



Please note that, due to changes in the ONS International Passenger Survey (IPS) and the United Kingdom Tourism Survey (UKTS), statistics from 2005 onwards are not comparable with previous years. Two-year averages have been used for the regional UKTS and IPS statistics for 2007 to minimise any atypical results for a particular year, giving a better indication of overall trends. One year statistics (2007) have been used for Scotland UKTS and IPS.

EXECUTIVE SUMMARY

- During 2007 it is estimated that UK residents took 2.39m tourist trips to Edinburgh & Lothians (E & L), stayed for 6.19m bednights and spent £525m in the area.
- Within the UK market, 28% of trips were taken by Scottish residents whilst 67% were taken by English visitors.
- Visitors from overseas took 1.39m trips to E & L and stayed 8.9m nights during 2007. Overseas tourism spending in E & L totalled £485m.
- Tourism related employment accounted for 9.5% of the workforce in Edinburgh & Lothians.

Table 1 - Purpose of Trip

	UK Tourist Trips (%)		Overseas Tourist Trips (%)	
	E & L	Scotland	E & L	Scotland
Holiday	61	66	58	49
Visiting friends & relatives (non-holiday)	14	14	23	30
Business/Conference	23	18	11	12
Other	2	2	8	9

Table 2 - UK Tourists by Country of Residence

	Trips (%)		Expenditure (%)	
	E & L	Scotland	E & L	Scotland
England	67	48	77	64
Scotland	28	48	13	29
Northern Ireland	3	3	6	5
Wales	2	1	4	2
Total UK (millions)	2.39	13.12	£525	£2,836

Table 3 - Overseas Tourists by Country of Residence

	Trips (%)		Expenditure (%)	
	E & L	Scotland	E & L	Scotland
USA	19	15	23	19
Germany	12	11	10	14
France	6	6	5	4
Italy	8	7	8	7
Irish Republic	9	11	8	7
Australia	5	4	4	4
Spain	7	7	6	6
Canada	5	4	4	6
Netherlands	3	5	2	4
Sweden	2	3	3	3
Total overseas (m)	1.39	2.79	£485	£1,367

Table 4 - Duration of Trip

	UK Tourist Trips (%)		Overseas Tourist Trips (%)	
	E & L	Scotland	E & L	Scotland
1 - 3 nights	67	56	-	-
4 - 7 nights	22	28	-	-
8+ nights	11	16	-	-
Average length of stay (nights)	2.58	3.62	6.4	8.8

Table 5 - Time of Trip

	UK Tourist Trips (%)		Overseas Tourist Trips (%)	
	E & L	Scotland	E & L	Scotland
January – March	21	18	15	14
April – June	25	28	26	28
July – September	29	29	42	40
October – December	25	25	17	18

Table 6 - Accommodation Used during Trip

	UK Nights (%)		Overseas Nights (%)*	
	E & L	Scotland	E & L	Scotland
Friends/Relatives	38	30	31	30
Hotel/Guesthouse	38	33	23	39
Self-Catering	7	20	15	6
Camping/Caravanning	3	7	2	3
Bed & Breakfast	5	5	7	14
Hostel/University/School	7	2	21	6
Other	2	3	1	2

*2006 data (overseas data only)

Table 7 - Transport Used

	E & L		Scotland	
	Overseas Tourist Trips (%)			
Air	88		88	
Sea / Tunnel	12		12	
Main method of transport	UK Tourist Trips (%)			
Car	51		64	
Plane	16		11	
Train	23		11	
Regular Bus/Coach	4		5	
Organised Coach Tour	2		3	
Other	4		6	

Table 8 - Accommodation Occupancy

The table below shows occupancy for the year 2006 for Edinburgh & Lothians region (E&L), except for the Caravan & Camping and Hostel sectors. The monthly figures shown for Hostels are for the whole of Scotland. The figures for Caravan & Camping are for the Central Belt (covering Greater Glasgow & Clyde Valley and Edinburgh & Lothians).

	Hotel Room	Guest House B&B Room	Self-catering Unit	Hostel Bed	Caravan & Camping Pitch
	Occupancy (%)	Occupancy (%)	Occupancy (%)	Occupancy (%)	Occupancy (%)
	(All Scotland)				
January	55	26	46	17	-
February	67	34	54	28	-
March	69	41	68	35	-
April	71	52	60	46	25
May	82	54	69	59	34
June	88	70	71	60	42
July	85	74	81	66	70
August	89	88	89	72	77
September	87	72	69	53	45
October	77	55	78	43	42
November	72	50	47	24	-
December	64	48	56	25	-
Annual/Season average for E&L (or area for C&C)	75	55	66	-	46
Annual/Season average for all Scotland	65	47	54	44	46

Table 9 - Top Visitor Attractions in Edinburgh & Lothians

Name and Location of Attraction	2007 Visits	Free/Paid
National Gallery of Scotland, Edinburgh	1,442,304	F
Edinburgh Castle, Edinburgh	1,229,712	P
National Museum of Scotland, Edinburgh	841,849	F
Edinburgh Zoo, Edinburgh	607,603	P
Royal Botanic Garden Edinburgh, Edinburgh	607,018	F
Edinburgh Bus Tours, Edinburgh	504,742	P
St Giles Cathedral, Edinburgh	*487,483	F
National War Museum of Scotland, Edinburgh	468,125	F
Beecraigs Country Park, near Linlithgow	*352,454	F
Scottish Parliament Visitor Centre, Edinburgh	*352,780	P

* Estimate

Table 10 - Tourism related Employment

	2005	2006	As a % of all Employment 2006
Edinburgh & Lothians	39,900	40,900	9.5
All Scotland	209,700	218,200	9.2

Source: Annual Business Inquiry (Office for National Statistics)

Note: Self-employed not included in above statistics

Definitions and Sources

'A tourist trip' is defined as a stay of one or more nights away from home for holidays, visits to friends or relatives, business/conference trips or any other purposes except such activities as boarding education or semi-permanent employment.

Tourist Bednights are those spent away from home using any type of accommodation, or in transit, on a tourist trip (as above).

Tourist Expenditure is spending incurred whilst away from home on a tourist trip and on advance payments for such items as fares and accommodation. In this fact sheet expenditure is in 2007 prices.

Main Sources of Statistics

ONS International Passenger Survey, 2006, 2007
 United Kingdom Tourism Survey, 2006, 2007
 Scottish Accommodation Occupancy Survey, 2007
 Visitor Attractions Monitor, 2007
 Annual Business Inquiry, 2005, 2006 (NOMIS)

NOTES ON DATA

In this publication percentage figures may not add up to 100% due to rounding.

As with all surveys, the data are subject to sampling errors, which particularly affect the smaller regions of Scotland.

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