

Appendix 3
Visits to historic sites
and attractions



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Table A3.1: Summary of sample confidence levels

Responses	Spatial data	Questionnaire data
<30	Very low sample – interpret spatial data with great care	Very low sample – do not analyse questionnaire results
30 – 60	Low sample –interpret spatial data with care	Low sample –analyse questionnaire results with caution
60 -100	Medium sample – good spatial data	Medium sample – analyse questionnaire results with care
>100	Robust sample	Robust sample

This table summarises the confidence that can be placed in spatial data and questionnaire data as a result of the corresponding sample sizes. This is described in more detail below.

Definition

1. Visits to historic sites and other visitor attractions. This includes attractions such as visitor centres, aquaria and distilleries.

Sample sizes

2. The survey collected information on participation in recreation and tourism activities in two ways. Firstly, survey respondents were asked to list all the activities they had undertaken during the previous 12 months, completing a map for each. Secondly, they were asked to identify the one or two activities that they considered most import. They were asked a series of questions relating to their participation in these activities.
3. A total of **923** people provided spatial information on their visits to historic sites and other visitor attractions, representing around 40% of the total sample. This is a good sample, meaning that confidence in the analysis of spatial information is high. This does not mean the data are fully comprehensive, particularly in parts of Scotland where the host population and visitors are relatively low.
4. However, only **31** people identified visiting historic sites and other visitor attractions as one of their most important activities, representing just over 1% of the total sample. This is small sample, meaning that confidence in the analysis of responses is low and the results should, therefore, be interpreted with caution.
5. Around 3% of those who provided spatial data on visits to historic sites and other visitor attractions identified it as one of their most important activities. This suggests that, for the survey sample at least, this type of activity is not a key driver for visits to the coast.
6. Based on the sample of people who provided spatial information, around 43% of respondents lived within a mile of the Scottish coastline, 18% between one and five

miles and 26% more than five miles. The remaining 13% of respondents came from outside Scotland.

Spatial data

7. People completing the survey identified 4360 spatial points for visits to historic sites and other visitor attractions. This information has been used to generate a heat map showing the concentration of activity around the Scottish coast (see **Map A3.1**). A number of key locations such as the Sea Life Centre near Oban, St Andrews, Brodick and sites on Orkney can be identified clearly. This map is available on Marine Scotland’s National Marine Plan Interactive (NMPi) website (<https://marinescotland.atkinsgeospatial.com/nmpi/>).
8. **Figure A3.1** shows the percentage distribution of visits to historic sites and other visitor attractions across Marine Regions. The Forth and Tay, Orkney and Moray Firth Marine Regions have a greater share of this activity than for the survey sample as a whole. West Highland, Argyll and Clyde Marine Regions have lower proportions.

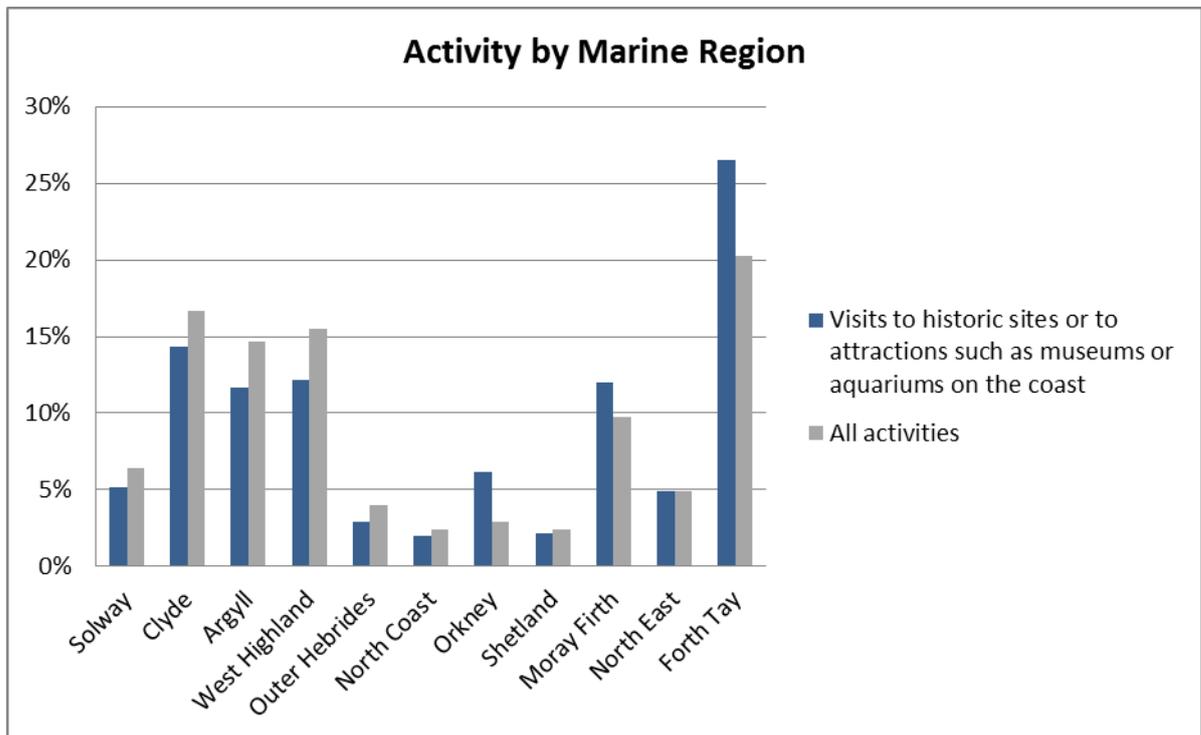
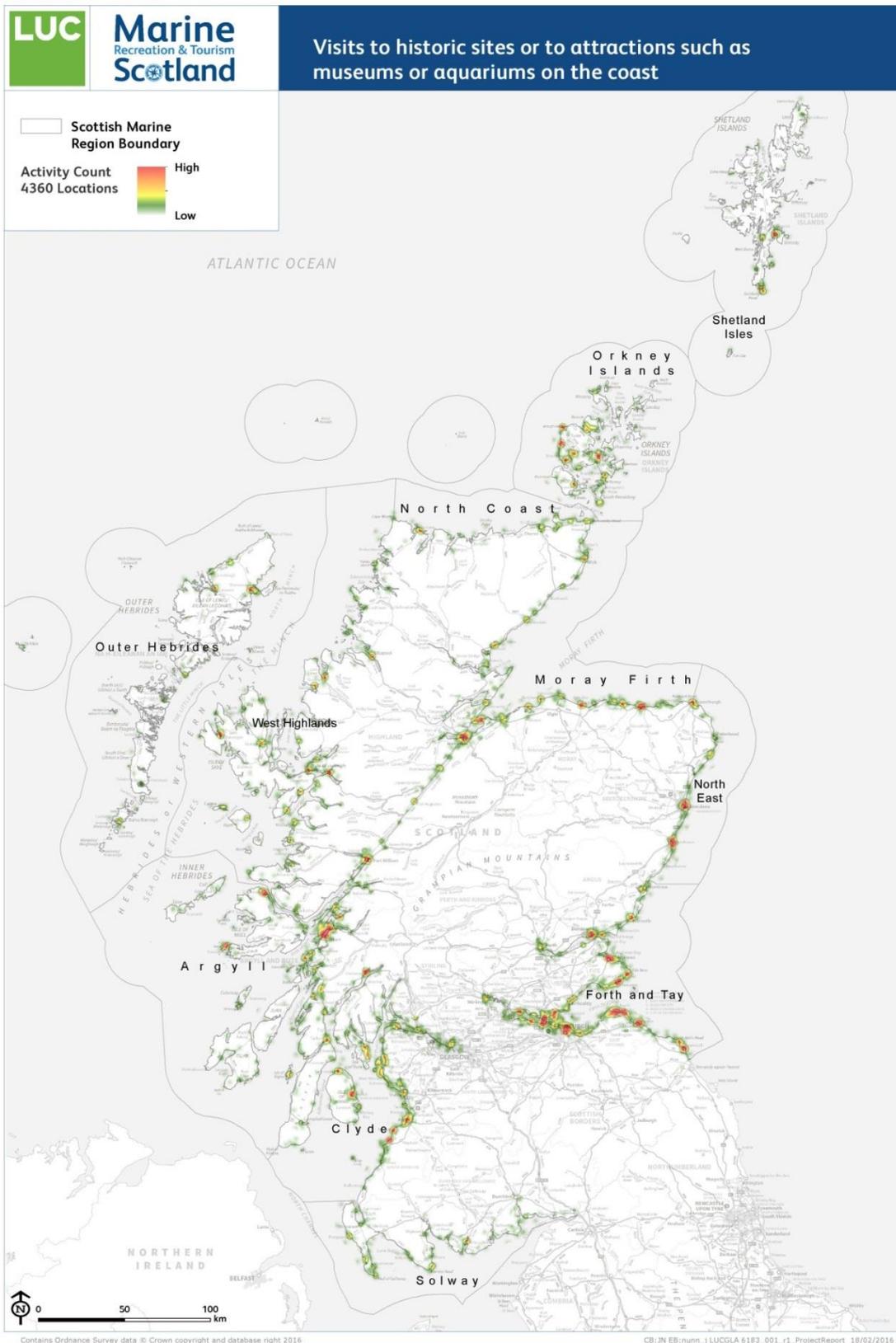


Figure A3.1: Spread of visits to historic sites and other visitor attractions across Marine Regions (%)



Map A3.1: Visits to historic sites or attractions (923 responses)

Trip planning

9. Respondents were asked about the factors influencing their decision on where to go to visit historic sites and other visitor attractions, and about the sources of information they used to inform that decision.

Factors influencing decisions on where to go

10. As might be expected, the presence of historic and cultural heritage was by far the most important factor influencing where to go. Other important factors include attractive scenery, the possibility of seeing wildlife, the range of other things to do and availability of cafés, shops and restaurants. Less important factors included whether the place had been visited before, the availability of activity specific facilities, proximity to home, the availability of accommodation and recommendations from friends and family.

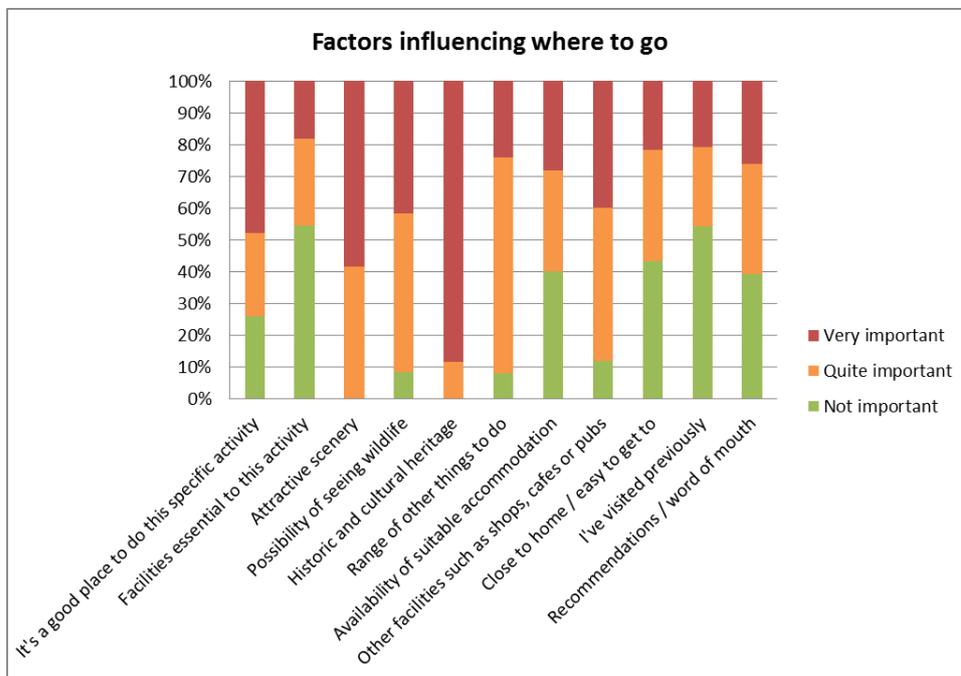


Figure A3.2: Visits to historic sites and other visitor attractions – factors influencing where to go

Sources of information

11. People’s own knowledge of the Scottish coastline, together with recommendations from friends and family, websites and guidebooks are the most important sources of information when deciding on where to go. Magazines and clubs and associations play a lesser role.

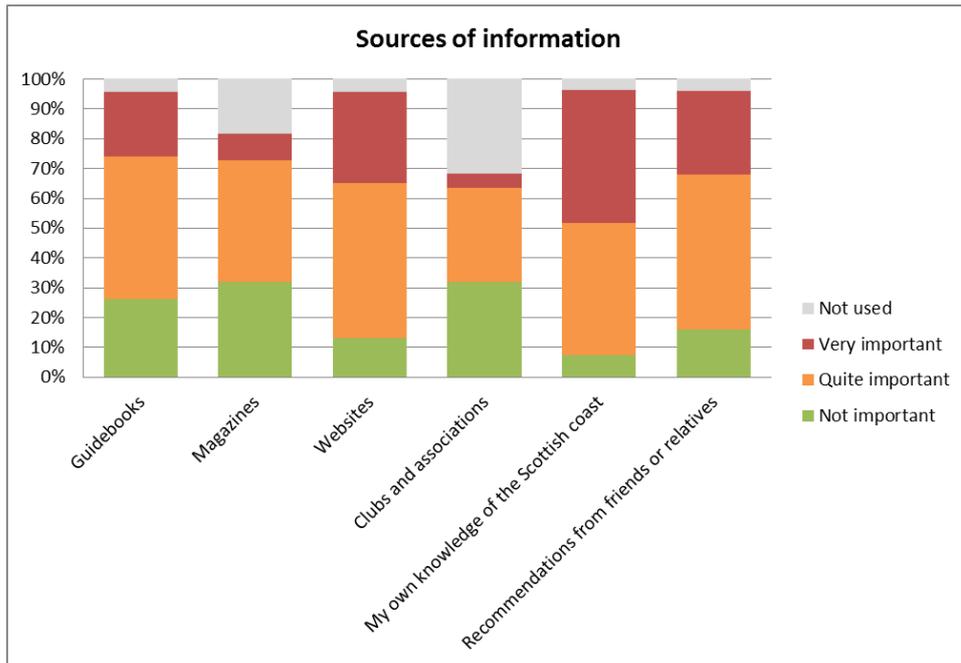


Figure A3.3: Visits to historic sites and other visitor attractions – sources of information

Characteristics of trip to the coast
Transport to start point

- Car is by far the most common mode of transport to the start of people’s visit to the coast, with over 80% of respondents indicating they always travel that way, and the remainder indicating they sometimes go by car. Over 60% of people sometimes walk to the coast, reflecting the high proportion of respondents living in coastal locations. Buses, trains and ferries were sometimes used by between a fifth (bus) and a half (ferry) of respondents.

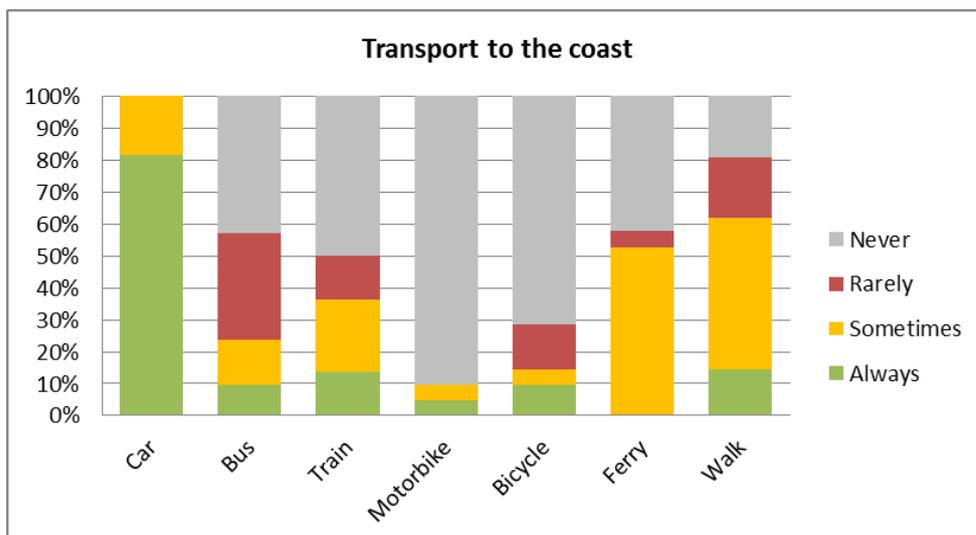


Figure A3.4: Visits to historic sites and other visitor attractions – transport

Monthly profile of activity

13. **Figure A3.5** shows the clear influence of seasonality on the number and frequency of visits to historic sites and other visitor attractions. The proportion of people visiting the coast frequently peaks between April and September, with more frequent visits in June, July and August. Visits to historic sites and other visitor attractions are lowest in the winter months between November and February.

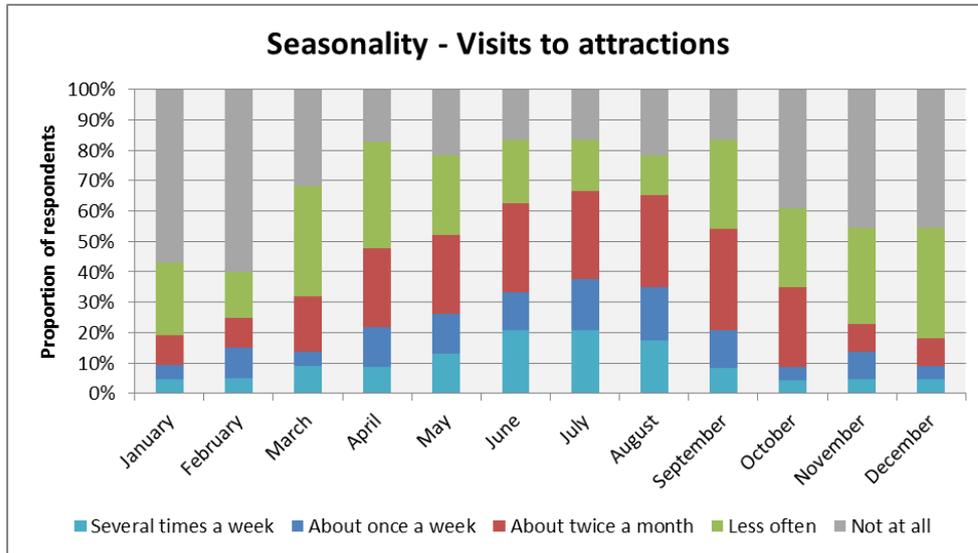


Figure A3.5: Visits to historic sites and other visitor attractions – seasonality

Trip length

14. People visiting historic sites and other visitor attractions made an average of around 4.5 day trips, just under 1.6 short breaks and just under 1 longer break per year. Comparison with the whole survey sample indicates slightly fewer trips of all three types.

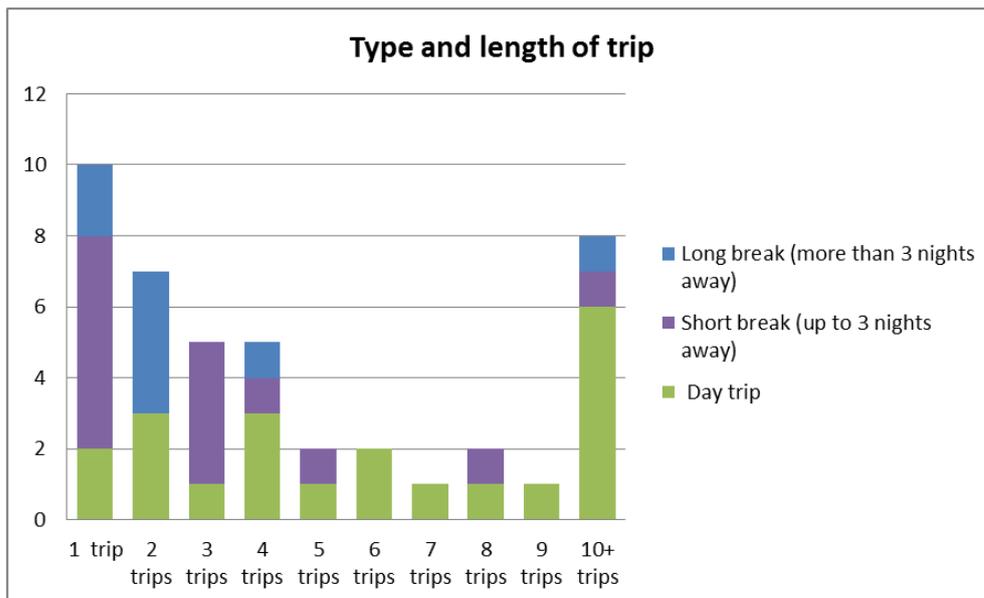


Figure A3.6: Visits to historic sites and other visitor attractions – type and length of trip

15. The sample of 31 respondents accounts for a minimum of 124 day trips, 45 short breaks and 24 longer breaks.

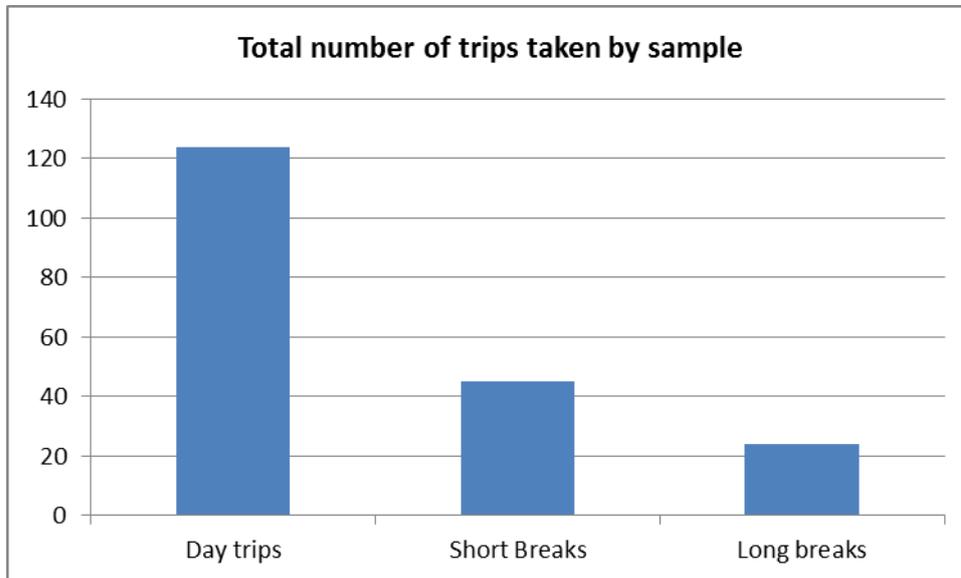


Figure A3.7: Visits to historic sites and other visitor attractions – number of trips

Accommodation used

16. People taking short or long breaks provided information on the types of accommodation they typically use. Self-catering, staying with friends and family and bed and breakfast were the most commonly used forms of accommodation. Hotels, hostels, static caravans and camping were less popular.

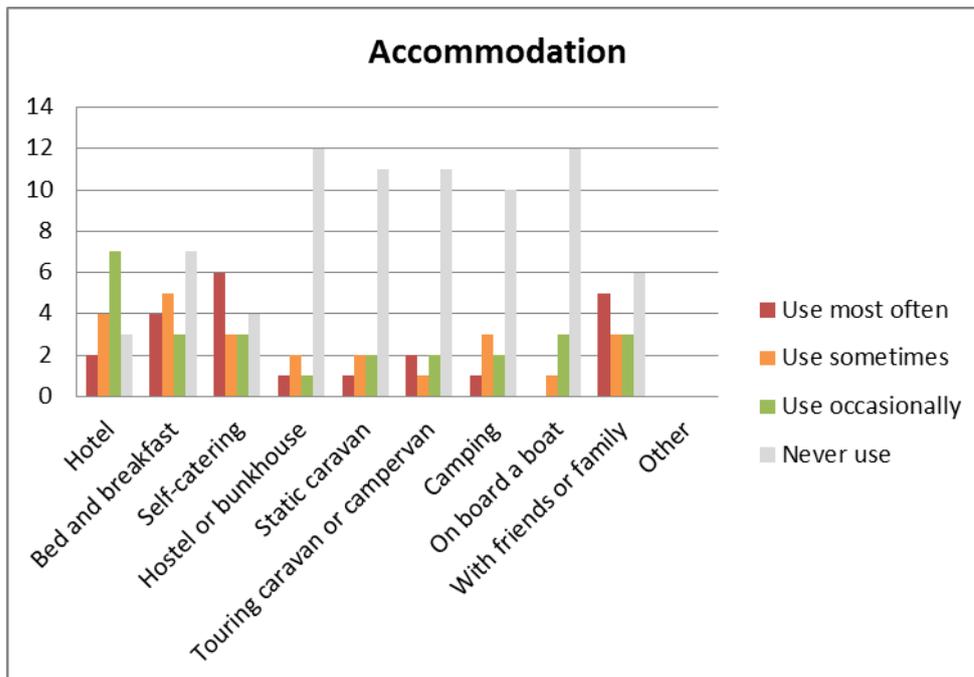


Figure A3.8: Visits to historic sites and other visitor attractions – accommodation

Improvements to make trip more enjoyable

17. People visiting historic sites and other visitor attractions on the coast pointed to the need for improvements across a wide range of issues. The improvements judged to be most important were parking and access, signage and on-site information and transport. Visitor facilities were generally considered less in need of improvement.

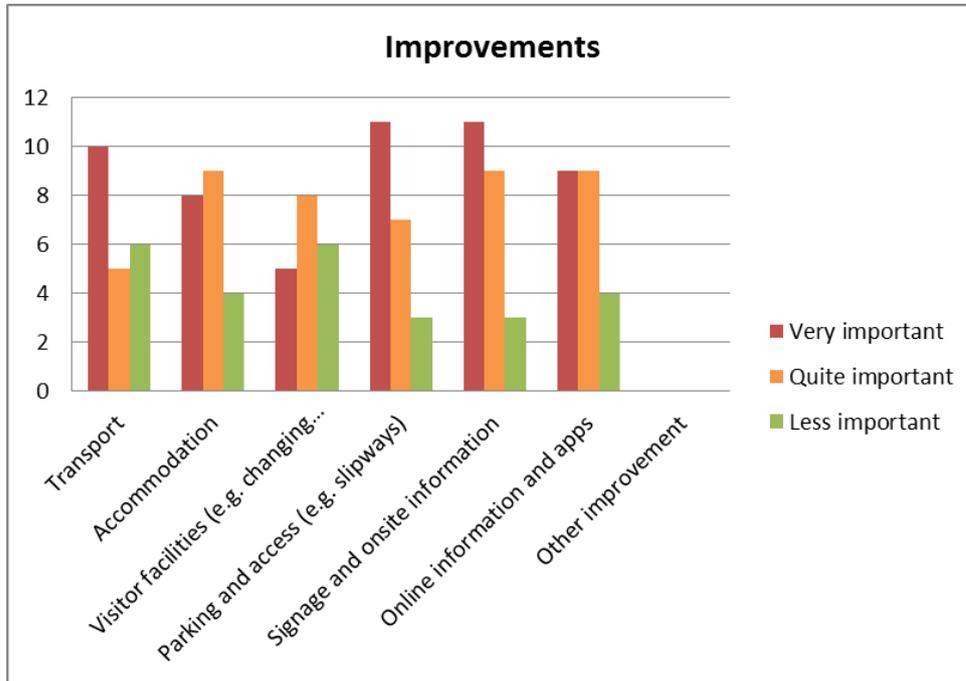


Figure A3.9: Visits to historic sites and other visitor attractions – improvements

Party

18. Respondents were asked a number of questions about the people they are normally with when undertaking their chosen recreation or tourism activity.

Who was with you?

19. **Figure A3.10** suggests that, for people visiting historic sites and other visitor attractions, there was a fairly even spread across the different types of companion. People were most commonly with friends, followed closely by partner or family, other members of an organised trip or alone. People were least frequently with members of a club.

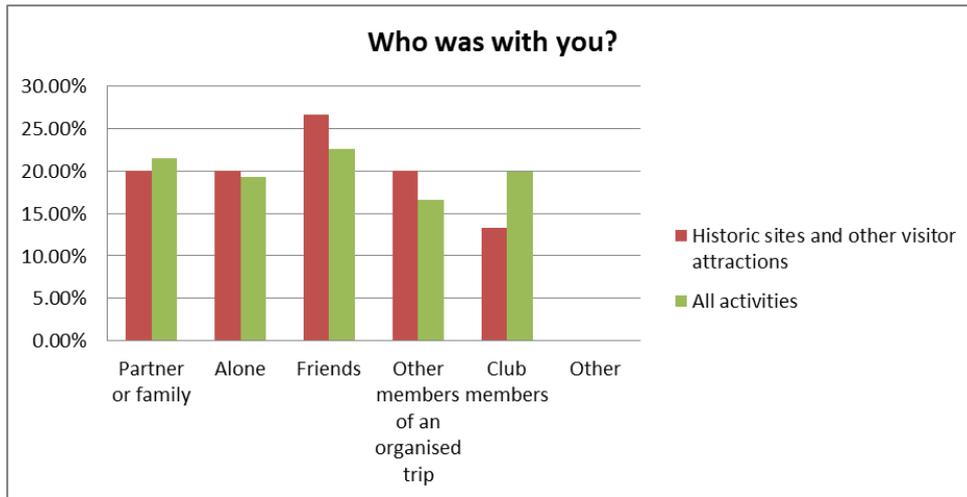


Figure A3. 10: Visits to historic sites and other visitor attractions – party

Age groups and gender composition of party

20. Respondents were also asked about the age and gender composition of their party³¹. **Figure A3.11** shows people visiting historic sites and other visitor attractions tend to be in smaller parties than for the survey sample as a whole. Parties most commonly comprised people in the age groups between 16 and 65, with more women than men.

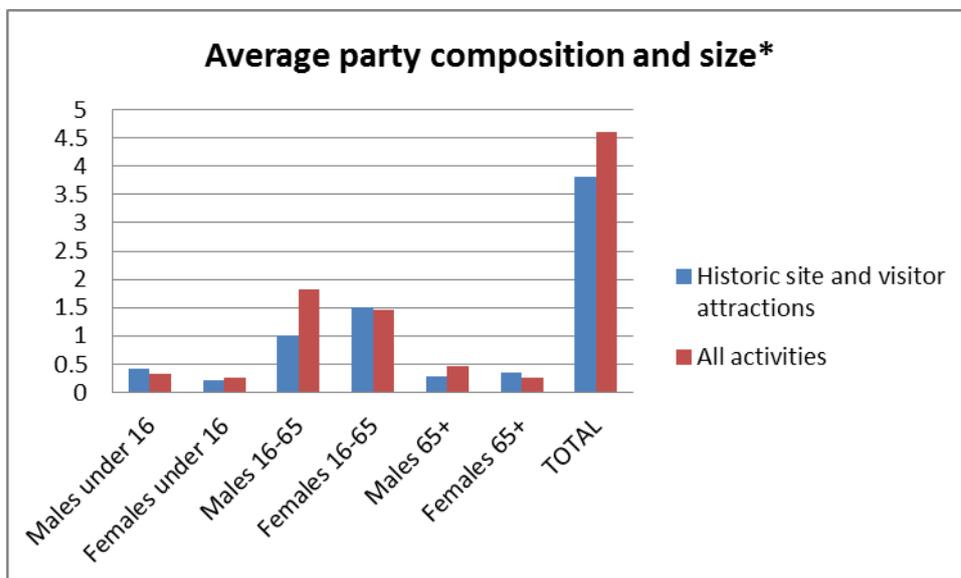


Figure A3.11: Visits to historic sites and other visitor attractions – party composition

³¹ * respondents were asked whether there were 1,2,3,4 or 5 or more people in each age/gender category. For the purposes of analysis, returns of '5 or more' have been taken to be '5'. As a result, the estimate of average party size is likely to be an underestimate.

Spending

21. People completing the survey were asked to provide information on how much they spent during their last visit to the coast to visit historic sites or other visitor attractions, and how much they typically spend each year.

Spend per day during visit by category

22. Analysis excludes the 3 respondents who provided no information on their spending, but includes the 2 respondents who stated that they spent nothing during their trip.
23. **Table A3.2** shows the maximum, mean and median daily spending against a series of headings. This analysis suggests a median spend of around £70 per day during visits to historic sites and other visitor attractions at the Scottish coast.

Table A3. 2: Visiting historic and other attractions – max, mean and median spend per trip (£)

	Max (£)	Mean (£)	Median (£)
Petrol/diesel/LPG	100	27	15
Bus/train fares	100	24	10
Car parking	20	7	5
Overnight accommodation	500	110	80
Eating out	200	38	25
Food and groceries	150	37	10
Entrance to local visitor attractions	50	21	19
Mooring or transit fees	0	0	0
Hire of equipment	0	0	0
Maps/guidebooks/leaflets	10	3	3
Gifts/souvenirs	99	20	10
Other	20	5	0
TOTAL	872	129	70

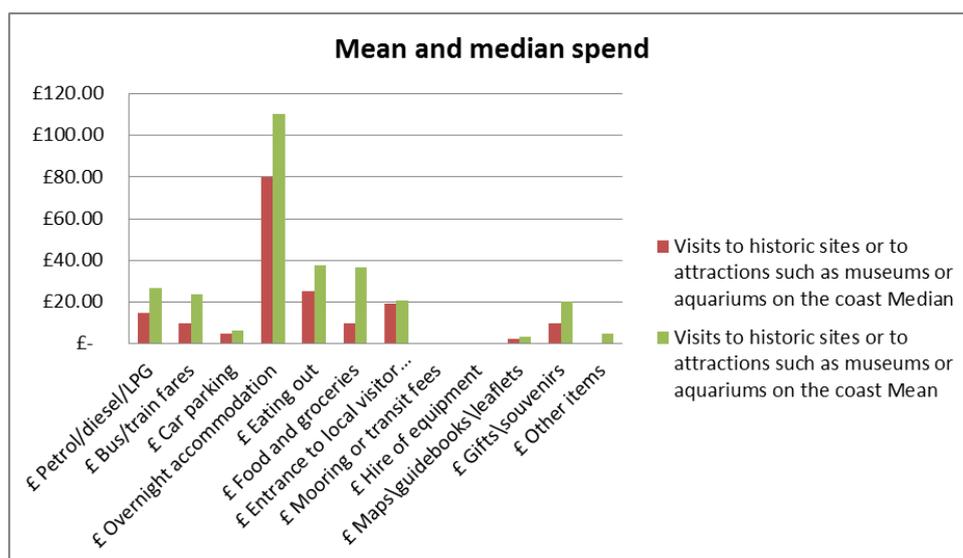


Figure A3.12: Visits to historic sites and other visitor attractions – mean and median daily spending

Spend per year by category

24. Respondents were also asked to record their annual spending on visiting historic sites and attractions. 23 respondents provided no information on their spending meaning the sample is too small to analyse reliably. The low response rate is probably a reflection of the fact that most categories of annual expenditure are not relevant to visits to historic sites and other visitor attractions.

Clubs and codes of conduct

25. Respondents were asked about their membership of clubs and their awareness of codes of conduct. Most of this information is relevant to specific types of activity, but is presented here for completeness.

Club membership

26. Of the 30 people who answered this question, around 83% do not belong to an organisation which relates to coastal recreation or tourism. This is not surprising given the nature of this activity.

Table A3.3: Visits to historic sites and other visitor attractions – membership of clubs, associations or governing bodies

	Do you belong to any clubs, associations or governing bodies relating to coastal recreation?
Local organisation	3
National organisation	2
None	25
Grand Total	30

Awareness of codes of conduct

27. Analysis suggests that, for people visiting historic sites and other visitor attractions there were relatively high levels of awareness of the Scottish Outdoor Access Code (around 70% stating they were definitely or possibly aware) and the Scottish Marine Wildlife Watching Code (around 60% stating they were definitely or possibly aware). Most of the other codes of conduct are specific to other activities, so it is not surprising that awareness rates are much lower.

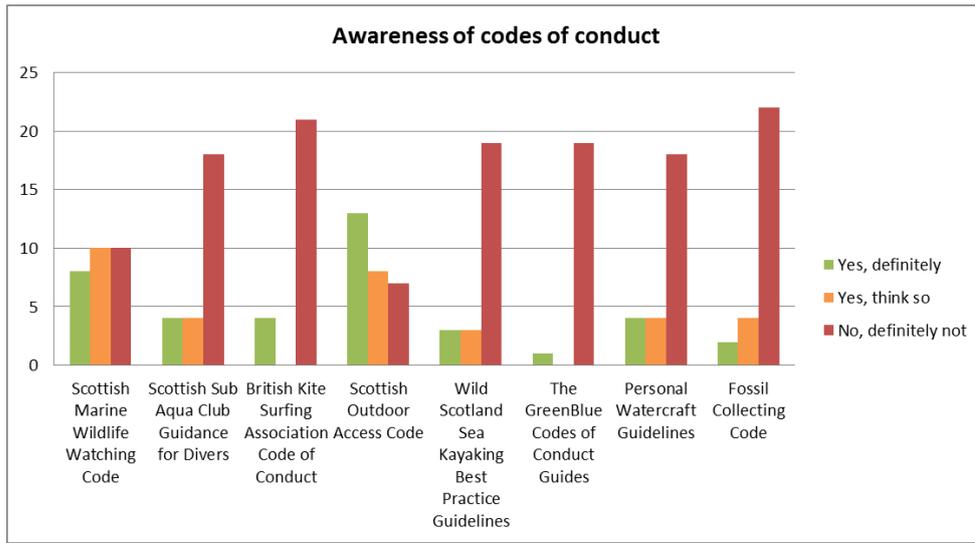


Figure A3.13: Visits to historic sites and other visitor attractions – codes of conduct

Socio-economic profile
Age and gender

28. **Figure A3.14** shows the age and gender profile of all those who indicated that they had visited historic sites or other attractions during the past 12 months. This is as distinct from those who identified this as one of their most important activities. Comparison with the whole survey sample suggests that the age and gender composition of people visiting historic sites and other attractions was similar to that for the wider sample. The distribution is biased towards the 45 to 65 age category, particularly for men. Younger age classes, while less numerous, have more female than male respondents.
29. **Figure A3.15** shows the age and gender profile of those who identified visiting historic sites and other attractions as one of their most important activities. The profile is significantly different from those participating and from the whole survey sample with a much larger proportion of women across most age categories. Again, the small size of this sample should be noted.

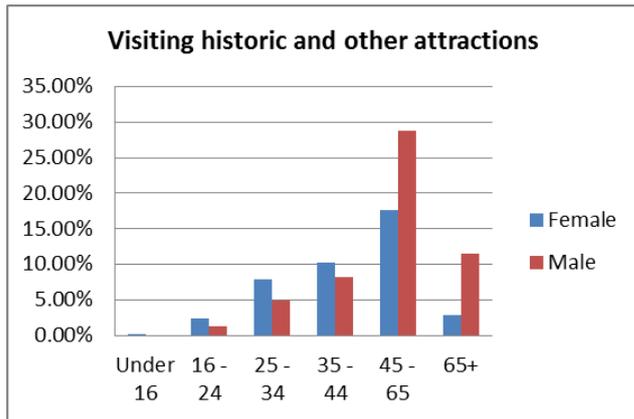


Figure A3.14: Age and gender profile of all people visiting historic sites and other visitor attractions

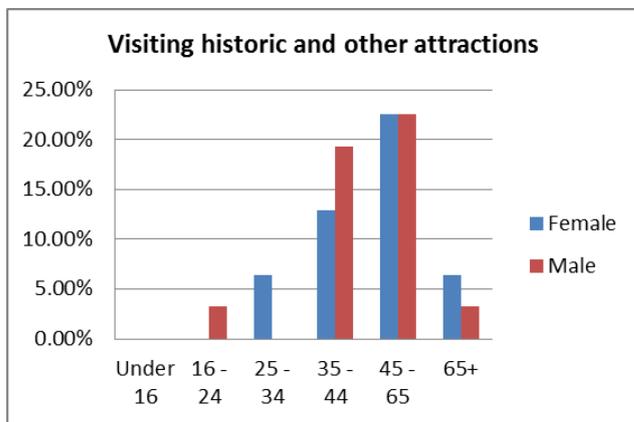


Figure A3.15: Age and gender profile of people identifying visits to historic sites and other visitor attractions as an ‘important activity’

Household income

30. Analysis of respondents’ household income suggests around 45% of people visiting historic sites and other visitor attractions have incomes of £26,000 or more. This is lower than for the survey sample as a whole, but indicates incomes higher than the Scottish household average (2014) of around £23,000. Figures for those identifying visits to historic sites and other attractions as a main activity are very low, with just under 30% of respondents electing not to provide this information. The results are, therefore, not reliable.

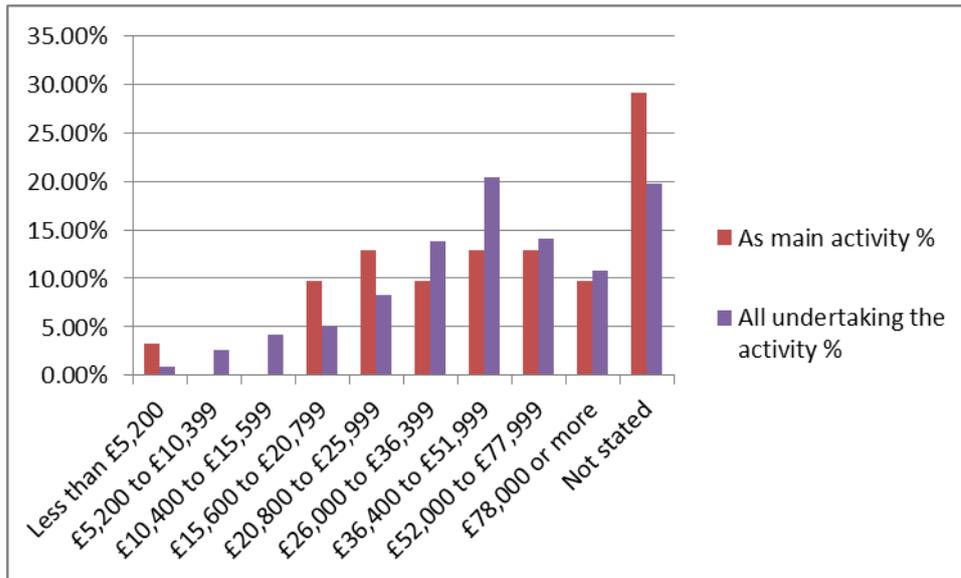


Figure A3.16: Household income of people identifying visits to historic sites and other attractions as a main activity and those indicating they took part in visits during the previous 12 months

Business survey findings

- 31. 43 of the 279 respondents in the business survey stated that their business serves visits to historic sites and other visitor attractions. **Figure A3.17** shows the distribution of the businesses across Marine Regions. This survey is based on a small sample and the results should, therefore, be treated with caution.

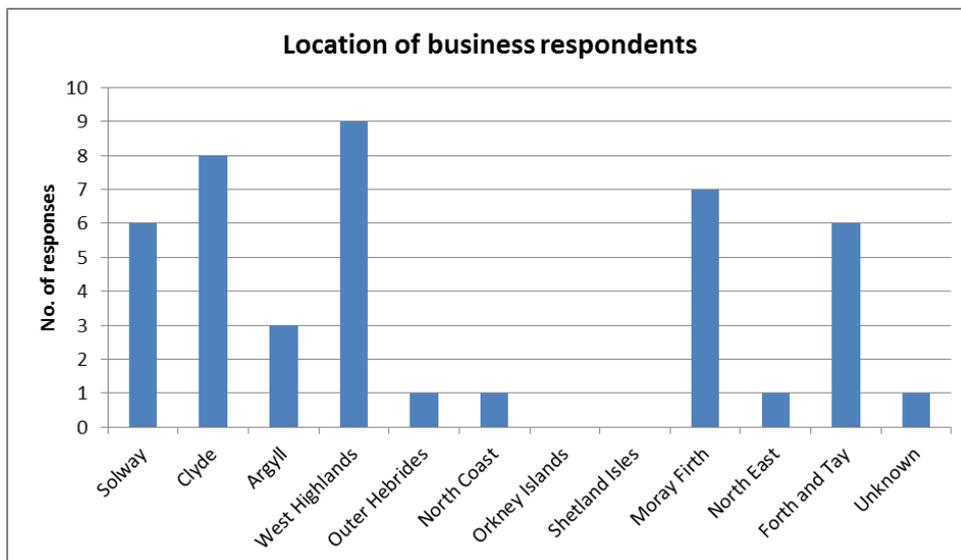


Figure A3.17: Distribution of the businesses across Marine Regions

- 32. Business respondents were asked to indicate the kinds of services they provide. **Figure A3.18** shows the services provided by businesses serving visits to historic sites and other visitor attractions.

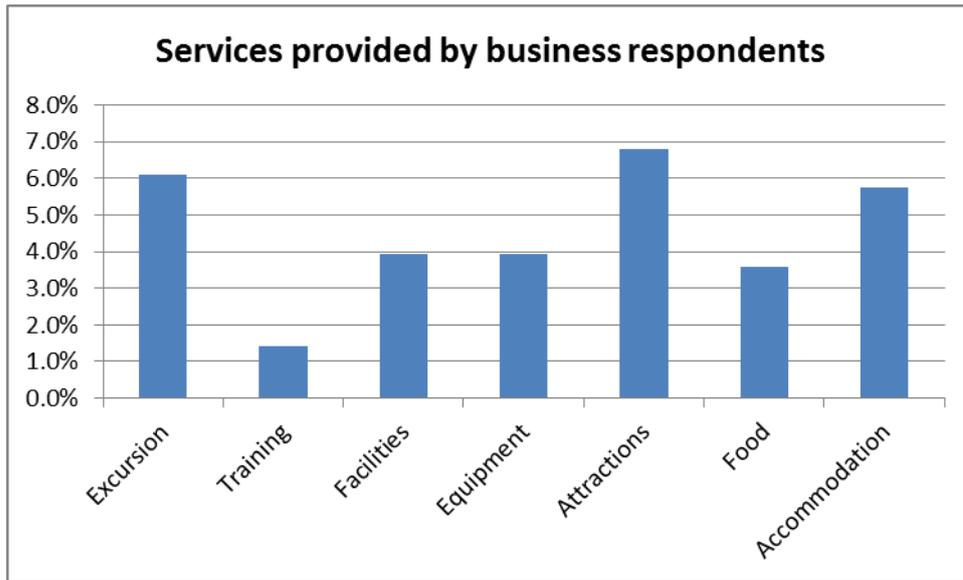


Figure A3.18: Services provided by businesses serving visits to historic sites and other visitor attractions