In recent years, China has become one of the fastest growing outbound tourism countries in the world. There has been a rise of around 300% in visits to Scotland within the last ten years according to International Passenger Survey figures.

**VISITS IN 2018**

57,000

**VALUE**

£47m

**AVERAGE SPEND PER VISIT**

£833

Source: IPS, 2018

**SEASONALITY OF TRIP**

OCT-DEC 15%

JAN-MAR 14%

APR-JUN 14%

JUL-SEPT 57%

Based on 2016-2018 figures; Source: IPS

**DURATION OF STAY**

<table>
<thead>
<tr>
<th>Duration</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1-3 nights</td>
<td>2%</td>
</tr>
<tr>
<td>4-7 nights</td>
<td>13%</td>
</tr>
<tr>
<td>8-14 nights</td>
<td>57%</td>
</tr>
<tr>
<td>15+ nights</td>
<td>28%</td>
</tr>
</tbody>
</table>

Based on 2016-2018 figures; Source: IPS

**PURPOSE OF TRAVEL**

- Business: 6%
- Holiday: 79%
- Visiting friends and relatives: 11%
- Other: 4%

Based on 2016-2018 figures; Source: IPS

**TOP DRIVERS OR MOTIVATORS**

- Seeking quality time in natural beauty
- Soaking up the local culture
- Getting away from it all

**TOP ACTIVITIES**

- Visiting cities and islands, experiencing the great outdoors, communicating with locals, eating local delicacies, and viewing traditional buildings and historical sites.

Source: VisitScotland China research 2019

**AGE OF VISITORS**

45-54: 16%
55-64: 25%
65+: 20%
16-24: 33%
35-44: 25%
25-34: 18%

All charts are based on 3-year average data (2016-2018)