



# Market Report

A Snapshot of your Marketing Sector

## Holiday Accomodation

This pack has been designed to provide information on setting up a business in the **Holiday Accommodation** industry in Scotland, as well as helping to inform the market research section of your business plan. This report covers the following industry segments: **Hotel, Bed and Breakfast, Holiday Home** and **Camper Vans and Caravans**.

You can find more information on how to write a business plan from the Business Gateway website ([www.bgateway.com/media/dvwhjxbo/business\\_plan\\_guide.pdf](http://www.bgateway.com/media/dvwhjxbo/business_plan_guide.pdf)), including an interactive template and tips to get you started.

This market report was updated by Business Gateway in **May 2026**.

## What do I need to know about the Holiday Accommodation market?

The following summary statistics have been taken from market research reports and reliable resources that the Information Service uses to compile industry information. They should give you an indication of how your industry is faring at present and whether there is demand for your type of business:

- ◆ Self-Catering unit occupancy in Scotland experienced a 2.06 percentage point decrease when comparing 2024 with 2023. In **2024, Self-Catering unit occupancy peaked in August at 57.4%**, whilst in 2023, unit occupancy peaked at 58.4% in August. In 2024, 98.7% of all participating Self-Catering accommodation providers had their own website. Just over half of businesses had a Facebook page and /or were listed on Tripadvisor. (Visit Scotland, [Scottish Accommodation Occupancy Survey 2024](#) ).
- ◆ Travel accommodation is a major sector in the tourism industry. UK households spend over 20 billion British pounds on accommodation services each year, both in the UK and abroad. Hotels and similar serviced accommodation represent the biggest subsector, with the highest number of accommodation enterprises. In 2018, revenues of hotel businesses totalled around 21 billion British pounds, almost three times as much as other accommodation sectors combined. (Statista, *Serviced accommodation in the United Kingdom (UK)* (December 2025).
- ◆ The penetration rate in the 'Vacation Rentals' segment of the travel & tourism market in the UK was forecast to continuously increase between 2024 and 2029 by in total 2.6%. After the ninth consecutive increasing year, the penetration rate is estimated to reach 27.49 % and therefore a new peak in 2029. (Statista, *Penetration rate in the vacation rentals market UK*, February 2025).
- ◆ Trips taken in Scotland have a unique audience and can take different forms. People who tended to take these kinds of trips were mostly from within the UK, older and with no children. There is a longer trip seasonality and often more than one place is visited in a single trip. Facilities are important, but some visitors are keen to “get away” from the traditional campsite experience. The most common vehicle used on trips in Scotland was a campervan and more than a third had been using some form of camping vehicle for over ten years. ([Visit Scotland - Motorhome and Camping Trips in Scotland \(2023\) An insight into visitor motivation, behaviour and need](#) – March 2024)
- ◆ The national organisation for this industry is [UK Short Term Accommodation Association \(STAA\)](#). The [NCC](#) (National Caravan Council) represents businesses across the caravan and parks industry. Other industry bodies include [British Holiday & Home Parks Association \(BH&HPA\)](#), [The Camping and Caravanning Club](#), [Caravan and Motorhome Club](#), [British Holiday & Rental Parks Association \(HARPA\)](#), [Bed and Breakfast Association](#) and [Association of Scotland's Self-Caterers \(ASSC\)](#).

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## Where can I find more information on my market?

The Information Service has access to a number of databases which can offer more detail on this industry. Some of these reports are listed below - if you would like to be sent extracts from any of these reports, please contact us on **0300 013 4753** or email [info@bgateway.com](mailto:info@bgateway.com).

- ◆ **Statista – Campervan and motorhome bookers in the UK (March 2025)**. 43% of campervan and motorhome bookers state that they like to be in nature when traveling and 29% say that sustainability is important when it comes to traveling.
- ◆ **Statista, Regions for Summer Staycations UK (April 2025)**. A March 2025 survey revealed that the South West was the leading destination for upcoming overnight domestic trips during summer in the UK, with 19% of respondents stating that this was the case. Meanwhile, 12% of respondents said that they intended to visit Scotland during the summer, and only 2% stated that they would like to visit Northern Ireland.

There are also a number of online resources you may find helpful:

- ◆ [Visit Scotland](#) have research and insights on Scotland’s holiday accommodation sector during the past year.
- ◆ [The National Caravan Council](#) have collated statistics on Tourers, Motorhomes, Holiday Homes and Residential Park Homes in the UK.
- ◆ [UK Caravan and Camping Alliance](#) have published a report **Pitching the Value** which highlights the economic value and wellbeing impact of the UK holiday parks and campsites sector and its important contribution to UK domestic tourism.
- ◆ [The Outjoymnt Report](#) was commissioned by **The Camping and Caravanning Club** and carried out by Liverpool John Moores and Sheffield Hallam Universities. It analyses the results of a comprehensive literature review and a survey of nearly 11,000 campers and non-campers.
- ◆ [Office for National Statistics](#) have published **Guest nights, nights and stays for short-term lets, quarterly, UK** (November 2025) which reports on the number of guest nights, nights, and stays for short-term lets offered through online collaborative economy platforms (Airbnb, Booking.com and Expedia Group).
- ◆ The [Sykes Staycation Index](#) provides a comprehensive overview of travel trends, including the top staycation destinations and factors influencing Brits’ holiday decisions.
- ◆ [Colliers’ UK Hotels Market Index 2025](#) is a downloadable market tracking index that analyses ten key performance indicators of 35 cities in the UK and consolidates these into a single ranking.

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## How can I find out about my competitors?

Business Gateway's online guide to [Competitor Analysis](#) explains how to find your competitors, how to research what they're doing and how to act on what you learn about them.

Immediate competition will be from other businesses in your local area. There are several online directories which can be used to find company information and generate lists easily and at no expense. Many Local Authorities also publish local business directories on the web. Below are some key web resources:

- ◆ General business directories such as [Yell](#) ,[Thomson Local](#) or [Google Maps](#)
- ◆ Trade specialists like [EuroPages](#) (European directory), [The Wholesaler](#) or [Free Index](#)
- ◆ Business to business (B2B) specialists such as [Kompass](#)

Likewise, your local Chamber of Commerce may publish a members' directory; find your local Chamber on the [Scottish Chambers](#) website.

Once you've identified who your competitors are, the next step is to gather information on the way they do business. Which services do they provide? How do they market themselves? How much do they charge?

To learn about your competitors:

- ◆ Look for articles or adverts in local newspapers, trade press and directories.
- ◆ Try to read their marketing material; if the company has an online presence, visit the company's website as a first port of call. Not only does it give you a better understanding of the company's activities, it can also offer a wealth of information such as a company history or staff biographies, as well as the company's partners or suppliers
- ◆ Search for information on limited UK companies via the [Companies House](#) website
- ◆ Gain an insight into your competitor's performance using credit checks and the accounts that limited companies are required to submit to Companies House each year.

We can provide credit checks free of charge; if you are interested in using this resource, or looking for us to help you find relevant publications, please contact us by emailing [info@bgateway.com](mailto:info@bgateway.com) or by calling **0300 013 4753**



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## What about suppliers?

[Choosing and Managing Suppliers](#) can help you decide what you need from a supplier, how to identify one and how to choose one to deal with.

Trade associations or industry specific organisations may also be able to recommend suppliers or contacts. You can also use the aforementioned resources for finding competitors to find suppliers.

Once you have decided on a supplier, we can run a credit check on the company to help assess their financial stability. We provide credit checks free of charge; if you are interested in using the resource please [info@bgateway.com](mailto:info@bgateway.com) or by calling **0300 013 4753**.

## Who are my customers?

Your business plan should include information about the customers you would expect. Business Gateway's guides on [Market and customer research](#) will help you to identify new trends, opportunities, customers and competitors.

It can be useful to group your customers by geographical location, age or lifestyle. The websites listed below are freely available and can provide most of this information. If you can't find what you're looking for from these websites, please contact us and one of the team will be happy to help:

- ◆ Access the latest population estimates from the [National Records of Scotland \(NRS\)](#). NRS also offers demographic factsheets for each council area in Scotland, which can provide summary statistics for the area you will be based in.
- ◆ Information from the most recent census in 2011 is released via the official website. See in particular the [Census Area Profiles](#). Clicking on your area of interest will give the latest population figures, including estimates by age.
- ◆ [Understanding Scottish Places](#) has interactive profiles of towns and cities across Scotland. It can be useful for understanding the interrelationships and flows between towns, and also gives comparisons between two or more places.
- ◆ [Scottish Government Statistics](#) provide accurate and up-to-date statistics on Scotland, covering population, health, education and housing.
- ◆ [The Scottish Household Survey](#) provides information on the structure, characteristics, attitudes and behaviour of Scottish households, both at a national and local level.
- ◆ [Office for National Statistics \(ONS\)](#) is the recognised national statistical body for the UK. ONS covers a wide range of demographic, economic and social issues at a UK level.



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## How can you help me with other aspects of starting my business?

The Business Gateway website has guides, videos, online tutorials and tips on all aspects of starting up a business in Scotland. Follow the links below to explore each resource:

### Accountancy

Institute of Chartered Accountants of Scotland's (ICAS) ["Find a Chartered Accountant"](#) tool

### Funding

[Practical information](#) on finance and funding for starting and growing your business

### Insurance

[Business insurance guide](#)

### Legal Help

Gov.uk ["Licence Finder"](#) tool

Law Society of Scotland's ["Find a Solicitor"](#) tool

### Pricing

Business Companion [Pricing & payment guide](#).

**Please note:** the most effective way to research pricing is to conduct your own research – visit wholesalers or suppliers to obtain price lists, find quotes from similar companies and work out what other businesses in your area are charging

### Promotion

[BG guides to Marketing](#)

### Training

[Skills Development Scotland's My World of Work](#)

[Funding for training](#)

[Small Business Bonus Scheme \(Scotland\)](#)

Your local Business Gateway can offer events, workshops and 1:2:1 support on all aspects of starting and developing your business. Call the helpline on **0300 013 4753** to find out what is available in your area.

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You must not rely on the information in the report as an alternative to advice from an appropriately qualified professional. If you have any specific questions speak to your Business Gateway Advisor or consult an appropriately qualified professional.

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**Updated by: Carla Bennett**

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