



Please note that, due to changes in the ONS International Passenger Survey (IPS) and the United Kingdom Tourism Survey (UKTS), statistics from 2005 onwards are not comparable with previous years. Two-year averages have been used for the regional UKTS and IPS statistics for 2006 to minimise any atypical results for a particular year, giving a better indication of overall trends. One year statistics (2006) have been used for Scotland UKTS and IPS.

EXECUTIVE SUMMARY

- During 2006 it is estimated that UK residents took 2.58m tourist trips to Edinburgh & Lothians (E & L), stayed for 6.84 m bednights and spent £621m in the area.
- Within the UK market, 26% of trips were taken by Scottish residents whilst 70% were taken by English visitors.
- Visitors from overseas took 1.29m trips to E & L and stayed 8.3m nights during 2006. Overseas tourism spending in E & L totalled £462m.
- Tourism related employment accounted for 9.5% of the workforce in Edinburgh & Lothians.

Table 1 - Purpose of Trip

	UK Tourist Trips (%)		Overseas Tourist Trips (%)	
	E & L	Scotland	E & L	Scotland
Holiday	60	64	56	45
Visiting friends & relatives (non-holiday)	16	14	23	32
Business/Conference	22	19	14	15
Other	2	3	7	8

Table 2 - UK Tourists by Country of Residence

	Trips (%)		Expenditure (%)	
	E & L	Scotland	E & L	Scotland
England	70	48	80	63
Scotland	26	48	12	30
Northern Ireland	3	3	6	5
Wales	1	1	2	2
Total UK (millions)	2.58	14.08	£621	£2,863

Table 3 - Overseas Tourists by Country of Residence

	Trips (%)		Expenditure (%)	
	E & L	Scotland	E & L	Scotland
USA	18	17	16	25
Germany	12	10	9	9
France	7	8	4	5
Irish Republic	6	8	7	5
Canada	5	6	6	6
Italy	7	5	9	5
Spain	6	5	7	5
Australia	6	5	6	5
Netherlands	3	4	2	3
Sweden	3	3	3	3
Total overseas (m)	1.29	2.73	£462	£1,439

Table 4 - Duration of Trip

	UK Tourist Trips (%)		Overseas Tourist Trips (%)	
	E & L	Scotland	E & L	Scotland
1 - 3 nights	62	56	-	-
4 - 7 nights	24	28	-	-
8+ nights	14	16	-	-
Average length of stay (nights)	2.66	3.59	6.46	9.91

Table 5 - Time of Trip

	UK Tourist Trips (%)		Overseas Tourist Trips (%)	
	E & L	Scotland	E & L	Scotland
January - March	19	18	12	15
April - June	25	27	26	28
July - September	31	31	48	41
October - December	25	24	14	16

Table 6 - Accommodation Used during Trip

	UK Nights (%)		Overseas Nights (%)	
	E & L	Scotland	E & L	Scotland
Friends/Relatives	42	36	31	30
Hotel/Guesthouse	30	37	23	39
Self-Catering	8	11	15	6
Camping/Caravanning	5	6	2	3
Bed & Breakfast	5	6	7	14
Hostel/University/School	2	3	21	6
Other	8	1	1	2

Table 7 - Transport Used

Transport into the UK	Overseas Tourist Trips (%)	
	E & L	Scotland
Air	86	88
Sea / Tunnel	14	12
Main method of transport	UK Tourist Trips (%)	
Car	49	62
Plane	16	11
Train	24	12
Regular Bus/Coach	5	6
Organised Coach Tour	2	3
Other	4	6

Table 8 - Accommodation Occupancy

The table below shows occupancy for the year 2006 for Edinburgh & Lothians region (E&L), except for the Caravan & Camping and Hostel sectors. The monthly figures shown for Hostels are for the whole of Scotland. The figures for Caravan & Camping are for the Central Belt (covering Greater Glasgow & Clyde Valley and Edinburgh & Lothians).

	Hotel Room Occupancy (%)	Guest House B&B Room Occupancy (%)	Self-catering Unit Occupancy (%)	Hostel Bed Occupancy (%) (All Scotland)	Caravan & Camping Pitch Occupancy (%)
	January	56	32	50	17
February	68	43	60	31	-
March	71	41	54	34	-
April	72	54	69	51	34
May	82	54	56	55	33
June	86	72	74	55	45
July	83	69	84	69	69
August	89	88	90	74	71
September	87	66	71	51	32
October	76	51	75	41	24
November	72	42	62	22	-
December	64	37	55	25	-
Annual/Season average for E&L (or area for C&C)	76	54	67	-	46
Annual/Season average for all Scotland	63	46	55	44	45

Table 9 - Top Visitor Attractions in Edinburgh & Lothians

Name and Location of Attraction	2006 Visits	Free/Paid
Edinburgh Castle, Edinburgh	1,211,036	P
National Gallery of Scotland, Edinburgh	942,788	F
National Museum of Scotland, Edinburgh	830,670	F
Edinburgh Zoo, Edinburgh	655,203	P
Royal Botanic Garden Edinburgh, Edinburgh	622,452	F
Edinburgh Bus Tours, Edinburgh	501,445	P
Beecraigs Country Park, nr Linlithgow	*435,530	F
National War Museum of Scotland, Edinburgh	421,568	F
St Giles Cathedral, Edinburgh	401,405	F
Scottish Parliament Visitor Centre, Edinburgh	327,445	F

* Estimate

Table 10 - Tourism related Employment

	2005	2006	As a % of all Employment 2006
Edinburgh & Lothians	39,900	40,900	9.5
All Scotland	209,700	218,200	9.2

Source: Annual Business Inquiry (Office for National Statistics)

Note: Self-employed not included in above statistics

Definitions and Sources

'A tourist trip' is defined as a stay of one or more nights away from home for holidays, visits to friends or relatives, business/conference trips or any other purposes except such activities as boarding education or semi-permanent employment.

Tourist Bednights are those spent away from home using any type of accommodation, or in transit, on a tourist trip (as above).

Tourist Expenditure is spending incurred whilst away from home on a tourist trip and on advance payments for such items as fares and accommodation. In this fact sheet expenditure is in 2006 prices.

Main Sources of Statistics

ONS International Passenger Survey, 2005, 2006
 United Kingdom Tourism Survey, 2005, 2006
 Scottish Accommodation Occupancy Survey, 2006
 Visitor Attractions Monitor, 2006
 Annual Business Inquiry, 2005, 2006 (NOMIS)

NOTES ON DATA

In this publication percentage figures may not add up to 100% due to rounding.

As with all surveys, the data are subject to sampling errors, which particularly affect the smaller regions of Scotland.

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