



*Visit  
Scotland* | *Alba*<sup>TM</sup>

# **INTERNATIONAL TOURISM UPDATE: 2024**

August 2025

# International Tourism Update: Full Year 2024

## 1.1 Introduction

The statistics in this release are based on the **final estimates** from the International Passenger Survey (IPS) data released by the Office for National Statistics (ONS) on 26<sup>th</sup> August 2025, covering the full year 2024.

[Travel trends: 2024 - Office for National Statistics](#)

The IPS is a continuous survey carried out by the Office for National Statistics (ONS). It covers all major air, sea and tunnel ports, providing detailed information on the numbers and types of visits made by people travelling to and from the UK.

Please note, the Q3 and Q4 2024 data are badged as '**official statistics in development**' and estimates are subject to future change as further improvements to the methods are introduced. Further information on this is available on the [Office for National Statistics website](#).

Due to these ongoing changes in methodology currently being tested, the ONS have urged caution when interpreting the results at a regional level so please view these results as **indicative only**.

## 2. INTERNATIONAL TRIPS, NIGHTS AND SPEND IN SCOTLAND

# International Trips, Nights and Spend in Scotland 2024

- During 2024, there were 4.4 million international trips in Scotland, with 30.7 million nights and £4.0 billion spend. This represents a 9% increase across trips and an 11% increase in spend against the previous year, whereas total nights decreased by 11%.
- While the average spend per night increased by 23%, a 19% decrease in average length of stay led to only a marginal increase in average spend per trip (+1%) when compared to 2023 .
- Inbound visits and spend to Scotland for 2024 reached new records and showed the strongest growth vs 2023 of all nations and regions of Great Britain.

## International tourism performance in Scotland 2024 versus 2023

	Trips (millions)	Nights (millions)	Spend (£ million)	Spend per trip	Nights per trip	Spend per night
2024	4.4	30.7	3,981	912	7.0	129
2023	4.0	34.4	3,593	901	8.6	105
% change	9%	-11%	11%	1%	-19%	23%

Source: International Passenger Survey 2024



\*Please note that expenditure figures have not been adjusted for inflation.

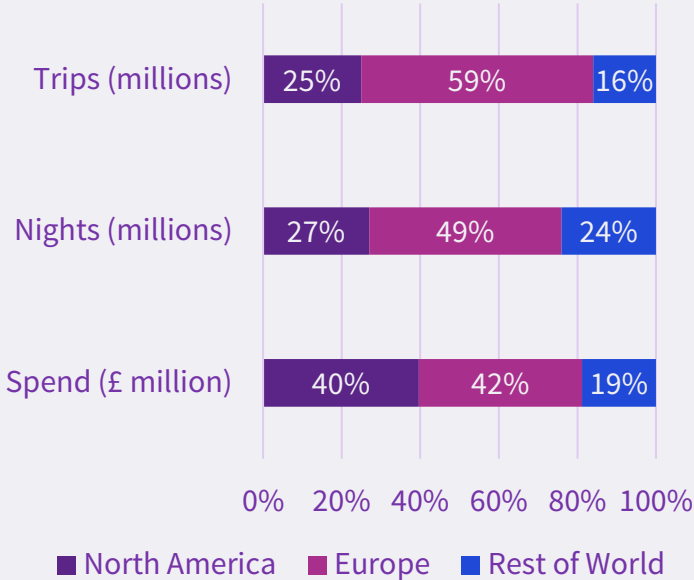
# International Trips, Nights and Spend in Scotland 2024

## Market Performance versus 2023

Overall growth of international trip volume (up 9% on 2023) in 2024 was driven by continued growth in visits from the North American and European markets. The total nights spent in Scotland reduced by 11% on 2023, with the largest proportional decrease seen in Rest of World visitors. Increases in average spend per trip by North American and European visitors resulted in an 11% increase in total spend, suggesting a trend towards shorter but higher-value visits to Scotland.

Scotland's international market share proportions shifted in 2024, with Europe's share of visits, nights and spend increasing. For spend, Europe gained the lead, moving from about 39% to 42%. The North American market also saw modest proportional gains across visits, nights, and spend. Conversely, Rest of World consistently saw their market share decline across visits, nights, and spend.

Region of Residence	Trips (millions)	Change from 2023	Nights (millions)	Change from 2023	Spend (£ million)	Change from 2023
North America	1.1	15%	8.4	-5%	1,577	11%
Europe	2.6	11%	15.0	-2%	1,662	18%
Rest of World	0.7	-1%	7.3	-28%	742	-3%
<b>Total</b>	<b>4.4</b>	<b>9%</b>	<b>30.7</b>	<b>-11%</b>	<b>3,981</b>	<b>11%</b>

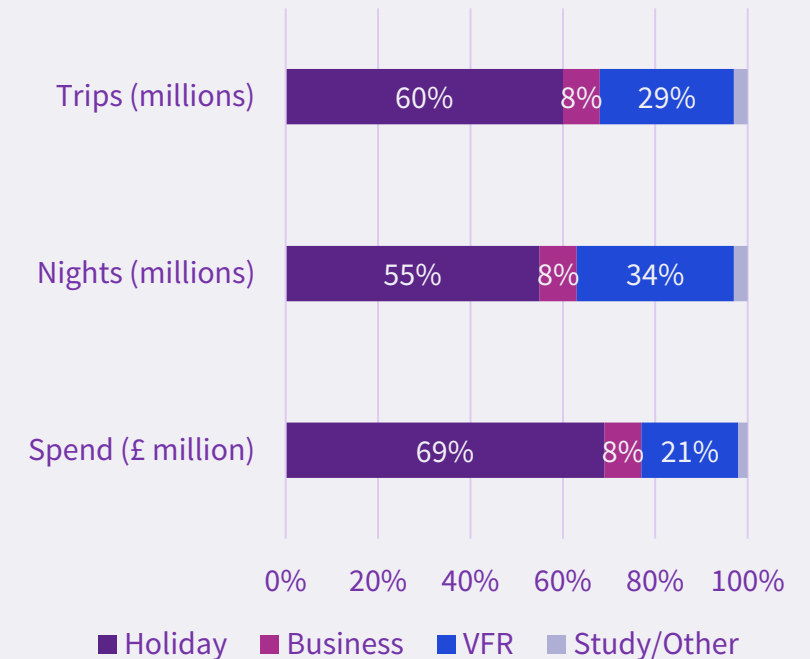


# International Trips, Nights and Spend in Scotland 2024

## Purpose of Trip versus 2023

Holidaying remained the main purpose of international trips to Scotland in 2024, making up 60% of all visits and accounting for 69% of spend. The total volume of holiday trips continued to grow on 2023 (up 5%) and spend increased by 11%, however nights spent in Scotland declined 3% for holiday trips, reflecting the shorter length of stay seen across all trip purposes. VFR trips and spend showed strong growth, increasing by 24% and 29% respectively, though VFR nights saw a 7% decline, while business travel saw relatively minor changes across all metrics.

Purpose of Trip	Trips (millions)	Change from 2023	Nights (millions)	Change from 2023	Spend (£ million)	Change from 2023
Holiday	2.6	5%	16.9	-3%	2,746	11%
Business	0.4	-1%	2.4	-5%	315	8%
Visiting Friends and Relatives	1.3	24%	10.6	-7%	827	29%
Study/Other	0.1	22%	0.9	-71%	92	-52%
<b>Total</b>	<b>4.4</b>	<b>9%</b>	<b>30.7</b>	<b>-11%</b>	<b>3,981</b>	<b>11%</b>





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