


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, **278** overnight visitors to the wider Glasgow area completed the online survey. The results shown below are based on these visitors to wider Glasgow (but excludes visitors to the City of Glasgow).


Profile of overnight visitors to Wider Glasgow



73% Domestic visitors

- 7% Scotland (residents)
- 66% Rest of UK

Base: Stage 2 online survey Wider Glasgow visitors 278



27% International visitors

- 11% Europe
- 15% Long haul including:
 - 10% North America
 - 5% Australasia
 - 1% Rest of World



Average number in travel party: 2.6

Children (under 16) in party: 11%

Base: Stage 2 online survey Wider Glasgow visitors 278

Life Stage

| | |
|--------------------|-----|
| Pre-nesters | 10% |
| Families | 9% |
| Older Independents | 55% |
| Retirement Age | 26% |

Base: Stage 2 Wider Glasgow visitors excl. n/a 274

Profile of trip



Wider Glasgow visitors stayed on average 9.5 nights in total in Scotland including 3.9 nights in Wider Glasgow

Base: Stage 2 online survey Wider Glasgow visitors 278



62% of visitors to the Wider Glasgow area toured around Scotland, staying in two or more places



First time visitor: 30%
Repeat visitor: 70%

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

Base: Stage 2 online survey Wider Glasgow visitors 278

Examples of Type of Trip

- A trip of a lifetime: 8%
- A special holiday/short break: 23%

Base: Stage 2 Wider Glasgow visitors excl. Scotland residents 268

Reasons for choosing Scotland

| Rank | Top ten reasons for choosing Scotland | Wider Glasgow sample |
|---|---|----------------------|
| 1 | The scenery and landscape | 79% |
| 2 | The history and culture | 49% |
| 3 | Outdoor activities available | 32% |
| 4 | Scotland's people | 27% |
| 5 | Visiting friends or family | 23% |
| 6 | Scotland's food and drink | 19% |
| 7 | My or my family's Scottish ancestry | 18% |
| 8 | A Scottish attraction | 15% |
| 9 | It's easy to get to or close to home | 13% |
| 10 | A particular experience found in Scotland | 11% |
| Base: All visitors to Wider Glasgow (stage 2) | | 278 |

| 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 Wider Glasgow

40% stayed in serviced accommodation



35%

Hotel, motel, inn



10%

Guest house, B&B



1%

Hostel

63% stayed in non-serviced accommodation



27%

Self-catering/
commercial non-serviced rentals



18%

Camping, caravan,
motorhome



16%

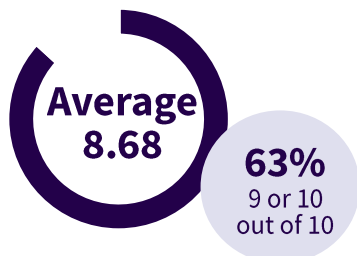
Friend's or
relative's home

Base: Stage 2 Wider Glasgow visitors (priority region) 175

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

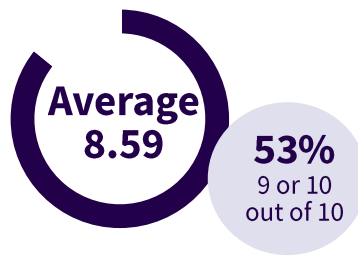
Satisfaction with accommodation in Wider Glasgow

Satisfaction with... (Scored out of 10)



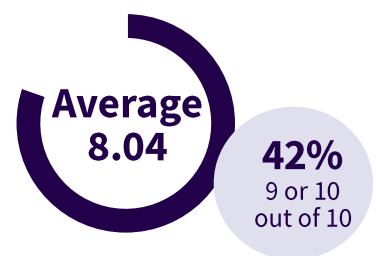
Overall welcome provided to you

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)

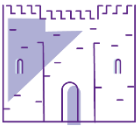


The value for money of accommodation

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

Base: Stage 2 Wider Glasgow visitors in paid for accommodation excl. n/a 208-242

Attractions and activities undertaken in Wider Glasgow



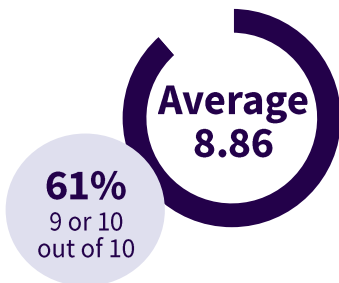
Top 5 attractions or activities undertaken/visited in Wider Glasgow

| Rank | Attractions and activities undertaken in Wider Glasgow | Wider Glasgow sample | Rank | Attractions and activities undertaken in Scotland | Scotland-wide sample |
|--|--|----------------------|---|---|----------------------|
| 1 | Shopping | 38% | 1 | A castle or fort | 59% |
| 2 | Hill walk, mountaineering, hike or ramble | 35% | 2 | Viewed architecture and buildings | 52% |
| 3 | A castle or fort | 34% | 3 | A museum or art gallery | 50% |
| 4 | A country park or garden | 29% | 4 | A historic house, palace, stately home | 49% |
| 5 | A visitor or heritage centre | 27% | 5 | Shopping | 47% |
| Base: Took part in activities/attractions in Wider Glasgow | | 173 | Base: Took part in activities/attractions in Scotland | | 3,011 |

Satisfaction with attractions in Wider Glasgow

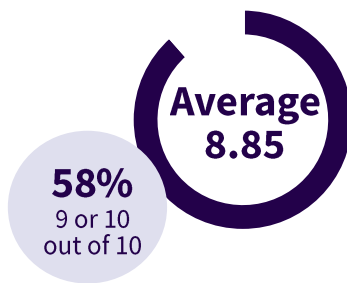
Satisfaction with... (Scored out of 10)

Knowledge and passion of the staff at attractions



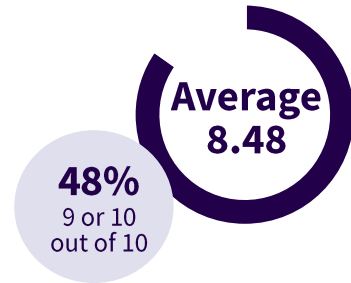
Scotland-wide sample 64% (9 or 10 out of 10)

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 Wider Glasgow excl. n/a 152-162

Food and drink experiences in Wider Glasgow



33% took part in food and/or drink experiences in Wider Glasgow

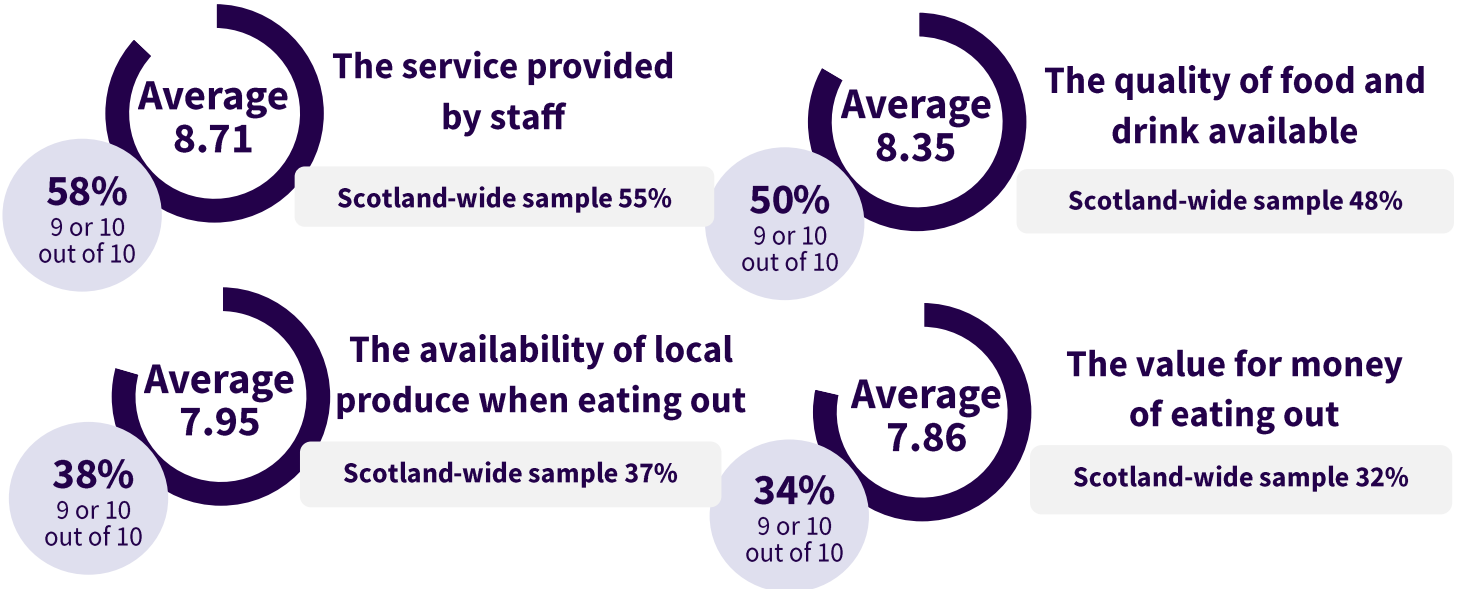
Key food and drink experiences included:

- 17% visited a farm shop/farmers market
- 6% visited a fine dining restaurant
- 6% undertook a food or drink activity e.g. cookery class

Base: Stage 2 Took part in activities/attractions in Wider Glasgow 173

Satisfaction with food and drink experiences in Wider Glasgow

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



Base: Stage 2 Wider Glasgow visitors excl. n/a 254-273

Overall experience and likelihood to recommend Wider Glasgow



Base: Stage 2 Wider Glasgow visitors (priority region) 175

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 278 is used this includes all visitors who stayed in Wider Glasgow during their trip. Where the base size is 175 this shows results for the visitors who were allocated the Wider Glasgow area as their priority region and were asked more detailed questions. The base size refers to the unweighted base.
- The following questionnaire wording was used to describe the area: The wider Glasgow area e.g. Dumbarton, Lanark, Motherwell, Paisley, Balloch, south Loch Lomond
- 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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