SCOTTISH ACCOMMODATION OCCUPANCY SURVEY: 
February 2019/2018 Report - HOTELS

1.0 Introduction February 2019/2018

Welcome to the VisitScotland Scottish Accommodation Occupancy Report covering February 2019 and benchmarking against February 2018. The report reviews Accommodation performance throughout Scotland, highlighting trends across various sectors and categories of the industry. This Barometer offers a snapshot of accommodation performance based on participating providers. Comments and feedback should be directed to Marina Martinoli (Tel: 0141 3318400 or via E-mail: mma4@gcu.ac.uk).

2.0 Executive Summary February 2019

Scottish Serviced Accommodation occupancy rates for the month of February 2019 increased marginally 0.13% when comparing percentage room occupancy rates with February 2018. During the month of February, a traditionally quiet time across all accommodation sectors, Central Belt Regions performed best. Occupancy rates within the hotel sector were marginally down on February 2018 at 1.33%. The visitor attraction sector saw an increase of 6% in visits numbers when comparing February 2019 with February 2018.

<table>
<thead>
<tr>
<th>All Serviced Accommodation - Room Occupancy</th>
<th>Feb 19</th>
<th>Feb 18</th>
<th>% Change</th>
<th>Jan-Feb 19</th>
<th>Jan-Feb 18</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>All Serviced Accommodation</td>
<td>52.14</td>
<td>52.01</td>
<td>0.13%</td>
<td>47.74</td>
<td>48.33</td>
<td>-0.59%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>All Serviced Accommodation - Bed Occupancy</th>
<th>Feb 19</th>
<th>Feb 18</th>
<th>% Change</th>
<th>Jan-Feb 19</th>
<th>Jan-Feb 18</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>All Serviced Accommodation</td>
<td>30.33</td>
<td>37.78</td>
<td>-7.45%</td>
<td>29.00%</td>
<td>34.60%</td>
<td>-5.60%</td>
</tr>
</tbody>
</table>

The Revenue per available occupied room for February 2019 was £81.98 compared with £73.74 in February 2018. This figure is based solely on accommodation providers who provided financial information for either February 2018 and/or 2017.

RevPAR - February 2018/17

<table>
<thead>
<tr>
<th>Room – Average RevPAR (£)</th>
<th>Feb 19</th>
<th>Feb 18</th>
</tr>
</thead>
<tbody>
<tr>
<td>All Serviced Accommodation</td>
<td>81.98</td>
<td>73.74</td>
</tr>
</tbody>
</table>

RevPAR by Grading - February 2018/17

<table>
<thead>
<tr>
<th>Room – Average RevPAR (£)</th>
<th>Feb 19</th>
<th>Feb 18</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 Stars</td>
<td>42.73</td>
<td>76.31</td>
</tr>
<tr>
<td>3 Stars</td>
<td>72.80</td>
<td>88.45</td>
</tr>
<tr>
<td>4 Stars</td>
<td>113.05</td>
<td>63.83</td>
</tr>
<tr>
<td>5 Stars</td>
<td>74.19</td>
<td>88.15</td>
</tr>
<tr>
<td>Unclassified</td>
<td>43.29</td>
<td>46.46</td>
</tr>
</tbody>
</table>

3.0 Serviced Accommodation – Hotel Sector

3.1 Performance by Hotel Category – February 2019/2018

In the Hotel sector, the room occupancy rate for the period February 2019 was 57.64% when compared to data from the previous year of 58.97% occupancy rate; this shows a marginal decrease of -1.33%.

Percentage room and bed occupancy rates for Hotels in the Greater Glasgow were the highest in February 2019. Operators in Accessible Small Towns, and properties charging a tariff of between £20-29.99 fared best in room occupancy rates in February 2019.

The table below shows the Room Occupancy rate recorded for February 2019/2018 as well as the % change calculation for the Hotel sector.
### Hotel - Room Occupancy

<table>
<thead>
<tr>
<th></th>
<th>Feb 19</th>
<th>Feb 18</th>
<th>% Change</th>
<th>Jan-Feb 19</th>
<th>Jan-Feb 18</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hotels</td>
<td>57.64%</td>
<td>58.97%</td>
<td>-1.33%</td>
<td>52.45%</td>
<td>54.49%</td>
<td>-2.04%</td>
</tr>
</tbody>
</table>

In the **Hotel sector**, the bed occupancy rate for the period February 2019 was **34.96%** when compared to data from the previous year of **45.68%** occupancy rate; this shows a decrease of **-10.72%**.

The table below shows the **Bed Occupancy** rate recorded for February 2019/2018 as well as the % change calculation for the **Hotel sector**.

### Hotel - Bed Occupancy

<table>
<thead>
<tr>
<th></th>
<th>Feb 19</th>
<th>Feb 18</th>
<th>% Change</th>
<th>Jan-Feb 19</th>
<th>Jan-Feb 18</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hotels</td>
<td>34.96%</td>
<td>45.68%</td>
<td>-10.72%</td>
<td>32.46%</td>
<td>41.29%</td>
<td>-8.83%</td>
</tr>
</tbody>
</table>

### Room Occupancy by Former VisitScotland Area – February 2019/2018

<table>
<thead>
<tr>
<th>Area</th>
<th>Feb 19</th>
<th>Feb 18</th>
<th>% Change</th>
<th>Jan-Feb 19</th>
<th>Jan-Feb 18</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aberdeen &amp; Grampian</td>
<td>39.39%</td>
<td>44.66%</td>
<td>-5.27%</td>
<td>34.70%</td>
<td>39.29%</td>
<td>-4.59%</td>
</tr>
<tr>
<td>ALLFV</td>
<td>63.50%</td>
<td>41.27%</td>
<td>22.23%</td>
<td>61.81%</td>
<td>33.12%</td>
<td>28.69%</td>
</tr>
<tr>
<td>Angus &amp; City of Dundee</td>
<td>66.19%</td>
<td>71.15%</td>
<td>-4.96%</td>
<td>61.19%</td>
<td>60.08%</td>
<td>1.11%</td>
</tr>
<tr>
<td>Ayrshire &amp; Arran</td>
<td>70.03%</td>
<td>57.04%</td>
<td>12.99%</td>
<td>58.62%</td>
<td>46.61%</td>
<td>12.01%</td>
</tr>
<tr>
<td>Dumfries &amp; Galloway</td>
<td>37.42%</td>
<td>38.15%</td>
<td>-0.73%</td>
<td>28.03%</td>
<td>31.74%</td>
<td>-3.71%</td>
</tr>
<tr>
<td>Edinburgh &amp; Lothian</td>
<td>60.27%</td>
<td>61.72%</td>
<td>-1.45%</td>
<td>52.12%</td>
<td>58.78%</td>
<td>-6.66%</td>
</tr>
<tr>
<td>Greater Glasgow</td>
<td>71.40%</td>
<td>77.99%</td>
<td>-6.59%</td>
<td>64.78%</td>
<td>73.05%</td>
<td>-8.27%</td>
</tr>
<tr>
<td>Highlands of Scotland</td>
<td>48.31%</td>
<td>54.65%</td>
<td>-6.34%</td>
<td>45.98%</td>
<td>53.54%</td>
<td>-7.56%</td>
</tr>
<tr>
<td>Kingdom of Fife</td>
<td>46.62%</td>
<td>50.63%</td>
<td>-4.01%</td>
<td>43.85%</td>
<td>42.65%</td>
<td>1.20%</td>
</tr>
<tr>
<td>Orkney</td>
<td>0.00%</td>
<td>45.03%</td>
<td>-45.03%</td>
<td>0.00%</td>
<td>37.51%</td>
<td>-37.51%</td>
</tr>
<tr>
<td>Perthshire</td>
<td>54.38%</td>
<td>69.77%</td>
<td>-15.39%</td>
<td>49.50%</td>
<td>67.21%</td>
<td>-17.71%</td>
</tr>
<tr>
<td>Scottish Borders</td>
<td>43.15%</td>
<td>44.52%</td>
<td>-1.37%</td>
<td>37.94%</td>
<td>44.86%</td>
<td>-6.92%</td>
</tr>
<tr>
<td>Shetland Islands</td>
<td>0.00%</td>
<td>0.00%</td>
<td>0.00%</td>
<td>0.00%</td>
<td>0.00%</td>
<td>0.00%</td>
</tr>
<tr>
<td>Outer Hebrides</td>
<td>37.73%</td>
<td>32.75%</td>
<td>4.98%</td>
<td>35.35%</td>
<td>30.90%</td>
<td>4.45%</td>
</tr>
</tbody>
</table>

### Bed Occupancy by Former VisitScotland Area – February 2019/2018

<table>
<thead>
<tr>
<th>Area</th>
<th>Feb 19</th>
<th>Feb 18</th>
<th>% Change</th>
<th>Jan-Feb 19</th>
<th>Jan-Feb 18</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aberdeen &amp; Grampian</td>
<td>16.08%</td>
<td>25.70%</td>
<td>-9.62%</td>
<td>17.33%</td>
<td>20.41%</td>
<td>-3.08%</td>
</tr>
<tr>
<td>ALLFV</td>
<td>15.72%</td>
<td>30.06%</td>
<td>-14.34%</td>
<td>20.46%</td>
<td>26.29%</td>
<td>-5.83%</td>
</tr>
<tr>
<td>Angus &amp; City of Dundee</td>
<td>46.41%</td>
<td>44.32%</td>
<td>2.09%</td>
<td>40.72%</td>
<td>39.79%</td>
<td>0.93%</td>
</tr>
<tr>
<td>Ayrshire &amp; Arran</td>
<td>50.07%</td>
<td>45.50%</td>
<td>4.57%</td>
<td>42.24%</td>
<td>36.82%</td>
<td>5.42%</td>
</tr>
<tr>
<td>Dumfries &amp; Galloway</td>
<td>21.38%</td>
<td>37.45%</td>
<td>-16.07%</td>
<td>20.92%</td>
<td>29.34%</td>
<td>-8.42%</td>
</tr>
<tr>
<td>Edinburgh &amp; Lothian</td>
<td>0.00%</td>
<td>39.25%</td>
<td>-39.25%</td>
<td>23.33%</td>
<td>35.72%</td>
<td>-12.39%</td>
</tr>
<tr>
<td>Greater Glasgow</td>
<td>50.62%</td>
<td>59.54%</td>
<td>-8.92%</td>
<td>44.71%</td>
<td>54.66%</td>
<td>-9.95%</td>
</tr>
<tr>
<td>Highlands of Scotland</td>
<td>33.02%</td>
<td>45.15%</td>
<td>-12.13%</td>
<td>32.07%</td>
<td>42.94%</td>
<td>-10.87%</td>
</tr>
<tr>
<td>Kingdom of Fife</td>
<td>40.48%</td>
<td>41.80%</td>
<td>-1.32%</td>
<td>37.65%</td>
<td>36.04%</td>
<td>1.61%</td>
</tr>
<tr>
<td>Orkney</td>
<td>0.00%</td>
<td>27.75%</td>
<td>-27.75%</td>
<td>0.00%</td>
<td>22.98%</td>
<td>-22.98%</td>
</tr>
<tr>
<td>Perthshire</td>
<td>42.74%</td>
<td>63.93%</td>
<td>-21.19%</td>
<td>38.21%</td>
<td>58.43%</td>
<td>-20.22%</td>
</tr>
<tr>
<td>Scottish Borders</td>
<td>31.47%</td>
<td>32.32%</td>
<td>-0.85%</td>
<td>27.48%</td>
<td>33.02%</td>
<td>-5.54%</td>
</tr>
<tr>
<td>Shetland Islands</td>
<td>0.00%</td>
<td>0.00%</td>
<td>0.00%</td>
<td>0.00%</td>
<td>0.00%</td>
<td>0.00%</td>
</tr>
<tr>
<td>Outer Hebrides</td>
<td>25.01%</td>
<td>19.26%</td>
<td>5.75%</td>
<td>22.28%</td>
<td>18.16%</td>
<td>4.12%</td>
</tr>
</tbody>
</table>

### Room Occupancy by Location (Accessibility & Density) – February 2019/2018

<table>
<thead>
<tr>
<th>Location accessibility/density</th>
<th>Feb 19</th>
<th>Feb 18</th>
<th>% Change</th>
<th>Jan-Feb 19</th>
<th>Jan-Feb 18</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Large Urban Areas</td>
<td>65.09%</td>
<td>69.88%</td>
<td>-4.79%</td>
<td>57.53%</td>
<td>65.86%</td>
<td>-8.33%</td>
</tr>
<tr>
<td>Other Urban Areas</td>
<td>52.61%</td>
<td>60.66%</td>
<td>-8.05%</td>
<td>50.12%</td>
<td>53.49%</td>
<td>-3.37%</td>
</tr>
<tr>
<td>Category</td>
<td>Value 1</td>
<td>Value 2</td>
<td>Value 3</td>
<td>Value 4</td>
<td>Value 5</td>
<td></td>
</tr>
<tr>
<td>-----------------------</td>
<td>---------</td>
<td>---------</td>
<td>---------</td>
<td>---------</td>
<td>---------</td>
<td></td>
</tr>
<tr>
<td>Accessible Small Towns</td>
<td>81.20%</td>
<td>62.48%</td>
<td>18.72%</td>
<td>75.70%</td>
<td>60.20%</td>
<td>15.50%</td>
</tr>
<tr>
<td>Remote Small Towns</td>
<td>41.06%</td>
<td>47.01%</td>
<td>-5.95%</td>
<td>40.98%</td>
<td>44.32%</td>
<td>-3.34%</td>
</tr>
<tr>
<td>Accessible Rural</td>
<td>58.78%</td>
<td>62.35%</td>
<td>-3.57%</td>
<td>52.74%</td>
<td>58.40%</td>
<td>-5.66%</td>
</tr>
<tr>
<td>Remote Rural</td>
<td>37.77%</td>
<td>35.22%</td>
<td>2.55%</td>
<td>34.32%</td>
<td>30.56%</td>
<td>3.76%</td>
</tr>
</tbody>
</table>
**Bed Occupancy by Location (Accessibility & Density) – February 2019/2018**

<table>
<thead>
<tr>
<th>Location accessibility/density</th>
<th>Feb 19</th>
<th>Feb 18</th>
<th>% Change</th>
<th>Jan-Feb 19</th>
<th>Jan-Feb 18</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Large Urban Areas</td>
<td>49.61%</td>
<td>58.25%</td>
<td>-8.64%</td>
<td>40.48%</td>
<td>50.43%</td>
<td>-9.95%</td>
</tr>
<tr>
<td>Other Urban Areas</td>
<td>37.91%</td>
<td>46.11%</td>
<td>-8.20%</td>
<td>36.77%</td>
<td>39.98%</td>
<td>-3.21%</td>
</tr>
<tr>
<td>Accessible Small Towns</td>
<td>34.97%</td>
<td>56.55%</td>
<td>-21.58%</td>
<td>30.59%</td>
<td>53.23%</td>
<td>-22.64%</td>
</tr>
<tr>
<td>Remote Small Towns</td>
<td>19.80%</td>
<td>26.32%</td>
<td>-6.52%</td>
<td>20.43%</td>
<td>28.02%</td>
<td>-7.59%</td>
</tr>
<tr>
<td>Accessible Rural</td>
<td>45.30%</td>
<td>50.08%</td>
<td>-4.78%</td>
<td>41.29%</td>
<td>46.31%</td>
<td>-5.02%</td>
</tr>
<tr>
<td>Remote Rural</td>
<td>24.89%</td>
<td>29.52%</td>
<td>-4.63%</td>
<td>23.27%</td>
<td>24.44%</td>
<td>-1.17%</td>
</tr>
</tbody>
</table>

**Room Occupancy by Location (Geographic) – February 2019/2018**

<table>
<thead>
<tr>
<th>Location (Geographic)</th>
<th>Feb 19</th>
<th>Feb 18</th>
<th>% Change</th>
<th>Jan-Feb 19</th>
<th>Jan-Feb 18</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Coastal</td>
<td>45.52%</td>
<td>50.20%</td>
<td>-4.68%</td>
<td>43.56%</td>
<td>46.07%</td>
<td>-2.51%</td>
</tr>
<tr>
<td>Inland</td>
<td>61.60%</td>
<td>62.75%</td>
<td>-1.15%</td>
<td>55.52%</td>
<td>58.70%</td>
<td>-3.18%</td>
</tr>
<tr>
<td>Islands</td>
<td>45.26%</td>
<td>42.87%</td>
<td>2.39%</td>
<td>42.77%</td>
<td>34.09%</td>
<td>8.68%</td>
</tr>
</tbody>
</table>

**Bed Occupancy by Location (Geographic) – February 2019/2018**

<table>
<thead>
<tr>
<th>Location (Geographic)</th>
<th>Feb 19</th>
<th>Feb 18</th>
<th>% Change</th>
<th>Jan-Feb 19</th>
<th>Jan-Feb 18</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Coastal</td>
<td>25.80%</td>
<td>36.76%</td>
<td>-10.96%</td>
<td>26.42%</td>
<td>34.09%</td>
<td>-7.67%</td>
</tr>
<tr>
<td>Inland</td>
<td>40.01%</td>
<td>50.34%</td>
<td>-10.33%</td>
<td>35.68%</td>
<td>45.23%</td>
<td>-9.55%</td>
</tr>
<tr>
<td>Islands</td>
<td>30.08%</td>
<td>35.82%</td>
<td>-5.74%</td>
<td>28.26%</td>
<td>29.39%</td>
<td>-1.13%</td>
</tr>
</tbody>
</table>

**Room Occupancy by size – February 2019/2018**

<table>
<thead>
<tr>
<th>Size</th>
<th>Feb 19</th>
<th>Feb 18</th>
<th>% Change</th>
<th>Jan-Feb 19</th>
<th>Jan-Feb 18</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 to 3</td>
<td>0.00%</td>
<td>0.00%</td>
<td>0.00%</td>
<td>0.00%</td>
<td>0.00%</td>
<td>0.00%</td>
</tr>
<tr>
<td>4 to 10</td>
<td>34.24%</td>
<td>31.47%</td>
<td>2.77%</td>
<td>33.34%</td>
<td>30.66%</td>
<td>2.68%</td>
</tr>
<tr>
<td>11 to 25</td>
<td>40.04%</td>
<td>48.91%</td>
<td>-8.87%</td>
<td>37.05%</td>
<td>43.24%</td>
<td>-6.19%</td>
</tr>
<tr>
<td>26 to 50</td>
<td>68.88%</td>
<td>58.96%</td>
<td>9.92%</td>
<td>65.09%</td>
<td>54.72%</td>
<td>10.37%</td>
</tr>
<tr>
<td>51 to 100</td>
<td>58.38%</td>
<td>69.45%</td>
<td>-11.07%</td>
<td>52.21%</td>
<td>64.06%</td>
<td>-11.85%</td>
</tr>
<tr>
<td>Over 100</td>
<td>63.25%</td>
<td>68.80%</td>
<td>-5.55%</td>
<td>56.57%</td>
<td>63.97%</td>
<td>-7.40%</td>
</tr>
</tbody>
</table>

**Bed Occupancy by size – February 2019/2018**

<table>
<thead>
<tr>
<th>Size</th>
<th>Feb 19</th>
<th>Feb 18</th>
<th>% Change</th>
<th>Jan-Feb 19</th>
<th>Jan-Feb 18</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 to 3</td>
<td>0.00%</td>
<td>0.00%</td>
<td>0.00%</td>
<td>0.00%</td>
<td>0.00%</td>
<td>0.00%</td>
</tr>
<tr>
<td>4 to 10</td>
<td>16.28%</td>
<td>21.38%</td>
<td>-5.10%</td>
<td>18.16%</td>
<td>20.03%</td>
<td>-1.87%</td>
</tr>
<tr>
<td>11 to 25</td>
<td>27.52%</td>
<td>42.51%</td>
<td>-14.99%</td>
<td>25.61%</td>
<td>37.12%</td>
<td>-11.51%</td>
</tr>
<tr>
<td>26 to 50</td>
<td>38.67%</td>
<td>48.05%</td>
<td>-9.38%</td>
<td>36.61%</td>
<td>44.64%</td>
<td>-8.03%</td>
</tr>
<tr>
<td>51 to 100</td>
<td>39.96%</td>
<td>48.86%</td>
<td>-8.90%</td>
<td>36.98%</td>
<td>42.85%</td>
<td>-5.87%</td>
</tr>
<tr>
<td>Over 100</td>
<td>45.56%</td>
<td>59.63%</td>
<td>-14.07%</td>
<td>38.47%</td>
<td>50.60%</td>
<td>-12.13%</td>
</tr>
</tbody>
</table>

**Room Occupancy by tariff – February 2019/2018**

<table>
<thead>
<tr>
<th>Tariff</th>
<th>Feb 19</th>
<th>Feb 18</th>
<th>% Change</th>
<th>Jan-Feb 19</th>
<th>Jan-Feb 18</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>£20 - £29.99</td>
<td>66.74%</td>
<td>0.00%</td>
<td>66.74%</td>
<td>56.03%</td>
<td>56.03%</td>
<td>0.00%</td>
</tr>
<tr>
<td>£30 - £39.99</td>
<td>60.00%</td>
<td>58.22%</td>
<td>1.78%</td>
<td>60.40%</td>
<td>48.21%</td>
<td>12.19%</td>
</tr>
<tr>
<td>£40 - £49.99</td>
<td>37.39%</td>
<td>50.74%</td>
<td>-13.35%</td>
<td>35.61%</td>
<td>51.50%</td>
<td>-15.89%</td>
</tr>
<tr>
<td>£50 - £59.99</td>
<td>55.09%</td>
<td>65.78%</td>
<td>-10.69%</td>
<td>48.09%</td>
<td>54.61%</td>
<td>-6.52%</td>
</tr>
<tr>
<td>£60 - £69.99</td>
<td>39.36%</td>
<td>27.69%</td>
<td>11.67%</td>
<td>31.85%</td>
<td>27.60%</td>
<td>4.25%</td>
</tr>
<tr>
<td>£70 +</td>
<td>60.37%</td>
<td>62.31%</td>
<td>-1.94%</td>
<td>55.25%</td>
<td>57.13%</td>
<td>-1.88%</td>
</tr>
</tbody>
</table>
## Bed Occupancy by tariff – February 2019/2018

<table>
<thead>
<tr>
<th>Tariff</th>
<th>Feb 19</th>
<th>Feb 18</th>
<th>% Change</th>
<th>Jan-Feb 19</th>
<th>Jan-Feb 18</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>£20 - £29.99</td>
<td>46.70%</td>
<td>0.00%</td>
<td>46.70%</td>
<td>38.02%</td>
<td>0.00%</td>
<td>38.02%</td>
</tr>
<tr>
<td>£30 - £39.99</td>
<td>35.00%</td>
<td>39.12%</td>
<td>-4.12%</td>
<td>31.37%</td>
<td>35.64%</td>
<td>-4.27%</td>
</tr>
<tr>
<td>£40 - £49.99</td>
<td>18.82%</td>
<td>34.37%</td>
<td>-15.55%</td>
<td>18.69%</td>
<td>32.81%</td>
<td>-14.12%</td>
</tr>
<tr>
<td>£50 - £59.99</td>
<td>40.27%</td>
<td>54.50%</td>
<td>-14.23%</td>
<td>35.29%</td>
<td>48.53%</td>
<td>-13.24%</td>
</tr>
<tr>
<td>£60 - £69.99</td>
<td>22.51%</td>
<td>19.56%</td>
<td>2.95%</td>
<td>19.17%</td>
<td>19.02%</td>
<td>0.15%</td>
</tr>
<tr>
<td>£70 +</td>
<td>36.21%</td>
<td>48.43%</td>
<td>-12.22%</td>
<td>34.45%</td>
<td>43.13%</td>
<td>-8.68%</td>
</tr>
</tbody>
</table>

## Room Occupancy by grading – February 2019/2018

<table>
<thead>
<tr>
<th>Grading</th>
<th>Feb 19</th>
<th>Feb 18</th>
<th>% Change</th>
<th>Jan-Feb 19</th>
<th>Jan-Feb 18</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 Stars</td>
<td>35.86%</td>
<td>57.34%</td>
<td>-21.48%</td>
<td>38.92%</td>
<td>49.28%</td>
<td>-10.36%</td>
</tr>
<tr>
<td>3 Stars</td>
<td>47.48%</td>
<td>47.98%</td>
<td>-0.50%</td>
<td>43.16%</td>
<td>43.23%</td>
<td>-0.07%</td>
</tr>
<tr>
<td>4 Stars</td>
<td>72.79%</td>
<td>66.67%</td>
<td>6.12%</td>
<td>64.83%</td>
<td>64.53%</td>
<td>0.30%</td>
</tr>
<tr>
<td>5 Stars</td>
<td>59.96%</td>
<td>57.73%</td>
<td>2.23%</td>
<td>54.91%</td>
<td>55.20%</td>
<td>-0.29%</td>
</tr>
<tr>
<td>Unclassified</td>
<td>47.01%</td>
<td>68.89%</td>
<td>-21.88%</td>
<td>45.32%</td>
<td>59.44%</td>
<td>-14.12%</td>
</tr>
</tbody>
</table>

## Bed Occupancy by grading – February 2019/2018

<table>
<thead>
<tr>
<th>Grading</th>
<th>Feb 19</th>
<th>Feb 18</th>
<th>% Change</th>
<th>Jan-Feb 19</th>
<th>Jan-Feb 18</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 Stars</td>
<td>25.91%</td>
<td>40.92%</td>
<td>-15.01%</td>
<td>27.95%</td>
<td>34.36%</td>
<td>-6.41%</td>
</tr>
<tr>
<td>3 Stars</td>
<td>33.36%</td>
<td>40.26%</td>
<td>-6.90%</td>
<td>31.24%</td>
<td>36.27%</td>
<td>-5.03%</td>
</tr>
<tr>
<td>4 Stars</td>
<td>47.35%</td>
<td>53.26%</td>
<td>-5.91%</td>
<td>40.49%</td>
<td>52.11%</td>
<td>-11.62%</td>
</tr>
<tr>
<td>5 Stars</td>
<td>37.15%</td>
<td>39.82%</td>
<td>-2.67%</td>
<td>34.05%</td>
<td>35.71%</td>
<td>-1.66%</td>
</tr>
<tr>
<td>Unclassified</td>
<td>18.58%</td>
<td>46.69%</td>
<td>-28.11%</td>
<td>19.32%</td>
<td>38.40%</td>
<td>-19.08%</td>
</tr>
</tbody>
</table>
SCOTTISH VISITOR ATTRACTION BAROMETER

The total number of visits for the responding 618 barometer attractions in Scotland for the period February 2019 was 2,517,197

When compared to data from the previous year of 2,378,079

The following table shows total visits recorded for February 2019/2018 as well as the % change calculation

<table>
<thead>
<tr>
<th>Number of Attractions</th>
<th>2019</th>
<th>2018</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>618</td>
<td>2517197</td>
<td>2378079</td>
<td>6%</td>
</tr>
</tbody>
</table>

Performance by Former VisitScotland Area

<table>
<thead>
<tr>
<th>Area</th>
<th>2019</th>
<th>2018</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aberdeen &amp; Grampian</td>
<td>223,926</td>
<td>202,793</td>
<td>9%</td>
</tr>
<tr>
<td>ALLPV</td>
<td>166,551</td>
<td>188,287</td>
<td>13%</td>
</tr>
<tr>
<td>Angus &amp; City of Dundee</td>
<td>53,436</td>
<td>51,449</td>
<td>4%</td>
</tr>
<tr>
<td>Ayshire &amp; Arran</td>
<td>134,263</td>
<td>107,532</td>
<td>20%</td>
</tr>
<tr>
<td>Dumfries &amp; Galloway</td>
<td>18,354</td>
<td>16,703</td>
<td>9%</td>
</tr>
<tr>
<td>Edinburgh &amp; Lothian</td>
<td>862,243</td>
<td>588,711</td>
<td>50%</td>
</tr>
<tr>
<td>Greater Glasgow</td>
<td>124,857</td>
<td>162,898</td>
<td>30%</td>
</tr>
<tr>
<td>Highlands of Scotland</td>
<td>65,890</td>
<td>54,857</td>
<td>17%</td>
</tr>
<tr>
<td>Kingdom of Fife</td>
<td>8,615</td>
<td>7,857</td>
<td>9%</td>
</tr>
<tr>
<td>Orkney</td>
<td>19,244</td>
<td>18,900</td>
<td>2%</td>
</tr>
<tr>
<td>Outer Hebrides</td>
<td>80,240</td>
<td>85,996</td>
<td>7%</td>
</tr>
<tr>
<td>Perthshire</td>
<td>31,160</td>
<td>25,450</td>
<td>23%</td>
</tr>
<tr>
<td>Scottish Borders</td>
<td>2,602</td>
<td>4,403</td>
<td>69%</td>
</tr>
</tbody>
</table>