

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

### 1.0 Introduction October 2020/2019

Welcome to the VisitScotland Scottish Accommodation Occupancy Survey report covering October 2020 and benchmarking against October 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 October 2020

Touring Pitch Occupancy rates for the month of October 2020 demonstrated a % Point increase of **12.83%** when comparing occupancy rates with October 2019. With the continuing effects and restrictions of COVID-19, there remains to be low occupancy in most accommodation categories apart from touring which has shown an increased occupancy on October 2019 figures as documented below. . The visitor attraction sector saw a decrease of **-60.0%** in visits numbers when comparing October 2020 with October 2019.

### 3.0 Touring Accommodation

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

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

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

Occupancy Type	Oct 20	Oct 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>	39.15%	26.32%	12.83%	113	32.89%	43.47%	-10.58%	89
Whole Park Occupancy	43.73%	25.50%	18.23%	118	48.08%	45.77%	2.31%	102
Caravan Pitch Occupancy	35.51%	35.63%	-0.12%	100	22.29%	45.69%	-23.40%	77
Tent Pitch Occupancy	2.75%	5.50%	-2.75%	97	5.83%	21.37%	-15.54%	84

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

Size	Oct 20	Oct 19	20/19 Diff	Change	YTD 20	YTD 19	20/19 Diff	Change
1-49 pitches	35.60%	33.18%	2.42%	102	22.89%	36.03%	-13.14%	87
50-99 pitches	41.40%	22.32%	19.08%	119	32.89%	42.31%	-9.42%	91
100-199 pitches	38.88%	26.66%	12.22%	112	35.80%	47.70%	-11.90%	88
200 or more	0.00%	0.00%	0.00%	100	0.00%	35.91%	-35.91%	64

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

Size	Oct 20	Oct 19	20/19 Diff	Change	YTD 20	YTD 19	20/19 Diff	Change
1-49 pitches	7.00%	17.72%	-10.72%	89	3.78%	23.31%	-19.53%	80
50-99 pitches	35.28%	22.39%	12.89%	113	47.77%	42.39%	5.38%	105
100-199 pitches	46.58%	27.99%	18.59%	119	52.01%	49.66%	2.35%	102
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 – October 2020/2019

Size	Oct 20	Oct 19	20/19 Diff	Change	YTD 20	YTD 19	20/19 Diff	Change
1-49 pitches	49.96%	45.79%	4.17%	104	29.32%	45.78%	-16.46%	84
50-99 pitches	47.60%	25.12%	22.48%	122	30.59%	52.07%	-21.48%	79
100-199 pitches	11.45%	26.63%	-15.18%	85	10.23%	30.67%	-20.44%	80
200 or more	0.00%	0.00%	0.00%	100	0.00%	44.04%	-44.04%	56

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

Size	Oct 20	Oct 19	20/19 Diff	Change	YTD 20	YTD 19	20/19 Diff	Change
1-49 pitches	11.97%	8.38%	3.59%	104	18.98%	20.19%	-1.21%	99
50-99 pitches	0.00%	1.01%	-1.01%	99	0.00%	22.67%	-22.67%	77
100-199 pitches	0.52%	1.12%	-0.60%	99	3.27%	1.12%	2.15%	102
200 or more	0.00%	0.00%	0.00%	100	0.00%	23.57%	-23.57%	76

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

Tariff	Oct 20	Oct 19	20/19 Diff	Change	YTD 20	YTD 19	20/19 Diff	Change
Under £10	12.54%	0.00%	12.54%	113	51.94%	30.76%	21.18%	121
£10 - £14.99	6.47%	8.87%	-2.40%	98	5.86%	19.59%	-13.73%	86
£15 - £17.99	30.95%	17.59%	13.36%	113	24.74%	31.66%	-6.92%	93
£18-£19.99	7.00%	9.09%	-2.09%	98	2.11%	21.18%	-19.07%	81
£20 +	40.06%	27.62%	12.44%	112	35.56%	45.89%	-10.33%	90

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

Tariff	Oct 20	Oct 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	7.00%	5.93%	1.07%	101	4.81%	17.85%	-13.04%	87
£20 +	44.72%	25.89%	18.83%	119	50.46%	47.75%	2.71%	103

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

Tariff	Oct 20	Oct 19	20/19 Diff	Change	YTD 20	YTD 19	20/19 Diff	Change
Under £10	12.54%	0.00%	12.54%	113	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	42.33%	21.53%	20.80%	121	36.98%	38.18%	-1.20%	99
£18-£19.99	0.00%	18.52%	-18.52%	81	0.00%	34.09%	-34.09%	66
£20 +	35.17%	37.92%	-2.75%	97	22.71%	47.04%	-24.33%	76

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

Tariff	Oct 20	Oct 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	6.47%	8.87%	-2.40%	98	15.42%	19.59%	-4.17%	96
£15 - £17.99	13.54%	7.42%	6.12%	106	11.42%	20.97%	-9.55%	90
£18 - £19.99	0.00%	2.26%	-2.26%	98	0.01%	18.64%	-18.63%	81
£20 +	0.52%	5.27%	-4.75%	95	3.28%	21.88%	-18.60%	81

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

Location Type	Oct 20	Oct 19	20/19 Diff	Change	YTD 20	YTD 19	20/19 Diff	Change
Seaside - Coastal	34.33%	22.91%	11.42%	111	35.44%	46.43%	-10.99%	89
City – Large Town	24.45%	27.86%	-3.41%	97	19.93%	37.57%	-17.64%	82
Small Town	0.00%	30.80%	-30.80%	69	0.00%	50.36%	-50.36%	50
Countryside - Villages	51.18%	28.19%	22.99%	123	42.47%	42.69%	-0.22%	100

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

Location Type	Oct 20	Oct 19	20/19 Diff	Change	YTD 20	YTD 19	20/19 Diff	Change
Seaside - Coastal	36.25%	23.68%	12.57%	113	54.78%	49.67%	5.11%	105
City – Large Town	53.55%	39.04%	14.51%	115	54.95%	55.12%	-0.17%	100
Small Town	0.00%	30.80%	-30.80%	69	0.00%	53.48%	-53.48%	47
Countryside - Villages	48.00%	23.19%	24.81%	125	42.80%	41.26%	1.54%	102

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

Location Type	Oct 20	Oct 19	20/19 Diff	Change	YTD 20	YTD 19	20/19 Diff	Change
Seaside - Coastal	29.45%	25.08%	4.37%	104	13.22%	42.89%	-29.67%	70
City – Large Town	11.45%	26.97%	-15.52%	84	13.00%	35.11%	-22.11%	78
Small Town	0.00%	0.00%	0.00%	100	0.00%	54.05%	-54.05%	46
Countryside - Villages	63.76%	51.64%	12.12%	112	46.15%	54.59%	-8.44%	92

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

Location Type	Oct 20	Oct 19	20/19 Diff	Change	YTD 20	YTD 19	20/19 Diff	Change
Seaside - Coastal	13.54%	3.21%	10.33%	110	11.46%	20.26%	-8.80%	91
City – Large Town	0.52%	4.32%	-3.80%	96	3.27%	14.66%	-11.39%	89
Small Town	0.00%	0.00%	0.00%	100	0.00%	0.73%	-0.73%	99
Countryside - Villages	6.47%	8.57%	-2.10%	98	13.70%	29.32%	-15.62%	84