Introduction

The Scotland Visitor Survey was carried out by Jump Research for VisitScotland to enhance understanding of visitor behaviour and the visitor experience in Scotland. 11,743 leisure overnight visitors were interviewed in Scotland between May and September 2015 and 2016. 2,999 responded to a follow-up online survey on their return home. 1285 visitors were interviewed in Glasgow City and 389 visitors answered specific questions about their visit to the area via the follow-up online survey.

Volume and Value

The Scotland Visitor Survey does not provide data on how many visits are made to Scotland or a specific region. To provide this wider context and to provide an overview of tourism to the area, the following data is sourced from the 2015 GB Tourism Survey and International Passenger Survey (latest available at time of publication). These figures are for the full year Jan-Dec 2015:

Glasgow City (2015)
- 2,220,000 overnight visits
- 70% domestic visits
- 30% overseas visits
- Top overseas markets: USA, Germany, France, Australia, Netherlands
- £613m total visitor spend

What attracted visitors to come...

Glasgow City (top 10)

<table>
<thead>
<tr>
<th>Base</th>
<th>389</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>The history &amp; culture</td>
</tr>
<tr>
<td>2</td>
<td>To visit family / friends who live there</td>
</tr>
<tr>
<td>3</td>
<td>The scenery &amp; landscape</td>
</tr>
<tr>
<td>4</td>
<td>A place I have always wanted to visit</td>
</tr>
<tr>
<td>5</td>
<td>To visit cities</td>
</tr>
<tr>
<td>6</td>
<td>Holidayed here before and wanted to return</td>
</tr>
<tr>
<td>7</td>
<td>To visit a particular attraction</td>
</tr>
<tr>
<td>8</td>
<td>Its reputation for friendly people</td>
</tr>
<tr>
<td>9</td>
<td>It is easy to get to</td>
</tr>
<tr>
<td>10</td>
<td>To get away from it all</td>
</tr>
</tbody>
</table>

Scotland (top 10)

<table>
<thead>
<tr>
<th>Base</th>
<th>11743</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>The scenery &amp; landscape</td>
</tr>
<tr>
<td>2</td>
<td>The history &amp; culture</td>
</tr>
<tr>
<td>3</td>
<td>Holidayed here before and wanted to return</td>
</tr>
<tr>
<td>4</td>
<td>To get away from it all</td>
</tr>
<tr>
<td>5</td>
<td>To visit family / friends who live there</td>
</tr>
<tr>
<td>6</td>
<td>It is easy to get to</td>
</tr>
<tr>
<td>7</td>
<td>Closeness to home</td>
</tr>
<tr>
<td>8</td>
<td>Its reputation for friendly people</td>
</tr>
<tr>
<td>9</td>
<td>To visit cities</td>
</tr>
<tr>
<td>10</td>
<td>A place I have always wanted to visit</td>
</tr>
</tbody>
</table>

History and culture was the main driver for visiting Glasgow, mentioned by more than half of visitors to the city. The scenery and landscape were also important for two-fifths, as was visiting family or friends – more prevalent for those visiting Glasgow than for most other areas.

Just under two-fifths said they had always wanted to visit the city and almost a quarter mentioned Glasgow’s reputation for friendly people as a motivation to visit.
Sightseeing was the top activity for visitors to Glasgow, with 71% having undertaken some form of sightseeing during their visit.

Consistent with history and culture being the core motivation to visit Glasgow City, visitors were more likely to visit a museum or art gallery here than almost anywhere else in Scotland. More than half said they had visited a historic house, stately home or castle, and a similar proportion said they had visited a cathedral, church or other religious building.

Centre-based walking and shopping also featured prominently in the activities undertaken by visitors to Glasgow City.

60% of visitors to Glasgow City stayed in a hotel making this the most popular form of accommodation in the city; and the highest proportion of hotel users of any area in Scotland.

Staying with friends and family was also popular in Glasgow City with 27% of visitors choosing this option.

Airbnb also featured more prominently as an accommodation choice in Glasgow than in many other areas at 7%. 
Visitors were asked to rate various aspects of their visitor experience in Glasgow City on a scale of 1 to 10 (with 1 being extremely dissatisfied through to 10 as extremely satisfied). Glasgow City was rated highly across various aspects of the visitor experience. Satisfaction with the ease of travelling around the city and the value for money of attractions were particularly praised by visitors. Across the accommodation measures, staff were endorsed for the service provided and their local knowledge. Provision of free Wi-Fi in accommodation scored a relatively high mean score of 7.7 in comparison to other regions. This may be influenced by the high proportion of visitors who stayed in hotels in the city.

Lowest satisfaction scores were given for the value for money of accommodation and eating out, as well as for the availability of local produce.
How likely are you to recommend your overall experience?

- **Extremely poor**: 0%
- **Extremely unlikely**: 1%
- **Poor**: 0%
- **Very unlikely**: 0%
- **Fair**: 1%
- **Likely**: 2%
- **Good**: 3%
- **Very likely**: 4%
- **Excellent**: 9%
- **Extremely likely**: 10%

Average: **8.7**

How likely are you to recommend your overall experience?

- **Extremely poor**: 0%
- **Extremely unlikely**: 0%
- **Poor**: 0%
- **Very unlikely**: 0%
- **Fair**: 1%
- **Likely**: 1%
- **Good**: 2%
- **Very likely**: 4%
- **Excellent**: 9%
- **Extremely likely**: 10%

Average: **8.7**

94% of visitors to Glasgow City gave an overall rating of 7 or more out of 10 for satisfaction with their experience. Three-fifths scored 9 or 10 on the scale, emphasising their high satisfaction levels. These top 2 scores (9 or 10) show genuine satisfaction and can foster loyalty. The challenge is to continue to improve the visitor experience to encourage more visitors to award these highest scores.

Visitors expressed a high propensity to recommend Glasgow City as a holiday destination, with 92% giving 7-10 ratings; three-fifths of those at the 9 or 10 out of 10 level. This suggests a high proportion of visitors will go on to positively endorse the city to family or friends.

Appendix Using and interpreting the Scotland Visitor Survey

- **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
- For further information and notes on this data please see the Tourism in Scotland and Tourism in Scotland’s Regions fact sheets available within the Research & Statistics section of our corporate website http://www.visitscotland.org/research_and_statistics.aspx
- The Scotland Visitor Survey is undertaken during the main season 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 May and September 2015 and 2016 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 refers to the unweighted base.