

## Scotland's Overseas Markets – USA

### 1 Number of American Visitors

Year	2002	2003	2004	2005	2006
Trips (000)	386	414	405	344	475
Bednights (m)	2.9	3.3	3.9	2.7	4.5
Expenditure (£m, 2006 prices)	253	241	289	200	361

### 2 Length of Stay/Expenditure per Trip/Night

Year	2002	2003	2004	2005	2006
Length of Stay (nights)	7.6	7.9	9.6	7.9	9.4
Spend/Trip (£, 2006 prices)	656	582	714	580	761
Spend/Night (£, 2006 prices)	87	74	75	74	81

### 3 Quarter of Visit (% trips)

Year	2002	2003	2004	2005	2006
January-March	12	11	11	10	15
April-June	32	26	28	30	28
July-September	43	46	45	45	41
October-December	13	17	16	15	16

### 4 Method of Travel (% trips)

Year	2002	2003	2004	2005	2006
Air	95	89	93	95	95
Sea and Tunnel	5	11	7	5	5

### 5 Age (% trips)

Year	2002	2003	2004	2005	2006
0-15	3	4	4	4	6
16-24	7	12	12	9	15
25-34	14	14	13	18	11
35-54	42	37	35	38	39
55-64	20	21	23	18	17
65+	14	13	13	13	11

### 6 Reason for Visit (% trips)

Year	2002	2003	2004	2005	2006
Holiday	61	58	57	54	52
Business	14	12	12	17	13
VFR	22	22	25	25	29
Study	-	3	4	-	4
Other	3	5	2	4	3

### 7 Main Overseas Markets 2006

Country	Trips (000)	Bednights (m)	Expenditure (£m)
USA	475	4.47	361
Germany	278	2.29	123
France	229	1.80	76
Irish Republic	224	0.85	75
Canada	161	1.75	93
Spain	142	1.58	66
Australia	133	1.54	70
Italy	131	1.15	71
Netherlands	114	0.67	48
Sweden	79	0.64	46
Rest of World	766	9.66	411
<b>TOTAL</b>	<b>2,732</b>	<b>26.38</b>	<b>1,439</b>

Due to the changes in the ONS International Passenger Survey sampling points in 2005 (ie inclusion of Prestwick), 2005 results are not directly comparable with previous years. The overall increase in international visitors for 2005 compared to 2004 (2.39m and 1.88m respectively) was due partly to the inclusion of Prestwick airport for the first time as a sampling point. Previously data for international passengers travelling through Prestwick had been estimated using information from interviews at a sample of airports across the United Kingdom. The increase between 2001 and 2005 for countries using the Prestwick route is realistic, but should have been more evenly spread across the years.