

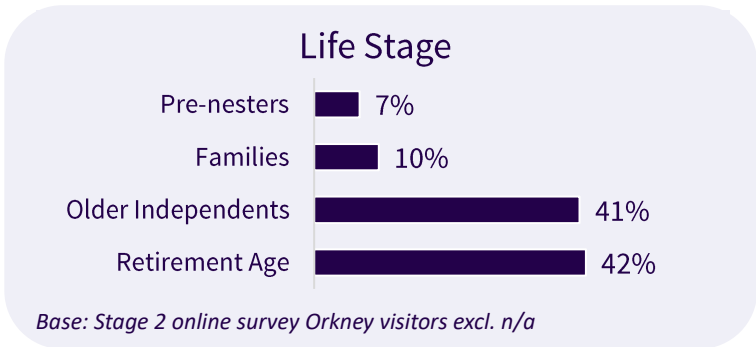
Scotland Visitor Survey 2023

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

Profile of overnight visitors to Orkney



Profile of trip



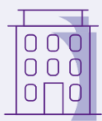
Reasons for choosing Scotland

Rank	Top ten reasons for choosing Scotland	Orkney sample
1	The scenery and landscape	79%
2	The history and culture	70%
3	Outdoor activities available	30%
4	A Scottish attraction	22%
5	Scotland's people	20%
6	Visiting friends or family	19%
7	My or my family's Scottish ancestry	16%
8	A particular experience found in Scotland	15%
9	Scotland's food and drink	14%
10	It's easy to get to or close to home	10%
Base: All visitors to Orkney (stage 2 online survey)		270

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 online survey)		3,011

Type of accommodation used in Orkney

36% stayed in serviced accommodation



22%

Hotel, motel, inn



15%

Guest house, B&B



3%

Hostel

Base: Stage 2 online survey Orkney visitors (priority region) 183

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

68% stayed in non-serviced accommodation



47%

Self-catering/
commercial non-
serviced rentals



16%

Camping, caravan,
motorhome

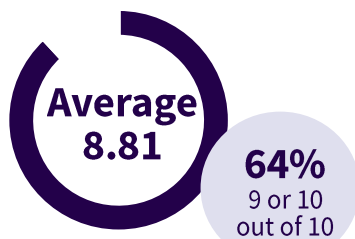


6%

Friend's or
relative's home

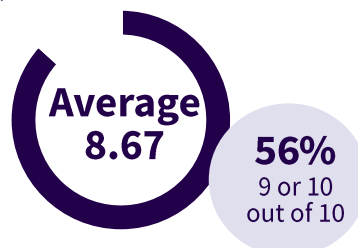
Satisfaction with accommodation in Orkney

Satisfaction with... (Scored out of 10)



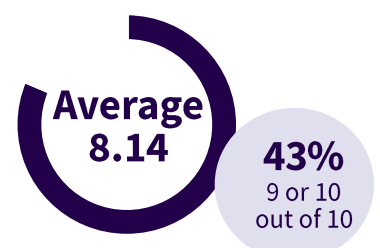
**Overall welcome
provided to you**

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



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

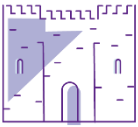
Scotland-wide sample 53%
(9 or 10 out of 10)



**The value for money
of accommodation**

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

Attractions and activities undertaken in Orkney



Top 5 attractions or activities undertaken/visited in Orkney

Rank	Attractions and activities undertaken in Orkney	Orkney sample
1	An archaeological site	81%
2	A cathedral, church, abbey or other place of worship	73%
3	A visitor or heritage centre	54%
4	Viewed architecture and buildings	51%
5	A historic house, palace, stately home	49%
Base: Took part in activities/attractions in Orkney		182

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 Orkney

Satisfaction with... (Scored out of 10)

Knowledge and passion of the staff at attractions



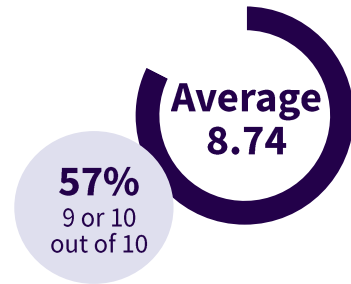
Scotland-wide sample 64%
(9 or 10 out of 10)

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 online survey Took part in activities/attractions in Orkney excl. n/a 170-176

Food and drink experiences in Orkney



24% took part in food and/or drink experiences in Orkney

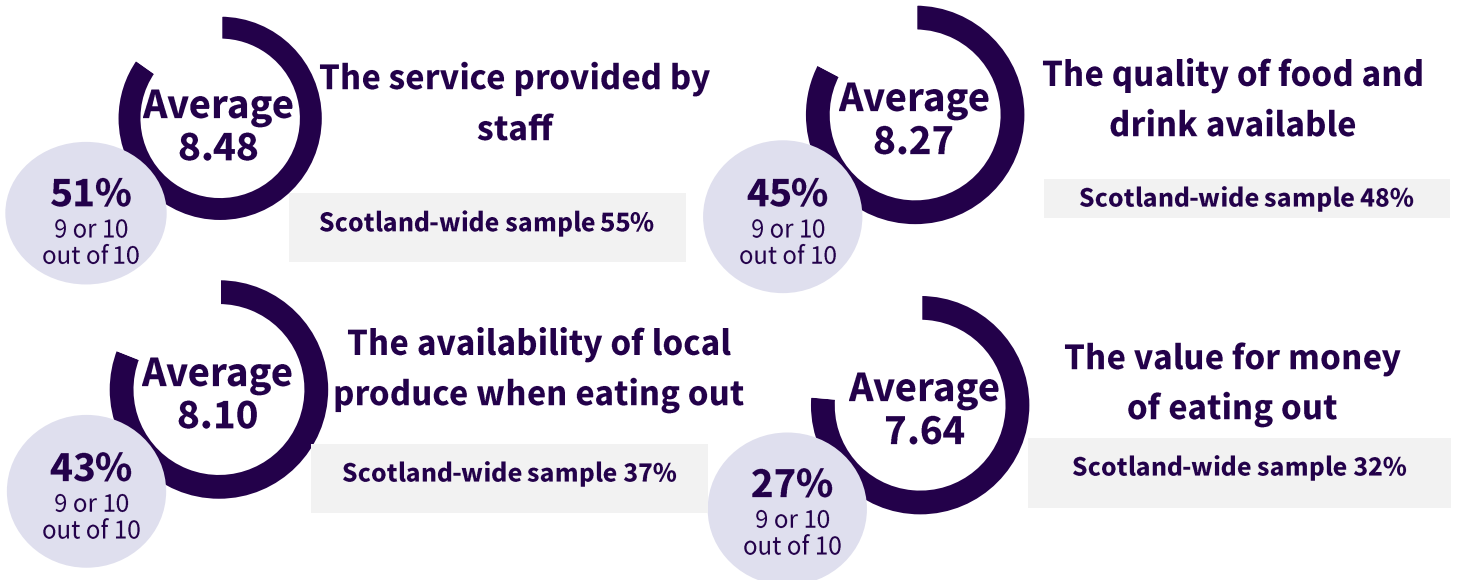
Key food and drink experiences included:

- 14% visited a farm shop/farmers market
- 5% visited a fine dining restaurant
- 5% undertook a food or drink activity e.g. cookery class

Base: Stage 2 online survey Took part in activities/attractions in Orkney

Satisfaction with food and drink experiences in Orkney

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



Base: Stage 2 online survey Orkney visitors excl. n/a

Overall experience and likelihood to recommend Orkney



Base: Stage 2 online survey Orkney visitors (priority region) 183

Disclaimer:

This publication is provided in good faith to update VisitScotland stakeholders on its activity. The publication is provided “as is” and VisitScotland accepts no responsibility for any error or omission. We do not provide any guarantees, conditions or warranties that the publication is current, secure, accurate, complete or free from bugs or viruses.

This publication, including all data and other information contained within it, is not intended to amount to advice on which any reliance should be placed. VisitScotland is not responsible for how the publication is used or interpreted. We therefore disclaim all liability and responsibility arising from any reliance placed on this publication by anyone who may use any of its contents. VisitScotland may add, change, improve or update this publication at any time without notice.

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 270 is used this includes all visitors who stayed in Orkney during their trip. Where the base size is 183 this shows results for the visitors who were allocated Orkney as their priority region.
- 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.

Contact Us:

Insight Department
VisitScotland
visitscotland.org **visitscotland.com**
research@visitscotland.com

If you require any of this information in an alternative format please let us know.