It is estimated that in 2009, UK residents made 2.13m trips to Greater Glasgow and Clyde (GG&C). They stayed for 6.06m nights and spent £469m.

It is estimated that UK residents made 1.63m trips to Glasgow City, staying for 4.23m nights and spending £378m.

Overseas visitors to the region made around 0.78m trips, staying for 5.08m nights and spending around £222m.

### Table 1: Top 5 Visitor Attractions:

<table>
<thead>
<tr>
<th>Visitor Attraction</th>
<th>Glasgow</th>
<th>GG&amp;C</th>
<th>Scotland</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strathclyde Country Park, Motherwell</td>
<td>6,352,131</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Kelvingrove Art Gallery &amp; Museum, Glasgow</td>
<td>1,368,096</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Drumpellier Country Park, Motherwell</td>
<td>1,041,444</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Calderglen Country Park VI, East Kilbride</td>
<td>680,226</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Chatelherault Country Park, Hamilton</td>
<td>674,876</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Table 2: UK Tourists by Country of Residence

<table>
<thead>
<tr>
<th>Country</th>
<th>Glasgow</th>
<th>GG&amp;C</th>
<th>Scotland</th>
</tr>
</thead>
<tbody>
<tr>
<td>England</td>
<td>62</td>
<td>58</td>
<td>48</td>
</tr>
<tr>
<td>Scotland</td>
<td>31</td>
<td>34</td>
<td>47</td>
</tr>
<tr>
<td>Northern Ireland</td>
<td>7</td>
<td>6</td>
<td>3</td>
</tr>
<tr>
<td>Wales</td>
<td>1</td>
<td>1</td>
<td>2</td>
</tr>
</tbody>
</table>

### Table 3: Overseas Tourism by Country of Residence

<table>
<thead>
<tr>
<th>Country</th>
<th>Glasgow</th>
<th>GG&amp;C</th>
<th>Scotland</th>
</tr>
</thead>
<tbody>
<tr>
<td>USA</td>
<td>12</td>
<td>12</td>
<td>14</td>
</tr>
<tr>
<td>Ireland</td>
<td>10</td>
<td>10</td>
<td>8</td>
</tr>
<tr>
<td>Germany</td>
<td>9</td>
<td>9</td>
<td>9</td>
</tr>
<tr>
<td>Spain</td>
<td>7</td>
<td>6</td>
<td>7</td>
</tr>
<tr>
<td>France</td>
<td>7</td>
<td>7</td>
<td>11</td>
</tr>
<tr>
<td>Poland</td>
<td>5</td>
<td>5</td>
<td>3</td>
</tr>
<tr>
<td>Italy</td>
<td>5</td>
<td>5</td>
<td>4</td>
</tr>
<tr>
<td>Australia</td>
<td>5</td>
<td>5</td>
<td>4</td>
</tr>
<tr>
<td>Canada</td>
<td>5</td>
<td>6</td>
<td>4</td>
</tr>
<tr>
<td>Rest of the World</td>
<td>36</td>
<td>34</td>
<td>36</td>
</tr>
</tbody>
</table>

### Table 4: Purpose of Trip

<table>
<thead>
<tr>
<th>Purpose</th>
<th>UK Tourist Trips (%)</th>
<th>Overseas Tourist Trips (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Holiday &amp; Relatives</td>
<td>57</td>
<td>44</td>
</tr>
<tr>
<td>Visiting Friends</td>
<td>14</td>
<td>28</td>
</tr>
<tr>
<td>Business</td>
<td>27</td>
<td>21</td>
</tr>
<tr>
<td>Other</td>
<td>2</td>
<td>7</td>
</tr>
</tbody>
</table>

### Table 5: Time of Trip

<table>
<thead>
<tr>
<th>Time</th>
<th>UK Tourist Trips (%)</th>
<th>Overseas Tourist Trips (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan - Mar</td>
<td>23</td>
<td>15</td>
</tr>
<tr>
<td>Apr - Jun</td>
<td>29</td>
<td>27</td>
</tr>
<tr>
<td>Jul - Sep</td>
<td>23</td>
<td>20</td>
</tr>
<tr>
<td>Oct - Dec</td>
<td>25</td>
<td>18</td>
</tr>
</tbody>
</table>
### Table 6: Accommodation Occupancy

<table>
<thead>
<tr>
<th></th>
<th>Greater Glasgow &amp; Clyde</th>
<th>Hostel Bed Occupancy (Scotland)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Hotel Room Occupancy (%)</td>
<td>Self-Catering Unit Occupancy (%)</td>
</tr>
<tr>
<td>Jan</td>
<td>53</td>
<td>32</td>
</tr>
<tr>
<td>Feb</td>
<td>64</td>
<td>28</td>
</tr>
<tr>
<td>Mar</td>
<td>68</td>
<td>35</td>
</tr>
<tr>
<td>Apr</td>
<td>68</td>
<td>46</td>
</tr>
<tr>
<td>May</td>
<td>52</td>
<td>41</td>
</tr>
<tr>
<td>Jun</td>
<td>75</td>
<td>35</td>
</tr>
<tr>
<td>Jul</td>
<td>77</td>
<td>47</td>
</tr>
<tr>
<td>Aug</td>
<td>81</td>
<td>67</td>
</tr>
<tr>
<td>Sep</td>
<td>77</td>
<td>35</td>
</tr>
<tr>
<td>Oct</td>
<td>74</td>
<td>45</td>
</tr>
<tr>
<td>Nov</td>
<td>71</td>
<td>42</td>
</tr>
<tr>
<td>Dec</td>
<td>57</td>
<td>55</td>
</tr>
</tbody>
</table>

Average for region: 68 42

Annual average for all Scotland: 64 48 45

### Table 7: Accommodation used

<table>
<thead>
<tr>
<th></th>
<th>UK Tourists Nights (%)</th>
<th>Overseas Tourist Nights (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Glasgow</td>
<td>GG&amp;C</td>
</tr>
<tr>
<td>Hotel/Guesthouse</td>
<td>40</td>
<td>39</td>
</tr>
<tr>
<td>Friends/Relatives</td>
<td>48</td>
<td>49</td>
</tr>
<tr>
<td>Self-Catering</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Camping/Caravanning</td>
<td>5</td>
<td>4</td>
</tr>
<tr>
<td>B&amp;B</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>Other</td>
<td>4</td>
<td>4</td>
</tr>
</tbody>
</table>

### Table 8: Duration of Trip

<table>
<thead>
<tr>
<th></th>
<th>Trips (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Glasgow</td>
</tr>
<tr>
<td>1 - 3 nights (%)</td>
<td>75</td>
</tr>
<tr>
<td>4 - 7 nights (%)</td>
<td>19</td>
</tr>
<tr>
<td>8+ nights (%)</td>
<td>6</td>
</tr>
<tr>
<td>UK Tourist Trip Average</td>
<td>2.6</td>
</tr>
<tr>
<td>Overseas Tourist Trip Average</td>
<td>5.8</td>
</tr>
</tbody>
</table>

### Table 9: Tourism-related Employment (2007)

<table>
<thead>
<tr>
<th></th>
<th>2006</th>
<th>2007</th>
<th>As percentage of total employment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Glasgow City</td>
<td>29,000</td>
<td>30,200</td>
<td>11.7</td>
</tr>
<tr>
<td>Scotland</td>
<td>206,700</td>
<td>208,800</td>
<td>8.6</td>
</tr>
</tbody>
</table>

### Table 10: Transport Used

<table>
<thead>
<tr>
<th></th>
<th>Overseas Tourist Trips (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Glasgow</td>
</tr>
<tr>
<td>Air</td>
<td>88 †</td>
</tr>
<tr>
<td>Sea/Tunnel</td>
<td>12 †</td>
</tr>
<tr>
<td>Main method of transport</td>
<td>UK Tourist Trips (%)</td>
</tr>
<tr>
<td>Car</td>
<td>54</td>
</tr>
<tr>
<td>Plane</td>
<td>20</td>
</tr>
<tr>
<td>Train</td>
<td>13</td>
</tr>
<tr>
<td>Regular Bus/Coach</td>
<td>5</td>
</tr>
<tr>
<td>Organised coach tour</td>
<td>2</td>
</tr>
<tr>
<td>Other</td>
<td>6</td>
</tr>
</tbody>
</table>
Summary

It is estimated that in 2009, UK residents made around 0.89m trips to Ayrshire & Arran, staying for around 3.1m nights and spending £155m.

Of that UK market, over half (56%) of trips were made by Scots, who made up 39% of total expenditure in the region.

Overseas visitors made around 0.13m trips to the region, staying for 0.78m nights and spending £46m.

Table 1: Top 5 Visitor Attractions:

<table>
<thead>
<tr>
<th>Visitor Attraction</th>
<th>Visits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Burns National Heritage Park, Ayr</td>
<td>282,628</td>
</tr>
<tr>
<td>Dean Castle Country Park, Kilmarnock</td>
<td>244,050</td>
</tr>
<tr>
<td>Culzean Castle and Country Park, Maybole</td>
<td>175,210</td>
</tr>
<tr>
<td>Dick Institute Museum, Kilmarnock</td>
<td>156,198</td>
</tr>
<tr>
<td>Heads of Ayr Farm Park, Ayr</td>
<td>129,858</td>
</tr>
</tbody>
</table>

Table 2: UK Tourists by Country of Residence

<table>
<thead>
<tr>
<th>Country</th>
<th>Trips (%)</th>
<th>Expenditure (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Ayrshire</td>
<td>Scotland</td>
</tr>
<tr>
<td>England</td>
<td>37</td>
<td>48</td>
</tr>
<tr>
<td>Scotland</td>
<td>56</td>
<td>47</td>
</tr>
<tr>
<td>Northern Ireland</td>
<td>5</td>
<td>3</td>
</tr>
<tr>
<td>Wales</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>Total UK (m)</td>
<td>0.89</td>
<td>12.46</td>
</tr>
</tbody>
</table>

Table 3: Overseas Tourism by Country of Residence

<table>
<thead>
<tr>
<th>Country</th>
<th>Trips (%)</th>
<th>Expenditure (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Ayrshire &amp; Arran</td>
<td>Scotland</td>
</tr>
<tr>
<td>USA</td>
<td>15</td>
<td>14</td>
</tr>
<tr>
<td>Sweden</td>
<td>13</td>
<td>3</td>
</tr>
<tr>
<td>Germany</td>
<td>12</td>
<td>9</td>
</tr>
<tr>
<td>Ireland</td>
<td>10</td>
<td>8</td>
</tr>
<tr>
<td>France</td>
<td>7</td>
<td>11</td>
</tr>
<tr>
<td>Canada</td>
<td>6</td>
<td>4</td>
</tr>
<tr>
<td>Italy</td>
<td>5</td>
<td>4</td>
</tr>
<tr>
<td>Australia</td>
<td>5</td>
<td>4</td>
</tr>
<tr>
<td>Spain</td>
<td>4</td>
<td>7</td>
</tr>
<tr>
<td>Rest of the World</td>
<td>23</td>
<td>36</td>
</tr>
<tr>
<td>Total (m)</td>
<td>0.13</td>
<td>2.54</td>
</tr>
</tbody>
</table>

Table 4: Purpose of Trip

<table>
<thead>
<tr>
<th>Purpose</th>
<th>UK Tourist Trips (%)</th>
<th>Overseas Tourists Trips (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Ayrshire</td>
<td>Scotland</td>
</tr>
<tr>
<td>Holiday</td>
<td>70</td>
<td>71</td>
</tr>
<tr>
<td>Visiting Friends</td>
<td>15</td>
<td>11</td>
</tr>
<tr>
<td>&amp; Relatives</td>
<td>13</td>
<td>16</td>
</tr>
<tr>
<td>Business</td>
<td>2</td>
<td>2</td>
</tr>
</tbody>
</table>

Table 5: Time of Trip

<table>
<thead>
<tr>
<th>Time</th>
<th>UK Tourist Trips (%)</th>
<th>Overseas Tourists Trips (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Ayrshire</td>
<td>Scotland</td>
</tr>
<tr>
<td>Jan - Mar</td>
<td>14</td>
<td>17</td>
</tr>
<tr>
<td>Apr – Jun</td>
<td>27</td>
<td>28</td>
</tr>
<tr>
<td>Jul – Sep</td>
<td>36</td>
<td>35</td>
</tr>
<tr>
<td>Oct – Dec</td>
<td>23</td>
<td>20</td>
</tr>
</tbody>
</table>
### Table 6: Accommodation Occupancy

<table>
<thead>
<tr>
<th>Month</th>
<th>Hotel Room Occupancy (%)</th>
<th>Guesthouse/B&amp;B Room Occupancy (%)</th>
<th>Self-Catering Unit Occupancy (%)</th>
<th>Hostel Bed Occupancy (%) (Scotland)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan</td>
<td>28</td>
<td>-</td>
<td>11</td>
<td>21</td>
</tr>
<tr>
<td>Feb</td>
<td>40</td>
<td>9</td>
<td>25</td>
<td>29</td>
</tr>
<tr>
<td>Mar</td>
<td>52</td>
<td>19</td>
<td>19</td>
<td>31</td>
</tr>
<tr>
<td>Apr</td>
<td>58</td>
<td>36</td>
<td>32</td>
<td>52</td>
</tr>
<tr>
<td>May</td>
<td>56</td>
<td>38</td>
<td>46</td>
<td>63</td>
</tr>
<tr>
<td>Jun</td>
<td>71</td>
<td>54</td>
<td>50</td>
<td>57</td>
</tr>
<tr>
<td>Jul</td>
<td>83</td>
<td>60</td>
<td>69</td>
<td>65</td>
</tr>
<tr>
<td>Aug</td>
<td>78</td>
<td>69</td>
<td>61</td>
<td>73</td>
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<tr>
<td>Sep</td>
<td>69</td>
<td>60</td>
<td>55</td>
<td>54</td>
</tr>
<tr>
<td>Oct</td>
<td>65</td>
<td>40</td>
<td>53</td>
<td>43</td>
</tr>
<tr>
<td>Nov</td>
<td>36</td>
<td>18</td>
<td>22</td>
<td>23</td>
</tr>
<tr>
<td>Dec</td>
<td>30</td>
<td>-</td>
<td>24</td>
<td>24</td>
</tr>
</tbody>
</table>

**Average for region**: 56, 34, 39, -

**Annual average for all Scotland**: 64, 48, 52, 45

### Table 7: Accommodation used

<table>
<thead>
<tr>
<th></th>
<th>UK Tourists Nights (%)</th>
<th>Overseas Tourist Nights (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Ayrshire</td>
<td>Scotland</td>
</tr>
<tr>
<td>Hotel/Guesthouse</td>
<td>19</td>
<td>38</td>
</tr>
<tr>
<td>Friends/Relatives</td>
<td>35</td>
<td>31</td>
</tr>
<tr>
<td>Self-Catering</td>
<td>8</td>
<td>7</td>
</tr>
<tr>
<td>Camping/Caravanning</td>
<td>31</td>
<td>12</td>
</tr>
<tr>
<td>B&amp;B</td>
<td>3</td>
<td>6</td>
</tr>
<tr>
<td>Other</td>
<td>3</td>
<td>7</td>
</tr>
</tbody>
</table>

### Table 8: Duration of Trip

<table>
<thead>
<tr>
<th></th>
<th>Trips (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Ayrshire</td>
</tr>
<tr>
<td>1 - 3 nights (%)</td>
<td>62</td>
</tr>
<tr>
<td>4 - 7 nights (%)</td>
<td>30</td>
</tr>
<tr>
<td>8+ nights (%)</td>
<td>8</td>
</tr>
<tr>
<td>UK Tourist Trip Average</td>
<td>3.4</td>
</tr>
</tbody>
</table>

**Overseas Tourist Trip Average**: 6, 8.6

### Table 9: Tourism-related Employment (2007)

<table>
<thead>
<tr>
<th></th>
<th>2006</th>
<th>2007</th>
<th>As percentage of total employment</th>
</tr>
</thead>
<tbody>
<tr>
<td>North Ayrshire</td>
<td>4,500</td>
<td>4,600</td>
<td>7.8</td>
</tr>
<tr>
<td>East Ayrshire</td>
<td>2,800</td>
<td>2,700</td>
<td>5</td>
</tr>
<tr>
<td>South Ayrshire</td>
<td>6,200</td>
<td>6,100</td>
<td>12</td>
</tr>
<tr>
<td>Scotland</td>
<td>206,700</td>
<td>208,800</td>
<td>8.6</td>
</tr>
</tbody>
</table>

### Table 10: Transport Used

<table>
<thead>
<tr>
<th></th>
<th>Overseas Tourist Trips (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Transport into UK</td>
<td></td>
</tr>
<tr>
<td>Air</td>
<td>Ayrshire &amp; Arran</td>
</tr>
<tr>
<td></td>
<td>95</td>
</tr>
<tr>
<td>Sea/Tunnel</td>
<td>5</td>
</tr>
<tr>
<td>Main method of transport</td>
<td>UK Tourist Trips (%)</td>
</tr>
<tr>
<td>Car</td>
<td>70</td>
</tr>
<tr>
<td>Plane</td>
<td>6</td>
</tr>
<tr>
<td>Train</td>
<td>8</td>
</tr>
<tr>
<td>Regular Bus/Coach</td>
<td>6</td>
</tr>
<tr>
<td>Organised coach tour</td>
<td>4</td>
</tr>
<tr>
<td>Other</td>
<td>6</td>
</tr>
</tbody>
</table>
Argyll, Loch Lomond, Stirling & Forth Valley

Summary
It is estimated that in 2009, UK residents made 1.57m trips to Argyll, Loch Lomond, Stirling and Forth Valley, staying for 6.0m nights and spending around £325m.

Of that UK market, English and Scots residents made around the same number of trips (48%), though English visitor expenditure is much higher than Scots visitors’, at 62% and 33% respectively.

Overseas visitors to the region made 0.29m trips, staying for 1.26m nights and spending £83m.

Table 1: Top 5 Visitor Attractions:

<table>
<thead>
<tr>
<th>Attraction</th>
<th>Visits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Falkirk Wheel, Falkirk</td>
<td>476,778</td>
</tr>
<tr>
<td>Stirling Castle, Stirling</td>
<td>383,293</td>
</tr>
<tr>
<td>The National Park Gateway, Balloch</td>
<td>328,204</td>
</tr>
<tr>
<td>Scottish Wool Centre, Aberfoyle</td>
<td>240,373</td>
</tr>
<tr>
<td>Muiravonside Country Park, Westfield, Falkirk</td>
<td>225,837</td>
</tr>
</tbody>
</table>

Table 2: UK Tourists by Country of Residence

<table>
<thead>
<tr>
<th>Country</th>
<th>Trips (%)</th>
<th>Expenditure (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>England</td>
<td>ALLFV 48</td>
<td>Scotland 48</td>
</tr>
<tr>
<td>Scotland</td>
<td>ALLFV 48</td>
<td>Scotland 47</td>
</tr>
<tr>
<td>Northern Ireland</td>
<td>ALLFV 2</td>
<td>Scotland 3</td>
</tr>
<tr>
<td>Wales</td>
<td>ALLFV 1</td>
<td>Scotland 2</td>
</tr>
<tr>
<td>Total UK (m)</td>
<td>1.57</td>
<td>12.46</td>
</tr>
</tbody>
</table>

Table 3: Overseas Tourism by Country of Residence

<table>
<thead>
<tr>
<th>Country</th>
<th>Trips (%)</th>
<th>Expenditure (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Germany</td>
<td>ALLFV 16</td>
<td>Scotland 9</td>
</tr>
<tr>
<td>USA</td>
<td>ALLFV 15</td>
<td>Scotland 14</td>
</tr>
<tr>
<td>France</td>
<td>ALLFV 12</td>
<td>Scotland 11</td>
</tr>
<tr>
<td>Netherlands</td>
<td>ALLFV 9</td>
<td>Scotland 6</td>
</tr>
<tr>
<td>Spain</td>
<td>ALLFV 6</td>
<td>Scotland 7</td>
</tr>
<tr>
<td>Italy</td>
<td>ALLFV 6</td>
<td>Scotland 4</td>
</tr>
<tr>
<td>Sweden</td>
<td>ALLFV 5</td>
<td>Scotland 3</td>
</tr>
<tr>
<td>Australia</td>
<td>ALLFV 4</td>
<td>Scotland 4</td>
</tr>
<tr>
<td>Canada</td>
<td>ALLFV 4</td>
<td>Scotland 4</td>
</tr>
<tr>
<td>Rest of the World</td>
<td>ALLFV 22</td>
<td>Scotland 38</td>
</tr>
<tr>
<td>Total (m)</td>
<td>0.29</td>
<td>2.54</td>
</tr>
</tbody>
</table>

Table 4: Purpose of Trip

<table>
<thead>
<tr>
<th>Purpose of Trip</th>
<th>UK Tourist Trips (%)</th>
<th>Overseas Tourist Trips (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>ALLFV</td>
<td>Scotland</td>
<td>ALLFV</td>
</tr>
<tr>
<td>Holiday</td>
<td>83</td>
<td>70</td>
</tr>
<tr>
<td>Visiting Friends &amp; Relatives</td>
<td>7</td>
<td>11</td>
</tr>
<tr>
<td>Business</td>
<td>8</td>
<td>16</td>
</tr>
<tr>
<td>Other</td>
<td>2</td>
<td>2</td>
</tr>
</tbody>
</table>

Table 5: Time of Trip

<table>
<thead>
<tr>
<th>Time of Trip</th>
<th>UK Tourist Trips (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>ALLFV</td>
</tr>
<tr>
<td>Jan - Mar</td>
<td>17</td>
</tr>
<tr>
<td>Apr - Jun</td>
<td>31</td>
</tr>
<tr>
<td>Jul - Sep</td>
<td>34</td>
</tr>
<tr>
<td>Oct - Dec</td>
<td>21</td>
</tr>
</tbody>
</table>
### Table 6: Accommodation Occupancy

<table>
<thead>
<tr>
<th>Argyll, Loch Lomond &amp; Forth Valley</th>
<th>Hotel Room Occupancy (%)</th>
<th>Guesthouse/B&amp;B Room Occupancy (%)</th>
<th>Self Catering Occupancy (%)</th>
<th>Hostel Bed Occupancy (Scotland)</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>31</td>
<td>18</td>
<td>22</td>
<td>21</td>
</tr>
<tr>
<td>February</td>
<td>41</td>
<td>38</td>
<td>28</td>
<td>29</td>
</tr>
<tr>
<td>March</td>
<td>55</td>
<td>41</td>
<td>27</td>
<td>31</td>
</tr>
<tr>
<td>April</td>
<td>55</td>
<td>48</td>
<td>54</td>
<td>52</td>
</tr>
<tr>
<td>May</td>
<td>58</td>
<td>58</td>
<td>63</td>
<td>63</td>
</tr>
<tr>
<td>June</td>
<td>68</td>
<td>70</td>
<td>66</td>
<td>57</td>
</tr>
<tr>
<td>July</td>
<td>75</td>
<td>75</td>
<td>82</td>
<td>65</td>
</tr>
<tr>
<td>August</td>
<td>71</td>
<td>80</td>
<td>85</td>
<td>73</td>
</tr>
<tr>
<td>September</td>
<td>67</td>
<td>70</td>
<td>66</td>
<td>54</td>
</tr>
<tr>
<td>October</td>
<td>59</td>
<td>43</td>
<td>47</td>
<td>43</td>
</tr>
<tr>
<td>November</td>
<td>48</td>
<td>28</td>
<td>17</td>
<td>23</td>
</tr>
<tr>
<td>December</td>
<td>40</td>
<td>19</td>
<td>21</td>
<td>24</td>
</tr>
<tr>
<td>Average for region</td>
<td>56</td>
<td>49</td>
<td>41</td>
<td>-</td>
</tr>
<tr>
<td>Average for Scotland</td>
<td>64</td>
<td>48</td>
<td>52</td>
<td>45</td>
</tr>
</tbody>
</table>

### Table 7: Accommodation used

<table>
<thead>
<tr>
<th>UK Tourists Nights (%)</th>
<th>Overseas Tourists Nights (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>ALLST</td>
</tr>
<tr>
<td>Hotel/Guesthouse</td>
<td>30</td>
</tr>
<tr>
<td>Friends/Relatives</td>
<td>22</td>
</tr>
<tr>
<td>Self-Catering</td>
<td>17</td>
</tr>
<tr>
<td>Camping/Caravanning</td>
<td>18</td>
</tr>
<tr>
<td>B&amp;B</td>
<td>3</td>
</tr>
<tr>
<td>Other</td>
<td>10</td>
</tr>
</tbody>
</table>

### Table 8: Duration of Trip

<table>
<thead>
<tr>
<th>UK Tourist Trips (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>ALLST</td>
</tr>
<tr>
<td>1 - 3 nights (%)</td>
</tr>
<tr>
<td>4 - 7 nights (%)</td>
</tr>
<tr>
<td>8+ nights (%)</td>
</tr>
<tr>
<td>UK Tourist Average</td>
</tr>
<tr>
<td>Overseas Tourist Average</td>
</tr>
</tbody>
</table>

### Table 9: Tourism-related Employment (2007)

<table>
<thead>
<tr>
<th>2006</th>
<th>2007</th>
<th>As percentage of total employment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Argyll &amp; Bute</td>
<td>5,500</td>
<td>5,400</td>
</tr>
<tr>
<td>Stirling</td>
<td>5,000</td>
<td>5,200</td>
</tr>
<tr>
<td>Scotland</td>
<td>206,700</td>
<td>208,800</td>
</tr>
</tbody>
</table>

### Table 10: Transport Used

<table>
<thead>
<tr>
<th>Transport into UK</th>
<th>ALLFV†</th>
<th>West of Scotland</th>
<th>Scotland</th>
</tr>
</thead>
<tbody>
<tr>
<td>Air</td>
<td>87</td>
<td>-</td>
<td>87</td>
</tr>
<tr>
<td>Sea/Tunnel</td>
<td>13</td>
<td>-</td>
<td>13</td>
</tr>
</tbody>
</table>

#### Main method of transport

| Car     | 69     | 65     | 65     |
| Plane   | 4      | 11     | 9      |
| Train   | 8      | 10     | 13     |
| Regular Bus/Coach | 4  | 4      | 4      |
| Organised coach tour | 9  | 4      | 3      |
| Other   | 6      | 6      | 6      |
Notes on Data

For regional data, three-year averages have been used for UKTS and IPS statistics for 2009 to minimise any atypical results for a particular year, giving a better indication of overall trends.

One-year statistics (2009) have been used for Scotland UKTS and IPS figures.

In this publication, percentage figures may not sum to 100% due to rounding.

As with all surveys, the data are subject to sampling errors, which particularly affect the smaller regions of Scotland.

† Information based on 2007 IPS data

Definitions

A tourist trip is defined as a stay of one or more nights away from home for holidays, visits to friends and 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 2009 prices.

Main sources of statistics

Scottish Accommodation Occupancy Survey 2009
Visitor Attraction Monitor 2009
Annual Business Inquiry 2006, 2007 (NOMIS)

Contact details

The data within this factsheet is provisional subject to the final release of information from third parties.

For more on Scottish tourism statistics please refer to:

www.visitscotland.org/research_and_statistics

research@visitscotland.com