

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, **533** overnight visitors to Glasgow completed the online survey. The results shown below are based on these visitors to Glasgow.

Profile of overnight visitors to Glasgow



43% Domestic visitors

- 6% Scotland (residents)
- 37% Rest of UK



57% International visitors

- 18% Europe
- 37% Long haul including
 - 27% North America
 - 10% Australasia
 - 2% Rest of World

Base: Stage 2 online survey Glasgow visitors 533



Average number in travel party: 2.6

Children (under 16) in party: 11%

Base: Stage 2 online survey Glasgow visitors 533

Life Stage

Pre-nesters	17%
Families	11%
Older Independents	47%
Retirement Age	26%

Base: Stage 2 online survey Glasgow visitors excluding n/a 529

Profile of trip



Glasgow visitors stayed on average 9.2 nights in total in Scotland including 2.8 nights in Glasgow

Base: Stage 2 online survey Glasgow visitors 533



20% of visitors to Glasgow stayed only in Glasgow (i.e. did not stay elsewhere)



First time visitor: 42%
Repeat visitor: 58%

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

Base: Stage 2 online survey Glasgow visitors 533

Examples of Type of Trip

- A trip of a lifetime: 16%
- A special holiday/short break: 26%

Base: Stage 2 online survey Glasgow visitors excluding Scotland residents

Reasons for choosing Scotland

Rank	Top ten reasons for choosing Scotland	Glasgow sample
1	The scenery and landscape	67%
2	The history and culture	58%
3	Scotland's people	26%
4	Outdoor activities available	24%
5	My or my family's Scottish ancestry	24%
6	Visiting friends or family	23%
7	A Scottish attraction	21%
8	Scotland's food and drink	17%
9	A particular experience found in Scotland	10%
10	An event or festival	9%
Base: All visitors to Glasgow (stage 2)		533

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 Glasgow

67% stayed in serviced accommodation



62%

Hotel, motel, inn



3%

Guest house, B&B



2%

Serviced apartment

Base: Stage 2 Glasgow visitors (priority region) 306

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

35% stayed in non-serviced accommodation



17%

Self-catering/
commercial non-serviced rentals



14%

Friend's or
relative's home

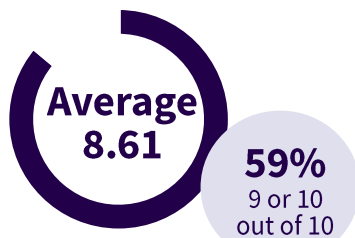


3%

Camping, caravan,
motorhome

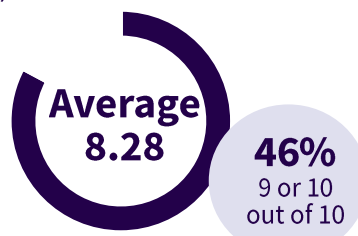
Satisfaction with accommodation

Satisfaction with... (Scored out of 10)



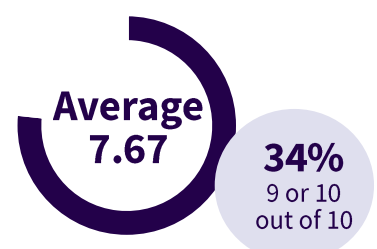
Overall welcome provided to you

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)

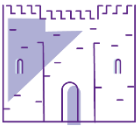


The value for money of accommodation

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

Base: Stage 2 Glasgow visitors in paid for accommodation excl. n/a 448 - 512

Attractions and activities undertaken in Glasgow



Top 5 attractions or activities undertaken/visited in Glasgow

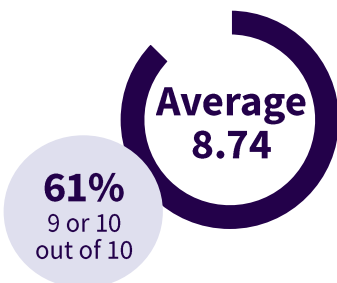
Rank	Attractions and activities undertaken in Glasgow	Glasgow sample
1	A museum or art gallery	61%
2	Viewed architecture and buildings	46%
3	A cathedral, church, abbey or other place of worship	42%
4	A country park or garden	37%
5	Shopping	36%
Base: Took part in activities/attractions in Glasgow		294

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 Glasgow

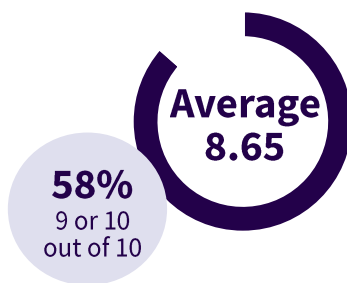
Satisfaction with... (Scored out of 10)

Knowledge and passion of the staff at attractions



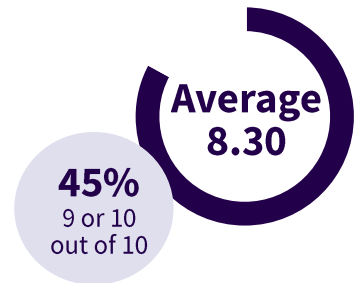
Scotland-wide sample 64%
(9 or 10 out of 10)

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 Glasgow excl. n/a 283-290

Food and drink experiences in Glasgow



23% took part in food and/or drink experiences in Glasgow

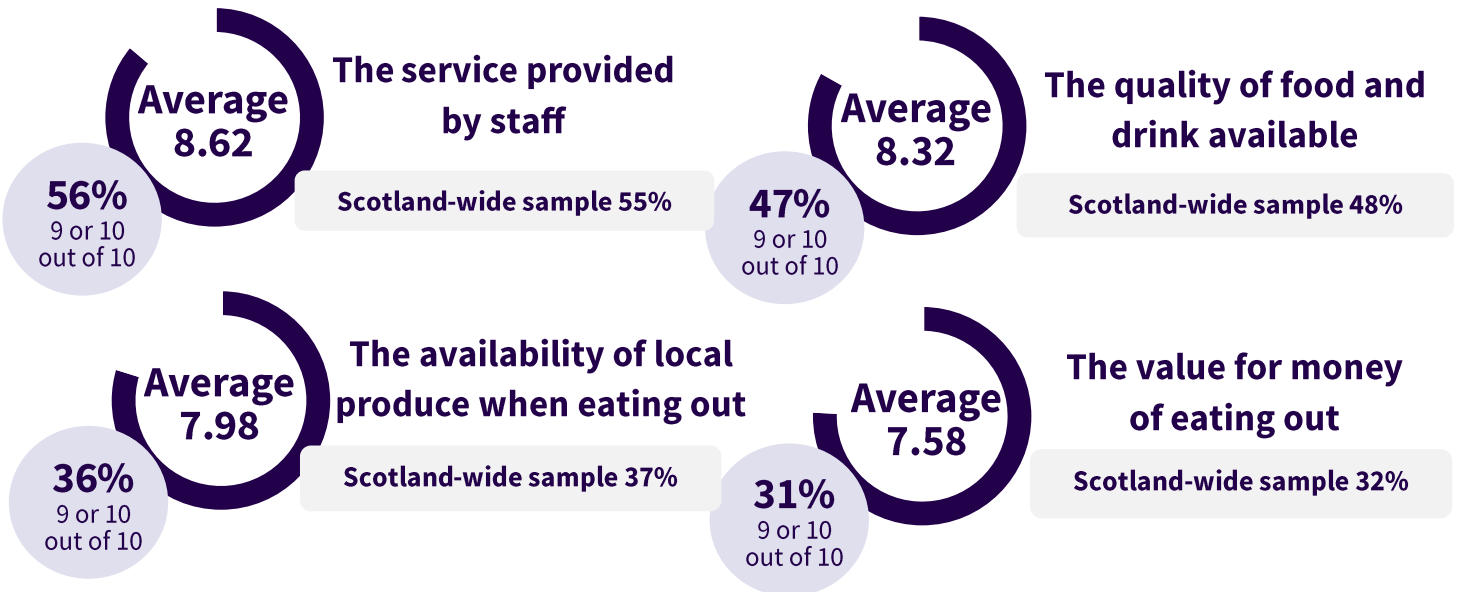
Key food and drink experiences included:

- 8% visited a fine dining restaurant
- 4% undertook a food or drink activity e.g. cookery class
- 4% visited a farm shop/farmers market

Base: Stage 2 Took part in activities/attractions in Glasgow 294

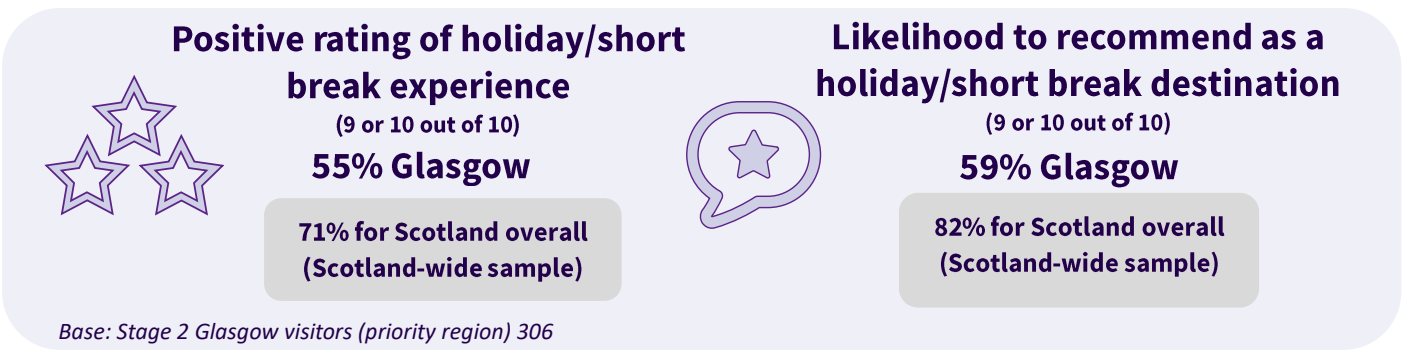
Satisfaction with food and drink experiences in Glasgow

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



Base: Stage 2 Glasgow visitors excl. n/a 511-528

Overall experience and likelihood to recommend Glasgow



Base: Stage 2 Glasgow visitors (priority region) 306

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 533 is used this includes all visitors who stayed in Glasgow during their trip. Where the base size is 306 this shows results for the visitors who were allocated Glasgow as their priority region 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.

Disclaimer:

This publication is provided in good faith to update VisitScotland stakeholders on its activity. The publication is provided “as is” and VisitScotland accepts no responsibility for any error or omission. We do not provide any guarantees, conditions or warranties that the publication is current, secure, accurate, complete or free from bugs or viruses.

This publication, including all data and other information contained within it, is not intended to amount to advice on which any reliance should be placed. VisitScotland is not responsible for how the publication is used or interpreted. We therefore disclaim all liability and responsibility arising from any reliance placed on this publication by anyone who may use any of its contents. VisitScotland may add, change, improve or update this publication at any time without notice.

Contact Us:

Insight Department
VisitScotland
visitscotland.org visitscotland.com
research@visitscotland.com

If you require any of this information in an alternative format please let us know.