

Introduction

Please note that, due to changes in the ONS International Passenger Survey (IPS) and the United Kingdom Tourism Survey (UKTS), statistics for 2005 are not comparable with previous years.

	Trips 2005 (m)	Nights 2005 (m)	Spend 2005 (£m)
Scotland	6.75	21.7	897
England	7.23	29.0	1,909
Rest of the UK	0.90	3.2	200
Total UK Tourism	14.87	53.9	3,006
Total Overseas Tourism	2.39	24.3	1,208
Total	17.26	78.23	4,214

In 2005, over 17 million tourists took overnight trips to Scotland. The annual expenditure was over £4.2 billion. Tourism supports around 9% of all employment.

- ◆ The UK accounts for 86% of tourism trips to Scotland.
- ◆ Overseas tourism accounts for 14% of tourism trips to Scotland.
- ◆ 72% of overseas trips are taken in April-September.
- ◆ The USA is our biggest overseas market, accounting for 14% of the overseas trips.
- ◆ 88% of overseas visitors who come to Scotland arrive in the UK by air and 63% of UK visitors come by car.
- ◆ Overseas tourists stay an average of 10.2 nights, Scottish tourists an average of 3.2 nights and English tourists an average of 4.0 nights.
- ◆ Average spend per night is £50 for overseas tourists and £66 for English tourists.
- ◆ The most popular destinations, for both overseas and UK tourists, are Edinburgh, Glasgow and the Highlands.
- ◆ A total of 40.2m visits were made to Scottish visitor attractions in 2005.
- ◆ An estimated 204,000 people were employed in tourism-related industries in Scotland.

1 Volume and Value of Tourism in Scotland

	Trips		Nights		Expenditure	
	(m)	(%)	(m)	(%)	(£m)	(%)
UK Tourists 2005						
Holidays	9.45	63	37.7	70	2023	67
Business	2.53	17	7.3	14	681	23
Visits To Friends & Relatives	2.18	15	6.8	13	240	8
Other	0.71	5	1.8	3	62	2
Total	14.87	100	53.6	100	3,006	100
Overseas Tourists 2005						
Holidays	1.10	46	9.30	38	584	48
Business	0.40	17	2.80	12	217	18
Visits To Friends & Relatives	0.75	31	7.60	31	273	23
Other	0.14	6	4.63	19	133	11
Total	2.39	100	24.33	100	1,208	100

2 Top Origins of Overseas Tourists 2005

	Trips ('000)	(%)	Nights (m)	(%)	Expenditure (£m)	(%)
USA	344	14	2.72	11	195	16
Germany	285	12	2.64	11	131	11
Canada	181	8	2.27	9	90	7
Irish Republic	156	7	0.84	3	59	5
France	144	6	0.96	4	44	4
Australia	133	6	1.52	6	92	8
Sweden	131	5	0.64	3	48	4
Italy	122	5	1.12	5	75	6
Spain	121	5	1.42	6	69	6
Netherlands	95	4	0.63	3	31	3
Rest of World	680	28	9.58	39	374	31
TOTAL	2,392	100	24.33	100	1,208	100

Updated 20/07/06

3 Average Length of Stay and Spend

	Length of Stay (nights)	Spend per trip (£)	Spend per night (£)
Scottish	3.2	133	41
English	4.0	264	66
Rest of the UK	3.6	222	63
All UK	3.6	202	56
All Overseas	10.2	505	50
ALL	4.5	243	54

4 Time of Visit

	(%)	Jan – Mar	Apr – Jun	July – Sept	Oct – Dec
UK Holiday Trips	18	26	33	23	23
UK Business Trips	26	22	22	30	30
Total UK Trips	21	24	30	25	25
Overseas Holiday Trips	8	20	61	12	12
Overseas Business Trips	18	21	40	21	21
Total Overseas Trips	13	20	52	15	15

5 Transport Used to Travel to Scotland

UK Tourists	Total Trips		Holiday Trips	
	(%)	(%)	(%)	(%)
Car	65	68		
Train	10	10		
Coach tour	3	4		
Regular bus/coach	5	5		
Air	11	9		
Other	6	4		
Overseas Tourists 2005†				
Air	82	76		
Sea And Tunnel	19	24		

† Transport used to reach UK

6 Accommodation Used

	UK Trips		Overseas Trips	
	(%)	(%)	(%)	(%)
Friend's/Relative's House	35	30		
Hotel/Motel and Guest Houses	39	39		
Self Catering/Rented Accommodation	7	6		
Bed and Breakfast	6	14		
Touring Caravan & Camping	6	3		
Youth Hostel/School/ University	3	6		
Other	5	2		

7 Activities undertaken (at all)

	UK		Overseas	
	Holiday Trips (%)*	Holiday Trips (%)**	Holiday Trips (%)*	Holiday Trips (%)**
Visiting castles, monuments, churches etc.	39	83		
Hiking/Hillwalking/Rambling/ Other walking	33	39		
Visiting museums, galleries, heritage centres, etc.	29	58		
Swimming	21	5		
Field/Nature Study	17	9		
Watching performing arts (including cinema)	16	16		
Golf	8	2		
Visiting Theme Parks/Activity Parks	8	6		
Traditional Regional Music Events	7	n/a		
Fishing	6	3		

* 2003 data – no further update available

** 1996 data – no further update available

8 UK Tourists Categories of Expenditure

	UK Tourist Spend (%)
Accommodation	28
Eating & Drinking	20
Travel in UK	18
General Shopping	7
Packages (inc. Accom.)	6
Entertainment	7
Buying Clothes	8
Other	5

9 UK Tourism by Regions of Scotland

	Trips* (%)	Nights (%)	Spend (%)
Scotland – North	25	31	27
Scotland – South	15	15	14
Scotland – West	28	26	27
Scotland – East	33	27	32
Edinburgh	16	11	20
Glasgow	14	12	15

* Trips add to greater than 100%, reflecting visits to multiple destinations

10 UK Tourism by Country of Origin

	Trips (%)	Nights (%)	Spend (%)
England	49	54	64
Scotland	45	40	30
Northern Ireland	4	3	5
Wales	2	3	1

11 Tourism-related Employment by Region 2004

	Tourism Employment '000	All Employment '000	Tourism as a % of All Employment
Aberdeen & Grampian	25	283	8.9
Angus & the City of Dundee	8	112	6.8
Argyll, the Isles, Loch Lomond, Stirling, and the Trossachs	18	178	10.0
Ayrshire & Arran	13	126	10.0
Dumfries & Galloway	6	56	11.4
Edinburgh & the Lothians	39	432	9.0
Greater Glasgow & Clyde Valley	59	773	7.6
Highlands of Scotland	13	94	13.5
Kingdom of Fife	12	137	8.8
Perthshire	6	58	10.8
Scottish Borders	3	42	7.3
Western Isles, Shetland & Orkney	3	35	8.1
All Scotland	204	2,331	8.8

NB: The above employment figures exclude self-employed.

12 Monthly Accommodation Occupancy 2005

	Hotel	Self Catering	Touring Caravan & Camping Park	Guest House & Bed/ Breakfast	Hostels
	(% Room Occupancy)	(% Unit Occupancy)	(% Pitch Occupancy)*	(% Room Occupancy)	(% Bed Occupancy)
2005					
Jan	41	24	-	22	18
Feb	51	35	-	29	31
Mar	56	40	-	36	47
Apr	59	47	23	37	43
May	68	57	36	58	59
Jun	73	70	42	63	59
Jul	73	80	60	71	72
Aug	80	88	62	77	77
Sep	75	72	35	62	57
Oct	67	60	21	43	45
Nov	58	32	-	30	22
Dec	47	37	-	25	24
Ann avg	62	55	40	47	47

*Touring Caravan and Camping Park occupancy is only conducted from April to October

13 Accommodation Registered with VisitScotland.com 2005

	Properties	Bedrooms	Bedspaces
Hotels	1,953	77,677	164,847
Guest Houses	1,248	8,720	19,508
Bed and Breakfast	2,430	6,677	14,716
Self Catering	4,440	24,514	98,142
Caravan and Camping	99		
Hostels and University	296		

14 Liquor Licences in Force at December 2004

Type of Premises	Number	Percentage
Hotels	2,329	14
Restricted Hotel	453	3
Public House	5,178	30
Restaurant	1,489	9
Entertainment	871	5
Refreshment	600	4
Off-Sale	6,103	36
All licences in force	17,023	100

15 Visitor Attractions 2005

Major Attractions with free admission	Visits
Royal Museum and Museum of Scotland, Edinburgh	828,367
National Gallery of Scotland, Edinburgh	810,054
World Famous Old Blacksmith's Shop Centre, Gretna Green+	679,132
Royal Botanic Garden, Edinburgh	619,946
National War Museum of Scotland, Edinburgh	567,744
Gallery of Modern Art, Glasgow	530,751
Chatelherault Country Park, Hamilton	*449,882
Museum of Transport, Glasgow	*376,115
New Lanark Village and Visitor Centre, Lanark+	*362,850
Glasgow Botanic Gardens, Glasgow	*350,000

Major Attractions with paid admission

Edinburgh Castle, Edinburgh	1,187,342
Edinburgh Zoo, Edinburgh	614,321
Edinburgh Bus Tours, Edinburgh	458,963
Glasgow Science Centre, Glasgow	422,848
Stirling Castle, Stirling	373,766
Our Dynamic Earth, Edinburgh	273,279
Royal Yacht Britannia, Edinburgh	265,659
Burns National Heritage Park, Maybole	*264,247
Deep Sea World, North Queensferry	260,000
Urquhart Castle, Drumadrochit	237,910

* Estimated figure

+ The World Famous Old Blacksmith's Shop Centre and New Lanark Village and Visitor Centre are free attractions but have an important paid element.

MAIN SOURCES OF STATISTICS

International Passenger Survey 2005
 United Kingdom Tourism Survey 2005
 Accommodation Occupancy Studies 2005
 Visitor Attractions Monitor 2005
 Overseas Leisure Visitor Survey 1996
 Annual Business Inquiry 2004. NOMIS
 Scottish Executive Statistical Bulletin (Criminal Justice Series: CrJ/2005/6)
 'Liquor Licensing in Scotland, 2000- 2004'

DEFINITIONS

'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 nights' are those spent away from home using any type of accommodation, or in accommodation, on a trip (as above).

'Tourist expenditure' is spending incurred while 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 2005 prices.

In this publication percentage figures may not add up to 100% due to rounding and, as with all surveys, the data are subject to sampling errors which particularly affect the smaller regions of Scotland.

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