



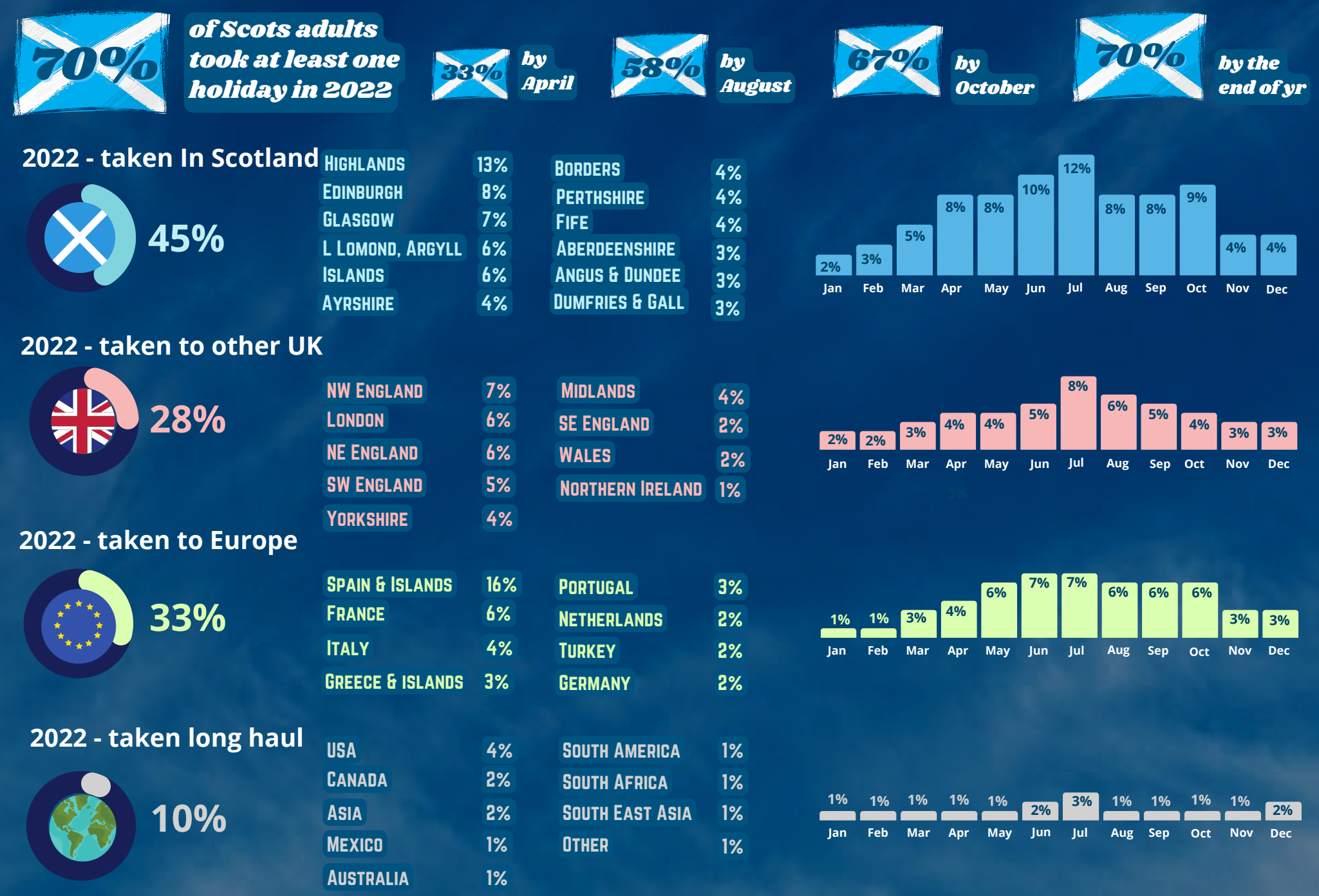
Scottish Tourism Index - January 2023

WHILE 2022 PROVIDED SOME POST-PANDEMIC ENCOURAGEMENT FOR SCOTLAND'S BELEAGUERED TOURISM INDUSTRY WITH CONTINUED INCREASES IN DOMESTIC BREAKS, THE EARLY SIGNS FOR 2023 ARE LESS PROMISING, WITH THE INDUSTRY FACING A POTENTIAL DECREASE IN HOME HOLIDAYS

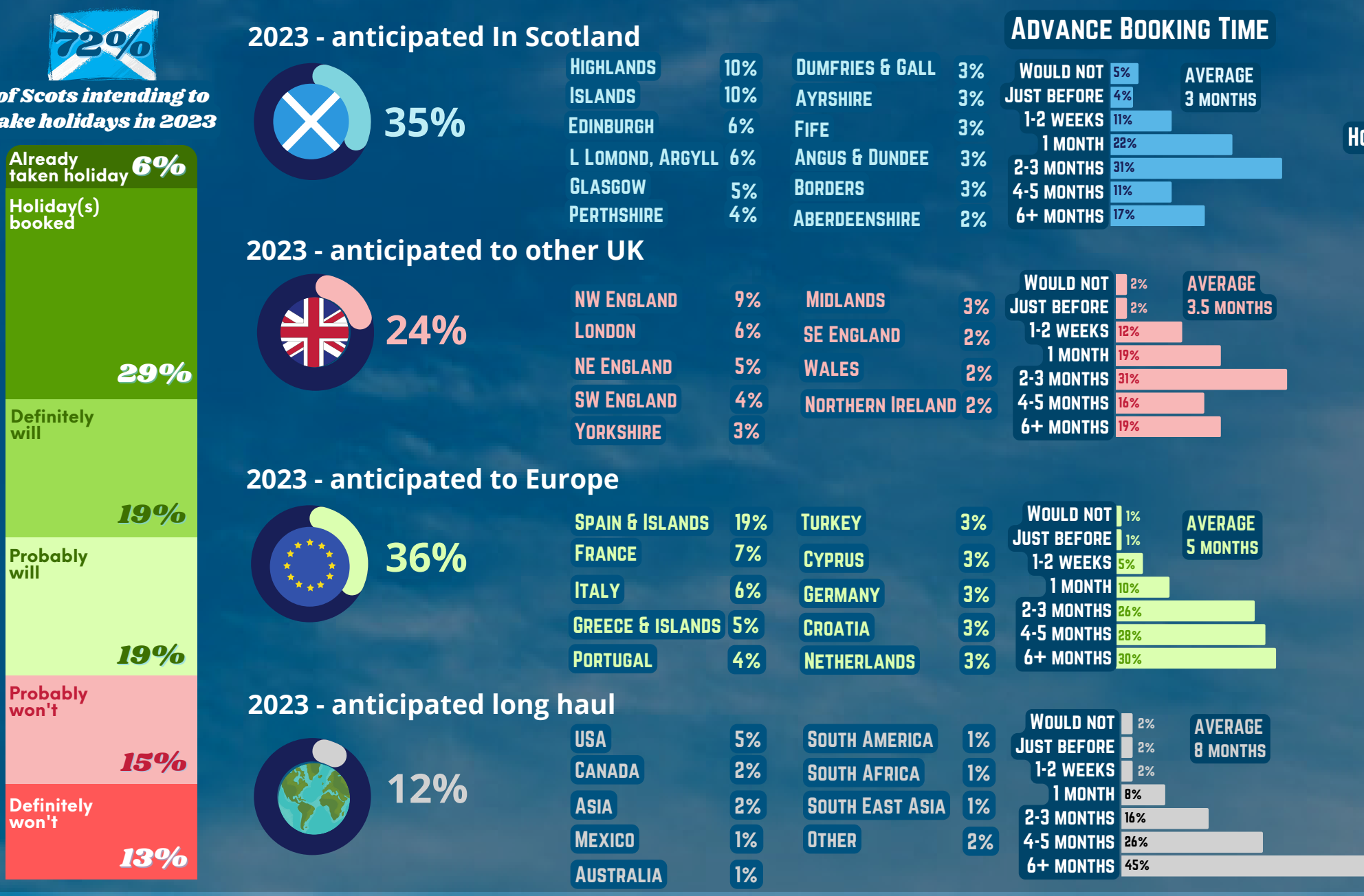
WHAT IT ALL MEANS

- During 2022, seven in ten Scots took holidays (70%). The largest proportion took breaks in Scotland itself (45%), whilst 28% took domestic holidays to other parts of the UK. Holidays to European destinations were taken by 33% of Scots, whilst holidays to long haul destinations were taken by one in ten Scots (10%). More specifically, the Highlands was the most popular region to visit for holidays in Scotland (13% visiting during 2022), followed by city breaks to Edinburgh (8%) and Glasgow (7%). In terms of holidays taken in England, most popular regions were just over the border (7% visiting the North West and 6% to the North East), with London also popular (6%). The popularity of Spain as a holiday destination is evident - one in six Scots visiting last year (16%) making this, by far, the most popular overseas destination, followed by France (6%), Italy (4%) and the USA (4%). In terms of timings, the seasonality of holidays taken by Scots is clear, with July being the most popular month, irrespective of destination. Seasonality was more pronounced for overseas holidays, with the May-October period accounting for the overwhelming majority of European trips.
- Looking forward to holidays anticipated in 2023, around 72% claim they are likely to take holidays this year. Some 6% have already taken a holiday during January and a further 35% have already booked a holiday for later in the year. The 72% suggesting they will take holidays is slightly lower compared with claims made at this stage last year, and together with the tendency in last year's surveys for some people to 'over claim' their holiday intentions, initial impressions suggest that overall holiday taking is likely to be slightly lower this year than last. Of particular concern for the Scottish tourism industry is that whilst around 35% anticipate taking holidays in Scotland, this is a decrease on the numbers taking home holidays in 2022 (45%), clearly suggesting a potential decline in Scottish domestic tourism this year. Indeed, at this stage, only Europe (36%) and long haul destinations (12%) are showing potential increases on 2022. This suggests that the recovery in outbound tourism will continue but unlike the last two years, partly at the expense of domestic breaks. In particular, holidays to Spain look set to grow, with almost one in five Scots planning a holiday there this year (19%).
- The potential downturn in holiday activity this year is further illustrated when respondents were asked directly about how their holiday taking in 2023 will compare with 2022. Overall, it would appear likely that there will be a net decrease of 3% in holiday taking - mainly as a result of fewer domestic (Scotland and other UK) trips with a slight increase in foreign travel. There remains a lot of uncertainty however - and a number of factors are likely to act as real barriers to holiday taking this year: 43% of Scots said that the cost of living increases would have a major impact on holiday decisions and choices, with increases in inflation (34%), fuel bills (33%) and the prices charged by operators at home and abroad (29%) all likely to dampen demand. And the ongoing travel disruption on the rail network and potential airport disruption would also have a major impact on around one in six Scots' holiday plans.
- The cost of living crisis is undoubtedly playing a role on our leisure spending generally - 42% of us are less likely to be planning holidays just now than at this time last year - and this pattern extends into day tripping (52% taking fewer now than last January, and eating out occasions in restaurants (-56%)).
- Yonder Data Solutions provided space on their regular UK-wide omnibus for some comparable questions on 2023 holiday plans across the wider UK population - this has meant we can put Scottish behaviours into a wider UK context. Whilst broadly similar proportions of residents across each of the home nations are expecting to take holidays overall (68-73%), Scots are more likely to be considering UK domestic holidays than English residents for example who are a bit more likely to be considering overseas travel. The potential barriers to travel this year also seem to be having a greater impact in Scotland than in England - particularly economic barriers. The cost of living crisis and inflation for example are each ten percentage points higher in Scotland than in England in terms of having a major impact on holiday plans.
- Finally, with the Easter holidays fast approaching, we were keen to establish plans amongst the Scottish population in and around the holiday weekend and the broader Easter period. Traditionally, it often represents the start of the holiday season for many, although it is often weather dependent. With Easter in early April this year, at this stage, around 1 in 6 Scots are planning to take a holiday in Scotland (16%), whilst 8% are planning a holiday elsewhere in the UK, 5% in Europe and 3% further afield. However, the largest proportion plan to spend Easter at home with their family (36%) or visit friends and family for the day (25%). Some 16% will use the time for DIY and 13% will be gardening. In the next wave of the survey in late April, we will analyse the actual activities undertaken over Easter 2024.

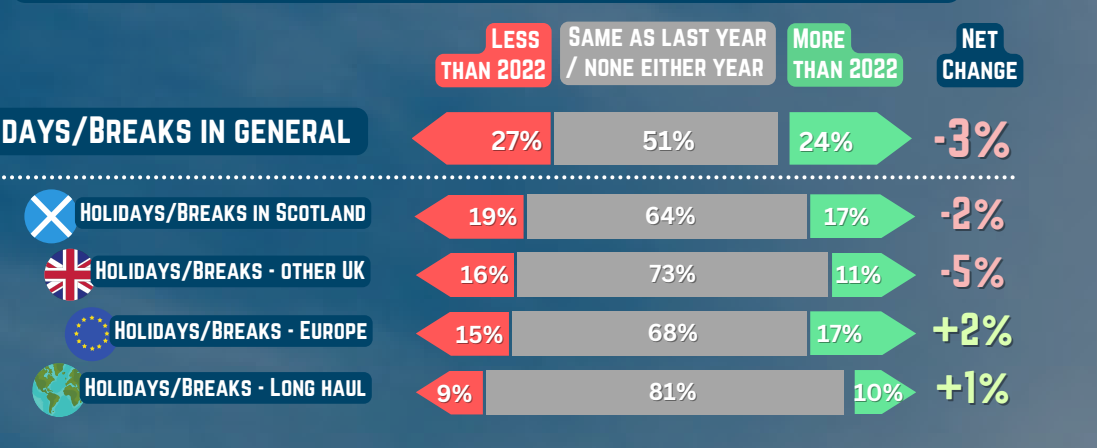
1 LOOKING BACK....HOLIDAYS AND BREAKS TAKEN BY SCOTS IN 2022



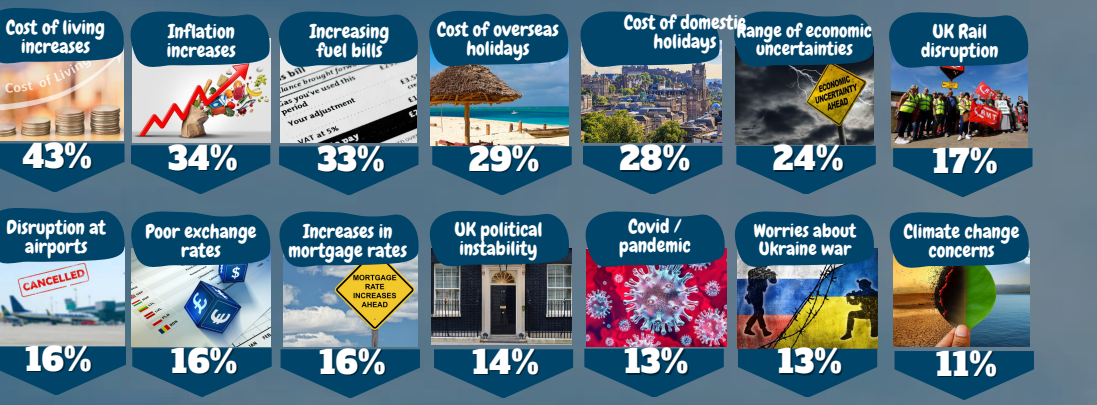
2 LOOKING FORWARD....SCOTS HOLIDAY INTENTIONS IN 2023



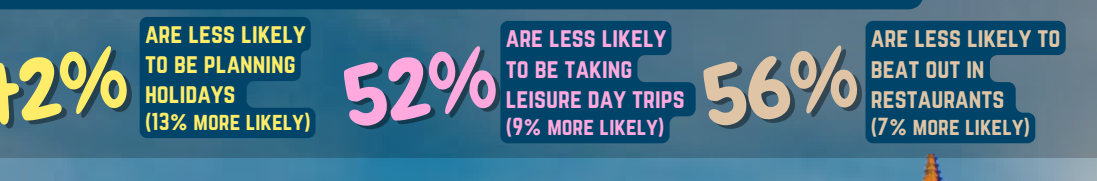
HOW HOLIDAY INTENTIONS COMPARE WITH LAST YEAR...



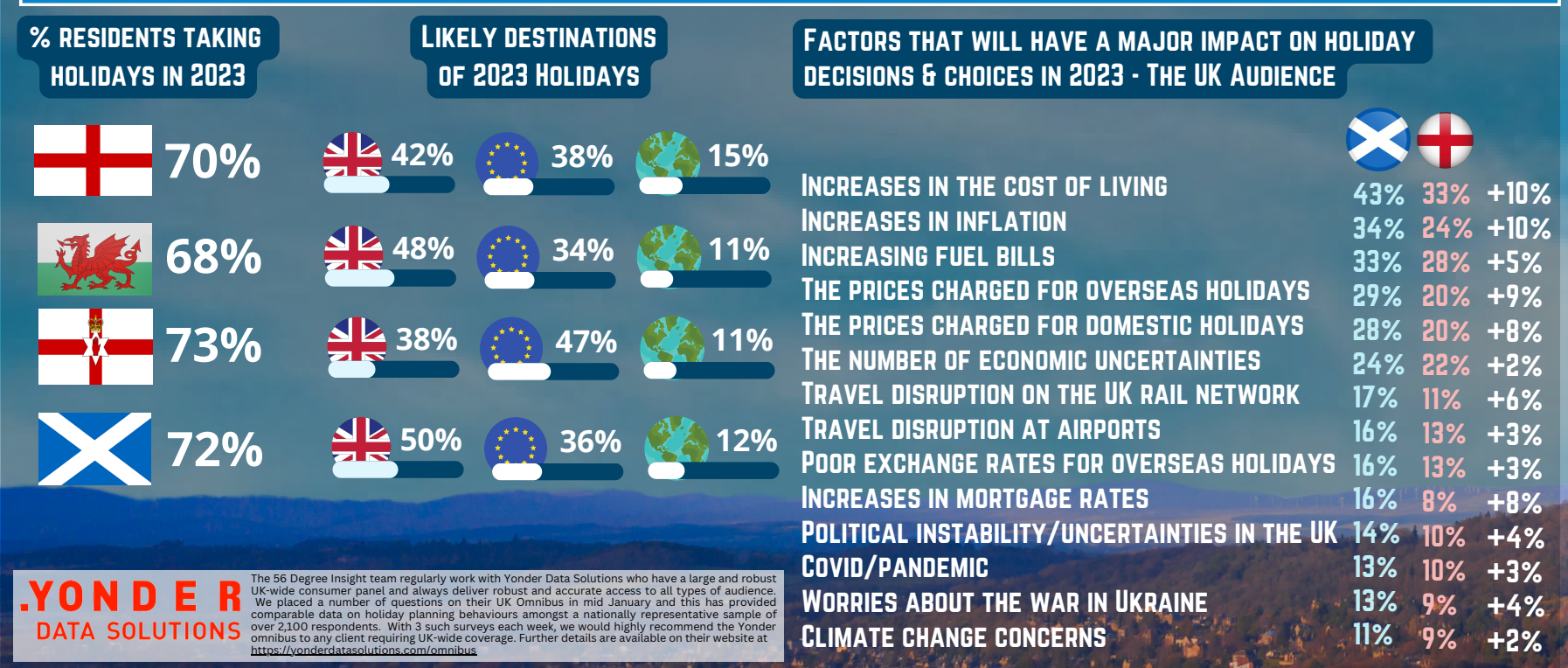
WHAT WOULD HAVE A MAJOR IMPACT ON HOLIDAY DECISIONS AND CHOICES IN 2023?



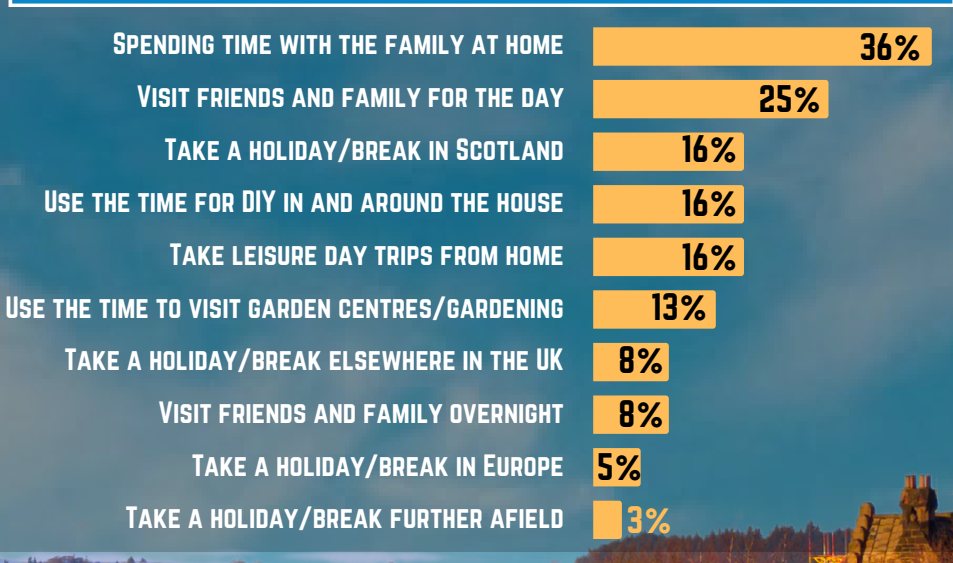
COMPARED TO A YEAR AGO (JANUARY 2022).....



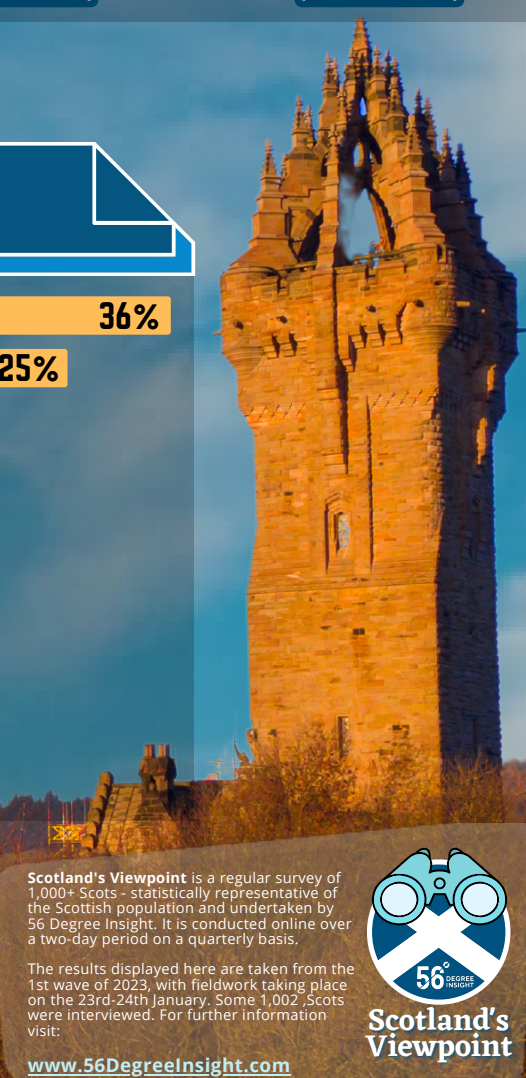
3 COMPARING HOLIDAY INTENTIONS ACROSS THE UK



4 PLANS FOR EASTER THIS YEAR



YONDER DATA SOLUTIONS
The 56 Degree Insight team regularly work with Yonder Data Solutions who have a large and robust UK-wide consumer panel and always deliver robust and accurate access to all types of audiences. We placed a number of questions on their UK Omnibus in mid January and this has provided comparable data on holiday planning behaviours amongst a nationally representative sample of over 2,100 respondents. With 3 such surveys each week, we would highly recommend the Yonder omnibus to any client requiring UK-wide coverage. Further details are available on their website at <https://yonderdatasolutions.com/omnibus>



Scotland's Viewpoint is a regular survey of 1,000+ Scots - statistically representative of the Scottish population and undertaken by 56 Degree Insight. It is conducted online over a two-day period on a quarterly basis. The results displayed here are taken from the 1st wave of 2023, with fieldwork taking place on the 23rd-24th January, some 1,000+ Scots were interviewed. For further information visit: www.56DegreeInsight.com