

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

## Profile of overnight visitors to Dundee



**65% Domestic visitors**

- 18% Scotland (residents)
- 48% Rest of UK

*Base: Stage 2 online survey Dundee visitors 200*



**35% International visitors**

- 14% Europe
- 18% Long haul including
  - 14% North America
  - 5% Australasia
  - 2% Rest of World



**Average number in travel party: 2.6**

**Children (under 16) in party: 9%**

*Base: Stage 2 online survey Dundee visitors 200*

**Life Stage**

Pre-nesters	8%
Families	8%
Older Independents	52%
Retirement Age	31%

*Base: Stage 2 Dundee visitors excluding n/a 196*

## Profile of trip



Dundee visitors stayed on average 8.7 nights in total in Scotland including 2.7 nights in Dundee

*Base: Stage 2 online survey Dundee visitors 200*



21% of visitors to Dundee stayed only in Dundee (i.e. did not stay elsewhere)



**First time visitor: 18%**  
**Repeat visitor: 82%**

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

*Base: Stage 2 online survey Dundee visitors 200*

**Examples of Type of Trip**

- A trip of a lifetime: 9%
- A special holiday/short break: 23%

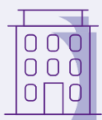
*Base: Stage 2 Dundee visitors excluding Scotland residents 177*

## Reasons for choosing Scotland

Rank	Top ten reasons for choosing Scotland	Dundee sample	Rank	Top ten reasons for choosing Scotland	Scotland-wide sample
1	The scenery and landscape	64%	1	The scenery and landscape	70%
2	The history and culture	53%	2	The history and culture	48%
3	Visiting friends or family	26%	3	Outdoor activities available	27%
4	Outdoor activities available	23%	4	Visiting friends or family	22%
5	Scotland's people	22%	5	Scotland's people	21%
6	A Scottish attraction	19%	6	A Scottish attraction	19%
7	Scotland's food and drink	14%	7	My or my family's Scottish ancestry	16%
8	An event or festival	14%	8	Scotland's food and drink	15%
9	My or my family's Scottish ancestry	14%	9	It's easy to get to or close to home	15%
10	It's easy to get to or close to home	13%	10	An event or festival	9%
Base: All visitors to Dundee (stage 2)		200	Base: All visitors to Scotland (stage 2)		3,011

## Type of accommodation used in Dundee

**79% stayed in serviced accommodation**



**72%**

Hotel, motel, inn



**4%**

Guest house, B&B



**3%**

Serviced apartment

Base: Stage 2 Dundee visitors (priority region) 182

**21% stayed in non-serviced accommodation**



**9%**

Friend's or relative's home



**7%**

Self-catering/commercial non-serviced rentals

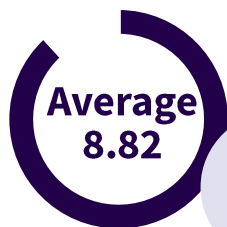


**5%**

Camping, caravan, motorhome

## Satisfaction with accommodation in Dundee

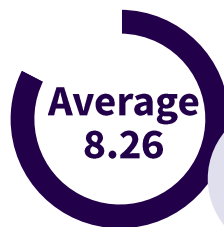
**Satisfaction with...** (Scored out of 10)



**60%**  
9 or 10 out of 10

**Overall welcome provided to you**

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



**47%**  
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)



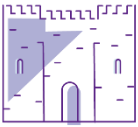
**37%**  
9 or 10 out of 10

**The value for money of accommodation**

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

Base: Stage 2 Dundee visitors in paid for accommodation excluding n/a 151-191

**Attractions and activities undertaken in Dundee**



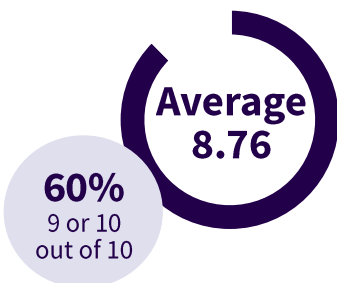
**Top 5 attractions or activities undertaken/visited in Dundee**

Rank	Attractions and activities undertaken in Dundee	Dundee sample	Rank	Attractions and activities undertaken in Scotland	Scotland-wide sample
1	A museum or art gallery	63%	1	A castle or fort	59%
2	Viewed architecture and buildings	42%	2	Viewed architecture and buildings	52%
3	Shopping	32%	3	A museum or art gallery	50%
4	A cathedral, church, abbey or other place of worship	22%	4	A historic house, palace, stately home	49%
5	A castle or fort	21%	5	Shopping	47%
Base: Took part in activities/attractions in Dundee		170	Base: Took part in activities/attractions in Scotland		3,011

**Satisfaction with attractions in Dundee**

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

**Knowledge and passion of the staff at attractions**



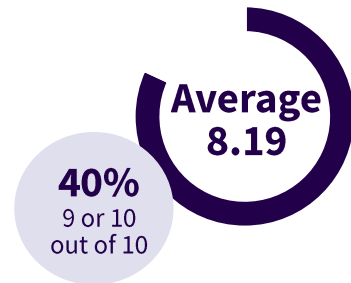
**Scotland-wide sample 64%**  
(9 or 10 out of 10)

**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 Dundee excl. n/a 161-167

**Food and drink experiences in Dundee**



**16% took part in food and/or drink experiences in Dundee**

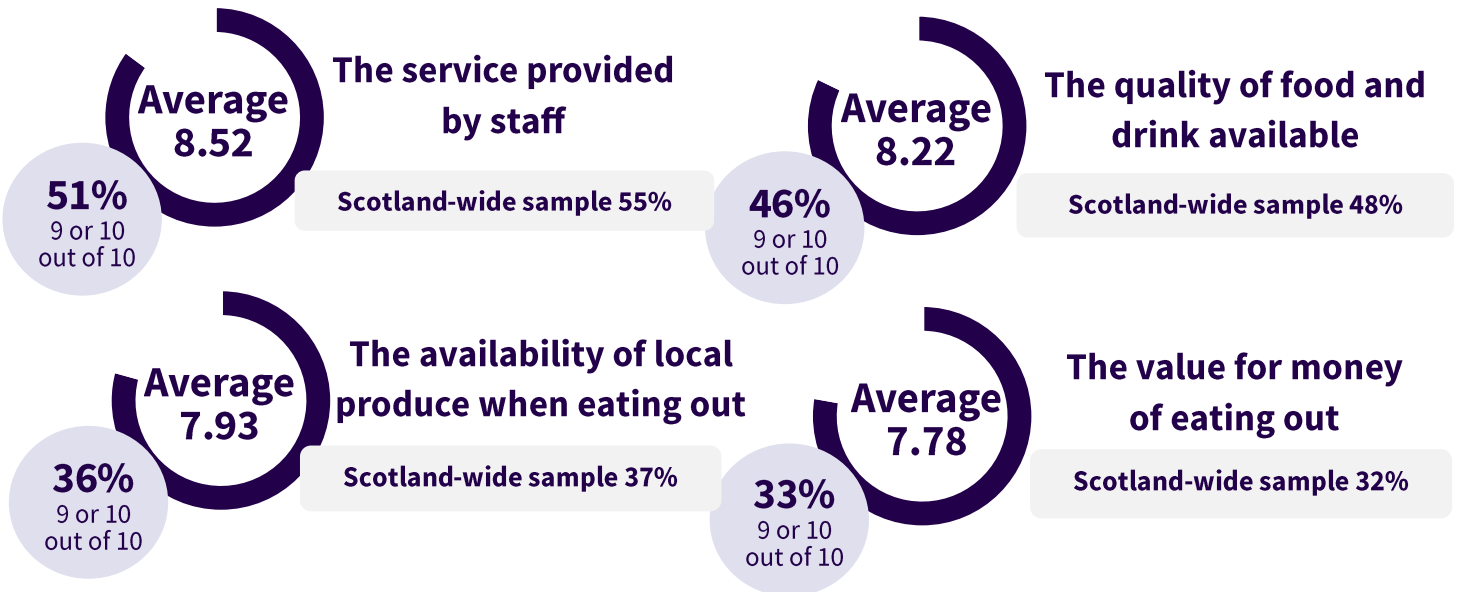
Key food and drink experiences included:

- 5% visited a fine dining restaurant
- 3% visited a farm shop/farmers market
- 2% undertook a food or drink activity e.g. cookery class

Base: Stage 2 Took part in activities/attractions in Dundee 170

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

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



Base: Stage 2 Dundee visitors excl. n/a 185-198

**Overall experience and likelihood to recommend Dundee**



Base: Stage 2 Dundee visitors (priority region) 182

## 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 200 is used this includes all visitors who stayed in Dundee during their trip. Where the base size is 182 this shows results for the visitors who were allocated Dundee 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.
- 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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