Scotland's Overseas Markets – All Overseas

1 Number of Overseas Visitors

Year	2002	2003	2004	2005	2006
Trips (000)	1,581	1,565	1,881	2,392	2,732
Bednights (m)	15.0	15.0	19.0	24.3	26.4
Expenditure (£m, 2006 prices)	865	886	1,038	1,235	1,439

2 Length of Stay/Expenditure per Trip/Night

Year	2002	2003	2004	2005	2006
Length of Stay (nights)	9.5	9.6	10.1	10.2	9.7
Spend/Trip (£, 2006 prices)	547	564	552	516	527
Spend/Night (£, 2006 prices)	58	59	55	51	55

3 Quarter of Visit (% trips)

Year	2002	2003	2004	2005	2006
January-March	11	12	10	11	14
April-June	24	20	21	26	28
July-September	51	52	49	46	41
October-December	14	15	20	17	16

4 Method of Travel (% trips)

Year	2002	2003	2004	2005	2006
Air	81	82	82	87	88
Sea and Tunnel	19	18	18	13	12

5 Age (% trips)

Year	2002	2003	2004	2005	2006
0-15	5	5	5	6	6
16-24	11	12	12	12	14
25-34	20	21	20	23	22
35-54	41	38	39	38	37
55-64	15	16	15	14	13
65+	7	9	10	8	8

6 Reason for Visit (% trips)

Year	2002	2003	2004	2005	2006
Holiday	52	50	49	46	45
Business	17	16	16	17	15
VFR	26	27	29	31	32
Study	1	2	2	2	3
Other	4	5	3	4	5

7 Main Overseas Markets 2006

Country	Trips (000)	Bednights (m)	Expenditure (£m)
USA	475	4.47	361
Germany	278	2.29	123
France	229	1.80	76
Irish Republic	224	0.85	75
Canada	161	1.75	93
Spain	142	1.58	66
Australia	133	1.54	70
Italy	131	1.15	71
Netherlands	114	0.67	48
Sweden	79	0.64	46
Rest of World	766	9.66	411
TOTAL	**2,732**	**26.38**	**1,439**

Due to the changes in the ONS International Passenger Survey sampling points in 2005 (ie inclusion of Prestwick), 2005 results are not directly comparable with previous years. The overall increase in international visitors for 2005 compared to 2004 (2.39m and 1.88m respectively) was due partly to the inclusion of Prestwick airport for the first time as a sampling point. Previously data for international passengers travelling through Prestwick had been estimated using information from interviews at a sample of airports across the United Kingdom. The increase between 2001 and 2005 for countries using the Prestwick route is realistic, but should have been more evenly spread across the years.

Source: International Passenger Survey 2002-2006 *World sample (3,065)*