SCOTTISH ACCOMMODATION OCCUPANCY SURVEY REPORT:
March 2024/2023 Report - HOTELS

1.0   Introduction March 2024/2023

Welcome to the VisitScotland, Scottish Accommodation Occupancy Survey Report covering March 2024 and benchmarking against March 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 March 2024

The SOAS Report: March 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 March 2024 experienced a **5.05** percentage point increase when comparing percentage room occupancy rates with March 2023. Occupancy rates within the Hotel sector experienced a **19.56** percentage point increase in March 2024 compared to the same period last year.

Data from the Scottish Retail Consortium showed that an early Easter saw total sales in Scotland increased by 2.8% in March, however, compared to the 8.8% increase in March 2023 this was disappointing growth in total sales. Total food sales and health and beauty continued to drive sales when compared to the monthly performance of March 2023.

Domestic consumer sentiment provided by the GB National Tourist Boards for March 2024 found that 22% of respondents said they had "…been hit hard - no option but to cut back on spending" (a 1% increase on the February 2024 survey). The survey recorded 44% of respondents (a 5% decrease 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, 35% of UK adults intended to take a domestic overnight trip in the second quarter of 2024 and 76% in the following 12 months. These figures show an increase in those planning an overnight trip compared with March 2023 (29% and 73% 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 four waves of the GB National Tourist Survey (VisitBritain 2024), this continues to show the importance attached to holiday expenditure even in a challenging economic environ 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 March 2024; 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 saw a 7% decrease in year-to-date flights compared to 2019.

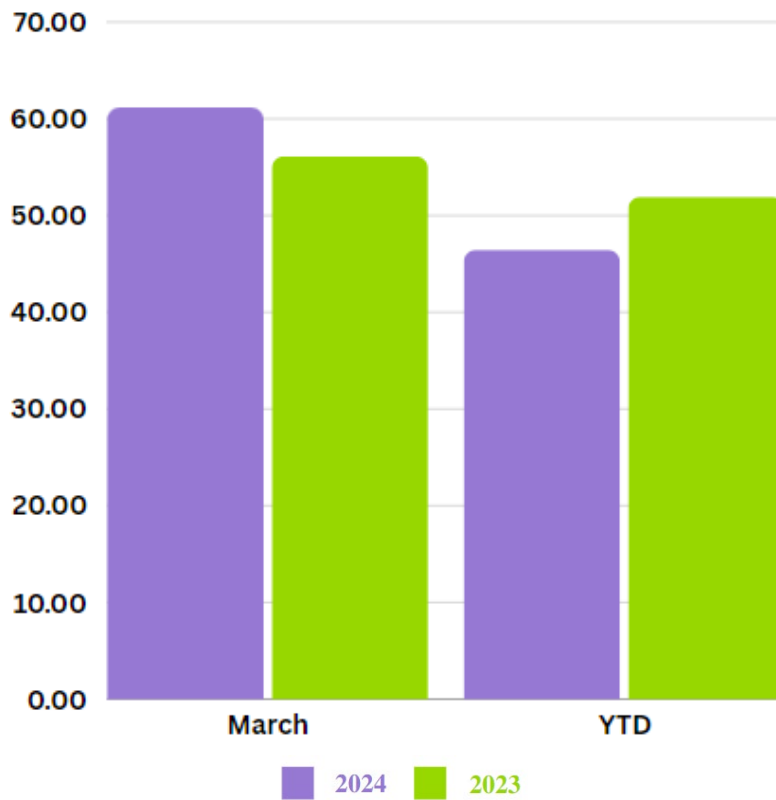**All Serviced Accommodation**

Room Occupancy – March 2024/2023

Scottish Serviced Accommodation room occupancy rates for March 2024 experienced a **5.05** percentage point increase when comparing percentage room occupancy rates with March 2023.

Room Occupancy – Year-to-Date
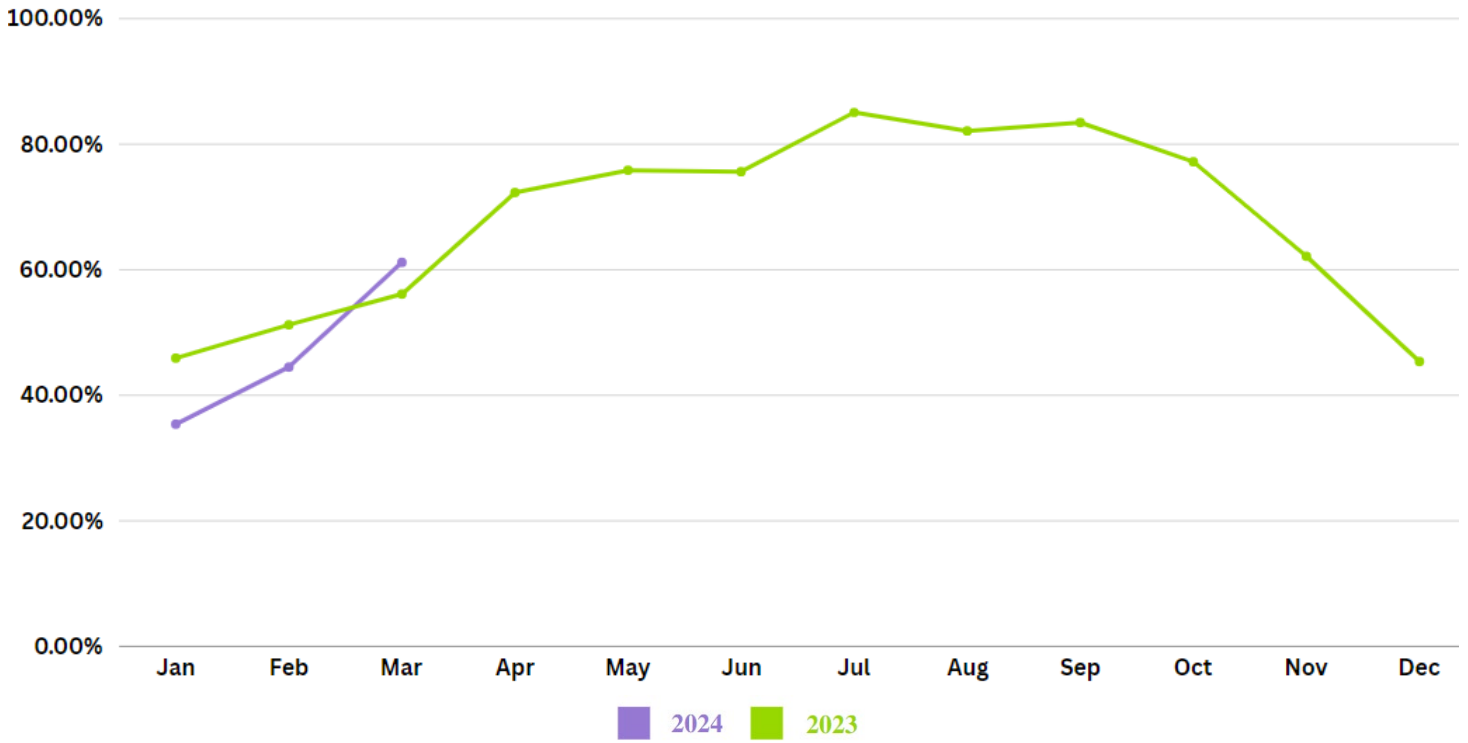
Room Occupancy	March 24	March 23	24/23 Diff[1]	Change[2]	YTD 24	YTD 23	24/23 Diff	Change
All Serviced Accommodation	61.17%	56.12%	5.05	**105**	46.45%	51.93%	-5.48	95

Bed Occupancy	March 24	March 23	24/23 Diff	Change	YTD 24	YTD 23	24/23 Diff	Change
All Serviced Accommodation	56.21%	47.48%	8.73	109	50.38%	41.78%	8.60	109

RevPAR

The Revenue per available occupied room for March 2024 was **£177.47** compared with **£154.16** in March 2023. This figure is based solely on accommodation providers who provided financial information for March 2024 and/or 2023.

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[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.
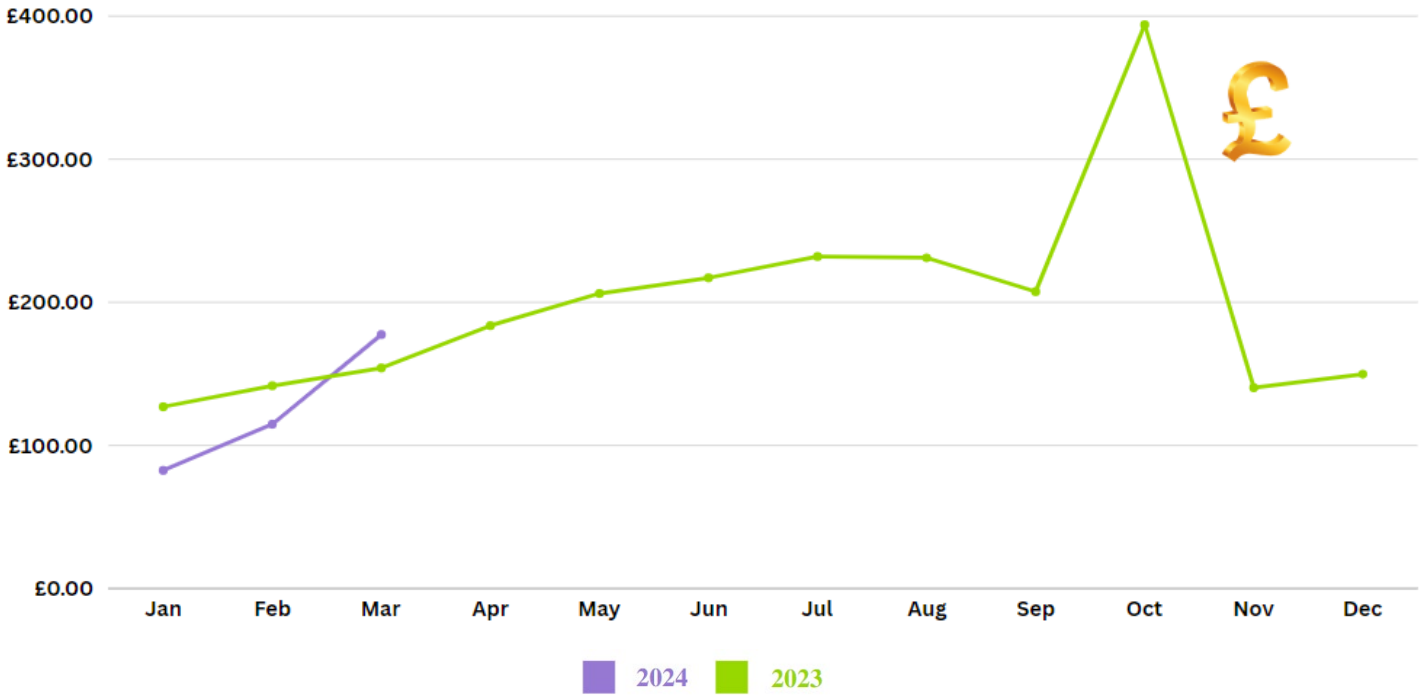
RevPAR – Year to Date 2024/2023

Room – Average RevPAR (£)	March 24	March 23
All Serviced Accommodation	£177.47	£154.16

RevPAR by Grading- March 2024/21

Grading – Average RevPAR (£)	March 24	March 23
2 Stars	£159.88	£118.34
3 Stars	£154.05	£116.74
4 Stars	£211.58	£204.69
5 Stars	£209.73	£122.14
Unclassified	£0.00	£4.47

3.0   Serviced Accommodation – Hotel Sector

3.1 Performance by Hotel Category

Hotel Room Occupancy – March 2024/2023
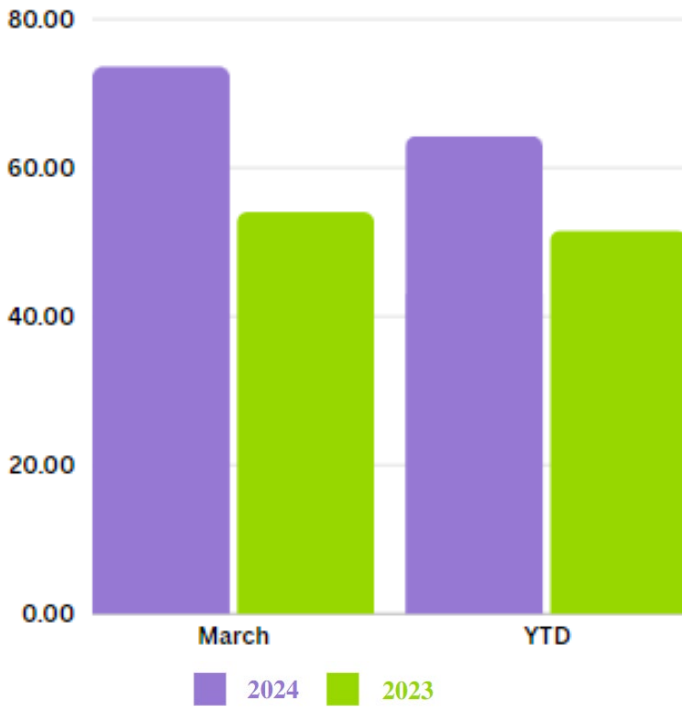
Hotel Room Occupancy – Year to Date
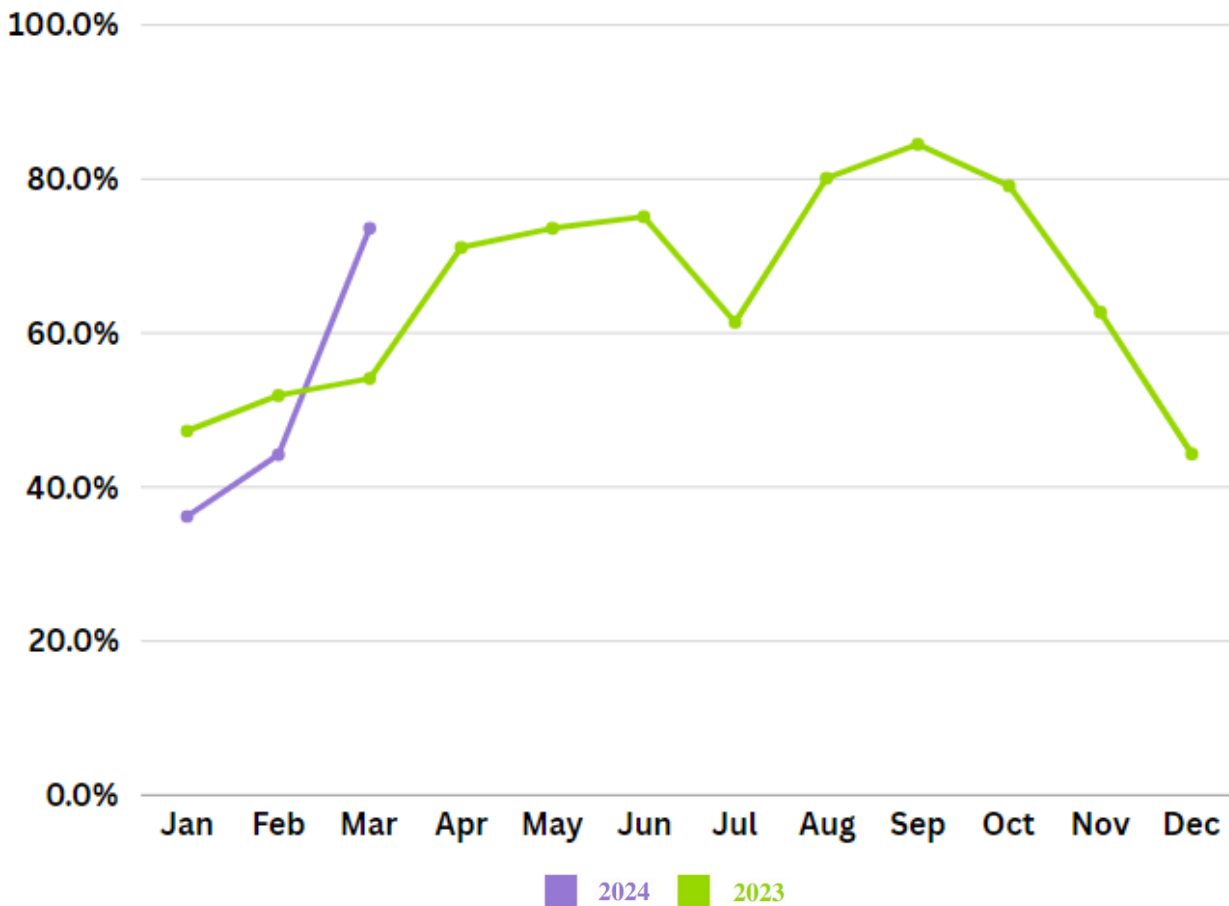
In the **Hotel sector**, the room occupancy rate for March 2024 was **73.62**% compared to data from the previous year of **54.06%** occupancy rate; this shows an overall percentage point increase of **19.56**.

Percentage room occupancy rates for Hotels (sample size >4) in the Highlands of Scotland with the percentage bed occupancy rates in the Greater Glasgow Region were the highest in March 2024. Operators in Other Urban Areas and properties charging tariff over £70.00 fared best in room occupancy rates in March 2024.

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

Room Occupancy	March 24	March 23	24/23 Diff	Change	YTD 24	YTD 23	24/23 Diff	Change
Hotel	73.62%	54.06%	19.56	120	64.27%	51.57%	12.70	113

In the **Hotel sector**, the bed occupancy rate for March 2024 was **54.06**% compared to data from the previous year of **45.75%** occupancy rate; this shows an overall percentage point increase of **16.94.**

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

Bed Occupancy	March 24	March 23	24/23 Diff	Change	YTD 24	YTD 23	24/23 Diff	Change
Hotel	62.69%	45.75%	16.94	117	54.75%	41.09%	13.66	114

Room Occupancy by Former VisitScotland Area

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

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

Area	March 24	March 23	24/23 Diff	Change	YTD 24	YTD 23	24/23 Diff	Change
Aberdeen & Grampian	64.76%	54.08%	10.68	111	61.37%	50.51%	10.86	111
ALLFV	63.08%	60.01%	3.07	103	59.43%	56.12%	3.31	103
Angus & City of Dundee	*	*	*	*	53.88%	48.59%	5.29	105
Ayrshire & Arran	*	*	*	*	68.07%	77.11%	-9.04	91
Dumfries & Galloway	*	*	*	*	32.19%	33.40%	-1.21	99
Edinburgh & Lothian	*	*	*	*	68.68%	47.67%	21.01	121
Greater Glasgow	89.03%	47.37%	41.66	142	72.81%	51.67%	21.14	121
Highlands of Scotland	74.43%	56.83%	17.60	118	66.47%	56.96%	9.51	110
Kingdom of Fife	*	*	*	*	44.45%	47.29%	-2.84	97
Orkney	-	-	-	-	-	-	-	-
Perthshire	*	*	*	*	54.05%	56.34%	-2.29	98
Scottish Borders	*	*	*	*	43.81%	*	9.44	109
Shetland Islands	-	-	-	-	-	-	-	-
Outer Hebrides	*	*	*	*	*	46.96%	23.50	124

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

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

Area	March 24	March 23	24/23 Diff	Change	YTD 24	YTD 23	24/23 Diff	Change
Aberdeen & Grampian	45.22%	37.17%	8.05	108	41.02%	33.17%	7.85	108
ALLFV	68.10%	60.34%	7.76	108	54.97%	53.05%	1.92	102
Angus & City of Dundee	*	*	*	*	20.52%	26.66%	-6.14	94
Ayrshire & Arran	*	*	*	*	47.46%	46.62%	0.84	101
Dumfries & Galloway	*	*	*	*	0.00%	18.10%	-18.10	82
Edinburgh & Lothian	*	*	*	*	55.98%	33.16%	22.82	123
Greater Glasgow	74.89%	41.81%	33.08	133	67.34%	46.50%	20.84	121
Highlands of Scotland	63.35%	48.35%	15.00	115	55.40%	45.87%	9.53	110
Kingdom of Fife	*	*	*	*	39.48%	37.84%	1.64	102
Orkney	-	-	-	-	-	-	-	-
Perthshire	*	*	*	*	35.01%	45.08%	-10.07	90
Scottish Borders	*	*	*	*	36.05%	*	4.84	105
Shetland Islands	-	-	-	-	-	-	-	-
Outer Hebrides	*	*	*	*	*	30.95%	11.11	111

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

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

Location accessibility/density	March 24	March 23	24/23 Diff	Change	YTD 24	YTD 23	24/23 Diff	Change
Large Urban Areas	76.25%	49.76%	26.49	126	70.91%	48.46%	22.45	122
Other Urban Areas	85.52%	72.95%	12.57	113	69.06%	66.59%	2.47	102
Accessible Small Towns	61.00%	55.85%	5.15	105	57.89%	53.64%	4.25	104
Remote Small Towns	48.20%	34.78%	13.42	113	45.32%	35.76%	9.56	110
Accessible Rural	*	*	*	*	*	*	*	*

Remote Rural	63.62%	50.16%	13.46	113	52.36%	46.53%	5.83	106

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

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

Location accessibility/density	March 24	March 23	24/23 Diff	Change	YTD 24	YTD 23	24/23 Diff	Change
Large Urban Areas	68.31%	45.44%	22.87	123	60.91%	39.38%	21.53	122
Other Urban Areas	60.76%	59.64%	1.12	101	50.76%	54.15%	-3.39	97
Accessible Small Towns	59.90%	42.80%	17.10	117	47.45%	42.20%	5.25	105
Remote Small Towns	57.34%	35.01%	22.33	122	48.44%	31.42%	17.02	117
Accessible Rural	*	*	*	*	*	*	*	*
Remote Rural	53.75%	39.96%	13.79	114	46.82%	35.16%	11.66	112

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

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

Location (Geographic)	March 24	March 23	24/23 Diff	Change	YTD 24	YTD 23	24/23 Diff	Change
Coastal	58.80%	50.12%	8.68	109	56.47%	43.32%	13.15	113
Inland	77.57%	55.82%	21.75	122	66.22%	54.70%	11.52	112
Island	75.18%	52.08%	23.10	123	64.21%	53.51%	10.70	111

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

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

Location (Geographic)	March 24	March 23	24/23 Diff	Change	YTD 24	YTD 23	24/23 Diff	Change
Coastal	48.93%	46.49%	2.44	102	43.37%	32.10%	11.27	111
Inland	67.29%	44.83%	22.46	122	58.96%	44.71%	14.25	114
Island	69.37%	58.31%	11.06	111	61.53%	53.51%	8.02	108

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

Room Occupancy by Size– March 2024/2023

Size	March 24	March 23	24/23 Diff	Change	YTD 24	YTD 23	24/23 Diff	Change
1 to 3	-	-	-	-	-	-	-	-
4 to 10	*	33.62%	7.77	108	32.92%	36.27%	-3.35	97
11 to 25	55.01%	43.62%	11.39	111	48.99%	38.87%	10.12	110
26 to 50	70.98%	69.35%	1.63	102	70.39%	66.05%	4.34	104
51 to 100	72.56%	65.16%	7.40	107	64.39%	65.03%	-0.64	99
Over 100	90.91%	49.88%	41.03	141	72.15%	44.74%	27.41	127

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

Bed Occupancy by Size – March 2024/2023

Size	March 24	March 23	24/23 Diff	Change	YTD 24	YTD 23	24/23 Diff	Change
1 to 3	-	-	-	-	-	-	-	-
4 to 10	*	21.92%	51.95	152	73.87%	21.25%	52.62	153
11 to 25	54.44%	45.34%	9.10	109	44.84%	38.89%	5.95	106
26 to 50	65.10%	56.31%	8.79	109	64.16%	54.34%	9.82	110
51 to 100	64.55%	56.51%	8.04	108	54.47%	56.06%	-1.59	98
Over 100	63.87%	42.26%	21.61	122	52.82%	31.23%	21.59	122

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

Room Occupancy by Tariff – March 2024/2023

Tariff	March 24	March 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	*	*	*	*	64.51%	50.79%	13.72	114
£60 - £69.00	59.59%	*	23.16	123	55.27%	39.08%	16.19	116
£70+	76.93%	55.58%	21.35	121	66.44%	52.79%	13.65	114

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

Bed Occupancy by Tariff – March 2024/2023

Tariff	March 24	March 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	*	*	*	*	39.95%	53.02%	-13.07	87
£60 - £69.00	61.34%	*	29.00	129	60.86%	33.62%	27.24	127
£70+	63.27%	46.48%	16.79	117	53.95%	41.32%	12.63	113

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

Room Occupancy by Grading – March 2024/2023

Grading	March 24	March 23	24/23 Diff	Change	YTD 24	YTD 23	24/23 Diff	Change
2 Stars	*	*	*	*	68.12%	61.18%	6.94	107
3 Stars	71.46%	49.86%	21.60	122	58.80%	47.45%	11.35	111
4 Stars	75.43%	52.34%	23.09	123	69.03%	50.24%	18.79	119
5 Stars	*	*	*	*	54.74%	40.19%	14.55	115
Unclassified	*	56.97%	19.76	120	71.16%	54.13%	17.03	117

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

Bed Occupancy by Grading – March 2024/2023

Grading	March 24	March 23	24/23 Diff	Change	YTD 24	YTD 23	24/23 Diff	Change
2 Stars	*	*	*	*	64.01%	52.50%	11.51	112

3 Stars	49.89%	44.60%	5.29	105	43.14%	40.45%	2.69	103
4 Stars	65.83%	44.27%	21.56	122	56.72%	38.52%	18.20	118
5 Stars	*	*	*	*	57.13%	32.14%	24.99	125
Unclassified	*	27.07%	19.15	119	40.07%	24.26%	15.81	116