

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, **225** overnight visitors to Dumfries and Galloway completed the online survey. The results shown below are based on these visitors to Dumfries and Galloway.

Profile of overnight visitors to Dumfries and Galloway



87% Domestic visitors

13% Scotland (residents)
74% Rest of UK

13% International visitors

4% Europe
9% Long haul including
4% North America
5% Australasia

Base: Stage 2 online survey Dumfries and Galloway visitors 225

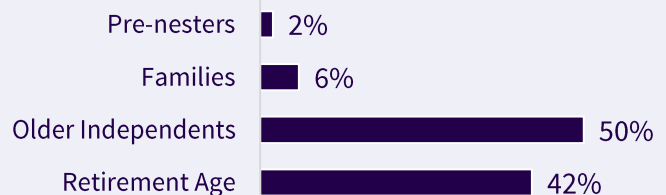


Average number in travel party: 2.4

Children (under 16) in party: 8%

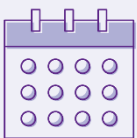
Base: Stage 2 online survey Dumfries and Galloway visitors 225

Life Stage



Base: Stage 2 Dumfries and Galloway visitors excl. n/a 222

Profile of trip



Dumfries and Galloway visitors stayed on average 9.1 nights in total in Scotland Including 3.8 nights in Dumfries and Galloway

Base: Stage 2 online survey Dumfries and Galloway visitors 225



26% of visitors to Dumfries and Galloway stayed in one countryside or rural location



First time visitor: 11%
Repeat visitor: 89%

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

Base: Stage 2 online survey Dumfries and Galloway visitors 225

Examples of Type of Trip

A trip of a lifetime: 7%

A special holiday/short break: 10%

Base: Stage 2 Dumfries and Galloway visitors excluding Scotland residents 201

Reasons for choosing Scotland

Rank	Top ten reasons for choosing Scotland	Dumfries and Galloway sample
1	The scenery and landscape	78%
2	The history and culture	52%
3	Outdoor activities available	31%
4	It's easy to get to or close to home	19%
5	Scotland's people	18%
6	Visiting friends or family	17%
7	A Scottish attraction	17%
8	My or my family's Scottish ancestry	14%
9	A specific hotel or other accommodation	10%
10	Scotland's food and drink	10%
Base: All visitors to Dumfries and Galloway (stage 2)		225

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 Dumfries and Galloway

36% stayed in serviced accommodation



27%

Hotel, motel, inn



8%

Guest house, B&B



3%

Farmhouse

Base: Stage 2 Dumfries and Galloway visitors (priority region) 162

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

66% stayed in non-serviced accommodation



30%

Self-catering/
commercial non-serviced rentals



27%

Camping, caravan,
motorhome

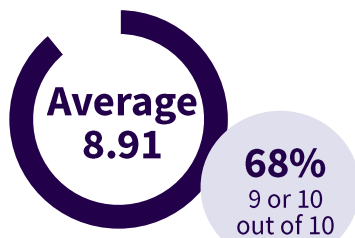


11%

Friend's or
relative's home

Satisfaction with accommodation in Dumfries and Galloway

Satisfaction with... (Scored out of 10)



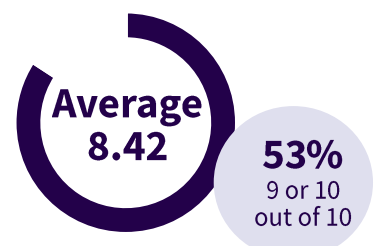
Overall welcome provided to you

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)

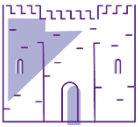


The value for money of accommodation

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

Base: Stage 2 Dumfries and Galloway visitors in paid for accommodation excl. n/a 148-186

Attractions and activities undertaken in Dumfries and Galloway



Top 5 attractions or activities undertaken/visited in Dumfries and Galloway

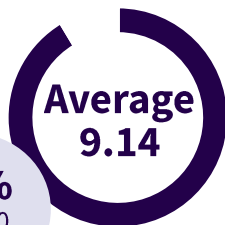
Rank	Attractions and activities undertaken in Dumfries and Galloway	Dumfries and Galloway sample
1	Shopping	47%
2	A country park or garden	44%
3	A castle or fort	35%
4	A historic house, palace, stately home	33%
5	A museum or art gallery	29%
Base: Took part in activities/attractions in Dumfries and Galloway		158

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 Dumfries and Galloway

Satisfaction with... (Scored out of 10)

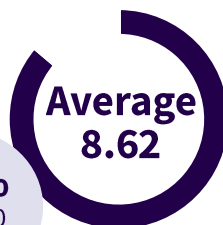
Knowledge and passion of the staff at attractions



69%
9 or 10 out of 10

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

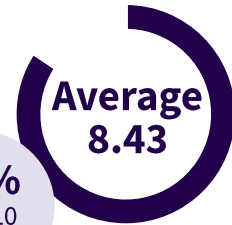
Quality of experience at attractions



52%
9 or 10 out of 10

Scotland-wide sample 57%
(9 or 10 out of 10)

Value for money of paid for attractions



50%
9 or 10 out of 10

Scotland-wide sample 47%
(9 or 10 out of 10)

Base: Stage 2 Took part in activities/attractions in Dumfries and Galloway excluding n/a 129-139

Food and drink experiences in Dumfries and Galloway



37% took part in food and/or drink experiences in Dumfries and Galloway

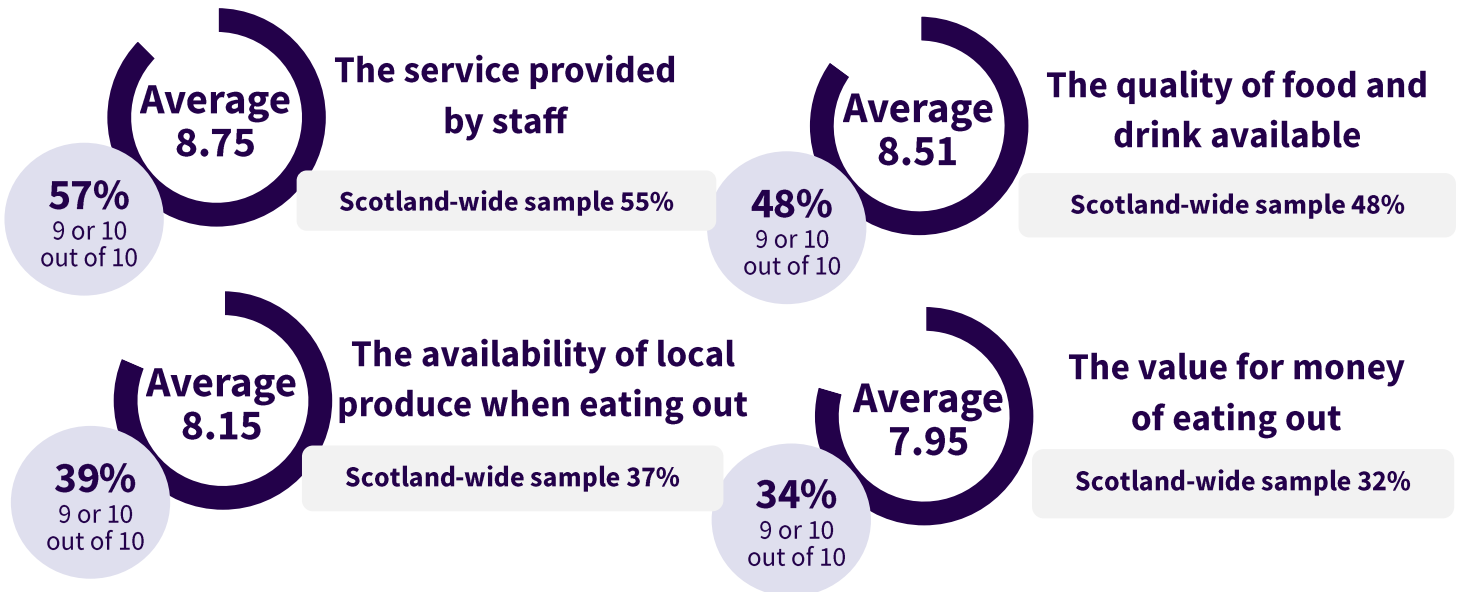
Key food and drink experiences included:

- 28% visited a farm shop/farmers market
- 4% visited a fine dining restaurant
- 3% undertook a food or drink activity e.g. cookery class

Base: Stage 2 Took part in activities/attractions in Dumfries and Galloway 158

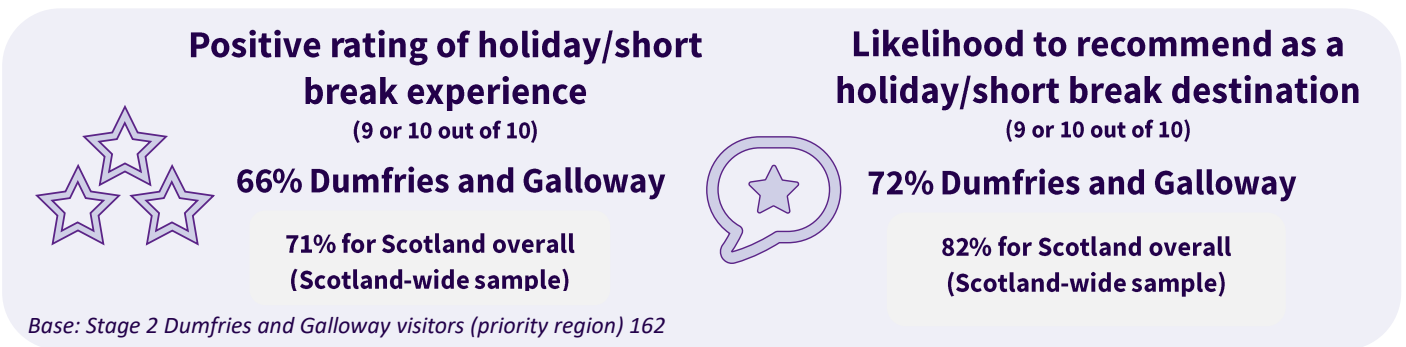
Satisfaction with food and drink experiences in Dumfries and Galloway

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



Base: Stage 2 Dumfries and Galloway visitors excl. n/a 202-213

Overall experience and likelihood to recommend Dumfries and Galloway



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 225 is used this includes all visitors who stayed in Dumfries and Galloway during their trip. Where the base size is 162 this shows results for the visitors who were allocated Dumfries and Galloway 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: Dumfries & Galloway (e.g. Stranraer, Moffat, Gretna)
- 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](#) on [visitscotland.org](#) for more information on this survey.

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