

Cairngorms Business Partnership

Forward Booking Survey Of Accommodation Providers

Summary

- Survey conducted 1st week of April 2021 asking accommodation businesses what forward bookings they have for the next three months (Occupancy %)
- Total respondents 107 representing 902 units.
- Enough data was collected to analyse self catering and hotel / B&B separately
- Results are shared with members and used by the CBP to inform marketing campaigns and in our representation of businesses.

Conclusion

- There is capacity across all types in all months.
- 52% reported bookings below or significantly below a “normal” year
- Significant difference between serviced and non serviced.

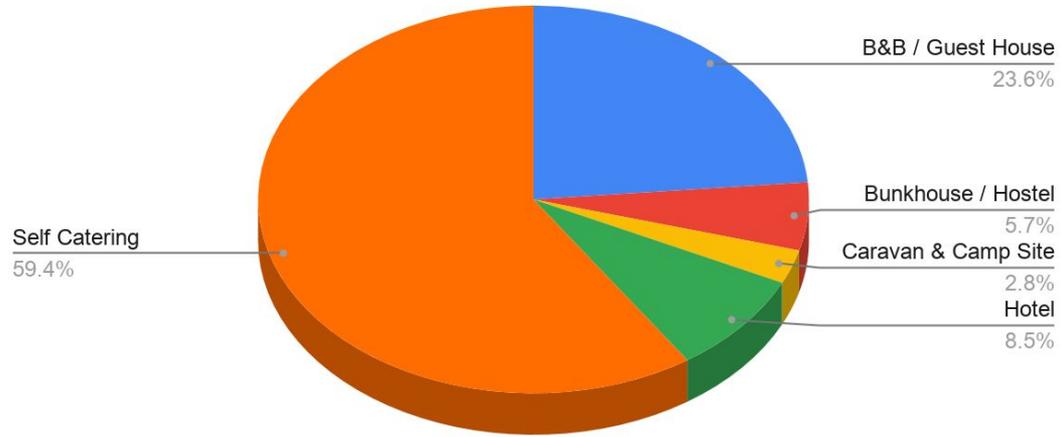
Camping & Caravan

- Three sites reported good occupancy rates on a par or significantly ahead of a normal year.

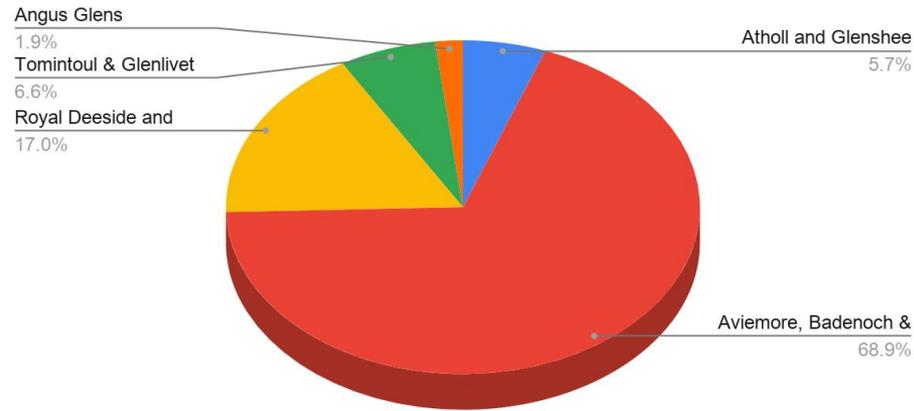
Bunkhouses

- This accommodation type remains very badly hit with all 6 reporting bookings below or significantly below a normal year and a very low level of forward bookings across all periods.

Response By Accommodation Type



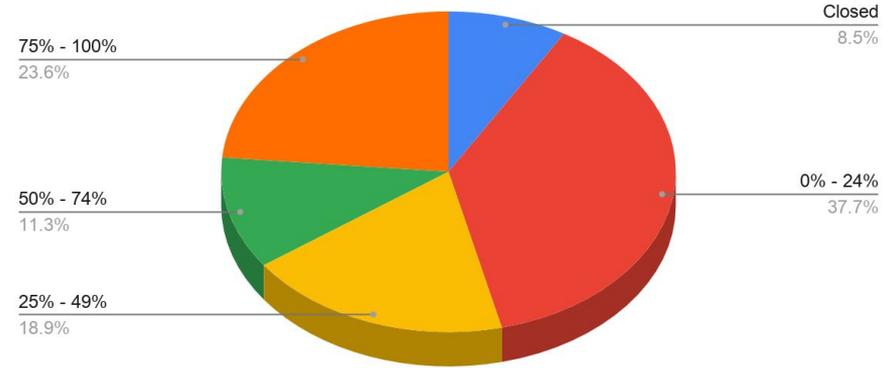
Total Responses By Area



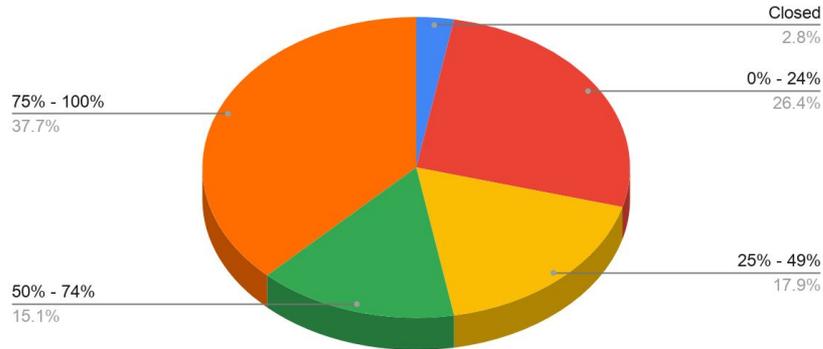
All Accommodation Types

- Significant capacity still exists across the National Park in May, June and July.
- May is the quietest month perhaps reflecting a lack of confidence in the consumer and also a lack of clarity around when people can travel from the rest of the UK.

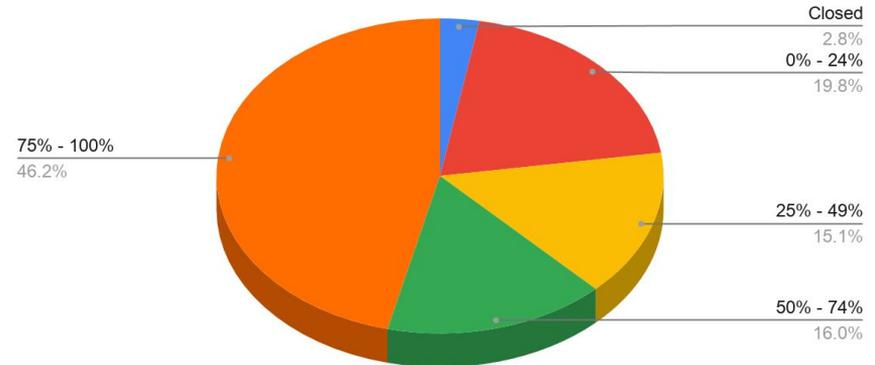
All Accommodation Types May (902 Units)



All Accommodation Types June (902 Units)



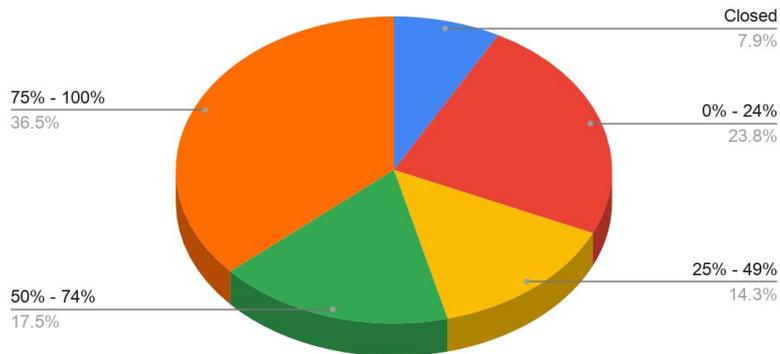
All Accommodation Types July (902 Units)



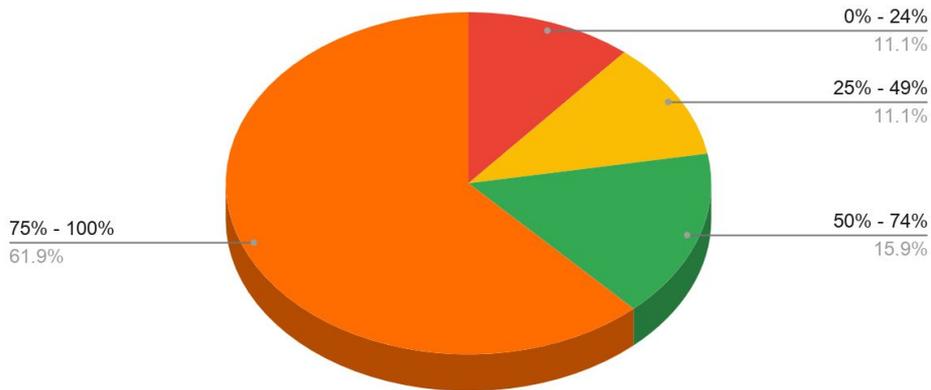
Self Catering

- Self Catering is by far the busiest accommodation type in terms of forward bookings.
- Limited capacity in July

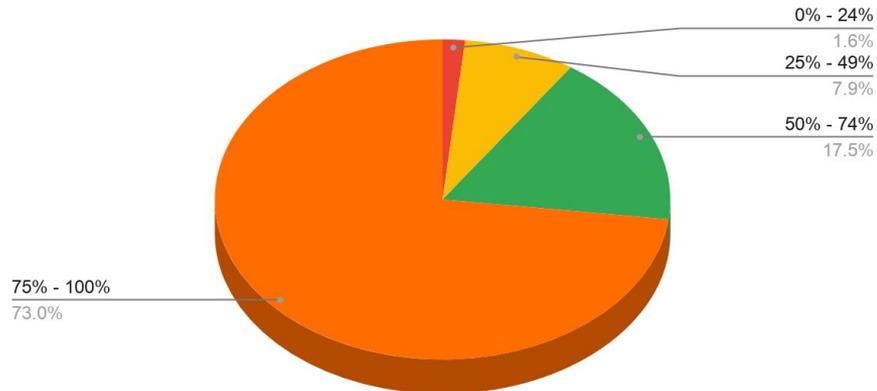
Self Catering May (Sample Size 203 Properties)



Self Catering June (Sample Size 203 Properties))



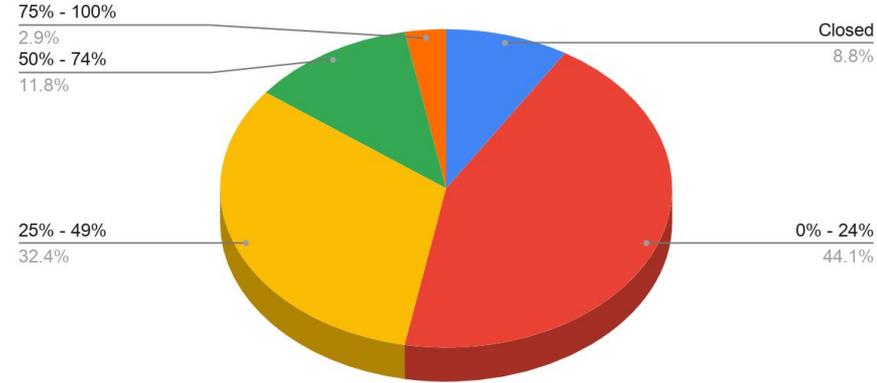
Self Catering July (Sample Size 203 Properties)



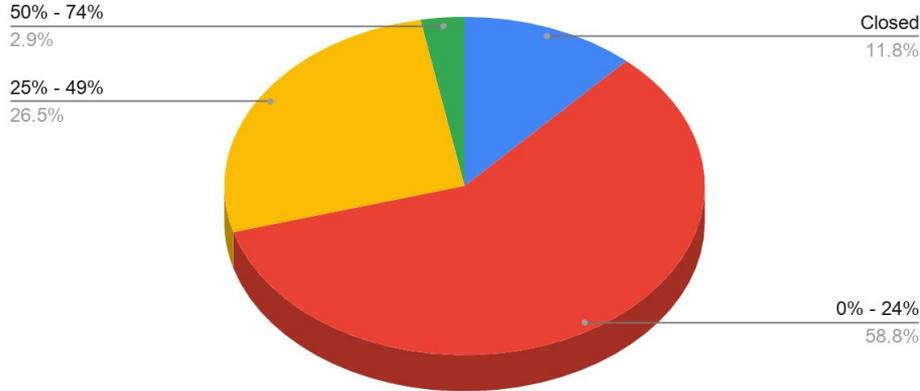
Hotel / Guest House

- Hotel & Guest House forward occupancy is significantly lower than self catering with significant capacity in all months.

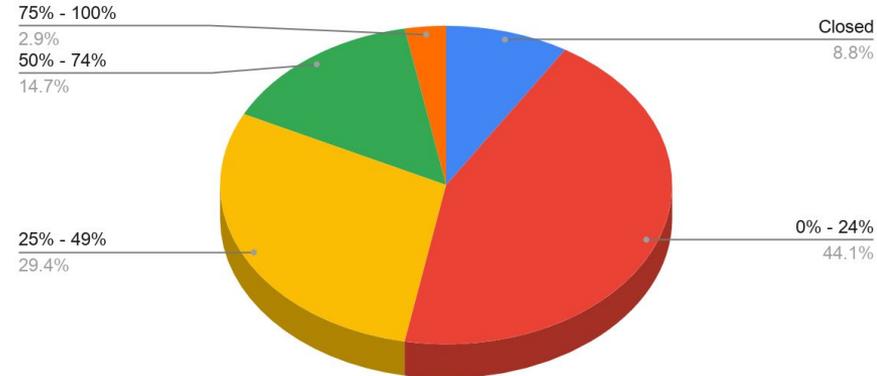
Hotel B&B Occupancy June (339 Rooms)



Hotel B&B Occupancy May (339 Rooms)



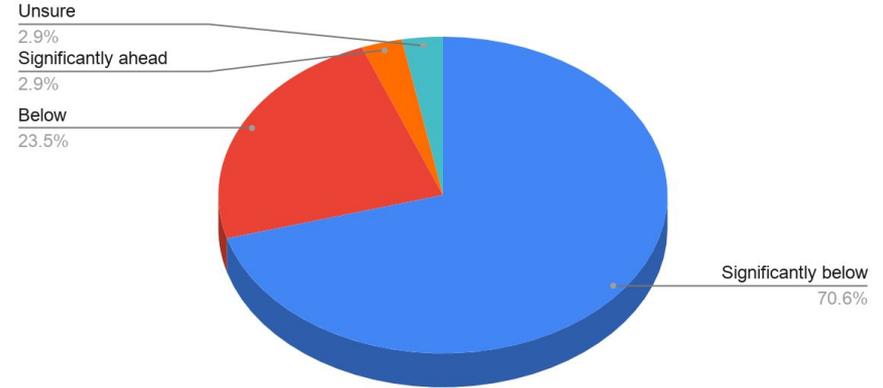
Hotel B&B Occupancy July (339 Rooms)



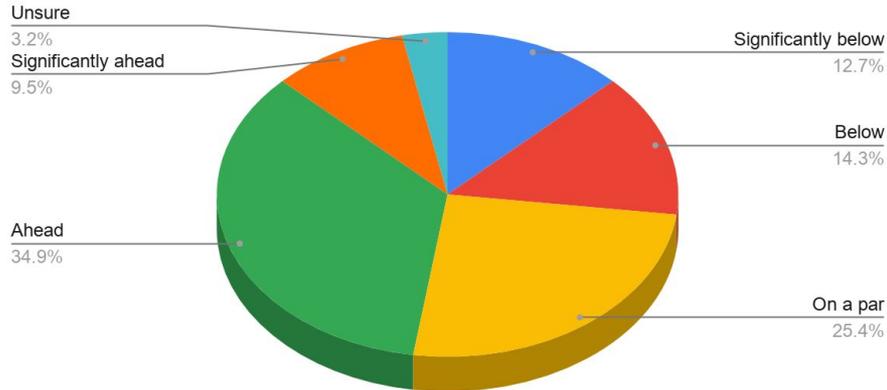
Forward Bookings Compared To A "Normal" Year

- There remains a stark difference between the confidence of the consumer to book catered and self catered accomodation.

Advanced Bookings Compared To A "Normal" Year - HOT/BB



Advanced Bookings Compared To A "Normal" Year - SC



Advanced Bookings Compared To A "Normal" Year - ALL

