

Benefits of Scotch Malt Whisky

Scotch Whisky forms **75%** of Scottish food and drink exports¹ ...

And there are more than **50** distilleries in Speyside...



Scotch is responsible for **1.6% of employment** in Scottish rural areas like Speyside and the Cairngorms²

In processing and distribution of Speyside Whisky, **wages are often above national Scottish average**³

With **61%** of companies taking on **school leavers**⁴

in jobs including
Engineering
Marketing
Sustainability
Finance
Hospitality



There are **19 distillery visitor centres** in Speyside, with around **66%** of all Scotch whisky tourists coming from **overseas**⁵...



And visitors can take part in other tourism activities when they are here...

...Like outdoor sports, which attract around **2 million visitors** to the Cairngorms National Park each year⁶

Helping to support the wider Highlands region.

References

1. Scotch Whisky Association, <https://www.scotch-whisky.org.uk/insights/facts-figures/>
2. Rural and Environment Sciences and Analytical Services, 2021
3. Aiton, 2021
4. Scotch Whisky Association, https://www.scotch-whisky.org.uk/media/1531/swa_skillsreport_web.pdf
5. ALVA visitor attraction survey, 2019
6. Cairngorms National Park Authority, <https://www.visitcairngorms.com/plan-your-visit/about-the-cairngorms-national-park/things-to-know>



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