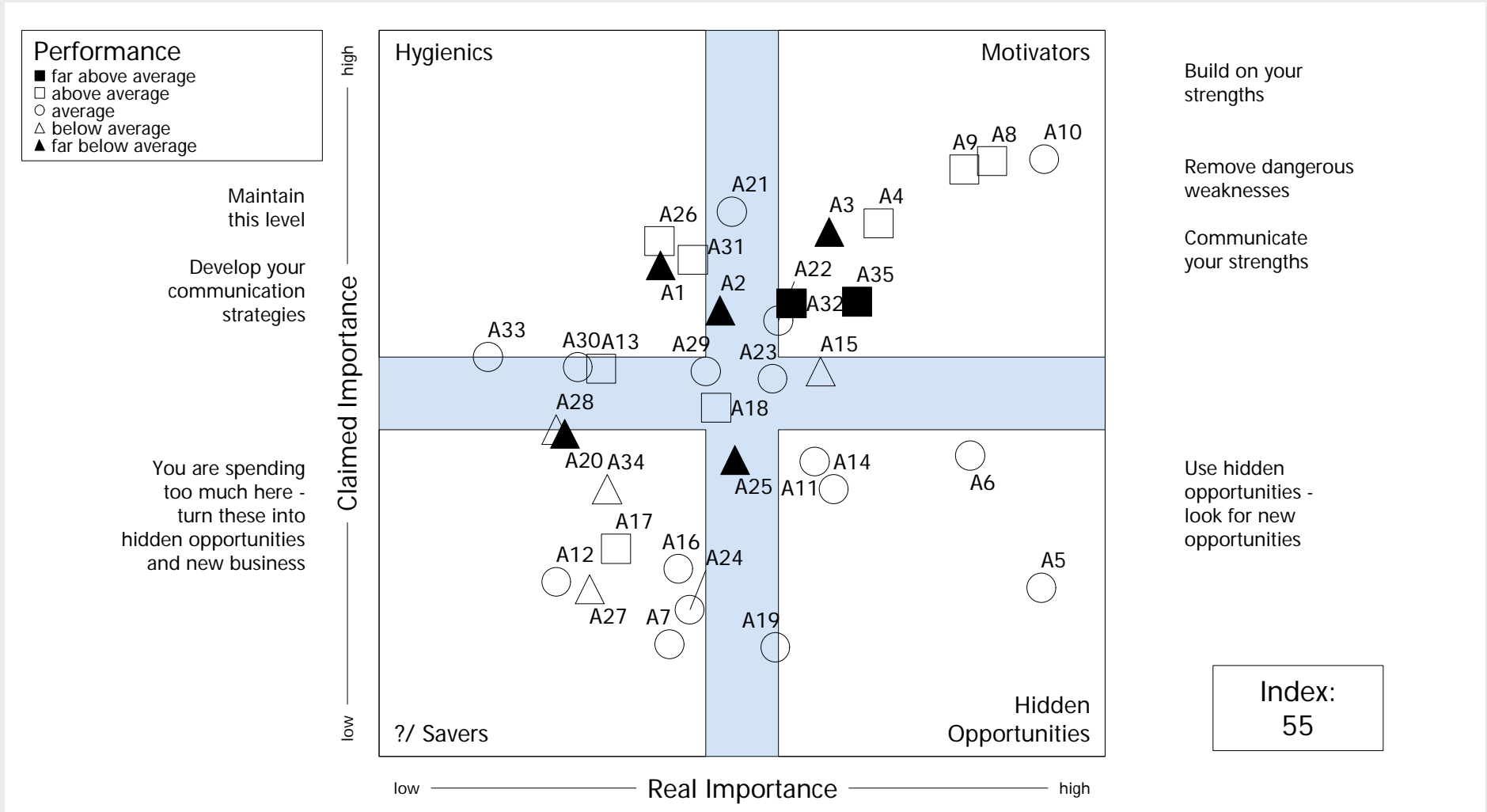


TRI:M Domestic Visitor Survey - 015830

Never Visited



TRI:M Domestic Visitor Survey - 015830

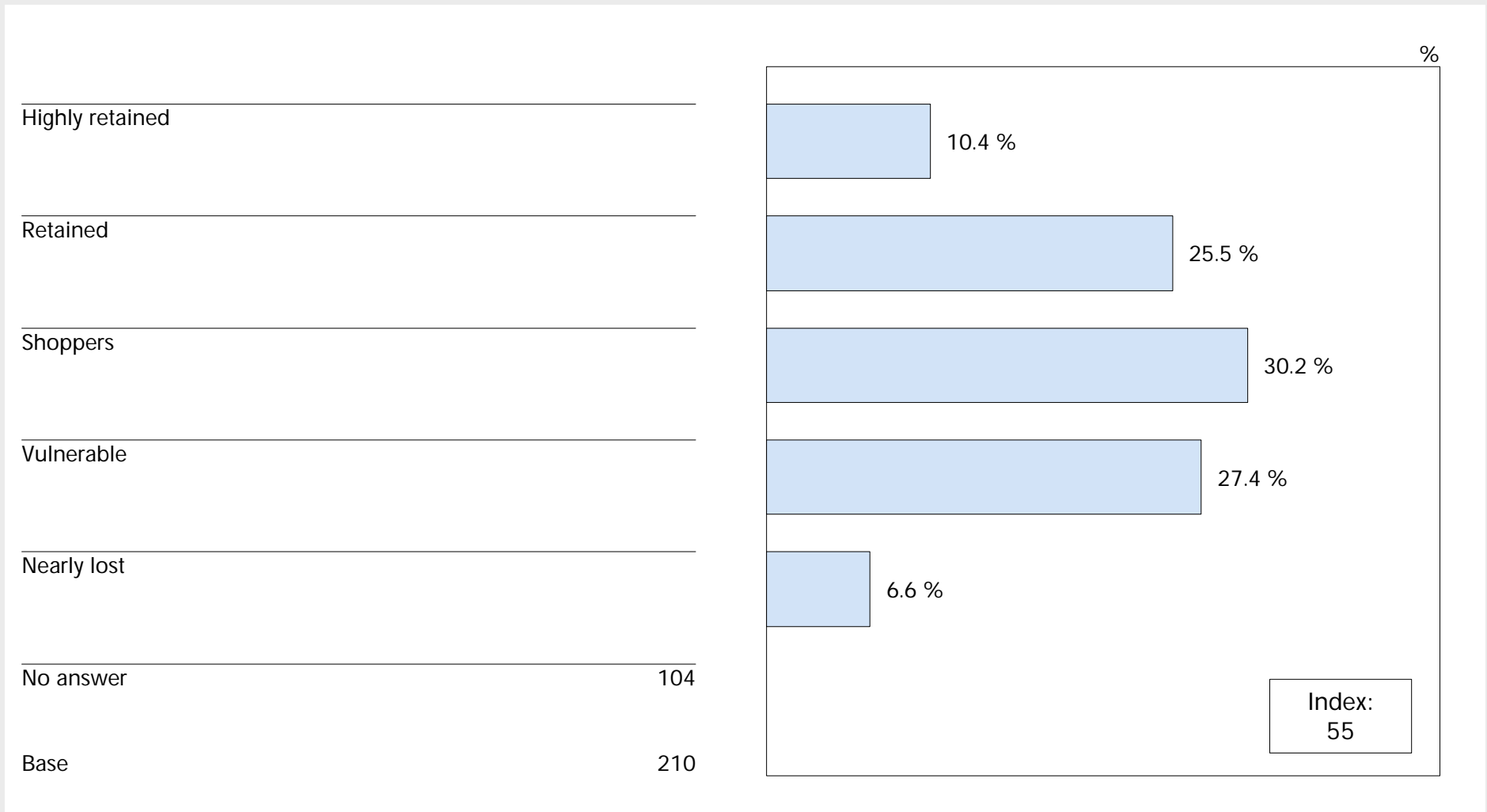
Never Visited

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 | | |

TRI:M Domestic Visitor Survey - 015830

Never Visited



TRI:M Domestic Visitor Survey - 015830

Never Visited

Statement	Real Relev. (Cor.)	Verbal Relev. (Mean)	Performance (Mean)	Performance (Symbol)
A01 A place that is easy to travel to and from	0.28	3.49	2.89	<<
A02 Facilities open throughout the year	0.32	3.30	2.97	<<
A03 Cost of the holiday or trip	0.38	3.62	2.89	<<
A04 Choice of hotels, B&Bs, guesthouses etc.	0.41	3.67	3.56	>
A05 Choice of holiday parks	0.51	2.13	3.27	o
A06 Choice of self-catering accommodation	0.46	2.67	3.43	o
A07 Choice of camping and caravanning facilities	0.29	1.88	3.42	o
A08 The quality of the accommodation	0.48	3.93	3.50	>
A09 Standards of service	0.46	3.90	3.50	>
A10 Overall welcome and friendliness	0.51	3.93	3.44	o
A11 Accessible accommodation and locations for people with mobility needs	0.37	2.65	3.32	o
A12 Supervised activities available for children	0.22	2.14	3.24	o
A13 Organic or quality of local food and drink	0.25	3.05	3.51	>
A14 Range and availability of local produce, arts and crafts and souvenirs	0.38	2.54	3.43	o
A15 Range of all weather attractions	0.38	3.04	3.12	<
A16 Variety of organised adventure activities	0.29	2.20	3.26	o
A17 Range of water-based activities, for example sailing, surfing, swimming	0.25	2.29	3.58	>
A18 Facilities for walking, rambling and cycling	0.31	2.88	3.63	>
A19 Country sports, for example angling, shooting, riding	0.35	1.87	3.32	o
A20 Nightlife	0.22	2.78	3.00	<<
A21 Quality restaurants and dining	0.32	3.72	3.33	o
A22 Ease of finding information on the Internet and or booking on-line	0.35	3.25	3.42	o
A23 Availability of tourist information centres	0.35	3.01	3.43	o
A24 Facilities for families with preschool children including childcare	0.30	2.03	3.40	o

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

TRI:M Domestic Visitor Survey - 015830

Never Visited

Statement	Real Relev. (Cor.)	Verbal Relev. (Mean)	Performance (Mean)	Performance (Symbol)
A25 Availability of public transport at the destination	0.32	2.67	2.89	<<
A26 Place for peace and quiet and relaxation	0.28	3.60	3.60	>
A27 Chance to learn a new skill or activity	0.24	2.12	3.07	<
A28 Cultural events, music and festivals	0.22	2.78	3.17	<
A29 History and heritage	0.31	3.04	3.36	o
A30 Environmentally responsible facilities	0.23	3.05	3.31	o
A31 Unspoilt countryside	0.30	3.51	3.61	>
A32 Beaches and coastline	0.36	3.33	3.88	>>
A33 Chance to see wildlife in natural habitats and gardens	0.18	3.10	3.34	o
A34 Facilities for health, fitness and beauty, for example spas	0.25	2.54	3.04	<
A35 Interesting villages, towns, or other locations to visit	0.40	3.34	3.75	>>
Mean	0.33	2.95	3.34	
Std.Dev	0.09	0.61	0.25	
Minimum	0.18	1.87	2.89	
Maximum	0.51	3.93	3.88	
Valid N	35	35	35	

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

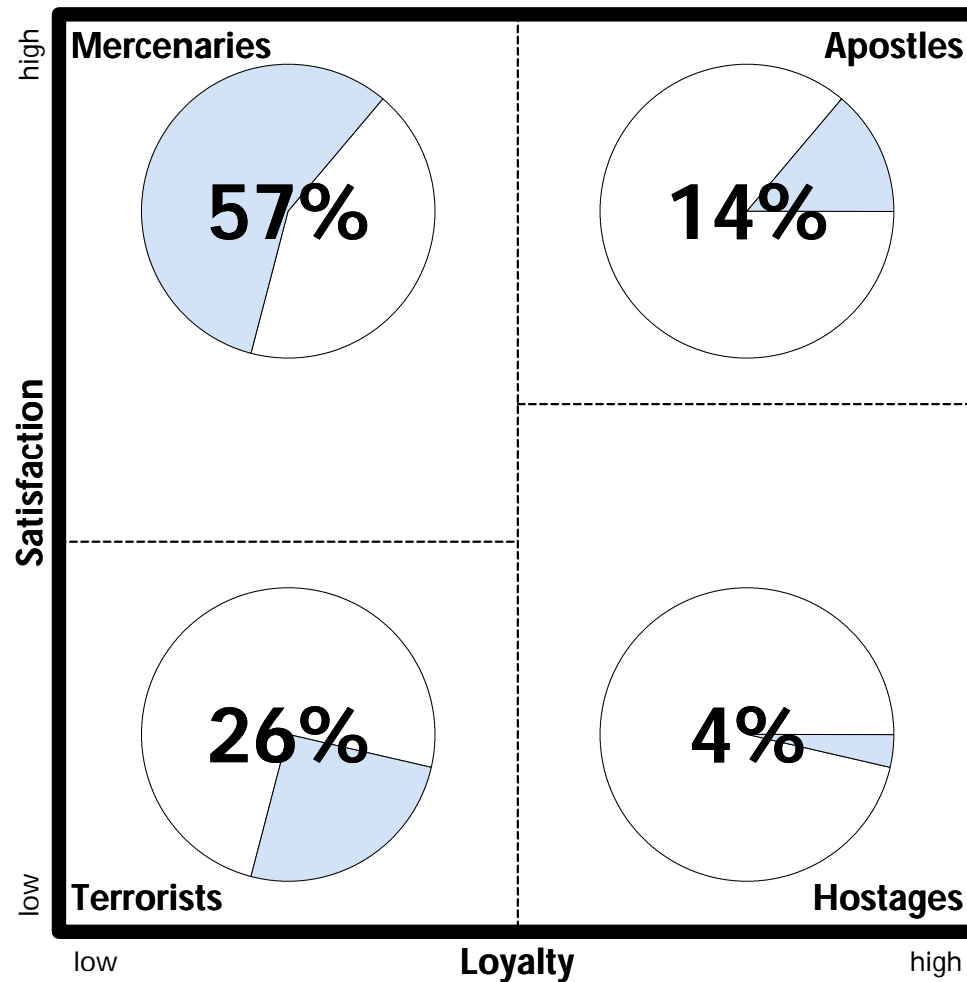
TRI:M Domestic Visitor Survey - 015830

Never Visited

TRI:M Index Classes	Frequency	Percent	Valid Percent	Cumulative Percent
Nearly lost	7	3.3	6.6	6.6
Vulnerable	29	13.8	27.4	34.0
Shoppers	32	15.2	30.2	64.2
Retained	27	12.9	25.5	89.6
Highly retained	11	5.2	10.4	100.0
No answer	104	49.5	-	-
N = 210				
Valid N	106			
Mean	54.75			
Minimum	-56.00			
Maximum	124.00			

TRI:M Domestic Visitor Survey - 015830

Never Visited



No answer 104

Base 210