

SCOTTISH ACCOMMODATION OCCUPANCY SURVEY REPORT: *February 2024/2023 Report - HOTELS*

1.0 Introduction February 2024/2023

Welcome to the VisitScotland, Scottish Accommodation Occupancy Survey Report covering February 2024 and benchmarking against February 2023. The report reviews Accommodation performance throughout Scotland, highlighting trends across various industry sectors and categories. This report offers a snapshot of accommodation performance based on participating providers. Comments and feedback should be directed to Hugh (Shug) Sheridan (E-mail: hugh.sheridan@gcu.ac.uk).

2.0 Executive Summary February 2024

The SOAS Report: February 2024/2023 Hotels report shows a decrease in occupancy in the Serviced sector in Scotland compared to the same period in 2023. Scottish Serviced Accommodation occupancy rates for February 2024 experienced a **6.73** percentage point decrease when comparing percentage room occupancy rates with February 2023. Occupancy rates within the Hotel sector experienced an **7.75** percentage point decrease in February 2024 when compared to the same period last year.

Data from the Scottish Retail Consortium showed that total sales remained weak in February with growth of just 1.4%, however when adjusted for inflation, the year-on-year decline was 1.1%. Total food sales continued to drive sales, with a 3% increase compared to the monthly performance of February 2023.

Domestic consumer sentiment provided by the GB National Tourist Boards for February 2024 found that 21% of respondents said they were "...been hit hard - no option but to cut back on spending" (a 2% increase on the February 2024 survey). The survey recorded 49% of respondents (a 1% increase on the February 2024 Survey) saying they were "...cautious - things are ok but I feel I have to be very careful".

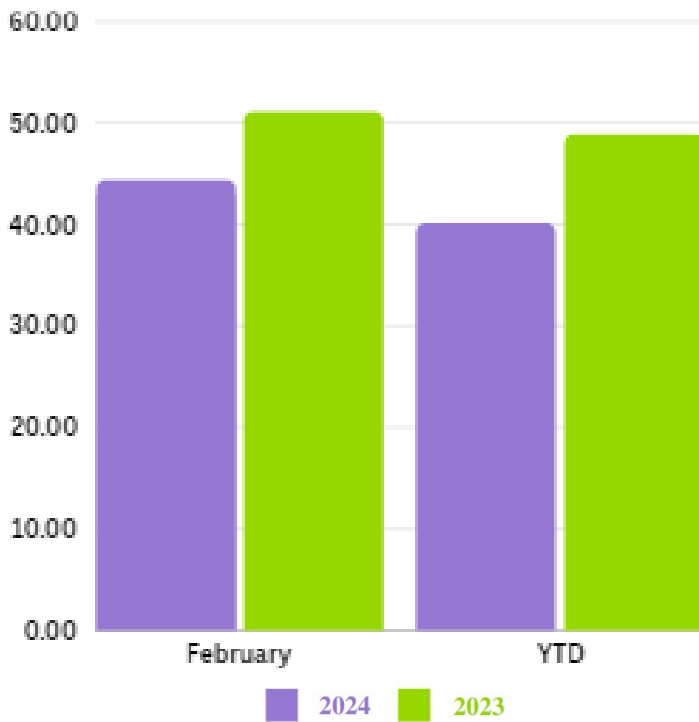
Despite consumer concern about the state of the economy, 18% of UK adults intended to take a domestic overnight trip in the first quarter of 2024 and 81% in the following 12 months. These figures show a significant increase in those planning an overnight trip compared with February 2023 (11% and 72% respectively). However, the key three barriers to taking an overnight UK trip in the next six months are the rising cost of living, UK weather and Personal finances. The figures above have been consistent across the last three waves of the GB National Tourist Survey (VisitBritain 2024), this continues to show the importance attached to holiday expenditure even in a challenging economic environment.

The recovery in international inbound visitation continued to grow in February 2024; with the Eurocontrol (European Air Traffic Agency) indicating that UK air connectivity saw a 6% increase when compared to the same period in 2023, however, UK air connectivity saw a 10% decrease in year-to-date flights compared to 2019.

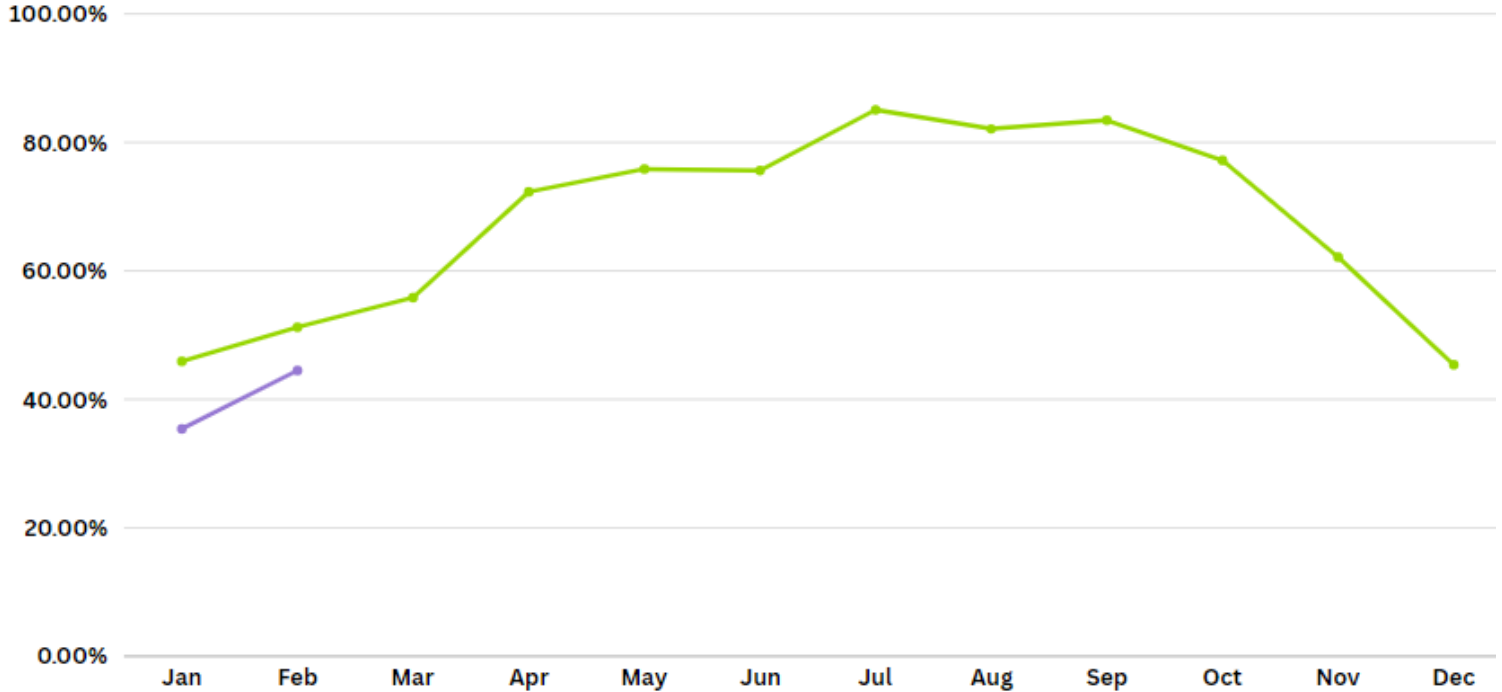
All Serviced Accommodation

Room Occupancy – February 2024/2023

Scottish Serviced Accommodation room occupancy rates for February 2024 experienced a **6.73** percentage point decrease when comparing percentage room occupancy rates with February 2023.



Room Occupancy – Year-to-Date



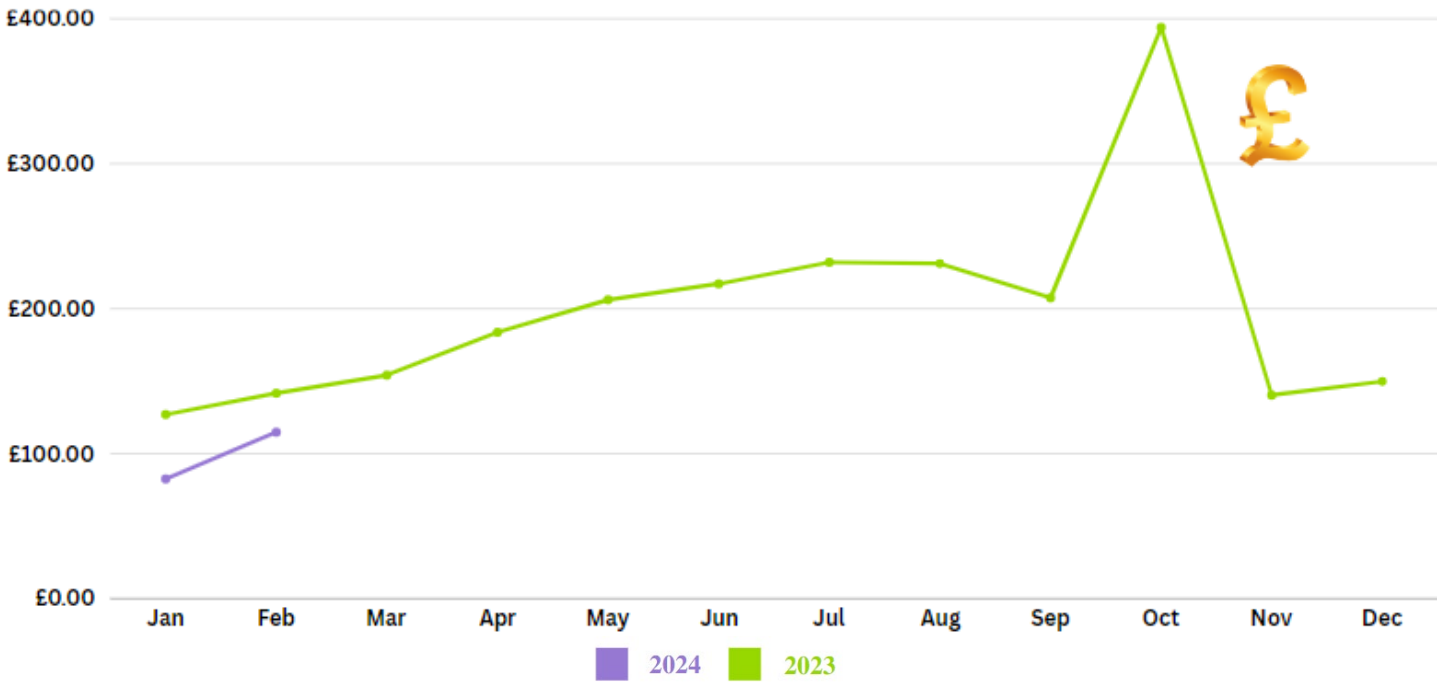
	February 24	February 23	24/23 Diff ¹	Change ²	YTD 24	YTD 23	24/23 Diff	Change
Room Occupancy								
All Served Accommodation	44.49%	51.22%	-6.73	93	40.18%	48.94%	-8.76	91
Bed Occupancy								
All Served Accommodation	51.36%	38.78%	12.58	113	47.14%	37.95%	9.19	109

RevPAR

The Revenue per available occupied room for February 2024 was **£114.82** compared with **£141.70** in February 2023. This figure is based solely on accommodation providers who provided financial information for February 2024 and/or 2023.

¹ 24/23 Diff throughout this report is expressed by % 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.



RevPAR – Year to Date 2024/2023

Room – Average RevPAR (£)	February 24	February 23
All Serviced Accommodation	£114.82	£141.70

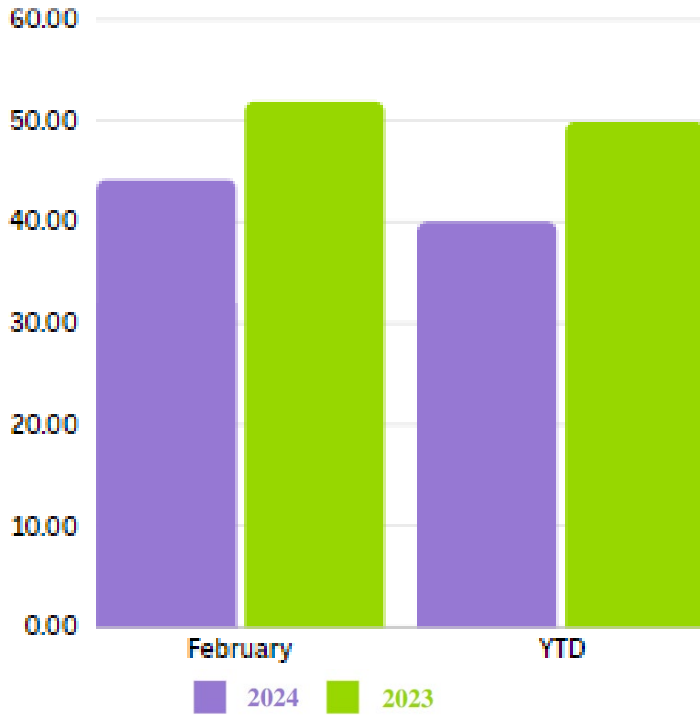
RevPAR by Grading- February 2024/21

Grading – Average RevPAR (£)	February 24	February 23
2 Stars	£143.60	£98.07
3 Stars	£114.48	£99.90
4 Stars	£96.91	£188.35
5 Stars	£180.15	£138.08
Unclassified	£0.00	£139.60

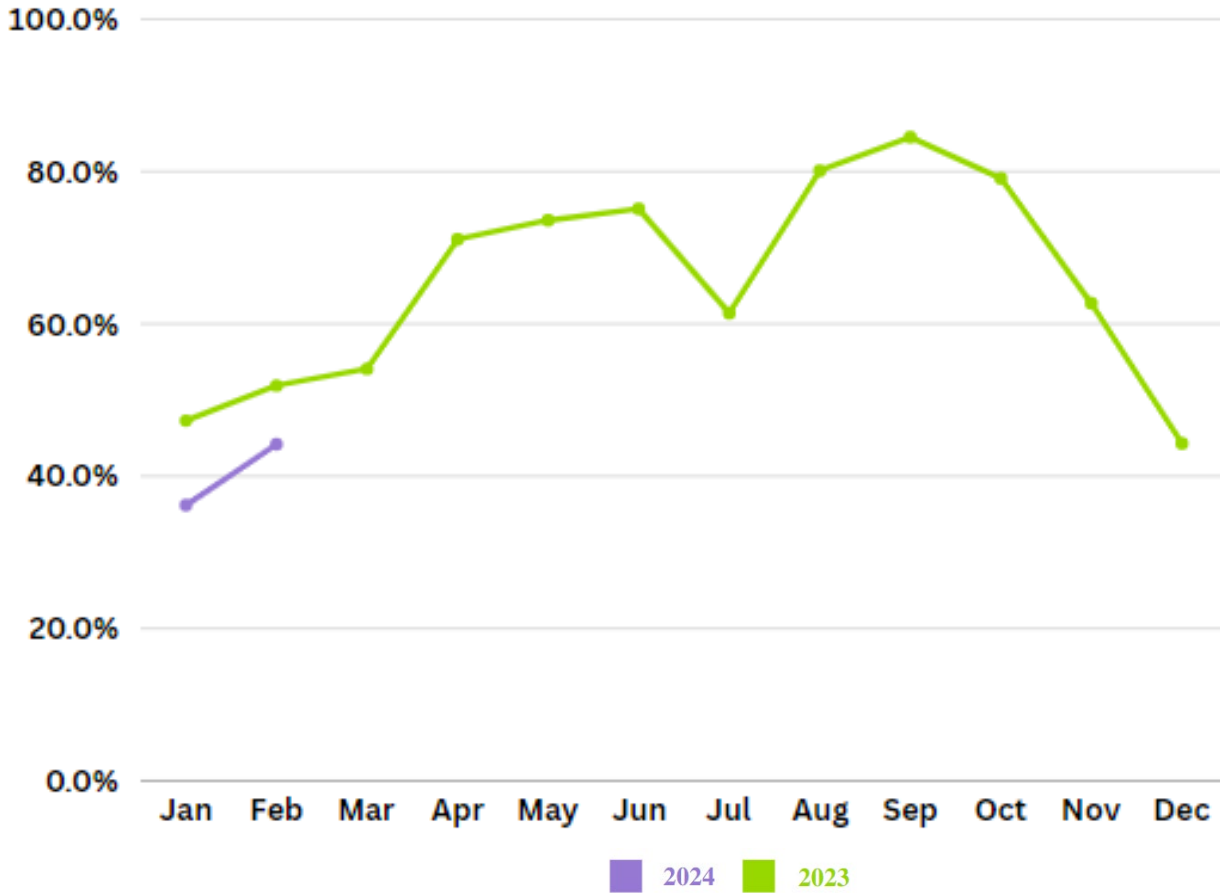
3.0 Serviced Accommodation – Hotel Sector

3.1 Performance by Hotel Category

Hotel Room Occupancy – February 2024/2023



Hotel Room Occupancy – Year to Date



In the **Hotel sector**, the room occupancy rate for February 2024 was **44.19%** compared to data from the previous year of **51.94%** occupancy rate; this shows an overall percentage point decrease of **7.75**.

Percentage room occupancy rates for hotels (sample size >4) in the Highlands of Scotland with the percentage bed occupancy rates in the Greater Glasgow Region were the highest in February 2024. Operators in Other Urban Areas and properties charging tariff between £60.00 and £69.99 fared best in room occupancy rates in February 2024.

The table below shows the **Room Occupancy** rate recorded for February 2024/2023 as well as the Change calculation for the **Hotel Sector**.

Room Occupancy	February 24	February 23	24/23 Diff	Change	YTD 24	YTD 23	24/23 Diff	Change
Hotel	44.19%	51.94%	-7.75	92	40.07%	49.92%	-9.85	90

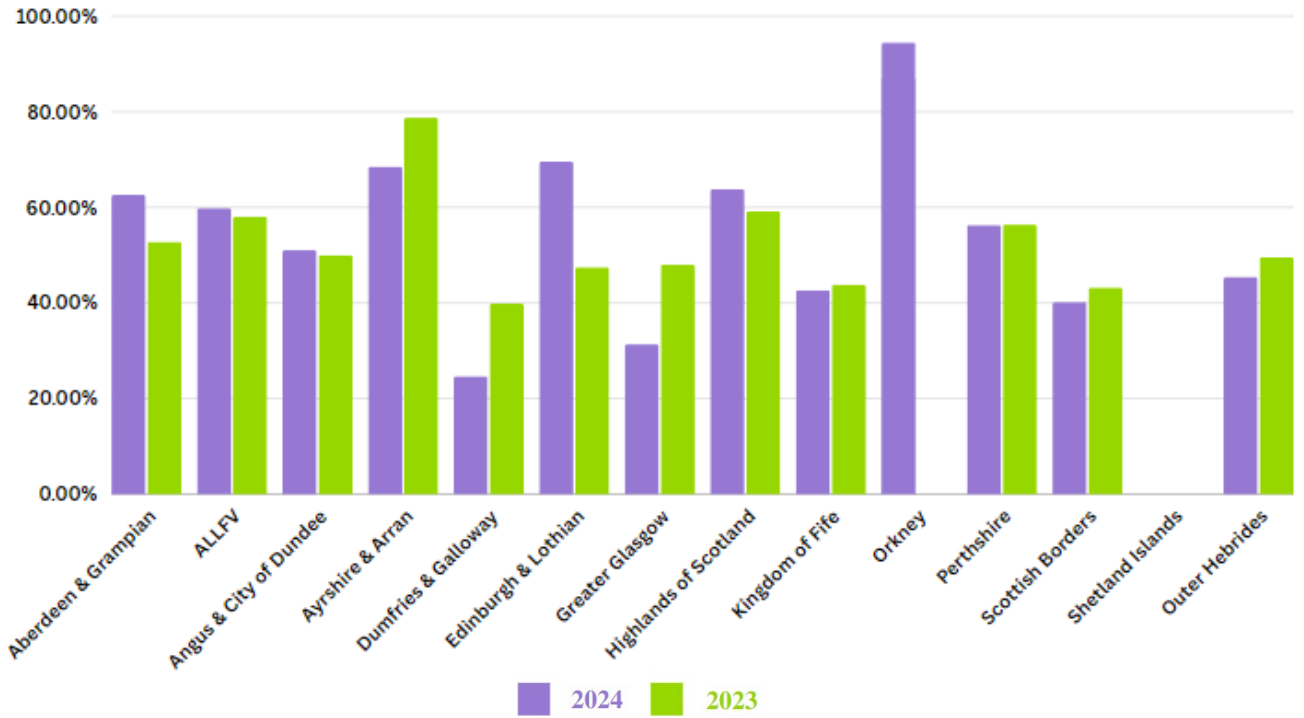
In the **Hotel sector**, the bed occupancy rate for February 2024 was **53.16%** compared to data from the previous year of **38.88%** occupancy rate; this shows an overall percentage point increase of **14.28**.

The table below shows the **Bed Occupancy** rate recorded for February 2024/2023 as well as the 24/23 Diff calculation for the **Hotel sector**

Bed Occupancy	February 24	February 23	24/23 Diff	Change	YTD 24	YTD 23	24/23 Diff	Change
Hotel	53.16%	38.88%	14.28	114	48.73%	38.07%	10.66	111

Room Occupancy by Former VisitScotland Area

Hotel Room Occupancy by Former VisitScotland Area – February 2024/2023



Room Occupancy by Former Visit Scotland Area – February 2024/2023

Area	February 24	February 23	24/23 Diff	Change	YTD 24	YTD 23	24/23 Diff	Change
Aberdeen & Grampian	62.63%	52.80%	9.83	110	52.35%	49.03%	3.32	103
ALLFV	59.84%	58.09%	1.75	102	56.73%	53.09%	3.64	104
Angus & City of Dundee	*	*	*	*	52.98%	*	4.27	104
Ayrshire & Arran	*	*	*	*	63.97%	72.21%	-8.24	92
Dumfries & Galloway	*	*	*	*	*	35.08%	-12.87	87
Edinburgh & Lothian	*	*	*	*	65.45%	*	25.76	126
Greater Glasgow	31.36%	48.03%	-16.67	83	28.49%	54.95%	-26.46	74
Highlands of Scotland	63.80%	59.18%	4.62	105	58.47%	57.07%	1.40	101
Kingdom of Fife	*	*	*	*	*	43.84%	-5.96	94
Orkney	*	-	*	*	*	-	*	*
Perthshire	*	*	*	*	*	54.04%	-3.30	97
Scottish Borders	*	*	*	*	41.06%	*	1.56	102
Shetland Islands	-	-	-	-	-	-	-	-
Outer Hebrides	*	*	*	*	*	*	*	*

- Sample Size = Nil

*Sample Size (between 1 and 4) too small to be included

Bed Occupancy by Former Visit Scotland Area – February 2024/2023

Area	February 24	February 23	24/23 Diff	Change	YTD 24	YTD 23	24/23 Diff	Change
Aberdeen & Grampian	46.57%	30.85%	15.72%	116	38.40%	30.46%	7.94%	108
ALLFV	45.60%	54.90%	-9.30%	91	44.10%	47.91%	-3.81%	96
Angus & City of Dundee	*	*	*	*	18.74%	*	-5.93%	94
Ayrshire & Arran	*	*	*	*	43.60%	43.12%	0.48%	100
Dumfries & Galloway	*	*	*	*	*	21.06%	-21.06%	79
Edinburgh & Lothian	*	*	*	*	52.04%	*	33.56%	134
Greater Glasgow	67.65%	42.35%	25.30%	125	63.43%	50.10%	13.33%	113
Highlands of Scotland	52.45%	45.37%	7.08%	107	47.80%	43.89%	3.91%	104
Kingdom of Fife	*	*	*	*	*	40.48%	-5.66%	94
Orkney	*	-	*	*	*	-	*	*
Perthshire	*	*	*	*	*	43.90%	-11.77%	88
Scottish Borders	*	*	*	*	33.27%	*	-6.62%	93
Shetland Islands	-	-	-	-	-	-	-	-
Outer Hebrides	*	*	*	*	*	*	*	*

- Sample Size = Nil

*Sample Size (between 1 and 4) too small to be included

Room Occupancy by Location (Accessibility & Density) – February 2024/2023

Location accessibility/density	February 24	February 23	24/23 Diff	Change	YTD 24	YTD 23	24/23 Diff	Change
Large Urban Areas	29.77%	45.83%	-16.06%	84	28.77%	47.85%	-19.08%	81
Other Urban Areas	67.05%	70.21%	-3.16%	97	60.25%	62.67%	-2.42%	98
Accessible Small Towns	58.82%	58.87%	-0.05%	100	50.06%	51.55%	-1.49%	99
Remote Small Towns	50.42%	37.33%	13.09%	113	44.00%	36.57%	7.43%	107
Accessible Rural	*	*	*	*	*	*	*	*
Remote Rural	48.71%	46.85%	1.86%	102	45.53%	44.42%	1.11%	101

- Sample Size = Nil

*Sample Size (between 1 and 4) too small to be included

Bed Occupancy by Location (Accessibility & Density) – February 2024/2023

Location accessibility/density	February 24	February 23	24/23 Diff	Change	YTD 24	YTD 23	24/23 Diff	Change
Large Urban Areas	63.48%	33.10%	30.38%	130	57.26%	35.53%	21.73%	122
Other Urban Areas	46.71%	55.45%	-8.74%	91	45.01%	50.55%	-5.54%	94
Accessible Small Towns	44.58%	44.98%	-0.40%	100	36.93%	41.70%	-4.77%	95
Remote Small Towns	40.21%	38.02%	2.19%	102	36.38%	28.98%	7.40%	107
Accessible Rural	*	*	*	*	*	*	*	*
Remote Rural	47.08%	31.54%	15.54%	116	42.40%	31.74%	10.66%	111

- Sample Size = Nil

*Sample Size (between 1 and 4) too small to be included

Room Occupancy by Location (Geographic) – February 2024/2023

Location (Geographic)	February 24	February 23	24/23 Diff	Change	YTD 24	YTD 23	24/23 Diff	Change
Coastal	54.79%	41.53%	13.26%	113	53.77%	38.14%	15.63%	116
Inland	42.53%	55.24%	-12.71%	87	37.78%	54.02%	-16.24%	84
Island	57.17%	57.96%	-0.79%	99	55.82%	54.09%	1.73%	102
- Sample Size = Nil		*Sample Size (between 1 and 4) too small to be included						

Bed Occupancy by Location (Geographic) – February 2024/2023

Location (Geographic)	February 24	February 23	24/23 Diff	Change	YTD 24	YTD 23	24/23 Diff	Change
Coastal	41.30%	25.71%	15.59%	116	39.29%	21.55%	17.74%	118
Inland	56.56%	43.90%	12.66%	113	52.42%	44.86%	7.56%	108
Island	52.90%	53.47%	-0.57%	99	49.56%	50.81%	-1.25%	99
- Sample Size = Nil		*Sample Size (between 1 and 4) too small to be included						

Room Occupancy by Size– February 2024/2023

Size	February 24	February 23	24/23 Diff	Change	YTD 24	YTD 23	24/23 Diff	Change
1 to 3	-	-	-	-	-	-	-	-
4 to 10	*	45.43%	-5.55%	94	33.36%	39.56%	-6.20%	94
11 to 25	48.97%	35.12%	13.85%	114	43.85%	35.37%	8.48%	108
26 to 50	69.64%	67.47%	2.17%	102	68.13%	63.76%	4.37%	104
51 to 100	63.60%	71.03%	-7.43%	93	60.01%	66.00%	-5.99%	94
Over 100	31.38%	41.91%	-10.53%	89	29.14%	41.21%	-12.07%	88
- Sample Size = Nil		*Sample Size (between 1 and 4) too small to be included						

Bed Occupancy by Size – February 2024/2023

Size	February 24	February 23	24/23 Diff	Change	YTD 24	YTD 23	24/23 Diff	Change
1 to 3	-	-	-	-	-	-	-	-
4 to 10	*	26.67%	26.78%	127	46.74%	24.44%	22.30%	122
11 to 25	44.23%	36.63%	7.60%	108	37.32%	34.30%	3.02%	103
26 to 50	60.77%	55.15%	5.62%	106	60.74%	53.11%	7.63%	108
51 to 100	51.77%	60.72%	-8.95%	91	49.07%	56.62%	-7.55%	92
Over 100	56.55%	24.47%	32.08%	132	48.28%	23.37%	24.91%	125
- Sample Size = Nil		*Sample Size (between 1 and 4) too small to be included						

Room Occupancy by Tariff – February 2024/2023

Tariff	February 24	February 23	24/23 Diff	Change	YTD 24	YTD 23	24/23 Diff	Change
£20 – 29.99	-	-	-	-	-	-	-	-
£30 – 39.99	-	-	-	-	-	-	-	-
£40 – 49.99	*	-	*	*	*	*	*	*
£50 – 59.99	*	*	*	*	*	50.55%	14.44%	114
£60 – £69.00	55.72%	*	12.35%	112	52.97%	41.66%	11.31%	111
£70+	43.19%	52.47%	-9.28%	91	39.15%	50.78%	-11.63%	88
	- Sample Size = Nil		*Sample Size (between 1 and 4) too small to be included					

Bed Occupancy by Tariff – February 2024/2023

Tariff	February 24	February 23	24/23 Diff	Change	YTD 24	YTD 23	24/23 Diff	Change
£20 – 29.99	-	-	-	-	-	-	-	-
£30 – 39.99	-	-	-	-	-	-	-	-
£40 – 49.99	*	-	*	*	*	*	*	*
£50 – 59.99	*	*	*	*	*	59.95%	-25.83%	74
£60 – £69.00	61.03%	*	25.74%	126	60.59%	34.63%	25.96%	126
£70+	52.00%	38.30%	13.70%	114	47.16%	37.91%	9.25%	109
	- Sample Size = Nil		*Sample Size (between 1 and 4) too small to be included					

Room Occupancy by Grading – February 2024/2023

Grading	February 24	February 23	24/23 Diff	Change	YTD 24	YTD 23	24/23 Diff	Change
2 Stars	*	*	*	*	63.35%	*	8.01%	108
3 Stars	57.26%	49.91%	7.35%	107	50.96%	46.05%	4.91%	105
4 Stars	32.33%	48.96%	-16.63%	83	30.16%	48.73%	-18.57%	81
5 Stars	*	*	*	*	*	*	*	*
Unclassified	*	54.79%	24.63%	125	69.11%	51.69%	17.42%	117
	- Sample Size = Nil		*Sample Size (between 1 and 4) too small to be included					

Bed Occupancy by Grading – February 2024/2023

Grading	February 24	February 23	24/23 Diff	Change	YTD 24	YTD 23	24/23 Diff	Change
2 Stars	*	*	*	*	58.90%	*	12.75%	113
3 Stars	42.39%	42.62%	-0.23%	100	37.70%	37.50%	0.20%	100
4 Stars	56.06%	33.07%	22.99%	123	49.80%	34.62%	15.18%	115
5 Stars	*	*	*	*	*	*	*	*
Unclassified	*	25.80%	14.04%	114	36.00%	26.79%	9.21%	109
	- Sample Size = Nil		*Sample Size (between 1 and 4) too small to be included					