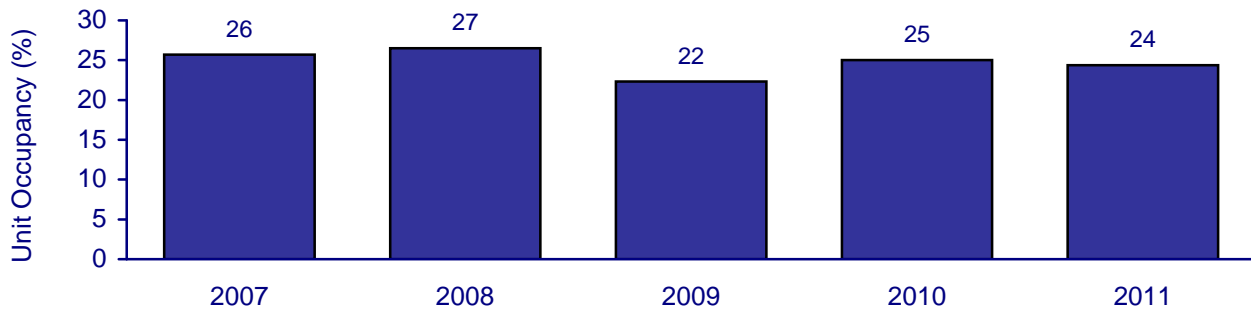


SCOTTISH SELF-CATERING OCCUPANCY SURVEY JANUARY 2011

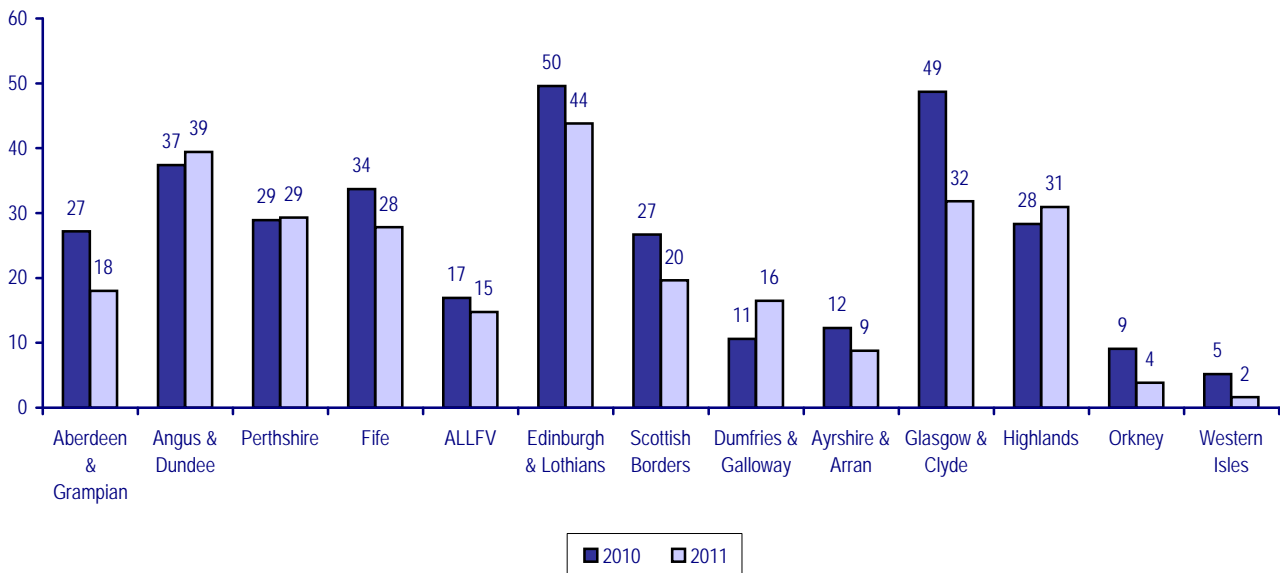


Commissioned by VisitScotland Conducted by TNS Travel & Tourism

January Unit Occupancy 2007 - 2011 - all Scotland

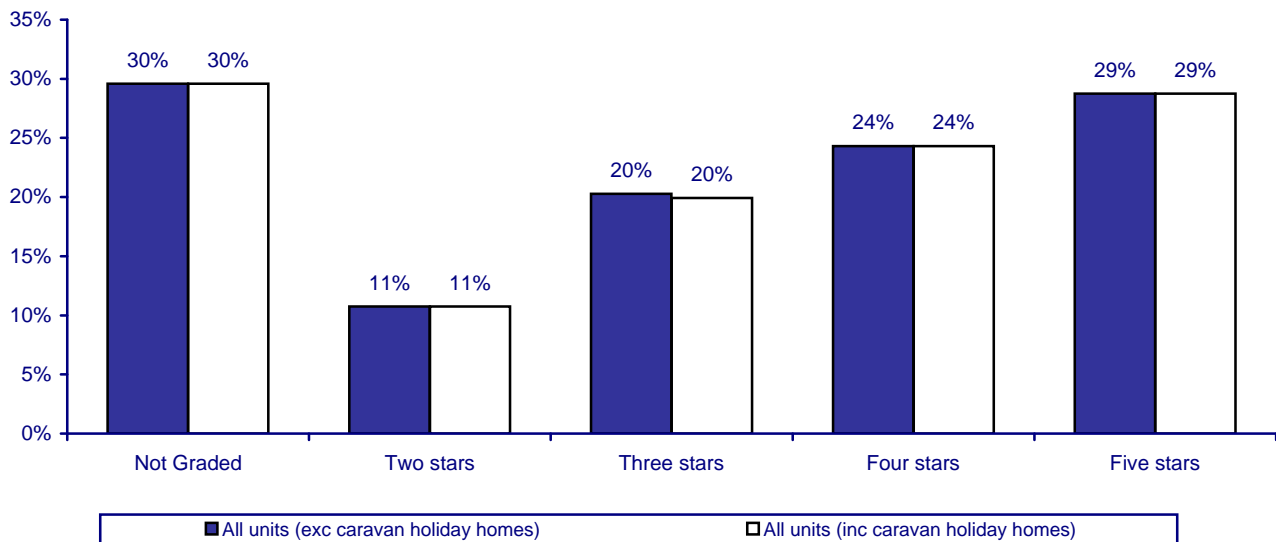


January Unit Occupancy by Local Area 2010-2011



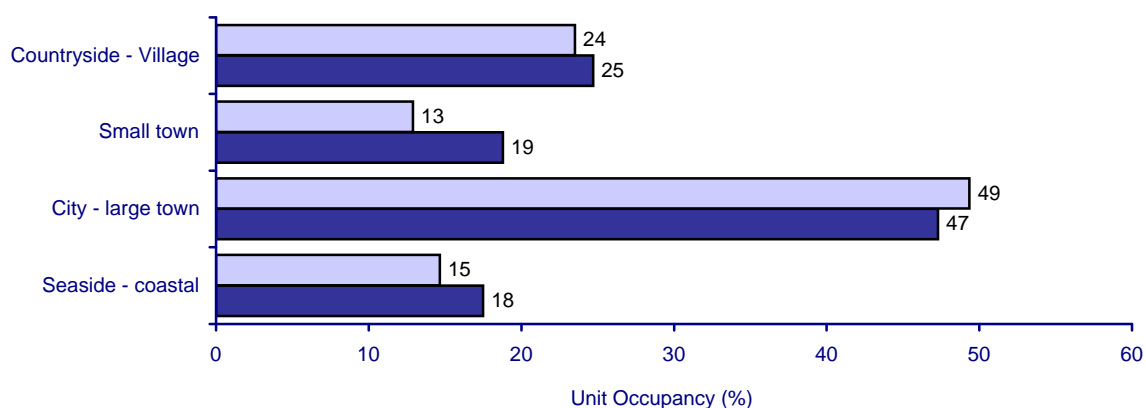
ALLFV: Argyll, Loch Lomond & Forth Valley

January 2011 Unit Occupancy by Grading and Type of Property

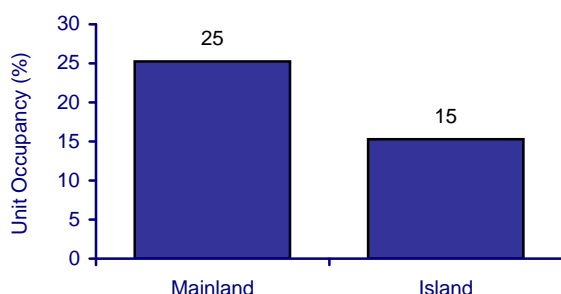


Due to late returns and relatively small monthly sample sizes, these results are indicative only and subject to revision. Results are shown for areas with a sample of 5 or more

January Unit Occupancy by Local Area 2010-2011



January 2011 Unit Occupancy by Location



January 2011 Unit Occupancy by Mainland/Island Location

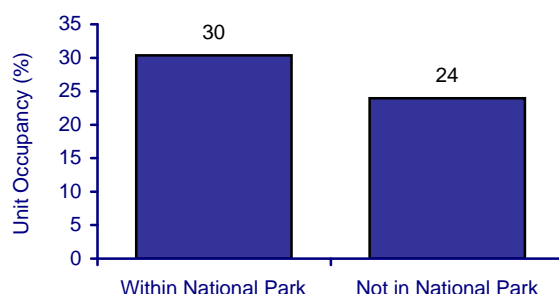


TABLE 2: JANUARY OCCUPANCY BY AREA & TYPE OF PROPERTY

AREA	Chalet (%)		Static Caravan (%)		Other Property**	
	2010	2011	2010	2011	2010	2011
SCOTLAND	19	22	+	+	27	25
Aberdeen & Grampian	+	+	+	+	27	18
Angus & Dundee	+	+	+	+	42	39
Perthshire	37	44	+	+	27	26
Fife	+	+	+	+	34	28
ALLFV	6	9	+	+	20	17
Edinburgh & Lothians	+	+	+	+	50	44
Scottish Borders	+	+	+	+	27	19
Dumfries & Galloway	11	19	+	+	18	16
Ayrshire & Arran	+	+	+	+	12	9
Glasgow & Clyde	+	+	+	+	49	32
Highlands	28	24	+	+	28	36
Orkney	+	+	+	+	9	4
Shetland	+	+	+	+	50	+
Western Isles	+	+	+	+	5	2

** Other properties include houses, flats, bungalows and cottages; Results are only detailed for areas where sample is greater than 5

+ Sample less than 5

NOTE: Some of the sample sizes are small and therefore care should be taken in interpreting the results; results are only detailed for categories where sample is greater than 5

The survey of Self-catering Accommodation is conducted by TNS Travel & Tourism on behalf of VisitScotland.

If you would like further information about the survey, please contact Research Enquiry Mailbox VisitScotland (research@visitscotland.com)