

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

Profile of overnight visitors to Inverness



34% Domestic visitors

- 4% Scotland (residents)
- 30% Rest of UK

Base: Stage 2 online survey Inverness visitors 717



66% International visitors

- 23% Europe
- 40% Long haul including:
 - 30%: North America
 - 10%: Australasia
 - 3% Rest of World



Average number in travel party: 2.6

Children (under 16) in party: 9%

Base: Stage 2 online survey Inverness visitors 717

Life Stage

Pre-nesters	16%
Families	8%
Older Independents	45%
Retirement Age	31%

Base: Stage 2 Inverness visitors excluding n/a 708

Profile of trip



Inverness visitors stayed on average **10.7 nights in total in Scotland including 2.3 nights in Inverness**

Base: Stage 2 online survey Inverness visitors 717



92% of visitors to Inverness toured around Scotland, staying in two or more places



First time visitor: 50%
Repeat visitor: 50%

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

Base: Stage 2 online survey Inverness visitors 717

Examples of Type of Trip

- A trip of a lifetime: 19%
- A special holiday/short break: 31%

Base: Stage 2 Inverness visitors excluding Scotland residents 697

Reasons for choosing Scotland

Rank	Top ten reasons for choosing Scotland	Inverness sample	Rank	Top ten reasons for choosing Scotland	Scotland-wide sample
1	The scenery and landscape	84%	1	The scenery and landscape	70%
2	The history and culture	69%	2	The history and culture	48%
3	Scotland's people	30%	3	Outdoor activities available	27%
4	Outdoor activities available	29%	4	Visiting friends or family	22%
5	My or my family's Scottish ancestry	24%	5	Scotland's people	21%
6	A Scottish attraction	24%	6	A Scottish attraction	19%
7	Scotland's food and drink	18%	7	My or my family's Scottish ancestry	16%
8	Visiting friends or family	14%	8	Scotland's food and drink	15%
9	A particular experience found in Scotland	14%	9	It's easy to get to or close to home	15%
10	A story or legend about Scotland	14%	10	An event or festival	9%
Base: All visitors to Inverness (stage 2)		717	Base: All visitors to Scotland (stage 2)		3,011

Type of accommodation used in Inverness

75% stayed in serviced accommodation



54%

Hotel, motel, inn



13%

Guest house, B&B



7%

Hostel

28% stayed in non-serviced accommodation



23%

Self-catering/
commercial non-serviced rentals



4%

Camping, caravan,
motorhome



2%

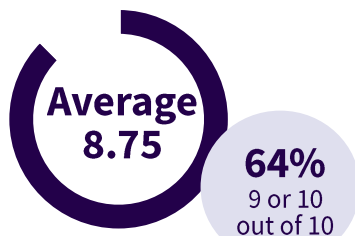
Friend's or
relative's home

Base: Stage 2 Inverness 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.

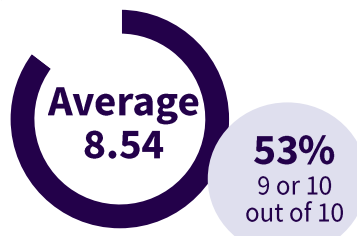
Satisfaction with accommodation in Inverness

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

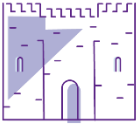
Scotland-wide sample **53%**
(9 or 10 out of 10)



The value for money of accommodation

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

Attractions and activities undertaken in Inverness



Top 5 attractions or activities undertaken/visited in Inverness

Rank	Attractions and activities undertaken in Inverness	Inverness sample	Rank	Attractions and activities undertaken in Scotland	Scotland-wide sample
1	A castle or fort	43%	1	A castle or fort	59%
2	Shopping	36%	2	Viewed architecture and buildings	52%
3	Viewed architecture and buildings	35%	3	A museum or art gallery	50%
4	A cathedral, church, abbey or other place of worship	35%	4	A historic house, palace, stately home	49%
5	A museum or art gallery	33%	5	Shopping	47%
Base: Took part in activities/attractions in Inverness		291	Base: Took part in activities/attractions in Scotland		3,011

Satisfaction with attractions in Inverness

Satisfaction with... (Scored out of 10)

Knowledge and passion of the staff at attractions



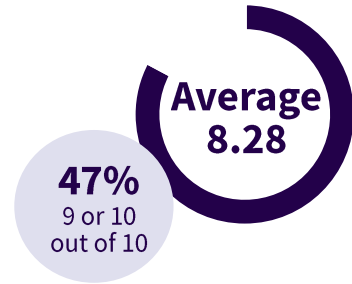
Scotland-wide sample 64% (9 or 10 out of 10)

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 Inverness excl. n/a 277-285

Food and drink experiences in Inverness



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

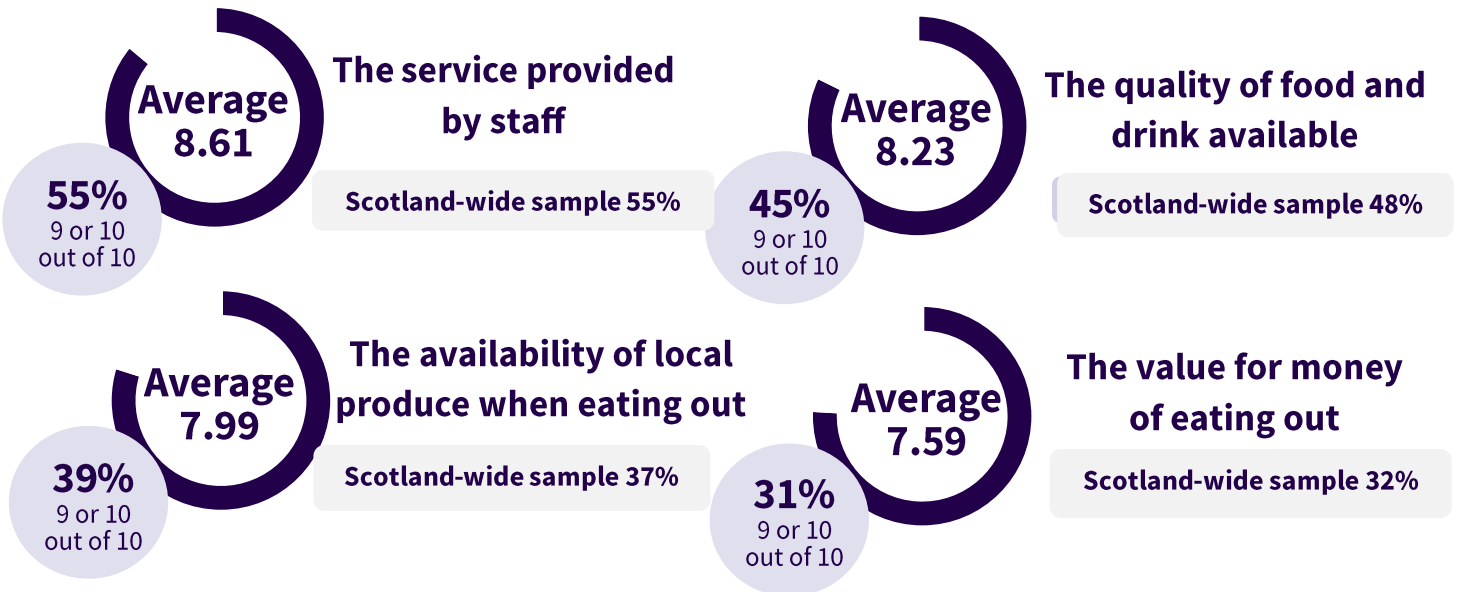
Key food and drink experiences included:

- 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 Inverness 291

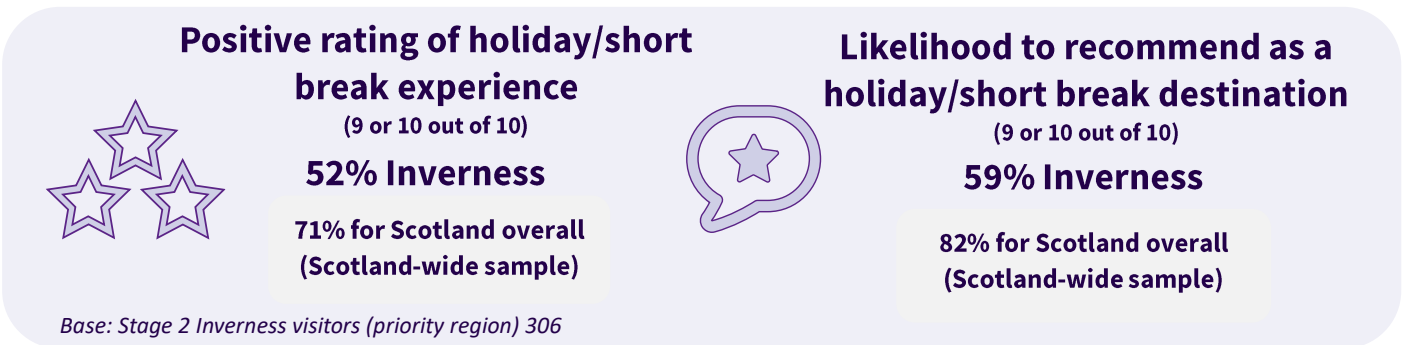
Satisfaction with food and drink experiences in Inverness

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



Base: Stage 2 Inverness visitors excl. n/a 685-707

Overall experience and likelihood to recommend Inverness



Base: Stage 2 Inverness 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 717 is used this includes all visitors who stayed in Inverness during their trip. Where the base size is 306 this shows results for the visitors who were allocated Inverness 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.

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Contact Us:

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

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