

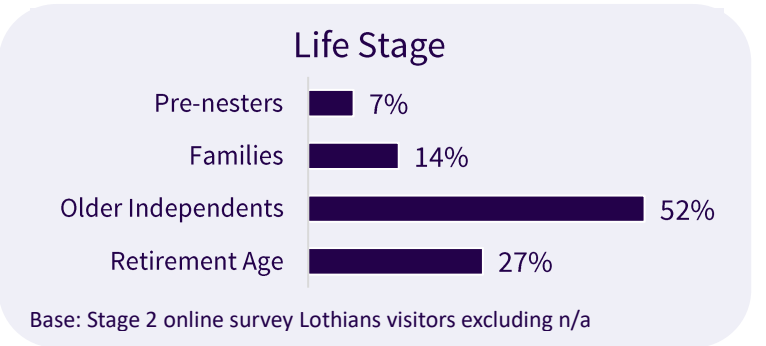
Scotland Visitor Survey 2023

Introduction

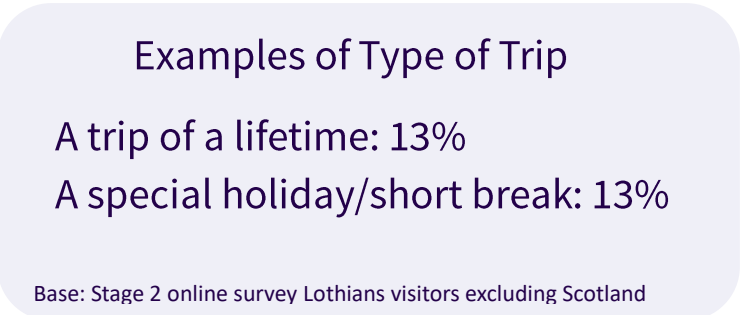
The Scotland Visitor Survey was conducted by Progressive Partnership on behalf of VisitScotland to enhance understanding of visitor behaviour and experience in Scotland. In total, 11,573 visitors were interviewed in Scotland between March and October 2023, with 3,011 responding to an online survey on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

Overall, **132** overnight visitors to the Lothians (excluding Edinburgh) completed the online survey. The results shown below are based on these visitors to the Lothians. Results for visitors to Edinburgh are shown in a separate factsheet.

Profile of overnight visitors to the Lothians



Profile of trip



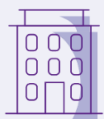
Reasons for choosing Scotland

Rank	Top ten reasons for choosing Scotland	Lothians sample
1	The scenery and landscape	73%
2	The history and culture	46%
3	Outdoor activities available	37%
4	Visiting friends or family	29%
5	Scotland's people	21%
6	My or my family's Scottish ancestry	18%
7	A Scottish attraction	17%
8	A personal event	14%
9	Scotland's food and drink	13%
10	It's easy to get to or close to home	12%
Base: All visitors to Lothians (stage 2 online survey)		132

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

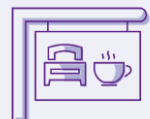
Type of accommodation used in the Lothians

46% stayed in serviced accommodation



31%

Hotel, motel, inn



15%

Guest house, B&B



5%

Serviced apartment

Base: Stage 2 online survey Lothians visitors (priority region) 114

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

60% stayed in non-serviced accommodation



25%

Self-catering/
commercial non-serviced rentals



31%

Camping, caravan,
motorhome



7%

Friend's or
relative's home

Satisfaction with accommodation in the Lothians

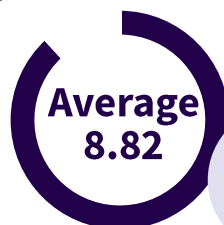
Satisfaction with... (Scored out of 10)



67%
9 or 10
out of 10

Overall welcome provided to you

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



56%
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)

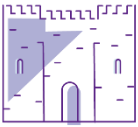


41%
9 or 10
out of 10

The value for money of accommodation

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

Attractions and activities undertaken in the Lothians



Top 5 attractions or activities undertaken/visited in the Lothians

Rank	Attractions and activities undertaken in the Lothians	Lothians sample
1	A castle or fort	44%
2	Viewed architecture and buildings	29%
3	Hill walk, mountaineering, hike or ramble	29%
4	A cathedral, church, abbey or other place of worship	28%
5	Shopping	27%
Base: Took part in activities/attractions in the Lothians		110

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 the Lothians

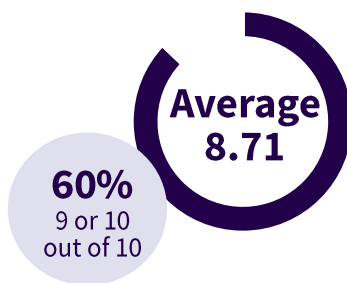
Satisfaction with... (Scored out of 10)

Knowledge and passion of the staff at attractions



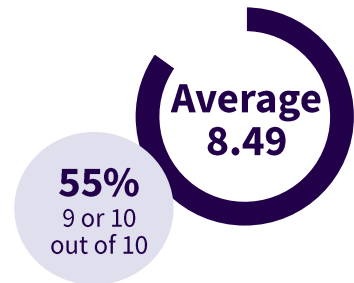
Scotland-wide sample 64%
(9 or 10 out of 10)

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 online survey Took part in activities/attractions in the Lothians excl. n/a 99-101

Food and drink experiences in the Lothians



26% took part in food and/or drink experiences in the Lothians

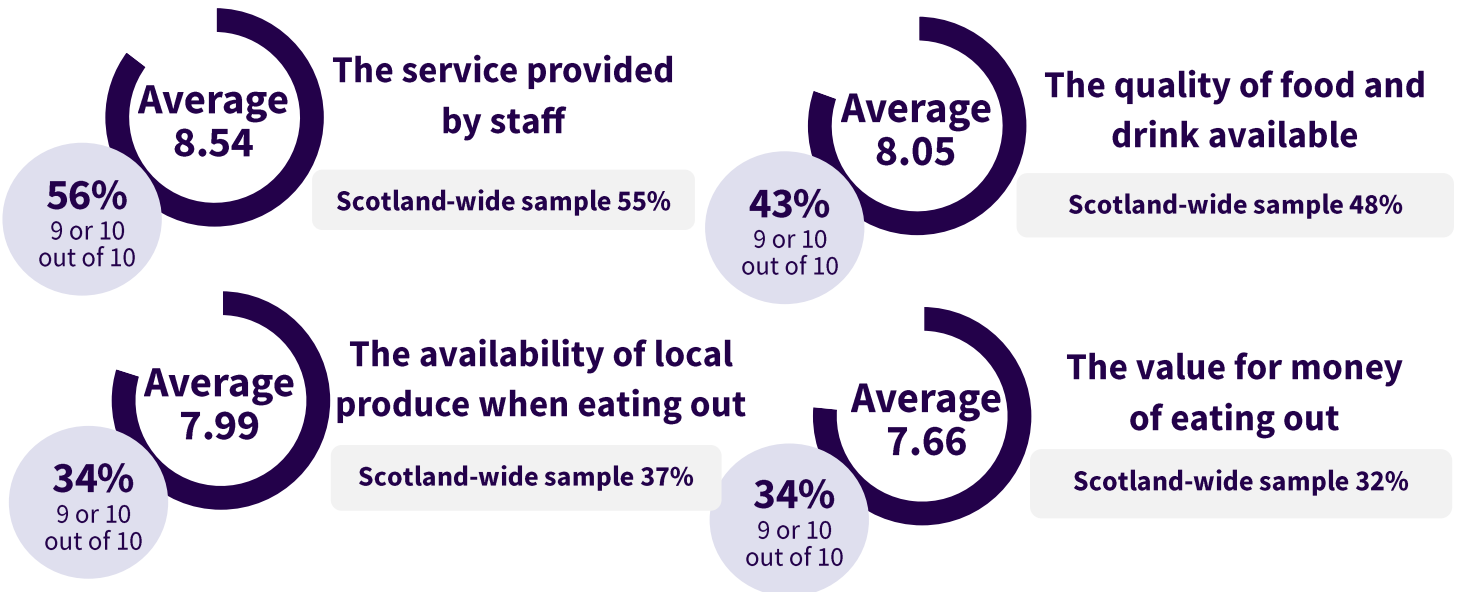
Key food and drink experiences included:

- 11% visited a farm shop/farmer market
- 7% visited a fine dining restaurant
- 2% visited a food or drink event or festival

Base: Stage 2 online survey Took part in activities/attractions in the Lothians 110

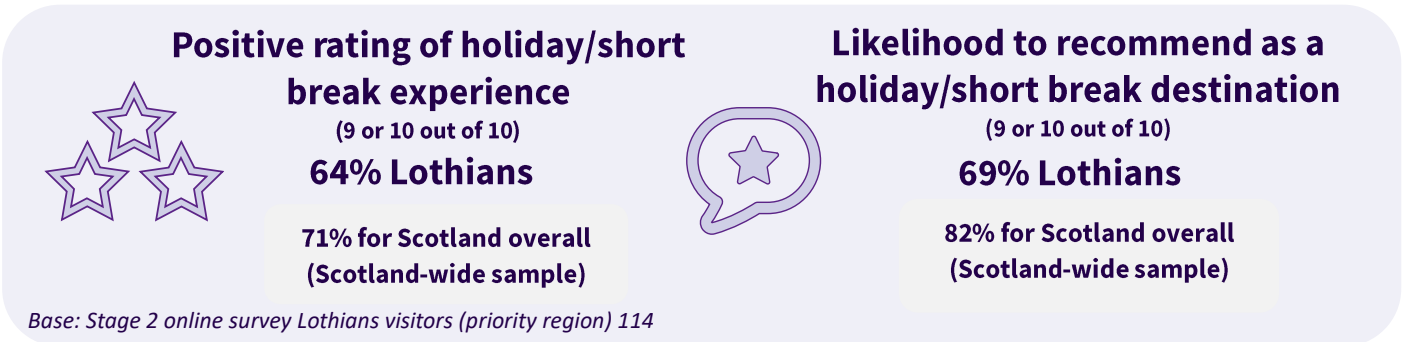
Satisfaction with food and drink experiences in the Lothians

Satisfaction with: (Scored out of 10)



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

Overall experience and likelihood to recommend the Lothians



Base: Stage 2 online survey Lothians visitors (priority region) 114

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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 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 132 is used this includes all visitors who stayed in the Lothians during their trip. Where the base size is 114 this shows results for the visitors who were allocated the Lothians 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.
- The following questionnaire wording was used to describe the area: Lothians (e.g. North Berwick, Gullane, Linlithgow)
- 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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If you require any of this information in an alternative format please let us know.