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Mae'r ddogfen yma hefyd ar
gael yn Gymraeg.
This document is also available
in Welsh.

Why is this research conducted?

- Key insight into tourism performance across Wales
- Informs Welsh Government decision-making for tourism sector
- Informs local authority planning for tourism sector



How is this research conducted?

- Relunched in Aug 2022 following hiatus during Covid years
- SRI appointed by Visit Wales to manage survey
- Data collected monthly by two methods:
 - Telephone
 - Online
- Data compiled on *Ribos* – bespoke occupancy software
- <https://wales.ribos.co.uk/>



What data is included in this report?

- This report includes data from three sources:
 - The Wales Accommodation Occupancy Survey (WAOS) conducted by SRI, a research company based in Wales.
 - STR, a property management systems company that provide data on serviced hotels, and
 - Transparent, a web-scraping company that provide data on Short Term Lets

How is this data comprised?

- Full details of the sample, selection criteria and limitations are provided on pages 4, 5, and 6.

	July			August			September		
	Open	Closed	Total	Open	Closed	Total	Open	Closed	Total
Serviced	151	18	169	144	17	161	137	18	155
Self Catering Total	187	8	195	161	8	169	185	6	191
Block returners	108	0	108	101	0	101	105	0	105
Independents	79	8	87	60	8	68	80	6	86
Hostels Total	28	2	30	27	4	31	27	4	31
Block returners	11	0	11	11	0	11	11	0	11
Independents	17	2	19	16	4	20	16	4	20
Camping and Caravans Total	47	1	48	46	0	46	35	3	38
Block returners	5	0	5	5	0	5	5	0	5
Independents	42	1	43	41	0	41	30	3	33

What is included in serviced?

- Independent hotels*
- Guesthouses / B&Bs

What is included in hostels?

- Associations submitting data by block return
- Independent tourist hostels

What is included in self catering?

- Agencies submitting data by block return
- Independent cottages / apartments

* Larger chain hotels are covered by STR Global

Transparent

- Short term let data provided by [Transparent](#) is used to calculate occupancy for the short term let sector and is reported as part of the self-catering section of this report.
- This data differs from the other data presented in this report as it comprises web-scraped and independently verified data covering all advertised short-term lets from four websites (AirBnB, Booking.com, Vrbo, and TripAdvisor), whereas the WAOS is based on a sample that estimates overall sector occupancy from a smaller sub-set of participants.
- For further information on this data please see Transparent's [website](#) or contact the author of this report.

STR Global

- Some serviced accommodation data (reported separately within the relevant section of the report) is drawn from [STR Global](#)
- This data is supplied by STR to Visit Wales and is based on a fixed panel of participants that report occupancy on a daily or monthly basis. This data is independently verified by STR.

Transparent

Data provided via Transparent is delivered through an online dashboard with filtering options to define what data is included.

For the purposes of analysis in this report data was filtered by the following criteria:

- Only whole properties were assessed, this excluded private and share rooms, this serves as the definition for a short term let for the purposes of analysis within this report.
- Only properties correctly identified with a specific region were included, as some properties were not given identifying data they could not properly be accounted for on a regional basis and as such were excluded.

	North	Mid	South East	South West
July	10,661	4,181	3,995	8,219
August	10,693	4,299	3,982	8,360
September	10,633	4,352	3,959	8,320

STR Global

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- This data is supplied by STR to Visit Wales and is based on a fixed panel of participants that report occupancy on a daily or monthly basis. This data is independently verified by STR.

	Open	Closed
July	130	19
August	130	19
September	129	20

Weighting

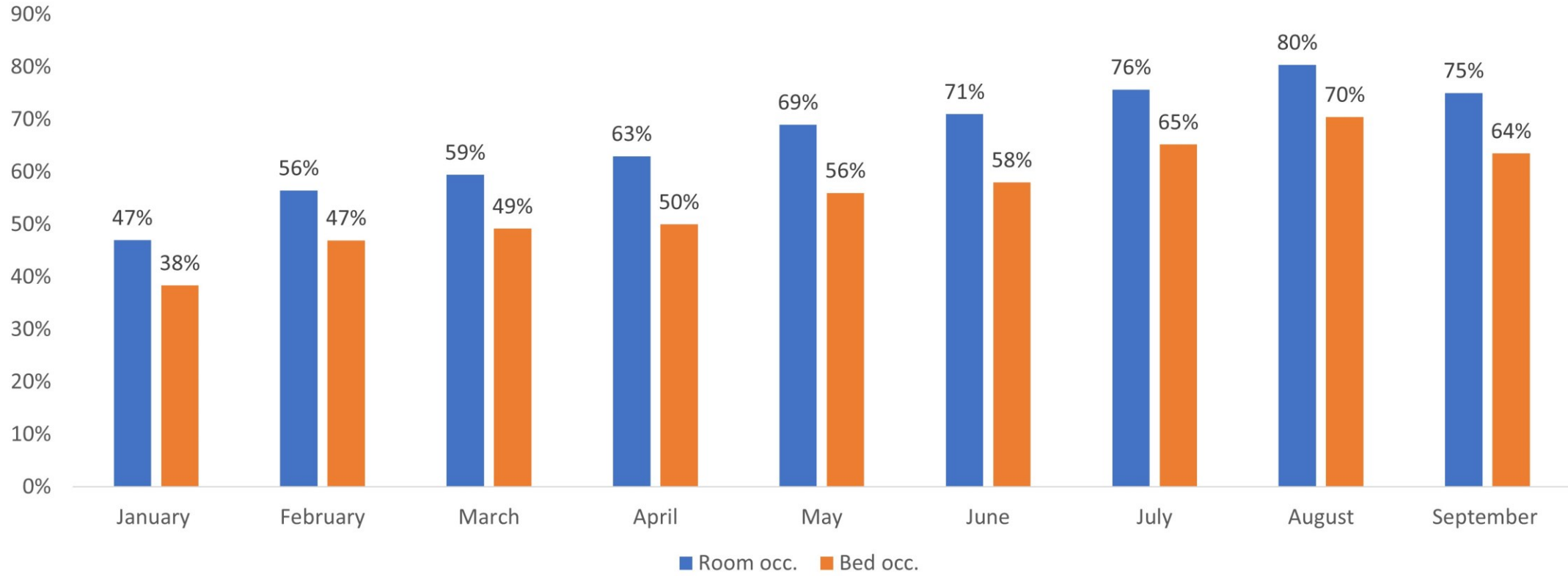
- Results for each sector weighted by region (North / Mid / SW / SE Wales) on basis of estimated bed space capacity using Visit Wales' most recent bed stock survey
- Weighting therefore corrects any imbalances by region within each sector
- Results are naturally weighted by property size because occupancy is calculated by dividing overall rooms/beds sold by overall rooms/beds available in the sector



Serviced sector



Serviced sector



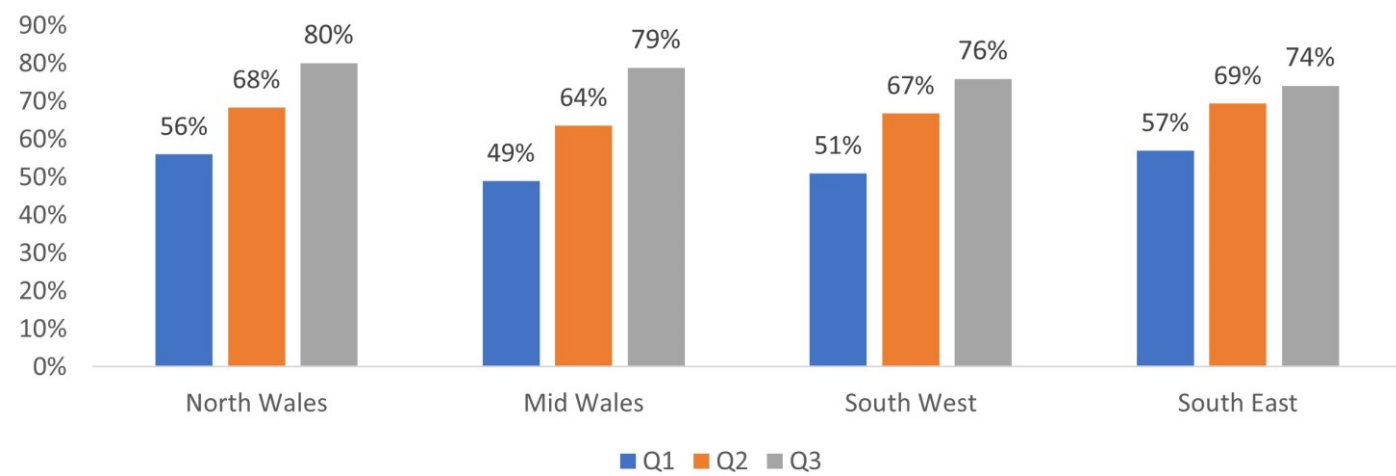
Occupancy Rising Steadily

- Occupancy has risen steadily in the serviced sector throughout 2023 peaking in August (80%) and starting to decline in September (75%)

Consistent differentiation by region

- Regional occupancy continues to hold a similar pattern with North Wales having the highest occupancy levels (80%).
- Mid Wales has shown the largest difference between Q1 (49%) and Q3 (79%) whereas the South East shows the lowest variation with 57% occupancy in Q1 compared to 74% occupancy in Q3.

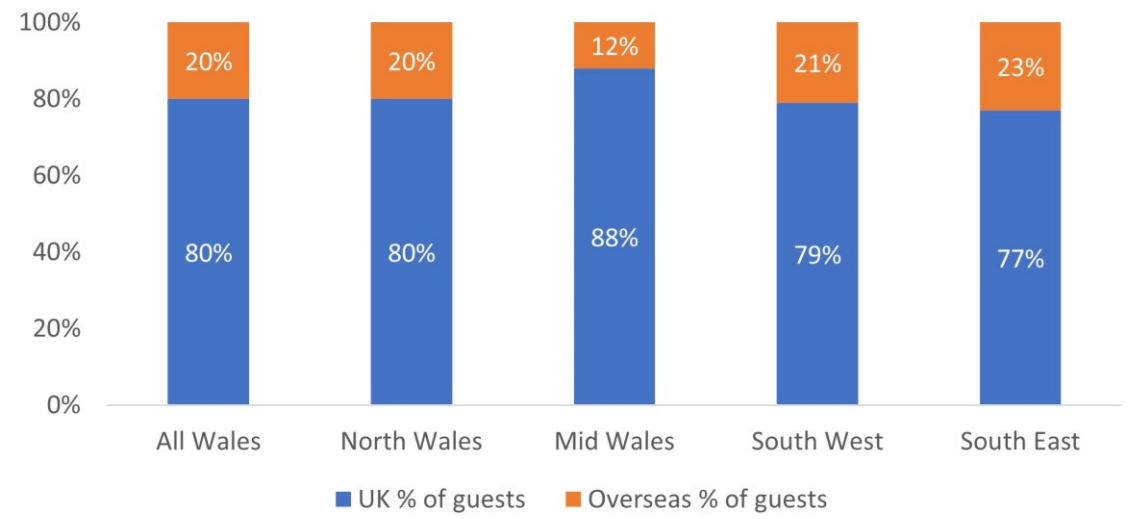
Serviced Occupancy By Region, Quarter 1, 2 and 3 comparison



Higher proportion of overseas visitors in South East Wales

- Overseas visitors have decreased from 22% in Quarter 2 to 20% in Quarter 3.
- South East Wales accommodation recorded the highest percent of overseas visitors (23%) while mid Wales recorded the lowest (12%)

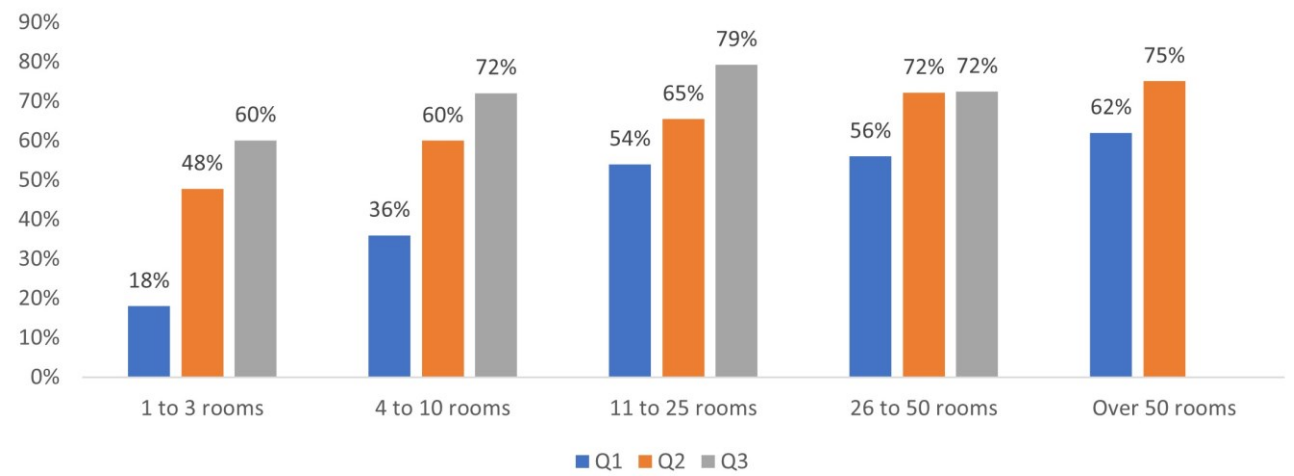
Serviced bed nights by visitor origin



Larger properties fill the beds better

- 11 to 25 room properties are reporting the highest occupancy levels for Q3 (79%).
- The pattern observed between Q1 and Q3 suggests smaller properties are still more sensitive to seasonality effects than larger properties and are showing larger increases in occupancy across the year.

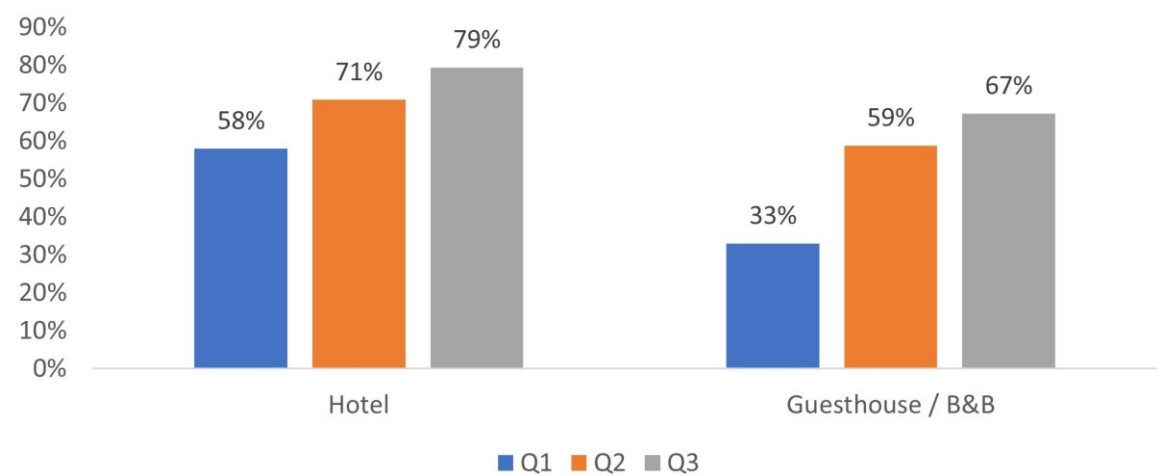
Serviced Occupancy by property size



Split by property type consistent with split by size

- The pattern of occupancy by property type suggests that Guesthouses and B&Bs make up the smaller properties above, further suggesting the seasonality effect is largely confined to these types of properties.

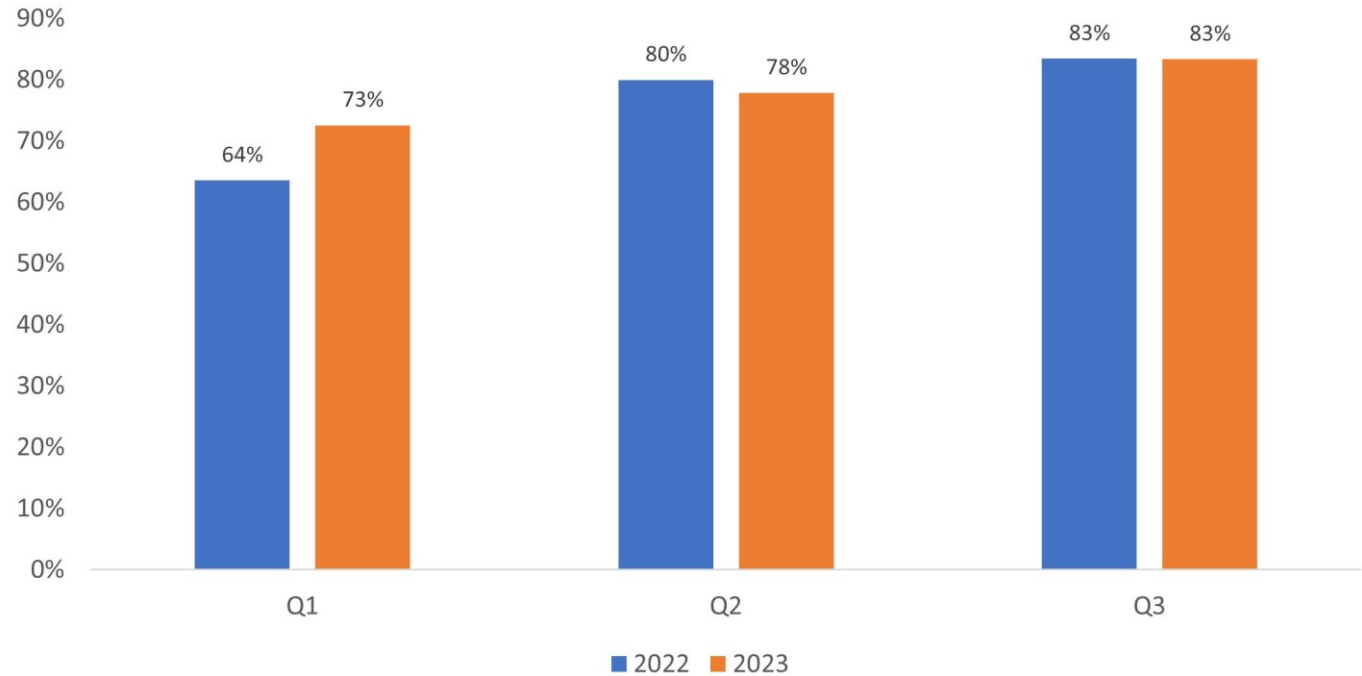
Serviced occupancy by property type



Year to Date

- Occupancy data from STR continues to show parity or slight underperformance year on year compared with 2022.
- Though showing high occupancy levels compared to other sectors the year on year comparison shows businesses are struggling to achieve growth in occupancy compared to 2022.
- Q3 has performed slightly better than Q1 and 2 with 83% occupancy matching 2022 figures.

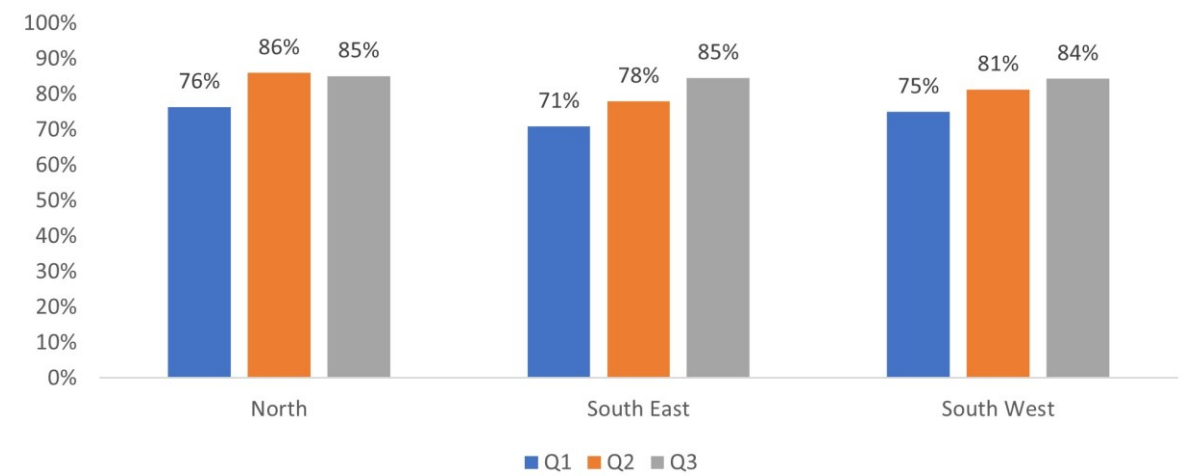
2022 vs 2023 Occupancy



Regional Variation

- There is little regional variation reported in STR data, with Q3 showing the least variation.
- Each region has shown quarterly growth with the South East showing the largest growth from Q1 to Q3 (14% increase).

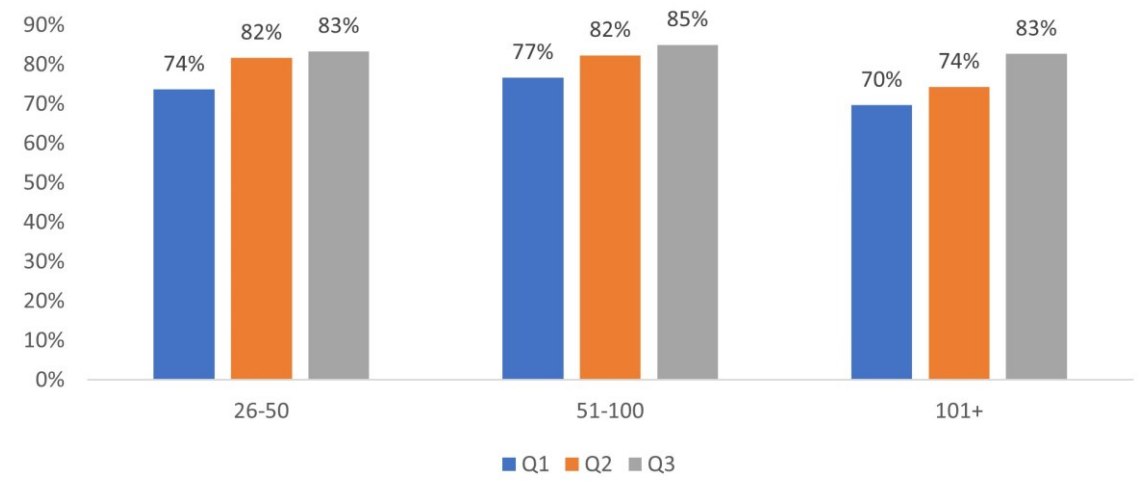
Regional Occupancy



Property Size

- Larger hotels (101+ rooms) have shown the biggest increase from Q2 (74%) to Q3 (83%).

Occupancy by Room Size



Regional Differences

- There continues to be noticeable regional differences in pricing with the South West recording the lowest daily rates (£82) however the North and South East are currently at parity charging £90
- The South West has shown the highest quarterly increase (Q2 to Q3) of £13, followed by the North with £12, and the South East with £8.

RevPAR also up

- Revenue per available room (The measurement is calculated by multiplying a hotel's average daily rate (ADR) by its occupancy rate) shows a quarterly increase across all regions
- RevPAR has increased the most for the South West (16% increase) as with ADR, and similar to ADR the South West is now showing the lowest RevPAR.

Average Daily Rate (ADR)



Revenue per Available Room (RevPAR)



Self catering sector



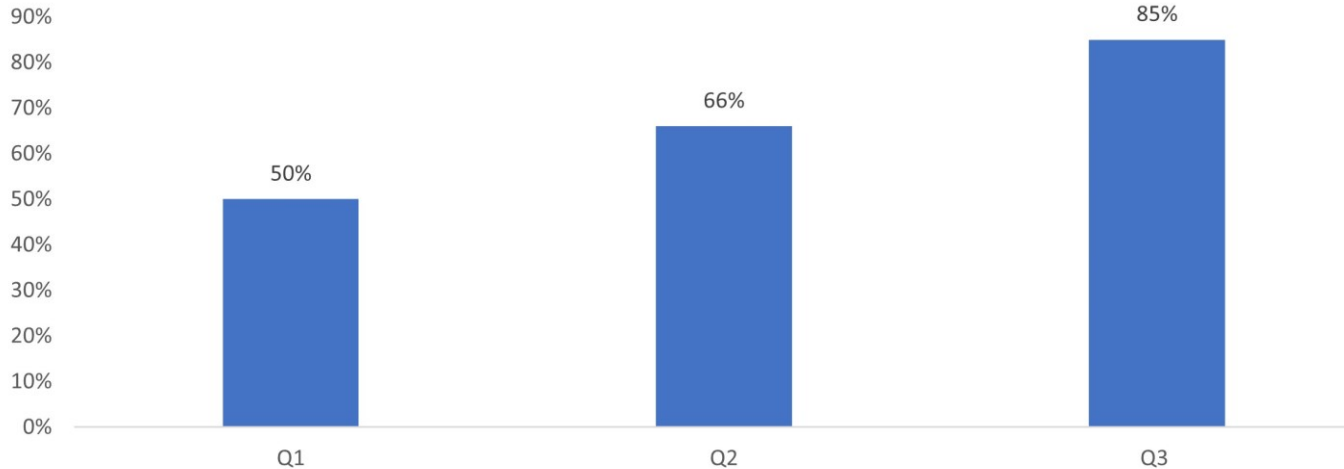
Steady rise

- Unit occupancy rose 19 percentage points Q2 to Q3 to average 85%

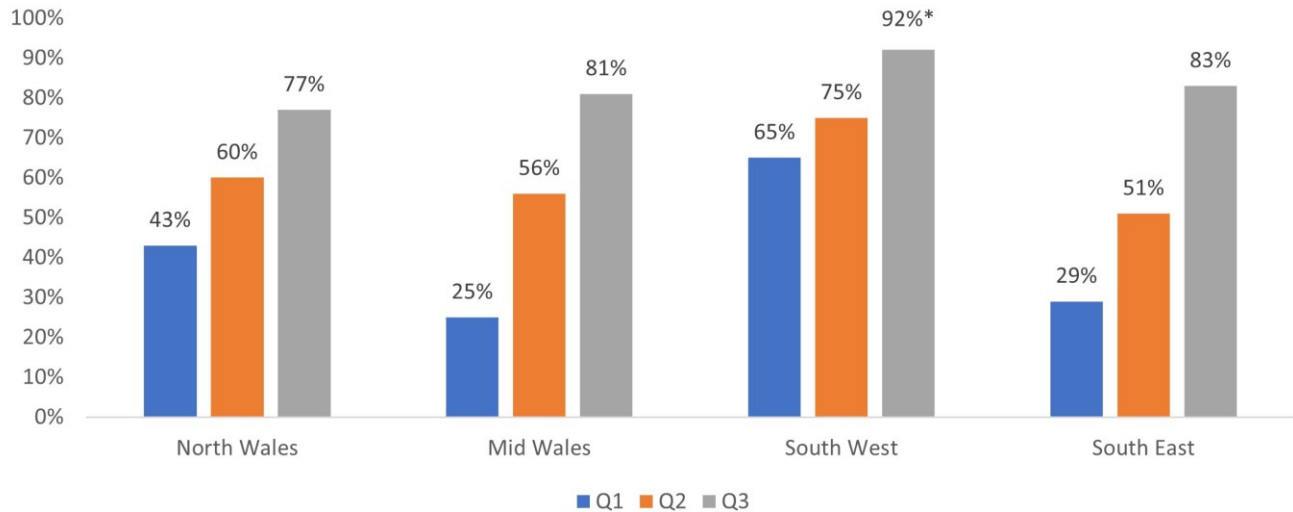
Regional Occupancy

- There is wide regional variation in self catering occupancy
- For Q3 South West data (92%), a key block returner did not supply data, which means that the data here are skewed and has had the effect of increasing the average occupancy.
- The South West is dominated by a few block returners, with one missing supplier this has greatly reduced the mix of contributors. Although this data is skewed it still represents the occupancy for a large subsection of the self catering market in the South West and should be read as such.
- Therefore, caution should be taken when drawing conclusions based on this Q3 figure. Based on historical data it is likely to still be the highest performing region for this sector.

Self Catering Occupancy Q1, Q2, and Q3



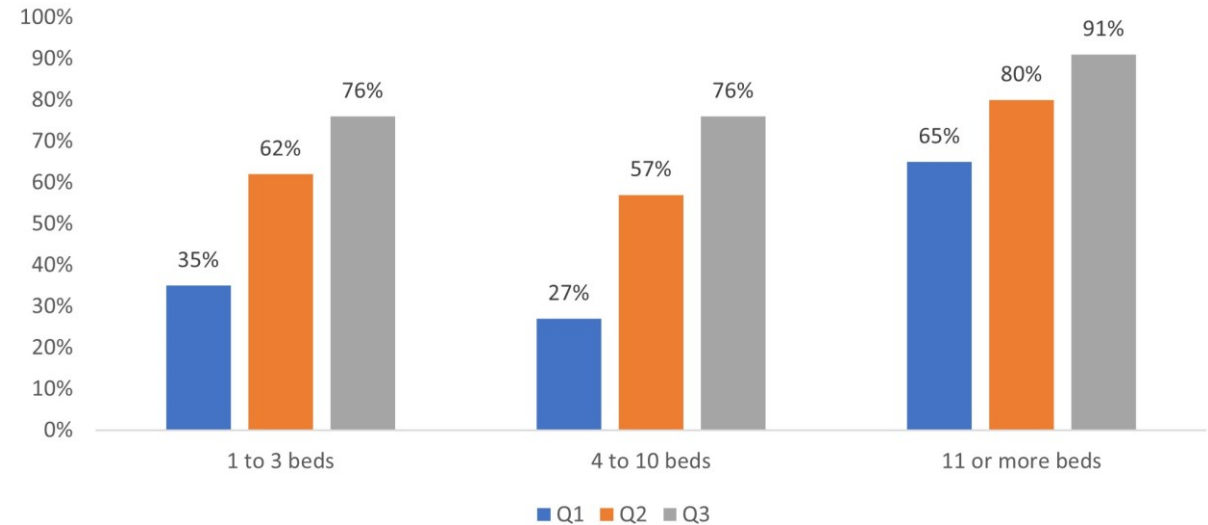
Self Catering Occupancy by Region



Larger businesses achieve better % occupancy

- Businesses with properties that have more than 11 beds achieved by far the highest occupancy levels (91%) whereas smaller properties (1 – 3 beds, and 4 – 10 beds) achieved identical levels at 76%.
- Though larger properties (11 or more rooms) had a smaller between quarter difference (11% difference) than 1 to 3 bed properties (14% difference) and 4 to 10 bed properties (19% difference).

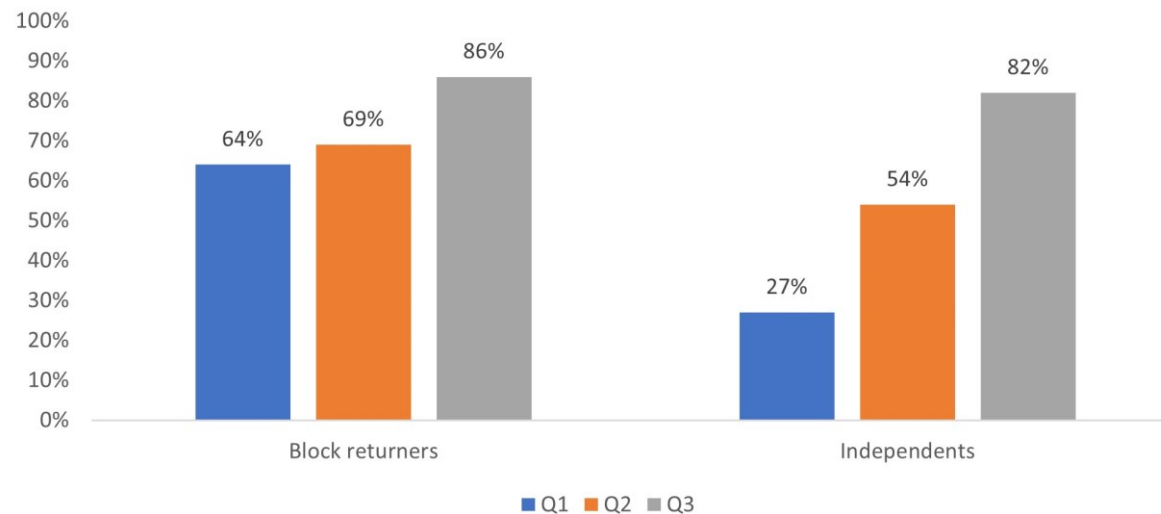
Occupancy by Property Size



Agency businesses achieve better % occupancy

- Self Catering respondents to the WAOS are split into “block returners” and “independents”. Block returners represent large organisations/agencies with multiple units whereas independents own one or a very small number of units.
- Businesses in both groups saw high levels of occupancy in Q3, but independents show the largest variation from Q1 to Q3 (55% increase compared to 22% increase for block returners)

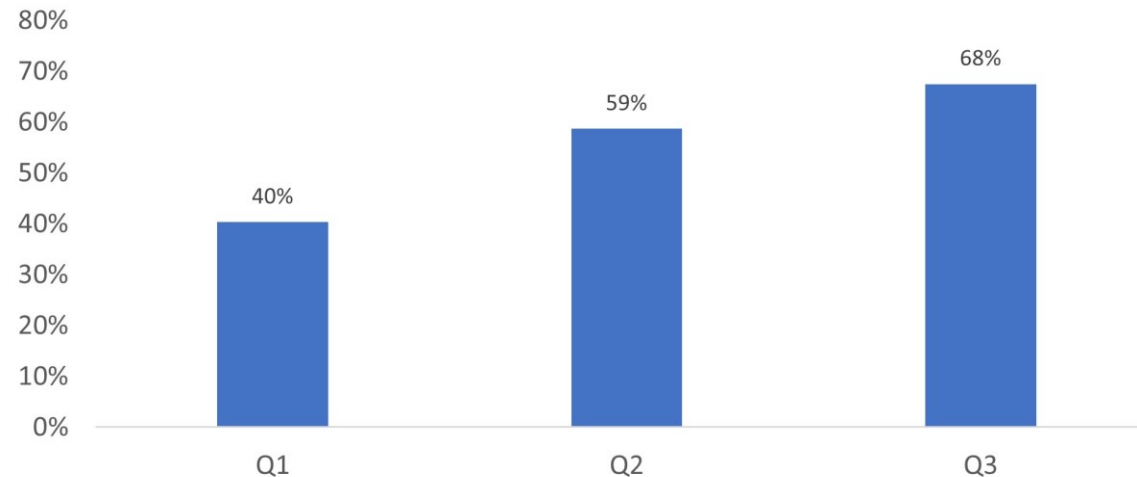
Block Returner vs Independents Occupancy



Seasonal variation

- Occupancy levels for Short Term Rentals has increased Quarter on Quarter to 68% in Q3.

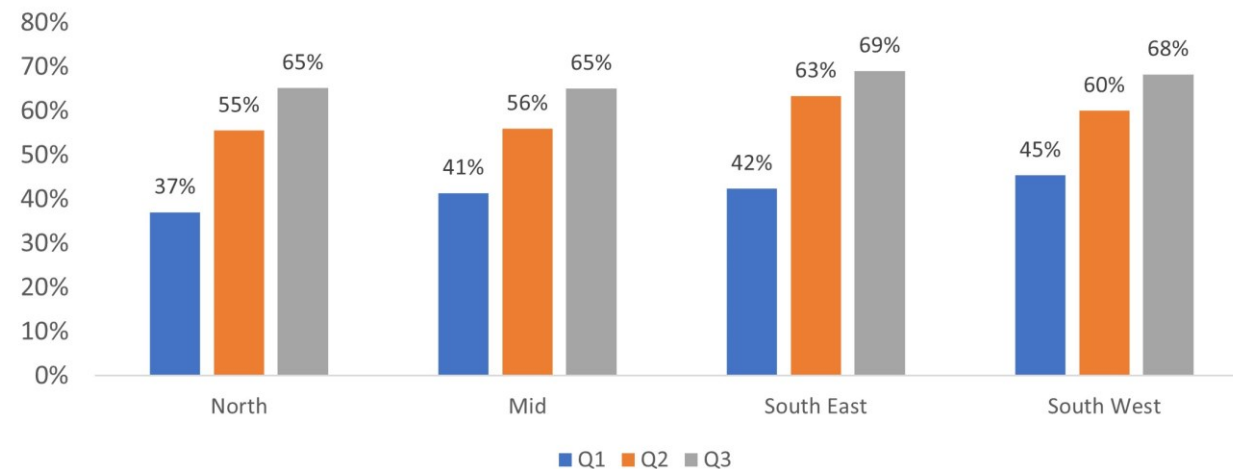
Q1 vs Q2 vs Q3 Occupancy



Regional Variation

- The South East (69%) and South West (68%) continue to be the better performers but the increase from Q2 to Q3 was not as large as from Q1 to Q2.

Occupancy by Region



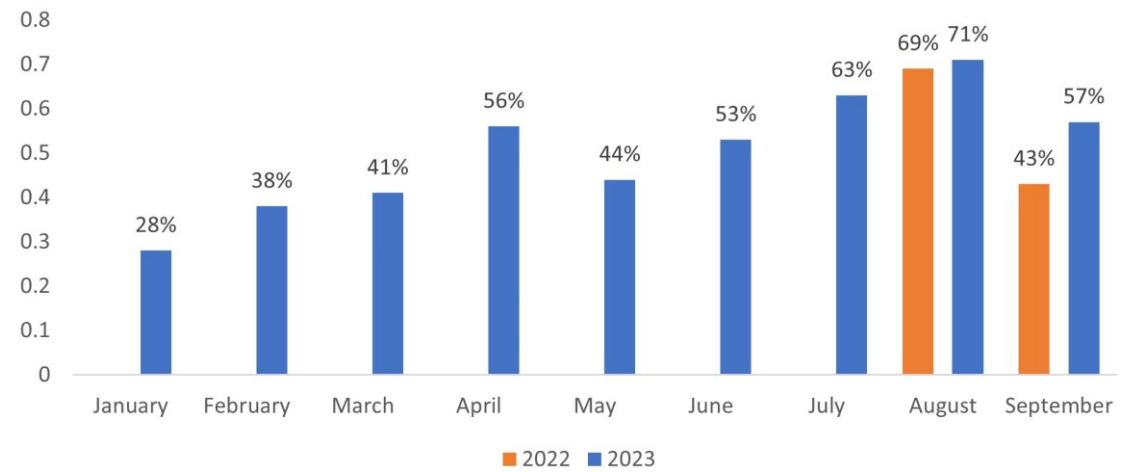
Hostel sector



Comparable performance

- The hostel sector has shown large quarterly growth bringing occupancy levels slightly closer to other sectors within the WAOS. Peaking at 71% in August.
- There is only partial data for 2022 comparison however August and September 2022 data show lower levels than reported in 2023 suggesting the sector is recovering year on year although we can only draw limited conclusions from the available data.

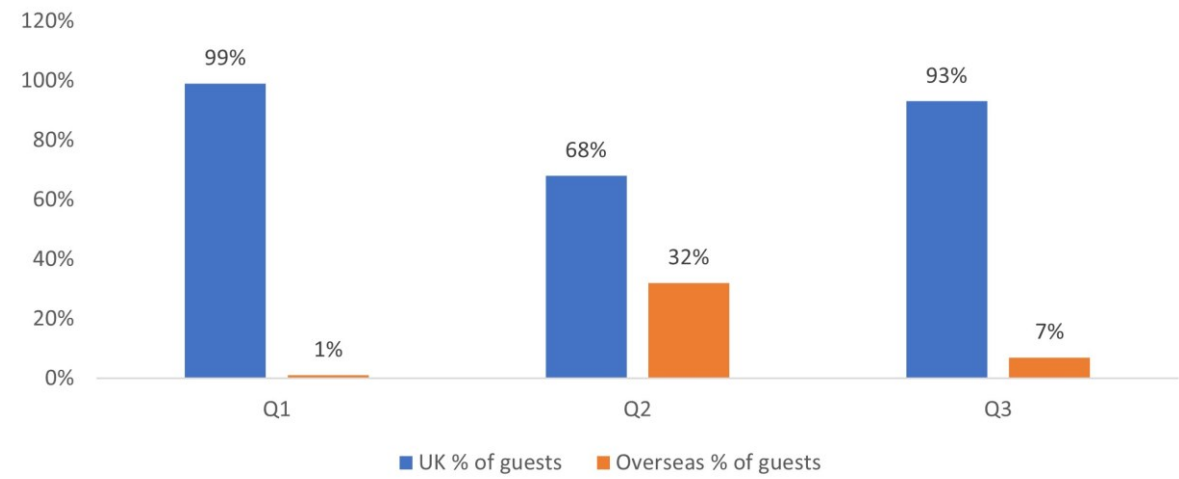
Hostel Occupancy



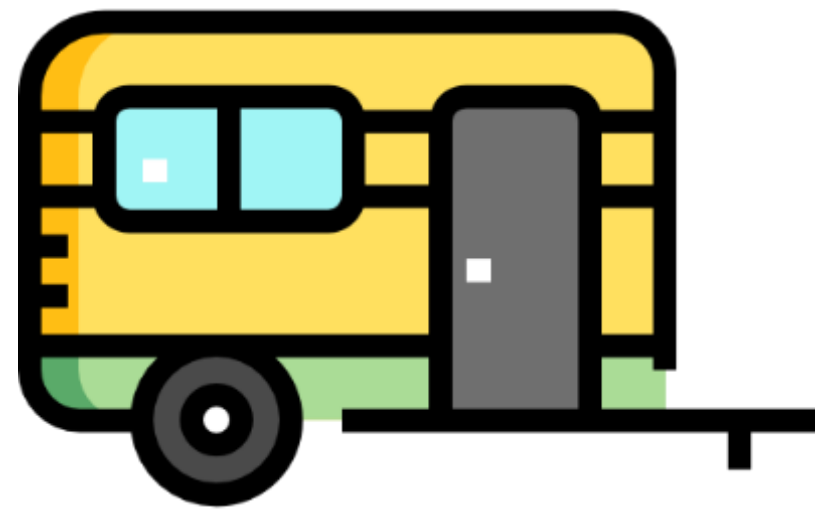
UK vs overseas split

- Q2 shows more overseas visits for Hostels than reported in Q1 and Q3 suggesting a highly seasonal overseas market.

UK vs Overseas guests



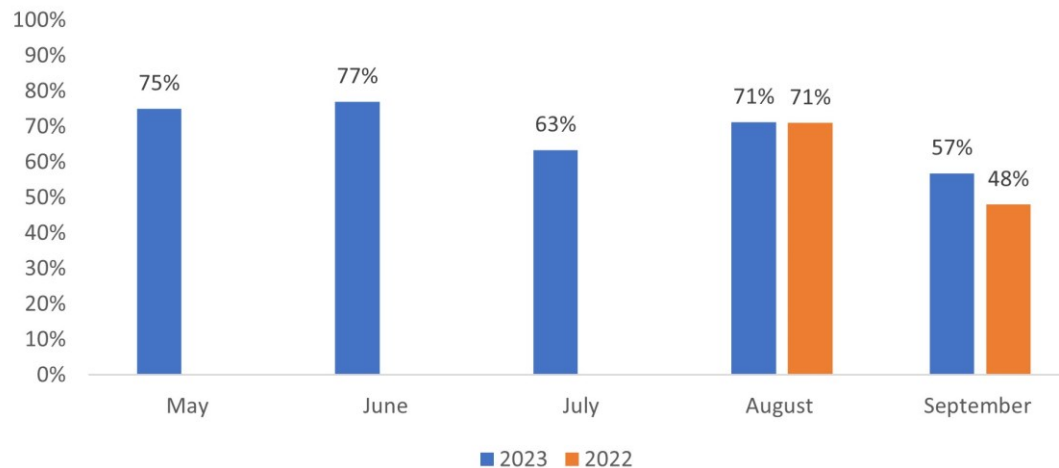
Caravan & camping sector



Partial Data

- Due to seasonal opening times there is only partial year data available for the caravan and camping sector, as such the data is presented in a monthly format instead of quarterly breakdowns.
- There is also limited 2022 data, meaning comparisons can only be done for August and September. However, 2023 data compares favorably, matching August at 71% for both years and exceeding September with 57% in 2023 against 48% in 2022.
- Overall, the sector appears to be performing stronger earlier in the year, peaking at 77% in June, with a steady trend of decline throughout the year, this stands in comparison to other sectors that show a higher peak towards July and August.

Camping and Caravan Occupancy



Implications



Mixed Year for Serviced Accommodation

- Occupancy has risen steadily in the serviced sector throughout 2023 peaking in August and starting to decline in September
- Regional occupancy continues to hold a similar pattern with North Wales having the highest occupancy levels (80%).
- Occupancy data from STR continues to show parity or slight underperformance year on year compared with 2022.

Self Catering

- Unit occupancy rose 19 percentage points Q2 to Q3 to average 85%
- For Q3 South West data (92%) a key contributor did not supply data, which has pushed the average for this month higher than it would otherwise have been.
- Businesses with properties that have more than 11 beds achieved by far the highest occupancy levels (91%) whereas smaller properties (1 – 3 beds, and 4 – 10 beds) achieved identical levels at 76%.

Self Catering cont.

- Occupancy levels for Short Term Rentals has increased Quarter on Quarter to 68% in Q3.

Hostel

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Camping and Caravan

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