

OUTDOOR ACTIVITIES IN THE UK AND SCOTLAND

Location: Scotland, United Kingdom

Client: VisitScotland

Services: Market Profile



Assessment of outdoor activities in the UK and their potential impact on Scottish tourism

Project Objectives:

- Establish the current and future growth of outdoor activities within the United Kingdom, in order to predict outdoor activity holiday trends for leisure and business tourism to Scotland up to the year 2005 and beyond.
- Examine 15 specific outdoor activities, as follows: golf, walking, cycling, fishing, hunting and field sports, sailing, canoeing, windsurfing, inland cruising, diving and sub-aqua activities, horse riding, mountaineering, adrenaline sports, skiing, and wildlife watching.

Our Recommendations:

- Research showed that there will continue to be considerable growth in the participation of walking, mountaineering, hunting and field sports, horse riding, cycling, and adrenaline sports.
- Golf, wildlife watching, scuba diving, canoeing and inland cruising all exhibit a certain level of potential as popular activities within the UK, and as being particularly suitable for further development in Scotland.
- Skiing, fishing, sailing and windsurfing all suffer from fluctuating participation levels or variable qualities of the product.