

Tourism in Scotland

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Who are our visitors

- ▶ 14.9m overnight visitors
 - ▶ 5m in Edinburgh and the Lothians.
- ▶ Majority of these were from elsewhere in Great Britain
- ▶ Also have over 151m day visits
- ▶ Numbers are growing - up by almost 4.3% between 2016 and 2017

Why do they come?

- ▶ 50% - scenery and landscape
- ▶ 33% history and culture
- ▶ 24% have been before
- ▶ 23% want to get away from it all

How do they get here?

▶ First Time Visitors

- ▶ • 58% arrived by plane
- ▶ • direct (39%) • indirect (19%) • 63% arrived to Edinburgh airport •
- ▶ 28% arrived in Scotland by car • own car (17%) • hire car (9%) • friend / family car (2%)
- ▶ • 11% travelled by train (within UK)

▶ European Visitors

- ▶ • 72% arrived by plane • direct (56%) • indirect (16%)
- ▶ • 71% arrived to Edinburgh airport
- ▶ • A quarter travelled by car (24%) • own / friend / family car (15%) • hire car (9%)
- ▶ • 9% used boats, ships or ferries

What do they do when they are here?

- ▶ 74% go sightseeing
- ▶ 60% visit castles or historic houses
- ▶ 54% go for short walks or strolls
- ▶ 46% go shopping
- ▶ 46% visit churches or cathedrals
- ▶ 45% go to museums or galleries
- ▶ (38% Long walk/hike/ramble)

How do they get around?

- ▶ 49% use their own car
- ▶ 33% walked
- ▶ 28% used public bus or coach
- ▶ 23% used the train
- ▶ 21% used a boat/ship or ferry
- ▶ Location (77%) and VFM (56%) most important in booking accommodation

Difficulties

- ▶ Overtourism
- ▶ Awareness - General Scottish ticketing system, bus passes, company specific tickets, cycle routes and cycle friendly scheme, e-cars and bikes.
- ▶ Timetabling
- ▶ Bike space - trains and buses
- ▶ Final Mile (ferry capacity)
- ▶ Infrastructure - NC 500 - RTIF

Questions?

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