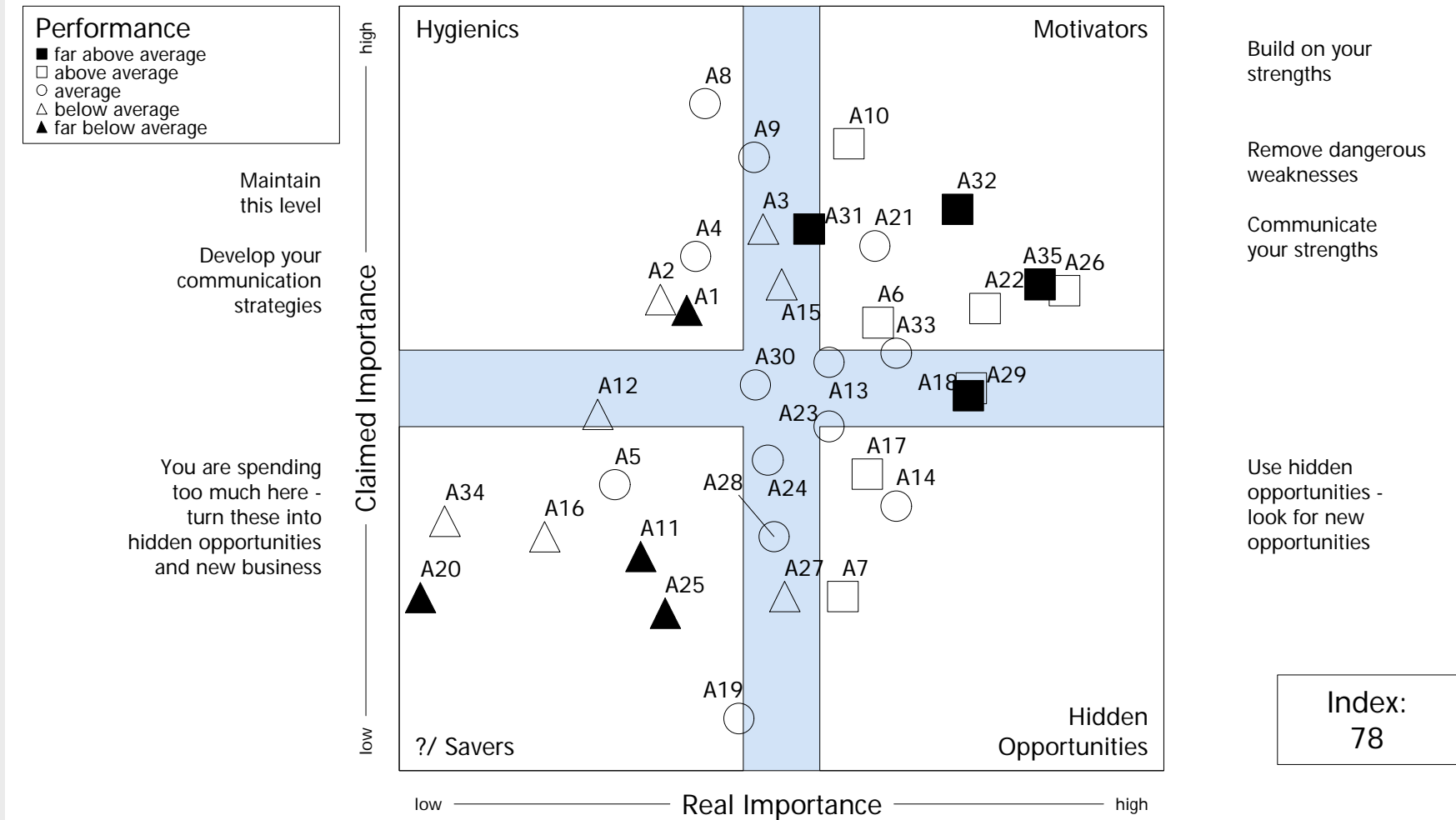


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Young-Family



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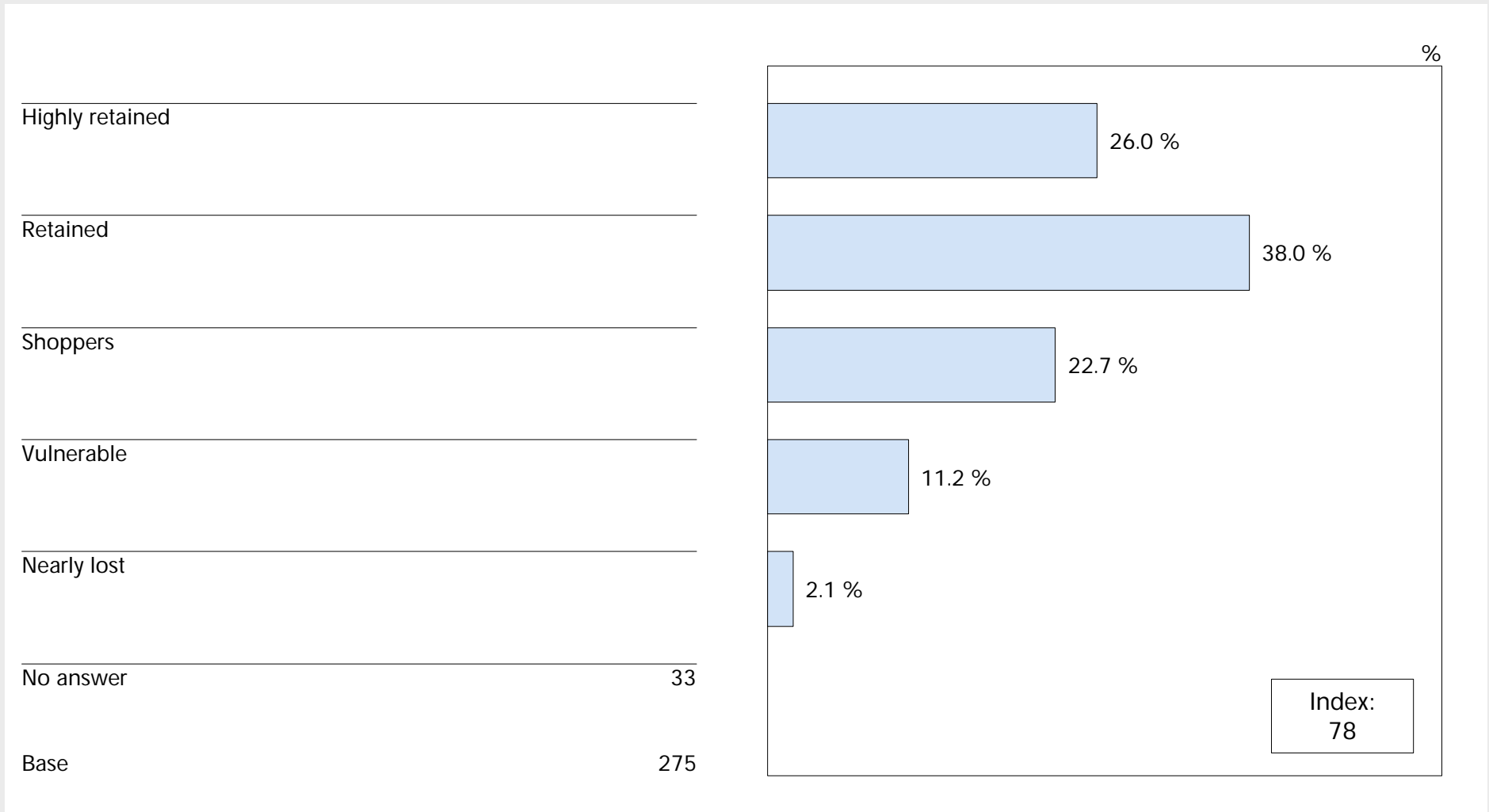
Young-Family

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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Young-Family

Statement	Real Relev. (Cor.)	Verbal Relev. (Mean)	Performance (Mean)	Performance (Symbol)
A01 A place that is easy to travel to and from	0.23	3.31	2.85	<<
A02 Facilities open throughout the year	0.22	3.35	3.02	<
A03 Cost of the holiday or trip	0.27	3.62	3.06	<
A04 Choice of hotels, B&Bs, guesthouses etc.	0.24	3.51	3.46	o
A05 Choice of holiday parks	0.19	2.63	3.33	o
A06 Choice of self-catering accommodation	0.34	3.26	3.53	>
A07 Choice of camping and caravanning facilities	0.32	2.21	3.55	>
A08 The quality of the accommodation	0.24	4.10	3.49	o
A09 Standards of service	0.27	3.89	3.40	o
A10 Overall welcome and friendliness	0.33	3.94	3.62	>
A11 Accessible accommodation and locations for people with mobility needs	0.20	2.36	2.90	<<
A12 Supervised activities available for children	0.18	2.91	3.18	<
A13 Organic or quality of local food and drink	0.32	3.11	3.38	o
A14 Range and availability of local produce, arts and crafts and souvenirs	0.35	2.55	3.42	o
A15 Range of all weather attractions	0.29	3.41	2.99	<
A16 Variety of organised adventure activities	0.15	2.44	3.01	<
A17 Range of water-based activities, for example sailing, surfing, swimming	0.34	2.68	3.61	>
A18 Facilities for walking, rambling and cycling	0.40	2.98	3.81	>>
A19 Country sports, for example angling, shooting, riding	0.26	1.74	3.34	o
A20 Nightlife	0.07	2.20	2.93	<<
A21 Quality restaurants and dining	0.34	3.56	3.39	o
A22 Ease of finding information on the Internet and or booking on-line	0.41	3.32	3.55	>
A23 Availability of tourist information centres	0.31	2.85	3.36	o
A24 Facilities for families with preschool children including childcare	0.28	2.73	3.25	o

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

TRI:M Domestic Visitor Survey - 015830

Young-Family

Statement	Real Relev. (Cor.)	Verbal Relev. (Mean)	Performance (Mean)	Performance (Symbol)
A25 Availability of public transport at the destination	0.22	2.15	2.77	<<
A26 Place for peace and quiet and relaxation	0.45	3.39	3.72	>
A27 Chance to learn a new skill or activity	0.29	2.21	3.09	<
A28 Cultural events, music and festivals	0.28	2.44	3.28	o
A29 History and heritage	0.40	3.00	3.60	>
A30 Environmentally responsible facilities	0.27	3.03	3.28	o
A31 Unspoilt countryside	0.30	3.62	3.83	>>
A32 Beaches and coastline	0.39	3.70	4.15	>>
A33 Chance to see wildlife in natural habitats and gardens	0.35	3.15	3.43	o
A34 Facilities for health, fitness and beauty, for example spas	0.09	2.49	2.95	<
A35 Interesting villages, towns, or other locations to visit	0.44	3.40	3.89	>>
Mean	0.29	3.01	3.35	
Std.Dev	0.09	0.59	0.32	
Minimum	0.07	1.74	2.77	
Maximum	0.45	4.10	4.15	
Valid N	35	35	35	

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

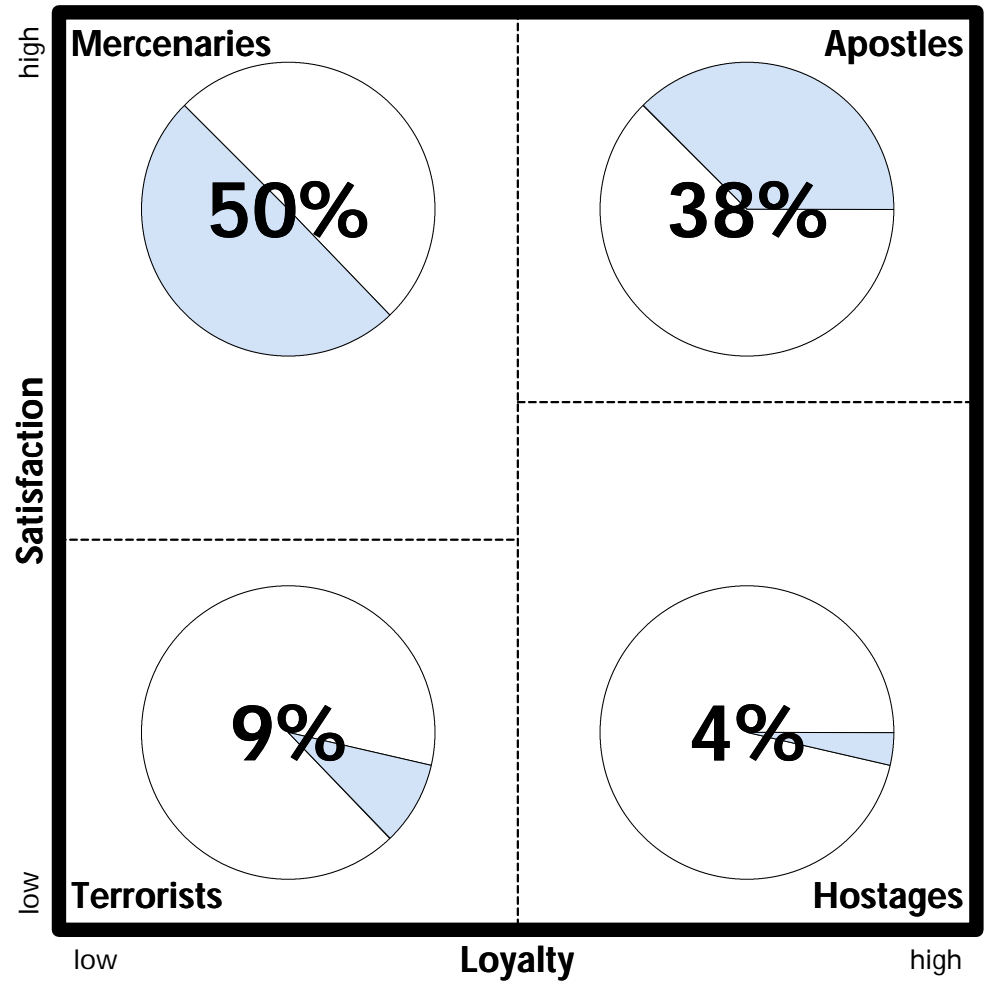
TRI:M Domestic Visitor Survey - 015830

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TRI:M Index Classes	Frequency	Percent	Valid Percent	Cumulative Percent
Nearly lost	5	1.8	2.1	2.1
Vulnerable	27	9.8	11.2	13.2
Shoppers	55	20.0	22.7	36.0
Retained	92	33.5	38.0	74.0
Highly retained	63	22.9	26.0	100.0
No answer	33	12.0	-	-
N = 275				
Valid N	242			
Mean	77.93			
Minimum	-66.00			
Maximum	134.00			

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Young-Family



No answer 33

Base 275