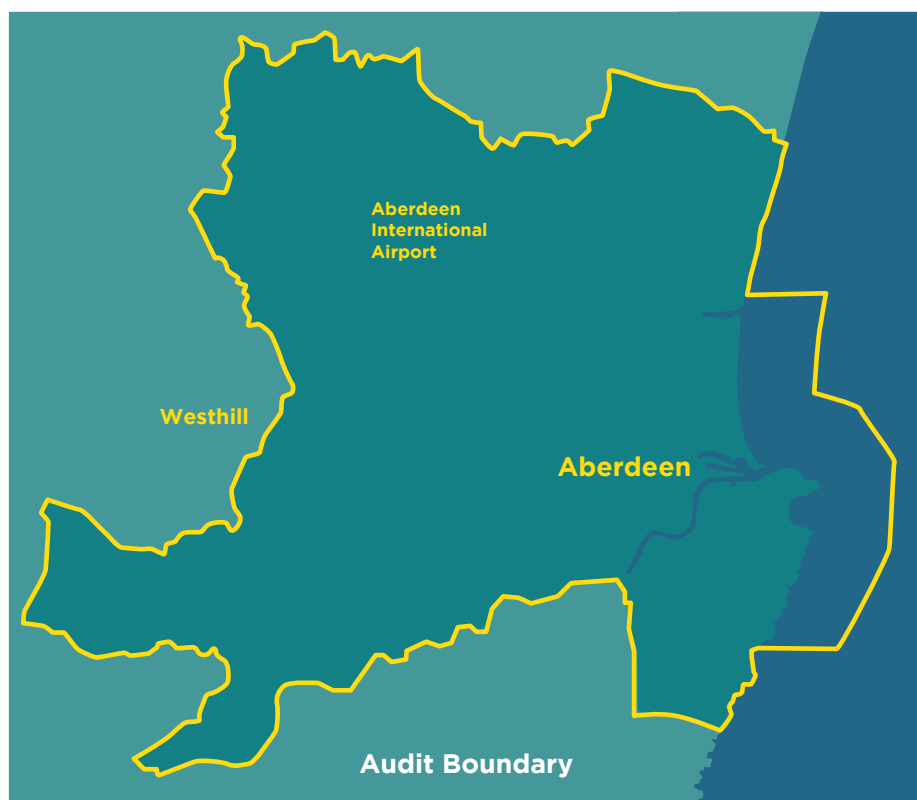


ABERDEEN CITY ACCOMMODATION AUDIT 2024

Accommodation plays a key role in the visitor tourism experience. Having a clear understanding of the size of the sector and how that stock breaks down, by type and geography, is invaluable to any region with a tourism offer – both business and leisure.

VisitAberdeenshire, on behalf of Aberdeen City Council, commissioned Tourism Resources Company to carry out a baseline audit to give us the best possible measure of stock in the Aberdeen City Council local authority area.



KEY FINDINGS

575

establishments

7,078

rooms

14,234

bedspaces

WHO DID WE SPEAK TO?

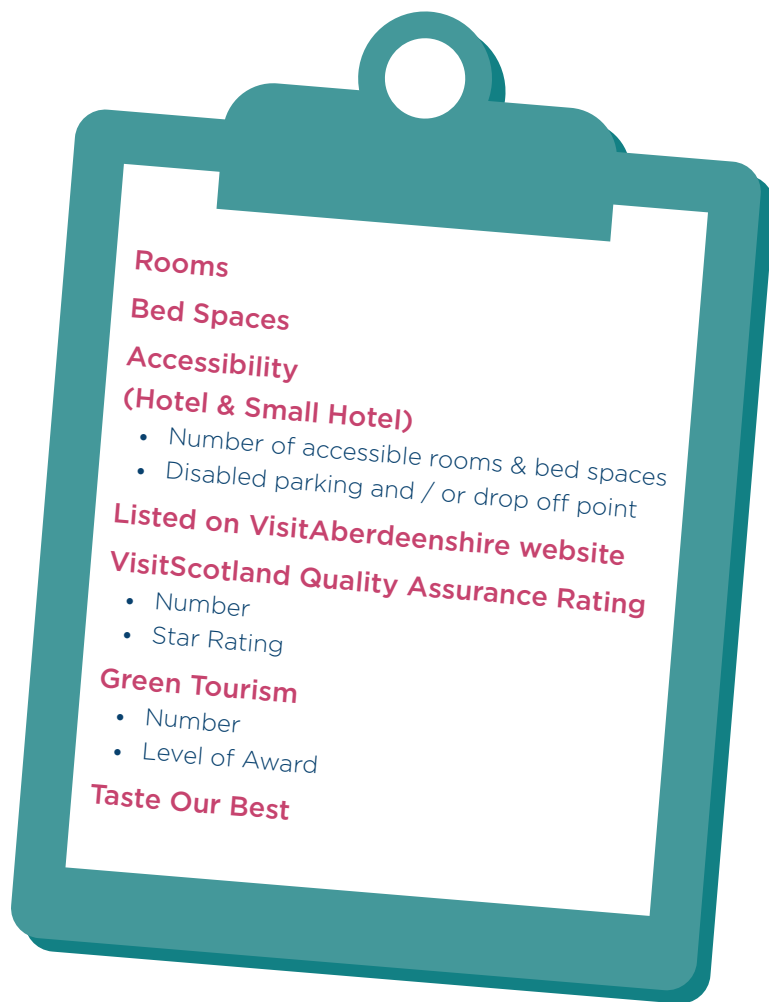
This type of project needed a multi-faceted approach, therefore several stages were put in place to try and reach as many businesses as possible.



We have broken the accommodation providers into the following categories:



What information did we gather? →



WHAT DID WE FIND OUT?

This table breaks down the high level numbers on the front page into the categories of serviced and non-serviced accommodation providers.

	ESTABLISHMENTS	ROOMS	BED SPACES
Serviced	17%	81%	83%
Non-serviced	83%	19%	17%
Total	575	7,078	14,234

Moving beyond these main categories, and breaking it down further into more detailed accommodation categories, where do we see the greatest representation?



ESTABLISHMENTS BY SUB ACCOMMODATION CATEGORY



BED SPACES BY SUB ACCOMMODATION CATEGORY

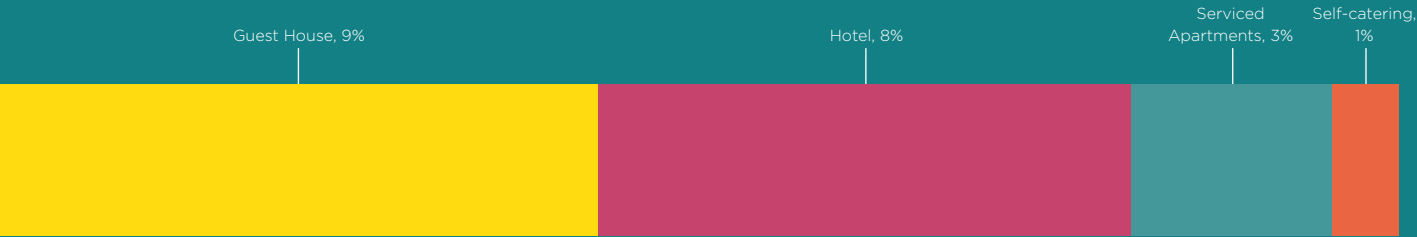
So, exploring the total bed spaces across all accommodation in the city, we see:

- Hotels have **8%** of establishments, but **78%** of bed spaces
- Self-catering has **78%** of establishments, and **12%** of bed spaces

QUALITY ASSURANCE, GREEN TOURISM AND TASTE OUR BEST

In addition to understanding stock levels within the city, we were keen to explore current levels of quality assurance membership and gauge how many businesses were actively seeking membership of initiatives such as Green Tourism and Taste our Best.

7% of serviced properties and **1%** of non-serviced properties currently have a VisitScotland Quality Assurance rating*. As can be seen from the chart, Guest Houses had the highest, relatively, sign-up at **9%** and at the other end of the scale, small hotels, B&Bs and Inns had no quality assurance certification.

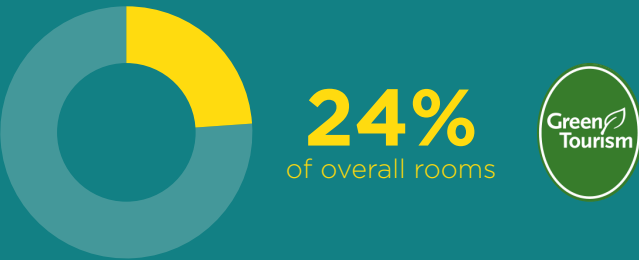


VS Quality Assurance

*Please note that VisitScotland's Quality Assurance (QA) schemes end/ended on 31 March 2025. QA members retain grading until that date.

GREEN TOURISM

At the time of this audit, **12 (2%)** establishments were signed up to the Green Tourism initiative. Whilst **2%** is low, this represents **24%** of overall rooms stock.



TASTE OUR BEST

At the time of this audit, 5 establishments had Taste our Best membership.



ACCESSIBILITY

Just over **4 in 5 (83%)** of Hotels, and **11%** of Small Hotels, have accessible rooms.

There are a total of **200** accessible rooms and **403** accessible bed spaces (**4%** of rooms and bedspaces). At the time of this audit, **69%** of Hotels and **22%** of Small Hotels have disabled parking and/or a drop off point.



WHY DID WE CARRY OUT THIS AUDIT?

The exact size of the accommodation sector is not currently known, mainly due to the fact there is no compulsory registration scheme for accommodation establishments in the UK. Whilst some public listings are available, for example through quality assurance schemes and on external commercial databases, not all businesses providing tourism accommodation are listed within these sources. Additionally it is not always possible to source detailed information from these public sources, for example, the number of rooms, bed spaces and accessibility provision.

HOW CAN WE USE THESE RESULTS?

The aim is to provide a source of reliable information which will better inform activities and decisions, and also assist in the development of the region's tourism offering. Having a more accurate understanding of the city's stock will help inform activity across our organisation, for example:

- within conference/event bid documentation;
- creating marketing content to reflect accommodation strengths/diverse offerings;
- Informing the marketing narrative for the region to ensure it is reflective of the accommodation offer;
- identifying where there may be potential accommodation gaps;
- Informing the future development of VisitAberdeenshire's industry development programme

The outputs from this project will also be of use to other stakeholders across the region,

for example informing potential investment opportunities, informing planning policies and decisions to support future industry growth.

FUTURE RESEARCH

We appreciate the business landscape is constantly changing and acknowledge this initial baseline project will ideally be refreshed on a regular basis in the future.

ABOUT THE PROJECT

Please note the audit was commissioned and funded by Aberdeen City Council. The work was undertaken by Tourism Resources Company.

The audit was undertaken between November and December 2024, and involved desk research and a telephone survey.

WANT TO READ MORE ON THIS PROJECT SPECIFICALLY?

There is a more detailed slide deck and full report available on our website: industry.visitabdn.com.

There you will also find the factsheet and slide deck for the Aberdeenshire accommodation audit, carried out in 2023

INSIGHTS & EVALUATION AT VISITABERDEENSHIRE

VisitAberdeenshire commissions, and project manages, a range of industry and visitor research. To find out more about what we have available in terms of insights specific to your own business needs, or to discuss these results in more detail, [contact insights@visitabdn.com](mailto:contact.insights@visitabdn.com)



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