

Destination Brand Research – Summary of Findings

A research report produced in 2002 for South West Tourism and the South West of England Regional Development Agency assessed visitor perceptions of locations within the region. The telephone survey of 1500 identified visitors evaluated their awareness of these locations and their level of interest for them. The results obtained are included in Tables 1 and 2 below:

Table 1: Survey Results for Visitor Awareness of South West Locations:

Awareness of Specific Location					
Clear image of identity and position of destination	Definitely Yes	Possibly Yes	Unsure / neutral	Possibly no	Definitely no
Cornwall	76	11	7	4	3
Devon	73	15	8	1	3
North Devon	58	13	16	4	8
South West England	58	26	10	2	4
Dorset	53	15	14	6	12
Bournemouth	52	16	14	5	13
Bristol	52	16	13	4	16
Dartmoor	52	19	11	5	13
English Riviera	51	20	11	4	14
Bath	50	24	9	4	13
Exmoor	50	14	14	9	13
West Country	50	23	16	7	5
Newquay	46	21	14	10	9
Plymouth	46	19	19	6	11
The Cotswolds	41	17	14	8	20
Somerset	41	23	14	7	15
Exeter	38	21	19	10	11
Salisbury	38	16	14	11	20
Weymouth	35	15	19	7	25
Cheltenham	34	13	16	13	24
Gloucester	32	13	16	14	25
Truro	32	18	14	11	26
Gloucestershire	31	20	15	12	22
Wiltshire	28	16	19	11	26
Swindon	27	9	18	13	34
Wells	27	11	19	12	31
Forest of Dean	21	14	18	10	38
Wessex	14	11	16	13	4
Purbeck	13	8	8	6	65
The Mendips	11	13	15	14	47
South Hams	9	8	4	8	71
Jurassic Coast	5	6	9	5	75

Table 2: Survey Results for Visitor Interest in South West Locations:

Interest in Specific Location					
Clear image of identity and position of destination	Definitely Yes	Possibly Yes	Unsure / neutral	Possibly no	Definitely no
Cornwall	75	12	6	3	4
South West England	75	15	9	0	1
Devon	73	17	8	1	2
West Country	69	16	13	1	2
North Devon	57	24	11	3	6
Dorset	54	22	13	4	7
Newquay	46	20	16	5	13
Bath	41	24	13	8	15
The Cotswolds	39	25	19	8	9
Dartmoor	39	19	19	7	16
English Riviera	38	26	15	13	9
Exmoor	35	21	25	6	13
Somerset	33	26	20	9	13
Truro	33	18	21	8	20
Bournemouth	31	13	19	11	25
Weymouth	23	23	22	11	21
Forest of Dean	22	24	22	7	26
Plymouth	21	26	23	8	21
Wells	21	18	23	10	28
Exeter	20	22	26	12	21
Salisbury	19	15	24	13	29
Cheltenham	16	11	24	15	33
Bristol	15	9	17	14	45
Gloucestershire	15	19	28	15	23
Jurassic Coast	15	11	25	7	42
Purbeck	11	11	31	9	39
Wiltshire	11	15	32	16	26
Gloucester	10	11	27	19	33
The Mendips	10	17	32	12	30
Wessex	10	12	31	14	33
South Hams	8	8	28	11	46
Swindon	3	3	13	18	63