



Market Report

A Snapshot of your Market Sector

Marine 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 **Marine 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 **November 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 Marine 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:

- ◆ Improved freight rates, in addition to exchange-rate-led export growth in downstream manufacturing industries resulting in robust freight volumes, spurred industry expansion over the two years through 2018-19. However, a slump in global economic activity caused by the COVID-19 (coronavirus) outbreak led to a significant decline in freight volumes during the tail-end of 2019-20 and into 2020-21. Consequently, industry revenue is estimated to have **declined by 9.2% in 2020-21**. The gradual easing and subsequent lifting of restrictions supported a recovery in freight traffic during 2021-22, which is expected to continue during the current year. Industry revenue is expected to **increase at a compound annual rate of 0.2%** reaching **£5.8 billion** over the five years through 2022-23. This includes **growth of 5.5% in 2022-23**. (IBISWorld, *Sea & Coastal Freight Water Transport in the UK*, October 2022).
- ◆ Despite the disruption caused by COVID-19, there is still strong growth potential for cruise holidays. **35% of UK adults** would be interested in taking a cruise holiday in the five years following November 2021, which is significantly higher than the share who have taken a cruise holiday in the past (23%). River cruises show the highest growth potential of the shown holiday types. (Mintel, *Cruises - UK*, 2022).
- ◆ International travel restrictions made many reconsider travelling abroad and so UK rural areas and coastal locations fared well during the Summer of 2021. Ongoing international travel uncertainty means the staycation trend is likely to continue into 2022. Of internet users planning to take a holiday in the UK in the next 12 months following August 2021, **49% said** they wanted to avoid any potential issues travelling abroad caused by COVID-19. **40% of respondents** said they hoped to make up for missed opportunities during travel restrictions. (Mintel, *Domestic Tourism*, November 2021).
- ◆ The national organisation for this industry is [British Marine](#). Other industry bodies include [Cruise Scotland](#), [The Boating Association](#), [CLIA \(Cruising\)](#) the [Scottish Tourism Alliance](#) and [Visit Scotland](#).



Connect with us

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.

- ◆ **Mintel – Domestic Tourism UK** (November 2021). There is interest in exploring quieter areas of the UK while COVID-19 uncertainty persists. Scotland has benefited from this shift with 23% of internet users saying they would be likely to stay in Scotland for a holiday in the next 12 months following August 2021.
- ◆ **IBISWorld - Sea & Coastal Freight Water Transport in the UK** (October 2022). According to data from Cruise Lines International Association's Cruise Review, the number of cruise passengers in the United Kingdom and Ireland increased from 1.7 million in 2013 to a record of two million in 2019. Although the number of UK and Ireland cruise passengers declined by 0.9% in 2019, the average duration of cruise increased from 10.1 days to 10.2 days. While more 38% of those aged over 65 had been on a cruise in 2019, according to the Association of British Travel Agents, it is the younger age groups which have had the most growth, with 28% of 18- to 34-year-olds having taken a cruise in 2019, up from 22% in 2018. Continued investment in the cruise product and innovations such as on-board technology including fast Wi-Fi, Bluetooth speakers and USB charging ports has appealed to this younger demographic.

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

- ◆ According to **Visit Scotland**, cruise tourism to Scotland has been strongly concentrated in the Highlands and Islands. During 2019, the Highlands and Islands had almost three in four (73%) of Scotland's total cruise calls, and welcomed 61% of cruise passengers, largely at Kirkwall, Lerwick and Invergordon (<https://tinyurl.com/2hbw4duk>).
- ◆ **Giant Strides 2020-2025** is a new strategy to boost Scotland's marine tourism, launched in Spring 2020. This represents the next evolution of the successful '**Awakening the Giant**' strategy. Giant Strides takes a broader view of marine tourism, it's role within coastal and island communities and the benefits marine tourism can deliver for communities, the environment and the Scottish economy. The five-year plan aims to grow the industry's economic contribution to over £500 million by 2025. (tinyurl.com/4ukjuarh)

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: November 2022

Updated by: Aleksandra

Connect with us