USING & INTERPRETING THE SCOTLAND VISITOR SURVEY 2015 & 2016

• 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 high 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