


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

Profile of overnight visitors to Angus



76% Domestic visitors

- 15% Scotland (residents)
- 61% Rest of UK

Base: Stage 2 online survey Angus visitors 92

24% International visitors

- 11% Europe
- 12% Long haul including
 - 6% North America
 - 7% Australasia
 - 1% Rest of World



Average number in travel party: 2.3

Children (under 16) in party: 12%

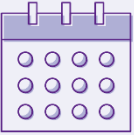
Base: Stage 2 online survey Angus visitors 92

Life Stage

Pre-nesters	3%
Families	9%
Older Independents	52%
Retirement Age	36%

Base: Stage 2 online survey Angus visitors excluding n/a 91

Profile of trip



Angus visitors stayed on average 9.0 nights in total in Scotland including 4.0 nights in Angus

Base: Stage 2 online survey Angus visitors 92



23% of visitors to Angus stayed in one countryside or rural location



First time visitor: 15%
Repeat visitor: 85%

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

Base: Stage 2 online survey Angus visitors 92

Examples of Type of Trip

- A trip of a lifetime: 7%
- A special holiday/short break: 19%

Base: Stage 2 online survey Angus visitors excluding Scotland

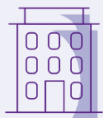
Reasons for choosing Scotland

Rank	Top ten reasons for choosing Scotland	Angus sample
1	The scenery and landscape	71%
2	The history and culture	61%
3	Outdoor activities available	29%
4	Visiting friends or family	28%
5	Scotland's people	22%
6	A Scottish attraction	19%
7	Scotland's food and drink	18%
8	My or my family's Scottish ancestry	18%
9	It's easy to get to or close to home	16%
10	A personal event	6%
Base: All visitors to Angus (stage 2)		92

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 Angus

36% stayed in serviced accommodation



29%

Hotel, motel, inn



4%

Guest house, B&B

Base: Stage 2 Angus visitors (priority region) 77

64% stayed in non-serviced accommodation



33%

Self-catering/
commercial non-
serviced rentals



17%

Friend's or
relative's home



15%

Camping, caravan,
motorhome

Satisfaction with accommodation in Angus

Satisfaction with... (Scored out of 10)



66%
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)



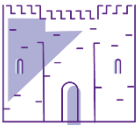
35%
9 or 10
out of 10

**The value for money
of accommodation**

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

Base: Stage 2 Angus visitors in paid for accommodation excluding n/a 70-82

Attractions and activities undertaken in Angus



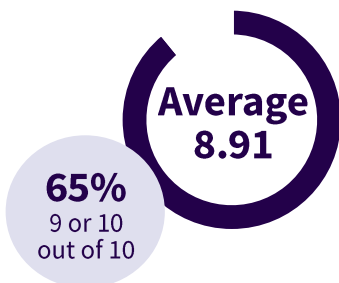
Top 5 attractions or activities undertaken/visited in Angus

Rank	Attractions and activities undertaken in Angus	Angus sample	Rank	Attractions and activities undertaken in Scotland	Scotland-wide sample
1	A castle or fort	57%	1	A castle or fort	59%
2	A historic house, palace, stately home	56%	2	Viewed architecture and buildings	52%
3	Viewed architecture and buildings	36%	3	A museum or art gallery	50%
4	A cathedral, church, abbey or other place of worship	30%	4	A historic house, palace, stately home	49%
5	A country park or garden	30%	5	Shopping	47%
Base: Took part in activities/attractions in Angus		76	Base: Took part in activities/attractions in Scotland		3,011

Satisfaction with attractions in Angus

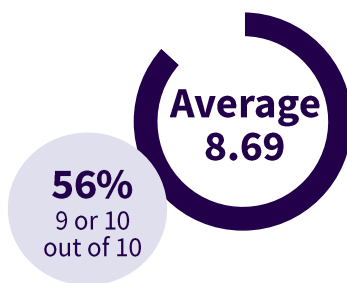
Satisfaction with... (Scored out of 10)

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 Angus excluding n/a 71

Food and drink experiences in Angus



29% took part in food and/or drink experiences in Angus

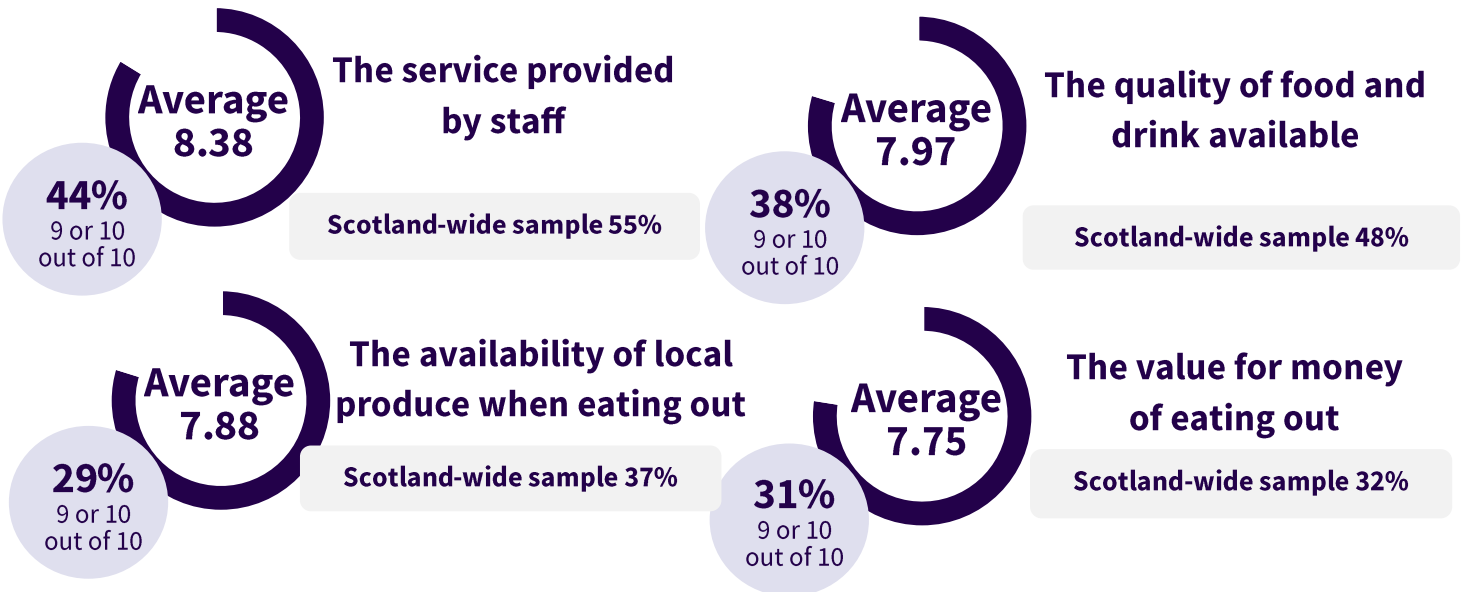
Key food and drink experiences included:

- 22% visited a farm shop/farmers market
- 4% visited a fine dining restaurant
- 1% visited a food or drink event or festival
- 1% took part in a food or drink activity

Base: Stage 2 Took part in activities/attractions in Angus 76

Satisfaction with food and drink experiences in Angus

Satisfaction with: (Scored out of 10)



Base: Stage 2 Angus visitors excl. n/a 84-90

Overall experience and likelihood to recommend Angus



Base: Stage 2 Angus visitors (priority region) 77

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 92 is used this includes all visitors who stayed in Angus during their trip. Where the base size is 77 this shows results for the visitors who were allocated Angus 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: Angus (e.g. Arbroath, Glamis).
- 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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