



Super-Simple Self-Catering Data

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Booking Lead time

- Number of days between booking and arrival
- Scotland average 2022 around 160 days
- A long lead time isn't always a good thing
 - Guest should pay a premium to secure dates well into the future
 - Late bookings are more and more common
- Longer lead time is expected for some properties

Occupancy

- Total number of nights that are booked as a percentage
- Remember to measure off market and paid bookings
- 100% occupancy is usually not the goal
- What is right for your operation?
 - Bear in mind seasonal impact on finding staff

Getting the balance right

- High occupancy (80%+) usually indicates prices are too low
- Long lead times (180+ days) may indicate prices are too low
- And vice-versa

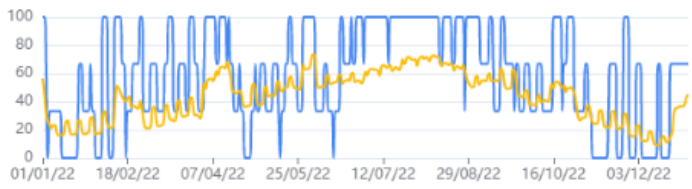
Paid Occupancy ?

+ 14.7%

Orroland Holiday



All Local Markets



Off Market ?

+ 8.2%

Orroland Holiday



All Local Markets



Availability ?

+ 6.4%

Orroland Holiday



All Local Markets



ADR ?

+ £165.1

Orroland Holiday

£340

All Local Markets

£175



RevPAU ?

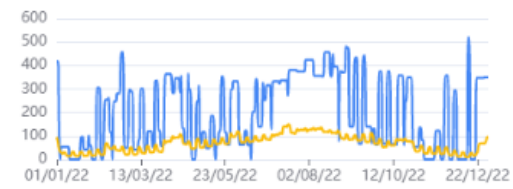
+ £134.1

Orroland Holiday

£202

All Local Markets

£68



RevPPR ?

+ £10.6

Orroland Holiday

£83

All Local Markets

£72



RevPAR ?

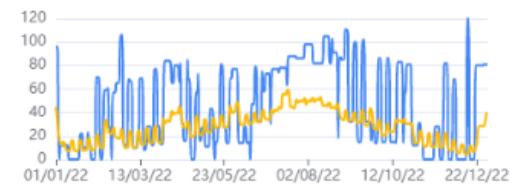
+ £18

Orroland Holiday

£47

All Local Markets

£29



Distribution drives demand

- Don't be afraid of using OTAs – they drive bookings
- You can uplift to cover costs - but don't go crazy
- If you already distribute - now is the time to optimise listings



Dynamic Pricing works

- This has the biggest impact – please consider for 2023
- Average 17% increase in revenue for SuperControl clients using Beyond
- Saves time and makes money
- You are in control – not a machine
- You can check the impact with no cost or obligation