



ASSC Barometer



Constant Contact Survey Results

Survey Name: Aug 2016 Season to Date Survey

Response Status: Partial & Completed

Filter: None

12/19/2016 9:15 PM GMT

TextBlock:

We have changed the name of our twice yearly survey from the Season to Date to the Barometer. The questions are more in depth than those of the Season to Date but it shouldn't take you longer than 5 minutes to complete. We would greatly appreciate it if you could take the time to carry out the survey so that we get a good understanding of the sector and how we can best support you and your business. Please complete the survey by Wednesday 31st August, answering as many of the questions as you are able to, providing as much detail as you can. A report on the results will be posted on the ASSC website in September. This report is a statistical analysis and will not include any member names or membership numbers.

TextBlock:

When entering a comment, please do not use the "return" or "enter" key, as this makes analysis difficult. Please do not click the back button on your browser - you cannot go back to a previous question. If you would like to change an answer, please email chiefexecutive@assc.co.uk. You can answer each page of questions in a different session if that is convenient. At the bottom of each page is a continue button. Clicking this saves the answers you have entered on that page. If you do not click "continue", your answers will be lost. You can then close your browser. To begin a later session, click the link in the e-mail invitation. This will take you to the next page of questions after the continue button you clicked.

Member name

153 Response(s)

**Membership number, if
you know it**

83 Response(s)

How long have you been self-catering for?

155 Response(s)

Region where your property(ies) is/are located.

Answer	0%	100%	Number of Response(s)	Response Ratio
Aberdeen, Grampian & Moray			6	3.8 %
Argyll, Isles, Stirlingshire			29	18.8 %
Ayrshire & Arran			11	7.1 %
Dumfries & Galloway			9	5.8 %
Edinburgh & Lothians			13	8.4 %
Glasgow & Clyde Valley			5	3.2 %
Highlands & Skye			40	25.9 %
Perthshire, Dundee & Angus			25	16.2 %
Kingdom of Fife			6	3.8 %
Scottish Borders			12	7.7 %
Shetland, Orkney & Hebrides			5	3.2 %
Totals			154	100%

What is the total number of units of self-catering accommodation you operate in Scotland?

151 Response(s)

Compared to last year how were your bookings from 31 December 2015 - 31 July 2016? (If you can quantify this with a percentage please write it in the comment box).

Answer	0%	100%	Number of Response(s)	Response Ratio
substantially better			15	6.6 %
slightly better			51	22.5 %
about the same			48	21.2 %
slightly lower			24	10.6 %
substantially lower			15	6.6 %
not applicable			3	1.3 %
No Response(s)			70	30.9 %
Totals			226	100%

Compared to last year how are your bookings looking for the remainder of 2016? (If you can quantify this with a percentage please write it in the comment box).

Answer	0%	100%	Number of Response(s)	Response Ratio
substantially better			4	1.7 %
slightly better			39	17.2 %
about the same			59	26.1 %
slightly lower			34	15.0 %
substantially lower			17	7.5 %
not applicable			3	1.3 %
No Response(s)			70	30.9 %
Totals			226	100%

Has your guest demographic changed in the last year in terms of age, group size, or nationality? If yes, in what way?

Answer	0%	100%	Number of Response(s)	Response Ratio
Yes			46	20.3 %
No			105	46.4 %
No Response(s)			75	33.1 %
Totals			226	100%

Where do the majority of your guests come from? (Please quantify with percentages if you know these).

Answer	0%	100%	Number of Response(s)	Response Ratio
Scotland			32	14.1 %
UK			106	46.9 %
Near neighbours (Europe)			11	4.8 %
Distant cousins (USA, Australia)			3	1.3 %
Emerging markets (China)			0	0.0 %
No Response(s)			74	32.7 %
Totals			226	100%

Has this changed in recent years?

Answer	0%	100%	Number of Response(s)	Response Ratio
Yes			33	14.6 %
No			114	50.4 %
No Response(s)			79	34.9 %
Totals			226	100%

How do you use your database of existing and previous guests?

Answer	0%	100%	Number of Response(s)	Response Ratio
Monthly newsletter			4	2.5 %
Annual newsletter			16	10.3 %
Actively send out special offers			16	10.3 %
I don't use the database			101	65.1 %
Other			25	16.1 %
Totals			155	100%




How would you describe the location of your property/properties?

Answer	0%	100%	Number of Response(s)	Response Ratio
Rural			103	45.5 %
Semi-rural			37	16.3 %
Urban			12	5.3 %
Semi-urban			3	1.3 %
No Response(s)			71	31.4 %
Totals			226	100%





Does your property have specific planning permission as a holiday rental?

Answer	0%	100%	Number of Response(s)	Response Ratio
Yes			79	34.9 %
No			67	29.6 %
No Response(s)			80	35.3 %
Totals			226	100%

Do
you pay Business Rates?

Answer	0%	100%	Number of Response(s)	Response Ratio
Yes			107	47.3 %
No			42	18.5 %
No Response(s)			77	34.0 %
Totals			226	100%




If yes, do you
receive rates relief through the Small Business Bonus Scheme?

Answer	0%	100%	Number of Response(s)	Response Ratio
Partial			16	7.0 %
100%			105	46.4 %
No, I don't receive rates relief			9	3.9 %
No Response(s)			96	42.4 %
Totals			226	100%

TextBlock:




We have have now appointed a consultant to conduct a study into the economic impact assessment study of the self-catering sector to the Scottish Economy (read more about the Volume and Value study here: <http://www.assc.co.uk/news/volume-value-study/>). The bigger sample we get the better. We need your help to collect data from self-catering businesses and their visitors.

Are
you prepared to be involved in an anonymous data analysis study of the impact of the economic impact of the self-catering sector to the Scottish Economy, which would take the form of a short online survey?




Answer	0%	100%	Number of Response(s)	Response Ratio
Yes			103	45.5 %
No			44	19.4 %
No Response(s)			79	34.9 %
Totals			226	100%

Would




you be prepared to extend an online questionnaire to your guests to establish their experience of self-catering in Scotland?

Answer	0%	100%	Number of Response(s)	Response Ratio
Yes			50	22.1 %
No			97	42.9 %
No Response(s)			79	34.9 %
Totals			226	100%




Do you accept pets? If no, is there a particular reason you have chosen not to? (If yes, please answer questions 19-21, if no please go to question 22).

Answer	0%	100%	Number of Response(s)	Response Ratio
Yes			97	42.9 %
No			49	21.6 %
No Response(s)			80	35.3 %
Totals			226	100%

Do you actively market the property as pet-friendly?

Answer	0%	100%	Number of Response(s)	Response Ratio
Yes			67	29.6 %
No			67	29.6 %
No Response(s)			92	40.7 %
Totals			226	100%

Do you charge extra for pets? If yes, how much?

Answer	0%	100%	Number of Response(s)	Response Ratio
Yes			66	29.2 %
No			54	23.8 %
No Response(s)			106	46.9 %
Totals			226	100%

Please use the text box to tell us a) what animals you accept and b) what you provide for pets.

107 Response(s)

What opportunities or threats do you perceive in the aftermath of Brexit?

129 Response(s)

Has the Living Wage had an impact on your business? If yes, in what way?

Answer	0%	100%	Number of Response(s)	Response Ratio
Yes			10	4.4 %
No			135	59.7 %
No Response(s)			81	35.8 %
Totals			226	100%




Do you use the business advice on www.visitscotland.org?

Answer	0%	100%	Number of Response(s)	Response Ratio
Yes			40	17.6 %
No			104	46.0 %
No Response(s)			82	36.2 %
Totals			226	100%

Are you a World Host? If yes, please tell us more. If no, are you interested in finding out more about the scheme?

Answer	0%	100%	Number of Response(s)	Response Ratio
Yes, I am a World Host			9	3.9 %
No - interested in finding out more			92	40.7 %
No - not interested			43	19.0 %
No Response(s)			82	36.2 %
Totals			226	100%

Would you be interested in the development of a review system specific to self-catering?

Answer	0%	100%	Number of Response(s)	Response Ratio
Yes			84	37.1 %
No			60	26.5 %
No Response(s)			82	36.2 %
Totals			226	100%




Would you be interested in having your property benchmarked against others?

Answer	0%	100%	Number of Response(s)	Response Ratio
Yes			76	33.6 %
No			67	29.6 %
No Response(s)			83	36.7 %
Totals			226	100%




TextBlock:

Almost done!

The theme at this year's ASSC Conference on 8th November, Glasgow Hilton, is Collaboration and Connectivity. Are you planning on coming? If the answer is no, why not?

Answer	0%	100%	Number of Response(s)	Response Ratio
Yes			56	24.7 %
No			88	38.9 %
No Response(s)			82	36.2 %
Totals			226	100%

Did you know that you
can get tickets at a discounted rate before 31st August?

Answer	0%	100%	Number of Response(s)	Response Ratio
Yes			76	33.6 %
No			63	27.8 %
No Response(s)			87	38.4 %
Totals			226	100%

Is
there anything that you think the ASSC can do to help your business, other than
what we are actively doing at present, or anything else that you think that the ASSC can do to help support
self-catering
in Scotland?

57 Response(s)

Do you have any
comments about the survey?

39 Response(s)