In 2019, residents of Scotland accounted for 44.5% of all overnight trips within Scotland and 24.8% of all overnight spend. They also accounted for 86.2% of all day visits within Scotland.

Source: GBTS & GBDVS & IPS 2019

**TOP DRIVERS OR MOTIVATORS (HOLIDAY PURPOSE ONLY)**
- Scenery & Landscapes
- Closeness to home
- To get away from it all

Source: Visitor Survey 2015/16

**OVERNIGHT TRIPS IN 2019**

**VALUE**

7.7M

£1,422m

**AVERAGE SPEND PER TRIP**

£185

Source: GBTS 2019

**VISIT DURATION (DAY TRIPS)**

- 4-4.59 hours: 25%
- 3-3.59 hours: 37%
- 5-5.59 hours: 12%
- 6+ hours: 26%

Source: GBDVS 2019

**MODE OF TRANSPORT (DAY TRIPS)**

- Car (own, hired, other): 63%
- Train: 12%
- A regular bus/coach: 10%
- Walked/On Foot: 6%
- Other: 9%

Source: GBTS 2019

Median distance travelled by Scots on a day trip is between 21 to 40 miles.

**TOP ACTIVITIES (DAY TRIPS)**

- Visiting friends or family for leisure
- Going out for a meal
- Outdoor leisure activities such as walking, cycling, golf, etc
- General day out to explore an area

Source: GBDVS 2019

**SEASONALITY OF OVERNIGHT TRIPS**

- JUL-SEPT: 30.4%
- APR-JUN: 24.8%
- OCT-DEC: 25.2%
- JAN-MAR: 19.6%

Source: GBTS 2019

**DURATION OF OVERNIGHT TRIPS (HOLIDAY PURPOSE ONLY)**

- 1-3 nights: 74.5%
- 4-7 nights: 22.5%
- 8+ nights: 3.0%

Source: GBTS 2019