

Scotland popular with young Spanish tourists



Edinburgh Airport, the first view of Scotland many Spanish tourists see. Picture by Ian Georgson

More young people visit Scotland from Spain than anywhere else in Europe.

And VisitScotland is this week promoting the country at an international trade fair in Madrid this week.

Last year it was attended by a record-breaking 245,000 travel trade professionals and consumers.

The VisitScotland team will meet key travel trade partners from the Spanish and South American markets to develop new products.

Research shows Spanish visitors tend to be under the age of 34 and they stay on average longer in Scotland, 7.8 nights per visit, compared with 7.3 nights for the UK overall.

They also contribute £40 million to the national economy and are also more likely to visit a cathedral, church or abbey and historical buildings as well as a county park or garden.