

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

Profile of overnight visitors to Perth



57% Domestic visitors

- 11% Scotland (residents)
- 46% Rest of UK

Base: Stage 2 online survey Perth visitors 91



43% International visitors

- 28% Europe
- 14% Long haul
- 6% North America
- 7% Australasia
- 1% Rest of World



Average number in travel party: 2.2

Children (under 16) in party: 8%

Base: Stage 2 online survey Perth visitors 91

Life Stage

Pre-nesters	16%
Families	8%
Older Independents	38%
Retirement Age	38%

Base: Stage 2 Perth visitors excluding n/a 90

Profile of trip



Perth visitors stayed on average 8.9 nights in total in Scotland including 2.7 nights in Perth

Base: Stage 2 online survey Perth visitors 91



25% of visitors to Perth stayed only in Perth. (i.e. did not stay elsewhere)



First time visitor: 33%
Repeat visitor: 67%

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

Base: Stage 2 online survey Perth visitors 91

Examples of Type of Trip

- A trip of a lifetime: 13%
- A special holiday/short break: 30%

Base: Stage 2 Perth visitors excl. Scotland residents 85

Reasons for choosing Scotland

Rank	Top ten reasons for choosing Scotland	Perth sample	Rank	Top ten reasons for choosing Scotland	Scotland-wide sample
1	The scenery and landscape	63%	1	The scenery and landscape	70%
2	The history and culture	52%	2	The history and culture	48%
3	A Scottish attraction	26%	3	Outdoor activities available	27%
4	Scotland's people	23%	4	Visiting friends or family	22%
5	Outdoor activities available	22%	5	Scotland's people	21%
6	An event or festival	14%	6	A Scottish attraction	19%
7	Visiting friends or family	12%	7	My or my family's Scottish ancestry	16%
8	My or my family's Scottish ancestry	10%	8	Scotland's food and drink	15%
9	A particular experience found in Scotland	9%	9	It's easy to get to or close to home	15%
10	Scotland's food and drink	9%	10	An event or festival	9%
Base: All visitors to Perth (stage 2)		91	Base: All visitors to Scotland (stage 2)		3,011

Type of accommodation used in Perth

70% stayed in serviced accommodation



51%

Hotel, motel, inn



15%

Guest house, B&B



4%

Serviced apartment

Base: Stage 2 Perth visitors (priority region) 79

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

31% stayed in non-serviced accommodation



14%

Camping, caravan, motorhome



13%

Self-catering/commercial non-serviced rentals

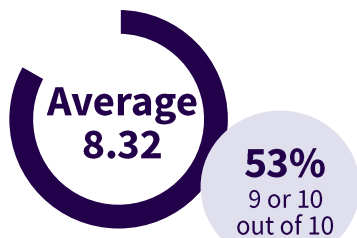


4%

Friend's or relative's home

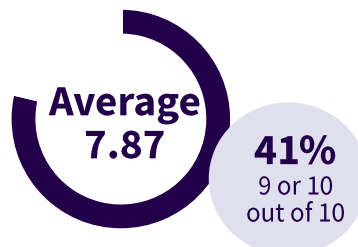
Satisfaction with accommodation

Satisfaction with... (Scored out of 10)



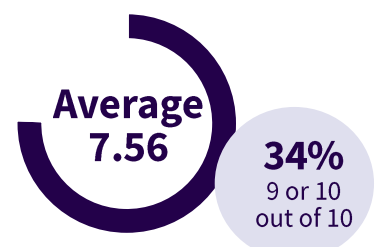
Overall welcome provided to you

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)

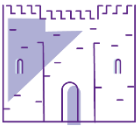


The value for money of accommodation

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

Base: Stage 2 Perth visitors in paid for accommodation excl. n/a 74 - 88

Attractions and activities undertaken in Perth



Top 5 attractions or activities undertaken/visited in Perth

Rank	Attractions and activities undertaken in Perth	Perth sample
1	A historic house, palace, stately home	42%
2	Shopping	35%
3	A castle or fort	31%
4	Viewed architecture and buildings	31%
5	A cathedral, church, abbey or other place of worship	29%
Base: Took part in activities/attractions in Perth		76

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 Perth

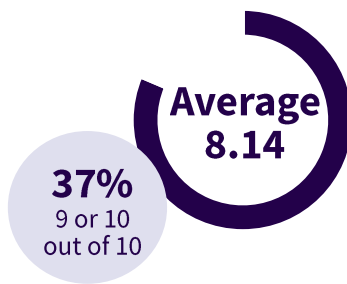
Satisfaction with... (Scored out of 10)

Base: Stage 2 Took part in activities/attractions in Perth excl. n/a 70-73

Knowledge and passion of the staff at attractions

Quality of experience at attractions

Value for money of paid for attractions



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

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

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

Food and drink experiences in Perth



17% took part in food and/or drink experiences in Perth

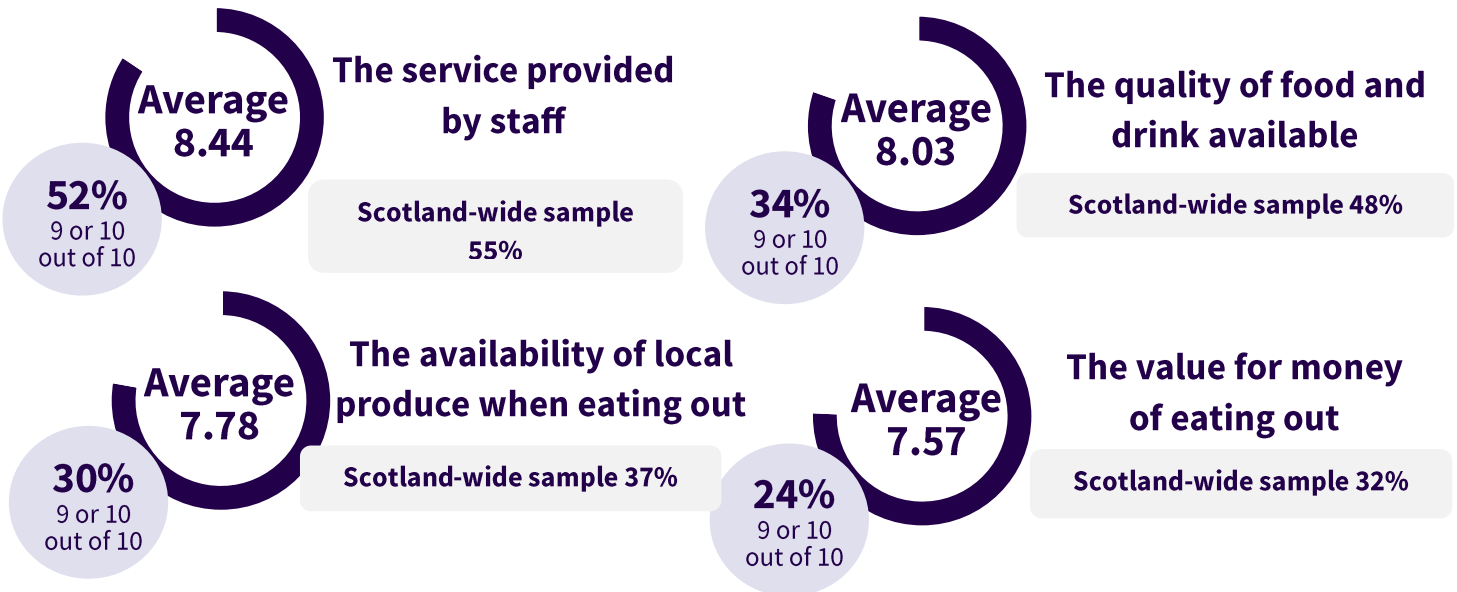
Key food and drink experiences included:

- 10% visited a fine dining restaurant
- 4% visited a farm shop/farmers market
- 2% visited a food or drink event or festival

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

Satisfaction with food and drink experiences in Perth

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



Base: Stage 2 Perth visitors excl. n/a 81 - 89

Overall experience and likelihood to recommend Perth



Base: Stage 2 Perth visitors (priority region) 79

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 91 is used this includes all visitors who stayed in Perth during their trip. Where the base size is 79 this shows results for the visitors who were allocated Perth 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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