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# SCOTTISH ACCOMMODATION OCCUPANCY SURVEY REPORT:

## *October 2024/2023 Report - HOTELS*

### 1.0 Introduction October 2024/2023

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

### 2.0 Executive Summary October 2024

The SOAS Report: October 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 October 2024 experienced an **4.81** percentage point decrease when comparing percentage room occupancy rates with October 2023. Occupancy rates within the Hotel sector experienced a **0.88** percentage point increase in October 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 October 2024 is 2.3%, up from 1.7% in September. The CPI 12-month rate (%) for October 2024 for recreational and cultural services, specifically Museums, libraries and zoological gardens (as a proxy for the attraction sector) is 3.0% down from 3.8% in September. Inflation rates for restaurants and cafes were 4.3% up from 4.1% in September.

Data from the Scottish Retail Consortium showed that total sales in Scotland decreased by 0.7% in October, however, compared to the 2.9% increase in October 2023 this was disappointing growth in total sales.

Domestic consumer sentiment provided by the GB National Tourist Boards for October 2024 found that 18% of respondents said they had "...been hit hard - no option but to cut back on spending" (a 1% decrease on the September 2024 survey). The survey recorded 45% of respondents (a 2% decrease on the September 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 two months of 2024 and 78% in the following 12 months. These figures were comparable with those who planned an overnight trip in the previous 12 months (78%). 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 previously published GB National Tourist Surveys (VisitBritain 2024), this continues to show the importance attached to holiday expenditure even in a challenging economic environment.

Eurocontrol (European Air Traffic Agency) indicated in October 2024 that UK air connectivity saw a 3% increase when compared to the same period in 2023, also, UK air connectivity saw a 3% decrease in year-to-date flights compared to 2019. Globally, the International Air Transport Association (IATA) reported that for October 2024 global air passenger demand, measured by revenue per kilometer, was up 7.1% compared to October 2023. International demand rose 9.5% over the same period with domestic demand increasing 3.5%. Asia-Pacific region was the biggest global air passenger growth driver in October 2024 at 12.7% when compared to Europe.



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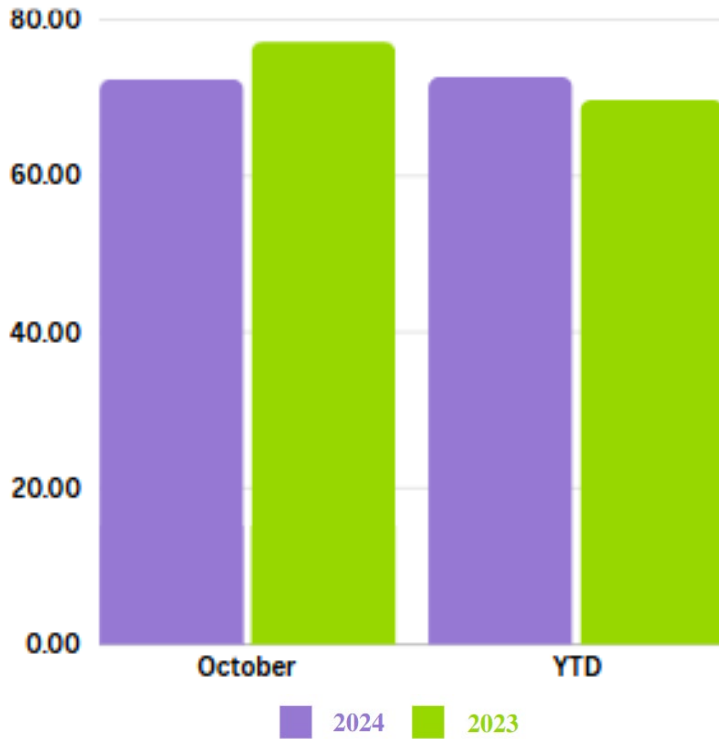


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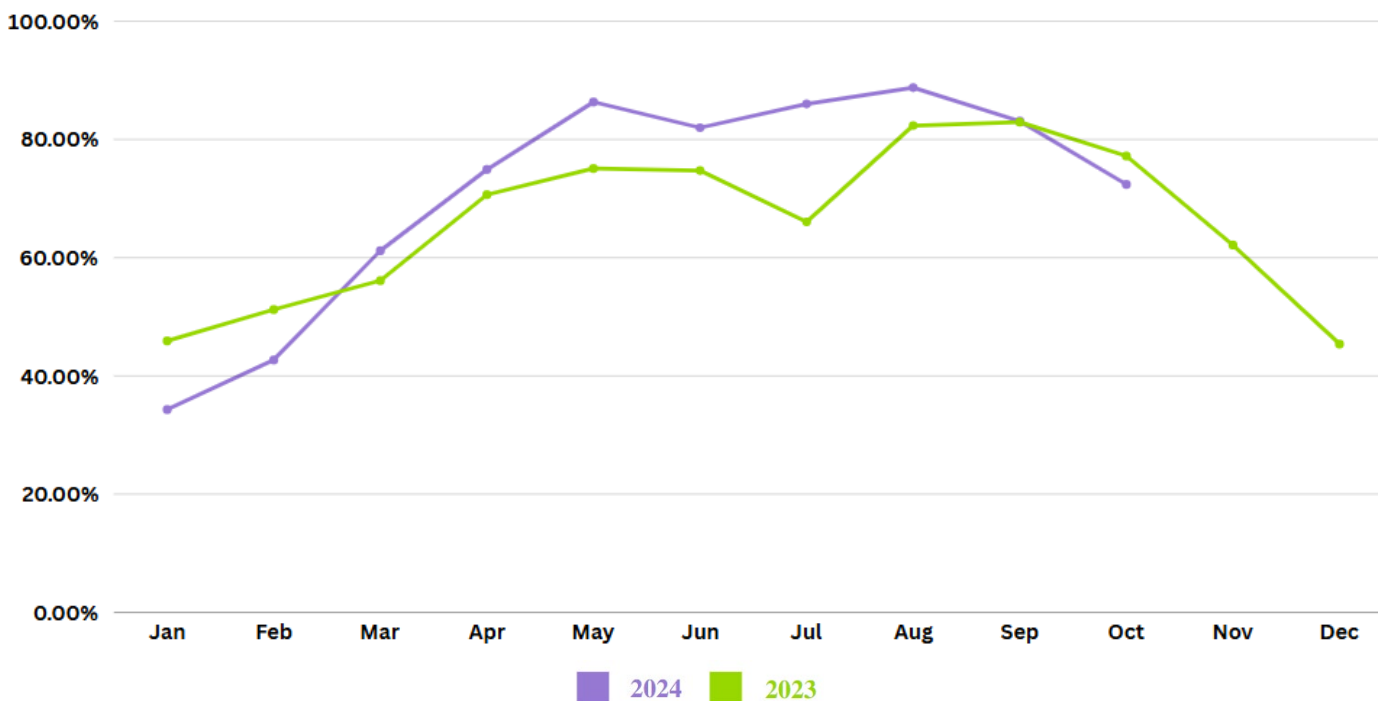
### All Serviced Accommodation

#### Room Occupancy – October 2024/2023

Scottish Serviced Accommodation room occupancy rates for October 2024 experienced a **4.81** percentage point decrease when comparing percentage room occupancy rates with October 2023.



#### Room Occupancy – Year-to-Date





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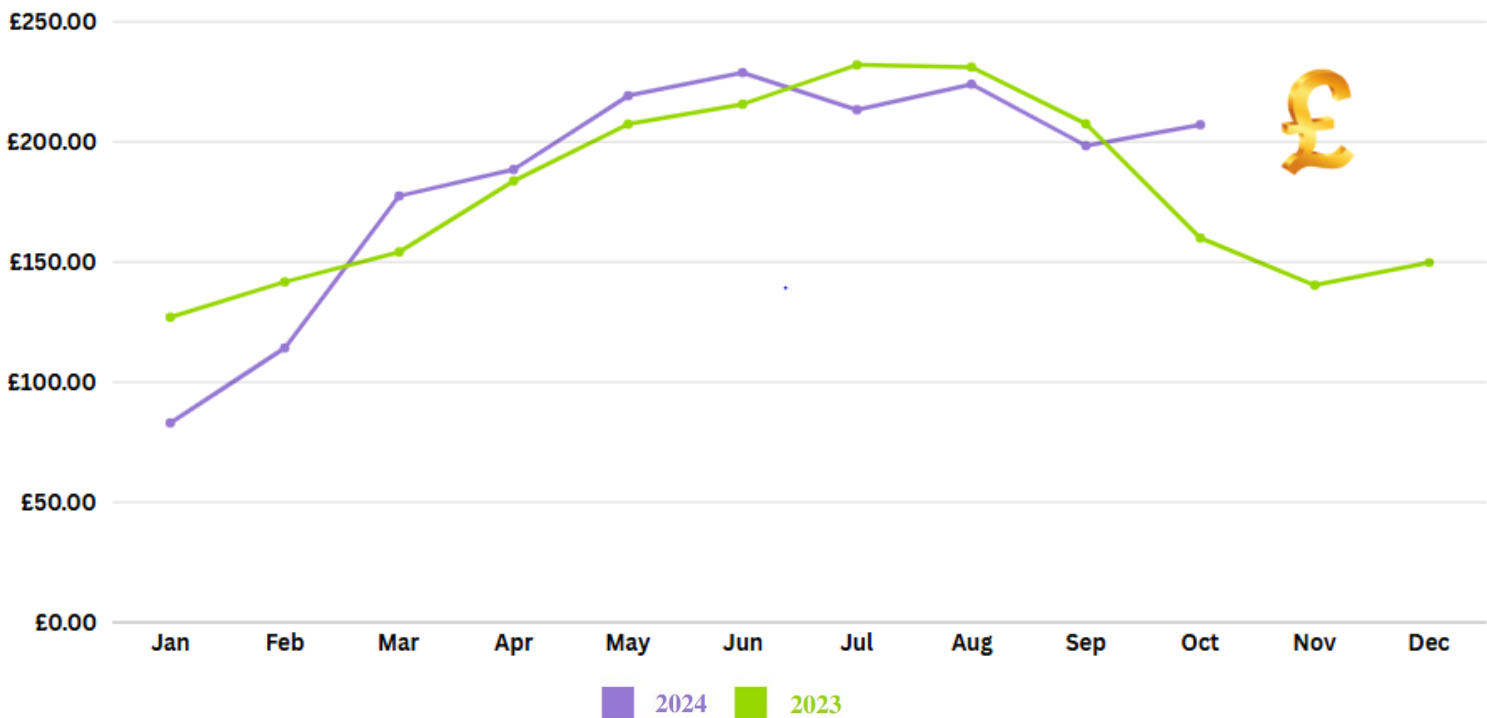
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Room Occupancy	October 24	October 23	24/23 Diff <sup>1</sup>	Change <sup>2</sup>	YTD 24	YTD 23	24/23 Diff	Change
All Serviced Accommodation	72.39%	77.20%	-4.81	95	72.70%	69.73%	2.97	103

Bed Occupancy	October 24	October 23	24/23 Diff	Change	YTD 24	YTD 23	24/23 Diff	Change
All Serviced Accommodation	64.68%	65.01%	-0.33	100	65.49%	58.88%	6.61	107

### RevPAR

The Revenue per available occupied room for October 2024 was **£207.12** compared with **£160.00** in October 2023. This figure is based solely on accommodation providers who provided financial information for October 2024 and/or 2023.



### RevPAR – Year to Date 2024/2023

Room – Average RevPAR (£)	October 24	October 23
All Serviced Accommodation	£207.12	£160.00

<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.



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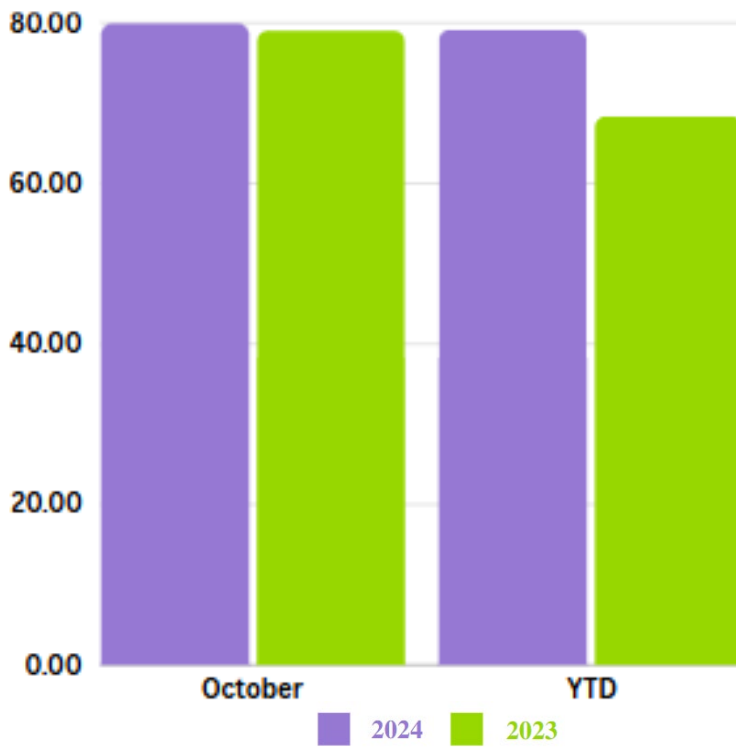
### RevPAR by Grading- October 2024/21

Grading – Average RevPAR (£)	October 24	October 23
2 Stars	£171.57	£187.69
3 Stars	£231.50	£97.38
4 Stars	£156.56	£203.24
5 Stars	£315.87	£306.56
Unclassified	£	£

## 3.0 Serviced Accommodation – Hotel Sector

### 3.1 Performance by Hotel Category

#### Hotel Room Occupancy – October 2024/2023



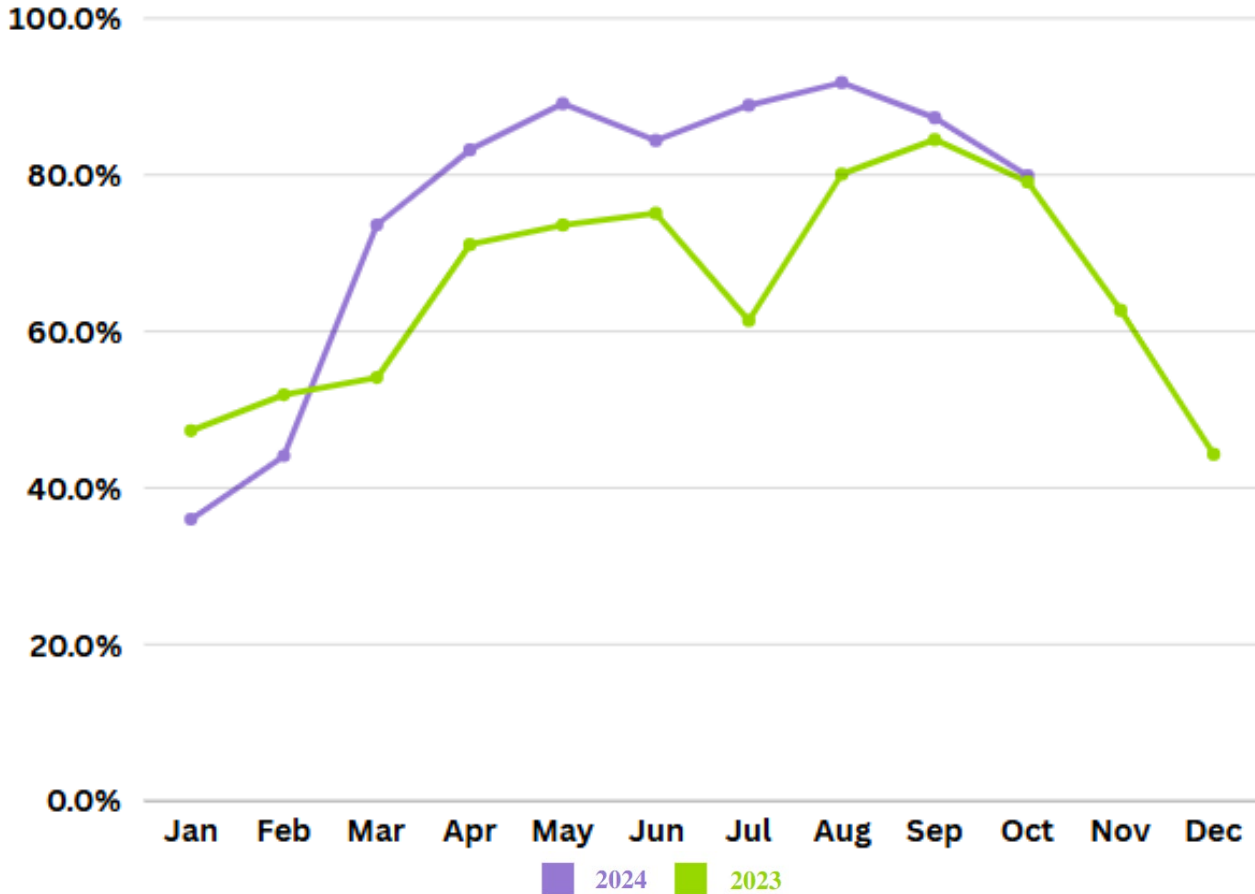


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### Hotel Room Occupancy – Year to Date



In the **Hotel sector**, the room occupancy rate for October 2024 was **79.94%** compared to data from the previous year of **79.06%** occupancy rate; this shows an overall percentage point increase of **0.88**.

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

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

Room Occupancy	Oct 24	Oct 23	24/23 Diff	Change	YTD 24	YTD 23	24/23 Diff	Change
<b>Hotel</b>	79.94%	79.06%	0.88	101	79.17%	68.38%	10.79	111

In the **Hotel sector**, the bed occupancy rate for October 2024 was **65.40%** compared to data from the previous year of **62.71%** occupancy rate; this shows an overall percentage point increase of **2.69**.

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

Bed Occupancy	Oct 24	Oct 23	24/23 Diff	Change	YTD 24	YTD 23	24/23 Diff	Change
<b>Hotel</b>	65.40%	62.71%	2.69	103	67.09%	55.18%	11.91	112

### Room Occupancy by Former VisitScotland Area



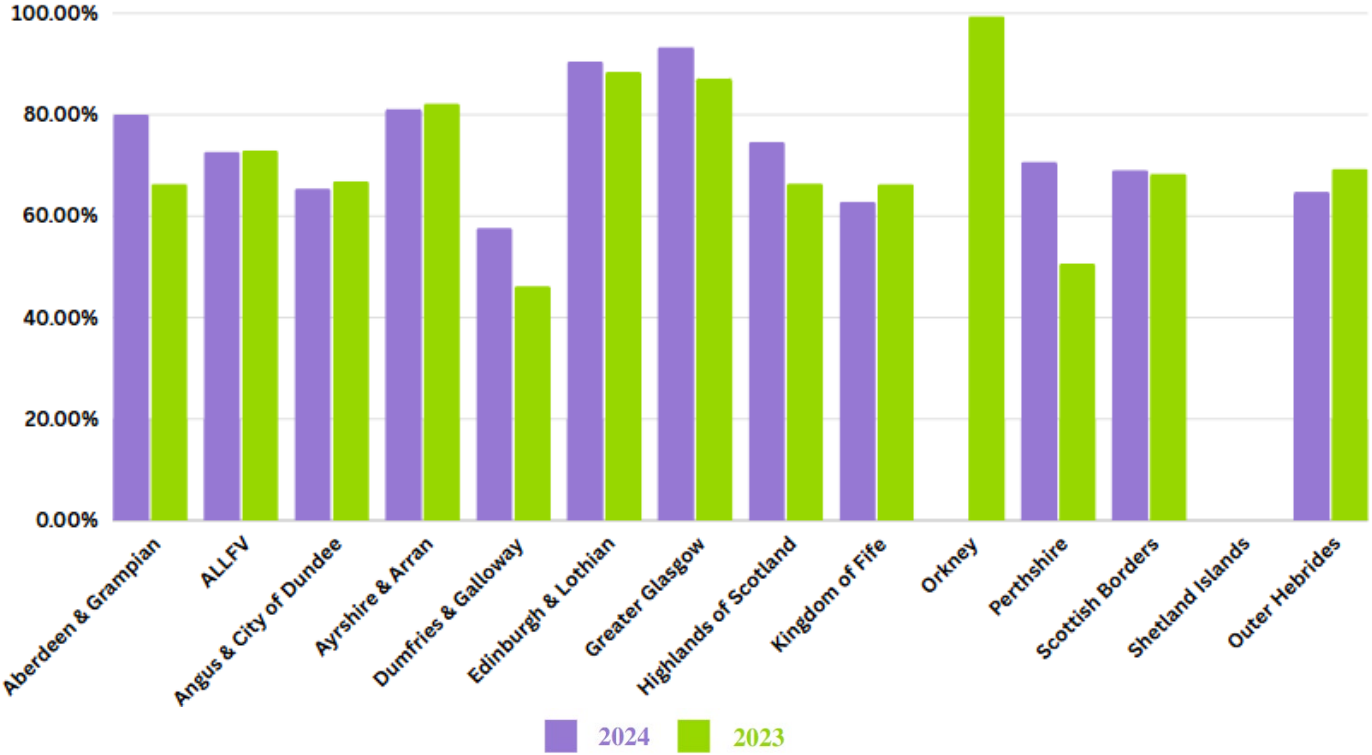
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### Hotel Room Occupancy by Former VisitScotland Area – October 2024/2023



### Room Occupancy by Former Visit Scotland Area – October 2024/2023

Area	Oct 24	Oct 23	24/23 Diff	Change	YTD 24	YTD 23	24/23 Diff	Change
Aberdeen & Grampian	80.04%	66.39%	13.65	114	73.36%	72.42%	0.94	101
ALLFV	72.74%	72.96%	-0.22	100	75.03%	73.35%	1.68	102
Angus & City of Dundee	*	*	*	*	68.81%	69.86%	-1.05	99
Ayrshire & Arran	*	*	*	*	80.96%	85.15%	-4.19	96
Dumfries & Galloway	*	*	*	*	60.92%	58.30%	2.62	103
Edinburgh & Lothian	90.51%	*	2.06	102	87.12%	72.94%	14.18	114
Greater Glasgow	93.28%	87.11%	6.17	106	86.81%	60.92%	25.89	126
Highlands of Scotland	74.65%	66.45%	8.20	108	78.05%	75.64%	2.41	102
Kingdom of Fife	*	*	*	*	63.76%	71.57%	-7.81	92
Orkney	-	*	*	*	-	*	*	*
Perthshire	*	*	*	*	7.21%	64.12%	-56.91	43
Scottish Borders	69.11%	*	0.79	101	6.32%	51.81%	-45.49	55
Shetland Islands	-	-	-	-	-	-	-	-
Outer Hebrides	*	*	*	*	73.90%	73.10%	0.80	101

- Sample Size = Nil

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



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**Bed Occupancy by Former Visit Scotland Area – October 2024/2023**

Area	Oct 24	Oct 23	24/23 Diff	Change	YTD 24	YTD 23	24/23 Diff	Change
Aberdeen & Grampian	51.51%	56.49%	-4.98	95	58.56%	63.73%	-5.17	95
ALLFV	74.17%	80.43%	-6.26	94	70.15%	71.88%	-1.73	98
Angus & City of Dundee	*	*	*	*	36.90%	38.02%	-1.12	99
Ayrshire & Arran	*	*	*	*	56.62%	54.45%	2.17	102
Dumfries & Galloway	*	*	*	*	35.00%	39.20%	-4.20	96
Edinburgh & Lothian	83.62%	*	12.19	112	85.95%	57.78%	28.17	128
Greater Glasgow	75.20%	80.54%	-5.34	95	75.97%	46.60%	29.37	129
Highlands of Scotland	70.50%	56.84%	13.66	114	70.03%	66.66%	3.37	103
Kingdom of Fife	*	*	*	*	50.08%	56.30%	-6.22	94
Orkney	-	*	*	*	-	*	*	*
Perthshire	*	*	*	*	52.37%	47.22%	5.15	105
Scottish Borders	31.40%	*	-20.80	79	47.07%	42.09%	4.98	105
Shetland Islands	-	-	-	-	-	-	-	-
Outer Hebrides	48.31%	51.50%	-3.19	97	55.80%	60.27%	-4.47	96
	- Sample Size = Nil		*Sample Size (between 1 and 4) too small to be included					

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

Location accessibility/density	Oct 24	Oct 23	24/23 Diff	Change	YTD 24	YTD 23	24/23 Diff	Change
Large Urban Areas	87.42%	88.48%	-1.06	99	85.14%	63.37%	21.77	122
Other Urban Areas	90.67%	80.13%	10.54	111	84.28%	80.14%	4.14	104
Accessible Small Towns	73.07%	59.97%	13.10	113	71.82%	69.46%	2.36	102
Remote Small Towns	63.88%	52.30%	11.58	112	66.90%	57.45%	9.45	109
Accessible Rural	*	*	*	*	68.81%	55.47%	13.34	113
Remote Rural	68.79%	64.29%	4.50	105	74.36%	71.55%	2.81	103
	- Sample Size = Nil		*Sample Size (between 1 and 4) too small to be included					

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

Location accessibility/density	Oct 24	Oct 23	24/23 Diff	Change	YTD 24	YTD 23	24/23 Diff	Change
Large Urban Areas	72.49%	75.53%	-3.04	97	77.45%	48.45%	29.00	129
Other Urban Areas	65.57%	66.61%	-1.04	99	63.07%	67.69%	-4.62	95
Accessible Small Towns	46.69%	47.35%	-0.66	99	56.28%	57.74%	-1.46	99
Remote Small Towns	70.98%	64.37%	6.61	107	71.34%	56.46%	14.88	115
Accessible Rural	*	*	*	*	53.06%	39.98%	13.08	113
Remote Rural	62.30%	55.20%	7.10	107	63.30%	63.23%	0.07	100
	- Sample Size = Nil		*Sample Size (between 1 and 4) too small to be included					



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### Room Occupancy by Location (Geographic) – October 2024/2023

Location (Geographic)	Oct 24	Oct 23	24/23 Diff	Change	YTD 24	YTD 23	24/23 Diff	Change
Coastal	67.33%	65.73%	1.60	102	70.77%	67.15%	3.62	104
Inland	84.02%	81.19%	2.83	103	80.92%	68.35%	12.57	113
Island	75.30%	77.73%	-2.43	98	79.24%	75.56%	3.68	104
- Sample Size = Nil			*Sample Size (between 1 and 4) too small to be included					

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

Location (Geographic)	Oct 24	Oct 23	24/23 Diff	Change	YTD 24	YTD 23	24/23 Diff	Change
Coastal	61.89%	51.75%	10.14	110	61.92%	54.67%	7.25	107
Inland	65.43%	65.96%	-0.53	99	68.03%	54.38%	13.65	114
Island	73.86%	70.07%	3.79	104	69.97%	72.45%	-2.48	98
- Sample Size = Nil			*Sample Size (between 1 and 4) too small to be included					

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

Size	Oct 24	Oct 23	24/23 Diff	Change	YTD 24	YTD 23	24/23 Diff	Change
1 to 3	-	-	-	-	-	-	-	-
4 to 10	49.77%	45.91%	3.86	104	59.75%	56.57%	3.18	103
11 to 25	63.80%	59.30%	4.50	105	66.41%	65.37%	1.04	101
26 to 50	84.11%	76.95%	7.16	107	82.92%	80.25%	2.67	103
51 to 100	80.97%	83.42%	-2.45	98	79.05%	80.96%	-1.91	98
Over 100	96.82%	87.54%	9.28	109	88.68%	60.47%	28.21	128
- Sample Size = Nil			*Sample Size (between 1 and 4) too small to be included					

### Bed Occupancy by Size – October 2024/2023

Size	Oct 24	Oct 23	24/23 Diff	Change	YTD 24	YTD 23	24/23 Diff	Change
1 to 3	-	-	-	-	-	-	-	-
4 to 10	0.00%	24.73%	-24.73	75	62.61%	39.41%	23.20	123
11 to 25	56.00%	53.71%	2.29	102	58.60%	62.75%	-4.15	96
26 to 50	66.39%	69.74%	-3.35	97	73.45%	70.67%	2.78	103
51 to 100	64.52%	73.65%	-9.13	91	65.29%	70.49%	-5.20	95
Over 100	84.77%	59.74%	25.03	125	79.97%	38.13%	41.84	142
- Sample Size = Nil			*Sample Size (between 1 and 4) too small to be included					





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### Room Occupancy by Tariff – October 2024/2023

Tariff	Oct 24	Oct 23	24/23 Diff	Change	YTD 24	YTD 23	24/23 Diff	Change
£20 – 29.99	-	-	-	-	-	-	-	-
£30 – 39.99	-	-	-	-	-	-	-	-
£40 – 49.99	*	*	*	*	46.48%	43.00%	3.48	103
£50 – 59.99	*	*	*	*	75.42%	46.73%	28.69	129
£60 – £69.00	72.92%	72.61%	0.31	100	73.21%	67.50%	5.71	106
£70+	81.44%	80.17%	1.27	101	80.70%	68.83%	11.87	112
- Sample Size = Nil		*Sample Size (between 1 and 4) too small to be included						

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

Tariff	Oct 24	Oct 23	24/23 Diff	Change	YTD 24	YTD 23	24/23 Diff	Change
£20 – 29.99	-	-	-	-	-	-	-	-
£30 – 39.99	-	-	-	-	-	-	-	-
£40 – 49.99	*	*	*	*	0.00%	8.44%	-8.44	92
£50 – 59.99	*	*	*	*	38.29%	49.70%	-11.41	89
£60 – £69.00	31.23%	68.90%	-37.67	62	67.11%	55.45%	11.66	112
£70+	66.87%	62.53%	4.34	104	67.29%	55.40%	11.89	112
- Sample Size = Nil		*Sample Size (between 1 and 4) too small to be included						

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

Grading	Oct 24	Oct 23	24/23 Diff	Change	YTD 24	YTD 23	24/23 Diff	Change
2 Stars	*	*	*	*	79.03%	77.92%	1.11	101
3 Stars	81.00%	65.91%	15.09	115	78.58%	69.54%	9.04	109
4 Stars	78.88%	85.57%	-6.69	93	78.64%	63.90%	14.74	115
5 Stars	*	*	*	*	58.83%	78.21%	-19.38	81
Unclassified	85.35%	*	9.08	109	82.12%	74.60%	7.52	108
- Sample Size = Nil		*Sample Size (between 1 and 4) too small to be included						

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

Grading	Oct 24	Oct 23	24/23 Diff	Change	YTD 24	YTD 23	24/23 Diff	Change
2 Stars	*	*	*	*	73.84%	68.55%	5.29	105
3 Stars	65.34%	46.55%	18.79	119	63.00%	60.90%	2.10	102
4 Stars	69.43%	68.17%	1.26	101	69.49%	47.33%	22.16	122
5 Stars	*	*	*	*	47.14%	70.56%	-23.42	77
Unclassified	46.69%	*	-5.86	94	50.68%	53.35%	-2.67	97
- Sample Size = Nil		*Sample Size (between 1 and 4) too small to be included						