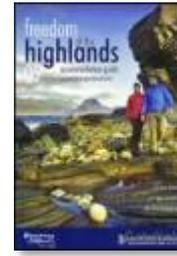


## Case Study: Visit Scotland

The following research highlights refer to those who requested the: **Freedom of the Highlands Accommodation Guide.**



A large-scale research project was undertaken by Visit Scotland with 2 main aims: to assess the impact and influence of current regional guides on a decision to visit Scotland's areas and to understand their role in how visitors now plan and book trips. In total, 8500 visitors who had previously requested a brochure were surveyed with very positive results:

- 94% of respondents found the guides to be very useful.
- To make their holiday choices, 40% used a combination of the guides with internet usage whilst 37% still used print alone.
- Respondents stayed in a variety of different accommodation ranging from camping to five star hotels.

The top 5 activities participated in during their most recent trip:

1. General sightseeing - 72%
2. Exploring Scottish scenery - 57%
3. Eating out in pubs/cafes/restaurants - 56%
4. Going for short walks - 54%
5. Visiting castles/historic houses/palaces – 42%

- At the time of request, 69% were definitely intending to visit Scotland whilst 29% were just thinking about it - showing the guides are received at a “**warm**” stage of the customer's holiday decision-making, matching up ideas on where to go.
- Over half retained their brochures** for future reference (52%)
- 52% of respondents** who received the Highlands brochure **took a trip to Scotland** and stayed in the area
- 64% of respondents intend to take a holiday or short break in Scotland in the next 12 months
- 59% plan to visit the Highlands on their next visit, highly likely to return
- £2.34m additional income** was generated to Scotland (**by the Highlands brochure**). This figure is calculated from those who had not definitely decided to visit before they received the guide.
- This is a very conservative estimate of **the impact of the guides to the businesses in the Highlands**. They are also, of course, useful planning tools and sources of inspiration to the 69% who have already decided on the area they wish to visit but not specifically decided on where they would like to stay or what they would do during their trip.