

## SCOTTISH ACCOMMODATION OCCUPANCY SURVEY REPORT: November 2020/2019 Report - TOURING

### 1.0 Introduction November 2020/2019

Welcome to the VisitScotland Scottish Accommodation Occupancy Survey report covering November 2020 and benchmarking against November 2019. 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 November 2020

Touring Pitch Occupancy rates for the month of November 2020 demonstrated a % Point increase of **12.83%** when comparing occupancy rates with November 2019. November, 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 **55.8%** in visits numbers when comparing November 2020 with November 2019.

### 3.0 Touring Accommodation

#### 3.1 Performance by Touring Category – November 2020/2019

Touring occupancy demonstrated a 39.15% occupancy rate in November 2020 compared with 26.32% in November 2019..

#### Pitch by Occupancy Type – November 2020/2019

Occupancy Type	Nov 20	Nov 19	20/19 Diff <sup>1</sup>	Change <sup>2</sup>	YTD 20	YTD 19	20/19 Diff	Change
Touring Pitch Occupancy <sup>3</sup>	9.18%	20.88%	-11.70%	88	31.27%	42.31%	-11.04%	89
Whole Park Occupancy	0.00%	18.87%	-18.87%	81	48.08%	44.47%	3.61%	104
Caravan Pitch Occupancy	11.38%	30.95%	-19.57%	80	20.85%	44.77%	-23.92%	76
Tent Pitch Occupancy	0.58%	0.57%	0.01%	100	5.28%	20.47%	-15.19%	85

#### Touring Pitch Occupancy by Size – November 2020/2019

Size	Nov 20	Nov 19	20/19 Diff	Change	YTD 20	YTD 19	20/19 Diff	Change
1-49 pitches	16.16%	31.17%	-15.01%	85	21.68%	35.65%	-13.97%	86
50-99 pitches	0.00%	5.51%	-5.51%	94	30.69%	41.66%	-10.97%	89
100-199 pitches	3.25%	20.66%	-17.41%	83	34.82%	45.60%	-10.78%	89
200 or more	0.00%	0.00%	0.00%	100	0.00%	35.91%	-35.91%	64

#### Whole Park Occupancy by Size – November 2020/2019

Size	Nov 20	Nov 19	20/19 Diff	Change	YTD 20	YTD 19	20/19 Diff	Change
1-49 pitches	0.00%	38.78%	-38.78%	61	3.78%	23.87%	-20.09%	80
50-99 pitches	0.00%	5.51%	-5.51%	94	47.77%	41.42%	6.35%	106
100-199 pitches	0.00%	21.96%	-21.96%	78	52.01%	47.86%	4.15%	104
200 or more	0.00%	0.00%	0.00%	100	0.00%	0.00%	0.00%	100

<sup>1</sup> 20/19 Diff throughout this report is expressed by % Point 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 – November 2020/2019

Size	Nov 20	Nov 19	20/19 Diff	Change	YTD 20	YTD 19	20/19 Diff	Change
1-49 pitches	20.44%	33.64%	-13.20%	87	21.68%	44.50%	-22.82%	77
50-99 pitches	0.00%	0.00%	0.00%	100	30.69%	52.07%	-21.38%	79
100-199 pitches	5.05%	26.24%	-21.19%	79	34.82%	30.08%	4.74%	105
200 or more	0.00%	0.00%	0.00%	100	0.00%	44.04%	-44.04%	56

### Tent Pitch Occupancy by Size – November 2020/2019

Size	Nov 20	Nov 19	20/19 Diff	Change	YTD 20	YTD 19	20/19 Diff	Change
1-49 pitches	1.00%	2.25%	-1.25%	99	14.71%	19.61%	-4.90%	95
50-99 pitches	0.00%	0.00%	0.00%	100	0.00%	22.67%	-22.67%	77
100-199 pitches	0.06%	0.00%	0.06%	100	2.99%	0.49%	2.50%	103
200 or more	0.00%	0.00%	0.00%	100	0.00%	23.57%	-23.57%	76

### Touring Pitch Occupancy by Tariff – November 2020/2019

Tariff	Nov 20	Nov 19	20/19 Diff	Change	YTD 20	YTD 19	20/19 Diff	Change
Under £10	0.00%	0.00%	0.00%	100	51.94%	30.76%	21.18%	121
£10 - £14.99	0.00%	0.00%	0.00%	100	5.86%	19.59%	-13.73%	86
£15 - £17.99	5.42%	39.17%	-33.75%	66	20.58%	32.14%	-11.56%	88
£18 - £19.99	0.00%	0.83%	-0.83%	99	2.11%	21.04%	-18.93%	81
£20 +	9.97%	20.58%	-10.61%	89	33.92%	44.49%	-10.57%	89

### Whole Park Occupancy by Tariff – November 2020/2019

Tariff	Nov 20	Nov 19	20/19 Diff	Change	YTD 20	YTD 19	20/19 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	0.00%	0.00%	0.00%	100	4.81%	17.85%	-13.04%	87
£20 +	0.00%	18.87%	-18.87%	81	50.46%	46.25%	4.21%	104

### Caravan Pitch Occupancy by Tariff – November 2020/2019

Tariff	Nov 20	Nov 19	20/19 Diff	Change	YTD 20	YTD 19	20/19 Diff	Change
Under £10	0.00%	0.00%	0.00%	100	42.96%	27.19%	15.77%	116
£10 - £14.99	0.00%	0.00%	0.00%	100	0.00%	0.00%	0.00%	100
£15 - £17.99	13.77%	39.17%	-25.40%	75	33.40%	38.27%	-4.87%	95
£18 - £19.99	0.00%	0.00%	0.00%	100	0.00%	34.09%	-34.09%	66
£20 +	11.19%	30.13%	-18.94%	81	21.11%	45.95%	-24.84%	75

### Tent Pitch Occupancy by Tariff – November 2020/2019

Tariff	Nov 20	Nov 19	20/19 Diff	Change	YTD 20	YTD 19	20/19 Diff	Change
Under £10	0.00%	0.00%	0.00%	100	57.89%	31.90%	25.99%	126
£10 - £14.99	0.00%	0.00%	0.00%	100	15.42%	19.59%	-4.17%	96
£15 - £17.99	1.00%	0.00%	1.00%	101	8.58%	20.97%	-12.39%	88
£18 - £19.99	0.00%	0.83%	-0.83%	99	0.01%	18.08%	-18.07%	82
£20 +	0.06%	0.54%	-0.48%	100	3.05%	20.59%	-17.54%	82

### Touring Pitch Occupancy by Location Type – November 2020/2019

Location Type	Nov 20	Nov 19	20/19 Diff	Change	YTD 20	YTD 19	20/19 Diff	Change
Seaside - Coastal	7.77%	5.73%	2.04%	102	31.73%	45.72%	-13.99%	86
City – Large Town	3.25%	20.64%	-17.39%	83	18.76%	35.69%	-16.93%	83
Small Town	0.00%	18.79%	-18.79%	81	0.00%	48.57%	-48.57%	51
Countryside - Villages	29.13%	24.45%	4.68%	105	42.20%	41.69%	0.51%	101

### Whole Park Occupancy by Location Type – November 2020/2019

Location Type	Nov 20	Nov 19	20/19 Diff	Change	YTD 20	YTD 19	20/19 Diff	Change
Seaside - Coastal	0.00%	7.67%	-7.67%	92	54.78%	49.16%	5.62%	106
City – Large Town	0.00%	24.23%	-24.23%	76	54.95%	50.49%	4.46%	104
Small Town	0.00%	18.79%	-18.79%	81	0.00%	50.62%	-50.62%	49
Countryside - Villages	0.00%	18.03%	-18.03%	82	42.80%	40.02%	2.78%	103

### Caravan Pitch Occupancy by Location Type – November 2020/2019

Location Type	Nov 20	Nov 19	20/19 Diff	Change	YTD 20	YTD 19	20/19 Diff	Change
Seaside - Coastal	9.27%	3.85%	5.42%	105	12.24%	41.43%	-29.19%	71
City – Large Town	5.05%	26.24%	-21.19%	79	12.27%	34.32%	-22.05%	78
Small Town	0.00%	0.00%	0.00%	100	0.00%	54.05%	-54.05%	46
Countryside - Villages	29.13%	47.18%	-18.05%	82	44.99%	54.05%	-9.06%	91

### Tent Pitch Occupancy by Location Type – November 2020/2019

Location Type	Nov 20	Nov 19	20/19 Diff	Change	YTD 20	YTD 19	20/19 Diff	Change
Seaside - Coastal	1.00%	0.00%	1.00%	101	12.24%	20.26%	-8.02%	92
City – Large Town	0.06%	0.00%	0.06%	100	12.27%	13.44%	-1.17%	99
Small Town	0.00%	0.00%	0.00%	100	0.00%	0.73%	-0.73%	99
Countryside - Villages	0.00%	2.25%	-2.25%	98	44.99%	28.56%	16.43%	116