

Highland Tourism

Research summary - volume, value, occupancy and visits

Issue 8

November 2011

Economic impact (million)

	2010	2009	Expenditure by sector	
Direct Expenditure	£699.63	£680.39	Accommodation	£180.63
Indirect Expenditure	£163.41	£158.82	Food and drink	£101.55
			Recreation	£43.61
Tourist Days	12.85	12.90	Shopping	£115.75
Day visitors	1.81	1.91	Transport	£153.90
Tourist numbers	5.18	5.23		

Source: GTS (UK) STEAM report 2010

Employment

	2010	2009
Direct employment (Full time equivalent, includes self employed)	18158	18185

Source: GTS (UK) STEAM report 2010

Accommodation Occupancy (%) - last 3 available months

	Aug 11	Aug 10	Jul 11	Jul 10	Jun 11	Jun 10
Hotels (room)	75	76	70	69	76	77
Guest House/ B&B (room)	73	78	69	71	69	72
Self Catering (unit)	70	82	76	82	56	78
Hostels (bed)*	59	63	52	61	53	54
Caravan & Camping (pitch)**	51	57	57	56	54	57

Source: Scottish accommodation occupancy survey *Figures for Scotland **Figures for Highlands & Islands

Visitor Attraction visits - last 3 available months

Visitor Attractions	Not currently available
Change	

Source: Scottish Visitor attraction barometer

VisitScotland Information Centre visits - last 3 available months

	Oct 11	Oct 10	Sep 11	Sep 10	Aug 11	Aug 10
Visits to Visitor Information Centres	48789	54501	96433	101989	200868	209183
Change from 2010		-10.5%		-5.5%	-4%	
			2011/12		2010/11	
Visits - year to date (from 1 April)				782400		795960
Change from 2010/11						-2%

Source: VisitScotland

Prepared by The Highland Council with the assistance of VisitScotland