



Insight Department:  
India Factsheet | 2019

---

Published: November 2021

# Executive Summary

## Key Facts and Trends

*This factsheet provides the latest data on the volume and value of visitors from the International Passenger Survey (IPS). In 2020, the methodology of IPS was revised to represent more accurately international visitors and all data was recalculated back to 2009. As a result, international figures in this report might differ from, and supersede, previously published IPS data.*

In 2019, India ranked as Scotland's 16<sup>th</sup> largest international source market in terms of visits, accounting for 2% of the total inbound overseas trips. India was also the 13<sup>th</sup> highest market in terms of total spend and 6<sup>th</sup> highest regarding the number of nights.

The total number of visits was 66,000, a 22% increase from 2018 and the second highest annual total for visitors from India. Expenditure and nights also saw a significant growth of 60% and 66% respectively from the previous year, both achieving the highest totals on record. These increases were underpinned by a rise in the Indian visitors' average length of stay from 14.7 nights in 2018 to 20.0 nights in 2019.

Most Indian residents chose to visit Scotland during **spring**, which accounted for 49% of all trips between 2017 and 2019. Summer was also a popular season (29%), with autumn and winter travel being less common and only 22% of all Indian trips occurring during those seasons combined. Roughly half of all visitors were **holidaymakers**, a third visited friends or family, and one fifth came on a business trip.

Holiday travelers from India mostly preferred to visit big cities and high-profile tourist destinations. Between 2017 and 2019, Edinburgh and the Lothians, Greater Glasgow and the Clyde Valley, and the Highlands and Islands were the most popular regions for Indian travelers.



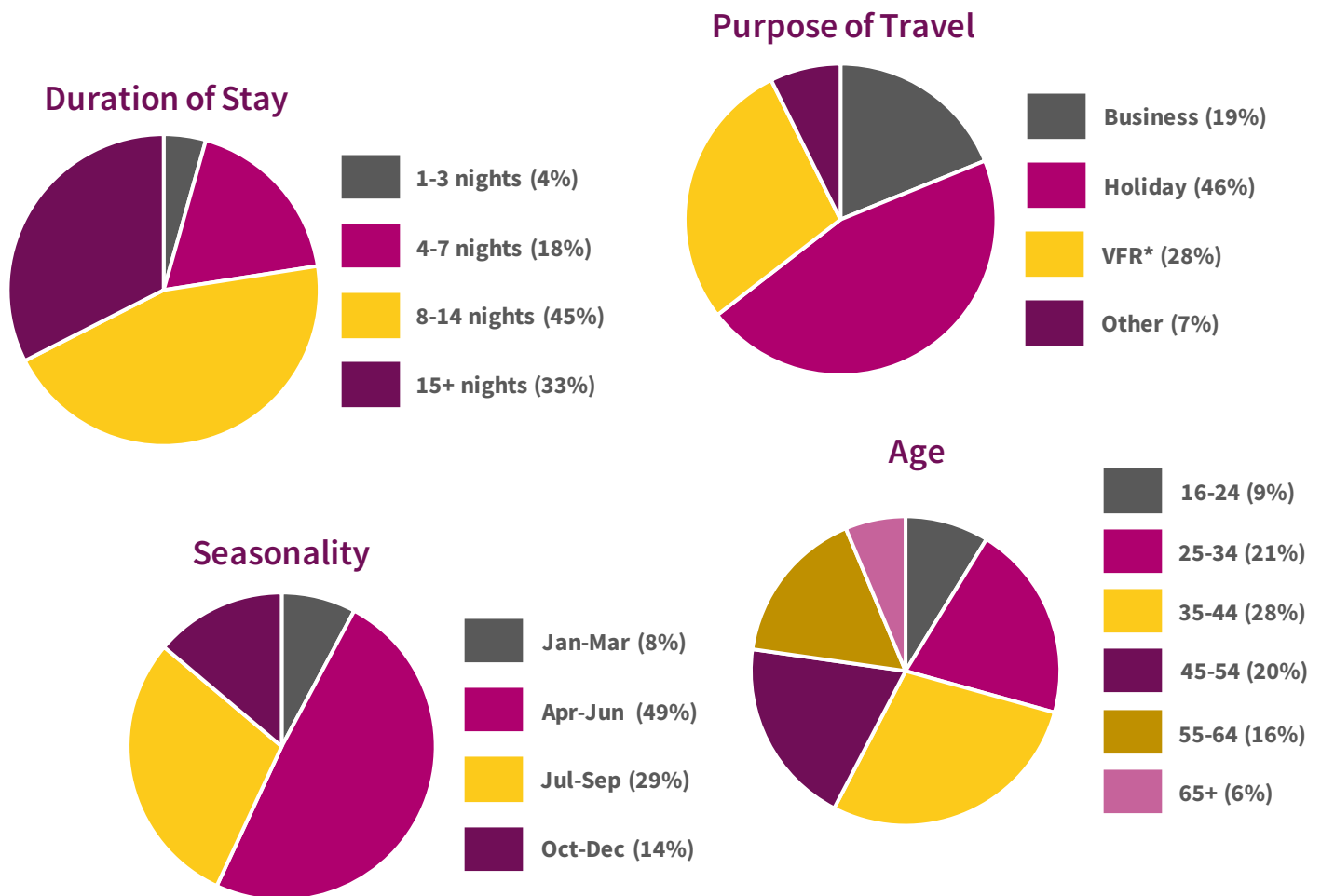
# Latest Information

## Visitors from India to Scotland

### Key Figures Overview, 2019

Indicators	Key Facts in 2019	% Change 2018/19
Total visits to Scotland	66,000	+22%
Total nights in Scotland	1,320,000	+66%
Total spend in Scotland	£47,094,000	+60%
Average length of stay	20 nights	+36%
Average spend per day	£36	-3%
Average spend per visit	£713	+31%

Source: IPS, 2019.



All charts are based on 3-year average data (2017-2019); \* VFR = Visiting friends or relatives. Figures may not sum up due to rounding. Source: IPS.

# International Tourism Figures

## Top Overseas Markets



Kelvingrove Art Gallery and Museum, Glasgow  
© 2018 VisitScotland

### Visitors from India Compared to Other Overseas Markets: Trips, Nights and Spend – Value and Percent of Total, 2019

Country	Trips (000s)	Trips (%)	Spend (£m)	Spend (%)	Nights (000s)	Nights (%)
<b>USA</b>	636	18%	717	28%	4,246	16%
<b>Germany</b>	322	9%	196	8%	2,228	8%
<b>France</b>	222	6%	135	5%	1,723	6%
<b>Netherlands</b>	182	5%	95	4%	1,210	4%
<b>China</b>	172	5%	142	6%	2,047	7%
<b>Australia</b>	148	4%	146	6%	1,706	6%
<b>Ireland</b>	146	4%	60	2%	475	2%
<b>Spain</b>	128	4%	51	2%	915	3%
<b>Canada</b>	125	4%	92	4%	1,023	4%
<b>Italy</b>	122	4%	86	3%	1,072	4%
...						
<b>India</b>	<b>66</b>	<b>2%</b>	<b>47</b>	<b>2%</b>	<b>1,320</b>	<b>5%</b>
<b>Rest of World</b>	1,191	34%	771	30%	9,421	34%
<b>Total</b>	<b>3,460</b>	<b>100%</b>	<b>2,538</b>	<b>100%</b>	<b>27,385</b>	<b>100%</b>

Source: IPS, 2019. Figures may not sum up due to rounding.

# Inbound Tourism | UK & Scotland

## Visitors from India

### Trips of Indian Residents to the UK and Scotland: Total and Average Figures, 2019

Indicators	UK	Scotland
<b>Total visits</b>	693,000	66,000
<b>Visits by purpose*</b>	37% VFR 32% Holiday 24% Business 8% Other	46% Holiday 28% VFR 19% Business 7% Other
<b>Total nights</b>	12,358,000	1,320,000
<b>Total spend</b>	£752,461,000	£47,094,000
<b>Average length of stay</b>	17.8 nights	20 nights
<b>Average spend per day</b>	£61	£36
<b>Average spend per visit</b>	£1086	£713

Source: IPS. Figures may not sum up due to rounding.

\*3-year average (2017-2019).

The UK was a slightly more popular destination for Indian travellers in 2019, with the total number of visits having increased by 18,000 (+2%) and the overall spend rising by over £100 million (+17%). Despite this, the total number of nights decreased by 1,360,000 (-10%).

Similar year-on-year changes were seen in Scotland, where total number of **visits increased** by 22% to 66,000. At £47 million, tourism **expenditure increased** greatly by 60% from its 2018 levels, despite the average spend per day decreasing slightly (-3%). This can be explained by the rise in visitors' average length of stay from 14.7 nights to 20.0 nights. Between 2017-2019, Indian visitors travelled to Scotland mainly for a **holiday** and most of them stayed **between one and two weeks**. The most favoured season was **spring**, with the majority of visitors being between the ages of **35-44**.

From the nineteenth largest in 2018, India became Scotland's sixteenth largest source market in 2019, accounting for **2% of the total international visits and spend**.

### In 2019, India was

#### The UK's

- **17th** largest source market measured by number of visits
- **8th** largest by number of nights
- **11th** largest by expenditure

#### Scotland's

- **16th** largest international source market measured by number of visits
- **6th** largest by number of nights
- **13th** largest by expenditure

Source: IPS, 2019.

# Indian Visitors Heat Map

## Tourist Flow Across Scotland's Regions

### Top Regions Visited:

**Edinburgh & Lothians**

**Greater Glasgow & Clyde Valley**

**Highlands & Islands**

Darker areas = more visitors  
Source: IPS, 2017-2019.



Holiday travellers from India showed a tendency to mainly visit **big cities and high-profile tourist destinations**. On average, the Indian visitor explored **1.21** Scottish regions\* during their stay in 2019. The total international average for the same year was **1.37** regions per visitor.

Just as in 2018, Edinburgh and the Lothians as well as Greater Glasgow and the Clyde Valley remained the most popular regions in 2019, with the Highlands and Islands ranking third. Three-year average figures (2017-2019) suggest that these regions were visited 43,000, 24,000 and 9,000 times per year, respectively, by tourists from India.

*\*Due to sample size and International Passenger Survey's (IPS) methodology in the collection and publishing of tourist data, the flow of visitors within Scotland is analysed at a regional level. Each region consists of council areas as listed below:*

### Regional Map Legend

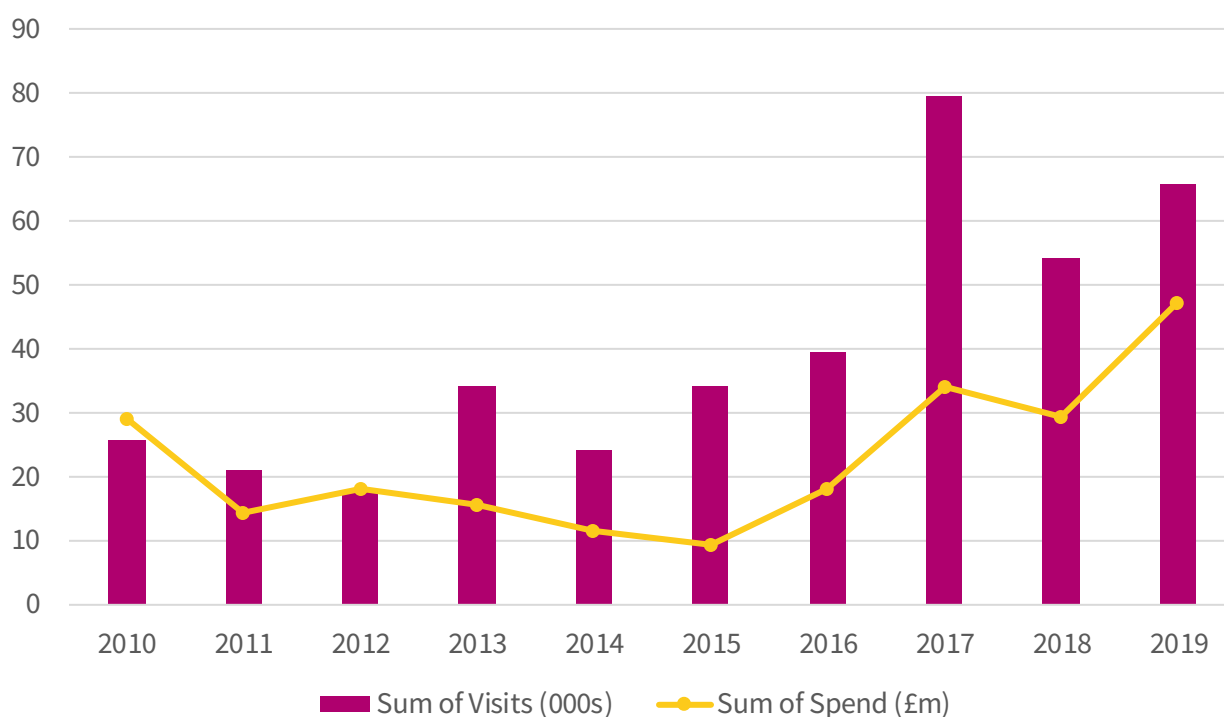
**Ayrshire & Arran** = East Ayrshire, North Ayrshire, South Ayrshire; **Dumfries & Galloway** = Dumfries and Galloway; **Dundee & Angus** = Angus, Dundee City; **Edinburgh & Lothians** = City of Edinburgh, East Lothian, Midlothian, West Lothian; **Fife** = Fife; **Grampian** = Aberdeen City, Aberdeenshire, Moray; **Greater Glasgow & Clyde Valley** = East Dunbartonshire, East Renfrewshire, Glasgow City, Inverclyde, North Lanarkshire, Renfrewshire, South Lanarkshire, West Dunbartonshire; **Highlands & Islands** = Highland, Na h-Eileanan Siar, Orkney Islands, Shetland Islands; **Loch Lomond, Stirling, Trossachs & Argyll** = Argyll and Bute, Clackmannanshire, Falkirk, Stirling; **Perthshire** = Perth and Kinross; **Scottish Borders** = Scottish Borders.

## Visitors from India to Scotland

### Historical Trend Information | 2010 - 2019

2019 was the **second most successful year in the last decade** in terms of visits, and the **most successful in terms of nights and expenditure** by Indian residents to Scotland. Despite some yearly variations, the overall trend in the past decade is clearly an upward one for both visits to Scotland and total spend. The average annual figures between 2017 and 2019 show a 206% growth in visits, and a 79% growth in total expenditure in comparison with the average annual figures between 2010 and 2012. This of course will likely not be the case, at least for 2020, due to the COVID-19 pandemic and the associated travel restrictions.

#### Inbound Tourism Volume and Value Trend, 2010-2019



Source: IPS.

#### Total Visits, Nights & Spend, 2010-2019

	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
<b>Total Visits (000s)</b>	26	21	18	34	24	34	40	80	54	66
<b>Total Nights (000s)</b>	643	458	554	388	470	303	359	678	797	1,320
<b>Total Spend (£m)</b>	29	14	18	16	12	9	18	34	29	47

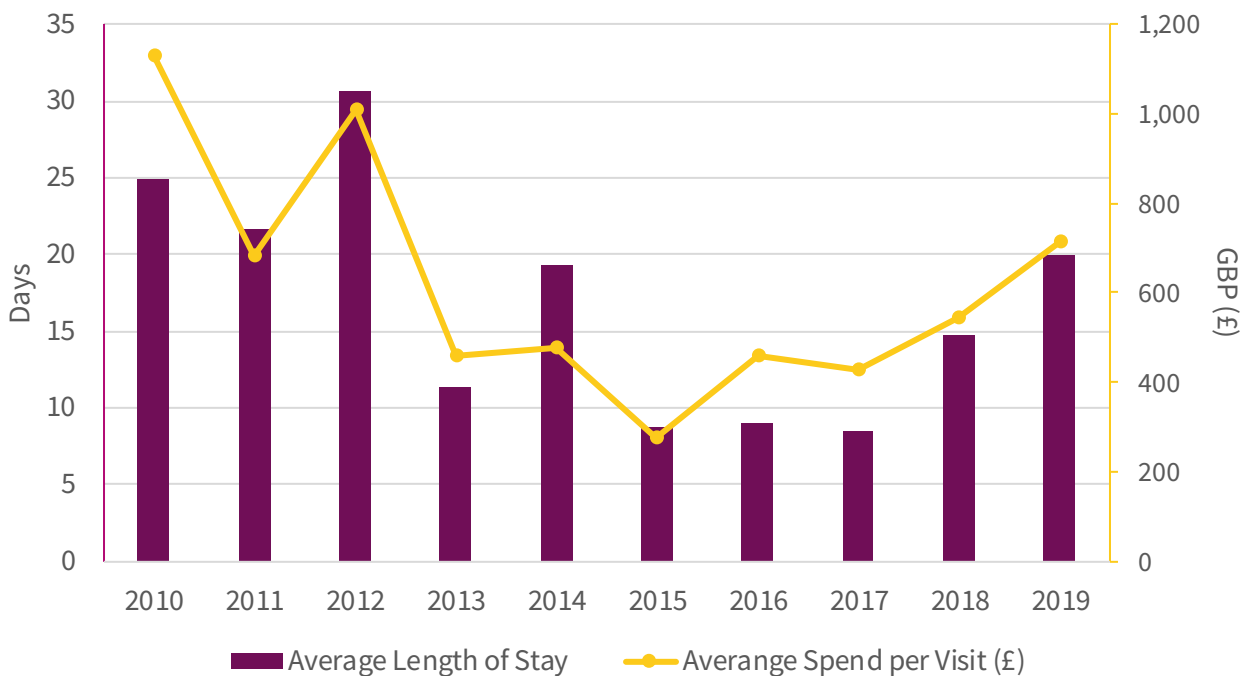
Source: IPS.

# Average Indian Visit

## Historical Trend Information | 2010 - 2019

In 2019, tourists from India **stayed longer** in Scotland and **spent more on average** during their visit compared to 2018. Despite an overall downward trend since 2010, the **average length of stay has consistently increased** in the last two years, averaging at 17.4 nights in 2018-2019 compared to 8.8 nights in 2016-2017. The **average spend per visit also increased**, rising from £444 in 2016-2017 to £628 in 2018-2019. Although tourists from India have been spending more overall on their visits, the **average spend per day has decreased** from £51 in 2016-2017 to £37 in 2018-2019, meaning that longer stays are driving the recent rise in average spend per visit.

### Average Length of Stay and Spend Trend, 2010-2019



Source: IPS.

### Average Length of Stay, Daily and Total Spend, 2010-2019

	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
<b>Average Length of Stay (Nights)</b>	24.9	21.6	30.6	11.3	19.3	8.8	9.0	8.5	14.7	20.0
<b>Average Spend per Day (£)</b>	45	32	33	40	25	31	51	50	37	36
<b>Average Spend per Visit (£)</b>	1129	681	1010	458	478	275	459	429	543	713

Source: IPS.



# Outbound Tourism

## Visitors to India

### Trips and Spend of UK and Scottish Residents in India, 2019

Indicators	Key Facts in 2019	% Change 2018/19
UK resident visits to India	1,606,000	+64%
Scotland resident visits to India	57,000	+40%
UK resident expenditure in India	£1,221,693,000	+74%
Scotland resident expenditure in India	£54,791,000	+177%
UK resident average spend per visit	£761	+6%
Scotland resident average spend per visit	£958	+98%

Source: IPS, 2019.

In 2019, UK visits to India increased by 64% with total trips exceeding 1.6 million. Associated tourism expenditure saw an even greater increase of 74%, reaching £1.2 billion.

The average UK resident spent **21.0 nights** and **£36 per day** while in India. The average length of stay is significantly above, and average daily spend is below the typical for an international trip. This can somewhat be explained by the great distance between the two countries and the high proportion of VFR trips. **64%** of all trips to India by UK visitors were to **visit friends and relatives**, with just 26% for holidays and 8% for business.

As a destination, India amounted to 1.7% of the total UK outbound tourism in terms of visits and 2.0% in terms of expenditure in 2019. Its share of Scotland's overseas tourism was smaller, constituting **1.0% of all international trips** undertaken by Scottish residents, and **1.3% of their total overseas spend**.

Scottish residents made just over 57,000 trips to India and spent £55 million there in 2019. This represents a 40% rise in the volume of outbound travel and a 177% increase in tourism expenditure from 2018.

### In 2019, India was

#### The UK's

- **13th** most popular destination measured by number of visits
- **14th** by expenditure

#### Scotland's

- **20th** most popular destination measured by number of visits
- **19th** by expenditure

Source: IPS, 2019.



## Appendix

International Passenger Survey 2019

### USING AND INTERPRETING STATISTICAL DATA

Sources: Data is sourced from the Office for National Statistics' International Passenger Survey (IPS). Information about the survey can be found on the VisitBritain website [www.visitbritain.org](http://www.visitbritain.org) (Insights & Statistics section) or the Office for National Statistics website [www.statistics.gov.uk/hub/index.html](http://www.statistics.gov.uk/hub/index.html).

**Sample Sizes:** Analysis of sub-groups, such as trips by purpose or demographic group, relies on small sample sizes that can be unreliable. Where this is a particular issue, methods to aggregate data, such as using a 3-year average instead of single-year data, have been used. Before using the data, it is important to recognise the limitations of using a small sample size. Further information, including methodology and sample sizes, can be found on the VisitBritain website [www.visitbritain.org](http://www.visitbritain.org) (Insights & Statistics section).

Disclaimer: VisitScotland has published this report in good faith to update stakeholders on its activity. VisitScotland has taken all reasonable steps to confirm the information contained in the publication is correct. However, VisitScotland does not warrant or assume any legal liability for the accuracy of any information disclosed and accepts no responsibility for any error or omissions. Images © VisitScotland

### CONTACT US

#### Insight Department

VisitScotland  
Ocean Point One  
94 Ocean Drive  
Edinburgh EH6 6JH

**0131 472 2222**  
**research@visitscotland.com**

**visitscotland.com**  
**visitscotland.org**

**Front Cover:** Scott Monument, Edinburgh

© 2020 VisitScotland / Kenny Lam

**Back Cover:** Talla Reservoir, Scottish Borders

© 2020 VisitScotland / Paul Tomkins

**Published: November 2021**

 **Visit  
Scotland** | **Alba**™