

**Edinburgh and South East Scotland Cruise  
Passenger Management Plan  
Business Survey**

**BTS**

## 1. Introduction

As part of the development of the Edinburgh and South East Scotland Regional Cruise Passenger Management Plan, a business survey was conducted to gather insights from tourism and hospitality businesses, local attractions, transport providers, and other key stakeholders. The survey aimed to assess the economic impact of cruise tourism, identify business engagement levels, and explore opportunities and challenges related to cruise visitor management.

A total of 47 businesses from across the region participated in the survey, representing a diverse range of industries and geographic areas. The breakdown of survey responses by region is as follows:

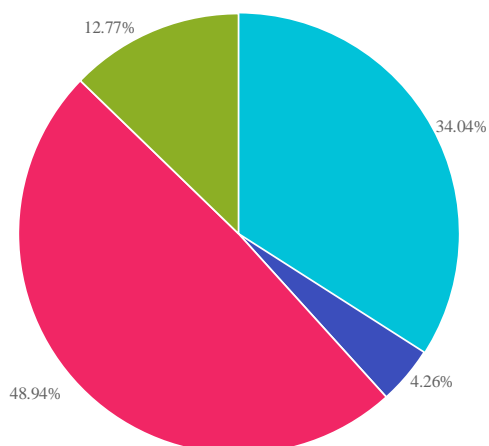
Table 1: Business Survey Responses

Region	Number of Responses
East Lothian	4
Edinburgh	26
Fife	7
Glasgow City	4
Midlothian	1
Scottish Borders	2
South Lanarkshire	1
Stirling	1
West Lothian	1
Total	47

The findings provide valuable input into how the region can maximize economic benefits, improve visitor experiences, and enhance business readiness while ensuring a sustainable approach to cruise tourism. The results will help shape strategic interventions, investment priorities, and policy recommendations to better align cruise activity with regional economic development and community interests.

### Q1 What type of business are you?

Answered: 47 Skipped: 0

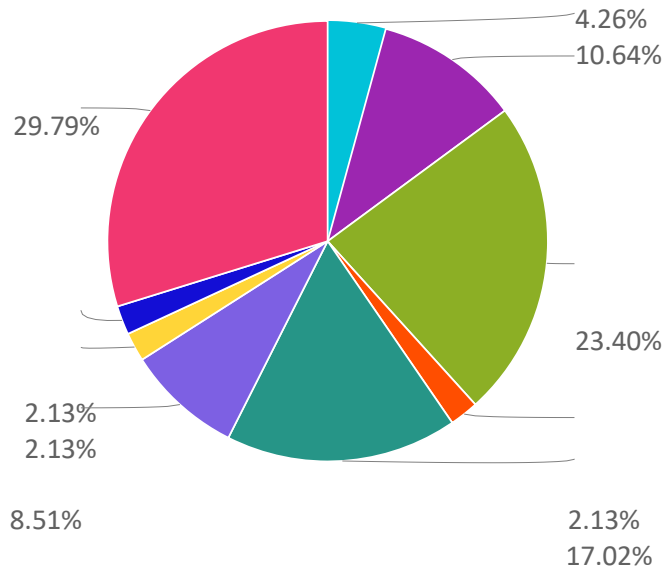


- Sole trader/Freelance
- Limited partnership
- Limited Company
- Social Enterprise Organisation / Partnership
- Community
- Charity
- Education Centre
- Other (Please specify)

Choices	Response percent	Response count
Sole trader/Freelance	34.04%	16
Limited partnership	4.26%	2
Limited Company	48.94%	23
Social Enterprise	0.00%	0
Community Organisation / Partnership	0.00%	0
Charity	12.77%	6
Education Centre	0.00%	0
Other (Please specify) No Responses	0.00%	0

**Q2 Which one of the following categories best describes your primary business? (Please select one)**

Answered: 47 Skipped: 0



- Hotel
- B&B
- Guest House
- Self Catering Accommodation
- Restaurant
- Transport / Tour Operator
- Bar
- Cafe
- Hostel
- Community Partnerships
- Visitor Attraction
- Retail
- Entertainment
- Gallery / Museum
- Arts Centre
- Other (Please specify)

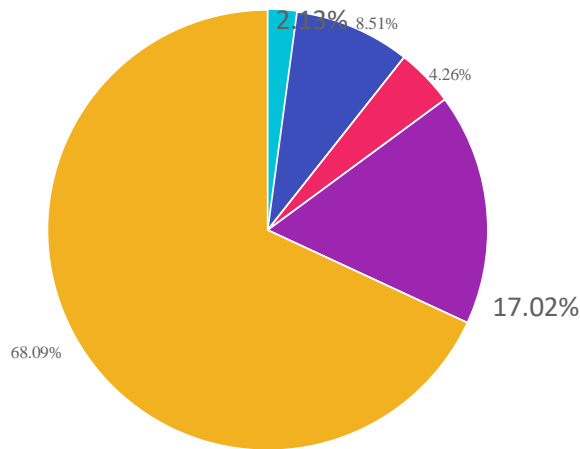
Choices	Response percent	Response count
Hotel	4.26%	2
B&B	0.00%	0
Guest House	0.00%	0
Self Catering Accommodation	10.64%	5
Restaurant	0.00%	0
Transport / Tour Operator	23.40%	11
Bar	0.00%	0
Cafe	2.13%	1
Hostel	0.00%	0
Community Partnerships	0.00%	0
Visitor Attraction	17.02%	8
Retail	8.51%	4
Entertainment	2.13%	1
Gallery / Museum	2.13%	1
Arts Centre	0.00%	0
Other (Please specify)	29.79%	14

**Other (Please specify)**

1. Arts experiences
2. Taxi service
3. Intergenerational community hub
4. Tour guide
5. Drinks Manufacturer
6. Tour Operator/DMC
7. Tour Guide
8. tourist guide
9. Tour guiding company
10. Tour Guide
11. Tourist Guide
12. Tourist guide
13. Scottish Tourist Guide (Blue Badge Guide)
14. Events Business

**Q 3. How long has your business been operating?**

Answered: 47 Skipped: 0

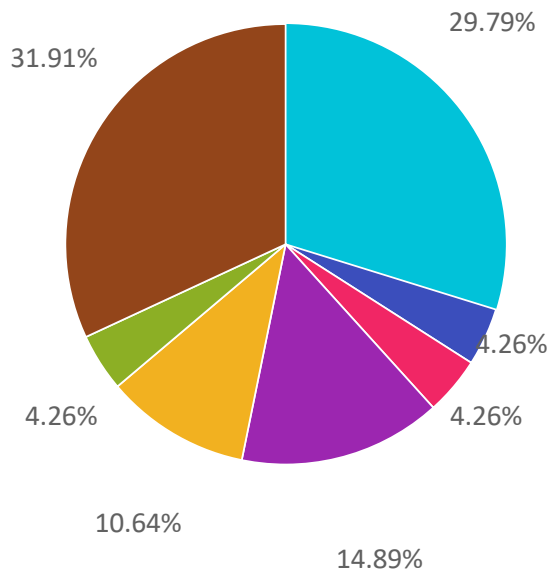


- Less than 1 year
- 1 - 3 years
- 3 - 5 years
- 5 - 10 years
- 10 years +

Choices	Response percent	Response count
Less than 1 year	2.13%	1
1 - 3 years	8.51%	4
3 - 5 years	4.26%	2
5 - 10 years	17.02%	8
10 years +	68.09%	32

**Q 4. Where is your business located?**

Answered: 47 Skipped: 0

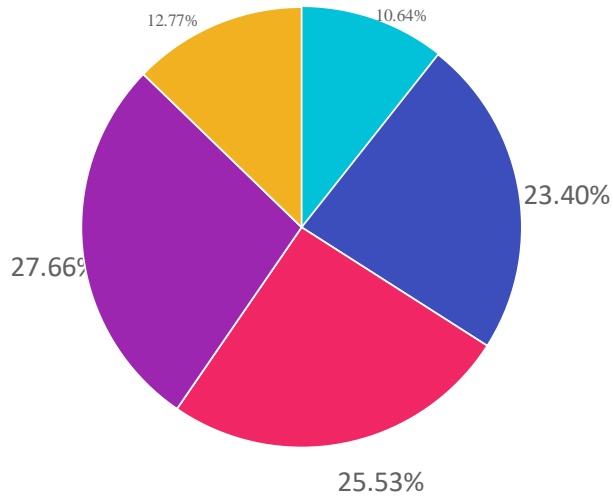


- Edinburgh City Centre
- Leith
- Newhaven
- South Queensferry
- Dunfermline
- Eyemouth
- Other (Please specify)

Choices	Response percent	Response count
Edinburgh City Centre	29.79%	14
Leith	4.26%	2
Newhaven	4.26%	2
South Queensferry	14.89%	7
Dunfermline	10.64%	5
Eyemouth	4.26%	2
Other (Please specify)	31.91%	15
Other Please Specify	6. Lanark	12. Scotland-Wide
1. Granton	7. UK wide	13. Kelso
2. Levenmouth	8. Whole of Scotland	14. Scotland
3. Dunbar	9. Doune	15. Fife
4. Dunbar	10. Corstorphine -	
5. North Berwick	11. Glasgow	

**Q 5. How frequently does your business interact with cruise passengers?**

Answered: 47 Skipped: 0



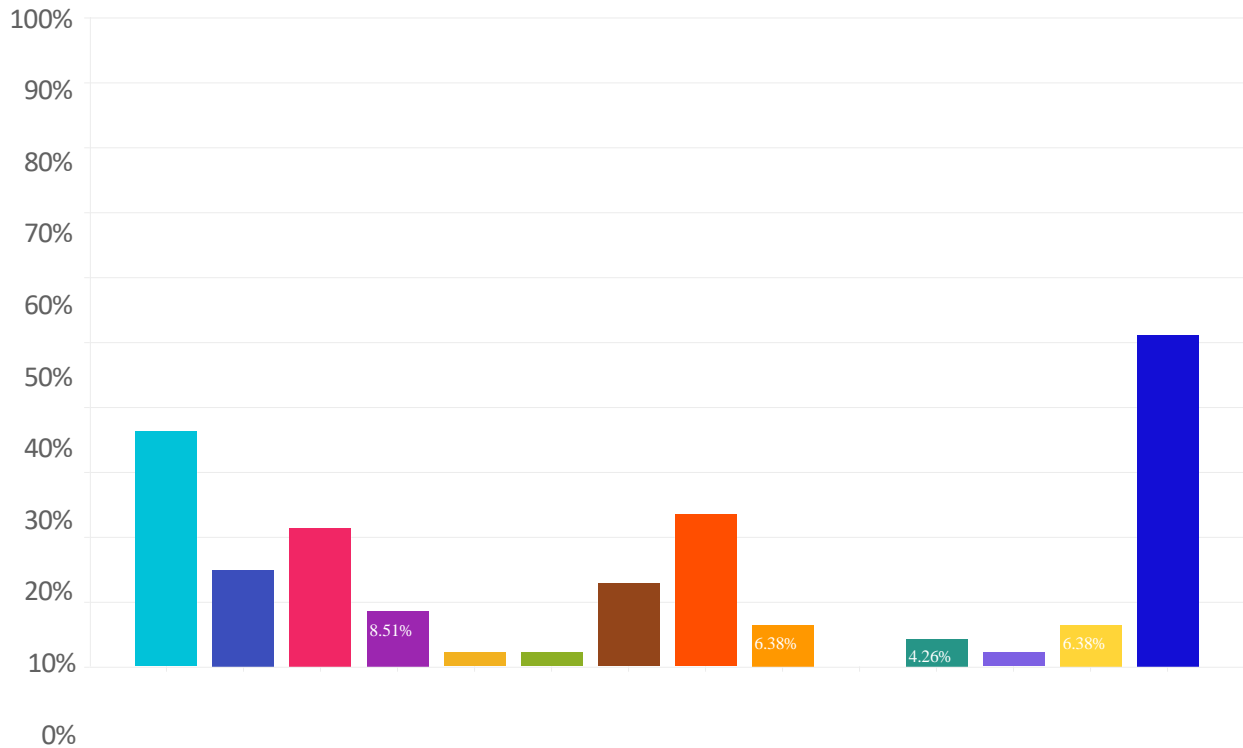
- Daily
- Weekly
- Monthly
- Rarely
- Never

Choices	Response percent	Response count
Daily	10.64%	5
Weekly	23.40%	11
Monthly	25.53%	12
Rarely	27.66%	13
Never	12.77%	6



**Q 6. How do you gather your knowledge and awareness of Cruise Tourism in the Edinburgh and South East Scotland Region for your business? Please tick all that apply.**

Answered: 47 Skipped: 0



- Cruise Forth Web Site
- Cruise Forth App
- Cruise Forth Social Media
- Capital Cruising Web Site SocialMedia
- Capital Cruising
- Fife Tourism Partnership
- Forever Edinburgh
- Edinburgh Tourism Action Group (ETAG)
- The Forth Bridges Web Site - <https://www.theforthbridges.org>
- Vist West Lothian
- Vist East Lothian
- Midlothian Tourism Forum
- South of Scotland Destination Alliance
- Other (Please specify)

Choices	Response percent	Response count
Cruise Forth Web Site	36.17%	17
Cruise Forth App	14.89%	7
Cruise Forth Social Media	21.28%	10
Capital Cruising Web Site	8.51%	4
Capital Cruising Social Media	2.13%	1
Fife Tourism Partnership	2.13%	1
Forever Edinburgh	12.77%	6
Edinburgh Tourism Action Group (ETAG)	23.40%	11
The Forth Bridges Web Site - <a href="https://www.theforthbridges.org">https://www.theforthbridges.org</a>	6.38%	3
Vist West Lothian	0.00%	0
Vist East Lothian	4.26%	2
Midlothian Tourism Forum	2.13%	1
South of Scotland Destination Alliance	6.38%	3
Other (Please specify)	51.06%	24

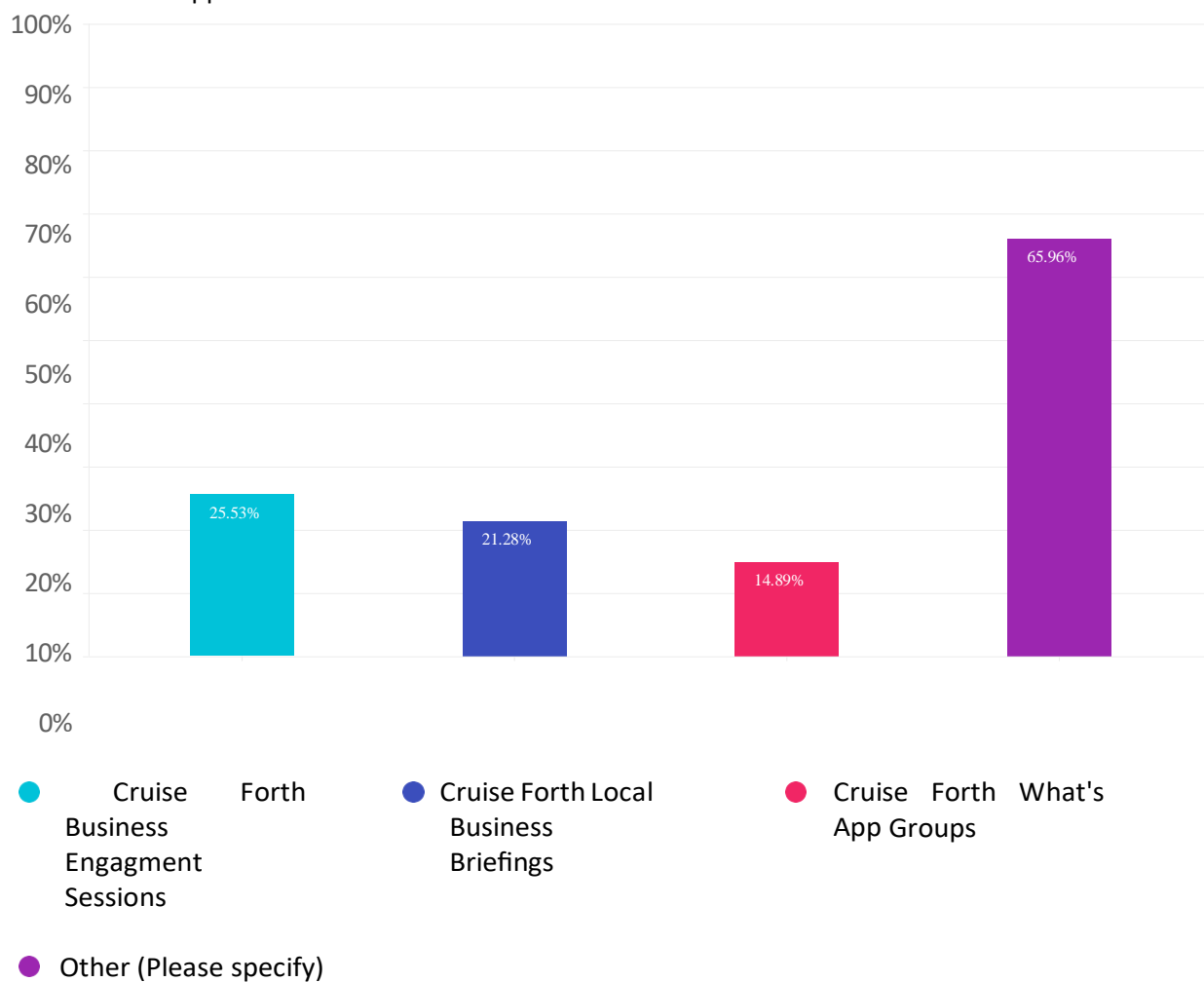
**Other (Please specify)**

1. Forth Ports cruise list
2. South Queensferry ambition and Greater Grassmarket , Essential Edinburgh BIDS
3. CruiseForth Whats App
4. I don't
5. Cruise Forth Website is very poor doesn't even list Leith in their Shopping section!
6. STGA
7. Cruise ship tour operators / shore excursion operators
8. Experiential
9. I dont
10. Haven't up to now!
11. I don't
12. when they decend on South Queensferry
13. through local buiness who are affected
14. I don't use any

15. we don't have many as many people coming off a boat don't require car hire
16. Former Fundraising Chair and Station Manager
17. Scottish Tour Guide Association (STGA)
18. from travel agents
19. Local cruise incoming operators
20. STGA
21. None.
22. STGA membership & guiding passengers
23. None of the above
24. DWFTA

**Q 7. Has your business engaged with Cruise Forth via the following: Please tick all that apply.**

Answered: 47 Skipped: 0



Choices	Response percent	Response count
Cruise Forth Business Engagement Sessions	25.53%	12
Cruise Forth Local Business Briefings	21.28%	10
Cruise Forth What's App Groups	14.89%	7
Other (Please specify)	65.96%	31

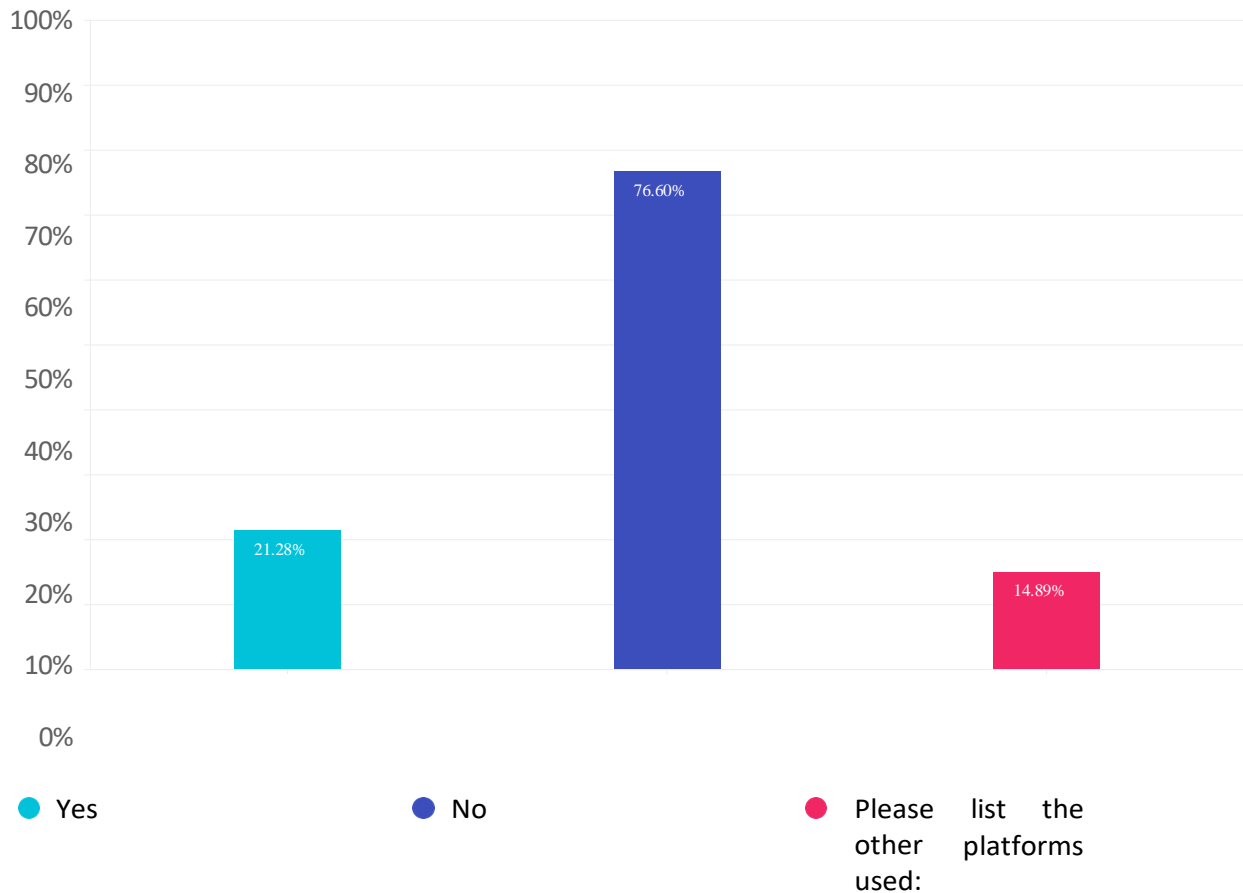
**Other (Please specify)**

1. No
2. No
3. Forth ports
4. No
5. Employed ad hoc basis
6. no
7. None

8. None
9. ?enged. None of them
10. during their annual walk round of the town
11. through local business who are affected
12. Cruise guests
13. VisitScotland expo
14. None
15. Not specified
16. Thru a Company owner who is also a shop volunteer
17. STGA and SITO A
18. Invited volunteer team to site
19. None apply
20. Email enquiry
21. Linkedin
22. No
23. None
24. None
25. no
26. No
27. none, was not aware
28. Welcome to Fife
29. No
30. No
31. DWFTA

**Q 8. Does you promote your offers / experiences to cruise ships on any platforms, and if so which ones:**

Answered: 47 Skipped: 0



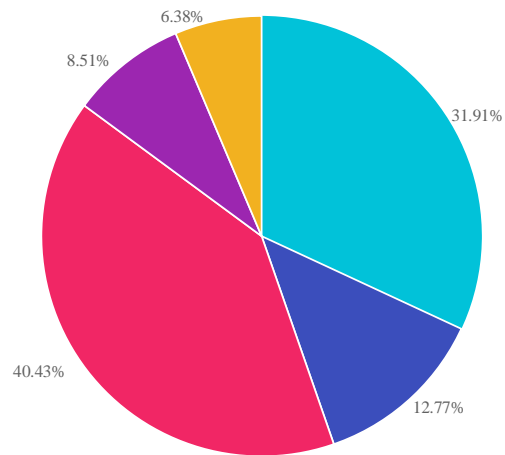
Choices	Response percent	Response count
Yes	21.28%	10
No	76.60%	36
Please list the other platforms used:	14.89%	7

**Please list the other platforms used:**

1. Viator, GetYourGuide
2. Cruise forth website advert
3. we are cost effective for all customers.
4. Cruise Forth
5. Via the excellent Greeters and Security at the disembarkation point
6. I don't understand the questions. I engaged with forth ports cruises but I do not have the budget to pay to be listed on their website as my audience is purely french speaking and unfortunately not worth for me investing
7. Tours By Locals and STGA websites

**Q 9. How would you rate the impact of cruise tourism on your business?**

Answered: 47 Skipped: 0

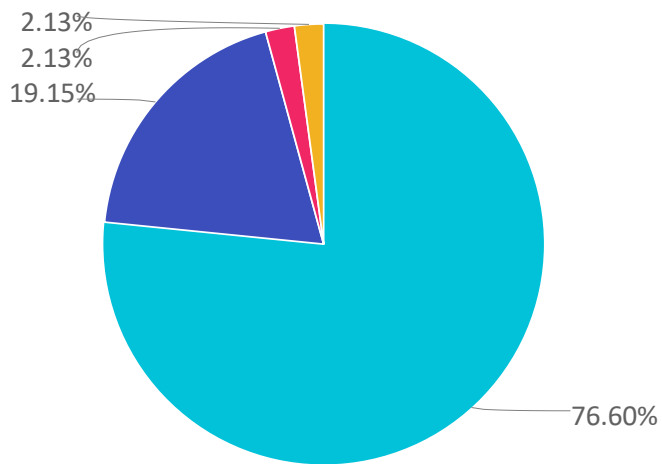


- Positive
- Somewhat Positive
- Neutral
- Somewhat negative
- Negative

Choices	Response percent	Response count
Positive	31.91%	15
Somewhat Positive	12.77%	6
Neutral	40.43%	19
Somewhat negative	8.51%	4
Negative	6.38%	3

**Q 10. What percentage of your revenue would you estimate comes from cruise passengers?**

Answered: 47 Skipped: 0



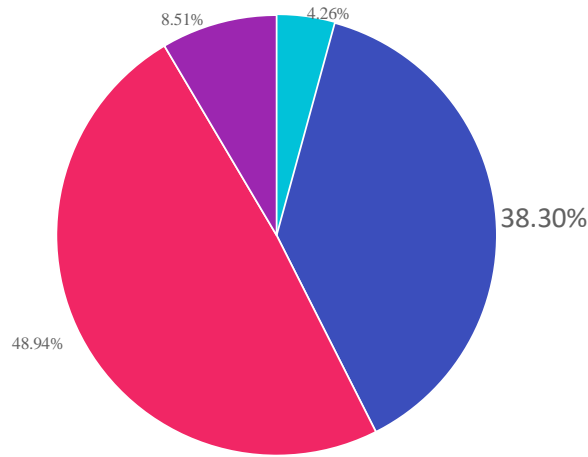
- Less than 10%
- 10 - 25%
- 26 - 50%
- 51 - 75%
- More than 75%

Choices	Response percent	Response count
Less than 10%	76.60%	36
10 - 25%	19.15%	9
26 - 50%	2.13%	1
51 - 75%	0.00%	0
More than 75%	2.13%	1



**Q 11. Do you believe that cruise tourism has increased your business's customer base?**

Answered: 47 Skipped: 0

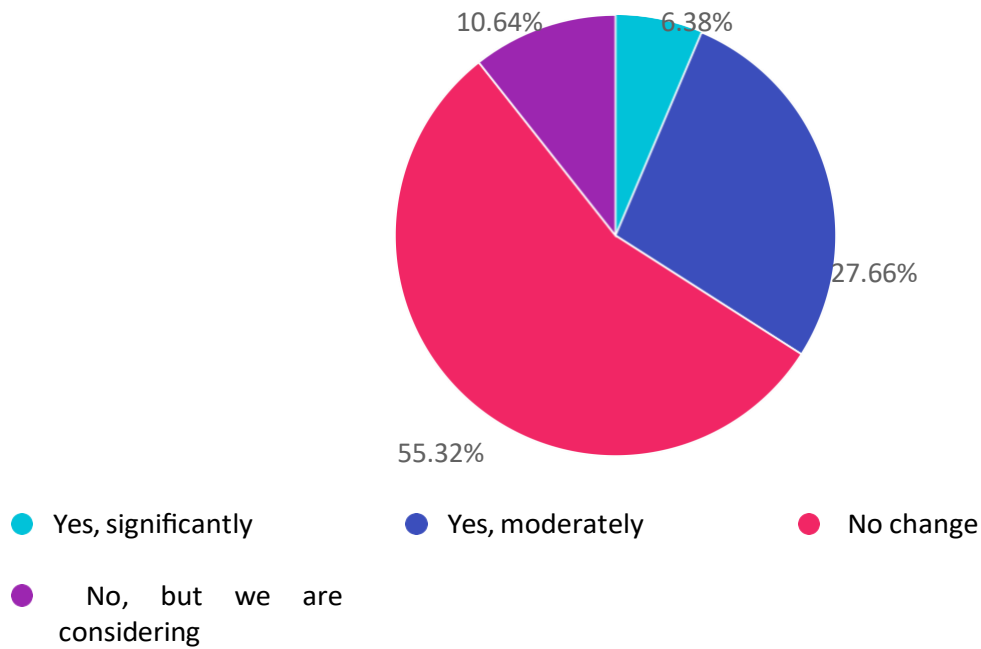


● Yes, significantly change 
 ● Yes, moderately 
 ● No 
 ● No, it has decreased

Choices	Response percent	Response count
Yes, significantly	4.26%	2
Yes, moderately	38.30%	18
No change	48.94%	23
No, it has decreased	8.51%	4

**Q 12. Have you adjusted your business operations to cater to cruise passengers?**

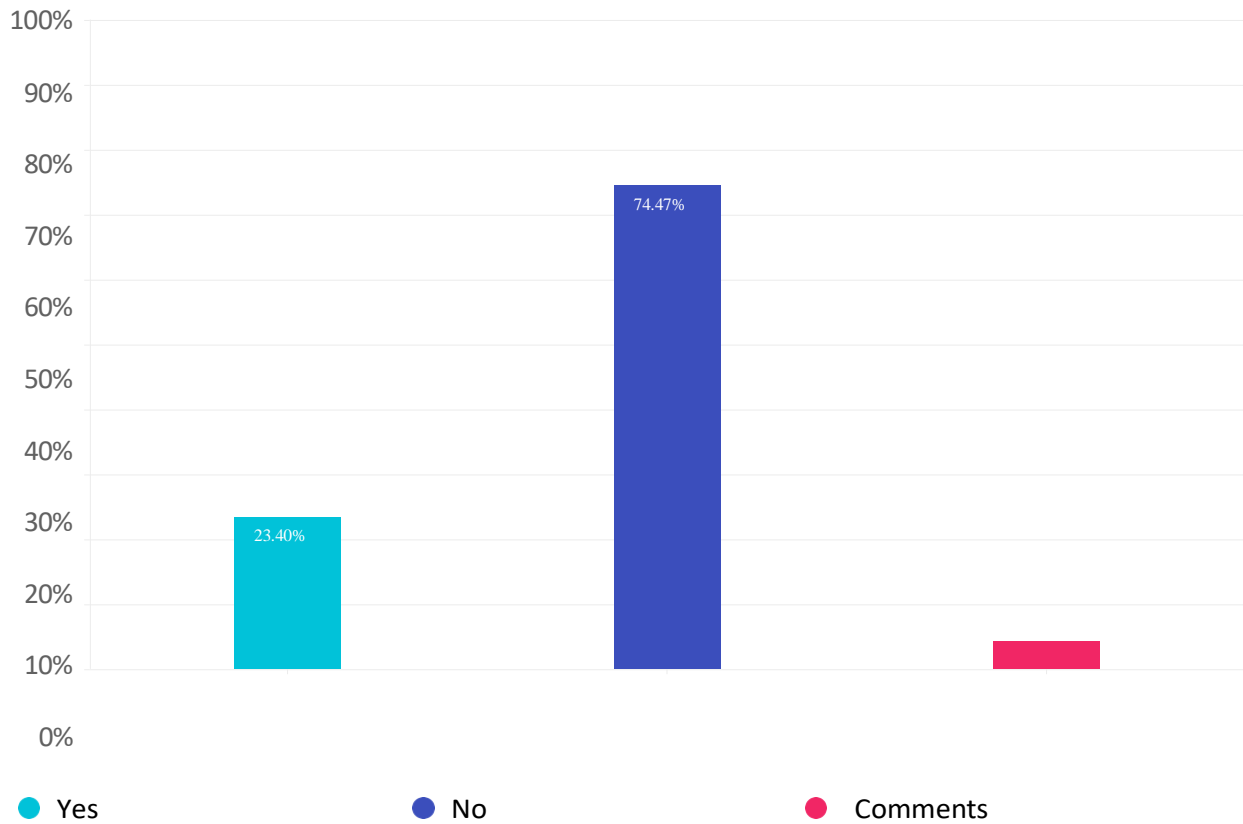
Answered: 47 Skipped: 0



Choices	Response percent	Response count
Yes, significantly	6.38%	3
Yes, moderately	27.66%	13
No change	55.32%	26
No, but we are considering	10.64%	5

**Q 13. Has your business faced uncertainty with bookings due to last-minute cancellations or timing changes from cruise groups?**

Answered: 47 Skipped: 0



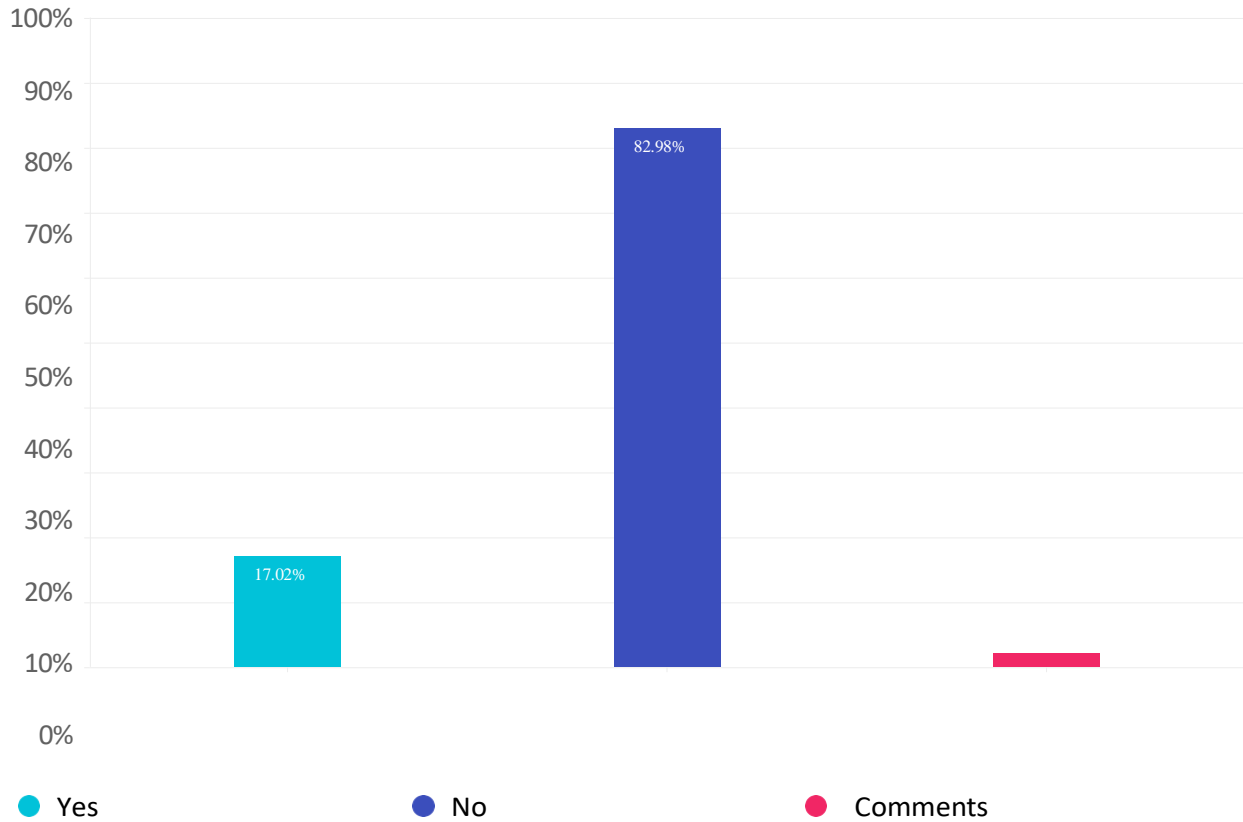
Choices	Response percent	Response count
Yes	23.40%	11
No	74.47%	35
Comments	4.26%	2

**Comments**

1. We do occasionally have last minute cancellations which does impact on staff who often come in early for cruise visits
2. N/A - don't take bookings

**Q 14. Has your business felt pressured to offer reduced rates to accommodate cruise groups?**

Answered: 47 Skipped: 0



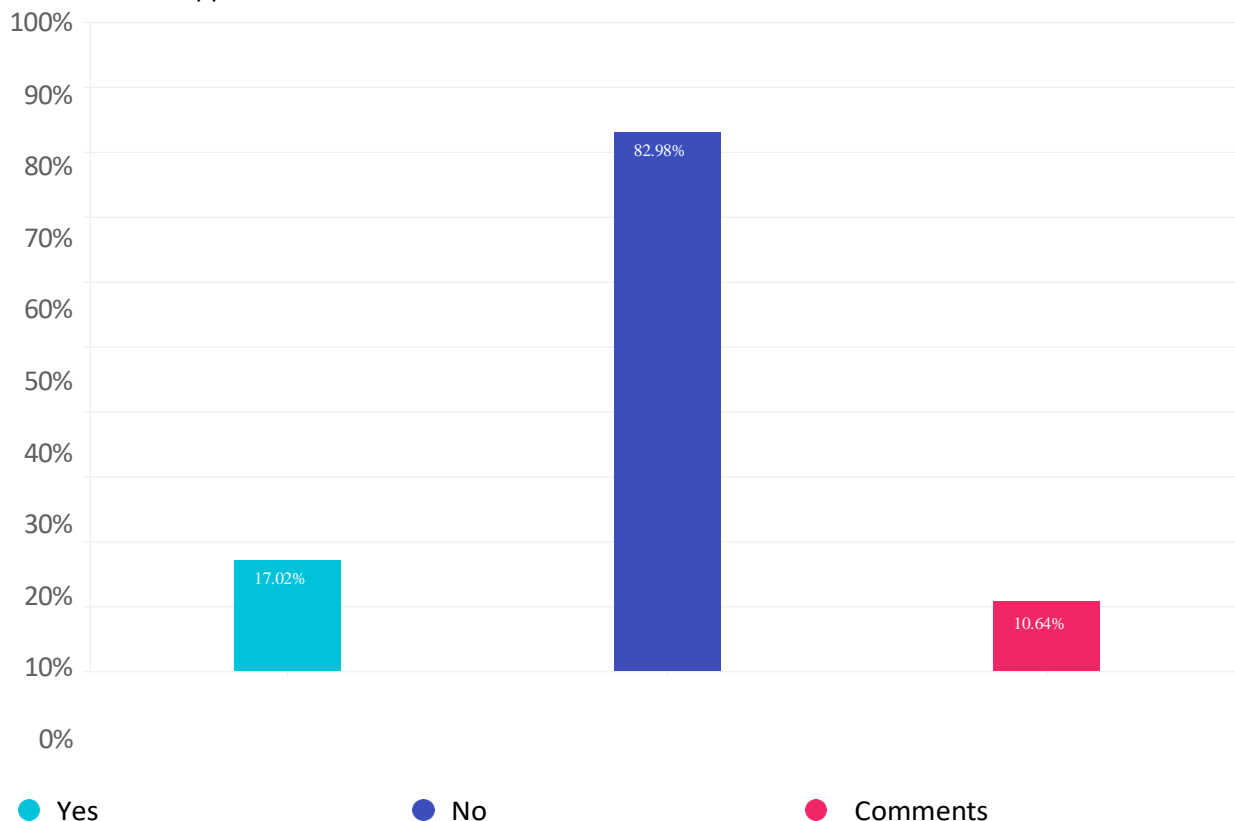
Choices	Response percent	Response count
Yes	17.02%	8
No	82.98%	39
Comments	2.13%	1

**Comments**

1. We are a charity and do not have the facility to offer reduced rates

**Q 15. Are large cruise groups impacting on or limiting availability for your business for non-cruise visitors?**

Answered: 47 Skipped: 0



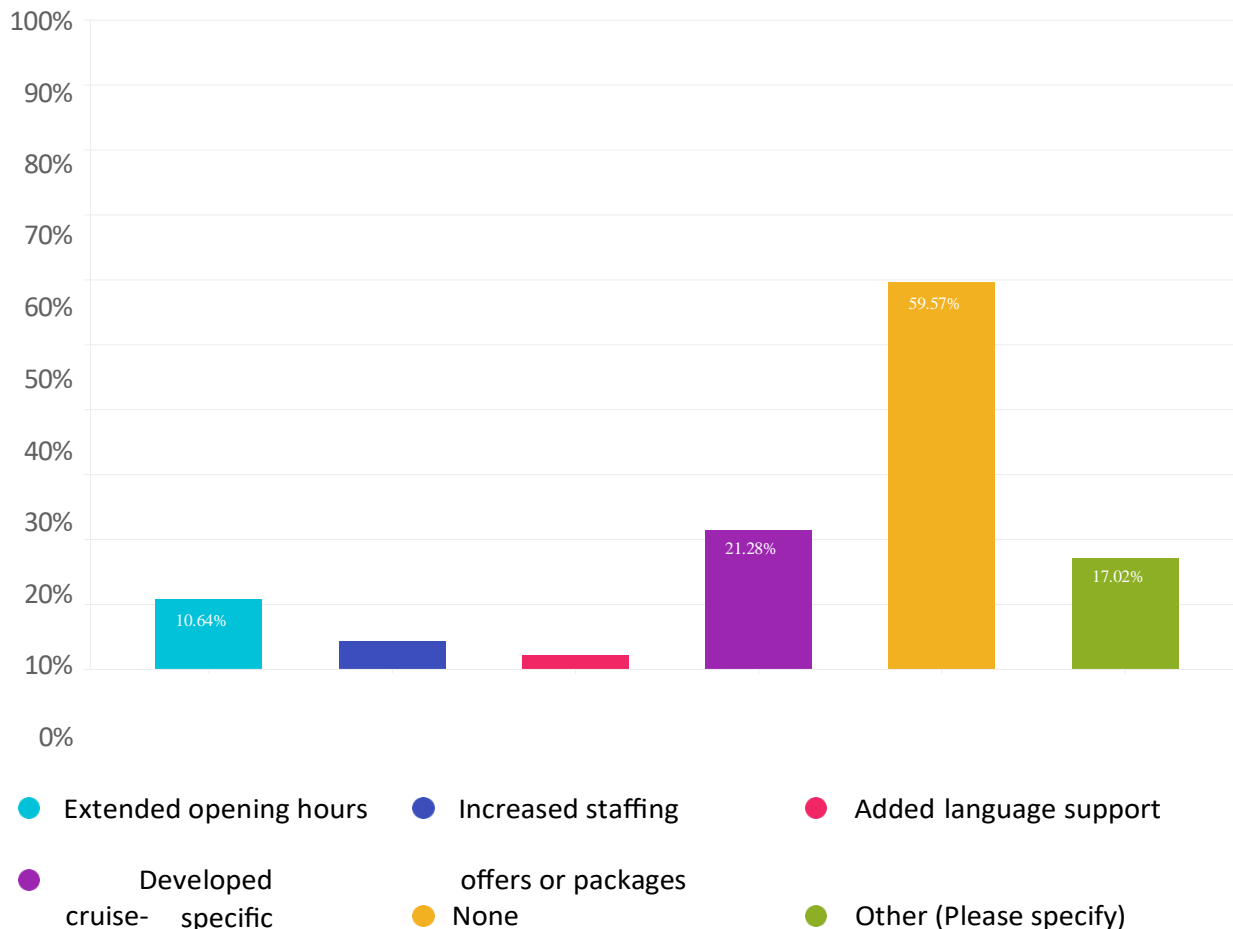
Choices	Response percent	Response count
Yes	17.02%	8
No	82.98%	39
Comments	10.64%	5

**Comments**

1. Whilst we cannot operate our cruises on cruise ship days, we do have increased numbers within the shop which doesn't really impact non cruise visitors
2. They cause considerable pedestrian congestion making the area very unsafe at times
3. We control the availability we offer cruise ships
4. very much so
5. Can become too busy at core or small visitor attractions

**Q 16. What changes, if any, have you made to your business due to cruise tourism?**  
(tick all that apply)

Answered: 47 Skipped: 0



Choices	Response percent	Response count
Extended opening hours	10.64%	5
Increased staffing	4.26%	2
Added language support	2.13%	1
Developed cruise-specific offers or packages	21.28%	10
None	59.57%	28
Other (Please specify)	17.02%	8

**Other (Please specify)**

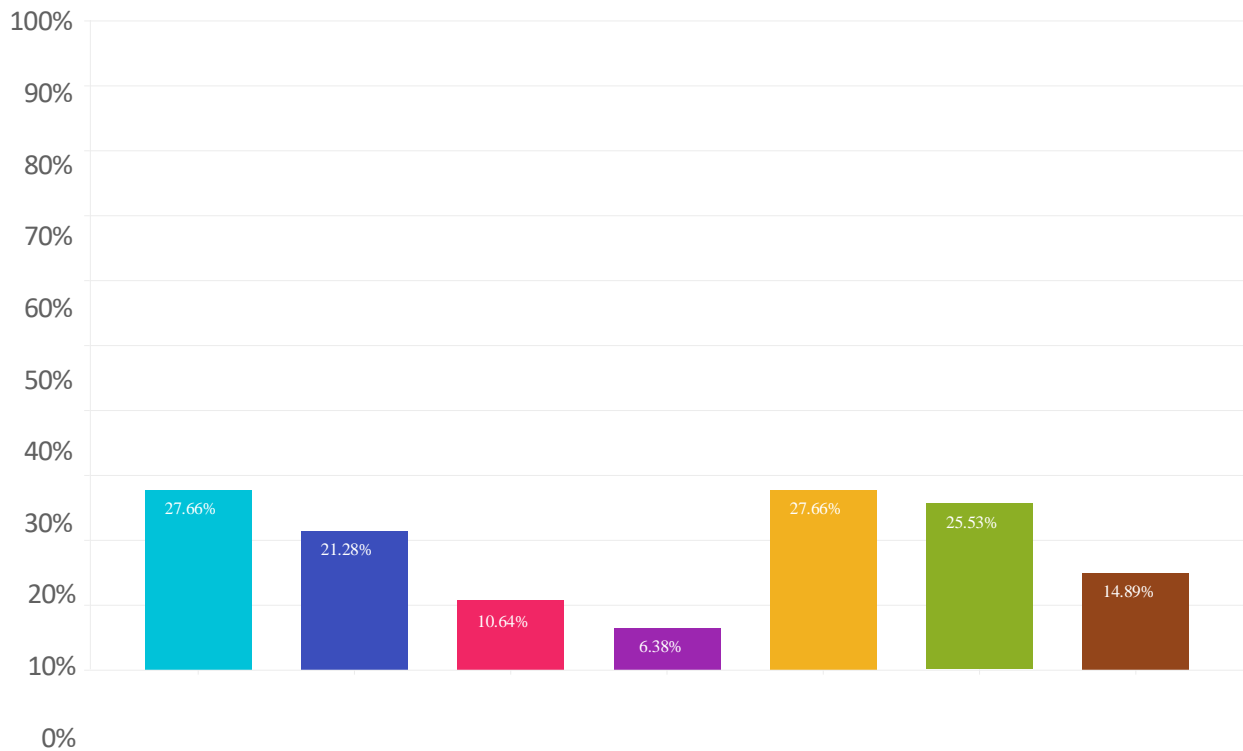
1. We accept dollars and Euros, can change currency for cruise passengers. We have listened to what passengers are asking for and have adjusted our stock within the shop
2. Offer extended opening for tours, a few welcome signs up around museum when cruise ships in.

3. We have tried offering bookable sessions but had no take up
4. Specific Scottish made products
5. Increase production, sales and distribution
6. we have to explain to our visitors that they may be impacted adversely
7. More locations to keep up with demand
8. None, but we'd be willing to

**Q 17. If your business serves cruise visitors, what challenges does it face?**

(tick all that apply)

Answered: 47 Skipped: 0



- Overcrowding during peak times
- Limited infrastructure to accommodate tourists
- Increased competition with other local businesses
- Difficulty in catering to diverse tourist needs
- None
- Not Applicable to my business
- Other (Please specify)

Choices	Response percent	Response count
Overcrowding during peak times	27.66%	13
Limited infrastructure to accommodate tourists	21.28%	10
Increased competition with other local businesses	10.64%	5
Difficulty in catering to diverse tourist needs	6.38%	3
None	27.66%	13
Not Applicable to my business	25.53%	12
Other (Please specify)	14.89%	7

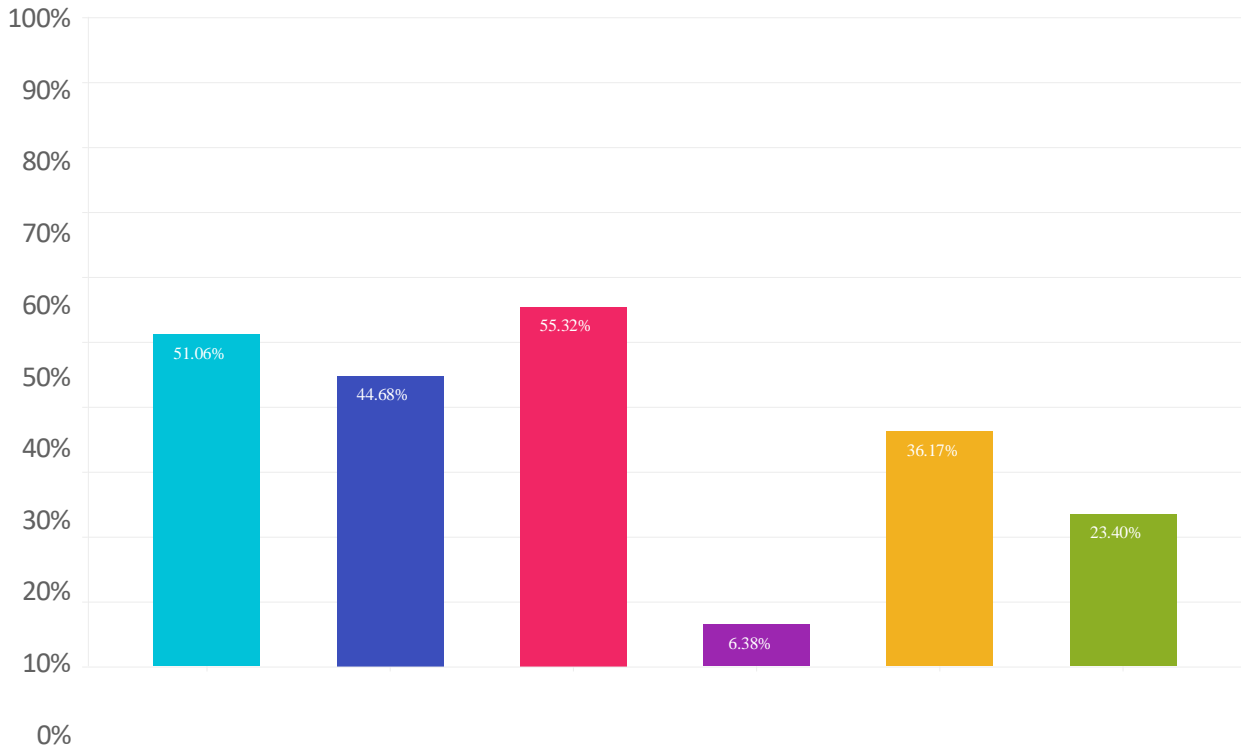


**Other (Please specify)**

1. Cruise visitors DO NOT spend money within the local area
2. A lot of waste/ litter and use of public toilets in library/ St Giles or Museum
3. limited parking, people staring into our property
4. Not being promoted by Cruise Forth
5. Language and lack of Customer Knowledge of the work that the RNLI does
6. Large groups and we require several guides to cover. We also cater for FIT which we prefer
7. Cruise companies withhold logistical information from their passengers, making it very difficult for them to organise independent excursions and limiting them to packages the cruise line makes available.

**Q 18. What opportunities do you see for growth in Edinburgh and South East Scotland’s cruise tourism sector? (tick all that apply)**

Answered: 47 Skipped: 0



- Developing new products/services for cruise passengers
- Partnering with cruise line operators for promotions
- Improving the local infrastructure (e.g., transport, roads, parking, toilets etc)
- Difficulty in catering to diverse tourist needs
- Expanding business offerings to include more tours or packages
- Other (Please specify)

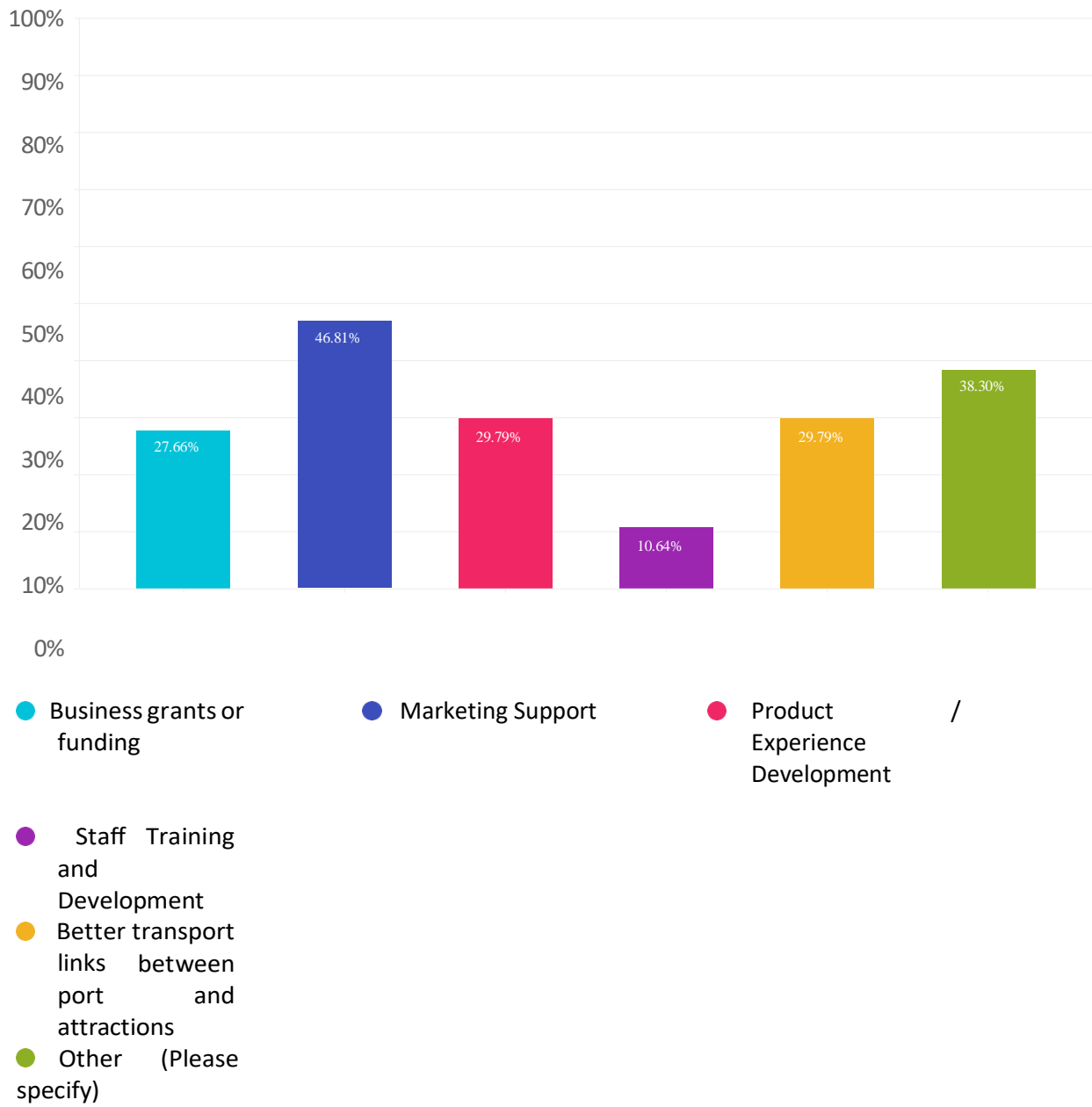
Choices	Response percent	Response count
Developing new products/services for cruise passengers	51.06%	24
Partnering with cruise line operators for promotions	44.68%	21
Improving the local infrastructure (e.g., transport, roads, parking, toilets etc)	55.32%	26
Difficulty in catering to diverse tourist needs	6.38%	3
Expanding business offerings to include more tours or packages	36.17%	17
Other (Please specify)	23.40%	11

**Other (Please specify)**

1. Divide large groups up to under 8 with diverse offerings. Do not lead groups of 100 along narrow pavements
2. Offering arts experiences at Silverburn park or other venues
3. We would like to make The Heart, our centre, a destination for visitors
4. Not specified
5. Like to see fewer cruise ships
6. Increased production, jobs, sales and distribution
7. the significant detrimental impact of cruise passengers on my business would increase
8. the significant detrimental impact of cruise passengers on my business would increase
9. Cruise Ship operators to promote the work of the RNLI
10. Expanding demand areas to outside city centre via increased direct transport and travel hubs/information points.
11. Encouraging cruise operators to support smaller, independent businesses instead of forcing their passengers to use their overpriced excursion packages.

### Q 19. What type of support would help your business benefit more from cruise tourism?

Answered: 47 Skipped: 0



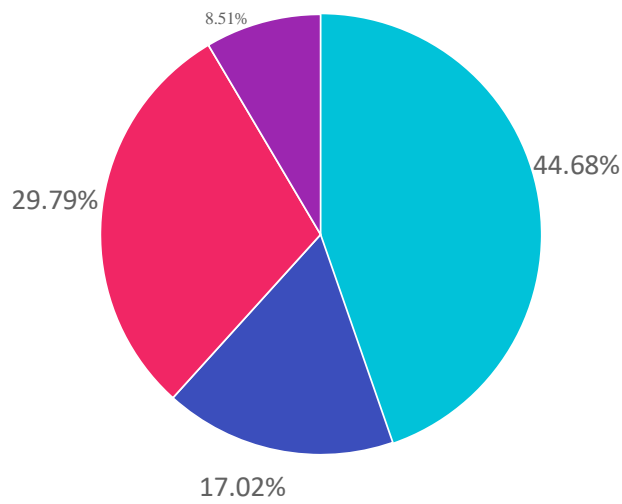
Choices	Response percent	Response count
Business grants or funding	27.66%	13
Marketing Support	46.81%	22
Product / Experience Development	29.79%	14
Staff Training and Development	10.64%	5
Better transport links between port and attractions	29.79%	14
Other (Please specify)	38.30%	18

**Other (Please specify)**

1. nothing that that would be applicable for us
2. Find out what their spend is . Where and what they want to buy ? Most of them are not carrying bags of purchases. . The local trade has suffered from very large groups of people standing in thoroughfares
3. Take free buses off and tourist information to stop tell tourist to get local transport when they walking to get a taxi rank by saying there are a free but to take to local town to get a train when it cost more in long run
4. Information about the local area they are landing in, encourage visitors to walk the area instead of being shipped by Lothian Buses direct to city centre
5. Like to see a levy on cruise ships and limited numbers
6. Coordinated managed network or show perhaps for operators, suppliers and partners
7. None
8. Fewer cruise liners in South Queensferry
9. Fewer cruise liners in South Queensferry
10. Not interested in shore excursions day tours
11. A pier that can accommodate large ships
12. Not specified
13. Diversifying away from Edinburgh city centre
14. I would like cruise DMCs, shore excursion managers and passengers to be aware of our tours in French
15. More information provided by cruise lnes to allow their passengers to organise independent excursions or tours.
16. Bundling products from smaller businesses into one experience
17. None. I am concerned about the quality of life for Edinburgh residents - traffic etc and crowding on the roads e.g. at Edinburgh castle and at attractions e.g. Britannia
18. nothing I can think of at present

**Q 20. Do you agree or disagree that a Cruise Ship Passenger Levy should be introduced for Edinburgh and the South East of Scotland?**

Answered: 47 Skipped: 0



- Agree
- Disagree
- Neither agree or disagree
- Not sure

Choices	Response percent	Response count
Agree	44.68%	21
Disagree	17.02%	8
Neither agree or disagree	29.79%	14
Not sure	8.51%	4

**Q 21. Do you have any suggestions for improving Edinburgh and South East Scotland's ability to attract and accommodate cruise passengers?**

Answered: 22 Skipped: 25

1. Better facilities upon arrival, more volunteers to welcome passengers and provide information. Wi-Fi for cruise passengers when they disembark, more information before they even disembark about what is available locally
2. Encourage them to explore areas like Edinburgh's closes, by going through them. Not just sticking to sweet spots. Maybe provide routes or trails. They fear they might lead to a dead end and they'd have to walk back up the 122 steps (without a single photo to show for it)
3. Maybe a local train up and down the high street and up to Hopetoun House.
4. Could Methil docks be opened to accommodate cruise passengers with a trip to east Neuk fishing villages. Street art ideas are growing in the Methil area (note Belfast has an enormous influx of visitors to see mural art)
5. Stop taking passengers to local town when they will get more from Edinburgh lots more to do and see than Dunfermline
6. What is the purpose of attracting cruise passengers? If it is to increase local economy, then you do not understand the Cruise passengers.
7. Edinburgh will always suffer in the cruise market by not having a berth suitable for accommodating the largest ships. With such a facility the growth in cruise tourism could be enormous given the advantageous geographical location and transport links to other parts of the UK & the world. Provision of more transport - especially coaches (ideally electric vehicles), would be very helpful along with better provision of toilets and infrastructure for city tours and viewpoints/stops that is sadly lacking in a major capital city. Provision of qualified guides at reasonable rates with appropriate language speaking along with suitable venue and local information in languages.
8. Don't allow huge ships into the port. Limit the numbers of passengers allowed ashore.
9. Would prefer if docked in Leith
10. Reducing or removing all cruise liners from docking in South Queensferry
11. There is no mention in this questionnaire about the significant detrimental environmental impact of cruise liners, their visitors and the traffic as a result on the environment. This is of major concern. The impact is significant. As small business in South Queensferry are already struggling post covid and as a result of the cost of living crisis further pressure from cruise liners could jeopardize the fragile economy.
12. If a levy was to be introduced, the money raised should be spent in the area that the ships dock, e.g. better toilet facilities. The current ones are frankly disgusting
13. The river needs a pier to accommodate the large ships that currently anchor in the river. This will help with weather resilience and first impressions of SE Scotland as a destination. There have been a few trials of bringing ships along side the Entrance Lock, but operators are not allowed to enter the dockside area. So this is two steps forward, one step back.
14. Improve vehicle access to large ship berths at Leith and Rosyth
15. Buses or transport that takes cruise passengers to other areas - not just city centre. Repeat cruise passengers to city have often experienced core attractions before, and attractions outside of Royal Mile should be accessible. As soon as passengers are required to use more than 1 mode of transport (2 x buses, 1x tram then 1 x bus, etc.) they lose confidence and opt

- for easiest to get to.
16. It is difficult when too many attractions are on the schedule for a brief visit, especially if passengers are slow coming ashore
  17. Make it more affordable for very small businesses to promote ourselves on the local official cruise platforms
  18. Facilitate awareness for tour guide access to the cruises.
  19. We are not on a public transport link. Often difficult for passengers to get from South Queensferry or Newhaven to Hopetoun House
  20. Personally I would like to see a move away from encouraging large-scale, mass tourism such as cruise ships, which negatively impact the environment and provide little immediate benefit to local businesses. Banning them altogether would send a signal that Scotland demands a more sustainable, responsible attitude to tourism.
  21. N/A
  22. The need to keep them in the town of Eyemouth rather than transporting them further afield



## Q 22. Are there any specific concerns you have regarding the impact of cruise tourism on Edinburgh and South East Scotland as a destination?

Answered: 21 Skipped: 26

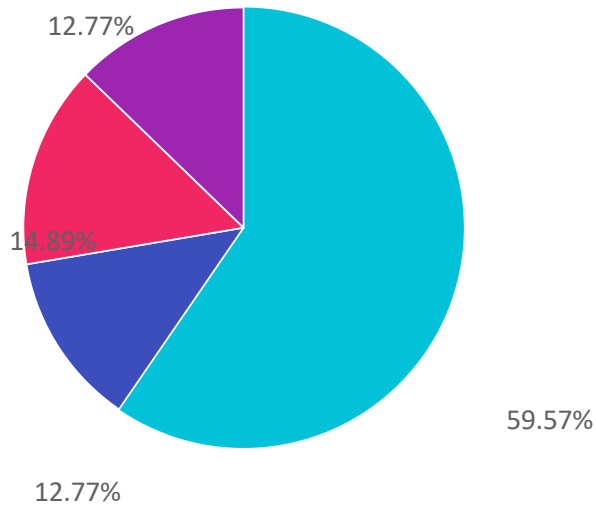
1. The public facilities should be addressed, they are embarrassing. I do know that on cruise ship days, locals and customers tend to stay away from Hawes Pier due to parking and restrictions.
2. It has become excessively crowded. There are less "quieter " seasons when more wealthier discerning visitors come. We are in very real danger of killing the golden goose. It is not pleasant being jostled in beautiful city. It is like working in a world heritage theme park
3. Green credentials of the ships and companies coming in. Are they doing anything to reduce their carbon footprint to help us be legitimate partners.
4. Increased traffic on roads. By water to transport passengers to places from the ship might be better.
5. Be truthful with passengers when ship is going to Rosyth but passengers get told they are going to Dock in Edinburgh, but they are 30mins away from Edinburgh when they dock in Rosyth or South Queensferry
6. Cruise passengers make no significant impact on local businesses as they either get their food free back onboard or they are only looking for a Magnet as they have limited baggage and visit multiple destinations so cannot purchase keepsakes.
7. I believe that the potential impact of cruise tourism isn't being taken seriously enough & the potential financial benefits that it can make to the city are not being factored in by the authorities. The current government & council appear openly hostile to cruise tourism and there may be a belief that it doesn't matter as they will come anyway. This is a fallacy as ships are movable assets that can be relocated anywhere else in the world that is seen as welcoming, safe & profitable - as seen by ships relocating to Western Europe following the invasion of Ukraine & the current troubles in the Eastern Mediterranean. the council & government should be doing everything it can to welcome these ships and their passengers and providing as many facilities as possible to accommodate them.
8. I am concerned they cost Edinburgh a lot of money ( waste removal/ toilet use/ visits to A& E) make Edinburgh unbearable for other tourists and don't spend a lot of money here.
9. None apart from cost into city area
10. There is no mention in this questionnaire about the significant detrimental environmental impact of cruise liners, their visitors and the traffic as a result on the environment. This is of major concern. The impact is significant. As small business in South Queensferry are already struggling post covid and as a result of the cost of living crisis further pressure from cruise liners could jeopardize the fragile economy. Cruise liners are polluting as they constantly run their diesel engines when docked. Tour operators who take passengers to other sites use polluting large vehicles and do not respect the narrow-cobbled streets and limited parking of South Queensferry. Cruise passengers get all the food on board so have little appetite so spend in cafes and restaurants in the town. Most are in their 70's and have little luggage space so have no desire to purchase clothes aimed at 20 to 60 years olds our local market (99 % of our sales). Cruise line passengers are looking for 'Scottish tartan tat', which as a collective in South Queensferry we do not want to encourage as most are made in China, and are also harmful to the environment, and are not a fair representation of our culture and history. We have been in business for over 10 years and during cruise liner visits our revenue drops by 400%, we would be better closing.
11. Cruise liners are polluting as they constantly run their diesel engines when docked. Tour operators who take passengers to other sites use polluting large vehicles and do not respect the narrow-cobbled streets and limited parking of South Queensferry. Cruise passengers get all the food on board so have little appetite so spend in cafes and restaurants in the town. So wonder the streets peering into windows. Cruise line passengers are looking for 'Scottish tartan tat', which as a collective in South

Queensferry we do not want to encourage as most are made in China, and are also harmful to the environment, and are not a fair representation of our culture and history.

12. The number of cruise ships coming into 'Edinburgh' at any one time which can flood the city.
13. Feedback re the Cruise Ship Survey Shop Volunteers unable to park due to busses being in the car park, this can affect the availability of volunteers as not all of us live within walking distance, so parking is important to being able to keep the shop open. Passengers coming off the ships are taken straight to the tour busses. The top of the lane down to the shop blocked off when passengers are queueing for either an excursion or when waiting to return on the tenders. The shop being shut in by the fencing, even when there are no ships due in, this makes it very difficult to access our outside store, especially when we get our shop delivery on a Monday. If you are in the shop on your own you have to lock the shop and go around the Coastguard building and through the security. No local boats leaving the pier so we miss out on that added business. Bad signage of the toilets which means the volunteers spend a lot of time directing passengers to the facilities, that quite honestly with the state of them, we are embarrassed to do. There have been a few medical emergencies this year, which have resulted in the switch of sides the passengers disembark on resulting in passengers coming into the shop and asking for directions to busses and looking for maps. Some days you feel you are working for the Tourist Board. During the high season we lose between 20% and 25% of sales when there is a Cruise Ship visiting, compared to a normal day. Many passengers have no idea what the RNLI do or that we are a Charity Advantages We get the opportunity to promote the good work of the RNLI especially emphasising that we are a Charity and as such rely on donations to carry on Saving people in trouble in the water and educating the public on how they can keep themselves safe in the water.
14. Never heard of Eyemouth as a cruise destination.
15. Lack of imagination/experience of cruise ship tour planners results in unattractive and unsafe overcrowding in a few key locations, and poor visitor experiences.
16. I am concerned about overtourism in Edinburgh
17. No
18. None
19. There has to be a mutual benefit for cruise visitors and local communities. If there is no financial return for communities hosting and being inconvenienced by large numbers of cruise passengers then a CSPL is essential.
20. Cruise passengers, anecdotally, provide little to local businesses - they get food on the ship, they use the shuttle transport options to get into the city, they don't get the information needed to arrange their own independent excursions ,and the numbers of passengers descending on the city on a given day can make the city centre unpleasantly overcrowded. Ban them, send a signal that responsible, sustainable tourism is Scotland's preference. Otherwise, tax them highly to make sure there is some economic benefit to the local community who have to tolerate their presence in the city.
21. None

**Q 23. What is the size of your business?**

Answered: 47 Skipped: 0

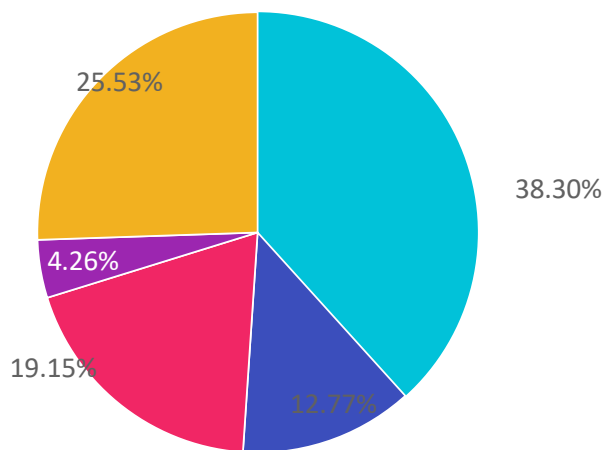


- 1-5 employees
- 6-20 employees
- 21-50 employees
- 51+ employees

Choices	Response percent	Response count
1-5 employees	59.57%	28
6-20 employees	12.77%	6
21-50 employees	14.89%	7
51+ employees	12.77%	6

**Q24. What is your business's annual revenue?**

Answered: 47 Skipped: 0



- Under £50,000
- £50,000-£100,000
- £100,000 - £500,000
- £500,000 - £1,000,000
- Over £1,000,000

Choices	Response percent	Response count
Under £50,000	38.30%	18
£50,000-£100,000	12.77%	6
£100,000 - £500,000	19.15%	9
£500,000 - £1,000,000	4.26%	2
Over £1,000,000	25.53%	12

**Q 25. Please list 3 actions you would like to see included in the final Regional Cruise Passenger Management plan that would enhance the visitor experience to the region (e.g. infrastructure, visitor attraction, marketing, product development etc.)**

Answered: 32 Skipped: 15

1. infrastructure marketing support experience development
2. Promotional leaflets detailing what is available in South Queensferry when they disembark. maybe even discounts or offers made available. an improvement of basic facilities. Wifi being made available for passengers.
3. 1. Devise a method to restrict groups to small parties of under 8 . Make sure they do not block thoroughfares 2.find out what their spend is and share analysis with business. Try to direct to their interests whether it's Harry Potter imports or artisans local products 3. Devise a proposal for ring fenced investment with a visitor levy. Improving the public realm whether specialist cobble paving repairs, cleaning, , widening pavements
4. 1. work with cruise companies with responsible attitude toward carbon footprints 2. shared marketing outlets for venues on land to those on the ships
5. Infrastructure provision Arts strategy Capital project like the kelpies for the Levenmouth area.
6. Visitors attractions Local markets and local foods when getting into docks A lot off local history gets over looked with 20 mins drive from ports and local taxis price boards for passengers to see
7. Marketting
8. Better marketing for smaller independent businesses Provide local knowledge, shopping, eating and history (include Leith Historical Society etc) Leith would benefit specific tourist attractions such as Museum or Walking Tours to keep tourists within the area
9. 1. Construction of a full time cruise berth & terminal able to take the largest ships at all tides. 2. Provision of suitable facilities for cruise (& other coach) tourists - toilets, viewpoints, dropping off points, etc. 3. provision of more & better quality supplies - coaches, guides, information, venue access.
10. Levy for all cruise ships based on number of passengers Limit number of cruise ships Limit number of passengers coming ashore.
11. Infrastructure sustainable travel
12. Docked in leith No docking fees Better transfer links to city
13. Coordinated contact between operators, producers and partners - as a small drinks producers, the opportunities are there but we feel cut out of the loop, despite offering lots of value to all parties. Investment in local tourism - to provide more destinations and attractions for visitors.
14. Provide transported trips to key towns in East Lothian. Actively promote small towns in East Lothian and their attractions
15. You should be targeting the businesses that you don't know about. Do some research in local areas as there's lots to offer
16. Reduction or ceasing of cruise liners in South Queensferry. Clear data on the environmental impacts on the town. Removal of blocking of the Hawes car park at any time.
17. Reduction or ceasing of cruise liners in South Queensferry. Clear data on the environmental impacts on the town. Removal of blocking of the Hawes car park at any time.
18. Transport, marketing, communication with visitor attractions.
19. Local area marketing Better facilities removal of fencing in between ships docking
20. A dedicated cruise ship arrival facility A pier that can accommodate large ships
21. Product development: better planned and more diverse tours from cruise ships to disperse visitor numbers more widely. Failing this, a daily cap on the number of visitors landing, which would require cruise ship companies to co-ordinate
22. Permanent core information / travel hub, increased marketing, improved transport links & infrastructure
23. The crowding at Edinburgh Castle is difficult. Sometimes visitors on a half day excursion

do not spend much, and saturate the Royal Mile and Princes Street

24. Include list of things to do in various languages to cater for non English speaking pax, example is who do French tours and inform cruise operators and promote on the local cruise ports website etc , ideally free listing. Happy to provide our leaflets to be available at the information points at port calls, especially that the VisitScotland tourist offices are all shutting down, there will be no more tourist offices I Edinburgh from February 2025 and cruise pax will have no way to get tourists information on site or in the city centre
25. - easier access from cruise port to Edinburgh City Centre - support for small local business to pitch to cruise lines - possibility to leave leaflets at cruise ports and other help from a marketing standpoint
26. Access to quality Public Toilets. Ensuring city centre coach access for cruise passengers - many of whom have mobility issues. Implementation of a CSPL
27. Modern Infrastructure - making ports more attractive to disembarking visitors Better marketing of Ports - layouts, expectations for cruise passengers Easier communication of cruise ships schedules and live docking times
28. better transport links tour guides marketing
29. More diversity in visits ashore
30. Specific Dunfermline tours Events Calendars Port tour operator licences
31. Support for small ports like Eyemouth. More to keep them in the town. Marketing assistance
32. Marketing of ceilidh sessions

## Q 26. Additional Comments

**Please provide any additional comments that you feel will help to shape the development of the Regional Cruise Passenger Management Plan.**

Answered: 15 Skipped: 32

1. The main problem is they don't seem to be spending. For such large footfall there is less spending. Local customers and visitors seeking specialist destination independent shops are very put off with the overcrowding. There seems to be 2 attractions on visitors bucket lists and the rest of the visit is just killing time. Most appear really bored and wander from shop to shop as entertainment. Some have a low price point in mind, which means shops just stocking similar low quality imports, it's a race to the bottom!
2. Marketing that makes direct contact with cruise ships so that we can have a direct conversation and tailor to passenger needs
3. Perhaps any revenue created could be assist not only the likes of Gin/Whiskey Distilleries and Britannia etc but also smaller businesses!
4. Speak to the Shore Excursion Operators directly.
5. Take into consideration the damage to the environment cruise ships cause. Consider the impact on other visitors experience of Edinburgh. Consider the costs cruise ship passengers cause to the city that are not recouped.
6. The environment is in crisis and South Queensferry is set to be impacted the most, but you are suggesting in this questionnaire that we should have more cruise liners provide cheaper products and bow to cruise liner passenger needs for tartan tat. We think the questions should be do we want them at all and what impact are they having and how should this be mitigated.
7. The environment is in crisis and South Queensferry is set to be impacted the most, but you are suggesting in this questionnaire that we should have more cruise liners provide cheaper products and bow to cruise liner passenger needs for tartan tat. We think the questions should be do we want them at all and what impact are they having and how should this be mitigated.
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9. This is blue-sky thinking. But a brand-new cruise ship facility alongside West Breakwater, Newhaven with a dredged channel, proper mooring facilities and a reception centre would be transformative. Public transport provided by the extension of the tram from Newhaven terminus coupled with provision for public bus (LRT 11), tour bus and private tour vehicles. This would also allow for ground power to ships, which would hugely improve their environmental credentials of cruising to Edinburgh. My guests are constantly commenting on the complete lack of infrastructure and welcome they receive after tendering from ships anchored in the river. Not sure if there is an economic case for it, but it would be amazing.
10. It was the sight of overbearing cruise ships in Venice that gave me a distaste for them. The contrast between luxurious Mediterranean cruise ships and the desperate little boats of asylum seekers disquiets me.
11. Please involve small operators as well as the bigger ones. We can easily absorb up to 100 guests at the time and create bespoke products for cruise lines. Any help with Marketing to the cruises would be really appreciated
12. Ensuring that cruise companies and on-shore agencies providing tours for passengers: engage with the review; are encouraged to consider diversifying tours to a broader range of locations and attractions; are encouraged to ensure that cruise passengers spend in local communities. Limit the number of cruise ships in port at the same time, or limit how many coaches they can send to specific destinations.
13. The Cruise sector is growing and a valuable source of foreign income to the region. But cruise operators continually change their port calls / cruise offerings based on experience and customer feedback so we need to keep evolving if we are to remain on the scheduled ports lists for cruise companies. If we stop innovating we will go backwards.
14. None
15. We have just embarked on a major project ( at fundraising stage) to totally revamp and upgrade the visitor attraction at Gunsgreen to make it the must visit attraction in the town of Eyemouth and indeed the whole Berwickshire coast . Likely completion 2026



**Privacy policy**

Data controller: BTS

We are collecting the data completed in this form for the project team. Data gathered will only be shared collectively with the Project Partners no individual returns will be shared. Length of time data being stored: 31 March 2025.

By providing contact details (email address/address/phone numbers) we will be able to keep in contact with you about the project and share this information with our stakeholder partners.

If you wish to request a copy of the personal data you have provided in this application; or to make corrections of any inaccuracies; restrict how we use your data; object to how we process it ; ask for it to be deleted; or provide you with a copy of your data so that you can easily transfer it to another organisation, then please contact – BTS on info@bts.scot

I agree:

Answered: 47 Skipped: 0

Choices	Response percent	Response count
Yes	78.72%	37
No	21.28%	10