

Glasgow Tourism and Visitor Plan

Volume and Value of Domestic and International Tourism in 2019

Overnight Tourism Performance in Scotland

In 2019, Scotland welcomed 17.3 million domestic and international visitors, generating £5.7 billion for the country's economy. This represents a 12.6% increase in trips and a 15.5% increase in spend year-on-year.

Table 1: Domestic and International Tourism Volume and Value (Scotland)

	2017	% change vs 2016	2018	% change vs 2017	2019	% change vs 2018	3 Year Average
Trips (000s)	14,874	+4.3%	15,341	+3.1%	17,270	+12.6%	15,828
Spend (£m)	£5,282	+11.2%	£4,968	-5.9%	£5,738	+15.5%	£5,329

SOURCE: GBTS 2017 to 2019, International Passenger Survey 2017 to 2019

Overnight Tourism Performance in Glasgow

In 2019, Glasgow welcomed 2.5 million domestic and international visitors, generating £774 million for the city's economy. This represents an 8% increase in trips and a 17% increase in spend year-on-year.

The recommended three-year average city level data (2017-19) shows that Glasgow attracted 2.4 million domestic and international overnight visitors annually. This generated £715 million for the city's economy and reflects a 2.6% increase in trips and 7.8% increase on spend when compared to the previous three-year average (2016-18).

Table 2: Domestic and International Tourism Volume and Value (Glasgow)

	2017	% change vs 2016	2018	% change vs 2017	2019	% change vs 2018	3 Year Average
Trips (000s)	2,409	+5.9%	2,267	-5.9%	2,456	+8.3%	2,377
Spend (£m)	£708	+14.4%	£662	-6.5%	£774	+17%	£715

SOURCE: GBTS 2017 to 2019, International Passenger Survey 2017 to 2019

INTERNATIONAL tourism performance in Scotland

In 2019, Scotland welcomed 3.5 million international visitors, generating £2.5 billion for the country's economy. Although this represents a 2.2% decline in trips, spend increased 15.1% compared to 2018.

Table 3: International Tourism Volume and Value (Scotland)

	2017	% change vs 2016	2018	% change vs 2017	2019	% change vs 2018	3 Year Average
Trips (000s)	3,210	+16.9%	3,538	+10.2%	3,460	-2.2%	3,403
Spend (£m)	£2,276	+23%	£2,206	-3.1%	£2,538	+15.1%	£2,340

SOURCE: International Passenger Survey 2017 to 2019

INTERNATIONAL tourism performance in Glasgow

In 2019, Glasgow welcomed 771,000 international visitors, generating £381 million for the city's economy. Whilst this represents a 7.9% decline in trips, spend shows an 8.7% increase compared to 2018.

The recommended three-year average of city level data (2017-19) shows that Glasgow attracted 798,000 international overnight visitors annually. This generated £350 million for the city's economy and reflects a 4.9% increase in trips and 16.2% increase on spend when compared to the previous three-year average (2016-18).

Key Highlights of 2019 data:

- Spending by international tourists to Glasgow rose to its highest level on record in 2019.
- The majority of international visitors to Glasgow in 2019 came from Europe (352,000 or 46%) a decline of 25.8% compared to 2018.
- Almost a third of overseas visitors (236,000 or 31%) to Glasgow in 2019 were from countries outwith Europe and North America (including China, India, Australia and New Zealand) representing a 37% increase in trips compared to 2018.
- North American visitors accounted for 24% of trips (183,000). This represents a 4.3% decline in visitors compared to 2018.
- Visitors from both Other Countries and North America spent more money in Glasgow in 2019 than the previous year. Other Countries visitor spend climbed

49% to £155 million while North American visitors boosted the city's economy by £98 million, representing a 10% increase.

- The majority of overseas visitors (404,000 or 52%) cited holidaying as the reason for their trip, whilst 238,000 (31%) visited friends and relatives, and 99,000 (13%) were business travellers. This represents a 15% decline in holidaying visitors, a 16% increase in visiting friends and relatives, and a 22% decline in business travellers, year-on-year. However, the decline in business travellers reflects a wider trend of reduced corporate business travel across the majority UK and should not be mistaken for conference delegates. In 2019/20, Glasgow hosted a total of 422 conventions, attracting nearly 140,000 delegates, worth £140 million to the local economy.

Table 4: International Tourism Volume and Value (Glasgow)

	2017	% change vs 2016	2018	% change vs 2017	2019	% change vs 2018	3 Year Average
Trips (000s)	787	+19.4%	837	+6.4%	771	-7.9%	798
Spend (£m)	£319	+35.7%	£351	+10.0%	£381	+8.7%	£350

SOURCE: International Passenger Survey 2017 to 2019

DOMESTIC tourism performance in Scotland

In 2019, Scotland welcomed 13.8 million domestic visitors, generating £3.2 billion for the country's economy. This represents a 17% increase in trips, and a 15.9% increase in spend when compared to 2018.

Table 5: Domestic Tourism Volume and Value (Scotland)

	2017	% change vs 2016	2018	% change vs 2017	2019	% change vs 2018	3 Year Average
Trips (000s)	11,664	+1.3%	11,803	+1.2%	13,810	+17.0%	12,426
Spend (£m)	£3,006	+3.7%	£2,762	-8.1%	£3,200	+15.9%	£2,989

SOURCE: VisitScotland TNS Database 2017 to 2019

DOMESTIC tourism performance in Glasgow

In 2019, domestic tourism increased by 17.8% to 1.7 million visits, contributing an additional £393 million for the local economy, an increase of 26.4% when compared to 2018.

The three-year average city level data (2017-19) shows that Glasgow attracted 1.6 million domestic overnight visitors annually. This generated £364 million for the city's

economy and reflects a 1.5% increase in trips and 0.8% increase on spend when compared to the previous three-year average (2016-18).

Table 8: Domestic Tourism Volume and Value (Glasgow)

	2017	% change vs 2016	2018	% change vs 2017	2019	% change vs 2018	3 Year Average
Trips (000s)	1,622	+0.4%	1,430	-11.8%	1,685	+17.8%	1,579
Spend (£m)	£389	+1.3%	£311	-20.1%	£393	+26.4%	£364

SOURCE: VisitScotland TNS Database 2017 to 2019

Sources:

Domestic Overnight – Trips/Nights/Spend

<https://gbtsscotlandlightviewer.kantar.com/ViewTable.aspx>

International – Trip/Night/Spend

<https://www.ons.gov.uk/peoplepopulationandcommunity/leisureandtourism/datasets/overseasresidentsvisitsstotheuk>

Great Britain Tourism Survey – NOT RELEASED FOR 2019

<https://www.visitbritain.org/great-britain-tourism-survey-latest-monthly-overnight-data>

Inbound Town Data – NOT RELEASED FOR 2019

<https://www.visitbritain.org/town-data>

Day Visitor – Great Britain Day Visitor Survey – NOT RELEASED FOR 2019

<https://www.visitbritain.org/gb-day-visits-survey-latest-results>