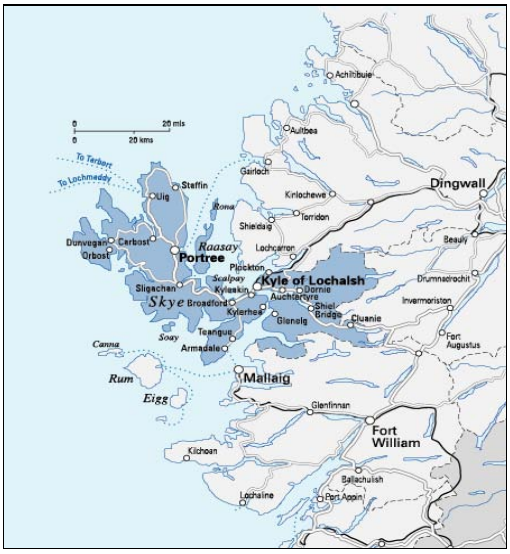
Highlands & Islands ENTERPRISE

Skye & Lochalsh
Tourism factsheet 2005

Introduction



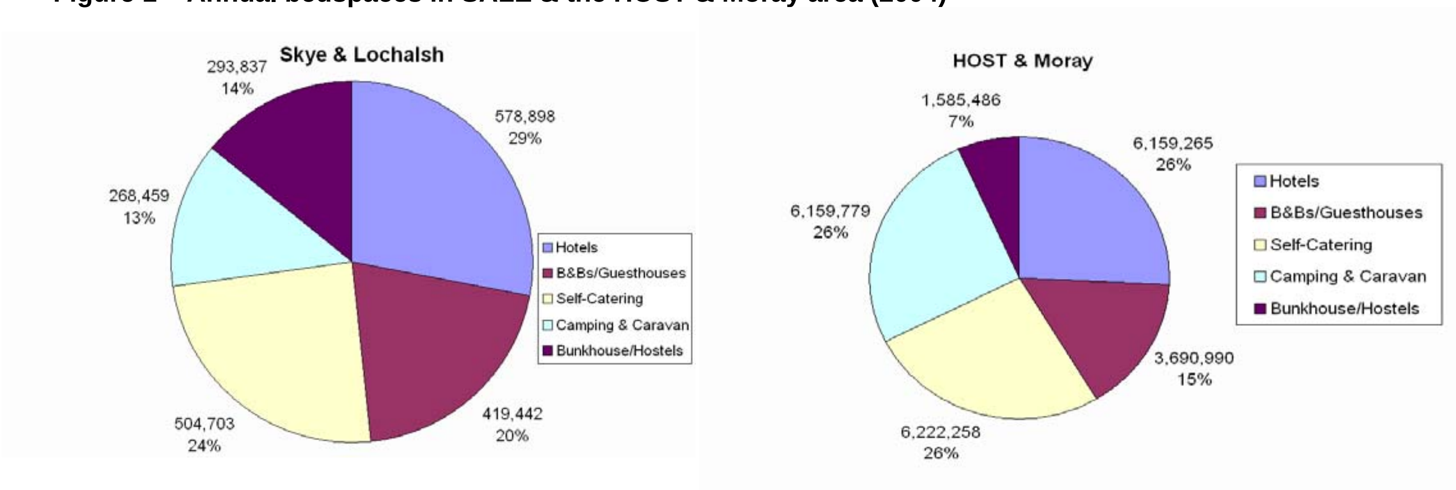
Skye and Lochalsh is one of the most mountainous parts of Scotland and covers an area of 2,700 square kilometres. With around 12,200 inhabitants, the area has one of the lowest population densities in the UK. The 2001 census showed a rise in population and there is a trend for in-migration to the area. Tourism is the area's largest employer. Key visitor attractions include the Aros Experience, Eilean Donan Castle and Dunvegan Castle. The area attracts a relatively high proportion of overseas and Scots visitors make up a lower proportion of the overall total than is found elsewhere in the Highlands.

This tourism factsheet pulls together tourism information from a number of surveys for the Skye & Lochalsh Enteprise (SALE) area, comparing it to information from the overall Highlands of Scotland (HOST) & Moray area. Information is included on the accommodation stock and occupancy rates in addition to the volume and value of tourism.

Accommodation availability and occupancy rates

The diagrams in figure 1 show the annual number of bedspaces along with percentage of overall bedspaces for each accommodation type in SALE and the overall HOST & Moray area in 2004.

Figure 1 – Annual bedspaces in SALE & the HOST & Moray area (2004)



Source: Volume and Value of Tourism in the HOST/Moray Areas 2004

The pie charts in Figure 1 show that in SALE the majority of bedspace is provided by hotels (29%), higher than the percentage of bedspace provided by hotels in the overall HOST & Moray area (26%). In the SALE area there is also higher than average provision of bedspace by B&B/guesthouse (20%) and bunkhouse/hostel accommodation (14%), compared to 15% and 7% respectively in the HOST & Moray area. There is a lesser percentage of bedspace provided by self-catering (24%) and camping & caravan accommodation (13%) in SALE compared to the HOST and Moray area (26% for both).

Table 1 shows the occupancy rates in the SALE and HIE areas for different accommodation types in 2004.

Table 1 – Occupancy rates in SALE and HIE for different accommodation types (2004)

	Hotel				Self-catering		B&B and Guesthouse			
	Bed Occupancy %		Room Occupancy %		Unit Occupancy %		Bed Occupancy %		Room Occupancy %	
	SALE	HIE	SALE	HIE	SALE	HIE	SALE	HIE	SALE	HIE
January	21	22	26	31	38	17	*	11	*	15
February	27	29	35	40	38	31	*	15	*	18
March	36	37	46	44	45	28	*	15	*	21
April	60	48	63	55	78	57	*	33	*	36
May	63	52	71	65	82	60	41	48	40	53
June	76	60	83	73	82	72	53	58	54	64
July	80	66	84	76	92	83	*	65	*	68
August	89	71	93	82	94	88	71	73	73	76
September	76	59	83	72	78	70	*	50	*	56
October	52	47	60	58	74	58	*	25	*	31
November	30	28	41	39	42	27	*	14	*	18
December	24	24	28	32	44	29	*	10	*	15

Source: Scottish Accommodation Occupancy Survey 2004

The information in Table 1 shows that the occupancy rates within hotel, self-catering and B&B/guesthouse accommodation are generally higher in SALE compared to HIE in 2004. Hotel occupancy in SALE is generally higher than in the HIE area during the extended summer months (April – November). Self-catering occupancy in SALE is significantly higher than in the HIE area for all months, peaking at 94% occupancy in August. Limited data is available on B&B/guesthouse accommodation occupancy, however the data available shows lower occupancy rates in SALE compared to the HIE area. August had the highest occupancy rates across all accommodation types for both SALE and HIE. January witnessed the lowest occupancy rates for hotels and self-catering accommodation in SALE and HIE.

Volume and value of tourism

Table 2 shows the volume of trips and expenditure by tourists in SALE in 2002/03.

Table 2: Volume of trips and expenditure in SALE (2002/03)

	SALE		
Tourists staying overnight	Number of bednights	Average spend per capita	Total expenditure (£)
Hotels	311,918	80.04	24,965,931
B&Bs/Guest-houses	200,284	59.63	11,942,924
Self-Catering	301,389	63.57	19,159,291
Camping & Caravan	69,247	33.53	2,321,862
Bunkhouse/ Hostels	139,214	43.75	6,090,601
Staying with Friends/ Relatives	75,416	32.78	2,472,127
Timeshare/ Second Home	6,754	48.16	325,256
Other	21,387	44.27	946,783
Sub-total	*1,125,608*	*60.61*	*68,224,774*
Day trips by tourists	Number of trips	Average spend per capita	Total expenditure (£)
Sub-total	*58,122*	*15.00*	*871,547*
Total			**69,096,322**

Source: Volume and Value of Tourism in the HOST/Moray Areas (2004)

The information in Table 2 shows that the total number of bednights in SALE is 1,125,608 and the average spend per capita is £60.61 for overnight trips in 2002/03. The highest average spend per capita in incurred by tourists staying in hotel accommodation (£80.04) and the lowest when tourists are staying with friends/relatives (£32.78). Total expenditure by tourists staying overnight in SALE is estimated at £68,224,774 in 2002/03 or £69,096,322 if day trips by tourists staying overnight away from home are included.

For further information on anything contained in this factsheet, or general economic enquiries, please contact:

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