



Insight Department:
Tourism in Scotland's Regions 2016

August 2017

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Introduction

This report provides a summary of statistics on tourism in Scotland's regions.

It gathers information from a suite of tourism monitors managed by VisitScotland's Insight Department, and other national statistics and commissioned research.

Most of the statistics are produced from surveys. The primary surveys used are:

- **The Great Britain Tourism Survey (GBTS)** that provides data for visitors resident in Scotland, England and Wales. The survey is conducted through face-to-face interviews and is jointly commissioned by VisitScotland, VisitEngland and VisitWales. More information about the survey can be found here www.visitscotland.org/research_and_statistics/tourismstatistics/about_the_monitors.aspx
- **The International Passenger Survey (IPS)**, which is run by the Office for National Statistics (ONS). This survey provides data for overseas visitors. Details about the survey and methodology used can be found on the ONS website and the VisitBritain website www.visitbritain.org
- **The Scottish Accommodation Occupancy Survey (SAOS)** that provides data on occupancy in Scotland's tourist accommodation sectors. More information about the survey can be found here www.visitscotland.org/research_and_statistics/tourismstatistics/accommodation_occupancy.aspx

Using the Data

While results from these surveys can give good precision at a national level, at regional level the results can be less reliable. This is because data at regional level can be based on a relatively small sample size. This incurs a larger margin of statistical error reducing data reliability. Therefore results should be treated with caution. To reduce error margins, it is sometimes useful to take an average over 3 years to provide a larger sample size. It is good practice to use the data in conjunction with other indicators, for example visitor numbers at attractions and accommodation occupancy levels, to provide a better understanding of tourism in Scotland's regions.

Note that visitor numbers for regions may add up to more than the national total as the same person may spend nights in more than one location during their visit. For example a visitor to the Highlands may also spend a night in Edinburgh. Numbers of visits therefore

cannot be summed across regions. However the number of nights and amount spent can be summed across regions.

The regions used are the former Area Tourist Board regions. Data is also included for sub-regions. Sub-regions are indicated in the tables by italics. Data for each sub-region is included within the region of which it is part, for example data for visitors to 'Glasgow' is also included within 'Greater Glasgow & Clyde Valley'.

There are some differences between regions as identified by the GBTS, IPS and SAOS. For instance, the GBTS shows data separately for Edinburgh and Glasgow. IPS combines data for Edinburgh and Lothians in 'Lothian' and for Glasgow and Clyde Valley in 'Greater Glasgow and Clyde Valley'. In addition, whereas GBTS combines data for Argyll, the Isles, Loch Lomond, Stirling and Trossachs in 'AILLST', IPS includes data for Argyll, Loch Lomond, Stirling and Trossachs in 'ALLST', and SAOS compiles data for Argyll, the Isles, Loch Lomond, Trossachs and Forth Valley in 'AILLFV'. Furthermore, IPS includes data for Aberdeen and Grampian in 'Grampian'. The GBTS and SAOS provide separate set of data for Highlands, Orkney, Shetland, and Outer Hebrides, whereas IPS combines data for those areas in 'Highlands and Islands'.

Abbreviations

AILLST: Argyll, the Isles, Loch Lomond, Stirling and Trossachs [GBTS]

ALLST: Argyll, Loch Lomond, Stirling and Trossachs [IPS]

AILLFV: Argyll, the Isles, Loch Lomond, the Trossachs and Forth Valley [SAOS]

Regions shown in italics are sub-regions (included within primary regions).

Sources

- Great Britain Tourism Survey (GBTS) 2016
- International Passenger Survey (IPS) 2016
- Scottish Accommodation Occupancy Survey (SAOS) 2016
- Moffat Centre Visitor Attraction Monitor 2016
- Scottish Annual Business Statistics (SABS): Sustainable Tourism by Local Authority Area 2014-2015 (www.gov.scot/Resource/0045/00458058.pdf)

Notes on Statistics

Percentage figures may not add up to 100% due to rounding and, as with all surveys, data at regional level, particularly for smaller regions, based on relatively small sample sizes, can be less reliable.

From 2011, domestic tourism data is compiled for GB (England, Scotland and Wales) in the Great Britain Tourism Survey. Previously UK data included Northern Ireland.

- indicates the sample size available is insufficient for data collection.

Definitions

A **tourist trip** is defined as a stay of one or more nights away from home for holidays, visits to friends and 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.

Tourist Expenditure is spending incurred whilst away from home on a tourist trip and on advance payments for elements of such trips.

Holiday includes domestic (GB) trips staying with friends or relatives (VFR) that are mainly for holiday purposes.

VFR includes all Visiting Friends and Relatives trips that are not mainly for Holiday purposes.



Sustainable Tourism Employment (2015) and Gross Value Added by Local Authority Area (2014)¹

LOCAL AUTHORITY AREA	SUSTAINABLE TOURISM EMPLOYMENT 2015*	SUSTAINABLE TOURISM GVA 2014 (£M)**
Aberdeen City	11,300	271.1
Aberdeenshire	8,300	166.0
Angus	3,400	36.6
Argyll & Bute	6,500	126.7
Clackmannanshire	1,100	17.9
Dumfries & Galloway	6,500	132.7
Dundee City	6,000	66.2
East Ayrshire	2,800	45.0
East Dunbartonshire	2,200	42.9
East Lothian	3,700	58.4
East Renfrewshire	1,800	21.8

LOCAL AUTHORITY AREA	SUSTAINABLE TOURISM EMPLOYMENT 2015*	SUSTAINABLE TOURISM GVA 2014 (£M)**
Edinburgh, City of	34,600	580.2
Eilean Siar	1,100	39.5
Falkirk	4,300	31.4
Fife	11,000	162.1
Glasgow City	30,800	576.2
Highland	15,700	283.2
Inverclyde	2,100	22.1
Midlothian	1,900	30.6
Moray	3,200	56.5
North Ayrshire	3,900	71.0
North Lanarkshire	6,500	79.8

LOCAL AUTHORITY AREA	SUSTAINABLE TOURISM EMPLOYMENT 2015*	SUSTAINABLE TOURISM GVA 2014 (£M)**
Orkney Islands	1,200	14.2
Perth & Kinross	8,700	161.0
Renfrewshire	5,800	81.0
Scottish Borders	4,000	45.7
Shetland Islands	1,400	21.2
South Ayrshire	6,000	108.8
South Lanarkshire	8,600	117.6
Stirling	5,800	104.2
West Dunbartonshire	3,100	44.2
West Lothian	3,900	59.1
Scotland Total	217,200	3,674.9

Sources: Government Economic Strategy Growth Sector Statistics – Local Authority Breakdowns
Scottish Annual Business Survey, 2014- 2015

¹The definition of sustainable tourism represents the SIC07 industry classifications for tourism used within the Scottish Government's growth sector; latest data available at time of publication

*Total Employees by Local Authority Area, Scotland, 2014. Source: Scottish Annual Business Survey 2015.

Note: Employment includes employees plus the number of working owners who receive drawings or a share of the profits but are not paid via PAYE. However, the employment estimate does not include those that are self-employed operating below the VAT threshold with no employees, i.e. the smallest sole proprietors and partnerships. Numbers indicate total employees and working owners and do not indicate whether employment is full or part time.

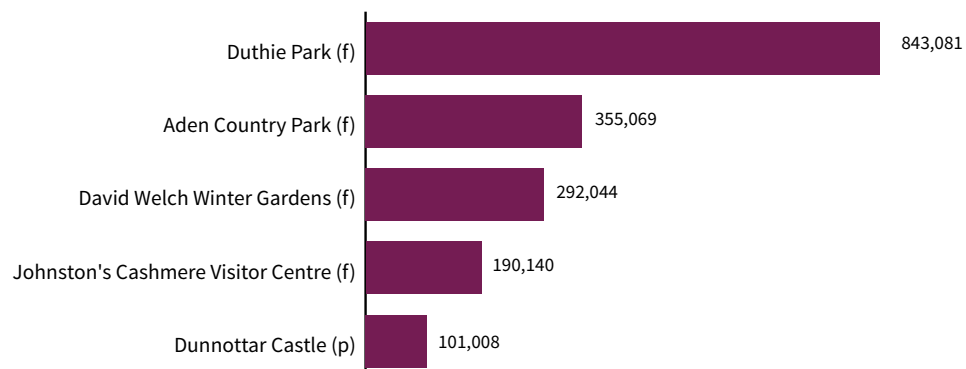
** Approximate Gross Value Added at Basic Prices (£millions) by Local Authority Area, Source: Scottish Annual Business Survey 2015.

Top Attractions by Region: Visitor Numbers 2016

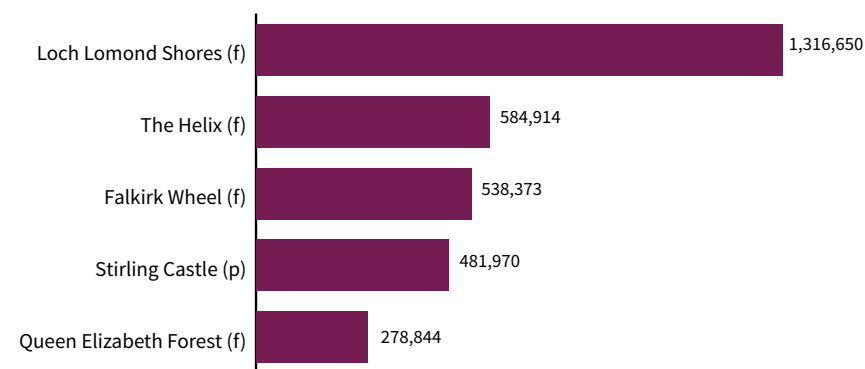
The Visitor Attraction Monitor is solely owned and distributed by Glasgow Caledonian University Moffat Centre. If you are interested in participating in the accompanying survey or subscribing to the publication, please contact info@moffatcentre.com.

Note: (f) – free admission; (p) – paid admission

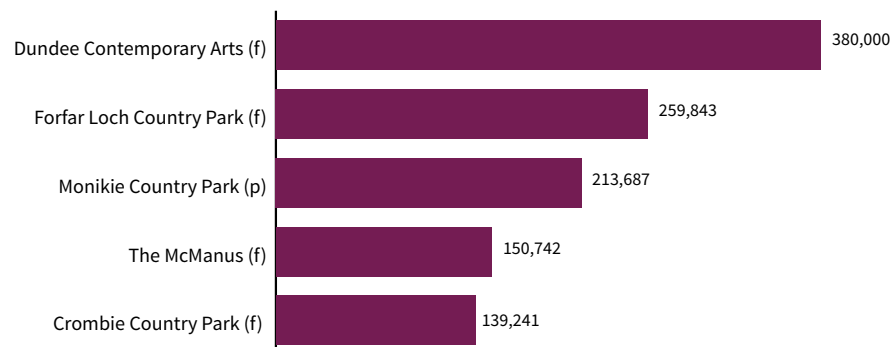
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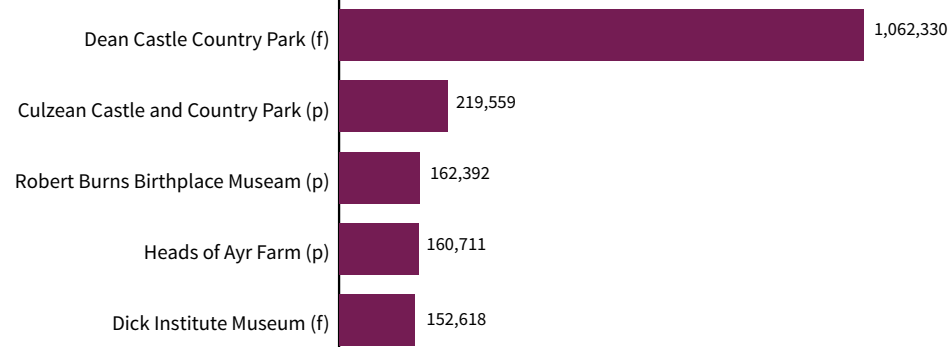
Argyll, Loch Lomond & Forth Valley



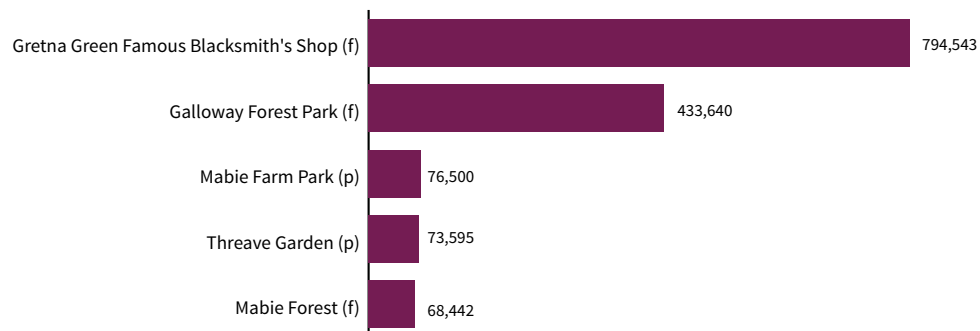
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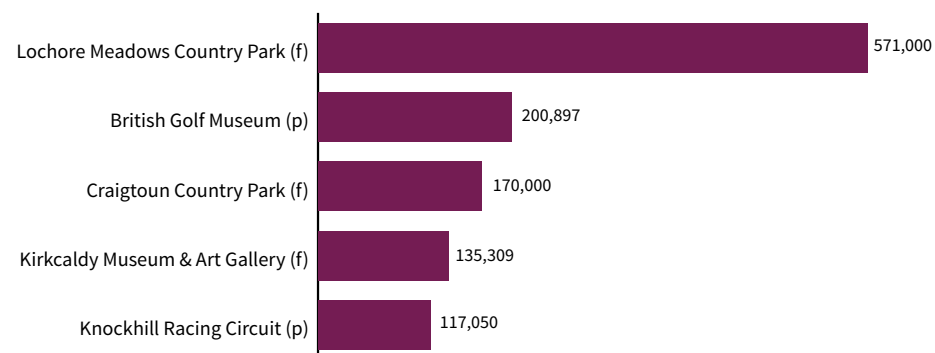
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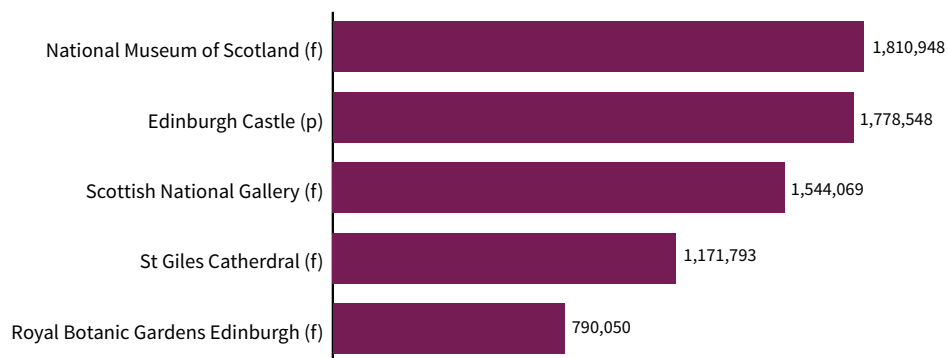
Dumfries & Galloway



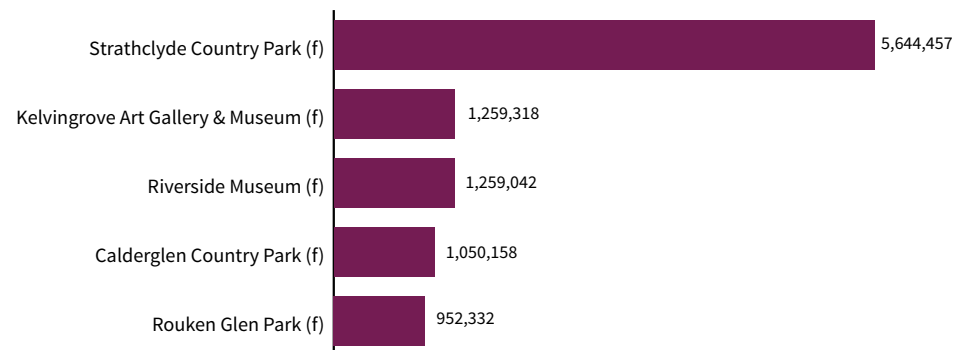
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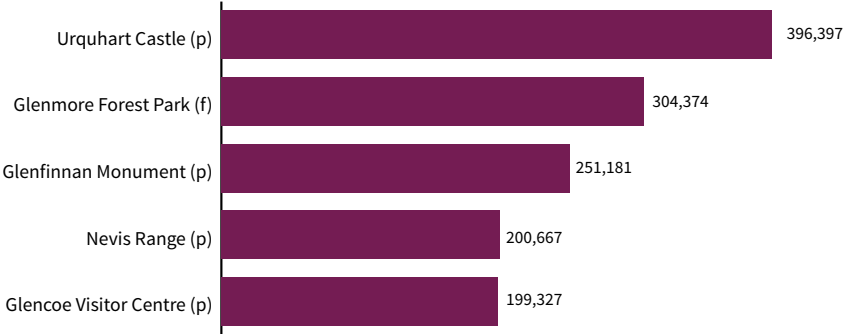
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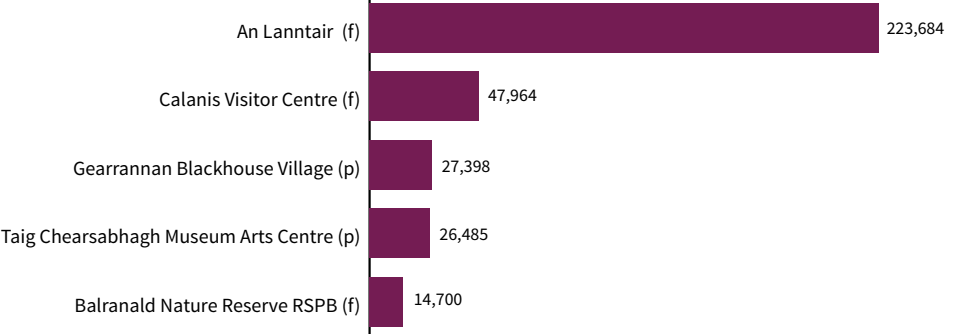
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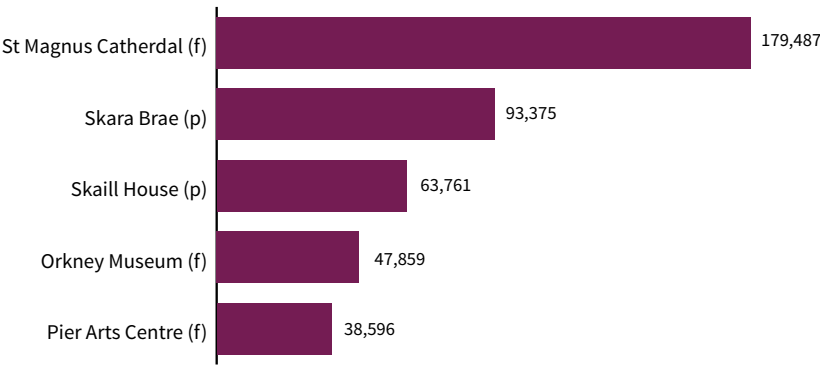
Highlands & Islands



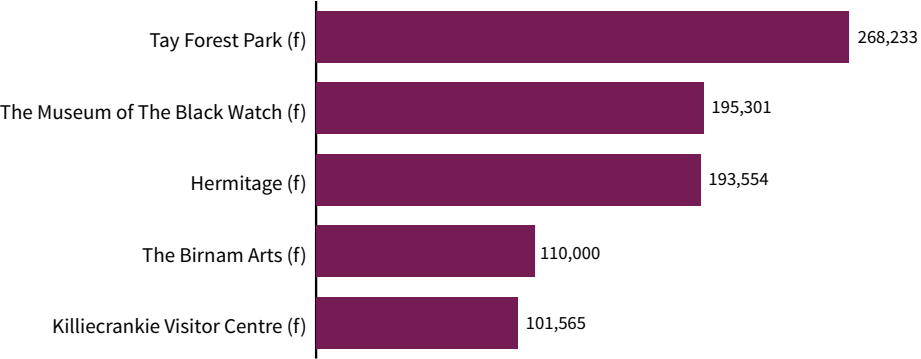
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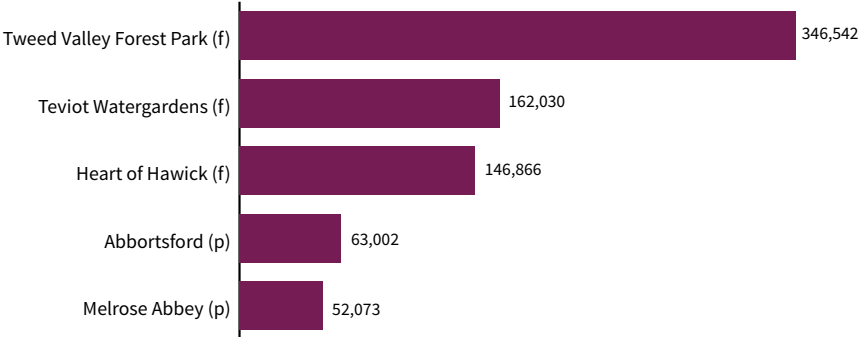
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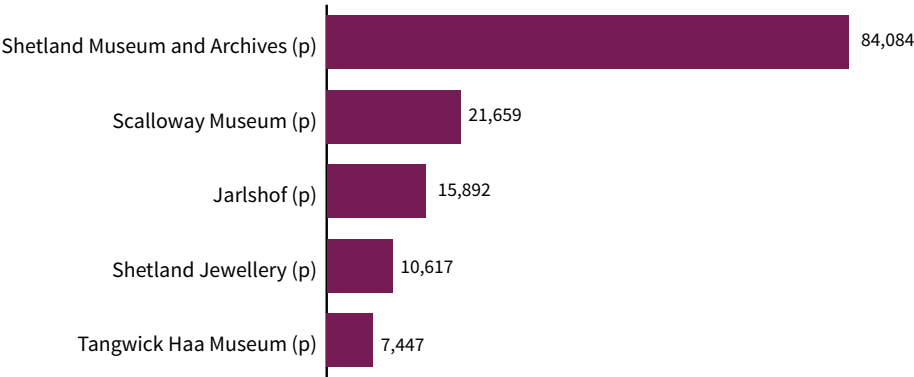
Perthshire



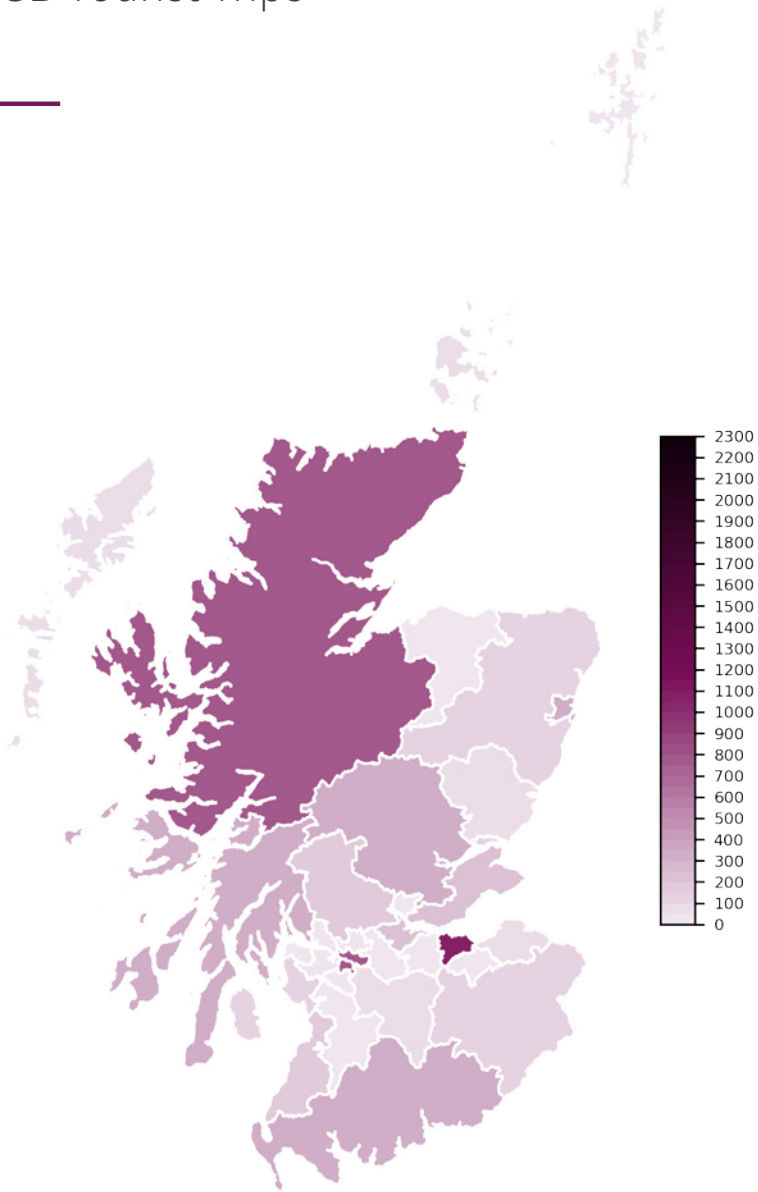
Scottish Borders



Shetland



GB Tourist Trips



GB TRIPS BY COUNTRY OF RESIDENCE (000's)												
	Scotland	Aberdeen & Grampian	Angus & Dundee	Argyll, The Isles, Loch Lomond, Stirling & Trossachs	Ayrshire & Arran	Dumfries & Galloway	Edinburgh & Lothians	Greater Glasgow & Clyde Valley	Highlands & Islands	Kingdom Of Fife	Perthshire	Scottish Borders
Scotland	5,461	602	189	895	357	268	746	710	1,000	243	420	99
England	5,803	383	200	577	258	355	1,752	1,164	833	242	199	162
Wales	249	42	13	26	-	7	28	69	22	19	23	6
Total GB	11,514	1,027	402	1,498	615	630	2,527	1,942	1,855	504	643	267

Source: GBTS, 2016 (Visits (000's))



Overseas Tourist Trips

OVERSEAS TOURIST TRIPS (000's)																
Country of residence	Scotland	Angus & Dundee	ALLST	Ayrshire & Arran	Dumfries & Galloway	Grampian (incl. Aberdeen)	Aberdeen	Greater Glasgow & Clyde Valley	Glasgow	Highlands & Islands	Kingdom of Fife	Lothian (incl. Edinburgh)	Edinburgh	Lothian (excl. Edinburgh)	Perthshire	Scottish Borders
USA	451	9	55	27	7	31	20	116	102	144	38	311	305	6	42	2
Germany	355	11	63	18	4	53	38	77	74	113	13	236	230	6	20	4
France	152	-	32	6	1	20	17	41	40	56	3	113	110	3	9	1
Canada	149	8	21	5	2	13	6	62	54	33	7	94	93	1	9	4
Australia	132	4	10	3	3	16	11	46	39	37	6	87	86	1	4	1
Italy	123	3	12	-	1	29	23	16	16	27	-	83	83	-	<1	7
Netherlands	115	3	12	2	4	13	11	37	35	35	2	54	53	1	10	2
Poland	138	9	13	-	3	5	4	61	55	5	9	55	53	2	3	-
Spain	89	3	9	<1	2	6	6	20	17	11	7	61	61	-	1	3
Sweden	89	3	5	<1	2	12	9	11	11	12	5	65	65	-	6	3
Rest of world	954	35	69	15	10	106	92	239	216	122	34	572	550	22	29	4
Total Overseas	2,747	88	301	78	42	305	237	726	659	596	125	1,730	1,689	41	134	30

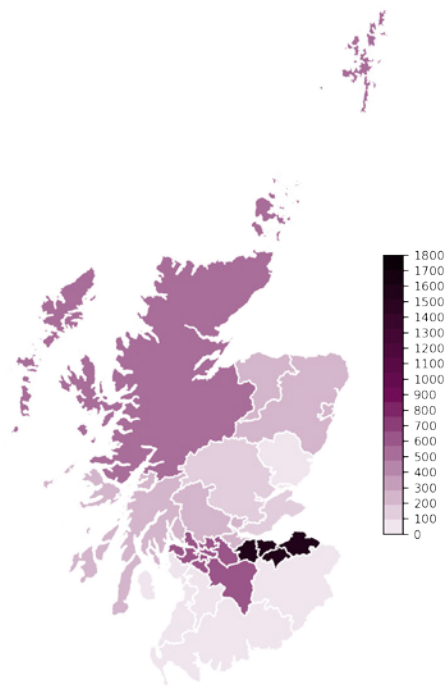
Source: IPS

ALLST: Argyll, Loch Lomond, Stirling and Trossachs

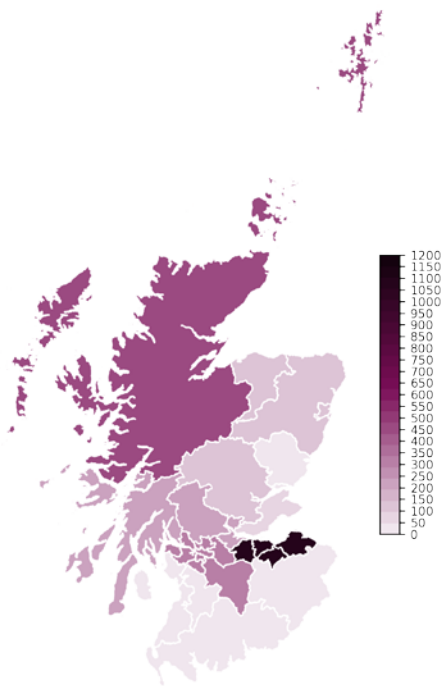
International Heat Maps



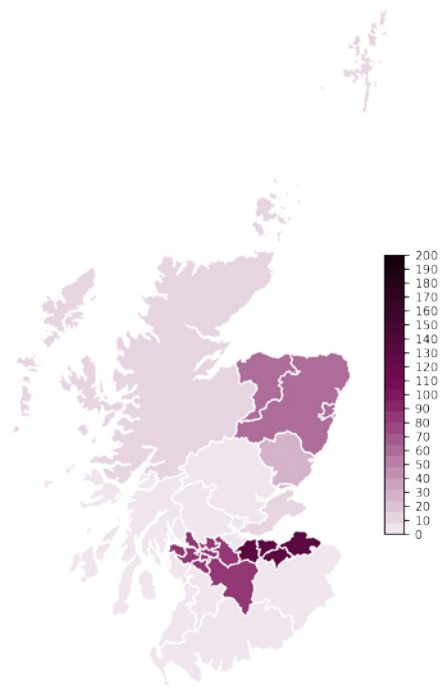
International Visitors by Region



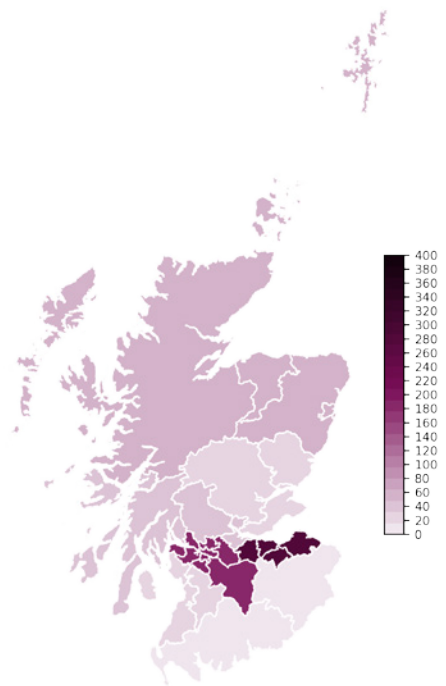
International Holiday Visitors by Region



International Business Visitors by Region



International VFR Visitors by Region



Source: IPS, 2016

Overseas Tourist Spend

OVERSEAS TOURIST SPEND (£M)												
Country of residence	Scotland	Angus & Dundee	ALLST	Ayrshire & Arran	Dumfries & Galloway	Grampian (incl. Aberdeen)	Greater Glasgow & Clyde Valley	Highlands & Islands	Kingdom of Fife	Lothian (incl. Edinburgh)	Perthshire	Scottish Borders
USA	510	10	26	15	4	26	56	97	52	207	15	1
Germany	212	2	15	4	1	17	19	48	5	93	6	1
France	75	-	7	1	1	4	8	16	1	36	1	<1
Canada	130	2	6	4	1	9	31	16	9	50	2	<1
Australia	102	2	3	2	2	8	26	18	1	38	1	<1
Italy	92	<1	5	-	<1	5	4	11	-	65	<1	2
Netherlands	62	2	3	<1	1	5	13	13	<1	20	3	<1
Poland	20	1	<1	-	<1	1	6	<1	1	10	<1	-
Spain	40	1	2	<1	<1	2	6	2	2	22	<1	2
Sweden	43	1	<1	<1	<1	4	1	4	1	31	1	<1
Rest of world	564	11	25	12	3	48	101	59	26	267	8	1
Total Overseas	1,850	32	94	38	13	129	271	286	99	840	37	8

Source: IPS
 ALLST: Argyll, Loch Lomond, Stirling and Trossachs

Duration: GB trips to Scotland

DURATION: GB TRIPS (000's)												
	Scotland	Aberdeen & Grampian	Angus & Dundee	AILLST	Ayrshire & Arran	Dumfries & Galloway	Edinburgh & Lothians	Greater Glasgow & Clyde Valley	Highlands & Islands	Kingdom Of Fife	Perthshire	Scottish Borders
1-3 nights	7,680	677	212	1,032	323	369	2,008	1,518	633	336	443	193
4-7 nights	3,128	264	148	341	267	180	381	369	990	151	158	57
8-14 nights	574	66	42	80	25	68	87	49	214	18	41	16
15+ nights	131	20	-	46	-	14	51	7	18	-	-	-
Total	11,514	1,027	402	1,498	615	630	2,527	1,942	1,855	504	643	267

Source: GBTS, 2016

AILLST: Argyll, The Isles, Loch Lomond, Stirling and Trossachs

Average Trip Duration: GB tourist trips to Scotland

AVERAGE TRIP DURATION: GB TRIPS												
	Scotland	Aberdeen & Grampian	Angus & Dundee	AILLST	Ayrshire & Arran	Dumfries & Galloway	Edinburgh & Lothians	Greater Glasgow & Clyde Valley	Highlands & Islands	Kingdom Of Fife	Perthshire	Scottish Borders
Trips (000's)	11,514	1,027	402	1,498	615	630	2,527	1,942	1,855	504	643	267
Nights (000's)	38,876	3,391	1,431	4,914	2,173	2,634	6,994	4,558	8,803	1,356	1,785	696
Average Duration(nights)	3.4	3.3	3.6	3.3	3.5	4.2	2.8	2.3	4.7	2.7	2.8	2.6

Source: GBTS, 2016

AILLST: Argyll, The Isles, Loch Lomond, Stirling and Trossachs

Average Trip Duration: Overseas tourist trips to Scotland

OVERSEAS TOURIST TRIPS (000's)												
	Scotland	Angus & Dundee	ALLST	Ayrshire & Arran	Dumfries & Galloway	Grampian (incl. Aberdeen)	Greater Glasgow & Clyde Valley	Highlands & Islands	Kingdom of Fife	Lothian (incl. Edinburgh)	Perthshire	Scottish Borders
Trips (000's)	2,747	88	301	78	42	305	726	596	125	1,730	134	30
Nights (000's)	21,229	674	1,041	434	243	1,675	3,873	3,090	1,021	8,636	399	114
Average stay (nights)	7.7	7.7	3.5	5.6	5.8	5.5	5.3	5.2	8.2	5.0	3.0	3.8

Source: IPS
ALLST: Argyll, Loch Lomond, Stirling and Trossachs



Purpose: GB tourist trips

PURPOSE: GB TRIPS (000's)												
	Scotland	Aberdeen & Grampian	Angus & Dundee	AILLST	Ayrshire & Arran	Dumfries & Galloway	Edinburgh & Lothians	Greater Glasgow & Clyde Valley	Highlands & Islands	Kingdom Of Fife	Perthshire	Scottish Borders
Holiday	8,062	492	327	978	474	494	1,829	1,195	1,581	321	479	241
Business	1,912	383	51	109	76	38	436	402	165	124	130	9
VFR	904	78	25	105	65	81	180	242	74	32	34	17
Other	558	59	-	307	-	17	42	99	16	27	-	-
Total	11,436	1,027	402	1,498	615	630	2,527	1,942	1,855	504	643	267

Source: GBTS, 2016
AILLST: Argyll, The Isles, Loch Lomond, Stirling and Trossachs



Purpose: Overseas tourist trips

PURPOSE: OVERSEAS TRIPS (000's)												
	Scotland	Angus & Dundee	ALLST	Ayrshire & Arran	Dumfries & Galloway	Grampian (incl. Aberdeen)	Greater Glasgow & Clyde Valley	Highlands & Islands	Kingdom of Fife	Lothian (incl. Edinburgh)	Perthshire	Scottish Borders
Holiday	1,471	15	236	40	24	136	354	508	73	1,151	110	18
VFR	782	36	57	26	13	79	238	69	35	366	21	9
Business	413	34	6	8	3	80	114	13	13	172	3	3
Study	34	3	-	-	-	3	5	<1	2	23	-	-
Other	47	-	1	4	2	7	14	5	3	19	-	<1
Total	2,747	88	301	78	42	305	726	596	125	1,730	134	30

Source: IPS
 ALLST: Argyll, Loch Lomond, Stirling and Trossachs

Transport: GB Tourist Trips*

GB ACCOMMODATION USED (NIGHTS 000's)												
Transport Used	Scotland	Aberdeen & Grampian	Angus & Dundee	ALLST	Ayrshire & Arran	Dumfries & Galloway	Edinburgh & Lothians	Greater Glasgow & Clyde Valley	Highlands & Islands	Kingdom Of Fife	Perthshire	Scottish Borders
Car	7,191	592	264	1,149	462	468	1,124	1,070	1,296	398	432	229
Train	1,909	156	92	48	95	75	829	455	123	29	59	9
Coach Tour	248	-	5	107	19	-	13	15	47	-	26	6
Plane	1,011	130	35	59	-	24	328	232	102	22	71	15
Regular Bus/Coach Service	425	34	6	51	18	13	122	67	83	-	48	-
Motorhome/Campervan	151	18	-	27	-	27	19	-	62	-	7	-
Other	575	97	-	56	22	22	93	102	141	54	-	8
Total	11,514	1,027	402	1,498	615	630	2,527	1,942	1,855	504	643	267

Source: GBTS, 2016

ALLST: Argyll, The Isles, Loch Lomond, Stirling and Trossachs

*Transport used on longest part of journey

Accommodation used: GB Tourist nights

GB ACCOMMODATION USED (NIGHTS 000's)												
	Scotland	Aberdeen & Grampian	Angus & Dundee	AILLST	Ayrshire & Arran	Dumfries & Galloway	Edinburgh & Lothians	Greater Glasgow & Clyde Valley	Highlands & Islands	Kingdom Of Fife	Perthshire	Scottish Borders
Hotel/motel	11,540	1,361	303	1,191	410	166	2,914	2,364	1,686	268	582	227
Guest house/B&B	1,828	114	97	170	226	48	233	60	643	104	90	33
Own home/ friend's home/ relative's home	12,915	945	963	1,701	558	1,016	2,811	1,951	1,729	683	463	95
Caravan or camping	3,587	250	192	819	589	224	252	88	799	31	242	101
Self-catering	6,564	495	8	713	194	955	293	71	3,169	120	331	214
Sum (Nights (000's))	35,954	3,075	1,410	4,556	1,898	2,382	6,468	4,534	8,026	1,206	1,650	670
Other	2,922	316	21	358	275	252	526	24	777	150	135	26
Total (Nights (000's))	38,876	3,391	1,431	4,914	2,173	2,634	6,994	4,558	8,803	1,356	1,785	696

Source: GBTS, 2016

AILLST: Argyll, The Isles, Loch Lomond, Stirling and Trossachs

Accommodation Occupancy: Hotels

HOTELS: NET ROOM OCCUPANCY (%)														
	Aberdeen & Grampian	ALLFV	Angus & Dundee	Ayrshire & Arran	Dumfries & Galloway	Edinburgh & Lothians	Glasgow & Clyde	Highlands	Kingdom of Fife	Orkney	Outer Hebrides	Perthshire	Scottish Borders	Shetland
January	48%	42%	58%	50%	26%	59%	62%	42%	44%	29%	29%	50%	41%	0%
February	57%	47%	66%	61%	36%	69%	72%	56%	54%	42%	40%	57%	45%	0%
March	57%	56%	56%	55%	36%	75%	74%	61%	57%	48%	54%	64%	48%	0%
April	65%	62%	55%	63%	44%	78%	80%	59%	70%	57%	57%	65%	51%	0%
May	65%	74%	62%	72%	62%	85%	78%	75%	66%	86%	82%	67%	54%	0%
June	69%	80%	71%	78%	66%	91%	83%	88%	77%	89%	88%	76%	69%	0%
July	71%	89%	69%	84%	66%	91%	85%	87%	76%	84%	83%	81%	69%	0%
August	75%	90%	81%	84%	75%	92%	89%	88%	80%	87%	80%	85%	75%	0%
September	75%	80%	76%	73%	74%	94%	85%	84%	73%	80%	83%	82%	74%	0%
October	66%	76%	67%	76%	60%	88%	82%	77%	70%	58%	68%	74%	67%	0%
November	66%	57%	54%	59%	45%	79%	81%	53%	55%	42%	35%	62%	54%	0%
December	45%	65%	49%	37%	29%	79%	66%	41%	43%	31%	31%	54%	46%	0%
Average	63%	68%	64%	66%	52%	82%	78%	67%	64%	61%	61%	68%	58%	0%

Source: Scottish Accommodation Occupancy Survey, 2016

ALLFV: Argyll, Loch Lomond, Forth Valley

Accommodation Occupancy: Guest Houses & B&Bs

GUEST HOUSES & B&BS: NET ROOM OCCUPANCY (%)														
	Aberdeen & Grampian	ALLFV	Angus & Dundee	Ayrshire & Arran	Dumfries & Galloway	Edinburgh & Lothians	Glasgow & Clyde	Highlands	Kingdom of Fife	Orkney	Outer Hebrides	Perthshire	Scottish Borders	Shetland
January	12%	8%	14%	0%	17%	9%	22%	13%	6%	12%	0%	13%	14%	7%
February	5%	18%	20%	18%	15%	13%	32%	25%	35%	2%	41%	23%	23%	2%
March	29%	28%	27%	12%	21%	17%	33%	29%	25%	8%	10%	25%	15%	14%
April	24%	38%	39%	18%	42%	18%	51%	35%	40%	29%	28%	30%	13%	31%
May	3%	72%	44%	28%	51%	46%	44%	74%	67%	68%	51%	46%	23%	53%
June	29%	82%	20%	40%	46%	44%	66%	73%	63%	85%	64%	45%	26%	67%
July	26%	82%	62%	57%	63%	63%	71%	80%	59%	80%	69%	50%	35%	64%
August	28%	96%	35%	52%	69%	74%	68%	87%	71%	83%	61%	59%	38%	21%
September	17%	75%	60%	44%	58%	53%	65%	76%	82%	70%	61%	59%	46%	47%
October	19%	29%	58%	27%	43%	29%	46%	44%	57%	0%	39%	46%	25%	44%
November	0%	28%	38%	30%	30%	19%	31%	37%	45%	53%	23%	13%	23%	16%
December	0%	13%	26%	12%	21%	30%	37%	11%	15%	0%	43%	14%	11%	0%
Average	16%	47%	37%	28%	40%	35%	47%	49%	47%	41%	41%	35%	24%	31%

Source: Scottish Accommodation Occupancy Survey, 2016

ALLFV: Argyll, Loch Lomond, Forth Valley

Accommodation Occupancy: Self Catering

SELF CATERING: NET UNIT OCCUPANCY (%)														
	Aberdeen & Grampian	ALLFV	Angus & Dundee	Ayrshire & Arran	Dumfries & Galloway	Edinburgh & Lothians	Glasgow & Clyde	Highlands	Kingdom of Fife	Orkney	Outer Hebrides	Perthshire	Scottish Borders	Shetland
January	35%	12%	33%	41%	14%	43%	51%	32%	10%	10%	1%	36%	33%	0%
February	38%	18%	46%	50%	22%	53%	58%	40%	32%	8%	6%	53%	35%	12%
March	38%	22%	42%	36%	25%	60%	60%	40%	22%	18%	24%	47%	46%	12%
April	48%	41%	48%	43%	39%	69%	66%	40%	46%	22%	46%	51%	62%	36%
May	59%	57%	52%	50%	33%	68%	53%	50%	29%	61%	68%	56%	69%	37%
June	69%	54%	52%	48%	64%	79%	70%	69%	57%	94%	90%	55%	63%	77%
July	73%	74%	75%	68%	62%	82%	66%	93%	57%	88%	91%	73%	63%	82%
August	73%	79%	79%	69%	88%	88%	76%	77%	71%	88%	91%	77%	89%	67%
September	58%	57%	58%	41%	65%	67%	53%	76%	64%	50%	69%	62%	56%	44%
October	65%	41%	60%	42%	50%	60%	60%	97%	52%	32%	41%	65%	53%	19%
November	32%	17%	37%	27%	22%	62%	65%	33%	18%	17%	16%	51%	23%	13%
December	35%	17%	42%	23%	23%	67%	58%	27%	17%	10%	13%	39%	13%	0%
Average	52%	41%	52%	45%	42%	66%	61%	56%	39%	41%	46%	55%	51%	33%

Source: Scottish Accommodation Occupancy Survey, 2016

ALLFV: Argyll, Loch Lomond, Forth Valley

Accommodation Occupancy: Hostels

HOSTEL: NET BUNK OCCUPANCY (%)		
	Highland	Lowland
January	26%	39%
February	32%	41%
March	46%	61%
April	47%	68%
May	69%	65%
June	71%	68%
July	79%	76%
August	83%	81%
September	69%	78%
October	44%	65%
November	21%	47%
December	0%	0%
Average	49%	57%

Source: Scottish Accommodation Occupancy Survey, 2016



Accommodation Occupancy: Caravan & Camping

CARAVAN & CAMPING: NET PITCH OCCUPANCY (%)						
	Edinburgh & East Central	Glasgow & West Central	Grampian	Highlands & Islands Enterprise	South of Scotland	Tayside
April	24%	26%	13%	22%	37%	27%
May	38%	47%	24%	43%	52%	34%
June	43%	57%	31%	52%	59%	45%
July	59%	62%	35%	54%	62%	64%
August	67%	71%	37%	62%	62%	61%
September	39%	47%	24%	42%	61%	45%
October	23%	24%	13%	22%	40%	28%
Average	42%	48%	25%	42%	53%	43%

Source: Scottish Accommodation Occupancy Survey, 2016



Scottish Accommodation Occupancy Survey

VisitScotland commissions the Scottish Accommodation Occupancy Survey (SAOS), conducted by the research agency TNS, to help monitor occupancy in Scotland's tourist accommodation sectors.

Taking part

The value of the data from the SAOS is very much dependent on the participation of accommodation businesses in providing their occupancy data, and we would very much like more businesses to take part. In return for providing their data in easy to use formats, participants get early access to monthly data, individual occupancy analysis and access to an online results portal. Participation in the survey is free.

To find out more about the survey and how to participate please see the Accommodation Occupancy section of our corporate website
www.visitscotland.org/research_and_statistics/tourism_sectors/accommodation.aspx

GBTS 2016 Spend Data

The late publication of spend data for the 2016 survey is due to a delay in implementing a new data processing programme, which has required significantly more time than originally anticipated by the research agency responsible (TNS).

Work on data processing for the expenditure estimate is still underway, and we will publish expenditure data for the full year as soon as this is finalised.

Disclaimer

VisitScotland has published this report in good faith to update stakeholders on its activity. VisitScotland has taken all reasonable steps to confirm the information contained in the publication is correct. However, VisitScotland does not warrant or assume any legal liability for the accuracy of any information disclosed and accepts no responsibility for any errors or omissions.

Some data is provisional and subject to change with the final release of information from third parties. Latest data can be obtained direct from the listed sources. The regional breakdowns for Scotland are based on small sample sizes and are therefore subject to much wider margins of error.

For more on Scottish Tourism statistics please refer to:
www.visitscotland.org/research_and_statistics.aspx

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August 2017

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