Glasgow Tourism and Visitor Plan Plan
Volume and Value
Three Year Average 2017 - 2019

Domestic & International Overnight Tourism

2.4 Million
Overnight Trips
+3% compared to 2016-18

£715 Million
Spend
+8% compared to 2016-18

34% International / 66% Domestic
49% International / 51% Domestic

Source: International Passenger Survey 2017 - 2019; VisitScotland TNS Database 2017 - 2019

International Visitors

798,000
Overnight Trips
+5% compared to 2016-18

£350 Million
Spend
+16% compared to 2016-18

Reason for Travel

Holiday 54%
Business 16%
VFR 26%
Other 4%

Origin of Traveller

Europe 51%
North America 25%
Other 24%

Source: International Passenger Survey 2017 - 2019

Domestic Overnight Visitors

1.6 Million
Overnight Trips
+1.5% compared to 2016-18

£364 Million
Spend
+0.8% compared to 2016-18

Reason for Travel

Holiday 43%
Visiting Friends and Relatives (VFR) 30%
Business 22%
Other 5%

Source: VisitScotland TNS Database 2017 - 2019