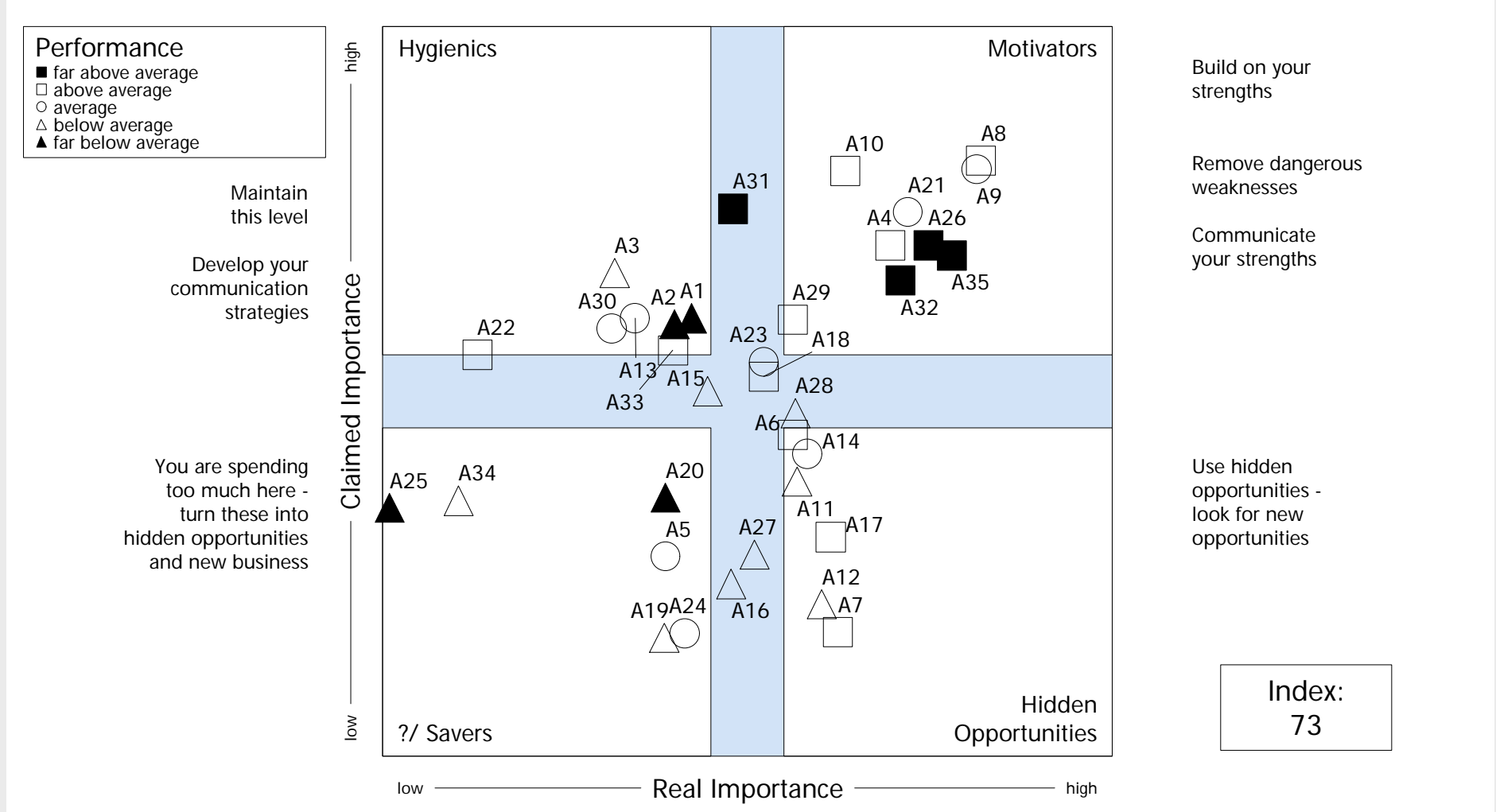


TRI:M Domestic Visitor Survey - 015830

Visited > 12 months



TRI:M Domestic Visitor Survey - 015830

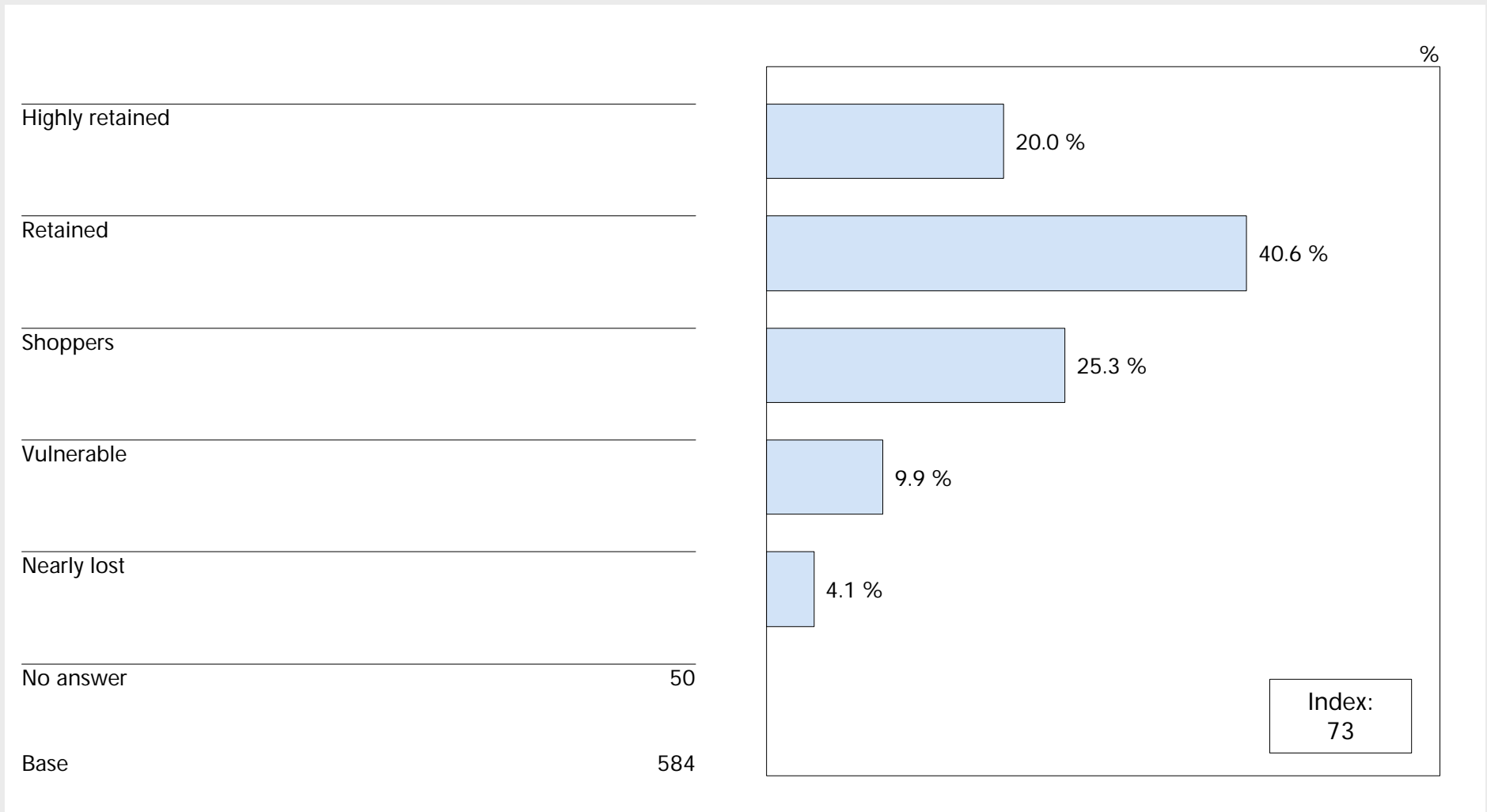
Visited > 12 months

HOLIDAY IN GREAT BRITAIN

- A1 A place that is easy to travel to and from
- A2 Facilities open throughout the year
- A3 Cost of the holiday or trip
- A4 Choice of hotels, B&Bs, guesthouses etc.
- 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
- A32 Beaches and coastline
- A33 Chance to see wildlife in natural habitats and gardens
- A34 Facilities for health, fitness and beauty, for example spas
- A35 Interesting villages, towns, or other locations to visit

TRI:M Domestic Visitor Survey - 015830

Visited > 12 months



TRI:M Domestic Visitor Survey - 015830

Visited > 12 months

Statement	Real Relev. (Cor.)	Verbal Relev. (Mean)	Performance (Mean)	Performance (Symbol)
A01 A place that is easy to travel to and from	0.30	3.23	2.88	<<
A02 Facilities open throughout the year	0.29	3.20	2.86	<<
A03 Cost of the holiday or trip	0.27	3.44	3.00	<
A04 Choice of hotels, B&Bs, guesthouses etc.	0.38	3.58	3.50	>
A05 Choice of holiday parks	0.29	2.11	3.17	o
A06 Choice of self-catering accommodation	0.34	2.68	3.47	>
A07 Choice of camping and caravanning facilities	0.36	1.76	3.46	>
A08 The quality of the accommodation	0.42	3.97	3.45	>
A09 Standards of service	0.42	3.93	3.41	o
A10 Overall welcome and friendliness	0.36	3.92	3.56	>
A11 Accessible accommodation and locations for people with mobility needs	0.34	2.46	2.97	<
A12 Supervised activities available for children	0.35	1.89	3.14	<
A13 Organic or quality of local food and drink	0.27	3.23	3.34	o
A14 Range and availability of local produce, arts and crafts and souvenirs	0.35	2.60	3.39	o
A15 Range of all weather attractions	0.30	2.88	2.94	<
A16 Variety of organised adventure activities	0.31	1.99	2.97	<
A17 Range of water-based activities, for example sailing, surfing, swimming	0.36	2.20	3.50	>
A18 Facilities for walking, rambling and cycling	0.33	2.95	3.66	>
A19 Country sports, for example angling, shooting, riding	0.29	1.73	3.09	<
A20 Nightlife	0.29	2.39	2.90	<<
A21 Quality restaurants and dining	0.39	3.73	3.44	o
A22 Ease of finding information on the Internet and or booking on-line	0.21	3.07	3.44	>
A23 Availability of tourist information centres	0.33	3.03	3.36	o
A24 Facilities for families with preschool children including childcare	0.29	1.75	3.24	o

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

TRI:M Domestic Visitor Survey - 015830

Visited > 12 months

Statement	Real Relev. (Cor.)	Verbal Relev. (Mean)	Performance (Mean)	Performance (Symbol)
A25 Availability of public transport at the destination	0.14	2.34	2.75	<<
A26 Place for peace and quiet and relaxation	0.40	3.57	3.69	>>
A27 Chance to learn a new skill or activity	0.32	2.13	2.97	<
A28 Cultural events, music and festivals	0.34	2.79	3.06	<
A29 History and heritage	0.34	3.22	3.54	>
A30 Environmentally responsible facilities	0.26	3.18	3.26	o
A31 Unspoilt countryside	0.31	3.75	3.80	>>
A32 Beaches and coastline	0.38	3.41	3.96	>>
A33 Chance to see wildlife in natural habitats and gardens	0.29	3.09	3.49	>
A34 Facilities for health, fitness and beauty, for example spas	0.20	2.37	2.91	<
A35 Interesting villages, towns, or other locations to visit	0.41	3.52	3.82	>>
Mean	0.32	2.89	3.30	
Std.Dev	0.06	0.68	0.31	
Minimum	0.14	1.73	2.75	
Maximum	0.42	3.97	3.96	
Valid N	35	35	35	

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

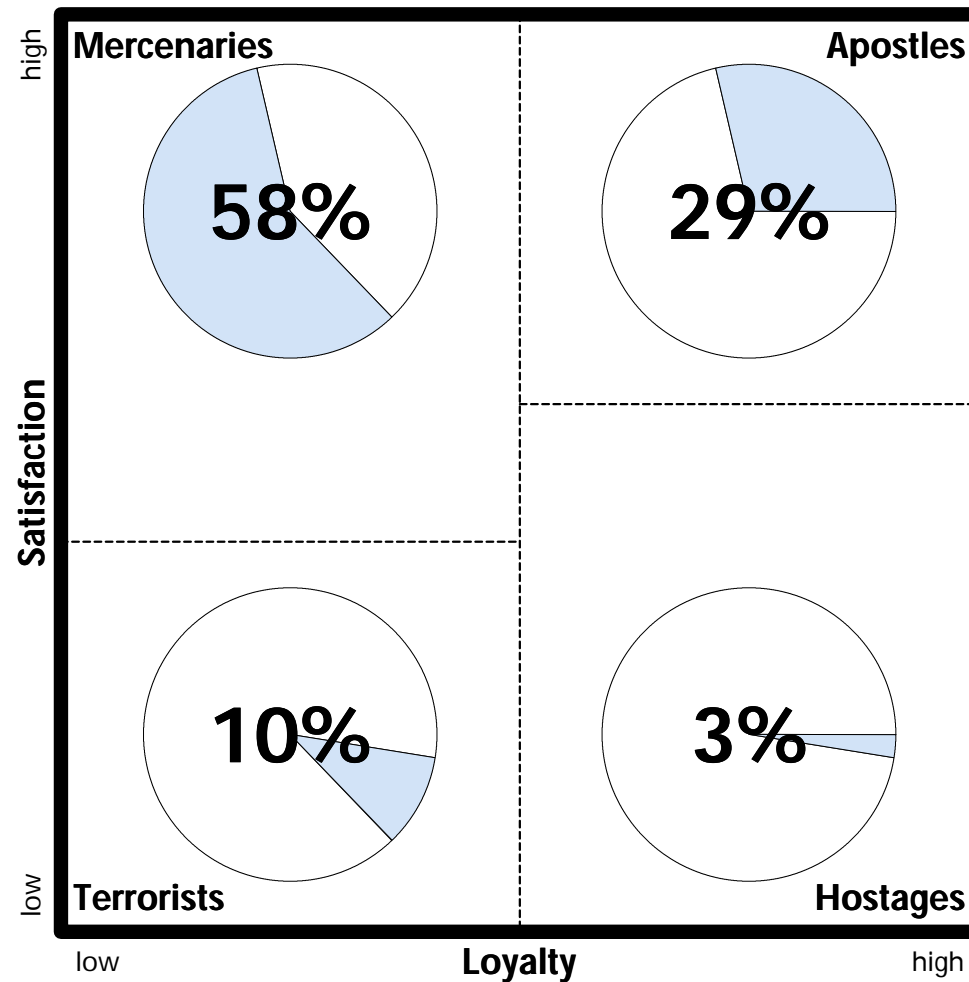
TRI:M Domestic Visitor Survey - 015830

Visited > 12 months

TRI:M Index Classes	Frequency	Percent	Valid Percent	Cumulative Percent
Nearly lost	22	3.8	4.1	4.1
Vulnerable	53	9.1	9.9	14.0
Shoppers	135	23.1	25.3	39.3
Retained	217	37.2	40.6	80.0
Highly retained	107	18.3	20.0	100.0
No answer	50	8.6	-	-
N = 584				
Valid N	534			
Mean	72.69			
Minimum	-66.00			
Maximum	134.00			

TRI:M Domestic Visitor Survey - 015830

Visited > 12 months



No answer 50

Base 584