In 2019, residents of Great Britain accounted for 80% of all overnight visits to Scotland and 55.8% of all overnight spend in Scotland.

Source: GBTS & IPS 2019

**OVERNIGHT VISITS IN 2019**

- **13.8M** OVERNIGHT VISITS
- **£3,200 M** VALUE
- **£232** AVERAGE SPEND PER VISIT

**DAY VISITS IN 2019 (GB)**

- **133.6M** DAY VISITS
- **£5,777 M** VALUE
- 86.2% OF DAY VISITORS WERE SCOTLAND RESIDENTS

Source: GBTS & GBDVS 2019

**FLIGHTS (UK)**

- Belfast
- Birmingham
- Bristol
- Cardiff
- East Midlands
- Exeter
- Guernsey
- Isle of Man
- Jersey
- London
- Londonderry
- Manchester
- Norwich
- Newcastle
- Newquay
- Southampton

**FLIGHTS**

- British Airways
- EasyJet
- Loganair
- Ryanair

Flights subject to change due to COVID-19

**TRAINS (GB)**

- LNER, Caledonian Sleeper, CrossCountry trains, First Trenitalia, Transpennine Express and ScotRail

**FERRIES (UK)**

- Lrome to Cairnryan (P&O), Belfast to Cairnryan (Stena Line)

**SEASONALITY OF TRIPS (GB)**

- OCT-DEC 22.3%
- JAN-MAR 18.9%
- JUL-SEPT 32.8%
- APR-JUN 26.0%

**DURATION OF STAY (GB)**

<table>
<thead>
<tr>
<th>Duration</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1-3 nights</td>
<td>62.5%</td>
</tr>
<tr>
<td>4-7 nights</td>
<td>30.4%</td>
</tr>
<tr>
<td>8+ nights</td>
<td>7.1%</td>
</tr>
</tbody>
</table>

**PURPOSE OF TRAVEL (GB)**

- Business 12.9%
- Holiday 56.1%
- Other 1.9%

**TOP DRIVERS OR MOTIVATORS (UK)**

- Scenery & Landscapes
- Holidayed before and wanted to return
- History & Culture

**TOP ACTIVITIES (UK)**

- Sightseeing by car, coach, and on foot. Visiting historic houses, stately homes, castles. Short walks and strolls.

**PRIMARY SEGMENTS (UK)**

- Curious Travellers
- Food Loving Culturalists
- Engaged Sightseers
- Adventure Seekers

**SECONDARY SEGMENTS (UK)**

- Natural Advocates

**PLANING & BOOKING TIMELINE (UK)**

- Planning Lead Time: 5 months
- Booking Lead Time: 4 months

Source: Visitor Survey 2015/16
Everyone has a bank of holiday hopes and ideas in their heads that bubble away, constantly being added to over time. It’s almost like a holiday soup. When it comes to planning a holiday people take an idea from this soup and do some basic research to see if it’s feasible.

If the idea doesn’t suit, it goes back into the soup and they try another. Within this process, four main patterns of planning behaviour can be identified and these are what we are using to inform our website: visitscotland.com

**CUSTOMER JOURNEY**

**IDEA ACCUMULATION**
- Media & cultural influences
  - Hearing about / looking at the holidays of friends and family

**CONCEPT FORMING**
- Going through available options and considering which best meet holiday needs
  - Weighing up the feasibility and envisioning the trip

**CONCEPT BUILDING**
- Deciding whether to go ahead and book it, or leave it for another year
  - Forming a whole picture of the desired trip

**EXECUTING THE PLAN**
- Building the holiday
  - Book travel, accommodation and some activities that require pre-booking
  - First stages of planning: taking time off, arranging pet care etc

**THE HOLIDAY**
- Research attractions, activities and restaurants
- Share photos and “check ins” on social media
- Leave reviews

**MARKETING ACTIVITY**
- VisitScotland paid media and PR
- VisitScotland email activity
- Intermediary inspiration activity
- VisitScotland and partner paid media and PR
- VisitScotland search and SEO
- VisitScotland influencer / community activity
- VisitScotland emails
- VisitScotland social channels