

Scotland's Overseas Markets – New Zealand

1 Number of New Zealand Visitors

Year	2002	2003	2004	2005	2006
Trips (000)	21	19	24	33	30
Bednights (m)	0.3	0.2	0.2	0.3	0.4
Expenditure (£m, 2006 prices)	10	14	13	18	13

2 Length of Stay/Expenditure per Trip/Night

Year	2002	2003	2004	2005	2006
Length of Stay (nights)	15.8	13.0	9.8	9.9	14.6
Spend/Trip (£, 2006 prices)	475	733	539	538	443
Spend/Night (£, 2006 prices)	30	56	55	54	30

3 Quarter of Visit (% trips)

Year	2002	2003	2004	2005	2006
January-March	10	8	12	5	14
April-June	19	18	19	35	18
July-September	45	70	52	47	57
October-December	26	4	17	13	11

4 Method of Travel (% trips)

Year	2002	2003	2004	2005	2006
Air	91	71	75	100	92
Sea and Tunnel	9	29	25	-	8

5 Age (% trips)

Year	2002	2003	2004	2005	2006
0-15	5	-	6	7	7
16-24	11	6	2	1	8
25-34	17	11	11	14	10
35-54	36	32	51	41	49
55-64	23	25	13	27	13
65+	8	26	17	10	12

6 Reason for Visit (% trips)

Year	2002	2003	2004	2005	2006
Holiday	30	56	42	35	41
Business	7	4	7	11	5
VFR	58	39	52	54	53
Study	-	-	-	-	1
Other	5	1	-	-	1

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.