

SCOTTISH ACCOMMODATION OCCUPANCY SURVEY REPORT: *September 2023/2022 Report - HOTELS*

1.0 Introduction September 2023/2022

Welcome to the VisitScotland, Scottish Accommodation Occupancy Survey Report covering September 2023 and benchmarking against September 2022. 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 September 2023

The SOAS Report: September 2023/2022 Hotels report shows an increase in occupancy in the Hotels sector in Scotland compared to the same period in 2022. Scottish Serviced Accommodation occupancy rates for September 2023 experienced an **8.48** percentage point increase when comparing percentage room occupancy rates with September 2022. Occupancy rates within the Hotel sector experienced an **8.50** percentage point increase in September 2023 when compared to the same period last year.

Data from the Scottish Retail Consortium showed that the September retail sales figures in Scotland rose to 6.1% from 5.6% in August, however. Food sales continue to be the biggest growth area.

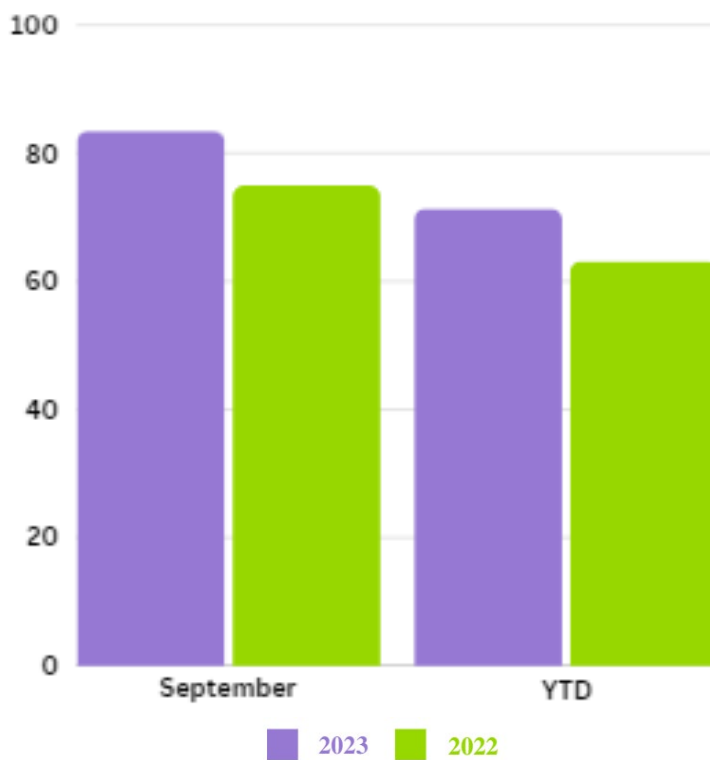
Domestic consumer sentiment provided by the GB National Tourist Boards for September 2023 found that 18% of respondents said they were "...been hit hard - no option but to cut back on spending" (a 4% decrease on the August 2023 survey). The survey recorded 46% of respondents (a 1% increase on the August 2023 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, 33% of UK adults intend to take a domestic overnight trip in the third quarter of 2023 although that figure rose to 76% 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, Personal finances and the UK weather. The figures above have been consistent across the last three waves of the GB National Tourist Survey (VisitBritain 2023) and evidence the importance attached to holiday expenditure even in a challenging economic environment.

The recovery in international inbound visitation stalled in September 2023; with the Eurocontrol (European Air Traffic Agency) indicating that UK air connectivity saw a 10% increase when compared to the same period in 2022, however, UK air connectivity had seen a 9% decrease in year-to-date flights compared to 2019.

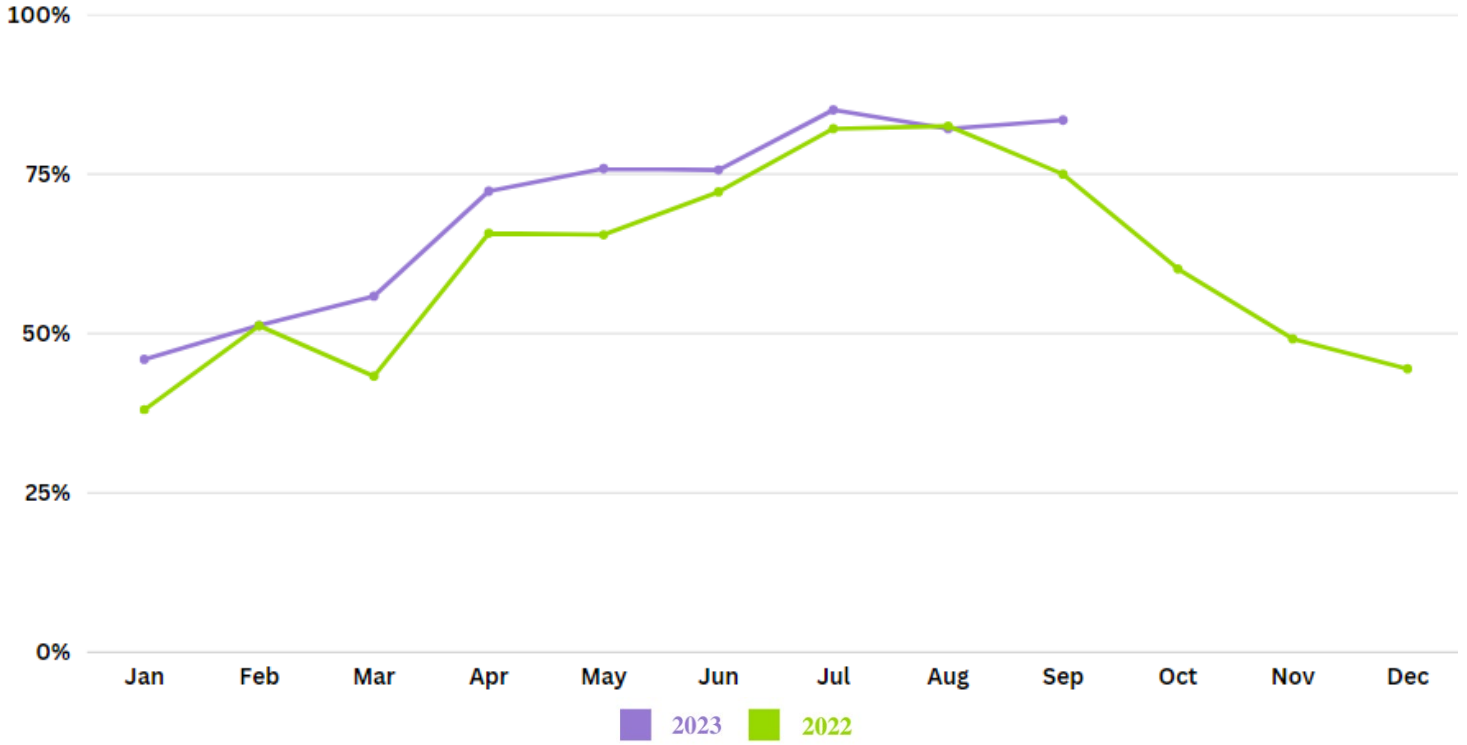
All Serviced Accommodation

Room Occupancy – September 2023/2022

Scottish Serviced Accommodation room occupancy rates for September 2023 experienced a **8.48** percentage point increase when comparing percentage room occupancy rates with September 2022.



Room Occupancy – Year-to-Date



Room Occupancy	September 23	September 22	23/22 Diff ¹	Change ²	YTD 23	YTD 22	23/22 Diff	Change
All Serviced Accommodation	83.45%	74.97%	8.48	108	71.36%	63.14%	8.22	108

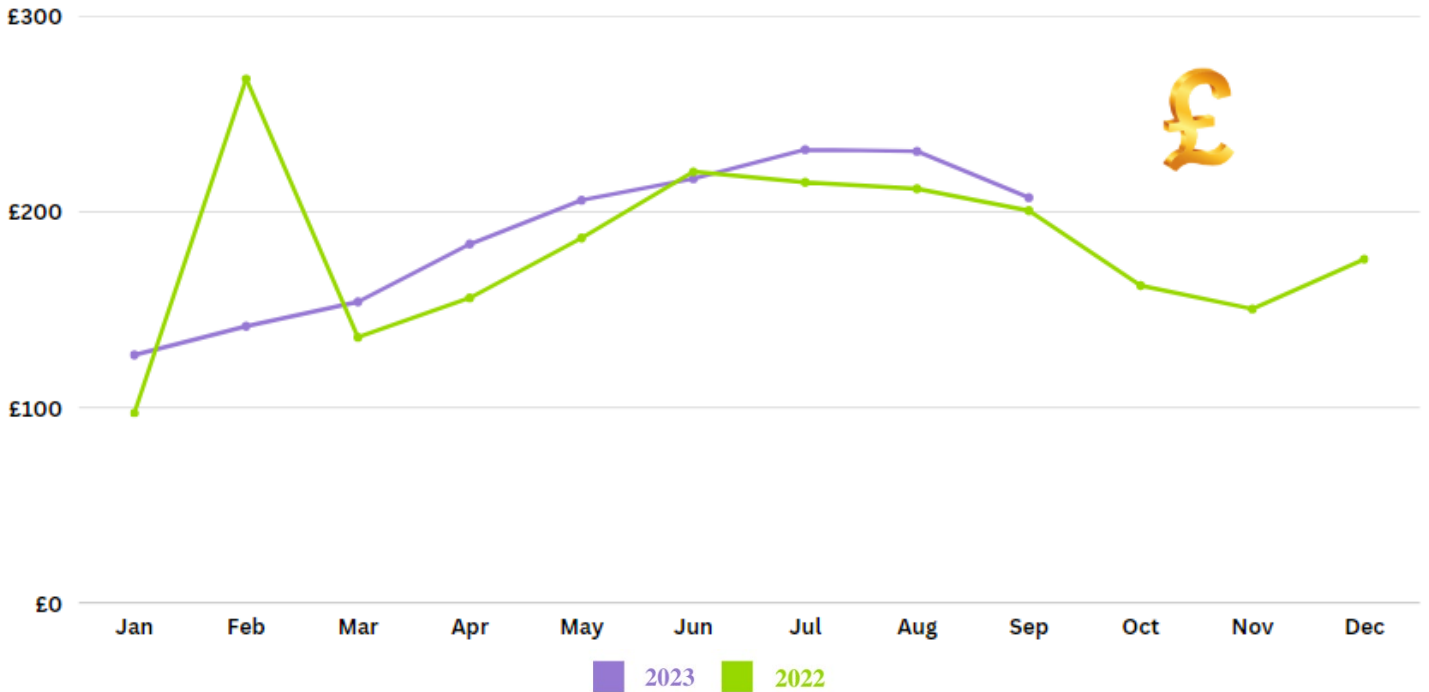
Bed Occupancy	September 23	September 22	23/22 Diff	Change	YTD 23	YTD 22	23/22 Diff	Change
All Serviced Accommodation	73.58%	63.98%	9.60	110	62.17%	54.28%	7.89	108

RevPAR

The Revenue per available occupied room for September 2023 was **£207.47** compared with **£200.82** in September 2022. This figure is based solely on accommodation providers who provided financial information for either September 2023 and/or 2022.

¹ 23/22 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 2023/2022

Room – Average RevPAR (£)	September 23	September 22
All Serviced Accommodation	£207.47	£200.82

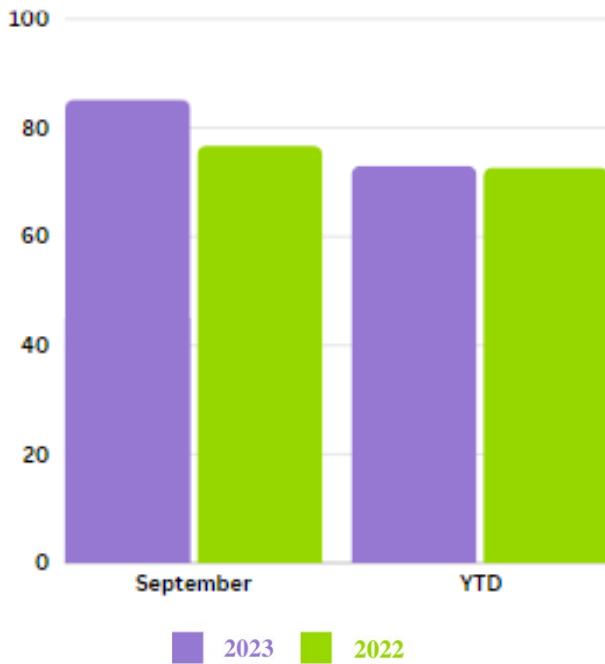
RevPAR by Grading- September 2023/21

Grading – Average RevPAR (£)	September 23	September 22
2 Stars	£185.98	£128.00
3 Stars	£201.00	£152.51
4 Stars	£214.67	£289.53
5 Stars	£431.09	£256.45
Unclassified	£0.00	£104.80

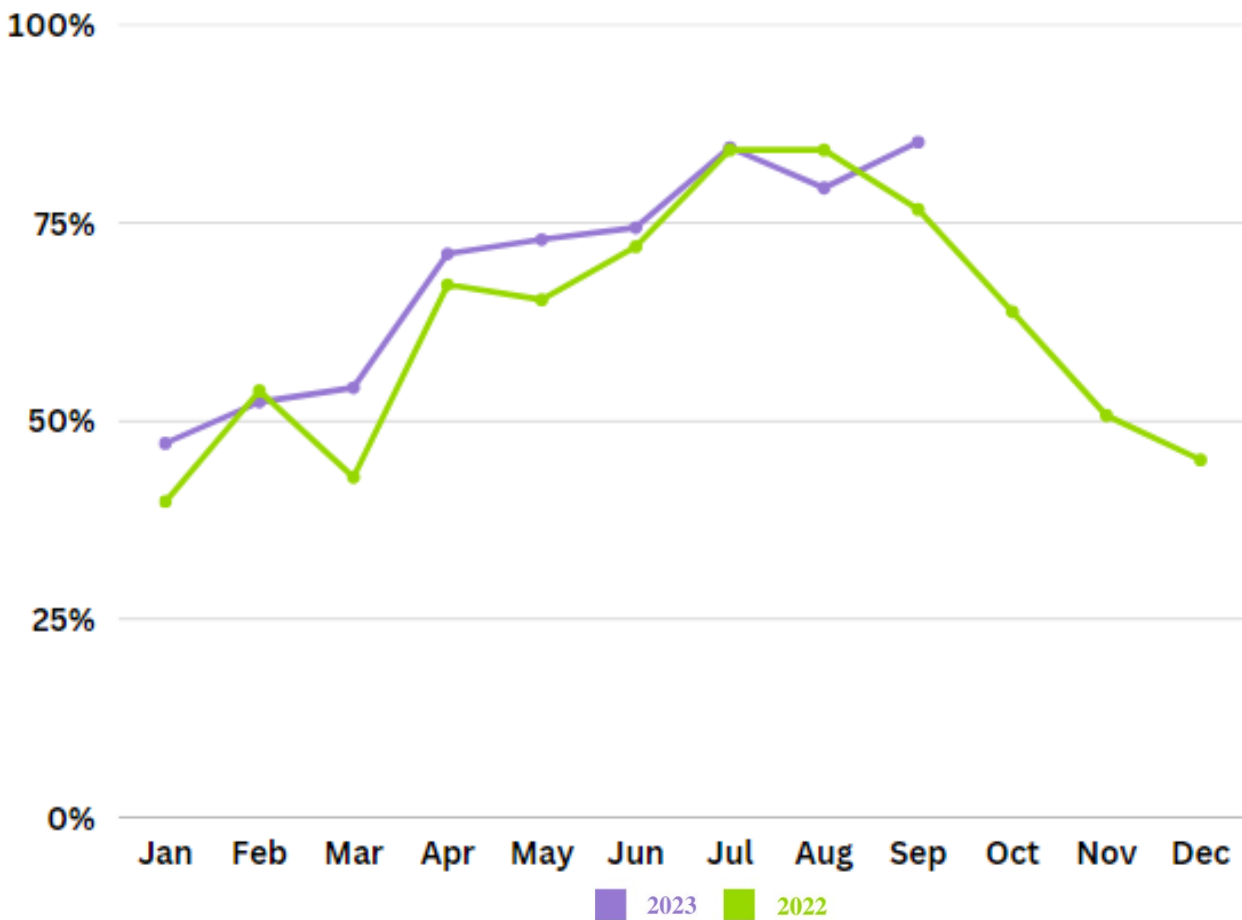
3.0 Serviced Accommodation – Hotel Sector

3.1 Performance by Hotel Category

Hotel Room Occupancy – September 2023/2022



Hotel Room Occupancy – Year to Date



In the **Hotel** sector, the room occupancy rate for September 2023 was **85.22%** compared to data from the previous year of **76.72%** occupancy rate; this shows an overall percentage point increase of **8.50**.

Percentage room occupancy rates for Hotels (sample size >4) in the Highlands of Scotland were the highest in September 2023, whereas the bed occupancy rates for Hotels (sample size >4) in the Argyll, Loch Lomond & Forth Valley Region were the highest. Operators in Remote Small Towns and properties charging a £70+ tariff fared best in room occupancy rates in September 2023.

The table below shows the **Room Occupancy** rate recorded for September 2023/2022 as well as the Change calculation for the **Hotel Sector**.

Room Occupancy	September 23	September 22	23/22 Diff	Change	YTD 23	YTD 22	23/22 Diff	Change
Hotel	85.22%	76.72%	8.50	109	73.03%	72.74%	0.29	100

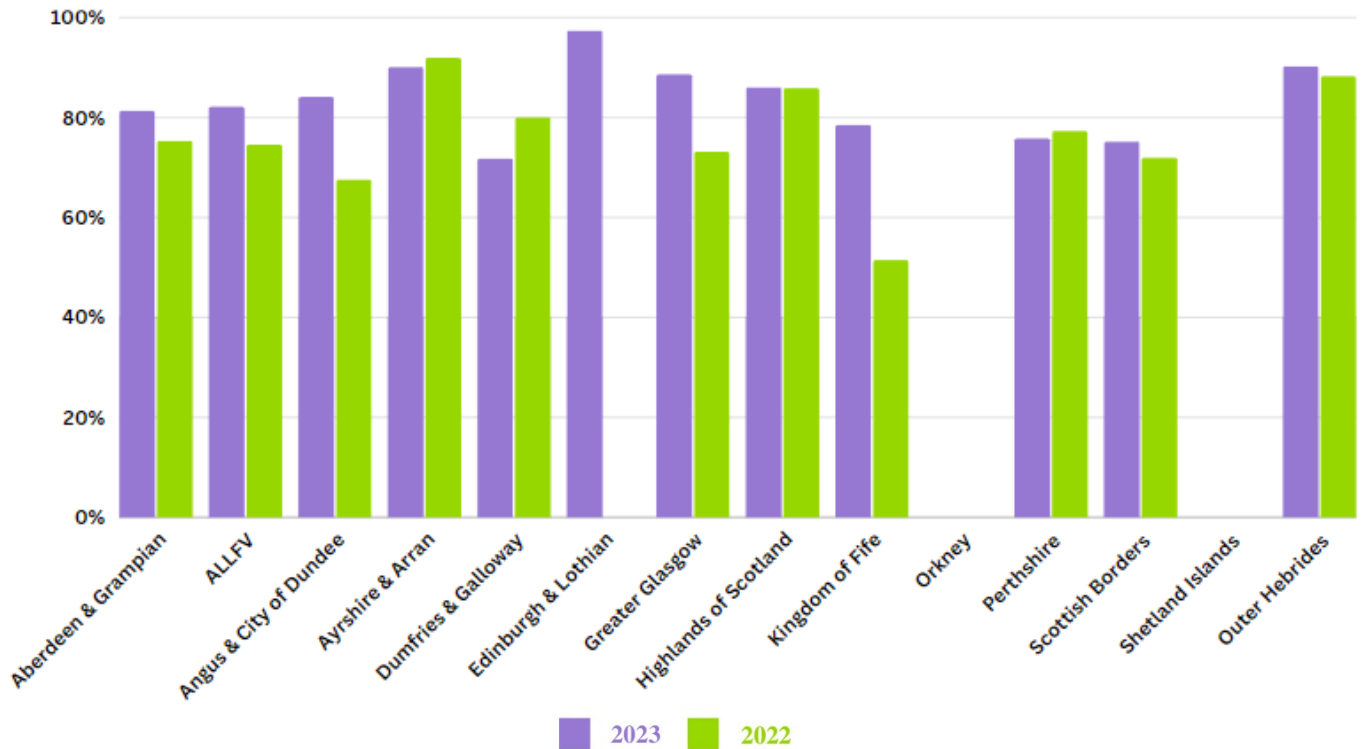
In the **Hotel sector**, the bed occupancy rate for September 2023 was **71.89%** compared to data from the previous year of **65.35%** occupancy rate; this shows an overall percentage point increase of **6.54**.

The table below shows the **Bed Occupancy** rate recorded for September 2023/2022 as well as the 23/22 Diff calculation for the **Hotel sector**

Bed Occupancy	September 23	September 22	23/22 Diff	Change	YTD 23	YTD 22	23/22 Diff	Change
Hotel	71.89%	65.35%	6.54	107	62.74%	72.74%	-10.00	52

Room Occupancy by Former VisitScotland Area

Hotel Room Occupancy by Former VisitScotland Area – September 2023/2022



Room Occupancy by Location (Accessibility & Density) – September 2023/2022

Location accessibility/density	September 23	September 22	23/22 Diff	Change	YTD 23	YTD 22	23/22 Diff	Change
Large Urban Areas	92.29%	84.93%	7.36	107	75.73%	80.32%	-4.59	95
Other Urban Areas	86.89%	78.06%	8.83	109	78.23%	72.88%	5.35	105
Accessible Small Towns	79.94%	66.83%	13.11	113	71.59%	69.36%	2.23	102
Remote Small Towns	70.15%	69.69%	0.46	100	57.59%	68.32%	-10.73	89
Accessible Rural	*	*	*	*	57.59%	36.80%	20.79	121
Remote Rural	84.56%	87.17%	-2.61	97	72.45%	75.10%	-2.65	97
- Sample Size = Nil		*Sample Size (between 1 and 4) too small to be included						

Bed Occupancy by Location (Accessibility & Density) – September 2023/2022

Location accessibility/density	September 23	September 22	23/22 Diff	Change	YTD 23	YTD 22	23/22 Diff	Change
Large Urban Areas	71.74%	77.85%	-6.11	94	63.78%	73.69%	-9.91	90
Other Urban Areas	73.54%	65.89%	7.65	108	65.91%	58.98%	6.93	107
Accessible Small Towns	71.76%	61.77%	9.99	110	59.37%	53.76%	5.61	106
Remote Small Towns	78.12%	68.94%	9.18	109	55.68%	61.49%	-5.81	94
Accessible Rural	*	*	*	*	41.98%	26.88%	15.10	115
Remote Rural	72.83%	61.38%	11.45	111	64.30%	56.20%	8.10	108
- Sample Size = Nil		*Sample Size (between 1 and 4) too small to be included						

Room Occupancy by Location (Geographic) – September 2023/2022

Location (Geographic)	September 23	September 22	23/22 Diff	Change	YTD 23	YTD 22	23/22 Diff	Change
Coastal	84.15%	76.11%	8.04	108	67.27%	68.96%	-1.69	98
Inland	85.17%	75.62%	9.55	110	75.78%	73.45%	2.33	102
Island	93.26%	88.02%	5.24	105	75.24%	78.16%	-2.92	97
- Sample Size = Nil		*Sample Size (between 1 and 4) too small to be included						

Bed Occupancy by Location (Geographic) – September 2023/2022

Location (Geographic)	September 23	September 22	23/22 Diff	Change	YTD 23	YTD 22	23/22 Diff	Change
Coastal	61.05%	61.38%	-0.33	100	54.89%	52.66%	2.23	102
Inland	77.36%	65.84%	11.52	112	66.31%	61.81%	4.50	105
Island	79.50%	77.81%	1.69	102	72.42%	72.48%	-0.06	100
- Sample Size = Nil		*Sample Size (between 1 and 4) too small to be included						

Room Occupancy by Grading – September 2023/2022

Grading	September 23	September 22	23/22 Diff	Change	YTD 23	YTD 22	23/22 Diff	Change
2 Stars	*	*	*	*	76.74%	73.17%	3.57	104
3 Stars	79.02%	74.97%	4.05	104	67.47%	70.49%	-3.02	97
4 Stars	89.72%	80.84%	8.88	109	75.77%	80.02%	-4.25	96
5 Stars	*	*	*	*	60.07%	58.35%	1.72	102
Unclassified	*	80.06%	5.78	106	74.41%	67.87%	6.54	107
	- Sample Size = Nil		*Sample Size (between 1 and 4) too small to be included					

Bed Occupancy by Grading – September 2023/2022

Grading	September 23	September 22	23/22 Diff	Change	YTD 23	YTD 22	23/22 Diff	Change
2 Stars	*	*	*	*	66.79%	57.72%	9.07	109
3 Stars	70.83%	64.53%	6.30	106	60.03%	59.13%	0.90	101
4 Stars	70.21%	71.49%	-1.28	99	62.73%	68.75%	-6.02	94
5 Stars	*	*	*	*	48.08%	48.18%	-0.10	100
Unclassified	*	52.33%	8.93	109	53.40%	43.51%	9.89	110
	- Sample Size = Nil		*Sample Size (between 1 and 4) too small to be included					