

# Moray Accommodation Survey Results 2010

Over the years 2009 and 2010 we've been active researching and updating the Moray accommodation database aiming to map the total tourism offering and trends in Moray

See below the number of Moray accommodation businesses listed per Moray ward area:

Moray ward	B&B			Hotels			Self catering		
	No	rooms	perc.	No	rooms	perc.	No	rooms	perc.
Buckie	15	48	13%	14	143	19%	33	110	29%
Elgin	30	122	33%	15	344	46%	20	66	17%
Forres	29	83	22%	8	81	11%	22	89	24%
Keith	4	12	3%	6	42	6%	2	3	1%
Speyside	36	105	28%	13	138	18%	26	110	29%
<b>Total</b>	<b>114</b>	<b>370</b>		<b>56</b>	<b>748</b>		<b>103</b>	<b>378</b>	

In total we have 273 accommodation businesses listed in the B&B, hotels and self catering sector. In the Camping and Caravan sector there are 9 locations with 297 pitches and 3 hostels with 58 bed spaces.

Figures have been collated after conducting three surveys over the year resulting in this annual accommodation report.

The first survey took place in April 2010 and was completed by 57 businesses (16%)

The second survey took place in August and was completed by 25 businesses (10%)

The third survey took place in January 2011 and was completed by 68 businesses (25%)

Compared to other destinations like the Aviemore and Cairngorms DMO who get a response between 20 and 35% on their surveys, it seems we're heading in the right direction.

The responses to the latest survey per area:

Elgin: 24 businesses  
 Speyside: 21 businesses  
 Buckie: 13 businesses  
 Forres: 9 businesses  
 Keith: 1 business

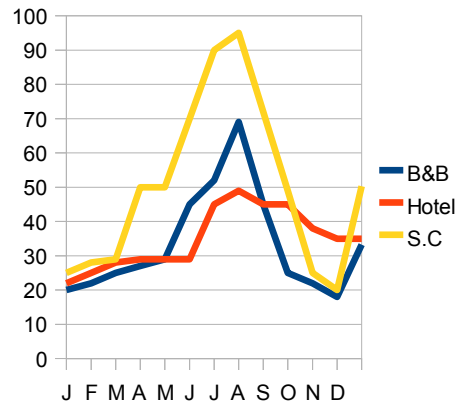
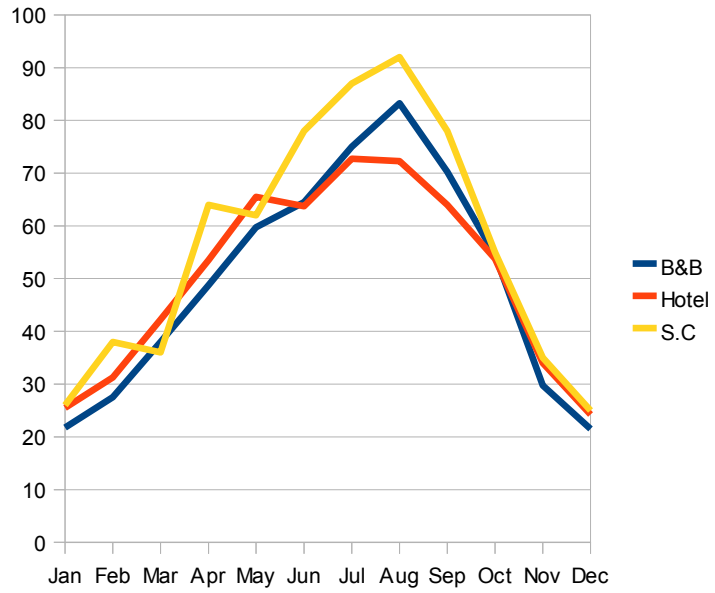
Due to the disappointed amount of information coming back from Keith (every survey one business replied...) we couldn't include them in this survey.

The next survey will go out later this week asking businesses for the January 2011 occupancy rates.

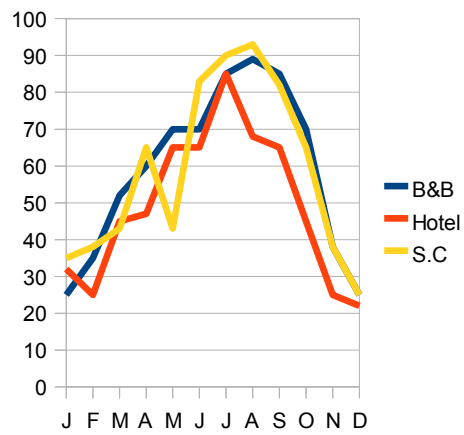
**Occupancy rates 2010:**

	Moray				Buckie				Elgin				Forres				Speyside		
	B&B	Hotel	S.C		B&B	Hotel	S.C		B&B	Hotel	S.C		B&B	Hotel	S.C		B&B	Hotel	S.C
Jan	22	26	26	J	20	22	25	J	27	30	25	J	25	32	35	J	15	18	20
Feb	28	31	38	F	22	25	28	F	35	40	42	F	35	25	38	F	18	35	45
Mar	38	42	36	M	25	28	29	M	45	58	45	M	52	45	43	M	30	38	27
Apr	49	54	64	A	27	29	50	A	60	68	78	A	60	47	65	A	48	70	63
May	60	66	62	M	29	29	50	M	70	78	85	M	70	65	43	M	70	90	70
Jun	65	64	78	J	45	29	70	J	72	69	92	J	70	65	83	J	71	92	70
Jul	75	73	87	J	52	45	90	J	85	85	92	J	85	85	90	J	78	76	75
Aug	83	72	92	A	69	49	95	A	90	85	90	A	89	68	93	A	85	87	90
Sep	70	64	78	S	45	45	72	S	68	63	72	S	85	65	82	S	83	83	85
Oct	55	54	55	O	25	45	49	O	58	58	58	O	70	45	65	O	65	67	48
Nov	30	34	35	N	22	38	25	N	30	38	45	N	38	25	38	N	29	35	33
Dec	22	24	25	D	18	35	20	D	25	25	40	D	25	22	25	D	18	15	15
	<b>50</b>	<b>50</b>	<b>56</b>		<b>33</b>	<b>35</b>	<b>50</b>		<b>55</b>	<b>58</b>	<b>64</b>		<b>59</b>	<b>49</b>	<b>58</b>		<b>51</b>	<b>59</b>	<b>53</b>

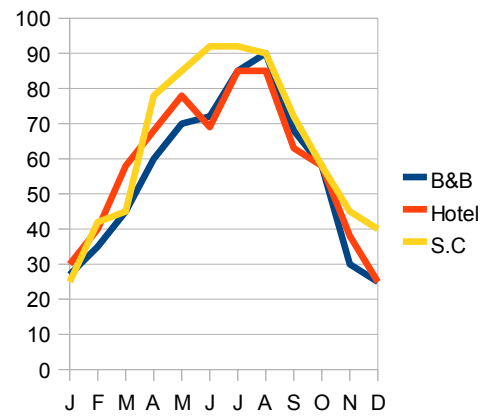
### Moray



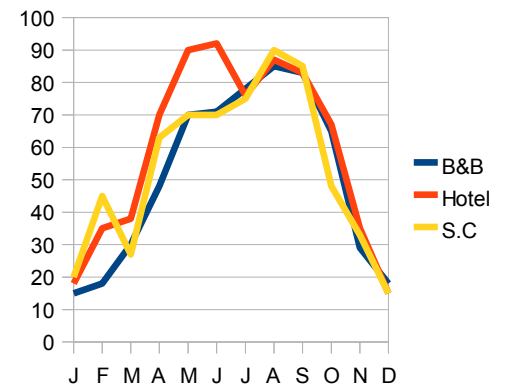
### Buckie



### Forres



### Elgin



### Speyside

**Number of business visitors:**

As expected this varies per Moray ward, see below a breakdown from low to high

Speyside businesses reported a percentage of	10-40% of business visitors
Buckie businesses reported a percentage of	30-40% of business visitors
Forres businesses reported a percentage of	50-60% of business visitors
Elgin businesses reported a percentage of	60-80% of business visitors

The highest percentage of business visitors were reported from businesses in Elgin, Lossiemouth and Forres which is explained by the presence of two RAF bases close by (currently under threat) but also distilleries provide a lot of business related visits to the area.

**Number of leisure visitors:**

See below a breakdown per ward from low to high:

Elgin businesses reported a percentage of	20-40% of leisure visitors
Forres businesses reported a percentage of	40-60% of leisure visitors
Buckie businesses reported a percentage of	60-70% of leisure visitors
Speyside businesses reported a percentage of	60-90% of leisure visitors

Again, this can be explained by the nature of the tourism offering in Speyside, where most of the visits are leisure related.

### Reason for trip to Moray

When asked what reason visitors give for reason when visiting the area the following activities were mentioned:

Whisky	76%
Visiting friends and family	64%
Relaxation	52%
Ancestral research	48%
Walking	44%
Scenery	36%
Wildlife	32%
Castles	28%
Coast	28%
Fishing	28%
Golf	24%
Passing through	16%
Outdoor activities	12%
Mountain biking/cycling	8%
Shopping/retail	0%

Whisky was mentioned often together with visiting friends and family (RAF related?) Interesting is that Ancestral research was mentioned often too. Especially in the Elgin area and often by B&B and Self Caterers. Shopping/retail was not mentioned at all by businesses despite the fact that there are some major retailers in the area. (Johnstons, Brodie)

Other interesting mentions of businesses in the survey of reasons for visitors coming to the area:

Plane spotting and weddings & funerals

**Length of stay:**

B&B's and hotels unanimously reported an average length of stay of 2 days

Self caterers reported an average stay of 7 days

**Visitors origin:**

The main market for Moray accommodation providers is the home UK market which counts for 75-80% of the total market. The remainder is made up as follows:

1	Germany	30%
2	Holland	15%
3	Australia	10%
4	USA	8%
5	Sweden	8%
6	Switzerland	8%
7	Canada	8%
8	Italy	5%
9	Norway	3%
10	France	3%
11	Spain	3%
12	Denmark	3%

# Accommodation offering in Moray located on Google Map

