

Scotland's Overseas Markets - Australia

1 Number of Australian Visitors

Year	2003	2004	2005	2006	2007
Trips (000)	107	119	133	133	118
Bednights (m)	1.2	1.5	1.5	1.5	1.3
Expenditure (£m, 2007 prices)	53	72	96	72	52

2 Length of Stay/Expenditure per Trip/Night

Year	2003	2004	2005	2006	2007
Length of Stay (nights)	10.8	12.5	11.4	11.5	10.9
Spend/Trip (£, 2007 prices)	496	607	723	538	438
Spend/Night (£, 2007 prices)	46	49	63	47	40

3 Quarter of Visit (% trips)

Year	2003	2004	2005	2006	2007
January-March	12	11	10	10	9
April-June	23	18	27	23	26
July-September	47	54	44	46	46
October-December	18	17	19	21	19

4 Method of Travel (% trips)

Year	2003	2004	2005	2006	2007
Air	72	78	87	90	87
Sea and Tunnel	28	22	13	10	13

5 Age (% trips)

Year	2003	2004	2005	2006	2007
0-15	2	4	7	4	4
16-24	8	10	5	8	13
25-34	29	20	19	19	19
35-54	34	29	34	33	32
55-64	22	22	26	25	21
65+	5	15	9	11	11

6 Reason for Visit (% trips)

Year	2003	2004	2005	2006	2007
Holiday	55	52	45	51	53
Business	5	6	7	3	3
VFR	36	39	47	44	40
Study	-	1	-	-	-
Other	3	2	2	2	4

7 Main Overseas Markets 2007

Country	Trips (000)	Bednights (m)	Expenditure (£m)
USA	417	3.63	257
Germany	307	2.76	187
Irish Republic	309	1.21	96
Italy	187	1.25	92
Canada	124	1.42	83
Spain	184	1.21	82
France	168	1.49	57
Netherlands	141	1.03	55
Australia	118	1.29	52
Poland	114	2.59	40
Sweden	93	0.55	39
Rest of World	629	6.11	327
TOTAL	2,791	24.54	1,367

Due to the changes in the ONS International Passenger Survey sampling points in 2005 (ie inclusion of Prestwick), 2005 results are not directly comparable with previous years. The overall increase in international visitors for 2005 compared to 2004 (2.39m and 1.88m respectively) was due partly to the inclusion of Prestwick airport for the first time as a sampling point. Previously data for international passengers travelling through Prestwick had been estimated using information from interviews at a sample of airports across the United Kingdom. The increase between 2002 and 2005 for countries using the Prestwick route is realistic, but should have been more evenly spread across the years.