

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

1.0 Introduction October 2023/2022

Welcome to the VisitScotland, Scottish Accommodation Occupancy Survey Report covering October 2023 and benchmarking against October 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 October 2023

The SOAS Report: October 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 October 2023 experienced a **17.17** percentage point increase when comparing percentage room occupancy rates with October 2022. Occupancy rates within the Hotel sector experienced a **15.47** percentage point increase in October 2023 when compared to the same period last year.

Data from the Scottish Retail Consortium showed that retail sales remained weak in October with growth of just 2.5%. Food and drink and health and beauty categories continued to drive sales. October's food and drink sales enjoyed a slight increase in volume and value sales compared to last year, but value sales were slightly down on September's performance.

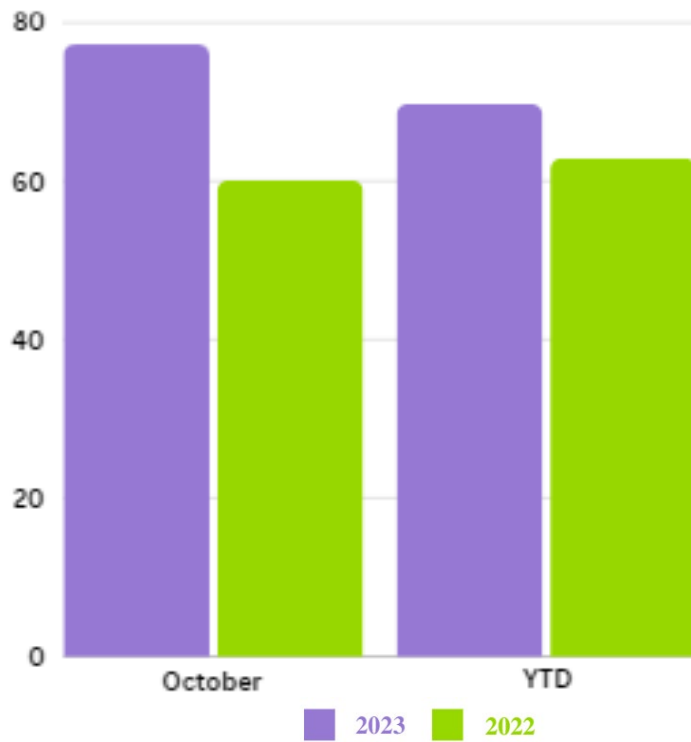
Domestic consumer sentiment provided by the GB National Tourist Boards for October 2023 found that 21% of respondents said they were "...been hit hard - no option but to cut back on spending" (a 3% increase on the September 2023 survey). The survey recorded 45% of respondents (a 1 % decrease on the September 2023 Survey) saying they were "...cautious - things are ok but I feel I have to be very careful". were "...been hit hard - no option but to cut back on spending" (a 3% increase on the September 2023 survey). The survey recorded 45% of respondents (a 1 % decrease on the September 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, 21% of UK adults intend to take a domestic overnight trip in the fourth quarter of 2023, that figure rose to 78% in the following 12 months. However, the key three barriers to taking an overnight UK trip in the next six months continue to be the rising cost of living, UK weather and Personal finances. 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.

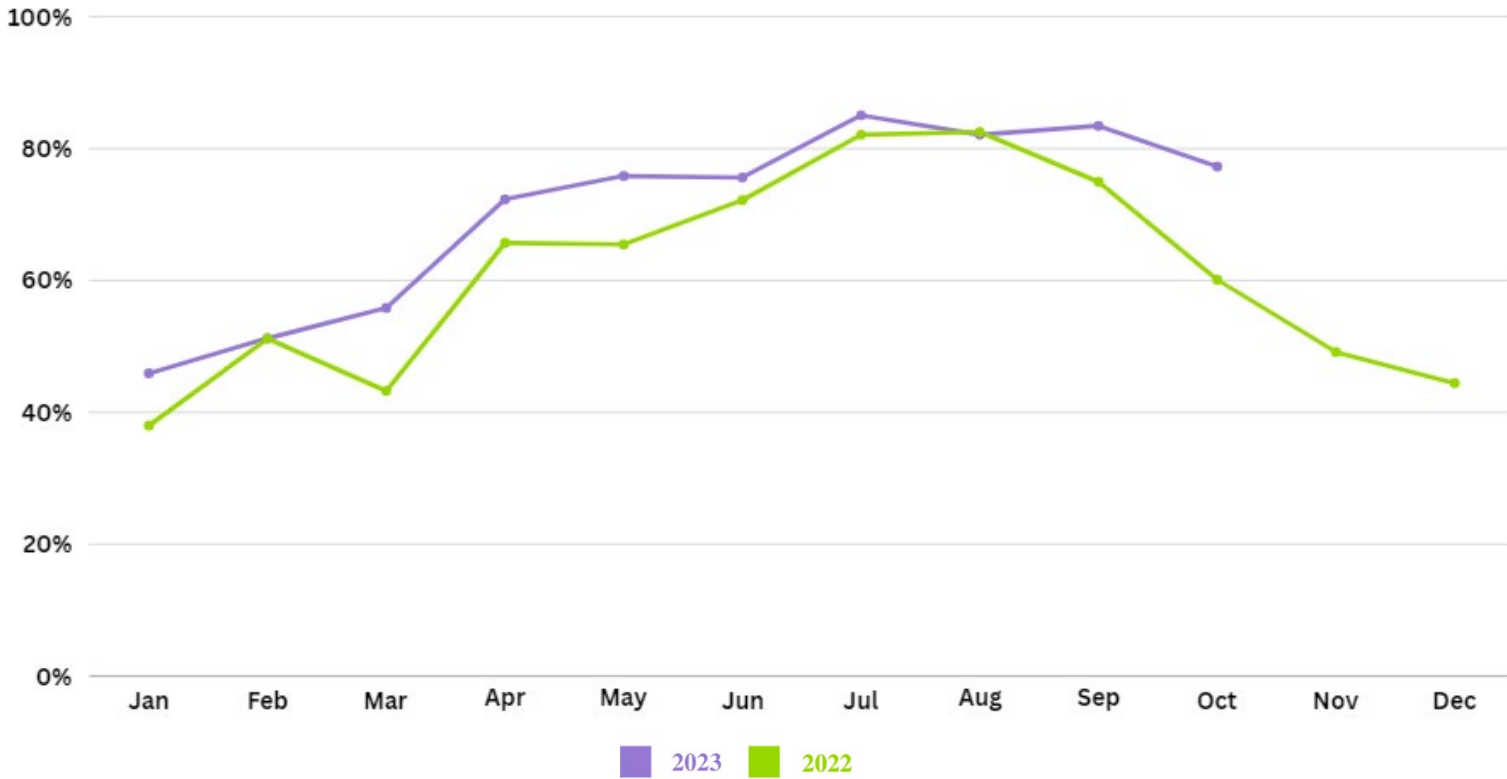
The recovery in international inbound visitation stalled in October 2023; with the Eurocontrol (European Air Traffic Agency) indicating that UK air connectivity saw a 10% increase when compared to the same period in 2022, however, UK air connectivity had seen a 7% decrease in year-to-date flights compared to 2019.

All Serviced Accommodation Room Occupancy – October 2023/2022

Scottish Serviced Accommodation room occupancy rates for October 2023 experienced a **17.17** percentage point increase when comparing percentage room occupancy rates with October 2022.



Room Occupancy – Year-to-Date



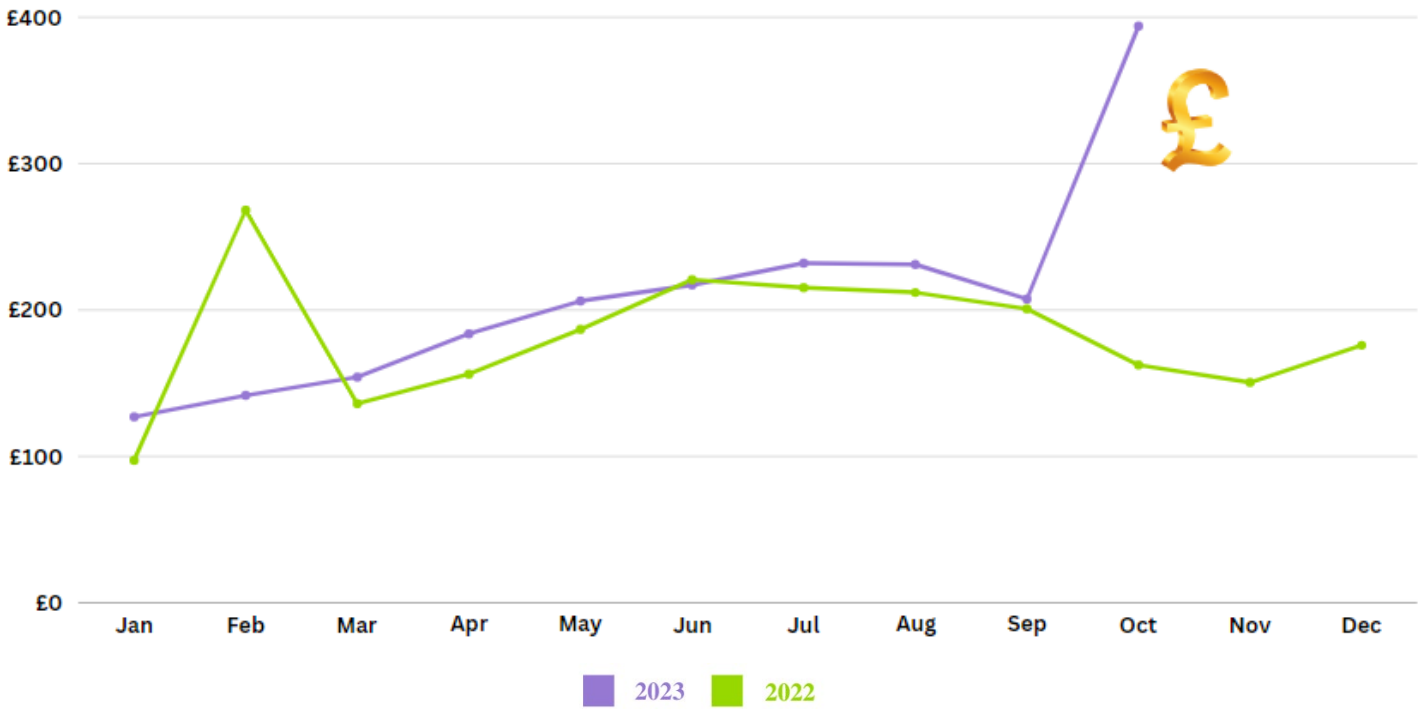
	October 23	October 22	23/22 Diff ¹	Change ²	YTD 23	YTD 22	23/22 Diff	Change
Room Occupancy								
All Serviced Accommodation	77.28%	60.11%	17.17	117	69.74%	62.89%	6.85	107
Bed Occupancy								
All Serviced Accommodation	65.22%	51.85%	13.37	113	58.90%	54.06%	4.84	105

RevPAR

The Revenue per available occupied room for October 2023 was **£393.96** compared with **£162.48** in October 2022. This figure is based solely on accommodation providers who provided financial information for either October 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 (£)	October 23	October 22
All Serviced Accommodation	£393.96	£162.48

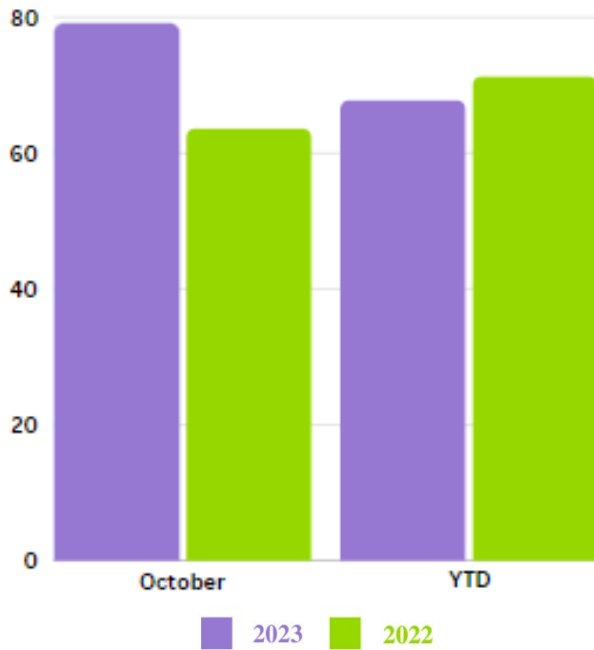
RevPAR by Grading- October 2023/21

Grading – Average RevPAR (£)	October 23	October 22
2 Stars	£187.69	£125.00
3 Stars	£693.38	£127.83
4 Stars	£203.24	£226.91
5 Stars	£306.56	£190.20
Unclassified	£0.00	£142.11

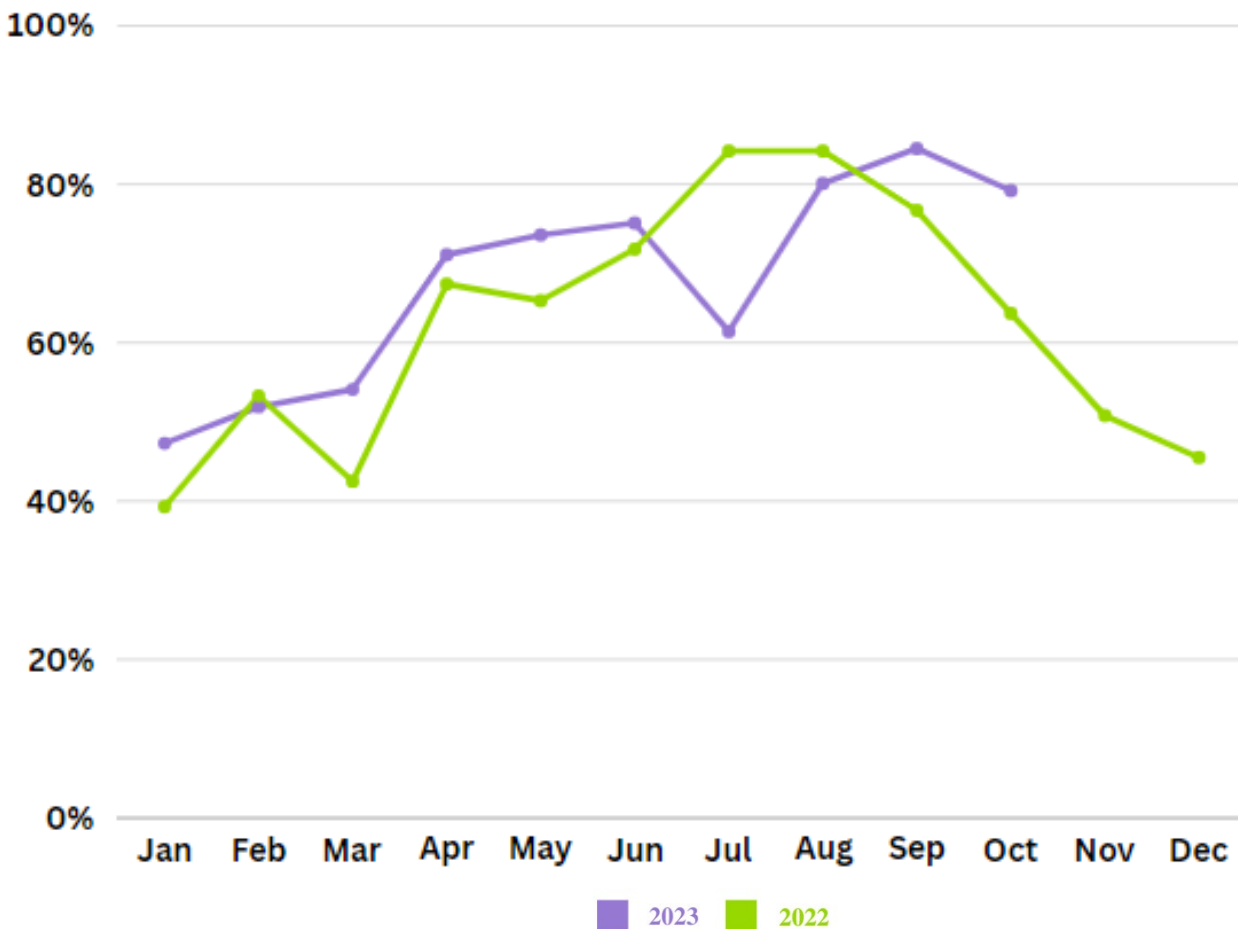
3.0 Serviced Accommodation – Hotel Sector

3.1 Performance by Hotel Category

Hotel Room Occupancy – October 2023/2022



Hotel Room Occupancy – Year to Date



In the **Hotel** sector, the room occupancy rate for October 2023 was **79.15%** compared to data from the previous year of **63.68%** occupancy rate; this shows an overall percentage point increase of **15.47**.

Percentage room and bed occupancy rates for Hotels (sample size >4) in the Greater Glasgow Region were the highest in October 2023. Operators in Large Urban Areas and properties charging tariff between £60.00 and 69.00 fared best in room occupancy rates in October 2023.

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

Room Occupancy	October 23	October 22	23/22 Diff	Change	YTD 23	YTD 22	23/22 Diff	Change
Hotel	79.15%	63.68%	15.47	115	67.84%	71.34%	-3.50	97

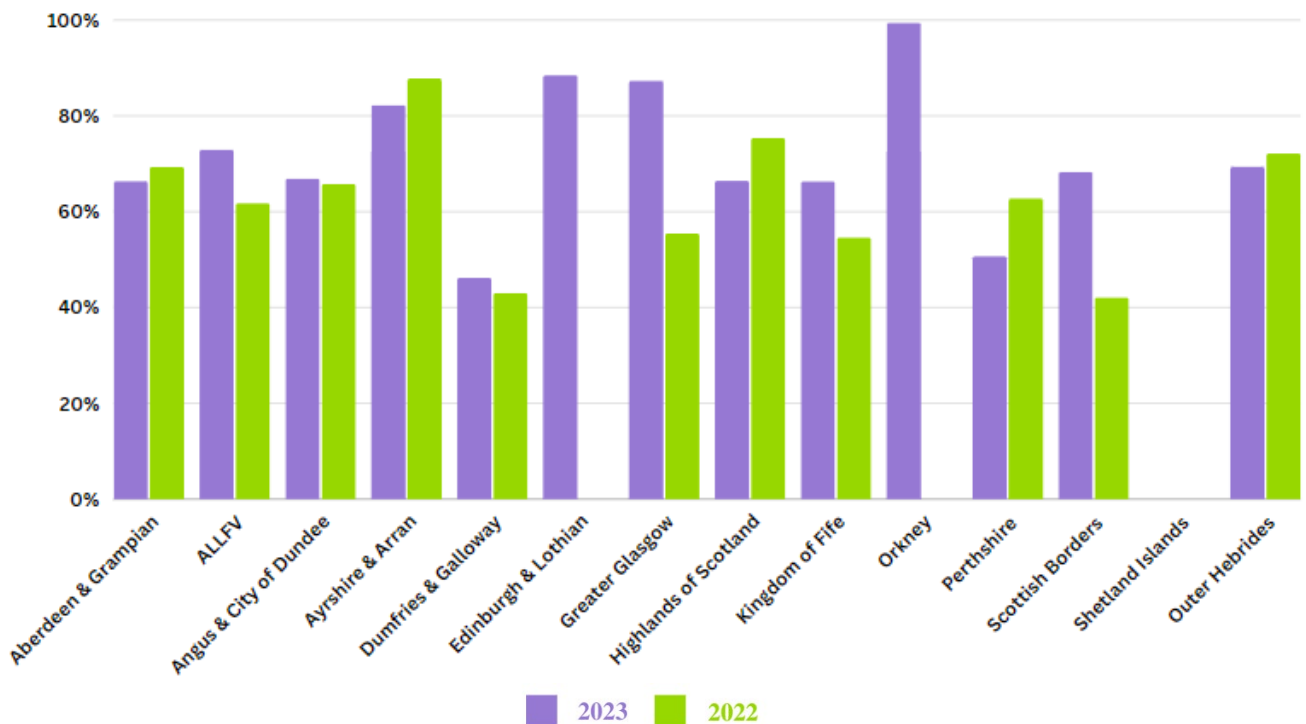
In the **Hotel sector**, the bed occupancy rate for October 2023 was **62.98%** compared to data from the previous year of **55.67%** occupancy rate; this shows an overall percentage point increase of **7.31**.

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

Bed Occupancy	October 23	October 22	23/22 Diff	Change	YTD 23	YTD 22	23/22 Diff	Change
Hotel	62.98%	55.67%	7.31	107	53.93%	59.37%	-5.44	52

Room Occupancy by Former VisitScotland Area

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



Room Occupancy by Former Visit Scotland Area – October 2023/2022

Area	October 23	October 22	23/22 Diff	Change	YTD 23	YTD 22	23/22 Diff	Change
Aberdeen & Grampian	66.39%	69.33%	-2.94	97	72.42%	68.19%	4.23	104
ALLFV	72.96%	61.78%	11.18	111	73.35%	71.97%	1.38	101
Angus & City of Dundee	*	*	*	*	69.86%	60.93%	8.93	109
Ayrshire & Arran	*	*	*	*	85.15%	86.23%	-1.08	99
Dumfries & Galloway	*	*	*	*	58.30%	64.22%	-5.92	94
Edinburgh & Lothian	*	-	*	*	72.94%	-	72.94	173
Greater Glasgow	87.29%	55.47%	31.82	132	58.45%	75.97%	-17.52	82
Highlands of Scotland	66.45%	75.38%	-8.93	91	75.64%	75.33%	0.31	100
Kingdom of Fife	*	*	*	*	71.57%	60.08%	11.49	111
Orkney	*	-	*	*	*	-	*	*
Perthshire	*	*	*	*	64.12%	65.09%	-0.97	99
Scottish Borders	*	*	*	*	51.81%	48.25%	3.56	104
Shetland Islands	-	-	-	-	-	-	-	-
Outer Hebrides	*	*	*	*	73.10%	74.67%	-1.57	98

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

Bed Occupancy by Former Visit Scotland Area – October 2023/2022

Area	October 23	October 22	23/22 Diff	Change	YTD 23	YTD 22	23/22 Diff	Change
Aberdeen & Grampian	56.49%	54.64%	1.85	102	63.73%	49.99%	13.74	114
ALLFV	80.43%	73.61%	6.82	107	71.88%	59.95%	11.93	112
Angus & City of Dundee	*	*	*	*	38.02%	37.47%	0.55	101
Ayrshire & Arran	*	*	*	*	54.45%	56.08%	-1.63	98
Dumfries & Galloway	*	*	*	*	39.20%	29.15%	10.05	110
Edinburgh & Lothian	*	-	*	*	57.78%	-	57.78	158
Greater Glasgow	81.74%	53.40%	28.34	128	41.89%	72.16%	-30.27	70
Highlands of Scotland	56.84%	64.51%	-7.67	92	66.66%	64.24%	2.42	102
Kingdom of Fife	*	*	*	*	56.30%	48.62%	7.68	108
Orkney	*	-	*	*	*	-	*	*
Perthshire	*	*	*	*	47.22%	48.19%	-0.97	99
Scottish Borders	*	*	*	*	42.09%	45.16%	-3.07	97
Shetland Islands	-	-	-	-	-	-	-	-
Outer Hebrides	*	*	*	*	60.27%	61.30%	-1.03	99

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

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

Location accessibility/density	October 23	October 22	23/22 Diff	Change	YTD 23	YTD 22	23/22 Diff	Change
Large Urban Areas	88.66%	61.09%	27.57	128	61.70%	77.53%	-15.83	84
Other Urban Areas	80.13%	77.77%	2.36	102	80.14%	73.40%	6.74	107
Accessible Small Towns	59.97%	54.29%	5.68	106	69.46%	68.68%	0.78	101
Remote Small Towns	52.36%	*	7.37	107	57.45%	57.22%	0.23	100

Accessible Rural	*	*	*	*	55.47%	42.35%	13.12	113
Remote Rural	64.29%	66.35%	-2.06	98	71.55%	73.62%	-2.07	98
	- Sample Size = Nil		*Sample Size (between 1 and 4) too small to be included					

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

Location accessibility/density	October 23	October 22	23/22 Diff	Change	YTD 23	YTD 22	23/22 Diff	Change
Large Urban Areas	76.25%	57.57%	18.68%	119	45.36%	71.73%	-26.37%	74
Other Urban Areas	66.61%	66.19%	0.42%	100	67.69%	59.74%	7.95%	108
Accessible Small Towns	47.35%	49.18%	-1.83%	98	57.71%	52.58%	5.13%	105
Remote Small Towns	64.37%	*	5.03%	105	56.46%	55.20%	1.26%	101
Accessible Rural	*	*	*	*	39.98%	29.80%	10.18%	110
Remote Rural	55.20%	50.38%	4.82%	105	63.23%	55.09%	8.14%	108
	- Sample Size = Nil		*Sample Size (between 1 and 4) too small to be included					

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

Location (Geographic)	October 23	October 22	23/22 Diff	Change	YTD 23	YTD 22	23/22 Diff	Change
Coastal	65.73%	60.31%	5.42	105	67.15%	64.92%	2.23	102
Inland	81.30%	64.03%	17.27	117	67.57%	73.09%	-5.52	94
Island	77.73%	71.12%	6.61	107	75.56%	77.35%	-1.79	98
	- Sample Size = Nil		*Sample Size (between 1 and 4) too small to be included					

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

Location (Geographic)	October 23	October 22	23/22 Diff	Change	YTD 23	YTD 22	23/22 Diff	Change
Coastal	51.75%	54.01%	-2.26	98	54.67%	51.08%	3.59	104
Inland	66.36%	54.99%	11.37	111	52.53%	61.64%	-9.11	91
Island	70.07%	71.88%	-1.81	98	72.45%	72.42%	0.03	100
	- Sample Size = Nil		*Sample Size (between 1 and 4) too small to be included					

Room Occupancy by Size– October 2023/2022

Size	October 23	October 22	23/22 Diff	Change	YTD 23	YTD 22	23/22 Diff	Change
1 to 3	-	-	-	-	-	-	-	-
4 to 10	45.91%	57.90%	-11.99	88	56.57%	64.41%	-7.84	92
11 to 25	59.30%	51.60%	7.70	108	65.37%	62.38%	2.99	103
26 to 50	77.62%	63.52%	14.10	114	78.94%	74.50%	4.44	104
51 to 100	83.42%	72.01%	11.41	111	80.96%	77.91%	3.05	103
Over 100	87.54%	*	8.09	108	60.47%	76.22%	-15.75	84
	- Sample Size = Nil		*Sample Size (between 1 and 4) too small to be included					

Bed Occupancy by Size – October 2023/2022

Size	October 23	October 22	23/22 Diff	Change	YTD 23	YTD 22	23/22 Diff	Change
1 to 3	-	-	-	-	-	-	-	-
4 to 10	24.73%	39.74%	-15.01	85	39.14%	42.10%	-2.96	97
11 to 25	53.71%	50.29%	3.42	103	62.75%	63.70%	-0.95	99
26 to 50	70.80%	53.34%	17.46	117	66.29%	61.26%	5.03	105
51 to 100	73.65%	64.53%	9.12	109	70.49%	66.85%	3.64	104
Over 100	59.74%	*	-9.42	91	38.13%	67.52%	-29.39	71
- Sample Size = Nil		*Sample Size (between 1 and 4) too small to be included						

Room Occupancy by Tariff – October 2023/2022

Tariff	October 23	October 22	23/22 Diff	Change	YTD 23	YTD 22	23/22 Diff	Change
£20 – 29.99	-	-	-	-	-	-	-	-
£30 – 39.99	-	-	-	-	-	-	-	-
£40 – 49.99	*	*	*	*	43.00%	27.46%	15.54	116
£50 – 59.99	*	*	*	*	56.73%	70.16%	-13.43	87
£60 - £69.00	75.50%	*	9.27	109	67.97%	66.52%	1.45	101
£70+	80.14%	64.60%	15.54	116	68.21%	72.30%	-4.09	96
- Sample Size = Nil		*Sample Size (between 1 and 4) too small to be included						

Bed Occupancy by Tariff – October 2023/2022

Tariff	October 23	October 22	23/22 Diff	Change	YTD 23	YTD 22	23/22 Diff	Change
£20 – 29.99	-	-	-	-	-	-	-	-
£30 – 39.99	-	-	-	-	-	-	-	-
£40 – 49.99	*	*	*	*	8.44%	24.89%	-16.45	84
£50 – 59.99	*	*	*	*	49.70%	38.54%	11.16	111
£60 - £69.00	73.16%	*	19.36	119	56.54%	55.29%	1.25	101
£70+	62.03%	57.44%	4.59	105	53.99%	60.83%	-6.84	93
- Sample Size = Nil		*Sample Size (between 1 and 4) too small to be included						

Room Occupancy by Grading – October 2023/2022

Grading	October 23	October 22	23/22 Diff	Change	YTD 23	YTD 22	23/22 Diff	Change
2 Stars	*	*	*	*	78.17%	73.56%	4.61	105
3 Stars	65.91%	61.15%	4.76	105	69.54%	70.18%	-0.64	99
4 Stars	85.83%	65.03%	20.80	121	63.91%	75.67%	-11.76	88
5 Stars	*	*	*	*	78.21%	57.65%	20.56	121
Unclassified	*	72.41%	3.86	104	74.60%	68.35%	6.25	106
- Sample Size = Nil		*Sample Size (between 1 and 4) too small to be included						

Bed Occupancy by Grading – October 2023/2022

Grading	October 23	October 22	23/22 Diff	Change	YTD 23	YTD 22	23/22 Diff	Change
2 Stars	*	*	*	*	69.00%	58.60%	10.40	110
3 Stars	46.55%	55.80%	-9.25	91	60.90%	60.25%	0.65	101
4 Stars	68.17%	60.94%	7.23	107	47.33%	65.02%	-17.69	82
5 Stars	*	*	*	*	70.56%	47.53%	23.03	123
Unclassified	*	43.28%	9.27	109	53.35%	43.49%	9.86	110
- Sample Size = Nil		*Sample Size (between 1 and 4) too small to be included						