

# SCOTTISH ACCOMMODATION OCCUPANCY SURVEY REPORT: February 2021/2020 Report – Self-Catering

## 1.0 Introduction February 2021/2020

Welcome to the VisitScotland Scottish Accommodation Occupancy Survey report covering February 2021 and benchmarking against February 2020. The survey reviews Accommodation performance throughout Scotland, highlighting trends across various sectors and categories of the industry. This report offers a snapshot of accommodation performance based on participating providers. Comments and feedback should be directed to Giancarlo Fedeli (E-mail: [gfe2@gcu.ac.uk](mailto:gfe2@gcu.ac.uk)).

## 2.0 Executive Summary February 2021

Self-Catering Unit Occupancy rates for the month of February 2021 witnessed a decrease of -26.60 percentage points when comparing occupancy rates with February 2020. February, a typically a low occupancy month within the sector, demonstrated an even lower occupancy on last years figures with the increased restrictions related to COVID-19. The visitor attraction sector saw a decrease of -83.0% in visits numbers when comparing February 2021 with February 2020.

## 3.0 Self-Catering

### 3.1 Performance by Self-Catering Category – February 2021/2020

In the **Self-Catering sector**, the unit occupancy rate for the period February 2021 was **1.86%** when compared to data from the previous year of **28.46%** occupancy rate; this shows a percentage point (pp) decrease of **-26.60**.

**Unit occupancy** rates in Aberdeen & Grampian were the highest in February 2021. Flats, those located in Remote Small Towns, Inland properties and those charging a weekly tariff of £500 - £799 experienced the highest percentage unit occupancy rates during February 2021.

### Unit Occupancy – February 2021/2020

Unit Occupancy	Feb 21	Feb 20	21/20 Diff <sup>1</sup>	YTD 21	YTD 20	21/20 Diff
Self-Catering	1.86%	28.46%	-26.60	2.15%	26.15%	-24.00

### Unit Occupancy by Former VisitScotland Area – February 2021/2020

Area	Feb 21	Feb 20	21/20 Diff	YTD 21	YTD 20	21/20 Diff
Aberdeen & Grampian	9.79%	29.12%	-19.33	8.23%	25.47%	-17.24
ALLFV	1.89%	23.42%	-21.53	1.69%	25.69%	-24.00
Angus & City of Dundee	0.00%	39.50%	-39.50	6.50%	21.46%	-14.96
Ayrshire & Arran	0.00%	51.41%	-51.41	0.00%	51.46%	-51.46
Dumfries & Galloway	0.44%	9.93%	-9.49	0.83%	8.85%	-8.02
Edinburgh & Lothian	0.61%	25.24%	-24.63	0.61%	22.05%	-21.44
Greater Glasgow	0.00%	39.04%	-39.04	4.95%	35.23%	-30.28
Highlands of Scotland	0.90%	32.71%	-31.81	0.57%	32.30%	-31.73
Kingdom of Fife	0.00%	49.14%	-49.14	0.00%	30.19%	-30.19
Orkney	9.52%	28.75%	-19.23	19.35%	16.39%	2.96
Perthshire	1.72%	34.64%	-32.92	1.52%	26.14%	-24.62
Scottish Borders	0.00%	21.10%	-21.10	0.00%	23.85%	-23.85
Shetland Islands	*	0.00%	0.00	0.00%	2.50%	-2.50
Outer Hebrides	0.00%	6.90%	-6.90	0.00%	9.47%	-9.47

\*Sample Size (4 or under) too small to be included

<sup>1</sup> 21/20 Diff throughout this report is expressed by % Point Change

### Unit Occupancy by Location (Accessibility & Density) – February 2021/2020

Location accessibility/density	Feb 21	Feb 20	21/20 Diff	YTD 21	YTD 20	21/20 Diff
Large Urban Areas	3.97%	33.55%	-29.58	10.63%	28.39%	-17.76
Other Urban Areas	1.36%	38.12%	-36.76	1.23%	29.60%	-28.37
Accessible Small Towns	1.01%	15.07%	-14.06	1.05%	12.65%	-11.60
Remote Small Towns	5.09%	19.39%	-14.30	4.35%	19.70%	-15.35
Accessible Rural	2.20%	31.72%	-29.52	1.98%	30.56%	-28.58
Remote Rural	1.12%	28.88%	-27.76	1.50%	28.30%	-26.80

### Unit Occupancy by Location (Geographic) – February 2021/2020

Location (Geographic)	Feb 21	Feb 20	21/20 Diff	YTD 21	YTD 20	21/20 Diff
Coastal	1.89%	20.42%	-18.53	1.74%	16.36%	-14.62
Inland	1.90%	29.94%	-28.04	2.31%	28.18%	-25.87
Island	1.50%	38.23%	-36.73	2.17%	37.20%	-35.03

### Unit Occupancy by Property Type – February 2021/2020

Property Type	Feb 21	Feb 20	21/20 Diff	YTD 21	YTD 20	21/20 Diff
Glamping inc Yurts etc	0.00%	2.90%	-2.90	0.00%	5.19%	-5.19
Lodge/Chalet	1.22%	52.90%	-51.68	0.87%	50.55%	-49.68
Cottage	2.79%	24.59%	-21.80	2.48%	22.24%	-19.76
Bungalow	0.00%	34.28%	-34.28	0.01%	32.70%	-32.69
House	0.23%	12.13%	-11.90	3.67%	11.34%	-7.67
Flat	2.80%	29.40%	-26.60	4.73%	24.22%	-19.49
Static Caravan	0.00%	10.24%	-10.24	0.25%	7.18%	-6.93
Other Property	0.00%	13.63%	-13.63	0.00%	12.80%	-12.80

### Unit Occupancy by Tariff – February 2021/2020

Weekly Tariff	Feb 21	Feb 20	21/20 Diff	YTD 21	YTD 20	21/20 Diff
Unknown	0.00%	4.23%	-4.23	3.33%	3.87%	-0.54
Under £299	2.99%	42.32%	-39.33	1.36%	30.90%	-29.54
£300 - £499	1.84%	21.98%	-20.14	2.84%	19.48%	-16.64
£500 - £799	3.17%	24.82%	-21.65	2.58%	23.72%	-21.14
£800 or more	0.86%	40.21%	-39.35	1.48%	37.55%	-36.07

### Unit Occupancy by Location Type – February 2021/2020

Location Type	Feb 21	Feb 20	21/20 Diff	YTD 21	YTD 20	21/20 Diff
Seaside - Coastal	1.91%	29.92%	-28.01	1.48%	30.78%	-29.30
City – Large Town	4.16%	34.35%	-30.19	8.74%	30.56%	-21.82
Small Town	0.85%	18.61%	-17.76	0.43%	12.64%	-12.21
Countryside - Village	1.84%	27.82%	-25.98	2.23%	24.51%	-22.28

### Unit Occupancy by Grading – February 2021/2020

Grading	Feb 21	Feb 20	21/20 Diff	YTD 21	YTD 20	21/20 Diff
1 Stars	0.00%	0.00%	0.00	0.00%	4.89%	-4.89
2 Stars	25.60%	3.06%	22.54	20.77%	4.73%	16.04
3 Stars	0.99%	27.08%	-26.09	1.76%	23.44%	-21.68
4 Stars	0.57%	33.56%	-32.99	1.11%	28.02%	-26.91
5 Stars	1.19%	60.99%	-59.80	0.53%	48.45%	-47.92
Unclassified	3.40%	19.45%	-16.05	2.78%	20.88%	-18.10