



Scottish Tourism Index

WHILST EDINBURGH, THE HIGHLANDS, SPAIN AND THE USA ARE THE FAVOURITE HOLIDAY SPOTS WE HAVE ALREADY VISITED, FOR MANY OF US, OUR BUCKET LIST DESTINATIONS ARE SLIGHTLY FURTHER AFIELD. WHILST MANY OF US YEARN FOR 'A LAND DOWN UNDER', EVEN MORE WANT TO BE 'BIG IN JAPAN'

As the main summer holiday season for Scots is now well under way, what are our favourite destinations? In our recent Scottish Tourism Index – a representative survey of 1,000 adults from across the country – we asked Scots what was their all-time favourite Scottish and overseas destinations that they had previously visited on holiday, as well as what was their top 'bucket list' destination that they would love to visit one day.

In terms of **individual Scottish locations** visited previously on holiday, two stand out as being most popular – the City of Edinburgh (10% voted this as their favourite Scottish holiday destination) followed by the Isle of Skye (7%). Loch Lomond and Aviemore received the next most mentions (4% in each case), however, what is clear is that beyond this, Scots have a long list of favoured domestic holiday destinations.

When we group these individual destinations into broader **Scottish tourist regions**, the popularity of the Highlands is clear – one in four Scots identified specific holiday spots in this region (25%). With a further 7% mentioning either the Western Isles or the Northern Isles, the north of the country clearly dominates in terms of popularity. That said, Argyll and its islands, Loch Lomond and the Trossachs is the favourite of 18% of Scots, followed by the Lothians (12%), the Ayrshire and Clyde Coasts and islands (7%) and Perthshire (6%).

1 st	Edinburgh	10%
2 nd	Isle of Skye	7%
3 rd	Loch Lomond	4%
	Aviemore	4%
5 th	Arran	3%
	Inverness	3%
	St Andrews	3%
	Glasgow	3%
9 th	Oban	2%
	Orkney	2%
	Fort William	2%
	Glencoe	2%

1 st	Highlands	25%
2 nd	Argyll, Loch Lomond, Stirling & the Trossachs	18%
3 rd	Edinburgh & the Lothians	12%
4 th	Western & Northern Isles	7%
	Ayrshire, Arran & the Clyde Coast	7%
6 th	Perthshire	6%
7 th	Fife	4%
	Greater Glasgow	4%
9 th	Aberdeenshire & Aberdeen	3%
	Dumfries & Galloway & the Borders	3%
11 th	Angus & Dundee	2%

Our favourite **overseas destinations** where we have holidayed are evenly split between Spain (14%) and the USA (14%) – with a variety of specific locations in each country mentioned. Beyond these two destinations, Mediterranean countries are most likely to be mentioned – especially Italy (6%), Greece (3%), Turkey (3%), Cyprus (3%) and Portugal (2%). France is a favourite of 3% with the other overseas favourites in the top dozen being in North America – Canada and Mexico each being the favourite choice of 2%, and this is also the case for Australia (2%), New Zealand (2%) and Dubai (2%).

1 st	Spain	14%
	- Mainland Spain	- 7%
	- Balearics	- 4%
	- Canary Islands	- 3%
	USA	14%
	- Florida/Disney	- 6%
	- New York City	- 4%
	- West Coast	- 3%
3 rd	Italy	6%
4 th	France	3%
	Greece & its Islands	3%
	Turkey	3%
7 th	Canada	2%
	Australia	2%
	New Zealand	2%
	Mexico	2%
	Cyprus	2%
	Dubai	2%
	Portugal	2%

When it comes to our **bucket-list destinations**, our horizons tend to be broader, stretching to far flung long-haul destinations. At the country level, USA is our main bucket list destination for just under a quarter of us (24%), with New York, the west coast and Florida particular attractions. However, second in our list may be a bit of a surprise – 8% of us would love to visit Japan. Australia, New Zealand, Canada and the Maldives make up our top 6 desires. Italy is top of the European bucket list (4%) followed by Iceland (2%), Norway (2%), Spain (2%) and Greece (2%).

1 st	USA	
	- New York City	14%
	- West Coast	- 7%
	- Florida	- 4%
	- Hawaii	- 3%
	- Other USA	
2 nd	Japan	8%
3 rd	Australia	7%
4 th	Canada	5%
5 th	New Zealand	4%
	Maldives	4%
	Italy	4%
8 th	Thailand	2%
	Caribbean	2%
	Iceland	2%
	Dubai	2%
	Egypt	2%
	Norway	2%
	Spain	2%
	Greece	2%



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Scotland's Viewpoint is a regular survey of 1,000+ Scots - statistically representative of the Scottish population and undertaken by 56 Degree Insight. It is conducted online over a two-day period on a quarterly basis.
The results displayed here are taken from the 2nd wave of 2023, with fieldwork taking place on the 24th-25th April. Some 1,006 Scots were interviewed. For further information visit: www.56DegreeInsight.com