

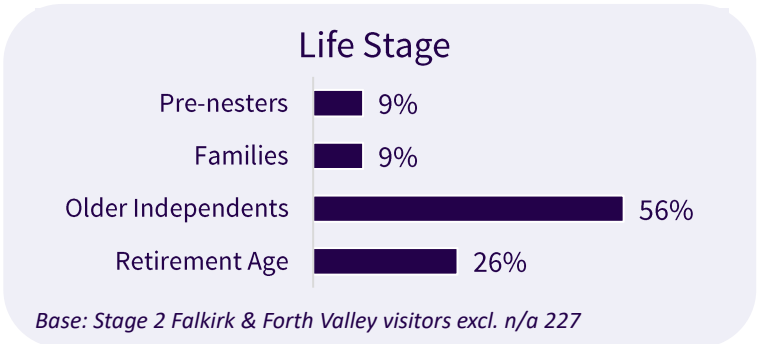
Scotland Visitor Survey 2023

Introduction

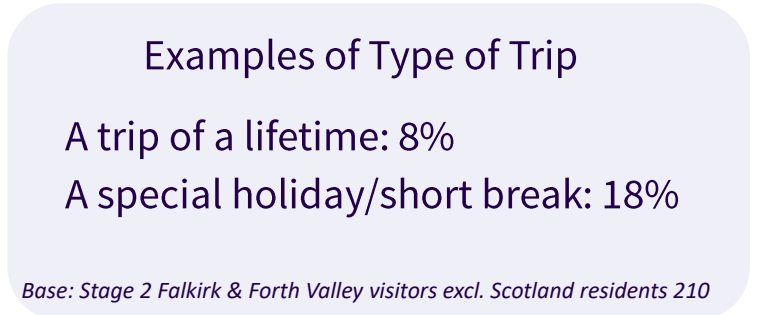
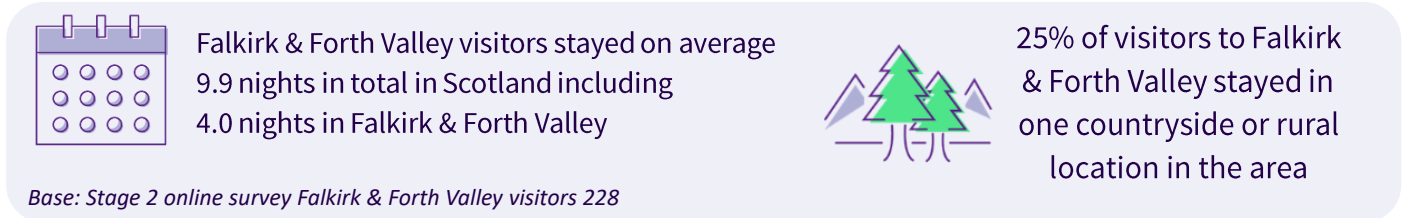
The Scotland Visitor Survey was conducted by Progressive Partnership on behalf of VisitScotland to enhance understanding of visitor behaviour and experience in Scotland. In total, 11,573 visitors were interviewed in Scotland between March and October 2023, with 3,011 responding to an online survey on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

Overall, 228 overnight visitors to Falkirk & Forth Valley completed the online survey. The results shown below are based on these visitors to Falkirk & Forth Valley. This includes visitors to the wider Stirling, Falkirk and Forth Valley area (including Callander, Aberfoyle, Alloa, Dunblane, Bridge of Allan) but excludes visitors to the City of Stirling.

Profile of overnight visitors to Falkirk & Forth Valley



Profile of trip



Reasons for choosing Scotland

Rank	Top ten reasons for choosing Scotland	Falkirk & Forth Valley sample
1	The scenery and landscape	81%
2	The history and culture	55%
3	A Scottish attraction	31%
4	Outdoor activities available	30%
5	Scotland's people	25%
6	Visiting friends or family	20%
7	My or my family's Scottish ancestry	14%
8	Scotland's food and drink	13%
9	It's easy to get to or close to home	11%
10	An event or festival	9%
Base: All visitors to Falkirk & Forth Valley (stage 2)		228

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 Falkirk & Forth Valley

46% stayed in serviced accommodation



35%

Hotel, motel, inn



7%

Guest house, B&B



3%

Serviced apartment

Base: Stage 2 Falkirk & Forth Valley visitors (priority region) 138

Note: serviced and non-serviced adds to more than 100% due to some people staying in more than one accommodation type

56% stayed in non-serviced accommodation



33%

Self-catering/
commercial non-serviced rentals



15%

Camping, caravan,
motorhome



6%

Friend's or
relative's home

Satisfaction with accommodation

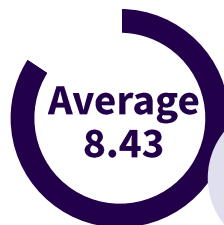
Satisfaction with... (Scored out of 10)



69%
9 or 10
out of 10

Overall welcome provided to you

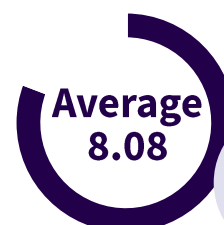
Scotland-wide sample **62%**
(9 or 10 out of 10)



58%
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)



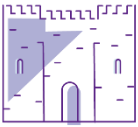
42%
9 or 10
out of 10

The value for money of accommodation

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

Base: Stage 2 Falkirk & Forth Valley visitors in paid for accommodation excl. n/a 173 - 206

Attractions and activities undertaken in Falkirk & Forth Valley



Top 5 attractions or activities undertaken/visited in Falkirk & Forth Valley

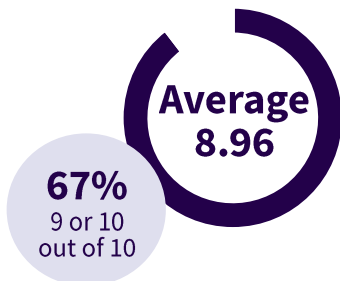
Rank	Attractions and activities undertaken in Falkirk & Forth Valley	Falkirk & Forth Valley sample
1	A castle or fort	49%
2	A visitor or heritage centre	38%
3	Viewed architecture and buildings	35%
4	A cathedral, church, abbey or other place of worship	33%
5	Shopping	33%
Base: Took part in activities/attractions in Falkirk & Forth Valley		135

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 Falkirk & Forth Valley

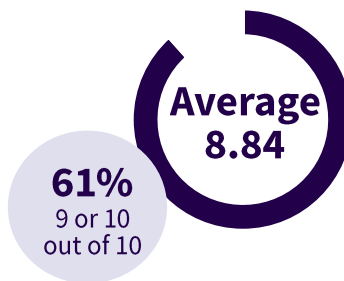
Satisfaction with... (Scored out of 10)

Knowledge and passion of the staff at attractions



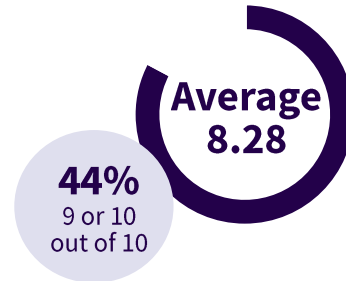
Scotland-wide sample 64% (9 or 10 out of 10)

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 Falkirk & Forth Valley excl. n/a 120-125

Food and drink experiences in Falkirk & Forth Valley



31% took part in food and/or drink experiences in Falkirk & Forth Valley

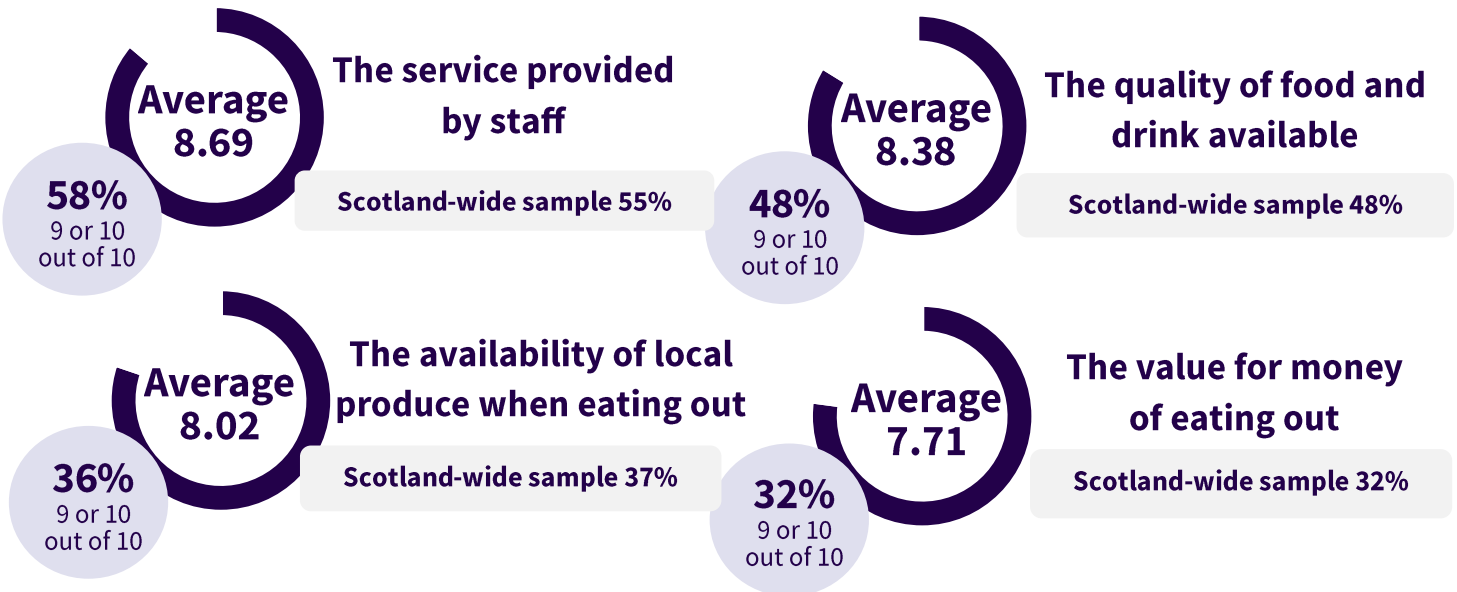
Key food and drink experiences included:

- 20% visited a farm shop/farmers market
- 6% visited a fine dining restaurant
- 5% undertook a food or drink activity e.g. cookery class

Base: Stage 2 Took part in activities/attractions in Falkirk & Forth Valley 135

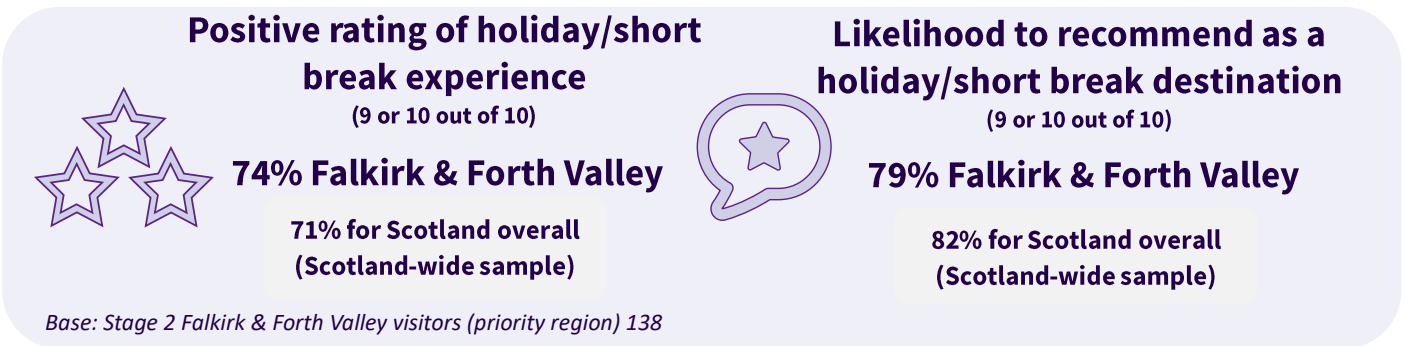
Satisfaction with food and drink experiences in Falkirk & Forth Valley

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



Base: Stage 2 Falkirk & Forth Valley visitors excl. n/a 207-222

Overall experience and likelihood to recommend Falkirk & Forth Valley



Base: Stage 2 Falkirk & Forth Valley visitors (priority region) 138

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 228 is used this includes all visitors who stayed in Falkirk & Forth Valley during their trip. Where the base size is 138 this shows results for the visitors who were allocated Falkirk & Forth Valley as their priority region and were asked more detailed questions. The base size refers to the unweighted base.
- The following questionnaire wording was used to describe the area: Wider Stirling, Falkirk & Forth Valley area (e.g. Callander, Aberfoyle, Killin, Alloa, Dunblane, Bridge of Allan)
- 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/visitscotland/survey) on visitscotland.org for more information on this survey.

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