



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 1.93m tourist trips to Highlands of Scotland (HOST), stayed for 8.66m bednights and spent £479m in the area.
- Within the UK market, 59% of trips were taken by Scottish residents whilst 39% were taken by English visitors.
- Visitors from overseas took 0.52m trips to HOST and stayed 2.46m nights during 2006. Overseas tourism spending in HOST totalled £158m.
- Tourism related employment accounted for 13.8% of the workforce in the Highlands of Scotland.

Table 1 - Purpose of Trip

	UK Tourist Trips (%)		Overseas Tourist Trips (%)	
	HOST	Scotland	HOST	Scotland
Holiday	73	64	76	45
Visiting friends & relatives (non-holiday)	9	14	16	32
Business/Conference	13	19	6	15
Other	5	3	2	8

Table 2 - UK Tourists by Country of Residence

	Trips (%)		Expenditure (%)	
	HOST	Scotland	HOST	Scotland
England	39	48	61	63
Scotland	59	48	37	30
Northern Ireland	1	3	1	5
Wales	1	1	1	2
Total UK (m)	1.93	14.08	£479	£2,863

Table 3 - Overseas Tourists by Country of Residence

	Trips (%)		Expenditure (%)	
	HOST	Scotland	HOST	Scotland
USA	18	17	26	25
Germany	18	10	15	9
France	10	8	6	5
Italy	7	5	6	5
Australia	5	5	5	5
Spain	7	5	7	5
Canada	5	6	5	6
Netherlands	6	4	6	3
Sweden	3	3	3	3
Switzerland	3	2	2	2
Total overseas (m)	0.52	2.73	£158	£1,439

Table 4 - Duration of Trip

	UK Tourist Trips (%)		Overseas Tourist Trips (%)	
	HOST	Scotland	HOST	Scotland
1 - 3 nights	37	56	-	-
4 - 7 nights	33	28	-	-
8+ nights	30	16	-	-
Average length of stay (nights)	4.48	3.59	4.72	9.91

Table 5 - Time of Trip

	UK Tourist Trips (%)		Overseas Tourist Trips (%)	
	HOST	Scotland	HOST	Scotland
January - March	14	18	4	15
April - June	27	27	28	28
July - September	40	31	59	41
October - December	19	24	9	16

Table 6 - Accommodation Used during Trip

	UK Nights (%)		Overseas Nights (%)	
	HOST	Scotland	HOST	Scotland
Friends/Relatives	23	36	15	30
Hotel/Guesthouse	21	37	31	39
Self-Catering	28	11	9	6
Camping/Caravanning	10	6	10	3
Bed & Breakfast	7	6	27	14
Hostel/University/School	8	3	7	6
Other	3	1	1	2

Table 7 - Transport Used

Transport into the UK	HOST		Scotland	
	Overseas Tourist Trips (%)			
Air	81		88	
Sea / Tunnel	19		12	
Main method of transport	UK Tourist Trips (%)			
Car	67		62	
Plane	8		11	
Train	6		12	
Regular Bus/Coach	8		6	
Organised Coach Tour	4		3	
Other	7		6	

Table 8 - Accommodation Occupancy

The table below shows occupancy for the year 2006 for Highlands of Scotland region (HOST), 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 HIE (covering administrative area of Highlands & Islands Enterprise).

	Hotel Room Occupancy (%)	Guest House B&B Room Occupancy (%)	Self-catering Unit Occupancy (%)	Hostel Bed Occupancy (%)	Caravan & Camping Pitch Occupancy (%)
	(All Scotland)				
2005					
January	38	14	24	17	-
February	48	20	37	31	-
March	41	20	38	34	-
April	55	39	65	51	23
May	67	52	72	55	35
June	72	61	80	55	49
July	76	71	83	69	61
August	86	79	91	74	56
September	71	58	78	51	31
October	61	31	67	41	21
November	45	17	33	22	-
December	34	18	36	25	-
Annual/Season average for HOST (or area for C&C)	58	41	59	-	41
Annual/Season average for all Scotland	63	46	55	44	45

Table 9 - Top Visitor Attractions in Highlands of Scotland

Name and Location of Attraction	2006 Visits	Free/Paid
Eilean Donan Castle and Visitor Centre, by Kyle of Lochalsh	271,414	F
Urquhart Castle, Drumnadrochit	248,167	P
CairnGorm Mountain Railway, nr Aviemore	156,354	P
Nevis Range, Inverness-shire	135,141	P
James Pringle Weavers of Inverness, Inverness	125,112*	F
Glenmore Forest Park Visitor Centre, by Aviemore	102,233	F
Glen Nevis Visitor Centre, nr Fort William	90,000	F
Culloden Visitor Centre, Inverness	89,495	P
Cawdor Castle, Nairn	88,815	P
Inverewe Garden, Poolewe	80,829	P

Table 10 - Tourism related Employment

	2005	2006	As a % of all Employment 2006
HOST	13,100	14,500	13.8
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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