



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 0.83m tourist trips to Perthshire, stayed for 2.9m bednights and spent £168m in the area.
- Within the UK market, 55% of trips were taken by Scottish residents whilst 40% were taken by English visitors.
- Visitors from overseas took 0.13m trips to Perthshire and stayed 1.24m nights during 2006. Overseas tourism spending in Perthshire totalled £47m.
- Tourism related employment accounted for 13.8% of the workforce in Perthshire.

Table 1 - Purpose of Trip

	UK Tourist Trips (%)		Overseas Tourist Trips (%)	
	Perthshire	Scotland	Perthshire	Scotland
Holiday	65	64	62	45
Visiting friends & relatives (non-holiday)	15	14	28	32
Business/Conference	18	19	4	15
Other	2	3	6	8

Table 2 - UK Tourists by Country of Residence

	Trips (%)		Expenditure (%)	
	Perthshire	Scotland	Perthshire	Scotland
England	40	48	45	63
Scotland	55	48	52	30
Northern Ireland	1	3	2	5
Wales	4	1	1	2
Total UK (millions)	0.83	14.08	£168	£2,863

Table 3 - Overseas Tourists by Country of Residence

	Trips (%)		Expenditure (%)	
	Perthshire	Scotland	Perthshire	Scotland
USA	15	17	20	25
Germany	13	10	6	9
France	6	8	4	5
Italy	4	5	3	5
Irish Republic	3	8	3	5
Australia	8	5	7	5
Spain	4	5	2	5
Canada	8	6	13	6
Netherlands	6	4	2	3
Sweden	6	3	2	3
Total overseas (m)	0.13	2.73	£47	£1,439

Table 4 - Duration of Trip

	UK Tourist Trips (%)		Overseas Tourist Trips (%)	
	Perthshire	Scotland	Perthshire	Scotland
1 - 3 nights	48	56	-	-
4 - 7 nights	33	28	-	-
8+ nights	19	16	-	-
Average length of stay (nights)	3.48	3.59	9.6	9.91

Table 5 - Time of Trip

	UK Tourist Trips (%)		Overseas Tourist Trips (%)	
	Perthshire	Scotland	Perthshire	Scotland
January - March	19	18	6	15
April - June	39	27	31	28
July - September	26	31	50	41
October - December	16	24	13	16

Table 6 - Accommodation Used during Trip

	UK Nights (%)		Overseas Nights (%)	
	Perthshire	Scotland	Perthshire	Scotland
Friends/Relatives	25	36	37	30
Hotel/Guesthouse	23	37	17	39
Self-Catering	34	11	16	6
Camping/Caravanning	7	6	3	3
Bed & Breakfast	6	6	21	14
Hostel/University/School	1	3	4	6
Other	4	1	2	2

Table 7 - Transport Used

Transport into the UK	Perthshire	Scotland
	Overseas Tourist Trips (%)	
Air	82	88
Sea / Tunnel	18	12
Main method of transport	UK Tourist Trips (%)	
Car	77	62
Plane	4	11
Train	4	12
Regular Bus/Coach	6	6
Organised Coach Tour	6	3
Other	3	6

Table 8 - Accommodation Occupancy

The table below shows occupancy for the year 2006 for Perthshire region, 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 North-East Scotland & Fife (covering Aberdeen & Grampian, Angus & Dundee, Fife and Perthshire).

	Hotel Room Occupancy (%)	Guest House B&B Room Occupancy (%)	Self-catering Unit Occupancy (%)	Hostel Bed Occupancy (%) (All Scotland)	Caravan & Camping Pitch Occupancy (%)
January	40	14	33	17	-
February	51	25	40	31	-
March	47	21	33	34	-
April	62	37	65	51	34
May	64	54	61	55	33
June	73	59	65	55	46
July	66	64	81	69	68
August	72	69	92	74	61
September	75	57	76	51	41
October	63	48	74	41	21
November	55	21	40	22	-
December	53	22	37	25	-
Annual/Season average for Perthshire (or area for C&C)	60	41	61	-	44
Annual/Season average for all Scotland	63	46	55	44	45

Table 9 - Top Visitor Attractions in Perthshire

Name and Location of Attraction	2006 Visits	Free/Paid
Blair Castle, nr Pitlochry	147,660	P
Queen's View Visitor Centre, Dunkeld	143,762*	F
Tullibardine Distillery, Blackford	130,000*	P
Crieff Visitors Centre, Crieff	110,000*	F
Stuart & Waterford Crystal, Crieff	98,280	F
Scone Palace, Perth	90,917	P
Edradour Distillery, by Pitlochry	88,885	F
Dunkeld Cathedral, Dunkeld	75,218	F
Perth Museum & Art Gallery, Perth	64,238	F
Scottish and Southern Energy Visitor Centre, Pitlochry	49,302	F

* Estimate

Table 10 - Tourism related Employment

	2005	2006	As a % of all Employment 2006
Perthshire	8,200	8,000	13.8
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.

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