



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 2.49m tourist trips to Greater Glasgow & Clyde Valley (GG&CV), stayed for 6.6m bednights and spent £513m in the area.
- Within the UK market, 31% of trips were taken by Scottish residents whilst 59% were taken by English visitors.
- Visitors from overseas took 0.82m trips to GG&CV and stayed 5.58m nights during 2006. Overseas tourism spending in GG&CV totalled £258m.
- Tourism related employment accounted for 8.3% of the workforce in GG&CV.

Table 1 - Purpose of Trip

	UK Tourist Trips (%)		Overseas Tourist Trips (%)	
	GG&CV	Scotland	GG&CV	Scotland
Holiday	57	64	43	45
Visiting friends & relatives (non-holiday)	14	14	33	32
Business/Conference	23	19	17	15
Other	6	3	7	8

Table 2 - UK Tourists by Country of Residence

	Trips (%)		Expenditure (%)	
	GG&CV	Scotland	GG&CV	Scotland
England	59	48	65	63
Scotland	31	48	19	30
Northern Ireland	9	3	14	5
Wales	1	1	2	2
Total UK (m)	2.49	14.08	£513	£2,863

Table 3 - Overseas Tourists by Country of Residence

	Trips (%)		Expenditure (%)	
	GG&CV	Scotland	GG&CV	Scotland
USA	15	17	14	25
Germany	11	10	8	9
Canada	8	8	6	5
Australia	4	8	6	5
Spain	5	6	5	6
Irish Republic	8	5	6	5
France	8	5	5	5
Italy	6	5	4	5
Sweden	5	4	3	3
Netherlands	4	3	4	3
Total Overseas (m)	0.82	2.73	£258	£1,439

Table 4 - Duration of Trip

	UK Tourist Trips (%)		Overseas Tourist Trips (%)	
	GG&CV	Scotland	GG&CV	Scotland
1 - 3 nights	67	56	-	-
4 - 7 nights	23	28	-	-
8+ nights	10	16	-	-
Average length of stay (nights)	2.66	3.59	6.8	9.91

Table 5 - Time of Trip

	UK Tourist Trips (%)		Overseas Tourist Trips (%)	
	GG&CV	Scotland	GG&CV	Scotland
January - March	20	18	14	15
April - June	22	27	30	28
July - September	30	31	40	41
October - December	28	24	16	16

Table 6 - Accommodation Used during Trip

	UK Nights (%)		Overseas Nights (%)	
	GG&CV	Scotland	GG&CV	Scotland
Friends/Relatives	54	36	49	30
Hotel/Guesthouse	37	37	17	39
Self-Catering	1	11	22	6
Camping/Caravanning	1	6	-	3
Bed & Breakfast	3	6	2	14
Hostel/University/School	1	3	9	6
Other	3	1	1	2

Table 7 - Transport Used

Transport into the UK	GG&CV	Scotland
	Overseas Tourist Trips (%)	
Air	89	88
Sea / Tunnel	11	12
Main method of transport	UK Tourist Trips (%)	
Car	51	62
Plane	21	11
Train	12	12
Regular Bus/Coach	7	6
Organised Coach Tour	1	3
Other	8	6

Table 8 - Accommodation Occupancy

The table below shows occupancy for the year 2006 for Greater Glasgow & Clyde Valley (GG&CV), 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	Self-catering	Hostel	Caravan & Camping
	Occupancy (%)	B&B Room Occupancy (%)	Unit Occupancy (%)	Bed Occupancy (%)	Pitch Occupancy (%)
	(All Scotland)				
January	44	45	32	17	-
February	57	54	39	31	-
March	57	64	33	34	-
April	68	65	57	51	34
May	69	70	48	55	33
June	69	77	58	55	45
July	71	80	63	69	69
August	83	90	76	74	71
September	76	81	55	51	32
October	73	69	58	41	24
November	71	63	43	22	-
December	53	48	41	25	-
Annual/Season average for GG&CV (or area for C&C)	66	68	51	-	46
Annual/Season average for all Scotland	63	46	55	44	45

Table 9 - Top Visitor Attractions in Greater Glasgow & Clyde Valley

Name and Location of Attraction	2006 Visits	Free/Paid
Strathclyde Country Park, near Motherwell	6,245,533	F
Kelvingrove Art Gallery & Museum, Glasgow	1,880,956*	F
Drumpellier Country Park, Motherwell	962,747	F
Gallery of Modern Art, Glasgow	554,152*	F
Mugdock Country Park, Milngavie	543,055*	F
Museum of Transport, Glasgow	506,339*	F
Chatelherault Country Park, Hamilton	492,797*	F
Falkirk Wheel, Falkirk	437,388	F
Caldergleng Country Park, East Kilbride	428,565*	F
Glasgow Science Centre, Glasgow	410,513	P

* Estimate

Table 10 - Tourism related Employment

	2005	2006	As a % of all Employment 2006
GG&CV	60,300	62,300	8.3
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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