

Scotland's Overseas Markets - Sweden

1 Number of Swedish Visitors

Year	2002	2003	2004	2005	2006
Trips (000)	17	37	18	131	79
Bednights (m)	0.1	0.4	0.1	0.6	0.6
Expenditure (£m, 2006 prices)	6	18	7	49	46

2 Length of Stay/Expenditure per Trip/Night

Year	2002	2003	2004	2005	2006
Length of Stay (nights)	5.1	10.9	5.1	4.8	8.1
Spend/Trip (£, 2006 prices)	390	494	387	375	590
Spend/Night (£, 2006 prices)	77	45	75	77	73

3 Quarter of Visit (% trips)

Year	2002	2003	2004	2005	2006
January-March	18	16	6	12	9
April-June	41	8	8	24	50
July-September	32	68	84	40	35
October-December	9	8	2	24	6

4 Method of Travel (% trips)

Year	2002	2003	2004	2005	2006
Air	83	92	98	96	99
Sea and Tunnel	17	8	2	4	1

5 Age (% trips)

Year	2002	2003	2004	2005	2006
0-15	-	-	25	5	3
16-24	6	7	-	11	11
25-34	31	21	15	19	17
35-54	43	27	60	42	39
55-64	19	35	-	18	26
65+	1	10	-	5	4

6 Reason for Visit (% trips)

Year	2002	2003	2004	2005	2006
Holiday	47	51	76	53	63
Business	37	23	15	18	10
VFR	15	24	9	25	20
Study	-	-	-	-	4
Other	2	2	-	4	3

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.