



Market Report

A Snapshot of your Market Sector

Ancestral Tourism

Cost of Doing Business Support

For information on reducing the cost of running your business, the [Find Business Support](#) website has links to advice, funding and regional support.

This pack has been designed to provide information on setting up a business in the **Ancestral Tourism** industry in Scotland, as well as helping to inform the market research section of your business plan. You can find more information on how to write a business plan from the Business Gateway website (www.bgateway.com/businessplan), including an interactive template and tips to get you started.

This market report was updated by Business Gateway in **December 2022**. If you find the information contained in this document useful, tell us about it! Send us feedback [here](#); we will use your comments to help improve our service.

What do I need to know about the Ancestral Tourism market?

The following summary statistics have been taken from market research reports and reliable resources that the Information Service uses to compile industry information. They should give you an indication of how your industry is faring at present and whether there is demand for your type of business:

- ◆ Over the next five years, operators are expected to face the challenge of adjusting services and capacity to suit changing preferences. As a result, participants are expected to strive to attain competitive advantages by integrating more personalised services into their operations including mobile booking platforms and offering more niche, specific tours, such as religious pilgrimages. Industry demand is anticipated to be supported by UK holidaymakers resuming travel abroad, opting for luxury destinations, as people plan to indulge their pent-up wanderlust. This is expected to boost industry revenue, which is forecast to grow at a compound annual rate of **5.3% over the five years through 2027-28** to reach **£12.4 billion**. (IBISWorld, *Tour Operators in the UK*, August 2022).
- ◆ In August 2022, interest in visiting Scotland increased even further, with three percentage points compared to August 2021. The low-cost connection 'Lumo', which FirstGroup launched between London and Edinburgh in October 2021, may have sparked more interest in the destination. . .Its trains have an average **occupancy rate of 86%** with an average ticket price of £37. . .**Just over half of travellers** who are planning to visit Scotland in the year following October 2022 plan to take a city trip in the UK, suggesting that Scotland's city product has high growth potential. Those who are planning to take a holiday to Scotland also show higher interest in taking a rural/countryside-based holiday, cultural/historical sightseeing holiday, a coach tour and an activity holiday. (Mintel, *Domestic Tourism, UK – 2022*)
- ◆ Number of overseas trips to Scotland in 2019, by purpose (in millions of trips): **2.1 million for Holiday purposes; 860 thousand** for visiting Friends and Relatives; **370 thousand** Business; **60 thousand** Study; **60 thousand** Other -This statistic presents the number of overseas trips to Scotland in 2019, by purpose. (Statista, *Travel and Tourism in Scotland – Sourced from Visit Britain site*)
- ◆ **66%** of visitor had an existing connection to Scotland, with visitors from rest of UK more likely to have family (**31%**) or friends (**20%**) living in Scotland or to have visited before (**20%**), and long-haul visitors most likely to mention ancestry (**29%**). (Visit Scotland, *Visitor Interests & Activities*, 2016).
- ◆ The national organisation for this industry is [Visit Scotland](#). Other industry bodies include [Association of Genealogists and Researchers in Archives](#), [Association of Independent Tour Operators](#), [Scottish Tourism Alliance](#), [Edinburgh Centre for Global History](#), and [Highland Archive Centre](#).

Where can I find more information on my market?

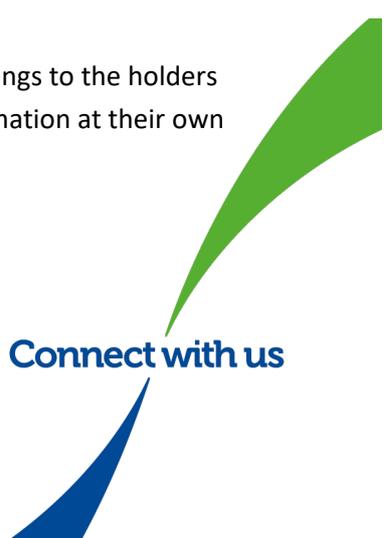
The Information Service has access to a number of databases which can offer more detail on this industry. Some of these reports are listed below - if you would like to be sent extracts from any of these reports, please contact us on **0300 013 4753** or email info@bgateway.com.

- ◆ **IBISWorld– Tour Operators in the UK (August 2022)**. The trend for solo holidays grew over the past five years. According to Google, search volumes for 'solo travel' have increased by 132% between April 2021 and March 2022. This is anticipated to supported industry demand, as many solo travellers will book a group tour to avoid travelling completely on their own. Additionally, a survey by the travel company, Cox & Kings, in July 2020 revealing that solo travel was the second most popular choice after couples' travel. The company also estimated that 25% of its bookings had been through solo travellers.
- ◆ **Mintel – Visitor Attractions UK (October 2021)**. Full revival in the visitor attractions market is expected to be gradual, with a further 30% rise in visitor numbers forecast for 2022 and 10% in 2023. The appetite of Britons for out-of-home leisure experiences and the overseas visitor market will eventually return. The market is forecast to return to pre-pandemic levels by 2024, before continuing on a gradual growth path. Mintel's central forecast is that the volume of visits to UK visitor attractions will reach a projected 382m visits in 2026, an increase of 12% from 2019 levels.
- ◆ **1921 Scottish census (National Records of Scotland)** was released Wednesday, 30 Nov 2022. The release of the 1921 census provides a glimpse into the home and working lives of Scotland's people 100 years ago. Family-history website [Scotland's People](https://www.scotlandspire.com) has been updated to include over 9000 volumes of enumeration district books, comprising more than 200,000 images of 4.8 million individual records. (tinyurl.com/4rdf3z4m)

There are also a number of online resources you may find helpful:

- ◆ **Visit Scotland** has an ancestral tourism toolkit with useful links for marketing and business planning, and a list of support services across Scotland (tinyurl.com/yxvygo4b).
- ◆ **The Scottish Council on Archives** is an independent advocacy and development body for the archives and records management sector, providing leadership and building capacity. The Ancestral Tourism page features a new film called 'Coming Home: Ancestral Journeys in Scotland', Case Studies and Useful Links. (tinyurl.com/3tv839ue)
- ◆ **Genealogy & Ancestral Tourism in Scotland** from **Scottish Tourism Guides Association** 'Find your guide' tool helps you to find a guide for a holiday in Scotland that can help you find someone with local and historical knowledge. (tinyurl.com/2yup6cyz)

Disclaimer: Please note that this research may contain copyrighted material. Copyright belongs to the holders credited above and, as such, recipients of this research reproduce and repurpose this information at their own risk.



Connect with us

How can I find out about my competitors?

Business Gateway's online guide to [Competitor Analysis](#) explains how to find your competitors, how to research what they're doing and how to act on what you learn about them.

Immediate competition will be from other businesses in your local area. There are several online directories which can be used to find company information and generate lists easily and at no expense. Many Local Authorities also publish local business directories on the web. Below are some key web resources:

- ◆ General business directories such as [Yell](#) ,[Thomson Local](#) or [Google Maps](#)
- ◆ Trade specialists like [EuroPages](#) (European directory), [The Wholesaler](#) or [Free Index](#)
- ◆ Business to business (B2B) specialists such as [Kompass](#)

Likewise, your local Chamber of Commerce may publish a members' directory; find your local Chamber on the [Scottish Chambers](#) website.

Once you've identified who your competitors are, the next step is to gather information on the way they do business. Which services do they provide? How do they market themselves? How much do they charge?

To learn about your competitors:

- ◆ Look for articles or adverts in local newspapers, trade press and directories.
- ◆ Try to read their marketing material; if the company has an online presence, visit the company's website as a first port of call. Not only does it give you a better understanding of the company's activities, it can also offer a wealth of information such as a company history or staff biographies, as well as the company's partners or suppliers
- ◆ Search for information on limited UK companies via the [Companies House](#) website
- ◆ Gain an insight into your competitor's performance using credit checks and the accounts that limited companies are required to submit to Companies House each year.

We can provide credit checks free of charge; if you are interested in using this resource, or looking for us to help you find relevant publications, please contact us by emailing info@bgateway.com or by calling **0300 013 4753**



Connect with us

What about suppliers?

[Choosing and Managing Suppliers](#) can help you decide what you need from a supplier, how to identify one and how to choose one to deal with.

Trade associations or industry specific organisations may also be able to recommend suppliers or contacts. You can also use the aforementioned resources for finding competitors to find suppliers.

Once you have decided on a supplier, we can run a credit check on the company to help assess their financial stability. We provide credit checks free of charge; if you are interested in using the resource please info@bgateway.com or by calling **0300 013 4753**.

Who are my customers?

Your business plan should include information about the customers you would expect. Business Gateway's guides on [Market and customer research](#) will help you to identify new trends, opportunities, customers and competitors.

It can be useful to group your customers by geographical location, age or lifestyle. The websites listed below are freely available and can provide most of this information. If you can't find what you're looking for from these website, please contact us and one of the team will be happy to help:

- ◆ Access the latest population estimates from the [National Records of Scotland \(NRS\)](#). NRS also offers demographic factsheets for each council area in Scotland, which can provide summary statistics for the area you will be based in.
- ◆ Information from the most recent census in 2011 is released via the official website. See in particular the [Census Area Profiles](#). Clicking on your area of interest will give the latest population figures, including estimates by age.
- ◆ [Understanding Scottish Places](#) has interactive profiles of towns and cities across Scotland. It can be useful for understanding the interrelationships and flows between towns, and also gives comparisons between two or more places.
- ◆ [Scottish Government Statistics](#) provide accurate and up-to-date statistics on Scotland, covering population, health, education and housing.
- ◆ [The Scottish Household Survey](#) provides information on the structure, characteristics, attitudes and behaviour of Scottish households, both at a national and local level.
- ◆ [Office for National Statistics \(ONS\)](#) is the recognised national statistical body for the UK. ONS covers a wide range of demographic, economic and social issues at a UK level.

How can you help me with other aspects of starting my business?

The Business Gateway website has guides, videos, online tutorials and tips on all aspects of starting up a business in Scotland. Follow the links below to explore each resource:

Accountancy

Institute of Chartered Accountants of Scotland's (ICAS) "[Find a Chartered Accountant](#)" tool

Funding

[Practical information](#) on finance and funding for starting and growing your business

Insurance

[Business insurance guide](#)

Legal Help

Gov.uk "[Licence Finder](#)" tool

Law Society of Scotland's "[Find a Solicitor](#)" tool

Pricing

Business Companion [Pricing & payment guide](#).

Please note: the most effective way to research pricing is to conduct your own research – visit wholesalers or suppliers to obtain price lists, find quotes from similar companies and work out what other businesses in your area are charging

Promotion

[BG guides to Marketing](#)

Training

[Skills Development Scotland's My World of Work](#)

[Funding for training](#)

[Small Business Bonus Scheme \(Scotland\)](#)

Your local Business Gateway can offer events, workshops and 1:2:1 support on all aspects of starting and developing your business. Call the helpline on **0300 013 4753** to find out what is available in your area.

We hope you find this Market Report useful and we'd love to hear your feedback [here](#).

Although every effort has been made to ensure the accuracy of the information provided, Business Gateway will not be held liable for any inaccuracies or omissions in the data supplied, or for the content of any website that the document above may contain links to. By using this information, you accept this disclaimer in full. Also, please note that Business Gateway does not endorse any business or individual that may be referred to above.

You must not rely on the information in the report as an alternative to advice from an appropriately qualified professional. If you have any specific questions speak to your Business Gateway Advisor or consult an appropriately qualified professional.

Last updated: December 2022

Updated by: Jessica

Connect with us

