

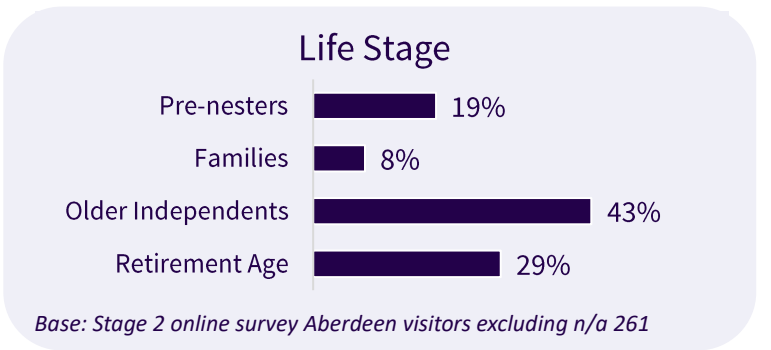
Scotland Visitor Survey 2023

Introduction

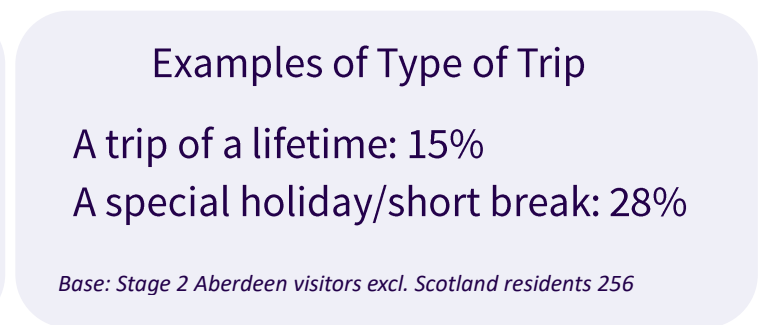
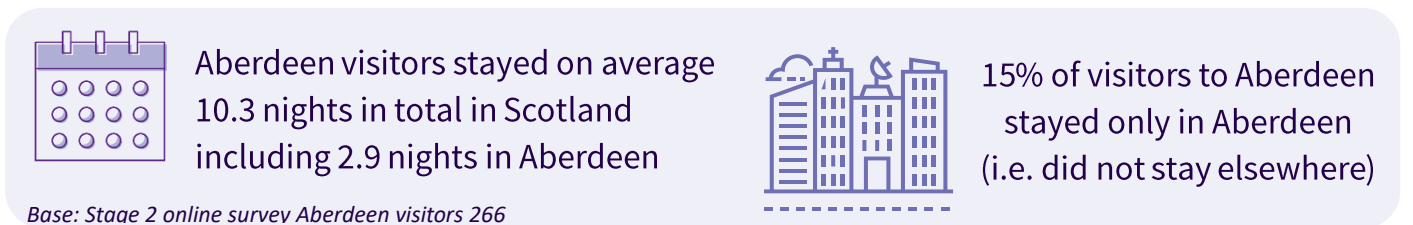
The Scotland Visitor Survey was conducted by Progressive Partnership on behalf of VisitScotland to enhance understanding of visitor behaviour and experience in Scotland. In total, 11,573 visitors were interviewed in Scotland between March and October 2023, with 3,011 responding to an online survey on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

Overall, 266 overnight visitors to Aberdeen completed the online survey. The results shown below are based on these visitors to Aberdeen.

Profile of overnight visitors to Aberdeen



Profile of trip



Local Area Fact Sheet: Aberdeen

Reasons for choosing Scotland

Rank	Top ten reasons for choosing Scotland	Aberdeen sample
1	The scenery and landscape	72%
2	The history and culture	60%
3	Visiting friends or family	27%
4	Scotland's people	22%
5	A Scottish attraction	21%
6	Outdoor activities available	21%
7	My or my family's Scottish ancestry	16%
8	Scotland's food and drink	16%
9	A particular experience found in Scotland	12%
10	An event or festival	11%
Base: All visitors to Aberdeen (stage 2)		266

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)		3,011

Type of accommodation used in Aberdeen

77% stayed in serviced accommodation



68%

Hotel, motel, inn



9%

Guest house, B&B



2%

Serviced apartment

Base: Stage 2 Aberdeen visitors (priority region) 168

Note: Figures add to more than total due to some people staying in more than one accommodation type.

22% stayed in non-serviced accommodation



15%

Self-catering/
commercial non-serviced rentals

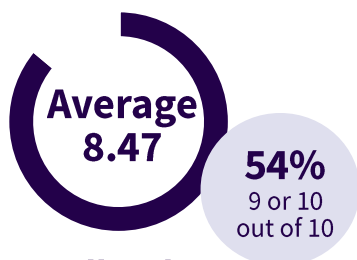


8%

Friend's or relative's home

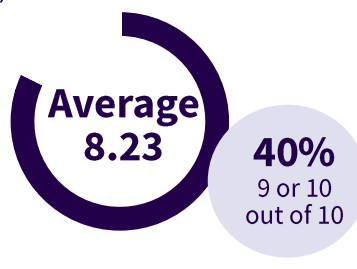
Satisfaction with accommodation in Aberdeen

Satisfaction with... (Scored out of 10)



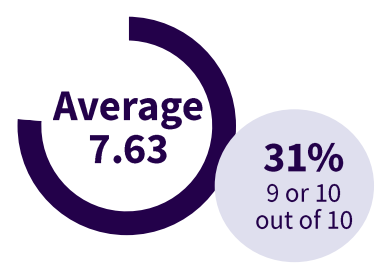
Overall welcome provided to you

Scotland-wide sample **62%**
(9 or 10 out of 10)



The knowledge of staff/host (at accommodation) about things to do in the area

Scotland-wide sample **53%**
(9 or 10 out of 10)

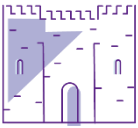


The value for money of accommodation

Scotland-wide sample **42%**
(9 or 10 out of 10)

Base: Stage 2 Aberdeen visitors in paid for accommodation excluding n/a 211 - 259

Attractions and activities undertaken in Aberdeen



Top 5 attractions or activities undertaken/visited in Aberdeen

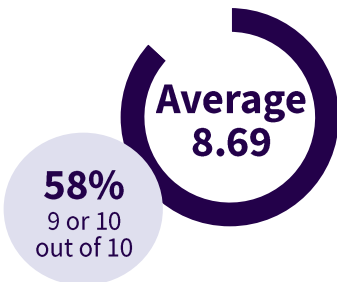
Rank	Attractions and activities undertaken in Aberdeen	Aberdeen sample
1	A museum or art gallery	52%
2	Viewed architecture and buildings	47%
3	Shopping	41%
4	A cathedral, church, abbey, other place of worship	36%
5	A castle or fort	33%
Base: Took part in activities/attractions in Aberdeen		164

Rank	Attractions and activities undertaken in Scotland	Scotland-wide sample
1	A castle or fort	59%
2	Viewed architecture and buildings	52%
3	A museum or art gallery	50%
4	A historic house, palace, stately home	49%
5	Shopping	47%
Base: Took part in activities/attractions in Scotland		3,011

Satisfaction with attractions in Aberdeen

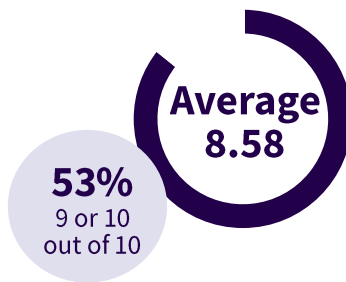
Satisfaction with... (Scored out of 10)

Knowledge and passion of the staff at attractions



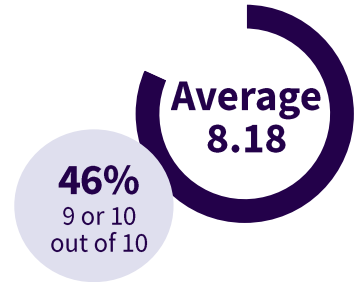
Scotland-wide sample 64%
(9 or 10 out of 10)

Quality of experience at attractions



Scotland-wide sample 57%
(9 or 10 out of 10)

Value for money of paid for attractions



Scotland-wide sample 47%
(9 or 10 out of 10)

Base: Stage 2 Took part in activities/attractions in Aberdeen excl. n/a 151 - 159

Local Area Fact Sheet: Aberdeen

Food and drink experiences in Aberdeen



21% took part in food and/or drink experiences in Aberdeen

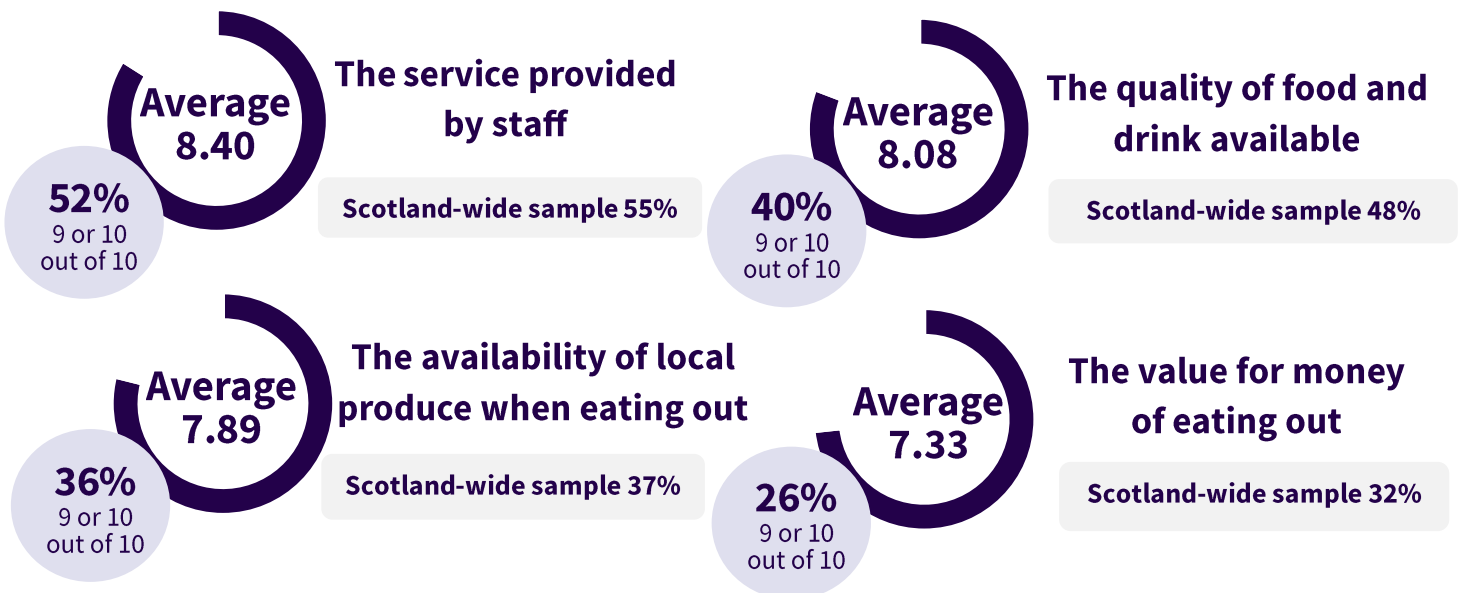
Key food and drink experiences included:

- 9% visited a fine dining restaurant
- 7% visited a farm shop/farmers market
- 4% a food or drink event or festival

Base: Stage 2 Took part in activities/attractions in Aberdeen 164

Satisfaction with food and drink experiences in Aberdeen

Satisfaction with..... (Scored out of 10)



Base: Stage 2 Aberdeen visitors excl. n/a 241-258

Overall experience and likelihood to recommend Aberdeen



Positive rating of holiday/short break experience

(9 or 10 out of 10)

39% Aberdeen

71% for Scotland overall
(Scotland-wide sample)



Likelihood to recommend as a holiday/short break destination

(9 or 10 out of 10)

45% Aberdeen

82% for Scotland overall
(Scotland-wide sample)

Base: Stage 2 Aberdeen visitors (priority region) 168

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 varies across questions. Visitors could have stayed in multiple locations, therefore the questionnaire was designed to ask specific questions about accommodation and satisfaction with their experience overall in up to two priority regions. Where the base size of 266 is used this includes all visitors who stayed in Aberdeen during their trip. Where the base size is 168 this shows results for the visitors who were allocated Aberdeen as their priority region and were asked more detailed questions. The base size refers to the unweighted base.
- 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.
- 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](https://visitscotland.org) on visitscotland.org for more information on this survey.

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