



Table 3 - Overseas Tourists by Country of Residence

	Trips (%)		Expenditure (%)	
	Fife	Scotland	Fife	Scotland
USA	25	17	31	25
Germany	11	10	5	9
France	5	8	4	5
Italy	3	5	4	5
Irish Republic	5	8	4	5
Australia	4	5	3	5
Spain	5	5	2	5
Canada	7	6	6	6
Netherlands	2	4	2	3
Sweden	7	3	6	3
Total overseas (m)	0.14	2.73	£61	£1,439

Table 4 - Duration of Trip

	UK Tourist Trips (%)		Overseas Tourist Trips	
	Fife	Scotland	Fife	Scotland
1 - 3 nights	55	56	-	-
4 - 7 nights	27	28	-	-
8+ nights	18	16	-	-
Average length of stay (nights)	3.2	3.59	6.5	9.91

Table 5 - Time of Trip

	UK Tourist Trips (%)		Overseas Tourist Trips (%)	
	Fife	Scotland	Fife	Scotland
January – March	21	18	7	15
April – June	16	27	44	28
July – September	35	31	36	41
October – December	28	24	13	16

Table 6 - Accommodation Used during Trip

	UK Nights (%)		Overseas Nights (%)	
	Fife	Scotland	Fife	Scotland
Friends/Relatives	50	36	44	30
Hotel/Guesthouse	9	37	27	39
Self-Catering	31	11	12	6
Camping/Caravanning	1	6	1	3
Bed & Breakfast	3	6	6	14
Hostel/University/School	2	3	10	6
Other	4	1	-	2

Table 7 - Transport Used

Transport into the UK	Fife	Scotland
	Overseas Tourist Trips (%)	Overseas Tourist Trips (%)
Air	97	88
Sea / Tunnel	3	12
Main method of transport	UK Tourist Trips (%)	
Car	63	62
Plane	5	11
Train	12	12
Regular Bus/Coach	5	6
Organised Coach Tour	1	3
Other	14	6

Table 8 - Accommodation Occupancy

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

	Hotel Room Occupancy (%)	Guest House B&B Room Occupancy (%)	Self-catering Unit Occupancy (%)	Hostel Bed Occupancy (%) (All Scotland)	Caravan & Camping Pitch Occupancy (%)
January	43	23	14	17	-
February	49	39	19	31	-
March	55	35	17	34	-
April	58	51	61	51	34
May	65	59	59	55	33
June	69	75	64	55	46
July	70	80	88	69	68
August	77	84	93	74	61
September	71	81	67	51	41
October	54	65	61	41	21
November	44	30	27	22	-
December	34	27	39	25	-
Annual/Season average for Fife (or area for C&C)	57	56	54	-	44
Annual/Season average for all Scotland	63	46	55	44	45

Table 9 – Top Visitor Attractions in Kingdom of Fife

Name and Location of Attraction	2006 Visits	Free/Paid
Deep Sea World, North Queensferry	270,000	P
Abbot House Heritage Centre, Dunfermline	93,019*	F
St Andrew's Castle, Fife	63,873	P
British Golf Museum, St Andrews	56,392	P
Kirkcaldy Museum & Art Gallery, Kirkcaldy	53,164	F
Falkland Palace, Cupar	46,400	P
St Andrews Museum, St Andrews	43,490	F
Rankeilour Park/Scottish Deer Centre, by Cupar	37,686	P
St Andrew's Cathedral, Fife	34,267	P
Scotland's Secret Bunker, Fife	33,188	P

* Estimate

Table 10 -Tourism related Employment

	2005	2006	As a % of all Employment 2006
Fife	11,200	12,400	9.2
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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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 0.65m tourist trips to Fife, stayed for 2.1m bednights and spent £80m in the area.
- Within the UK market, 61% of trips were taken by Scottish residents whilst 36% were taken by English visitors.
- Visitors from overseas took 0.14m trips to Fife and stayed 0.88m nights during 2006. Overseas tourism spending in Fife totalled £61m.
- Tourism related employment accounted for 9.2% of the workforce in Fife.

Table 1 - Purpose of Trip

	UK Tourist Trips (%)		Overseas Tourist Trips (%)	
	Fife	Scotland	Fife	Scotland
Holiday	61	64	47	45
Visiting friends & relatives (non-holiday)	22	14	37	32
Business/Conference	16	19	10	15
Other	1	3	6	8

Table 2 - UK Tourists by Country of Residence

	Trips (%)		Expenditure (%)	
	Fife	Scotland	Fife	Scotland
England	37	48	60	63
Scotland	56	48	30	30
Northern Ireland	4	3	7	5
Wales	3	1	3	2
Total UK (m)	0.65	14.08	£80	£2,863