

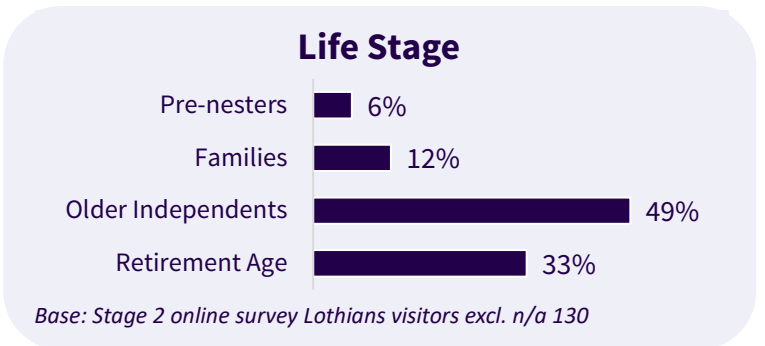
Scotland Visitor Survey 2023

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, **132** overnight visitors to the Lothians (excl. Edinburgh) completed the online survey. The results shown below are based on these visitors to the Lothians. Results for visitors to Edinburgh are shown in a separate factsheet.

Profile of visitor



Profile of trip



Reasons for choosing Scotland

Rank	Top 10 reasons for choosing Scotland	Lothians sample	Rank	Top 10 reasons for choosing Scotland	Scotland-wide sample
1	The scenery and landscape	70%	1	The scenery and landscape	70%
2	The history and culture	40%	2	The history and culture	48%
3	Outdoor activities available	32%	3	Outdoor activities available	27%
4	Visiting friends or family	30%	4	Visiting friends or family	22%
5	A Scottish attraction	19%	5	Scotland's people	21%
6	My or my family's Scottish ancestry	17%	6	A Scottish attraction	19%
7	Scotland's people	16%	7	My or my family's Scottish ancestry	16%
8	It's easy to get to or close to home	16%	8	Scotland's food and drink	15%
9	Scotland's food and drink	14%	9	It's easy to get to or close to home	15%
10	A personal event	11%	10	An event or festival	9%
Base: All visitors to Lothians (stage 2 online survey)		132	Base: All visitors to Scotland (stage 2 online survey)		3,011

Type of accommodation stayed in

37% stayed in serviced accommodation



24%

Hotel, motel, inn



11%

Guest house, B&B



5%

Serviced apartment

Base: Stage 2 online survey Lothians visitors (priority region) 114

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

67% stayed in non-serviced accommodation



33%

Camping, caravan, motorhome



27%

Self-catering/commercial non-serviced rentals

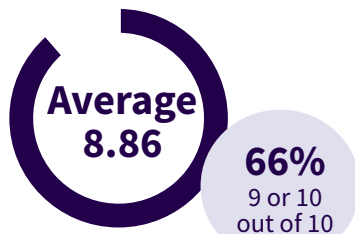


8%

Friend's or relative's home

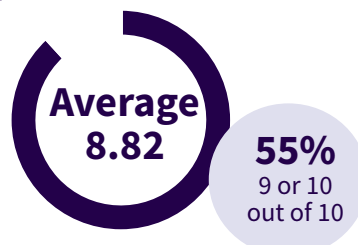
Satisfaction with accommodation

Satisfaction with... (Scored out of 10)



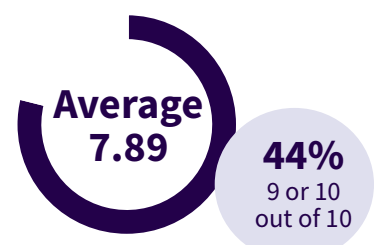
Overall welcome provided to you

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



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

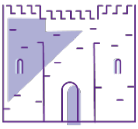
Scotland-wide sample - 53%
(9 or 10 out of 10)



The value for money of accommodation

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

Attractions and activities undertaken in the Lothians



Top 5 attractions or activities undertaken/visited in the Lothians

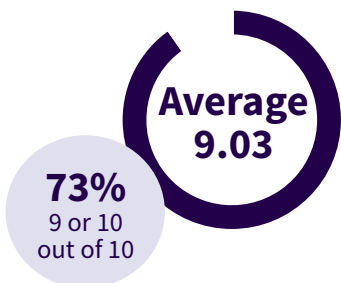
Rank	Attractions and activities undertaken in the Lothians	Lothians sample
1	A castle or fort	42%
2	Viewed architecture and buildings	32%
3	Shopping	31%
4	Hill walk, mountaineering, hike or ramble	29%
5	A museum or art gallery	29%
Base: Took part in activities/attractions in the Lothians		110

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 the Lothians

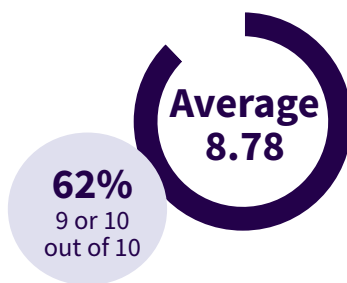
Satisfaction with... (Scored out of 10)

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 the Lothians excl. n/a 99-101

Food and drink experiences in the Lothians



28% took part in food and/or drink experiences in the Lothians

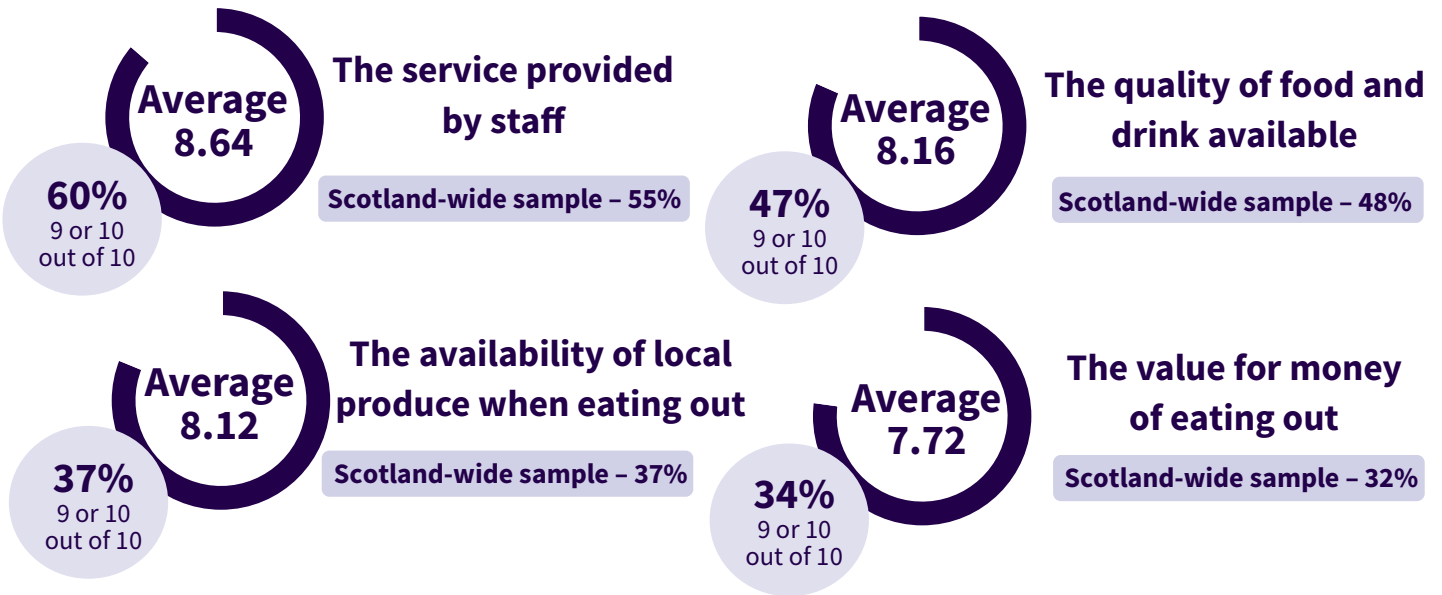
Key food and drink experiences included:

- 11% visited a farm shop/farmers market
- 6% visited a fine dining restaurant
- 2% visited a food or drink event or festival

Base: Stage 2 online survey Took part in activities/attractions in the Lothians 110

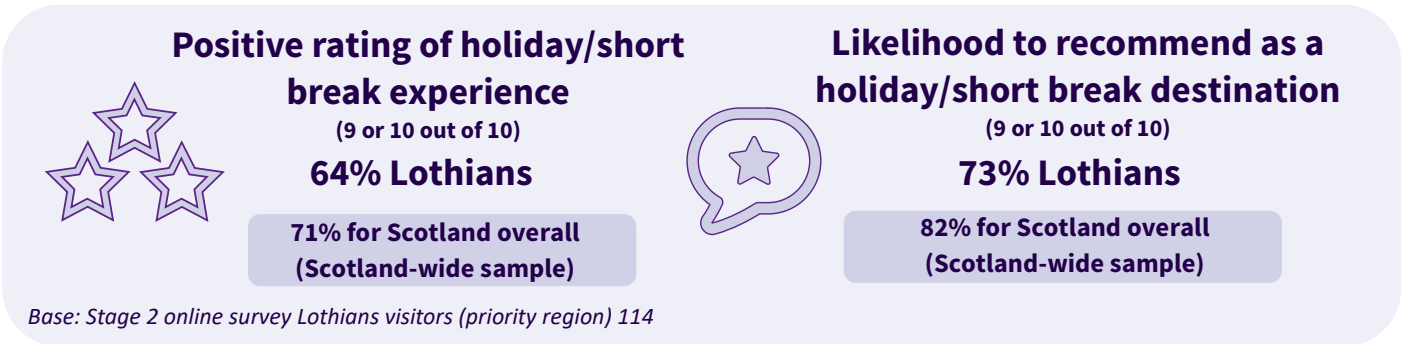
Satisfaction with food and drink experiences in the Lothians

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



Base: Stage 2 online survey Lothians visitors excl. n/a 123-130

Overall experience and likelihood to recommend the Lothians



Base: Stage 2 online survey Lothians visitors (priority region) 114

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 132 is used this includes all visitors who stayed in the Lothians during their trip. Where the base size is 114 this shows results for the visitors who were allocated the Lothians 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.

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.

Contact Us:

Insight Department

visitscotland.org visitscotland.com

research@visitscotland.com