

***The Scottish Rights of Way and Access Society***  
**THE POLICY BACKGROUND TO PUBLIC ACCESS RIGHTS**  
**A Background Paper**

## **Legislation**

1. **Introduction** This is a background information paper from ScotWays in support of its case at the public inquiry into the proposed Dorenell Wind Farm. It sets out the background to the statutory basis for the public to be on land in Scotland, and it also refers to some relevant issues, mainly on participation in open-air recreation. At annex are extracts from the main legislation mentioned below, along with some tables from relevant visitor/recreation surveys. Debate on public access to land is long-standing, and at times has been contentious. For present purposes, it is simplest to start in the post war period and, this being a brief statement, only the main elements of the law and related policy are described.

2. **Post-war legislation** The direction of statute law on open-air recreation in the UK started south of the Border, as part of social legislation for a modern post-war society. The key bit of legislation at this time was the *National Parks and Access to the Countryside Act 1949*. This Act made provisions for the creation of National Parks and new arrangements to secure public access to open country by agreement and statutory order, as well as significant improvements to rights of way law, all of which measures were aimed to promote health-giving open-air recreation, especially for urban dwellers. While these new access powers were bureaucratic – and eventually judged to be insufficient – the 1949 Act made a fundamental policy linkage between enjoyment of the outdoors and the conservation of natural beauty, which has underpinned this kind of legislation over the UK: indeed, these themes were the original two purposes of National Parks south of the Border.

3. The 1949 Act did not extend to Scotland (apart from separate provisions for nature conservation) – where Government had other priorities in the post-war period, but growing public use of the countryside by a wealthier and more mobile society from the mid-1950's required a reappraisal of the statutory needs for public access: in turn, this led to the *Countryside (Scotland) Act 1967*, and the *Countryside Act 1968*, south of the Border. The Scottish Countryside Act brought north a good number of the measures enacted for England and Wales in 1949 (a missed opportunity for

Scotland to strike out in a new direction), and both Acts also enacted various new measures to facilitate increased public use of the countryside, mainly powers for local authorities that, in general terms, were similar over the Border. The basic link between open-air recreation and the enjoyment and care of natural beauty and amenity was sustained in these Acts, being at the heart of the statutory purposes of two new Countryside Commissions (both now extinct, having been merged into newer public bodies with wider conservation functions). All public bodies and Government Departments have a general duty under these Acts to have regard to the desirability of conserving natural beauty and amenity<sup>1</sup>.

4. **Contemporary approaches** By the 1990's, there were new conservation needs leading to further revision of statutory care for the countryside, which led in turn to the creation of new public bodies with wider remits. North of the Border, Scottish Natural Heritage was created with functions under section 1 of the *Natural Heritage (Scotland) Act 1991* to secure the conservation and enhancement of, and to foster the understanding and facilitate the enjoyment of the natural heritage. The natural heritage is defined as encompassing flora and fauna, geological and physiographic features, and its natural beauty and amenity<sup>2</sup>. So the principle within the 1949 Act of linking enjoyment of the outdoors with care of the natural resources enjoyed is still at the heart of public policy.

5. Scotland (as implied above) had dragged its heels in the post-war period over statute for improved public access to land and inland water, in the early days lagging behind England and Wales, with a weaker public rights of way system, and with less public expenditure to fund new facilities and management for access across Scotland. The reasons for this are evident: a much more extensive Scottish countryside in relation to population, so the pressures were perceived to be less, and a perception (false) that the general freedom to exercise so-called customary rights of access over open land was sufficient. In practice, the legal position required clarification, and access opportunities in lowland Scotland were poor. The new Labour manifesto for the 1997 election provided a UK commitment to secure public rights of access to open country but, in Scotland, this was expanded to review access needs over all land and inland water.

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<sup>1</sup> For Scotland, at s.66 of the *Countryside (Scotland) Act 1967*, later amended at *Schedule 10 (para 7) of the Natural Heritage (Scotland) Act 1991* to introduce the wider term natural heritage.

<sup>2</sup> Defined at section 1(3) of the 1991 Act

6. The outcome, in Part I of the Land Reform (Scotland) Act, leapt far ahead of what was enacted in the south<sup>3</sup>, and it provides what may be amongst the most far-reaching public rights of this kind. This law places Scotland alongside the Scandinavian tradition – the allemannsretten – the closest analogy being with Norway, which converted its common law rights into statute in its Outdoor Recreation Act 1957, but the Scottish Act runs a bit ahead of that Nordic measure. This is not the place to describe the details of the 2003 Act, but some salient features relevant to ScotWays' presentation to this inquiry are that:

- this is a land reform measure, that does impinge on property rights;
- public access is contingent on access rights being exercised responsibly, with a Scottish Outdoor Access Code being the reference point for the interpretation of what is responsible;
- land managers have reciprocal responsibilities to manage their land and conduct ownership in ways that are responsible with respect to the interests of persons exercising or seeking to exercise access rights;
- access rights are wide ranging, in applying to all land in Scotland, subject to a limited range of (obvious and necessary) exemptions;
- existing rights of access, notably rights of way, are not supplanted by statutory rights;
- and there are four purposes to access rights: to cross land – a right of passage; to be on land for recreational purposes; for certain defined educational purposes; and for commercial purposes, provided that the commerce is either recreational or educational, as set out under the Act.

Local Authorities and the two National Parks (as statutory access authorities) have a new range of duties, including a duty to safeguard access rights, and they have powers for the implementation of this legislation.

7. The significance of this changed legislation for public access (and its related background and other policy papers) is that:

- public access to land is now a stronger force in public policy, especially for land uses that lie outwith statutory planning, for example through the currently changing basis on which public sector funds are allocated for land management;

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<sup>3</sup> *Under the Countryside and Rights of Way Act 2000.*

- access is also a stronger policy issue through the statutory planning process – it can be a material issue, and we judge this to be the case for the Dorenell application, in that access is a live issue, underpinned by relevant statute whose implementation is part of Scottish Government policy<sup>4</sup>;
- enjoyment of natural beauty is aligned in statute with its care and conservation, and care of natural beauty and amenity is the statutory requirement in legislation for the protection of Scotland’s scenery<sup>5</sup>;
- current Scottish Government policy in the National Planning Framework 2 (CD-B/1) acknowledges the need to conserve and enhance distinctive natural heritage (para 54); tourism and leisure facilities have an important contribution to the economy (para 67); Scotland’s landscapes are recognised as a national asset of the highest value, providing the context for people’s daily life and a major attraction for visitors (para 97): and
- also in NPF 2, Scotland’s remoter mountain and coastal areas are recognised as having ‘...*an elemental quality from which many people derive psychological and spiritual benefits. Such areas are very sensitive to any form of development or intrusive human activity and great care should be taken to safeguard their wild land character...*’ (para. 99). This is backed at para.128 of Scottish Planning Policy (CD-B/9), which states that ‘...*planning authorities should safeguard the character of these areas in the development plan*’.

8. In addition:

- SNH’s policy paper ‘Wildness in Scotland’s Countryside’ sets out the principles behind and practical approaches to the care of wildness and wild land in Scotland in which the approach taken is firmly experiential – the appreciation of wildness as both an aesthetic and a physical experience; that wildness is an intrinsic value of Scotland’s open countryside; and these factors connect directly with the enjoyment of open-air recreation; and
- Government recognises the role of open-air recreation in contributing to the physical and mental wellbeing of the nation – the *Healthier Scotland* theme of its programme – with National Indicator 41 being a measure of increase in the proportion of adults making one or more visits to the outdoors per week.

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<sup>4</sup> Via para 5 of Annex 1 to Circular 4/2009, Development Management Procedures

<sup>5</sup> Via s.1 of the Natural Heritage (Scotland) Act 1991 and s.66 of the 1967 Act

## Open-air recreation

9. Finally, a word is needed to explain the construct of open-air recreation, as used above. The public engage in a wide range of active outdoor pursuits in the outdoors: however, outdoor formal activities, whether sports, organised recreations or pastimes – from golf to pitch-based sports – which require a formally managed setting are clearly not relevant here. So the main interest is with activities that are pursued informally, often by the individual: some of these activities are active and others of a more passive nature, such as viewing fine scenery. But what binds them together is that they are environment-led: that is, the qualities of the setting where they are practised are important to participants' enjoyment of their activity – whether active or passive. And the engagement with the outdoors is also a matter of values for the qualities and intrinsic worth of Scotland's outdoor environment.

10. By numbers, walking of all kinds far exceeds other activities in a ratio of around nine to one (walking more than 8 miles plus hill walking is about 9% of activities). The volume of participation in open-air recreation is also high: in round terms, close on half of the Scottish population (47%) take at least one day trip to the outdoors for recreational purposes per week, with close on 80% doing so at least once a year, adding up to around 380 million trips of this kind annually, of which some 230 million trips are to countryside or coast (the balance being activities undertaken within settlements). There are significant geographic differences, with participation in the more deprived and urbanised local authorities in west-central Scotland, being around half that in the more prosperous rural areas; and there is a clear (but not dominating) class spread in participation – with more participation in the higher social classes. Other main points are that 95% of these trips are made from home, the balance being made when on holiday; trips of this kind are mainly made by individuals or in family groups; a significant number of such trips are made directly from home, and the mean length of trips is about two and a quarter hours<sup>6</sup>.

11. To these domestic data we need to add participation in open-air recreation by visitors coming to Scotland. Because of the fragmentation in the patterns of visitor surveys mentioned in Annex 1 to SW/3, it is difficult to be precise about the balance

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<sup>6</sup> *Data from the Scottish Recreation Survey: Annual summary report 2008 SNH Commissioned Report 358, see Annex 2 below*

in use of the countryside between the domestic market and the in-coming tourism, and the outcome would vary greatly over Scotland, according to the balance between domestic day trips and holiday visits, by visitors incoming to Scotland. In the HIE-HOST survey the balance of day trips to holiday visits is crudely about one to eight, but that does not allow for holiday visitors being involved in a more intensive pattern of activities.

John W Mackay  
ScotWays

## **ANNEX 1 *Extracts from the main legislation cited above***

### National Parks and Access to the Countryside Act 1949

**5.-** (1) The provisions of this Part of this Act shall have effect for the purpose of preserving and enhancing the natural beauty of the areas specified in the next following subsection, and for the purpose of promoting their enjoyment by the public.

(2) The said areas are those extensive tracts of country in England and Wales as to which it appears to the Commission that by reason of-

- (a) their natural beauty, and
  - (b) the opportunities they afford for open-air recreation,
- having regard both to their character and to their position in relation to centres of population, it is especially desirable that the necessary measures shall be taken for the purposes mentioned in the last foregoing subsection.

### Countryside (Scotland Act 1967

**1.—**(1) There shall be established a Countryside Commission for Scotland (in this Act referred to as "the Commission") who shall exercise the functions conferred on them by this Act for the provision, development and improvement of facilities for the enjoyment of the Scottish countryside, and for the conservation and enhancement of the natural beauty and amenity thereof.

**66.** In the exercise of their functions relating to land under any enactment every Minister, government department and public body shall have regard to the desirability of conserving the natural beauty and amenity of the countryside.

### Natural Heritage (Scotland) Act 1991

**1** (1) There shall be established a body to be known as "Scottish Natural Natural Heritage" (in this Part of this Act referred to as "SNH") whose general aims and purposes shall be—

- (a) to secure the conservation and enhancement of and
  - b) to foster understanding and facilitate the enjoyment of,
- the natural heritage of Scotland; and SNH shall have regard to the desirability of securing that anything done, whether by SNH or any other person, in relation to the natural heritage of Scotland is undertaken in a manner which is sustainable.

(3) For the purposes of this Act, "the natural heritage of Scotland" includes the flora and fauna of Scotland, its geological and physiological features, its natural beauty and amenity; and references to "natural heritage" shall be construed accordingly.

**ANNEX 2 Selected extracts from the Scottish Recreation Survey 2008  
SNH Commissioned Report 358**

**Table 1 Percentage of adults that took any recreation visits to the outdoors in Scotland in the 12 months prior to being interviewed**

Base: All respondents

	Total 2008 %	Jan-Mar 08 survey wave %	April-June 08 survey wave %	July-Sept 08 survey wave %	Oct-Dec 08 survey wave %	Total 2007 %	Total 2006 %	Oct-Dec 05 survey wave %*
Yes	79	79	80	80	78	80	79	79
No	21	21	20	20	22	20	21	21
Base	12,174	3,035	3,108	3,025	3,006	11,133	11,306	3,023

Note: \* Data collected prior to October 2005 is not included due to a questionnaire change.

**Table 2 Percentage of each social grade who had taken at least one recreation visit to the outdoors in the 12 months prior to being interviewed**

Base: All respondents

	Total 2008 %	Total 2007 %	Total 2006 %	Oct-Dec 05 survey wave*
AB	89	89	91	90
C1	84	82	84	83
C2	78	82	78	80
DE	68	70	67	68
All respondents	79	80	79	79
Base	12,174	11,133	11,306	3,023

Note: \* Data collected prior to October 2005 not included due to questionnaire change.

**Table 7 Estimated volume of visits taken to the outdoors for recreation in Scotland**

	2006	2007	2008	Change 2007 to 2008
January to March	72.9m	80.7m	80.8m	0%
April to June	84.2m	79.8m	105.8m	+33%
July to September	93.0m	94.4m	104.1m	+10%
October to December	77.0m	81.7m	93.4m	+14%
<b>TOTAL</b>	<b>327.1m</b>	<b>336.7m</b>	<b>384.2m</b>	<b>+14%</b>

**Table 9 Single main activity undertaken during outdoor recreation visits**

Base: Respondents who had made visits to the outdoors in the 4 weeks prior to interview

	Total 2008	Jan-March 08 survey wave %	April-June 08 survey wave %	July-Sept 08 survey wave %	Oct-Dec 08 survey wave %	Total 2007	Total 2006	Total 2005	Total 2004
	%					%	%	%	%
All walking	78	82	75	71	83	77	72	70	69
- Walking 2-8 miles	37	43	35	34	38	38	40	36	38
- Walking < 2 miles	37	36	36	33	43	37	29	30	28
- Walking more than 8 miles	2	2	3	3	1	1	2	2	2
- Hillwalking mountaineering	1	1	1	1	1	1	1	2	1
Family Outing	6	5	7	8	5	7	10	10	9
Any cycling/ mountain biking	3	2	4	4	2	4	4	4	4
- Cycling on paths and tracks	2	1	2	2	1	2	2	2	3
- Cycling on public roads	1	1	1	1	1	1	2	1	1
Running/ jogging	2	2	2	3	2	3	2	2	3
Golf	2	2	1	2	1	1	1	2	1
Sightseeing/ visiting attractions	1	1	1	1	1	2	2	3	3
Horse riding	1	*	1	1	*	1	1	1	1
Watersports	1	1	1	1	*	*	*	1	*
Other sports	1	1	1	2	*	1	-	-	-
Just a day out	1	*	*	1	1	*	1	-	-
Base	6,911	1,547	1,929	1,870	1,565	6,252	6,099	6,362	5,452

Note: \* = less than 0.5%;

- = no responses;

Percentages may not equal 100% due to rounding and the exclusion of 'don't know' responses from table

**Table 22 Duration of outdoor recreation visits**

Base: Respondents who had made visits to the outdoors in the 4 weeks prior to interview

	Total 2008	Jan-March 08 survey wave %	April-June 08 survey wave %	July-Sept 08 survey wave %	Oct-Dec 08 survey wave %	Total 2007	Total 2006	Total 2005	Total 2004
	%					%	%	%	%
Less than 1 hour	28	30	28	21	35	27	24	23	20
1 up to 2 hours	37	39	38	34	39	40	37	33	32
2 up to 3 hours	13	12	12	17	11	13	14	15	14
3 up to 4 hours	7	9	7	7	5	7	9	9	9
4 up to 5 hours	5	3	6	6	3	5	6	6	7
5 up to 8 hours	5	4	4	6	5	5	5	7	8
8 hours or more	4	2	5	7	2	4	5	6	9
Mean duration (hours)	2 hrs 17 mins	2 hrs 7 mins	2 hrs 17 mins	2 hrs 40 mins	2 hrs 0 mins	2 hrs 16 mins	2 hrs 26 mins	2 hrs 12 mins	2 hrs 30 mins
Base	6,911	1,547	1,929	1,870	1,565	6,252	6,099	6,362	5,452

Note: Percentages may not equal 100% due to rounding and the exclusion of 'don't know' responses from table

**Table 15 Main destination of outdoor recreation visits by type of place**

Base: Respondents who had made visits to the outdoors in the 4 weeks prior to interview

	Total 2008 %	Jan-March 08 survey wave %	April-June 08 survey wave %	July-Sept 08 survey wave %	Oct-Dec 08 survey wave %	Total 2007 %	Total 2006 %	Total 2005 %	Total 2004 %
Park/open space	37	39	38	32	37	37	37	37	27
Beach/cliff	10	9	12	11	9	8	9	10	11
Village	7	5	8	7	8	5	5	5	10
Towns	7	6	6	6	8	4	2	3	-
<b>Total</b>	<b>11</b>	<b>11</b>	<b>9</b>	<b>13</b>	<b>12</b>	<b>16</b>	<b>17</b>	<b>13</b>	<b>13</b>
<b>Woodland/forest</b>									
- Woodland/forest – other/don't know owner	6	5	6	7	8	9	9	6	5
- Woodland/forest – managed by Forestry Commission/Forest Enterprise	5	5	4	7	4	7	8	7	8
River/canal	5	5	4	6	6	8	7	6	4
Mountain/hill/moorland	5	5	7	4	5	4	5	7	7
Farmland	4	5	4	5	4	4	7	6	6
Sea/Sea Loch	2	2	2	3	2	3	3	3	5
Loch	2	3	3	2	2	2	3	3	4
Wildlife area	2	2	2	1	1	2	2	2	2
<b>Base</b>	<b>6,911</b>	<b>1,547</b>	<b>1,929</b>	<b>1,870</b>	<b>1,565</b>	<b>6,252</b>	<b>6,099</b>	<b>6,362</b>	<b>5,452</b>

Note: - = No response

Percentages may not equal 100% due to rounding and the exclusion of 'don't know' responses from table

**Table 31 Estimated expenditure during outdoor recreation visits 2006 to 2008 (billions of pounds)**

	Total 2008	Total 2007	Total 2006
	(£)	(£)	(£)
<b>TOTAL</b>	<b>2.8</b>	<b>3.1</b>	<b>2.9</b>

### Annex 3 Extracts from the HIE-HOST Highlands Visitor Survey 2003-2003

ORIGIN OF VISITORS						
Base: Total sample		Holiday visitors	Day visitors	Visiting friends/ relatives	Business	Total HOST
	N =	(3440)	(362)	(474)	(117)	(4393)
<b>Scotland</b>		33%	99%	32%	31%	39%
Highlands		3%	74%	6%	10%	10%
Edinburgh + Lothians		7%	4%	7%	2%	7%
Glasgow/Clyde Valley		6%	4%	5%	4%	6%
Grampian		4%	6%	4%	3%	4%
Rest of Scotland		13%	11%	10%	12%	12%
<b>England</b>		40%	1%	43%	43%	37%
South East		12%	0%	19%	17%	12%
North East		0%	0%	5%	4%	7%
Midlands		8%	0%	7%	6%	7%
North West		5%	0%	6%	5%	5%
Other UK		2%	0%	2%	0%	1%
<b>TOTAL – Overseas</b>		25%	0%	23%	26%	23%
<b>Continental Europe</b>		16%	0%	9%	18%	14%
Germany		6%	0%	3%	3%	5%
<b>Non-European</b>		9%	0%	14%	8%	9%
USA		4%	0%	3%	3%	4%
<b>TOTAL</b>		100%	100%	100%	100%	100%

PROFILE OF VISITORS					
Base: Total sample	Highlands visitors	Other Scots visitors	Other UK visitors	Overseas visitors	Total HOST area
	(N = 383)	(N = 1295)	(N = 1684)	(N = 1031)	(N = 4393)
<b>Age</b>					
15 – 24	10%	8%	4%	14%	8%
25 – 34	13%	18%	16%	27%	19%
35 – 44	26%	23%	21%	19%	22%
45 – 54	19%	20%	22%	18%	20%
55 – 64	16%	18%	21%	14%	18%
65+	16%	13%	16%	7%	13%
<b>Gender</b>					
Male	49%	54%	57%	56%	55%
Female	51%	46%	43%	44%	45%
<b>Working status<sup>5</sup></b>					
ABC1	43%	52%	54%	60%	55%
C2D	32%	24%	20%	13%	21%
Non-working	23%	21%	21%	23%	22%
Refused	2%	2%	4%	4%	3%

### NUMBER OF VISITS TO HIGHLANDS IN LAST TEN YEARS

Base: Non-Highlands residents

	Scots visitors (N = 1295 )	Other UK visitors (N = 1684)	Overseas visitors (N = 1031 )	Total HOST area (N = 4010 )
First ever visit	9%	25%	66%	30%
First visit in ten years	3%	9%	9%	7%
2-3 times	13%	23%	15%	18%
4-6 times	14%	15%	6%	12%
7-8 times	5%	5%	1%	4%
9-10 times	11%	7%	2%	7%
11-20 times	13%	7%	1%	7%
More than 20 times	30%	9%	0%	14%
D/K	3%	1%	0%	1%
TOTAL	101%	101%	100%	100%
Average number of visits	12.4	6.0	1.9	7.0

Includes current visit

NOTE: Total does not add up to 100% due to rounding

### TOTAL ACTIVITIES TAKEN PART IN / GOING TO TAKE PART IN

Base: Total HOST sample

	Total N =	Male	Female	15 – 34	35 – 54	55+
<b>Any sporting</b>	<b>63%</b>	<b>65%</b>	<b>61%</b>	<b>69%</b>	<b>67%</b>	<b>52%</b>
Low level walking (2-8 miles)	46%	44%	48%	46%	48%	42%
Hill walking	21%	23%	17%	29%	22%	12%
Low level walking (8+ miles)	11%	11%	10%	13%	12%	7%
Cycling/mountain-biking (off-road)	4%	5%	3%	5%	5%	2%
Golf	4%	5%	3%	3%	4%	4%
Cycling (on road)	4%	4%	4%	6%	5%	2%
Mountaineering/rock climbing	3%	4%	2%	6%	3%	1%
<b>Any non-sporting activity</b>	<b>95%</b>	<b>95%</b>	<b>96%</b>	<b>94%</b>	<b>95%</b>	<b>97%</b>
General sightseeing	87%	86%	87%	85%	86%	88%
Visit castle/monument etc	45%	45%	46%	50%	44%	43%
Visit museum/art gallery etc	37%	36%	39%	37%	39%	35%
Shopping	29%	25%	34%	23%	31%	32%
Visit woodland/forest	18%	18%	17%	16%	20%	16%
Bird watching	17%	16%	18%	10%	17%	22%
Visit other built attraction	16%	15%	17%	13%	16%	17%
Visit an archaeological site	14%	14%	14%	16%	14%	12%
Watching land-based wildlife	14%	14%	13%	10%	16%	13%
Watching marine wildlife	13%	13%	14%	12%	16%	12%
Go to a wildlife attraction/park	10%	10%	10%	10%	11%	7%
Go to a leisure centre	6%	6%	7%	7%	8%	4%
Relaxation	4%	4%	4%	3%	4%	5%
Cultural event (theatre/opera etc)	4%	3%	4%	3%	4%	4%

NOTE: Total does not add up to 100% for total activities as multicoding possible. Only statements endorsed by more than 3% of the sample at a total level are included.

<b>MAIN ACTIVITY TAKEN PART IN /GOING TO TAKE PART IN</b>					
Base: Total HOST sample					
	Highlands visitors (N = 383)	Other Scots visitors (N = 1295)	Other UK visitors (N = 1684)	Overseas visitors (N = 1031)	Total HOST area (N = 4393)
<b>Any sporting</b>	<b>21%</b>	<b>28%</b>	<b>24%</b>	<b>16%</b>	<b>23%</b>
Low level walking (2-8 miles)	9%	11%	8%	4%	8%
Hill walking	2%	8%	7%	5%	6%
Low level walking (8+ miles)	1%	2%	2%	2%	2%
<b>Any non-sporting activity</b>	<b>70%</b>	<b>67%</b>	<b>71%</b>	<b>80%</b>	<b>72%</b>
General sightseeing	38%	52%	60%	72%	59%
Visit museum/art gallery etc	7%	1%	0%	0%	1%
Shopping	7%	1%	0%	0%	1%
Visit castle/monument etc	4%	0%	1%	2%	1%
Visit other built attraction	3%	0%	0%	1%	1%
Relaxation	3%	4%	2%	0%	2%
Go to the cinema	2%	0%	0%	0%	0%
Visited friends / family	1%	2%	1%	1%	1%
Work	0%	1%	1%	0%	1%

NOTE: Items endorsed by respondents but at less than 1% overall at total HOST level excluded

<b>MAIN REASONS FOR VISITING</b>					
Base: Total sample					
	Highlands visitors (N = 383)	Other Scots visitors (N = 1295)	Other UK visitors (N = 1684)	Overseas visitors (N = 1031)	Total HOST area (N = 4393)
Scenery/views/unspoilt	9%	19%	21%	27%	21%
Been before/knew area	12%	20%	22%	10%	18%
Family/friends/connections in area	12%	11%	14%	11%	12%
Peace and quiet/tranquillity	7%	16%	14%	7%	12%
Like area	5%	14%	14%	7%	12%
Never been before	4%	7%	11%	17%	11%
Mountains/hills	3%	8%	7%	10%	8%
Specific attraction/event	21%	7%	4%	8%	7%
Walks/hill walking	7%	9%	7%	6%	7%
Wildlife/flora/fauna	4%	3%	5%	11%	6%
General sightseeing/day out	15%	5%	3%	4%	5%
Short/weekend break	3%	8%	2%	1%	4%
Because of the people/friendly people	2%	4%	5%	5%	4%
Been to other parts/wanted to see more of Scotland	2%	3%	5%	5%	4%
Lochs/Loch Ness	2%	3%	4%	6%	4%
Recommended by friends/relatives	0%	2%	4%	8%	4%
Heard/read about it/seen pictures	0%	1%	4%	10%	4%
Showing people around	5%	2%	2%	2%	3%
Wanted a change	2%	4%	2%	2%	3%
Wanted to see specific area (of Highlands)	2%	3%	4%	5%	3%
For a holiday	1%	3%	2%	3%	3%
Shopping	8%	0%	0%	0%	1%
Good holiday for children	4%	1%	1%	0%	1%

NOTE: Total does not add up to 100% as multicoding possible. Only statements endorsed by more than 2% of the sample at total level or 5% of any sub-group are included.