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## **SCOTCH WHISKY TOURISM GIVES MASSIVE BOOST TO ECONOMY**

Scotch Whisky distilleries and visitor centres give a much-needed boost to the economy, the job market and bring growing numbers of international tourists to Scotland, according to a survey published today.

The *Scotch Whisky and Tourism* report commissioned by the Scotch Whisky Association (SWA) from 4-consulting also identified the “distillery effect” which sees tourism and cultural clusters forming in production areas. Scotch Whisky export growth is encouraging new tourists from countries which are discovering a taste for Scotch to come to Scotland. Such visitors tend to spend more while visiting Scotland.

The report reveals that visitor centres and distilleries add £30.4 million in value to the economy and provide 640 jobs – direct and indirect. The global impact of Scotch Whisky tourism is clear as nine out of ten (86.1%) distillery visitors last year came from outside Scotland, with nearly two thirds (62.3%) from outside the UK.

Campbell Evans, SWA Director of Government and Consumer Affairs, said: “Scotch Whisky and tourism can be seen as the perfect blend and complement one another. Our survey shows the scale of the economic impact of Scotch Whisky and how exports can help drive up tourism. Spending by tourists, and the jobs created as a result, is injecting new money into the Scottish economy.”

To maximise the link between Scotch Whisky and tourism, the industry, hospitality sector and public agencies created the Scotch Whisky Embassy network in 2003. Comprising 90 hotels, golf courses, bars and restaurants which meet specific quality criteria, the network added £43.2m to the economy and created almost 1,400 jobs. Embassy network members received just under 10.4m visits last year, with 43% coming from outside Scotland.

**Further information from:**  
**Government & Consumer Affairs**  
t: 0131 222 9235  
f: 0131 222 9237  
e: g&c@swa.org.uk



The wider economic impact of Scotch Whisky tourism is clear from analysing the source of tourists and its relationship to Scotch Whisky exports. For example, China represents one of the fastest growing tourist markets for Scotland and Whisky was the Scottish produce most commonly cited among potential Chinese tourists.

On average, every £100 million of Scotch Whisky exports are associated with £20.6m of direct tourism spending. With Scotch Whisky exports of more than £3bn, it is estimated that the industry is associated with around £640m of direct tourism. After accounting for multiplier effects, the overall impact is likely to exceed £1 billion each year.

Mr Evans said: “We’ve found countries which are the biggest export markets for Scotch Whisky tend to spend more on tourism in Scotland. At the same time, in countries where the number of tourists to Scotland increases we see a willingness to pay more for a bottle of Scotch Whisky. Scotch Whisky is an important part of Scottish culture and identity and has a wide role to play in attracting overseas tourism.”

**Ends**

**Notes to Editors:**

For further information, please contact Rosemary Gallagher on 0131 222 9230/0743 260 5385 or email [rgallagher@swa.org.uk](mailto:rgallagher@swa.org.uk)

For the **full report** please visit <http://www.scotch-whisky.org.uk>

**Distillery and visitor centre examples:**

Laphroaig Distillery Visitor Centre received visitors from at least 61 different nationalities from June 2010 to May 2011, including Germany, Sweden, US, Netherlands, Denmark and Canada.

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e: [g&c@swa.org.uk](mailto:g&c@swa.org.uk)



Diageo distilleries welcomed visitors of 43 different nationalities last year with Germany, France US and Spain being in the top five alongside the UK.

The Scotch Whisky Experience in Edinburgh has seen an increasing number of visitors from growing export markets, such as China and Russia.

The “**distillery effect**” is thought to have created about 6,750 jobs across Scotland in sports, recreational and cultural industries and for those companies providing accommodation, including hotels and guest houses. Many of these new positions are in rural areas where job opportunities are limited. One example of this phenomenon in action is the Spirit of Speyside Festival promoted last year to showcase “the best of Scotland: whisky, food, landscape and music”.