

## **Celebrating Success in Scotland**

Scottish Cottages, as part of the cottages.com brand family, is a proud ASSC Partner for Business, and we have enjoyed working collaboratively with the ASSC over many years to promote tourism in Scotland.

As a result of growing demand for Scottish holidays, supported by the effective work of the ASSC for the self-catering sector, cottages.com now recruits over a third more properties per year than three years ago (36% uplift).

The portfolio now includes more than 2,000 individual properties available for cottage holidays across Scotland, offering a host of unique and luxurious experiences from stays in dramatic castles to chic city apartments and everything in between. Properties with hot tubs have proved particularly popular in 2018, with bookings up nearly a quarter (23%) compared to the previous year, and luxury properties have achieved 14% more bookings, as holidaymakers seek out moments of indulgence from their getaways.

Our collection of hand-picked properties sits alongside Hoseasons' extensive portfolio of lodge parks, and together represents a significant contribution to the domestic holiday and leisure market. Welcoming hundreds of thousands of customers to Scotland each year, our membership to the ASSC is a mutually beneficial partnership, with clear benefits from the beginning.

We would like to extend our congratulations to the ASSC for their 40<sup>th</sup> Anniversary, and for their achievements in uniting a disparate sector to create a single voice with greater visibility and impact. The research and lobbying undertaken by the ASSC on behalf of owners and operators alike is admiral, whether in Holyrood, Westminster or Brussels.

The ASSC conferences represent a real highlight in the calendar as being hugely informative and with excellent networking opportunities among a high calibre of industry individuals. As regular exhibitors at the annual conference, our local team of Area Managers and Business Development Managers, as well as staff based at our Arran Office, find the event to be incredibly useful for developing business opportunities.

We look forward to many more years working in partnership with the ASSC, collaborating to continue raising the profile of the Scottish tourism sector.

Simon Law  
Scottish Cottages