



Great Britain Tourism Survey:  
Quarter 2 2023 (April-June)

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Published: 31<sup>st</sup> October 2023  
Revised

 Visit  
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# Domestic GB Tourism Statistics (Overnight Trips) Quarter 2 2023 (April-June)

## Introduction

The statistics in this release are based on a new combined online survey that replaces the separate Great Britain Tourism Survey and Great Britain Day Visits Survey that ran until the end of 2019.

These statistics are used to monitor domestic tourism demand and measure the contribution and impact of domestic tourism on the visitor economy. A key purpose of these statistics is to uncover insights into market trends over time. Changes in survey methodology introduced in 2021, together with the interruption in data collection due to COVID-19, mean that results published in this release are not directly comparable with data published for 2019 and previous years. Please see the 2022 Methodology and Quality Report and accompanying Background Quality Report for further details.

This report details the main estimates for the volume and value of domestic overnight trips taken by British residents in Scotland and Great Britain in Quarter 2 2023. The statistics published in this release cover the period from the beginning of April to the end of June 2023.

Detailed results for England and Wales are being published by [VisitEngland](#) and [Visit Wales](#).

These statistics are labelled as 'experimental' to enable testing and further modification to meet user needs. Further information on this is available on the [Office for National Statistics website](#).

## Key Points

### Overnight Tourism Performance in Quarter 2 2023

#### Summary of Scotland's Overnight Tourism Performance in Quarter 2 2023 (April-June)

- Great Britain residents took 2.8 million overnight trips in Scotland with 7.8 million nights and £736 million spent during these trips.
- The volume of overnight trips, nights and expenditure in Scotland during the second quarter of 2023 were slightly lower compared to the same period in 2022.
- Holiday visits were the most popular type of overnight trip to Scotland during the second quarter of 2023, followed by visits to friends and family and other types of trip.
- Cities and large towns were the preferred locations for most overnight visitors to Scotland, followed by small towns and countryside/villages.
- The average spend on an overnight trip in Scotland was £260 compared to £270 average for an overnight trip in Great Britain.
- The average spend per night for both Great Britain and Scotland trips was £95.

#### Summary of GB Overnight Tourism Performance in Quarter 2 2023 (April-June)

- In quarter 2 of 2023, Great Britain residents took 29.7 million overnight trips in Great Britain with 84.1 million nights and £8.0 billion spend overall.
- 35% of overnight trips taken in GB during this period were to visit friends and relatives, 34% for holidays and 5% for business.
- 85% of trips taken in GB included an overnight stay in England, 10% an overnight stay in Scotland and 7% included an overnight stay in Wales.
- The average duration of GB trips during the reporting period was 2.8 nights with an average spend of £270 per trip.



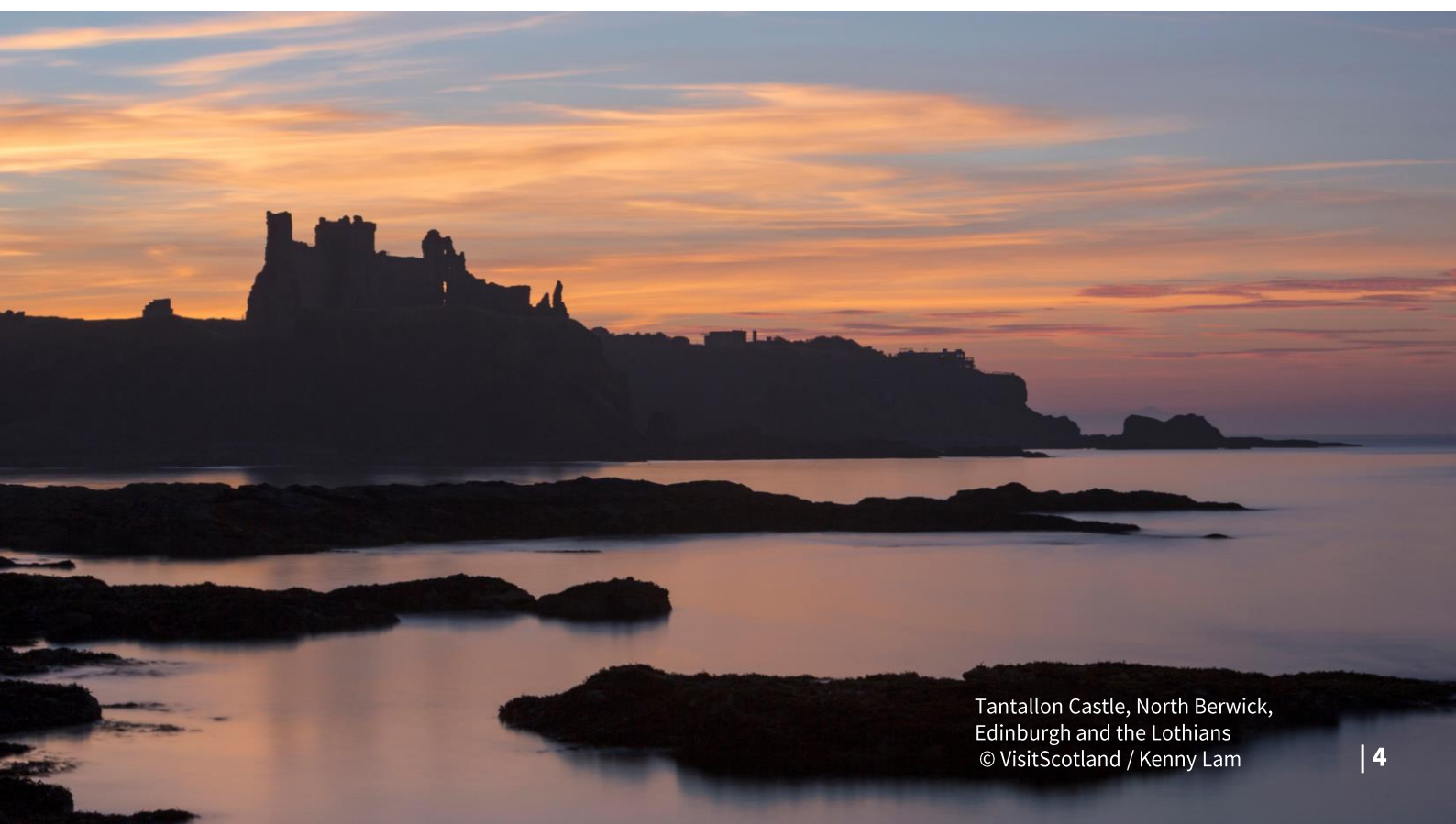
## Trips and Spend in Great Britain Quarter 2 2023 (April-June)

Between April and June 2023, Great Britain residents took 29.7 million overnight trips in Great Britain with 84.1 million nights and £8.0 billion spend overall. During the same period, there were 2.8 million overnight trips to Scotland with 7.8 million nights and a total expenditure of £736 million. Approximately 10% of all overnight trips by British residents were to Scotland, compared to 85% to England and 7% to Wales. The share of nights and spend in Scotland was 9%.

### Total volume overnight trips, nights and spend to Great Britain and Scotland, Q2 2023

	GB	Scotland
<b>Trips (millions)</b>	29.7	2.8
<b>% GB trips</b>	100%	10%
<b>Nights (millions)</b>	84.1	7.8
<b>% GB Nights</b>	100%	9%
<b>Spend (£ million)</b>	£8,010	£736
<b>% GB Spend</b>	100%	9%

Source: Great Britain Tourism Survey Q2 2023 (April-June)



## Domestic Trips, Nights and Spend in Great Britain, Quarter 2 2023 (April-June)

Great Britain tourism performance saw a 7% increase in trips and an 12% increase in expenditure in quarter 2 compared to the same quarter in 2022. However, there was a reduction in the number of total nights spent on trips compared to the previous year.

### Domestic overnight tourism performance to Great Britain, Q2 2023/Q2 2022

Year	Trips (millions)	Nights (millions)	Spend (£ million)
Q2 2023	29.7	84.1	8,010
Q2 2022	27.7	85.2	7,175
% change	7%	-1%	12%

Source: Great Britain Tourism Survey Q2 2022/Q2 2023 (April-June)

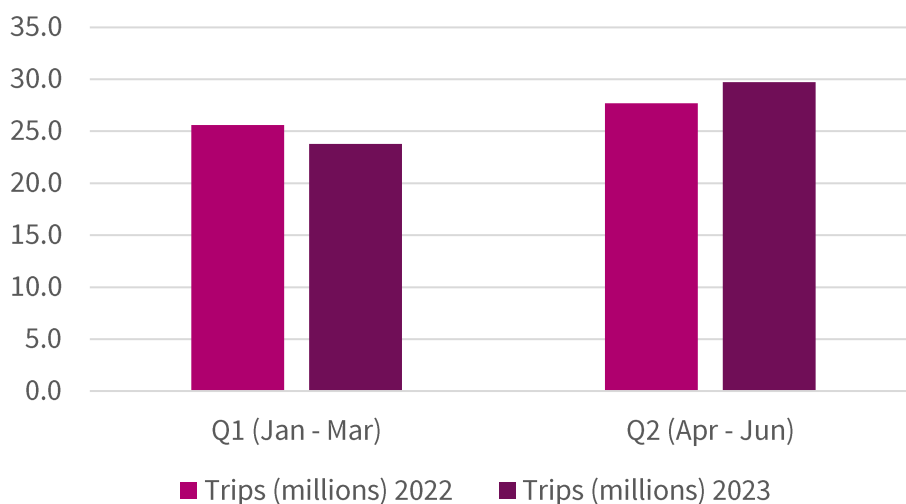
Overall, the number of overnight trips and associated spend in Great Britain were higher in Q2 2023 compared to the same period in 2022. Nights per trip were slightly reduced.

Year	Spend/trip	Nights/trip	Spend/night
Q2 2023	£270	2.8	£95
Q2 2022	£259	3.1	£84
% change	4%	-8%	13%

Source: Great Britain Tourism Survey Q2 2022/Q2 2023 (April-June)



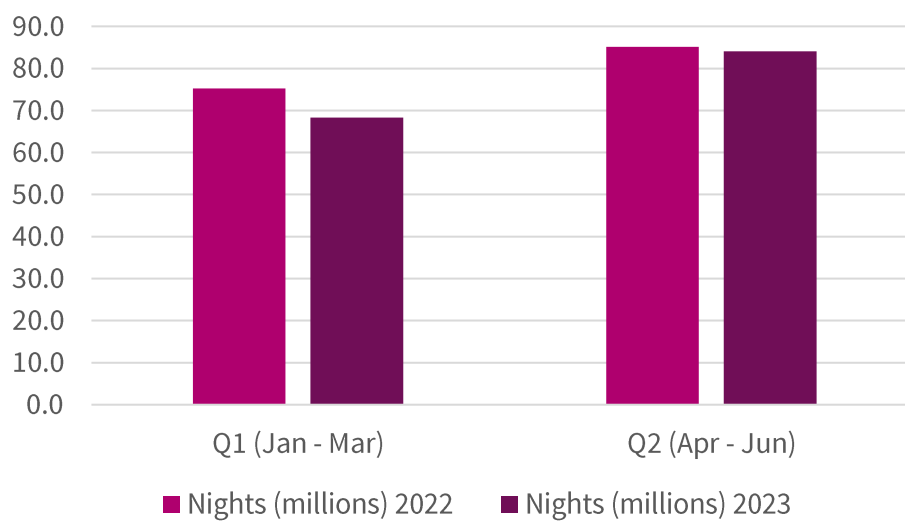
Domestic overnight trips to Great Britain by quarter, 2022 / 2023



Year	Trips (millions) 2022	Trips (millions) 2023
Q1 (Jan-Mar)	25.6	23.8
Q2 (April-June)	27.7	29.7

Source: Great Britain Tourism Survey Q2 2022/Q2 2023 (April-June)

Total nights spent in Great Britain by quarter, 2022 / 2023

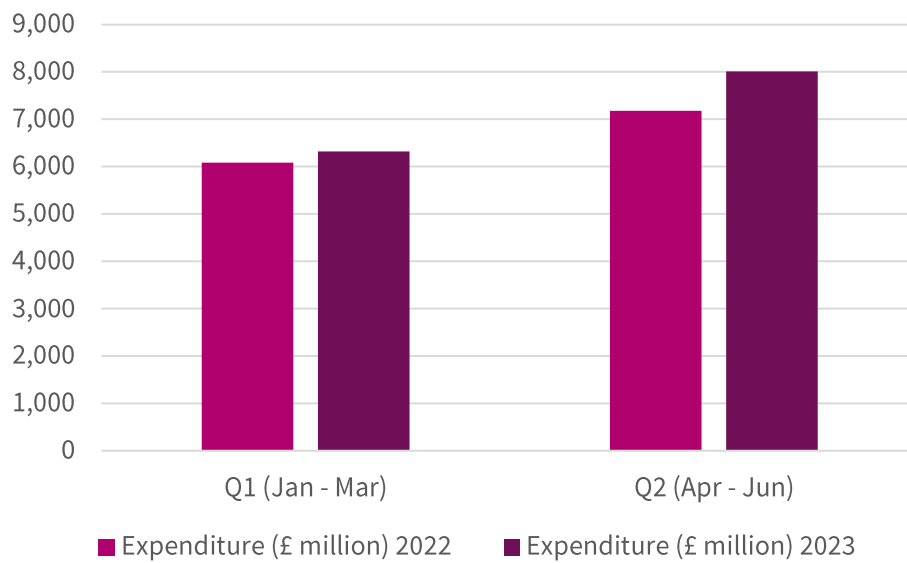


Year	Nights (millions) 2022	Nights (millions) 2023
Q1 (Jan-Mar)	75.3	68.3
Q2 (April-June)	85.2	84.1

Source: Great Britain Tourism Survey Q2 2022/Q2 2023 (April-June)



Spend on overnight trips in Great Britain by quarter, 2022 / 2023



Year	Spend (£million) 2022	Spend (£million) 2023
Q1 (Jan-Mar)	6,086	6,316
Q2 (April-June)	7,175	8,010

Source: Great Britain Tourism Survey Q2 2022/Q2 2023 (April-June)



Loch Morlich, Aviemore, Highlands  
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## Domestic Overnight Tourism Performance in Scotland, Quarter 2 2023 (April-June)

A total of 2.8 million overnight trips were made to Scotland by residents of Great Britain in the second quarter of 2023, staying for 7.8 million nights and spending £736 million. These estimates are based on a sample of 315 trips.

### Domestic overnight tourism performance in Scotland by quarter, 2022 / 2023

Year	Trips (millions)	Nights (millions)	Spend (£ million)
<b>Q2 2023</b>	2.8	7.8	736
<b>Q2 2022</b>	3.0	8.2	761
<b>% change</b>	-5%	-5%	-3%

Source: Great Britain Tourism Survey Q2 2022/2023 (April-June)

Overall, the number of overnight trips, nights and associated spend in Scotland were slightly lower in Q2 2023 compared to the same period in 2022. This is possibly due to the cost-of-living crisis with consumers cutting back on their leisure travel.

Year	Spend/trip	Nights/trip	Spend/night
<b>Q2 2023</b>	£260	2.7	£95
<b>Q2 2022</b>	£257	2.8	£93
<b>% change</b>	1%	-1%	2%

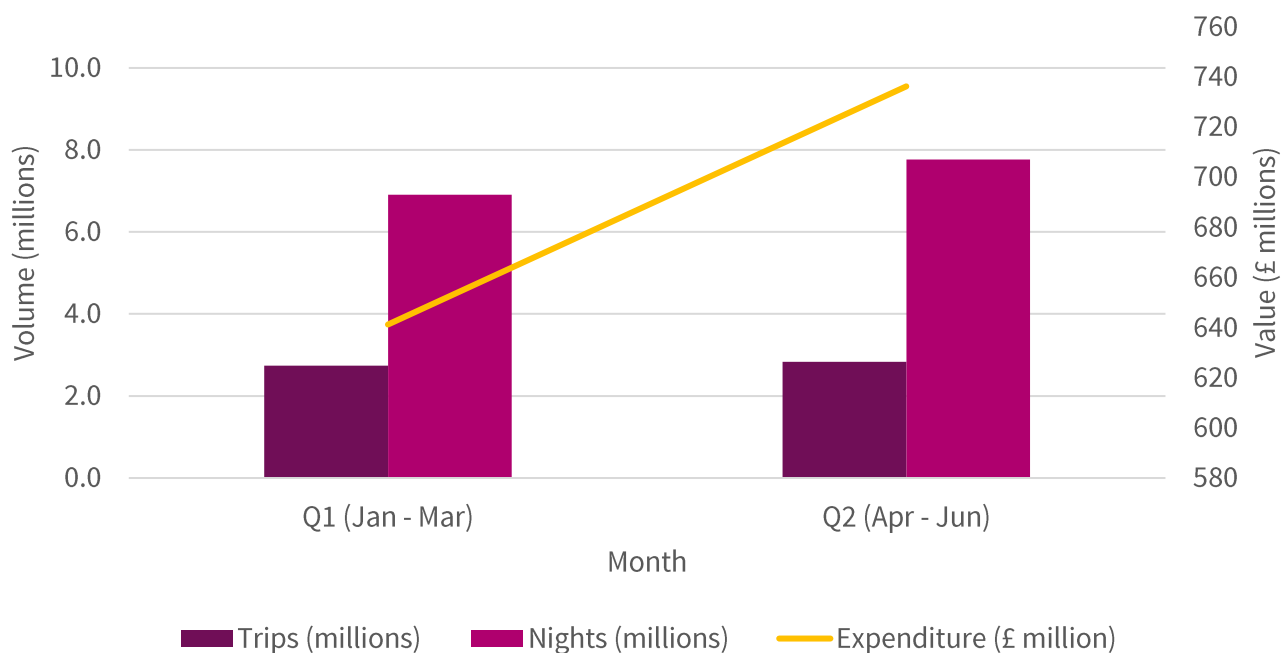
Source: Great Britain Tourism Survey Q2 2022/2023 (April-June)

The average domestic overnight visitor in Scotland in Q2 2023 spent a total of £260 over a 2.7 night trip with a daily expenditure of £95. Trip length in each quarter was very similar with Q2 2023 trips being marginally shorter. Domestic overnight visitors to Scotland spent on average 2% more per night, and 1% more per trip compared to the same period in 2022.



## Domestic Trips, Nights and Spend in Scotland, Quarter 2 2023 (April-June)

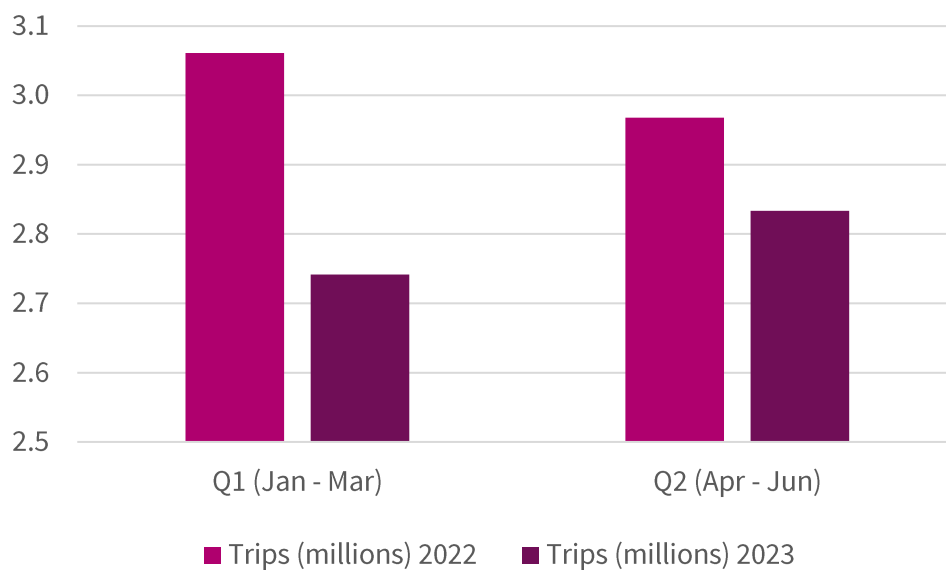
Although there was a slight decrease in trip volume from the first to the second quarter of 2023, nights and expenditure increased from the first quarter of the year.



Year	Trips (millions)	Nights (millions)	Spend (£ million)
Q1 (Jan-Mar)	2.7	6.9	641
Q2 (April-June)	2.8	7.8	736

Source: Great Britain Tourism Survey Q1-Q2 2023

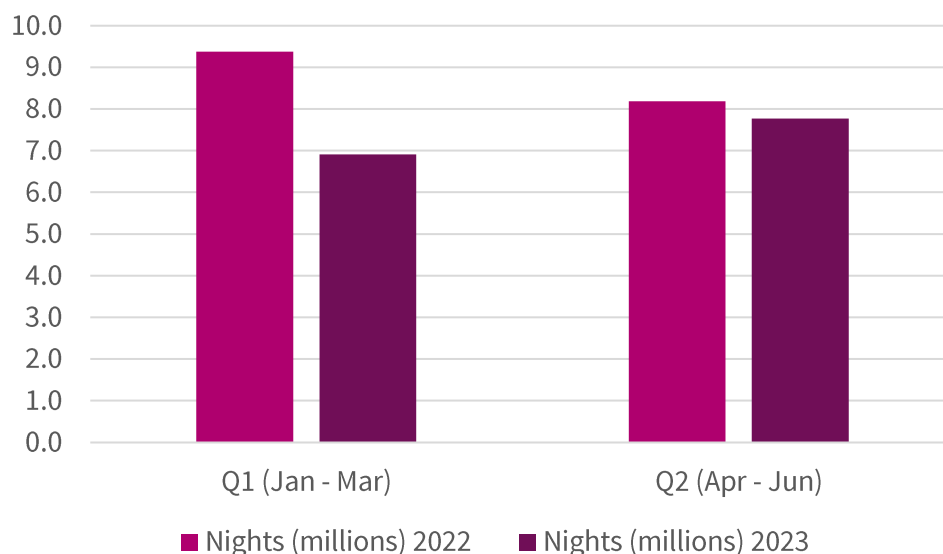
Domestic overnight trips to Scotland by quarter, 2022/2023



Year	Trips (millions) 2022	Trips (millions) 2023
Q1 (Jan-Mar)	3.1	2.7
Q2 (April-June)	3.0	2.8

Source: Great Britain Tourism Survey Q1-Q2 2023

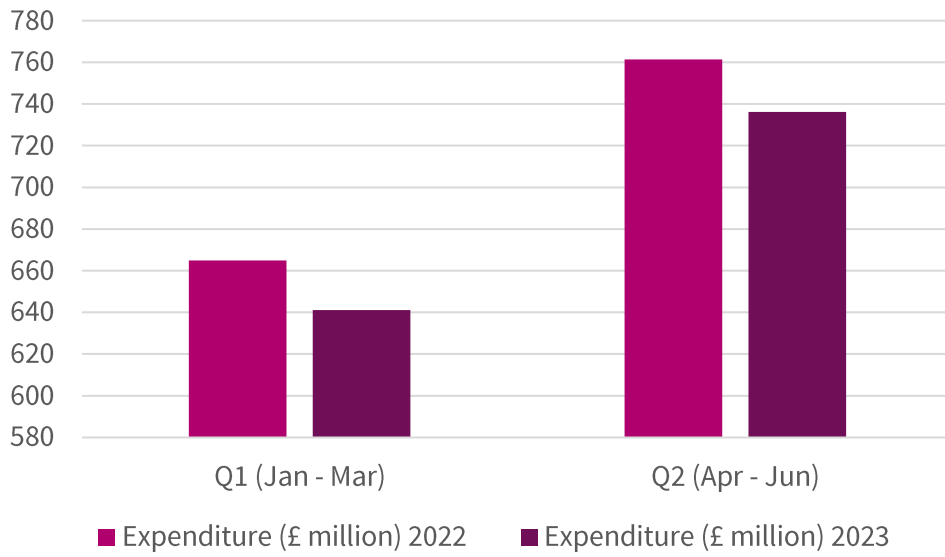
Domestic overnight nights to Scotland by quarter, 2022/2023



Year	Nights (millions) 2022	Nights (millions) 2023
Q1 (Jan-Mar)	9.4	6.9
Q2 (April-June)	8.2	7.8

Source: Great Britain Tourism Survey Q1-Q2 2023

Domestic overnight expenditure to Scotland by quarter, 2022/2023



	Spend (£million) 2022	Spend (£million) 2023
<b>Q1 (Jan-Mar)</b>	665	641
<b>Q2 (April-June)</b>	761	736

Source: Great Britain Tourism Survey Q1-Q2 2023



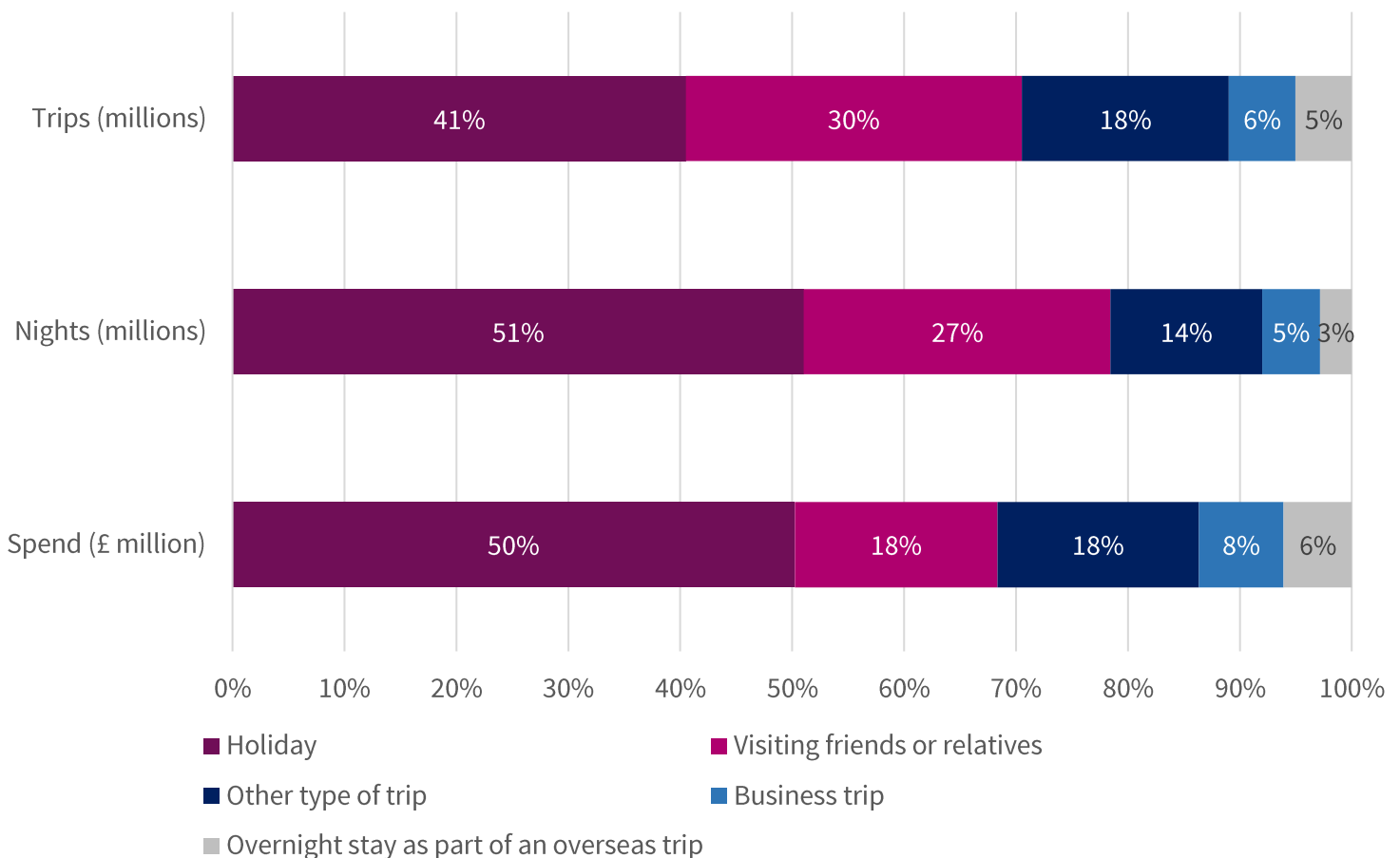
## Purpose of Domestic Overnight Trips in Scotland, Quarter 2 2023 (April-June)

Holiday trips made up the largest proportion of overnight trips taken in Scotland in Q2 2023, accounting for just over 2 in 5 of total trips and half of total nights and spend.

Visits to friends and family made up the second largest proportion of overnight trips, making 30% of total trips and 27% of total nights but only 18% of total expenditure.

Other types of trips\* made up 18% of total trips, 14% of total nights and 18% of the total expenditure. Business trips and overnight stays as part of an overseas trip both made up smaller proportions of the total trips.

Domestic overnight trips, nights and spend in Scotland by purpose of trip, Q2 2023



Source: Great Britain Tourism Survey Q2 2023 (April-June)

\*Other types of trip include personal events, public events, and travel for the purposes of study, medical, religious reasons

## Domestic overnight trips, nights and spend in Scotland by purpose of trip, Q2 2023

Purpose of Trip	Trips (millions)	Nights (millions)	Spend (£ million)
Holiday	1.1	4.0	370
Visiting friends or relatives	0.9	2.1	133
Other types of trip	0.5	1.1	133
Business Trip*	0.2	0.4	56
Overnight stay as part of an overseas trip*	0.1	0.2	45
<b>Total</b>	<b>2.8</b>	<b>7.8</b>	<b>736</b>

Source: Great Britain Tourism Survey 2023 (April-June)

Other types of trip include personal events, public events, or travel for study, medical or religious reasons.

\*Data based on a sample size lower than 30

Those taking a holiday stayed in Scotland for the longest on average (3.5 nights) and had the second largest spend per trip at £322.

Visitors on a business trip had the highest average spend at £330 per trip with those visiting friends and relatives have the lowest average spend per trip of £157.

In terms of average spend per night, those staying overnight in Scotland as part of an overseas trip spent the most per night (£204), while those visiting friends and family spent the least per night (£63).

Purpose of Trip	Average length of trips (nights)	Average spend per night (£)	Average spend per trip (£)
Holiday	3.5	93	322
Visiting friends and relatives	2.5	63	157
Other type of trip	2.0	126	253
Business trip*	2.4	138	330
Overnight stay as part of an overseas trip*	1.5	204	315
<b>Total</b>	<b>2.7</b>	<b>95</b>	<b>260</b>

Source: Great Britain Tourism Survey Q2 2023 (April-June)

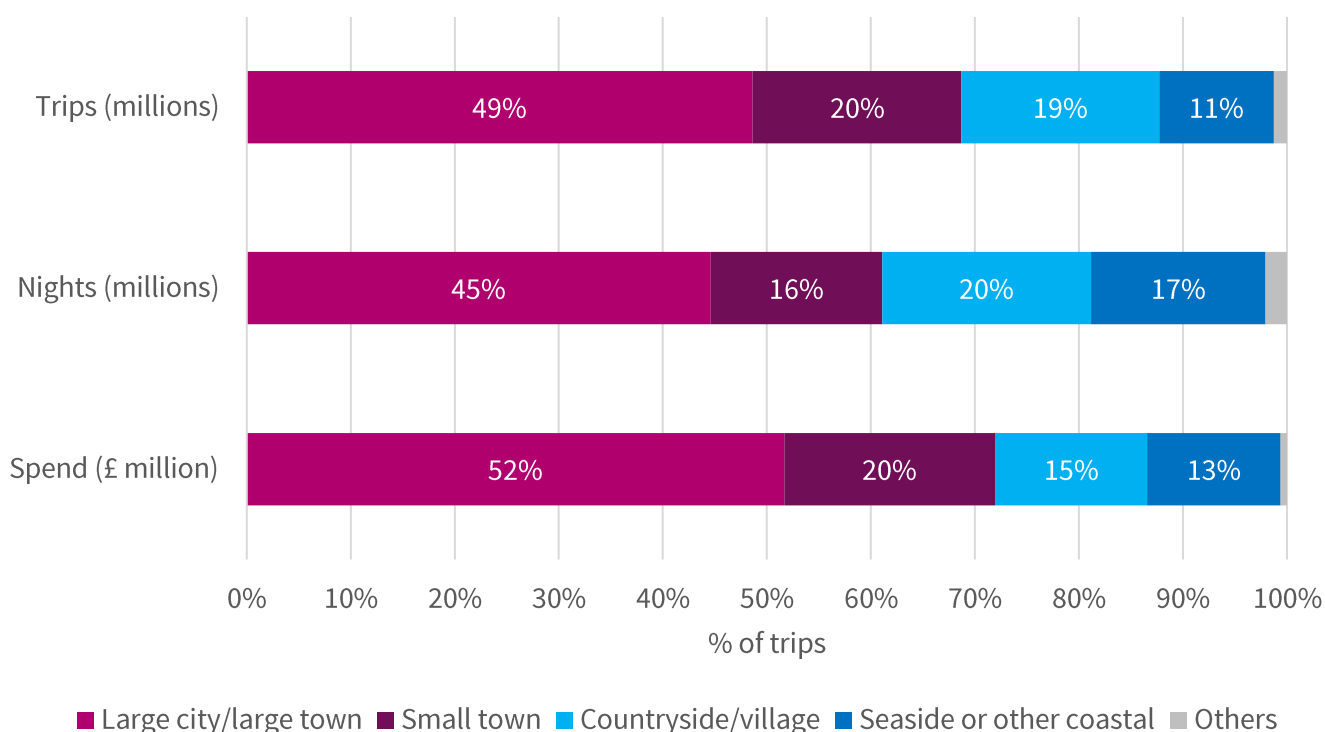
Other types of trip include personal events, public events, or travel for study, medical or religious reasons.

\*Data based on a sample size lower than 30

## Main Location visited in Scotland, Quarter 2 2023 (April-June)

Almost half of all overnight trips in Q2 2023 were to the cities and large towns of Scotland. Trips to large cities and towns also made up 45% of the total nights and 52% of the total expenditure. A fifth went to small towns, making up 16% of the total nights and 20% of total expenditure. Just under a fifth of all overnight trips were to countryside/village locations, making up 20% of the total nights and 15% of the total expenditure. An additional 11% of overnight trips to Scotland took place in seaside or coastal locations.

### Main location type visited by domestic overnight visitors to Scotland, Q2 2023



Source: Great Britain Tourism Survey Q2 2023 (April-June)

Main Location Type	Trips (millions)	Nights (millions)	Spend (£ million)
Large city/large town	1.4	3.5	381
Small town	0.6	1.3	149
Countryside/village	0.5	1.6	108
Seaside or other coastal	0.3	1.3	94
Others*	0.0	0.2	5
<b>Total</b>	<b>2.8</b>	<b>7.8</b>	<b>736</b>

Source: Great Britain Tourism Survey Q2 2023 (April-June)

\*Data based on a sample size lower than 30



## Main Region Visited in Scotland, Quarter 2 2023 (April-June)

There was a relatively even spread of overnight trips between the East and West of Scotland, with each of these regions accounting for around a third of trips. The North of Scotland was the main region visited for just over a quarter of trips with the South of Scotland accounting for 4% of overnight trips. In terms of nights, the North and the West had the highest proportion of nights spent with expenditure split more evenly across the North, East and West regions of Scotland (30%, 31% and 34% respectively).

### Main region visited on trips taken by domestic overnight visitors to Scotland, Q2 2023



Source: Great Britain Tourism Survey Q2 2023 (April-June)

Main Region visited	Trips (millions)	Nights (millions)	Spend (£ million)
North of Scotland	0.7	2.6	203
East of Scotland	0.8	1.9	212
South of Scotland*	0.1	0.3	35
West of Scotland	0.9	2.5	231
<b>Total**</b>	<b>2.6</b>	<b>7.3</b>	<b>680</b>

Source: Great Britain Tourism Survey Q2 2023 (April-June)

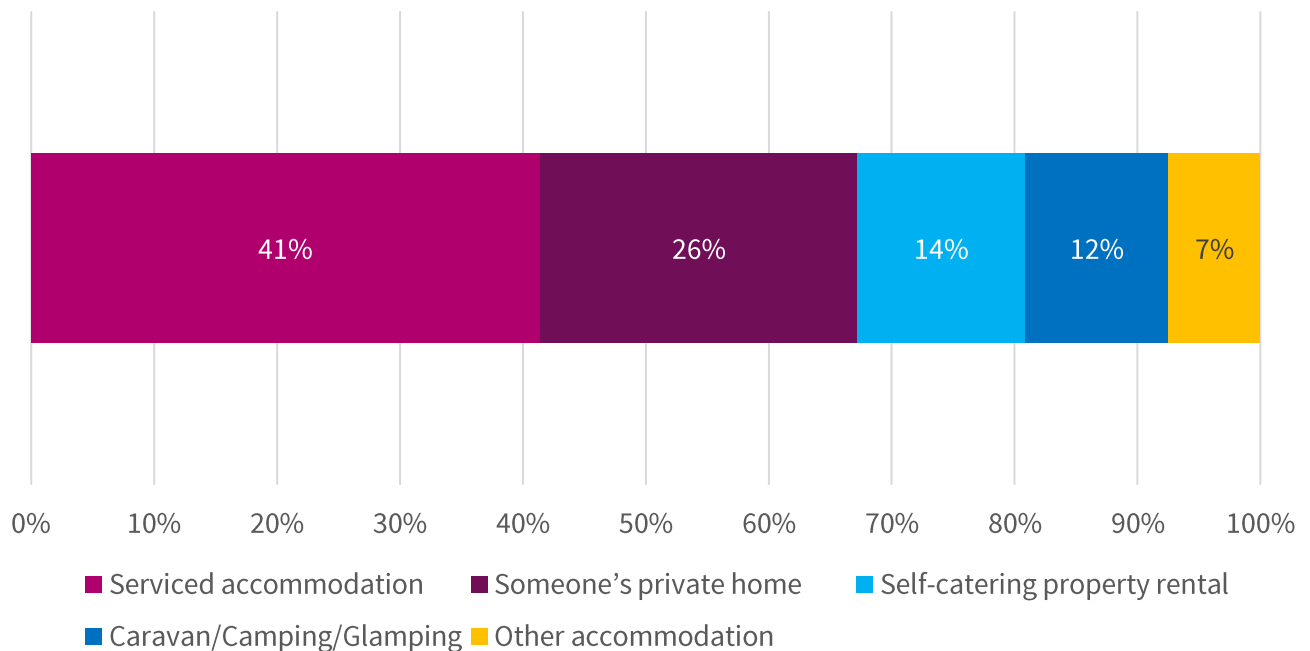
\*Data based on a sample size lower than 30

\*\*Please note main region visited may have been outside of Scotland

## Accommodation Used on Overnight Trips Taken in Scotland, Quarter 2 2023 (April-June)

Just over two fifths of all overnight trips to Scotland were in serviced accommodation. Just over a quarter chose to stay in someone’s private home, which includes the home of friends or relatives as well as second homes. 14% chose self-catering properties as their accommodation with a similar proportion choosing caravan/camping/glamping (12%).

Accommodation type used on overnight trips taken in Scotland, Q2 2023



Source: Great Britain Tourism Survey Q2 (April-June)

Accommodation Type	Trips (millions)
Serviced accommodation	1.2
Someone's private home	0.7
Self-catering property rental	0.4
Caravan/Camping/Glamping	0.3
Other accommodation*	0.2
<b>Total</b>	<b>2.8</b>

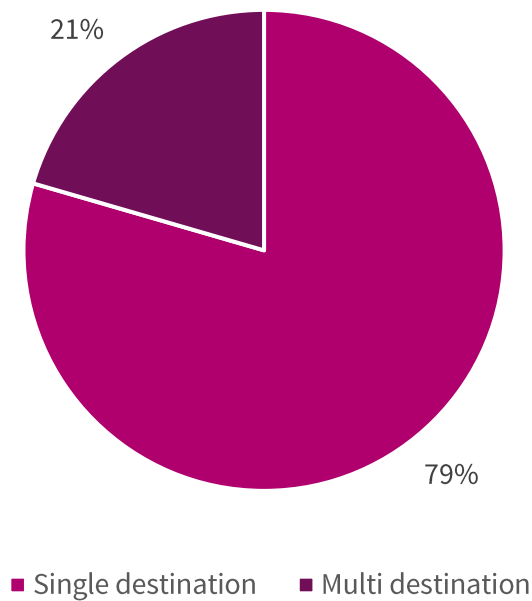
Source: Great Britain Tourism Survey Q2 2023 (April-June)

\*Data based on a sample size lower than 30

## Number of Places visited on Overnight Trips in Scotland, Quarter 2 2023 (April-March)

Most trips in Q2 2023 were single destination trips, with just 21% visiting two or more places.

Number of places visited on overnight trips in Scotland, Q2 2023



Number of places visited	Trips (millions)
Single destination	2.3
Multi destination	0.6
<b>Total</b>	<b>2.8</b>

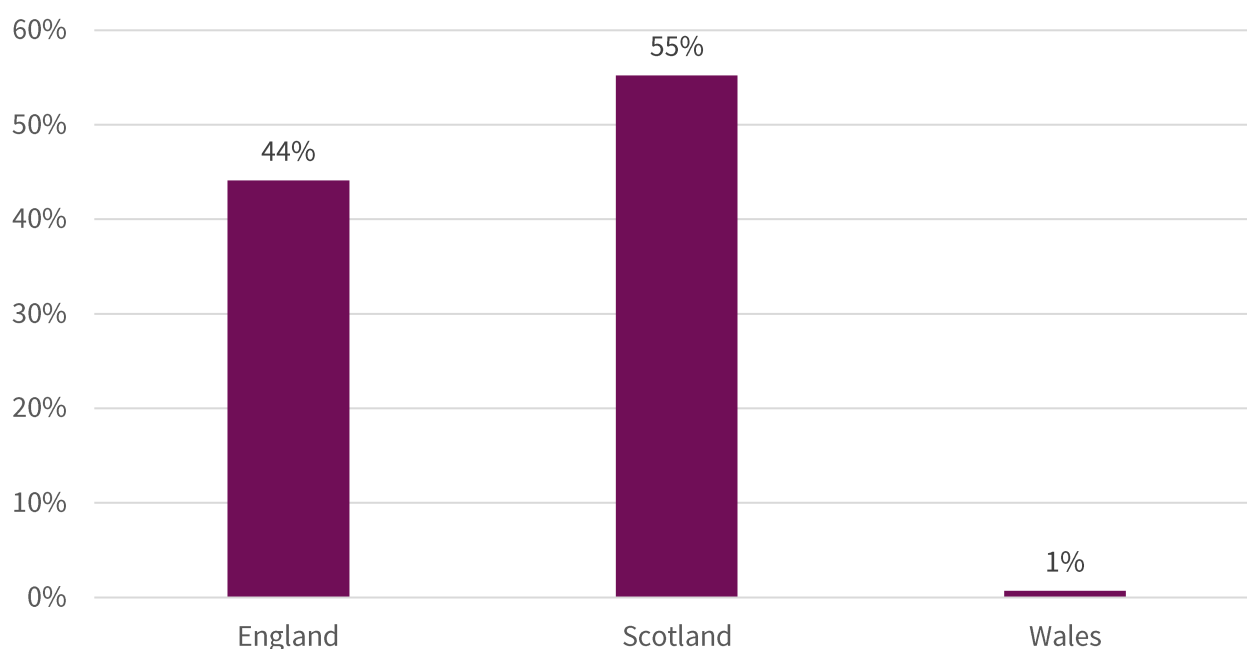
Source: Great Britain Tourism Survey Q2 2023 (April - June)



## Who Took Domestic Overnight Trips in Scotland, Quarter 2 2023 (April-June)

Residents of Scotland generated the highest volume of trips nights and spend in Scotland between April and June accounting for 55% of trips, 48% of nights and 47% of overall spend. Residents of England generated almost all remaining trips (44%), nights (51%) and spend (52%), with Welsh residents making up just 1% of overnight trips, nights and spend.

Percentage of overnight trips taken in Scotland by region of residence, Q2 2023



Source: Great Britain Tourism Survey Q2 2023 (April-June)

Trips, nights and spend in Scotland by region of residence, Q2 2023

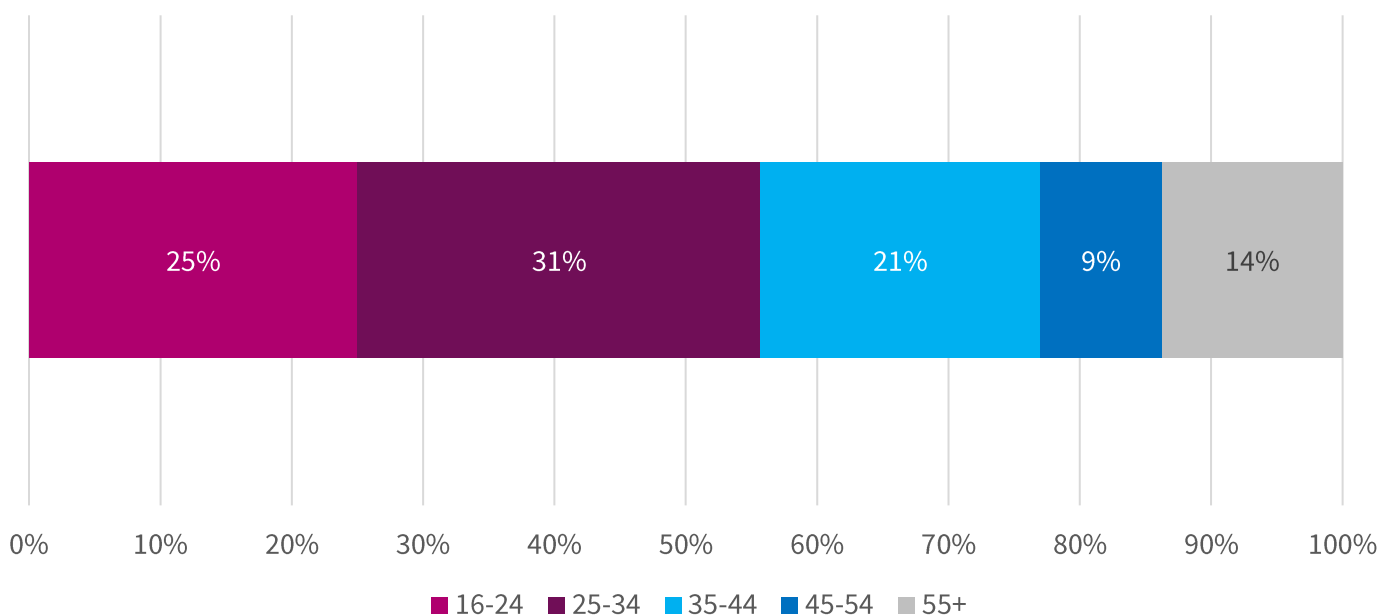
Region of residence	Trips (millions)	Nights (millions)	Spend (£ million)
England	1.2	4.0	382
Scotland	1.6	3.7	344
Wales*	0.0	0.1	10
<b>Total</b>	<b>2.8</b>	<b>7.8</b>	<b>736</b>

Source: Great Britain Tourism Survey Q2 2023 (April-June)

## Age Range of Overnight visitors to Scotland, Quarter 2 2023 (April-June)

Almost nine out of ten overnight trips were taken by visitors under the age of 55 (86%). Visitors aged between 16 and 34 generated well over half of overnight trips (56%), while those aged 35-54 generated around a third of overnight trips (31%).

### Age of visitors on domestic overnight trips taken in Scotland, Q2 2023



Source: Great Britain Tourism Survey Q2 2023 (April-June)

Age group	Trips (millions)
16-24	0.7
25-34	0.9
35-44	0.6
45-54*	0.3
55+*	0.4
<b>Total</b>	<b>2.8</b>

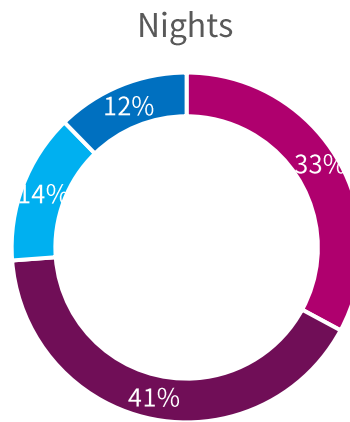
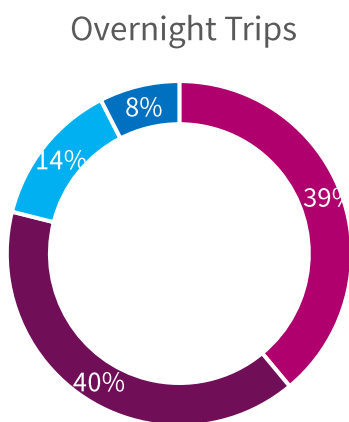
Source: Great Britain Tourism Survey Q2 2023 (April-June)

\*Data based on a sample size lower than 30

## Life Stage of Overnight Visitors\* to Scotland, Quarter 2 2023 (April-June)

Families accounted for the highest proportion of overnight trips (40%) and nights (41%) in Scotland. Pre-nesters accounted for the second highest number of overnight trips (39%) and nights (33%) but made up the largest proportion of the overall spend (46%). Older independents and those of retirement age represented the lowest proportion of overnight trips (14% and 8% respectively), nights (14% and 12% respectively) and spend (11% each).

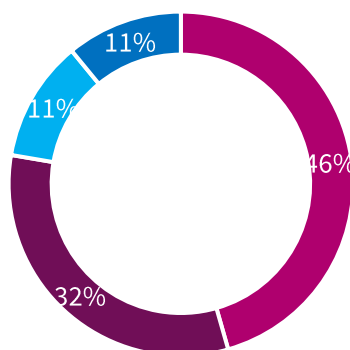
Definitions of segments	
Pre-Nesters	16-34, no children
Families	16-64, with children
Older Independents	35-64, no children
Retirement Age	65+



■ Pre-Nesters ■ Families  
■ Older Independents ■ Retirement Age

■ Pre-Nesters ■ Families  
■ Older Independents ■ Retirement Age

### Overnight Spend



■ Pre-Nesters ■ Families  
■ Older Independents ■ Retirement Age

Source: Great Britain Tourism Survey Q2 2023 (April-June)

Please note the definition of life stages has been amended from previously published reports to bring consistency between Scotland, England and Wales reporting. Pre-Nesters remains the same, but changes have been made to the definition of Families, Older Independents and Empty Nesters (terminology has also been changed to Retirement Age).



Life stage of visitors on domestic overnight trips taken in Scotland, Q2 2023

Life stage	Trips (millions)	Nights (millions)	Spend (£ million)
Pre-nesters	1.1	2.6	336
Families	1.1	3.2	236
Older independents	0.4	1.1	84
Retirement Age	0.2	1.0	80
<b>Total</b>	<b>2.8</b>	<b>7.8</b>	<b>736</b>

Source: Great Britain Tourism Survey Q2 2023 (April-June)



## **Appendix: Methodology and Quality**

## Definitions

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To qualify as an eligible GB Domestic Overnight Trip the following criteria must be met:

- involved a stay of at least one night in the nations of Great Britain
- not taken on a frequent basis –takes place less often than once a week
- GB Domestic Overnight Holiday Trips – the main purpose of the trip was for holiday, pleasure or leisure
- GB Domestic Overnight VFR Trips –the main purpose of the trip was for visiting friends and relatives, including VFR trips that were combined with a holiday.
- GB Domestic Overnight Business Trips – the main purpose of the trip was for business
- GB Domestic Overnight Miscellaneous Trips – the main purpose of the trip was for any other type of trip taken not covered by the above classifications including personal events, public events, study, medical, religious reasons and any overnight stays in the UK as part of any overseas trip.
- **Volume** - an estimate of what the grossed-up number of overnight trips undertaken by the population within the time would be if the quota sample is representative of the whole GB population
- **Value** - an estimate of what the total expenditure relating to the volume of overnight visits undertaken by the population would be if the quota sample is representative of the whole GB population
- **Bednights** - an estimate of what the grossed-up number of nights spent on overnight trips undertaken by the population would be if the quota sample is representative of the whole GB population.

### **Life stage Segment definitions (revised\*)**

Pre-nester: Age 16-34, no children

Families: Age 16-64, with children

Older independents: Age 35-64, no children

Retirement Age: 65+

These qualifying criteria and definitions have been revised to align with agreed international standards which impacts on comparability of the published domestic overnight tourism estimates for 2021, 2022 and 2023 with those published for 2019 and previous years.

\*Please note the definition of life stages has been amended from reports previously published to bring consistency between Scotland, England and Wales reporting. Pre-Nesters remains the same, but changes have been made to the definition of Families, Older Independents and Empty Nesters (terminology has also been changed to Retirement Age).

## Methodology

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In 2019, the producers of the domestic tourist statistics, VisitScotland, Visit Wales, and VisitEngland, undertook a review of the requirements and methods for producing the statistics to help future-proof the data collection methods, whilst maintaining the reliability and robustness of the information reported. As a result, substantial changes were introduced as part of a new combined online survey method collecting data on both domestic overnight trips as well as domestic day trips. This represents a fundamental change in the way data is collected for overnight visits including moving to an online-panel, non-probability survey methodology from the previous face-to-face non-probability methodology.

The sample for the combined online survey is sourced from 4 ESOMAR accredited online panel providers and includes quotas for key demographic variables and region of residence to make the overall sample as representative as possible of GB population. The target annual sample size for GBTS is 60,000 completed interviews. For the Quarter 2 2023 survey, fieldwork started in England, Scotland and Wales in April 2023 and the number of interviews achieved for the period April-June 2023 is 19,166 interviews for GB residents including 2,650 interviews with Scottish residents.

As part of the survey changes, a revised weighting scheme has been introduced to improve efficiency, whilst making the results as representative as possible of the GB population. However, the use of a non-probability online sample limits the extent to which the survey responses are truly representative of the full GB population, a limitation of all online sample surveys.

Further details of the changes to survey method, sample design and estimation approaches are also available in the **GBTS 2022 Background Quality Report**. A 2023 report will be produced when all 2023 data is available.

## Comparability and coherence

Statistics for domestic overnight tourism have been collected in a broadly similar way since 1989, initially through the United Kingdom Tourism Survey (UKTS), and since 2011 through the Great Britain Tourism Survey (GBTS). However, the changes in survey methodology introduced in 2021, together with the interruption in data collection in 2020 and early 2021 due to Covid-19, means that results published from April 2021 onwards are not directly comparable with data published for 2019 and previous years.

As part of the survey, respondents are asked about any overnight trips they have taken in the 4 full weeks prior to their date of interview (reference period). Estimates are reported for individual calendar months as well as for quarterly and annual periods. As the interview reference periods do not exactly correspond with calendar months and each month may contain a 4- or 5-week reporting period, an adjustment is made using a seasonal smoothing factor to improve monthly comparisons within and between years. The monthly estimates are subject to limitations on sample size and seasonal fluctuations in trip taking across the year.

The new combined survey includes revised questions to help align the key measures of trips, nights and expenditure with internationally agreed definitions for overnight tourism trips. This will enable more accurate reporting of tourism specific trips and improve comparability with trips reported by other destinations using the internationally agreed definitions. The new combined GBTS and GBDVS survey collects information on specific destinations visited in GB. This enables trips and spend estimates to be calculated for Great Britain, the individual nations of Scotland, England and Wales, and sub-national geographies, subject to sample size limitations.

## Accuracy

The statistics produced from the Great Britain Tourism Survey in 2019 and previous years have been designated as official statistics, which provides reassurance to users that the statistics are produced to the very highest professional standards of trustworthiness, quality and value, set out in the [Code of Practice for Statistics](#). Due to the changes in methodology and the impact of the Covid-19 pandemic, the survey results for 2021, 2022 and 2023 have been badged as experimental statistics. The intention is to return to official statistics status in the near future.

As the statistics are produced using a non-probability online survey method, they are subject to the limitations and potential sources of bias and error associated with such surveys. These include:

Coverage error due to the small part of the GB population that does not have online access.

Sample bias including differences due to those with online access and those that are online panel members compared to those who are not.

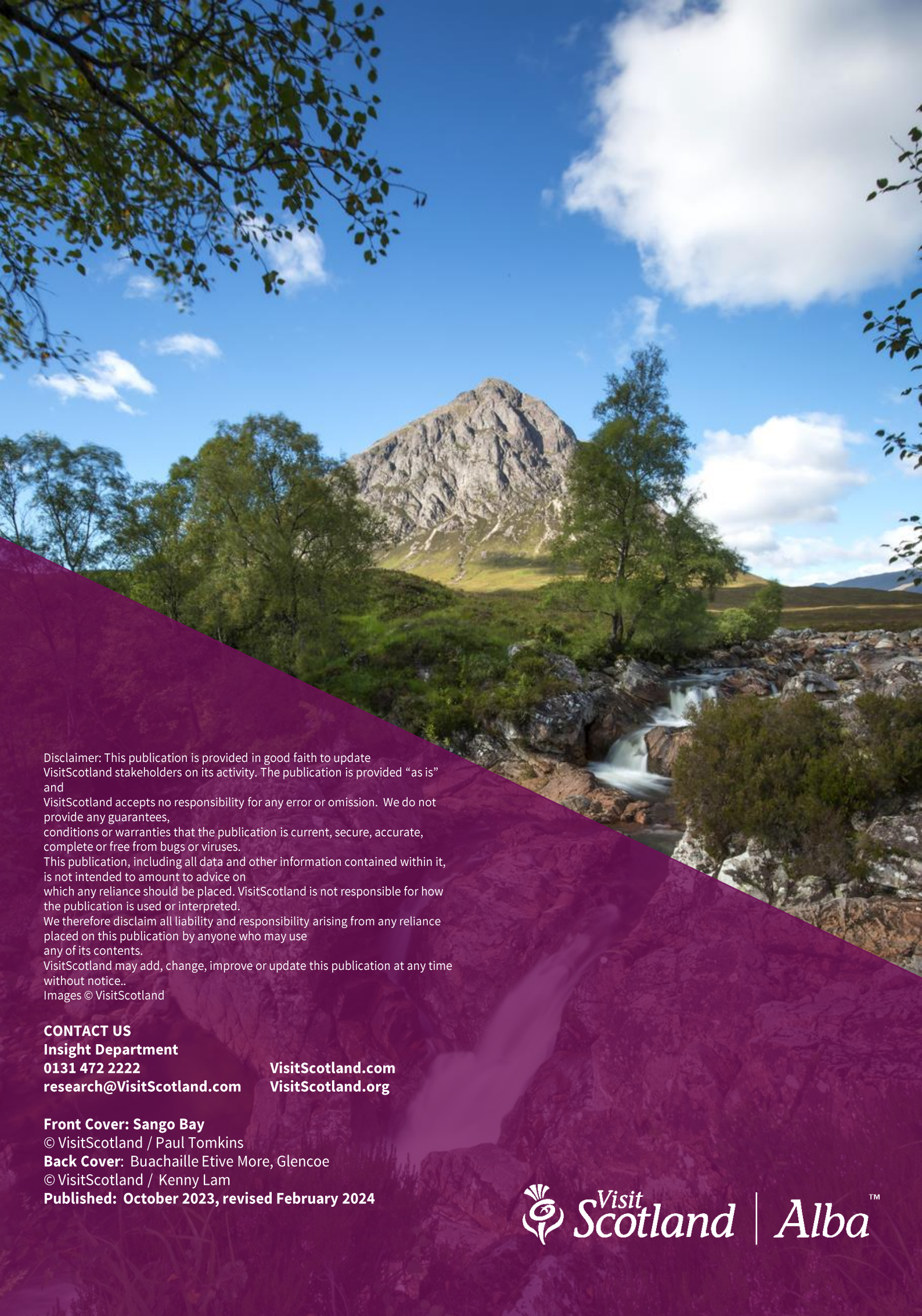
Measurement error due to respondents entering incorrect values.

Non-response error including survey refusals and drop-outs and the availability of don't know and prefer not to say options.

The GBTS data are weighted to correct for any imperfections in the achieved sample that might lead to bias and to rectify any differences between the sample and the target population. The survey uses a mix of panel partners to mitigate for possible panel specific biases, and keeping this panel mix consistent over time.

The survey script and data processing includes bespoke checks to verify the accuracy of responses. Imputation is used to cover missing data and caps are used to minimise the impact of extreme values that are entered. It is not possible to measure standard sample errors due to the non-probability sample being used, but base sizes are reported for eligible trip takers and users are advised to consider and be cautious of small base sizes particularly for monthly data and lower-level geographies when drawing inferences from the statistics.





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#### **CONTACT US**

**Insight Department**

**0131 472 2222**

**research@VisitScotland.com**

**VisitScotland.com**

**VisitScotland.org**

**Front Cover: Sango Bay**

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**Published: October 2023, revised February 2024**

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