



THE SYKES SCOTLAND STAYCATION INDEX 2022

An analysis of Scottish travel trends by Sykes Holiday Cottages



Welcome to this year's Scotland Staycation Index

Our report reveals the travel trends driving tourism in Scotland, including destination hotspots and preferred property features.

With more than 30 years' experience in holiday letting, we're in a unique position to provide fresh insight into Scotland's staycation sector in 2022 and beyond.



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2022 in a nutshell

What to expect from the staycation sector and those visiting Scotland this year

We reveal the spike in holiday let bookings located in Scotland post-pandemic, alongside the estimated impact on the Scottish economy in 2022.

Our research includes key findings from our bookings data, as well as insights from research we conducted amongst those from Scotland and the rest of the UK.



A breakdown of the most popular types of travellers to Scotland in 2022:



January was the busiest month in 2022 for holiday bookings to Scotland

UK holidaymakers are set to **boost Scotland's economy by £19 billion in 2022**

The average holidaymaker plans to spend £1,100 on their break in Scotland including accommodation, travel, food and spending money

The average length of a holiday in Scotland is 7 days and lead time from booking to travel is 160 days, on average

Top 5 travel destinations in Scotland for 2022:

1. Southernness
2. Aviemore
3. Newtonmore
4. Kirkcudbright
5. Cullen

32% of UK adults have already booked at least one holiday or overnight trip in Scotland in 2022 with a further 29% planning to before the end of the year



Where's trending? – destination hotspots

The most in-demand Scottish staycation destinations this year

From the Highlands to its borders, Scotland's rich history and lush terrain has left holidaymakers spoiled for choice this past year.

Across the north and the south of the country, thousands of guests are setting out to explore, hungry to experience the plethora of historic locations and panoramic views.

5 most popular regions over the Scottish school summer holidays:

1. The Highlands
2. Moray
3. Aberdeenshire
4. Dumfries and Galloway
5. Scottish Borders

.....

5 Scottish holiday destinations that Brits would most like to visit:

1. Shetland Islands
2. Outer Hebrides
3. Orkney Islands
4. Isle of Mull
5. Isle of Skye



Braegarie

in Aberdeenshire is the most popular destination for a weekend minibreak, followed by Moffat in Dumfries and Galloway





Most popular destinations

for Scottish travellers in 2022 are Cullen, Southernness and Braegarie

Top 10 most-booked staycation destinations this summer (June – August):

1. Southernness
2. Newtonmore
3. Nairn
4. Aviemore
5. Cullen
6. Staffin
7. Coldingham
8. Grantown-On-Spey
9. Kirkcudbright
10. Portknockie



Hidden gem locations

only 16% of Scots have ever visited the Inner Hebrides and just 13% have been to the Shetland Islands

What's trending? – popular holiday types

We look at people's reasons for choosing Scotland and the travel trends emerging

Scotland is marked as a preferred staycation destination for 2022 – with many being won over by its family-friendly nature and the abundance of adventures available.

From seeing the northern lights to whale watching and stargazing, Scotland continues to attract visitors from every corner of the UK.



34%
said they would prefer to travel to Scotland in autumn or winter versus summer



71%
of Brits think Scotland has the most impressive landscapes within the UK

Most in-demand property features in Scotland this year:

1. Swimming pool
2. Sauna
3. Pool table
4. Hot tub
5. WiFi



53%
of UK adults would consider a Scottish glamping holiday in a yurt, shepherd's hut or lodge



29%
said they would consider trying a skiing holiday in Scotland



Price is the number one reason behind choosing a holiday in Scotland, followed by beautiful scenery and ease of travel

1

Spotting the northern lights



2

Exploring the Isle of Skye



3

Whale and dolphin watching



Trending 'bucket list' experiences in Scotland this year

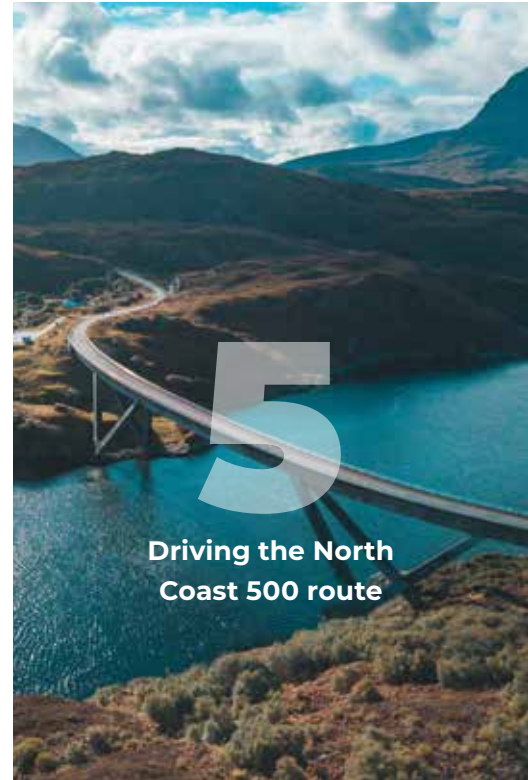
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A trip to Loch Ness



5

Driving the North Coast 500 route



6

Going stargazing



7

Visiting a Scottish castle



9

Going off grid in Scotland



8

Climbing a Munro



10

Attending Hogmanay in Edinburgh



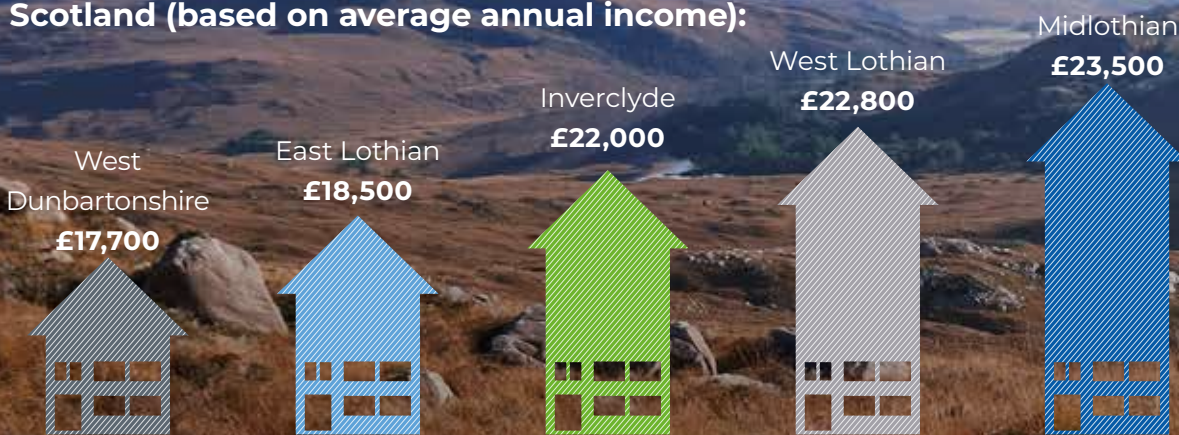
Spotlight on holiday letting

Revealing all about the country's holiday let owners

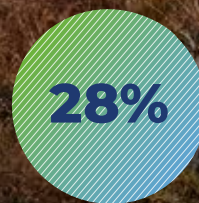
After a difficult few years, Scotland's holiday let owners are beginning to reap the rewards of the industry booming once again.

With Scotland's rich countryside clearly in demand, we take a look at what makes a successful holiday let in Scotland.

Top 5 earning regions for properties within Scotland (based on average annual income):



is the average annual income per property in Scotland



of Scottish adults would consider setting up a holiday let in the future

In January 2022 the Scottish government introduced 'Short Term Let Accommodation Licences' where holiday home owners must apply to local authorities for permission to let out their properties.

Fiona Campbell, Chief Executive of the Association of Scotland's Self-Caterers (ASSC), said:

"While the self-catering industry has always fully supported guest and operator safety, the new regulations could create challenges for some. The ASSC will support businesses and the wider tourism sector in this area to ensure that property owners bring the benefits of tourism to life in a responsible and sustainable way."

"With the rise of staycations in Scotland, the trend of holidaying closer to home is set to contribute to a number of new jobs and bolster local economies in communities up and down Scotland."

Most in demand local amenities to attract visitors:



Fishing – demand up 82% year-on-year



Pubs – demand up 61% year-on-year



Cycling routes – demand up 60% year-on-year



Walking routes – demand up 57% year-on-year



Coastlines – demand up 39% year-on-year

Our conclusion

Another year of success for Scotland's staycation market

As the tourism industry emerges from the throws of the pandemic, the trend of opting for staycations and travelling closer home is here to stay.

Although international travel restrictions are now a distant memory, many travellers have experienced the wonders of holidaying on UK soil and they are not ready to stop exploring.

Our data for 2022 shows that a growing number of travellers are opting for Scotland as their first-choice holiday destination in the UK. And as a proud Scot myself, I can hardly blame them.

With rugged coastlines, mirror-like lochs and a hearty food and drink scene, there is so much to discover north of the border. It is fast becoming the go-to destination for adventure-seekers to fulfil their travel dreams, while it's also the perfect destination for families to relax and unwind.

Based on our consumer research, Scotland is likely to stay a preferred travel destination throughout the rest of 2022 and beyond – with bookings in autumn and winter already confirmed.

And as millions choose Scottish breaks, a growing number of people across Scotland and the rest of the UK are capitalising on this trend by setting up their own holiday let businesses.

As ever, a big thank you to our hard-working property owners, guests and the full Sykes Holiday Cottages family for their contributions over the past year.

We are thrilled to welcome another successful summer of staycations in Scotland and look forward to another busy autumn and winter ahead.

Graham Donoghue,
CEO, Sykes Holiday Cottages





About Sykes Holiday Cottages

Sykes Holiday Cottages is an independent holiday cottage rental agency with more than 30 years' experience in the industry.

We now have almost 22,500 properties available across the UK, Ireland and New Zealand and have been awarded 'Best Large UK Holiday Cottage Booking Company' at the British Travel Awards for eight consecutive years.

While the business has grown significantly over the years, our commitments to offering quality accommodation to travellers – and being the best choice for holiday homeowners – remains unchanged.

Headquartered in Chester with regional offices around the country, our team of over 1,000 employees work with customers and owners to deliver the best British breaks available.

Each and every property has been handpicked, personally inspected and approved by us – whether that's cosy cottages for two or larger properties that sleep 20 or more.



Methodology & data sources:

Bookings data for the year ahead was used to provide a snapshot of the staycation market, while comparisons with full-year data from 2019, 2020, 2021 and 2022 were used to identify market trends.

Supporting consumer research of 1,500 UK adults and 1,000 Scottish adults was carried out by OnePoll in May 2022.

Contribution to Scottish economy - UK adult population multiplied by proportion that plans to travel to Scotland in 2022 (32%) multiplied by planned spend (£1,100).

Contact us:

For further information on the report findings, methodology or press enquiries please contact sykescottages@citypress.co.uk

To book a holiday, visit www.sykescottages.co.uk or follow us on Facebook, Twitter, Instagram and LinkedIn.

To find out more about becoming a holiday let owner, please visit www.sykescottages.co.uk/letyourcottage



www.sykescottages.co.uk