

A large, stylized purple flower graphic is positioned on the left side of the page. It features a central circular element with a three-petaled flower inside, surrounded by several curved, petal-like shapes radiating outwards. The entire graphic is rendered in a lighter shade of purple against the darker purple background.

*Visit
Scotland* | *Alba*TM

**DOMESTIC TOURISM
UPDATE:
DAY VISITS Q2 2025**

September 2025

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Domestic Tourism Update: Day Visits Q2 2025

1.1 Introduction

The statistics in this release are based on Great Britain Tourism Survey (GBTS). The GBTS is a national consumer survey which includes two core domestic modules, overnight trips and day visits. It measures the volume and value of domestic tourism by residents of Great Britain. This report focuses on the domestic overnight trip statistics for the second quarter of 2025 (April to June) as well as 2025 year-to-date results (January to June) for Scotland. Detailed results for England and Wales are published by [VisitEngland](#) and [Visit Wales](#).

Statistics from GBTS are used to monitor domestic tourism demand and measure the contribution and impact of domestic tourism on the visitor economy. A key purpose of these statistics is to uncover insights into market trends over time. Changes in survey methodology introduced from 2022, together with the interruption in data collection due to COVID-19, mean that results published in this release are not directly comparable with data published for 2019 and previous years.

These statistics are labelled as ‘Official Statistics in Development’ to enable testing and further modification to meet user needs. Further information on this is available on the [Office for National Statistics website](#).

There are two main measures for day visits reported in this publication.

- **3 Hours or More Leisure Day Visits:** These are visits by adults and accompanied children that lasted for 3 hours or more, including travel time, to undertake one or more eligible leisure activities.
- **Tourism Day Visits:** These are a subset of 3 hours or more leisure day visits and to qualify as a tourism day trip they must meet the additional criteria of being undertaken less often than once a week and must include a visit to a place outside of the local authority where the trip started.

Summary

1.2 Overall Domestic Performance in Scotland, January to June 2025

Overnight trips remain flat year-on-year, while tourism day visits grow: While overnight trips stayed flat compared with H1 2024, tourism day visits have seen growth. This indicates a potential “substitution effect” within the domestic market, with visitors preferring day visits over overnight stays.

Preferences for tourism day visits above overnight trips also present in quarterly trends: While tourism day visit volume and spend increased between Q1 and Q2 2025 in line with seasonal expectations, overnight trip volume remained static between quarters.

Holiday trips drive nights and spend but drop year-on-year: Holiday trips generated a third of nights and spend on domestic overnight trips in the first half of the year, but with lower trips, nights and spend than in H1 2024.

Visiting friends and relatives still a popular motivator for travelling domestically: Almost a third of overnight trips were taken for this purpose and this was the most common activity undertaken on tourism day visits.

Cities and stays in serviced accommodation lead in visits and spend: City and large towns remained the most popular locations for both overnight trips and tourism day visits and demonstrated growth from H1 2024 for volume and value. Serviced accommodation was used on almost half of domestic overnight trips and generated the highest proportion of nights and spend, with growth across trips, nights and spend from H1 2024.

Countryside locations growing in popularity for day visits: While overnight trips and spend to countryside or village locations declined from H1 2024 to H1 2025, these locations saw year-on-year growth for tourism day visits and associated spend.

Summary

1.2 Overall Domestic Performance in Scotland, January to June 2025

Decline in performance in the North of Scotland is offset by growth in other regions: Both overnight trips and tourism day visits saw a reduction in the North of Scotland in the first half of 2025 compared with the year before. However, growth in the East and West of Scotland led to a flat year-on-year volume for overnight trips and West of Scotland drove an increase in tourism day visit year-on-year volume.

Volume is driven by Scottish residents while English residents lead overnight spend: Volume of both overnight trips and tourism day visits is primarily taken by Scottish residents. For overnight trips, English residents produced over half of spend in the first half of the year, demonstrating growth from the previous year.

Younger life stages prioritise overnight trips over day visits: While overnight trips made by younger independents and family life stages increased in volume, nights and spend from H1 2024, tourism day visits made by these groups reduced year-on-year. Conversely, overnight trips made by older independents and those of a retirement age decreased year-on-year, whereas tourism day visits taken by these groups increased year-on-year. This indicates a re-prioritisation of types of domestic travel undertaken by different life stages.

Families continue to be the biggest visitor life stage: Families represent the highest proportion of volume, nights and spend for both overnight trips and tourism day visits.

2. DOMESTIC DAY VISITS AND SPEND IN GREAT BRITAIN

Domestic Day Visits and Spend in Great Britain

2.1 Year to Date, 2025

- In the first half of 2025, there were 1.2 billion leisure day visits in Great Britain lasting three hours or more, with an associated spend of £49 billion. Of these visits, 474 million were tourism day visits which generated £23 billion.
- The volume of leisure and tourism day visits in Great Britain both saw a decrease when compared to the same period in 2024. Associated spend for both visit types had also decreased, leading to a drop in average spend per visit of £2 for each.

Domestic day visits and spend in Great Britain, year on year comparison

	Leisure day visits (millions)	Spend (£ million)	Spend per leisure day visit	Tourism day visits (millions)	Spend (£ million)	Spend per tourism day visit
YTD 2025	1,232.9	£48,654	£39	474.0	£23,013	£49
YTD 2024	1,294.8	£52,698	£41	493.6	£25,097	£51
% change	-5%	-8%	-3%	-4%	-8%	-5%

Domestic Day Visits and Spend in Great Britain

2.2 Quarter Two, 2025

- While the year-to-date results for Great Britain are lower in 2025 than 2024, results from Q2 were relatively stable year-on-year, with the YTD performance largely driven by poorer performance in Q1.
- The largest decrease was for spend on tourism day visits, leading to a drop in average spend per tourism visit of £3.

Domestic day visits and spend in Great Britain, year on year comparison

	Leisure day visits (millions)	Spend (£ million)	Spend per leisure day visit	Tourism day visits (millions)	Spend (£ million)	Spend per tourism day visit
Q2 2025	652.9	£26,079	£40	264.6	£12,444	£47
Q2 2024	659.9	£26,543	£40	262.8	£13,209	£50
% change	-1%	-2%	-1%	1%	-6%	-6%

3. DOMESTIC DAY VISITS AND SPEND IN SCOTLAND

Domestic Day Visits and Spend in Scotland

3.1 Year to Date, 2025

- During the first half of 2025, there were 116.7 million leisure day visits in Scotland lasting three hours or more, with an associated spend of £4.1 billion. Of these visits, 37.9 million were tourism day visits which generated £1.8 billion.
- When comparing with the same time period in 2024, leisure day visits had decreased in terms of both volume and value. These decreases were of a similar proportion, meaning that average spend per leisure day visit remained stable at £35. While tourism day visit volume had slightly increased from the first half of 2024, associated expenditure had decreased. This resulted in a drop in average spend per tourism day visit by £4.

Domestic day visits and spend in Scotland, year on year comparison

	Leisure day visits (millions)	Spend (£ million)	Spend per leisure day visit	Tourism day visits (millions)	Spend (£ million)	Spend per tourism day visit
YTD 2025	116.7	£4,058	£35	37.9	£1,843	£49
YTD 2024	129.5	£4,560	£35	36.7	£1,935	£53
% change	-10%	-11%	-1%	3%	-5%	-8%

Domestic Day Visits and Spend in Scotland

3.2 Quarter Two, 2025

- When comparing to results in Q2 2024, leisure day visits in Scotland produced a similar volume, value and average spend per leisure day visit.
- In contrast, tourism day visits saw increases on the previous year. While spend increased it did so at a lesser proportion than volume, meaning that the average spend per tourism day visit dropped by £5 from Q2 2024.

Domestic day visits and spend in Scotland, year on year comparison

	Leisure day visits (millions)	Spend (£ million)	Spend per leisure day visit	Tourism day visits (millions)	Spend (£ million)	Spend per tourism day visit
Q2 2025	60.1	2,087	£35	21.4	959	£45
Q2 2024	60.5	2,055	£34	18.2	900	£50
% change	-1%	2%	2%	18%	7%	-9%

Domestic Tourism Day Visits and Spend in Scotland

3.3 Quarterly Seasonality, 2025

- As well as an increase in tourism day visit volume and value from the same quarter in 2024, quarter two saw increases in volume (+29%) and value (+8%) from quarter one of 2025.
- Average spend per tourism day visit reduced by £8 between quarter one and quarter two.
- Quarter two of 2025 saw some record-breaking sunny weather, particularly during April and May which will have likely contributed to these increases, both between quarters and year-on-year.

Domestic tourism day visits and spend in Scotland, quarterly comparison

2025	Tourism day visits (millions)	Change from 2024	Spend (£ million)	Change from 2024	Spend per tourism day visit	Change from 2024
Q1 (January – March)	16.5	-11%	884	-15%	£53	-4%
Q2 (April – June)	21.4	18%	959	7%	£45	-9%
Q3 (July – September)						
Q4 (October – December)						

Source: Great Britain Tourism Survey: Day Visits (January to June 2025)

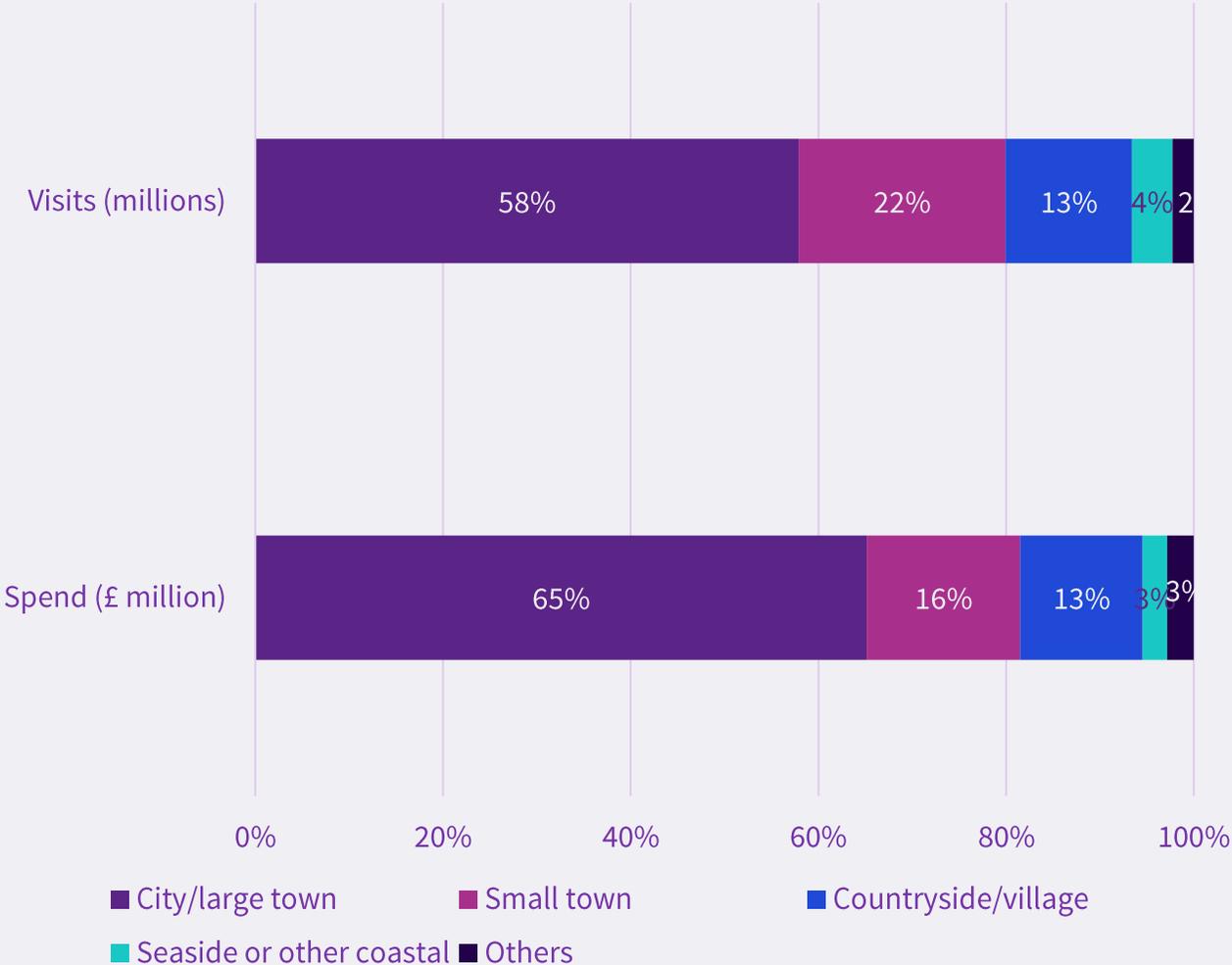
4. DOMESTIC TOURISM DAY VISITS IN SCOTLAND: VISIT CHARACTERISTICS

Domestic Tourism Day Visits in Scotland: Trip Characteristics (Year to Date)

4.1 Main location visited

The main location type visited during the first half of 2025 for 58% of tourism day visits in Scotland was cities or large towns. These main location types generated almost two thirds of spend in this quarter. Small towns were the next most common location type, representing 22% of visits and 16% of spend. Countryside or village locations were the main type visited for 13% of trips and associated spend, whereas seaside locations were the main type visited for 4% of visits, generating 3% of spend.

The average spend per tourism day visit was highest for those where the main location was cities / large towns (£55) or countryside / villages (£47). Small towns or seaside locations produced lower average spend per tourism day visit at £36 and £30 respectively.



Source: Great Britain Tourism Survey: Day Visits (January to June 2025)

Domestic Tourism Day Visits in Scotland: Trip Characteristics (Year to Date)

4.1 Main location type visited – comparison with the previous year

When compared with the first half of 2024, there was an increase in tourism day visits and associated spend where the main location was a city or large town. However, the larger increases were to more rural countryside or village locations, likely due to the sunny weather experienced during Q2. Visitation to small towns saw a decrease, both in terms of volume and value.

Main location type	Tourism Day Visits (millions)	Change from H1 2024	Spend (£ million)	Change from H1 2024
City or large town	21.9	5%	1,201	2%
Small town	8.4	-8%	302	-30%
Countryside or village	5.1	18%	240	23%
Seaside or other coastal*	1.6	--	49	--
Others*	0.9	--	52	--
Total	37.9	3%	1,843	-5%

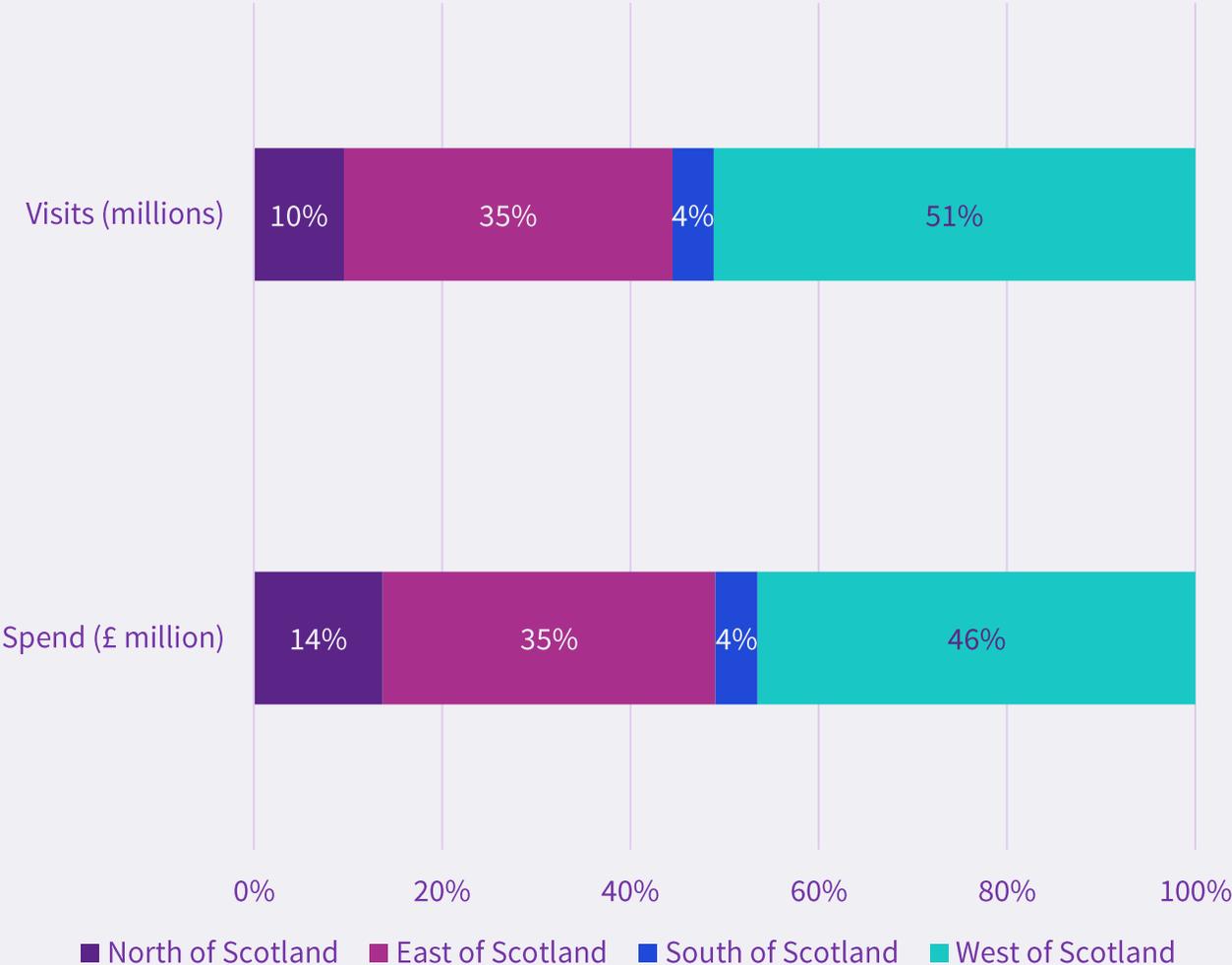
*Results are based on a respondent base lower than 30, therefore year on year comparisons have not been provided. Data for these categories should be interpreted with caution.

Domestic Tourism Day Visits in Scotland: Trip Characteristics (Year to Date)

4.2 Main region* visited

The West of Scotland was the main region visited for around half (51%) of domestic tourism day visits in Scotland during H1 2025. This region also generated the highest proportion of associated spend at 46%. The next most common main region for tourism day visits was the East of Scotland, representing 35% of both visits and spend. The North of Scotland was the main region visited for 10% of domestic tourism day visits, with a 14% share of spend. The South of Scotland had a 4% share of domestic tourism day visits and spend.

In terms of spend per tourism day visit, the average was lowest for visits where the West of Scotland was the main region visited at £44. Visits where the East and South were the main region generated a similar average spend per tourism day visit at £49 and £50 respectively. The North of Scotland produced the highest average spend per tourism day visit of £70 during the first half of the year.



Domestic Tourism Day Visits in Scotland: Trip Characteristics (Year to Date)

4.2 Main region visited – comparison with the previous year

The North of Scotland saw the greatest reduction from H1 2024 in terms of the main region visited, both for volume and value, whereas volume and value of tourism day visits remained stable for the East of Scotland. While tourism day visits where the West of Scotland was the main place increased in volume between H1 2024 and H1 2025, the associated spend remained stable.

Main region	Tourism Day Visits (millions)	Change from H1 2024	Spend (£ million)	Change from H1 2024
North of Scotland	3.6	-27%	252	-17%
East of Scotland	13.2	-1%	651	-3%
South of Scotland*	1.6	--	83	--
West of Scotland	19.3	16%	857	-1%
Total	37.7	5%	1,843	-4%

Source: Great Britain Tourism Survey: Day Visits (January to June 2025)

*Results are based on a respondent base lower than 30, therefore year on year comparisons have not been provided. Data for these categories should be interpreted with caution. This question references the main region visited and is not representative of all places visited. Please note that the main region visited may have been outside of Scotland. Definitions of these regional breakdowns can be found in the appendix.

Domestic Tourism Day Visits in Scotland: Trip Characteristics (Year to Date)

4.3 Main activities undertaken

The main activities undertaken on domestic tourism day visits during the first half of 2025 were visiting friends or family, going to a visitor attraction and food and drink/night out/speciality shopping.

The highest proportion of tourism day visit spend during this time was generated by visits where the main activity was visiting friends and relatives, followed by food and drink, a night out or speciality shopping.

Average spend per H1 2025 tourism day visit was particularly high for the main activities of food and drink, night out or speciality shopping (£67) and health and wellbeing experiences (£62). The lowest average spend was for tourism day visits which included the main activity of going to an arts, cultural or entertainment experience at £27.



Domestic Tourism Day Visits in Scotland: Trip Characteristics (Year to Date)

4.3 Main activities undertaken – comparison with the previous year

There were several activities that were more prevalent on tourism day visits in the first half of 2025 than the first half of 2024, particularly taking part in outdoor activities and hobbies and interests. While spend associated with hobbies and interests increased year on year, spend on tourism day visits that included outdoor leisure activities and sports decreased. This pattern was also the case for tourism day visits with a main activity of sightseeing and exploring areas. Tourism day visits that included the main activity of a visitor attraction saw an increase in terms of both volume and value.

Main activity undertaken	Tourism Day Visits (millions)	Change from H1 2024	Spend (£ million)	Change from H1 2024
Visited friends or relatives	10.0	-3%	464	33%
Went to a visitor attraction	6.6	24%	244	17%
Food and drink, a night out or speciality shopping	4.6	-11%	309	-12%
Attended an organised public event	3.3	-18%	204	-12%
Went sightseeing and exploring areas	3.2	18%	186	-20%
Took part in outdoor leisure activities and sports	2.9	67%	108	-7%
Attended a special event or celebration of personal nature	2.7	-1%	135	-7%
Took part in hobbies and interests	2.4	62%	108	49%
Went to an arts, cultural or entertainment experience*	1.2	--	33	--
Took part in a health or wellbeing experience*	0.5	--	32	--
Took part in other leisure activities*	0.3	--	20	--

*Results are based on a respondent base lower than 30, therefore year on year comparisons have not been provided. Data for these categories should be interpreted with caution.

Source: Great Britain Tourism Survey: Day Visits (January to June 2025)

5. DOMESTIC TOURISM DAY VISITS IN SCOTLAND: VISITOR CHARACTERISTICS

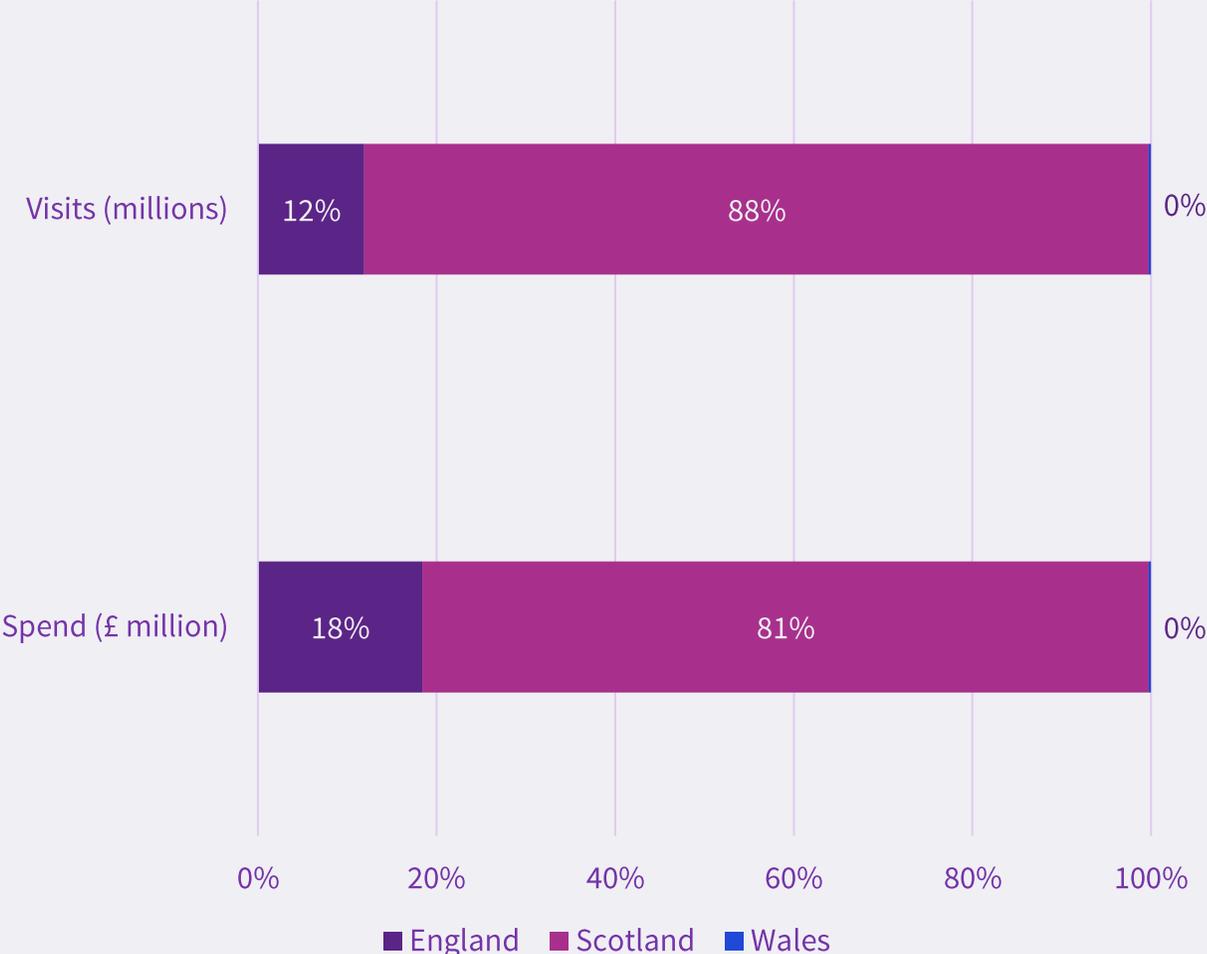
Domestic Tourism Day Visits in Scotland: Visitor Characteristics (Year to Date)

5.1 Nation of residence

The majority of domestic tourism day visits in Scotland are taken by Scottish residents, who generated 88% of visit volume and 81% of associated spend during the first half of 2025. While English residents represented 12% of tourism day visits, they generated around 18% of spend. Welsh residents represented 0.3% of H1 2025 tourism day visits and 0.2% spend in Scotland.

On average, English residents spent the most per domestic tourism day visit in Scotland at £75. Average spend per visit by Welsh residents was £48, whereas Scottish residents spend the least on average during a tourism day visit at £45.

Please note that tourism day visit figures for residents of both England and Wales are based on a sample size of less than 30, so results must be treated as indicative only.



Source: Great Britain Tourism Survey: Day Visits (January to June 2025)

Domestic Tourism Day Visits in Scotland: Visitor Characteristics (Year to Date)

5.1 Nation of residence – comparison with the previous year

The volume of domestic tourism day visits in Scotland made by English residents increased in the first half of 2025 when compared with the same time period in 2024. Tourism day visits made by Scottish residents also slightly increased, whereas associated spend from visitors of both nations decreased year-on-year. While Welsh residents represented a minimum of tourism day visits and spend in Scotland during this time, they contributed 95,000 to the overall volume and £5 million to the overall value.

Nation of Residence	Tourism Day Visits (millions)	Change from H1 2024	Spend (£ million)	Change from H1 2024
England	4.5	12%	339	-6%
Scotland	33.3	2%	1,500	-4%
Wales*	0.1	--	5	--
Total	37.9	3%	1,843	-5%

*Results are based on a respondent sample lower than 30, therefore year on year comparisons have not been provided. Data for these categories should be interpreted with caution.

Domestic Tourism Day Visits in Scotland: Visitor Characteristics (Year to Date)

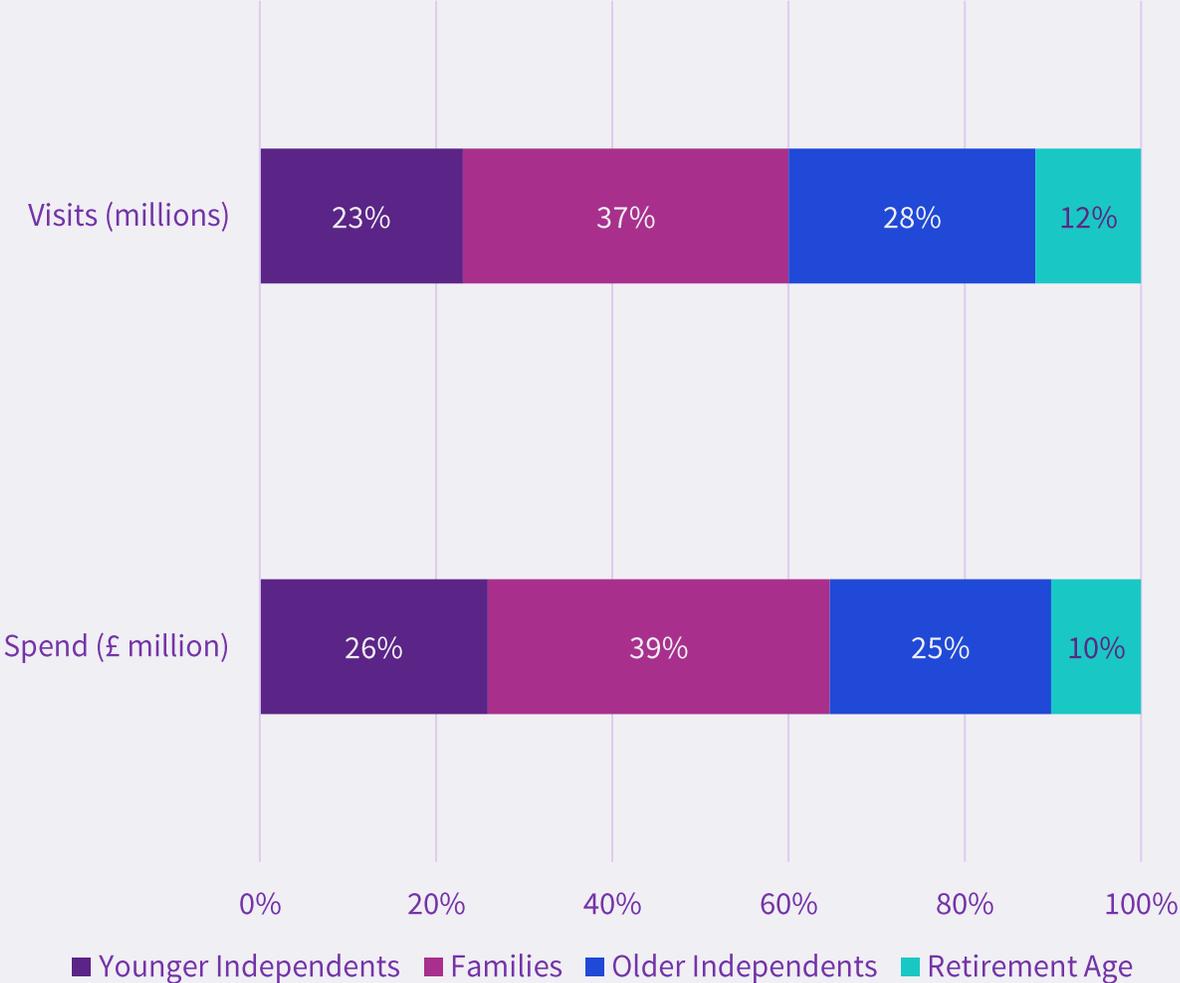
5.2 Life stage

During the first half of 2025, families represented the highest proportion of domestic tourism day visits (37%) and spend (39%). Older independents were 28% of tourism day visits and 25% of spend, whereas younger independents represented around a quarter of both visits and spend. Those of retirement age were the lowest proportion of tourism day visits and spend at 12% and 10% respectively, although these results are based on a low sample size for this group.

The highest average spend per tourism day visit was made by younger independents at £55, followed by families (£51). Spend per tourism day visit was lower on average for older independents (£44) and those of retirement age (£41).

Definitions of life stage segments

- Younger independents: Aged 16 to 34 with no children in household
- Families: Aged 16 to 64 with children in household
- Older independents: Aged 35 to 64 with no children in household
- Retirement age: Aged 65+



Source: Great Britain Tourism Survey: Day Visits (January to June 2025)

Domestic Tourism Day Visits in Scotland: Visitor Characteristics (Year to Date)

5.2 Life stage – comparison with the previous year

During H1 of 2025, domestic tourism day visits in Scotland made by younger independents and families decreased by the same proportion when compared with the same time period in 2024. Associated spend on tourism day visits by these groups also decreased, with younger independents declining by a higher proportion than families. Both volume and value of tourism day visits had increased for older independents year-on-year.

Life Stage	Tourism Day Visits (millions)	Change from H1 2024	Spend (£ million)	Change from H1 2024
Younger Independents	8.7	-12%	477	-27%
Families	14.0	-12%	716	-13%
Older Independents	10.6	34%	463	16%
Retirement Age*	4.5	--	188	--
Total	37.9	3%	1,843	-5%

*Results are based on a respondent sample lower than 30, therefore year on year comparisons have not been provided. Data for these categories should be interpreted with caution.

6. APPENDIX: METHODOLOGY AND QUALITY

Methodology and Quality

Definitions

There are two main measures for day visits used in this report.

- **3 Hours or more Leisure Day Visits:** Trips by adults and accompanied children that lasted for 3 or more hours including travel time to undertake 1 or more eligible leisure activities. All overnight visits are excluded as are day visits from a holiday accommodation base.
- **Tourism Day Visits:** These are a subset of 3 hours or more leisure day visits and to qualify as a tourism day visit, they must meet the additional criteria of being undertaken less often than once a week and they must include a visit to a place outside of the local authority where the visit started. The requirement to travel to a different local authority covers most activities with the exception of visits where the main activity is watching live sports events, going to visitor attractions and going to public events that qualify as tourism day visits even if they are undertaken within the same local authority.

Other definitions used in this publication

- **Volume:** an estimate of what the grossed-up number of day visits undertaken by the population would be if the survey sample is representative of the whole GB population.
- **Value:** an estimate of what the total expenditure relating to the volume of day visits undertaken by the population would be if the survey sample is representative of the whole GB population.

Methodology and Quality

Definitions (continued)

Regions of Scotland

The high-level regions described in this report are made up of the following Local Authorities:

- **North of Scotland:** Aberdeen City, Aberdeenshire, Highland, Moray, Orkney Islands, Shetland Islands and Western Isles (Na h-Eileanan Siar)
- **East of Scotland:** Angus, City of Edinburgh, Dundee City, East Lothian, Fife, Midlothian, Perth & Kinross and West Lothian
- **South of Scotland:** Dumfries & Galloway and Scottish Borders
- **West of Scotland:** Argyll & Bute, Clackmannanshire, East Ayrshire, East Dunbartonshire, East Renfrewshire, Falkirk, Glasgow City, Inverclyde, North Ayrshire, North Lanarkshire, Renfrewshire, South Lanarkshire, South Ayrshire, Stirling and West Dunbartonshire

Life stage segments

- **Younger independents:** Aged 16 to 34 with no children in household
- **Families:** Aged 16 to 64 with children in household
- **Older independents:** Aged 35 to 64 with no children in household
- **Retirement age:** Aged 65+

These qualifying criteria and definitions have been revised to align with agreed international standards which impacts on comparability of the published domestic overnight tourism estimates for 2022 onwards with those published for 2019 and previous years.

Methodology and Quality

Definition of eligible leisure activities

- Visited friends or relatives
- Went to a visitor attraction e.g. a historic house, theme park, museum, etc.
- Took part in sports or outdoor leisure activities
- Went sightseeing and exploring areas
- Took part in hobbies and interests
- Took part in a health or wellbeing experience
- Attended a special event or celebration (e.g. wedding, birthday etc.)
- Attended an organised public event (e.g. exhibition, live sport etc.)
- Went to an arts, cultural or entertainment experience (e.g. museum etc)
- Food and drink, a night out or speciality shopping

Methodology and Quality

Methodology

The GBTS is a national consumer survey conducted online with residents of Great Britain on their trip taking activity. Survey respondents are sourced from 4 ESOMAR accredited online panel providers and includes quotas for key demographic variables and region of residence to make the overall sample as representative as possible of GB population. The target annual sample size for GBTS is 60,000 completed interviews for overnight visits and 35,000 completed interviews for day visits.

As part of the survey changes, a revised weighting scheme has been introduced to improve efficiency, whilst making the results as representative as possible of the GB population. However, the use of a non-probability online sample limits the extent to which the survey responses are truly representative of the full GB population, a limitation of all online sample surveys.

The statistics in this release are based on a new combined online survey that replaces the separate Great Britain Tourism Survey and Great Britain Day Visits Survey that ran until the end of 2019. Due to the methodological changes post 2019, the new results from 2022 onwards cannot be compared to the results up to 2019. (Please note that data for 2020 and 2021 is not published as due to COVID pandemic lockdowns, the complete calendar year data is not available).

Methodology and Quality

Accuracy

The statistics produced from the Great Britain Tourism Survey in 2019 and previous years have been designated as official statistics, which provides reassurance to users that the statistics are produced to the very highest professional standards of trustworthiness, quality and value, set out in the [Code of Practice for Statistics](#). Due to the changes in methodology and the impact of the Covid-19 pandemic, the survey results for 2021 onwards have been badged as Official Statistics in Development. More information on this can be found on the [Office for Statistics Regulation website](#).

As the statistics are produced using a non-probability online survey method, they are subject to the limitations and potential sources of bias and error associated with such surveys. These include:

- Coverage error due to the small part of the GB population that does not have online access.
- Sample bias including differences due to those with online access and those that are online panel members compared to those who are not.
- Measurement error due to respondents entering incorrect values.
- Non-response error including survey refusals and drop-outs and the availability of don't know and prefer not to say options.

Methodology and Quality

Accuracy (continued)

The GBTS: Day Visits data are weighted to correct for any imperfections in the achieved sample that might lead to bias and to rectify any differences between the sample and the target population. The survey uses a mix of panel partners to mitigate for possible panel specific biases, and keeping this panel mix consistent over time.

The survey script and data processing includes bespoke checks to verify the accuracy of responses. Imputation is used to cover missing data and caps are used to minimise the impact of extreme values that are entered. It is not possible to measure standard sample errors due to the non-probability sample being used, but base sizes are reported for eligible trip takers and users are advised to consider and be cautious of small base sizes particularly for monthly data and lower-level geographies when drawing inferences from the statistics.



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