

Scotland's Overseas Markets - Japan

1 Number of Japanese Visitors

Year	2002	2003	2004	2005	2006
Trips (000)	29	22	28	20	32
Bednights (m)	0.2	0.2	0.2	0.1	0.4
Expenditure (£m, 2006 prices)	19	12	23	9	24

2 Length of Stay/Expenditure per Trip/Night

Year	2002	2003	2004	2005	2006
Length of Stay (nights)	5.2	7.3	8.9	6.9	12
Spend/Trip (£, 2006 prices)	654	529	836	423	773
Spend/Night (£, 2006 prices)	126	73	94	62	66

3 Quarter of Visit (% trips)

Year	2002	2003	2004	2005	2006
January-March	11	8	10	10	6
April-June	19	12	22	16	19
July-September	55	61	62	54	63
October-December	15	20	6	20	12

4 Method of Travel (% trips)

Year	2002	2003	2004	2005	2006
Air	100	100	95	100	100
Sea and Tunnel	-	-	5	-	-

5 Age (% trips)

Year	2002	2003	2004	2005	2006
0-15	5	2	5	13	1
16-24	6	5	10	9	5
25-34	24	35	33	17	30
35-54	45	25	34	44	37
55-64	15	14	14	15	16
65+	4	20	4	2	11

6 Reason for Visit (% trips)

Year	2002	2003	2004	2005	2006
Holiday	66	81	65	61	64
Business	16	10	18	24	14
VFR	19	7	11	2	19
Study	-	2	6	2	2
Other	-	-	-	11	-

7 Main Overseas Markets 2005

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.