

Top 5 motivations by market

Scottish Residents

The scenery and landscape

Wanted to holiday at home rather than abroad

Closeness to home

Been before and wanted to return

To get away from it all

Rest of UK

The scenery and landscape

Been before and wanted to return

The history and culture

To visit family/friends who live in Scotland

To get away from it all

Europeans

The scenery and landscape

The history and culture

Scotland is a place I have always wanted to visit

It was recommended to me

To visit cities

Rest of World

The scenery and landscape

The history and culture

Scotland is a place I have always wanted to visit

It was recommended to me

My Scottish ancestry

