

# ISLAND COMMUNITIES SCREENING ASSESSMENT

## RETIRAL OF THE VISITSCOTLAND QUALITY ASSURANCE SCHEMES

### EXECUTIVE SUMMARY

VisitScotland is required to have regard to island communities when carrying out its functions under the Islands (Scotland) Act 2018. This includes when it is considering policy, strategy or service decisions.

VisitScotland is obliged to undertake an Island Communities Impact Assessment where, in VisitScotland's opinion, a policy, strategy or service is likely to have an effect on an island community which is significantly different from its effect in other communities (including other island communities), in the area in which VisitScotland exercises its functions.

This statement covers the decision by VisitScotland to retire all its Quality Assurance schemes from 31 March 2025.

In VisitScotland's opinion, this decision will not differently impact any island community, therefore, an Island Communities Impact Assessment is not required. This document provides a summary of the information considered to support the strategy change and the decision not to undertake a full Island Communities Impact Assessment.

### BACKGROUND INFORMATION

VisitScotland has been running Quality Assurance (QA) schemes for different tourism business sectors since 1985. Since inception, each scheme has been delivered, with an identical approach and delivery method, across the whole of Scotland, including all island communities.

QA schemes are delivered through an annual (or for some sectors biennial) in-person visit to the business to assess different aspects of the visitor experience and to provide appropriate business advice during, and following the visit, in verbal and written form. There is a charge for QA schemes that is proportionate to the size of the business.

The assessment is specific to the sector type, but typically considers elements such as booking experience, management efficiency, hospitality and friendliness, quality and maintenance, cleanliness and hygiene and responsible tourism.

Consumer behaviour has changed in recent years, which has prompted tourism businesses to disengage from QA scheme participation, resulting in a significant decline in membership over several years. In line with VisitScotland's objectives to grow the value of the visitor economy, the Board and Management agree that a different approach to providing quality advice, that is more inclusive and sustainable, would ensure its work has greatest impact.

## OBJECTIVE OF THE STRATEGY CHANGE

VisitScotland has been carrying out strategic reviews across its activities, to ensure it continues to deliver best economic impact for Scotland. The tourism landscape is changing, with a continually evolving digital environment.

As part of the review process, a detailed assessment has considered the role VisitScotland plays in providing quality advice to businesses.

The decision to retire the QA schemes reflects the change in consumer behaviour and the changing needs of tourism businesses. While visitors are looking to user reviews to help inform their own holiday planning, businesses are using the rich information provided by these reviews to manage their online reputation, drive their marketing, and inform their business planning and investment in their product.

It is important that VisitScotland activities reflect these changes and instead of assuring a business at a point in time, we'll focus on the delivery of information and insight to help businesses develop the visitor experience and respond to the changing needs of visitors.

Businesses value the advice and support that VisitScotland provides, as they look for insight and information to help them develop their product. Focusing on a business advice programme will allow VisitScotland to inspire quality in the tourism industry and reach more businesses.

QA member research in September 2023 showed the support that is of greatest value to the business is:

- Advice on legislation relevant to the business.
- Consumer insight and trends.
- Sustainability and digital advice.

As part of the retiral of the QA schemes, VisitScotland will be reviewing its current business advice programme. This work has already commenced and will be rolled out during 2024 and early 2025.

## THE DATA

See data in Appendix.

## BUSINESS ADVICE PLAN

The tourism business advice and support programme will be delivered through a digital-first but not digital only approach.

The same digital approach will be taken across Scotland, including all island communities and will ensure maximum reach and ease of service for all locations, including all island communities.

It will signpost to the wider support services and products of national business support partners, with the ability to provide one-to-one support when its needed most. In turn this will drive up the quality of the visitor experience and will have the potential to contribute significantly to destination and sector development at all levels, locally and nationally. The programme will be tailored, when required, to the needs of destination and sector partners, in partnership with them.

A team of business advice specialists will provide the service to all businesses free of charge, regardless of business sector or location.

## ISLAND COMMUNITY CONSIDERATIONS

The QA schemes have always been delivered in exactly the same way for all Scottish locations, whether mainland or island communities; therefore, the decision to remove all QA schemes from all locations, does not discriminate between island communities and other communities.

The impact of the decision to retire the QA schemes is the same across the country, including all island communities, where we compare similar businesses or stakeholders.

## ENGAGEMENT WITH STAKEHOLDERS

VisitScotland engaged with a range of industry stakeholders during the strategic review process.

These organisations represent tourism businesses across Scotland, including all the islands.

During this engagement, no organisation gave feedback to suggest that the decision to retire the QA schemes would differently or negatively affect an island community, in comparison with any other island or non-island community.

During this engagement, no organisation gave feedback to suggest that the decision to retire the QA schemes would create any potential barriers for businesses within any island community.

## IN CONCLUSION

A full impact assessment is not required. In considering the proposal, VisitScotland has seen no evidence to suggest the effect on an island community is significantly different from its effect on other communities (including other island communities). The impact of the decision to retire the Quality Assurance schemes and move to a digital-first business advice model, is the same for all similar businesses and stakeholders across the country, including all island communities.

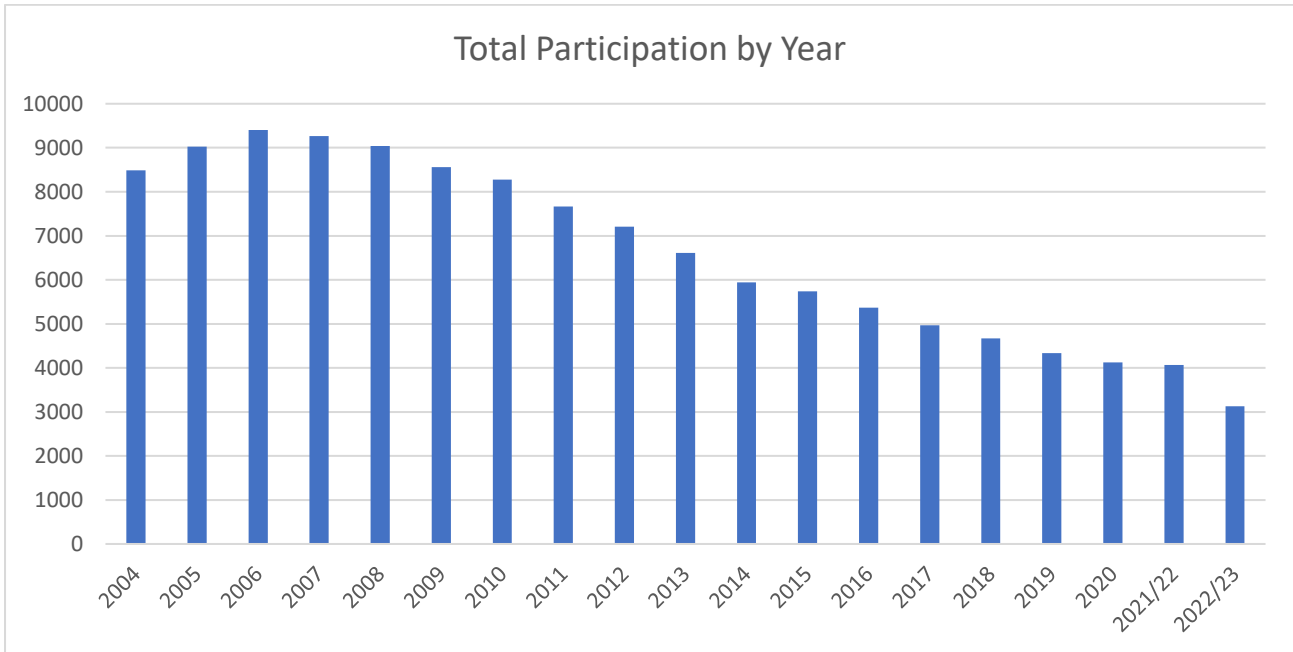
No evidence has been presented as part of the engagement that indicated any island impacts that require to be taken into account.

VisitScotland will publish this screening assessment.

<b>Screening assessment considered by:</b>	Strategic Review Programme Board	21 March 2024
<b>Screening assessment approved by:</b>	Malcolm Roughead - CEO	21 March 2024

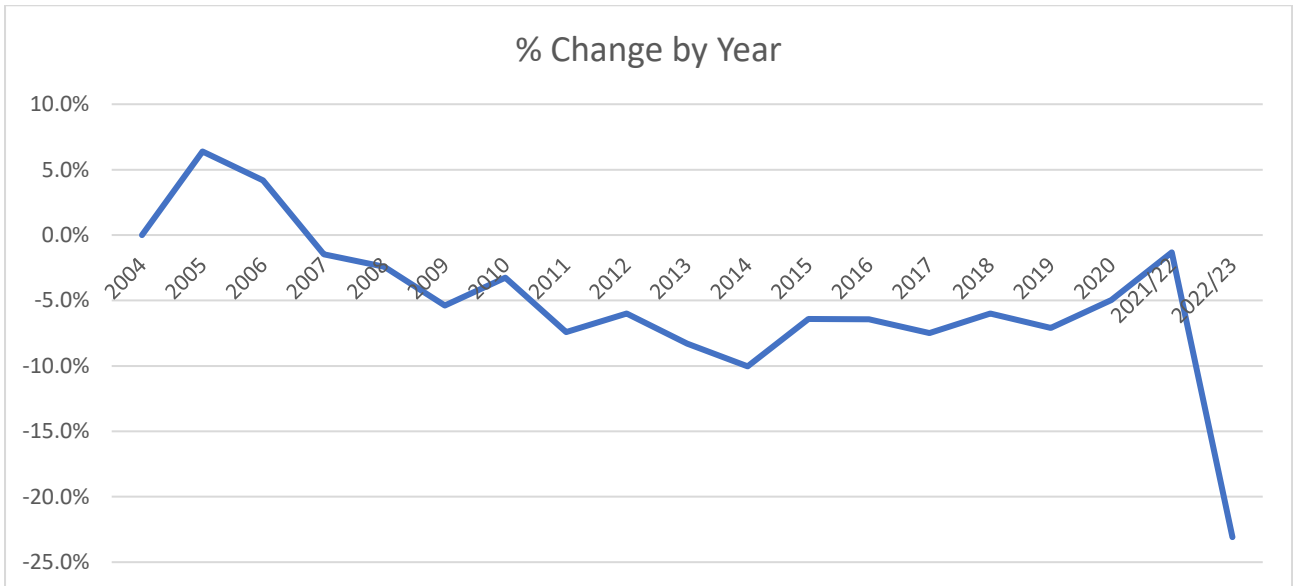
# APPENDIX – SCHEME PARTICIPATION DATA

## TOTAL SCHEME PARTICIPATION BY YEAR



An overall reduction of 5,359 (total business number) in all QA Schemes from 2004 (8,487) to 2022/23 (3,128).

A reduction of 6,278 from highest total business figure of 9,406 in 2006 to 2022/23.



An overall reduction of 63% in number of businesses in all QA schemes from 2004 and 2022/23.

## TOTAL SCHEME PARTICIPATION BY LOCAL AUTHORITY AREA

Local authority	2014	2015	2016	2018	2019	2020	2021/2	2022/3	2023/4
<b>Total</b>	<b>5945</b>	<b>5738</b>	<b>5369</b>	<b>4669</b>	<b>4338</b>	<b>4122</b>	<b>4067</b>	<b>3128</b>	<b>2905</b>
Aberdeen City	78	87	81	63	54	45	44	15	19
Aberdeenshire	323	323	310	287	270	265	266	224	208
Angus	135	125	120	96	83	79	89	77	66
Argyll and Bute	554	536	492	422	402	385	374	271	247
City of Edinburgh	341	329	300	253	221	212	216	151	148
Clackmannanshire	15	15	14	14	12	10	12	9	7
Dumfries & Galloway	393	372	353	305	292	276	270	223	201
Dundee City	58	63	60	59	58	56	50	37	35
East Ayrshire	36	37	35	33	31	29	29	28	27
East Dunbartonshire	12	13	12	11	11	11	9	8	8
East Lothian	120	117	113	103	94	95	100	88	81
East Renfrewshire	10	9	9	6	5	5	7	7	7
Falkirk	29	27	25	23	24	28	31	28	27
Fife	339	346	321	268	254	236	231	191	178
Glasgow City	103	127	116	98	91	89	84	64	55
Highland	1283	1181	1086	938	862	811	804	618	578
Inverclyde	28	33	31	24	20	19	20	12	10
Midlothian	26	29	30	26	26	25	26	21	19
Moray	151	143	138	135	128	123	116	95	85
Na h-Eileanan Siar	234	209	195	169	148	134	133	96	91
North Ayrshire	101	99	95	82	76	75	69	58	55
North Lanarkshire	36	33	33	30	26	24	27	19	17
Orkney Islands	186	181	169	146	137	136	125	90	86
Perth and Kinross	436	409	390	366	346	333	319	235	209
Renfrewshire	22	20	20	17	17	17	18	15	14
Scottish Borders	255	247	226	194	182	168	170	135	130
Shetland Islands	135	132	127	112	109	101	98	72	71
South Ayrshire	97	98	97	82	74	70	66	47	44
South Lanarkshire	84	82	80	71	67	61	62	40	40
Stirling	215	207	184	141	130	122	128	91	86
West Dunbartonsh.	57	60	59	51	48	42	35	28	25
West Lothian	53	49	48	44	40	40	39	35	31

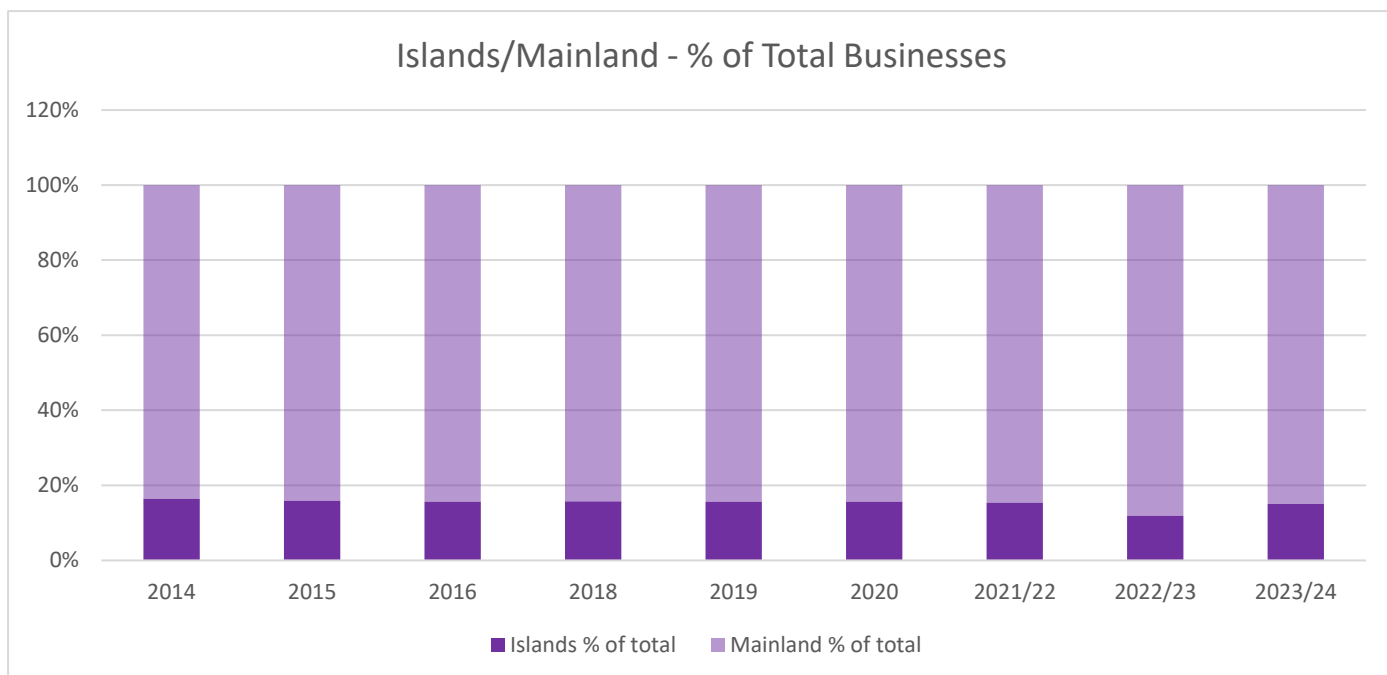
Note: No postcode or council area data available for 2017 or prior to 2014.

## TOTAL SCHEME PARTICIPATION BY MAINLAND/ISLANDS

	2014	2015	2016	2018	2019	2020	2021/2	2022/3	2023/4
<b>Total</b>	<b>5945</b>	<b>5738</b>	<b>5369</b>	<b>4669</b>	<b>4338</b>	<b>4122</b>	<b>4067</b>	<b>3128</b>	<b>2905</b>
Mainland	4968	4828	4528	3936	3660	3476	3441	2757	2469
Islands (total)	977	910	841	733	678	646	626	371	436
Isle of Arran	60	57	51	43	39	39	36	25	25
Isle of Barra	6	4	3	3	2	2	2	1	1
Isle of Benbecula	7	6	6	5	6	5	5	5	4
Isle of Bute	18	18	17	14	14	14	14	8	8
Isle of Canna	2	0	0	0	0	0	0	0	0
Isle of Coll	2	2	3	3	3	3	3	3	3
Isle of Colonsay	5	6	5	5	5	5	5	2	2
Isle of Cumbrae	4	3	3	3	3	3	3	4	3
Isle of Eigg	2	2	2	2	2	2	2	2	1
Isle of Gigha	3	2	2	2	2	2	2	2	1
Isle of Harris	63	62	54	47	40	36	36	23	23
Isle of Iona	4	4	4	5	5	5	5	4	4
Isle of Islay	52	51	46	43	43	40	41	30	29
Isle of Jura	2	1	1	1	2	2	2	1	1
Isle of Lewis	103	95	92	75	67	60	59	49	46
Isle of Mull	84	76	64	52	46	44	44	27	26
Isle of North Uist	25	21	19	19	15	13	13	12	11
Isle of Raasay	4	3	2	3	3	3	4	4	3
Isle of Scalpay	6	4	5	4	3	2	2	0	0
Isle of Skye	178	161	149	129	116	114	110	1	82
Isle of South Uist	24	19	16	16	15	15	15	6	6
Isle of Tiree	2	0	1	1	1	0	0	0	0
Orkney Islands	186	181	169	146	137	136	125	90	86
Shetland Islands	135	132	127	112	109	101	98	72	71

Note: No postcode or council area data available for 2017 or prior to 2014.

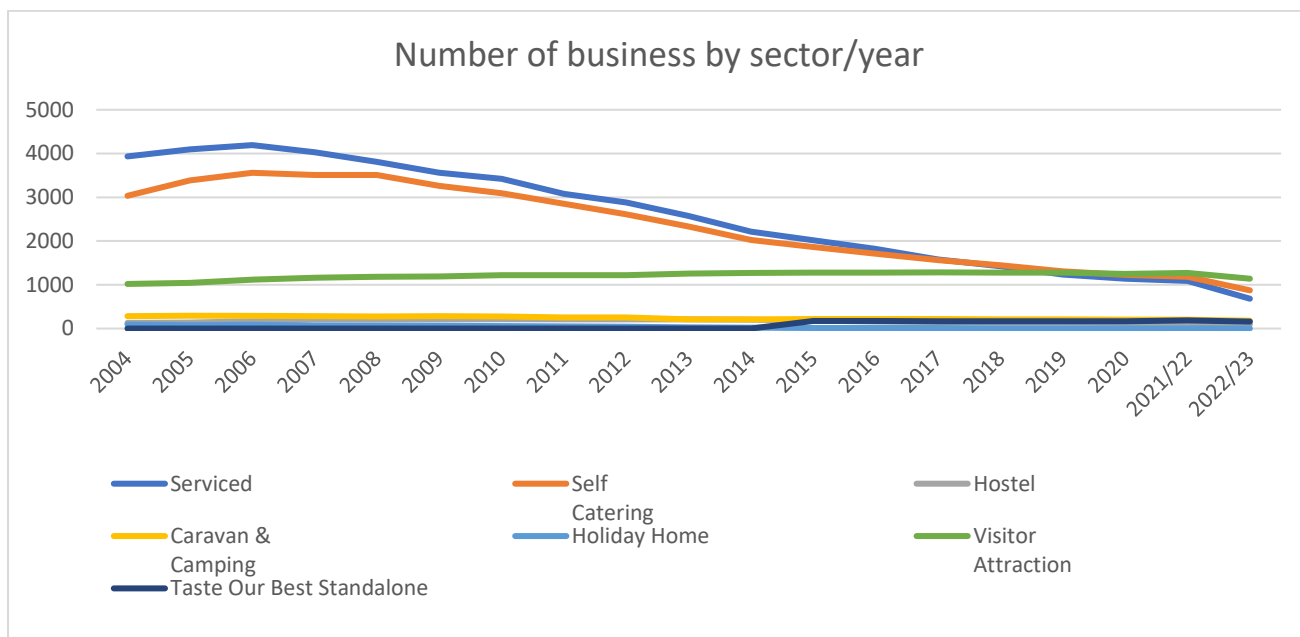
## ISLANDS/MAINLAND % OF TOTAL BUSINESSES



	<b>2014</b>	<b>2015</b>	<b>2016</b>	<b>2018</b>	<b>2019</b>	<b>2020</b>	<b>2021/2</b>	<b>2022/3</b>	<b>2023/4</b>
Islands no businesses	977	910	841	733	678	646	626	371	436
Islands % of total	16%	16%	16%	16%	16%	16%	15%	12%	15%
Mainland no businesses	4968	4828	4528	3936	3660	3476	3441	2757	2469
Mainland % of total	84%	84%	84%	84%	84%	84%	85%	88%	85%
<b>Total</b>	<b>5945</b>	<b>5738</b>	<b>5369</b>	<b>4669</b>	<b>4338</b>	<b>4122</b>	<b>4067</b>	<b>3128</b>	<b>2905</b>

Note: No postcode or council area data available for 2017 or prior to 2014.

## SCHEME PARTICIPATION BY SECTOR/YEAR



### **% reduction in number of businesses in all QA schemes between 2004 and 2022/23:**

Holiday home accommodation – 96.8%

Serviced accommodation – 82.1%

Self-catering accommodation – 75.1%

Hostel accommodation – 52.3%

Caravan and camping sites – 35.1%

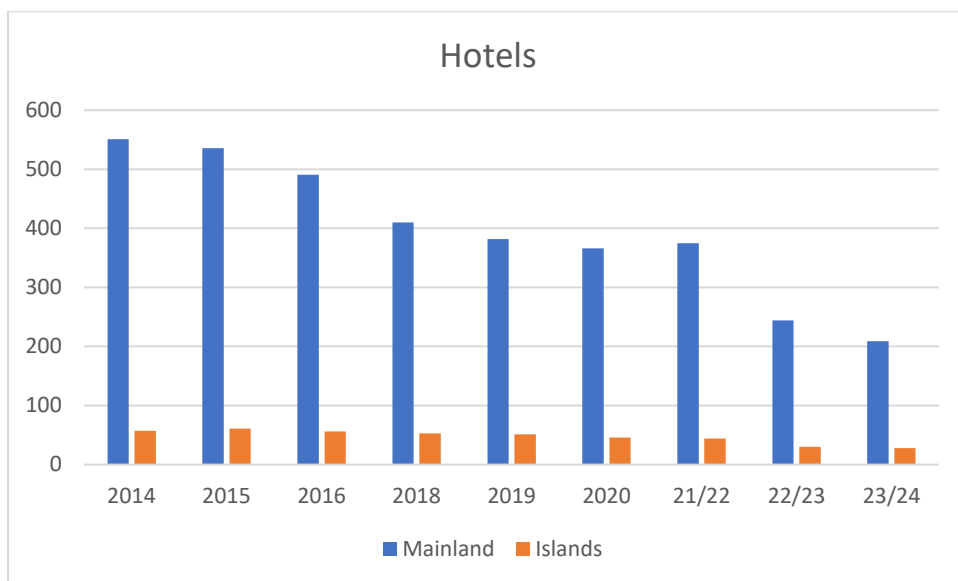
Taste Our Best – 11.3% (scheme started in 2015)

Visitor attraction – 4.5%



## SCHEME PARTICIPATION BY MAINLAND/ISLANDS - SECTOR

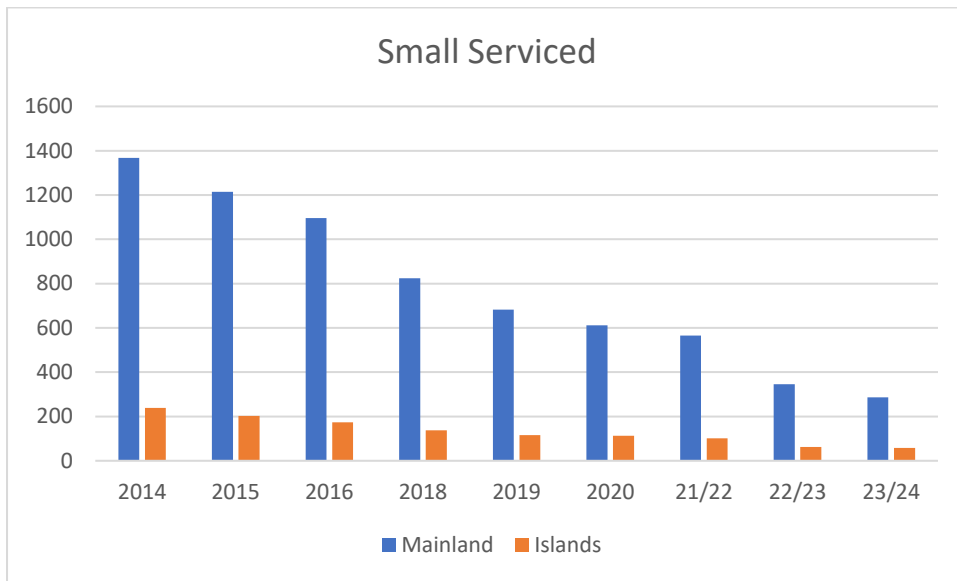
### Hotels



Island	2014	2015	2016	2018	2019	2020	21/22	22/23	23/24
<b>Total</b>	<b>608</b>	<b>597</b>	<b>547</b>	<b>463</b>	<b>433</b>	<b>412</b>	<b>419</b>	<b>274</b>	<b>237</b>
Mainland	551	536	491	410	382	366	375	244	209
Islands	57	61	56	53	51	46	44	30	28
Isle of Arran	7	8	6	5	5	5	5	5	5
Isle of Barra	1	1	1	1	1	1	1		
Isle of Benbecula									
Isle of Bute									
Isle of Canna									
Isle of Coll	1	1	1	1	1	1	1	1	1
Isle of Colonsay	1	1	1	1	1	1	1		
Isle of Cumbrae									
Isle of Eigg									
Isle of Gigha	1	1	1	1	1	1	1	1	
Isle of Harris	2	2	2	1	1	1	1	1	1
Isle of Iona	1	1	1	1	1	1	1	1	1
Isle of Islay	3	3	3	4	5	5	5	3	3
Isle of Jura									
Isle of Lewis	4	4	4	4	4	4	4	4	3
Isle of Mull	2	1	1	2	1	1	1		1
Isle of N Uist									
Isle of Raasay									
Isle of Scalpay									
Isle of Skye	14	16	15	15	13	12	12	8	7
Isle of S Uist	3	3	3	3	3	2	2		
Isle of Tiree									
Orkney Islands	9	11	10	7	7	7	5	4	4
Shetland Islands	8	8	7	7	7	4	4	2	2

Note: No postcode or council area data available for 2017 or prior to 2014.

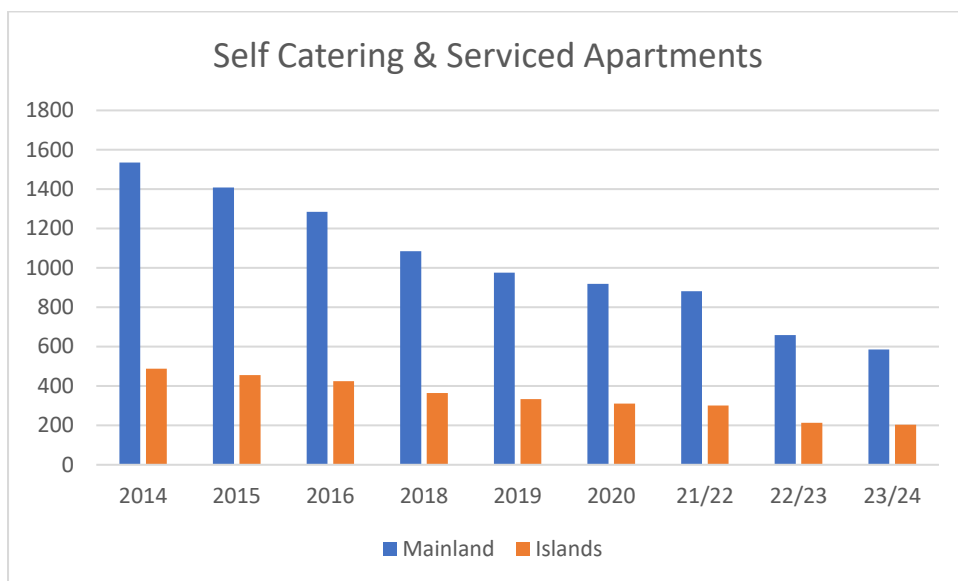
## Small Serviced



Island	2014	2015	2016	2018	2019	2020	21/22	22/23	23/24
<b>Total</b>	<b>1606</b>	<b>1417</b>	<b>1270</b>	<b>962</b>	<b>799</b>	<b>725</b>	<b>667</b>	<b>408</b>	<b>345</b>
Mainland	1367	1215	1096	824	683	612	566	345	287
Islands	239	202	174	138	116	113	101	63	58
Isle of Arran	12	11	11	10	9	9	6	3	3
Isle of Barra	1	1							
Isle of Benbecula	2	1	1	1	2	2	2	2	2
Isle of Bute	6	6	6	3	3	3	3	1	1
Isle of Canna									
Isle of Coll			1	1	1	1	1	1	1
Isle of Colonsay									
Isle of Cumbrae	2	1	1	1	1	1	1	1	
Isle of Eigg	1	1	1	1	1	1	1	1	
Isle of Gigha									
Isle of Harris	6	5	4	4	3	3	3	1	1
Isle of Iona	1	1	1	1	1	1	1	1	1
Isle of Islay	12	11	10	10	10	10	10	6	6
Isle of Jura									
Isle of Lewis	23	17	16	10	8	7	5	4	4
Isle of Mull	24	23	20	13	11	10	9	5	5
Isle of N Uist	8	6	6	5	2	1	1	1	1
Isle of Raasay	2	2	1	2	2	2	2	2	2
Isle of Scalpay	4	3	3	2	2	1	1		
Isle of Skye	68	54	46	35	29	29	28	21	17
Isle of S Uist	6	4	2	2	1	1	1	1	1
Isle of Tiree									
Orkney Islands	39	35	28	24	17	18	17	8	9
Shetland Islands	22	20	16	13	13	13	9	4	4

Note: No postcode or council area data available for 2017 or prior to 2014.

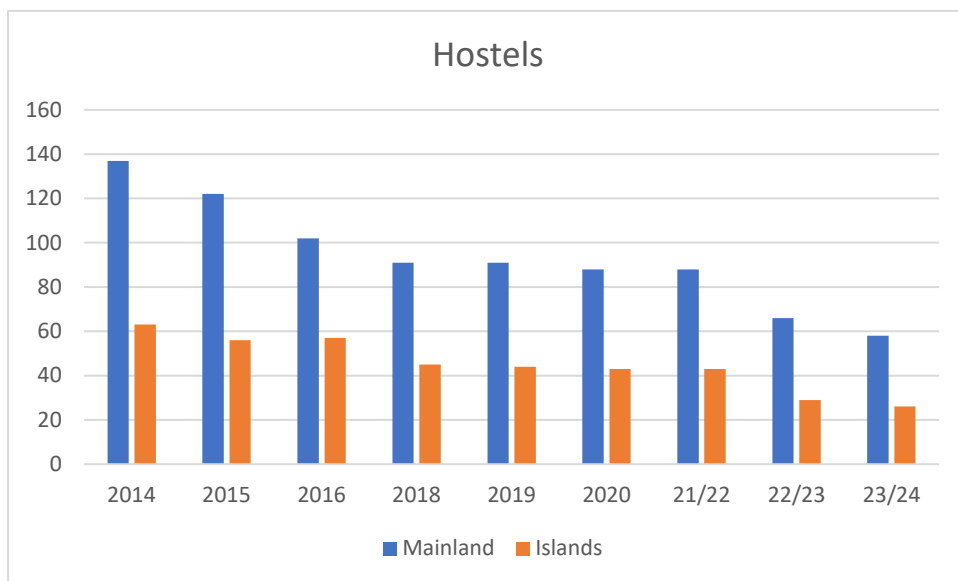
## Self-Catering & Serviced Apartments



Island	2014	2015	2016	2018	2019	2020	21/22	22/23	23/24
<b>Total</b>	<b>2024</b>	<b>1865</b>	<b>1709</b>	<b>1448</b>	<b>1310</b>	<b>1230</b>	<b>1183</b>	<b>873</b>	<b>789</b>
Mainland	1536	1409	1284	1084	976	919	882	659	585
Islands	488	456	425	364	334	311	301	214	204
Isle of Arran	31	24	20	17	14	14	13	9	11
Isle of Barra	1	1	1	1	1	1	1	1	1
Isle of Benbecula	3	3	3	2	2	2	2	2	1
Isle of Bute	8	7	6	6	6	5	5	3	3
Isle of Canna	2								
Isle of Coll									
Isle of Colonsay	4	5	4	4	4	3	3	1	1
Isle of Cumbrae	1	1	1	1	1	1	1	1	1
Isle of Eigg									
Isle of Gigha	1								
Isle of Harris	41	42	37	32	27	23	23	16	16
Isle of Iona									
Isle of Islay	27	28	24	20	18	16	17	13	10
Isle of Jura	2	1	1	1	2	2	2	1	1
Isle of Lewis	65	62	61	50	43	37	37	30	30
Isle of Mull	41	37	29	24	22	21	21	14	13
Isle of N Uist	13	12	9	10	9	9	9	8	7
Isle of Raasay									
Isle of Scalpay	2	1	2	2	1	1	1		
Isle of Skye	69	63	62	53	48	47	45	36	38
Isle of S Uist	10	9	8	8	8	8	8	3	3
Isle of Tiree	1			1	1				
Orkney Islands	104	99	95	77	74	72	65	45	39
Shetland Islands	62	61	62	55	53	49	48	31	29

Note: No postcode or council area data available for 2017 or prior to 2014.

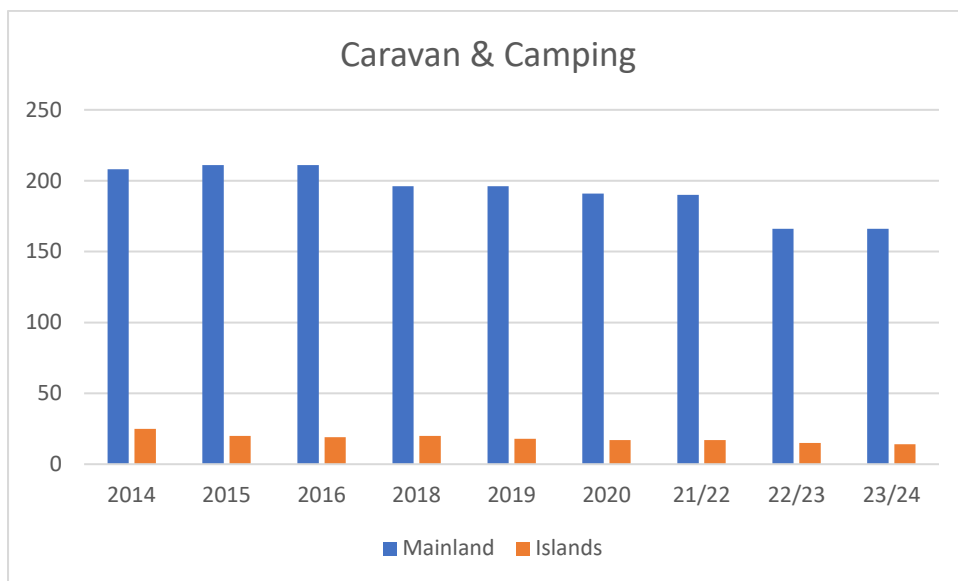
## Hostels



Island	2014	2015	2016	2018	2019	2020	21/22	22/23	23/24
<b>Total</b>	<b>200</b>	<b>178</b>	<b>159</b>	<b>136</b>	<b>135</b>	<b>131</b>	<b>131</b>	<b>95</b>	<b>84</b>
Mainland	137	122	102	91	91	88	88	66	58
Islands	63	56	57	45	44	43	43	29	26
Isle of Arran	3	4	5	4	4	4	4	2	1
Isle of Barra	1								
Isle of Benbecula	1	1	1	1	1	1	1	1	1
Isle of Bute	1	1	1	1	1	1	1		
Isle of Canna									
Isle of Coll	1	1	1	1	1	1	1	1	1
Isle of Colonsay									
Isle of Cumbrae									
Isle of Eigg	1	1	1	1	1	1	1	1	1
Isle of Gigha									
Isle of Harris	5	3	3	3	3	3	3	2	2
Isle of Iona	1	1	1	1	1	1	1		
Isle of Islay	1	1	1	1	1	1	1	1	1
Isle of Jura									
Isle of Lewis	4	4	4	3	3	3	3	3	2
Isle of Mull	4	3	3	3	3	3	3	1	1
Isle of N Uist	1		1	1	1	1	1	1	1
Isle of Raasay	1								
Isle of Scalpay									
Isle of Skye	11	9	7	7	6	6	6	4	4
Isle of S Uist		1	1	1	1	1	1	1	1
Isle of Tiree	1		1						
Orkney Islands	14	14	14	14	14	13	13	10	9
Shetland Islands	12	12	12	3	3	3	3	1	1

Note: No postcode or council area data available for 2017 or prior to 2014.

## Caravan & Camping



Island	2014	2015	2016	2018	2019	2020	21/22	22/23	23/24
<b>Total</b>	<b>233</b>	<b>231</b>	<b>230</b>	<b>216</b>	<b>214</b>	<b>208</b>	<b>207</b>	<b>181</b>	<b>180</b>
Mainland	208	211	211	196	196	191	190	166	166
Islands	25	20	19	20	18	17	17	15	14
Isle of Arran									
Isle of Barra	1								
Isle of Benbecula	1	1	1	1	1				
Isle of Bute									
Isle of Canna									
Isle of Coll									
Isle of Colonsay									
Isle of Cumbrae									
Isle of Eigg									
Isle of Gigha									
Isle of Harris	1	1	1	1					
Isle of Iona									
Isle of Islay									
Isle of Jura									
Isle of Lewis	1	1	1	1	1	1	1	2	2
Isle of Mull	6	5	4	4	2	2	2	1	
Isle of N Uist	1	1	1	1	1	1	1	1	1
Isle of Raasay									
Isle of Scalpay									
Isle of Skye	3	3	3	3	4	4	4	3	2
Isle of S Uist	4	1	1	1	1	1	1		
Isle of Tiree									
Orkney Islands	2	2	2	3	3	3	3	3	3
Shetland Islands	5	5	5	5	5	5	5	5	6

Note: No postcode or council area data available for 2017 or prior to 2014.

## Visitor Attractions



Island	2014	2015	2016	2018	2019	2020	21/22	22/23	23/24
<b>Total</b>	<b>1274</b>	<b>1276</b>	<b>1279</b>	<b>1275</b>	<b>1280</b>	<b>1249</b>	<b>1274</b>	<b>1141</b>	<b>1127</b>
Mainland	1169	1170	1178	1170	1173	1141	1165	1044	1028
Islands	105	106	101	105	107	108	109	97	99
Isle of Arran	7	9	8	6	6	6	7	5	5
Isle of Barra	1	1	1	1					
Isle of Benbecula									
Isle of Bute	3	4	4	4	4	5	5	4	4
Isle of Canna									
Isle of Coll									
Isle of Colonsay						1	1	1	1
Isle of Cumbrae	1	1	1	1	1	1	1	2	2
Isle of Eigg									
Isle of Gigha	1	1	1	1	1	1	1	1	1
Isle of Harris	8	9	7	6	6	6	6	3	3
Isle of Iona	1	1	1	2	2	2	2	2	2
Isle of Islay	9	8	8	8	9	8	8	7	9
Isle of Jura									
Isle of Lewis	6	6	5	7	8	8	8	6	5
Isle of Mull	7	6	6	5	6	6	6	5	5
Isle of N Uist	2	2	2	2	2	1	1	1	1
Isle of Raasay	1	1	1	1	1	1	2	2	1
Isle of Scalpay									
Isle of Skye	13	13	13	14	14	14	13	12	12
Isle of S Uist	1	1	1	1	1	2	2	1	1
Isle of Tiree									
Orkney Islands	18	18	18	19	20	20	19	19	20
Shetland Islands	26	25	24	27	26	26	27	26	27

Note: No postcode or council area data available for 2017 or prior to 2014.

## Taste Our Best



Island	2015	2016	2018	2019	2020	21/22	22/23	23/24
<b>Total</b>	<b>174</b>	<b>175</b>	<b>169</b>	<b>167</b>	<b>167</b>	<b>186</b>	<b>156</b>	<b>143</b>
Mainland	165	166	161	159	159	175	149	135
Islands	9	9	8	8	8	11	7	8
Isle of Arran	1	1	1	1	1	1	1	1
Isle of Barra								
Isle of Benbecula								
Isle of Bute								
Isle of Canna								
Isle of Coll								
Isle of Colonsay								
Isle of Cumbrae								
Isle of Eigg								
Isle of Gigha								
Isle of Harris								
Isle of Iona								
Isle of Islay								
Isle of Jura								
Isle of Lewis	1	1				1		
Isle of Mull	1	1	1	1	1	2	1	1
Isle of N Uist								
Isle of Raasay								
Isle of Scalpay								
Isle of Skye	3	3	2	2	2	2	1	2
Isle of S Uist								
Isle of Tiree								
Orkney Islands	2	2	2	2	3	3	1	2
Shetland Islands	1	1	2	2	1	2	3	2

Note: No postcode or council area data available for 2017. Taste Our Best began operating in 2015.

## SCHEME PARTICIPATION BY LOCAL AUTHORITY – SECTOR

### Hotels

Local Authority	2014	2015	2016	2018	2019	2020	21/22	22/23	23/24
<b>Total</b>	<b>608</b>	<b>597</b>	<b>547</b>	<b>463</b>	<b>433</b>	<b>412</b>	<b>419</b>	<b>274</b>	<b>237</b>
Aberdeen City	29	31	31	21	20	15	14	3	2
Aberdeenshire	32	27	25	22	18	18	21	15	13
Angus	11	10	7	6	5	5	5	4	4
Argyll & Bute	48	49	45	36	41	40	39	24	21
City of Edinburgh	59	60	52	42	33	32	33	16	17
Clackmannansh.	1	1	1						
Dumfries & Galloway	38	37	32	25	26	23	23	16	15
Dundee City	6	5	3	4	4	4	4	1	1
East Ayrshire	6	6	6	5	4	4	4	2	2
E Dunbartonshire	1	1	1	1	1	1	1	1	1
East Lothian	11	9	9	9	7	6	5	5	4
E Renfrewshire	3	3	3	2	1	1	1		
Falkirk	5	5	3	2	2	2	2	1	1
Fife	32	30	27	26	25	25	25	18	16
Glasgow City	33	31	30	24	22	20	19	13	8
Highland	114	109	102	92	87	84	93	65	56
Inverclyde	3	3	3	1	1	1	1		
Midlothian	1	1	2	2	2	2	2	2	1
Moray	8	9	8	6	7	8	7	5	4
Na h-Eileanan Siar	10	10	10	9	9	8	8	5	4
North Ayrshire	11	13	11	10	10	10	10	10	8
N Lanarkshire	6	5	5	5	3	3	3	2	
Orkney Islands	9	11	10	7	7	7	5	4	4
Perth & Kinross	51	47	42	38	34	32	30	22	20
Renfrewshire	5	6	7	7	7	7	7	5	4
Scottish Borders	14	16	14	11	10	10	10	9	7
Shetland Islands	8	8	7	7	7	4	4	2	2
South Ayrshire	14	15	15	15	13	12	12	7	7
S Lanarkshire	12	12	12	12	11	11	11	7	5
Stirling	21	21	18	11	11	12	13	5	6
W Dunbartonsh.	3	4	4	3	3	3	5	4	3
West Lothian	3	2	2	2	2	2	2	1	1

Note: No postcode or council area data available for 2017 or prior to 2014.



Small Serviced

Local Authority	2014	2015	2016	2018	2019	2020	21/22	22/23	23/24
<b>Total</b>	<b>1606</b>	<b>1417</b>	<b>1270</b>	<b>962</b>	<b>799</b>	<b>725</b>	<b>667</b>	<b>408</b>	<b>345</b>
Aberdeen City	17	16	14	10	8	5	5	2	1
Aberdeenshire	75	67	63	42	35	33	32	23	18
Angus	40	37	34	24	16	13	13	6	5
Argyll and Bute	165	150	138	99	82	82	77	45	38
City of Edinburgh	130	111	96	70	56	53	50	28	25
Clackmannansh.	5	5	4	5	4	3	2	1	
Dumfries & Galloway	78	74	71	50	42	34	29	14	9
Dundee City	12	10	8	9	8	6	4	2	2
East Ayrshire	10	11	7	3	3	3	3	2	2
E Dunbartonsh.	2	3	3	2	2	2	1		
East Lothian	22	23	19	15	12	10	8	6	6
E Renfrewshire	1	0	0	0	0	0	0	0	0
Falkirk	5	4	3	3	4	4	3	2	2
Fife	114	105	97	67	55	47	44	32	29
Glasgow City	19	19	17	13	10	9	8	3	2
Highland	406	347	310	248	210	192	179	119	99
Inverclyde	5	4	5	5	2	2	2	1	
Midlothian	7	6	5	3	3	2	2	1	1
Moray	32	24	22	20	19	18	15	9	5
Na h-Eileanan Siar	50	37	32	24	18	15	13	9	9
North Ayrshire	21	19	17	15	13	13	10	6	5
N Lanarkshire	9	8	8	6	4	4	3	1	1
Orkney Islands	39	35	28	24	17	18	17	8	9
Perth & Kinross	104	91	85	73	70	63	59	36	30
Renfrewshire	3	2	1	1	1	1			
Scottish Borders	67	57	51	40	35	33	33	17	15
Shetland Islands	22	20	16	13	13	13	9	4	4
South Ayrshire	25	23	20	11	5	5	5	3	3
S Lanarkshire	20	17	17	10	8	5	5	4	4
Stirling	70	62	53	36	28	24	23	15	13
W Dunbartonsh	17	18	17	13	11	8	7	5	4
West Lothian	14	12	9	8	5	5	6	4	4

Note: No postcode or council area data available for 2017 or prior to 2014.

## Self-Catering & Serviced Apartments

<b>Local Authority</b>	<b>2014</b>	<b>2015</b>	<b>2016</b>	<b>2018</b>	<b>2019</b>	<b>2020</b>	<b>21/22</b>	<b>22/23</b>	<b>23/24</b>
<b>Total</b>	<b>2024</b>	<b>1865</b>	<b>1709</b>	<b>1448</b>	<b>1310</b>	<b>1230</b>	<b>1183</b>	<b>873</b>	<b>789</b>
Aberdeen City	19	25	17	12	10	9	8	3	2
Aberdeenshire	101	101	93	85	77	74	65	57	47
Angus	30	25	25	19	17	15	21	18	19
Argyll and Bute	235	216	189	164	153	140	138	100	88
City of Edinburgh	64	57	51	43	33	26	28	20	15
Clackmannansh.	5	5	5	4	3	2	5	5	4
Dumfries and Galloway	145	123	115	99	94	94	94	76	64
Dundee City	5	6	8	6	7	7	3	2	2
East Ayrshire	4	3	4	4	4	3	2	2	2
East Dunbartonshire	1	1	0	0	0	0	0	0	0
East Lothian	42	39	38	31	27	28	30	23	19
East Renfrewshire									
Falkirk	5	2	2	2	2	3	3	2	2
Fife	92	87	77	59	58	52	46	29	22
Glasgow City	11	12	9	7	5	5	5	5	4
Highland	478	427	394	335	300	284	276	208	200
Inverclyde	4	5	4	2	1	1	1		
Midlothian	4	4	3	5	6	6	6	5	4
Moray	36	33	34	35	28	26	24	22	18
Na h-Eileanan Siar	135	128	121	105	91	81	82	60	58
North Ayrshire	38	29	24	21	17	17	15	11	13
N Lanarkshire	4	4	3	2	2	2	2	2	2
Orkney Islands	104	99	95	77	74	72	65	45	39
Perth & Kinross	175	154	145	126	111	109	104	71	61
Renfrewshire									
Scottish Borders	89	86	75	54	49	44	41	30	31
Shetland Islands	62	61	62	55	53	49	48	31	29
South Ayrshire	22	22	20	17	17	14	11	8	7
S Lanarkshire	18	18	16	16	14	12	11	7	8
Stirling	72	69	59	44	40	40	39	23	22
W Dunbartonsh	19	19	17	15	13	11	6	5	4
West Lothian	5	5	5	4	4	4	4	3	3

Note: No postcode or council area data available for 2017 or prior to 2014.

## Hostels

Local Authority	2014	2015	2016	2018	2019	2020	21/22	22/23	23/24
<b>Total</b>	<b>200</b>	<b>178</b>	<b>159</b>	<b>136</b>	<b>135</b>	<b>131</b>	<b>131</b>	<b>95</b>	<b>84</b>
Aberdeen City	1	1	1	1	1	1	1	1	
Aberdeenshire	6	5	5	5	5	5	5	3	2
Angus	2	2	2	1	1	1	1	2	2
Argyll and Bute	19	14	13	12	12	12	12	6	6
City of Edinburgh	13	10	8	5	5	5	5	4	4
Clackmannansh.									
Dumfries & Galloway	3	4	3	3	3	3	3	3	3
Dundee City									
East Ayrshire									
E Dunbartonsh.									
East Lothian							1	1	1
E Renfrewshire									
Falkirk	1								
Fife									
Glasgow City	7	6	6	7	7	7	7	6	4
Highland	82	73	58	54	53	50	49	36	33
Inverclyde									
Midlothian									
Moray	3	3	2	1	1	1	2		1
Na h-Eileanan Siar	12	9	10	9	9	9	9	8	7
North Ayrshire	3	4	5	4	4	4	4	2	1
N Lanarkshire									
Orkney Islands	14	14	14	14	14	13	13	10	9
Perth & Kinross	8	7	8	9	8	8	7	4	4
Renfrewshire									
Scottish Borders	1	1	1	1	1	1	1	2	2
Shetland Islands	12	12	12	3	3	3	3	1	1
South Ayrshire									
S Lanarkshire	2	2	2	1	1	1	1	1	
Stirling	11	11	9	6	7	7	7	5	4
W Dunbartonsh									
West Lothian									

Note: No postcode or council area data available for 2017 or prior to 2014.

## Caravan & Camping

<b>Local Authority</b>	<b>2014</b>	<b>2015</b>	<b>2016</b>	<b>2018</b>	<b>2019</b>	<b>2020</b>	<b>21/22</b>	<b>22/23</b>	<b>23/24</b>
<b>Total</b>	<b>233</b>	<b>231</b>	<b>230</b>	<b>216</b>	<b>214</b>	<b>208</b>	<b>207</b>	<b>181</b>	<b>180</b>
Aberdeen City									
Aberdeenshire	16	16	16	17	17	16	17	13	14
Angus	6	5	5	6	6	6	7	5	4
Argyll and Bute	27	27	27	27	23	23	21	18	17
City of Edinburgh	1	1	1	1	1	1	2	2	2
Clackmannansh	1	1	1	1	1	1	1		
Dumfries & Galloway	40	37	37	33	34	33	29	30	28
Dundee City	1	1	1						
East Ayrshire								1	1
E Dunbartonsh									
East Lothian	7	8	8	8	8	8	8	7	7
E Renfrewshire									
Falkirk							1	1	
Fife	10	12	13	13	12	12	14	13	13
Glasgow City									
Highland	43	45	41	33	36	34	33	29	27
Inverclyde	1	1	1	1	1	1	1	1	1
Midlothian	1	1	1	1	1	1	1		
Moray	9	8	8	8	8	8	8	5	6
Na h-Eileanan Siar	9	5	5	5	4	3	3	3	3
North Ayrshire	2	2	2	2	2	2	2	2	3
N Lanarkshire	1	1	1	1	1	1	1	1	1
Orkney Islands	2	2	2	3	3	3	3	3	3
Perth & Kinross	14	16	16	16	15	15	13	11	11
Renfrewshire	1								
Scottish Borders	11	11	13	12	12	12	13	12	12
Shetland Islands	5	5	5	5	5	5	5	5	6
South Ayrshire	12	12	12	11	12	12	12	8	9
S Lanarkshire	1	1	1	1	1				1
Stirling	8	9	9	7	7	7	9	8	8
W Dunbartonsh	1	1	1	1	1	1	1	1	1
West Lothian	3	3	3	3	3	3	2	2	2

Note: No postcode or council area data available for 2017 or prior to 2014.

## Visitor Attractions

Local Authority	2014	2015	2016	2018	2019	2020	21/22	22/23	23/24
<b>Total</b>	<b>1274</b>	<b>1276</b>	<b>1279</b>	<b>1275</b>	<b>1280</b>	<b>1249</b>	<b>1274</b>	<b>1141</b>	<b>1127</b>
Aberdeen City	12	10	13	12	10	10	11	6	11
Aberdeenshire	93	93	95	96	96	97	102	91	92
Angus	46	45	44	37	35	36	38	37	28
Argyll and Bute	60	62	60	62	68	66	64	59	61
City of Edinburgh	74	71	75	81	81	81	83	71	74
Clackmannansh	3	3	3	4	4	4	3	3	3
Dumfries and Galloway	89	94	94	92	91	87	90	82	79
Dundee City	34	37	36	37	37	37	36	30	29
East Ayrshire	16	16	16	19	18	18	18	18	18
E Dunbartonsh	8	8	8	8	8	8	6	6	6
East Lothian	38	38	39	39	39	41	43	41	39
E Renfrewshire	6	5	5	3	3	3	5	6	6
Falkirk	13	15	15	14	14	15	18	17	18
Fife	91	98	92	91	93	89	90	83	84
Glasgow City	33	36	35	35	38	37	35	29	33
Highland	160	162	164	159	157	148	153	143	143
Inverclyde	15	15	14	12	12	12	13	8	8
Midlothian	13	13	14	13	13	13	13	13	12
Moray	63	64	62	63	62	59	58	53	50
Na h-Eileanan Siar	18	19	16	17	17	18	17	11	10
North Ayrshire	26	27	29	25	25	25	24	23	22
N Lanarkshire	16	15	16	16	16	14	13	8	8
Orkney Islands	18	18	18	19	20	20	19	19	20
Perth & Kinross	84	78	78	86	88	88	90	79	75
Renfrewshire	13	12	11	8	8	8	11	10	10
Scottish Borders	73	70	68	70	68	61	64	61	60
Shetland Islands	26	25	24	27	26	26	27	26	27
South Ayrshire	24	23	25	24	23	23	22	19	17
S Lanarkshire	31	30	30	29	31	31	33	21	22
Stirling	33	31	32	33	33	29	34	31	30
W Dunbartons	17	16	19	18	20	19	16	13	13
West Lothian	28	27	29	26	26	26	25	24	19

Note: No postcode or council area data available for 2017 or prior to 2014.

## Taste Our Best Stand Alone

Local Authority	2015	2016	2018	2019	2020	21/22	22/23	23/24
<b>Total</b>	<b>174</b>	<b>175</b>	<b>169</b>	<b>167</b>	<b>167</b>	<b>186</b>	<b>156</b>	<b>143</b>
Aberdeen City	8	5	6	5	5	5		3
Aberdeenshire	14	13	20	22	22	24	22	22
Angus	1	3	3	3	3	4	5	4
Argyll and Bute	18	20	22	23	22	23	19	15
City of Edinburgh	19	17	12	12	14	15	10	11
Clackmannanshire						1		
Dumfries & Galloway	3	1	3	2	2	2	2	3
Dundee City	4	4	3	2	2	3	2	1
East Ayrshire	1	2	2	2	1	2	3	2
E Dunbartonshire						1	1	1
East Lothian			1	1	2	5	5	5
East Renfrewshire	1	1	1	1	1	1	1	1
Falkirk	1	2	2	2	4	4	5	4
Fife	14	15	12	11	11	12	16	14
Glasgow City	23	19	12	9	11	10	8	4
Highland	14	18	17	19	19	21	18	20
Inverclyde	5	4	3	3	2	2	2	1
Midlothian	4	5	2	1	1	2		1
Moray	2	2	2	3	3	2	1	1
Na h-Eileanan Siar	1	1				1		
North Ayrshire	5	7	5	5	4	4	4	4
N Lanarkshire						5	5	5
Orkney Islands	2	2	2	2	3	3	1	2
Perth & Kinross	16	16	18	20	18	16	12	8
Renfrewshire		1	1	1	1			
Scottish Borders	6	4	6	7	7	8	4	3
Shetland Islands	1	1	2	2	1	2	3	2
South Ayrshire	3	5	4	4	4	4	2	1
S Lanarkshire	2	2	2	1	1	1		
Stirling	4	4	4	4	3	3	4	3
W Dunbartonsh	2	1	1					
West Lothian			1				1	2

Note: No postcode or council area data available for 2017. Taste Our Best began operating in 2015.