



**Table 3 - Overseas Tourists by Country of Residence**

|                    | Trips (%) |          | Expenditure (%) |          |
|--------------------|-----------|----------|-----------------|----------|
|                    | Edinburgh | Scotland | Edinburgh       | Scotland |
| USA                | 18        | 17       | 21              | 25       |
| Germany            | 12        | 10       | 9               | 9        |
| France             | 7         | 8        | 4               | 5        |
| Italy              | 7         | 5        | 9               | 5        |
| Irish Republic     | 6         | 8        | 7               | 5        |
| Australia          | 6         | 5        | 6               | 5        |
| Spain              | 6         | 5        | 7               | 5        |
| Canada             | 5         | 6        | 5               | 6        |
| Netherlands        | 3         | 4        | 2               | 3        |
| Sweden             | 3         | 3        | 3               | 3        |
| Total overseas (m) | 1.24      | 2.73     | £439            | £1,439   |

**Table 4 - Duration of Trip**

|                                 | UK Tourist Trips (%) |          | Overseas Tourist Trips (%) |          |
|---------------------------------|----------------------|----------|----------------------------|----------|
|                                 | Edinburgh            | Scotland | Edinburgh                  | Scotland |
| 1 - 3 nights                    | 64                   | 56       | -                          | -        |
| 4 - 7 nights                    | 22                   | 28       | -                          | -        |
| 8+ nights                       | 14                   | 16       | -                          | -        |
| Average length of stay (nights) | 2.62                 | 3.59     | 6.36                       | 9.91     |

**Table 5 - Time of Trip**

|                    | UK Tourist Trips (%) |          | Overseas Tourist Trips (%) |          |
|--------------------|----------------------|----------|----------------------------|----------|
|                    | Edinburgh            | Scotland | Edinburgh                  | Scotland |
| January - March    | 19                   | 18       | 12                         | 15       |
| April - June       | 25                   | 27       | 26                         | 28       |
| July - September   | 33                   | 31       | 48                         | 41       |
| October - December | 23                   | 24       | 14                         | 16       |

**Table 6 - Accommodation Used during Trip**

|                          | UK Nights (%) |          | Overseas Nights (%) |          |
|--------------------------|---------------|----------|---------------------|----------|
|                          | Edinburgh     | Scotland | Edinburgh           | Scotland |
| Friends/Relatives        | 40            | 36       | 29                  | 30       |
| Hotel/Guesthouse         | 34            | 37       | 24                  | 39       |
| Self-Catering            | 3             | 11       | 15                  | 6        |
| Camping/Caravanning      | 1             | 6        | 2                   | 3        |
| Bed & Breakfast          | 5             | 6        | 7                   | 14       |
| Hostel/University/School | 11            | 3        | 22                  | 6        |
| Other                    | 6             | 1        | 1                   | 2        |

**Table 7 - Transport Used**

|                          | Edinburgh                  |  | Scotland |  |
|--------------------------|----------------------------|--|----------|--|
|                          | Overseas Tourist Trips (%) |  |          |  |
| Transport into the UK    |                            |  |          |  |
| Air                      | 87                         |  | 88       |  |
| Sea / Tunnel             | 13                         |  | 12       |  |
| Main method of transport | UK Tourist Trips (%)       |  |          |  |
| Car                      | 47                         |  | 62       |  |
| Plane                    | 17                         |  | 11       |  |
| Train                    | 26                         |  | 12       |  |
| Regular Bus/Coach        | 3                          |  | 6        |  |
| Organised Coach Tour     | 3                          |  | 3        |  |
| Other                    | 4                          |  | 6        |  |

**Table 8 - Accommodation Occupancy**

The Scottish Accommodation Occupancy Survey is a postal survey carried out by TNS Travel and Tourism on behalf of VisitScotland. There are five accommodation sectors surveyed. 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 City of Edinburgh**

| 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         |
| National War Museum of Scotland, Edinburgh    | 421,568     | F         |
| St Giles Cathedral, Edinburgh                 | 401,405     | F         |
| Scottish Parliament Visitor Centre, Edinburgh | 327,445     | F         |
| Our Dynamic Earth, Edinburgh                  | 300,420     | P         |

**Table 10 - Tourism related Employment**

|                   | 2005    | 2006    | As a % of all Employment 2006 |
|-------------------|---------|---------|-------------------------------|
| City of Edinburgh | 30,900  | 31,200  | 10.2                          |
| 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.

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 2.28m tourist trips to Edinburgh, stayed for 6.0m bednights and spent £585m in the area.
- Within the UK market, 20% of trips were taken by Scottish residents whilst 75% were taken by English visitors.
- Visitors from overseas took 1.24m trips to Edinburgh and stayed 7.9m nights during 2006. Overseas tourism spending in Edinburgh totalled £439m.
- Tourism related employment accounted for 10.2% of the workforce in the City of Edinburgh.

**Table 1 - Purpose of Trip**

|  | UK Tourist Trips (%) |          | Overseas Tourist Trips (%) |          |
|--|----------------------|----------|----------------------------|----------|
|  | Edinburgh            | Scotland | Edinburgh                  | Scotland |
| Holiday                                    | 61                   | 64       | 57                         | 45       |
| Visiting friends & relatives (non-holiday) | 12                   | 14       | 22                         | 32       |
| Business/Conference                        | 25                   | 19       | 14                         | 15       |
| Other                                      | 2                    | 3        | 7                          | 8        |

**Table 2 - UK Tourists by Country of Residence**

|                     | Trips (%) |          | Expenditure (%) |          |
|---------------------|-----------|----------|-----------------|----------|
|                     | Edinburgh | Scotland | Edinburgh       | Scotland |
| England             | 75        | 48       | 82              | 63       |
| Scotland            | 20        | 48       | 10              | 30       |
| Northern Ireland    | 4         | 3        | 6               | 5        |
| Wales               | 1         | 1        | 2               | 2        |
| Total UK (millions) | 2.28      | 14.08    | £585            | £2,863   |

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