

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