

# SCOTTISH ACCOMMODATION OCCUPANCY SURVEY REPORT: April 2021/2020 Report - TOURING

## 1.0 Introduction April 2021/2020

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

Touring Pitch Occupancy rates for the month of April 2021 demonstrated a **6.74** percentage point (pp) increase when comparing occupancy rates with April 2020. As the lockdown restrictions eased at the end of the month, we can see a slight increase in occupancy compared with last years significantly low figures which reflect the initial lockdown period. The visitor attraction sector saw an increase of **382.4%** in visit numbers when comparing April 2021 with April 2020.

## 3.0 Touring Accommodation

### 3.1 Performance by Touring Category – April 2021/2020

Touring Pitch Occupancy was 6.74% in April 2021 compared with 0% in April 2020.

#### Pitch by Occupancy Type – April 2021/2020

Occupancy Type	Apr 21	Apr 20	21/20 Diff <sup>1</sup>	Change <sup>2</sup>	YTD 21	YTD 20	21/20 Diff	Change
Touring Pitch Occupancy <sup>3</sup>	6.74%	0.00%	6.74pp	107	2.53%	11.61%	-9.08pp	91
Whole Park Occupancy	5.57%	0.00%	5.57pp	106	0.42%	12.20%	-11.78pp	88
Caravan Pitch Occupancy	7.19%	0.00%	7.19pp	107	2.93%	14.58%	-11.65pp	88
Tent Pitch Occupancy	6.13%	0.00%	6.13pp	106	1.97%	0.10%	1.87pp	102

#### Touring Pitch Occupancy by Size – April 2021/2020

Size	Apr 21	Apr 20	21/20 Diff	Change	YTD 21	YTD 20	21/20 Diff	Change
1-49 pitches	8.26%	0.00%	8.26pp	108	1.95%	20.91%	-18.96pp	81
50-99 pitches	12.34%	0.00%	12.34pp	112	1.64%	3.92%	-2.28pp	98
100-199 pitches	4.50%	0.00%	4.50pp	105	3.39%	10.37%	-6.98pp	93
200 or more	0.00%	0.00%	0.00pp	100	0.00%	0.00%	0.00pp	100

#### Whole Park Occupancy by Size – April 2021/2020

Size	Apr 21	Apr 20	21/20 Diff	Change	YTD 21	YTD 20	21/20 Diff	Change
1-49 pitches	5.57%	0.00%	5.57pp	106	1.18%	0.00%	1.18pp	101
50-99 pitches	0.00%	0.00%	0.00pp	100	0.00%	7.98%	-7.98pp	92
100-199 pitches	0.00%	0.00%	0.00pp	100	0.00%	13.71%	-13.71pp	86
200 or more	0.00%	0.00%	0.00pp	100	0.00%	0.00%	0.00pp	100

<sup>1</sup> 21/20 Diff throughout this report is expressed by percentage point (pp) change

<sup>2</sup> 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.

<sup>3</sup> Touring Pitch Occupancy gives an overview of the sector and includes data from all types of touring parks: Whole Park, Caravan and Tent.

### Caravan Pitch Occupancy by Size – April 2021/2020

Size	Apr 21	Apr 20	21/20 Diff	Change	YTD 21	YTD 20	21/20 Diff	Change
1-49 pitches	8.38%	0.00%	8.38pp	108	2.07%	25.14%	-23.07pp	77
50-99 pitches	0.00%	0.00%	0.00pp	100	1.64%	0.00%	1.64pp	102
100-199 pitches	6.47%	0.00%	6.47pp	106	3.39%	8.71%	-5.32pp	95
200 or more	0.00%	0.00%	0.00pp	100	0.00%	0.00%	0.00pp	100

### Tent Pitch Occupancy by Size – April 2021/2020

Size	Apr 21	Apr 20	21/20 Diff	Change	YTD 21	YTD 20	21/20 Diff	Change
1-49 pitches	8.70%	0.00%	8.70pp	109	1.68%	0.05%	1.63pp	102
50-99 pitches	12.34%	0.00%	12.34pp	112	5.81%	0.00%	5.81pp	106
100-199 pitches	1.01%	0.00%	1.01pp	101	0.29%	0.14%	0.15pp	100
200 or more	0.00%	0.00%	0.00pp	100	0.00%	0.00%	0.00pp	100

### Touring Pitch Occupancy by Tariff – April 2021/2020

Tariff	Apr 21	Apr 20	21/20 Diff	Change	YTD 21	YTD 20	21/20 Diff	Change
Under £10	0.00%	0.00%	0.00pp	100	0.00%	0.00%	0.00pp	100
£10 - £14.99	0.00%	0.00%	0.00pp	100	0.00%	0.00%	0.00pp	100
£15 - £17.99	10.25%	0.00%	10.25pp	110	6.21%	24.53%	-18.32pp	82
£18 - £19.99	6.48%	0.00%	6.48pp	106	0.50%	0.02%	0.48pp	100
£20 +	6.57%	0.00%	6.57pp	107	2.60%	11.53%	-8.93pp	91

### Whole Park Occupancy by Tariff – April 2021/2020

Tariff	Apr 21	Apr 20	21/20 Diff	Change	YTD 21	YTD 20	21/20 Diff	Change
Under £10	0.00%	0.00%	0.00pp	100	0.00%	0.00%	0.00pp	100
£10 - £14.99	0.00%	0.00%	0.00pp	100	0.00%	0.00%	0.00pp	100
£15 - £17.99	0.00%	0.00%	0.00pp	100	0.00%	0.00%	0.00pp	100
£18 - £19.99	5.57%	0.00%	5.57pp	106	5.57%	0.00%	5.57pp	106
£20 +	0.00%	0.00%	0.00pp	100	0.00%	12.56%	-12.56pp	87

### Caravan Pitch Occupancy by Tariff – April 2021/2020

Tariff	Apr 21	Apr 20	21/20 Diff	Change	YTD 21	YTD 20	21/20 Diff	Change
Under £10	0.00%	0.00%	0.00pp	100	0.00%	0.00%	0.00pp	100
£10 - £14.99	0.00%	0.00%	0.00pp	100	0.00%	0.00%	0.00pp	100
£15 - £17.99	8.30%	0.00%	8.30pp	108	8.29%	33.70%	-25.41pp	75
£18 - £19.99	0.00%	0.00%	0.00pp	100	0.00%	0.00%	0.00pp	100
£20 +	7.11%	0.00%	7.11pp	107	2.89%	13.32%	-10.43pp	90

### Tent Pitch Occupancy by Tariff – April 2021/2020

Tariff	Apr 21	Apr 20	21/20 Diff	Change	YTD 21	YTD 20	21/20 Diff	Change
Under £10	0.00%	0.00%	0.00pp	100	0.00%	0.00%	0.00pp	100
£10 - £14.99	0.00%	0.00%	0.00pp	100	0.00%	0.00%	0.00pp	100
£15 - £17.99	39.94%	0.00%	39.94pp	140	3.46%	0.00%	3.46pp	103
£18 - £19.99	8.36%	0.00%	8.36pp	108	0.35%	0.05%	0.30pp	100
£20 +	5.86%	0.00%	5.86pp	106	2.31%	0.13%	0.00pp	100

### Touring Pitch Occupancy by Location Type – April 2021/2020

Location Type	Apr 21	Apr 20	21/20 Diff	Change	YTD 21	YTD 20	21/20 Diff	Change
Seaside - Coastal	15.43%	0.00%	15.43pp	115	1.65%	2.11%	-0.46pp	100
City – Large Town	4.50%	0.00%	4.50pp	105	3.39%	8.71%	-5.32pp	95
Small Town	0.00%	0.00%	0.00pp	100	0.00%	0.00%	0.00pp	100
Countryside - Villages	5.02%	0.00%	5.02pp	105	2.28%	17.15%	-14.87pp	85

### Whole Park Occupancy by Location Type – April 2021/2020

Location Type	Apr 21	Apr 20	21/20 Diff	Change	YTD 21	YTD 20	21/20 Diff	Change
Seaside - Coastal	0.00%	0.00%	0.00pp	100	0.00%	5.62%	-5.62pp	94
City – Large Town	0.00%	0.00%	0.00pp	100	0.00%	16.64%	-16.64pp	83
Small Town	0.00%	0.00%	0.00pp	100	0.00%	0.00%	0.00pp	100
Countryside - Villages	5.57%	0.00%	5.57pp	106	5.57%	11.92%	-6.35pp	94

### Caravan Pitch Occupancy by Location Type – April 2021/2020

Location Type	Apr 21	Apr 20	21/20 Diff	Change	YTD 21	YTD 20	21/20 Diff	Change
Seaside - Coastal	25.15%	0.00%	25.15pp	125	0.71%	1.48%	-0.77pp	99
City – Large Town	6.47%	0.00%	6.47pp	106	5.14%	10.23%	-5.09pp	95
Small Town	0.00%	0.00%	0.00pp	100	0.00%	0.00%	0.00pp	100
Countryside - Villages	5.45%	0.00%	5.45pp	105	2.42%	34.77%	-32.35pp	68

### Tent Pitch Occupancy by Location Type – April 2021/2020

Location Type	Apr 21	Apr 20	21/20 Diff	Change	YTD 21	YTD 20	21/20 Diff	Change
Seaside - Coastal	13.44%	0.00%	13.44pp	113	4.90%	0.00%	4.90pp	105
City – Large Town	1.01%	0.00%	1.01pp	101	0.29%	0.14%	0.15pp	100
Small Town	0.00%	0.00%	0.00pp	100	0.00%	0.00%	0.00pp	100
Countryside - Villages	2.13%	0.00%	2.13pp	102	0.82%	0.06%	0.76pp	101