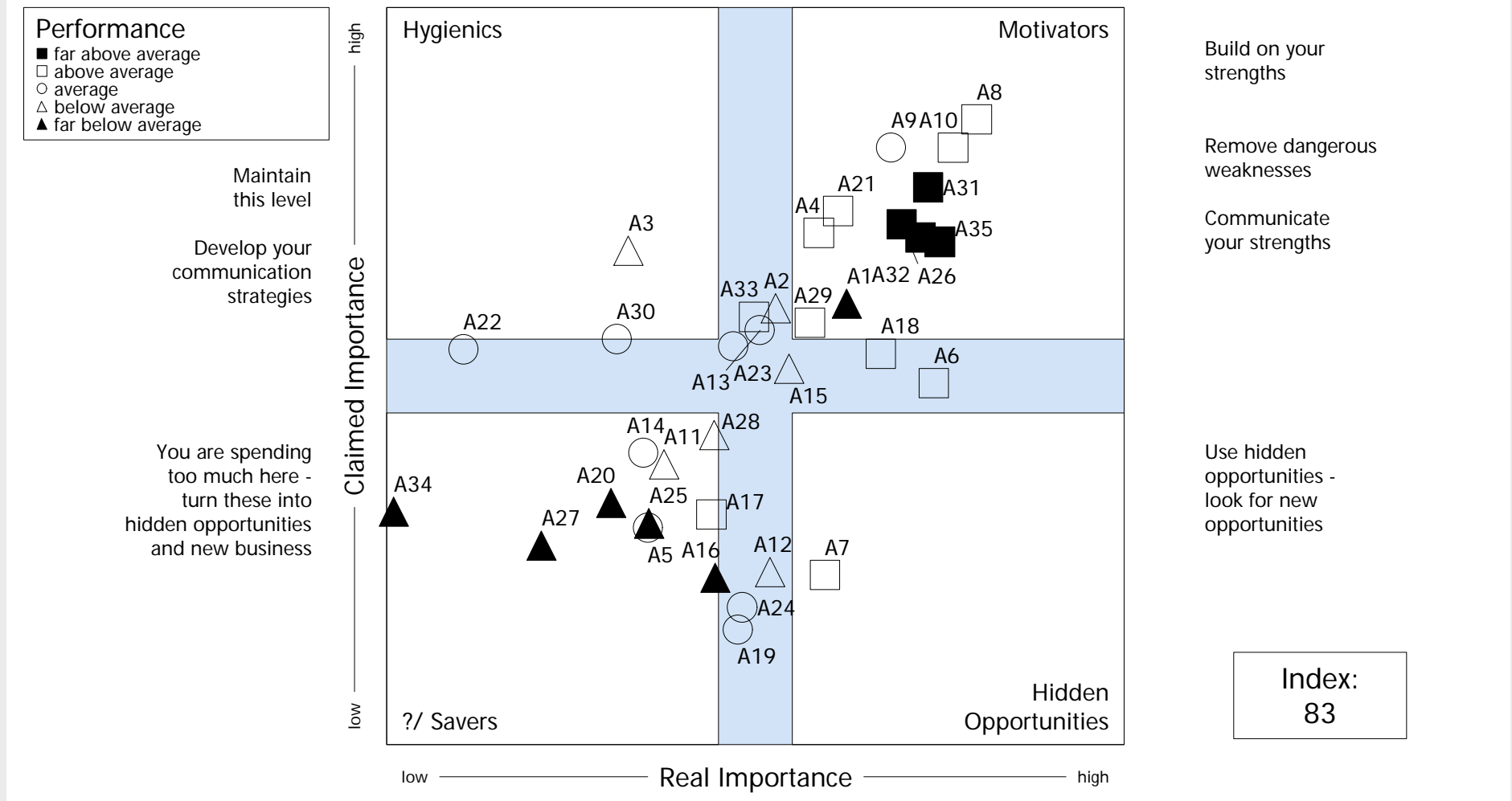


TRI:M Domestic Visitor Survey - 015830

Holiday



TRI:M Domestic Visitor Survey - 015830

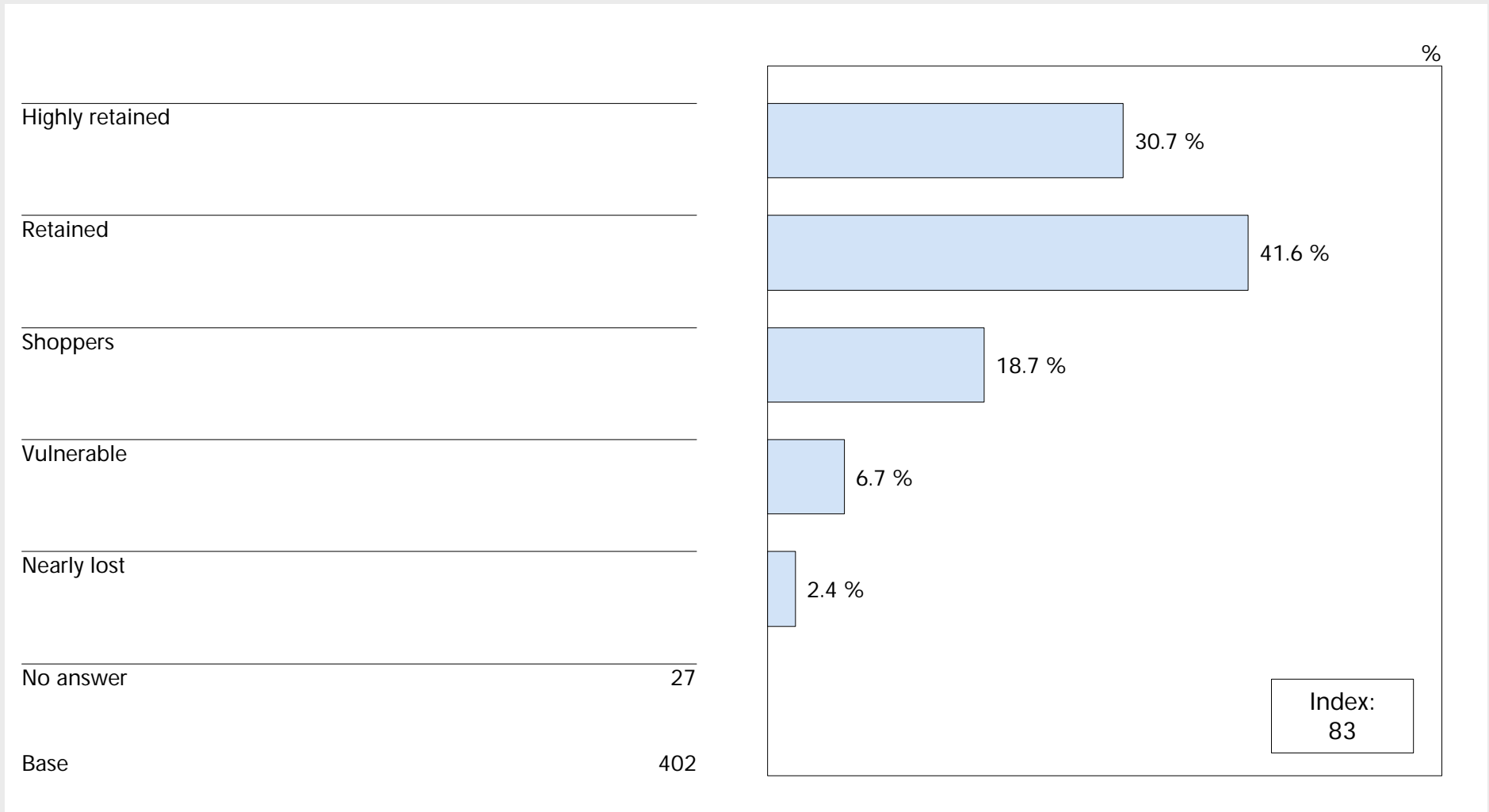
Holiday

HOLIDAY IN GREAT BRITAIN

- | | | | |
|-----|---|-----|---|
| A1 | A place that is easy to travel to and from | A32 | Beaches and coastline |
| A2 | Facilities open throughout the year | A33 | Chance to see wildlife in natural habitats and gardens |
| A3 | Cost of the holiday or trip | A34 | Facilities for health, fitness and beauty, for example spas |
| A4 | Choice of hotels, B&Bs, guesthouses etc. | A35 | Interesting villages, towns, or other locations to visit |
| A5 | Choice of holiday parks | | |
| A6 | Choice of self-catering accommodation | | |
| A7 | Choice of camping and caravanning facilities | | |
| A8 | The quality of the accommodation | | |
| A9 | Standards of service | | |
| A10 | Overall welcome and friendliness | | |
| A11 | Accessible accommodation and locations for people with mobility needs | | |
| A12 | Supervised activities available for children | | |
| A13 | Organic or quality of local food and drink | | |
| A14 | Range and availability of local produce, arts and crafts and souvenirs | | |
| A15 | Range of all weather attractions | | |
| A16 | Variety of organised adventure activities | | |
| A17 | Range of water-based activities, for example sailing, surfing, swimming | | |
| A18 | Facilities for walking, rambling and cycling | | |
| A19 | Country sports, for example angling, shooting, riding | | |
| A20 | Nightlife | | |
| A21 | Quality restaurants and dining | | |
| A22 | Ease of finding information on the Internet and or booking on-line | | |
| A23 | Availability of tourist information centres | | |
| A24 | Facilities for families with preschool children including childcare | | |
| A25 | Availability of public transport at the destination | | |
| A26 | Place for peace and quiet and relaxation | | |
| A27 | Chance to learn a new skill or activity | | |
| A28 | Cultural events, music and festivals | | |
| A29 | History and heritage | | |
| A30 | Environmentally responsible facilities | | |
| A31 | Unspoilt countryside | | |

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Holiday



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Holiday

Statement	Real Relev. (Cor.)	Verbal Relev. (Mean)	Performance (Mean)	Performance (Symbol)
A01 A place that is easy to travel to and from	0.36	3.20	3.01	<<
A02 Facilities open throughout the year	0.33	3.19	3.13	<
A03 Cost of the holiday or trip	0.26	3.43	3.16	<
A04 Choice of hotels, B&Bs, guesthouses etc.	0.35	3.51	3.63	>
A05 Choice of holiday parks	0.27	2.19	3.33	o
A06 Choice of self-catering accommodation	0.41	2.83	3.65	>
A07 Choice of camping and caravanning facilities	0.35	1.99	3.60	>
A08 The quality of the accommodation	0.43	4.02	3.73	>
A09 Standards of service	0.38	3.90	3.56	o
A10 Overall welcome and friendliness	0.41	3.90	3.73	>
A11 Accessible accommodation and locations for people with mobility needs	0.27	2.48	3.14	<
A12 Supervised activities available for children	0.33	2.01	3.23	<
A13 Organic or quality of local food and drink	0.32	3.09	3.43	o
A14 Range and availability of local produce, arts and crafts and souvenirs	0.26	2.53	3.49	o
A15 Range of all weather attractions	0.34	2.91	3.06	<
A16 Variety of organised adventure activities	0.30	1.97	3.01	<<
A17 Range of water-based activities, for example sailing, surfing, swimming	0.30	2.26	3.61	>
A18 Facilities for walking, rambling and cycling	0.38	2.97	3.80	>
A19 Country sports, for example angling, shooting, riding	0.31	1.75	3.30	o
A20 Nightlife	0.25	2.31	3.01	<<
A21 Quality restaurants and dining	0.36	3.62	3.61	>
A22 Ease of finding information on the Internet and or booking on-line	0.18	2.99	3.56	o
A23 Availability of tourist information centres	0.31	3.01	3.51	o
A24 Facilities for families with preschool children including childcare	0.31	1.85	3.47	o

Symbols: >>=far above >=above 0=neutral <=below <<=far below
 . = Real Relevance < 0

TRI:M Domestic Visitor Survey - 015830

Holiday

Statement	Real Relev. (Cor.)	Verbal Relev. (Mean)	Performance (Mean)	Performance (Symbol)
A25 Availability of public transport at the destination	0.27	2.22	2.89	<<
A26 Place for peace and quiet and relaxation	0.39	3.56	3.88	>>
A27 Chance to learn a new skill or activity	0.22	2.12	3.03	<<
A28 Cultural events, music and festivals	0.30	2.61	3.19	<
A29 History and heritage	0.35	3.11	3.69	>
A30 Environmentally responsible facilities	0.25	3.05	3.34	o
A31 Unspoilt countryside	0.40	3.72	3.96	>>
A32 Beaches and coastline	0.40	3.50	4.20	>>
A33 Chance to see wildlife in natural habitats and gardens	0.32	3.15	3.65	>
A34 Facilities for health, fitness and beauty, for example spas	0.10	2.27	2.95	<<
A35 Interesting villages, towns, or other locations to visit	0.41	3.47	4.00	>>
Mean	0.32	2.88	3.44	
Std.Dev	0.07	0.66	0.33	
Minimum	0.10	1.75	2.89	
Maximum	0.43	4.02	4.20	
Valid N	35	35	35	

Symbols: >>=far above >=above 0=neutral <=below <<=far below
 . = Real Relevance < 0

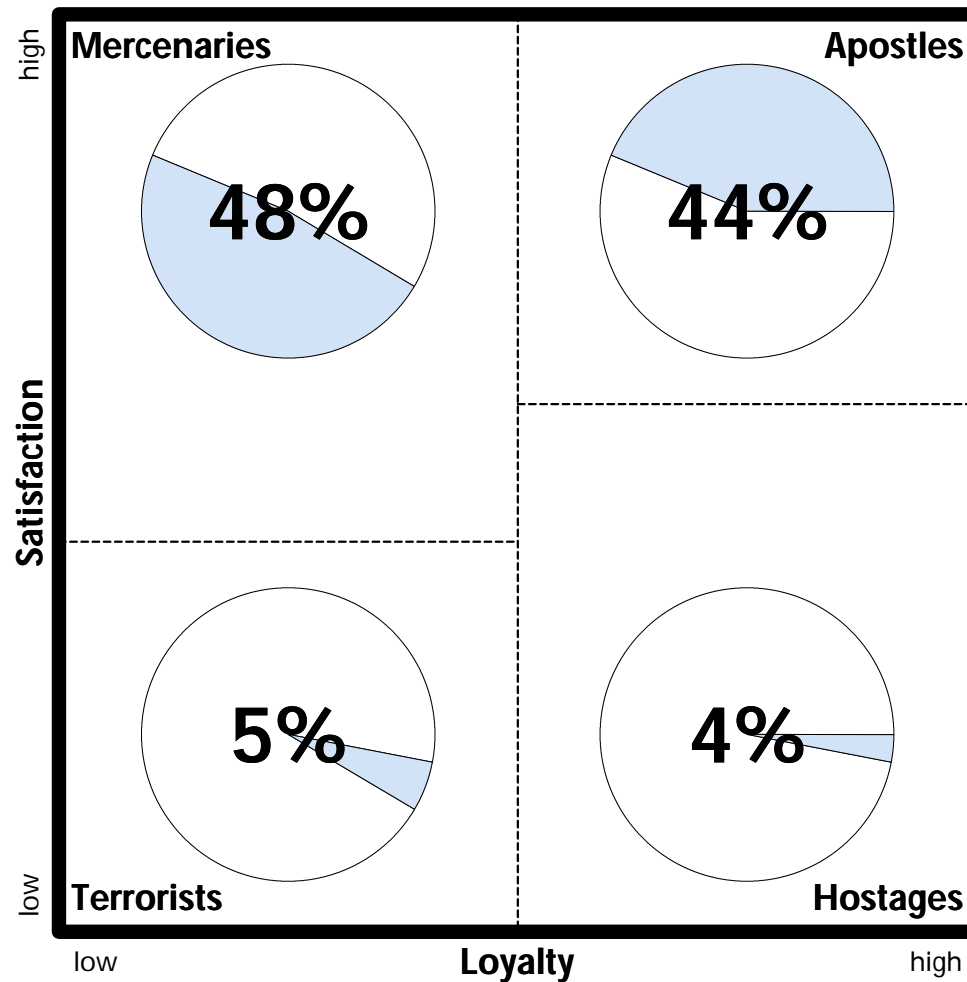
TRI:M Domestic Visitor Survey - 015830

Holiday

TRI:M Index Classes	Frequency	Percent	Valid Percent	Cumulative Percent
Nearly lost	9	2.2	2.4	2.4
Vulnerable	25	6.2	6.7	9.1
Shoppers	70	17.4	18.7	27.7
Retained	156	38.8	41.6	69.3
Highly retained	115	28.6	30.7	100.0
No answer	27	6.7	-	-
N = 402				
Valid N	375			
Mean	83.39			
Minimum	-46.00			
Maximum	134.00			

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Holiday



No answer 27

Base 402