



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 UKTS and IPS.

## EXECUTIVE SUMMARY

- During 2006 it is estimated that UK residents took 0.8m tourist trips to Ayrshire & Arran (A&A), stayed for 2.66m bednights and spent £149m in the area.
- Within the UK market, 55% of trips were taken by Scottish residents whilst 42% were taken by English visitors.
- Visitors from overseas took 0.17m trips to A&A and stayed 1.05m nights during 2006. Overseas tourism spending in A&A totalled £55m.
- Tourism related employment accounted for 11% of the workforce in Ayrshire & Arran.

Table 1 - Purpose of Trip

	UK Tourist Trips (%)		Overseas Tourist Trips (%)	
	A&A	Scotland	A&A	Scotland
Holiday	68	64	51	45
Visiting friends & relatives (non-holiday)	16	14	36	32
Business/Conference	12	19	9	15
Other	4	3	4	8

Table 2 - UK Tourists by Country of Residence

	Trips (%)		Expenditure (%)	
	A&A	Scotland	A&A	Scotland
England	42	48	54	63
Scotland	55	48	41	30
Northern Ireland	2	3	3	5
Wales	1	1	2	2
Total UK (millions)	0.8	14.08	£149	£2,863

Table 3 - Overseas Tourists by Country of Residence

	Trips (%)		Expenditure (%)	
	A&A	Scotland	A&A	Scotland
USA	11	17	17	25
Germany	11	10	7	9
France	6	8	4	5
Irish Republic	9	8	6	5
Canada	12	6	14	6
Italy	4	5	2	5
Spain	7	5	4	5
Australia	5	5	8	5
Netherlands	3	4	2	3
Sweden	17	3	14	3
Total overseas (m)	0.17	2.73	£55	£1,439

Table 4 - Duration of Trip

	UK Tourist Trips (%)		Overseas Tourist Trips (%)	
	A&A	Scotland	A&A	Scotland
1 - 3 nights	51	56	-	-
4 - 7 nights	29	28	-	-
8+ nights	20	16	-	-
Average length of stay (nights)	3.3	3.59	6.13	9.91

Table 5 - Time of Trip

	UK Tourist Trips (%)		Overseas Tourist Trips (%)	
	A&A	Scotland	A&A	Scotland
January - March	15	18	10	15
April - June	28	27	32	28
July - September	34	31	47	41
October - December	23	24	11	16

Table 6 - Accommodation Used during Trip

	UK Nights (%)		Overseas Nights (%)	
	A&A	Scotland	A&A	Scotland
Friends/Relatives	30	36	53	30
Hotel/Guesthouse	12	37	22	39
Self-Catering	42	11	17	6
Camping/Caravanning	9	6	2	3
Bed & Breakfast	3	6	6	14
Hostel/University/School	-	3	-	6
Other	4	1	-	2

Table 7 - Transport Used

Transport into the UK	Overseas Tourist Trips (%)	
	A&A	Scotland
Air	96	88
Sea / Tunnel	4	12
Main method of transport	UK Tourist Trips (%)	
Car	70	62
Plane	3	11
Train	8	12
Regular Bus/Coach	11	6
Organised Coach Tour	2	3
Other	6	6

Table 8 - Accommodation Occupancy

The table below shows occupancy for the year 2006 for A&A, 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 South of Scotland (covering A&A, Scottish Borders and Dumfries & Galloway).

	Hotel Room Occupancy (%)	Guest House B&B Room Occupancy (%)	Self-catering Unit Occupancy (%)	Hostel Bed Occupancy (%) (All Scotland)	Caravan & Camping Pitch Occupancy (%)
January	31	12	29	17	-
February	42	24	36	31	-
March	43	24	18	34	-
April	62	41	49	51	41
May	65	47	47	55	44
June	69	50	54	55	55
July	76	60	71	69	65
August	83	58	82	74	68
September	75	61	53	51	44
October	56	37	47	41	27
November	42	22	34	22	-
December	37	18	23	25	-
Annual/Season average for A&A (or area for C&C)	57	40	45	-	49
Annual/Season average for all Scotland	63	46	55	44	45

Table 9 - Top Visitor Attractions in Ayrshire & Arran

Name and Location of Attraction	2006 Visits	Free/Paid
Burns National Heritage Park, Ayr	302,894*	P
Dean Castle & Country Park, Kilmarnock	261,867*	F
Culzean Castle & Country Park, Ayrshire	187,398	P
Heads of Ayr Farm Park, Ayr	82,315*	P
Kelburn Castle & Country Centre, Fairlie	72,783	P
Brodick Country Park, Isle of Arran	51,501	P
Eglinton Country Park, Irvine	46,192	F
Brodick Castle, Isle of Arran	32,244	P
Dick Institute Museum, Kilmarnock	27,411	F
Scottish Maritime Museum, Irvine	20,085	P

\* Estimate

Table 10 - Tourism related Employment

	2005	2006	As a % of all Employment 2006
Ayrshire & Arran	13,100	14,200	11.0
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 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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