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Glasgow Caledonian
University

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SCOTTISH ACCOMMODATION OCCUPANCY SURVEY REPORT:

May 2024/2023 Report - HOTELS

1.0 Introduction May 2024/2023

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

The SOAS Report: May 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 May 2024 experienced an **11.38** percentage point increase when comparing percentage room occupancy rates with May 2023. Occupancy rates within the Hotel sector experienced a **15.40** percentage point increase in May 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 May 2024 is 2.0%, down from 2.3% in April. The inflation rate for May 2024 for recreational and cultural services, specifically Museums, libraries and zoological gardens (as a proxy for the attraction sector) is 4.1%. Inflation rates for restaurants and cafes were 5.8% for the same period.

Data from the Scottish Retail Consortium revealed that total sales in Scotland in May showed a 0.5% year-on-year decrease, it should be noted that May 2023 saw the King's Coronation and two Bank Holidays. With food inflation stabilising (lowest grocery inflation since October 2021), May 2024 saw total food sales increase by just under 1.0% compared to last year's period.

Domestic consumer sentiment provided by the GB National Tourist Boards for May 2024 found that 20% of respondents said they had "...been hit hard - no option but to cut back on spending" (a 1% decrease on the April 2024 survey). The survey recorded 46% of respondents (a 2% decrease on the April 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, 25% of UK adults intended to take a domestic overnight trip in the second quarter of 2024, this is an increase compared with May 2023, with 76% of UK adults intending to take a domestic overnight trip in the following 12 months. 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 recovery in international inbound visitation continued to grow in May 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 6% decrease in year-to-date flights compared to 2019.



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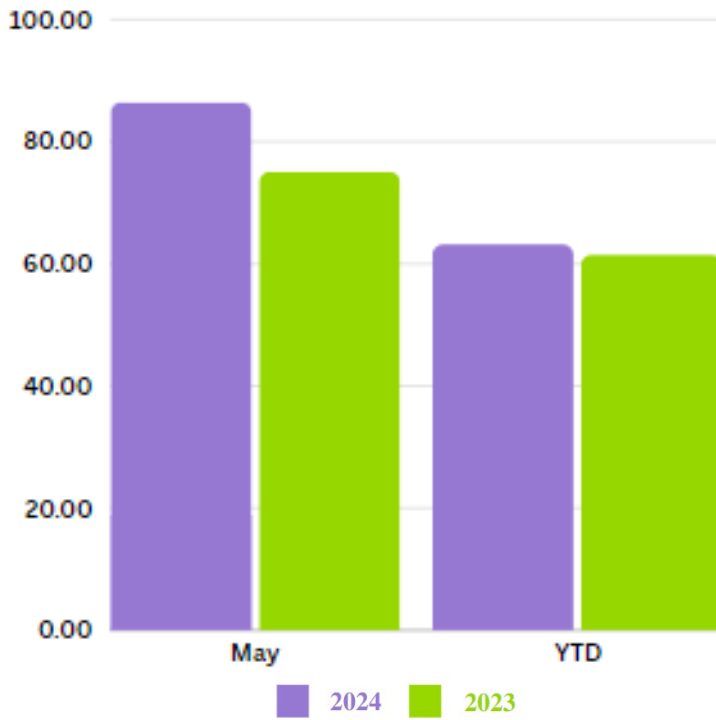


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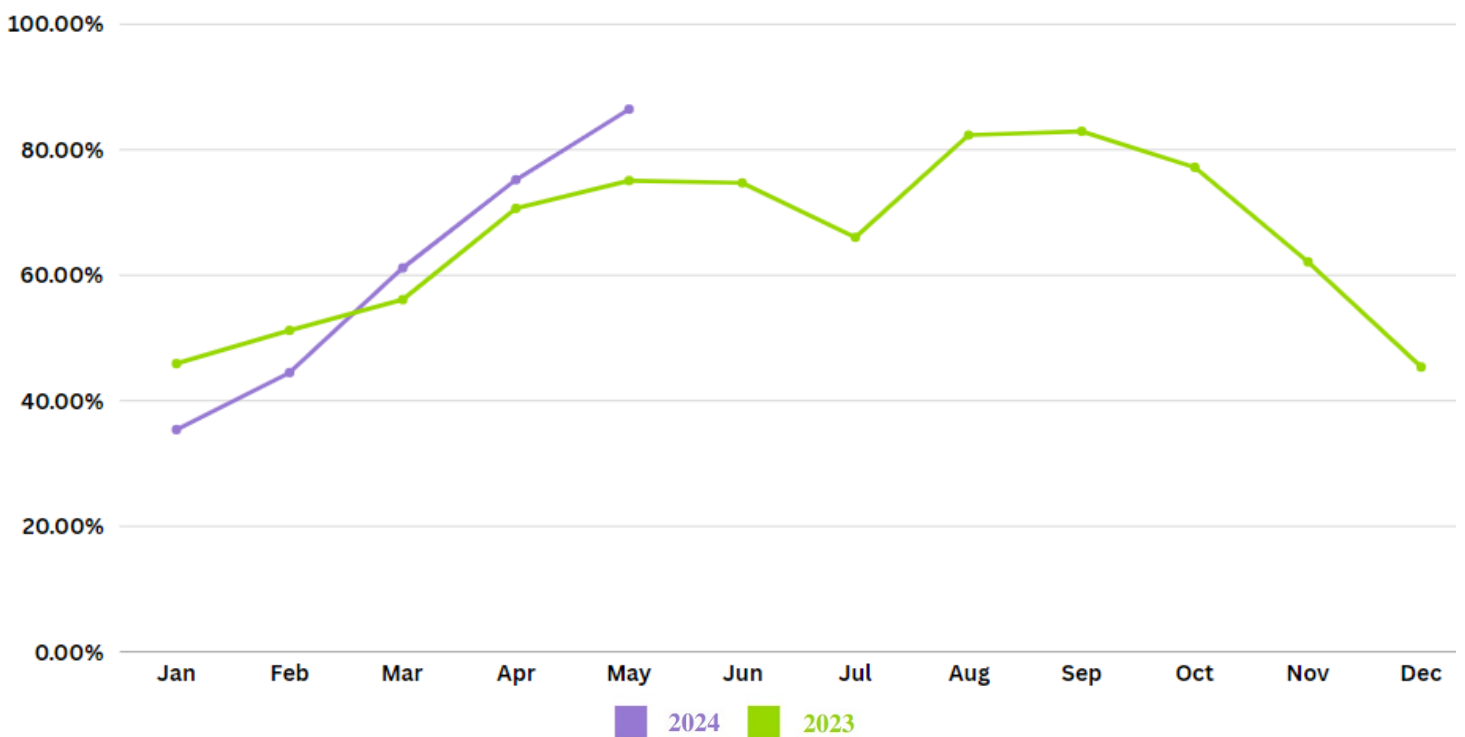
All Serviced Accommodation

Room Occupancy – May 2024/2023

Scottish Serviced Accommodation room occupancy rates for May 2024 experienced a **11.38** percentage point increase when comparing percentage room occupancy rates with May 2023.



Room Occupancy – Year-to-Date





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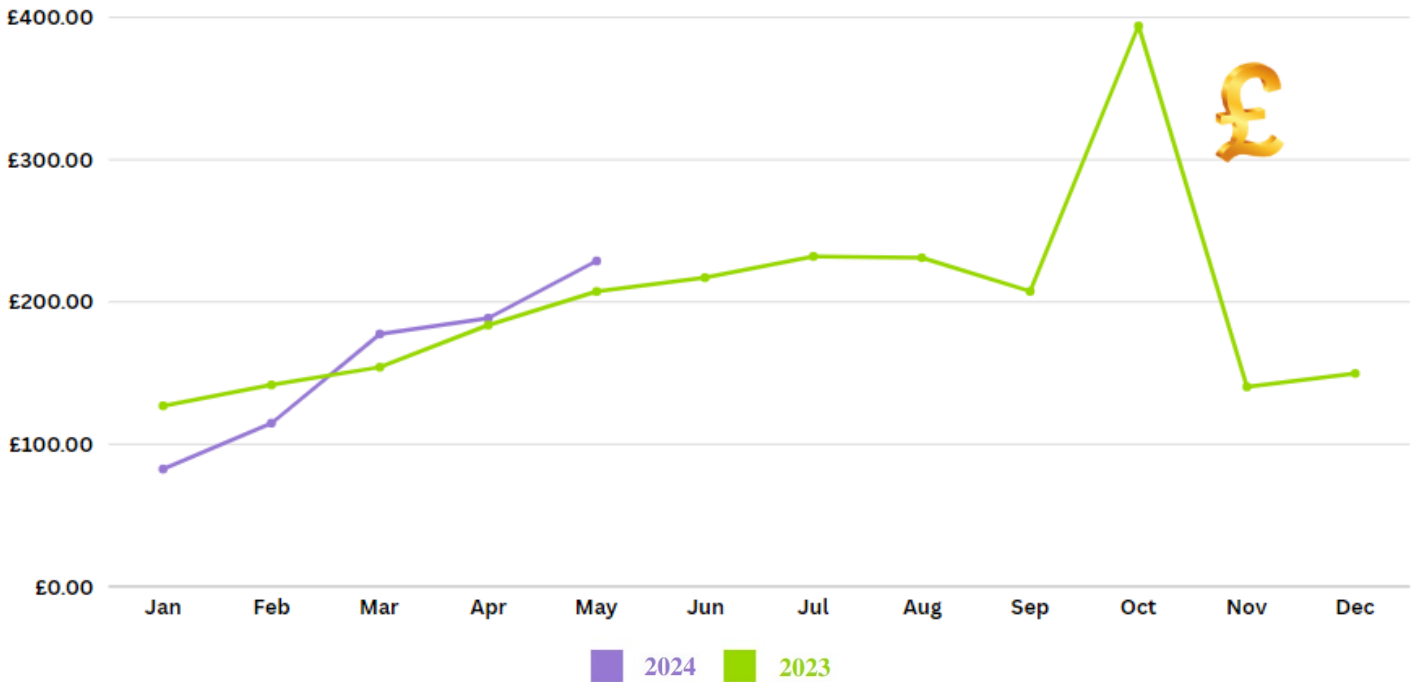
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Room Occupancy	May 24	May 23	24/23 Diff ¹	Change ²	YTD 24	YTD 23	24/23 Diff	Change
All Serviced Accommodation	86.46%	75.08%	11.38	111	63.22%	61.51%	1.71	102

Bed Occupancy	May 24	May 23	24/23 Diff	Change	YTD 24	YTD 23	24/23 Diff	Change
All Serviced Accommodation	79.18%	61.35%	17.83	118	58.90%	50.85%	8.05	108

RevPAR

The Revenue per available occupied room for May 2024 was **£228.80** compared with **£207.37** in May 2023. This figure is based solely on accommodation providers who provided financial information for May 2024 and/or 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.



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RevPAR – Year to Date 2024/2023

Room – Average RevPAR (£)	May 24	May 23
All Serviced Accommodation	£228.80	£207.37

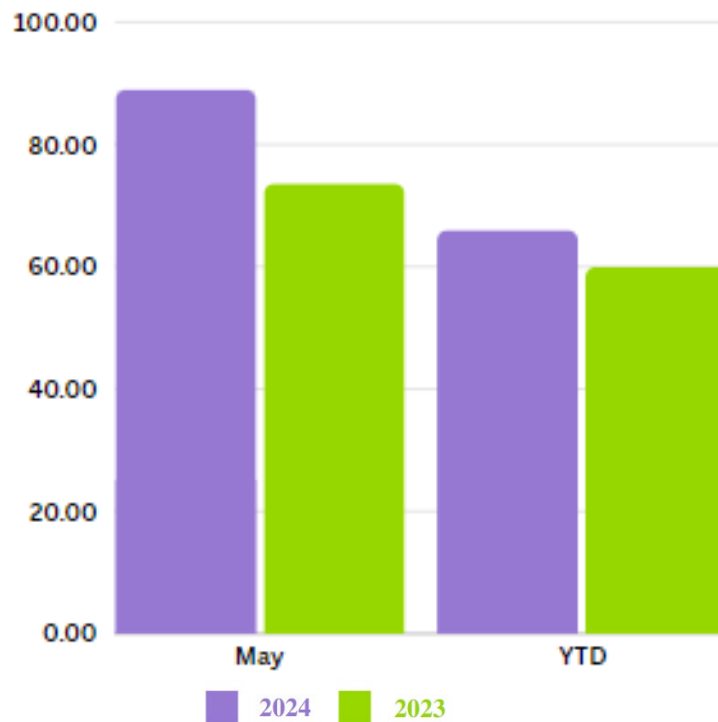
RevPAR by Grading- May 2024/21

Grading – Average RevPAR (£)	May 24	May 23
2 Stars	£188.00	£139.09
3 Stars	£194.49	£179.46
4 Stars	£284.75	£236.86
5 Stars	£378.54	£407.04
Unclassified	£-	£147.21

3.0 Serviced Accommodation – Hotel Sector

3.1 Performance by Hotel Category

Hotel Room Occupancy – May 2024/2023



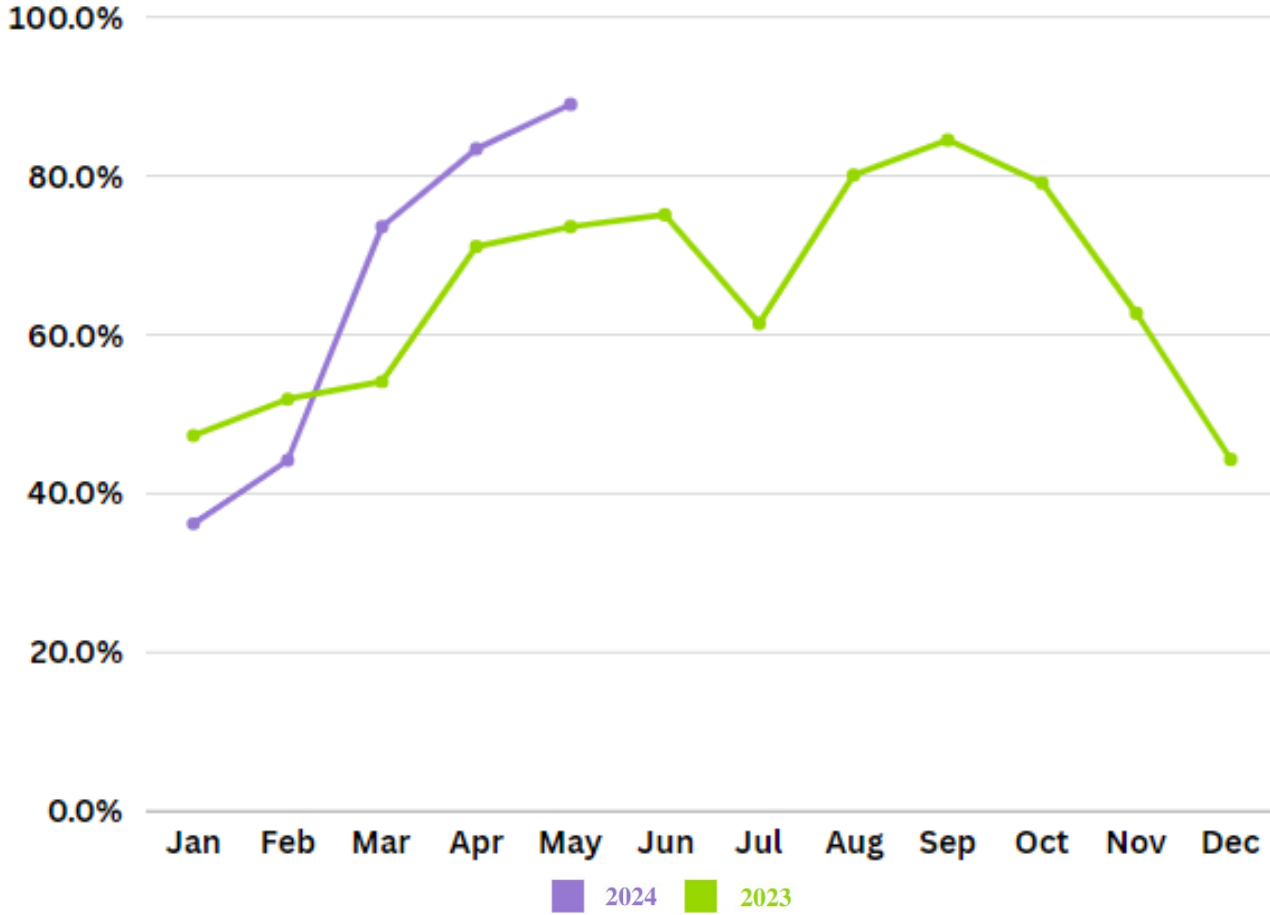


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Hotel Room Occupancy – Year to Date



In the **Hotel sector**, the room occupancy rate for May 2024 was **89.02%** compared to data from the previous year of **73.62%** occupancy rate; this shows an overall percentage point increase of **15.40**.

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

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

Room Occupancy	May 24	May 23	24/23 Diff	Change	YTD 24	YTD 23	24/23 Diff	Change
Hotel	89.02%	73.62%	15.40	115	66.02%	60.01%	6.01	106

In the **Hotel sector**, the bed occupancy rate for May 2024 was **78.87%** compared to data from the previous year of **59.93%** occupancy rate; this shows an overall percentage point decrease of **18.94**.



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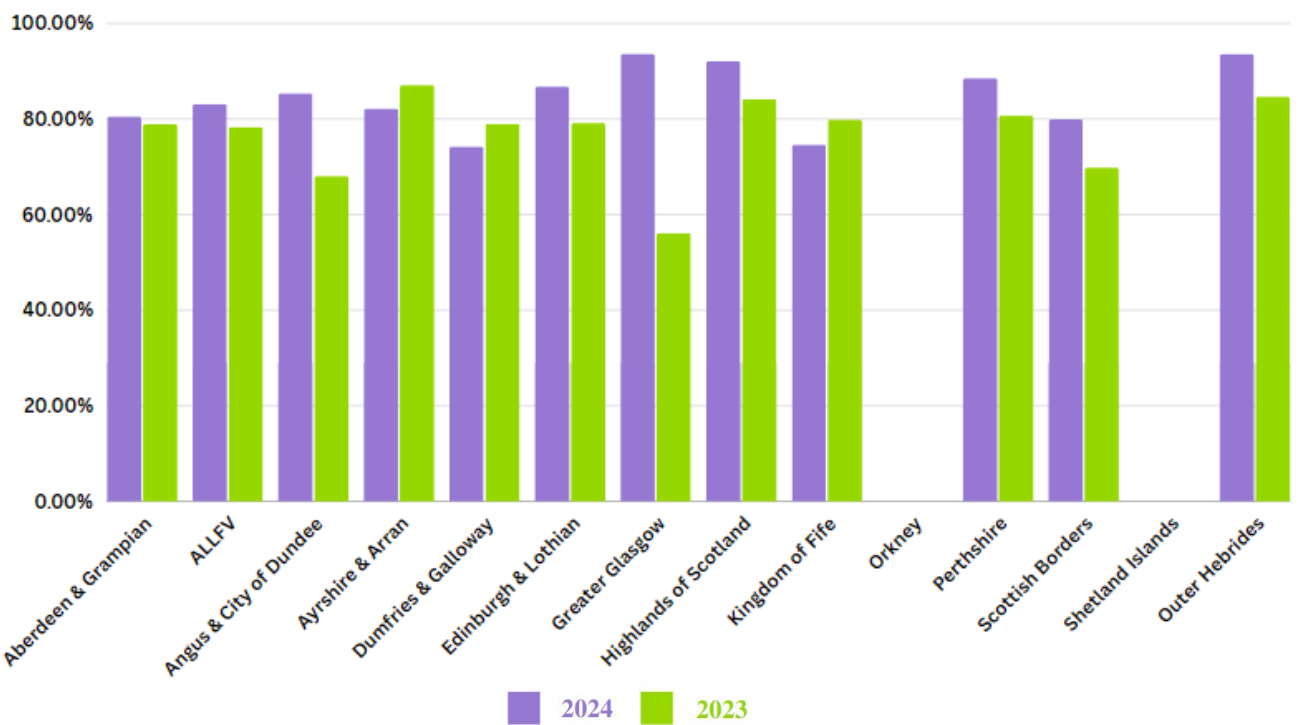
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The table below shows the **Bed Occupancy** rate recorded for May 2024/2023 as well as the 24/23 Diff calculation for the **Hotel** sector

Bed Occupancy	May 24	May 23	24/23 Diff	Change	YTD 24	YTD 23	24/23 Diff	Change
Hotel	78.87%	59.931%	18.94	119	61.98%	48.84%	13.14	113

Room Occupancy by Former VisitScotland Area

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





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

Area	May 24	May 23	24/23 Diff	Change	YTD 24	YTD 23	24/23 Diff	Change
Aberdeen & Grampian	80.53%	78.92%	1.61	102	64.44%	61.55%	2.89	103
ALLFV	83.15%	78.34%	4.81	105	66.58%	63.60%	2.98	103
Angus & City of Dundee	*	*	*	*	65.13%	53.72%	11.41	111
Ayrshire & Arran	*	*	*	*	73.23%	81.21%	-7.98	92
Dumfries & Galloway	*	*	*	*	48.93%	48.03%	0.90	101
Edinburgh & Lothian	86.81%	*	7.62	108	83.83%	56.33%	27.50	128
Greater Glasgow	93.66%	56.14%	37.52	138	63.65%	56.43%	7.22	107
Highlands of Scotland	*	84.13%	7.99	108	74.72%	66.05%	8.67	109
Kingdom of Fife	*	*	*	*	54.52%	61.93%	-7.41	93
Orkney	-	-	-	-	-	-	-	-
Perthshire	*	*	*	*	64.31%	63.46%	0.85	101
Scottish Borders	79.95%	*	10.11	110	55.48%	42.23%	13.25	113
Shetland Islands	-	-	-	-	-	-	-	-
Outer Hebrides	*	*	*	*	66.46%	60.11%	6.35	106

- Sample Size = Nil

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

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

Area	May 24	May 23	24/23 Diff	Change	YTD 24	YTD 23	24/23 Diff	Change
Aberdeen & Grampian	73.90%	60.15%	13.75	114	52.33%	41.97%	10.36	110
ALLFV	81.10%	80.84%	0.26	100	63.12%	62.35%	0.77	101
Angus & City of Dundee	*	*	*	*	29.47%	31.80%	-2.33	98
Ayrshire & Arran	*	*	*	*	52.43%	49.71%	2.72	103
Dumfries & Galloway	*	*	*	*	35.00%	26.36%	8.64	109
Edinburgh & Lothian	94.74%	*	30.89	131	78.04%	43.05%	34.99	135
Greater Glasgow	82.29%	47.28%	35.01	135	71.81%	50.52%	21.29	121
Highlands of Scotland	*	74.01%	14.98	115	62.98%	55.43%	7.55	108
Kingdom of Fife	*	*	*	*	44.44%	48.63%	-4.19	96
Orkney	-	-	-	-	-	-	-	-
Perthshire	*	*	*	*	43.73%	51.38%	-7.65	92
Scottish Borders	53.35%	*	-16.44	84	45.38%	38.86%	6.52	107
Shetland Islands	-	-	-	-	-	-	-	-
Outer Hebrides	*	*	*	*	44.85%	46.94%	-2.09	98

- Sample Size = Nil

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



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Room Occupancy by Size – May 2024/2023

Size	May 24	May 23	24/23 Diff	Change	YTD 24	YTD 23	24/23 Diff	Change
1 to 3	-	-	-	-	-	-	-	-
4 to 10	73.28%	75.18%	-1.90	98	53.36%	48.63%	4.73	105
11 to 25	78.52%	71.52%	7.00	107	55.99%	51.12%	4.87	105
26 to 50	90.45%	86.36%	4.09	104	77.61%	73.05%	4.56	105
51 to 100	85.83%	86.47%	-0.64	99	72.13%	73.54%	-1.41	99
Over 100	93.03%	60.76%	32.27	132	64.83%	52.16%	12.67	113
- Sample Size = Nil		*Sample Size (between 1 and 4) too small to be included						

Bed Occupancy by Size – May 2024/2023

Size	May 24	May 23	24/23 Diff	Change	YTD 24	YTD 23	24/23 Diff	Change
1 to 3	-	-	-	-	-	-	-	-
4 to 10	84.69%	47.08%	37.61	138	60.81%	31.50%	29.31	129
11 to 25	72.18%	69.68%	2.50	103	49.82%	49.96%	-0.14	100
26 to 50	83.61%	75.48%	8.13	108	70.77%	61.05%	9.72	110
51 to 100	75.90%	73.46%	2.44	102	61.42%	63.05%	-1.63	98
Over 100	92.03%	43.26%	48.77	149	70.17%	36.93%	33.24	133
- Sample Size = Nil		*Sample Size (between 1 and 4) too small to be included						

Room Occupancy by Tariff – May 2024/2023

Tariff	May 24	May 23	24/23 Diff	Change	YTD 24	YTD 23	24/23 Diff	Change
£20 – 29.99	-	-	-	-	-	-	-	-
£30 – 39.99	-	-	-	-	-	-	-	-
£40 – 49.99	*	-	*	*	*	20.32%	11.56	112
£50 – 59.99	*	*	*	*	69.30%	58.44%	10.86	111
£60 – £69.00	81.08%	75.20%	5.88	106	63.44%	53.19%	10.25	110
£70+	90.05%	73.29%	16.76	117	66.69%	60.82%	5.87	106
- Sample Size = Nil		*Sample Size (between 1 and 4) too small to be included						

Bed Occupancy by Tariff – May 2024/2023

Tariff	May 24	May 23	24/23 Diff	Change	YTD 24	YTD 23	24/23 Diff	Change
£20 – 29.99	-	-	-	-	-	-	-	-
£30 – 39.99	-	-	-	-	-	-	-	-
£40 – 49.99	*	-	*	*	*	9.95%	-9.95	90
£50 – 59.99	*	*	*	*	38.09%	60.17%	-22.08	78
£60 – £69.00	74.71%	63.69%	11.02	111	64.70%	43.19%	21.51	122
£70+	79.60%	59.17%	20.43	120	61.80%	49.04%	12.76	113
- Sample Size = Nil		*Sample Size (between 1 and 4) too small to be included						



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Room Occupancy by Grading – May 2024/2023

Grading	May 24	May 23	24/23 Diff	Change	YTD 24	YTD 23	24/23 Diff	Change
2 Stars	*	*	*	*	73.95%	67.35%	6.60	107
3 Stars	88.16%	78.71%	9.45	109	70.00%	58.52%	11.48	111
4 Stars	90.88%	65.97%	24.91	125	60.27%	57.14%	3.13	103
5 Stars	*	*	*	*	77.52%	46.97%	30.55	131
Unclassified	*	82.88%	7.41	107	77.82%	63.48%	14.34	114
- Sample Size = Nil		*Sample Size (between 1 and 4) too small to be included						

Bed Occupancy by Grading – May 2024/2023

Grading	May 24	May 23	24/23 Diff	Change	YTD 24	YTD 23	24/23 Diff	Change
2 Stars	*	*	*	*	70.54%	57.40%	13.14	113
3 Stars	75.33%	68.98%	6.35	106	53.32%	50.55%	2.77	103
4 Stars	78.30%	53.06%	25.24	125	64.82%	45.39%	19.43	119
5 Stars	*	*	*	*	56.15%	37.35%	18.80	119
Unclassified	*	49.85%	11.49	111	43.93%	32.06%	11.87	112
- Sample Size = Nil		*Sample Size (between 1 and 4) too small to be included						