

## SCOTTISH ACCOMMODATION OCCUPANCY SURVEY REPORT:

### January 2021/2020 Report – Self-Catering

#### 1.0 Introduction January 2021/2020

Welcome to the VisitScotland Scottish Accommodation Occupancy Survey report covering January 2021 and benchmarking against January 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 January 2021

Self-Catering Unit Occupancy rates for the month of January 2021 witnessed a decrease of **-21.30%** when comparing occupancy rates with January 2020. January, 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 **-85.0%** in visits numbers when comparing January 2021 with January 2020.

#### 3.0 Self-Catering

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

In the **Self-Catering sector**, the unit occupancy rate for the period January 2021 was **2.36%** when compared to data from the previous year of **23.66%** occupancy rate; this shows a % Point decrease of **-21.30%**.

**Unit occupancy** rates in Orkney was the highest in January 2021. S/C Houses, those located in Large Urban Houses, Inland properties and those charging a weekly tariff of £300-£499 experienced the highest percentage unit occupancy rates during January 2021.

##### Unit Occupancy – January 2021/2020

Unit Occupancy	Jan 21	Jan 20	21/20 Diff <sup>1</sup>
Self-Catering	2.36%	23.66%	-21.30pp

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

Area	Jan 21	Jan 20	21/20 Diff
Aberdeen & Grampian	6.84%	22.17%	-15.33pp

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

ALLFV	1.57%	30.17%	-28.60pp
Angus & City of Dundee	12.36%	4.84%	7.52pp
Ayrshire & Arran	0.00%	51.41%	-51.41pp
Dumfries & Galloway	1.18%	7.82%	-6.64pp
Edinburgh & Lothian	0.60%	19.12%	-18.5pp
Greater Glasgow	6.67%	31.57%	-24.90pp
Highlands of Scotland	0.27%	31.89%	-31.62pp
Kingdom of Fife	0.00%	18.40%	-18.40pp
Orkney	28.23%	4.83%	23.40pp
Perthshire	1.32%	18.47%	-17.15pp
Scottish Borders	0.00%	26.87%	-26.87pp
Shetland Islands	0.00%	4.84%	-4.84pp
Outer Hebrides	0.00%	11.84%	-11.84pp

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

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

Location accessibility/density	Jan 21	Jan 20	21/20 Diff
Large Urban Areas	16.22%	24.16%	-7.94pp
Other Urban Areas	1.13%	15.15%	-14.02pp
Accessible Small Towns	1.08%	9.36%	-8.28pp
Remote Small Towns	3.65%	19.93%	-16.28pp
Accessible Rural	1.83%	29.66%	-27.83pp
Remote Rural	1.73%	27.61%	-25.88pp

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

Location (Geographic)	Jan 21	Jan 20	21/20 Diff
Coastal	1.62%	12.26%	-10.64pp
Inland	2.60%	26.22%	-23.62pp
Island	2.52%	36.12%	-33.60pp

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

Property Type	Jan 21	Jan 20	21/20 Diff
Glamping inc Yurts etc	0.00%	6.44%	-6.44pp
Lodge/Chalet	0.60%	48.38%	-47.78pp
Cottage	2.27%	19.11%	-16.84pp
Bungalow	0.01%	31.25%	-31.24pp
House	6.05%	10.34%	-4.29pp
Flat	6.14%	19.34%	-13.20pp
Static Caravan	0.44%	5.09%	-4.65pp
Other Property	0.00%	12.23%	-12.23pp

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

Weekly Tariff	Jan 21	Jan 20	21/20 Diff
Unknown	6.51%	3.63%	2.88pp
Under £299	0.00%	19.67%	-19.67pp
£300 - £499	3.62%	16.03%	-12.41pp
£500 - £799	2.19%	22.48%	-20.29pp
£800 or more	1.89%	34.95%	-33.06pp

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

Location Type	Jan 21	Jan 20	21/20 Diff
Seaside - Coastal	1.21%	31.65%	-30.44pp
City – Large Town	11.74%	26.95%	-15.21pp
Small Town	0.08%	5.73%	-5.65pp
Countryside - Village	2.52%	20.81%	-18.29pp

## Unit Occupancy by Grading – January 2021/2020

Grading	Jan 21	Jan 20	21/20 Diff
1 Stars	0.00%	9.68%	-9.68%
2 Stars	0.00%	5.99%	-5.99%
3 Stars	2.57%	19.94%	-17.37%
4 Stars	1.52%	22.07%	-20.55%
5 Stars	0.07%	38.72%	-38.65%
Unclassified	2.41%	22.41%	-20.00%