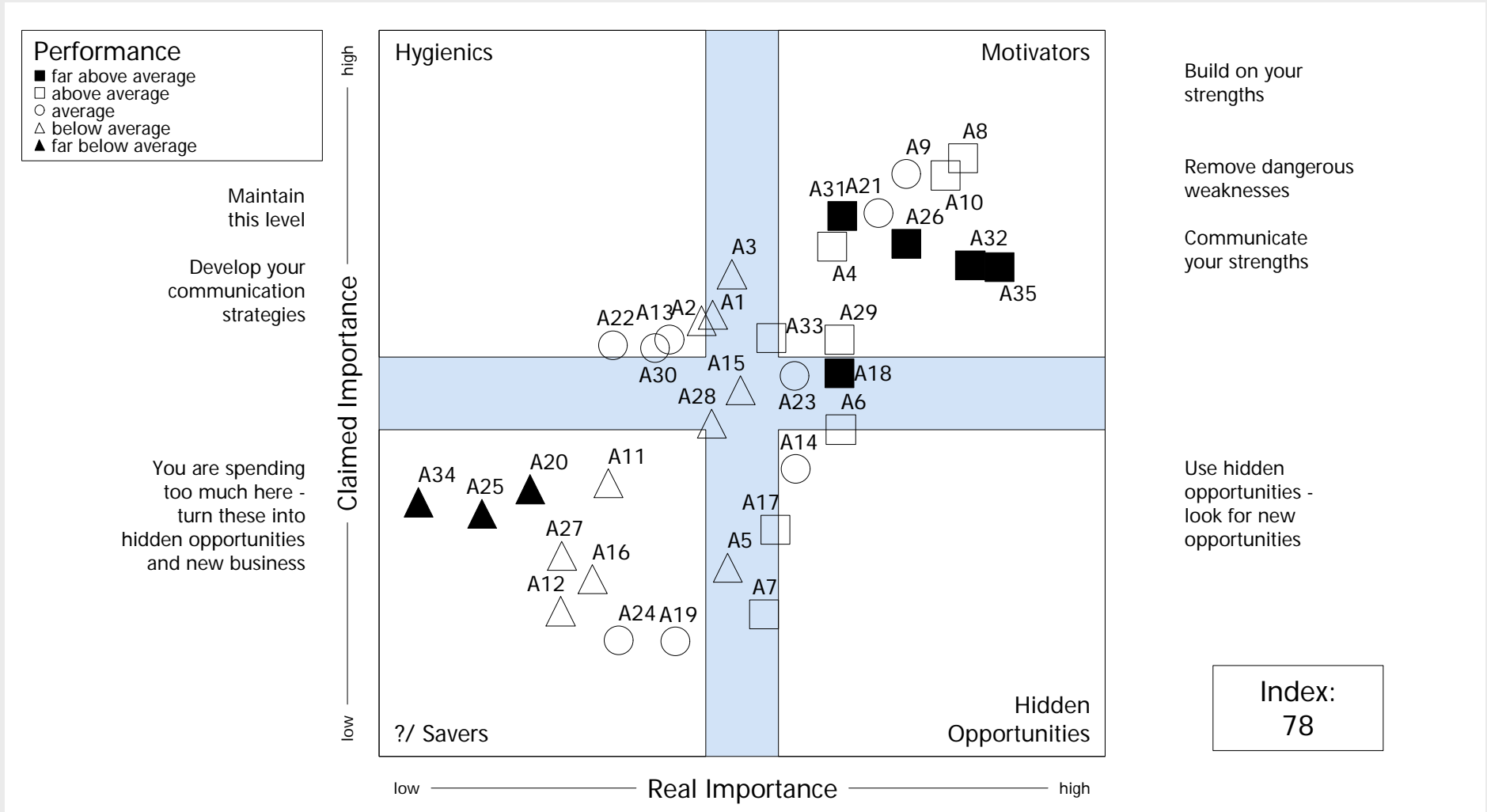


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South West Tourism



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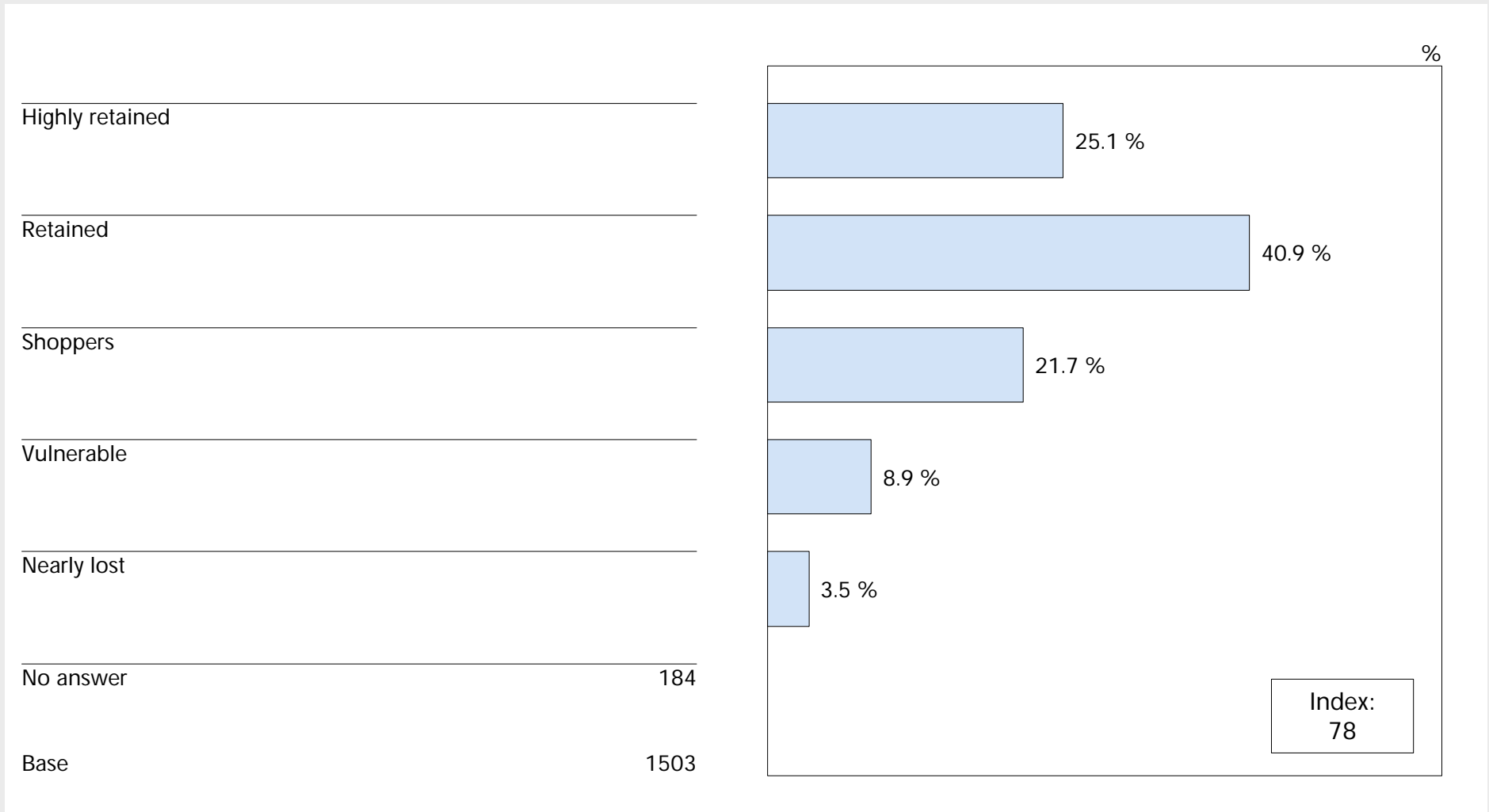
South West Tourism

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	3.27	3.03	<
A02 Facilities open throughout the year	0.28	3.24	3.00	<
A03 Cost of the holiday or trip	0.29	3.45	3.06	<
A04 Choice of hotels, B&Bs, guesthouses etc.	0.34	3.58	3.58	>
A05 Choice of holiday parks	0.29	2.10	3.18	<
A06 Choice of self-catering accommodation	0.34	2.74	3.51	>
A07 Choice of camping and caravanning facilities	0.31	1.88	3.51	>
A08 The quality of the accommodation	0.40	3.98	3.55	>
A09 Standards of service	0.37	3.91	3.47	o
A10 Overall welcome and friendliness	0.39	3.90	3.62	>
A11 Accessible accommodation and locations for people with mobility needs	0.23	2.49	3.03	<
A12 Supervised activities available for children	0.21	1.91	3.08	<
A13 Organic or quality of local food and drink	0.26	3.15	3.42	o
A14 Range and availability of local produce, arts and crafts and souvenirs	0.32	2.55	3.43	o
A15 Range of all weather attractions	0.29	2.93	2.99	<
A16 Variety of organised adventure activities	0.23	2.04	3.02	<
A17 Range of water-based activities, for example sailing, surfing, swimming	0.31	2.27	3.57	>
A18 Facilities for walking, rambling and cycling	0.34	3.00	3.76	>>
A19 Country sports, for example angling, shooting, riding	0.26	1.77	3.27	o
A20 Nightlife	0.20	2.46	2.94	<<
A21 Quality restaurants and dining	0.36	3.73	3.49	o
A22 Ease of finding information on the Internet and or booking on-line	0.24	3.12	3.46	o
A23 Availability of tourist information centres	0.32	2.99	3.39	o
A24 Facilities for families with preschool children including childcare	0.24	1.77	3.22	o

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

TRI:M Domestic Visitor Survey - 015830

South West Tourism

Statement	Real Relev. (Cor.)	Verbal Relev. (Mean)	Performance (Mean)	Performance (Symbol)
A25 Availability of public transport at the destination	0.18	2.34	2.75	<<
A26 Place for peace and quiet and relaxation	0.37	3.59	3.77	>>
A27 Chance to learn a new skill or activity	0.21	2.15	3.01	<
A28 Cultural events, music and festivals	0.28	2.76	3.15	<
A29 History and heritage	0.34	3.15	3.59	>
A30 Environmentally responsible facilities	0.26	3.11	3.32	o
A31 Unspoilt countryside	0.34	3.71	3.85	>>
A32 Beaches and coastline	0.40	3.49	4.04	>>
A33 Chance to see wildlife in natural habitats and gardens	0.31	3.16	3.52	>
A34 Facilities for health, fitness and beauty, for example spas	0.15	2.40	2.96	<<
A35 Interesting villages, towns, or other locations to visit	0.41	3.49	3.89	>>
Mean	0.30	2.90	3.35	
Std.Dev	0.07	0.67	0.32	
Minimum	0.15	1.77	2.75	
Maximum	0.41	3.98	4.04	
Valid N	35	35	35	

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

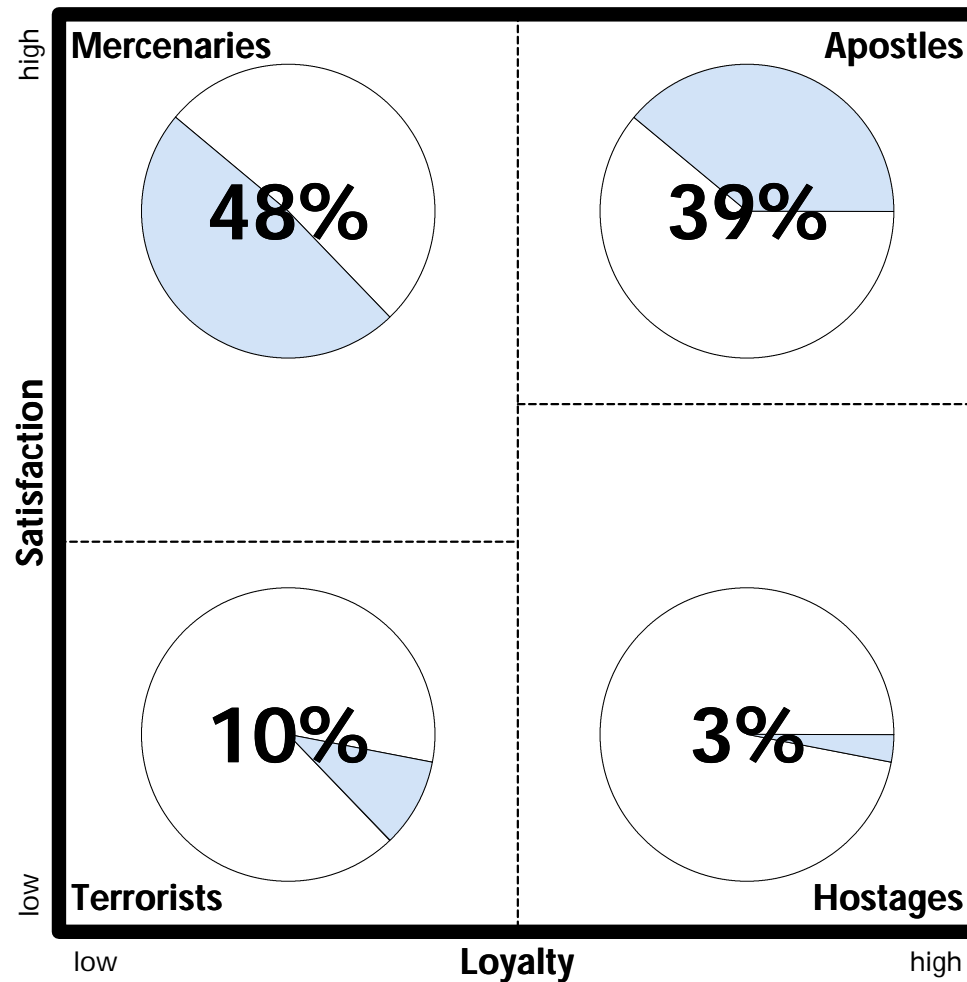
TRI:M Domestic Visitor Survey - 015830

South West Tourism

TRI:M Index Classes	Frequency	Percent	Valid Percent	Cumulative Percent
Nearly lost	46	3.1	3.5	3.5
Vulnerable	117	7.8	8.9	12.4
Shoppers	286	19.0	21.7	34.0
Retained	539	35.9	40.9	74.9
Highly retained	331	22.0	25.1	100.0
No answer	184	12.2	-	-
N = 1503				
Valid N	1319			
Mean	77.56			
Minimum	-66.00			
Maximum	134.00			

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South West Tourism



No answer 184

Base 1503