The UK is a priority market as it represents 77% visitors to Scotland and 56% spend (GBTS & NISRA 2018). UK visitors have a tendency to travel more widely across Scotland and offer the best potential for repeat visits and for travel out with the main season.

**Visits in 2018 (UK)**

- **Total Visits:** 12m
- **Value:** £2,863m
- **Average Spend per Visit:** £238

**Day Visits in 2018 (GB)**

- **Total Visits:** 138m
- **Value:** £5,474m

**Flights (UK)**

- Belfast
- Birmingham
- Bristol
- Durham Tees Valley
- East Midlands
- Exeter
- Guernsey
- Humberside
- Isle of Man

**Origin of Visitors (GB)**

- Top 5 by number of visitors in 2018

**Seasonality of Trip (GB)**

- **OCT-DEC:** 20.9%
- **JUL-SEP:** 31.7%
- **APR-JUN:** 25.9%
- **JAN-MAR:** 21.5%

**Duration of Stay (GB) Holiday Purpose Only**

- **63%** 1-3 nights
- **29%** 4-7 nights
- **8%** 8+ nights

**Purpose of Travel (GB)**

- **Holiday:** 56%
- **Business:** 14%
- **Visiting friends and relatives:** 27%
- **Other:** 3%

**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

**Priority Segments (UK)**

- Primary: Curious Travellers, Food Loving Culturalists, Engaged Sightseers, Adventure Seekers
- Secondary: Natural Advocates
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

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