



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 0.34m tourist trips to Scottish Borders, stayed for 1.19m bednights and spent £61m in the area.
- Within the UK market, 42% of trips were taken by Scottish residents whilst 55% were taken by English visitors.
- Visitors from overseas took 0.06m trips to Scottish Borders and stayed 0.40m nights during 2006. Overseas tourism spending in Scottish Borders totalled £13m.
- Tourism related employment accounted for 9.6% of the workforce in the Scottish Borders.

Table 1 - Purpose of Trip

	UK Tourist Trips (%)		Overseas Tourist Trips (%)	
	Scottish Borders	Scotland	Scottish Borders	Scotland
Holiday	74	64	54	45
Visiting friends & relatives (non-holiday)	15	14	37	32
Business/Conference	11	19	6	15
Other	-	3	3	8

Table 2 - UK Tourists by Country of Residence

	Trips (%)		Expenditure (%)	
	Scottish Borders	Scotland	Scottish Borders	Scotland
England	55	48	58	63
Scotland	42	48	41	30
Northern Ireland	-	3	-	5
Wales	3	1	1	2
Total UK (m)	0.34	13.28	£61	£2,720

Table 3 – Overseas Tourists by Country of Residence

	Trips (%)		Expenditure (%)	
	Scottish Borders	Scotland	Scottish Borders	Scotland
USA	16	17	9	25
Germany	22	10	27	9
Canada	2	6	5	6
Irish Republic	11	8	4	5
France	9	8	8	5
Australia	4	5	3	5
Italy	4	5	5	5
Spain	3	5	7	5
Switzerland	4	2	2	2
Finland	5	<1	4	<1
Total overseas	0.06m	2.73m	£13m	£1,439m

Table 4 – Duration of Trip

	UK Tourist Trips (%)		Overseas Tourist Trips (%)	
	Scottish Borders	Scotland	Scottish Borders	Scotland
1 – 3 nights	60	56	-	-
4 – 7 nights	20	28	-	-
8+ nights	20	16	-	-
Average length of stay (nights)	3.4	3.6	7.1	9.7

Table 5 - Time of Trip

	UK Tourist Trips (%)		Overseas Tourist Trips (%)	
	Scottish Borders	Scotland	Scottish Borders	Scotland
January – March	11	18	8	15
April – June	43	27	32	28
July – September	15	31	46	41
October – December	31	24	14	16

Table 6 - Accommodation Used during Trip

	UK Nights (%)		Overseas Nights (%)	
	Scottish Borders	Scotland	Scottish Borders	Scotland
Friends/Relatives	29	36	77	30
Hotel/Guesthouse	26	37	8	39
Self-Catering	33	11	1	6
Camping/Caravanning	6	6	7	3
Bed & Breakfast	6	6	4	14
Hostel/University/School	-	3	3	6
Other	-	1	-	2

Table 7 - Transport Used

Transport into the UK	Scottish Borders		Scotland	
	Overseas Tourist Trips (%)			
Air	88		88	
Sea / Tunnel	12		12	
Main method of transport	UK Tourist Trips (%)			
Car	80		62	
Plane	5		11	
Train	4		12	
Regular Bus/Coach	7		6	
Organised Coach Tour	-		3	
Other	4		6	

Table 8 - Accommodation Occupancy

The table below shows occupancy for the year 2006 for Scottish Borders (SB), 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 South of Scotland (covering Ayrshire & Arran, Scottish Borders and Dumfries & Galloway).

	Hotel Room Occupancy (%)	Guest House B&B Room Occupancy (%)	Self-catering Unit Occupancy (%)	Hostel Bed Occupancy (%)	Caravan & Camping Pitch Occupancy (%)
	(All Scotland)				
January	32	24	27	17	-
February	39	26	47	31	-
March	43	21	33	34	-
April	54	43	60	51	41
May	57	52	63	55	44
June	59	61	73	55	55
July	63	57	72	69	65
August	68	71	87	74	68
September	72	54	76	51	44
October	61	55	62	41	27
November	53	27	28	22	-
December	45	24	30	25	-
Annual/Season average for SB (or area for C&C)	54	44	55	-	49
Annual/Season average for all Scotland	63	46	55	44	45

Table 9 – Top Visitor Attractions in Scottish Borders

Name and Location of Attraction	2006 Visits	Free/Paid
Glentworth Forest, nr Galashiels	251,062*	F
Teviot Watergardens, Kelso	173,123	F
Melrose Abbey, Roxburghshire	46,942	P
Traquair House, Innerleithen	41,000*	P
Floors Castle, Kelso	35,288	P
Wilton Lodge Walled Garden, Hawick	35,000*	F
Abbotsford, Melrose	30,582	P
Dryburgh Abbey, Roxburghshire	23,346	P
Harestanes Countryside Visitor Centre, Jedburgh	22,700*	F
Jedburgh Abbey, Roxburghshire	22,373	P

* Estimate

Table 10 - Tourism related Employment

	2005	2006	As a % of all Employment 2006
Scottish Borders	4,700	4,100	9.6
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.

For more information please contact

Corporate Research Department
 VisitScotland
 Ocean Point One
 94 Ocean Drive
 Edinburgh EH6 6JH

email: research@visitscotland.com