

27th March 2025

Your Freedom of Information (Scotland) Act 2002 (“the Act”) request

Thank you for your email which was received by VisitScotland on 23rd January 2025 at 3.23pm requesting the information below:-

“Between 1970 and 2000, did the Scottish Tourist Board (including any relevant Regional Tourist Associations or Area Tourist Boards) conduct any research, surveys, planning, or investment related to tourism promotion or outdoor recreation facilities for the Isle of Arran?”

If so, could you please provide any relevant materials, such as meeting minutes, reports, and other documentary evidence (including texts and images)? If not, could you outline any support provided by the Scottish Tourist Board (or associated bodies) that might have benefited Arran’s tourism sector during this period?”

Due to this initial request resulting in excessive information which would greatly exceed the cost limit in terms of section 13 of the Act, your email of 3rd March 2025 refined your search as follows:-

“Would it be possible that I narrow down the range of the requested information into the number of visitors to Arran Between 1970 to 2000? I understand that visitor surveys may not be carried out annually, so data for every year is not essential, though it would certainly be appreciated if available.”

Visit Scotland’s response

I am pleased to attach electronic copies of the following which I hope are of assistance:-

- Scottish Tourist Board 1998 Visitor Attraction Monitor Excerpt - “Analysis of Visitor Attractions by Area Tourist Board”
- Scottish Tourist Board 1998 Visitor Attraction Monitor Excerpt for Ayrshire and Arran Tourist Board Area
- Scottish Tourist Board 1999 Visitor Attraction Monitor Excerpt “Analysis of Visitor Attractions by Area Tourist Board”
- Scottish Tourist Board 1999 Visitor Attraction Monitor excerpt for Ayrshire and Arran Tourist Board Attractions
- Scottish Tourist Board 1999/2000 Visitor Attraction Monitor excerpt
- Scottish Tourist Board Ayrshire and Arran Area Tourist Board Attraction Visitor Numbers for 1998/1999/2000
- Scottish Tourist Board Tourism in Scotland Pamphlet 1996
- Scottish Tourist Board Tourism in Scotland Pamphlet 1997
- Scottish Tourist Board Tourism in Scotland Pamphlet 1998
- Scottish Tourist Board Tourism in Scotland Pamphlet 1999
- Scottish Tourist Board Tourism in Scotland Pamphlet 2000

As my colleague ██████████ explained in ██████████ email to you of 20th February, we are currently undertaking an ongoing archiving project to preserve our corporate memory and assist our records management. It may be that the archiving project will be further on in 6 months to a year from now, at which point more information about visitor numbers to Arran for earlier years may be available. In

addition your original request may then come under the cost limit. You may therefore wish to get back in touch with a further request in 6 to 12 months.

In the meantime, by way of further assistance, The Moffat Centre who own the Scottish Visitor Attraction Monitor may be able to provide you with further information. A link to their website and email address for information are noted here:-

[The Moffat Centre](#)
info@moffatcentre.com

Your right to seek a review

If you wish to request a review of your application under either the Act or the Environmental Information (Scotland) Regulations 2004, your request should be submitted to us in writing, or another permanent format (for example e-mail or voice recording) to:

Ms Vicki Miller
Chief Executive
VisitScotland
Waverley Court
4 East Market Street
Edinburgh
EH8 8BG

Telephone: 0131 473 3603
E-mail: vicki.miller@visitscotland.com

The request for a review should be received by us within 40 days of the date of this letter. Any request for a review should also set out, in as much detail as possible, the reasons why you are not satisfied with our response or the manner in which we have dealt with your application. If you are not satisfied with the result of the review, then you have the right to appeal to the Scottish Information Commissioner.

You can contact the Scottish Information Commissioner at:
Scottish Information Commissioner
Kinburn Castle
Doubledykes Road
St Andrews
Fife
KY16 9DS

Telephone: 01334 464610
Fax: 01334 464611
Email: enquiries@itspublicknowledge.info

You also have the right to appeal to the Court of Session in Scotland on a point of law concerning our response.

STB - MOFFAT CENTRE FOR TRAVEL AND TOURISM BUSINESS DEVELOPMENT
1998 VISITOR ATTRACTION MONITOR

Ayrshire & Arran ATB

Owner	Name	Location	1997	1998	% Change	Snl.	Free
OT	Burns National Heritage Park	Ayr	300000	* 345000	15		
LA	Dean Castle & Country Park	Kilmarnock	320000	300000	-6		
LA	Vikingar	Largs	166048	168595	2		
LA	Dick Institute Museum	Kilmarnock	77047	* 123000	60		F
PR	Loudoun Castle Theme Park	Galston	233253	* 110000	-53	S	
NTS	Culzean Castle and Country Park	Maybole	107243	104290	-3	S	
PR	Craigie Horticultural Centre	Ayr	-	* 80000			F
NTS	Brodick Castle	Arran	66945	66278	-1	S	
PR	Kelburn Castle & Country Centre	Fairlie	76957	61134	-21		
LA	Eglinton Country Park	Irvine	57329	* 56932	-1		F
OT	Scottish Maritime Museum	Irvine	25877	44980	74		
PR	Isle of Arran Distillers	Lochranza	35000	* 40000	14		
PR	Balmichael Visitor Centre	Shiskine	30000	* 40000	33		F
PR	Blackshaw Farm Park Ltd	West Kilbride	42789	34453	-19		
OT	Dalgarven Mill and Museum	Kilwinning	-	18236			
LA	McKechnie Institute	Girvan	11225	12610	12		F
LA	North Ayrshire Museum	Saltcoats	7192	* 10468	46		F
OT	Dunaskin Experience	Patna	10000	10000	0		
OT	Arran Heritage Museum	Brodick	-	* 9735			
OT	Largs Museum	Largs	-	* 5922			F
PR	South Bank Farm Park	Isle of Arran	5167	4722	-9	S	
LA	The Vennel Gallery	Irvine	3687	4188	14		F
NTS	Souter Johnnies Cottage	Kirkoswald	4094	4114	0		
LA	Baird Institute Museum & Local History Centre	Cumnock	3866	4087	6		F
HS	Crossraguel Abbey	Maybole	3774	3347	-11	S	
PR	Scottish Industrial Railway Centre	Dalmellington	1813	2468	36	S	
PR	Blairquhan Castle	Maybole	2575	2442	-5	S	
LA	Cathcartston Visitor Centre	Dalmellington	2767	* 1574	-43		F
NTS	Bachelors Club	Tarbolton, Ayrshire	9297	* 1077	-88	S	
OT	Burns House [Mauchline] Tryst Ltd	Mauchline	1100	243	-78	S	
PR	Sorn Castle	Mauchline	62	97	56	S	

4.0 ANALYSIS OF VISITOR ATTRACTION - OPERATIONS

4.1 Analysis of Visitor Attractions by Area Tourist Board

Geographical analysis of visitor numbers by ATB is included below:

ATB	1997	1998	1997-98 % Change
Aberdeen and Grampian (77)	2,930,317	2,743,418	-6
Angus and City of Dundee (25)	949,277	913,922	-4
Argyll, The Isles, Loch Lomond, Stirling and the Trossachs (75)	3,792,930	3,599,588	-5
Ayrshire and Arran (28)	1,647,154	1,598,110	-3
Dumfries and Galloway (60)	1,270,644	1,435,052	13
Edinburgh and Lothians (71)	8,703,649	8,183,016	-6
Kingdom of Fife (31)	1,579,206	1,592,967	1
Greater Glasgow and Clyde Valley (72)	13,796,994	14,561,967	6
Highlands of Scotland (79)	3,027,106	2,961,110	-2
Orkney (17)	285,064	306,385	7
Perthshire (41)	1,914,107	1,841,073	-4
Scottish Borders (45)	890,714	851,126	-4
Shetland (16)	88,859	82,525	-7
Western Isles (9)	152,840	135,850	-11
TOTAL	41,028,861	40,806,109	-1

Base: 646 Attractions, returning questionnaires in 1997 and 1998. No. of attractions in each ATB in brackets.

Table 4.1: Changes in Visitor Numbers 1997 – 1998 by ATB

Operators noted the following positive and negative factors as key causes of visitor fluctuations.

----- Ayrshire & Arran ATB Attractions -----

	Name	Location	1997	1998	1999	% Change	Snl.	Free
F	Burns National Heritage Park	Ayr	300000	345000	*343660	0%		
B	Dean Castle & Country Park	Kilmarnock	320000	300000	*295000	-2%		
S	Culzean Country Park	Maybole	107243	187579	*187130	0%		
B	Vikingar	Largs	166048	168595	108056	-36%		
B	Dick Institute Museum	Kilmarnock	77047	123000	*107423	-13%		F
S	Culzean Castle	Maybole	107243	104290	102466	-2%		
B	Kelburn Castle & Country Centre	Fairlie	76957	61134	66533	9%		
S	Brodick Country Park	Arran		66278	58987	-11%		
F	Scottish Maritime Museum	Irvine	25877	44980	*49250	9%		
B	Balmichael Visitor Centre	Shiskine	30000	40000	*48500	21%		F
B	Blackshaw Farm Park Ltd	West Kilbride	42789	34453	39268	14%		
B	Isle of Arran Distillers	Lochranza	35000	40000	*30000	-25%		
S	Brodick Castle	Arran	66945	66278	23630	-64%	S	
B	Rczelle House	Ayr		16526	*16497	0%		
B	McKechnie Institute	Girvan	11225	12610	*12830	2%		F
B	Hunterston Visitor Centre	West Kilbride	30835	13612	12376	-9%		F
B	North Ayrshire Museum	Saltcoats	7192	10468	9370	-10%		F
F	Dunaskin Experience	Patna	10000	10000	8865	-11%		
F	Largs Museum	Largs	-	5922	5188	-12%		F
B	The Vengel Gallery	Irvine	3687	4188	5038	20%		F
B	Dundonald Castle	Dundonald			5027			
S	Souter Johnnies Cottage	Kirkoswald	4094	4114	3899	-5%		
B	Baird Institute Museum & Local History Centre	Cumnock	3866	4087	*3749	-8%		F
S	Crossraguel Abbey	Maybole	3774	3347	3619	8%	S	
B	South Bank Farm Park	Isle of Arran	5167	4722	2977	-37%	S	
B	Scottish Industrial Railway Centre	Dalmellington	1813	2468	2971	20%	S	
B	Cathcartston Visitor Centre	Dalmellington	2767	1574	1348	-14%		F
S	Bachelors Club	Tarbolton	9297	1077	1094	2%	S	

4.0 ANALYSIS OF VISITOR ATTRACTIONS: OPERATIONS

4.1 ANALYSIS OF VISITOR ATTRACTIONS BY AREA TOURIST BOARD

Geographical analysis of visitor numbers by ATB is included below:

ATB	1998	1999	1998-99 % Change
Aberdeen and Grampian (85)	2,880,830	2,757,967	-4%
Angus and City of Dundee (27)	724,187	714,102	-1%
Argyll, The Isles, Loch Lomond, Stirling and the Trossachs (71)	3,508,741	3,444,800	-2%
Ayrshire and Arran (29)	1,788,967	1,637,695	-8%
Dumfries and Galloway (55)	651,874	640,779	-2%
Edinburgh and Lothians (66)	7,537,488	7,751,222	3%
Kingdom of Fife (35)	1,239,622	1,256,922	1%
Greater Glasgow and Clyde Valley (72)	14,790,910	14,717,694	0%
Highlands of Scotland (88)	3,072,406	2,961,684	-4%
Orkney (21)	317,941	310,470	-2%
Perthshire (38)	1,414,538	1,304,390	-8%
Scottish Borders (55)	924,909	933,124	1%
Shetland (18)	95,055	97,499	3%
Western Isles (9)	124,110	121,287	-2%
TOTAL	39,071,578	38,649,635	-1%

Base: 669 attractions, returning questionnaires in 1998 and 1999. No. of attractions in each ATB in brackets.

Table 4.1: Changes in Visitor Numbers 1998 – 1999 by ATB

In 9 of the 14 Area Tourist Board's, figures were down on last year with only **Edinburgh and Lothians, Shetland, Scottish Borders,** and **Kingdom of Fife** stating an increase in year on year comparison. **Ayrshire and Arran** and **Perthshire** showed the greatest decline in year on year comparison.

Ayrshire & Arran ATB Attractions

Owner	Name	Location	1998	1999	2000	% Change 1999-00	Snl.	Free
LA	Dean Castle & Country Park	Kilmarnock	300000	295000	*295000	0		F
OT	Burns National Heritage Park	Ayr	345000	343660	*285000	-17		
NTS	Culzean Country Park	Maybole	187579	187130	189983	1		
NTS	Culzean Castle	Maybole	104290	102466	102136	0		
OT	The Big Idea	Irvine			98352(+)			
LA	Dick Institute Museum	Kilmarnock	123000	107423	*85090	-21		F
PR	Kelburn Castle & Country Centre	Fairlie	61134	66533	54368	-18		
LA	Eglinton Country Park	Irvine	56932	57089	*54110	-5		F
PR	Isle of Arran Distillers	Lochranza	40000	30000	39486	32		
NTS	Brodick Castle	Brodick		35357	37406	6		
PR	Heads of Ayr Farm Park	Ayr	42011	45512	*37000	-18		
NTS	Brodick Country Park	Brodick	66278	23630	26431	12		
PR	Hunterston Visitor Centre	West Kilbride	13612	12376	12076	-2		F
OT	Dalgarven Mill and Museum	Kilwinning	18236		*12000			
PR	Craigie Horticultural Centre	Ayr	80000	9000	*9500	6		F
OT	Dunaskin Experience	Patna	10000	8865	8735	-1		
LA	Baird Institute Museum & Local History Centre	Cumnock	4087	3749	*8633	130		F
LA	North Ayrshire Museum	Saltcoats	10468	9370	*7874	-16		F
LA	Cornalees Bridge Centre	Kilbrachan	22839	14935	*5214	-65		F
OT	Largs Museum	Largs	5922	5188	*4685	-10	S	F
LA	The Vennel Gallery	Irvine	4188	5038	*4291	-15		F
HS	Crossraguel Abbey	Maybole	3347	3694	3584	-3		
PR	Scottish Industrial Railway Centre	Dalmellington	2468	2971	3374	14	S	
NTS	Souter Johnnies Cottage	Kirkoswald	4114	3899	3005	-23		
NTS	Bachelors Club	Tarbolton	1077	1094	1332	22		
LA	Cathcartston Visitor Centre	Dalmellington	1574	1348	*1012	-25		F
LA	Museum of the Cumbraes	Millport			807		S	F

3.3 COMPARATIVE ANALYSIS BY AREA TOURIST BOARD

ATB			%
	1999	2000	Change
Aberdeen & Grampian (76)	2426087	2300372	-5
Angus & City of Dundee (28)	1216478	1118622	-8
Argyll & The Isles (72)	3355093	3327777	-1
Ayrshire and Arran (24)	1375327	1279325	-7
Dumfries & Galloway (55)	1315535	1364513	4
Edinburgh & Lothians (62)	8084341	7630605	-6
Fife (31)	1224349	1299430	6
Greater Glasgow (58)	11362110	11019249	-3
Highlands of Scotland (81)	2908826	2867840	-1
Orkney (22)	336721	337991	0
Perthshire (35)	1203844	1136053	-6
Scottish Borders (48)	864831	783035	-9
Shetland (16)	76413	76088	0
Western Isles (10)	123654	131282	6
TOTAL	35873609	34672182	-3

In 11 of the 14 Area Tourist Boards visitor numbers were lower than in 1999. Only Fife, Western Isles and Dumfries & Galloway evidence an increase in 2000. Fife benefited from the Open Golf Championship which helped visitation in 2000. In the Western Isles significant growth was registered at the Calanais Visitor Centre which influenced visitor numbers for the ATB. The Dumfries & Galloway figure is significantly influenced by an estimated 7% increase in visitor numbers to the region's largest attraction, "The Old Blacksmith's Shop Centre". The Scottish Borders, Angus & City of Dundee and Ayrshire & Arran show the most significant decline in year on year comparison.

21. British Tourism to Destinations in Scotland 1996*

Area	Tourist Board	Trips	Nights	Expenditure**	% Holiday Trips
Aberdeen & Grampian		1.2m	4.7m	£ 130m	50%
Angus & City of Dundee		0.4m	1.4m	£ 39m	50%
ALLST***		1.5m	6.0m	£ 190m	73%
Ayrshire & Arran		0.9m	4.0m	£ 123m	67%
Dumfries & Galloway		0.5m	2.1m	£ 61m	80%
Edinburgh & Lothians		1.4m	4.5m	£ 191m	57%
Greater Glasgow & Clyde Valley		1.6m	4.7m	£ 171m	38%
Highlands of Scotland		1.4m	7.4m	£ 227m	79%
Kingdom of Fife		0.6m	2.3m	£ 52m	50%
Perthshire		0.6m	2.5m	£ 82m	83%
Scottish Borders		0.3m	1.2m	£ 34m	67%
Edinburgh		1.1m	3.4m	£ 161m	57%
Glasgow		1.2m	3.6m	£ 132m	42%
TOTAL		10.5m	45.1m	£1,493m	61%

The figures in the above table do not add up to the totals because of multiple visits. Data for Orkney, Shetland and Western Isles is not provided due to the relatively small sample sizes involved. This data is included in the Total Scotland figures.

* Three year average figures are used as these provide a more accurate picture.

** Current Prices – not adjusted for RPI.

*** Argyll, The Isles, Loch Lomond, Stirling and the Trossachs.

22. Overseas Tourism to Destinations in Scotland 1995

Region	Trips	Nights	Expenditure	% Holiday Trips
Highlands & Islands*	0.58m	3.3m	£127m	80%
Grampian	0.20m	1.3m	£ 47m	64%
Tayside	0.19m	1.2m	£ 91m	66%
Strathclyde	0.72m	5.4m	£235m	54%
Central	0.12m	1.1m	£ 42m	60%
Fife	0.09m	0.7m	£ 33m	61%
Lothian	1.11m	5.7m	£265m	69%
Dumfries & Galloway	0.06m	0.5m	£ 10m	68%
Scottish Borders	0.04m	0.2m	£ 8m	72%
Edinburgh	0.92m	6.1m	£256m	69%
Glasgow	0.49m	3.5m	£155m	56%
TOTAL	1.96m	20.2m	£865m	59%

* Highlands and Islands figures represents Highland Region, Orkney, Shetland and the Western Isles.

The figures in the above table do not add up to the totals because of multiple visits.

23. Leisure Day Visits to Destinations in Scotland 1994

Region	Trips	Expenditure
Highlands & Islands	23.5m	£ 213m
Grampian	39.2m	£ 328m
Tayside	29.7m	£ 216m
Strathclyde	175.0m	£1434m
Central	19.3m	£ 191m
Fife	21.3m	£ 158m
Lothian	88.4m	£ 822m
Dumfries & Galloway	15.7m	£ 99m
Scottish Borders	19.8m	£ 97m
Edinburgh	51.2m	£ 556m
Glasgow	72.2m	£ 601m
TOTAL	431m	£3558m

The figures in the above table do not add up to the totals because of multiple visits.

Main Sources of Scottish Tourism Statistics

International Passenger Survey – Survey of Overseas visitors, conducted by the Office of Population Censuses and Surveys for the Department of National Heritage, UK National Tourist Boards Special Analyses.

United Kingdom Tourism Survey – Survey of British residents, commissioned by the four UK National Tourist Boards and conducted by NOP Consumer Market Research.

Accommodation Occupancy Studies – Survey commissioned by the STB and HIE and conducted by System Three Scotland Ltd. B&B survey conducted by CLR and commissioned by SE.

UK Day Visits Survey – Commissioned by a consortium of national agencies and conducted by Social and Community Planning Research.

Visitor Attractions Survey – Voluntary survey of over 900 visitor attractions in Scotland conducted by STB.

Overseas Leisure Visitor Survey – Survey commissioned by the British Tourist Authority containing STB sponsored Scottish specific questions, and conducted by Public Attitude Surveys Ltd.

Research Newsletter – A bi-annual publication produced by Scottish Tourist Board detailing current tourism trends and feature articles on tourism related topics.

Research Handbook – Summarises many STB surveys in factsheet form and is available on a subscription basis from the Scottish Tourist Board.

Census of Employment – Survey conducted by the Department of Employment providing detailed statistics of employees in Great Britain.

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.

'Leisure day visit' is defined as a trip made from home for leisure activities, not involving an overnight stay.

Functions of the Scottish Tourist Board

Following the terms and conditions of the 1969 and 1984 Acts, the Board's objectives are to promote Scotland at home and abroad as a tourism destination, and to encourage the provision and improvement of tourism amenities and facilities in Scotland. More specifically the government's current aims for the tourism sector are to increase the economic benefits of tourism in Scotland, to encourage growth in visitor spending, and to promote job opportunities in the tourist industry.

For a full publications list or to make an appointment to visit STB's Research Library, please contact:

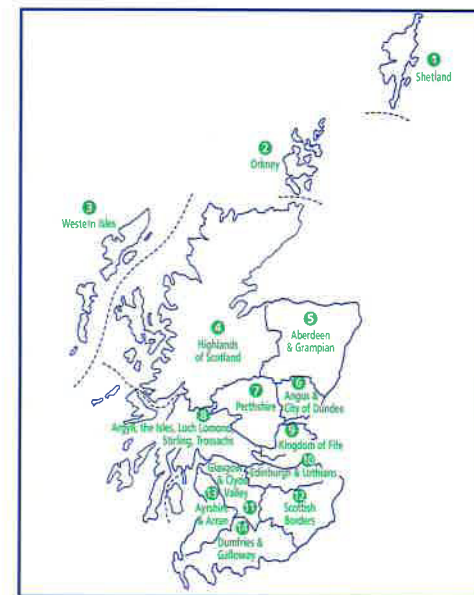
Research Department, Scottish Tourist Board,
23 Ravelston Terrace, Edinburgh EH4 3EU.
Tel: 0131 332 2433. Fax: 0131 343 2023

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FILE COPY



TOURISM IN SCOTLAND
1996



Introduction

In Scotland in 1996, over 12 million tourists took overnight trips and spent over £2.4 billion, supporting around 8% of all employment.

Tourism in Scotland, 1996	Trips (millions)	Nights (millions)	Expenditure (£millions)
Scotland	5.1m	17.3m	£ 389m
England	5.0m	25.0m	£ 973m
Wales/N. Ireland	0.4m	2.8m	£ 131m
Total UK	10.5m	45.1m	£1493m
All Overseas* Tourists	2.1m	21.2m	£ 935m
TOTAL	12.6m	66.3m	£2428m

* Provisional estimates

Within the UK, our main markets are Scotland, the North of England and the South of England. Outwith the UK, the United States of America, Germany, France and the Netherlands are the key target markets for Scotland, with European Union Countries in total, accounting for almost half of overseas trips to Scotland.

17. MAJOR VISITOR ATTRACTIONS IN SCOTLAND

Attractions with free admission	Visitors 1996	Visitors 1997	% change 1996-97
Kelvingrove Art Gallery & Museum, Glasgow	1,059,625	1,053,745	- 1%
Royal Botanic Gardens, Edinburgh	775,133	899,316	+16%
Royal Museum of Scotland, Edinburgh	593,728	591,512	0%
Scottish United Services Museum, Edinburgh	436,384	455,738	+ 4%
Museum of Transport, Glasgow	430,064	438,429	+ 2%
Gallery of Modern Art, Glasgow	560,717	410,332	-27%
National Gallery of Scotland, Edinburgh	542,662	404,841	-25%
New Lanark Village, New Lanark	410,000*	400,000*	- 2%
Glasgow Botanical Gardens, Glasgow	450,000*	400,000*	-11%
Antartex Village Visitor Centre, Alexandria	346,000*	365,544	+ 6%
Attractions with paid admission	Visitors 1996	Visitors 1997	% change 1996-97
Edinburgh Castle, Edinburgh	1,165,132	1,238,140	+ 6%
Edinburgh Zoo, Edinburgh	537,384	548,426	+ 2%
Blacksmith Shop Visitor Centre, Gretna Green	500,000*	500,000*	0%
Deep Sea World, North Queensferry	403,319	428,011	+ 6%
Stirling Castle, Stirling	414,187	422,615	+ 2%
Burns National Heritage Park, Alloway	344,074*	300,000*	-13%
Palace of Holyroodhouse, Edinburgh	277,136	272,429	- 2%
Urquhart Castle, nr Drumadrochit	242,786	244,786	+ 1%
Loudon Castle Park, Ayr	171,943	233,253	+36%
Glenturret Distillery, Crieff	228,417	215,263	- 6%
TOTAL (All Attractions)	42,302,329	43,576,661	+ 3%

* Estimate.

18. ACCOMMODATION OCCUPANCY IN SCOTLAND 1993-1997

Year	Hotel (% Room Occupancy)	Self-Catering (% Unit Occupancy)	Touring Caravan & Camping Park (% Pitch Occupancy)	Guest House & B&B (% Room Occupancy)*
1993	57%	61%	33%	n/a
1994	58%	58%	31%	n/a
1995	59%	57%	33%	43%**
1996	62%	60%	36%	46%
1997	61%	53%	33%	45%

Note: All figures refer to full year, except Touring Camping & Caravan which are April to October only.

* Scottish Enterprise Area only.

** Estimate based on part year data.

19. MONTHLY ACCOMMODATION OCCUPANCY IN SCOTLAND 1997

Month	Hotel (% Room Occupancy)	Self-Catering (% Unit Occupancy)	Touring Caravan & Camping Park (% Pitch Occupancy)	Guest House & B&B (% Room Occupancy)
Jan.	38%	14%	—	24%
Feb.	45%	27%	—	28%
March	52%	33%	—	34%
April	55%	40%	13%	37%
May	67%	60%	27%	52%
June	76%	69%	36%	62%
July	75%	85%	51%	68%
Aug.	80%	88%	60%	77%
Sept.	78%	68%	26%	62%
Oct.	65%	59%	13%	46%
Nov.	54%	24%	—	30%
Dec.	44%	35%	—	24%

Note: All figures refer to full year, except Camping & Caravan which are April to October only.

20. ACCOMMODATION REGISTERED WITH THE SCOTTISH TOURIST BOARD, JANUARY 1998

Hotels: 2,466 (91%)*	Bedrooms 48,832	Bedspaces 96,715
Guest Houses: 1,360 (89%)*	Bedrooms 7,666	Bedspaces 15,845
Bed and Breakfast Establishments: 5,482 (82%)*	Bedrooms 13,161	Bedspaces 26,768
Self Catering Units: 10,887 (84%)*		Units
Chalets		1,517
Log cabins		300
Houses		1,645
Flats		2,509
Cottages		2,085
Bungalows		769
Other		1,202
Caravan and Camping Parks: 488 (73%)*		

In Scotland in 1997 over 15,000 accommodation providers, visitor attractions and other tourism related business were members of their Area Tourist Board.

* Percentage of registering accommodation establishments in 1998 participating in the 5 TB's Grading and Classification Scheme.

21. U.K. TRIPS SPENT IN SCOTLAND IN 1996*

Tourism in Scotland, 1996	Total Nights (millions)	1-3 Nights (millions)	4-7 Nights (millions)	8+ Nights (millions)
Scotland	5.1	3.6	1.2	0.4
England	5.0	2.0	2.1	0.8
Wales/N.Ireland	0.4	0.1	0.2	0.1
Total UK	10.5	5.7	3.5	1.3

* These figures are not currently available for the overseas market to Scotland.

22. BRITISH TOURISM TO DESTINATIONS IN SCOTLAND 1997*

Area Tourist Board	Trips	Nights	Expenditure**	% Holiday Trips
Aberdeen & Grampian	1.3m	4.9m	£142.3m	55%
Angus & City of Dundee	0.4m	1.6m	£ 42.2m	54%
AILLST***	1.5m	6.7m	£210.2m	72%
Ayrshire & Arran	0.9m	4.2m	£128.3m	68%
Dumfries & Galloway	0.6m	2.3m	£ 69.6m	72%
Edinburgh & Lothians	1.6m	5.0m	£223.6m	55%
Greater Glasgow & Clyde Valley	1.6m	5.0m	£183.4m	45%
Highlands of Scotland	1.5m	8.3m	£271.1m	83%
Kingdom of Fife	0.7m	2.6m	£ 56.6m	57%
Perthshire	0.6m	2.6m	£ 81.5m	79%
Scottish Borders	0.4m	1.4m	£ 40.3m	69%
Edinburgh	1.3m	3.9m	£192.7m	87%
Glasgow	1.4m	4.2m	£159.7m	67%
TOTAL****	11.1m	48.5m	£ 1690m	65%

The figures in the above table do not add up to the totals because of multiple visits. Data for Orkney, Shetland and Western Isles is not provided due to the relatively small sample sizes involved. This data is included in the total Scotland figures.

* Three year average figures are used as these provide a more accurate picture.

** Current Prices - not adjusted for RPI.

*** Argyll, The Isles, Loch Lomond, Stirling and the Trossachs.

**** Total figures are for 1997, all other figures are three year averages.

23. OVERSEAS TOURISM TO DESTINATIONS IN SCOTLAND 1996

Region	Trips	Nights	Expenditure	% Holiday Trips
Aberdeen & Grampian	0.19m	1.2m	£ 54m	58%
Angus & City of Dundee	0.08m	0.7m	£ 23m	52%
AILLST**	0.32m	1.5m	£ 69m	74%
Ayrshire & Arran	0.12m	1.0m	£ 61m	52%
Dumfries & Galloway	0.06m	0.3m	£ 14m	67%
Edinburgh & Lothians	1.07m	5.7m	£286m	69%
Greater Glasgow & Clyde Valley	0.59m	5.0m	£177m	54%
Highlands of Scotland*	0.59m	2.9m	£133m	80%
Kingdom of Fife	0.10m	0.9m	£ 41m	64%
Perthshire	0.12m	0.7m	£ 36m	73%
Scottish Borders	0.05m	0.2m	£ 14m	70%
Edinburgh	1.03m	5.4m	£268m	68%
Glasgow	0.54m	4.3m	£162m	56%
TOTAL	2.02m	20.5m	£923m	59%

The figures in the above table do not add up to the totals because of multiple visits.

* Highlands of Scotland figures exclude Orkney, Shetland and the Western Isles.

** Argyll, the Isles, Loch Lomond, Stirling and the Trossachs.

24. LEISURE DAY VISITS TO DESTINATIONS IN SCOTLAND 1996*

Region	Trips	Expenditure
Aberdeen & Grampian	36.8m	£ 379.1m
Angus & City of Dundee	6.7m	£ 92.47m
AILLST*	33.9m	£ 337.1m
Ayrshire & Arran	21.9m	£ 278.0m
Dumfries & Galloway	11.8m	£ 164.9m
Edinburgh & Lothians	85.7m	£ 934.6m
Greater Glasgow & Clyde Valley	161.6m	£1629.1m
Highlands of Scotland	12.3m	£ 79.6m
Kingdom of Fife	31.3m	£ 265.6m
Perthshire	21.6m	£ 212.2m
Scottish Borders	7.4m	£ 26.8m
Edinburgh	62.0m	£ 756.6m
Glasgow	138.7m	£1400.4m
TOTAL	432m	£4403m

The figures in the above table do not add up to the totals because of multiple visits.

* Argyll, the Isles, Loch Lomond, Stirling and the Trossachs.

8 Visitors' Perceptions

	English (%)	Scottish (%)	USA (%)	German (%)
Beautiful scenery	94	91	96	94
Friendly people	82	74	85	87
Good place to relax	85	81	67	72
Interesting history/culture	76	72	87	86
Good for hiking/walking	66	62	71	79
Plenty to do and see	64	40	81	69
Slower pace of life	57	63	47	41
Good places to eat out	40	44	50	15
Local products to eat and drink	39	44	40	27
Good pubs	26	26	45	75

9 Activities Undertaken

	UK Holiday Trips 2000 (%)	Overseas Holiday Trips 1996 (%)
Visiting Castles, Monuments, Churches, etc.	36	83
Hiking/Walking/Rambling/ Other Walking	36	39
Field/Nature Study	21	9
Watching Performing Arts	15	16
Visiting Museums/ Art Galleries/Heritage Centres, etc.	14	58
Golf	7	2
Fishing	6	1

10 UK Tourists: Categories of Expenditure

	Total Spend (%)
Accommodation	29
Eating & Drinking	25
Travel	22
General shopping	9
Packages (inc. Accom.)	5
Entertainment	5
Buying clothes	3
Other	2

For more information on tourism statistics please refer to www.scotexchange.net updated figures will be available in October 2002

11 UK Tourism by Area Tourist Board

	Trips (m)	Nights (m)	Expenditure (£m)
Aberdeen & Grampian	1.9	6.7	280
Angus & City of Dundee	0.8	2.2	108
Argyll, The Isles, Loch Lomond, Stirling and the Trossachs	2.5	9.3	446
Ayrshire & Arran	0.9	3.3	133
Dumfries & Galloway	1.2	4.0	159
Edinburgh & Lothians	3.4	10.3	679
Greater Glasgow & Clyde Valley	3.4	9.5	669
Highlands of Scotland	2.8	12.0	597
Kingdom of Fife	0.8	4.5	156
Perthshire	1.2	4.0	222
Scottish Borders	0.5	1.2	64
Edinburgh	2.8	8.2	622
Glasgow	2.8	7.9	611
TOTAL	19.0	70.4	3,699

12 Overseas Tourism by Area Tourist Board

	Trips (m)	Nights (m)	Expenditure (£m)
Aberdeen & Grampian	0.17	1.1	45
Angus & City of Dundee	0.05	0.3	15
Argyll, The Isles, Loch Lomond, Stirling and the Trossachs	0.19	0.9	50
Ayrshire & Arran	0.09	0.7	38
Dumfries & Galloway	0.05	0.3	15
Edinburgh & Lothians	0.94	4.4	265
Greater Glasgow & Clyde Valley	0.50	3.3	170
Highlands of Scotland	0.41	1.6	96
Kingdom of Fife	0.09	0.5	49
Perthshire	0.10	0.5	21
Scottish Borders	0.03	0.1	3
Edinburgh	0.91	4.2	255
Glasgow	0.43	2.6	137
TOTAL	1.69	14.4	789

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13 Tourism Related Employment by Area Tourist Board

	Tourism Employment	% of all Employment
Aberdeen & Grampian	14,674	6.4
Angus & City of Dundee	8,398	8.6
Argyll, the Isles, Loch Lomond, Stirling and the Trossachs	17,219	8.9
Ayrshire & Arran	11,152	9.2
Dumfries & Galloway	7,007	11.9
Edinburgh & Lothians	33,347	8.8
Greater Glasgow & Clyde Valley	50,239	7.2
Highlands of Scotland	11,027	12.7
Kingdom of Fife	11,390	8.9
Perthshire	7,334	12.4
Scottish Borders	3,767	8.6
Island ATBs	2,352	7.5
All Scotland	177,906	8.4

N.B. The above employment figures exclude self-employed. It is estimated that around 15,100 people were self-employed in tourism-related activities in Scotland in 1999.

14 Visitor Attractions

Attractions With Free Admission	Visits ('000)
Kelvingrove Art Gallery & Museum, Glasgow	1,003
World Famous Old Blacksmith Shop Centre, Gretna	697
Royal Botanic Garden, Edinburgh	610
Royal Scots Regimental Museum, Edinburgh	525
National Gallery of Scotland, Edinburgh	422
Glasgow Botanic Gardens, Glasgow	400
Gallery of Modern Art, Glasgow	397
Museum of Transport, Glasgow	396
St. Giles Cathedral, Edinburgh	386
New Lanark Village, Lanark	306
Attractions With Paid Admission	Visits ('000)
Edinburgh Castle, Edinburgh	1,204
Royal Museum and Museum of Scotland, Edinburgh	599
Edinburgh Zoo, Edinburgh	522
Stirling Castle, Stirling	430
Our Dynamic Earth, Edinburgh	399
The Former Royal Yacht Britannia, Edinburgh	304
Burns National Heritage Park, Alloway	285*
Palace of Holyroodhouse, Edinburgh	255
Urquhart Castle, Drumnadrochit	202
The Official Loch Ness Monster Visitor Centre, Drumnadrochit	200

* Estimate

15 Accommodation Registered with VisitScotland

	Properties	Bedrooms	Bedspaces
Hotels	1,333	21,801	41,036
Guest Houses	1,136	4,577	8,336
Bed and Breakfast	3,229	6,774	11,415
Self Catering Units	6,631		
Caravan and Camping	718		
Hostels	173		
Other Types of Accommodation	273		

For more information on tourism statistics please refer to www.scotexchange.net updated figures will be available in October 2002



Scottish
TOURIST BOARD

TOURISM IN SCOTLAND 1999



INTRODUCTION

In Scotland in 1999, nearly 12.5 million tourists took overnight trips and spent just over £2.5 billion, supporting around 8% of all employment.

Tourism in Scotland, 1999	Trips (millions)	Nights (millions)	Expenditure (£millions)
Scotland	5.2m	18.6m	£ 412m
England	5.0m	26.2m	£1,176m
Wales /N. Ireland	0.3m	1.5m	£ 77m
Total UK Tourism	10.5m	46.2m	£1,667m
Total Overseas Tourism*	1.91m	18.0m	£ 845m
Total*	12.41m	64.2m	£2,512m

* Provisional estimates.

Within the UK, our main markets are Scotland, the North and the South of England. Outwith the UK, the United States of America, Germany and France are the key target markets for Scotland.

For more information on tourism statistics please refer to www.scotexchange.net

18. UK HOLIDAY TRIPS SPENT IN SCOTLAND IN 1999** BY LENGTH OF STAY

Tourism to Scotland, 1999	All Holidays	1-3 Nights Holidays	4-7 Nights Holidays	8+ Nights Holidays
From Scotland	2.9m	1.7m	0.9m	0.3m
From England	3.0m	0.8m	1.5m	0.7m
From Wales/N.Ireland	0.2m	0.1m	*	*
From UK	6.1m	2.6m	2.5m	1.1m

* Fewer than 50,000 trips.

** These figures are not currently available for the overseas market to Scotland.

19. UK TOURISM TO DESTINATIONS IN SCOTLAND 1999*

Area Tourist Board	Trips	Nights	Expenditure	% Holiday Trips
Aberdeen & Grampian	1.1m	4.5m	£ 155m	87
Angus & City of Dundee	0.5m	1.8m	£ 43m	57
AILLST**	1.4m	6.6m	£ 242m	87
Ayrshire & Arran	0.9m	3.8m	£ 116m	73
Dumfries & Galloway	0.6m	2.7m	£ 90m	74
Edinburgh & Lothians	1.7m	5.5m	£ 270m	55
Greater Glasgow & Clyde Valley	1.7m	5.7m	£ 212m	44
Highlands of Scotland	1.5m	7.9m	£ 304m	79
Kingdom of Fife	0.7m	2.6m	£ 71m	50
Perthshire	0.6m	2.5m	£ 94m	51
Scottish Borders	0.4m	1.6m	£ 39m	77
Edinburgh	1.3m	4.1m	£ 224m	55
Glasgow	1.4m	4.8m	£ 181m	61
TOTAL ***	10.5m	46.2m	£1,667m	61

20. OVERSEAS TOURISM TO DESTINATIONS IN SCOTLAND 1998*

Area Tourist Board	Trips	Nights	Expenditure	% Holiday Trips
Aberdeen & Grampian	0.35m	2.3m	£ 92	56%
Angus & City of Dundee	0.07m	0.7m	£ 25	43%
AILLST**	0.28m	1.5m	£ 62	74%
Ayrshire & Arran	0.10m	0.6m	£ 26	56%
Dumfries & Galloway	0.06m	0.2m	£ 9	79%
Edinburgh & Lothians	1.20m	6.0m	£325	67%
Greater Glasgow & Clyde Valley	0.59m	4.4m	£202	53%
Highlands of Scotland	0.56m	2.6m	£116	84%
Kingdom of Fife	0.14m	1.2m	£ 46	64%
Perthshire	0.14m	0.7m	£ 52	75%
Scottish Borders	0.04m	0.2m	£ 8	71%
Edinburgh	1.16m	5.8m	£312	67%
Glasgow	0.51m	3.4m	£165	67%
TOTAL ***	2.14m	19.9m	£945	59%

* Three year average figures are used, as these provide a more accurate picture, but total figures are for 1999.

** Argyll, The Isles, Loch Lomond, Stirling and the Trossachs.

*** The figures in the above table do not add up to the totals because of multiple visits. Data for Orkney, Shetland and the Western Isles is not provided due to the relatively small sample sizes involved. These areas are included in the total Scotland figures.

For more information on tourism statistics please refer to www.scotexchange.net

15. ACCOMMODATION OCCUPANCY IN SCOTLAND 1996-1999

Year	Hotel (% Room Occupancy)	Self-Catering (% Unit Occupancy)	Touring Caravan & Camping Park (% Pitch Occupancy)	Guest House & B&B (% Room Occupancy)	Hostels (% Bed Occupancy)
1996	62%	60%	36%	46%*	n/a
1997	61%	53%	33%	45%*	n/a
1998	61%	51%	31%	42%	47%
1999	59%	50%	29%	42%	49%

Note: All figures refer to full year, except Touring Camping & Caravan, which are April to October only.

* Scottish Enterprise Area Only.

** Estimate based on part year data.

16. MONTHLY ACCOMMODATION OCCUPANCY IN SCOTLAND 1999

Month	Hotel (% Room Occupancy)	Self-Catering (% Unit Occupancy)	Touring Caravan & Camping Park (% Pitch Occupancy)	Guest House & B&B (% Room Occupancy)	Hostels (% Bed Occupancy)
Jan.	38%	18%	n/a	19%	28%
Feb.	49%	27%	n/a	25%	37%
March	54%	28%	n/a	28%	41%
April	49%	43%	16%	35%	52%
May	65%	52%	23%	48%	57%
June	72%	69%	30%	59%	60%
July	71%	77%	45%	66%	72%
Aug.	77%	85%	47%	73%	76%
Sept.	71%	65%	24%	56%	51%
Oct.	62%	57%	14%	39%	39%
Nov.	52%	24%	n/a	26%	24%
Dec.	38%	30%	n/a	20%	33%

Note: All figures refer to full year, except Touring Camping & Caravan, which are April to October only.

17. ACCOMMODATION REGISTERED WITH THE SCOTTISH TOURIST BOARD, JANUARY 1999

Hotels: 2,508 (93%)*	Bedrooms 51,298	Bedspace 102,094
Guest Houses: 1,420 (91%)*	Bedrooms 7,972	Bedspace 16,420
Bed and Breakfast Establishments: 5,693 (91%)*	Bedrooms 14,081	Bedspace 28,666
Self-Catering Units: 12,116 (93%)*		Units
Chalets		1,994
Log cabins		417
Houses		2,041
Flats		2,483
Cottages		3,218
Bungalows		757
Other		1,206
Caravan and Camping Parks: 503 (86%)*		14,572 (Pitches)

In Scotland in 1999 over 15,000 accommodation providers, visitor attractions and other tourism related businesses were members of their Area Tourist Board.

* Percentage of registering accommodation in 1999 participating in STB's Quality Assurance Scheme.

For more information on tourism statistics please refer to www.scotexchange.net

8 Visitors' Perceptions

	English (%)	Scottish (%)	USA (%)	German (%)
Beautiful scenery	94	91	96	94
Friendly people	82	74	85	87
Good place to relax	85	81	67	72
Interesting history/culture	76	72	87	86
Good for hiking/walking	66	62	71	79
Plenty to do and see	64	40	81	69
Slower pace of life	57	63	47	41
Good places to eat out	40	44	50	15
Local products to eat and drink	39	44	40	27
Good pubs	26	26	45	75

9 Activities Undertaken

	UK Holiday Trips 2000 (%)	Overseas Holiday Trips 1996 (%)
Visiting Castles, Monuments, Churches, etc.	36	83
Hiking/Walking/Rambling/ Other Walking	36	39
Field/Nature Study	21	9
Watching Performing Arts	15	16
Visiting Museums/ Art Galleries/Heritage Centres, etc.	14	58
Golf	7	2
Fishing	6	1

10 UK Tourists: Categories of Expenditure

	Total Spend (%)
Accommodation	29
Eating & Drinking	25
Travel	22
General shopping	9
Packages (inc. Accom.)	5
Entertainment	5
Buying clothes	3
Other	2

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11 UK Tourism by Area Tourist Board

	Trips (m)	Nights (m)	Expenditure (£m)
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Kingdom of Fife	0.8	4.5	156
Perthshire	1.2	4.0	222
Scottish Borders	0.5	1.2	64
Edinburgh	2.8	8.2	622
Glasgow	2.8	7.9	611
TOTAL	19.0	70.4	3,699

12 Overseas Tourism by Area Tourist Board

	Trips (m)	Nights (m)	Expenditure (£m)
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Argyll, The Isles, Loch Lomond, Stirling and the Trossachs	0.19	0.9	50
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Edinburgh	0.91	4.2	255
Glasgow	0.43	2.6	137
TOTAL	1.69	14.4	789

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All Scotland	177,906	8.4

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National Gallery of Scotland, Edinburgh	422
Glasgow Botanic Gardens, Glasgow	400
Gallery of Modern Art, Glasgow	397
Museum of Transport, Glasgow	396
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New Lanark Village, Lanark	306
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Royal Museum and Museum of Scotland, Edinburgh	599
Edinburgh Zoo, Edinburgh	522
Stirling Castle, Stirling	430
Our Dynamic Earth, Edinburgh	399
The Former Royal Yacht Britannia, Edinburgh	304
Burns National Heritage Park, Alloway	285*
Palace of Holyroodhouse, Edinburgh	255
Urquhart Castle, Drumnadrochit	202
The Official Loch Ness Monster Visitor Centre, Drumnadrochit	200

* Estimate

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Caravan and Camping	718		
Hostels	173		
Other Types of Accommodation	273		

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