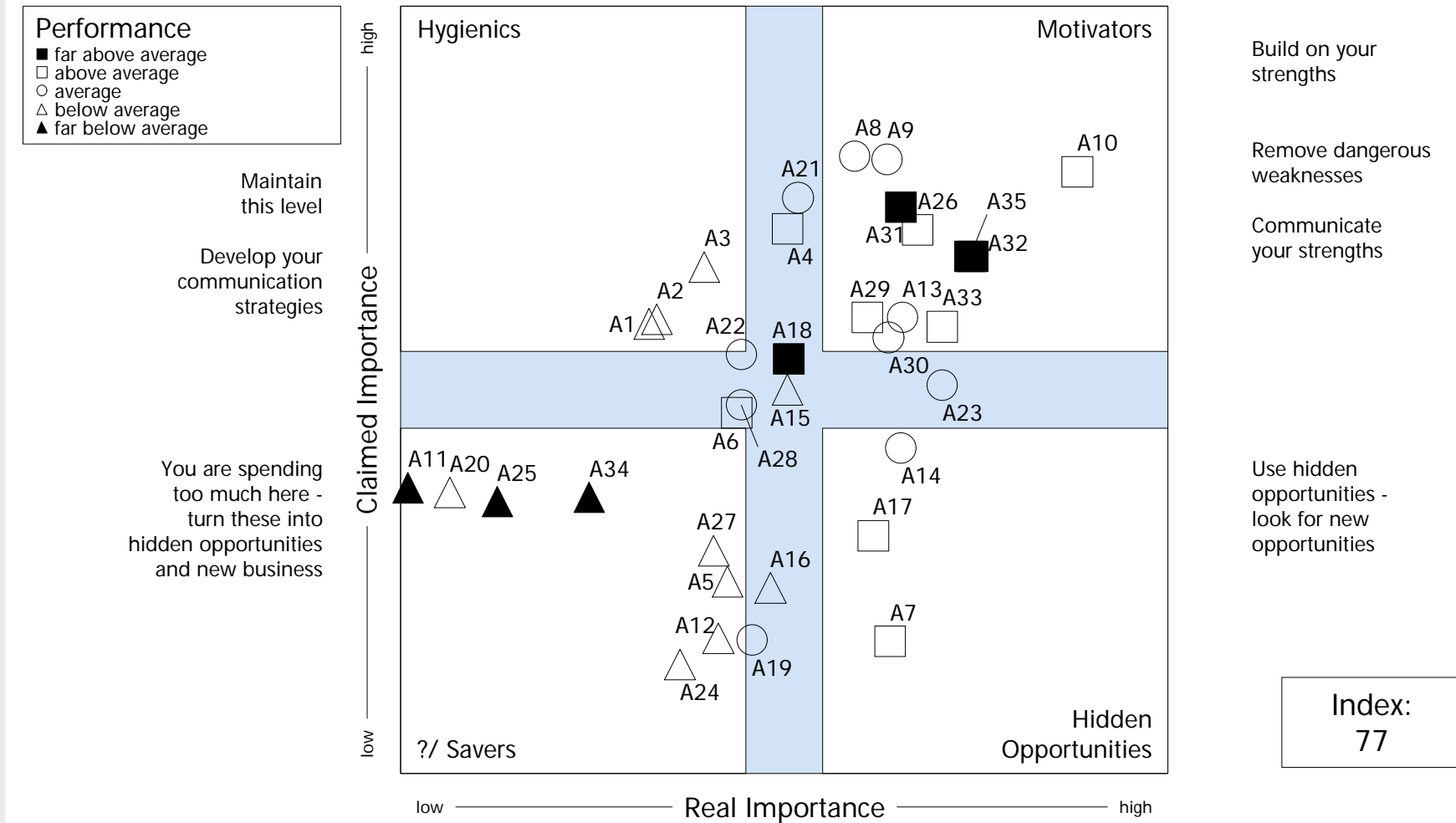


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Visiting Friends & Relatives



TRI:M Domestic Visitor Survey - 015830

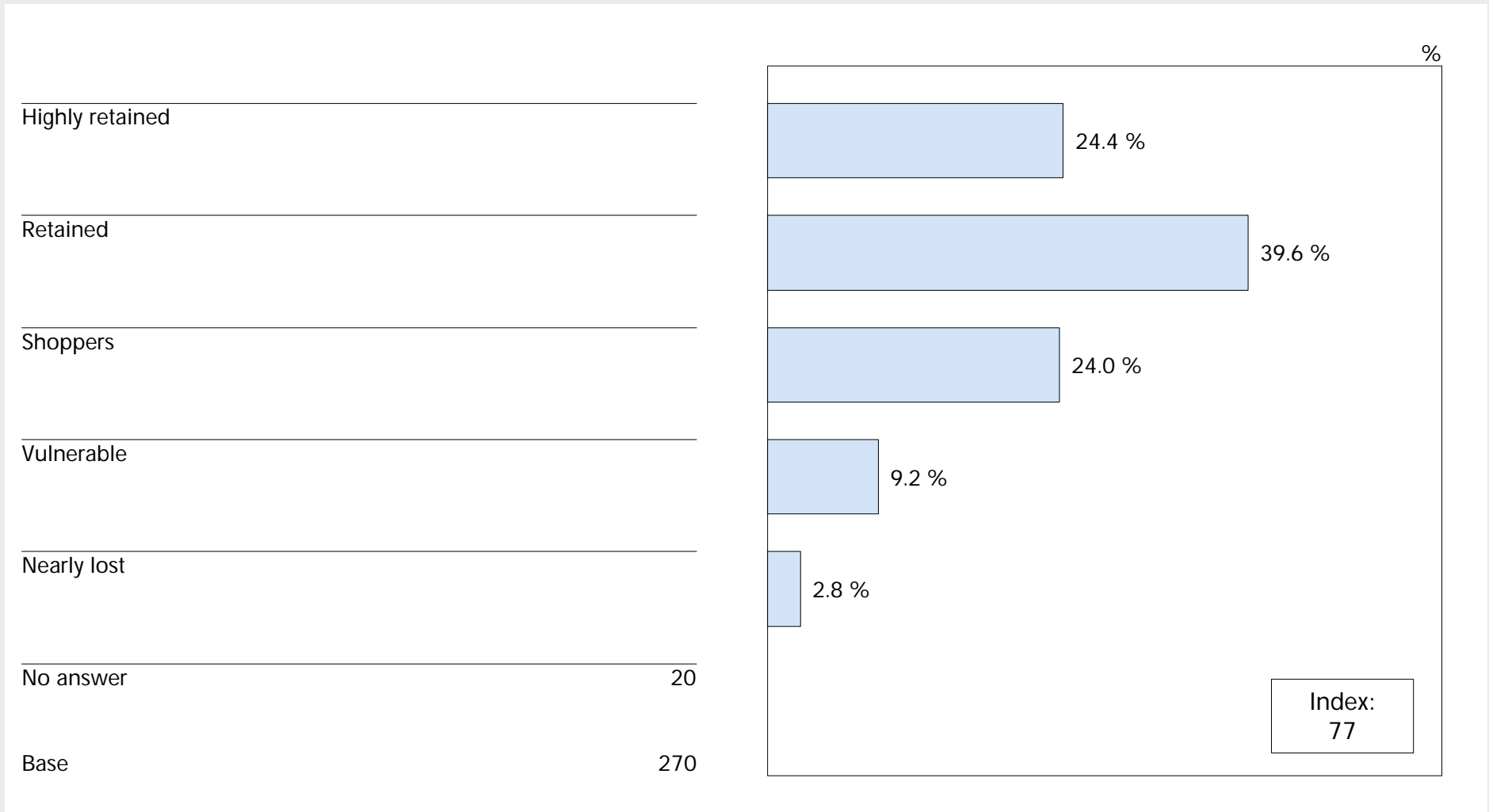
Visiting Friends & Relatives

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

Visiting Friends & Relatives



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Visiting Friends & Relatives

Statement	Real Relev. (Cor.)	Verbal Relev. (Mean)	Performance (Mean)	Performance (Symbol)
A01 A place that is easy to travel to and from	0.19	3.19	2.99	<
A02 Facilities open throughout the year	0.19	3.21	2.93	<
A03 Cost of the holiday or trip	0.23	3.44	3.00	<
A04 Choice of hotels, B&Bs, guesthouses etc.	0.28	3.62	3.58	>
A05 Choice of holiday parks	0.24	2.01	2.94	<
A06 Choice of self-catering accommodation	0.25	2.78	3.52	>
A07 Choice of camping and caravanning facilities	0.35	1.73	3.55	>
A08 The quality of the accommodation	0.33	3.96	3.47	o
A09 Standards of service	0.35	3.94	3.38	o
A10 Overall welcome and friendliness	0.48	3.88	3.56	>
A11 Accessible accommodation and locations for people with mobility needs	0.00	2.43	2.79	<<
A12 Supervised activities available for children	0.24	1.75	3.06	<
A13 Organic or quality of local food and drink	0.36	3.22	3.41	o
A14 Range and availability of local produce, arts and crafts and souvenirs	0.36	2.61	3.47	o
A15 Range of all weather attractions	0.28	2.89	2.99	<
A16 Variety of organised adventure activities	0.27	1.98	3.00	<
A17 Range of water-based activities, for example sailing, surfing, swimming	0.34	2.22	3.54	>
A18 Facilities for walking, rambling and cycling	0.29	3.02	3.78	>>
A19 Country sports, for example angling, shooting, riding	0.26	1.74	3.45	o
A20 Nightlife	0.06	2.42	2.94	<
A21 Quality restaurants and dining	0.29	3.77	3.47	o
A22 Ease of finding information on the Internet and or booking on-line	0.25	3.04	3.42	o
A23 Availability of tourist information centres	0.39	2.91	3.37	o
A24 Facilities for families with preschool children including childcare	0.21	1.63	3.02	<

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

TRI:M Domestic Visitor Survey - 015830

Visiting Friends & Relatives

Statement	Real Relev. (Cor.)	Verbal Relev. (Mean)	Performance (Mean)	Performance (Symbol)
A25 Availability of public transport at the destination	0.09	2.37	2.70	<<
A26 Place for peace and quiet and relaxation	0.37	3.62	3.74	>
A27 Chance to learn a new skill or activity	0.23	2.15	3.08	<
A28 Cultural events, music and festivals	0.25	2.82	3.22	o
A29 History and heritage	0.34	3.22	3.64	>
A30 Environmentally responsible facilities	0.35	3.12	3.35	o
A31 Unspoilt countryside	0.36	3.71	3.81	>>
A32 Beaches and coastline	0.41	3.50	3.99	>>
A33 Chance to see wildlife in natural habitats and gardens	0.39	3.18	3.51	>
A34 Facilities for health, fitness and beauty, for example spas	0.15	2.39	2.83	<<
A35 Interesting villages, towns, or other locations to visit	0.41	3.49	3.88	>>
Mean	0.28	2.89	3.33	
Std.Dev	0.10	0.70	0.34	
Minimum	0.00	1.63	2.70	
Maximum	0.48	3.96	3.99	
Valid N	35	35	35	

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

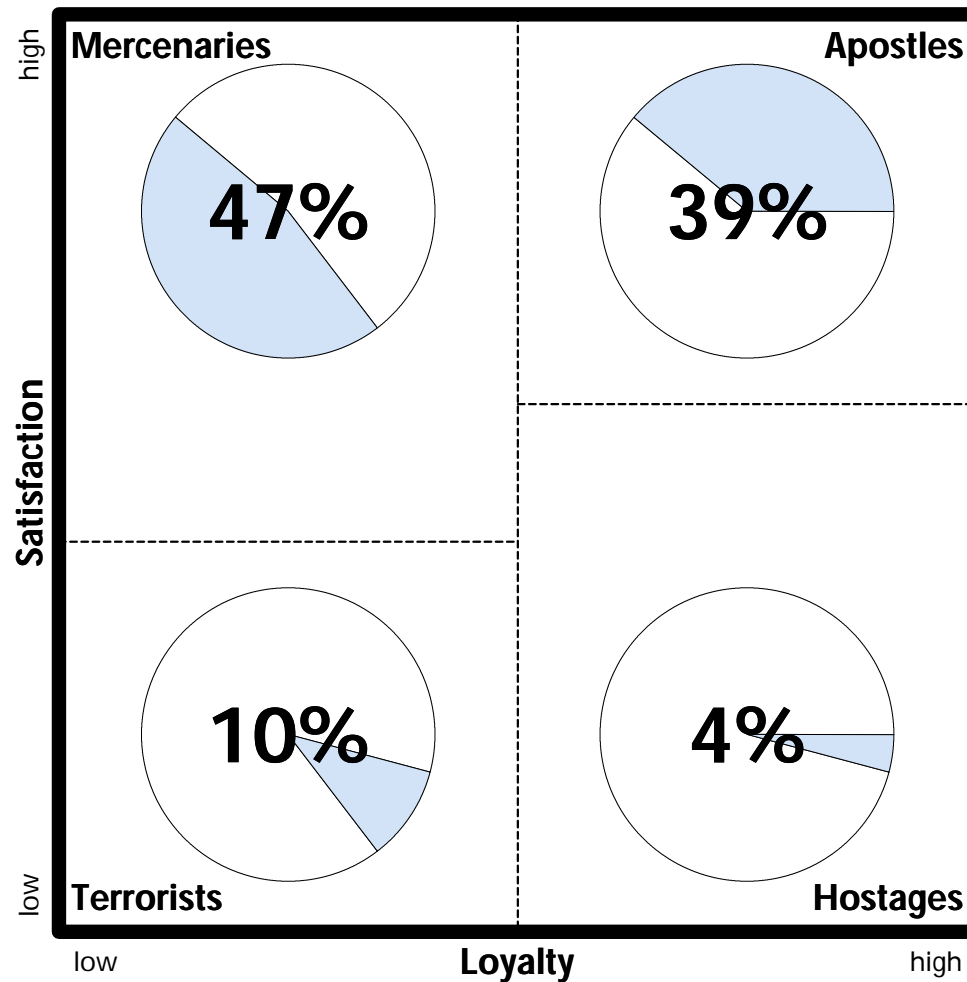
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Visiting Friends & Relatives

TRI:M Index Classes	Frequency	Percent	Valid Percent	Cumulative Percent
Nearly lost	7	2.6	2.8	2.8
Vulnerable	23	8.5	9.2	12.0
Shoppers	60	22.2	24.0	36.0
Retained	99	36.7	39.6	75.6
Highly retained	61	22.6	24.4	100.0
No answer	20	7.4	-	-
N = 270				
Valid N	250			
Mean	76.80			
Minimum	-56.00			
Maximum	134.00			

TRI:M Domestic Visitor Survey - 015830

Visiting Friends & Relatives



No answer 20

Base 270