

SCOTTISH ACCOMMODATION OCCUPANCY SURVEY REPORT:

March 2024/2023 Report – Self-Catering

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

2.0 Executive Summary March 2024

The SOAS Report: March 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 March 2024 experienced a **5.48** percentage point increase when comparing percentage unit occupancy rates with March 2023.

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 environment 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.

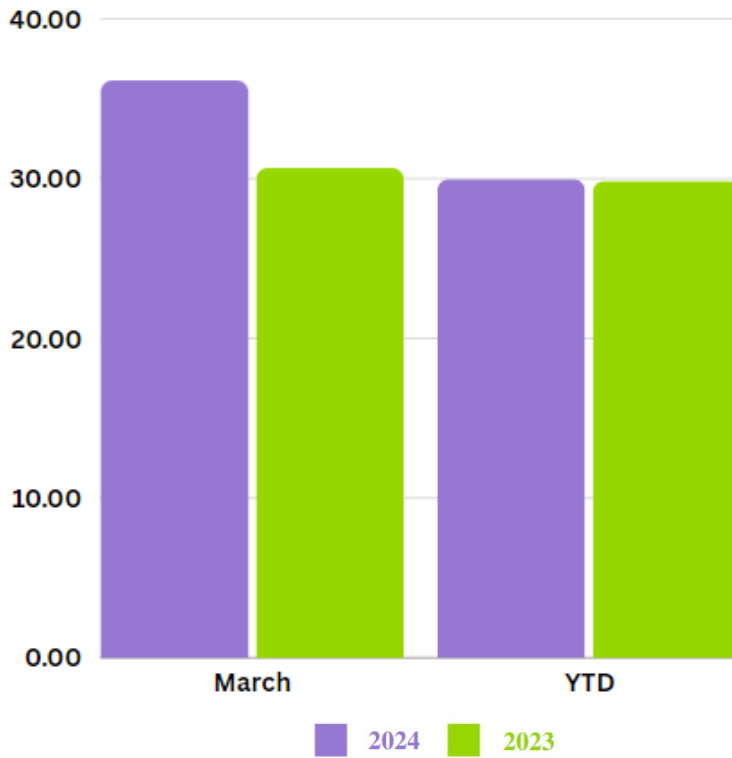
The recovery in international inbound visitation continued to grow in March 2024; with the Eurocontrol (European Air Traffic Agency) indicating that UK air connectivity saw a 3% increase when compared to the same period in 2023, however, UK air connectivity saw a 7% decrease in year-to-date flights compared to 2019.

3.0 Self-Catering

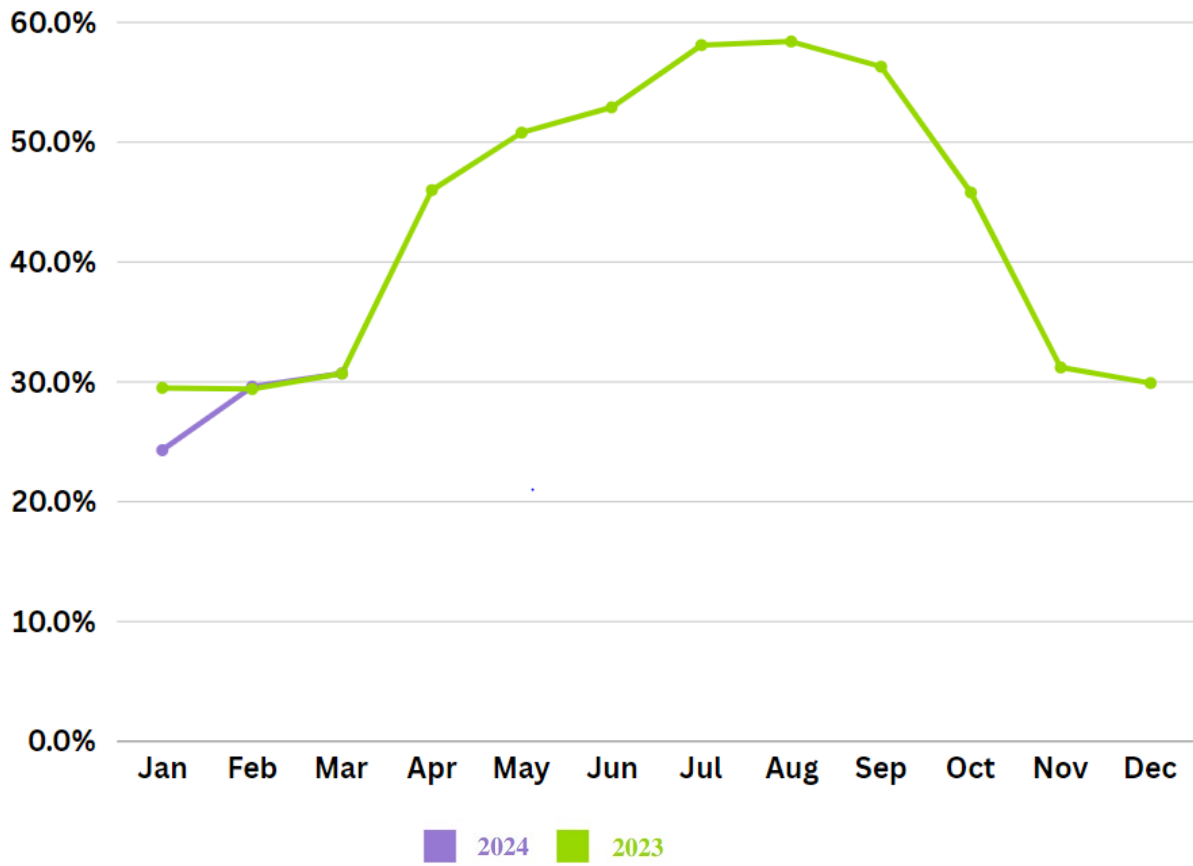
3.1 Performance by Self-Catering Category

Unit Occupancy – March 2024/2023

In the Self-Catering sector, the unit occupancy rate for March 2024 was 36.15% when compared to data from the previous year of 30.67% occupancy rate; this shows an overall percentage point increase of 5.48.



Unit Occupancy – Year-to-Date



Unit occupancy rates (Sample Size >4) in the Ayrshire & Arran Region were the highest in March 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 March 2024.

Unit Occupancy – March 2024/2023

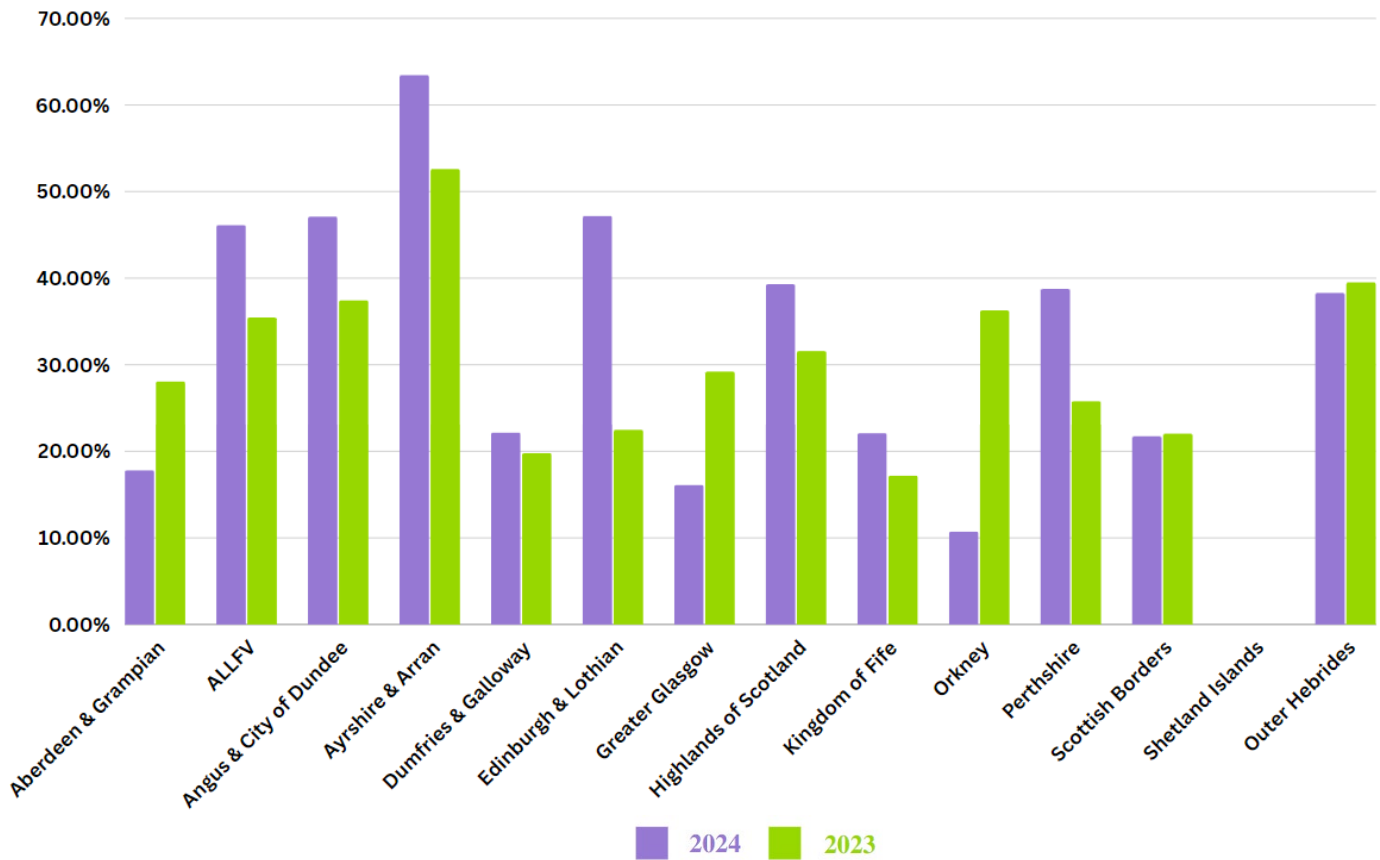
Unit Occupancy	March 24	March 23	24/23 Diff ¹	Change ²	YTD 24	YTD 23	24/23 Diff	Change
Self-Catering	36.15%	30.67%	5.48	105	29.97%	29.85%	0.12	100

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

Unit Occupancy by Former VisitScotland Area – March 2024/2023



Unit Occupancy by Former VisitScotland Area – March 2024/2023

Area	March 24	March 23	24/23 Diff	Change	YTD 24	YTD 23	24/23 Diff	Change
Aberdeen & Grampian	17.82%	28.09%	-10.27	90	18.87%	27.17%	-8.30	92
ALLFV	46.14%	35.46%	10.68	111	40.49%	36.63%	3.86	104
Angus & City of Dundee	47.12%	37.46%	9.66	110	39.07%	39.13%	-0.06	100
Ayrshire & Arran	63.44%	52.62%	10.82	111	51.76%	59.16%	-7.40	93
Dumfries & Galloway	22.18%	19.81%	2.37	102	16.45%	13.99%	2.46	102
Edinburgh & Lothian	47.20%	22.48%	24.72	125	31.78%	20.55%	11.23	111
Greater Glasgow	16.13%	29.21%	-13.08	87	12.53%	37.04%	-24.51	75
Highlands of Scotland	39.31%	31.58%	7.73	108	29.09%	28.17%	0.92	101
Kingdom of Fife	22.10%	17.20%	4.90	105	22.79%	17.76%	5.03	105
Orkney	*	*	*	*	28.57%	60.27%	-31.70	68
Perthshire	38.76%	25.80%	12.96	113	30.08%	26.92%	3.16	103
Scottish Borders	21.74%	22.04%	-0.30	100	15.82%	20.50%	-4.68	95
Shetland Islands	-	-	-	-	-	-	-	-
Outer Hebrides	*	*	*	*	43.30%	17.78%	25.52	126

- Sample Size = Nil

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

Unit 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	3.49%	12.69%	-9.20	91	12.68%	12.35%	0.33	100
Other Urban Areas	37.14%	36.52%	0.62	101	31.69%	32.85%	-1.16	99
Accessible Small Towns	26.49%	14.10%	12.39	112	16.86%	14.25%	2.61	103
Remote Small Towns	26.80%	33.55%	-6.75	93	19.38%	22.46%	-3.08	97
Accessible Rural	41.71%	37.45%	4.26	104	42.06%	39.50%	2.56	103
Remote Rural	35.94%	30.42%	5.52	106	26.69%	29.72%	-3.03	97
- Sample Size = Nil		*Sample Size (between 1 and 4) too small to be included						

Unit 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	23.99%	17.93%	6.06	106	17.18%	16.24%	0.94	101
Inland	40.95%	33.60%	7.35	107	34.67%	33.61%	1.06	101
Island	51.16%	52.46%	-1.30	99	44.95%	48.29%	-3.34	97
- Sample Size = Nil		*Sample Size (between 1 and 4) too small to be included						

Unit Occupancy by Property Type – March 2024/2023

Property Type	March 24	March 23	24/23 Diff	Change	YTD 24	YTD 23	24/23 Diff	Change
Bungalow	46.22%	36.85%	9.37	109	37.53%	40.33%	-2.80	97
Cottage	27.30%	25.60%	1.70	102	20.18%	24.90%	-4.72	95
Flat	14.49%	11.16%	3.33	103	9.83%	11.11%	-1.28	99
Glamping	10.37%	12.81%	-2.44	98	10.45%	15.23%	-4.78	95
House	34.32%	29.63%	4.69	105	22.22%	22.48%	-0.26	100
Lodge or Chalet	55.36%	52.68%	2.68	103	53.97%	50.42%	3.55	104
Other Property	18.97%	28.93%	-9.96	90	5.18%	23.37%	-18.19	82
Static Caravan	3.22%	0.00%	3.22	103	2.55%	0.00%	2.55	103
- Sample Size = Nil		*Sample Size (between 1 and 4) too small to be included						

Unit Occupancy by Tariff – March 2024/2023

Weekly Tariff	March 24	March 23	24/23 Diff	Change	YTD 24	YTD 23	24/23 Diff	Change
Unknown	7.84%	8.02%	-0.18	100	2.97%	4.95%	-1.98	98
Under £299	11.93%	24.77%	-12.84	87	6.60%	32.95%	-26.35	74
£300 - £499	21.83%	27.04%	-5.21	95	17.49%	24.04%	-6.55	93
£500 - £799	25.79%	25.09%	0.70	101	20.29%	23.18%	-2.89	97
£800 or more	46.71%	37.80%	8.91	109	42.30%	37.51%	4.79	105
- Sample Size = Nil		*Sample Size (between 1 and 4) too small to be included						

