

SCOTTISH ACCOMMODATION OCCUPANCY SURVEY REPORT:

June 2021/2020 & June 2021/2019 Report - TOURING

1.0 Introduction June 2021/2020 & June 2021/2019

Welcome to the VisitScotland Scottish Accommodation Occupancy Survey Report covering June 2021 and benchmarking against June 2020 and also between June 2021 against June 2019. The report 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 June 2021

Touring Pitch Occupancy rates for the month of June 2021 demonstrated a **32.30** percentage point increase when comparing occupancy rates with June 2020. As lockdown restrictions are now lifted, we can see a significant increase in occupancy compared with last figures which reflect the initial lockdown period. When comparing June 2021 with June 2019, we can see a decrease of **-19.91pp**. This reflects the occupancy difference prior to COVID-19 and its effects.

The visitor attraction sector saw an increase of **430.2%** in visits numbers when comparing June 2021 with June 2020, however when comparing June 2021 with June 2019 saw a decrease of **-58.2%**.

3.0 Touring Accommodation

3.1 Performance by Touring Category – June 2021/2020 & June 2021/2019

Touring Pitch Occupancy was **32.30%** in June 2021 when compared to data from the previous year of **0.00%** occupancy rate; this shows an overall percentage point increase of **32.3**, however when comparing to data from 2019 of **52.21%** occupancy rate this shows an overall percentage point decrease of **-19.91pp**.

Pitch by Occupancy Type – June 2021/2020

Occupancy Type	June 21	June 20	21/20 Diff ¹	Change ²	YTD 21	YTD 20	21/20 Diff	Change
Touring Pitch Occupancy³	32.30%	0.00%	32.30	132	22.04%	7.92%	14.12	114
Whole Park Occupancy	13.47%	0.00%	13.47	113	7.88%	11.22%	-3.34	97
Caravan Pitch Occupancy	33.82%	0.00%	33.82	134	25.20%	8.32%	16.88	117
Tent Pitch Occupancy	30.11%	0.00%	30.11	130	11.45%	0.05%	11.40	111

Pitch by Occupancy Type – June 2021/2019

Occupancy Type	June 21	June 19	21/19 Diff ⁴	Change ⁵	YTD 21	YTD 19	21/19 Diff	Change
Touring Pitch Occupancy⁶	32.30%	52.21%	-19.91	80	22.04%	40.54%	-18.50	82
Whole Park Occupancy	13.47%	56.98%	-43.51	56	7.88%	44.36%	-36.48	64
Caravan Pitch Occupancy	33.82%	51.08%	-17.26	83	25.20%	41.52%	-16.32	84
Tent Pitch Occupancy	30.11%	21.55%	8.56	109	11.45%	12.40%	-0.95	99

¹ 21/20 Diff throughout this report is expressed by Percentage 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.

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

⁴ 21/19 Diff throughout this report is expressed by Percentage Point Change

⁵ 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.

⁶ Touring Pitch Occupancy gives an overview of the sector and includes data from all types of touring parks: Whole Park, Caravan and Tent.

Touring Pitch Occupancy by Size – June 2021/2020

Size	June 21	June 20	21/20 Diff	Change	YTD 21	YTD 20	21/20 Diff	Change
1-49 pitches	38.40%	0.00%	38.40	138	31.82%	12.74%	19.08	119
50-99 pitches	9.44%	0.00%	9.44	109	4.29%	1.93%	2.36	102
100-199 pitches	25.58%	0.00%	25.58	126	10.76%	8.13%	2.63	103
200 or more	0.00%	0.00%	0.00	100	0.00%	0.00%	0.00	100

Touring Pitch Occupancy by Size – June 2021/2019

Size	June 21	June 19	21/19 Diff	Change	YTD 21	YTD 19	21/19 Diff	Change
1-49 pitches	38.40%	39.65%	-1.25	99	31.82%	31.50%	0.32	100
50-99 pitches	9.44%	51.59%	-42.15	58	4.29%	39.65%	-35.36	65
100-199 pitches	25.58%	62.29%	-36.71	63	10.76%	45.07%	-34.31	66
200 or more	0.00%	22.92%	-22.92	77	0.00%	22.91%	-22.91	77

Whole Park Occupancy by Size – June 2021/2020

Size	June 21	June 20	21/20 Diff	Change	YTD 21	YTD 20	21/20 Diff	Change
1-49 pitches	13.47%	0.00%	13.47	113	9.50%	0.00%	9.50	110
50-99 pitches	0.00%	0.00%	0.00	100	0.00%	7.98%	-7.98	92
100-199 pitches	0.00%	0.00%	0.00	100	0.00%	13.71%	-13.71	86
200 or more	0.00%	0.00%	0.00	100	0.00%	0.00%	0.00	100

Whole Park Occupancy by Size – June 2021/2019

Size	June 21	June 19	21/19 Diff	Change	YTD 21	YTD 19	21/19 Diff	Change
1-49 pitches	13.47%	20.59%	-7.12	93	9.50%	24.37%	-14.87	85
50-99 pitches	0.00%	52.82%	-52.82	47	0.00%	42.10%	-42.10	58
100-199 pitches	0.00%	62.29%	-62.29	38	0.00%	47.46%	-47.46	53
200 or more	0.00%	0.00%	0.00	100	0.00%	0.00%	0.00	100

Caravan Pitch Occupancy by Size – June 2021/2020

Size	June 21	June 20	21/20 Diff	Change	YTD 21	YTD 20	21/20 Diff	Change
1-49 pitches	40.06%	0.00%	40.06	140	34.96%	17.38%	17.58	118
50-99 pitches	9.44%	0.00%	9.44	109	4.33%	0.00%	4.33	104
100-199 pitches	34.41%	0.00%	34.41	134	14.78%	5.13%	9.65	110
200 or more	0.00%	0.00%	0.00	100	0.00%	0.00%	0.00	100

Caravan Pitch Occupancy by Size – June 2021/2019

Size	June 21	June 19	21/19 Diff	Change	YTD 21	YTD 19	21/19 Diff	Change
1-49 pitches	40.06%	54.27%	-14.21	86	34.96%	40.63%	-5.67	94
50-99 pitches	9.44%	54.39%	-44.95	55	4.33%	52.03%	-47.70	52
100-199 pitches	34.41%	0.00%	34.41	134	14.78%	31.20%	-16.42	84
200 or more	0.00%	34.25%	-34.25	66	0.00%	34.25%	-34.25	66

Tent Pitch Occupancy by Size – June 2021/2020

Size	June 21	June 20	21/20 Diff	Change	YTD 21	YTD 20	21/20 Diff	Change
1-49 pitches	44.22%	0.00%	44.22	144	23.27%	0.02%	23.25	123
50-99 pitches	0.00%	0.00%	0.00	100	5.81%	0.00%	5.81	106
100-199 pitches	9.90%	0.00%	9.90	110	3.63%	0.10%	3.53	104
200 or more	0.00%	0.00%	0.00	100	0.00%	0.00%	0.00	100

Tent Pitch Occupancy by Size – June 2021/2019

Size	June 21	June 19	21/19 Diff	Change	YTD 21	YTD 19	21/19 Diff	Change
1-49 pitches	44.22%	21.57%	22.65	123	23.27%	12.20%	11.07	111
50-99 pitches	0.00%	31.59%	-31.59	68	5.81%	12.75%	-6.94	93
100-199 pitches	9.90%	0.00%	9.90	110	3.63%	0.00%	3.63	104
200 or more	0.00%	10.60%	-10.60	89	0.00%	10.59%	-10.59	89

Touring Pitch Occupancy by Tariff – June 2021/2020

Tariff	June 21	June 20	21/20 Diff	Change	YTD 21	YTD 20	21/20 Diff	Change
Under £10	0.00%	0.00%	0.00	100	0.00%	0.00%	0.00	100
£10 - £14.99	30.00%	0.00%	30.00	130	16.96%	0.00%	16.96	117
£15 - £17.99	78.02%	0.00%	78.02	178	64.52%	13.14%	51.38	151
£18 -£19.99	15.16%	0.00%	15.16	115	7.74%	0.01%	7.73	108
£20 +	24.13%	0.00%	24.13	124	17.06%	8.52%	8.54	109

Touring Pitch Occupancy by Tariff – June 2021/2019

Tariff	June 21	June 19	21/19 Diff	Change	YTD 21	YTD 19	21/19 Diff	Change
Under £10	0.00%	22.57%	-22.57	77	0.00%	23.76%	-23.76	76
£10 - £14.99	30.00%	13.20%	16.80	117	16.96%	8.66%	8.30	108
£15 - £17.99	78.02%	41.71%	36.31	136	64.52%	28.73%	35.79	136
£18 -£19.99	15.16%	21.06%	-5.90	94	7.74%	17.34%	-9.60	90
£20 +	24.13%	55.97%	-31.84	68	17.06%	43.19%	-26.13	74

Whole Park Occupancy by Tariff – June 2021/2020

Tariff	June 21	June 20	21/20 Diff	Change	YTD 21	YTD 20	21/20 Diff	Change
Under £10	0.00%	0.00%	0.00	100	0.00%	0.00%	0.00	100
£10 - £14.99	0.00%	0.00%	0.00	100	0.00%	0.00%	0.00	100
£15 - £17.99	0.00%	0.00%	0.00	100	0.00%	0.00%	0.00	100
£18 -£19.99	13.47%	0.00%	13.47	113	10.43%	0.00%	10.43	110
£20 +	0.00%	0.00%	0.00	100	0.00%	12.21%	-12.21	88

Whole Park Occupancy by Tariff – June 2021/2019

Tariff	June 21	June 19	21/19 Diff	Change	YTD 21	YTD 19	21/19 Diff	Change
Under £10	0.00%	0.00%	0.00	100	0.00%	0.00%	0.00	100
£10 - £14.99	0.00%	0.00%	0.00	100	0.00%	0.00%	0.00	100
£15 - £17.99	0.00%	0.00%	0.00	100	0.00%	0.00%	0.00	100
£18 -£19.99	13.47%	18.25%	-4.78	95	10.43%	16.13%	-5.70	94
£20 +	0.00%	60.30%	-60.30	40	0.00%	46.41%	-46.41	54

Caravan Pitch Occupancy by Tariff – June 2021/2020

Tariff	June 21	June 20	21/20 Diff	Change	YTD 21	YTD 20	21/20 Diff	Change
Under £10	0.00%	0.00%	0.00	100	0.00%	0.00%	0.00	100
£10 - £14.99	0.00%	0.00%	0.00	100	0.00%	0.00%	0.00	100
£15 - £17.99	78.78%	0.00%	78.78	179	69.21%	23.53%	45.68	146
£18 -£19.99	0.00%	0.00%	0.00	100	0.00%	0.00%	0.00	100
£20 +	25.10%	0.00%	25.10	125	19.16%	7.81%	11.35	111

Caravan Pitch Occupancy by Tariff – June 2021/2019

Tariff	June 21	June 19	21/19 Diff	Change	YTD 21	YTD 19	21/19 Diff	Change
Under £10	0.00%	24.45%	-24.45	76	0.00%	32.00%	-32.00	68
£10 - £14.99	0.00%	0.00%	0.00	100	0.00%	0.00%	0.00	100
£15 - £17.99	78.78%	39.85%	38.93	139	69.21%	39.60%	29.61	130
£18 -£19.99	0.00%	32.96%	-32.96	67	0.00%	26.74%	-26.74	73
£20 +	25.10%	52.91%	-27.81	72	19.16%	42.72%	-23.56	76

Tent Pitch Occupancy by Tariff – June 2021/2020

Tariff	June 21	June 20	21/20 Diff	Change	YTD 21	YTD 20	21/20 Diff	Change
Under £10	0.00%	0.00%	0.00	100	0.00%	0.00%	0.00	100
£10 - £14.99	30.00%	0.00%	30.00	130	16.96%	0.00%	16.96	117
£15 - £17.99	73.33%	0.00%	73.33	173	42.27%	0.00%	42.27	142
£18 -£19.99	69.94%	0.00%	69.94	170	3.67%	0.02%	3.65	104
£20 +	11.79%	0.00%	11.79	112	5.04%	0.08%	0.00	100

Tent Pitch Occupancy by Tariff – June 2021/2019

Tariff	June 21	June 19	21/19 Diff	Change	YTD 21	YTD 19	21/19 Diff	Change
Under £10	0.00%	22.00%	-22.00	78	0.00%	21.21%	-21.21	79
£10 - £14.99	30.00%	13.20%	16.80	117	16.96%	8.66%	8.30	108
£15 - £17.99	73.33%	44.66%	28.67	129	42.27%	11.75%	30.52	131
£18 -£19.99	69.94%	22.21%	47.73	148	3.67%	11.98%	-8.31	92
£20 +	11.79%	21.36%	-9.57	90	5.04%	12.66%	0.00	100

Touring Pitch Occupancy by Location Type – June 2021/2020

Location Type	June 21	June 20	21/20 Diff	Change	YTD 21	YTD 20	21/20 Diff	Change
Seaside - Coastal	25.36%	0.00%	25.36	125	19.48%	1.01%	18.47	118
City – Large Town	25.58%	0.00%	25.58	126	10.76%	6.32%	4.44	104
Small Town	0.00%	0.00%	0.00	100	0.00%	0.00%	0.00	100
Countryside - Villages	50.46%	0.00%	50.46	150	38.92%	14.23%	24.69	125

Touring Pitch Occupancy by Location Type – June 2021/2019

Location Type	June 21	June 19	21/19 Diff	Change	YTD 21	YTD 19	21/19 Diff	Change
Seaside - Coastal	25.36%	57.57%	-32.21	68	19.48%	46.05%	-26.57	73
City – Large Town	25.58%	39.73%	-14.15	86	10.76%	30.54%	-19.78	80
Small Town	0.00%	65.58%	-65.58	34	0.00%	47.28%	-47.28	53
Countryside - Villages	50.46%	51.21%	-0.75	99	38.92%	39.48%	-0.56	99

Whole Park Occupancy by Location Type – June 2021/2020

Location Type	June 21	June 20	21/20 Diff	Change	YTD 21	YTD 20	21/20 Diff	Change
Seaside - Coastal	0.00%	0.00%	0.00	100	0.00%	3.84%	-3.84	96
City – Large Town	0.00%	0.00%	0.00	100	0.00%	16.64%	-16.64	83
Small Town	0.00%	0.00%	0.00	100	0.00%	0.00%	0.00	100
Countryside - Villages	13.47%	0.00%	13.47	113	10.43%	11.10%	-0.67	99

Whole Park Occupancy by Location Type – June 2021/2019

Location Type	June 21	June 19	21/19 Diff	Change	YTD 21	YTD 19	21/19 Diff	Change
Seaside - Coastal	0.00%	61.27%	-61.27	39	0.00%	50.48%	-50.48	50
City – Large Town	0.00%	68.75%	-68.75	31	0.00%	50.77%	-50.77	49
Small Town	0.00%	65.58%	-65.58	34	0.00%	50.76%	-50.76	49
Countryside - Villages	13.47%	51.72%	-38.25	62	10.43%	39.37%	-28.94	71

Caravan Pitch Occupancy by Location Type – June 2021/2020

Location Type	June 21	June 20	21/20 Diff	Change	YTD 21	YTD 20	21/20 Diff	Change
Seaside - Coastal	23.48%	0.00%	23.48	123	19.72%	0.69%	19.03	119
City – Large Town	34.41%	0.00%	34.41	134	14.78%	6.98%	7.80	108
Small Town	0.00%	0.00%	0.00	100	0.00%	0.00%	0.00	100
Countryside - Villages	66.56%	0.00%	66.56	167	52.60%	22.94%	29.66	130

Caravan Pitch Occupancy by Location Type – June 2021/202019

Location Type	June 21	June 19	21/19 Diff	Change	YTD 21	YTD 19	21/19 Diff	Change
Seaside - Coastal	23.48%	52.42%	-28.94	71	19.72%	41.45%	-21.73	78
City – Large Town	34.41%	38.81%	-4.40	96	14.78%	26.45%	-11.67	88
Small Town	0.00%	0.00%	0.00	100	0.00%	54.05%	-54.05	46
Countryside - Villages	66.56%	58.43%	8.13	108	52.60%	49.38%	3.22	103

Tent Pitch Occupancy by Location Type – June 2021/2020

Location Type	June 21	June 20	21/20 Diff	Change	YTD 21	YTD 20	21/20 Diff	Change
Seaside - Coastal	69.47%	0.00%	69.47	169	22.36%	0.00%	22.36	122
City – Large Town	9.90%	0.00%	9.90	110	3.63%	0.10%	3.53	104
Small Town	0.00%	0.00%	0.00	100	0.00%	0.00%	0.00	100
Countryside - Villages	28.67%	0.00%	28.67	129	14.18%	0.03%	14.15	114

Tent Pitch Occupancy by Location Type – June 2021/2019

Location Type	June 21	June 19	21/19 Diff	Change	YTD 21	YTD 19	21/19 Diff	Change
Seaside - Coastal	69.47%	25.56%	43.91	144	22.36%	13.23%	9.13	109
City – Large Town	9.90%	11.48%	-1.58	98	3.63%	6.32%	-2.69	97
Small Town	0.00%	0.00%	0.00	100	0.00%	0.73%	-0.73	99
Countryside - Villages	28.67%	31.79%	-3.12	97	14.18%	18.27%	-4.09	96