

SCOTLAND OVERWHELMED BY BRITISH VISITORS



Even though well-known Spanish beaches like Salou, Torremolinos, Benidorm and Magaluf are empty, British visitors decided to head north: tourist destinations of Scotland, the most attractive domestic region of Great Britain, are expected to reach a record of 6.4 million tourists this summer.

Estimates indicate that around 16 million people, a third of all UK adults, are planning their holidays, with 40% of them intending to do so in Scotland. Perhaps this may change in the future, but today, **the forecasts and bookings have been a reason for excitement for Scotland, especially in the north of the country, around Loch Ness.**

Booking.com pointed out that “domestic travelers - British, especially - are leading in today’s demand. Our data reveal that Edinburgh is in the top five most sought after destinations for the coming summer months, while Fort William, Inverness, Aviemore, Oban, Portree, Ullapool and Glencoe are also showing high interest from UK travelers.”

An accomplished hotel manager interviewed by the Glasgow Daily Record has noted that “traditionally popular areas such as Pitlochry, Aviemore, the North Coast and Fort Augustus are already overflowing with people coming from all over Britain. The demand of the national holiday market is through the roof. **We have opened the doors and are seeing an explosion, but we should not forget that we need better infrastructures so that this tourist boom is sustainable”.**

Vacation in Scotland peaks in August unlike in the Mediterranean. At the moment, the Scottish Highlands are the preferred destination, with 36% of tourists outside of Scotland planning to visit.

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