

SCOTTISH ACCOMMODATION OCCUPANCY SURVEY REPORT:

January 2021/2020 Report - TOURING

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).

2.0 Executive Summary January 2020

Touring Pitch Occupancy rates for the month of January 2021 demonstrated a % Point decrease of **12.69%** 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 Touring Accommodation

3.1 Performance by Touring Category – January 2021/2020

Touring occupancy demonstrated a 2.80% occupancy rate in January 2021 compared with 15.49% in January 2020.

Pitch by Occupancy Type – January 2021/2020

Occupancy Type	Jan 21	Jan 20	21/20 Diff ¹
Touring Pitch Occupancy ²	2.80%	15.49%	-12.69pp
Whole Park Occupancy	0.00%	13.27%	-13.27pp
Caravan Pitch Occupancy	4.32%	22.51%	-18.19pp
Tent Pitch Occupancy	0.00%	0.02%	-0.02pp

Touring Pitch Occupancy by Size – January 2021/2020

Size	Jan 21	Jan 20	21/20 Diff
1-49 pitches	0.00pp	27.22pp	-27.22pp
50-99 pitches	0.00pp	2.26pp	-2.26pp
100-199 pitches	2.87pp	11.95pp	-9.08pp
200 or more	0.00pp	0.00pp	0.00pp

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

² Touring Pitch Occupancy gives an overview of the sector and includes data from all types of touring parks: Whole Park, Caravan and Tent.

Whole Park Occupancy by Size – January 2021/2020

Size	Jan 21	Jan 20	21/20 Diff
1-49 pitches	0.00%	0.00%	0.00pp
50-99 pitches	0.00%	2.26%	-2.26pp
100-199 pitches	0.00%	14.17%	-14.17pp
200 or more	0.00%	0.00%	0.00pp

Caravan Pitch Occupancy by Size – January 2021/2020

Size	Jan 21	Jan 20	21/20 Diff
1-49 pitches	0.00%	29.43%	-29.43pp
50-99 pitches	0.00%	0.00%	0.00pp
100-199 pitches	4.50%	12.77%	-8.27pp
200 or more	0.00%	0.00%	0.00pp

Tent Pitch Occupancy by Size – January 2021/2020

Size	Jan 21	Jan 20	21/20 Diff
1-49 pitches	0.00%	0.14%	-0.14pp
50-99 pitches	0.00%	0.00%	0.00pp
100-199 pitches	0.00%	0.00%	0.00pp
200 or more	0.00%	0.00%	0.00pp

Touring Pitch Occupancy by Tariff – January 2021/2020

Tariff	Jan 21	Jan 20	21/20 Diff
Under £10	0.00%	0.00%	0.00pp
£10 - £14.99	0.00%	0.00%	0.00pp
£15 - £17.99	0.00%	44.76%	-44.76pp
£18 -£19.99	0.00%	0.19%	-0.19pp
£20 +	2.87%	14.29%	-11.42pp

Whole Park Occupancy by Tariff – January 2021/2020

Tariff	Jan 21	Jan 20	21/20 Diff
Under £10	0.00%	0.00%	0.00pp
£10 - £14.99	0.00%	0.00%	0.00pp
£15 - £17.99	0.00%	0.00%	0.00pp
£18 -£19.99	0.00%	0.00%	0.00pp
£20 +	0.00%	13.27%	-13.27pp

Caravan Pitch Occupancy by Tariff – January 2021/2020

Tariff	Jan 21	Jan 20	21/20 Diff
Under £10	0.00%	0.00%	0.00pp
£10 - £14.99	0.00%	0.00%	0.00pp
£15 - £17.99	0.00%	44.76%	-44.76pp
£18 -£19.99	0.00%	0.00%	0.00pp
£20 +	4.50%	19.66%	-15.16pp

Tent Pitch Occupancy by Tariff – January 2021/2020

Tariff	Jan 21	Jan 20	21/20 Diff
Under £10	0.00%	0.00%	0.00pp
£10 - £14.99	0.00%	0.00%	0.00pp
£15 - £17.99	0.00%	0.00%	0.00pp
£18 -£19.99	0.00%	0.19%	-0.19pp
£20 +	0.00%	0.00%	0.00pp

Touring Pitch Occupancy by Location Type – January 2021/2020

Location Type	Jan 21	Jan 20	21/20 Diff
Seaside - Coastal	0.00%	3.38%	-3.38pp
City – Large Town	2.87%	9.88%	-7.01pp
Small Town	0.00%	0.00%	0.00pp
Countryside - Villages	0.00%	19.36%	-19.36pp

Whole Park Occupancy by Location Type – January 2021/2020

Location Type	Jan 21	Jan 20	21/20 Diff
Seaside - Coastal	0.00%	0.00%	0.00pp
City – Large Town	0.00%	45.58%	-45.58pp
Small Town	0.00%	0.00%	0.00pp
Countryside - Villages	0.00%	12.40%	-12.40pp

Caravan Pitch Occupancy by Location Type – January 2021/2020

Location Type	Jan 21	Jan 20	21/20 Diff
Seaside - Coastal	0.00%	3.38%	-3.38pp
City – Large Town	4.50%	12.77%	-8.27pp
Small Town	0.00%	0.00%	0.00pp
Countryside - Villages	0.00%	42.68%	-42.68pp

Tent Pitch Occupancy by Location Type – January 2021/2020

Location Type	Jan 21	Jan 20	21/20 Diff
Seaside - Coastal	0.00%	0.00%	0.00pp
City – Large Town	0.00%	0.00%	0.00pp
Small Town	0.00%	0.00%	0.00pp
Countryside - Villages	0.00%	0.14%	-0.14pp