

Scotland Visitor Survey 2023

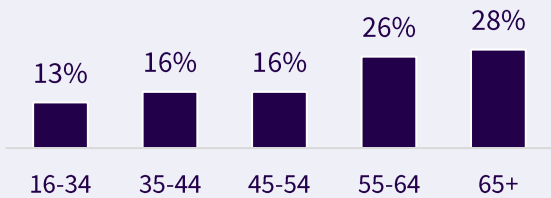
Introduction

The Scotland Visitor Survey was conducted by Progressive Partnership on behalf of VisitScotland to enhance understanding of visitor behaviour and experience in Scotland. In total, 11,573 visitors were interviewed in Scotland between March and October 2023, with 3,011 responding to an online survey on their return home.

Overall, **805** visitors to Cairngorms National Park (CNP) completed the online survey. The results shown below are based on these visitors to Cairngorms National Park. To maximise the sample size for analysis, these results are based on overnight visitors to Scotland who visited the Cairngorms National Park. They may not have stayed overnight within the park.

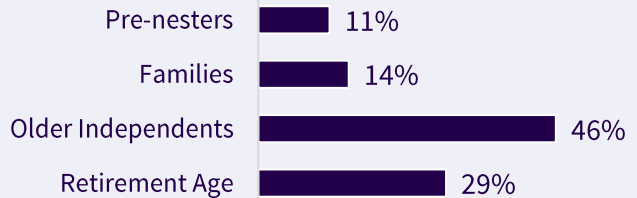
Profile of visitor

Age



Base: Stage 2 online survey CNP visitors 805

Life Stage



Base: Stage 2 online survey CNP visitors excl. n/a 791



Average number in travel party: 2.7



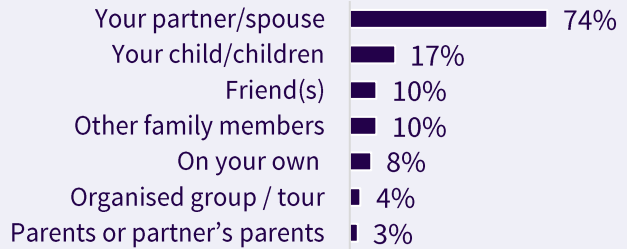
Children (under 16) in party: 16%



Travelling with pets: 15%

Base: Stage 2 online survey CNP visitors 805

Party Composition



Base: Stage 2 online survey CNP visitors 805

61% Domestic visitors



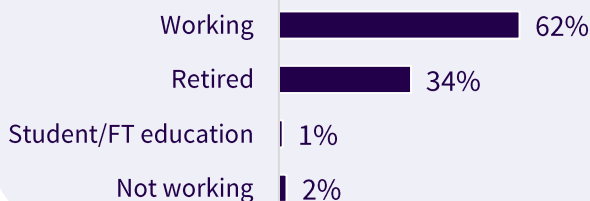
14% Scotland (residents)
47% Rest of UK

39% International visitors



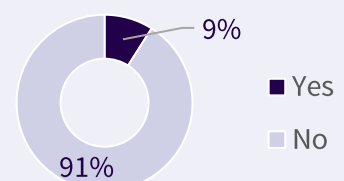
16% Europe
22% Long haul including:
16%: North America
6%: Australasia

Working Status



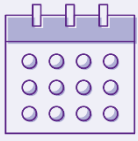
Base: Stage 2 online survey CNP visitors 805

Health condition or impairment



Base: Stage 2 online survey CNP visitors excl prefer not to say 791

Profile of trip



CNP visitors stayed on average 10.6 nights in total in Scotland

Base: Stage 2 online survey CNP visitors 805



72% of visitors to Cairngorms National Park toured around Scotland



First time visitor: 30%
Repeat visitor: 70%

Average proportion of first-time visitors to Scotland: 25% (Scotland-wide sample)

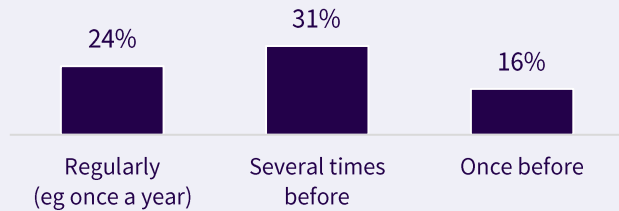
Base: Stage 2 online survey CNP visitors 805

Examples of type of Trip

A trip of a lifetime: 10%
A special holiday/short break: 26%
eg birthday/anniversary celebration

Base: Stage 2 online survey CNP visitors excl. Scotland residents 718

Frequency of taking holidays in Scotland



Base: Stage 2 online survey CNP visitors 805

Purpose of Trip



On holiday/leisure trip: 89%
Visiting friends or relatives: 10%

Base: Stage 2 online survey CNP visitors 805

Reasons for taking a holiday/break

Rank	Reasons for taking holiday/break	Cairngorms NP visitors
1	I wanted to connect with nature or be outdoors	58%
2	I wanted to travel to somewhere new	44%
3	I needed family time or time with my partner	37%
4	I needed to get away from it all and have a rest	32%
5	I wanted to learn something new	21%
6	I was looking for an active holiday, with exercise or sport	19%
7	Because of a particular interest (e.g. sport, music, festival, etc.)	18%
8	I was looking for adventure or a challenge	16%
9	I wanted to spend time with friends	16%
10	I wanted to go somewhere lively with good atmosphere & lots to see and do	16%

Rank	Top ten reasons for taking holiday/break	Scotland-wide sample
1	I wanted to travel somewhere new	38%
2	I wanted to connect with nature or be outdoors	38%
3	I needed family time or time with my partner	35%
4	I needed to get away from it all and have a rest	26%
5	Because of a particular interest (e.g. sport, music, festival, etc.)	19%
6	I wanted to spend time with friends	18%
7	I wanted to learn something new	17%
8	I wanted to go somewhere lively with good atmosphere & lots to see and do	17%
9	To celebrate a special occasion	15%
10	Looking for active holiday	12%

Reasons for choosing Scotland

Rank	Top ten reasons for choosing Scotland	Cairngorms NP visitors
1	The scenery and landscape	81%
2	The history and culture	58%
3	Outdoor activities available	40%
4	Scotland's people	27%
5	Visiting friends or family	19%
6	Scotland's food and drink	19%
7	My or my family's Scottish ancestry	17%
8	A Scottish attraction	17%
9	It's easy to get to or close to home	12%
10	A particular experience found in Scotland	10%
Base: All visitors to CNP (stage 2 online survey)		805

Rank	Top ten reasons for choosing Scotland	Scotland-wide sample
1	The scenery and landscape	70%
2	The history and culture	48%
3	Outdoor activities available	27%
4	Visiting friends or family	22%
5	Scotland's people	21%
6	A Scottish attraction	19%
7	My or my family's Scottish ancestry	16%
8	Scotland's food and drink	15%
9	It's easy to get to or close to home	15%
10	An event or festival	9%
Base: All visitors to Scotland (stage 2 online survey)		3,011

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Appendix: Interpreting the results

- The Scotland Visitor Survey should not be viewed in isolation.
- The survey collates views on a wide range of topics to understand visitor attitudes and behaviours.
- This data supplements data on tourism in Scotland which is gathered by the annual statistical surveys undertaken at a national level by;
 - The Great Britain Tourism Survey (GBTS) which estimates the volume and value of domestic tourism - from within Scotland and the rest of Great Britain
 - The International Passenger Survey (IPS) which provides details of tourism from abroad
- The Scotland Visitor Survey is undertaken during spring, summer and autumn seasons only, based on a need to gather visitor views in an efficient manner. This means the results reflect the views of those visiting Scotland between March and October 2023 only.
- The sample comprises leisure overnight visitors only, and as such the following are excluded: visitors on a day trip from home, those on a business trip, cruise ship visitors.
- The base size of 805 comprises those who visited Cairngorms National Park during their trip in Scotland. The base size refers to the unweighted base. To maximise the sample size for analysis, these results are based on overnight visitors to Scotland who visited the Cairngorms National Park. They may not have stayed overnight in the park.
- Figures may not always add to 100% as this may be due to rounding within the data analysis or where respondents have answered more than one category.
- The following questionnaire wording was used as the basis to determine visitors to Cairngorms National Park: “Did you visit Cairngorms National Park during your trip?”
- Both face-to-face and online data were weighted to reflect the profile of visitors measured by the GBTS and the IPS.
- The Scotland Visitor Survey does not provide data on how many visits are made to Scotland or a specific region.
- Browse our [Scotland Visitor Survey page](#) on [visitscotland.org](#) for more information on this survey.

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