

Introduction

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.

	Trips 2006 (m)	Nights 2006 (m)	Spend 2006 (£m)
Scotland	6.35	18.82	830
England	6.40	26.44	1,710
Northern Ireland	0.38	1.25	136
Wales	0.15	0.65	44
Total UK Tourism	13.28	47.16	2,720
Total Overseas Tourism	2.73	26.38	1,439
Total	16.01	73.54	4,159

In 2006, over 16 million tourists took overnight trips to Scotland. The annual expenditure was over £4.1 billion. Tourism supports around 9% of all employment.

- ◆ The UK accounts for 83% of tourism trips to Scotland.
- ◆ Overseas tourism accounts for 17% of tourism trips to Scotland.
- ◆ 69% of overseas trips are taken in April-September.
- ◆ The USA is our biggest overseas market, accounting for 25% of the overseas spend.
- ◆ 87% of overseas visitors who come to Scotland arrive in the UK by air and 62% of UK visitors come by car.
- ◆ Overseas tourists stay an average of 9.7 nights, Scottish tourists an average of 3 nights and English tourists an average of 4.1 nights.
- ◆ Average spend per night is £55 for overseas tourists and £65 for English tourists.
- ◆ A total of almost 45m visits were made to Scottish visitor attractions in 2006.
- ◆ An estimated 210,000 people were employed in tourism-related industries in Scotland.

1 Volume and Value of Tourism in Scotland

	Trips		Nights		Spend	
	(m)	(%)	(m)	(%)	(£m)	(%)
UK Tourists 2006						
Holidays	8.51	64	33.05	70	1,780	65
Business	2.45	19	6.46	14	705	26
Visits To Friends & Relatives	1.87	14	5.94	12	181	7
Other	0.45	3	1.71	4	54	2
Total	13.28	100	47.16	100	2,720	100
Overseas Tourists 2006						
Holidays	1.24	45	9.38	35	662	46
Business	0.41	15	2.27	9	217	15
Visits To Friends & Relatives	0.88	32	8.71	33	338	24
Study	0.07	3	3.98	15	134	9
Other	0.13	5	2.04	8	88	6
Total	2.73	100	26.38	100	1,439	100

2 Top Origins of Overseas Tourists 2006

	Trips		Nights		Expenditure	
	('000)	(%)	(m)	(%)	(£m)	(%)
USA	475	17	4.47	17	361	25
Germany	278	10	2.29	9	123	9
France	229	8	1.80	7	76	5
Ireland	224	8	0.85	3	75	5
Canada	161	6	1.75	7	93	6
Spain	142	5	1.58	6	66	5
Australia	133	5	1.54	6	70	5
Italy	131	5	1.15	4	71	5
Netherlands	114	4	0.67	2	48	3
Sweden	79	3	0.64	2	46	3
Rest of World	766	29	9.66	37	411	29
Total	2,732	100	26.38	100	1,439	100

3 Average Length of Stay and Spend

	Length of Stay (nights)	Spend per trip (£)	Spend per night (£)
English	4.1	267	65
Rest of the UK	3.6	340	95
All UK	3.6	205	58
All Overseas	9.7	527	55
ALL	4.6	260	57

4 Time of Visit

	(%)	Jan - Mar	Apr - Jun	July - Sept	Oct - Dec
UK Holiday Trips	16	27	35	22	22
UK Business Trips	23	24	24	29	29
Total UK Trips	18	27	31	24	24
Overseas Holiday Trips	7	30	53	10	10
Overseas Business Trips	20	27	27	26	26
Total Overseas Trips	15	28	41	16	16

5 Transport Used to Travel to Scotland

UK Tourists	Total Trips		Holiday Trips	
	(%)		(%)	
Car	62	67	67	67
Train	12	11	11	11
Coach tour	3	5	5	5
Regular bus/coach	6	5	5	5
Air	11	8	8	8
Other	6	4	4	4
Overseas Tourists*				
Air	87	76	76	76
Sea And Tunnel	13	24	24	24

† Transport used to reach UK

* 2005 data

6 Accommodation Used

	UK Trips		Overseas Trips	
	(%)		(%)*	
Hotel/Motel and Guest Houses	37	39	39	39
Friends/Relative's House	36	30	30	30
Self Catering/Rented Accommodation	11	6	6	6
Bed and Breakfast	6	14	14	14
Touring Caravan & Camping	6	3	3	3
Youth Hostel/School/ University	3	6	6	6
Other	1	2	2	2

* 2005 data

7 UK Tourism by Country of Origin

	Trips (%)	Nights (%)	Spend (%)
England	48	56	63
Scotland	48	40	30
Northern Ireland	3	3	5
Wales	1	1	2

8 Activities undertaken (at all)

	UK Holiday Trips (%)	
Hiking/Hillwalking/Rambling/ Other walking	50	
Visiting museums, galleries, heritage centres, etc.	23	
Shopping	16	
Touring/Sightseeing	14	
Wildlife watching & Zoo Park Visits	9	
Watching performing arts (including cinema)	8	
Adventure Sports	5	
Golf	3	
Fishing	4	
Cycling	3	

9 UK Tourists Categories of Expenditure

	UK Tourist Spend (%)
Accommodation	30
Travel in UK	23
Eating & Drinking	19
General Shopping	10
Packages (inc. Accom.)	6
Buying Clothes	6
Entertainment	5
Other	1

10 Monthly Accommodation Occupancy 2006

2006	Hotel	Self Catering	Touring Caravan & Camping Park	Guest House & Bed/ Breakfast	Hostels
	(% Room Occupancy)	(% Unit Occupancy)	(% Pitch Occupancy)*	(% Room Occupancy)	(% Bed Occupancy)
Jan	44	27	-	21	17
Feb	54	35	-	29	31
Mar	54	31	-	29	34
Apr	63	61	32	44	51
May	70	62	36	55	55
Jun	73	66	49	64	55
Jul	72	81	65	68	69
Aug	80	88	64	76	74
Sep	75	69	37	63	51
Oct	66	59	23	44	41
Nov	58	31	-	28	22
Dec	47	33	-	24	25
Ann avg	63	55	45	46	44

* Survey of Touring Caravan and Camping Park occupancy is only conducted from April to October

11 Visitor Attractions 2006

Major Attractions with free admission	Visits
Kelvingrove Art Gallery & Museum, Glasgow†	*1,880,956
National Gallery of Scotland Complex, Edinburgh	942,788
National Museum of Scotland, Edinburgh	830,670
World Famous Old Blacksmith's Shop Centre, Gretna Green+	717,442
Royal Botanic Garden, Edinburgh	622,452
Gallery of Modern Art, Glasgow	*554,152
Museum of Transport, Glasgow	*506,339
Falkirk Wheel, Falkirk	437,388
National War Museum, Edinburgh	421,568
St Giles' Cathedral, Edinburgh	401,405

Major Attractions with paid admission

Edinburgh Castle, Edinburgh	1,211,036
Edinburgh Zoo, Edinburgh	655,203
Edinburgh Bus Tours, Edinburgh	501,445
Glasgow Science Centre, Glasgow	410,513
Blair Drummond Safari & Adventure Park, nr Stirling	402,701
Stirling Castle, Stirling	385,755
Scottish Parliament Visitor Centre, Edinburgh	327,445
Burns National Heritage Park, Maybole	*302,894
Our Dynamic Earth, Edinburgh	300,420
Royal Yacht Britannia, Edinburgh	280,729

* Estimated figure

+ The World Famous Old Blacksmith's Shop Centre is a free attraction but has an important paid element.

† Figures for 7 months only - Kelvingrove Art Gallery & Museum re-opened July 2006

12 Tourism-related Employment 2005

	Tourism Employment '000	All Employment '000	Tourism as a % of All Employment
All Scotland	210	2,391	8.8

NB: The above employment figures exclude self-employed.

MAIN SOURCES OF STATISTICS

International Passenger Survey 2006

United Kingdom Tourism Survey 2006

Scottish Accommodation Occupancy Survey 2006

Visitor Attraction Monitor 2006

Annual Business Inquiry 2005 NOMIS

DEFINITIONS

'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 nights' are those spent away from home using any type of accommodation, or in transit, on a trip (as above).

'Tourist expenditure' is spending incurred while 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.

In this publication percentage figures may not add up to 100% due to rounding and, as with all surveys, the data are subject to sampling errors which particularly affect the smaller regions of Scotland.

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