



Insight Department: Visitors to Dundee & Angus

November 2018

2017 Tourism Performance

Visitors to Dundee & Angus



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 on visitscotland.org
- **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.
- **The Scottish Accommodation Occupancy Survey (SAOS)** that provides data on occupancy in Scotland's tourist accommodation sectors.

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.

Sources

- Great Britain Tourism Survey (GBTS) 2017
- International Passenger Survey (IPS) 2017
- Scottish Accommodation Occupancy Survey (SAOS) 2017
- Moffat Centre Visitor Attraction Monitor 2017
- Scottish Annual Business Statistics (SABS): Sustainable Tourism by Local Authority Area 2016 www.gov.scot/Resource/0045/00458058.pdf



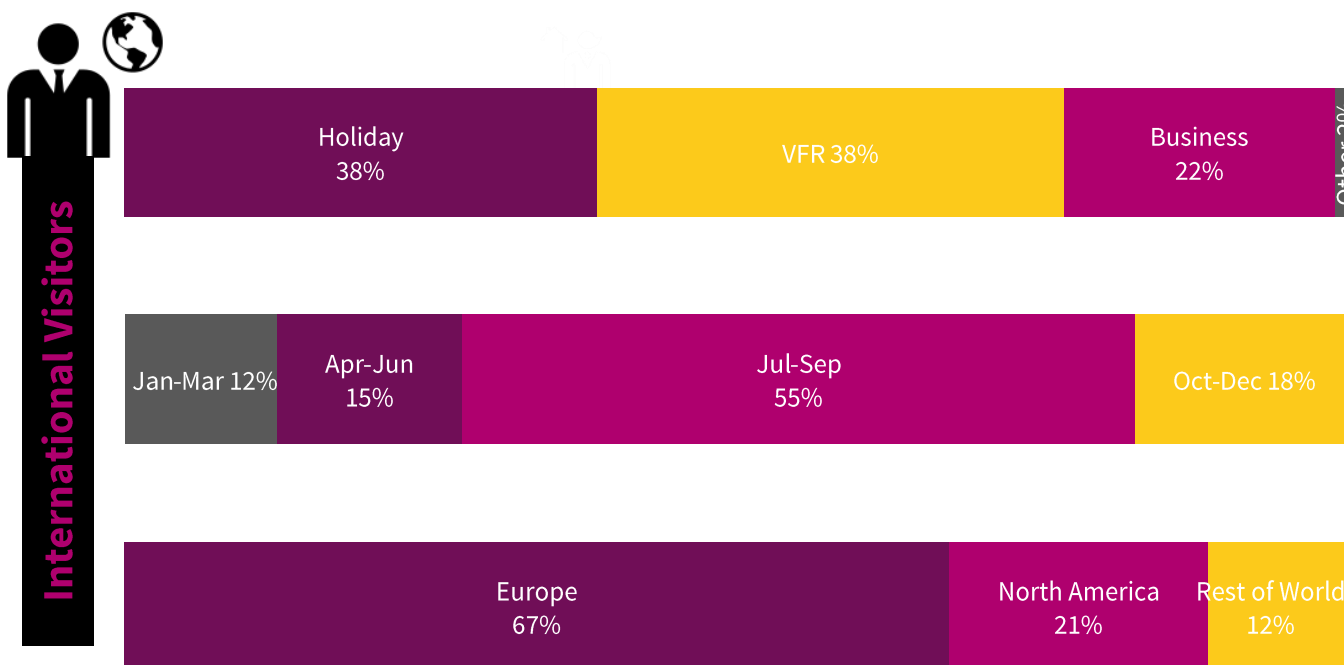
2017 Tourism Performance

Visitors to Dundee & Angus

National and Regional International Tourism Performance 2017

INDICATORS	SCOTLAND	DUNDEE & ANGUS
Visits (000s)	3210	95
Spend (£M)	2276	37
Nights (000s)	28590	561
Average length of stay (nights)	9	6
Average spend per day	£80	£66
Average spend per visit	£709	£387

Source: IPS, 2017



Source: IPS, 2017

During 2017, Dundee & Angus welcomed 95,000 international visitors, totalling 561,000 bed nights and spending £37 million. This is around 3% in terms of volume and almost 2% in terms of value of total international tourism in Scotland for 2017.





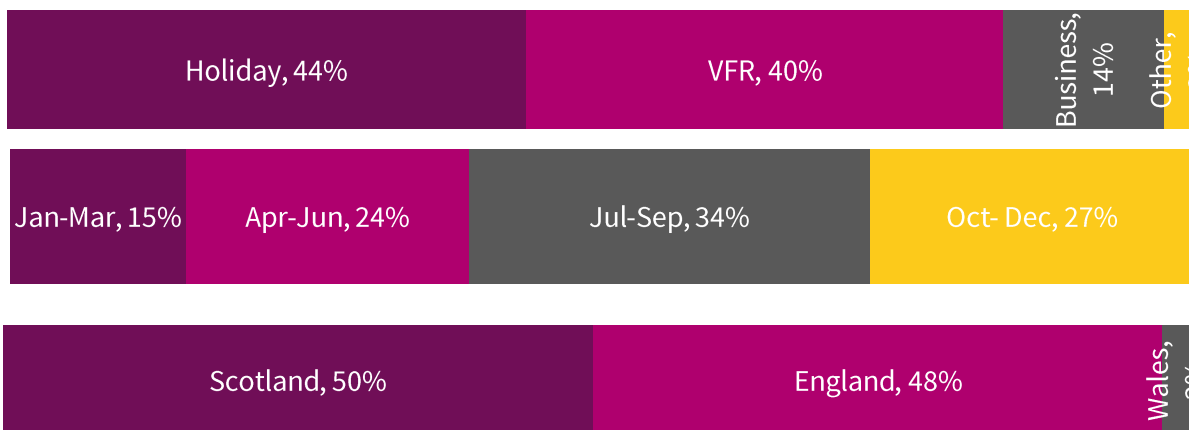
2017 Tourism Performance

Visitors to Dundee & Angus

National and Regional Domestic Overnight Tourism Performance 2017

INDICATORS	SCOTLAND	DUNDEE & ANGUS
Visits (000s)	11664	326
Spend (£M)	3006	64
Nights (000s)	39066	1106
Average length of stay	3.35	3.4
Average spend per day	76.95	57.9
Average spend per visit	257.72	196.3

Source: GBTS, 2017



Source: GBTS, 2017

National and Regional Domestic Day Visit Tourism Performance 2017

INDICATORS	SCOTLAND	DUNDEE & ANGUS
Visits (m)	151	7.28
Spend (£M)	5,995	198.5

Source: GBDVS, 2017

During 2017, Dundee & Angus welcomed 326,000 domestic visitors, totalling over 1 million bed nights and spending £64 million. This is almost 3% in terms of volume and over 2% in terms of value of total domestic tourism in Scotland for 2017.

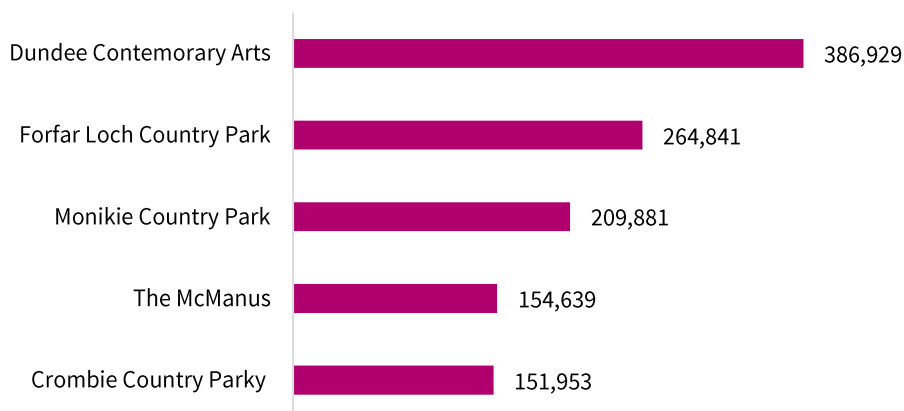




2017 Tourism Performance

Visitors to Dundee & Angus

Highest Performing Regional Visitor Attractions: Visitor Numbers 2017



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.

Regional Occupancy Levels by Accommodation Type: % Occupancy 2017

	HOTEL	B&B	SELF CATERING
January	21%	22%	5%
February	39%	23%	55%
March	64%	33%	31%
April	72%	41%	47%
May	79%	41%	33%
June	79%	55%	63%
July	81%	61%	74%
August	82%	67%	84%
September	84%	46%	61%
October	71%	43%	56%
November	64%	33%	30%
December	52%	26%	30%
Average	69%	42%	52%


Source: SAOS 2017

Trend information

Visitors to Dundee & Angus 2011-2017




Total domestic volume and value

	2011	2012	2013	2014	2015	2016	2017
Total visits (000s)	663	413	339	408	308	402	326
Total Spend (£m)	82	67	73	76	62	74	72

Source: GBTS, 2017

Total international volume and value

	2011	2012	2013	2014	2015	2016	2017
Total visits (000s)	74	70	86	77	59	88	95
Total Spend (£m)	34	34	54	29	18	32	37

Source: IPS, 2017

Regional Sustainable Tourism Employment and Gross Value Added (2016)

LOCAL AUTHORITY AREA	SUSTAINABLE TOURISM EMPLOYMENT 2016	SUSTAINABLE TOURISM GVA 2016 (£M)
Dundee City	5,000	115.6
Angus	3,000	69.1

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

The number of overseas visitors travelling to Angus and Dundee has been on the rise in recent years, with 2017 seeing the highest number of visitors to the region since before the financial crash of 2008. Angus and Dundee has seen significant increases in business travellers in the period since 2011, and the number of holiday makers has more than doubled on 2016 performance.

Conversely, domestic tourism performance in the Dundee and Angus area has been in decline, falling by over 50% since 2011. This decrease has been fuelled by falling numbers of business visitors and holiday makers from the domestic market. More positively, the number of domestic holiday makers in Dundee and Angus marginally increased (1%) in 2017 on the previous years performance, indicating some recovery in the domestic holiday market for the area.

Appendix

International Passenger Survey 2017
Great Britain Tourism Survey 2017

USING AND INTERPRETING STATISTICAL DATA

Sources: Data is sourced from the Office for National Statistics' International Passenger Survey (IPS). Information about the survey can be found on the VisitBritain website www.visitbritain.org (Insights & Statistics section) or the Office for National Statistics website www.statistics.gov.uk/hub/index.html.

Domestic data is sourced from the Great Britain tourism survey. More information about the survey can be found on the VisitScotland website (www.visitscotland.org).

Sample Sizes: Analysis of sub-groups, such as trips by purpose or demographic group, relies on small sample sizes that can be unreliable. Where this is a particular issue, methods to aggregate data, such as using a 3-year average instead of single-year data, have been used. Before using the data, it is important to recognise the limitations of using a small sample size. Further information, including methodology and sample sizes, can be found on the VisitBritain website www.visitbritain.org (Insights & Statistics section).

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 error or omissions. Images © VisitScotland

CONTACT US

Insight Department

VisitScotland
Ocean Point One
94 Ocean Drive
Edinburgh EH6 6JH
0131 472 2222

research@visitscotland.com

November 2018

visitscotland.com

visitscotland.org