



Scotland Golf Visitor Survey 2016

Regional Report – Ayrshire

Background and survey method

The data for the survey was collected by:

- Face-to-face interviews at courses across Scotland – 91 completed in Ayrshire
- Online survey sent to golf visitors – 46 golfing visitors to Ayrshire responded
- Total sample for Ayrshire – 123 respondents¹

All interviewing was conducted between May and October 2016. The online survey was open from June to November 2016.

The data set reported has been weighted to ensure it is representative in terms of month, country of origin of visitors and region.

Key Findings

Economic Value of Golf Visitors

- The economic value of golf tourism to Ayrshire is £17.1M (437 jobs supported)².

Profile of Golf Visitors

- In terms of country of residence, visitors to Ayrshire's golf courses are split between those from Scotland (37%), the rest of UK (26%) and overseas (37%). This differs slightly from the profile of visitors to Scotland as a whole (50% from Scotland; 19% rest of UK; 31% overseas). Visitors to Ayrshire are, therefore, more likely to be from the rest of the UK or overseas than the overall Scottish average.
- A higher proportion of visitors to Ayrshire were staying overnight (81%) compared to the proportion across Scotland as a whole (65%)
- The vast majority of golf visitors to Ayrshire (81%) are male, while 19% are female which was higher than the Scotland-wide sample (12%).

¹ The total sample is less than the F2F plus the online samples combined as some visitors responded to both surveys.

² Estimates for the value of golf tourism in Scotland's regions have been calculated using the regional spend figures from staying visitors and day visitors (excluding those visitors who live within 30 miles of the course). The impact of events has not been included in the regional analysis.

- The age profile of golf visitors to Ayrshire is mixed with 55% aged 25-54 years old and 42% aged over 55 years. This profile is slightly younger than the Scotland average (52% over 55).
- Just under three quarters of visitors to the area who were from the rest of the UK and overseas (71%) have been to Scotland before and 29% are first time visitors – similar to the Scotland-wide average (30% first time visitors).
- Visitors to Ayrshire tend to be enthusiastic and skilled golfers. In total, 82% are a member of a golf club, 67% play golf at least once a week (during the main golfing season) and 81% have an official handicap.

Motivations to Visit Scotland

- Visitors from outside of Scotland (from the rest of UK and overseas) were asked the key factors that influenced their decision to visit **Scotland** to play golf.
- The top answers for visitors to Ayrshire were:
 - Have always wanted to play golf in Scotland: The Home of Golf (mentioned by 41%)
 - Have taken a golfing holiday in Scotland before and wanted to do so again (33%)
 - Scotland's reputation as a golf destination (37%)

Evaluation of Golf Visitor Experience

- Visitors to Ayrshire provided very positive ratings of their golf experience. The average score out of 10 given by visitors when asked to rate the overall golf experience on the day of interview was 9.06. In total, 67% gave a score of 9 or 10 out of 10 for their golfing experience, with a further 22% providing a score of 8.
- These ratings are slightly higher to the overall average across Scotland (mean score – 8.93).