

SCOTTISH ACCOMMODATION OCCUPANCY SURVEY REPORT:

March 2021/2020 Report - TOURING

1.0 Introduction March 2021/2020

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

Touring Pitch Occupancy rates for the month of March 2021 demonstrated a percentage point (pp) decrease of **12.74** when comparing occupancy rates with March 2020. Typically a month where we see an increase in touring occupancy, March 2021 numbers remain low due to restrictions related to COVID-19. The visitor attraction sector saw a decrease of **-55.5%** in visits numbers when comparing March 2021 with March 2020.

3.0 Touring Accommodation

3.1 Performance by Touring Category – March 2021/2020

Touring Pitch Occupancy was 1.21% in March 2021 compared with 13.95% in March 2020.

Pitch by Occupancy Type – March 2021/2020

Occupancy Type	Mar 21	Mar 20	21/20 Diff ¹	YTD 21	YTD 20	21/20 Diff
Touring Pitch Occupancy ²	1.21%	13.95%	-12.74pp	1.25%	15.06%	-13.81pp
Whole Park Occupancy	0.00%	12.06%	-12.06pp	0.00%	12.74%	-12.74pp
Caravan Pitch Occupancy	1.82%	25.46%	-23.64pp	1.83%	23.11%	-21.28pp
Tent Pitch Occupancy	0.00%	0.15%	-0.15pp	0.00%	0.18%	-0.18pp

Touring Pitch Occupancy by Size – March 2021/2020

Size	Mar 21	Mar 20	21/20 Diff	YTD 21	YTD 20	21/20 Diff
1-49 pitches	0.00%	52.02%	-52.02pp	0.00%	30.48%	-30.48pp
50-99 pitches	0.00%	9.00%	-9.00pp	0.00%	7.98%	-7.98pp
100-199 pitches	3.14%	11.92%	-8.78pp	2.94%	11.99%	-9.05pp
200 or more	0.00%	0.00%	0.00pp	0.00%	0.00%	0.00pp

Whole Park Occupancy by Size – March 2021/2020

Size	Mar 21	Mar 20	21/20 Diff	YTD 21	YTD 20	21/20 Diff
1-49 pitches	0.00%	0.00%	0.00pp	0.00%	0.00%	0.00pp
50-99 pitches	0.00%	9.00%	-9.00pp	0.00%	7.98%	-7.98pp
100-199 pitches	0.00%	13.42%	-13.42pp	0.00%	13.71%	-13.71pp
200 or more	0.00%	0.00%	0.00pp	0.00%	0.00%	0.00pp

¹ 21/20 Diff throughout this report is expressed by percentage point (pp) 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.

Caravan Pitch Occupancy by Size – March 2021/2020

Size	Mar 21	Mar 20	21/20 Diff	YTD 21	YTD 20	21/20 Diff
1-49 pitches	0.00%	54.67%	-54.67pp	0.00%	32.20%	-32.20pp
50-99 pitches	0.00%	0.00%	0.00pp	0.00%	0.00%	0.00pp
100-199 pitches	4.91%	11.12%	-6.21pp	4.60%	13.26%	-8.66pp
200 or more	0.00%	0.00%	0.00pp	0.00%	0.00%	0.00pp

Tent Pitch Occupancy by Size – March 2021/2020

Size	Mar 21	Mar 20	21/20 Diff	YTD 21	YTD 20	21/20 Diff
1-49 pitches	0.00%	0.00%	0.00pp	0.00%	0.10%	-0.10pp
50-99 pitches	0.00%	0.00%	0.00pp	0.00%	0.00%	0.00pp
100-199 pitches	0.00%	0.16%	-0.16pp	0.00%	0.19%	-0.19pp
200 or more	0.00%	0.00%	0.00pp	0.00%	0.00%	0.00pp

Touring Pitch Occupancy by Tariff – March 2021/2020

Tariff	Mar 21	Mar 20	21/20 Diff	YTD 21	YTD 20	21/20 Diff
Under £10	0.00%	0.00%	0.00pp	0.00%	0.00%	0.00pp
£10 - £14.99	0.00%	0.00%	0.00pp	0.00%	0.00%	0.00pp
£15 - £17.99	0.00%	41.76%	-41.76pp	0.00%	42.78%	-42.78pp
£18-£19.99	0.00%	0.00%	0.00pp	0.00%	0.19%	-0.19pp
£20 +	0.00%	13.29%	-13.29pp	1.44%	13.95%	-12.51pp

Whole Park Occupancy by Tariff – March 2021/2020

Tariff	Mar 21	Mar 20	21/20 Diff	YTD 21	YTD 20	21/20 Diff
Under £10	0.00%	0.00%	0.00pp	0.00%	0.00%	0.00pp
£10 - £14.99	0.00%	0.00%	0.00pp	0.00%	0.00%	0.00pp
£15 - £17.99	0.00%	0.00%	0.00pp	0.00%	0.00%	0.00pp
£18-£19.99	0.00%	0.00%	0.00pp	0.00%	0.00%	0.00pp
£20 +	0.00%	12.06%	-12.06pp	0.00%	12.74%	-12.74pp

Caravan Pitch Occupancy by Tariff – March 2021/2020

Tariff	Mar 21	Mar 20	21/20 Diff	YTD 21	YTD 20	21/20 Diff
Under £10	0.00%	0.00%	0.00pp	0.00%	0.00%	0.00pp
£10 - £14.99	0.00%	0.00%	0.00pp	0.00%	0.00%	0.00pp
£15 - £17.99	0.00%	41.76%	-41.76pp	0.00%	42.78%	-42.78pp
£18-£19.99	0.00%	0.00%	0.00pp	0.00%	0.00%	0.00pp
£20 +	1.84%	23.27%	-21.43pp	1.95%	20.71%	-18.76pp

Tent Pitch Occupancy by Tariff – March 2021/2020

Tariff	Mar 21	Mar 20	21/20 Diff	YTD 21	YTD 20	21/20 Diff
Under £10	0.00%	0.00%	0.00pp	0.00%	0.00%	0.00pp
£10 - £14.99	0.00%	0.00%	0.00pp	0.00%	0.00%	0.00pp
£15 - £17.99	0.00%	0.00%	0.00pp	0.00%	0.00%	0.00pp
£18 -£19.99	0.00%	0.00%	0.00pp	0.00%	0.19%	-0.19pp
£20 +	0.00%	0.15%	-0.15pp	0.00%	0.18%	0.00pp

Touring Pitch Occupancy by Location Type – March 2021/2020

Location Type	Mar 21	Mar 20	21/20 Diff	YTD 21	YTD 20	21/20 Diff
Seaside - Coastal	0.00%	7.39%	-7.39pp	0.00%	4.59%	-4.59pp
City – Large Town	3.14%	11.55%	-8.41pp	2.94%	10.70%	-7.76pp
Small Town	0.00%	0.00%	0.00pp	0.00%	0.00%	0.00pp
Countryside - Villages	0.00%	16.85%	-16.85pp	0.00%	19.07%	-19.07pp

Whole Park Occupancy by Location Type – March 2021/2020

Location Type	Mar 21	Mar 20	21/20 Diff	YTD 21	YTD 20	21/20 Diff
Seaside - Coastal	0.00%	7.28%	-7.28pp	0.00%	7.28%	-7.28pp
City – Large Town	0.00%	14.78%	-14.78pp	0.00%	16.64%	-16.64pp
Small Town	0.00%	0.00%	0.00pp	0.00%	0.00%	0.00pp
Countryside - Villages	0.00%	11.55%	-11.55pp	0.00%	12.37%	-12.37pp

Caravan Pitch Occupancy by Location Type – March 2021/2020

Location Type	Mar 21	Mar 20	21/20 Diff	YTD 21	YTD 20	21/20 Diff
Seaside - Coastal	0.00%	11.31%	-11.31pp	0.00%	3.33%	-3.33pp
City – Large Town	4.91%	11.12%	-6.21pp	4.60%	13.26%	-8.66pp
Small Town	0.00%	0.00%	0.00pp	0.00%	0.00%	0.00pp
Countryside - Villages	0.00%	56.19%	-56.19pp	0.00%	46.58%	-46.58pp

Tent Pitch Occupancy by Location Type – March 2021/2020

Location Type	Mar 21	Mar 20	21/20 Diff	YTD 21	YTD 20	21/20 Diff
Seaside - Coastal	0.00%	0.00%	0.00pp	0.00%	0.00%	0.00pp
City – Large Town	0.00%	0.16%	-0.16pp	0.00%	0.19%	-0.19pp
Small Town	0.00%	0.00%	0.00pp	0.00%	0.00%	0.00pp
Countryside - Villages	0.00%	0.00%	0.00pp	0.00%	0.10%	-0.10pp