

SCOTTISH ACCOMMODATION OCCUPANCY SURVEY REPORT:

March 2024/2023 Report - GUEST HOUSE / B&Bs

1.0 Introduction March 2024/2023

Welcome to the VisitScotland Scottish Accommodation Occupancy Survey Report covering March 2024 and benchmarking against March 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 Sheridan (E-mail: hugh.sheridan@gcu.ac.uk).

2.0 Executive Summary March 2024

The SOAS Report: March 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 March 2024 experienced a **5.05** percentage point decrease when comparing percentage room occupancy rates with March 2023. Occupancy rates within the Guest House/B&B sector experienced a **38.05** percentage point decrease in March 2024 when compared to the same period last year.

Data from the Scottish Retail Consortium showed that an early Easter saw total sales in Scotland increased by 2.8% in March, however, compared to the 8.8% increase in March 2023 this was disappointing growth in total sales. Total food sales and health and beauty continued to drive sales when compared to the monthly performance of March 2023.

Domestic consumer sentiment provided by the GB National Tourist Boards for March 2024 found that 22% of respondents said they had "...been hit hard - no option but to cut back on spending" (a 1% increase on the March 2024 survey). The survey recorded 44% of respondents (a 5% decrease on the March 2024 Survey) saying they were "...cautious - things are ok but I feel I have to be very careful".

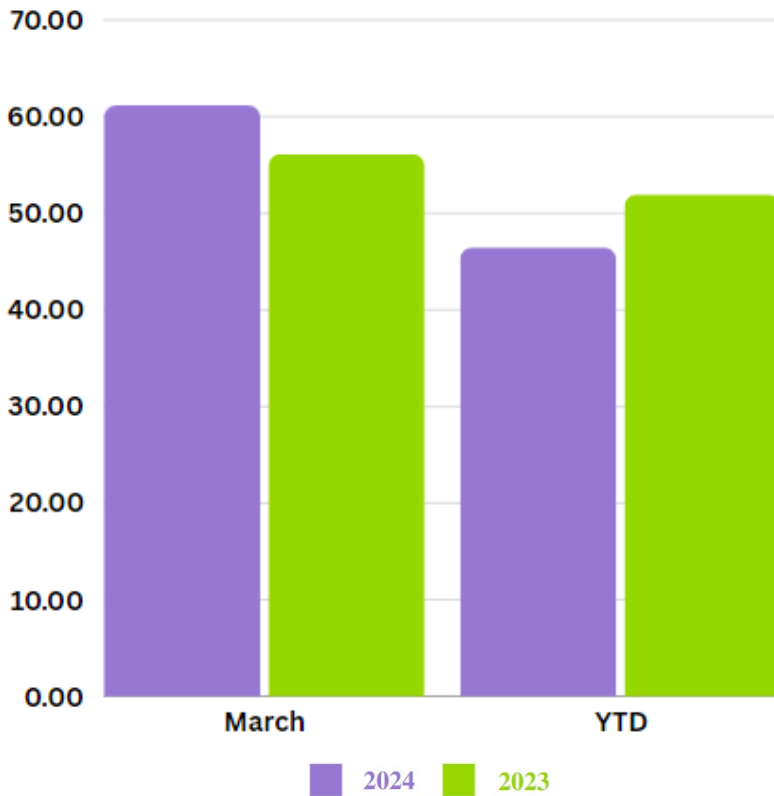
Despite consumer concern about the state of the economy, 35% of UK adults intended to take a domestic overnight trip in the second quarter of 2024 and 76% in the following 12 months. These figures show an increase in those planning an overnight trip compared with March 2023 (29% and 73% respectively). 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 four 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 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 March 2024; with the Eurocontrol (European Air Traffic Agency) indicating that UK air connectivity saw a 3% increase when compared to the same period in 2023, however, UK air connectivity saw a 7% decrease in year-to-date flights compared to 2019.

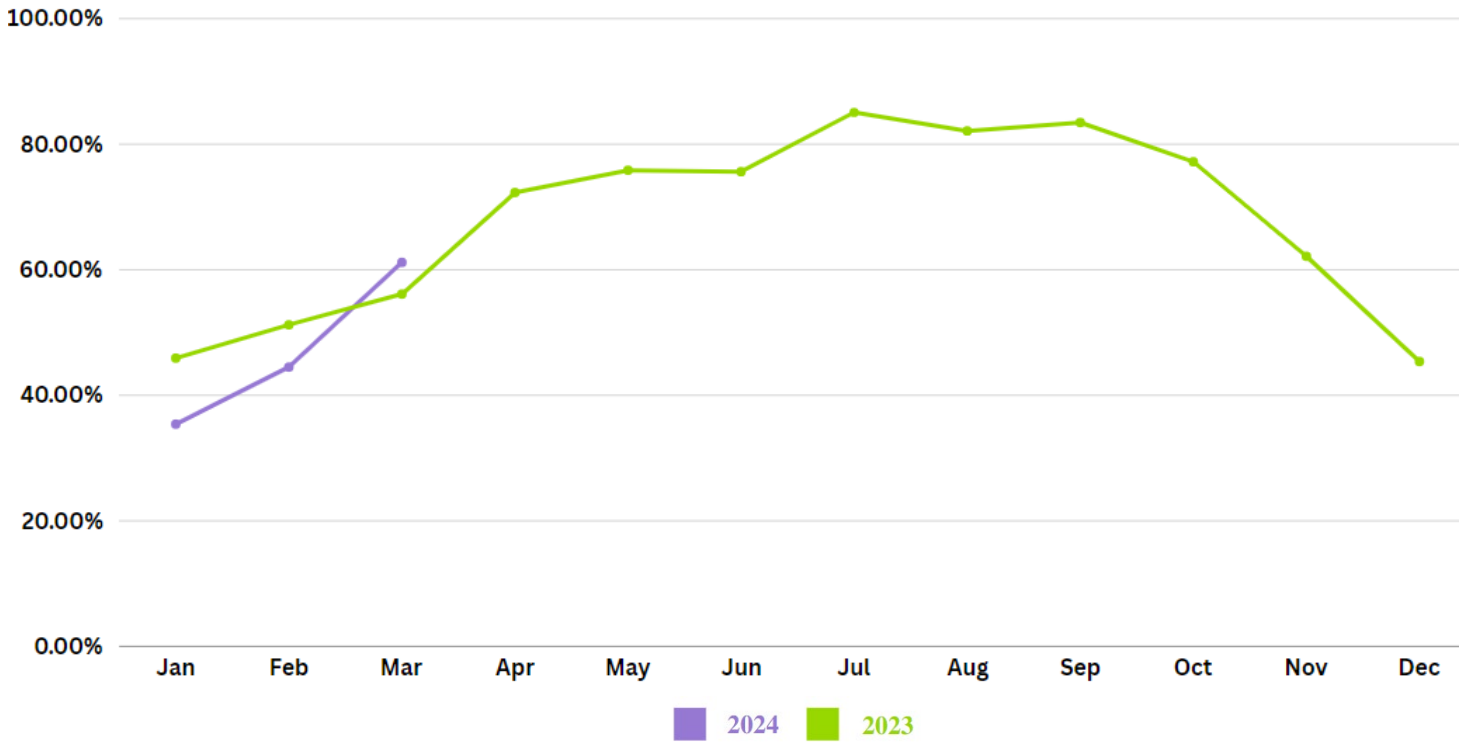
All Serviced Accommodation

Room Occupancy – March 2024/2023

Scottish Serviced Accommodation room occupancy for March 2024 experienced a **5.05** percentage point decrease when comparing percentage room occupancy rates with March 2023.



Room Occupancy – Year-to-Date



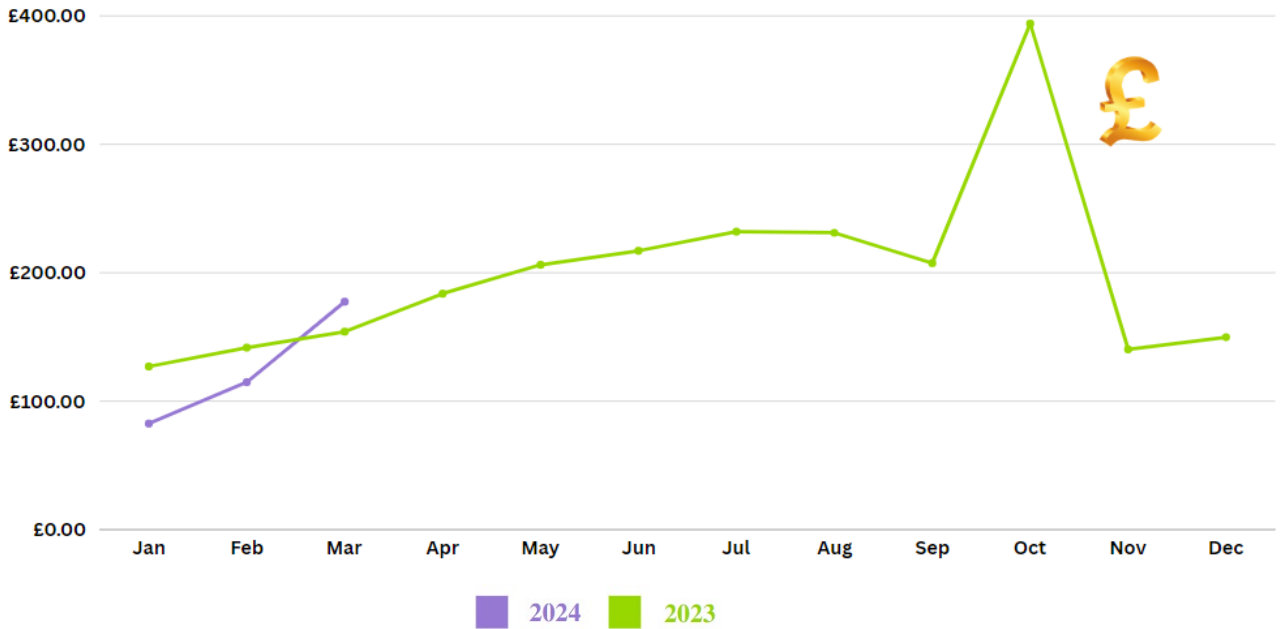
| Room Occupancy | March 24 | March 23 | 24/23 Diff ¹ | Change ² | YTD 24 | YTD 23 | 24/23 Diff | Change |
|-----------------------------------|----------|----------|-------------------------|---------------------|--------|--------|------------|--------|
| All Serviced Accommodation | 61.17% | 56.12% | 5.05 | 105 | 46.45% | 51.93% | -5.48 | 95 |

| Bed Occupancy | March 24 | March 23 | 24/23 Diff | Change | YTD 24 | YTD 23 | 24/23 Diff | Change |
|-----------------------------------|----------|----------|------------|--------|--------|--------|------------|--------|
| All Serviced Accommodation | 56.21% | 47.48% | 8.73 | 109 | 50.38% | 41.78% | 8.60 | 109 |

The Revenue per available occupied room for March 2024 was **£177.47** compared with **£154.16** in March 2023. This figure is based solely on accommodation providers who provided financial information for either March 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 2023/2023

| Room – Average RevPAR (£) | March 24 | March 23 |
|----------------------------|----------|----------|
| All Serviced Accommodation | £177.47 | £154.16 |

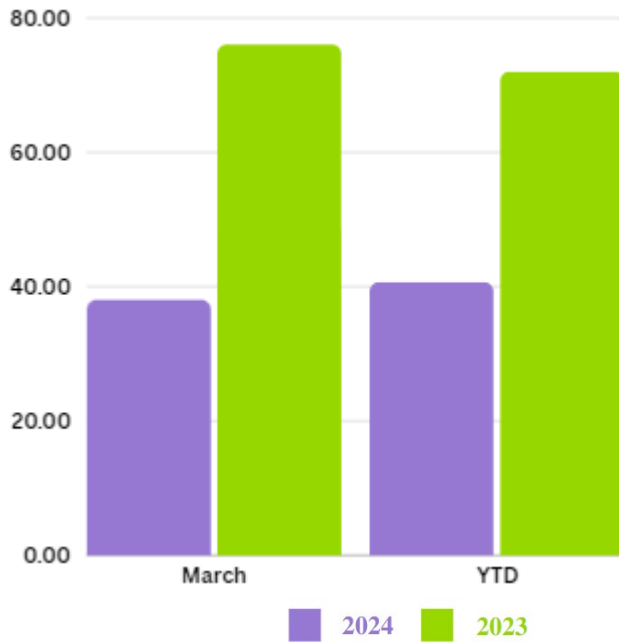
RevPAR by Grading- March 2024/21

| Grading – Average RevPAR (£) | March 24 | March 23 |
|------------------------------|----------|----------|
| 2 Stars | £159.88 | £118.34 |
| 3 Stars | £154.05 | £116.74 |
| 4 Stars | £211.58 | £204.69 |
| 5 Stars | £209.73 | £122.14 |
| Unclassified | £0.00 | £4.47 |

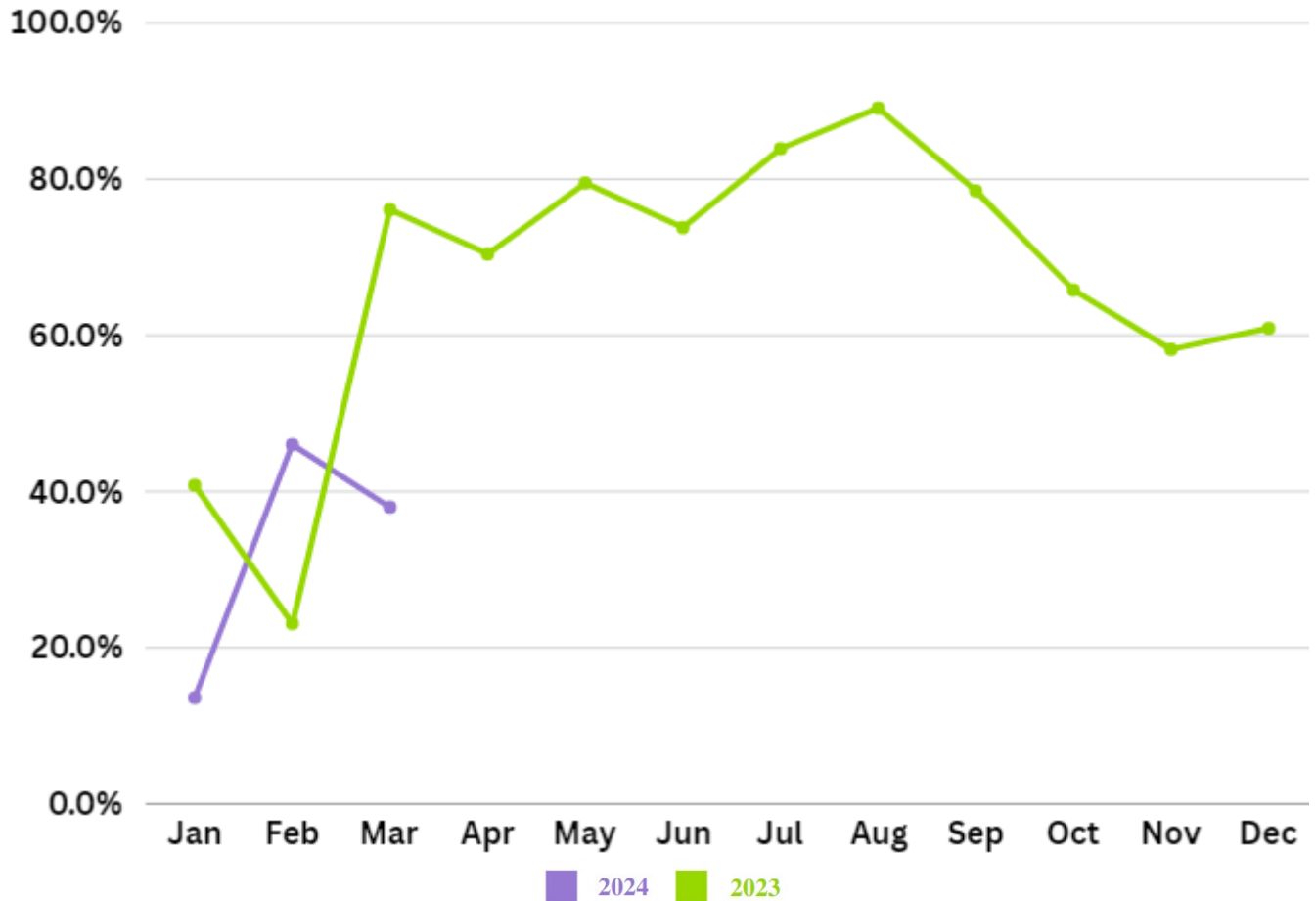
3.0 Serviced Accommodation – Guest House/B&B Sector

3.1 Performance by Guest House/B&B Category

Guest House / B&B Room Occupancy – March 2024/2023



Guest House / B&B Room Occupancy – Year to Date



In the **Guest House/B&B sector**, the room occupancy rate for March 2024 was **38.04%** compared to data from the previous year of **76.09%** occupancy rate; this shows an overall percentage point decrease of **38.05**.

Operators (sample size >4) in Edinburgh & Lothian, Inland locations and properties charging a tariff of between £50.00 - £59.99 fared best in room occupancy rates in March 2024.

The table below shows the **Room Occupancy** rate recorded for March 2024/2023 as well as the Change calculation for the **Guest House/B&B sector**

| Room Occupancy | March 24 | March 23 | 24/23 Diff | Change | YTD 24 | YTD 23 | 24/23 Diff | Change |
|----------------------------|----------|----------|------------|--------|--------|--------|------------|--------|
| Guest House/B&B | 38.04% | 76.09% | -38.05 | 62 | 40.70% | 72.04% | -31.34 | 69 |

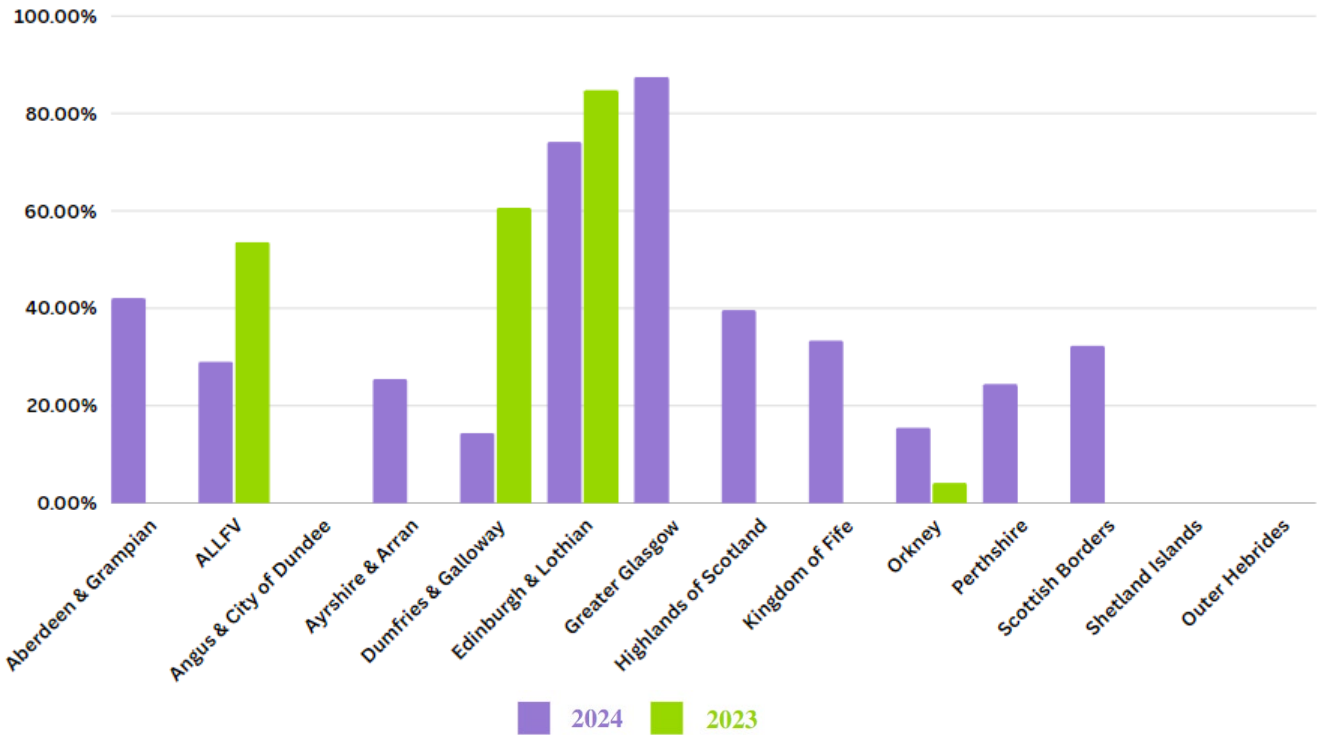
In the **Guest House/B&B sector**, the bed occupancy rate for March 2024 was **39.55%** compared to data from the previous year of **72.44%** occupancy rate; this shows an overall percentage point decrease of **32.89**.

The table below shows the **Bed Occupancy** rate recorded for March 2024/2023 as well as the 24/23 Diff calculation for the **Guest House/B&B sector**

| Bed Occupancy | March 24 | March 23 | 24/23 Diff | Change | YTD 24 | YTD 23 | 24/23 Diff | Change |
|----------------------------|----------|----------|------------|--------|--------|--------|------------|--------|
| Guest House/B&B | 39.55% | 72.44% | -32.89 | 67 | 42.38% | 65.12% | -22.74 | 77 |

Room Occupancy by Former Visit Scotland Area

Guest House / B&B Room Occupancy by Former VisitScotland Area – March 2024/2023



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

| Area | March 24 | March 23 | 24/23 Diff | Change | YTD 24 | YTD 23 | 24/23 Diff | Change |
|------------------------|----------|----------|------------|--------|--------|--------|------------|--------|
| Aberdeen & Grampian | 42.11% | - | 42.11 | 142 | 42.77% | - | 42.77 | 143 |
| ALLFV | 29.07% | * | -24.56 | 75 | 29.99% | * | -23.64 | 76 |
| Angus & City of Dundee | - | - | - | - | - | - | - | - |
| Ayrshire & Arran | * | - | * | * | * | - | * | * |
| Dumfries & Galloway | 14.40% | * | -46.25 | 54 | 13.98% | * | -45.68 | 54 |
| Edinburgh & Lothian | 74.17% | * | -10.61 | 89 | 75.15% | * | -9.63 | 90 |
| Greater Glasgow | * | - | * | * | * | - | * | * |
| Highlands of Scotland | 39.64% | - | 39.64 | 140 | 42.19% | * | 42.19 | 142 |
| Kingdom of Fife | 33.41% | - | 33.41 | 133 | 33.41% | - | 33.41 | 133 |
| Orkney | * | * | * | * | * | * | * | * |
| Perthshire | 24.44% | * | 24.44 | 124 | 25.43% | * | 25.43 | 125 |
| Scottish Borders | 32.36% | - | 32.36 | 132 | 19.43% | - | 19.43 | 119 |
| 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 – March 2024/2023

| Area | March 24 | March 23 | 24/23 Diff | Change | YTD 24 | YTD 23 | 24/23 Diff | Change |
|------------------------|----------|---|------------|--------|--------|--------|------------|--------|
| Aberdeen & Grampian | 33.67% | - | 33.67 | 134 | 29.90% | - | 29.90 | 130 |
| ALLFV | 27.07% | * | -26.63 | 73 | 28.85% | * | -24.85 | 75 |
| Angus & City of Dundee | - | - | - | - | - | - | - | - |
| Ayrshire & Arran | * | - | * | * | * | - | * | * |
| Dumfries & Galloway | 12.35% | * | -33.14 | 77 | 12.82% | * | -32.61 | 67 |
| Edinburgh & Lothian | 76.79% | * | -23.21 | 100 | 76.51% | * | -23.49 | 77 |
| Greater Glasgow | * | - | * | * | * | - | * | * |
| Highlands of Scotland | 49.12% | - | 49.12 | 149 | 45.90% | - | 45.90 | 146 |
| Kingdom of Fife | 35.18% | - | 35.18 | 135 | 35.18% | - | 35.18 | 135 |
| Orkney | * | * | * | * | * | * | * | * |
| Perthshire | 35.07% | * | 35.07 | 135 | 35.07% | * | 35.07 | 135 |
| Scottish Borders | 7.41% | - | 7.41 | 107 | 13.39% | - | 13.39 | 113 |
| Shetland Islands | * | * | * | * | * | * | * | * |
| Outer Hebrides | - | - | - | - | - | - | - | - |
| - Sample Size = Nil | | *Sample Size (between 1 and 4) too small to be included | | | | | | |

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

| Location accessibility/density | March 24 | March 23 | 24/23 Diff | Change | YTD 24 | YTD 23 | 24/23 Diff | Change |
|--------------------------------|----------|---|------------|--------|--------|--------|------------|--------|
| Large Urban Areas | 74.17% | * | -5.66 | 94 | 76.51% | * | -3.32 | 97 |
| Other Urban Areas | 40.33% | - | 40.33 | 140 | 38.29% | * | 38.29 | 138 |
| Accessible Small Towns | 45.42% | - | 45.42 | 145 | 42.46% | - | 42.46 | 142 |
| Remote Small Towns | 32.19% | * | -28.46 | 72 | 32.22% | * | -27.44 | 73 |
| Accessible Rural | 24.91% | * | 24.91 | 125 | 24.21% | * | 24.21 | 124 |
| Remote Rural | 6.65% | * | 2.49 | 102 | 0.00% | * | -4.28 | 96 |
| - Sample Size = Nil | | *Sample Size (between 1 and 4) too small to be included | | | | | | |

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

| Location accessibility/density | March 24 | March 23 | 24/23 Diff | Change | YTD 24 | YTD 23 | 24/23 Diff | Change |
|--------------------------------|----------|---|------------|--------|--------|--------|------------|--------|
| Large Urban Areas | 76.79% | * | -5.95 | 94 | 76.51% | * | -6.23 | 94 |
| Other Urban Areas | 40.11% | - | 40.11 | 140 | 38.29% | * | 38.29 | 138 |
| Accessible Small Towns | 46.42% | - | 46.42 | 146 | 43.46% | - | 43.46 | 143 |
| Remote Small Towns | 27.15% | * | -18.34 | 82 | 27.33% | * | -18.10 | 82 |
| Accessible Rural | 19.72% | * | 19.72 | 120 | 18.93% | * | 18.93 | 119 |
| Remote Rural | 0.00% | * | -2.08 | 98 | 0.00% | * | -2.14 | 98 |
| - Sample Size = Nil | | *Sample Size (between 1 and 4) too small to be included | | | | | | |

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

| Location (Geographic) | March 24 | March 23 | 24/23 Diff | Change | YTD 24 | YTD 23 | 24/23 Diff | Change |
|-----------------------|----------|---|------------|--------|--------|--------|------------|--------|
| Coastal | 42.64% | - | 42.64 | 143 | 31.19% | - | 31.19 | 131 |
| Inland | 36.49% | 78.33% | -41.84 | 58 | 39.39% | 78.16% | -38.77 | 61 |
| Island | 42.69% | * | 38.53 | 139 | 54.47% | * | 50.19 | 150 |
| - Sample Size = Nil | | *Sample Size (between 1 and 4) too small to be included | | | | | | |

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

| Location (Geographic) | March 24 | March 23 | 24/23 Diff | Change | YTD 24 | YTD 23 | 24/23 Diff | Change |
|-----------------------|----------|---|------------|--------|--------|--------|------------|--------|
| Coastal | 37.83% | - | 37.83 | 138 | 26.28% | - | 26.28 | 126 |
| Inland | 37.83% | 76.85% | -39.02 | 61 | 42.97% | 76.52% | -33.55 | 66 |
| Island | 46.29% | * | 44.21 | 144 | 57.46% | * | 55.32 | 155 |
| - Sample Size = Nil | | *Sample Size (between 1 and 4) too small to be included | | | | | | |

Room Occupancy by Size– March 2024/2023

| Size | March 24 | March 23 | 24/23 Diff | Change | YTD 24 | YTD 23 | 24/23 Diff | Change |
|---------------------|----------|---|------------|--------|--------|--------|------------|--------|
| 1 to 3 | 32.55% | * | 28.39 | 128 | 41.99% | 4.28% | 37.71 | 138 |
| 4 to 10 | 41.34% | * | -29.66 | 70 | 39.58% | 70.82% | -31.24 | 69 |
| 11 to 25 | * | * | * | * | * | * | * | * |
| 26 to 50 | - | - | - | - | - | - | - | - |
| 51 to 100 | - | - | - | - | - | - | - | - |
| Over 100 | - | - | - | - | - | - | - | - |
| - Sample Size = Nil | | *Sample Size (between 1 and 4) too small to be included | | | | | | |

Bed Occupancy by Size – March 2024/2023

| Size | March 24 | March 23 | 24/23 Diff | Change | YTD 24 | YTD 23 | 24/23 Diff | Change |
|---------------------|----------|---|------------|--------|--------|--------|------------|--------|
| 1 to 3 | 26.89% | * | 24.81 | 125 | 43.67% | 2.14% | 41.53 | 142 |
| 4 to 10 | 48.71% | * | -2.24 | 98 | 42.98% | 50.81% | -7.83 | 92 |
| 11 to 25 | * | * | * | * | * | * | * | * |
| 26 to 50 | - | - | - | - | - | - | - | - |
| 51 to 100 | - | - | - | - | - | - | - | - |
| Over 100 | - | - | - | - | - | - | - | - |
| - Sample Size = Nil | | *Sample Size (between 1 and 4) too small to be included | | | | | | |

Room Occupancy by Tariff – March 2024/2023

| Tariff | March 24 | March 23 | 24/23 Diff | Change | YTD 24 | YTD 23 | 24/23 Diff | Change |
|---------------------|----------|---|------------|--------|--------|--------|------------|--------|
| £20 – 29.99 | * | - | * | * | * | - | * | * |
| £30 – 39.99 | * | * | * | * | 57.58% | * | 57.58 | 158 |
| £40 – 49.99 | 7.94% | - | 7.94 | 108 | 7.94% | - | 7.94 | 108 |
| £50 – 59.99 | 51.75% | - | 51.75 | 152 | 51.75% | * | 51.75 | 152 |
| £60 – £69.00 | * | * | * | * | 25.26% | * | -34.40 | 66 |
| £70+ | 38.39% | * | -38.97 | 61 | 44.11% | 73.06% | -28.95 | 71 |
| - Sample Size = Nil | | *Sample Size (between 1 and 4) too small to be included | | | | | | |

Bed Occupancy by Tariff – March 2024/2023

| Tariff | March 24 | March 23 | 24/23 Diff | Change | YTD 24 | YTD 23 | 24/23 Diff | Change |
|---------------------|----------|---|------------|--------|--------|--------|------------|--------|
| £20 – 29.99 | * | - | * | * | * | - | * | * |
| £30 – 39.99 | * | * | * | * | 16.59% | * | 16.59 | 117 |
| £40 – 49.99 | 4.76% | - | 4.76 | 105 | 4.76% | - | 4.76 | 105 |
| £50 – 59.99 | 84.94% | - | 84.94 | 185 | 84.94% | * | 84.94 | 185 |
| £60 – £69.00 | * | * | * | * | 21.90% | * | -23.53 | 76 |
| £70+ | 41.46% | * | -35.68 | 64 | 49.46% | 68.35% | -18.89 | 81 |
| - Sample Size = Nil | | *Sample Size (between 1 and 4) too small to be included | | | | | | |

Room Occupancy by Grading – March 2024/2023

| Grading | March 24 | March 23 | 24/23 Diff | Change | YTD 24 | YTD 23 | 24/23 Diff | Change |
|---------------------|----------|---|------------|--------|--------|--------|------------|--------|
| 2 Stars | - | - | - | - | - | - | - | - |
| 3 Stars | 45.73% | * | 1.13 | 101 | 41.91% | 30.82% | 11.09 | 111 |
| 4 Stars | 30.75% | - | 30.75 | 131 | 30.75% | * | 30.75 | 131 |
| 5 Stars | * | - | * | * | * | - | * | * |
| Unclassified | * | * | * | * | 43.16% | * | -10.47 | 90 |
| - Sample Size = Nil | | *Sample Size (between 1 and 4) too small to be included | | | | | | |

Bed Occupancy by Grading – March 2024/2023

| Grading | March 24 | March 23 | 24/23 Diff | Change | YTD 24 | YTD 23 | 24/23 Diff | Change |
|---------------------|----------|---|------------|--------|--------|--------|------------|--------|
| 2 Stars | - | - | - | - | - | - | - | - |
| 3 Stars | 34.07% | * | 0.92 | 101 | 27.28% | 22.88% | 4.40 | 104 |
| 4 Stars | 26.00% | - | 26.00 | 126 | 26.00% | * | 26.00 | 126 |
| 5 Stars | * | - | * | * | * | - | * | * |
| Unclassified | * | * | * | * | 43.07% | * | -10.63 | 89 |
| - Sample Size = Nil | | *Sample Size (between 1 and 4) too small to be included | | | | | | |