



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 2006 to minimise any atypical results for a particular year, giving a better indication of overall trends. One year statistics (2006) have been used for Scotland data.

EXECUTIVE SUMMARY

- During 2006 it is estimated that UK residents took 1.5m tourist trips to Aberdeen & Grampian (A&G), stayed for 5.3m bednights and spent £275m in the area.
- Within the UK market, 65% of trips were taken by Scottish residents whilst 33% were taken by English visitors.
- Visitors from overseas took 0.25m trips to A&G and stayed 1.8m nights during 2006. Overseas tourism spending in A&G totalled £92m.
- Tourism related employment accounted for 8% of the workforce in Aberdeen & Grampian.

Table 1 - Purpose of Trip

	UK Tourist Trips (%)		Overseas Tourist Trips (%)	
	A & G	Scotland	A & G	Scotland
Holiday	63	64	53	45
Visiting friends & relatives (non-holiday)	15	14	31	32
Business/Conference	19	19	13	15
Other	3	3	3	8

Table 2 - UK Tourists by Country of Residence

	Trips (%)		Expenditure (%)	
	A & G	Scotland	A & G	Scotland
England	33	48	48	63
Scotland	65	48	45	30
Northern Ireland	<1	3	1	5
Wales	2	1	6	2
Total UK (m)	1.49	14.08	£275	£2,863

Table 3 - Overseas Tourists by Country of Residence

	Trips (%)		Expenditure (%)	
	A & G	Scotland	A & G	Scotland
USA	16	17	23	25
Germany	14	10	7	9
France	9	8	5	5
Irish Republic	2	8	2	5
Canada	8	6	8	6
Italy	5	5	2	5
Spain	6	5	6	5
Australia	5	5	6	5
Netherlands	3	4	1	3
Sweden	2	3	1	3
Total overseas (m)	0.25	2.73	£92	£1,439

Table 4 - Duration of Trip

	UK Tourist Trips (%)		Overseas Tourist Trips (%)	
	A & G	Scotland	A & G	Scotland
1 - 3 nights	53	56	-	-
4 - 7 nights	31	28	-	-
8+ nights	16	16	-	-
Average length of stay (nights)	3.6	3.59	6.9	9.91

Table 5 - Time of Trip

	UK Tourist Trips (%)		Overseas Tourist Trips (%)	
	A & G	Scotland	A & G	Scotland
January - March	17	18	10	15
April - June	26	27	29	28
July - September	33	31	48	41
October - December	24	24	13	16

Table 6 - Accommodation Used during Trip

	UK Nights (%)		Overseas Nights (%)	
	A & G	Scotland	A & G	Scotland
Hotel/Guesthouse	18	37	15	39
Friends/Relatives	52	36	52	30
Self-Catering	14	11	16	6
Camping/Caravanning	4	6	4	3
Bed & Breakfast	6	6	6	14
Hostel/University/School	-	3	7	6
Other	6	1	-	2

Table 7 - Transport Used

	Overseas Tourist Trips (%)	
	A & G	Scotland
Transport into the UK	92	88
Air	92	88
Sea / Tunnel	8	12
Main method of transport	UK Tourist Trips (%)	
Car	64	62
Plane	13	11
Train	12	12
Regular Bus/Coach	4	6
Organised Coach Tour	2	3
Other	5	6

Table 8 - Accommodation Occupancy

The table below shows occupancy for the year 2006 for Aberdeen & Grampian region (A & G), 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 NE Scotland & Fife (covering A & G, Angus & Dundee, Fife and Perthshire).

	Hotel Room	Guest House	Self-catering	Hostel	Caravan & Camping
	Occupancy (%)	B&B Room Occupancy (%)	Unit Occupancy (%)	Bed Occupancy (%)	Pitch Occupancy (%)
	(All Scotland)				
January	61	27	35	17	-
February	59	29	40	31	-
March	61	30	36	34	-
April	69	40	62	51	34
May	73	54	55	55	33
June	70	60	49	55	46
July	67	65	61	69	68
August	73	76	68	74	61
September	73	64	65	51	41
October	66	45	49	41	21
November	65	33	34	22	-
December	48	23	30	25	-
Annual/Season average for A&G (or area for C&C)	66	46	49	-	44
Annual/Season average for all Scotland	63	46	55	44	45

Table 9 - Top Visitor Attractions in Aberdeen & Grampian

Name and Location of Attraction	2006 Visits	Free/Paid
The David Welch Winter Gardens, Aberdeen	309,786	F
Balmedie Country Park, Balmedie	247,008*	F
Haddo Country Park, Aberdeen	233,518*	F
Aberdeen Art Gallery, Aberdeen	207,996	F
Baxters Highland Village, Fochabers	189,112*	F
Aden Country Park, Mintlaw	182,599	F
Aberdeen Maritime Museum, Aberdeen	89,368	F
Glenfiddich Distillery, Dufftown	66,784	F
Provost Skene's House, Aberdeen	65,835	F
Crathes Castle, Aberdeenshire	64,108	P

* Estimate

Table 10 - Tourism related Employment

	2005	2006	As a % of all Employment 2006
Aberdeen & Grampian	22,000	22,000	8.0
All Scotland	210,000	218,000	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 2006 prices.

Main Sources of Statistics

ONS International Passenger Survey, 2005, 2006
 United Kingdom Tourism Survey, 2005, 2006
 Scottish Accommodation Occupancy Survey, 2006
 Visitor Attractions Monitor, 2006
 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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