

Orkney Tourism Group

“PROMOTING GROWTH AND SUSTAINABILITY IN ORKNEY’S TOURISM INDUSTRY”

Pilot
Visitor Survey
2009

GENERAL VISITOR INFORMATION

WHAT IS YOUR PARTY TYPE?

Individual	5.7%
Couples	51.6%
Family	27.9%
Friends	10.7%
Organised Group / Tour	0.8%
Business / Work	0.8%
Other	2.5%

LENGTH OF STAY?

Overnight	5.7%
Long weekend	14.8%
5 - 7 nights	44.3%
7 - 14 nights	18.9%
Other	16.4%

TOTAL NUMBER IN PARTY?

1	4.9%
2	58.2%
3	9.0%
4	15.6%
5	0.0%
6	3.3%
7+	4.9%
N/A	4.1%

HAVE YOU BEEN TO ORKNEY BEFORE?

YES

37.7%

NO

60.7%

PLEASE NOTE: 1.6% of those who responded were unsure whether they had visited Orkney before

DO YOU PLAN TO RETURN?

YES

79.5%

NO

13.1%

PLEASE NOTE: 7.4% were unsure whether they would return.

WOULD YOU RECOMMEND ORKNEY TO YOUR FRIENDS AND FAMILY?

YES

96.7%

NO

2.5%

PLEASE NOTE: 0.8% were unsure whether they would recommend

PLACE OF RESIDENCE

England	45.9%
Scotland	38.5%
Wales	0.8%
Ireland	0.0%
Europe	4.9%
Asia	0.0%
Scandinavia	0.0%
USA/Canada	2.5%
Other	7.4%



THINGS TO SEE & DO

“A HUGE AMOUNT OF
FASCINATING THINGS TO
SEE IN A COMPACT
PLACE”

THE RESULTS

- ◉ 98.3% visited one of Orkneys Historic Sites
- ◉ Skara Brae was listed as the number one site to visit.
- ◉ Half of the visitors who completed the survey didn't do everything they wanted to do. This was due to visitors not appreciating how big Orkney is and how much there is to do!
- ◉ Overall Experience: 80% reported excellent



SHOPPING

“WELL PRESENTED
SHOPS AND FRIENDLY
STAFF”

THE RESULTS

- 98.2% bought local produce - food & drink
Top purchases: Whisky, Cheese & Fudge
- 78% bought local jewellery & crafts
Top purchase: Jewellery & Pottery
- 25% felt that they were unable to purchase what they would have expected in Orkney.
Big Miss: items made from straw!
- Overall Experience: 52.5% reported excellent



OUT & ABOUT

BEAUTIFUL ISLANDS,
FRIENDLY PEOPLE, SO
MUCH MORE TO SEE
AND DO THAN WE
WERE AWARE”

THE RESULTS

- ◉ 89.1% arrived in Orkney by Ferry
- ◉ 10.9% arrived in Orkney by Aeroplane
- ◉ 75% found it easy to get around
- ◉ 53.7% travelled to the outer isles with 72.4% rating their visit as excellent
- ◉ Overall Experience: 77.4% reported excellent



EATING OUT

“EVERYTHING WAS
EXCELLENT THE
SERVICE WAS
BRILLIANT”

THE RESULTS

- ◉ Value for money: 40% reported excellent
- ◉ Visitors were extremely positive regarding: variety of establishments; quality of food; customer service and cleanliness
- ◉ 93.3% sampled local food and drink
- ◉ 80% stated that they would take local produce home
- ◉ Overall Experience: 46.7 reported excellent

I LOVE ORKNEY, THE PEOPLE,
THE LIGHT, THE ACCENT

Good range of shops and products

I USED RO-RO FERRY TO ROUSAY. STAFF VERY
PATIENT WHEN I STALLED CAMPER -VAN SEVERAL
TIMES

I just love the place of Orkney and
would love to stay forever!