



XX Commonwealth Games Visitor Study: Visitor Survey Results Report

Commonwealth Games



**XX COMMONWEALTH GAMES
VISITOR STUDY:
VISITOR SURVEY RESULTS REPORT**

**TNS
Steer Davies Gleave
Optimal Economics**

Games Legacy Economic Evaluation

Commissioned by
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EXECUTIVE SUMMARY

Who attended the Games?

- 690,000 unique visitors, including children under 16, attended the overall programme of Glasgow 2014 and Festival 2014 events between 23 July and 3 August.
- These visitors spent a total of 2.9 million visitor days in Scotland on visits taken as a consequence of the Games.
- It is estimated that total expenditure by visitors was approximately £228 million¹.
- Most visitors went to both sporting and cultural events with 78% attending at least one Glasgow 2014 ticketed events and 75% attending at least one Festival 2014 event or activity.
- Around two thirds attended while on a day trip (63%) while the remaining 37% were on a longer trip involving an overnight stay away from home.
- While just over a fifth of those attending Glasgow 2014 and/or Festival 2014 lived in Glasgow (22%), similar proportions of visitors came from the remaining Local Authorities within the Clyde Valley area (23%)², elsewhere in Scotland (23%) or other parts of the UK (28%). 4% of all visitors were from overseas.
- Comparing the profile of visitors with the general population of Scotland, the demographic groups most likely to attend Glasgow 2014 and Festival 2014 included those aged between 35 and 64 and those in full or part time employment.

Quality of experience

- In general, visitors provided very positive ratings for the events they attended and the overall visit experience.

¹ Further details on this estimate and the approaches followed to produce it are provided in Section 8 and Annex B.

² Clyde Valley includes Inverclyde, Renfrewshire, East Renfrewshire, West Dunbartonshire, East Dunbartonshire, South Lanarkshire and North Lanarkshire.

Most positively, 93% rated Scotland as a 'very good' place to visit while 87% provided this rating for Glasgow. 89% provided a 'very good' rating for the Glasgow 2014 events.

- Following their experiences at the Games, 57% of visitors from outside of Glasgow stated that they would definitely visit Glasgow for a short break or holiday in the next 5 years.
- More specifically, around a third of those visitors who had never been to Glasgow before stated that they would definitely visit again (32%).

Influence on events and information used to plan trips

- Over two thirds (68%) of visitors stated that the Glasgow 2014 events were their 'sole reason' for taking their trip. 7% stated that the events were of 'no importance at all' in their decision to visit, suggesting that they would have visited anyway.
- By comparison, Festival 2014 events and activities were less likely to be so important in decisions to take trips. 20% of visitors who attended these events stated that they were their 'sole reason' for taking the trip while 37% stated that they were of 'no importance of all'.
- Most visitors used the Glasgow 2014 Ltd website when they were planning their trip (59%). This source, the VisitScotland website, TripAdvisor and guidebooks were all particularly important to visitors on an overnight trip.

Travelling to the Games

- Visitors were asked to specify the modes of transport used on their journey to the Games. This could include multiple modes, all of which were recorded (so percentages total over 100%).
- Around half of visitors from outside of Scotland travelled at least part of their journey to Scotland by car (52%) while around a quarter travelled by rail (27%) and around a quarter travelled by air (24%).
- On the day of the event, journeys from home or overnight accommodation to the venue most frequently involved travel by rail (47%), walking (41%) and/or car (21%).

Cultural engagement

- 75% of visitors (around 520,000 unique visitors) attended one or more of the cultural events and activities taking place as part of Festival 2014 including Merchant City Festival, Opening and Closing Celebrations and Live Zone activities held at Glasgow Green, George Square and the Kelvingrove Bandstand.
- The most visited Festival 2014 venues were the Merchant City (visited by 69% of Festival 2014 visitors), Glasgow Green (63%) and George Square (53%). Over two-thirds (68%) of Festival 2014 visitors went to more than one venue.
- The most seen and heard art forms during the Games were music (experienced by 35% of all Games visitors) and dance/physical theatre (17%).
- 14% of all Games visitors experienced styles of arts or culture which they were previously unfamiliar with. This proportion increased to 23% amongst residents of Glasgow.

Visitor expenditure

- Across all visitors (i.e. day visitors and overnight visitors) average spend per day on those days when they were attending a Games event, including expenditure on tickets, was £98.
- Expenditure varied significantly by visitor type. For overnight visitors on an extended stay, average spend per day was lower for those days when they were not attending a ticketed event.
- Average spend per visitor per day is estimated as follows:
 - Day trippers (includes tickets) - £57
 - Overnight visitors attending on days when they attended an event (includes tickets and accommodation) - £125
 - Overnight visitors on days when they did not attend an event (includes accommodation) - £76
- Taking account of the varying expenditure levels by visitor type and on event/non-event days, it is estimated that total expenditure by visitors was £228 million³.
- The highest spending groups included those staying overnight and those visiting from parts of the UK outside of Scotland and overseas while day visitors and locals spent the least.
- During the course of the days spent at Glasgow 2014 and Festival 2014, in general day visitors spent most money on tickets, food and drink, and merchandise while overnight visitors spent most on tickets, food and drink and accommodation.

³ This final estimate is a revision from the interim estimate of £282 million following the provision of more information on ticketing income from Glasgow 2014 Limited. See Section 8 for further details.

Staying overnight

- 37% of visitors (around 250,000 unique visitors) stayed away from home during their trip, each spending an average of 6.8 days in Scotland and spending an average of £125 per day during the days they attended Glasgow 2014 and Festival 2014 events.
- While overnight visitors represented just 37% of all unique visitors, they accounted for over two-thirds of total visitor expenditure (£161 million)⁴.
- While the largest proportions of overnight visitors stayed one or more nights in Glasgow (50%), Edinburgh (17%), South Lanarkshire (5%) and Stirling (5%) it is notable that visits from outside of Scotland involved overnight stays in every Scottish local authority area.
- While 36% of overnight visitors stayed in a hotel, almost as many stayed in the homes of friends or family (33%). Other types of accommodation used most often included B&Bs and Guesthouses (8%) and self-catering accommodation (7%). Visitors from outside of Scotland, including those from overseas, were particularly likely to use a wide range of accommodation types, including hotels, guesthouses and B&Bs and the homes of friends and family.

⁴ Ibid

1. INTRODUCTION

- 1.1 The XX Commonwealth Games Visitor Survey, undertaken by TNS, captured details on the characteristics and activities of a representative sample of 2,214 people (aged over 16) attending the XX Commonwealth Games and its cultural festival (referred to as the Games).
- 1.2 For the purposes of this report, the wider 'Games' has been split into two distinct categories, Glasgow 2014 and Festival 2014. Glasgow 2014 included ticketed and non-ticketed sporting events, some of which took place outside Glasgow (Strathclyde Country Park in North Lanarkshire, Barry Buddon Centre in Angus and the Royal Commonwealth Pool in Edinburgh) and the official Opening and Closing ceremonies. Festival 2014 included the Opening and Closing Celebration events⁵, other activities taking place at Live Zones across Glasgow (including Glasgow Green and Kelvingrove Bandstand) and numerous other organised cultural events across the city including the Merchant City Festival.
- 1.3 The survey involved short interviews with people at a broad sample of the locations where Glasgow 2014 and Festival 2014 events were occurring, including numerous venues in Glasgow, Strathclyde Country Park, Barry Buddon Centre and the Royal Commonwealth Pool (see **Annex B** for a full list of locations).
- 1.4 At each of these locations respondents were selected on a random basis to ensure that the final survey sample was representative of those attending Glasgow 2014 and Festival 2014 events, with all visitors having an equal probability of inclusion in the survey. Within the interview, respondents provided details of the activities they had

⁵ As part of Festival 2014, Opening and Closing Celebration Parties were hosted at the Glasgow Green and Kelvingrove Bandstand Live Zones. The Opening and Closing Celebration Parties offered a range of activities whilst enabling those who attended to watch the Opening and Closing Ceremonies on large TV screens.

undertaken or were going to undertake over the course of the Games period, plus more general questions concerning their visit, cultural engagement, the quality of the experience and their demographics. Further details on the survey methods and definitions used are provided in **Annex B**. A copy of the questionnaire is provided in **Annex A**.

- 1.5 This report contains the main results from the Visitor Survey. Other reports and outputs from the XX Commonwealth Games Visitor Study, which this survey has, and will provide input to, include⁶:
- The 'Games Visitors' section of the 'XX Commonwealth Games Highlights Report'
 - A 'XX Commonwealth Games Study: Festival 2014 & Merchant City Festival Visitor Survey Results Report' will be published alongside this report focusing on the visitor survey results amongst those attending Festival 2014, including Merchant City Festival
 - A 'XX Commonwealth Games Study: Visitor Impact Report' will be published alongside this report containing estimates of the gross and net economic impact of visitors to the events

Note on the presentation of results in this report

- 1.6 In the sections which follow, all results are representative of visitors (labelled 'visitors', 'event visitors' or 'visitors who attended the Games') who attended the Glasgow 2014 and Festival 2014 events and activities between 23 July and 3 August (labelled 'Games time'). Where survey sample sizes are sufficient to allow a robust analysis, results have been disaggregated and presented by the following defined visitor groups:
- **All Visitors** – those visitors who attended one or more Glasgow 2014 and/or Festival 2014 events – comprising the total sample of visitors who attended the Games

⁶ Reports available on the Scottish Government Assessing Legacy 2014 website – www.gov.scot/assessinglegacy2014.

- **Glasgow 2014 Visitors** – those visitors attending any ticketed or non-ticketed sport event and/or the Opening and Closing ceremonies:
 - **Glasgow 2014 Ticketed Sporting Event Visitors** – those attending any Glasgow 2014 sporting events which required a ticket
 - **Glasgow 2014 Non-ticketed Sporting Events Visitors** – those attending a sporting event which **did not** require a ticket; that is, the marathon, cycling time trial or cycling road race
- **Festival 2014 Visitors** – those attending any ticketed or non-ticketed Festival 2014 events, including Opening and Closing Celebrations, Live Zone activities and Merchant City Festival

- 1.7 Results include visitors who attended Opening and Closing Ceremonies but due to sample size limitations findings are not presented separately for this group.
- 1.8 Results are also compared on the basis of whether or not visitors were on a day trip (referred to as ‘day visitors’) or a visit involving at least one night away from home (referred to as ‘overnight visitors’) and on the basis of place of residence.
- 1.9 The following sections provide a summary of the key insights emerging from the survey, further detailed survey results are provided in **Annex A**.
- 1.10 Finally, only statistically significant variations are highlighted in the commentary. See **Annex B** for details.

2. WHO ATTENDED THE GAMES?

2.1 This section provides details on the number of people attending Glasgow 2014 and Festival 2014 and their characteristics. Key findings include:

- 690,000 visitors, including children under 16, attended the overall programme of Glasgow 2014 and Festival 2014 events between 23 July and 3 August.
- These visitors spent a total of 2.9 million visitor days in Scotland on visits undertaken as a consequence of the Games.
- It is estimated that total expenditure by visitors was £228 million⁷.
- Most visitors went to both sporting and cultural events with 78% attending at least once of the Glasgow 2014 ticketed events and 75% attending at least one Festival 2014 event or activity.
- Around two thirds attended while on a day trip (63%) while the remaining 37% were on a longer trip involving an overnight stay away from home.
- While just over a fifth of those visitors attending the Games lived in Glasgow (22%), similar proportions came from the remaining Local Authorities within the Clyde Valley area (23%)⁸, elsewhere in Scotland (23%) or other parts of the UK (28%). 4% of all visitors were from overseas.
- Comparing the profile of visitors with the general population of Scotland, the demographic groups most likely to attend Glasgow 2014 and Festival 2014 included those aged between 35 and 64 and those in full or part time employment.

⁷ Further details on this estimate and the approaches followed to produce it are provided in Section 8 and Annex B.

⁸ Clyde Valley includes Inverclyde, Renfrewshire, East Renfrewshire, West Dunbartonshire, East Dunbartonshire, South Lanarkshire and North Lanarkshire. Together Glasgow and the Clyde Valley make up the broadly defined metropolitan City-Region of Glasgow.

Number of unique visitors

- 2.2 Overall, 690,000 unique visitors attended events related to Glasgow 2014 and Festival 2014 between 23 July and 3 August. This total includes residents of Glasgow and the Clyde Valley who took days out to attend events.
- 2.3 These visitors spent 2.9 million visitor days in Scotland during trips which included experiencing Glasgow 2014 or Festival 2014 events and extended stays and spent a total of £228 million.
- 2.4 As illustrated below (**Figure 2.1**), many visitors went to numerous events during the Games period, including both ticketed and un-ticketed events and sporting and cultural events. Therefore, the audiences for each event type overlapped somewhat.

Figure 2.1. Volumes of visitors attending Glasgow 2014 and Festival 2014



Note: Not to scale

2.5 Of the estimated 690,000 unique visitors attending Glasgow 2014 and/or Festival 2014 events between 23 July and 3 August:

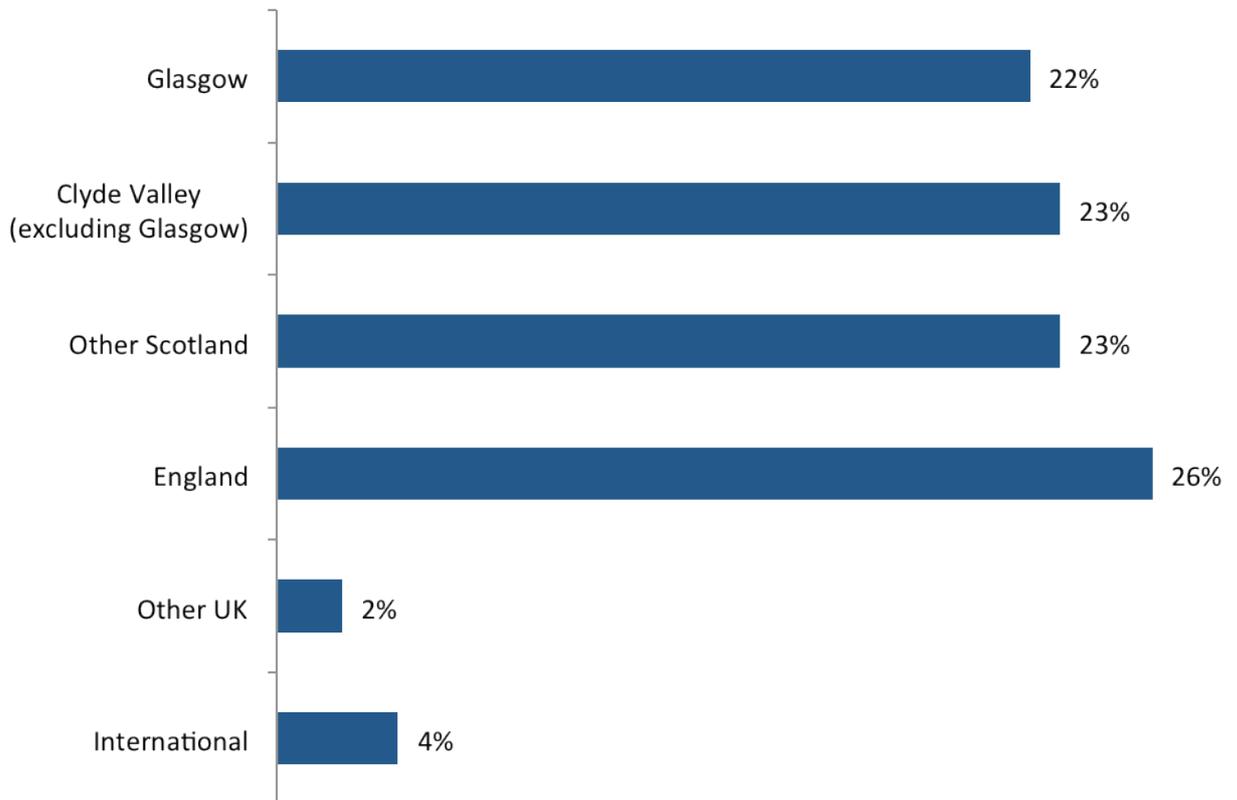
- 530,000 (78% of all visitors) went to at least one of the Glasgow 2014 ticketed events (i.e. sporting events, and the Opening or Closing ceremonies).
- 280,000 (41% of all visitors) attended at least one of the Glasgow 2014 non-ticketed sporting events (i.e. triathlon, marathon, cycle time trial or cycle road race).
- 520,000 (75% of all visitors) attended Festival 2014, including the Merchant City Festival.

Origin of visitors and trip type

2.6 As shown in **Figure 2.2**, the vast majority (96%) of visitors lived in the UK:

- Just over two-thirds lived in Scotland, with similar proportions living in Glasgow (22% or 150,000 unique visitors), the rest of the Clyde Valley outwith Glasgow (23%/ 158,000) or elsewhere in Scotland (23%/ 160,000).
- Around a quarter lived in England (26%/ 180,000) while 2% were from Wales or Northern Ireland (20,000).
- The remaining 4% of visitors lived overseas (30,000) with over half of these visitors living in Commonwealth countries or territories, including UK dependencies and territories. **Table A.1** in **Annex A** lists the countries of origin of these visitors in full.

Figure 2.2. Place of residence of visitors to Glasgow 2014 and Festival 2014



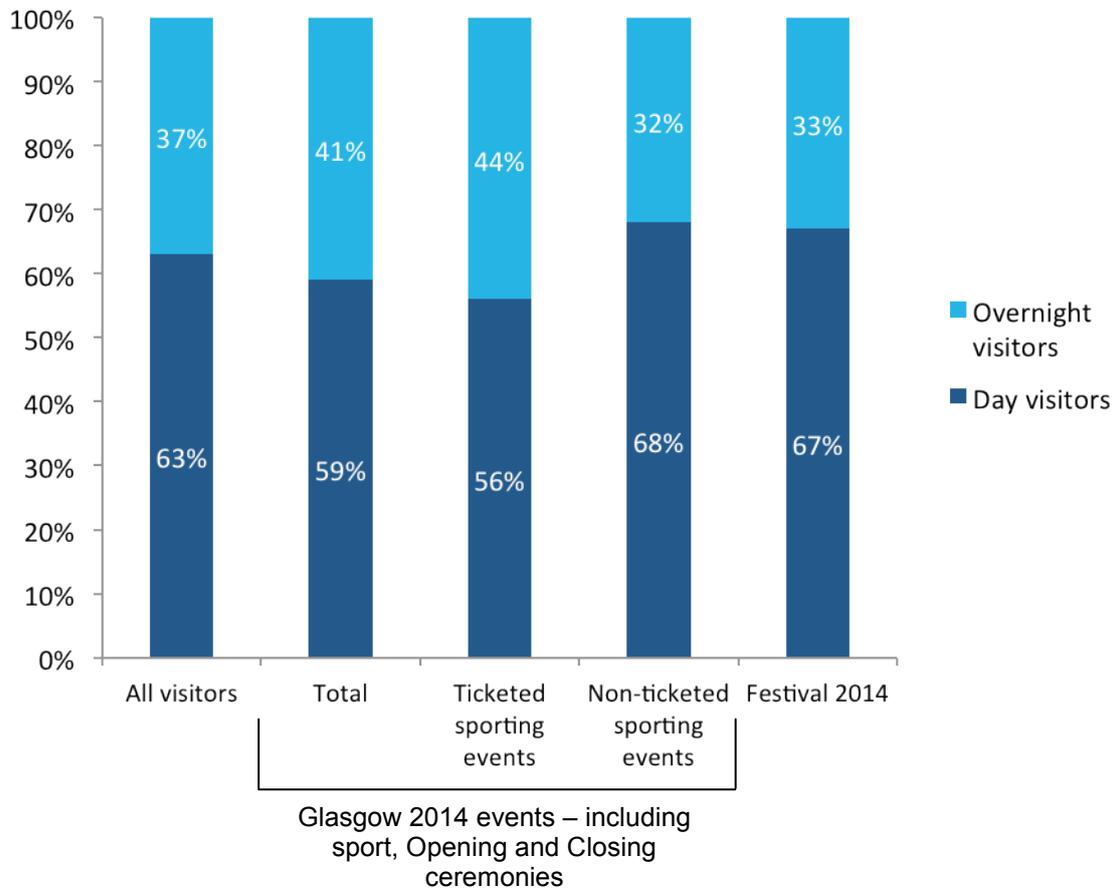
Base: All respondents (2,214)

2.7 Around two thirds of all visitors were on a day visit (63%/ 440,000) while the remaining 37% were overnight visitors (250,000), staying at least one night away from home as part of their visit.

2.8 As illustrated in **Figure 2.3**, the proportion of overnight visitors was highest amongst those who attended ticketed sporting events (44%) and lowest amongst those who attended non-ticketed sporting events and Festival 2014 events (32% and 33% respectively).

2.9 Correspondingly (as shown in **Figure A.1** in **Annex A**) those who went to ticketed sporting events were more likely to have travelled from outside Scotland to attend while those attending non-ticketed sporting events and Festival 2014 events were more likely to be locals who lived in Glasgow.

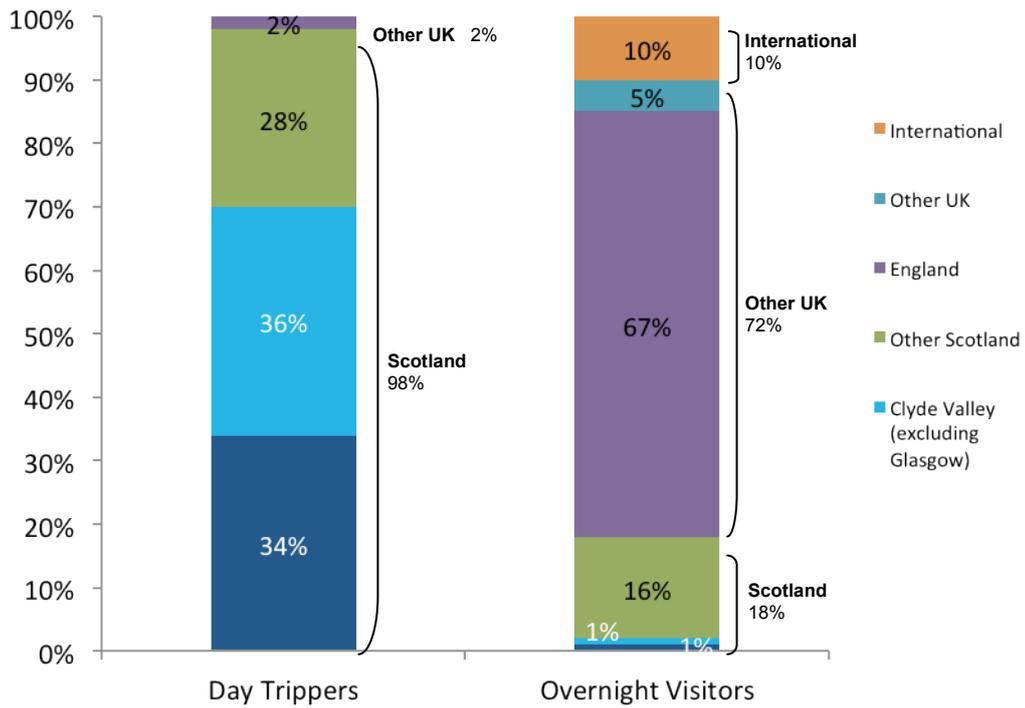
Figure 2.3. Type of visit by events attended



Base: All respondents (2,214)

2.10 **Figure 2.4**, compares the place of residence of day trippers and overnight visitors (also illustrated for UK residents in the map further below – see **Figure 2.5**). While most of those attending on a day trip lived in Glasgow or the remainder of the Clyde Valley, the majority of overnight visitors had travelled from England (67%) while 10% of this group were from overseas.

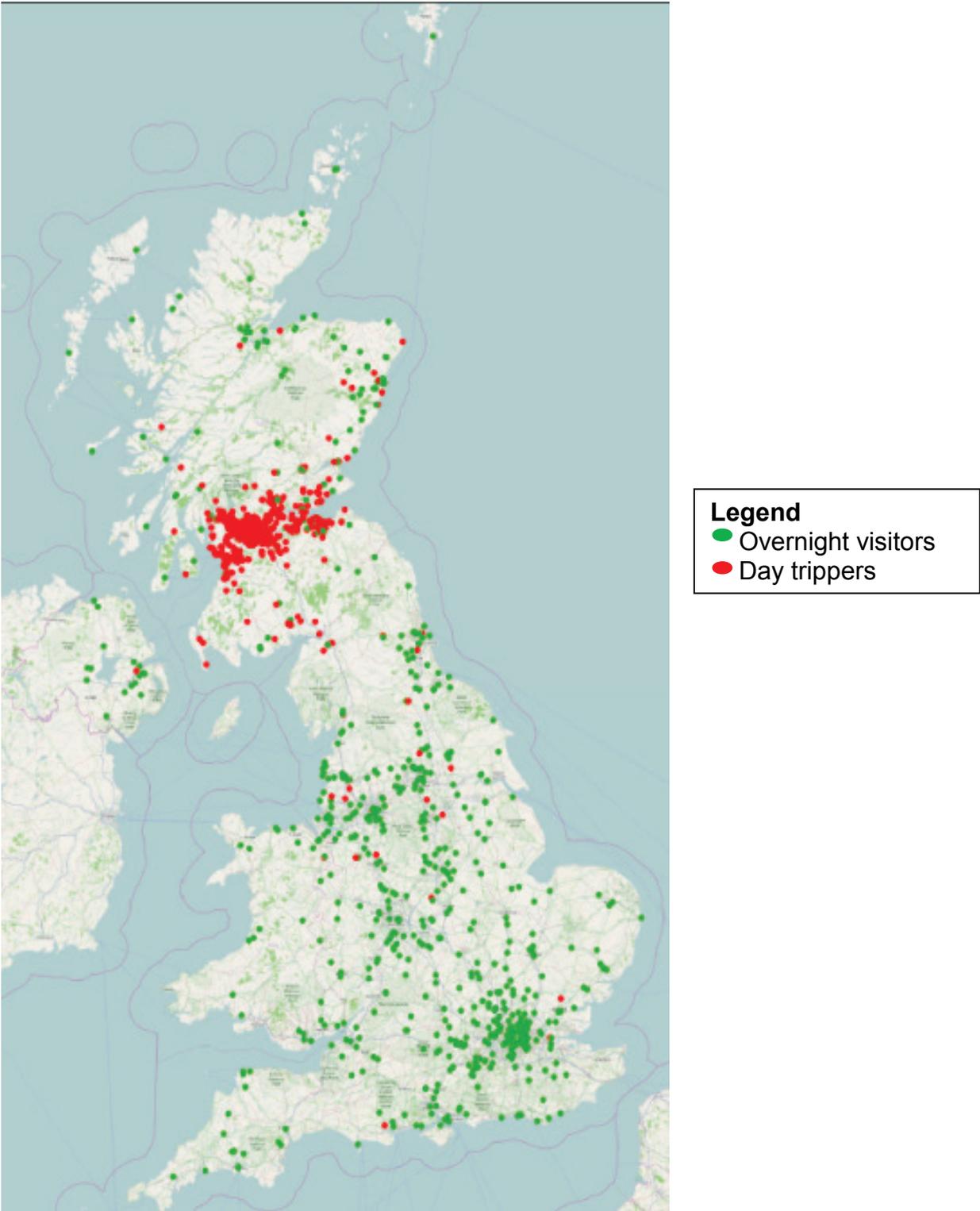
Figure 2.4. Place of residence of visitors by trip type



Base: All respondents (2,214)

2.11 As shown below (**Figure 2.5**) the largest proportions of visitors on an overnight trip lived in the North of England or London and the South East while the vast majority on a day trip lived in Glasgow or elsewhere in the Central Belt.

Figure 2.5. Place of residence if UK visitors by trip type



Base: All respondents (2,214)

Note: This map is intended to provide a useful visual representation of the distribution of the places of origin of visitors. However note that, given the high density of visitors from central Scotland, the 'dots' representing each visitor's home location overlap, masking the very high volumes of day visitors resident in this area.

Party composition

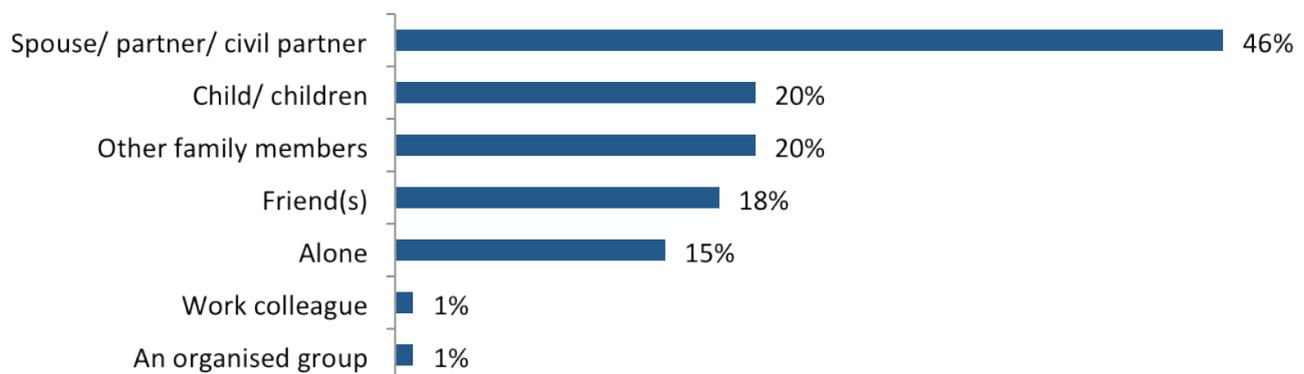
2.12 Around half of visitors attending Glasgow 2014 and Festival 2014 were with their spouse or partner (46%) while around a fifth attended with one of more children (20%) and a similar proportion attended with other members of their family or friends (20%).

2.13 The average party contained 2.6 people with children aged under 16 on average representing around 14% of visitors in the parties surveyed.

2.14 A slightly higher proportion of visitors resident in Scotland had children in their group (24%, reflecting the proportion of households with children in Scotland⁹).

2.15 Party composition was broadly similar across each of the different event types (see **Table A.2** in **Annex A** for details).

Figure 2.6. Party composition – Glasgow 2014 and Festival 2014 visitors



Base: All respondents (2,214)

Note: Respondents could select more than one answer to reflect their party composition (e.g. if with friends and family members both answers would be selected). Therefore percentages sum to over 100%.

⁹ Scottish Household Survey

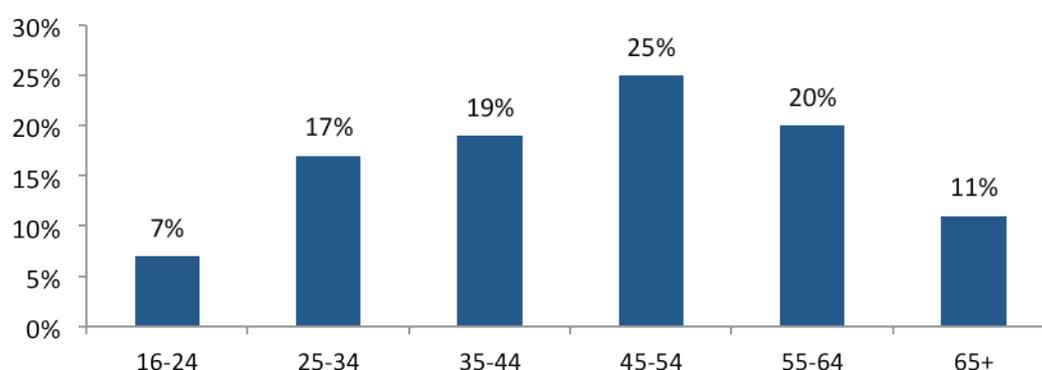
Demographic profile

Age

2.16 **Figure 2.7** illustrates the age profile of adults attending the Games. This is based on the representative sample of the audience aged 16 and over who were interviewed (also note above regarding proportions of visitor parties also including children).

2.17 The largest proportion of adult visitors were in the 45 to 54 age group while the smallest proportions were in the youngest and oldest age groups. Comparing the age profile of adult visitors resident in the Scotland, with the Scottish population (**Figure 2.7**) illustrates the greater levels of attendance amongst those in the 35 to 64 age group while those aged 16 to 24 and 65 and over were less likely to attend.

Figure 2.7. Age profile of adult visitors



Base: All respondents (2,214)

Table 2.1. Age profile – Scottish adult visitors age profile compared to general population

	All visitors resident in Scotland	Scottish adult population*
16-24	8%	14%
25-34	18%	16%
35-44	20%	16%
45-54	24%	18%
55-64	19%	15%
65+	11%	21%

*ONS 2013 mid-year estimates

Base: All respondents who live in Scotland (1,411)

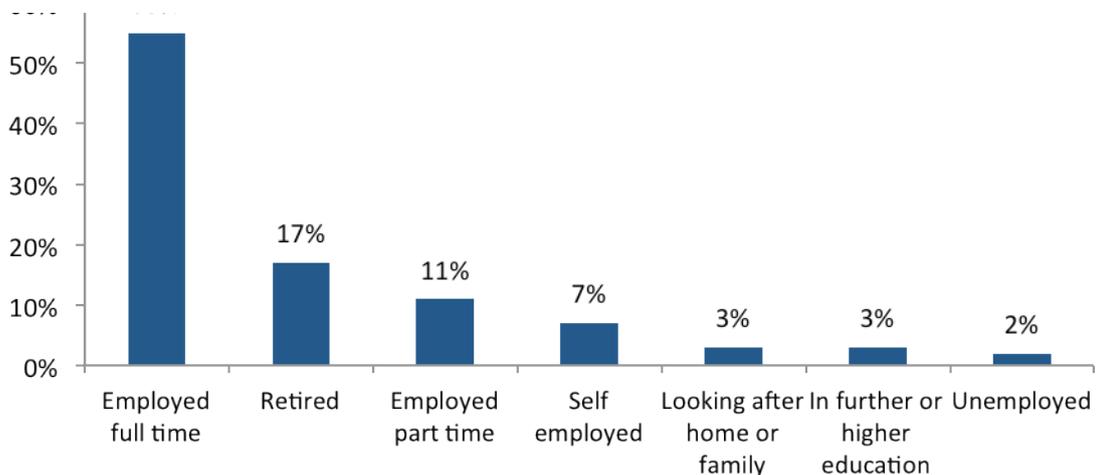
2.18 The age profile of visitors was broadly similar across each of the different event types (see **Figure A.3** in **Annex A**).

Working status

2.19 As shown in **Figure 2.8**, most visitors attending the Games were in employment – either employed full time (55%), part time (11%) or self-employed (7%).

2.20 The working status profile of visitors was broadly similar across each of the different event types (see **Figure A.4** in **Annex A**).

Figure 2.8. Working status profile



Base: All respondents (2,214)

2.21 Comparing the working status profile of visitors who lived in Scotland with the Scottish adult population (**Table 2.2**) illustrates the higher share of visitors who were employed full or part time while retired people were less likely to attend¹⁰.

¹⁰ Only statistically significant variations are highlighted in the commentary. See Annex B for details.

Table 2.2. Working profile – Scottish visitors compared to Scottish population

	All visitors resident in Scotland	Scottish adult population*
Employed full-time	53%	37%
Retired	16%	24%
Employed part-time	13%	10%
Self-employed	7%	6%
Looking after the home or family	4%	7%
At school/ education/ training	4%	7%
Unemployed and seeking work	2%	5%

*2013 Scottish Household Survey

Base: All respondents who live in Scotland (1,411)

Long term disabilities and conditions

2.22 Overall 4% of visitors stated that they had any of the following conditions or impairments, expected to last 12 months or more:

- *Mobility/other physical impairment* – 2% of visitors
- *Visual impairment* – 1% of visitors
- *Hearing impairment* – 1% of visitors
- *Learning difficulty* – less than 1% of visitors
- *Something else* – less than 1% of visitors

2.23 The proportion of visitors with any conditions or impairments was the same across attendees at all of the event types.

2.24 By comparison, the 2011 Census recorded that 20% of the Scottish adult population reported that their day to day activities were limited by a long-term health problem or disability¹¹.

¹¹ The survey sample may have under represented people with a long term illness or disability to some extent as, while the interview locations covered a representative spread of general visitor access points and communal areas, the approach did not specifically aim to include separate entrances and access arrangements provided for people with disabilities.

Ethnicity

- 2.25 Overall 3% of visitors were members of a Black or Minority Ethnic population group (2% Asian, 1% mixed or multiple ethnic groups and less than 1% in all other groups).
- 2.26 This proportion varied by place of residence from 2% of those visitors living in Scotland and 2% of those living in in the rest of the UK (i.e. England, Wales or Northern Ireland) to 15% of those visiting from overseas.
- 2.27 By comparison, the 2011 Census recorded that 4% of the Scottish population were members of the Black and Minority Ethnic population.

3. QUALITY OF EXPERIENCE

3.1 This section provides details on the survey results relating to the quality of experiences while attending the Games.

Key findings include:

- In general, visitors provided very positive ratings for the events they attended and the overall visit experience. Most positively, 93% rated Scotland as a 'very good' place to visit while 87% provided this rating for Glasgow. 89% provided a 'very good' rating for the Glasgow 2014 events.
- Following their experiences at the Games, 57% of visitors from outside of Glasgow stated that they would definitely visit Glasgow for a short break or holiday in the next 5 years.
- More specifically, around a third of those visitors who had never been to Glasgow before stated that they would definitely visit again (32%).

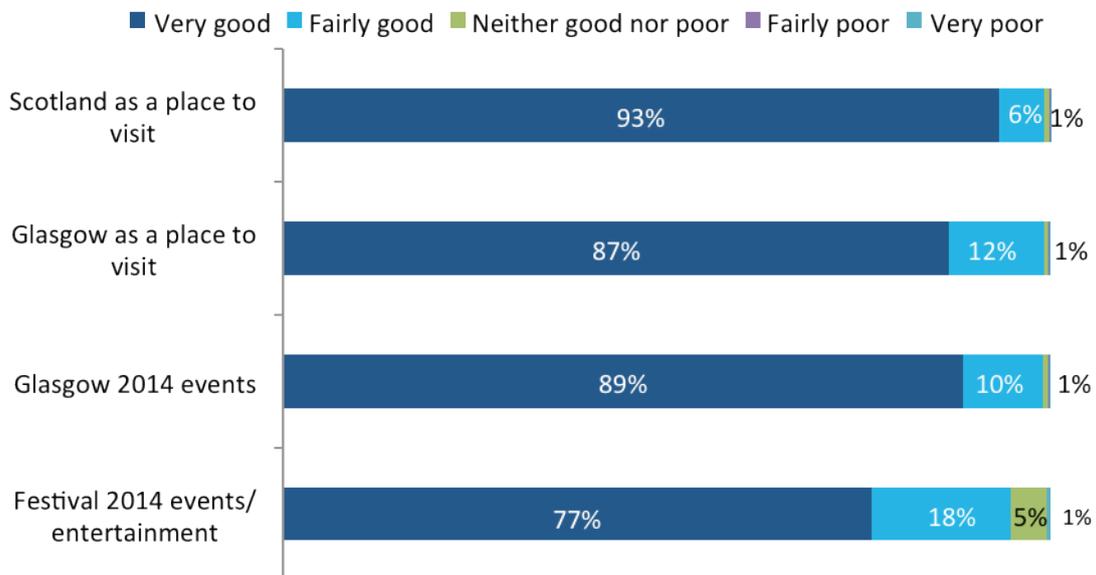
Rating of experiences

3.2 Visitors were asked to rate their overall experiences whilst attending the Games.

3.3 As shown in **Figure 3.1**, the vast majority of visitors provided positive ratings for all of the aspects asked about. Most positively, 93% provided the highest 'very good' rating for Scotland as a place to visit while a slightly lower proportion provided this rating for Glasgow (87%).

3.4 89% provided a 'very good' rating for Glasgow 2014 events while 77% of those who attended provided this rating in relation to Festival 2014.

Figure 3.1. Rating quality of experiences (excluding Don't Know responses)



Base: All respondents (2,214); Respondents attending Festival 2014 (1,470)

3.5 79% of those visitors who were on an overnight visits rated Glasgow as 'very good'. By comparison VisitScotland statistics reported that amongst the normal overnight tourism market, 56% of visitors to Glasgow were 'very satisfied' with the overall experience in the city¹².

Previous visits and likelihood to return

3.6 Overall 15% of all visitors from outside of Glasgow were on their first visit to the city while 13% of those from outside of Scotland were on their first visit to the country (see **Figure A.5** and **Figure A.6** in **Annex A** for further details). More specifically, amongst those who were on an overnight trip, 31% were on their first visit to Glasgow while 13% were on their first visit to Scotland.

¹² Scotland Visitor Survey 2011 – See Regional Results: Glasgow City.
[http://www.visitscotland.org/pdf/Visitor%20Survey%20-%20Regional%20Factsheet%20-%20Glasgow%20FV3_pptx%20\[Read-Only\].pdf](http://www.visitscotland.org/pdf/Visitor%20Survey%20-%20Regional%20Factsheet%20-%20Glasgow%20FV3_pptx%20[Read-Only].pdf)

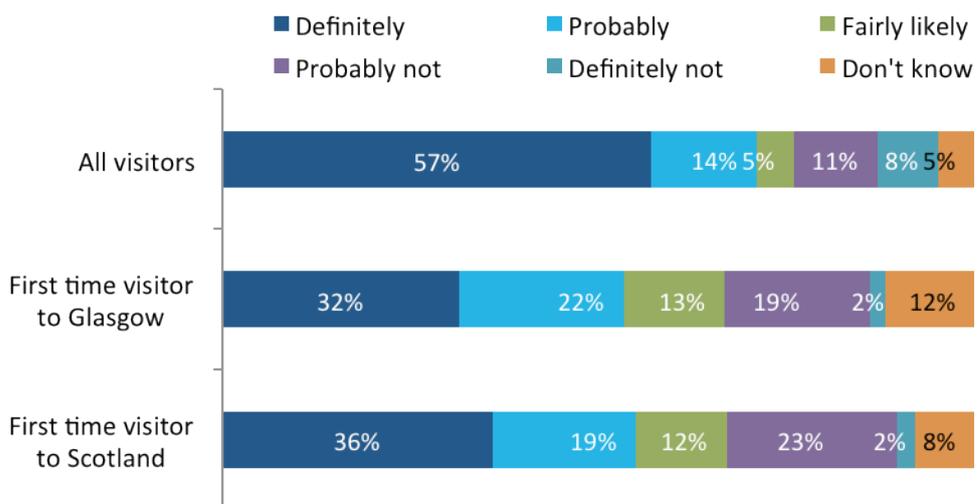
3.7 By comparison, VisitScotland statistics reported that amongst the normal overnight tourism market 41% of visitors to Glasgow were on their first visit to Scotland¹³.

3.8 As illustrated in **Figure 3.2**, 57% of visitors who lived outside of Glasgow stated that they would 'definitely' return to the city in the next 5 years.

3.9 Focusing specifically on those visitors who had not been to Glasgow before, it is notable that around a third of these visitors stated that they would definitely return to the city in the next 5 years (32%).

3.10 See **Figure A.7** in **Annex A** for further analysis of these results.

Figure 3.2. Likelihood of returning to Glasgow in next 5 years



Base: Respondents who do not live in Glasgow (1,784)

¹³ Ibid

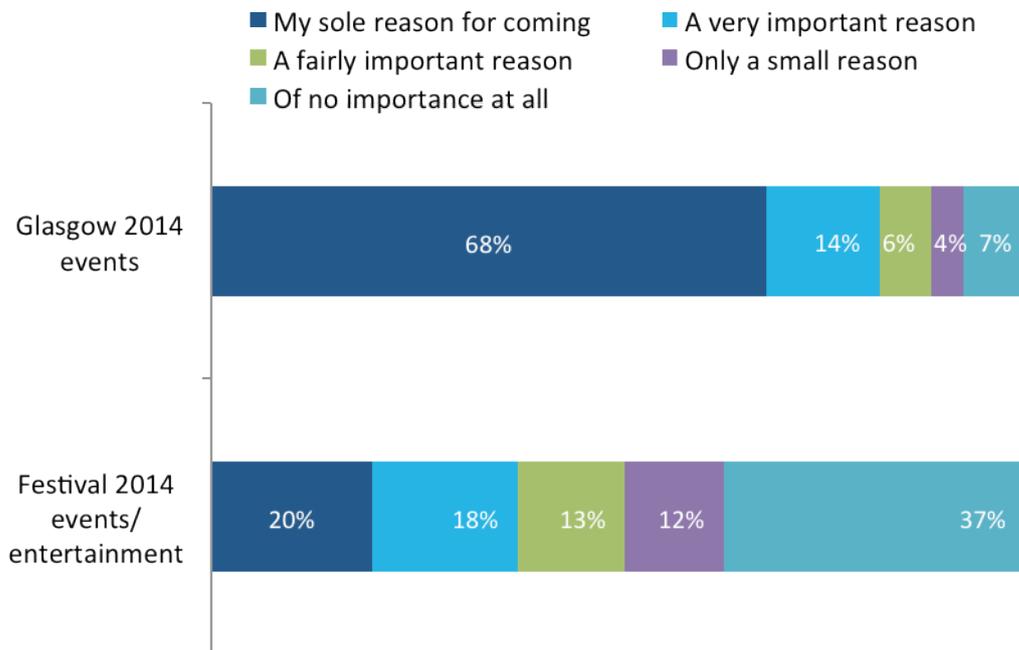
4. INFLUENCE OF EVENTS AND INFORMATION SOURCES

- 4.1 This section summarises key insights regarding the extent that events influenced decisions to visit and information sources used to plan visits. Key findings include:
- Over two thirds (68%) of visitors stated that the Glasgow 2014 events and activities were their 'sole reason' for taking their trip. 7% stated that the events were of 'no importance at all' in their decision to visit, suggesting that they would have visited anyway.
 - By comparison, Festival 2014 events and activities were less likely to be so important in decisions to take trips. 20% of visitors who attended these events stated that they were their 'sole reason' for taking the trip while 37% stated that they were of 'no importance of all'.
 - Most visitors used the Glasgow 2014 Ltd website when they were planning their trip (59%). This source, the VisitScotland website, TripAdvisor and guidebooks were all particularly important to visitors on an overnight trip.

Influence of events on decision to visit

- 4.2 Over two-thirds of all visitors (68%) indicated that Glasgow 2014 events and activities were their 'sole reason' for taking their trip while a further 20% stated that Glasgow 2014 events were either 'very' or 'fairly important' (see **Figure 4.1** below).
- 4.3 However, the Festival 2014 events and entertainment were less likely to be the main reason for taking trips. While 20% of respondents who attended Festival 2014 stated that these events were their 'sole reason' for taking their trip, larger proportions reported that they were only a 'small reason' (12%) or 'of no importance at all' (37%).

Figure 4.1. Influence of events on decision to visit



Base: Respondents attending Glasgow 2014 (1,897), Respondents attending Festival 2014 (1,470)

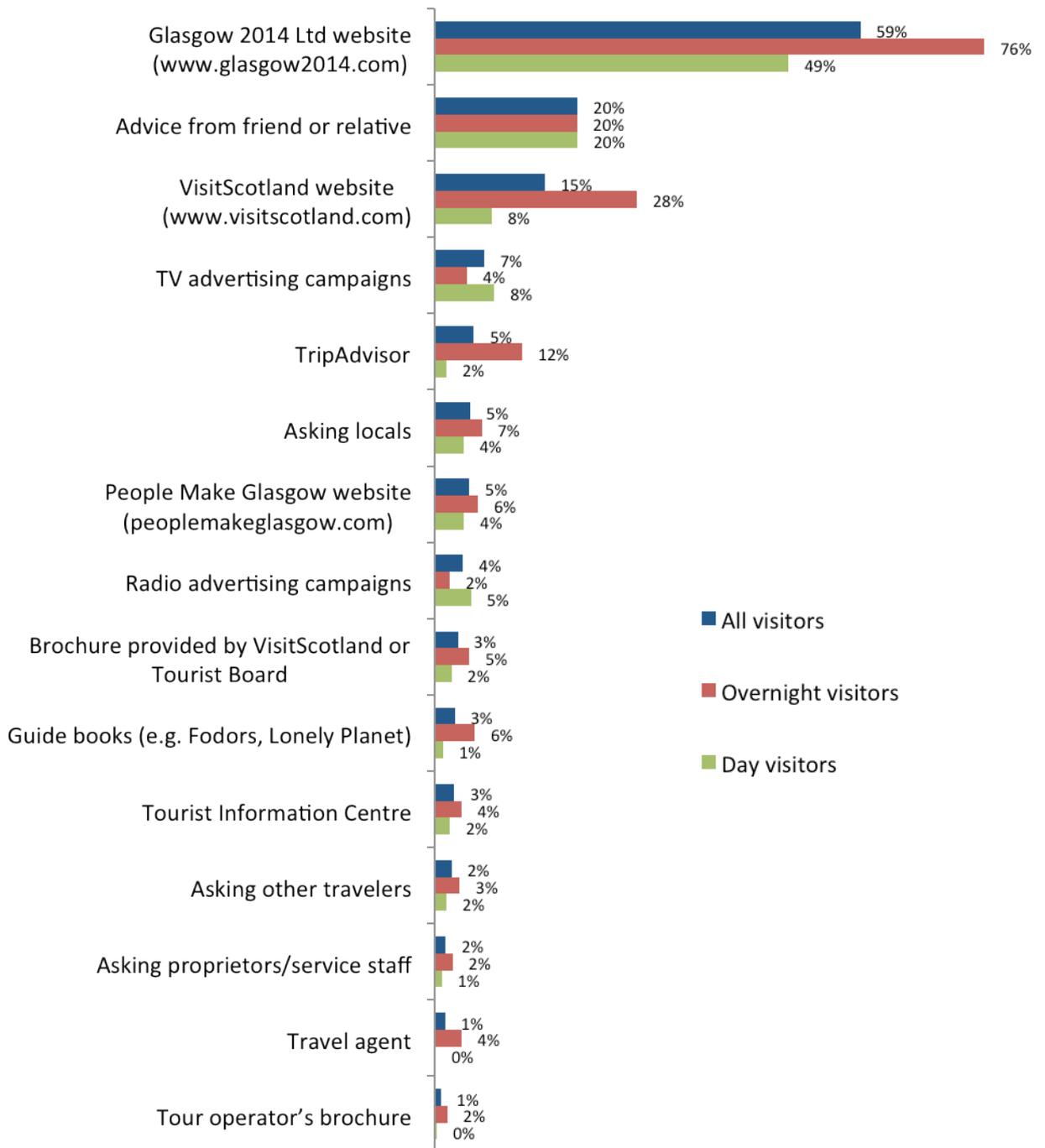
Information sources used

4.4 As shown in **Figure 4.2**, the majority of visitors used the Glasgow 2014 Ltd website when they were planning their trip (59%). The other most commonly used information sources were advice from friends and relatives (20%) and the VisitScotland website (15%).

4.5 Those who stayed at least one night away from home were more likely to use a number of the information sources – in particular the Glasgow 2014 Ltd and VisitScotland websites, TripAdvisor and guidebooks.

4.6 Television and radio advertising were the only media more likely to be cited by day visitors as sources used to help plan their trip.

Figure 4.2. Information sources used to plan trip



Base: All respondents (2,214)

Note: Respondents could select more than one information source (e.g. if they used both the Glasgow 2014 Ltd and VisitScotland websites). Therefore percentages sum to over 100%

4.7 The information sources used varied significantly by place of residence (see **Table A.3** in **Annex A**) with Glasgow residents most likely to mention advertising as a source of

information while visitors from outside of Scotland were the most likely to use the Glasgow 2014 and VisitScotland websites.

- 4.8 Usage of TripAdvisor and the People Make Glasgow website were highest amongst International visitors, with this group also more likely to have obtained advice from friends and relatives or locals.
- 4.9 Comparing the information sources used by those attending different types of event on the day of the interview (see **Table A.3** in **Annex A**), those attending Glasgow 2014 events were more likely to use online sources to plan their visit while those attending Festival 2014 were more likely to have obtained information from friends or relatives or to have seen advertising.

5. TRAVELLING TO THE GAMES

- 5.1 This section provides details on how visitors travelled to Glasgow to attend the Games and the modes of transport used to reach venues on the day of attendance¹⁴. Key findings include:
- Around half of visitors from outside of Scotland travelled at least part of their journey to Scotland by car (52%) while around a quarter travelled by rail (27%) and around a quarter travelled by air (24%).
 - On the day of the event, journeys from home or overnight accommodation to the venue most frequently involved travel by rail (47%), walking (41%) and/or car (21%).

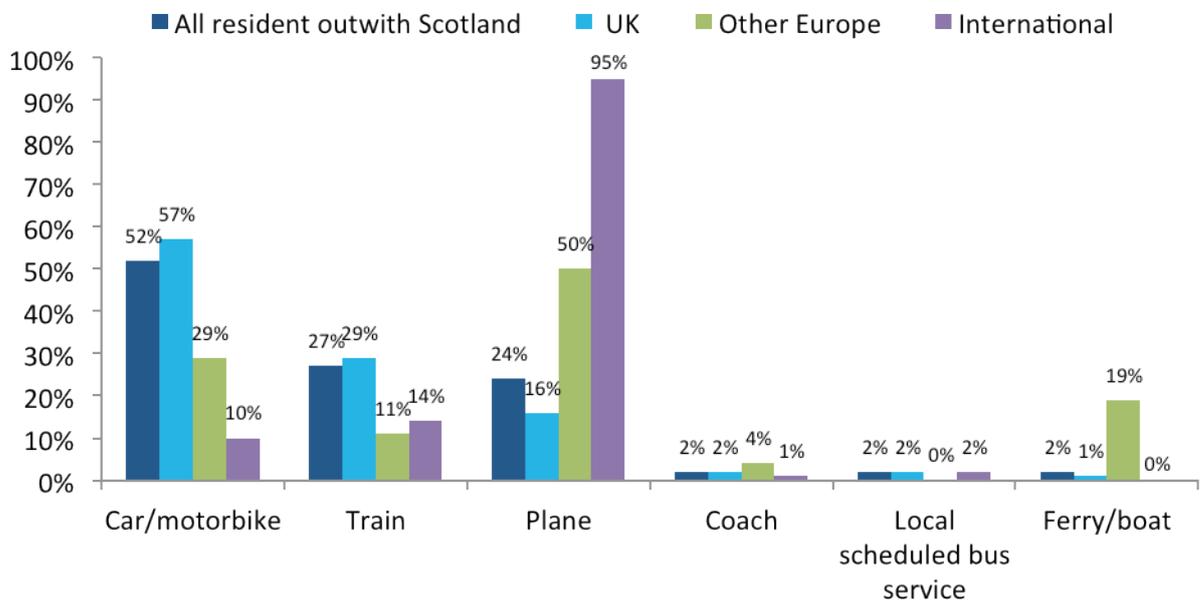
Travel to Scotland

- 5.2 Visitors resident outside of Scotland were asked to provide details on how they had travelled to Scotland. As shown in **Figure 5.1**, modes used varied by place of residence with the largest proportions of UK residents travelling by road or train (57% and 29% respectively) while overseas visitors were more likely to travel by air or sea (51% and 19% respectively).
- 5.3 As shown in **Table 5.1**, the types of transport used by UK and overseas residents reflect those recorded by VisitScotland in relation to the normal overnight tourism markets to Glasgow¹⁵.

¹⁴ Note: In the survey if multiple modes of transport were used by a respondent these would all be recorded. Therefore percentages sum to over 100%.

¹⁵ Scotland Visitor Survey 2011 – See Regional Results: Glasgow City.
[http://www.visitscotland.org/pdf/Visitor%20Survey%20-%20Regional%20Factsheet%20-%20Glasgow%20FV3_pptx%20\[Read-Only\].pdf](http://www.visitscotland.org/pdf/Visitor%20Survey%20-%20Regional%20Factsheet%20-%20Glasgow%20FV3_pptx%20[Read-Only].pdf)

Figure 5.1. All modes of transport used to reach Scotland by place of residence (modes used by 1% or more of all visitors)



Base: All respondents from outside of Scotland (803)

Note: In the survey if multiple modes of transport were used by a respondent these would all be recorded. Therefore percentages sum to over 100%.

Table 5.1. Transport used to travel to Glasgow by normal Glasgow visitor markets*

	UK residents visiting Glasgow	Overseas visitors to Glasgow
Car	61%	17%
Plane	7%	51%
Train	21%	14%

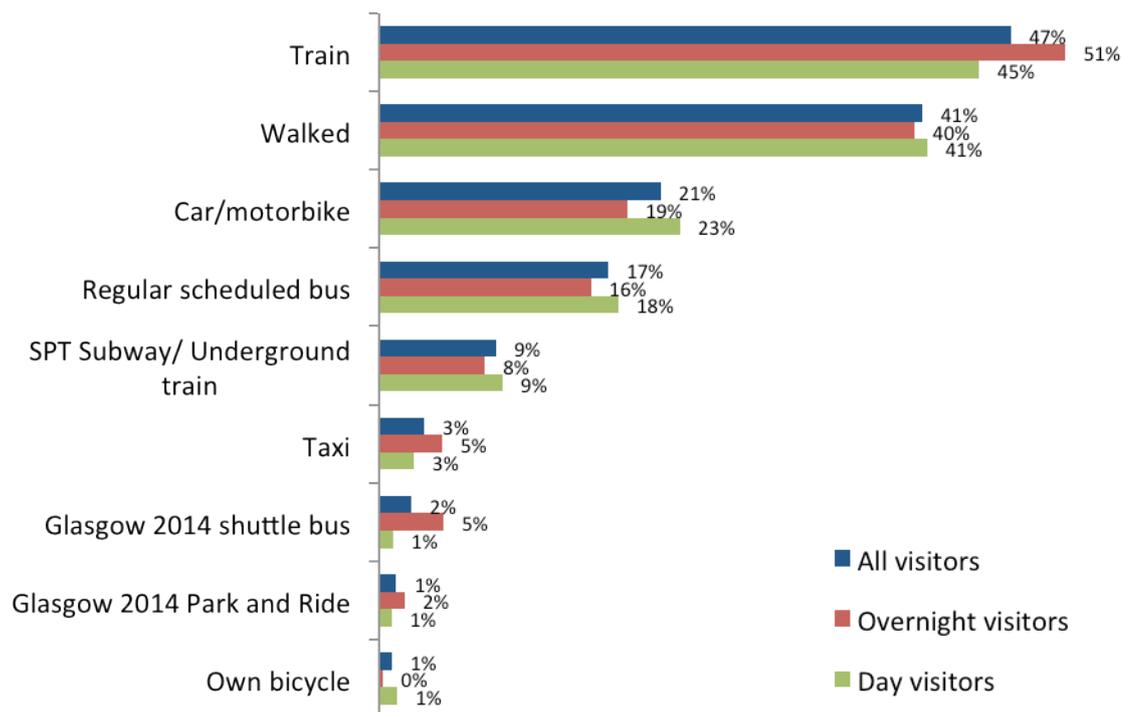
*Scotland Visitor Survey 2011

Travel to the venue

- 5.4 Respondents were asked to provide details of the modes of transport they had used to travel to the venue on the day of attendance with day visitors reporting the methods they had used to travel from home while overnight visitors reported the methods used to travel from their overnight accommodation (e.g. their hotel).
- 5.5 Around half of all visitors (47%) travelled by train for at least part of their journey while 41% walked all, or part, of the journey. As shown in **Figure 5.2**, visitors on a day visit were slightly more likely than those on an overnight trip to travel by car, use regular buses or the Subway while overnight visitors were more likely to travel by train or to use the Glasgow 2014 Shuttle Bus.
- 5.6 Comparing the transport modes used by normal place of residence (see **Figure A.8** in **Annex A**), those people who live in Glasgow were significantly more likely than those who live outside of the city to walk all or part of the journey to the venue (52%) but were less likely to travel by train or car (note visitors who do not live in the city may however have stayed overnight in the city e.g. at a hotel).
- 5.7 The modes of transport used to reach venues (see **Table A.4** in **Annex A**) also varied by the type of event attended with those attending Glasgow 2014 events more likely than those attending Festival 2014 to travel by train while, reflecting the larger proportion of Glasgow residents in the audience, those attending Festival 2014 events were more likely to walk all or part of the journey.
- 5.8 Comparing the modes of transport used to travel to venues with the modes used in general during Tourism Day Visits taken in the West of Scotland, visitors attending Games

venues in the West of Scotland¹⁶ were much more likely to travel by rail (48% compared to 10% of normal day visitor market) but much less likely to travel by car (20% compared to 69% of normal day visitor market).¹⁷ Although this should be viewed within the context that many of the venues were not easily assessable by car during Games time.

Figure 5.2. All modes of transport used to reach venue on day of interview by type of trip



Base: All respondents (2,214)

¹⁶ Visits to venues in Edinburgh and Angus excluded from this analysis to allow comparison with Tourism Day Visit norms for the West of Scotland.

¹⁷ Source: GB Day Visit Survey 2013

https://www.visitengland.com/sites/default/files/gbdvs_annual_report_2013_redesigned_version_v1_16_09_14.pdf

6. CULTURAL ENGAGEMENT

6.1 The Glasgow 2014 Cultural Programme was a nationwide celebration central to how Scotland hosted and welcomed the Games. There were two strands:

- **Culture 2014:** the Scotland-wide cultural countdown to the Games which ran from July 2013 including events around Scotland as the Queen's Baton Relay passed through the country.
- **Festival 2014:** a mix of entertainment, culture and enjoyment in public places in Glasgow during the Games period from 19 July to 3 August. This included the Opening and Closing Celebration events, other activities taking place at Live Zones across Glasgow (including Glasgow Green and Kelvingrove Bandstand) and numerous other organised cultural events across the city including the Merchant City Festival.

6.2 This section details the key results relating to how Games visitors engaged with Festival 2014 and the wider Culture 2014 programme. Key findings include:

- 75% of all visitors (an estimated 520,000 unique visitors) attended one or more of the cultural events and activities taking place in Glasgow as part of Festival 2014.
- The most visited Festival 2014 venues were the Merchant City (visited by 69% of the Festival 2014 audience), Glasgow Green (63%) and George Square (53%). Over two-thirds (68%) of the Festival 2014 audience went to more than one venue.
- The most seen and heard art forms during the Games were music (experienced by 35% of all Games visitors) and dance/ physical theatre (17%).
- 14% of visitors experienced styles of arts or culture which they were previously unfamiliar with. This proportion increased to 23% amongst residents of Glasgow.

Cultural locations included in visit

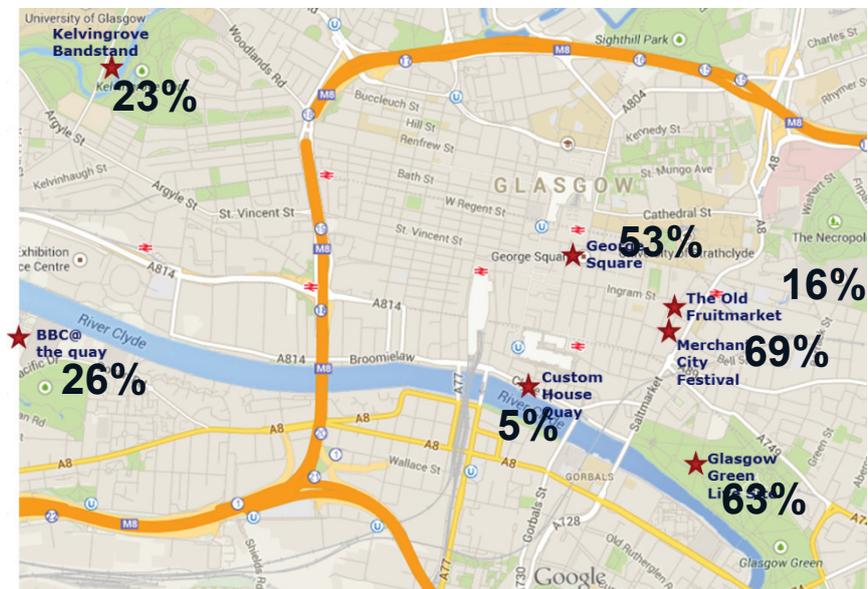
6.3 As mentioned in **Section 2**, of the estimated 690,000 unique visitors who attended the Games between 23 July and 3 August, 75% went to one or more of the cultural

events and activities taking place as part of Festival 2014. This equates to around 520,000 unique visitors.

6.4 **Figure 6.1** illustrates the venues visited. The largest proportions of visitors attended or, at the point of being interviewed, planned to attend cultural activities taking place in the Merchant City (69%), at Glasgow Green (63%) or in George Square (53%).

6.5 Over two-thirds (68%) of the Festival 2014 audience went to more than one venue.

Figure 6.1. Cultural events and activities attended – locations



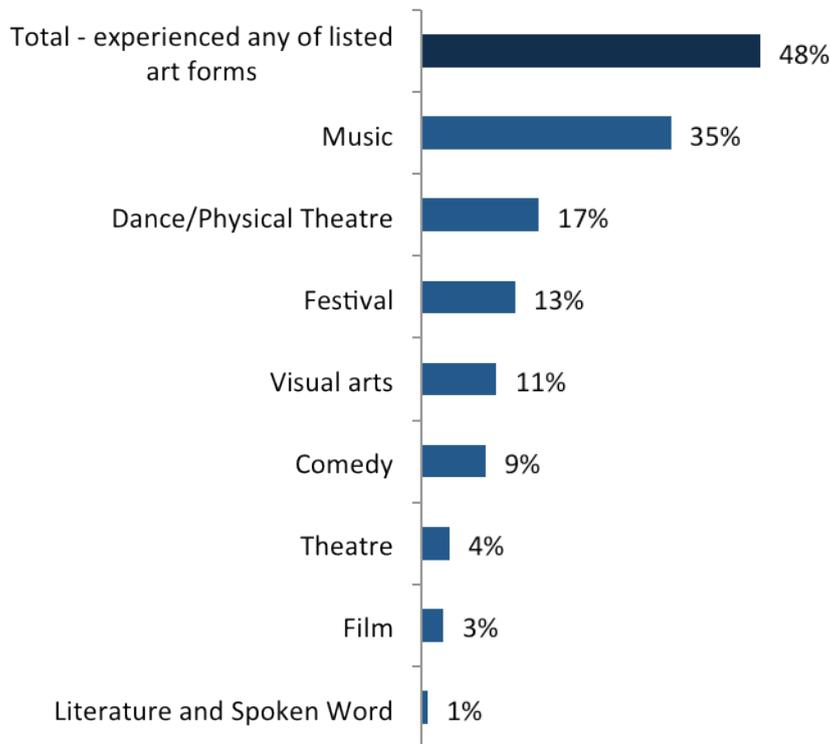
Base: All respondents attending Festival 2014 (1,470)

6.6 Further details on the cultural venues visited are provided in **Table A.5** in **Annex A**, highlighting the large degree of overlap between those attending sporting events and those attending cultural events and activities.

Art forms experienced

6.7 Overall, around half (48%) of all Games visitors stated that they had experienced one or more of the art forms shown in **Figure 6.2** (around 330,000 unique visitors). The largest proportions experienced music (35%) or dance/physical theatre (17%).

Figure 6.2. Cultural events and activities experienced during Games period



Base: All respondents (2,214)

Note: Respondents could select more than cultural event/activity (e.g. if they experienced both music and visual arts). Therefore percentages sum to over 100%

6.8 As might be expected, those visitors who had attended any Festival 2014 events were more likely to have experienced one or more of the art forms asked about (60%). However, it is notable that more than two-fifths of those attending Glasgow 2014 experienced art forms in Glasgow during the Games (see **Table A.6** in **Annex A** for more details).

6.9 Those who had experienced each of the art forms were asked whether this had allowed them to experience styles of art or culture which they were unfamiliar with.

6.10 Overall, as shown in **Table 6.1**, 28% of those who had experienced any cultural events and activities during the Games had seen a style of art or culture that they were previously unfamiliar with – this equates to 14% of all visitors (c. 100,000 unique visitors).

6.11 Residents of Glasgow were the most likely to have experienced any cultural events and activities (68%) and almost a quarter (23%) had experienced an art form that they were previously unfamiliar with.

Table 6.1. Cultural events and activities seen by place of residence

	All visitors	Glasgow	Other Scotland	Other UK	Other Europe	International
Any experienced	48%	69%	47%	33%	38%	45%
<i>Of this total proportion previously unfamiliar with</i>	28%	34%	27%	23%	37%	29%
Total experiencing cultural events and activities previously unfamiliar with	14%	23%	13%	8%	14%	13%

Base: All respondents (2,214)

6.12 In terms of the types of events attended, visitors who attended non-ticketed sporting events and Festival 2014 events were slightly more likely to experience cultural events and activities they were previously unfamiliar with (see **Table A.7** in **Annex A** for more details).

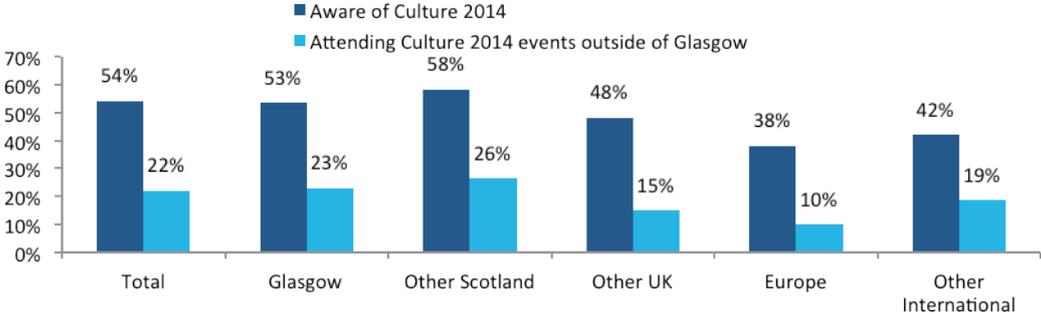
Culture 2014

6.13 Culture 2014 was a Scotland-wide, year-long programme of cultural events which ran from July 2013, including events around Scotland as the Queen's Baton Relay passed through the country.

6.14 Just over half (54%) of all Glasgow 2014 and Festival 2014 visitors stated that they had heard of Culture 2014 and almost a quarter (22%) had attended a Culture 2014 event that took place outside of Glasgow.

6.15 Awareness and attendance of Culture 2014 was highest amongst residents of Scotland but lower amongst overseas visitors (**Figure 6.3**).

Figure 6.3. Culture 2014 – awareness and attendance by residence



Base: All respondents (2,214)

6.16 Levels of awareness and attendance were fairly consistent across those who attended the different types of events taking place in Glasgow and across Scotland (see **Figure A.10** in **Annex A** for more details).

7. VISITOR EXPENDITURE

- 7.1 This section provides further details on how Games visitors spent money during their visits. This is based on survey responses regarding expenditure on the day of interview, expenditure on tickets for events attended on the day of interview and, for overnight visitors, expenditure on accommodation over their entire trip. Key findings include:
- Across all visitors (i.e. day visitors and overnight visitors) average spend per day on those days when they were attending a Games event, including expenditure on tickets, was £98.
 - Expenditure varied significantly by visitor type. For overnight visitors on an extended stay, average spend per day was lower for those days when they were on the extended part of their trip (and, therefore, not attending a ticketed event).
 - Average spend per visitor per day is estimated as follows:
 - Day trippers (includes tickets) – £57
 - Overnight visitors attending on days when they attended an event (includes tickets and accommodation) – £125
 - Overnight visitors on extended days when they did not attend a Games event (includes accommodation) – £76
 - Taking account of the varying expenditure levels by visitor type and whether they were on extended days, it is estimated that total expenditure by visitors was £228 million¹⁸.
 - The highest spending groups included those staying overnight and those visiting from parts of the UK outside of Scotland and overseas while day visitors and those from Glasgow spent the least.
 - During the course of the days spent at Glasgow 2014 and Festival 2014, in general day visitors spent most money

¹⁸ This final estimate is a revision from the interim estimate of £282 million following the provision of more information on ticketing income from Glasgow 2014 Limited. See page 47 for further details.

on tickets, food and drink, and merchandise while overnight visitors spent most on tickets, food and drink and accommodation.

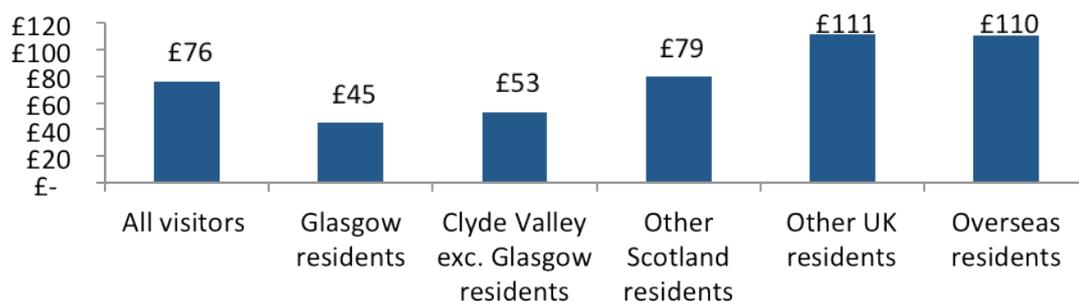
Average expenditure

7.2 Overall average spend per visitor per day (including both day and overnight visitors) on those days when Games events were attended was £98, including spend on tickets. However average daily spend varied from £57 amongst day trippers to £125 amongst overnight visitors (including any spend on tickets and accommodation).

7.3 Average expenditure levels also varied by place of residence. Excluding accommodation spend, average spend per day on days when events were attended was lowest amongst residents of Glasgow but highest amongst visitors from outside of Scotland.

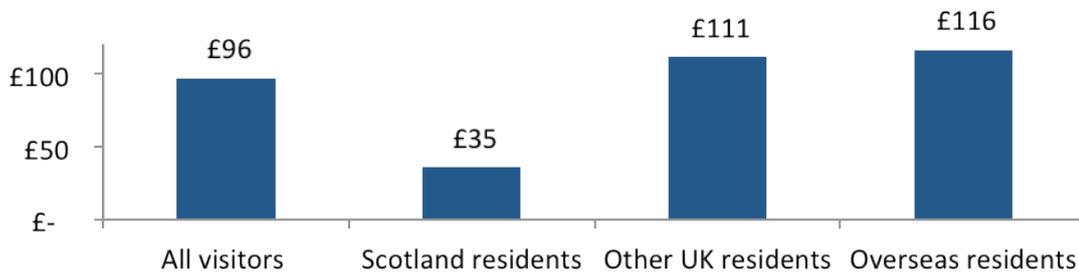
7.4 Average expenditure per trip on accommodation (**Figure 7.2**) was also highest amongst those from outside of Scotland, a reflection of the higher proportion of those living in Scotland staying in the homes of friends and relatives at no cost.

Figure 7.1. Average spend per day, excluding accommodation, by place of residence



Base: All respondents (2,214)

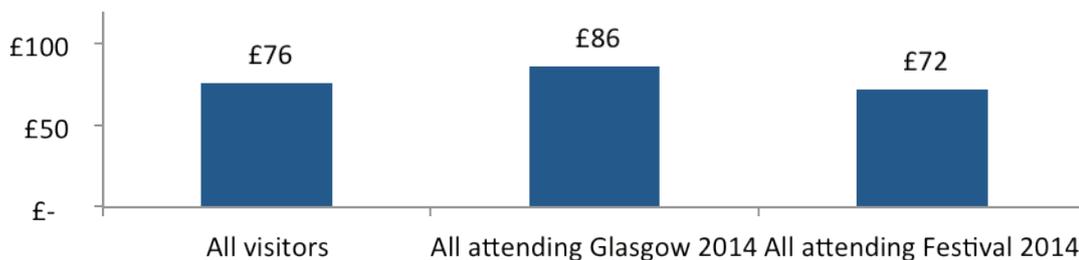
Figure 7.2. Average spend per trip on overnight accommodation by place of residence



Base: All respondents who stayed overnight (925)

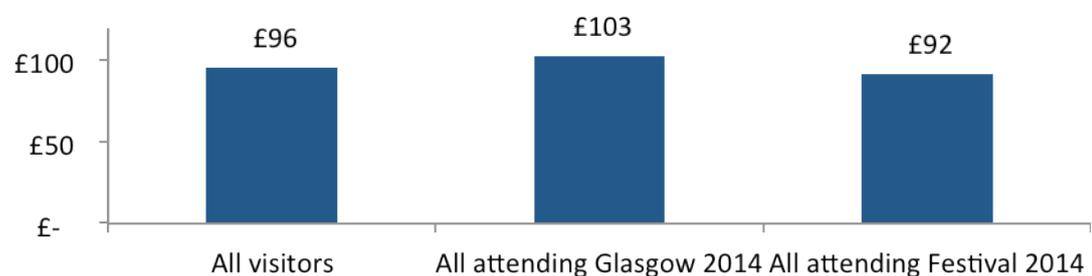
7.5 Comparing expenditure amongst those visitors attending different events (**Figure 7.3** and **Figure 7.4**), the average spend amongst those going to Glasgow 2014 events was higher than the average amongst the Festival 2014 audience.

Figure 7.3. Average spend per day, excluding accommodation, by events attended



Base: All respondents (2,214)

Figure 7.4. Average spend per trip on overnight accommodation by events attended



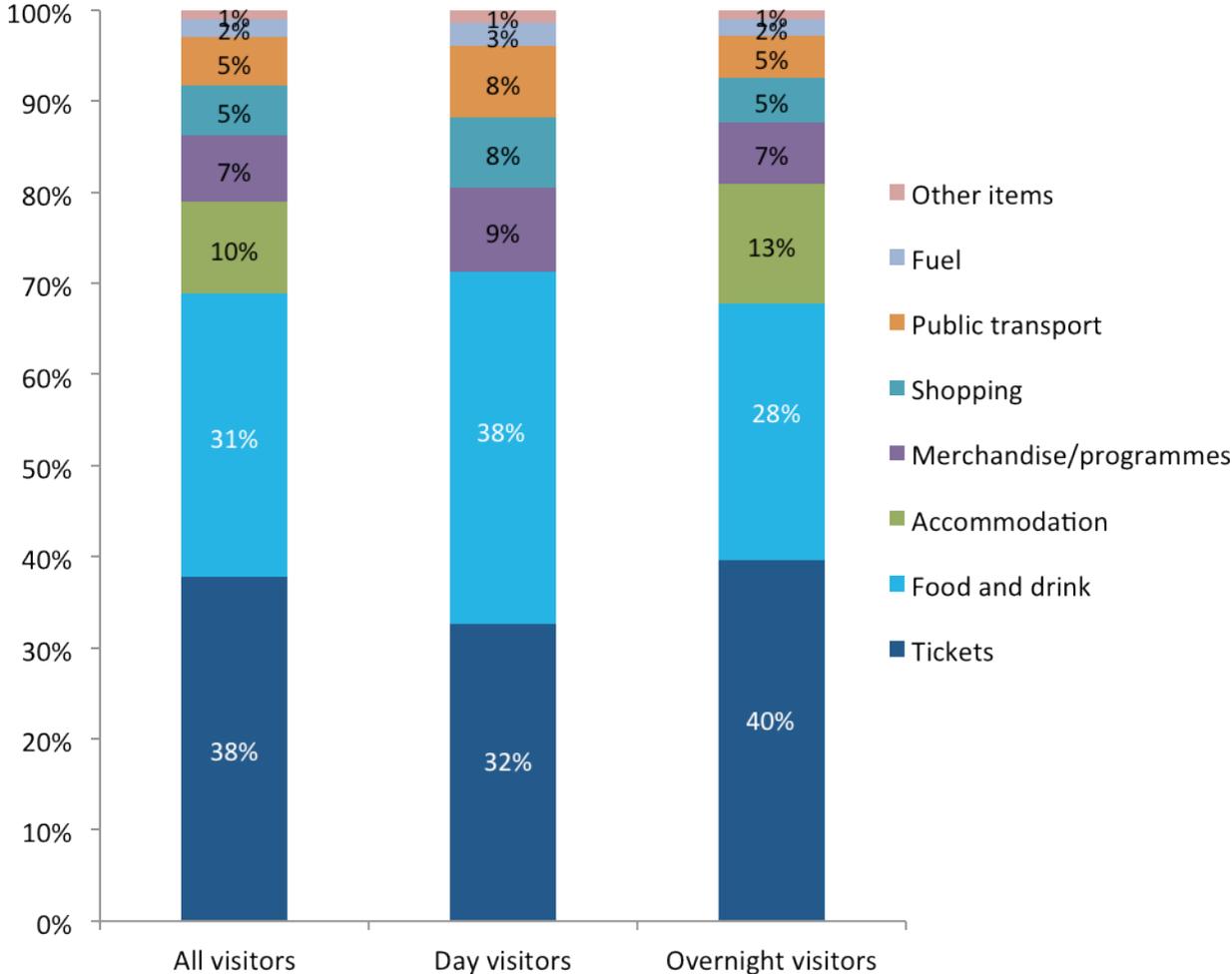
Base: All respondents who stayed overnight (925)

Expenditure by item

7.6 **Figure 7.5** illustrates how expenditure was distributed across different items with the largest amounts spent on tickets, food and drink, overnight accommodation and merchandise.

7.7 Day visitors typically spent a higher share on food and drink while overnight visitors spent a higher share on accommodation and tickets.

Figure 7.5. Distribution of visitors spend by trip type



Base: All respondents (2,214)

Estimating total visitor expenditure

- 7.8 It is estimated that total expenditure by Games visitors was **£228 million**. This is a grossed up estimate to the total population of unique visitors attending the Games.
- 7.9 This is a revision from the £282 million reported in the Interim Report. While expenditure on the day when the survey interview took place was recorded in detail in the survey questionnaire, for those visitors who took extended overnight trips less information was collected on expenditure on other days (e.g. during days in Scotland as part of the same trip spent on activities undertaken other than Games events).
- 7.10 The interim estimate of £282 million was based on an assumption that expenditure per day for overnight visitors was broadly the same throughout their trip, with the average amounts spent on the days when Games events were attended very similar or the same as that spent on the days when no Games events were attended.
- 7.11 However, following the publication of the Interim Report, further information was received from Glasgow 2014 Limited with regards to the income generated from ticket sales. This information showed that initial assumptions on ticketing expenditure were too high. The lower estimate of £228 million, takes a more conservative approach by assuming that money was only spent on tickets for events or other entertainment on those days when Glasgow 2014 and/or Festival 2014 events were attended. However expenditure on other items such as accommodation and food and drink is still assumed to be similar across all days of the visit.
- 7.12 More details on how the expenditure estimates were derived are provided in **Annex B**.

8. STAYING OVERNIGHT IN SCOTLAND

8.1 This section provides further details on visits to the Games which involved at least one night away from home. Key findings include:

- 37% of visitors (around 250,000 unique visitors) stayed away from home during their trip, each spending an average of 6.8 days in Scotland.
- These visitors spent an average of £125 per day on days when they attended Glasgow 2014 and/or Festival 2014 events and £76 per day on other days.
- While overnight visitors represent just 37% of all unique visitors, they accounted for over two-thirds of total visitor expenditure (£161 million).
- While the largest proportions of overnight visitors stayed one or more nights in Glasgow (50%), Edinburgh (17%), South Lanarkshire (5%) and Stirling (5%) it is notable that visits from outside of Scotland involved overnight stays in every Scottish local authority area.
- While 36% of overnight visitors stayed in a hotel, almost as many stayed in the homes of friends or family (33%). Other types of accommodation used most often included B&Bs and Guesthouses (8%) and self-catering accommodation (7%). Visitors from outside of Scotland, including those from overseas, were particularly likely to use a wide range of accommodation types, including hotels, guesthouses and B&Bs and the homes of friends and family.

Volume of overnight visitors and expenditure

8.2 37% of visitors (c.250,000) stayed away from home during their trip, each spending an average of 6.8 days in Scotland equating to a total of 1.7 million days in Scotland (60% of total visitor days).

8.3 These visitors spent an average of £125 per day on days when they attended Glasgow 2014 and/or Festival 2014 events and £76 per day on other days. By comparison the average spend per day amongst domestic overnight tourists in Scotland during 2013 was £74¹⁹.

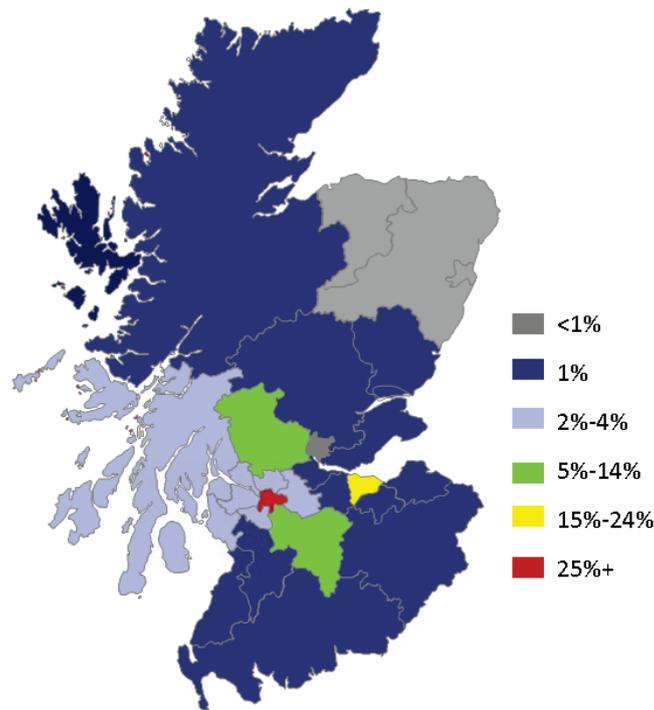
8.4 Total spend by overnight visitors attending the Games is estimated at £161 million, representing over two-thirds of total visitor expenditure (estimated at £228 million).

Areas stayed in

8.5 Respondents who had stayed overnight during their trip were asked to specify where they had stayed during their trip. As illustrated in the map below (**Figure 8.1**), as would be expected the largest proportion of overnight visitors spent one or more nights in Glasgow (50%) while 17% stayed in Edinburgh. The next most visited local authorities were South Lanarkshire (5%) and Stirling (5%). Notably, visitors from outside of Scotland reported overnight stays in every Scottish local authority area (see **Figure A.11** in **Annex A** for further details).

¹⁹ Source: Great Britain Tourism Survey – Average spend per night – Holiday visits to Scotland 2013.

Figure 8.1. Percentage of overnight visitors staying overnight in each mainland Scotland local authority area during visit



Base: All respondents who stayed overnight (925)

Note: See Table A.8 in Annex A for full details.

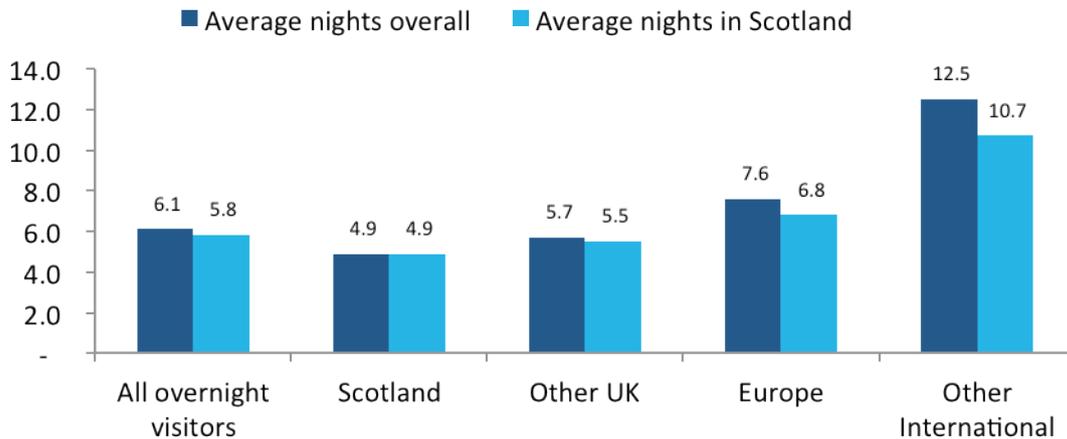
8.6 The areas stayed in varied by the place of residence of visitors. Most notably, 66% of residents of Scotland stayed overnight within Glasgow compared to 46% of visitors from other parts of the UK. Also while 6% of residents of Scotland stayed overnight in Edinburgh, this proportion was higher amongst visitors from other parts of the UK and overseas (19%) (see **Table A.9** in **Annex A**).

Length of stay

8.7 Across all overnight visitors, an average of 6.1 nights were spent away from home with the vast majority of this time spent in Scotland (average 5.8 nights).

8.8 As might be expected, the average number of nights spent away from home increased with distance travelled with international visitors from outside of Europe typically spending around twice as long in Scotland as those from the UK (see **Figure 8.2** below).

Figure 8.2. Average length of stay (nights) by place of residence



Base: All respondents who stayed overnight (925)

Accommodation type

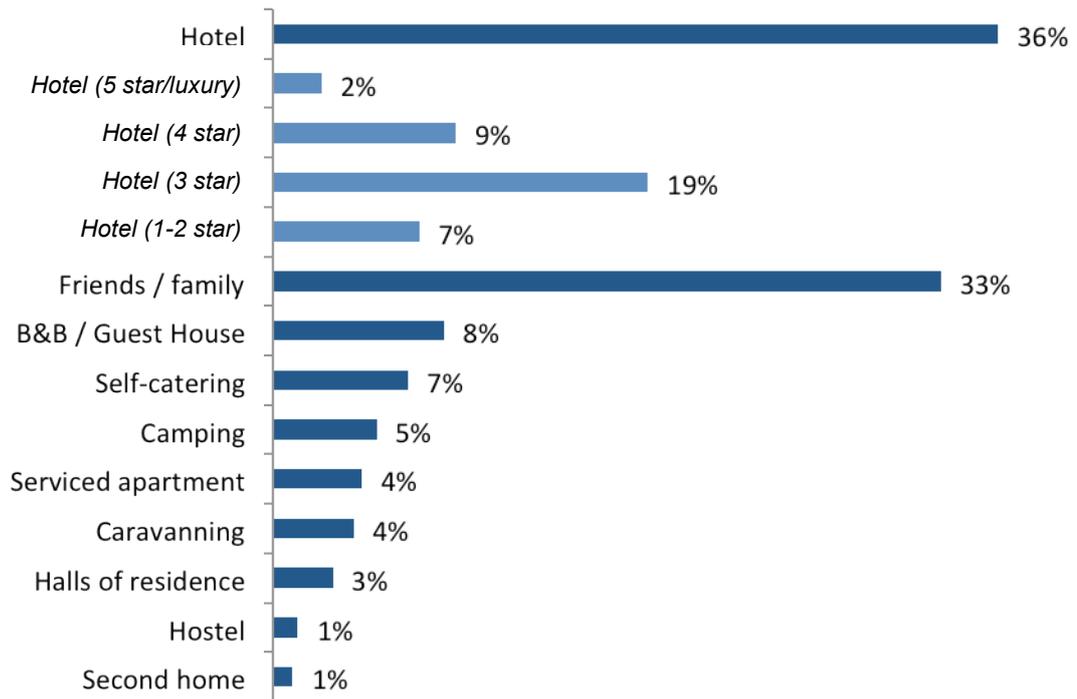
8.9 As shown in **Figure 8.3**, 36% of overnight visitors stayed in a hotel while 33% stayed with friends or family. Smaller proportions used B&B and Guesthouse (8%), self-catering (7%) or other types of accommodation.

8.10 Amongst those who stayed in a hotel, the largest proportion stayed in 3 or 4 star graded properties.

8.11 By comparison VisitScotland tourism statistics²⁰ reported that amongst the normal overnight tourism market to Glasgow, a larger proportion of visitors used hotel accommodation (51%) while fewer stayed with friends and relatives (19%).

²⁰ Scotland Visitor Survey 2011 – See Regional Results: Glasgow City.
[http://www.visitscotland.org/pdf/Visitor%20Survey%20-%20Regional%20Factsheet%20-%20Glasgow%20FV3_pptx%20\[Read-Only\].pdf](http://www.visitscotland.org/pdf/Visitor%20Survey%20-%20Regional%20Factsheet%20-%20Glasgow%20FV3_pptx%20[Read-Only].pdf)

Figure 8.3. Accommodation used during visit



Base: All respondents who stayed overnight (925).

Note: 'Net' hotel result is less than sum of hotel categories due to effects of rounding.

8.12 The types of accommodation used varied somewhat by the place of residence of staying visitors. Those resident in Scotland were more likely to stay with friends or relatives, Europeans were more likely to stay in a hotel and other international visitors were more likely to stay in self-catering accommodation or a service apartment (see **Table A.9** in **Annex A** for more details).

8.13 There was no significant difference in the types of accommodation used by those attending the different types of event.

Comparing Games visitors with typical overnight visitors to Glasgow

8.14 The table below compares the profile of overnight visitors who attended the Games with the profile of typical visitors who include Glasgow in overnight trips (based on VisitScotland's Scotland Visitor Survey).

8.15 This comparison suggests that Games visitors were more likely than the 'norm' to live in parts of the UK outside of

Scotland, were more likely to have been to Scotland before and more likely to stay in the homes of friends or relatives. They were also more likely to be satisfied with the experience and expect to return.

Table 8.1. Cultural events and activities seen by place of residence

	Scotland Visitor Survey 2011 – Overnight visitors including Glasgow in trip*	Games Visitor Survey – Overnight visitors
Place of origin		
Scotland	20%	18%
Other UK	56%	73%
Overseas	24%	9%
Average nights spend in Glasgow	3.3	2.8
Proportion on first visit to Scotland (non-Scots only)	41%	31%
Accommodation used on trip		
Hotel	51%	36%
Friends/ relatives home	19%	33%
Hostel	14%	1%
B&B/ Guesthouse	19%	8%
Proportion ‘very satisfied’ with experience of Glasgow	56%	76%
Proportion who will ‘definitely’ return to Glasgow	38%	51%

*Source: Scotland Visitor Survey 2011 – See Regional Results: Glasgow City.
[http://www.visitscotland.org/pdf/Visitor%20Survey%20-%20Regional%20Factsheet%20-%20Glasgow%20FV3_pptx%20\[Read-Only\].pdf](http://www.visitscotland.org/pdf/Visitor%20Survey%20-%20Regional%20Factsheet%20-%20Glasgow%20FV3_pptx%20[Read-Only].pdf)

ANNEX A: SURVEY RESULTS IN MORE DETAIL

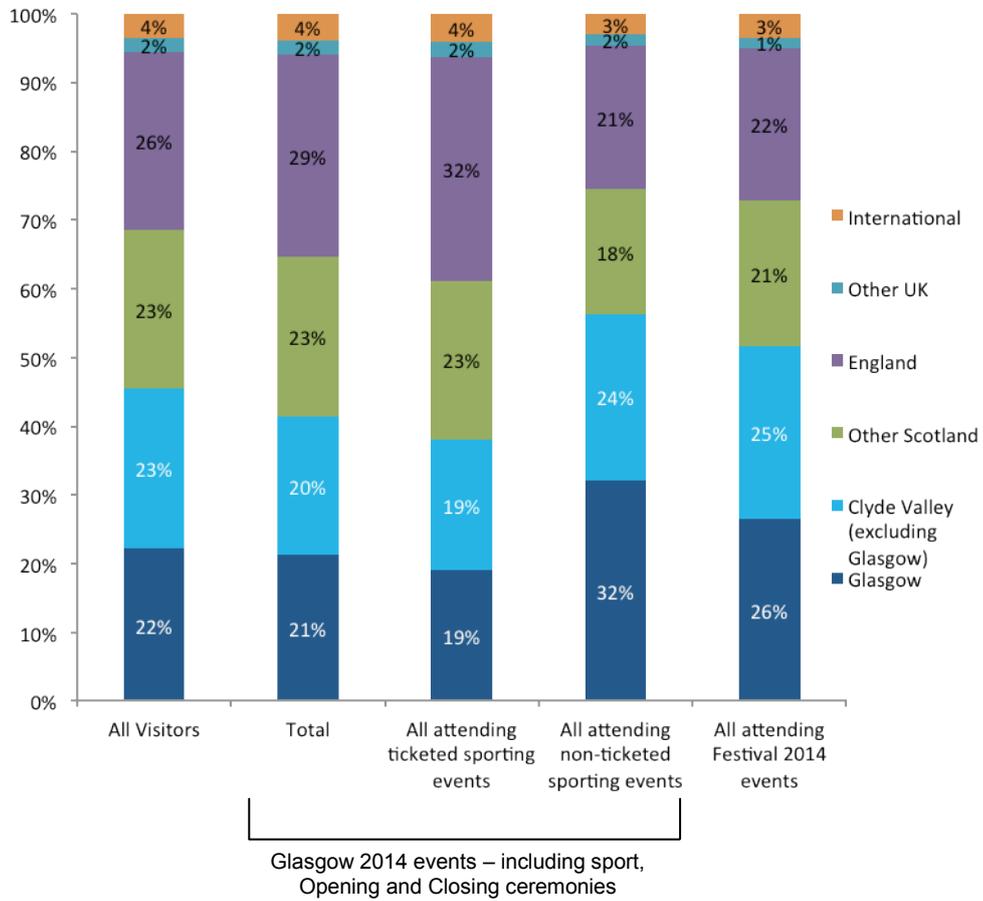
Who attended the Games?

Table A.1. Place of residence of overseas visitors (1% or more of visitors)

Place of residence	All overseas visitors
Total Commonwealth countries and territories	62%
Non mainland UK dependencies and overseas territories	9%
Isle of Man	3%
Jersey	3%
Guernsey	2%
Gibraltar	1%
Europe	18%
Netherlands	5%
Republic of Ireland	4%
Germany	1%
Spain	1%
France	1%
Other Europe	5%
Africa	4%
South Africa	2%
Uganda	1%
Sierra Leone	1%
Malawi	1%
Americas including Caribbean	23%
USA	12%
Canada	10%
Trinidad and Tobago	1%
Asia	9%
Malaysia	1%
Other Asia	8%
Oceania	36%
Australia	25%
New Zealand	10%
Papua New Guinea	1%

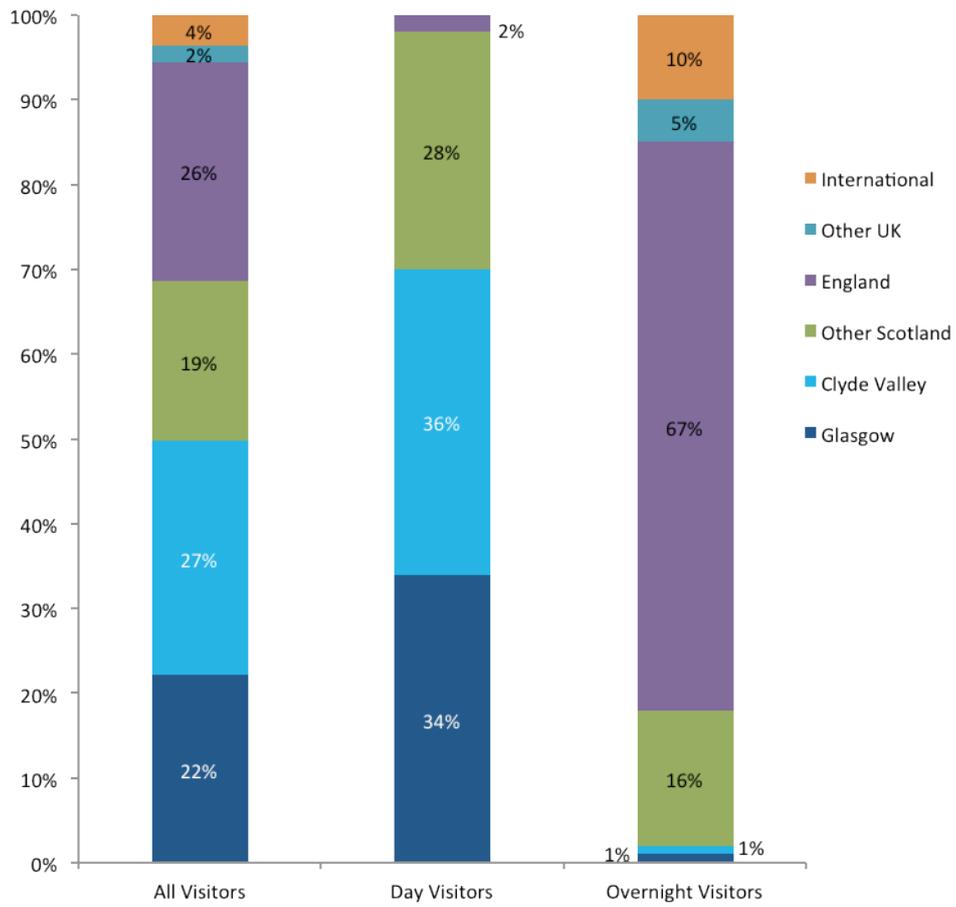
Base: All respondents from overseas (98)

Figure A.1. Place of residence of visitors by events attended



Base: All respondents (2,214)

Figure A.2. Place of residence of visitors by trip type



Base: All respondents (2,214)

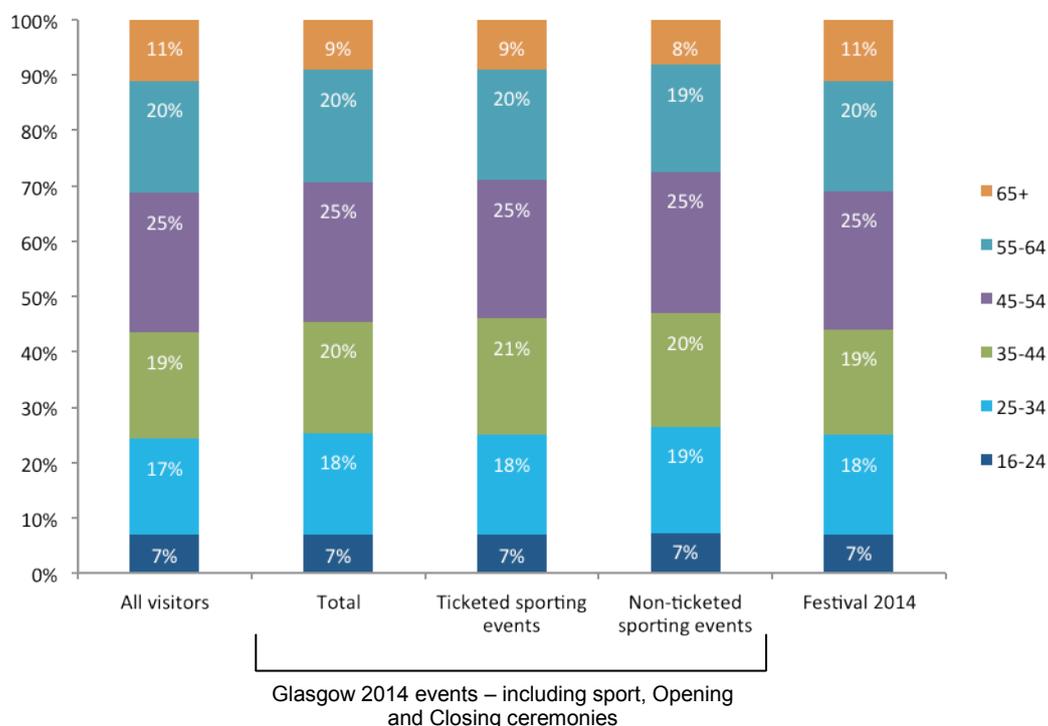
Table A.2. Party composition by events attended

	All visitors	Glasgow 2014 events – including sport, Opening and Closing ceremonies			Total - Festival 2014
		Total	Ticketed sporting events	Non-ticketed sporting events	
Spouse/Civil Partner/partner	46%	45%	46%	43%	48%
Child/children	20%	21%	21%	20%	19%
Other members of your family	20%	20%	21%	19%	19%
Friend(s)	18%	19%	19%	20%	19%
Alone	15%	15%	14%	12%	14%
Work colleague(s)	1%	1%	1%	2%	1%
It is an organised group	1%	1%	<1%	<1%	<1%

Note: Totals sum to more than 100% as survey respondents could select more than one option.

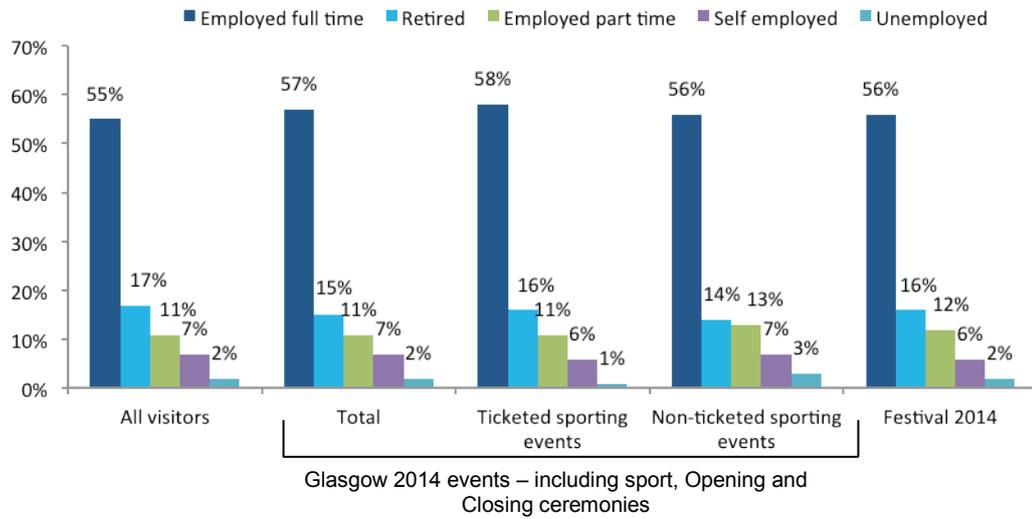
Base: All respondents (2,214)

Figure A.3. Age profile by events attended



Base: All respondents (2,214)

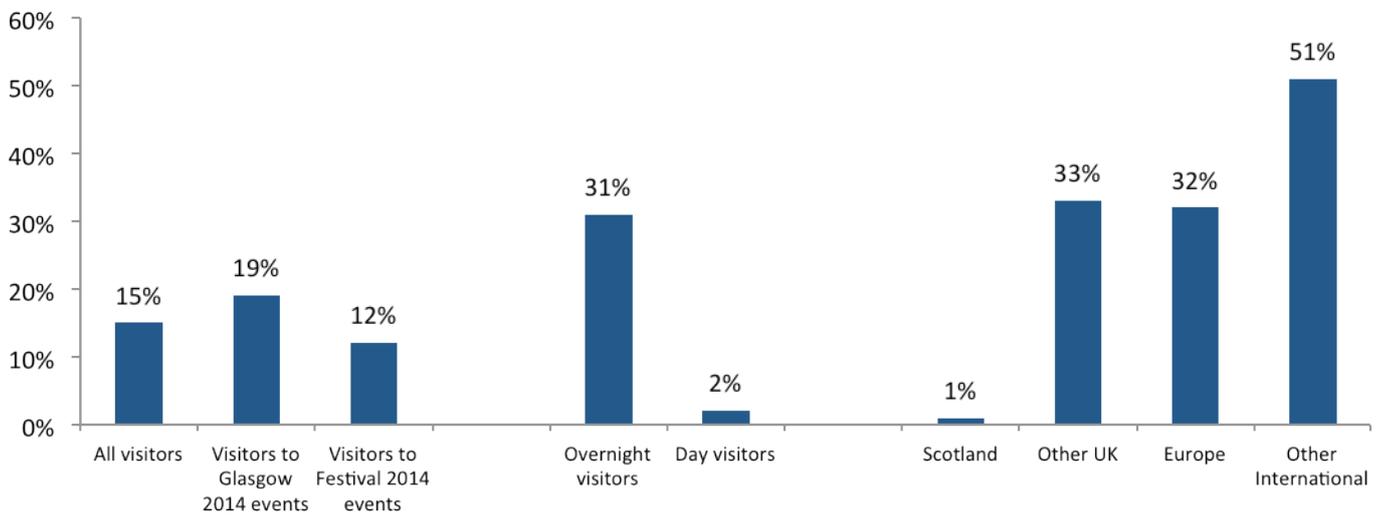
Figure A.4. Working status profile



Base: All respondents (2,214)

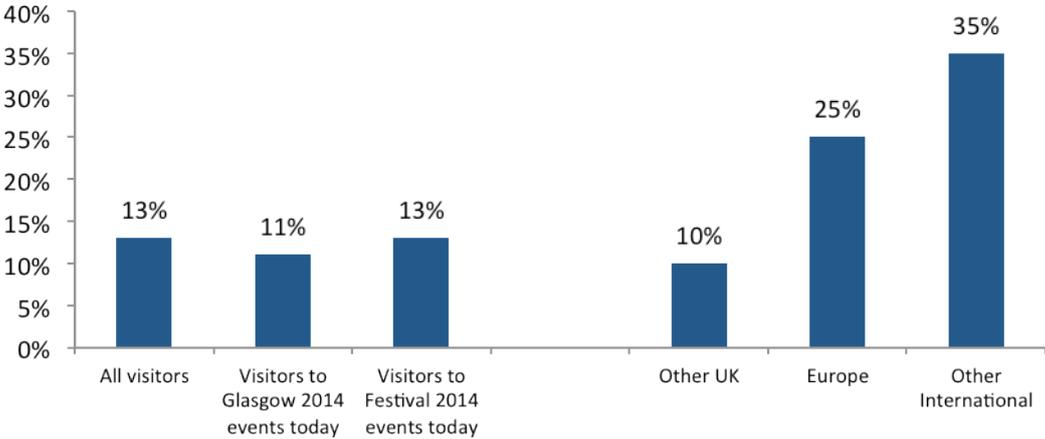
Quality of experience

Figure A.5. First visit to Glasgow



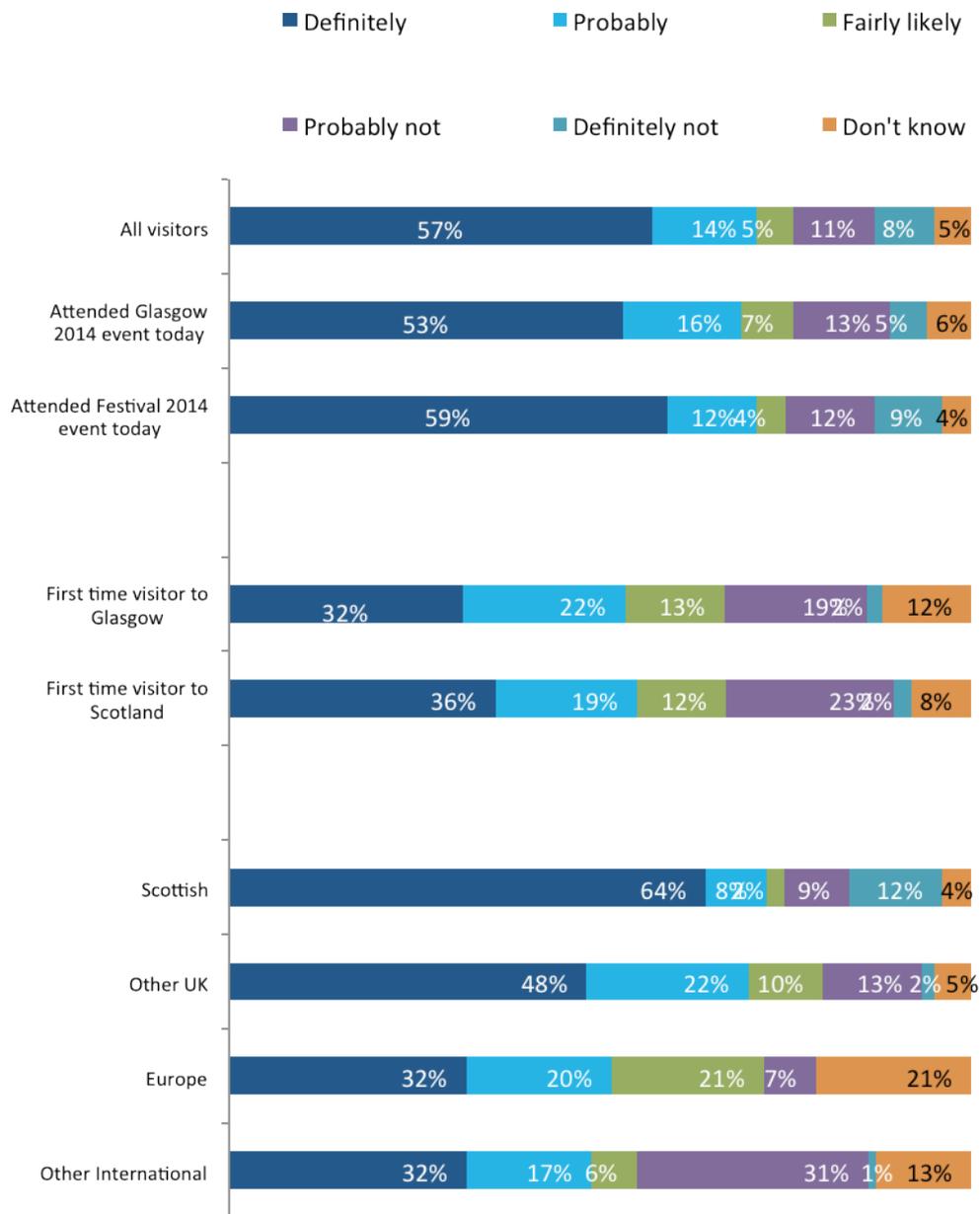
Base: All respondents who do not live in Glasgow (1,770)

Figure A.6. First visit to Scotland



Base: All respondents who do not live in Scotland (803)

Figure A.7. Likelihood of returning to Glasgow in next 5 years



Base: Respondents not resident in Glasgow (1,770)

Influence of events and information sources

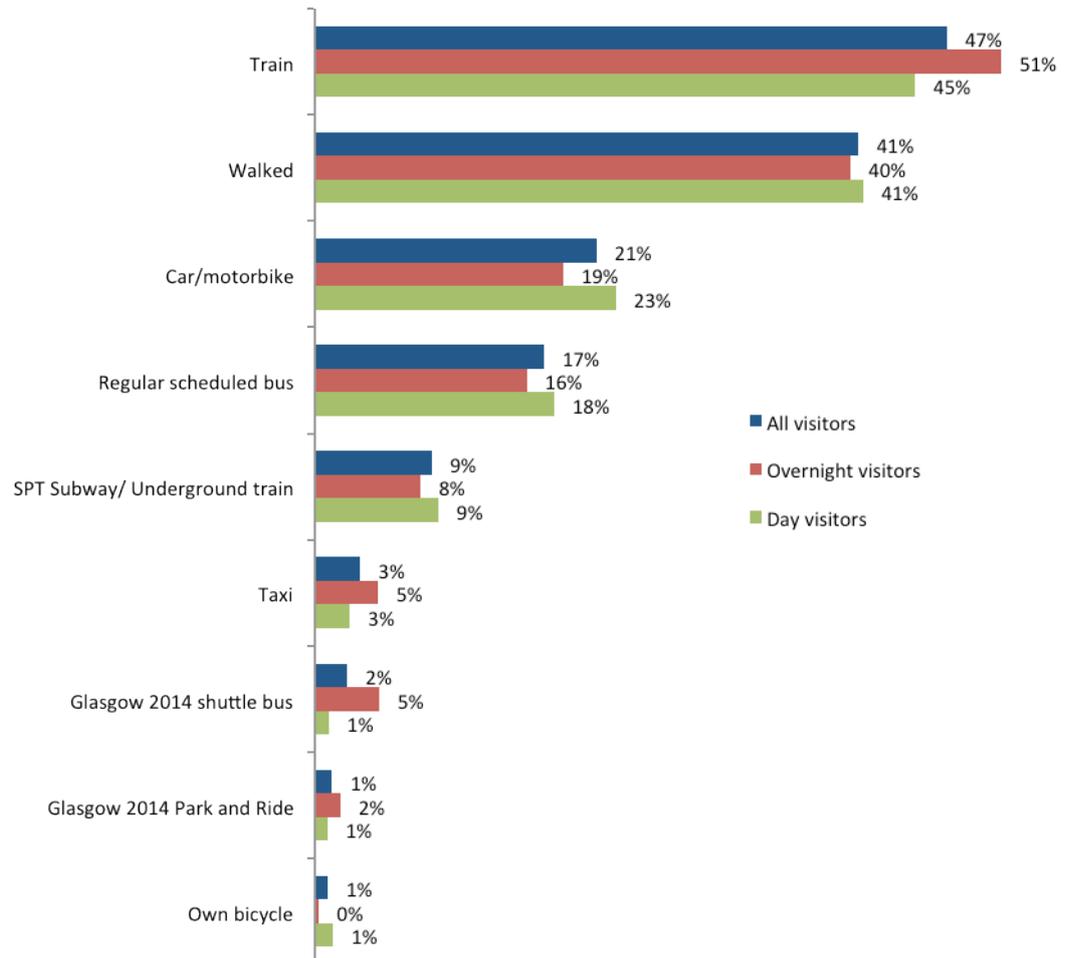
Table A.3. Information sources used to plan trip (those used by 5% or more of all visitors)

	All visitors	Attended <u>that day</u>		Place of residence			
		All attending Glasgow 2014 events	All attending Festival 2014 events	Glasgow	Other Scotland	Other UK	International
Glasgow 2014 website (www.glasgow2014.com)	59%	71%	55%	41%	55%	78%	69%
Advice from friend or relative	20%	17%	22%	20%	20%	18%	35%
VisitScotland website (www.visitscotland.com)	15%	20%	14%	7%	9%	30%	31%
TV advertising campaigns	7%	5%	9%	9%	7%	5%	3%
TripAdvisor®	5%	8%	5%	2%	1%	7%	22%
Asking locals	5%	5%	5%	7%	2%	7%	15%
People Make Glasgow website (peoplemakeglasgow.com)	5%	6%	4%	5%	4%	5%	12%

Base: All respondents (2,214)

Travelling to the Games

Figure A.8. Transport used to reach venue on day of interview by type of trip



Base: All respondents (2,214)

Table A.4. Transport used to reach venue on day of interview by events attended on day and place of residence

	All visitors	Attended <u>that day</u>		Normal place of residence	
		Glasgow 2014 events	Festival 2014 events	Glasgow	Outside of Glasgow
Train	47%	53%	47%	26%	53%
Walked	41%	39%	42%	52%	37%
Car/motorbike	21%	20%	20%	14%	23%
Regular scheduled bus	17%	16%	18%	18%	17%
SPT Subway/ Underground train	9%	10%	9%	10%	9%
Taxi	3%	3%	3%	4%	3%
Glasgow 2014 shuttle bus	2%	3%	2%	1%	3%
Glasgow 2014 Park and Ride	1%	2%	<1%	<1%	2%
Own bicycle	1%	1%	1%	3%	<1%

Base: All respondents (2,214)

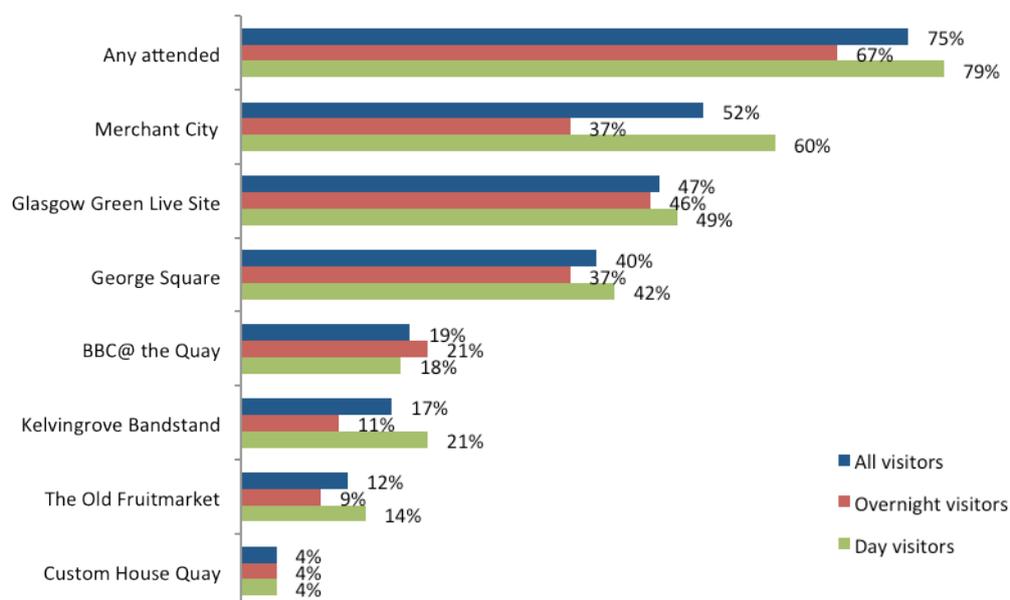
Cultural engagement

Table A.5. Cultural events and activities attended at locations by visitor category

	All visitors	Attended Glasgow 2014			Total – Attended Festival 2014
		Total	Ticketed sporting events	Non-ticketed sporting events	
Any attended	75%	72%	70%	88%	100%
Merchant City	52%	48%	44%	62%	69%
Glasgow Green Live Site	47%	48%	45%	66%	63%
Kelvingrove Bandstand	17%	17%	17%	25%	23%
Custom House Quay	4%	4%	3%	5%	5%
George Square	40%	40%	38%	51%	53%
The Old Fruitmarket	12%	12%	10%	17%	16%
BBC@ the Quay	19%	20%	20%	28%	26%
Other places in Glasgow	6%	5%	5%	7%	7%
None attended	25%	28%	30%	12%	-

Base: All respondents (2,214)

Figure A.9. Cultural events and activities attended – locations



Base: All respondents (2,214)

Table A.6. Cultural events and activities experienced by events attended

	All visitors	Attended Glasgow 2014			Total – Attended Festival 2014
		Total	Ticketed sporting events	Non-ticketed sporting events	
Any experienced	48%	45%	43%	54%	60%
Music	35%	32%	30%	39%	44%
Dance/Physical Theatre	17%	14%	14%	19%	21%
Festival	13%	13%	12%	19%	17%
Visual arts	11%	10%	10%	14%	13%
Comedy	9%	8%	8%	11%	12%
Theatre	4%	4%	3%	6%	5%
Film	3%	3%	3%	5%	4%
Literature and Spoken Word	1%	1%	1%	1%	1%
None experienced	52%	55%	57%	46%	40%

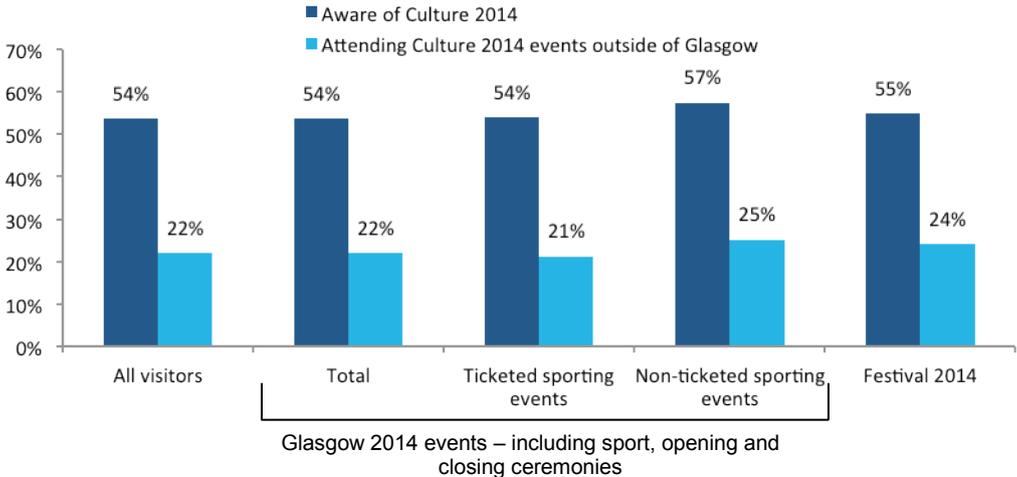
Base: All respondents (2,214)

Table A.7. Cultural events and activities experienced and proportion that were unfamiliar styles by events attended

	All visitors	Attended Glasgow 2014			Total – Attended Festival 2014
		Total	Ticketed sporting events	Non-ticketed sporting events	
Any experienced	48%	45%	43%	54%	60%
<i>Of this total proportion previously unfamiliar with</i>	<i>28%</i>	<i>29%</i>	<i>27%</i>	<i>34%</i>	<i>29%</i>
Total experiencing cultural events and activities previously unfamiliar with	14%	13%	12%	18%	17%

Base: All respondents (2,214)

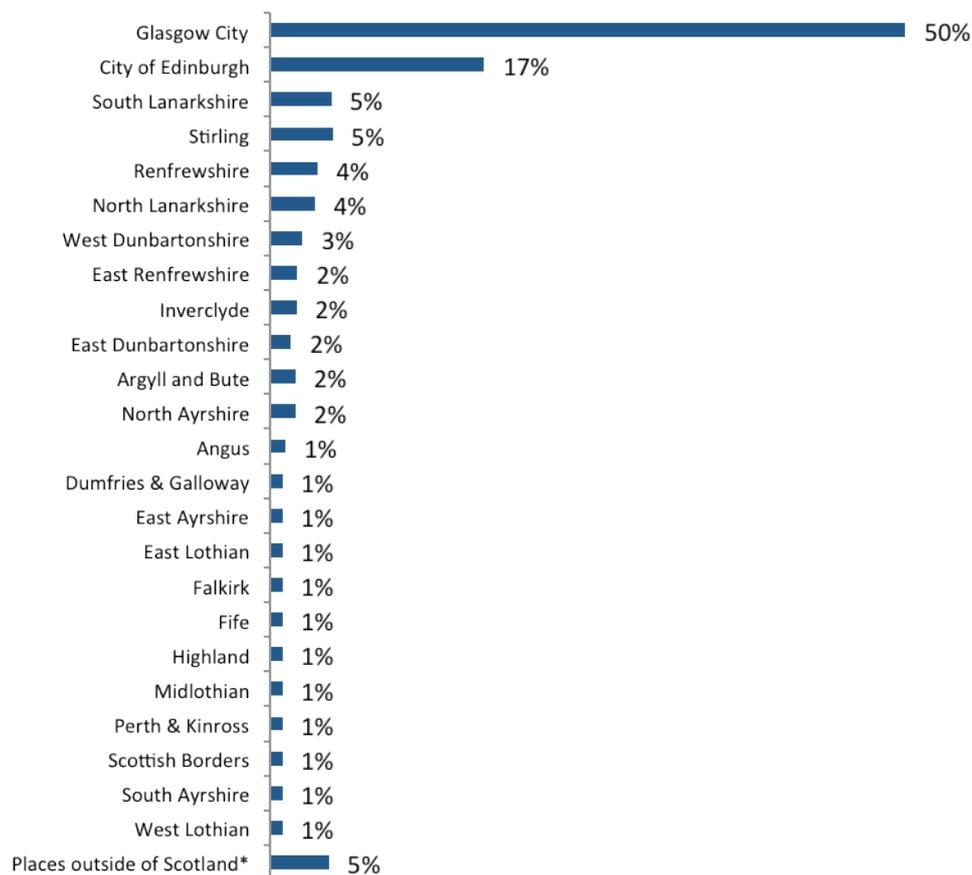
Figure A.10. Culture 2014 – awareness and attendance



Base: All respondents (2,214)

Staying overnight in Scotland

Figure A.11. Areas stayed overnight in during visit – mainland Scotland local authorities



Base: All respondents who stayed overnight (925)

* When visitors reported staying in places outside of Scotland this related to extended trips including places elsewhere in the UK or overseas.

Table A.8. Areas stayed (host local authorities, Glasgow and Clyde Valley) by place of residence

	All visitors	Scotland	Other UK	Other Europe	International
Glasgow City	50%	66%	46%	57%	60%
Edinburgh	17%	6%	19%	19%	25%
South Lanarkshire	5%	4%	5%	<1%	3%
North Lanarkshire	4%	1%	4%	17%	4%
Renfrewshire	4%	3%	4%	<1%	3%
West Dunbartonshire	3%	5%	2%	<1%	2%
East Dunbartonshire	2%	2%	2%	<1%	2%
Inverclyde	2%	1%	2%	<1%	2%
East Renfrewshire	2%	1%	3%	<1%	2%
Angus	1%	1%	1%	<1%	2%
Other Scotland	20%	12%	22%	16%	22%
Places Outside of Scotland	5%	<1%	4%	10%	17%

Base: All respondents (925) who stayed overnight

Table A.9. Accommodation used by place of residence

	All visitors	Scotland	Other UK	Europe	Other International
Hotel	36%	12%	42%	49%	34%
<i>Hotel (5 star/ luxury)</i>	2%	0%	3%	0%	4%
<i>Hotel (4 star)</i>	9%	1%	11%	12%	11%
<i>Hotel (3 star)</i>	19%	4%	22%	32%	16%
<i>Hotel (1-2 star)</i>	7%	7%	8%	5%	4%
Friends / family	33%	63%	27%	18%	29%
B&B / Guest House	8%	3%	10%	17%	10%
Self-catering	7%	2%	8%	2%	11%
Camping	5%	3%	6%	0%	0%
Serviced apartment	4%	3%	4%	0%	13%
Caravanning	4%	1%	5%	0%	1%
Other (specify)	3%	7%	2%	7%	1%
Halls of residence	3%	6%	2%	5%	8%
Hostel	1%	0%	1%	7%	2%
Second home	1%	3%	0%	7%	0%
Average nights – Total	5.8	4.9	5.7	7.6	12.5
Average nights – Scotland	5.6	4.9	5.5	6.8	10.7

Base: All respondents who stayed overnight (925)

ANNEX B: SURVEY METHODS AND DATA ACCURACY

Data collection approach

Visitors were surveyed through a programme of face-to-face personal interviews conducted across the 23rd July – 3rd August period at locations adjacent to Glasgow 2014 and Festival 2014 venues.

The survey was undertaken using Computer Assisted Personal Interviewing approaches (i.e. tablet computers), providing benefits in terms of the quality of data collected and reducing interview durations.

Sampling

Survey field work was undertaken across 144 interviewing shifts. Interview locations and timings were selected to obtain a representative sample of visitors at sporting and cultural events, with all having a similar probability of inclusion in the survey sample, whilst ensuring adequate coverage of Festival 2014 locations to allow sub-analysis. The table below summarises the distribution of the final sample of 2,214 interviews.

Table B.1. Interviews achieved by venue and interviews achieved by date

Interviews achieved by venue		Interviews achieved by date	
Barry Buddon Shooting Centre	24	23rd July 2014	16
Royal Commonwealth Pool	45	24th July 2014	109
Cathkin Braes Mountain Bike Trails	21	25th July 2014	207
Celtic Park	16	26th July 2014	281
Customs House Quay	38	27th July 2014	257
Emirates Arena	190	28th July 2014	154
George Square	43	29th July 2014	243
Glasgow Green	289	30th July 2014	212
Glasgow National Hockey Centre	106	31st July 2014	301
Hampden Park	281	1st August 2014	228
Ibrox Stadium	95	2nd August 2014	143
Kelvingrove Bandstand	41	3rd August 2014	63
Kelvingrove Lawn Bowls Centre	70		
Merchant City	128		
Scotstoun Sports Campus	193		
SECC Precinct (including Clyde Auditorium, SSE Hydro)	534		
Strathclyde Country Park	23		
Tollcross International Swimming Centre	77		

An average of 15.4 interviews were achieved per shift to provide the final sample of 2,214 interviews with a random sampling approach used to select respondents. This approach provided the most representative sample of visitors at each venue whilst allowing high volumes of interviews to be achieved. To ensure that the selection procedure was random, interviewers were instructed to approach the next person to pass on completion of the last interview. When there was more than one adult in a party, the 'next birthday' rule was used to randomly select who took part in the interview. All visitors aged 16 and over were eligible for interview.

With an overall sample of 2,214, data relating to all respondents are accurate to +/-2.1% at the 95% levels of confidence.

Margins of error relating to key sub-groups of the overall sample are as follows:

Table B.2. Margins of error relating to key sub-groups of the overall sample

Sub-group	Sample size	Margin of error (result of 50% at 95% levels of confidence)
By events attended during Games period		
All Glasgow 2014 events (ticketed or non-ticketed including opening and closing ceremonies)	1,897	2.3%
All ticketed sporting events	1,849	2.3%
Festival 2014 events	1,470	2.6%
By place of residence		
Glasgow	444	4.7%
Clyde Valley	440	4.7%
Other Scotland	527	4.3%
Other UK	705	3.7%
Overseas	98	9.9%

Weighting and grossing

In the analysis stages data has been weighted to adjust for any variations between the distribution of fieldwork (i.e. where and when interviews were undertaken) and the actual distribution of visitors during the Games (based on event scheduling and venue capacity information).

Final results have also been grossed up so that findings may be presented as absolute volumes of unique visitors attending the Games. A separate note outlining the approaches taken to derive the estimate of total unique visitors to the Games is available separately²¹.

The grossed estimates of unique visitors and number of days spent attending have also been used together with data on visit expenditure to produce estimates of total expenditure.

²¹ See the Method and Methods Note sections of the XX Commonwealth Games Visitor Impact Study: Interim Report available on the Scottish Government Assessing Legacy 2014 website – www.gov.scot/assessinglegacy2014.

As shown in the table below, the total spend estimates are derived separately for day visitors and overnight visitors by applying average daily expenditure amounts derived from the survey, applying these to estimates of total visitor days for each group.

For overnight visitors, a distinction is made between those days when ticketed events were attended and other days on the same trip. A conservative approach is taken assuming that money was only spent on tickets for events or other entertainment on those days when Glasgow 2014 and/or Festival 2014 events were attended. However, expenditure on other items such as accommodation and food and drink is still assumed to be similar across all days of the visit.

The table below summarises the data used in the estimation and calculations followed to obtain the estimate of total spend.

Table B.3. Summary of the data used in the estimation and calculations of the estimate of total spend

	Visitor days (m)	Visitor days attending ticketed Games events (m)	Average spend per day on tickets (£m)	Average spend per day on other items (£m)	Total spend on tickets (£m)	Total spend on other items (£m)	GRAND TOTAL SPEND (£m)
	A	B	C	D	B*C	A*D	
Day visitors	1.16	1.16	£18	£39	£21	£45	£66
Overnight visitors	1.73	0.62	£49	£76	£31	£131	£161
						All visitors	£228

Glossary

The following terms have been used in this report:

The Games

The overall series of events within the scope of the study, including both Glasgow 2014 and Festival 2014 events and activities between 23 July and 3 August.

Glasgow 2014

Ticketed and non-ticketed sporting events taking place in Glasgow, at Strathclyde Country Park, Barry Budden Centre and Royal Commonwealth Pool between 23 July and 3 August. Also includes the Opening and Closing ceremonies.

Festival 2014

A mix of entertainment, culture and enjoyment in public places in Glasgow during the Games period from 19 July to 3 August. This included the Opening and Closing Celebration events, other activities taking place at Live Zones across Glasgow (including Glasgow Green and Kelvingrove Bandstand) and numerous other organised cultural events across the city including the Merchant City Festival.

Culture 2014

The Scotland-wide cultural countdown to the Games which ran from July 2013 including events around Scotland as the Queen's Baton Relay passed through the country.

Games time

Period between 23 July and 3 August.

All Visitors

Those visitors who attended the Games (i.e. one or more Glasgow 2014 and/or Festival 2014 events) – comprising the total sample of visitors.

Glasgow 2014 Total Event Visitors

Those visitors attending any ticketed or non-ticketed sport event and/or the Opening and Closing ceremonies.

Glasgow 2014 Ticketed Sporting Event Visitors

Those attending any Glasgow 2014 sporting events which required a ticket.

Glasgow 2014 Non-ticketed Sporting events

Those attending a sporting event which **did not** require a ticket; that is, the triathlon, marathon, cycling time trial or cycling road race.

Festival 2014 events

Those attending any ticketed or non-ticketed Festival 2014 events, including Merchant City Festival, Opening and Closing Celebrations and Live Zone activities.

ANNEX C: SURVEY QUESTIONNAIRE

GLASGOW 2014 COMMONWEALTH GAMES VISITOR SURVEY QUESTIONNAIRE FINAL VERSION – 29/6/2014

INTERVIEWER RECORD LOCATION INTERVIEW IS TAKING PLACE AT:

Barry Buddon Shooting Centre*
Royal Commonwealth Pool*
Cathkin Braes Mountain Bike Trails
Celtic Park
Customs House Quay
Emirates Arena including the Sir Chris Hoy Velodrome
George Square
Glasgow Green
Glasgow National Hockey Centre
Hampden Park
Ibrox Stadium
Kelvingrove Bandstand
Kelvingrove Lawn Bowls Centre
Merchant City
Scotstoun Sports Campus
SECC Precinct (including Clyde Auditorium, SSE Hydro)
Strathclyde Country Park*
Tollcross international Swimming Centre

NOTE HOST LOCAL AUTHORITY IS GLASGOW CITY COUNCIL WITH EXCEPTION OF THOSE MARKED* ABOVE AS FOLLOWS:

- BARRY BUDDON SHOOTING CENTRE – ANGUS COUNCIL
- ROYAL COMMONWEALTH POOL – CITY OF EDINBURGH COUNCIL
- STRATHCLYDE COUNTRY PARK – NORTH LANARKSHIRE COUNCIL
INFLUENCES TEXT SUBSTITUTION AT QUESTION 22

Good morning/afternoon/evening. My name is..... I am conducting a survey on behalf of the Scottish Government and Glasgow partners involved in the Commonwealth Games and related cultural festivals. The interview should take around 10 minutes. Would you be willing to take part?

I would like to assure you that all the information we collect will be kept in the strictest confidence, and used for research purposes only. It will not be possible to identify any particular individual in the results.

Q1 Are you here today to attend, take part or experience the Commonwealth Games or related cultural events, including the Merchant City Festival?

SINGLE CODE.

Yes

No

IF NO DO NOT INTERVIEW I.E. JUST PASSING, NOT WATCHING OR INVOLVED IN ANY OF THE EVENTS TAKING PLACE IN LOCATION, IN ANY WAY. OTHERWISE CONTINUE.

Q2 Which of the following best describes your main reasons for being here?

SHOW SCREEN. ALLOW MULTICODE.

Attending a Commonwealth Games or related cultural activity

Experiencing the Commonwealth Games or related cultural activity

I am a Clyde-sider volunteer

I am a Host City volunteer

I am competing at the Commonwealth Games

I am an Official at the Commonwealth Games or related cultural festivals

An Official sponsor/ guest of a sponsor at the Commonwealth Games or related cultural festivals

I am a member of the media covering the Commonwealth Games or related cultural festivals

Working (or other official capacity) at the Commonwealth Games or related cultural festivals

DO NOT INTERVIEW IF RESPONDENT IS ONLY WORKING (OR OTHER OFFICIAL CAPACITY) AT THE COMMONWEALTH GAMES OR RELATED CULTURAL FESTIVALS

Q3 Including yourself how many people are in your group today?

IF RESPONDENT IS NOT SURE ASK FOR BEST ESTIMATE

Number of people aged 16 and over **DO NOT ALLOW ZERO**

Number of people under 16 **ALLOW ZERO**

IF 1 ADULT AND NO CHILDREN AT Q3 SKIP TO Q5

Q4 Which of the following describes who you are here with today...

SHOW SCREEN. ALLOW MULTICODE

Spouse/Civil Partner/partner

Child/children

Other members of your family

Friend(s)

Work colleague(s)

It is an organised group

Someone else

Q5a Where do you live?

SINGLE CODE.

Scotland

Other UK

Other Europe

Africa

Americas including Caribbean

Asia

Oceania

Q5b Where in this region do you live?

**SINGLE CODE. IF NEEDED SHOW MAP 1 (HOST LOCAL AUTHORITIES)
ONLY SHOW RELEVANT LIST OF PLACES**

<p>SCOTLAND Angus Council City of Edinburgh Council West Dunbartonshire Council Inverclyde Council Renfrewshire Council East Renfrewshire Council South Lanarkshire Council North Lanarkshire Council Glasgow City Council East Dunbartonshire Council Other Scottish Local Authority</p> <p>OTHER UK/ REST OF EUROPE England Wales Northern Ireland Jersey Guernsey Gibraltar Isle of Man Cyprus Malta Republic of Ireland Germany France Italy Spain Netherlands Other Europe (specify)</p> <p>AFRICA Botswana Lesotho Namibia Sierra Leone Cameroon Malawi Nigeria South Africa Uganda Ghana Mauritius Rwanda Swaziland Zambia Kenya Mozambique Seychelles St Helena Tanzania Other Africa (specify)</p>	<p>AMERICAS – INCLUDING CARIBBEAN Belize Guyana Bermuda Newfoundland Canada Falkland Islands USA Anguilla British Virgin Islands Jamaica St Vincent & The Grenadines Antigua & Barbuda Cayman Islands Monsterrat Trinidad & Tobago Bahamas Dominica St Kitts & Nevis Turks & Caicos Islands Barbados Grenada St. Lucia Other Americas/Caribbean (specify)</p> <p>ASIA Aden India Pakistan Bangladesh Malaya Sabah Sri Lanka Malaysia Sarawak Hong Kong Maldives Singapore Other Asia (specify)</p> <p>OCEANIA Australia Nauru Papua New Guinea Tuvalu Cook Islands New Zealand Samoa Vanuatu Fiji Niue Solomon Islands Kiribati Norfolk Island Tonga Other Oceania (specify)</p>
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ASK Q6 IF UK RESIDENT AT Q5 (I.E. SCOTLAND, ENGLAND, WALES, NORTHERN IRELAND, JERSEY, GUERNSEY, ISLE OF MAN):

Q6 Please provide your postcode. This information will only be used for analysis purposes.

IF RESPONDENT IS UNWILLING TO PROVIDE FULL POSTCODE ASK FOR FIRST HALF OF POSTCODE (E.G. EH30) IF THEY DO NOT PROVIDE THIS ALLOW REFUSAL AND CONTINUE

Now, thinking about how you travelled here...

DO NOT ASK Q7 IF RESPONDENT LIVES IN SCOTLAND AT Q5

Q7 Which of the following forms of transport did you use to travel to Scotland?

SHOW SCREEN. ALLOW MULTICODE.

Plane
Ferry/boat
Coach
Local scheduled bus service
National/ international scheduled bus service (e.g. between cities)
Train
Car/motorbike
Bicycle
Other (specify)

ASK ALL

Q8a Which of these modes of transport are you using TODAY to travel to and from this venue and your home or overnight accommodation? SHOW SCREEN. MULTICODE.

Regular scheduled bus
Glasgow 2014 shuttle bus
Glasgow 2014 Park and Ride
Train
SPT Subway/ Underground train
Car/motorbike
Taxi
Own bicycle
Bicycle hired from docking station
Walked
Assisted transport for disabled
Other

IF MORE THAN ONE MODE SELECTED AT Q8A ASK Q8B SHOWING ONLY THOSE SELECTED AT Q8A

Q8b Which of these modes of transport did you use on the last leg of your journey to get here?

SHOW SCREEN. SINGLE CODE

Regular scheduled bus
Glasgow 2014 shuttle bus
Glasgow 2014 Park and Ride
Train
Subway/ Underground train
Car/motorbike
Taxi
Own bicycle
Bicycle hired from docking station
Walked Assisted transport for disabled
Other

Next, thinking about the length of your current trip...

Q9 Are you spending any nights away from home?

Yes

No

IF NO SKIP TO Q13a

SHOW MAP 1 – CLYDE VALLEY & HOST LOCAL AUTHORITY AREAS

Q10 How many nights, if any, will you spend in each of the following areas?

Please refer to this map to help you to answer.

Angus (includes Carnoustie) _____

City of Edinburgh _____

West Dunbartonshire _____

Inverclyde _____

Renfrewshire _____

East Renfrewshire _____

South Lanarkshire _____

North Lanarkshire _____

Glasgow City _____

East Dunbartonshire _____

Other parts of Scotland _____

Places outside of Scotland _____

CHECK: So in total you are away from home for **TOTAL FROM Q10** nights?

Yes – continue

No – repeat Q10

**ASK Q11 IF 1 OR MORE NIGHTS IN 'OTHER PARTS OF SCOTLAND' AT Q10
SHOW MAP 2- SCOTLAND WITH LOCAL AUTHORITIES OUTSIDE OF GLASGOW &
CLYDE VALLEY, EDINBURGH, ANGUS**

**Q11 Where else in Scotland have you already or do you plan to stay in for at least
once night during this trip?**

**IF MORE THAN 1 NIGHT IN 'OTHER SCOTLAND' AT Q10 ALLOW MULTICODE
OTHERWISE SINGLE CODE**

Aberdeen City
Aberdeenshire
Argyll & Bute
Clackmannanshire
Dumfries & Galloway
Dundee City
East Ayrshire
East Lothian
Falkirk
Fife
Highland
Midlothian
Moray
North Ayrshire
Orkney Islands
Perth & Kinross
Scottish Borders
Shetland Islands
South Ayrshire
Stirling
West Lothian
Western Isles
Don't Know

Q12 What type(s) of accommodation are you using during this trip?

IF MORE THAN 1 IN TOTAL AT Q10 ALLOW MULTICODE OTHERWISE SINGLE CODE

Hotel (5 star/ luxury)
Hotel (4 star)
Hotel (3 star)
Hotel (1-2 star)
B&B / Guest House
Self-catering
Hostel
Camping
Caravanning
Second home
Friends / family
Serviced apartment
Halls of residence
Other (specify)

ASK ALL

The Commonwealth Games take place in Scotland between 23rd July and 3rd August. The Games include 71 Commonwealth nations and territory teams competing in 17 sports and Festival 2014, which includes the Merchant City Festival and cultural performances in locations across Glasgow.

Q13a How many, if any, of the following events and activities requiring a ticket to attend have you already been to or do you plan to go to during the Commonwealth Games and related cultural festivals? Note this includes events requiring either paid for or free tickets.

INTERVIEWER NOTE – ONLY INCLUDE EVENTS WHERE A TICKET WAS/IS NEEDED TO ATTEND, INCLUDING FREE TICKETS

Opening Ceremony at Celtic Park _____ **MAXIMUM OF 1 ALLOWED**
Closing Ceremony at Hampden Park _____ **MAXIMUM OF 1 ALLOWED**
Commonwealth Games live sporting events _____
Merchant City Festival _____
Festival 2014 events and activities _____

Q13b Have you, or do you intend to spectate at any of the following live Commonwealth Games sporting events without purchasing a ticket?

SHOW SCREEN. ALLOW MULTI CODE

Marathon
Cycling time trial
Cycling road race
No, none of these

Q14 Have you, or do you intend to go to any other cultural events, activities or entertainment in the following locations during the Commonwealth Games.

SHOW MAP 3 – CULTURAL VENUES

ALLOW MULTI CODE

INTERVIEWER NOTE – EVENTS/ ACTIVITIES/ ENTERTAINMENT RECORDED AT THIS QUESTION DO NOT REQUIRE A TICKET

Merchant City Festival
Glasgow Green Live Site
Kelvingrove Bandstand
Custom House Quay
George Square
The Old Fruitmarket
BBC@ the Quay
Other places in Glasgow
No

IF NO AT Q14 GO TO Q16.

Q15 Over the duration of the Commonwealth Games , on how many separate days do you expect to go to these cultural events, activities or entertainment at these locations?

SCRIPT ONLY INCLUDES PLACES SELECTED AT Q14

Merchant City Festival____
Glasgow Green Live Site____
Kelvingrove Bandstand____
Custom House Quay____
George Square____
The Old Fruitmarket____
BBC@ the Quay____
Other places in Glasgow____

DO NOT ASK Q16A IF NO EVENTS ATTENDED AT Q13A

Q16a Thinking specifically of what you are doing TODAY, how many ticketed events and activities are you attending?

SHOW ANY WITH ANY RECORDED AT Q13a. RECORD NUMBER OF EVENTS ATTENDED TODAY. MAY BE NONE.

Opening Ceremony at Celtic Park____ **MAXIMUM OF 1 ALLOWED**
Closing Ceremony at Hampden Park____ **MAXIMUM OF 1 ALLOWED**
Commonwealth Games live sporting events____
Merchant City Festival____
Festival 2014 events and activities____

DO NOT ASK Q16B IF NO AT Q14

Q16b And please estimate how much time, if any, you will spend at these locations TODAY watching or taking part in cultural events, activities or entertainment.

SHOW ANY CODED AT Q14. RECORD AN ESTIMATE OF THE AMOUNT OF TIME SPENT AT EACH PLACE. MAY BE NONE.

Merchant City Festival____
Glasgow Green Live Site____
Kelvingrove Bandstand____
Custom House Quay____
George Square____

The Old Fruitmarket_____

BBC@ the Quay_____

Watching events, entertainment or activities at other places in Glasgow_____

ASK ALL

Q17 Which of the following types of cultural events, activities or entertainment, if any, have you experienced in Glasgow during the Commonwealth Games period?

SHOW SCREEN. ALLOW MULTICODE

Comedy
Dance/Physical Theatre
Festival
Film
Literature and Spoken Word
Music
Theatre
Visual arts
None

IF NONE SKIP TO Q19

Q18 Did any of these activities or performances allow you to experience styles of art or culture which you were unfamiliar with?

ONLY SHOW THOSE SELECTED AT Q17

ALLOW MULTI CODE UNLESS NO. IF YES CODE RELEVANT ACTIVITIES

No

YES:

Comedy
Dance/Physical Theatre
Festival
Film
Literature and Spoken Word
Music
Theatre
Visual arts

ASK ALL

Q19 Please rate your overall experiences of the Commonwealth Games and related cultural festivals in terms of each of the following.

ROWS

Glasgow as a place to visit
Scotland as a place to visit
Commonwealth Games events (including the opening and closing ceremonies)
Merchant City Festival events/entertainment
Festival 2014 events/entertainment

COLUMNS - SHOW SCREEN.

Very good
Fairly good
Neither good nor poor
Fairly poor
Very poor
Don't know

Next please think about your decision to take this trip...

QUESTION WORDING IF RESPONDENT IS ON DAY TRIP (NO AT Q9):

Q20 Thinking of the various sporting and cultural events and other entertainment taking place during the Commonwealth Games, how important were these events in your decision to visit this area today?

QUESTION WORDING IF RESPONDENT IS ON OVERNIGHT TRIP (YES AT Q9):

Q20 Thinking of the various sporting and cultural events and other entertainment taking place during the Commonwealth Games, how important were these events in your decision to visit this area on this trip?

IF ATTENDING MERCHANT CITY FESTIVAL OR FESTIVAL 2014 AT Q13A AND/OR ANY ACTIVITIES AT Q14 ADD:

Please answer separately for each of the different types of events and activities you are attending.

SHOW SCREEN. SINGLE CODE.

COLUMNS

INCLUDE FOR ALL: Commonwealth Games events (including the opening and closing ceremonies)

INCLUDE IF ATTENDING MERCHANT CITY FESTIVAL OR FESTIVAL 2014 AT Q13A AND/OR ANY ACTIVITIES AT Q14:

Merchant City Festival events/entertainment

Festival 2014 events/entertainment

ROWS

My sole reason for coming

A very important reason

A fairly important reason

Only a small reason

Of no importance at all

ASK Q21 IF RESPONDENT LIVES OUTSIDE OF SCOTLAND (Q5)

Q21 And how important were these events and activities in your decision to come to Scotland?

IF ATTENDING MERCHANT CITY FESTIVAL OR FESTIVAL 2014 AT Q13A AND/OR ANY ACTIVITIES AT Q14 ADD:

Please answer separately for each of the different types of events and activities you are attending.

SHOW SCREEN. SINGLE CODE.

COLUMNS

INCLUDE FOR ALL: Commonwealth Games events (including the opening and closing ceremonies)

INCLUDE IF ATTENDING MERCHANT CITY FESTIVAL OR FESTIVAL 2014 AT Q13A AND/OR ANY ACTIVITIES AT Q14:

Merchant City Festival events/entertainment

Festival 2014 events/entertainment

ROWS

My sole reason for coming

A very important reason

A fairly important reason

Only a small reason

Of no importance at all

Q22

QUESTION WORDING IF RESPONDENT IS ON DAY TRIP (NO AT Q9):

Which one of the following best describes what you would have most likely done if you had not come to this event today?

SHOW SCREEN. SINGLE CODE

I would have stayed at home or gone to work

I would have done something else in **TEXT SUBSTITUTION DEPENDING ON**

INTERVIEW LOCATION *[Glasgow/ Edinburgh/ Angus/ North Lanarkshire]*

I would have done something else in another part of Scotland

I would have done something else outside of Scotland

IF RESPONDENT IS ON OVERNIGHT TRIP (YES AT Q9):

Which one of the following best describes what you would have done if you had not taken your current trip away from home, attending events here?

SHOW SCREEN. SINGLE CODE

I would have stayed at home or gone to work

I would have visited **TEXT SUBSTITUTION DEPENDING ON INTERVIEW LOCATION**

[Glasgow/ Edinburgh/ Angus/ North Lanarkshire] and done something else

I would have done something else in another part of Scotland

I would have done something else outside of Scotland

ASK ALL

Q23 Which of the following sources, if any, have you used to help plan your trip?

SHOW SCREEN. ALLOW MULTICODE.

- Advice from friend or relative
- Guide books (e.g. Fodors, Lonely Planet)
- Brochure provided by VisitScotland or Tourist Board
- Tour operator's brochure
- Travel agent
- Tourist Information Centre
- TripAdvisor
- Glasgow 2014 website (www.glasgow2014.com)
- VisitScotland website (www.visitscotland.com)
- People Make Glasgow website (peoplemakeglasgow.com)
- TV advertising campaigns
- Radio advertising campaigns
- Asking other travellers
- Asking locals
- Asking proprietors/service staff
- Other (specify)
- None of the above

The next few questions relate to the money you have spent as part of this trip...

ASK Q24 IF ANY TICKETED EVENTS ATTENDED AT Q16A

Q24 How much did you PERSONALLY spend on tickets for events you are attending TODAY? Please include the amount you have personally spent on tickets for yourself and any others (adults and children). **If you are not sure provide an estimate.**

Q25 Can you tell me how much you PERSONALLY spent/will spend TODAY on each of the following categories? That is the amount you have spent today already plus that which you will spend later today.

- **Please include money spent on any others (adults and children) for whom you have paid/will pay.**
- **Do not include any spend on tickets which you have told me about already.**
- **If you are not sure provide an estimate.**

FOOD AND DRINK CONSUMED 'SITTING IN' A CAFÉ OR RESTAURANT (EXCLUDING ANY INCLUDED IN ACCOMMODATION PRICE) _____

FOOD AND DRINK BOUGHT TO TAKE AWAY FROM A SHOP, CAFÉ OR RESTAURANT TO 'TAKE AWAY' _____

PUBLIC TRANSPORT FARES _____

PURCHASING FUEL _____

PARKING _____

MERCHANDISE/ PROGRAMMES _____

SHOPPING _____

OTHER SPEND _____

ASK Q26 IF ANY NIGHTS AWAY FROM HOME IN SCOTLAND (RECORDED AT Q9)

Q26 How much will you PERSONALLY be spending on accommodation for this trip – including food and drink included in your accommodation price? (e.g. bed and breakfast).

- **Please include the amount spent on any other people (adults and children) for whom you have paid/will pay.**
- **Provide the amount for your whole trip – if you are not sure please provide an estimate.**

IF MORE THAN ONE AREA STAYED IN AT Q10 SEPARATELY RECORD AMOUNTS SPENT IN EACH AREA. ONLY SHOW FOR AREAS STAYED IN AT Q10. SHOW MAP 1 – HOST LOCAL AUTHORITY AREAS

Angus (includes Carnoustie) _____

City of Edinburgh _____

West Dunbartonshire _____

Inverclyde _____

Renfrewshire _____

East Renfrewshire _____

South Lanarkshire _____

North Lanarkshire _____

Glasgow City _____

East Dunbartonshire _____

Other parts of Scotland) _____

Next thinking more generally...

DO NOT ASK Q27 IF INTERVIEWING OUTSIDE OF GLASGOW (I.E. RCP, BARRY BUDDEN CENTRE OR STRATHCLYDE COUNTRY PARK) OR IF RESPONDENT LIVES IN GLASGOW CITY COUNCIL AREA (Q5)

Q27 Have you visited Glasgow before?

Yes
No

DO NOT ASK Q28 IF RESPONDENT HAS VISITED GLASGOW BEFORE (Q27) OR LIVES IN SCOTLAND (Q5):

Q28 Have you visited Scotland before?

Yes
No

DO NOT ASK Q29 IF INTERVIEWING OUTSIDE OF GLASGOW (I.E. RCP, BARRY BUDDEN CENTRE OR STRATHCLYDE COUNTRY PARK) OR IF RESPONDENT LIVES IN GLASGOW CITY COUNCIL AREA (Q5):

Q29 How likely are you to visit Glasgow in the next 5 years for a short break or holiday?

SHOW SCREEN. SINGLE CODE.

Definitely
Probably
Fairly likely
Probably not
Definitely not
Don't know

Q30 Are you aware of the national programme of cultural activity celebrating the Commonwealth Games called Culture 2014?

Yes
No

IF NO SKIP TO Q32

Q31 Have you attended or do you plan to attend Culture 2014 events or activities outside Glasgow?

Yes
No

Finally please answer the following questions about yourself – this information will be used to help us to analyse the survey results...

Q32 INTERVIEWER PLEASE CODE GENDER

Male
Female
Prefer not to say

Q33 What was your age last birthday?

16-24
25-34
35-44
45-54
55-64
65+

Q34 Your working status

SHOW SCREEN. SINGLE CODE.

Self-employed
Employed full time
Employed part time
Looking after the home or family
Permanently retired from work
Unemployed and seeking work
At school
In further/higher education
On a work or training scheme
Other
I'd rather not say

Q35 Do you have any of the following conditions or impairments expected to last 12 months or more?

Visual impairment

Hearing impairment

Learning difficulty

Mobility/other physical impairment

Something else, please specify

I would prefer not to say

No

Q36 Please select the options which best describes your ethnic group or background.

SHOW SCREEN. SINGLE CODE.

SUMMARY VERSION OF CODES USED FOR ALL RESPONDENTS WHO DO NOT LIVE IN SCOTLAND:

White
Mixed or multiple ethnic groups
Asian
African
Caribbean or Black
Other ethnic group (SPECIFY)
I'd rather not say

DETAILED VERSION OF CODES USED FOR ALL RESPONDENTS WHO LIVE IN SCOTLAND (TEXT IN CAPITALS ARE HEADINGS, NOT ANSWER OPTIONS):

WHITE:

Scottish
Other British
Irish
Polish
Other white ethnic group

MIXED OR MULTIPLE ETHNIC GROUPS:

Any mixed or multiple ethnic groups

ASIAN, ASIAN SCOTTISH OR ASIAN BRITISH:

Pakistani, Pakistani Scottish or Pakistani British
Indian, Indian Scottish or Indian British
Bangladeshi, Bangladeshi Scottish or Bangladeshi British
Chinese, Chinese Scottish or Chinese British
Other

AFRICAN:

African, African Scottish or African British
Other

CARIBBEAN OR BLACK:

Caribbean, Caribbean Scottish or Caribbean British
Black, Black Scottish or Black British
Other

OTHER ETHNIC GROUP:

Any other ethnic group (SPECIFY)
I'd rather not say



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