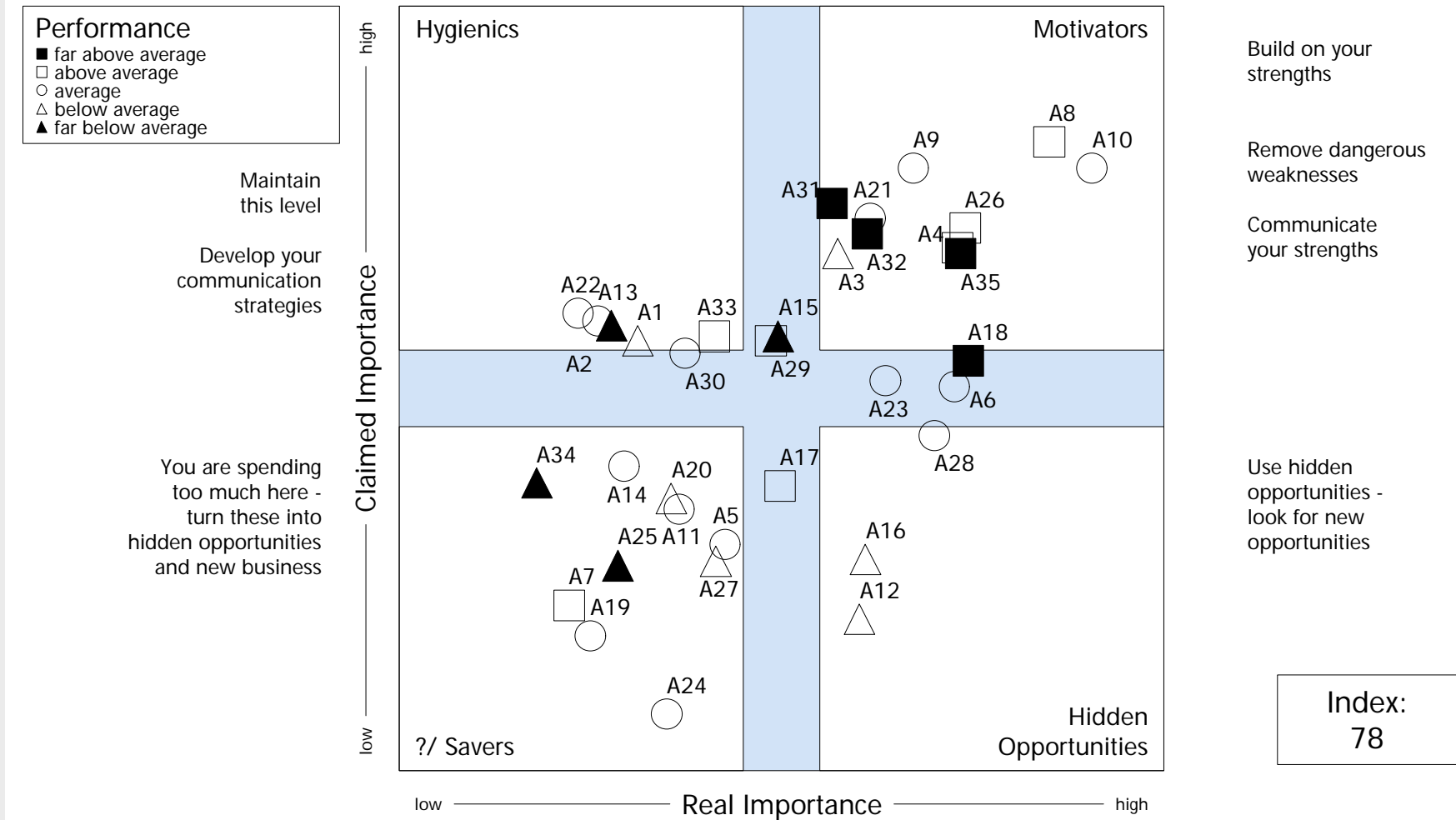


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Older-Family



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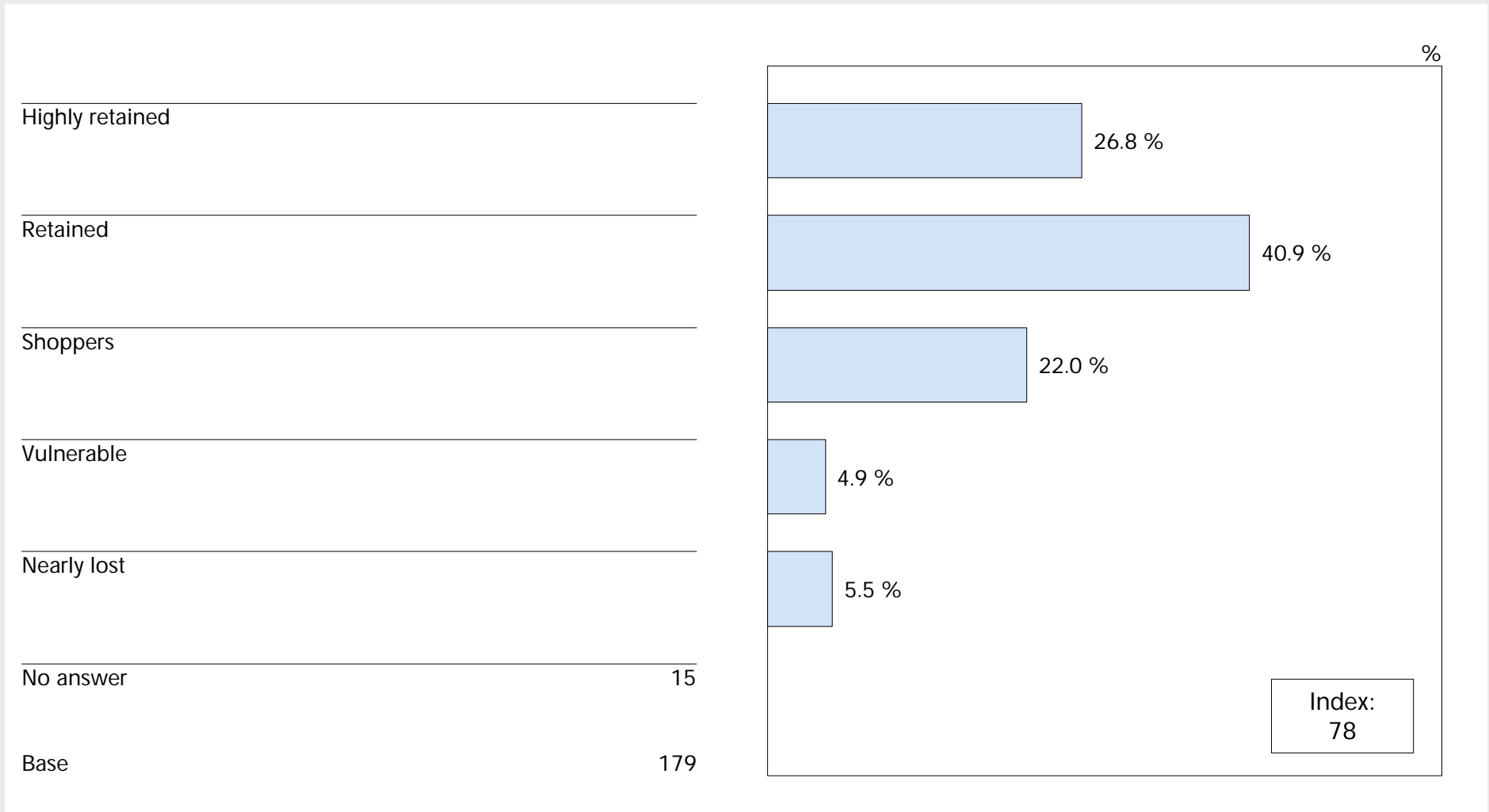
Older-Family

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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Statement	Real Relev. (Cor.)	Verbal Relev. (Mean)	Performance (Mean)	Performance (Symbol)
A01 A place that is easy to travel to and from	0.28	3.08	3.02	<
A02 Facilities open throughout the year	0.27	3.15	2.95	<<
A03 Cost of the holiday or trip	0.39	3.47	3.04	<
A04 Choice of hotels, B&Bs, guesthouses etc.	0.45	3.49	3.68	>
A05 Choice of holiday parks	0.33	2.18	3.30	o
A06 Choice of self-catering accommodation	0.45	2.88	3.52	o
A07 Choice of camping and caravanning facilities	0.24	1.91	3.68	>
A08 The quality of the accommodation	0.50	3.95	3.62	>
A09 Standards of service	0.43	3.84	3.42	o
A10 Overall welcome and friendliness	0.52	3.83	3.51	o
A11 Accessible accommodation and locations for people with mobility needs	0.30	2.34	3.24	o
A12 Supervised activities available for children	0.40	1.85	3.18	<
A13 Organic or quality of local food and drink	0.26	3.17	3.36	o
A14 Range and availability of local produce, arts and crafts and souvenirs	0.27	2.52	3.39	o
A15 Range of all weather attractions	0.35	3.11	2.89	<<
A16 Variety of organised adventure activities	0.40	2.12	3.01	<
A17 Range of water-based activities, for example sailing, surfing, swimming	0.36	2.44	3.69	>
A18 Facilities for walking, rambling and cycling	0.46	2.99	3.80	>>
A19 Country sports, for example angling, shooting, riding	0.25	1.79	3.38	o
A20 Nightlife	0.30	2.39	2.98	<
A21 Quality restaurants and dining	0.40	3.61	3.51	o
A22 Ease of finding information on the Internet and or booking on-line	0.25	3.20	3.44	o
A23 Availability of tourist information centres	0.41	2.91	3.40	o
A24 Facilities for families with preschool children including childcare	0.29	1.45	3.35	o

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

TRI:M Domestic Visitor Survey - 015830

Older-Family

Statement	Real Relev. (Cor.)	Verbal Relev. (Mean)	Performance (Mean)	Performance (Symbol)
A25 Availability of public transport at the destination	0.27	2.09	2.69	<<
A26 Place for peace and quiet and relaxation	0.46	3.58	3.71	>
A27 Chance to learn a new skill or activity	0.32	2.11	2.98	<
A28 Cultural events, music and festivals	0.44	2.66	3.26	o
A29 History and heritage	0.35	3.08	3.65	>
A30 Environmentally responsible facilities	0.30	3.03	3.31	o
A31 Unspoilt countryside	0.38	3.68	3.83	>>
A32 Beaches and coastline	0.40	3.55	4.15	>>
A33 Chance to see wildlife in natural habitats and gardens	0.32	3.10	3.58	>
A34 Facilities for health, fitness and beauty, for example spas	0.23	2.46	2.95	<<
A35 Interesting villages, towns, or other locations to visit	0.45	3.47	3.93	>>
Mean	0.36	2.87	3.38	
Std.Dev	0.08	0.67	0.33	
Minimum	0.23	1.45	2.69	
Maximum	0.52	3.95	4.15	
Valid N	35	35	35	

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

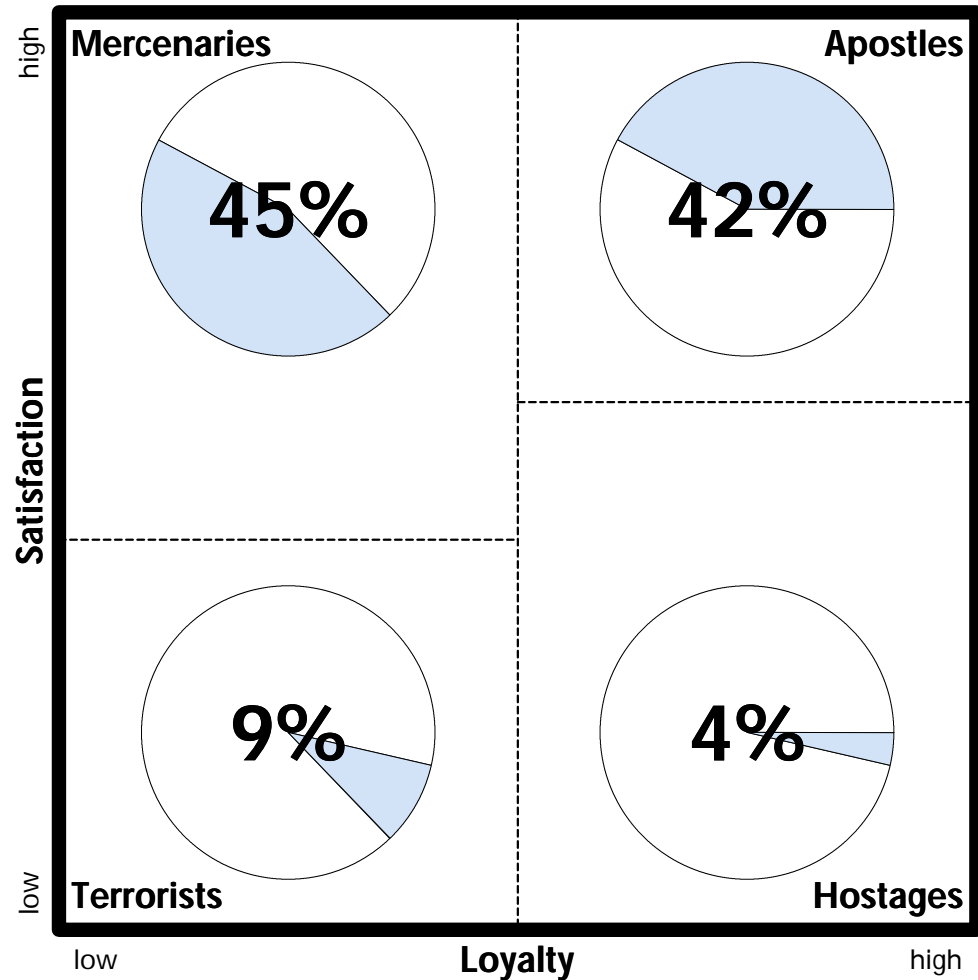
TRI:M Domestic Visitor Survey - 015830

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TRI:M Index Classes	Frequency	Percent	Valid Percent	Cumulative Percent
Nearly lost	9	5.0	5.5	5.5
Vulnerable	8	4.5	4.9	10.4
Shoppers	36	20.1	22.0	32.3
Retained	67	37.4	40.9	73.2
Highly retained	44	24.6	26.8	100.0
No answer	15	8.4	-	-
N = 179				
Valid N	164			
Mean	78.45			
Minimum	-56.00			
Maximum	134.00			

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No answer 15

Base 179