


## 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, **265** overnight visitors to Perthshire (excluding Perth) completed the online survey. The results shown below are based on these visitors to Perthshire. Results for visitors to Perth are shown in a separate factsheet.

### Profile of overnight visitors to Perthshire



**68% Domestic visitors**

- 17% Scotland (residents)
- 50% Rest of UK



**32% International visitors**

- 13% Europe
- 19% Long haul including:
  - 13% North America
  - 5% Australasia

*Base: Stage 2 online survey Perthshire visitors 265*



**Average number in travel party: 2.7**

**Children (under 16) in party: 15%**

*Base: Stage 2 online survey Perthshire visitors 265*

**Life Stage**

Pre-nesters	9%
Families	13%
Older Independents	45%
Retirement Age	34%

*Base: Stage 2 Perthshire visitors excluding n/a 262*

### Profile of trip



Perthshire visitors stayed on average 9.4 nights in total in Scotland including 3.6 nights in Perthshire

*Base: Stage 2 online survey Perthshire visitors 265*



31% of visitors to Perthshire stayed only in one countryside or rural location in the area



**First time visitor: 23%**  
**Repeat visitor: 77%**

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

*Base: Stage 2 online survey Perthshire visitors 265*

**Examples of Type of Trip**

- A trip of a lifetime: 10%
- A special holiday/short break: 21%

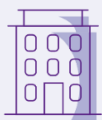
*Base: Stage 2 Perthshire visitors excluding Scotland residents 232*

## Reasons for choosing Scotland

Rank	Top ten reasons for choosing Scotland	Perthshire sample	Rank	Top ten reasons for choosing Scotland	Scotland-wide sample
1	The scenery and landscape	79%	1	The scenery and landscape	70%
2	The history and culture	51%	2	The history and culture	48%
3	Outdoor activities available	38%	3	Outdoor activities available	27%
4	Scotland's people	27%	4	Visiting friends or family	22%
5	A Scottish attraction	22%	5	Scotland's people	21%
6	My or my family's Scottish ancestry	20%	6	A Scottish attraction	19%
7	It's easy to get to or close to home	20%	7	My or my family's Scottish ancestry	16%
8	Visiting friends or family	19%	8	Scotland's food and drink	15%
9	Scotland's food and drink	17%	9	It's easy to get to or close to home	15%
10	A particular experience found in Scotland	12%	10	An event or festival	9%
Base: All visitors to Perthshire (stage 2)		265	Base: All visitors to Scotland (stage 2)		3,011

## Type of accommodation used in Perthshire

**47% stayed in serviced accommodation**



**35%**

Hotel, motel, inn



**10%**

Guest house, B&B



**1%**

Serviced apartment

Base: Stage 2 Perthshire visitors (priority region) 165

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

**55% stayed in non-serviced accommodation**



**32%**

Self-catering/  
commercial non-  
serviced rentals



**16%**

Camping, caravan,  
motorhome



**4%**

Friend's or  
relative's home

## Satisfaction with accommodation in Perthshire

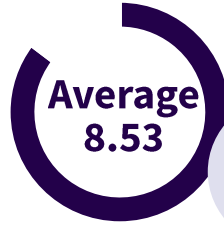
**Satisfaction with...** (Scored out of 10)



**69%**  
9 or 10  
out of 10

**Overall welcome  
provided to you**

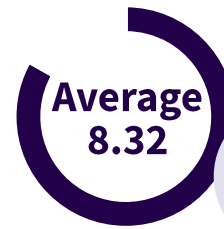
Scotland-wide sample **62%**  
(9 or 10 out of 10)



**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)

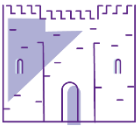


**46%**  
9 or 10  
out of 10

**The value for money  
of accommodation**

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

Attractions and activities undertaken in Perthshire



Top 5 attractions or activities undertaken/visited in Perthshire

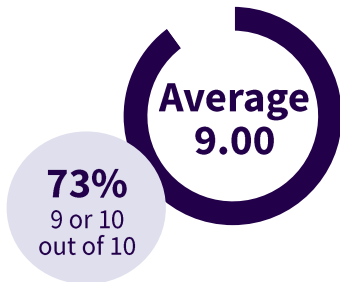
Rank	Attractions and activities undertaken in Perthshire	Perthshire sample
1	Shopping	43%
2	A castle or fort	35%
3	A historic house, palace, stately home	34%
4	Viewed architecture and buildings	32%
5	Hill walk, mountaineering, hike or ramble - guided or self-guided	30%
Base: Took part in activities/attractions in Perthshire		159

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 Perthshire

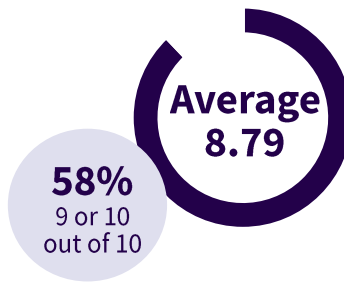
Satisfaction with... (Scored out of 10)

Knowledge and passion of the staff at attractions



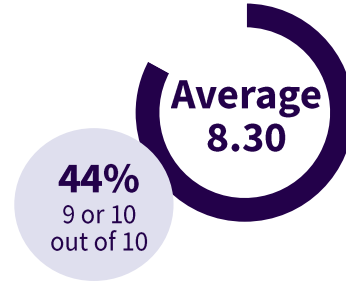
Scotland-wide sample 64%  
(9 or 10 out of 10)

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 Perthshire excl. n/a 145 - 152

**Food and drink experiences in Perthshire**



**29% took part in food and/or drink experiences in Perthshire**

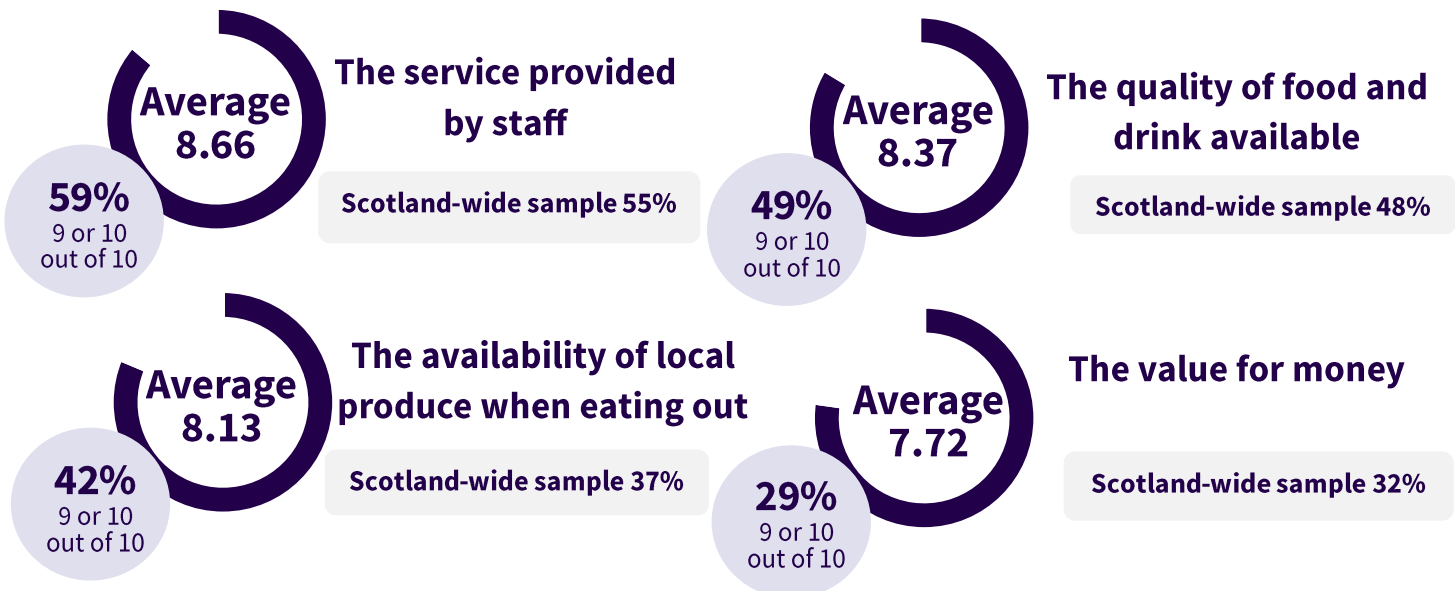
Key food and drink experiences included:

- 11% visited a farm shop/farmers market
- 9% visited a fine dining restaurant
- 3% took part in a food or drink activity, e.g., cookery classes

Base: Stage 2 Took part in activities/attractions in Perthshire 159

**Satisfaction with food and drink experiences in Perthshire**

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



Base: Stage 2 Perthshire visitors excl. n/a 252-262

**Overall experience and likelihood to recommend Perthshire**



**Positive rating of holiday/short break experience**

(9 or 10 out of 10)

**67% Perthshire**

**71% for Scotland overall (Scotland-wide sample)**



**Likelihood to recommend as a holiday/short break destination**

(9 or 10 out of 10)

**81% Perthshire**

**82% for Scotland overall (Scotland-wide sample)**

Base: Stage 2 Perthshire visitors (priority region) 165

## 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 265 is used this includes all visitors who stayed in Perthshire during their trip. Where the base size is 165 this shows results for the visitors who were allocated Perthshire 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: Perthshire (e.g. Pitlochry, Aberfeldy, Blair Atholl, Crieff)
- 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/scotland-visitor-survey) on visitscotland.org for more information on this survey.

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