

Tourism in Scotland's Regions 2014

September 2015

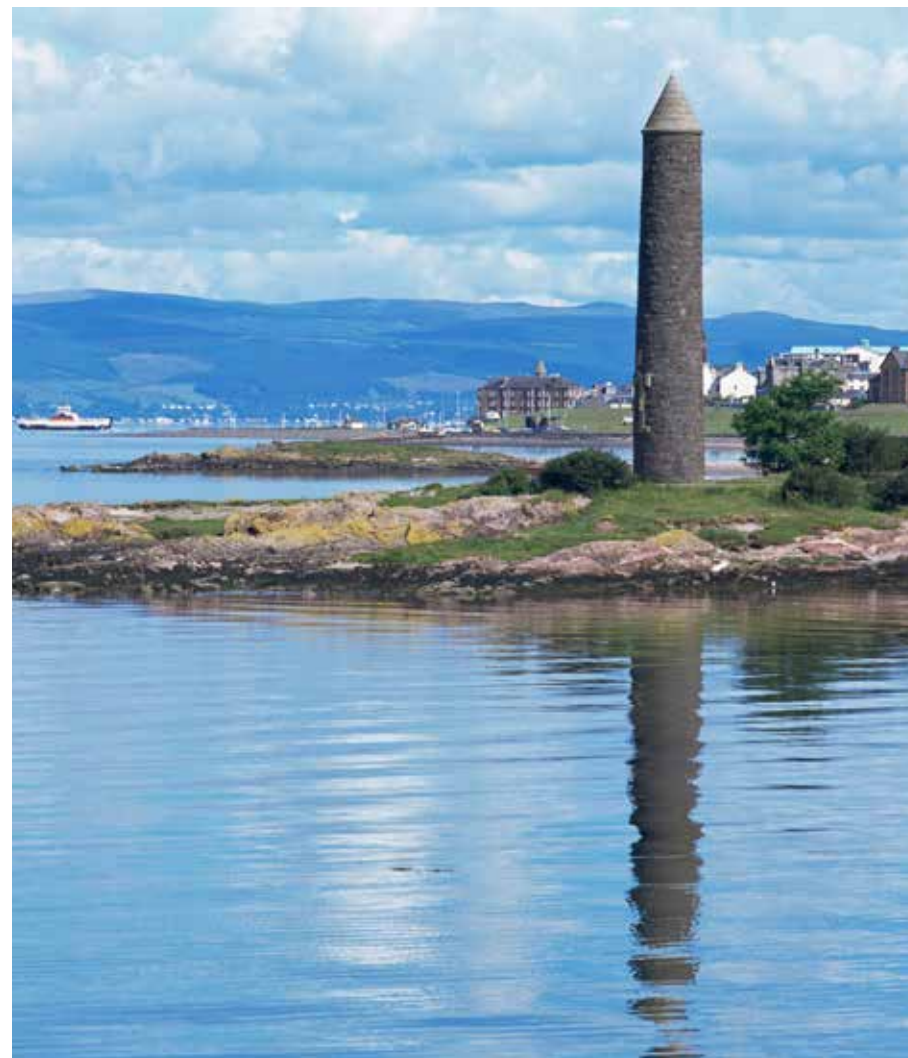


Scotland's National Tourism Organisation
Buidheann Turasachd Nàiseanta na h-Alba



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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)**, which 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)**, which 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 '**ALLST**', 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

ALLST: 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) 2014
- International Passenger Survey (IPS) 2014
- Scottish Accommodation Occupancy Survey 2014
- Moffat Centre Visitor Attraction Monitor 2014
- Scottish Annual Business Statistics (SABS): Sustainable Tourism by Local Authority Area 2008-2012 (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

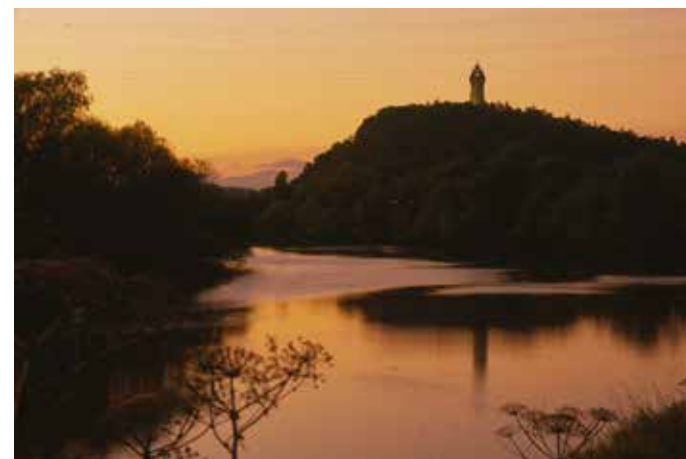
A **tourist trip** is defined as a stay of one or more nights away from home for holidays, visits to friends and relatives, business/conference trips or any other purposes except such activities as boarding education or semi-permanent employment.

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 and Gross Value Added by Local Authority Area (2012)¹

Local Authority Area	Sustainable Tourism Employment*	Sustainable Tourism GVA (£m)**	Local Authority Area	Sustainable Tourism Employment*	Sustainable Tourism GVA (£m)**	Local Authority Area	Sustainable Tourism Employment*	Sustainable Tourism GVA (£m)**
Aberdeen City	10,200	277.8	Eilean Siar	900	19.0	Renfrewshire	4,500	82.1
Aberdeenshire	6,200	191.4	Falkirk	3,600	55.5	Scottish Borders	3,200	51.2
Angus	2,600	44.0	Fife	9,400	151.0	Shetland Islands	1,200	11.5
Argyll & Bute	5,400	92.3	Glasgow City	23,800	356.5	South Ayrshire	4,900	83.4
Clackmannanshire	900	13.5	Highland	12,900	221.3	South Lanarkshire	7,900	96.5
Dumfries & Galloway	5,000	68.9	Inverclyde	1,600	30.5	Stirling	4,500	92.4
Dundee City	4,500	76.9	Midlothian	1,400	24.7	West Dunbartonshire	1,900	39.5
East Ayrshire	1,900	30.1	Moray	2,400	45.6	West Lothian	2,900	49.1
East Dunbartonshire	1,600	42.6	North Ayrshire	3,600	52.4	Scotland Total	175,800	3,240.2
East Lothian	2,800	45.5	North Lanarkshire	5,600	111.2			
East Renfrewshire	1,300	28.4	Orkney Islands	1,000	21.0			
Edinburgh, City of	28,400	572.5	Perth & Kinross	7,800	161.7			

Source: Government Economic Strategy Growth Sector Statistics – Local Authority Breakdowns

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**Tourism in
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¹ The 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

*Employment by Local Authority Area, Scotland, 2011. Source: Scottish Government, ONS (Business Register and Employment Survey (BRES)).

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.

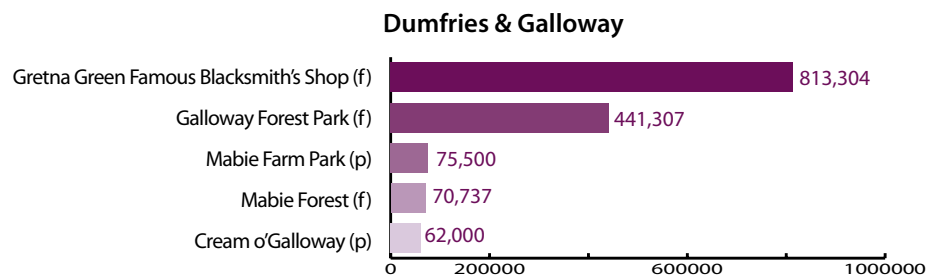
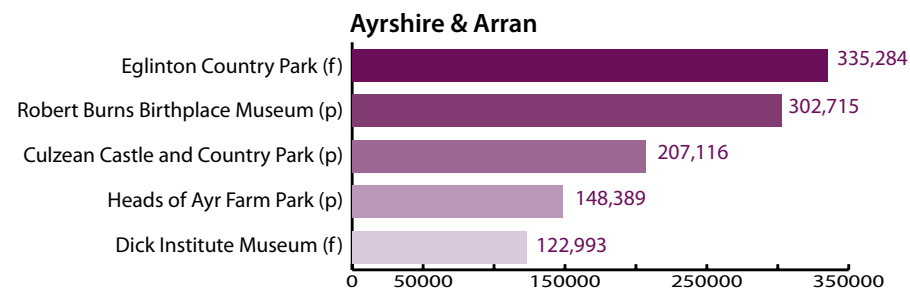
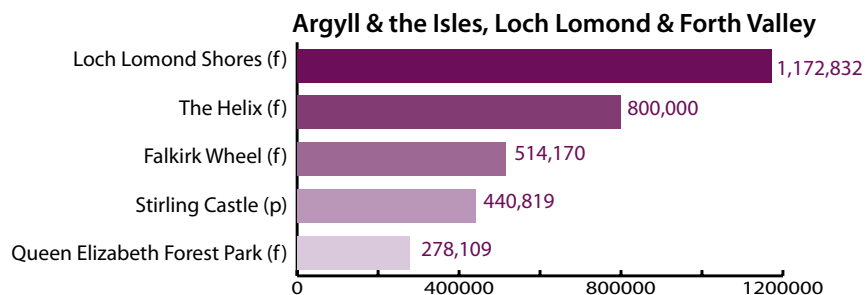
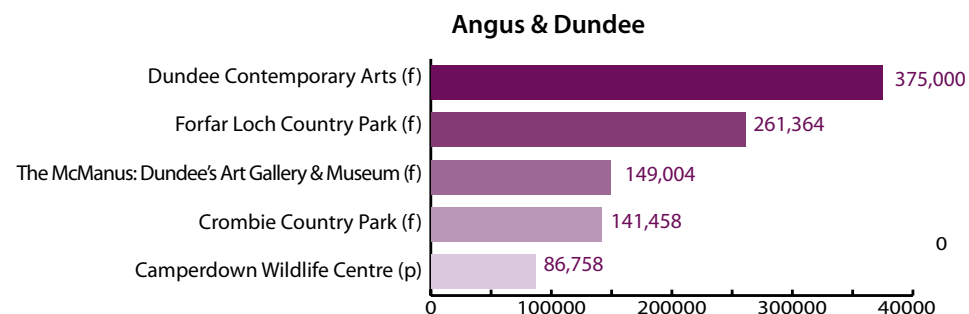
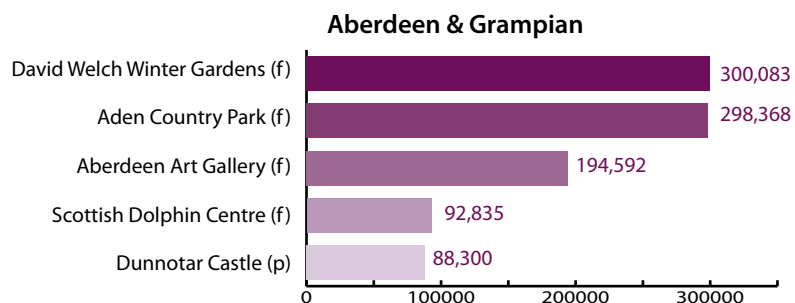
** Approximate Gross Value Added at Basic Prices (£millions) by Local Authority Area, Source: Scottish Annual Business Survey 2014.

Top Attractions by Region: Visitor Numbers 2014

Source: Moffat Centre Visitor Attraction Monitor, Glasgow Caledonian University

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

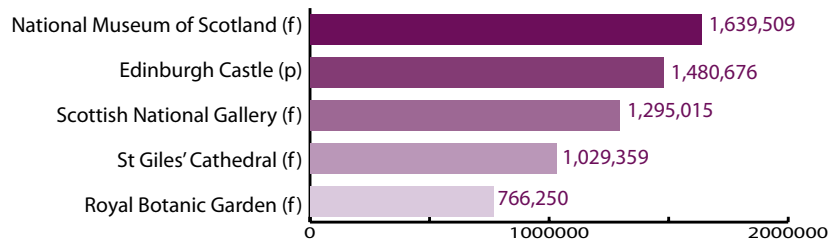


Top Attractions by Region: Visitor Numbers 2014

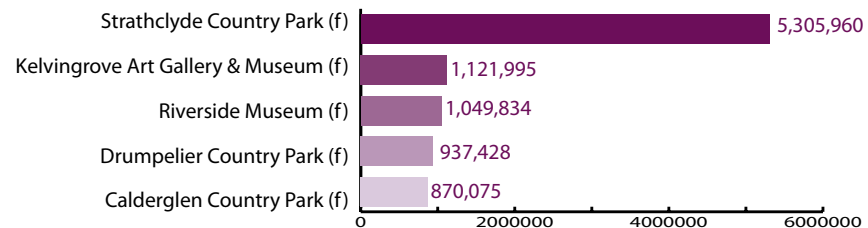
Source: Moffat Centre Visitor Attraction Monitor, Glasgow Caledonian University

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

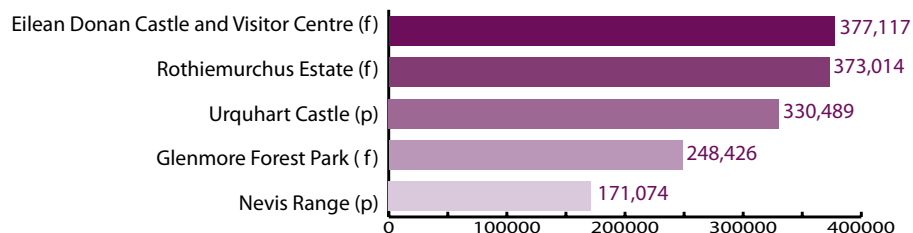
Edinburgh & Lothians



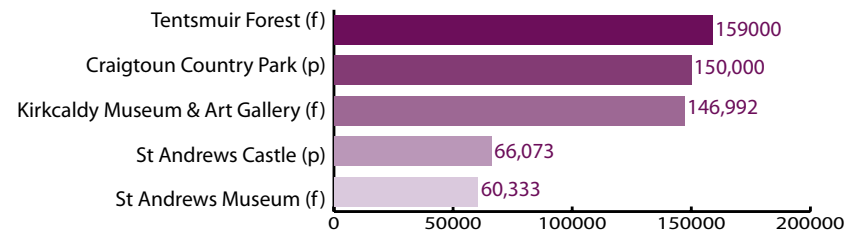
Greater Glasgow & Clyde Valley



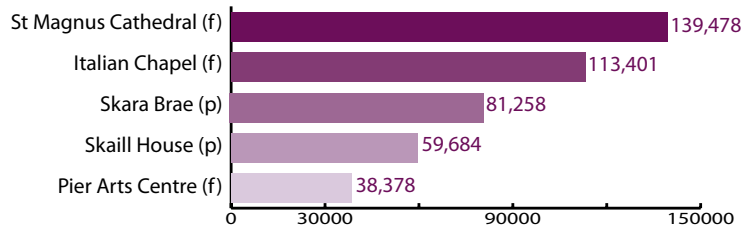
The Highlands



Kingdom of Fife



Orkney

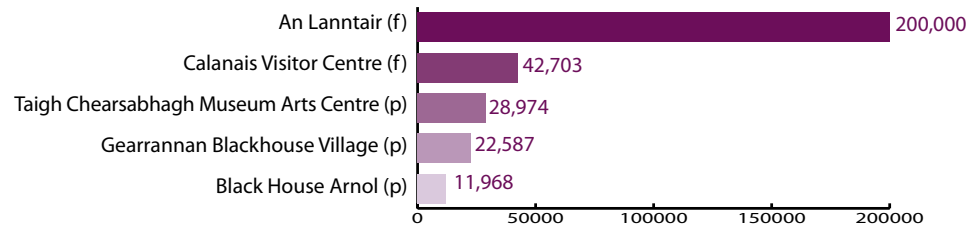


Top Attractions by Region: Visitor Numbers 2014

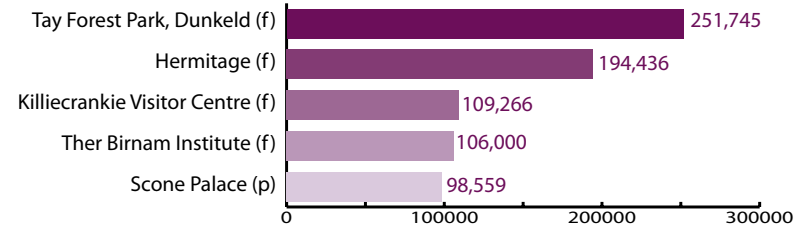
Source: Moffat Centre Visitor Attraction Monitor, Glasgow Caledonian University

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

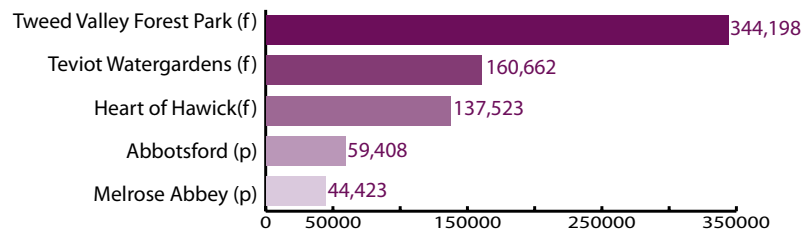
Outer Hebrides



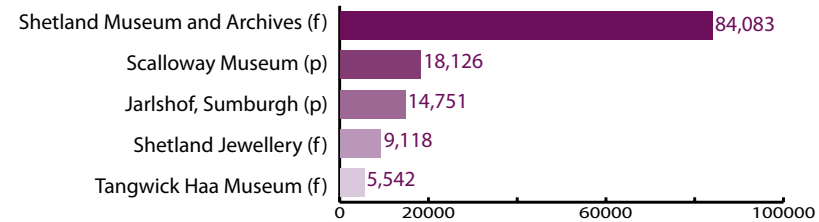
Perthshire



Scottish Borders



Shetland



GB Tourist Trips

GB Tourist Trips by country of residence (000s)

Country of residence	Scotland	Aberdeen & Grampian	Angus & Dundee	ALLST	Ayrshire & Arran	Dumfries & Galloway	Edinburgh and Lothians	Edinburgh	Greater Glasgow & Clyde Valley	Glasgow	Highlands	Kingdom of Fife	Orkney	Outer Hebrides	Perthshire	Scottish Borders	Shetland
Scotland	6,516	787	228	848	607	329	871	693	949	807	993	324	32	72	552	140	51
England	5,569	428	169	577	222	306	1,571	1,382	1,349	1,176	663	249	31	36	189	178	34
Wales	435	13	11	73	-	28	153	134	229	142	6	-	-	6	-	11	-
Total GB	12,519	1,228	408	1,498	829	663	2,594	2,208	2,527	2,126	1,662	573	64	114	738	329	85

Fact

Edinburgh and Lothians was the most visited region in Scotland, with nearly 2.6 million trips in 2014

Source: GBTS

GB Tourist Spend

GB Tourist Spend by country of residence (£m)

Country of residence	Scotland	Aberdeen & Grampian	Angus & Dundee	ALLST	Ayrshire & Arran	Dumfries & Galloway	Edinburgh and Lothians	Edinburgh	Greater Glasgow & Clyde Valley	Glasgow	Highlands	Kingdom of Fife	Orkney	Outer Hebrides	Perthshire	Scottish Borders	Shetland
Scotland	1,170	134	44	142	86	36	148	125	159	139	202	39	7	21	92	22	34
England	1,608	115	30	170	38	75	395	369	318	280	249	52	18	14	53	35	17
Wales	93	2	3	13	-	4	25	19	28	23	8	-	-	7	-	2	-
Total GB	2,871	250	76	325	124	116	569	513	505	442	460	91	25	43	145	59	51

Source: GBTS

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

Overseas Tourist Trips

Overseas Tourist Trips (000s)												
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	418	12	57	12	10	29	103	110	35	308	31	1
Germany	343	6	40	8	7	43	73	100	34	238	14	5
France	190	7	43	10	-	27	24	63	5	111	13	-
Australia	158	2	11	5	3	12	47	36	5	96	5	10
Netherlands	149	7	21	2	3	18	37	46	6	70	15	6
Poland	138	4	7	<1	2	18	48	10	2	59	3	1
Norway	125	1	3	-	-	52	15	3	5	47	7	-
Canada	122	8	31	6	<1	12	47	35	10	71	8	6
Irish Republic	113	1	5	4	6	6	26	1	<1	62	3	1
Spain	101	-	11	1	-	5	24	23	20	68	10	-
Rest of world	843	28	77	15	17	101	253	158	37	493	80	2
Total Overseas	2,700	77	306	64	49	323	697	584	158	1,623	191	34

Source: IPS

ALLST: Argyll, Loch Lomond, Stirling and Trossachs

Please note that the data on overseas tourist visits, nights and spend for sub-regions (Edinburgh, Glasgow, Aberdeen, Argyll, etc.) was not available at the time of publication.

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	436	4	23	16	1	36	40	59	34	175	47	<1
Germany	174	<1	10	2	2	11	16	35	17	73	4	1
France	110	1	8	3	-	12	8	21	2	51	4	-
Australia	130	1	3	4	14	7	28	15	2	48	4	2
Netherlands	80	1	6	<1	<1	8	7	20	2	24	4	5
Poland	45	<1	3	<1	-	7	9	3	1	22	<1	<1
Norway	68	<1	2	-	-	28	4	1	1	28	4	-
Canada	88	5	14	3	<1	5	18	14	2	23	3	2
Irish Republic	28	<1	<1	<1	2	<1	5	<1	<1	18	<1	<1
Spain	97	-	2	<1	-	<1	9	6	8	68	3	-
Rest of world	584	14	20	8	6	57	146	62	20	225	29	1
Total Overseas	1,840	29	92	37	26	172	290	236	90	755	103	12

Source: IPS

ALLST: Argyll, Loch Lomond, Stirling and Trossachs

Seasonality: GB trips to Scotland (including child trips)

GB Tourist Trips (000s)																	
	Scotland	Aberdeen & Grampian	Angus & Dundee	ALLST	Ayrshire & Arran	Dumfries & Galloway	Edinburgh and Lothians	Edinburgh	Greater Glasgow & Clyde Valley	Glasgow	Highlands	Kingdom of Fife	Orkney**	Outer Hebrides	Perthshire	Scottish Borders	Shetland
Jan	371	49	21	19	19	8	102	88	73	73	17	12	-	-	35	7	14
Feb	729	70	28	122	17	35	193	153	185	169	41	23	-	4	38	6	-
Mar	820	81	45	133	31	53	157	105	122	111	74	47	6	13	54	22	14
Apr	1,173	101	13	126	81	50	281	210	147	112	303	46	10	14	31	16	10
May	1,207	102	45	161	132	109	229	197	192	160	188	16	-	7	86	48	7
Jun	1,023	90	17	119	63	109	234	196	215	144	100	30	7	8	52	22	14
Jul	1,288	135	34	196	91	91	218	196	278	237	125	112	11	11	63	63	9
Aug	1,589	128	44	198	89	53	235	220	247	207	334	101	22	13	117	64	-
Sep	1,012	64	15	70	114	68	218	186	181	161	150	56	-	24	86	15	11
Oct/Nov/Dec*	3,306	409	145	355	192	88	727	657	887	752	287	131	-	20	175	66	7
Total	12,519	1,228	408	1,498	829	663	2,594	2,208	2,527	2,126	1,662	573	64	114	738	329	85

Source: GTBS

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

*The results for October, November and December 2014 were combined into quarterly report due to data collection issue. For further details please refer to the disclaimer on page 23.

**Please note the sample size for Orkney is very small and the results should be interpreted with caution

Duration: GB trips to Scotland (including child trips)

GB Tourist Trips (000s)																	
	Scotland	Aberdeen & Grampian	Angus & Dundee	ALLST	Ayrshire & Arran	Dumfries & Galloway	Edinburgh and Lothians	Edinburgh	Greater Glasgow & Clyde Valley	Glasgow	Highlands	Kingdom of Fife	Orkney	Outer Hebrides	Perthshire	Scottish Borders	Shetland
1 - 3 nights	8,617	831	274	804	626	317	1,991	1,699	1,873	1,588	835	420	4	29	491	199	16
4 - 7 nights	3,077	317	111	568	175	239	499	433	522	423	574	106	32	62	161	103	28
4+ nights	3,902	397	134	694	203	346	604	510	654	538	-	153	-	-	247	130	-
8+ nights	826	79	23	126	28	107	105	77	132	114	253	47	27	22	86	27	41
Total	12,519	1,228	408	1,498	829	663	2,594	2,208	2,527	2,126	1,662	573	64	114	738	329	85

Source: GBTS

Fact

GB visitors spend on average 10.5 days in the Outer Hebrides.

Average Trip Duration: GB tourist trips to Scotland

GB Tourist Trips (000s)																	
	Scotland	Aberdeen & Grampian	Angus & Dundee	ALLST	Ayrshire & Arran	Dumfries & Galloway	Edinburgh and Lothians	Edinburgh	Greater Glasgow & Clyde Valley	Glasgow	Highlands	Kingdom of Fife	Orkney	Outer Hebrides	Perthshire	Scottish Borders	Shetland
Trips	12,519	1,228	408	1,498	829	663	2,594	2,208	2,527	2,126	1,662	573	64	64	738	329	85
Nights	41,609	4,092	1,063	4,954	2,396	2,699	6,307	5,266	6,164	5,270	6,602	1,658	431	669	2,243	1,097	881
Average Duration (nights)	3.3	3.3	2.6	3.3	2.9	4.1	2.4	2.4	2.4	2.5	4.0	2.9	6.7	10.5	3.0	3.3	10.4

Source: GBTS

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

Average Trip Duration: Overseas tourist trips to Scotland

Overseas Tourist Trips (000s)												
	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
Visits (000)	2,700	77	306	64	49	323	697	584	158	1,623	191	34
Nights (000)	21,520	356	1,207	772	399	1,540	4,141	2,850	919	8,464	786	182
Average stay (nights)	8	4.6	3.9	12.1	8.1	4.8	5.9	4.9	5.8	5.2	4.1	5.4

Source: IPS

ALLST: Argyll, Loch Lomond, Stirling and Trossachs



Purpose: GB tourist trips

GB Tourist Trips (000s)																	
	Scotland	Aberdeen & Grampian	Angus & Dundee	ALLST	Ayrshire & Arran	Dumfries & Galloway	Edinburgh and Lothians	Edinburgh	Greater Glasgow & Clyde Valley	Glasgow	Highlands	Kingdom of Fife	Orkney	Outer Hebrides	Perthshire	Scottish Borders	Shetland
Holiday	8,867	676	194	1,143	646	488	1,820	1,564	1,658	1,371	1,079	411	54	48	680	259	41
VFR	1,471	130	68	255	136	81	254	191	295	201	358	79	3	24	35	51	17
Business	1,921	399	133	79	40	52	477	434	537	506	173	83	6	33	11	9	21
Other	260	23	13	21	7	42	43	19	37	48	52	-	1	9	12	10	6
Total	12,519	1,228	408	1,498	829	663	2,594	2,208	2,527	2,126	1,662	573	64	114	738	329	85

Source: GBTS

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

Fact

Over 73% visitors to Dumfries & Galloway are holidaymakers.



Purpose: Overseas tourist trips

Overseas Tourist Trips (000s)													
	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	Scotland Unspecified
Holiday	1,400	32	225	29	27	130	331	470	86	1,010	134	28	8
VFR	713	21	68	25	17	67	218	84	56	344	48	5	1
Business	475	15	10	10	5	117	118	23	9	206	7	<1	0
Study	45	<1	<1	0	0	3	5	2	0	36	0	0	0
Other	71	10	3	0	0	7	24	5	7	33	2	0	0
Total	2,700	77	306	64	49	323	695	584	158	1,620	191	34	9

Source: IPS

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



Transport: GB Tourist Trips*

GB Tourist Trips (000s)																	
	Scotland	Aberdeen & Grampian	Angus & Dundee	ALLST	Ayrshire & Arran	Dumfries & Galloway	Edinburgh and Lothians	Edinburgh	Greater Glasgow & Clyde Valley	Glasgow	Highlands	Kingdom of Fife	Orkney**	Outer Hebrides	Perthshire	Scottish Borders	Shetland
Car	8,673	753	203	1,230	575	573	1,624	1,268	1,496	1,154	1,243	519	37	60	649	273	34
Train	1,771	186	155	91	76	19	555	546	560	543	133	23	7	5	34	7	7
Plane	861	172	8	-	26	-	263	254	246	217	92	8	6	16	-	10	20
Regular bus/ coach	386	51	32	42	15	16	50	38	108	103	35	12	-	6	25	-	-
Organised coach tour	181	3	-	49	19	10	32	32	41	41	22	-	-	6	-	-	-
Other	647	63	10	86	118	45	70	70	76	68	137	11	14	21	30	39	24
Total	12,519	1,228	408	1,498	829	663	2,594	2,208	2,527	2,126	1,662	573	64	114	738	329	85

Source: GBTS

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

*Transport used during the longest part of the journey

**Please note the sample size for Orkney is very small and the results should be interpreted with caution



Accommodation used: GB tourist nights

GB Tourist Nights (000s)																	
	Scotland	Aberdeen & Grampian	Angus & Dundee	ALLST	Ayrshire & Arran	Dumfries & Galloway	Edinburgh and Lothians	Edinburgh	Greater Glasgow & Clyde Valley	Glasgow	Highlands	Kingdom of Fife	Orkney*	Outer Hebrides	Perthshire	Scottish Borders	Shetland
Hotel/motel	10,436	848	233	1,077	547	201	2,453	2,262	2,130	1,963	1,261	309	-	137	788	140	249
Friends/relatives	12,360	1,835	431	1,422	845	437	2,288	1,780	2,161	1,755	1,588	566	-	102	337	147	173
B&B/ guest house	2,912	83	131	229	251	121	669	618	326	308	415	41	14	119	131	201	6
Self-catering	8,053	546	120	1,613	529	1,471	622	377	472	251	1,254	554	85	100	551	350	422
Camping/ touring caravan	3,288	152	100	374	207	444	181	134	183	183	849	75	138	28	162	258	31
Other	4,560	628	48	239	17	25	94	95	892	810	1,235	113	194	183	274	1	-
Total	41,609	4,092	1,063	4,954	2,396	2,699	6,307	5,266	6,164	5,270	6,602	1,658	431	669	2,243	1,097	881

Source: GBTS

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

*Please note the sample size for Orkney is very small and the results should be interpreted with caution

¹Definitions of accommodation types:

'Self-catering' includes self-catering apartments and static caravans (owned and rented)

'Camping/touring caravan' includes holiday camp, camping and touring caravans



Accommodation Occupancy - Hotels

Hotels - Net Room Occupancy (%)														
	Aberdeen & Grampian	AILLFV	Angus & Dundee	Ayrshire & Arran	Dumfries & Galloway	Edinburgh & Lothians	Glasgow & Clyde	Highlands	Kingdom of Fife	Orkney*	Outer Hebrides	Perthshire	Scottish Borders	Shetland*
January	59	28	52	22	28	59	60	35	47	-	27	50	35	-
February	70	50	58	45	34	70	72	53	56	-	36	59	37	-
March	71	57	59	56	38	73	73	55	66	-	-	65	44	-
April	73	61	-	58	43	79	76	57	74	-	49	73	49	-
May	75	65	75	69	55	86	81	71	71	-	-	80	64	-
June	80	70	-	71	58	89	82	81	82	-	-	81	70	-
July	80	78	78	78	63	91	84	84	81	-	-	83	76	-
August	-	73	76	81	65	93	88	-	81	-	-	88	84	-
September	83	81	79	79	64	91	87	-	78	-	74	83	76	-
October	74	63	-	63	53	85	83	62	74	-	-	78	69	-
November	72	48	-	52	29	79	80	48	57	-	-	57	50	-
December	56	-	45	46	26	74	63	38	46	-	25	49	38	-
Annual Average	42%	58%	66%	61%	47%	81%	77%	64%	69%	-	57%	70%	58%	-

Source: SAOS

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

*Please note that due to the small sample size, accommodation occupancy data for Orkney and Shetland was not published.

Accommodation Occupancy - Guest Houses and B&Bs

Guest Houses and B&Bs - Net Room Occupancy (%)														
	Aberdeen & Grampian	AILLFV	Angus & Dundee	Ayrshire & Arran*	Dumfries & Galloway	Edinburgh & Lothians	Glasgow & Clyde	Highlands	Kingdom of Fife*	Orkney*	Outer Hebrides	Perthshire	Scottish Borders	Shetland
January	13	-	26	-	17	-	34	20	-	-	-	-	-	-
February	-	-	-	-	24	21	41	23	-	-	-	-	-	-
March	22	-	-	-	22	-	31	21	-	-	-	19	24	-
April	-	49	-	-	37	30	38	44	-	-	-	33	90	-
May	-	-	-	-	37	44	-	60	-	-	42	50	-	-
June	63	71	-	-	48	62	49	75	-	-	57	53	-	-
July	58	-	-	-	57	62	65	77	-	-	-	65	-	-
August	84	79	-	-	56	82	70	86	-	-	51	68	-	55
September	57	-	-	-	48	76	56	67	-	-	48	67	-	36
October	-	54	-	-	41	36	44	41	-	-	-	43	-	40
November	-	-	-	-	17	34	-	28	-	-	-	25	-	-
December	-	-	-	-	16	21	38	36	-	-	-	-	-	-
*Annual Average	49%	56%	39%	-	35%	44%	47%	49%	-	-	50%	39%	57%	44%

Source: SAOS

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

*Please note that due to the small sample size, accommodation occupancy data for Ayrshire & Arran, Kingdom of Fife, and Orkney was not published.

Accommodation Occupancy - Self-Catering

Self-catering - Unit Occupancy (%)														
	Aberdeen & Grampian	AILLFV	Angus & Dundee	Ayrshire & Arran	Dumfries & Galloway	Edinburgh & Lothians	Glasgow & Clyde	Highlands	Kingdom of Fife*	Orkney	Outer Hebrides	Perthshire	Scottish Borders	Shetland*
January	29	12	33	3	16	34	45	21	-	3	3	34	23	-
February	36	21	44	6	25	44	35	32	-	14	1	47	56	-
March	24	21	40	5	19	60	56	29	-	6	2	42	51	-
April	45	44	60	25	48	62	43	36	-	29	37	59	65	-
May	66	54	72	32	49	67	76	68	-	53	83	61	71	-
June	59	57	60	36	48	63	43	70	-	78	76	54	66	-
July	74	74	72	52	55	73	79	65	-	92	88	57	72	-
August	77	79	77	54	74	92	65	66	-	78	76	79	85	-
September	55	52	52	25	50	66	51	53	-	39	54	74	64	-
October	53	47	61	27	27	61	63	63	-	46	29	59	50	-
November	30	18	39	15	26	51	59	32	-	19	15	41	34	-
December	28	20	35	9	21	50	52	34	-	21	3	34	25	-
Annual Average	48%	40%	55%	24%	39%	61%	60%	47%	-	40%	39%	55%	54%	-

Source: SAOS

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

*Please note that due to the small sample size, accommodation occupancy data for Kingdom of Fife and Shetland was not published.

Scottish Accommodation Occupancy Survey - Hostels

Hostels - Net Bunk Occupancy (%)		
	Highland	Lowland
January	14	35
February	29	43
March	31	55
April	44	60
May	60	64
June	60	63
July	64	74
August	76	78
September	52	70
October	32	58
November	14	38
December	19	36
Annual Average	41%	56%

Source: SAOS

Scottish Accommodation Occupancy Survey

VisitScotland commissions the Scottish Accommodation Occupancy Survey (SAOS), conducted by 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



Accommodation Occupancy - Caravan & Camping

Caravan & camping - Net Pitch Occupancy						
	Edinburgh & East Central	Glasgow & West Central	Grampian	Highlands & Islands Enterprise	South of Scotland	Tayside
January	-	-	-	-	-	-
February	-	-	-	-	-	-
March	-	-	-	-	-	-
April	26%	-	16%	19%	35%	28%
May	37%	-	24%	39%	46%	45%
June	37%	64%	26%	49%	50%	42%
July	60%	74%	33%	50%	51%	61%
August	67%	71%	28%	51%	56%	61%
September	23%	56%	18%	23%	46%	42%
October	14%	-	12%	18%	27%	26%
November	-	-	-	-	-	-
December	-	-	-	-	-	-
Annual Average	38%	66%	23%	37%	45%	43%

Source: SAOS.

Data collected April - October only



Disclaimer

Visit Scotland 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.

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

During the quarter 4 (October – December 2014 period) a data collection issue resulted in the number of GBTS interviews conducted each month being lower than the expected sample for this survey. The interviews were also less closely matched to the profile of the population, requiring the application of a more complex weighting procedure. As a result, the data for the months of October, November and December is insufficiently robust to provide separate monthly figures. Some caution is required when interpreting the results, as the reduced sample size means that the margin of error is wider than in a standard 3 month period.

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