The presence of a wind farm would have little impact on a decision to holiday in Scotland, new independent research revealed today.

Investigating the latest consumer attitudes to wind farms and their effect on tourism, the omnibus study incorporated the views of some 3000 interviewees and was carried out as part of VisitScotland’s ongoing consumer insight activity.

Highlighting the fact that 83% of Scotland respondents stated their decision to holiday in the UK would not be affected by the presence of a wind farm; the research also reported that the majority (80%) of Scotland respondents disagreed, or felt neutral, that wind farms spoil the look of the Scottish countryside.

VisitScotland Chief Executive, Malcolm Roughead, said: “We sell Scotland to the world, bringing millions of visitors to the country and boosting the economy by billions of pounds. The visitor experience is therefore a huge priority for us - we know visitors come here for the scenery and landscapes and our marketing activity works hard to promote those aspects.

“And so we are both reassured and encouraged by the findings of this survey which suggest that, at the current time, the overwhelming majority of consumers do not feel wind farms spoil the look of the countryside.”

The research also demonstrated that a high proportion, some 83%, of Scotland respondents wouldn’t tend to avoid an area if there was a wind farm present. In fact, almost half of all those surveyed expressed an interest in visiting a wind farm development if it included a visitor centre.

The full report is available here
www.visitscotland.org/research_and_statistics/tourism_topics.aspx

VisitScotland
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