

## Scotland's Overseas Markets - Italy

### 1 Number of Italian Visitors

Year	2002	2003	2004	2005	2006
Trips (000)	56	43	75	122	131
Bednights (m)	0.5	0.3	0.5	1.1	1.1
Expenditure (£m, 2006 prices)	26	16	24	77	71

### 2 Length of Stay/Expenditure per Trip/Night

Year	2002	2003	2004	2005	2006
Length of Stay (nights)	9.3	7.6	7.2	9.1	8.7
Spend/Trip (£, 2006 prices)	461	380	318	631	537
Spend/Night (£, 2006 prices)	50	50	44	69	61

### 3 Quarter of Visit (% trips)

Year	2002	2003	2004	2005	2006
January-March	8	21	15	2	9
April-June	11	6	15	30	22
July-September	70	58	61	57	59
October-December	11	15	9	11	10

### 4 Method of Travel (% trips)

Year	2002	2003	2004	2005	2006
Air	80	77	71	91	96
Sea and Tunnel	20	23	29	9	4

### 5 Age (% trips)

Year	2002	2003	2004	2005	2006
0-15	28	18	3	28	11
16-24	9	10	25	9	12
25-34	12	21	31	24	33
35-54	28	47	27	29	29
55-64	17	4	8	7	12
65+	6	-	6	3	2

### 6 Reason for Visit (% trips)

Year	2002	2003	2004	2005	2006
Holiday	61	44	68	62	55
Business	18	30	11	10	10
VFR	13	19	15	11	21
Study	2	3	6	10	12
Other	6	4	-	7	2

### 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
<b>TOTAL</b>	<b>2,732</b>	<b>26.38</b>	<b>1,439</b>

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.