

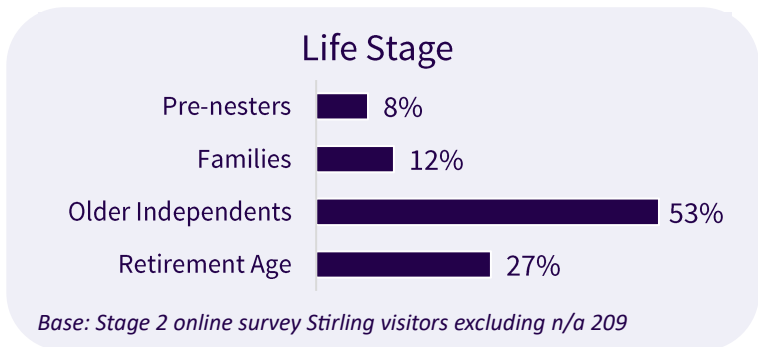
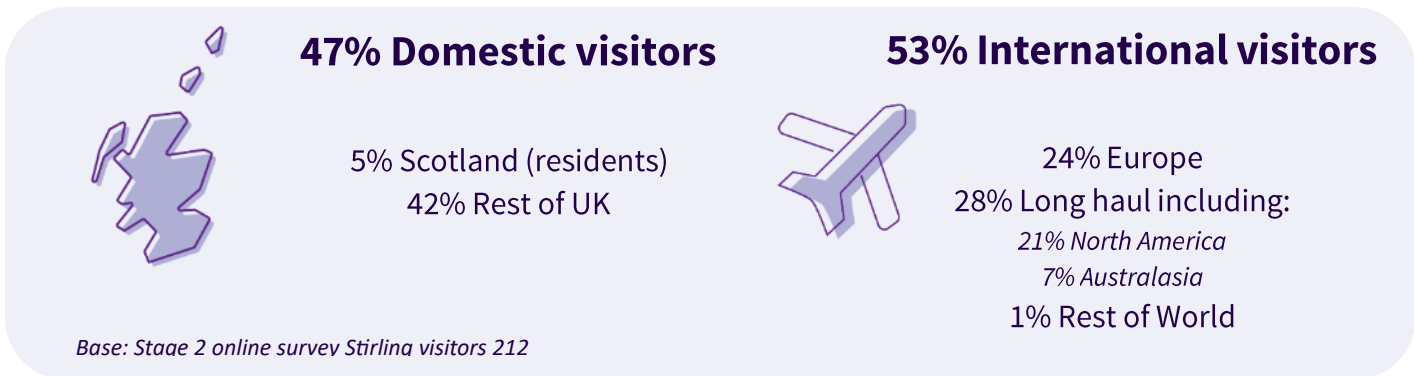
# Scotland Visitor Survey 2023

## 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, **212** overnight visitors to Stirling completed the online survey. The results shown below are based on these visitors to Stirling.

## Profile of overnight visitors to Stirling



## Profile of trip



## Reasons for choosing Scotland

Rank	Top ten reasons for choosing Scotland	Stirling sample
1	The scenery and landscape	76%
2	The history and culture	72%
3	Scotland's people	30%
4	Outdoor activities available	30%
5	A Scottish attraction	25%
6	Visiting friends or family	19%
7	Scotland's food and drink	19%
8	My or my family's Scottish ancestry	16%
9	An event or festival	15%
10	A story or legend about Scotland	12%
Base: All visitors to Stirling (stage 2)		212

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 Stirling

**62% stayed in serviced accommodation**



**50%**

Hotel, motel, inn



**11%**

Guest house, B&B



**3%**

Serviced apartment

Base: Stage 2 Stirling visitors (priority region) 145

Note: Accommodation types add to more than net figure due to some people staying in more than one type of accommodation.

**37% stayed in non-serviced accommodation**



**18%**

Self-catering/  
commercial non-serviced rentals



**14%**

Camping, caravan,  
motorhome

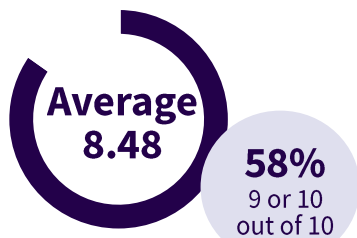


**5%**

Friend's or  
relative's home

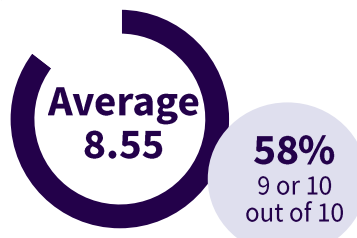
## Satisfaction with accommodation in Stirling

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



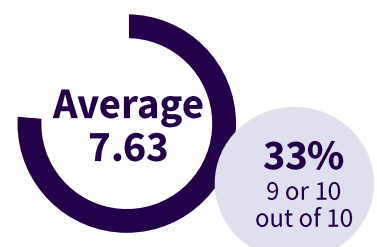
**Overall welcome provided to you**

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



**The knowledge of staff/host (at accommodation) about things to do in the area**

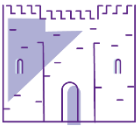
Scotland-wide sample 53%  
(9 or 10 out of 10)



**The value for money of accommodation**

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

Attractions and activities undertaken in Stirling



Top 5 attractions or activities undertaken/visited in Stirling

Rank	Attractions and activities undertaken in Stirling	Stirling sample
1	A castle or fort	63%
2	Viewed architecture and buildings	33%
3	A cathedral, church, abbey or other place of worship	28%
4	Shopping	22%
5	A historic house, palace, stately home	19%
Base: Took part in activities/attractions in Stirling		140

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 Stirling

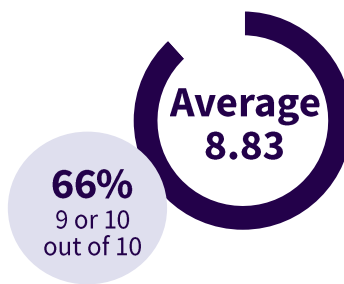
Satisfaction with... (Scored out of 10)

Knowledge and passion of the staff at attractions



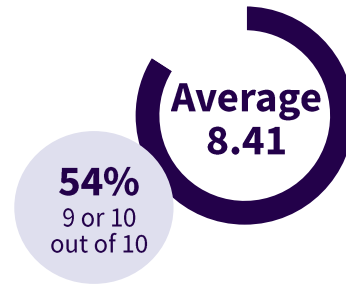
Scotland-wide sample 64%  
(9 or 10 out of 10)

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 Stirling excl. n/a 131-137

**Food and drink experiences in Stirling**



**19% took part in food and/or drink experiences in Stirling**

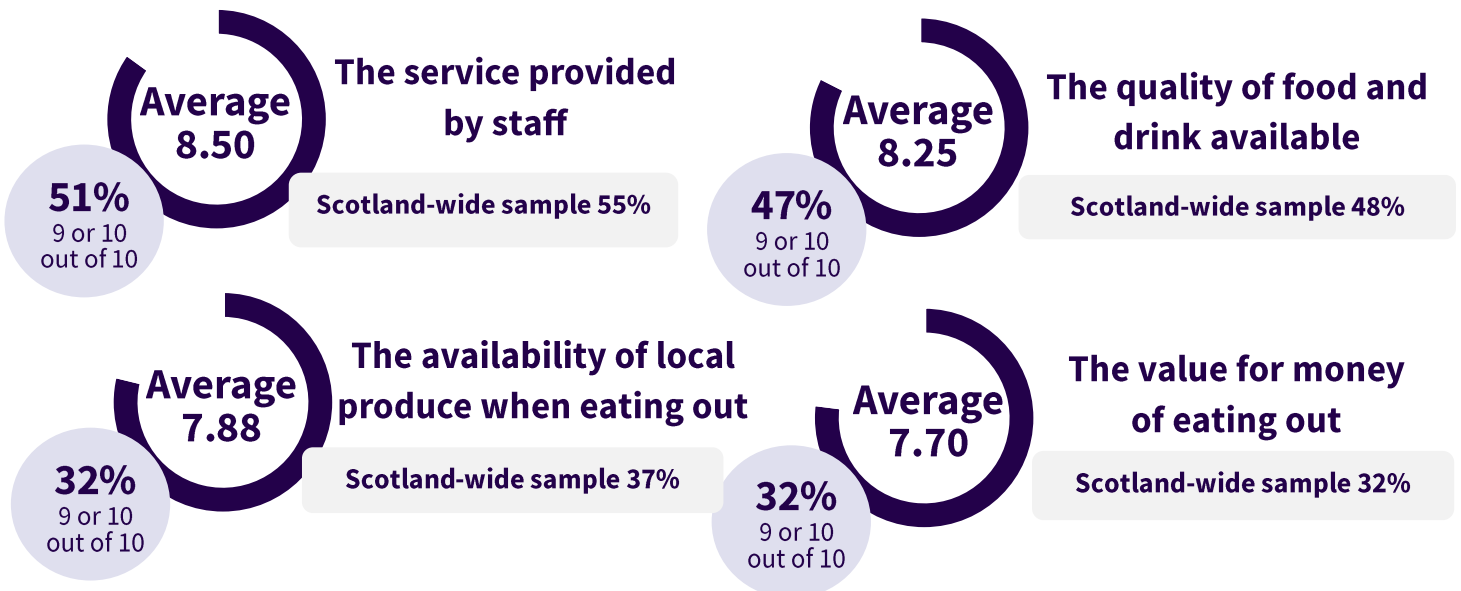
Key food and drink experiences included:

- 9% visited a fine dining restaurant
- 8% visited a farm shop/farmers market
- 2% undertook a food or drink tour, e.g., food walking tour

Base: Stage 2 Took part in activities/attractions in Stirling 140

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

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



Base: Stage 2 Stirling visitors excl. n/a 205-212

**Overall experience and likelihood to recommend Stirling**



Base: Stage 2 Stirling visitors (priority region) 145

### 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 212 is used this includes all visitors who stayed in Stirling during their trip. Where the base size is 145 this shows results for the visitors who were allocated Stirling 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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