

EAST BEACH, LOSSIEMOUTH

Scotland Visitor Survey 2015 & 2016

TV and Film Extract



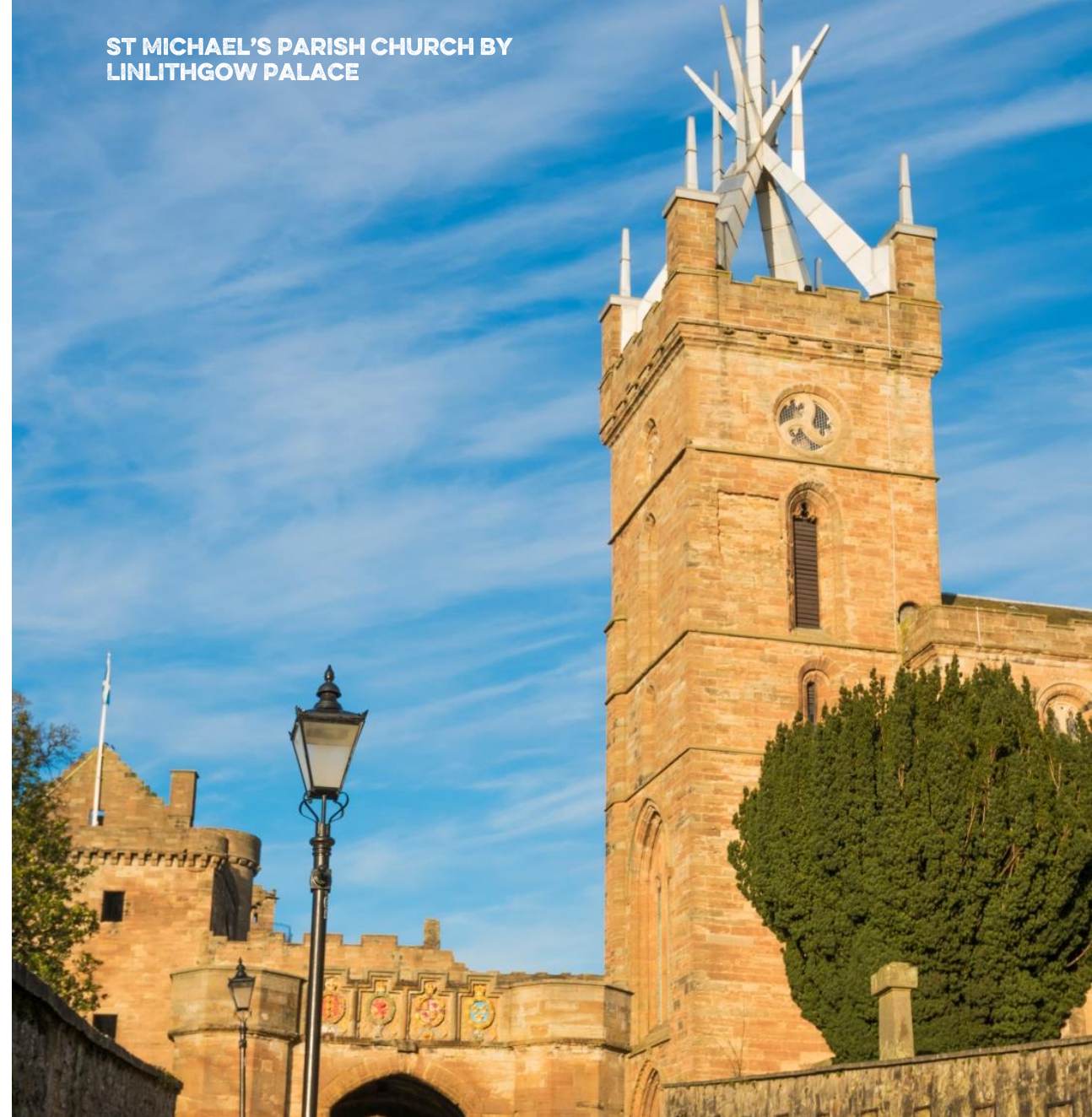
The following slides collate the insights relating to TV and Film only.

To see the full results and to put this extract into context please click on this link:

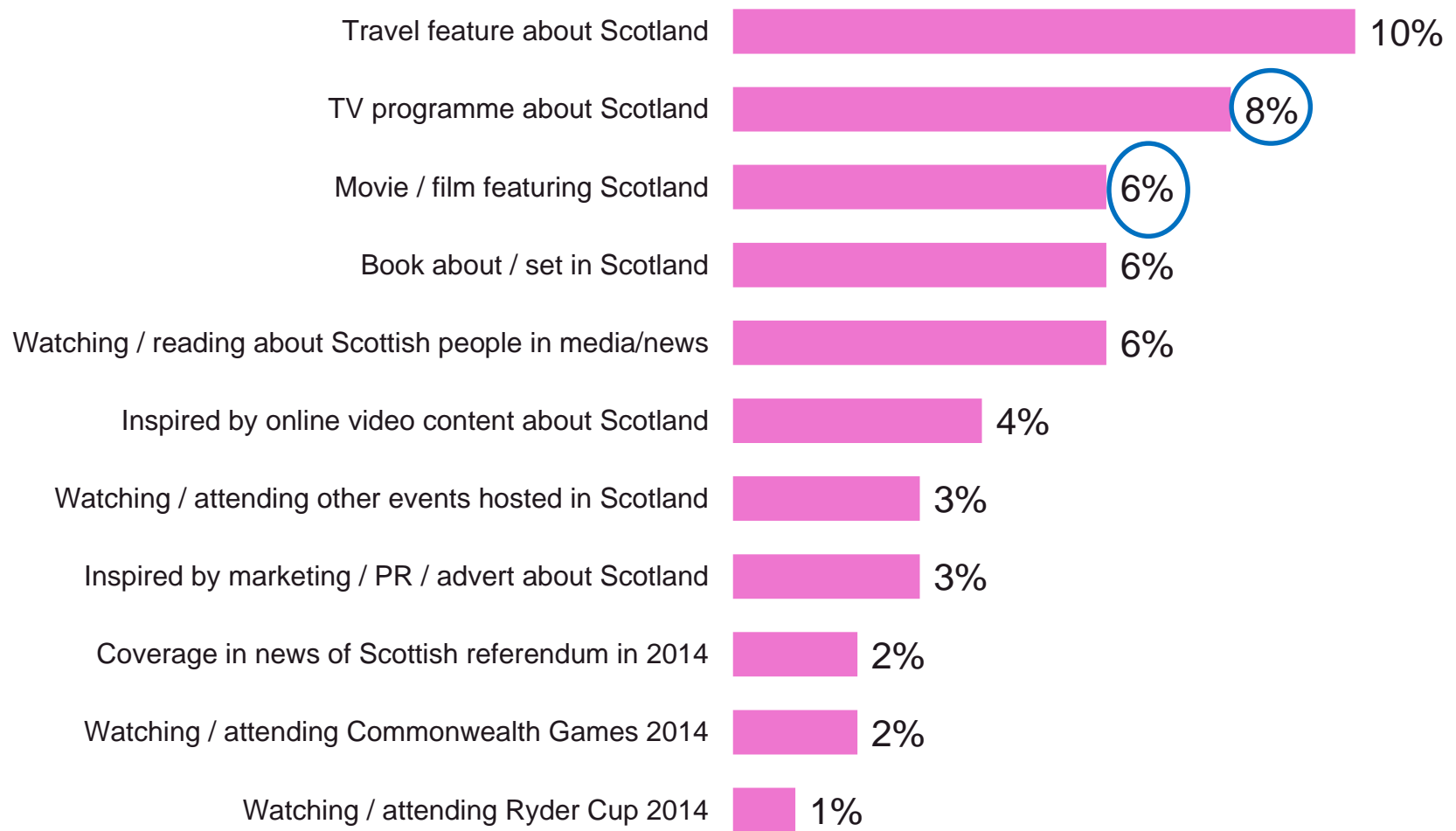
[Scotland Visitor Survey](#)



- **VisitScotland regularly undertake Scotland-wide visitor surveys.** Past surveys have been undertaken in 2004/2005, 2007/2008 and 2011/2012
- **Survey content is updated each time it is undertaken to reflect changes in the consumer and market environment.**
The survey can explore different areas of the visitor experience
- The 2015 & 2016 Scotland Visitor Survey is a **2 year** research programme covering 19 regions of Scotland
- The 2 year programme is required to gain robust sample sizes for reporting at a regional level
- The Scotland Visitor Survey is a **summer only survey**, and due to the scale of the project, it is not carried out for the full year. As such results reflect the views of the main holiday season visitors who were in Scotland during May-September

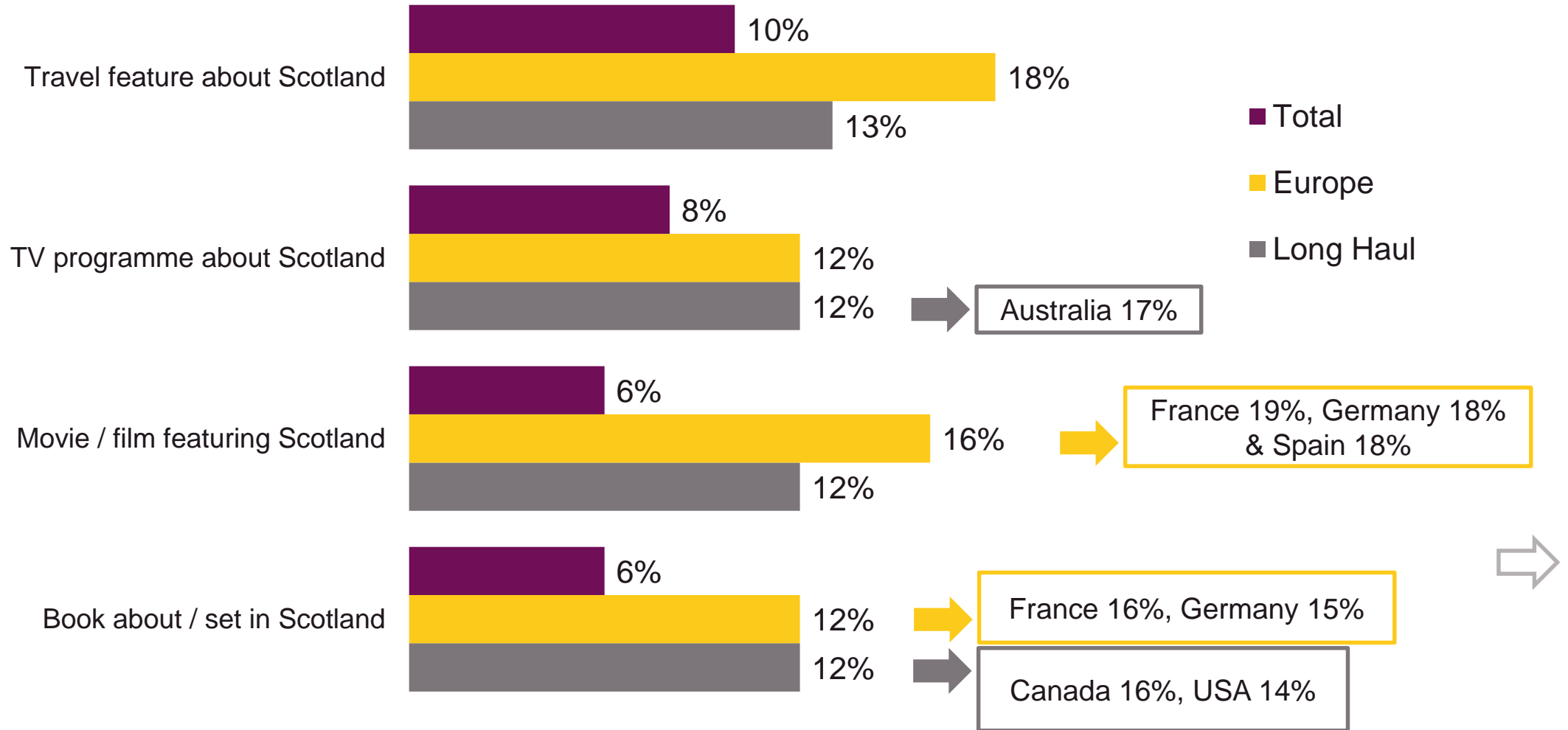


1 in 10 visitors were influenced by a travel feature about Scotland, whilst TV, film and books are also important prompts to consideration, especially for international visitors



Q12 Did any of these prompt you to consider Scotland for this holiday / short break? Base: S1 All (11743)

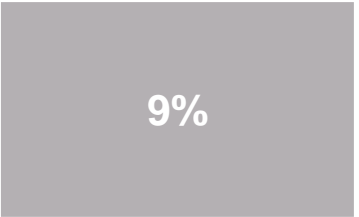
Travel features, movies, TV programmes and books were particularly influential for European and Long Haul visitors



Q12 Did any of these prompt you to consider Scotland for this holiday / short break? Base: S1 All (11743)

Outlander (TV and book) has clearly had a significant impact in inspiring visitors to visit, particularly those from USA

TV programme about Scotland (1096)

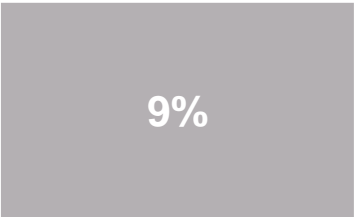


Outlander

Base: 442



Movie / film featuring Scotland (1047)

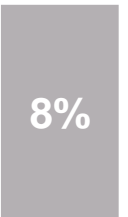


Braveheart

Base: 574



Book about / set in Scotland (932)



Outlander

Base: 380





TV word cloud without Outlander

15 top activities undertaken by visitors to Scotland



Sightseeing:
74%



**Museum/ Art
Gallery:** 45%



**Long Walk/
Hike/Ramble:** 38%



**Historic House/
Stately Home/
Castle:** 60%



**Centre-based
Walking:** 45%



**Visitor/ Heritage
Centre:** 35%



**Short Walk/
Stroll:** 54%



**Country Park/
Garden:** 43%



**Woodland/
Forest:** 31%



Shopping:
46%



Cities: 42%



**Architecture/
Buildings:**
29%



**Church/ Abbey
Cathedral:** 46%



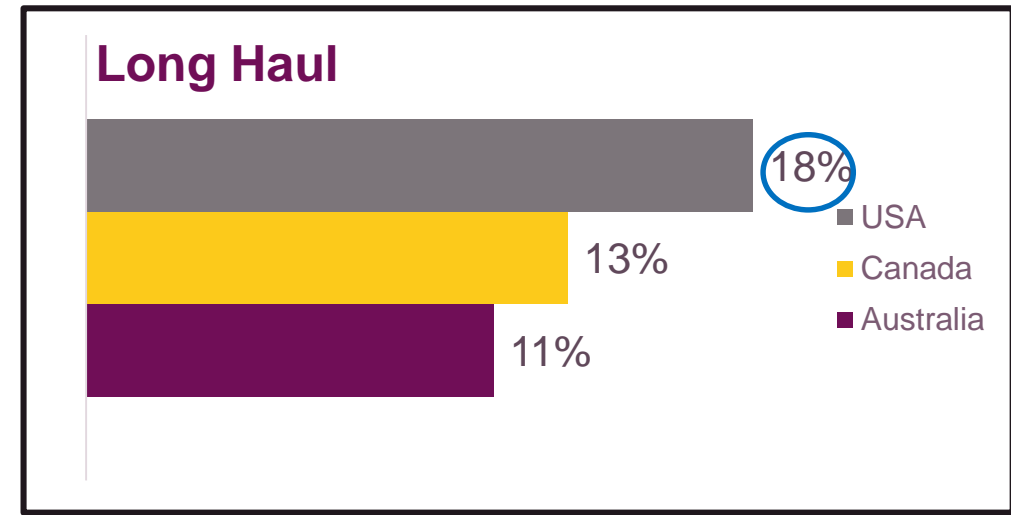
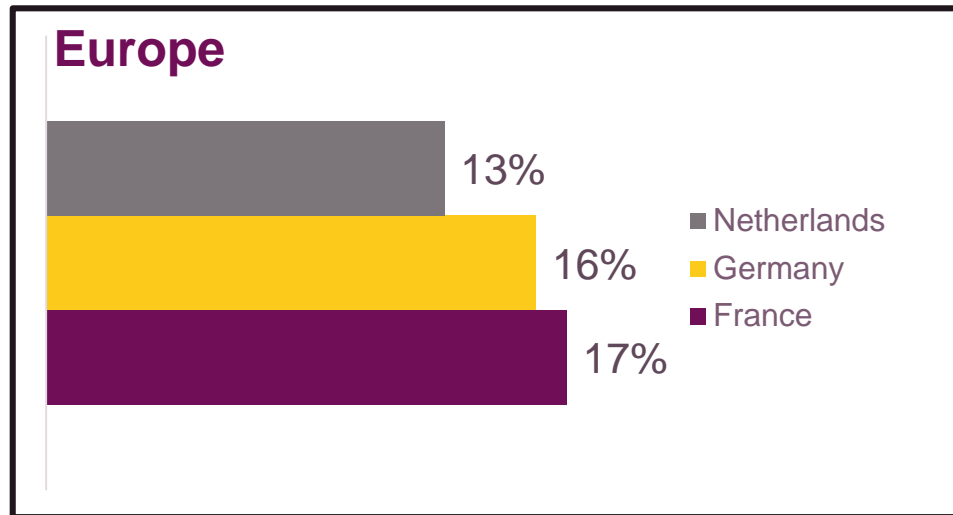
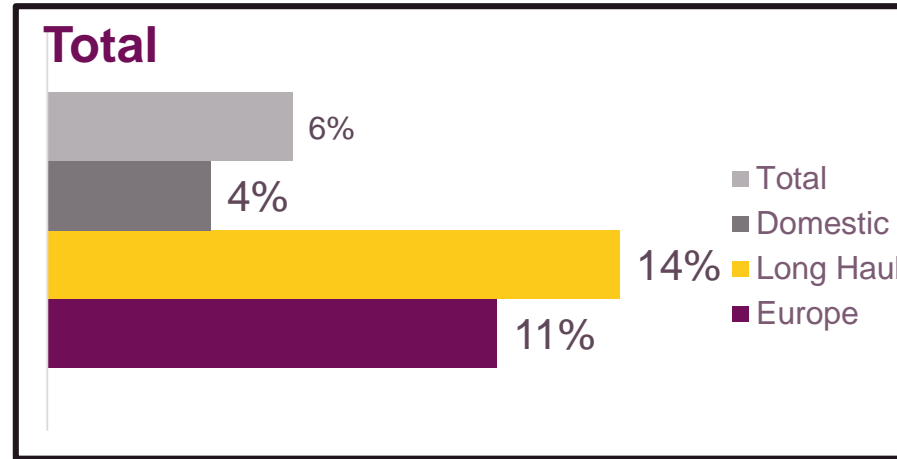
Beach: 38%



**Wildlife/ Bird
Watching:**
21%

Q30 Which, if any, of the following activities did you take part in during your trip to Scotland? Base: S2 All (1608)

Visiting a TV or film location is not currently within the top 15 activities undertaken whilst on holiday in Scotland, it does have appeal, in particular for long haul and European markets.



Q30 Which, if any, of the following activities did you take part in during your trip to Scotland? Base: S2 All (1608)

- **TV and film play a role in inspiring visitors to come to Scotland and acts as a prompt to visit, particularly for European and long haul markets.**
- **Films such as Braveheart and the increasingly popular TV show, Outlander, are the stand out ones mentioned by visitors.** Outlander is especially popular with visitors from the USA, who are twice as likely than others to mention the show. Other popular films mentioned by visitors include Highlander, Harry Potter, Skyfall, Trainspotting and Brave. Popular TV shows include Coast, Shetland and Springwatch.
- **Some visitors will take part in specific TV/film related activities when on holiday in Scotland, such as visiting a TV or film set.** 6% of all visitors surveyed visited a TV/film set but this proportion rises to 18% for American visitors. In Europe, French (17%) and German (16%) visitors are most likely to visit sets.



Further information

The Scotland Visitor Survey 2015 & 2016 was conducted for VisitScotland by Jump Research.

This is an extract on TV and Film only. To read the full results visit:

www.visitscotland.org/research_and_statistics/visitor_research/all_markets/scotland_visitor_survey.aspx

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