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. 701 visitors were interviewed in Lothians and 84 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:

**Lothians (2015)**
- **338,000** overnight visits
- **86%** domestic visits
- **14%** overseas visits
- Top overseas markets: **USA, Germany, Canada, Spain, Netherlands**
- **£78m** total visitor spend

### What attracted visitors to come...

**Lothians (top 10)**

<table>
<thead>
<tr>
<th>Base</th>
<th>84</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. The scenery &amp; landscape</td>
<td>60%</td>
<td></td>
</tr>
<tr>
<td>2. The history &amp; culture</td>
<td>53%</td>
<td></td>
</tr>
<tr>
<td>3. To visit family / friends who live there</td>
<td>38%</td>
<td></td>
</tr>
<tr>
<td>4. A place I have always wanted to visit</td>
<td>33%</td>
<td></td>
</tr>
<tr>
<td>5. To visit cities</td>
<td>30%</td>
<td></td>
</tr>
<tr>
<td>6. To get away from it all</td>
<td>29%</td>
<td></td>
</tr>
<tr>
<td>7. Holidayed here before and wanted to return</td>
<td>26%</td>
<td></td>
</tr>
<tr>
<td>8. To visit a particular attraction</td>
<td>21%</td>
<td></td>
</tr>
<tr>
<td>9. The range of activities available</td>
<td>18%</td>
<td></td>
</tr>
<tr>
<td>10. It is easy to get to</td>
<td>14%</td>
<td></td>
</tr>
</tbody>
</table>

**Scotland (top 10)**

<table>
<thead>
<tr>
<th>Base</th>
<th>11743</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. The scenery &amp; landscape</td>
<td>50%</td>
<td></td>
</tr>
<tr>
<td>2. The history &amp; culture</td>
<td>33%</td>
<td></td>
</tr>
<tr>
<td>3. Holidayed here before and wanted to return</td>
<td>24%</td>
<td></td>
</tr>
<tr>
<td>4. To get away from it all</td>
<td>23%</td>
<td></td>
</tr>
<tr>
<td>5. To visit family / friends who live there</td>
<td>20%</td>
<td></td>
</tr>
<tr>
<td>6. It is easy to get to</td>
<td>16%</td>
<td></td>
</tr>
<tr>
<td>7. Closeness to home</td>
<td>15%</td>
<td></td>
</tr>
<tr>
<td>8. Its reputation for friendly people</td>
<td>15%</td>
<td></td>
</tr>
<tr>
<td>9. To visit cities</td>
<td>15%</td>
<td></td>
</tr>
<tr>
<td>10. A place I have always wanted to visit</td>
<td>15%</td>
<td></td>
</tr>
</tbody>
</table>

Three-fifths of visitors to Lothians were attracted by the scenery and landscape whilst over half cited the history and culture of the area as a driver to visit. Visiting friends or family was a particularly important motivator for visitors to Lothians.

A third of visitors said they had always wanted to visit the area, whilst 30% mentioned visiting cities as a motivation to visit the Lothians, influenced by its close proximity to Edinburgh City.
Activities undertaken

**Lothians (top 10)**

<table>
<thead>
<tr>
<th>Activity</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sightseeing by car / coach / on foot</td>
<td>75%</td>
</tr>
<tr>
<td>Visited a historic house, stately home, castle</td>
<td>73%</td>
</tr>
<tr>
<td>Visited cities</td>
<td>61%</td>
</tr>
<tr>
<td>Short walk, stroll</td>
<td>53%</td>
</tr>
<tr>
<td>Shopping</td>
<td>46%</td>
</tr>
<tr>
<td>Visited a beach</td>
<td>44%</td>
</tr>
<tr>
<td>Visited a cathedral, church, abbey, other religious building</td>
<td>44%</td>
</tr>
<tr>
<td>Visited a country park / garden</td>
<td>42%</td>
</tr>
<tr>
<td>Visited a museum / art gallery</td>
<td>42%</td>
</tr>
<tr>
<td>Visited a visitor / heritage centre</td>
<td>41%</td>
</tr>
</tbody>
</table>

**Scotland (top 10)**

<table>
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<tr>
<th>Activity</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sightseeing by car / coach / on foot</td>
<td>74%</td>
</tr>
<tr>
<td>Visited a historic house, stately home, castle</td>
<td>60%</td>
</tr>
<tr>
<td>Short walk / stroll</td>
<td>54%</td>
</tr>
<tr>
<td>Shopping</td>
<td>46%</td>
</tr>
<tr>
<td>Visited a cathedral, church, abbey, other religious building</td>
<td>46%</td>
</tr>
<tr>
<td>Visited a museum / art gallery</td>
<td>45%</td>
</tr>
<tr>
<td>Centre based walking</td>
<td>45%</td>
</tr>
<tr>
<td>Visited a country park / garden</td>
<td>43%</td>
</tr>
<tr>
<td>Visited cities</td>
<td>42%</td>
</tr>
<tr>
<td>Long walk, hike, ramble</td>
<td>38%</td>
</tr>
</tbody>
</table>

Three-quarters of visitors to the Lothians said they went sightseeing in the area either by car, coach or on foot. Almost as important was visiting a historic house, stately home or castle mentioned by 73% of visitors to Lothians. 44% said they had visited beaches and a similar proportion had been to country gardens or parks; whilst cathedrals, churches, abbeys and other religious buildings as well as museums and galleries and visitor / heritage centres were also mentioned by around two-fifths of Lothians visitors.

61% of visitors to Lothians mentioned visiting cities whilst staying in this area, and possibly linked to this just under half said they had been shopping.

Type of accommodation stayed in

**Lothians (top 5)**

<table>
<thead>
<tr>
<th>Accommodation</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hotel</td>
<td>25%</td>
</tr>
<tr>
<td>B&amp;B / Guest House / Restaurant with Rooms</td>
<td>24%</td>
</tr>
<tr>
<td>Self-catering</td>
<td>23%</td>
</tr>
<tr>
<td>Friends / family</td>
<td>21%</td>
</tr>
<tr>
<td>Camping</td>
<td>9%</td>
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<td>20%</td>
</tr>
<tr>
<td>Friends / family</td>
<td>19%</td>
</tr>
<tr>
<td>Camping</td>
<td>6%</td>
</tr>
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Accommodation choice in the Lothians was fairly evenly split between hotels, B&Bs / guest houses / restaurants with rooms, and self-catering - each accounting for around a quarter of visitors to the area. Staying with friends or family was also popular, mentioned by a fifth of visitors to the Lothians.

Visitors in this area were more likely than average to stay in Airbnb style accommodation (7%).
Visitors were asked to rate various aspects of their visitor experience in Lothians on a scale of 1 to 10 (with 1 being extremely dissatisfied through to 10 as extremely satisfied).

Visitors to Lothians expressed high levels of satisfaction with particular aspects of the visitor experience notably: the ease of travelling around the area, value for money of attractions and local knowledge of accommodation staff. Consistent with other areas, the aspects with lower satisfaction levels related to eating out – both the availability of local produce and value for money – as well as availability of free Wi-Fi at their accommodation.

Satisfaction with ease of getting around scored 9 or 10 on the scale

Satisfaction with value for money of attractions scored 9 or 10 on the scale

Satisfaction with value for money of accommodation average 7.7

Satisfaction with availability of local produce when eating out average 6.9

Satisfaction with availability of free Wi-Fi at accommodation average 6.4

Satisfaction with value for money of eating out average 6.9

Satisfaction with the availability of local produce when eating out average 6.9

Satisfaction with service provided by staff at accommodation average 7.9

Satisfaction with knowledge of staff at accommodation about things to do in the local area average 8.1

Visitors scored 9 or 10 on the scale for

- 39% satisfaction with the availability of local produce when eating out
- 43% satisfaction with the way staff provided service at accommodation
- 36% satisfaction with value for money of accommodation
- 25% satisfaction with the availability of local produce
- 56% satisfaction with ease of getting around
- 45% satisfaction with value for money of attractions
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- 32% satisfaction with the availability of free Wi-Fi at accommodation
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Extremely poor
Extremely likely

How likely are you to recommend?

0% 1 0% 1
0% 2 0% 2
1% 3 1% 3
0% 4 0% 4
0% 5 2% 5
6% 6 5% 6
11% 7 12% 7
18% 8 15% 8
25% 9 21% 9
40% 10 44% 10

10 Extremely likely

High levels of satisfaction were recorded with the overall experience enjoyed by visitors in Lothians. 94% of visitors gave a rating of at least 7 out of 10, with 65% giving the highest scores (9 or 10) on the satisfaction scale. 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 state the highest levels of satisfaction.

92% of visitors to the Lothians stated their intention (7-10) to recommend the area as a holiday destination to friends or family, with 65% giving scores of 9 or 10 on the recommendation scale.

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.