Stars	73.23%	76.31%	-3.08	97	59.62%	61.93%	-2.31	98
4 Stars	77.95%	31.05%	46.90	147	66.01%	42.30%	23.71	124
5 Stars	*	*	*	*	41.25%	43.82%	-2.57	97
Unclassified	66.37%	75.11%	-8.74	91	47.50%	47.38%	0.12	100

- Sample Size = Nil

*Sample Size (between 1 and 4) too small to be included