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Weymouth & Portland Visitor Survey 2007

Report

Produced February 2008

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Executive Summary

- A total of 419 face-to-face interviews were conducted at various sites across Weymouth and Portland.
- Three quarters of respondents were staying visitors. This was consistent with trends observed over DCC Dorset as a whole.
- The majority of respondents travelled to the area using their own car (75%).
- 85% of respondents had visited the Weymouth and Portland area previously, most frequently once or more times a year.
- 74% of respondents reported not considering any other alternative destination to Weymouth and Portland.
- The majority of respondents who considered an alternative destination most frequently considered an alternative destination within the DCC Dorset area.
- Respondents were most frequently motivated to visit the Weymouth area by a previous visit (34%) or the coast (22%).
- The majority of visitors participated in shopping and a coastal walk whilst on their trip.
- 48% of respondents rated the cost of car parking as poor or very poor. Respondents were substantially less satisfied with the availability and cost of car parking in Weymouth and Portland than respondents across Dorset generally.
- Over 90% of respondents rated the shops, the places to eat and drink, the staff friendliness and the visitor attractions as good or very good.
- Weymouth and Portland received lower ratings in general than Dorset as a whole, particularly in respect of parking and public toilets. Ratings were consistent regardless of visit type.
- Respondents were most frequently staying in a Hotel (27%) or a touring caravan or tent (21%).
- Respondents most frequently stayed on an accommodation only basis (55%).
- 85% of respondents booked their accommodation in advance.
- Accommodation was most frequently booked between the months of May and August.
- 97% of respondents were visiting from another UK location. Weymouth and Portland received 6% less overseas visitors than the DCC average of 9%.
- 52% of respondents reported being retired; the average across Dorset was 36%.
- In general visitors to Weymouth and Portland were of a slightly lower socio-economic group than visitor to the rest of Dorset.
- Other comments received were most frequently of a generally positive nature (29%). Negative comments most frequently referred to concerns over car parking availability and cost, and concerns over the cleanliness of public facilities.

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1: Introduction

1.1: Background

The Market Research Group was commissioned by Dorset New Forest Tourism Partnership to carry out research into visitor activity in Weymouth and Portland. This was to support a major ESF/LSC funded project focussing on improving customer service in preparation for 2012. The objective was to find out about visiting patterns in the borough and current levels of customer satisfaction with facilities and services.

This was part of much wider research taking place across Dorset enabling comparisons to be made with the rest of the county. This research will provide a benchmark against which change can be measured in the period leading up to 2012.

Comparisons are offered by day and staying visitors and where appropriate with Dorset wide data including the resort town of Bournemouth. Comparisons with the rest of Dorset are drawn from research undertaken by The Dorset New Forest Tourism Data Project (DNFTDP) which has been profiling the region's visitor market since 1993. The DNFTDP survey identifies and analyses issues such as visitor origins, motivations for visiting, accommodation used, activities undertaken, and expenditure habits. This information is disseminated to local stakeholders for use in strategic planning, marketing and policy formation.

1.2: The Market Research Group

The Market Research Group (MRG) provides market research and intelligence services to organisations in the service sector and local government.

The Market Research Group, based within Bournemouth University (BU), can offer a wealth of experience and expertise in the field of leisure, tourism, heritage, best value and economic impact research at a national, regional and local level.

Using external market research professionals to complete all or part of the consultation and research process can bring together greater legitimacy and independence to the results, expertise and research experience, less disruption to other in house services, and greater resources.

1.3: Methodology

A total of 419 face-to-face interviews were conducted at various sites across Weymouth and Portland. Interviewees were selected at random using a Simple Random Sampling technique, whereby each member of the target population has an equal chance of being approached for interview.

As part of the visitor survey Fieldwork interviewing took place between July and September of 2007.

A variety of interview sites were selected in the area:

- Town Beach 145
- Town Centre 70
- Portland Bill 54
- Marina 50
- Harbour 50
- Greenhill Lodmoor and Preston Beach 50

1.4: Sample Size and Statistical Validity

Within Weymouth and Portland a sample size of 419 completed interviews was achieved.

A sample of 419 implies that the results are representative of the entire visitor market to within $\pm 4.79\%$ at the 95% confidence level (i.e. there is only 1 chance in 20 of the margin of error contained within the results being greater than 4.79%).

Across Dorset a sample size of 1503 completed interviews was achieved.

A sample of 1503 implies that the results are representative of the entire visitor market to within $\pm 2.5\%$ at the 95% confidence level (i.e. there is only 1 chance in 20 of the margin of error contained within the results being greater than 2.5%).

Section 1: Visit Demographics

Visit Type: Three quarters of respondents were staying visitors. This was consistent with the trend observed over DCC Dorset as a whole, (figure 1.1). The vast majority of staying visitors were staying in accommodation within the immediate Weymouth area, (figure 1.2).

A day visitor was defined as a person who travelled 20 or more miles and remained in the area for 4 or more hours.

A staying visitor was defined as a person who lived further than 20 miles away and spends one or more nights in the area.

Figure 1.1: Visit Type

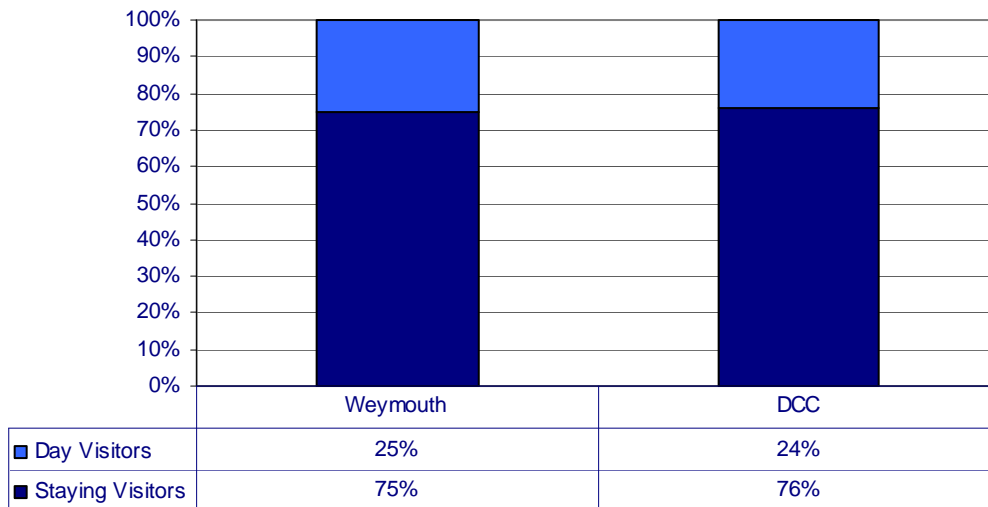
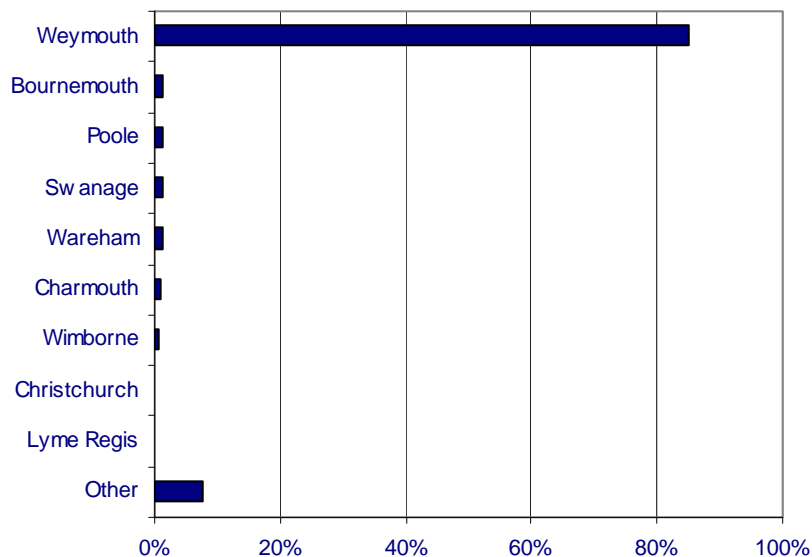


Figure 1.2: Location of accommodation



Transportation to Weymouth: The majority of respondents travelled to the area using their own car (75%). A higher proportion of Weymouth visitors travelled to the area as part of an organised coach trip (12%) or on the train (7%) than was observed over DCC Dorset, (figure 1.3). As would be expected, a higher proportion of day visitors travelled to the area by bus than staying visitors, and a higher proportion of staying visitors travelled to the area by air, (figure1.4).

Figure 1.3: Method of transport from home address.

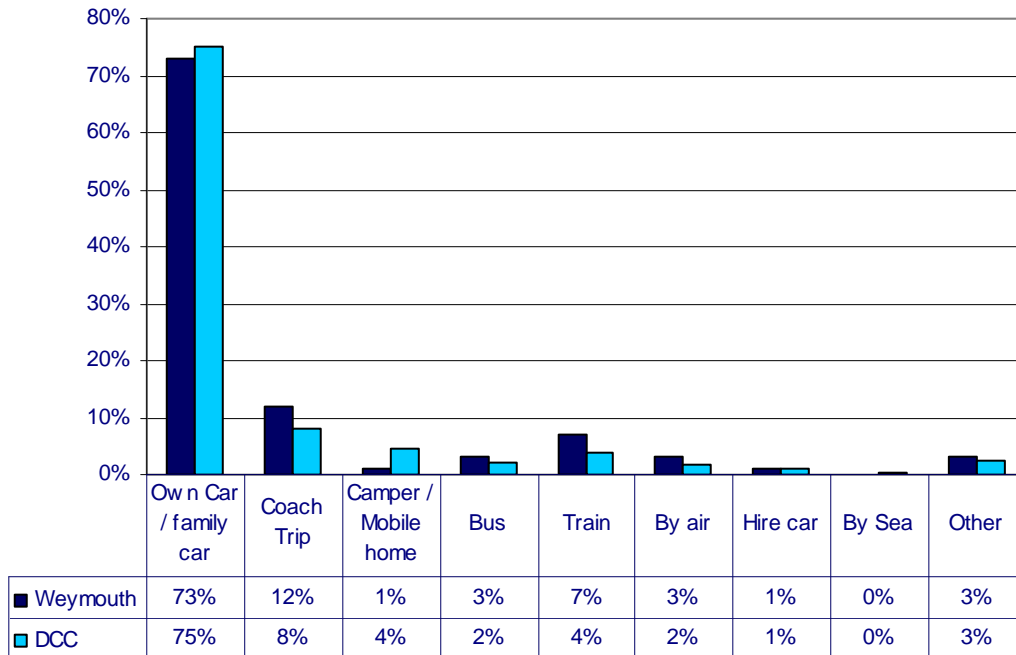
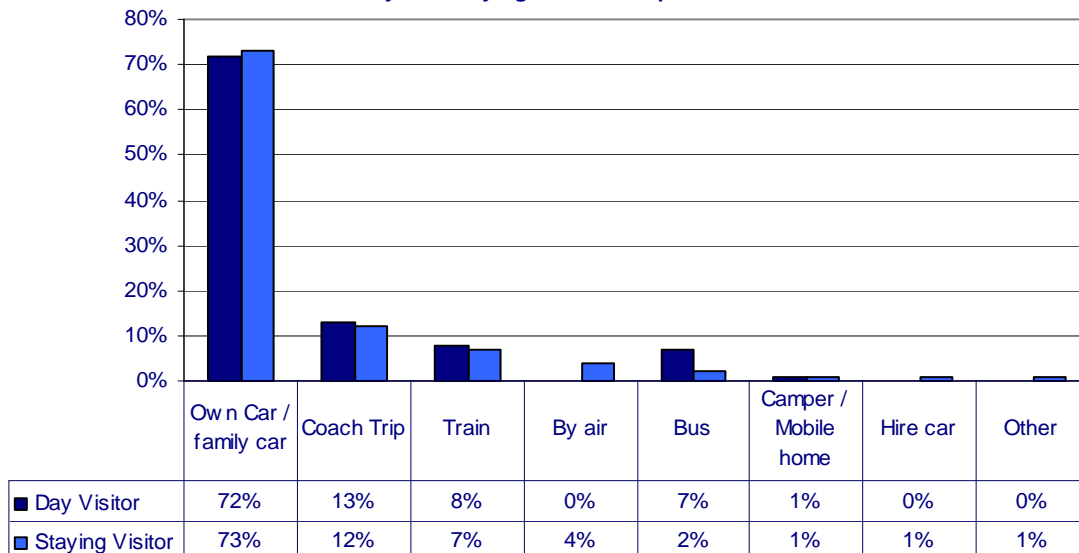
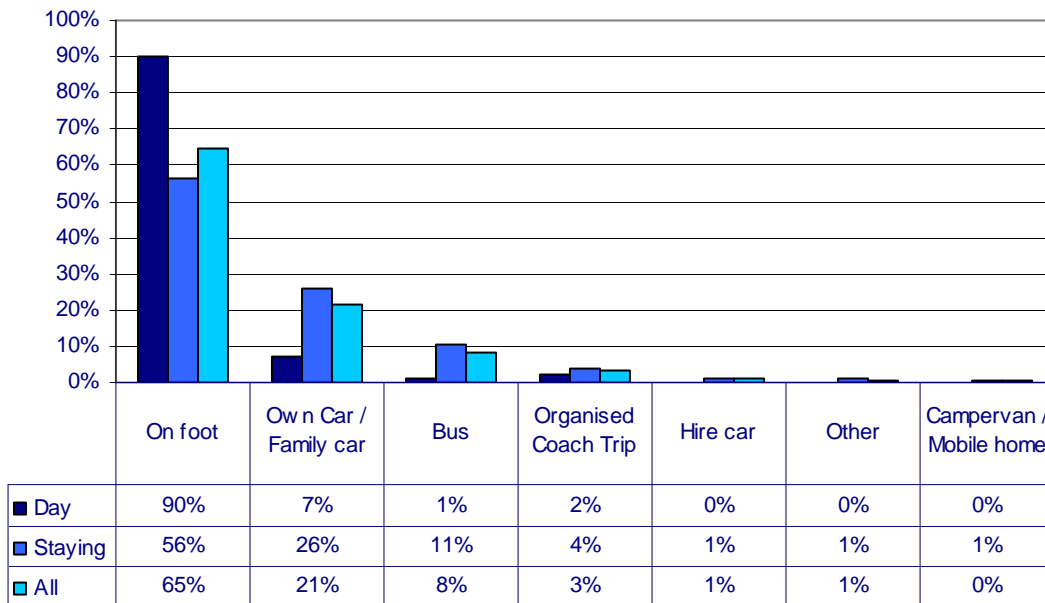


Figure 1.4: Method of Transport from home address - Day and staying visitor comparisons.



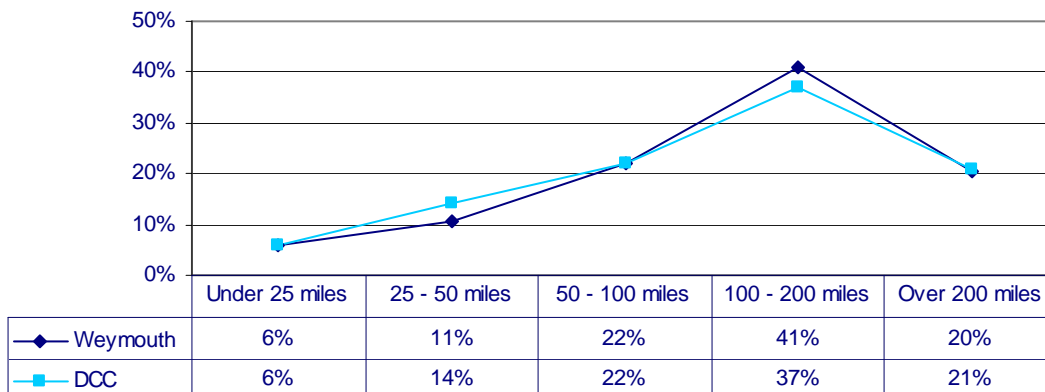
Transport around the area: The majority of respondents travelled around the Weymouth area by foot (65%). 90% of day visitors' primary mode of transport around Weymouth was on foot. Staying visitors demonstrated a higher level of usage of other modes of transport such as their own car (26%), and the bus (11%), (figure 1.5).

Figure 1.5: Method of transport around the area.

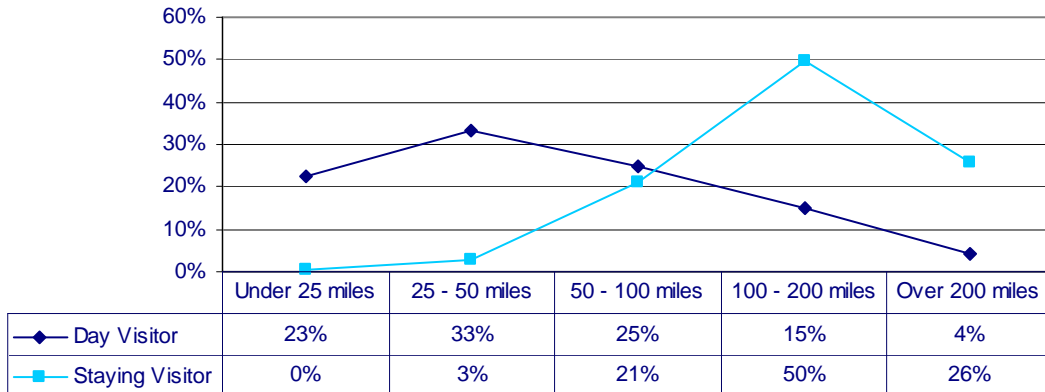


Distance Travelled: Respondents travelled an average of 199 miles to visit the Weymouth area, which is marginally less than the average for DCC Dorset (215 miles), Respondents most frequently travelled between 100 – 200 miles (41%), (figure 1.6). Day visitors travelled an average of 69 miles and staying visitors an average of 243 miles, (figure 1.7).

Figure 1.6: Distance Travelled Weymouth/DCC comparison

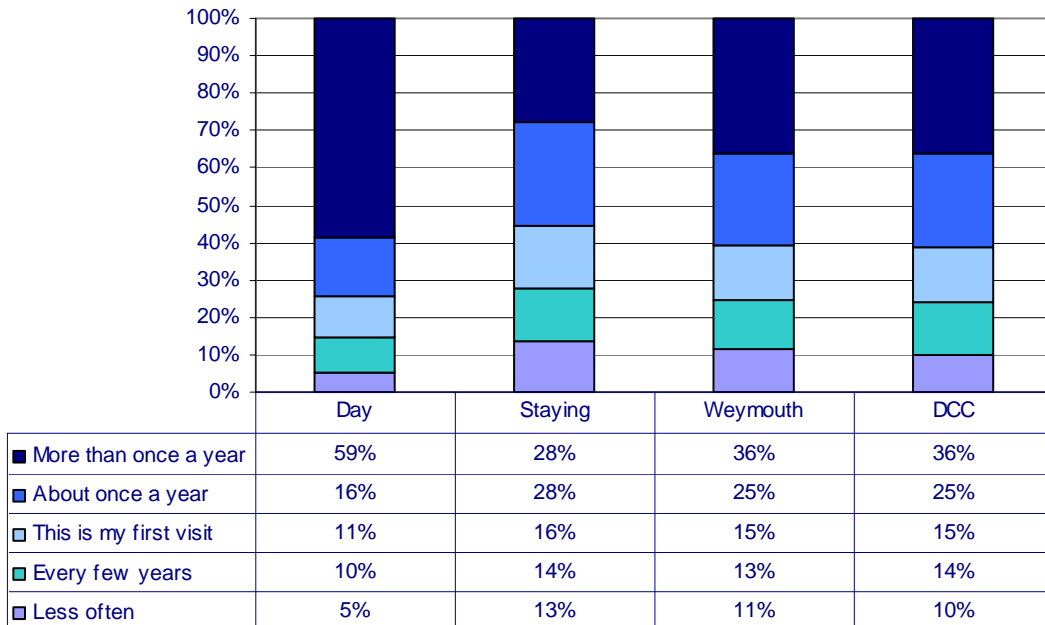


**Figure 1.7: Distance Travelled
Staying Visitor/ Day Visitor Comparisons**



Frequency of visits: 85% of respondents had visited the Weymouth area previously, most frequently once or more a year (61%). 59% of day visitors reported coming to the area more than once a year. Staying visitors most frequently reported coming to the area more than once a year (28%) or about once a year (28%), (figure 1.8).

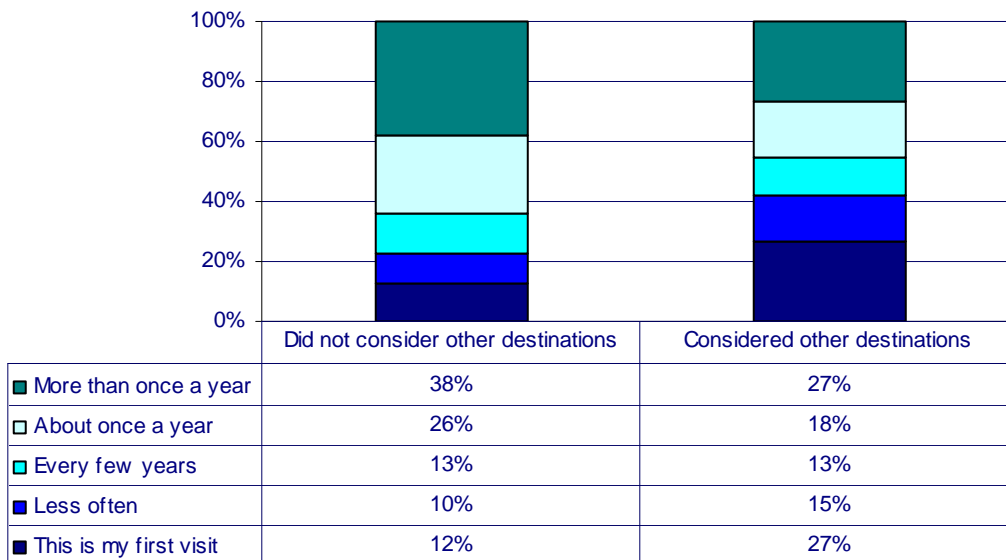
Figure 1.8: Frequency of Visits to the area.



Section 2: Competitive Destinations

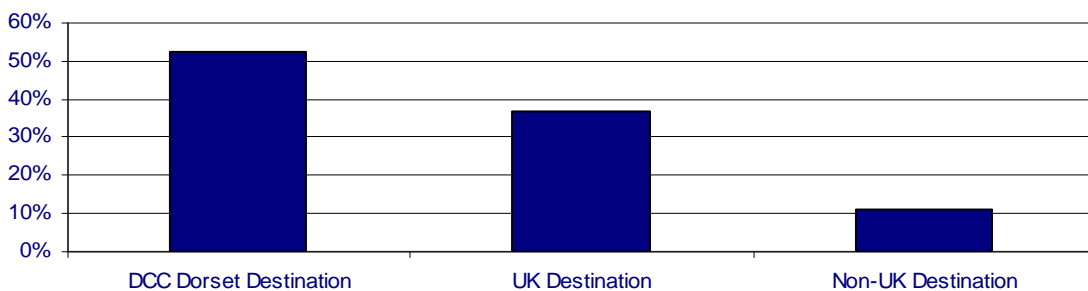
Considering Competitive Destinations: 74% of respondents reported not considering any other alternative destination to Weymouth. Respondents who had considered alternative destinations were more likely to have not visited the area before. Respondents who did not consider any alternative destination demonstrated a tendency to visit the area more frequently, (figure 2.1).

Figure 2.1: Considering Competitive Destinations



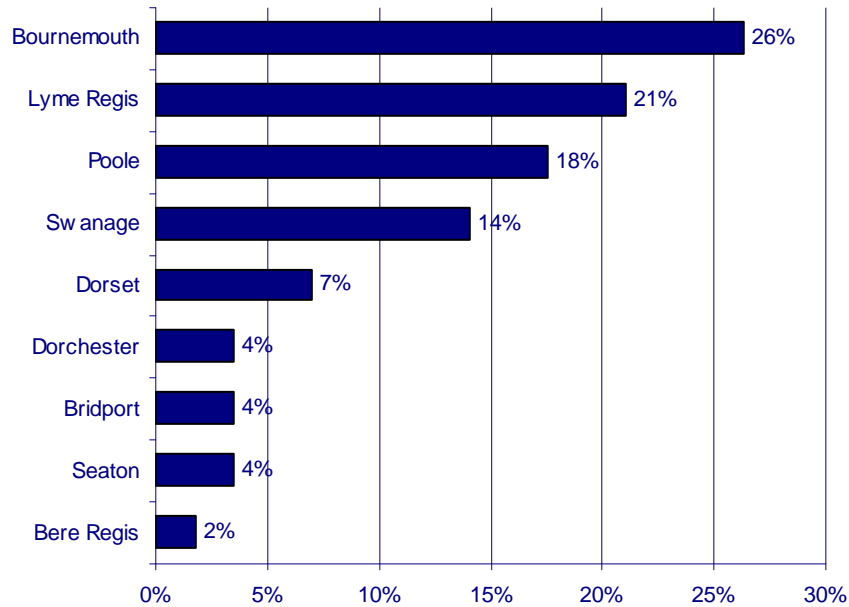
Type of Competitive Destinations: The majority of respondents who considered an alternative destination most frequently considered an alternative destination within the DCC Dorset area, (52%). Just 11% of respondents considered a destination outside the UK.

Figure 2.2: Type of competitive destinations



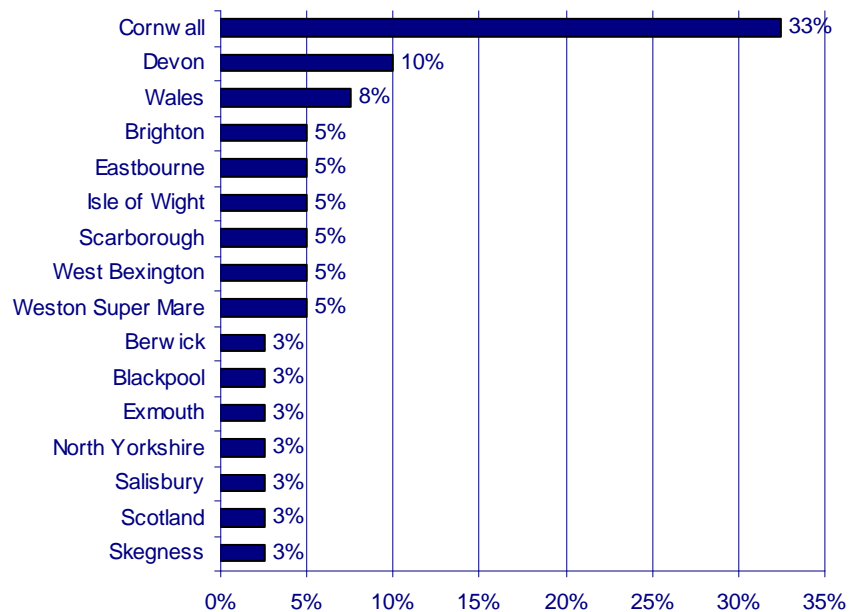
DCC Dorset Competitive Destinations: Respondents who considered going to an alternative destination within the DCC Dorset area most frequently considered visiting Bournemouth (26%), Lyme Regis (21%) or Poole (18%), (figure 2.3).

Figure 2.3: DCC Dorset Competitive destinations



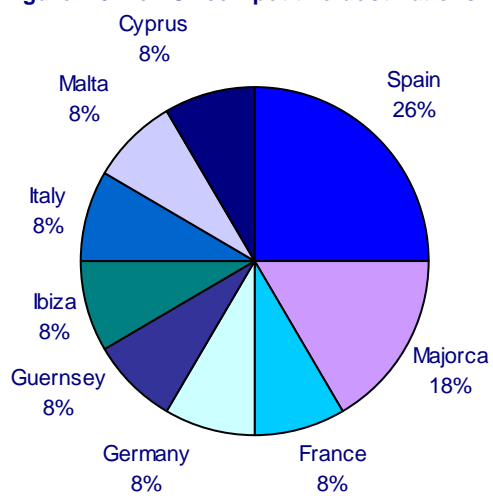
UK Competitive Destinations: Respondents, who considered an alternative UK destination, most frequently considered Cornwall (33%) or Devon (10%), (figure 2.4).

Figure 2.4: UK Competitive destinations



Non-UK Competitive Destinations: Overseas destinations most frequently considered were Spain (26%) and Majorca (18%), (figure 2.5).

Figure 2.5: Non UK competitive destinations



Reason for choosing Weymouth over any other destination: Respondents most frequently chose to visit Weymouth because they particularly like the area (41%), had visited the area before (26%) or had friends and family in the area (13%), (figure 2.6). Day visitors demonstrated a higher tendency to visit the area due to previous experience than staying visitors. Staying visitors were more likely to visit the area to visit friends and family or because of a recommendation or promotion than day visitors, (figure 2.7).

Figure: 2.6. Reason for choosing to visit Weymouth

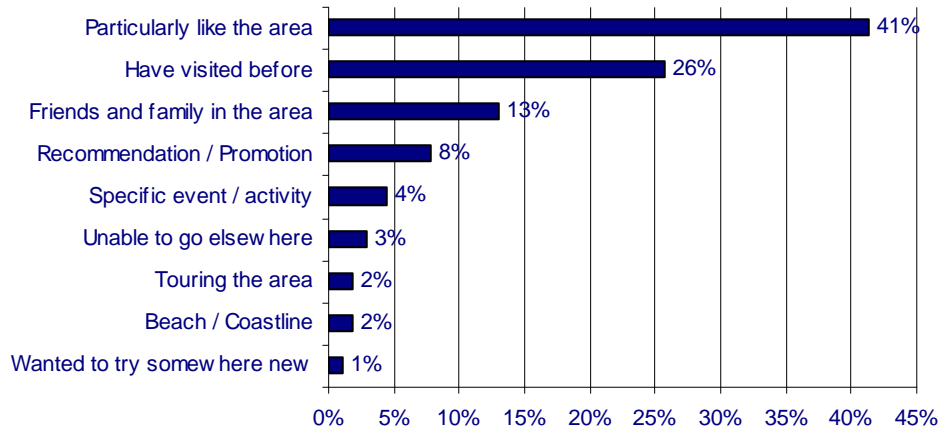
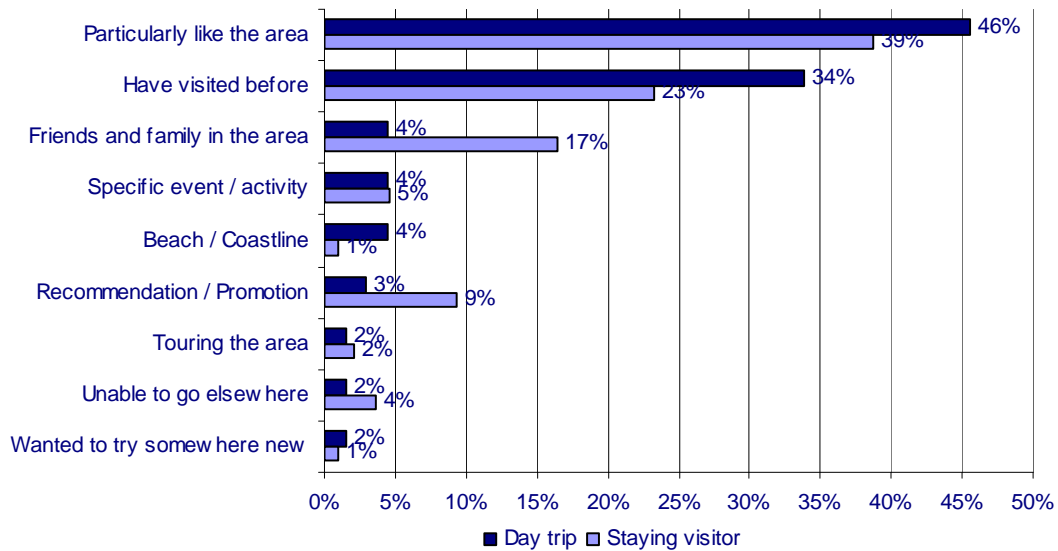


Figure: 2.7. Reason for choosing to visit Weymouth



Section 3: Marketing

Most Influential Information Source: 47% of respondents received their information about the area from a previous visit, 12 % of respondents received information from a Weymouth Tourist Information Centre and 10% from a brochure for Weymouth, (figure 3.1).

Figure 3.1: Information Sources

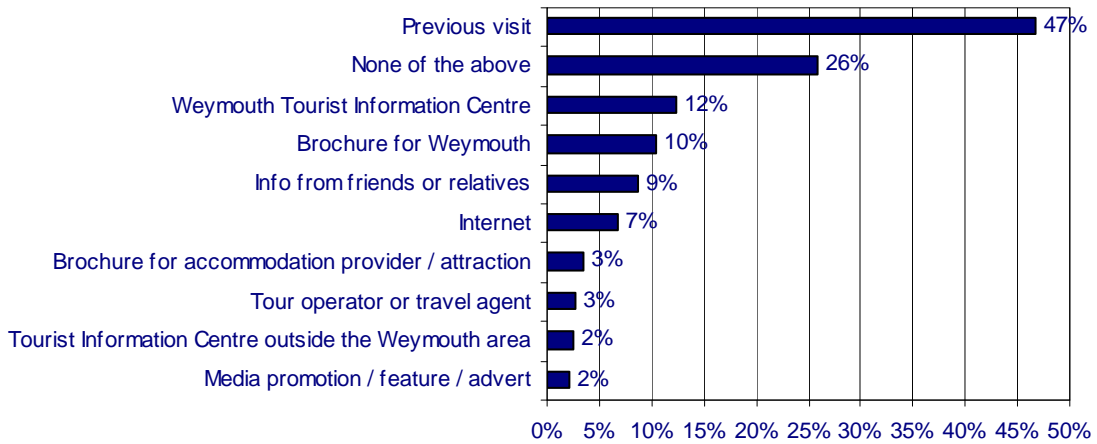
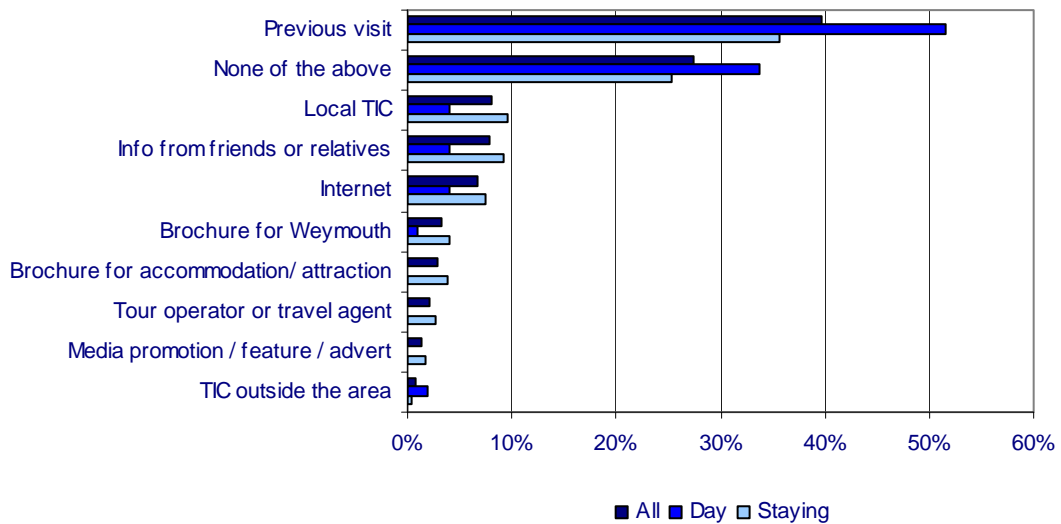
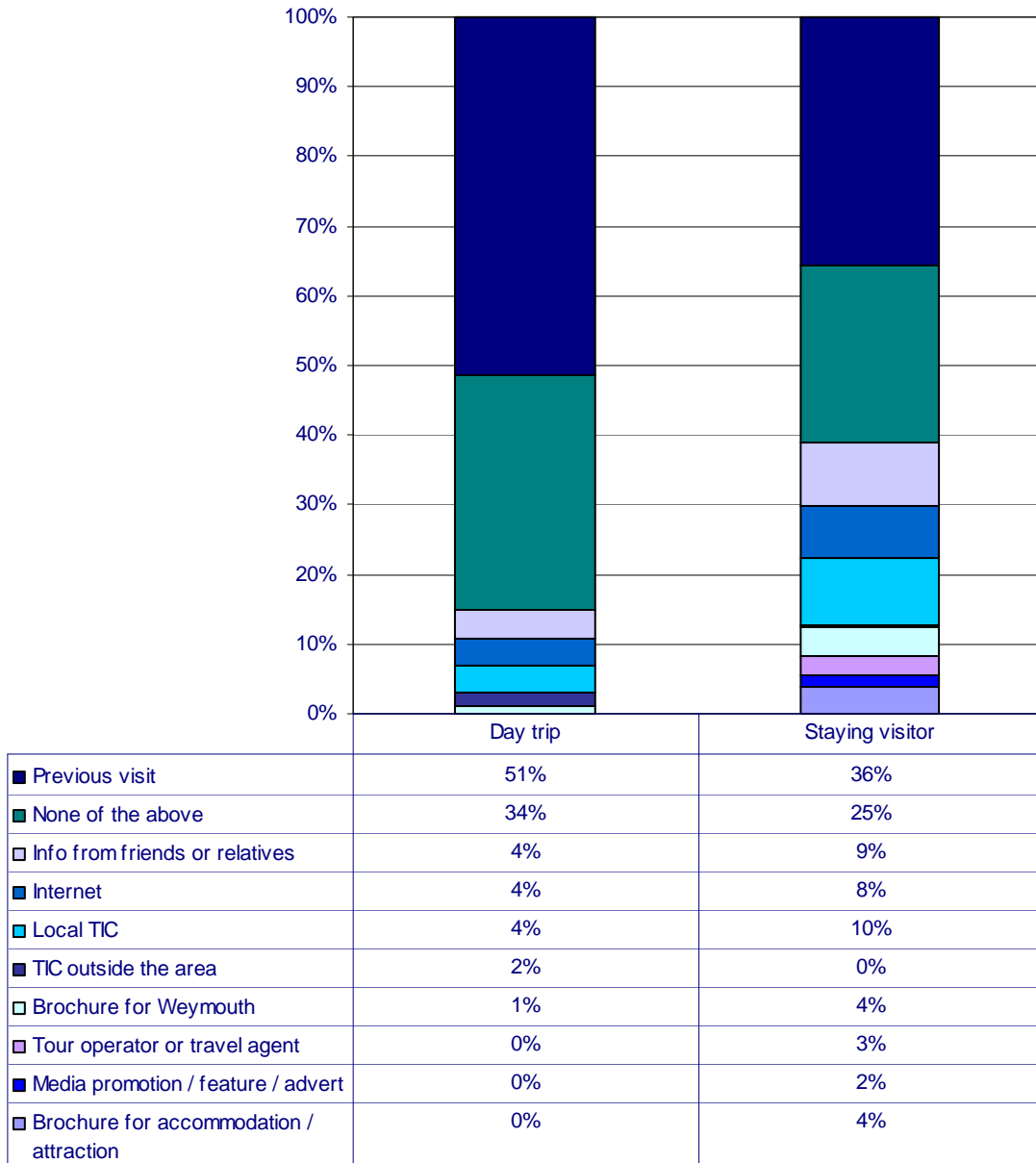


Figure 3.2: Most Influential Information Source. All - Day/Staying Comparisons.



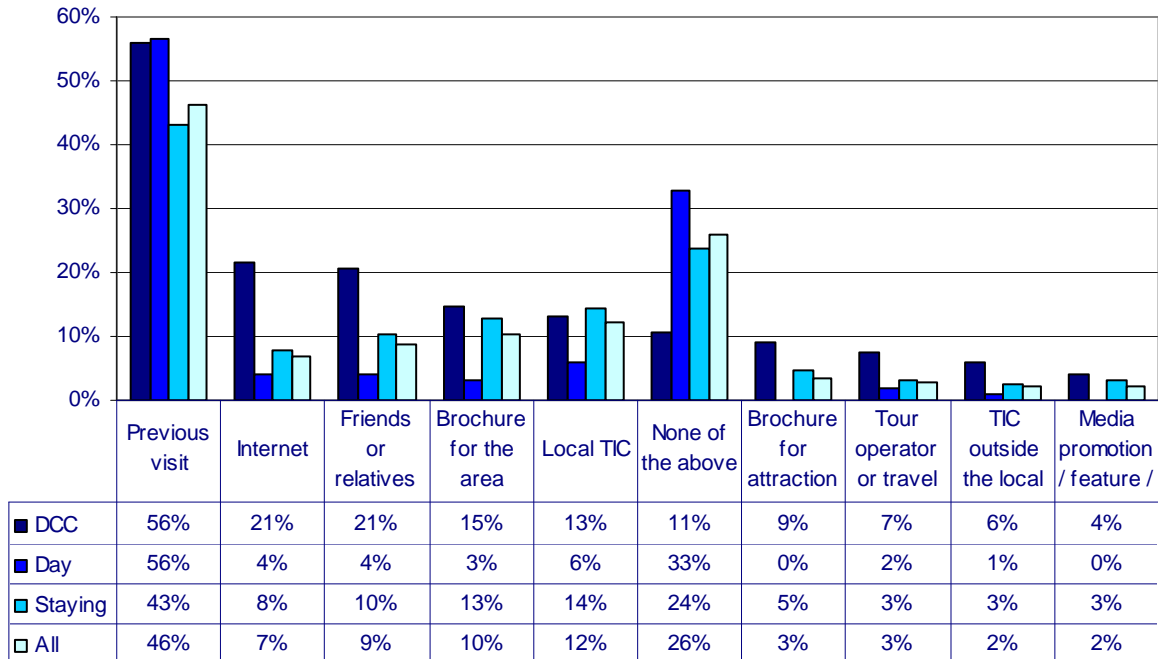
Influence of Information Sources on Visit Type: Day visitors were most influenced by a previous visit to the area. Staying visitors demonstrated a higher level of influence of external commercial information sources, such as the internet and brochures, than day visitors, (figure 3.3).

**Figure 3.3: Most influential Information Source.
Day visitor/Staying Visitor comparison**



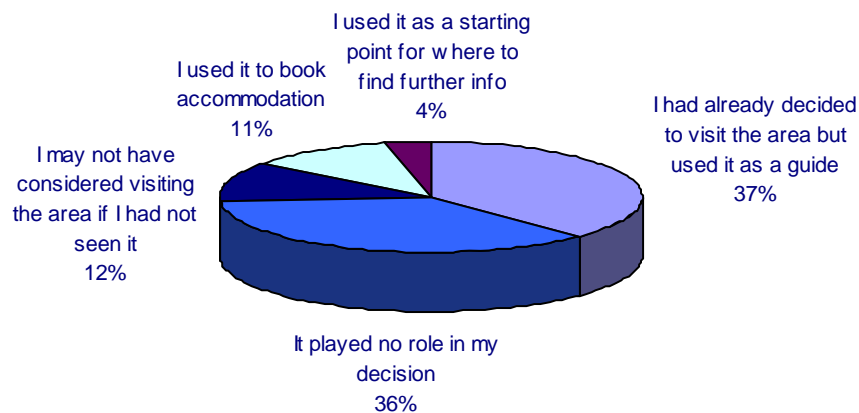
All Information Sources: Over a quarter of respondents did not consider themselves influenced by any particular information source; this was a substantially higher proportion than that observed over DCC Dorset as a whole (11%). Weymouth respondents also demonstrated a lower level of internet use and reliance on the recommendation of friends and family, (figure 3.4).

Figure 3.4: All Information Sources



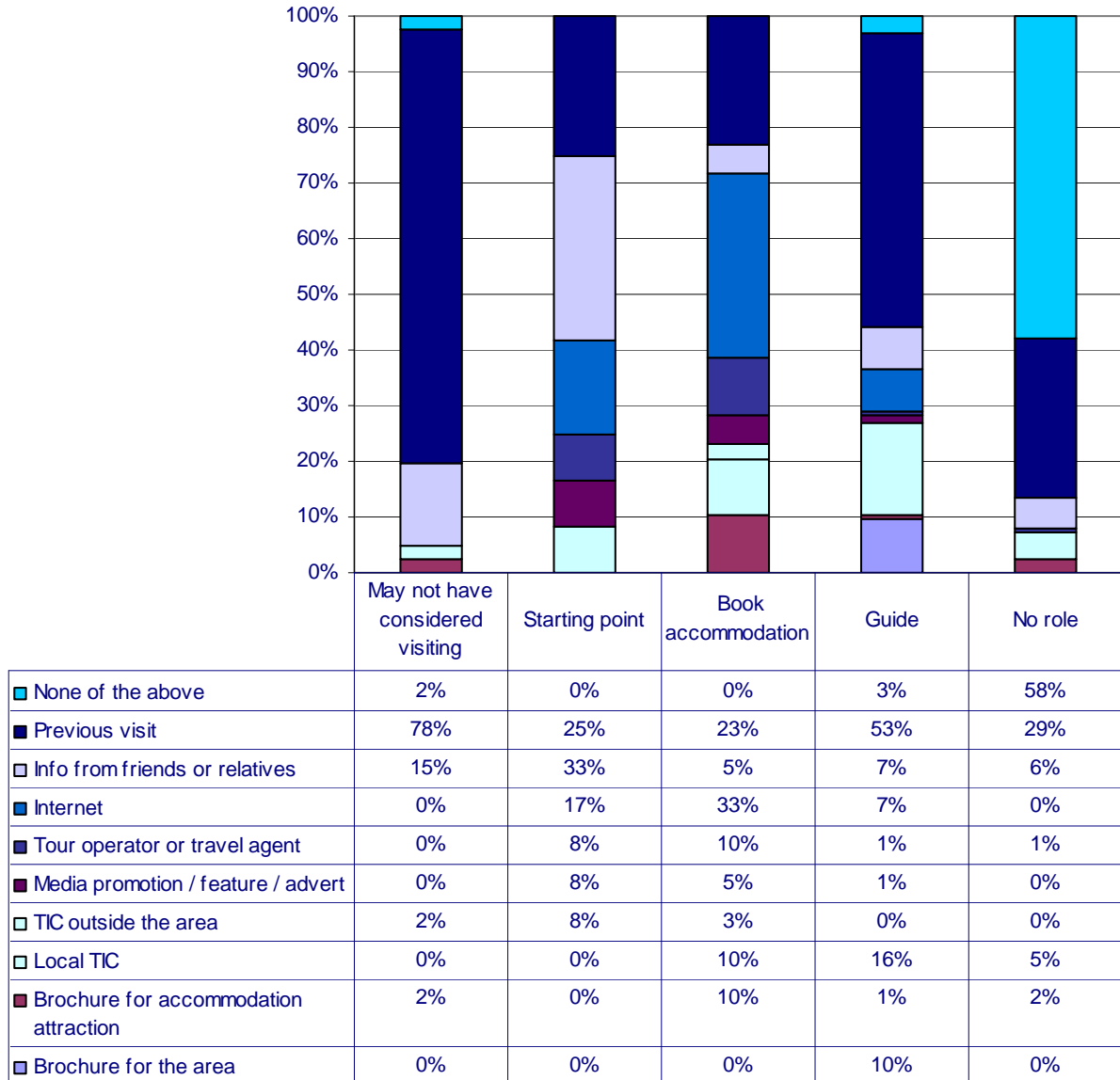
Role of Information Source in decision to visit: 73% of respondents reported that they would have visited the area regardless of any information that they received. 12% of respondents reported that they would not have visited the area if they had not received information on it, (figure 3.5).

Figure 3.5: Role of Information Source



Role of specific information sources in respondents' decision to visit: Over three quarters of respondents who may not have visited the area if they had not received information on it sourced their most influential information from a previous visit. A third of respondents indicated that they used the information they sourced on the internet to book their accommodation, (figure 3.6).

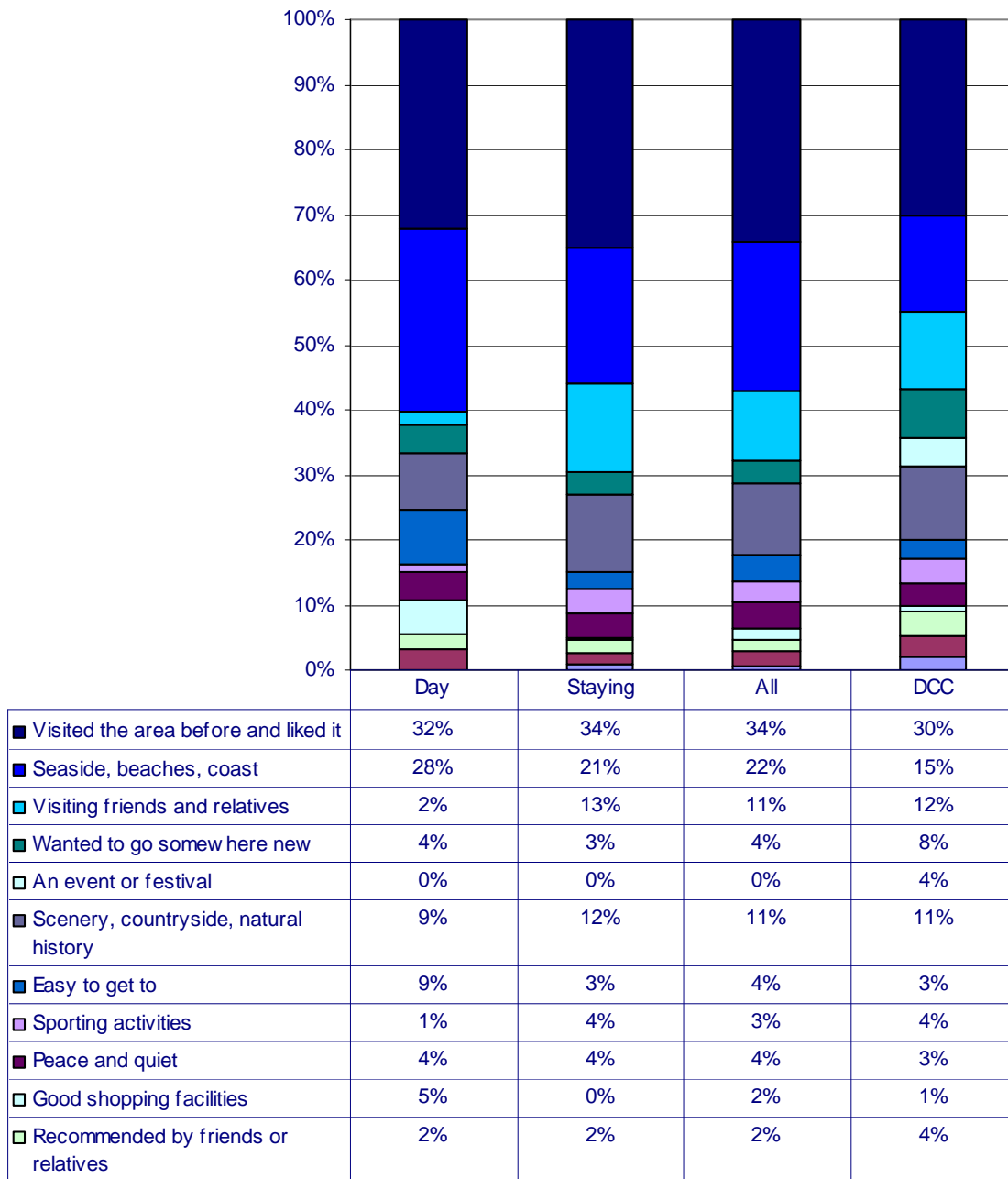
Figure 3.6: Role of Information Source analysed by specific information source.



Section 4: Motivation

Main motivation: Respondents were most frequently motivated to visit the Weymouth area by a previous visit (34%) or the coast (22%). A larger proportion of staying visitors were motivated to come to Weymouth to visit friends and family in the area (13%) than day visitors (2%), (figure 4.1).

Figure 4.1. Main Motivation for visiting



All Motivations for Visiting: The seaside, beaches and coast (72%) and the scenery, countryside and natural history (53%) were the main motivators for visitors to the area, regardless of visit type, (figure 4.2). Day visitors were more likely to have been motivated to visit the area by the ease of access and good shopping facilities than staying visitors, (figure 4.3). The seaside, beaches and coast were stronger motivators for Weymouth visitors than for visitors to DCC Dorset as a whole (figure 4.4).

Figure 4.2: Motivations for Visiting Weymouth

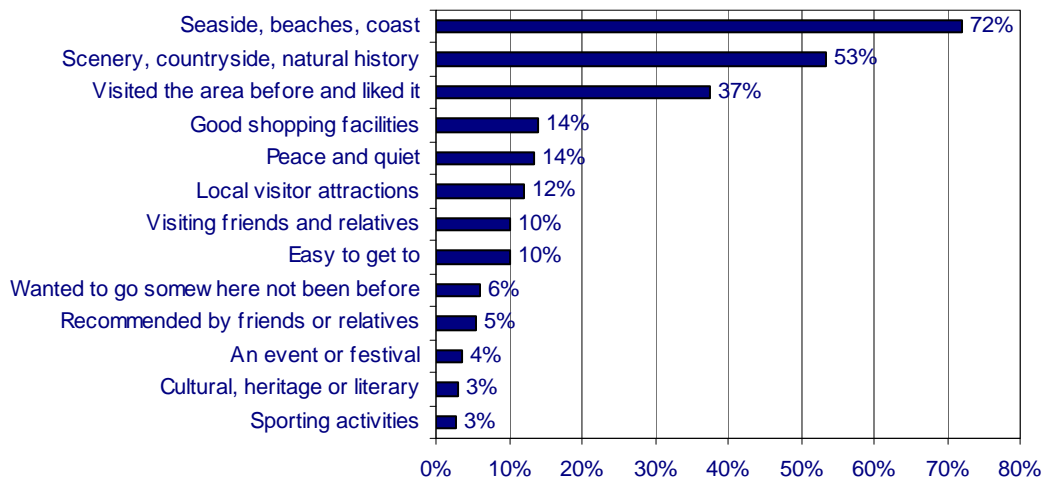


Figure 4.3: All Motivations for visiting Day Visitor / Staying Visitor comparison

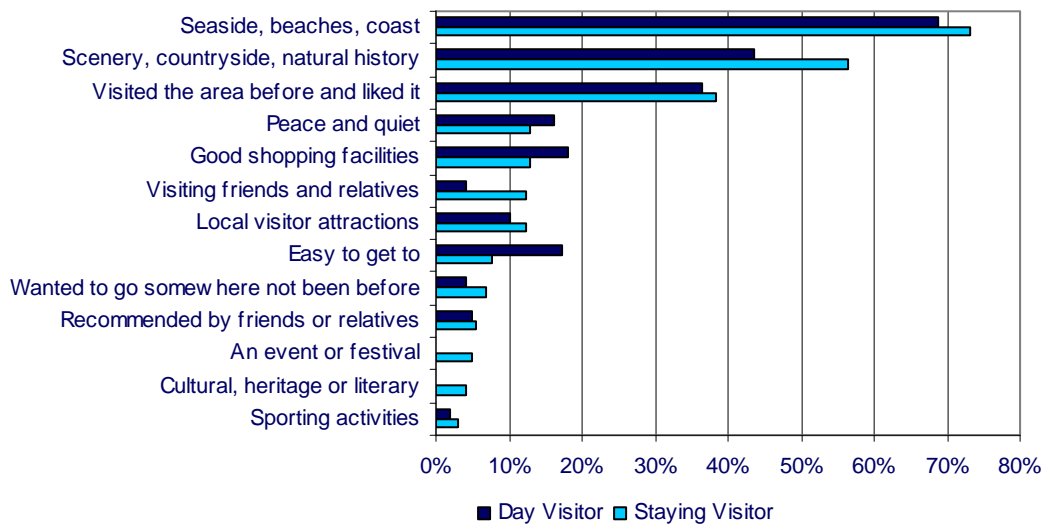
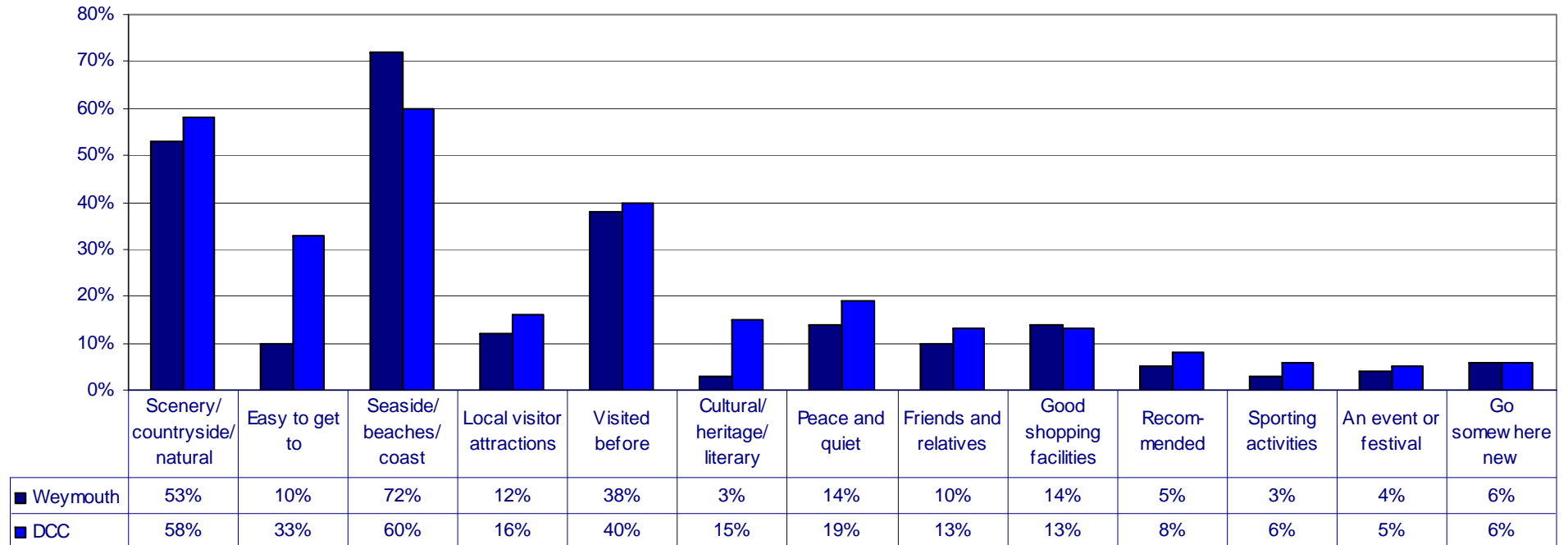


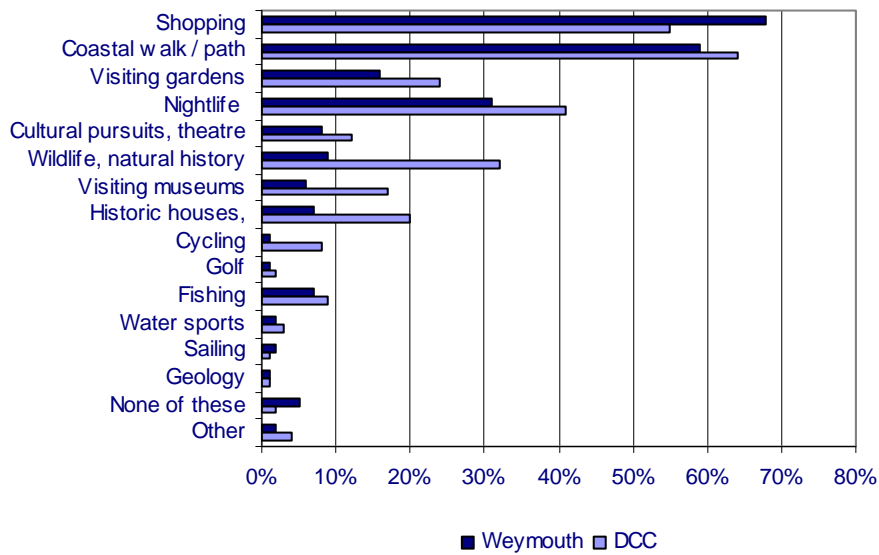
Figure 4.4: All motivations for visiting Weymouth/DCC comparisons



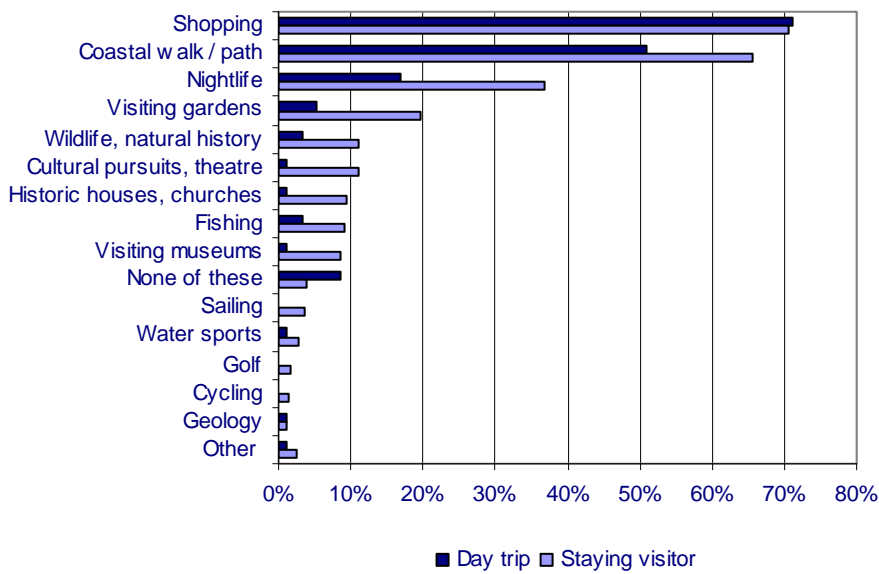
Section 5: Activities

Activities: The majority of visitors participated in shopping and a coastal walk whilst on their trip. Weymouth respondents generally participated in fewer activities than respondents over DCC Dorset as a whole, (figure 5.1). Staying visitors participated in all activities, with the exception of shopping, more frequently than day visitors, (figure 5.2).

Figure 5.1: Activities



**Figure 5.2: Activities
Day / Staying Comparison**



Areas visited: The majority of respondents visited large coastal resorts whilst in the area, a further 49% visited small coastal resorts. Only 5% of Weymouth visitors reported visiting the New Forest, (figure 5.3). A higher proportion of day visitors also visited other large coastal resorts than staying visitors. Staying visitors demonstrated a higher tendency to visit the countryside than day visitors, (figure 5.4).

Figure 5.3: Areas around the area visited

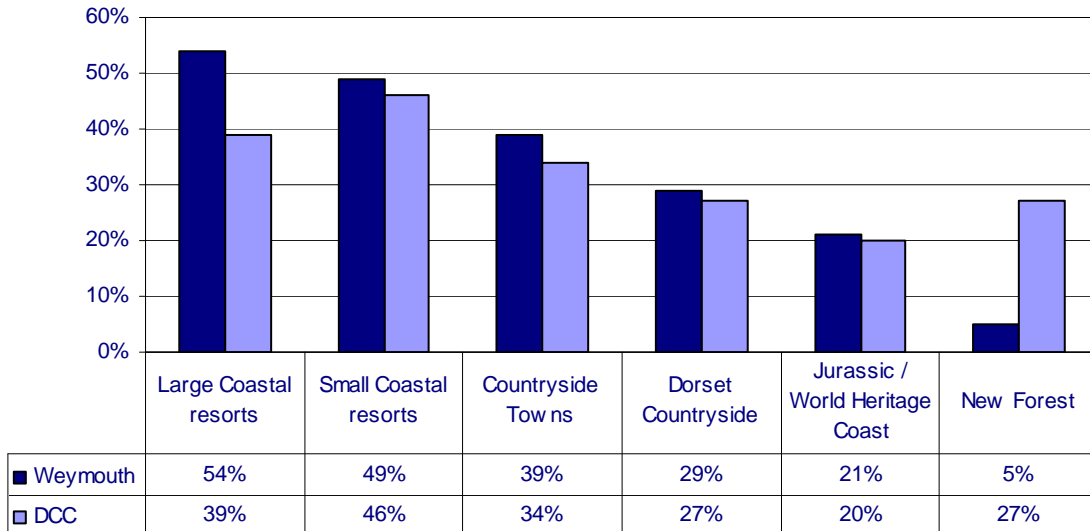
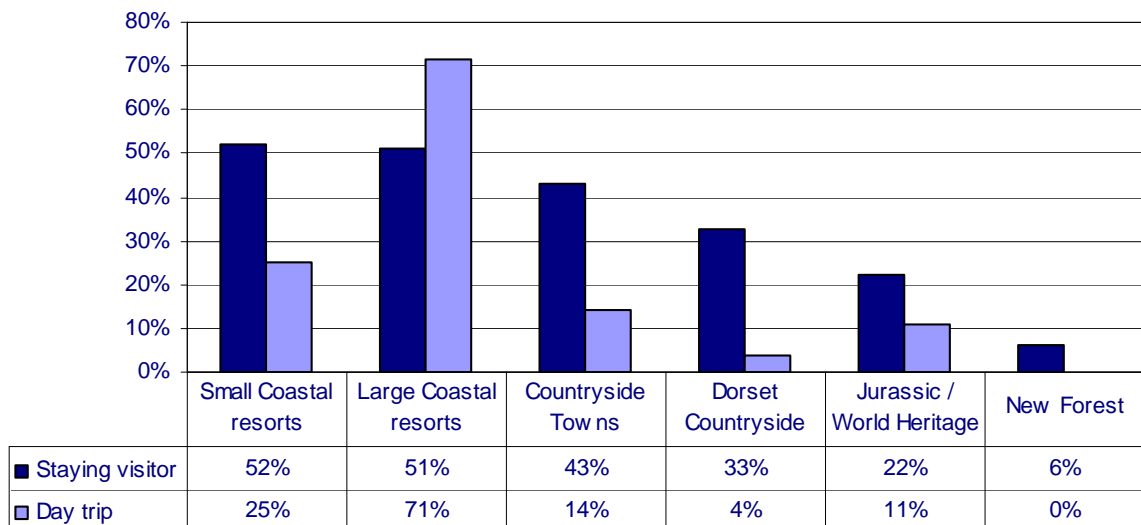
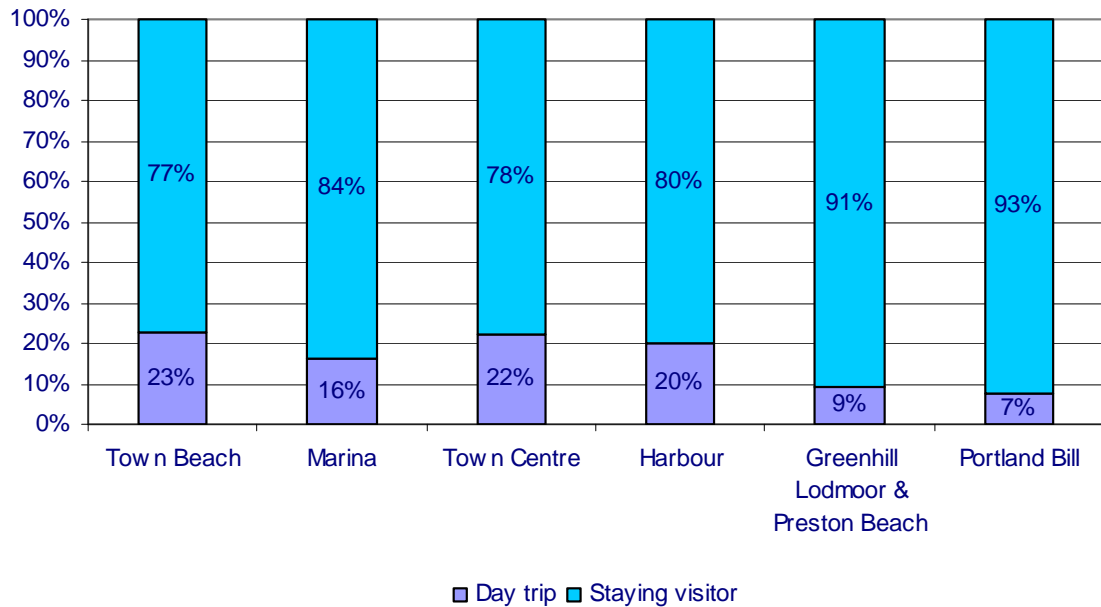


Figure 5.4: Areas around the area visited
Day / Staying Comparison



Areas visited within Weymouth: The majority of respondents visited the Town Beach (86%), the Town Centre (85%), the Harbour (73%) and the Marina (60%) during their time in Weymouth, (figure 5.5).

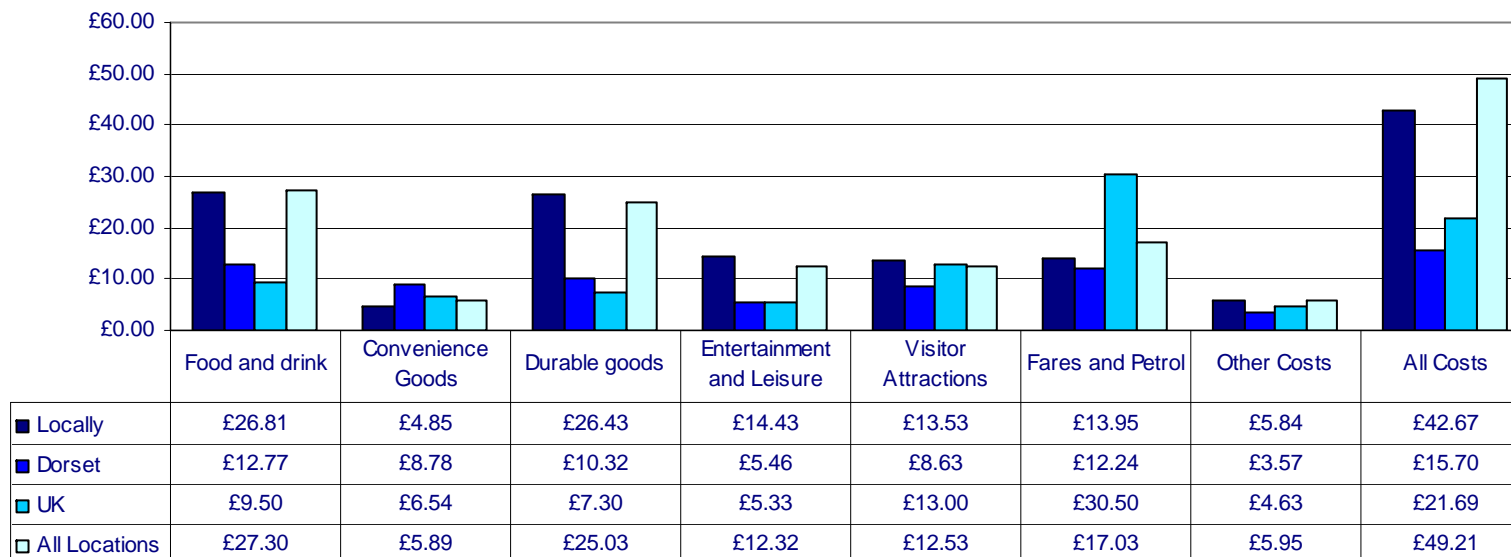
Figure 5.5: Areas visited within the Weymouth area.



Section 6: Expenditure

Average expenditure: On average, per group who spent money in that category and location, respondents spent the most locally (in the locale of Weymouth and Portland) (£42.67). All figures in regards to expenditure are an average per group. Respondents spent the most on food and drink (£27.30) and durable goods (£25.03), and the least on convenience goods (£5.89) and other costs (£5.95), (figure 6.1). All locations refer to average expenditure per group of those respondents who spent money in any location.

Figure 6.1: Average Expenditure



Food and drink

Food or drink bought for consumption at the time or in the near future for example a meal in a restaurant.

Convenience goods

Every day shopping items such as newspapers or toiletries for example.

Durable goods

Tangible products that have an average life of at least three years for example a vacuum cleaner or clothes.

Entertainment and leisure

Use of facilities such as cinemas or sports centres.

Visitor attractions

Visits to visitor attractions.

Fares and petrol

Expenditure related to the immediate journey.

Other costs

All other costs that are not covered by the previous categories.

Day visitor expenditure: Day visitors spent 28% of their total group spend on durable goods and a further 22% on food and drink, (figure 6.2). Weymouth visitors spend less, on average, than other DCC visitors, spending notably less on entertainment and leisure, (figure 6.3).

Figure 6.2: Day Visitor Average group daily expenditure distribution

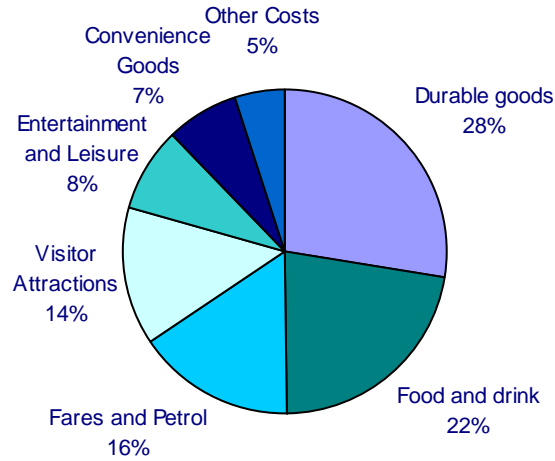
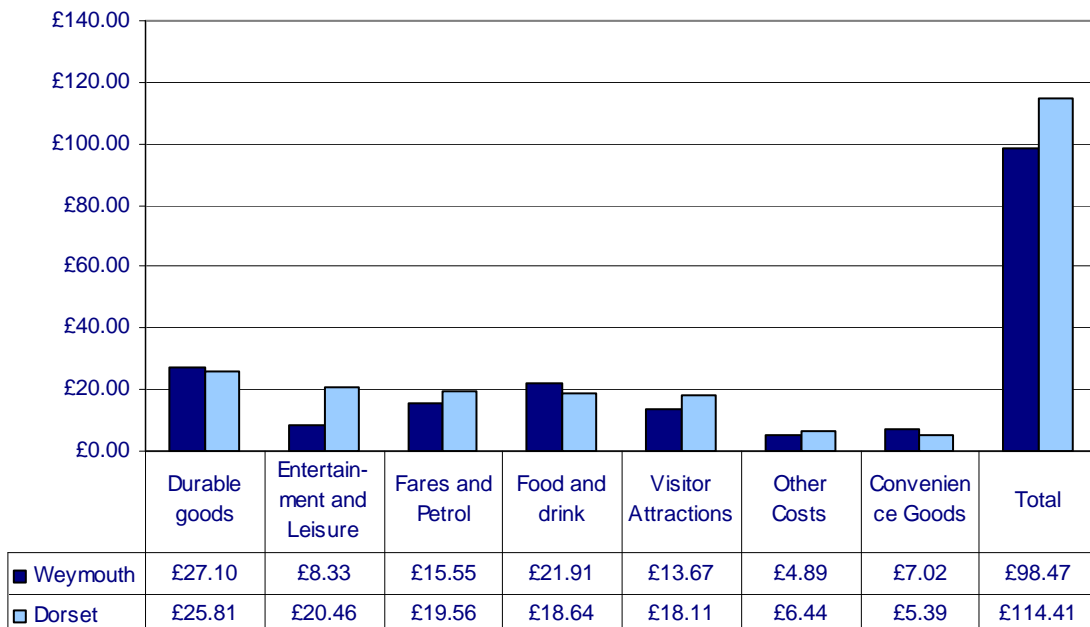


Figure 6.3: Day visitor group expenditure Weymouth / DCC Dorset Comparison



Staying Visitor Expenditure: Staying visitors spent the largest proportion of their daily group spend on food and drink (24%) and accommodation (19%), (figure 6.4). Weymouth staying visitors spent less on average than DCC Dorset staying visitors, spending less on all types of goods, except food and drink and other costs, (figure 6.5).

Figure 6.4: Staying Visitor Average daily group expenditure distribution

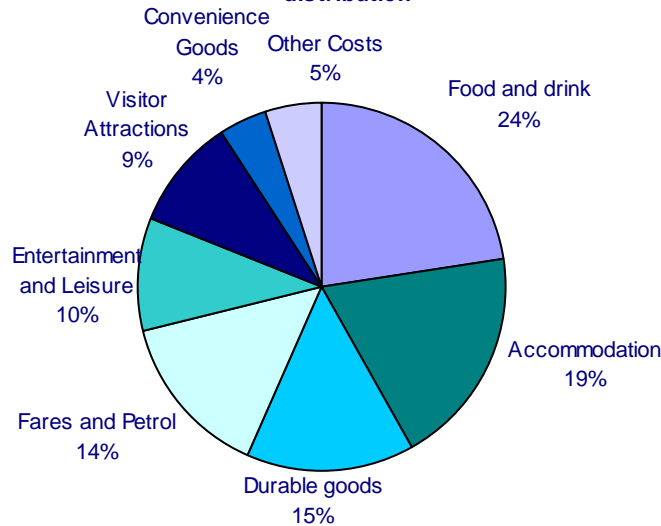
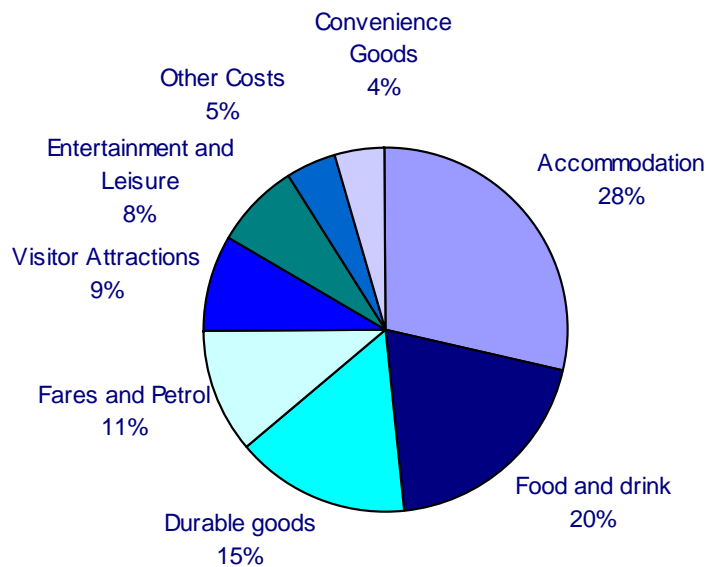
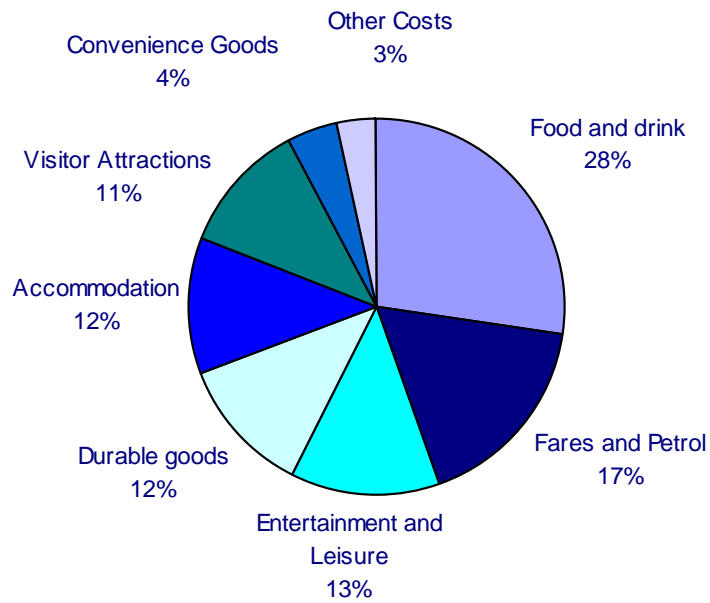


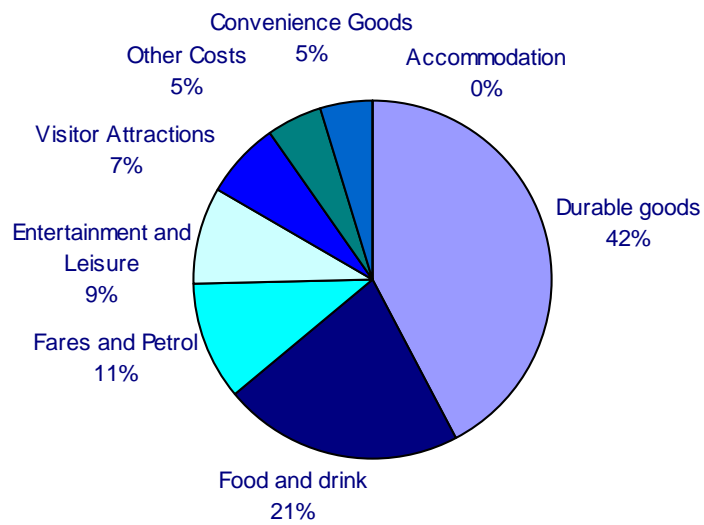
Figure 6.4a: Staying Visitor Group Expenditure. Serviced Accommodation



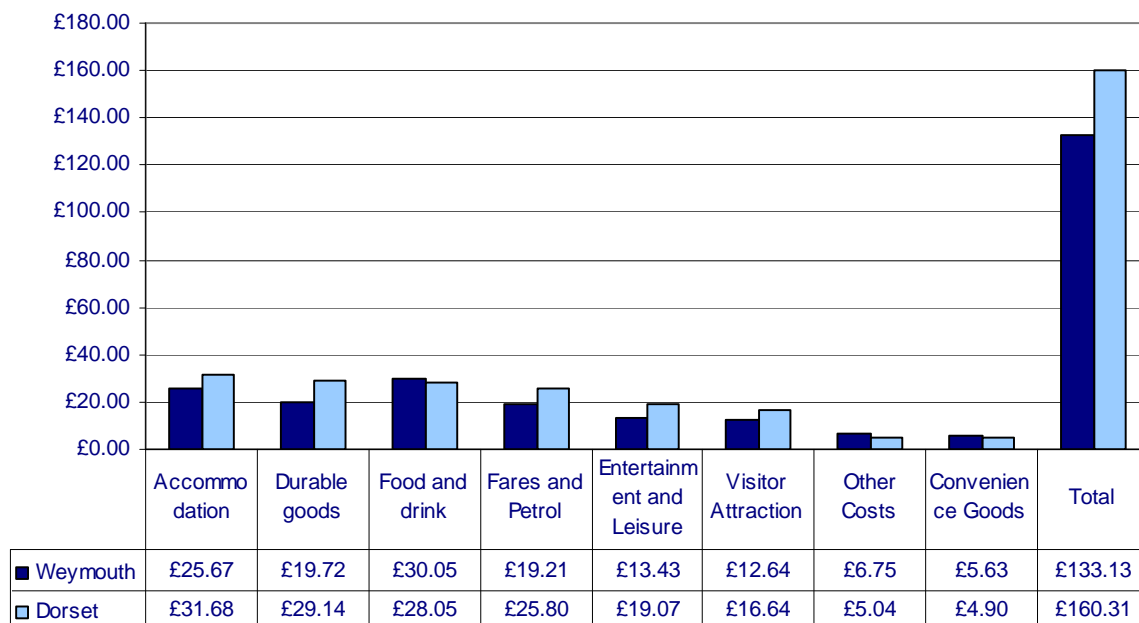
**Figure 6.4b: Staying Visitor Group Expenditure.
Non-Serviced Accommodation**



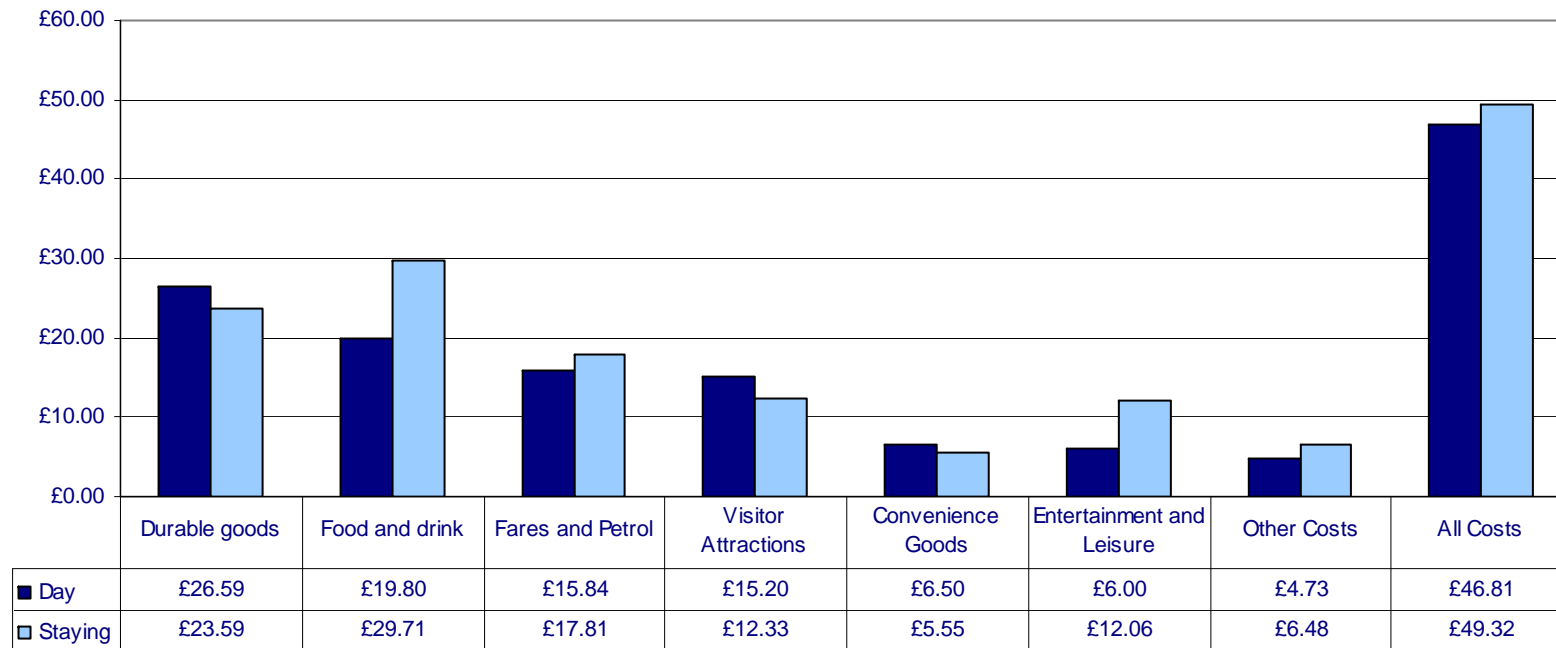
**Figure 6.5: Staying visitor group expenditure.
Friends and relatives/ second home.**



**Figure 6.5: Day visitor group expenditure
Weymouth / DCC Dorset Comparison**



**Figure 6.6: Visitor group expenditure
Day / Stay Comparison exc. accommodation**



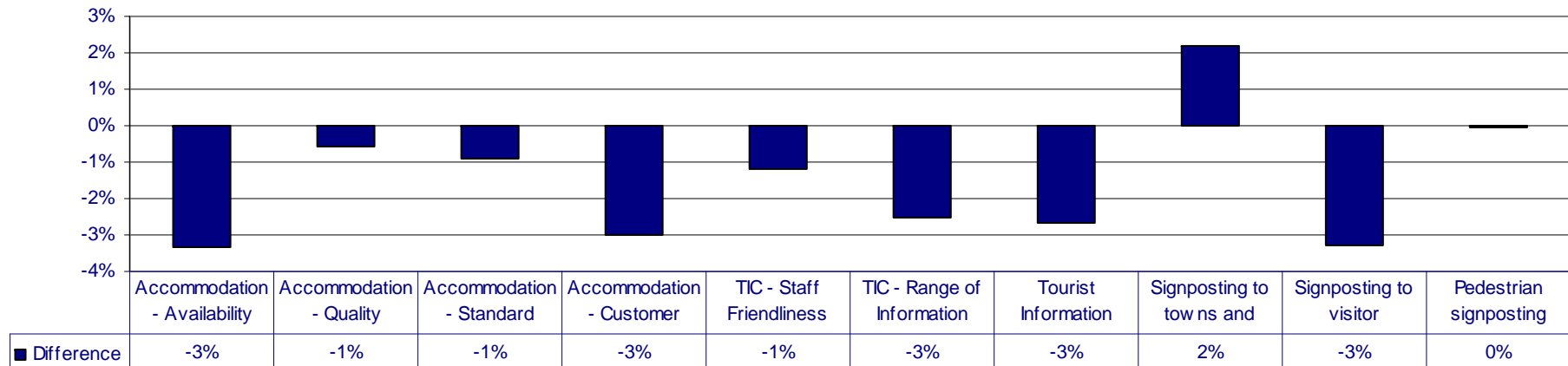
Section 7: Visitor facilities and services

Visitor Facilities: On average all visitor facilities and services were rated as good. Over 90% of respondents rated their experience in their accommodation, including availability, quality, standards and customer service as good or very good. Over 90% of respondents also rated their experience with Tourist Information Centres, Information Boards and Signposting as good or very good, (figure 7.1). Although still high the majority of ratings received were marginally lower than received by DCC Dorset as a whole, (figure 7.2).

Table 7.1: Visitor Facilities						
Base: All (1503)	Very Good (5)	Good (4)	Neither good nor poor (3)	Poor (2)	Very poor (1)	Average
Availability of accommodation	45%	47%	6%	2%	0%	4.34
Quality of accommodation	49%	43%	6%	2%	0%	4.38
The standard of facilities at your accommodation	42%	51%	6%	1%	0%	4.33
Customer service received at your accommodation	43%	50%	6%	0%	1%	4.33
Staff friendliness at the TIC	48%	48%	3%	1%	0%	4.43
Range of information at the TIC	51%	45%	2%	1%	0%	4.47
Provision of tourist information boards	27%	65%	6%	2%	0%	4.16
Signposting to towns and villages	21%	73%	4%	2%	0%	4.13
Signposting to visitor attractions	22%	72%	5%	1%	0%	4.15
Pedestrian signposting within towns	21%	73%	5%	1%	0%	4.14

Table 7.2: Average ratings						
	Weymouth		DCC		Difference	
	Average	%	Average	%	Average	%
Accommodation - Availability	4.34	87%	4.51	90%	-0.17	-3%
Accommodation - Quality	4.38	88%	4.41	88%	-0.03	-1%
Accommodation - Standard of facilities	4.33	87%	4.38	88%	-0.04	-1%
Accommodation - Customer service	4.33	87%	4.48	90%	-0.15	-3%
TIC - Staff Friendliness	4.43	89%	4.49	90%	-0.06	-1%
TIC - Range of Information	4.47	89%	4.59	92%	-0.13	-3%
Tourist Information Board	4.16	83%	4.30	86%	-0.13	-3%
Signposting to towns and villages	4.13	83%	4.02	80%	0.11	2%
Signposting to visitor attractions	4.15	83%	4.32	86%	-0.16	-3%
Pedestrian signposting within towns	4.14	83%	4.14	83%	-0.00	-0%

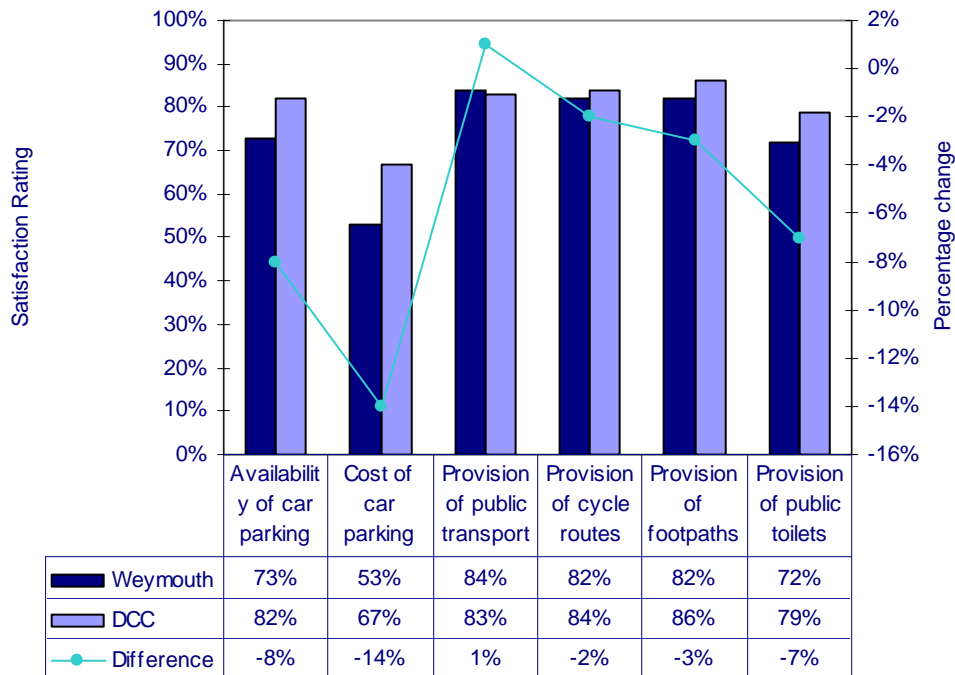
Figure 7.2: Visitor Facilities
DCC/Weymouth average rating comparison



Public Services: The majority of respondents rated the provision of public transport, cycle routes and footpaths as good or very good. The majority of respondents rated the availability of car parking and the provision of public toilets as good although some respondents did rate them as poor or very poor. 48% of respondents rated the cost of car parking as poor or very poor. Respondents were substantially less satisfied with the availability and cost of car parking in Weymouth than respondents across DCC Dorset generally, (figure 7.3).

Base: All (1503)	Very Good (5)	Good (4)	Neither good nor poor (3)	Poor (2)	Very poor (1)	Average
Availability of car parking	21%	52%	8%	12%	8%	3.67
Cost of car parking	6%	27%	19%	19%	29%	2.64
Provision of public transport	32%	63%	3%	3%	1%	4.22
Provision of cycle routes	22%	69%	6%	2%	2%	4.09
Provision of footpaths	16%	81%	2%	0%	0%	4.12
Provision of public toilets	12%	58%	15%	11%	5%	3.59

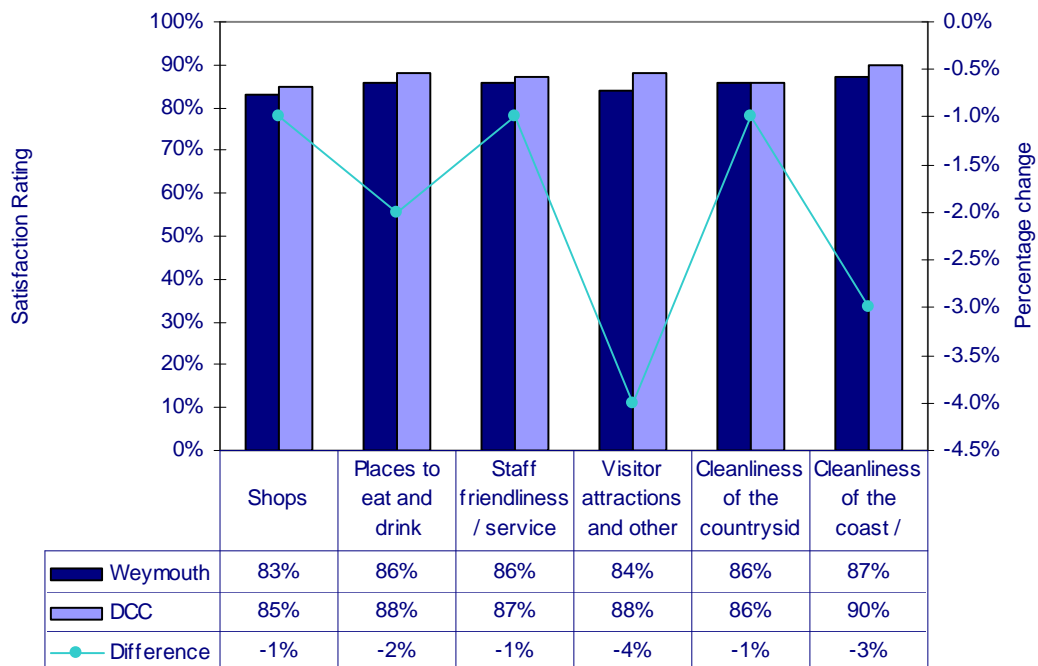
Figure 7.3: Average Ratings - Public Services



Facilities within the area as a whole: Over 90% of respondents rated the shops, the places to eat and drink, the staff friendliness and the visitor attractions as good or very good. The cleanliness of the countryside and coast were also rated as good or very good by over 90% of respondents, (figure 7.4).

Base: All (1503)	Very Good (5)	Good (4)	Neither good nor poor (3)	Poor (2)	Very poor (1)	Average
Shops	28%	63%	7%	1%	1%	4.17
Places to eat and drink	36%	60%	3%	1%	1%	4.30
Staff friendliness / service received	35%	62%	3%	1%	0%	4.31
Visitor attractions and other places to visit	26%	70%	3%	1%	0%	4.20
Cleanliness - countryside	36%	58%	4%	2%	0%	4.29
Cleanliness - coast / beaches	41%	54%	4%	1%	0%	4.36

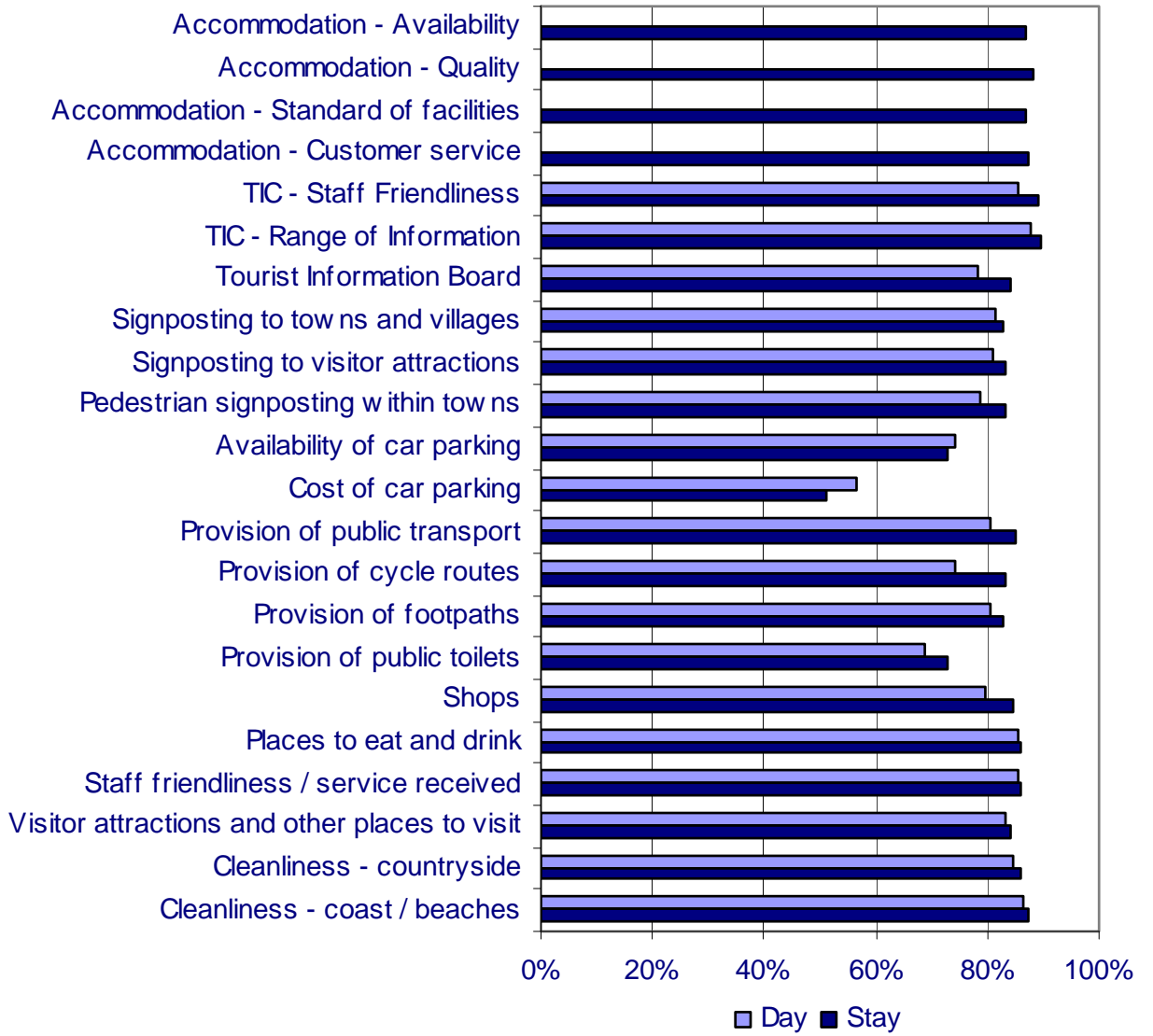
Figure 7.4: Average Ratings - Facilities as a whole



DCC Dorset and Weymouth Average ratings comparison: Although still high Weymouth received marginally lower ratings in general than DCC Dorset as a whole, particularly in respect to parking and public toilets. Ratings were consistent regardless of visit type, (figure 7.5).

Table 7.5: Average Ratings: All Facilities - DCC/Weymouth comparisons						
Base: All (419)	Weymouth		DCC Dorset		Difference	
Availability of accommodation	4.34	87%	4.51	90%	-0.2	-3%
Quality of accommodation	4.38	88%	4.41	88%	0.0	-1%
The standard of facilities at your accommodation	4.33	87%	4.38	88%	0.0	-1%
Customer service received at your accommodation	4.33	87%	4.48	90%	-0.1	-3%
Staff friendliness at the TIC	4.43	89%	4.49	90%	-0.1	-1%
Range of information at the TIC	4.47	89%	4.59	92%	-0.1	-3%
Provision of tourist information boards	4.16	83%	4.30	86%	-0.1	-3%
Signposting to towns and villages	4.13	83%	4.02	80%	0.1	2%
Signposting to visitor attractions	4.15	83%	4.32	86%	-0.2	-3%
Pedestrian signposting within towns	4.14	83%	4.14	83%	0.0	0%
Availability of car parking	3.67	73%	4.08	82%	-0.4	-8%
Cost of car parking	2.64	53%	3.34	67%	-0.7	-14%
Provision of public transport	4.22	84%	4.17	83%	0.1	1%
Provision of cycle routes	4.09	82%	4.21	84%	-0.1	-2%
Provision of footpaths	4.12	82%	4.29	86%	-0.2	-3%
Provision of public toilets	3.59	72%	3.94	79%	-0.3	-7%
Shops	4.17	83%	4.23	85%	-0.1	-1%
Places to eat and drink	4.30	86%	4.39	88%	-0.1	-2%
Staff friendliness / service received	4.31	86%	4.36	87%	-0.1	-1%
Visitor attractions and other places to visit	4.20	84%	4.38	88%	-0.2	-4%
Cleanliness - countryside	4.29	86%	4.32	86%	0.0	-1%
Cleanliness - coast / beaches	4.36	87%	4.51	90%	-0.2	-3%

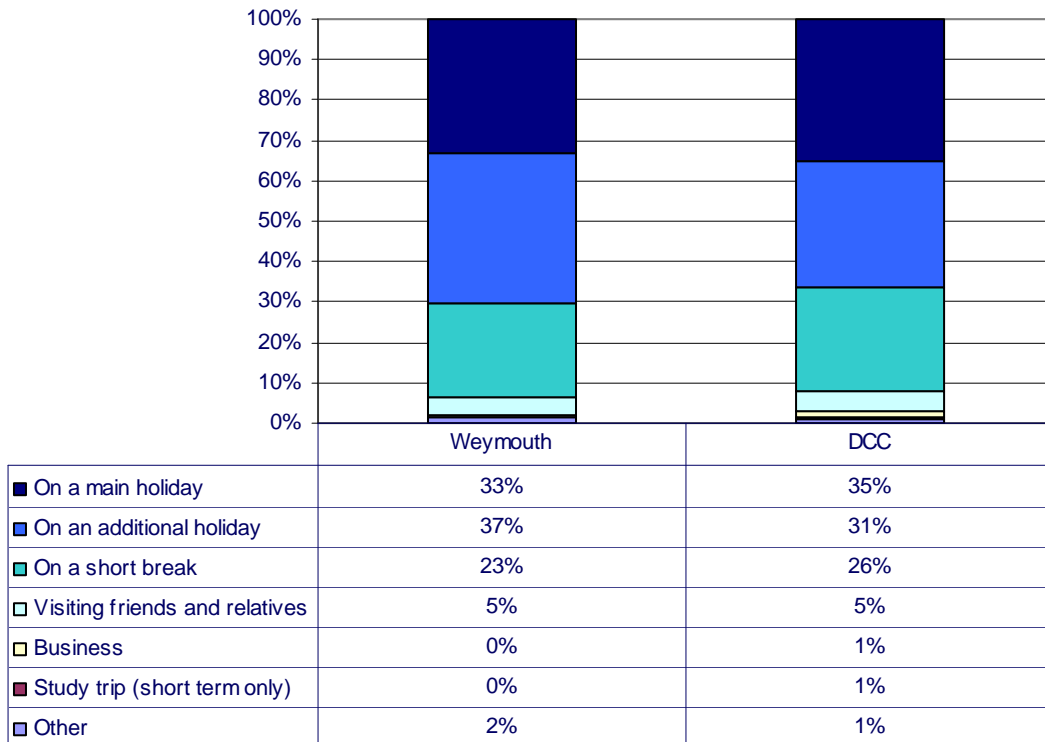
**Figure 7.5 : Average ratings
Day/Staying comparison**



Section 8: Accommodation

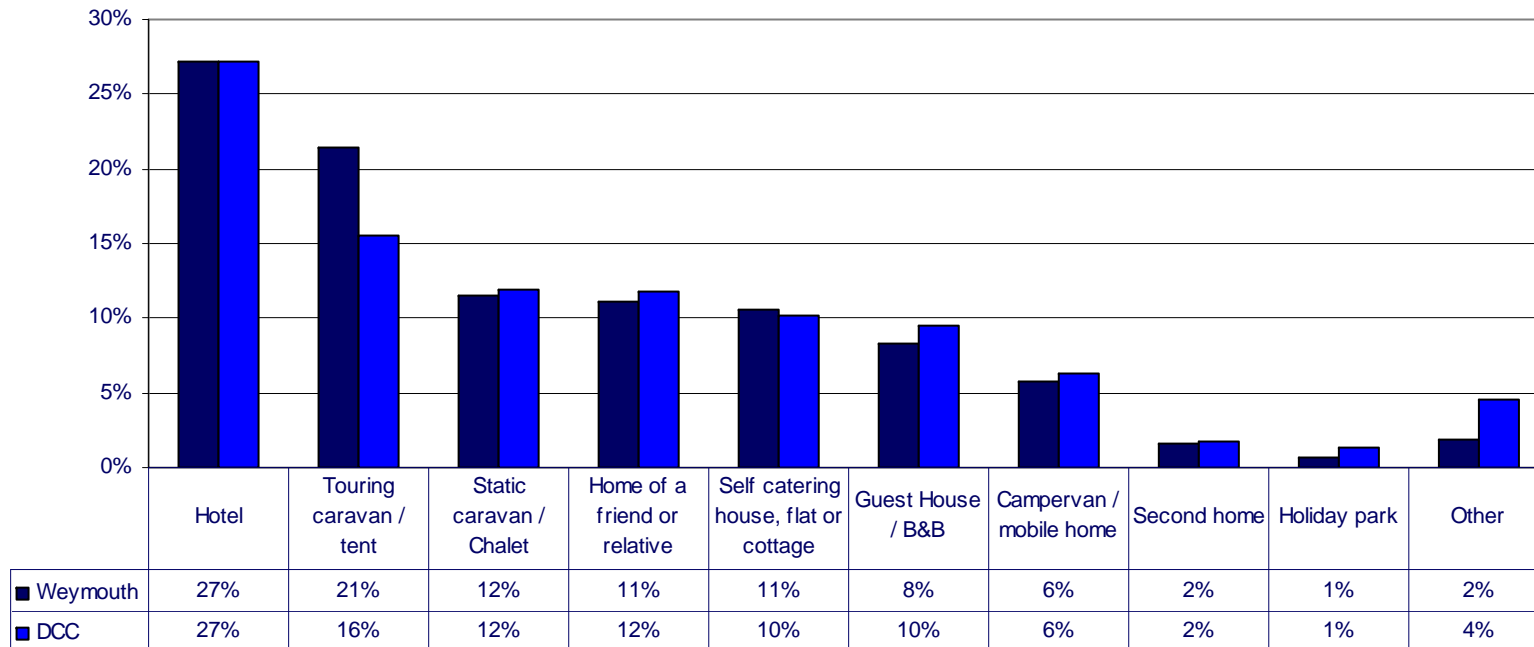
Holiday Type: Respondents were most frequently visiting Weymouth on their main holiday (33%) or on an additional holiday (37%). A larger proportion of respondents were visiting on an additional holiday than was observed over DCC Dorset (31%), (figure 8.1).

Figure 8.1: Holiday Type



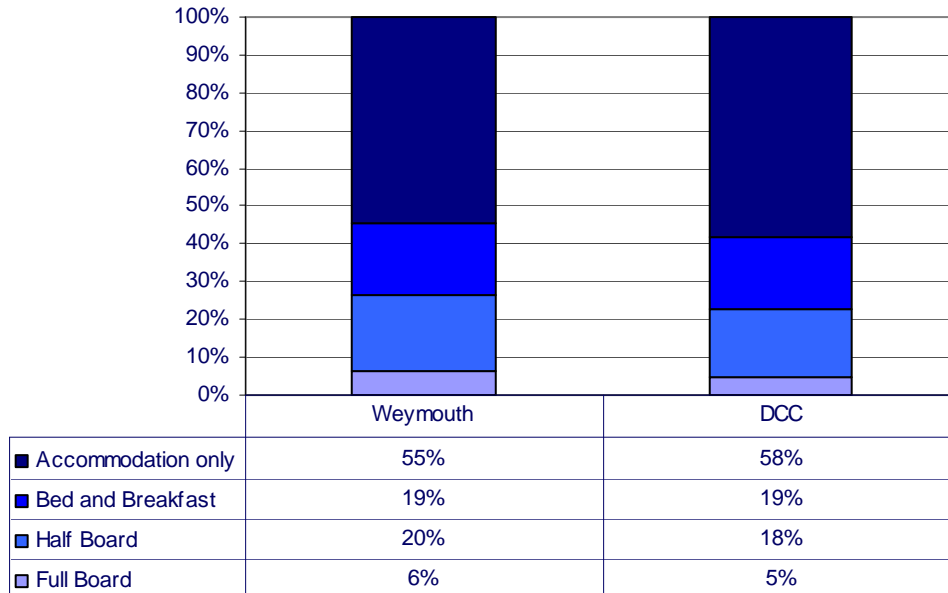
Accommodation Type: Respondents were most frequently staying in a Hotel (27%) or a touring caravan or tent (21%), (figure 8.2).

Figure 8.2: Accommodation Type



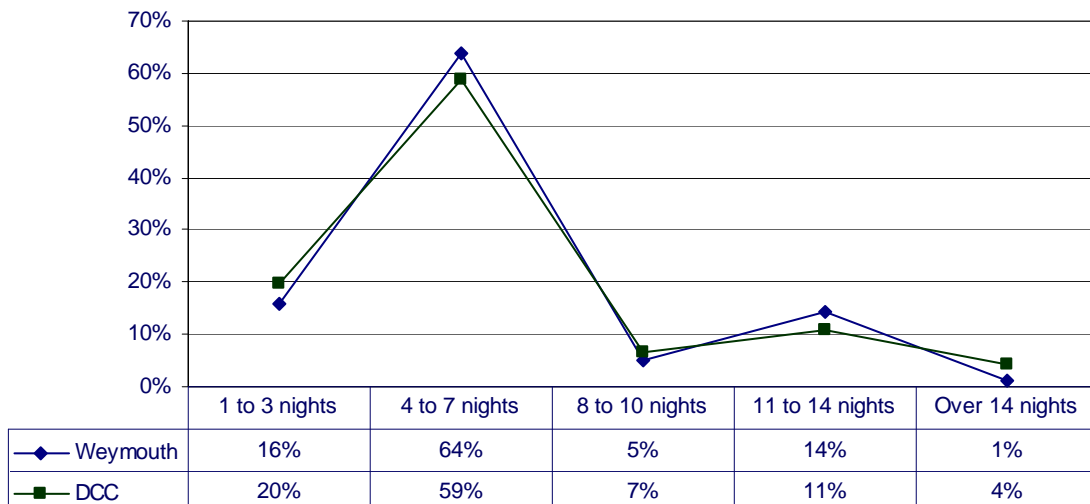
Accommodation Basis: Respondents most frequently stayed on an accommodation only basis (55%), (figure 8.3).

Figure 8.3: Accommodation Basis



Length of stay: Respondents spent an average of 7 nights in the Weymouth area, (figure 8.4).

Figure 8.4: Length of Stay



Booking Accommodation: 85% of respondents booked their accommodation in advance. Accommodation was most frequently booked between the months of May and August (62%), (figure 8.5). Respondents most frequently booked their accommodation directly through their accommodation provider, (figure 8.6).

Figure 8.5: Month of Booking

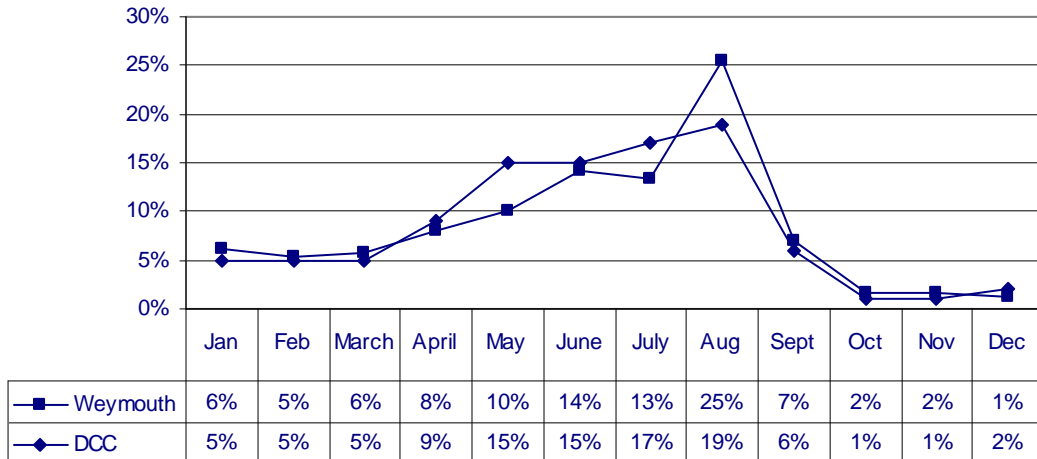
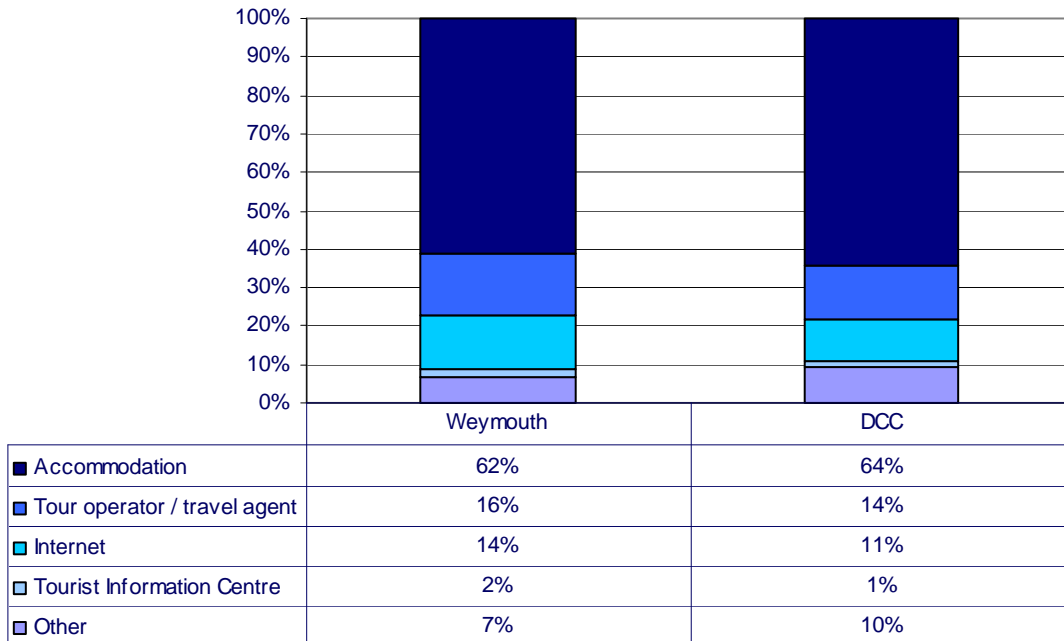


Figure 8.6: Method of Booking



Section 9: Visitor Demographics

Origin of Visitors: 97% of respondents were visiting from another UK location. Weymouth received 6% less overseas visitors than the DCC average of 9%, (figure 9.1). UK visitors most frequently originated from the South West or the South East, (figure 9.2). Overseas visitors most frequently originated from Germany, (figure 9.3).

Figure 9.1: Origin of Respondents

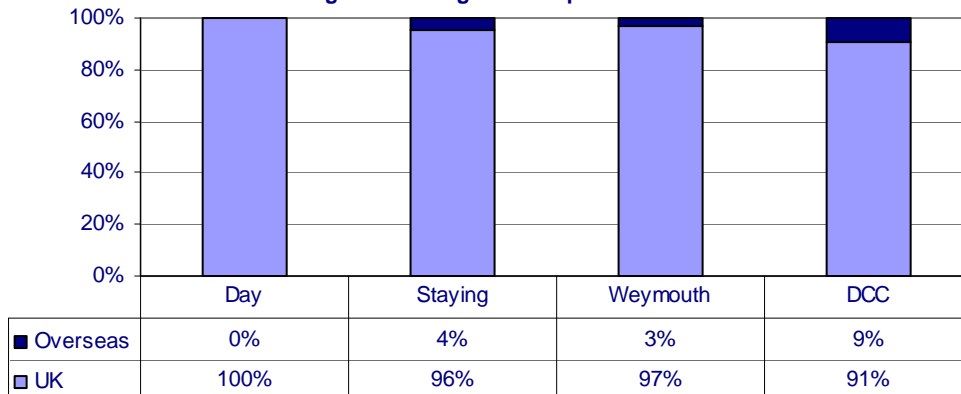


Figure 9.2: UK Visitor Origin

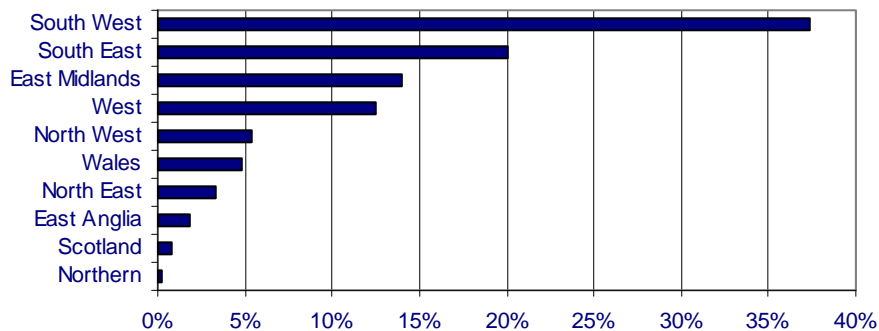
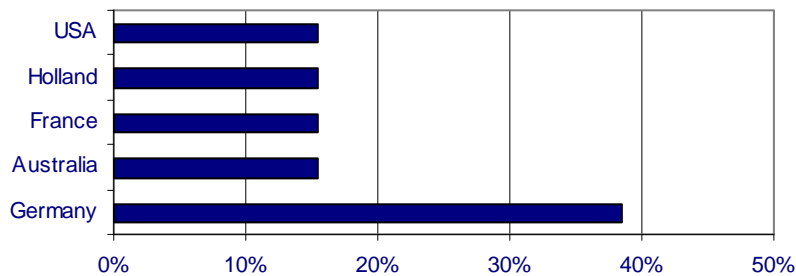
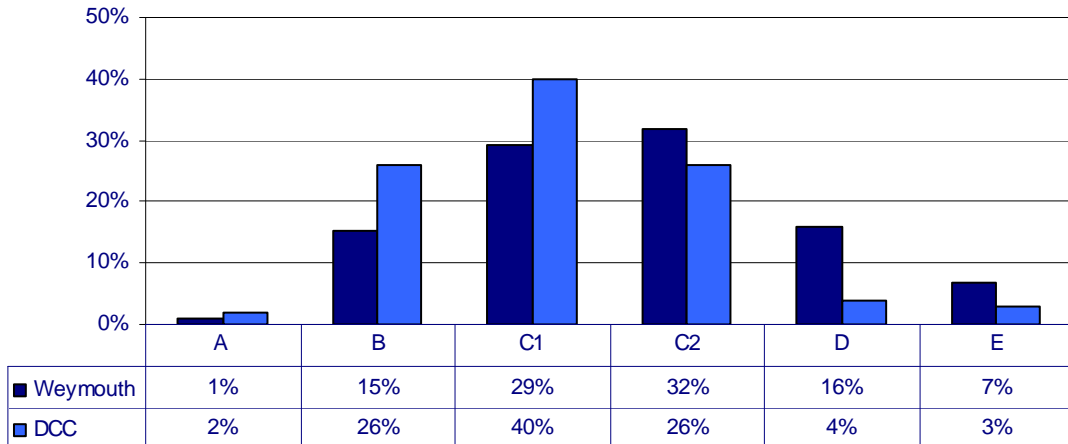


Figure 9.3: Non-UK visitor Origin



Socio-economic grouping: 52% of respondents reported being retired, the average over DCC Dorset was 36%. The majority of respondents visiting the Weymouth area were categorised as belonging to either the C1 or C2 socio-economic groups (61%), (figure 9.4).

Figure 9.4. Socio-Economic Group
Weymouth/DCC Comparisons



Group Type: Respondents most frequently visited the area in a group of two adults with no children; this was consistent with the trend observed over DCC Dorset as a whole, (figure 9.5). Staying visitors demonstrated a higher tendency to visit as part of an adult only group, (figure 9.6).

Figure 9.5: Group Type

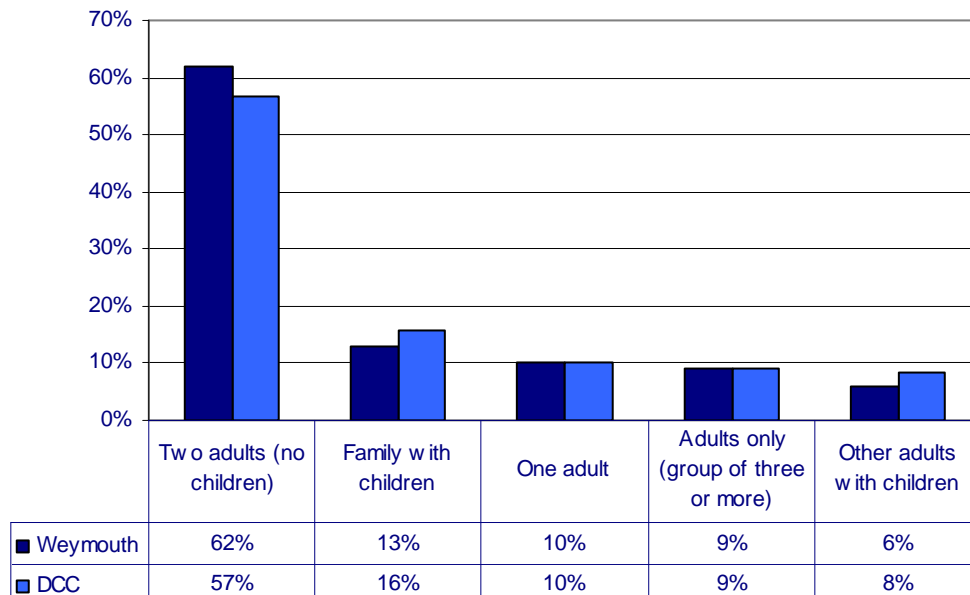
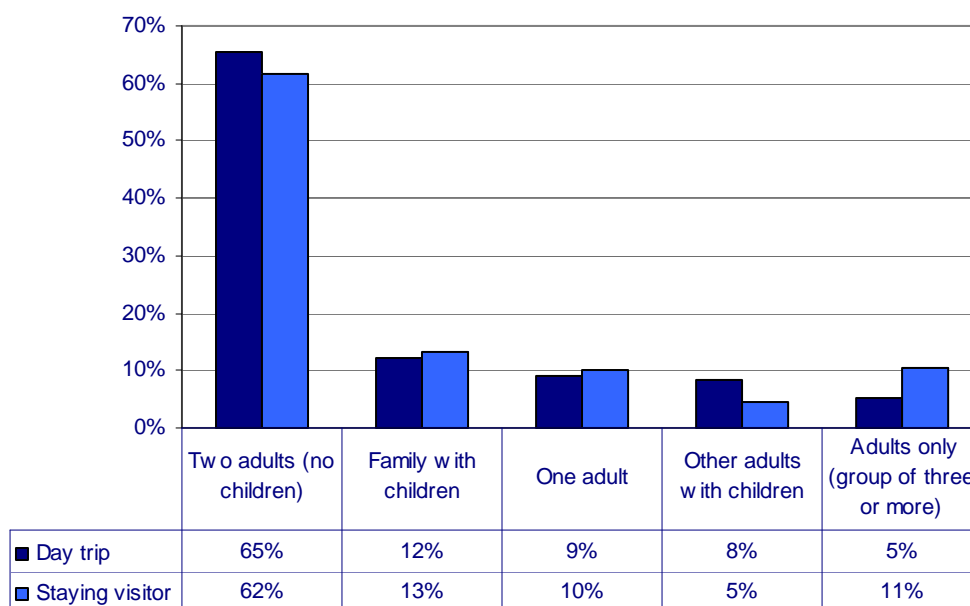


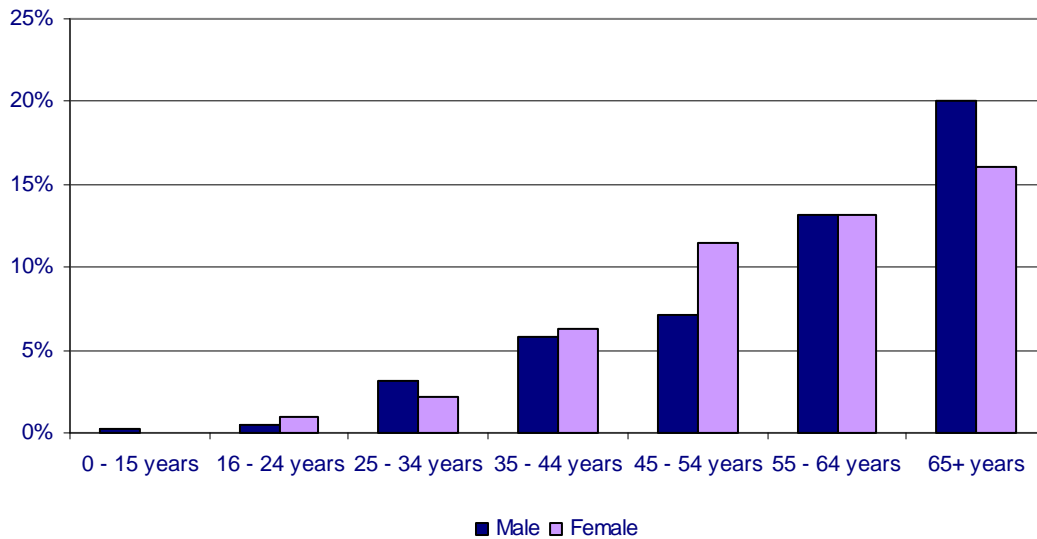
Figure 9.6: Group Type



Age and Gender of respondent: Respondent demographics show an equal split of male and female primary respondents. The distribution of respondents is consistent with a random sampling technique and is consistent with the visitor profile of the area. In accordance with the methodology no respondents under the age of 16 were interviewed, (table and figure 9.7).

Table 9.7: Age and Gender of Respondent						
Base: All (1503)	Male		Female		ALL	
	f	Valid %	f	Valid %	f	Valid %
0 - 15 years	0	0.0%	0	0.0%	0	0.0%
16 - 24 years	2	0.5%	4	1.0%	6	1.4%
25 - 34 years	13	3.1%	9	2.2%	22	5.3%
35 - 44 years	24	5.7%	26	6.2%	50	12.0%
45 - 54 years	30	7.2%	48	11.5%	78	18.7%
55 - 64 years	55	13.2%	55	13.2%	110	26.3%
65+ years	84	20.1%	67	16.0%	151	36.1%
Total (Valid: Single Code)	209	50.0%	209	50.0%	418	100.0%
(0) Missing Values	209	N/A	209	N/A	1	N/A
Total (Base)	418	N/A	418	N/A	419	N/A

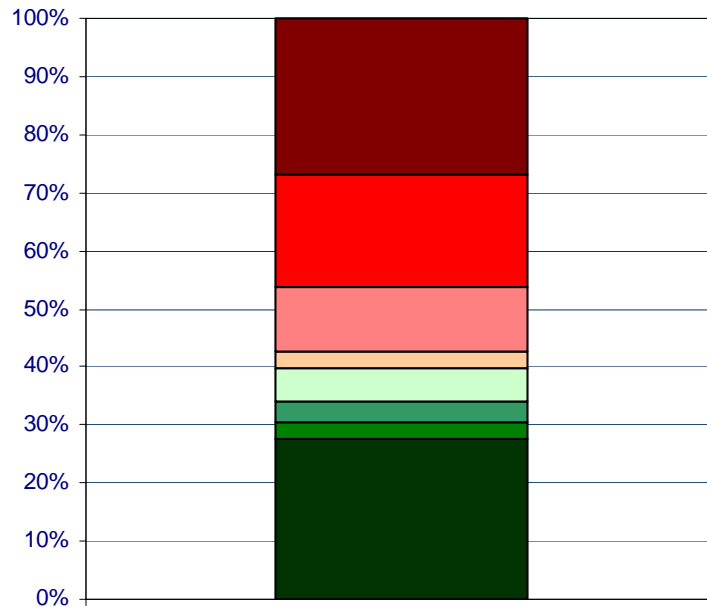
Figure 9.7: Age and gender of respondent



Section 10: Additional Issues

Any other comments received were most frequently of a generally positive nature (29%). Negative comments most frequently referred to concerns over car parking availability and cost, and concerns over the cleanliness of public facilities.

Figure 10.1: Any other comments.



■ Negative - Public services and infrastructure.	28%
■ Negative - Toilets and cleanliness	21%
■ Negative - Visitor facilities	12%
■ Negative - Visitor attractions	3%
■ Positive - Visitor attractions	6%
■ Positive - Visitor facilities	4%
■ Positive - Toilets and cleanliness	3%
■ Positive - General	29%

Positive Comments:

General Positive Comments:

- A lovely place to visit.
- Always come, lovely area.
- Always nice, very clean, always enjoy it.
- Been coming for 20 years.
- Better than Worthing.
- Beautiful scenery.
- Can't fault it.
- Enjoyable day out.
- Fantastic place
- Really like Dorset.
- Pleasant place to visit.
- Lovely place to visit. no improvements
- Nice and relaxing place - everyone is very friendly
- The Weymouth council are very good.
- They will come back
- Very friendly area.
- Very Good
- Very impressed and will return.
- So lovely I wish we had of come before now.
- Nice place.
- Nice to come and chill out.

Just a lovely place we will come again.

- Keep it as it is.
- Love Dorset.
- Lovely County.
- Lovely place.
- It's a fantastic place and why is it not more famous as a holiday resort.
- Just what it was a smallish seaside town.
- Lovely area, that's why I come here at least four times a year.
- I like Weymouth - Very good!
- We love it here.
- We will come again.
- We would come back again and would recommend it to our family and friends.
- We would have stayed in Weymouth but found nowhere to stay for the week we wanted.
- Lovely in the sun.
- Always happy with the weather here.
- Good weather.
- Wonderful weather.

Cleanliness:

- Always nice, very clean, always enjoy it.
- Particular like the cleanliness.
- Not commercialised at all, keep it that way, clean and safe beach.
- Very, very clean and friendly place to come to.

Visitor Attractions:

- Such a lovely place for kids.
- Children love the beach and it's safe.
- Clean and child friendly beach.
- Clean beach and I like the sea, shallow and good for kids.
- Love the beaches.
- Around the area is lovely and there is plenty to do in nice weather.
- Portland Bill is lovely.
- Greenhill gardens are lovely and some of the roundabouts.

Visitor Facilities:

- Excellent fish and chips.
- £1.30 only to pay for the bus
- It is excellent that we can get a bus from Lyme Regis to Weymouth and have a ride and see the scenery. Can also go to Poole, Bournemouth and Exeter on the same day.
- Lovely shops and places to eat.
- Very nice site.

Negative Comments:

Public Services and facilities:

- Abolish car parking charges.
- Car parking charges.
- Car parking ticking for the week in the general area.
- Car parking a little expensive, need to have reduced prices for the whole day not £1.00 per hour.
- Car parking for the disabled is not free.
- Car parking should be improved.
- Car parking tickets should have sticky backs.
- Car parking is too expensive - who carries £6 of coins for the car parking in their pockets?
- Parking too dear.
- Difficult and expensive to park, no parking near harbour.
- Disabled parking back.
- Disabled parking back, all day parking.
- Disabled parking should be improved.
- Encourage more visitors by lowering parking cost.
- Everything is too expensive here eg. Car parking, food etc.
- Limited disabled parking.
- More disabled free parking.
- Parking costs are ridiculous.
- Parking expensive
- Parking is a rip off.
- Parking is far too expensive and only takes exact coins.
- Parking is now very expensive.
- Put metre signs on town sign posts.
- Reduce costs of car parks.
- Should be free parking for disabled car.
- Car parking expensive.
- Parking for disabled is very bad.
- Car parking also too expensive in particular. Encourage people to come back again, prices need to be lowered.
- We feel that it is going down hill, lost its character and almost seems dirty in places. Buses should be bigger
- Park and ride closes at 7.00 - this is too early.
- Traffic Jams.
- Not being able to sit down on the bus coming back from Dorchester.
- Hurry up and get the relief road built. Get the by-pass built as soon as possible.
- 20mph along roads.
- Traffic at main round about into town congestion. Like to see this traffic controlled.
- Try to ease congestion in advance.

Visitor Facilities:

- Beer prices!! in Bournemouth £3.10 per pint.
- Cost of pedalos too dear.
- Entrance fee of the Sea Life Centre too much for us all to go.
- Eating - more places for the elderly to eat in the evenings.
- No longer an inexpensive day out for the family.
- Harbour area can be developed sympathetically
- It's a lovely place but I don't know how families can afford it.
- More for children when the weather is bad.
- More sheltered seating for when it rains.
- Need more post boxes
- Need to have a better class of restaurants not just café.
- Shops and cafe to stay open later.
- There should be more areas for motor home
- Visitor attractions are too expensive for families.
- We have been here before and you really know what you are getting. Our original guest house let us down badly as we had booked and they gave someone else our room. We think guest houses need to be monitored carefully if they are recommended by council.

Toilets and cleanliness:

- Streets need cleaning.
- Looking tired and tatty.
- Looking tired and tatty.
- More bins along seafront.
- More bins along the harbour side.
- More Bins, better toilets.
- More flowers. More toilets. Don't develop into residential areas.
- Toilets for disabled people are inadequate - there needs to be more.
- Found people with drugs in toilets. Needles in toilets
- Make sure all the toilets are improved for visitors.
- Toilets, I visited and they are pretty awful.
- Smelly toilets.
- No toilets on the pier.
- Public lavatories don't come up to basic standards required nowadays.
- The homeless in this area is a problem.
- There are no toilets between board stand and information centre.
- Need to provide more toilets on the esplanade.
- The disabled toilet at the board stand is not pleasant to use (have to get key)
- The toilets bring the town down.
- Toilet Facilities poor.
- Toilet steps very difficult for disabled.
- Toilets - disgusting.
- Toilets are a bit smelly and disabled toilets are a bit run down.
- Toilets on the front are very old fashioned and not enough of them.
- Some public lavatories are bad.
- Lovely town but really getting shabby.
- Need to be smartened up especially for the Olympics.

Visitor Attractions:

- Don't change the place; leave it as it is a good family holiday.
- Don't spoil it. I think they are going to build a huge hotel by the theatre area that will really spoil the view.
- Don't spoil the town by trying to be Las Vegas and Costa del Sol. This is just a pleasant English seaside place.
- Keep the harbour going as it is. Lovely to watch the boats and interesting to see the bridge lifted and all the sizes of boats going through.

Interview Number [][][]

Date of Interview [][][][][][][][]

Weymouth Visitor Survey 2007

Instructions to Interviewer: Before proceeding with this survey please ensure that you have read and understood the project briefing. You must complete ALL questions where possible/applicable. All responses must be indicated on the paper version including indicating in the appropriate box where other is applicable. Please ensure that all responses are correctly coded. All questionnaires will be pre-numbered, you MUST however complete the interview date and the interview site sections of EVERY questionnaire completed.

Interview Site:
Town Beach [] Town Centre [] Greenhill Lodmoor & Preston Beach []
Marina [] Harbour [] Portland Bill []

Section 1: Coming to Weymouth

Q1 What type of trip are you on? Day trip [] Staying visitor []
Q2 How far have you travelled from your HOME address to visit Weymouth?(MILES only) []
Q3 How did you travel to Weymouth from your home address? (main form - ONE only)
By air [] On foot []
By Sea [] Bicycle []
Own Car / family car [] Motorbike []
Hire car [] Campervan / Mobile home []
Train [] Other (please specify)* []
Bus []
Organised Coach Trip []
Other []
Q4 How have you travelled around Weymouth? (Main form ONE only)
Own Car / Family car [] Bicycle []
Hire car [] Motorbike []
Train [] Campervan / Mobile home []
Bus [] Other (Please specify) []
On foot []
Other []
Q5 How often do you visit the Weymouth area?
More than once a year []
About once a year []
Every few years []
Less often []
This is my first visit []

Section 2: Your decision to visit Weymouth

Q6 Were you considering visiting any other destination INSTEAD of Weymouth? (Top 3 competitive destinations only)
1... []
2... []
3... []
Q7 Why did you choose this area instead of these alternative destinations? (please tick the most appropriate)
Friends and family in the area [] Recommendation []
Particularly like the area [] Unable to go abroad []
Have visited before [] Specific event (please specify) []
Second home [] Other (please specify) []
Touring the area []
Other / specific event []
Q8 What destinations have you visited FOR A HOLIDAY in the last 2 years? (Please write in all that apply) []
Q9 From which of the following sources have you received information about Weymouth in the last 12 months? (tick all that apply)
Brochure for Weymouth [] Media promotion / feature / advert []
Brochure for accommodation provider / attraction [] Tour operator or travel agent []
Weymouth Tourist Information Centre [] Internet []
Tourist Information Centre outside the Weymouth area [] Info from friends or relatives []
Previous visit []
None of the above []

Q10 Which of the information sources most influenced your decision to visit?

- Brochure for Weymouth Media promotion / feature / advert
- Brochure for accommodation provider / attraction..... Tour operator or travel agent
- Weymouth Tourist Information Centre..... Internet.....
- Tourist Information Centre outside the Weymouth area Info from friends or relatives
- Previous visit
- None of the above.....

Q11 What role did this information source play in your decision to visit? (please tick most relevant only)

- I may not have considered visiting the area if I had not seen / received the info.....
- I used it as a starting point for where to find further information
- I used it to book accommodation
- I had already decided to visit the area but used it as a guide
- It played no role in my decision.....

Section 3: Your visit to Weymouth

Q12 What was your main motivation for visiting the Weymouth area? (tick ONE only)

- Visited the area before and liked it
- Visiting friends and relatives
- Wanted to go somewhere not been before.....
- Seaside, beaches, coast
- Scenery, countryside, natural history.....
- Recommended by friends or relatives
- Local visitor attractions
- Easy to get to
- Peace and quiet.....
- Good shopping facilities
- Cultural, heritage or literary
- Sporting activities
- An event or festival.....

Q14 Which of the following activities, if any, have you or members of your immediate group taken part in during your visit (or planning to take part in)? (tick all that apply)

- Coastal walk / path Fishing
- Shopping Wildlife, natural history.....
- Nightlife (including eating out) Visiting gardens
- Cycling..... Visiting museums
- Golf..... Historic houses, churches
- Sailing..... Cultural pursuits, theatre
- Water sports None of these
- Geology Other (please specify)

Other

Q13 What for you were the attractions of visiting Weymouth? (tick all that apply)

- Visited the area before and liked it
- Visiting friends and relatives
- Wanted to go somewhere not been before.....
- Seaside, beaches, coast
- Scenery, countryside, natural history.....
- Recommended by friends or relatives
- Local visitor attractions
- Easy to get to
- Peace and quiet.....
- Good shopping facilities
- Cultural, heritage or literary
- Sporting activities
- An event or festival.....

Q15 Could you please tell me approximately how much you and your immediate group spent in total YESTERDAY on: (if on a day trip or first day, how much do you expect to spend today)

	Locally	Dorset	UK
Food and drink (excluding meals inc.with accom.)	<input type="text"/>	<input type="text"/>	<input type="text"/>
Convenience Goods (ice cream/sweets/postcards etc)	<input type="text"/>	<input type="text"/>	<input type="text"/>
Durable goods (clothing, books, household items)	<input type="text"/>	<input type="text"/>	<input type="text"/>
Entertainment and Leisure (tickets/cinema,excluding AV's)	<input type="text"/>	<input type="text"/>	<input type="text"/>
Visitor Attractions	<input type="text"/>	<input type="text"/>	<input type="text"/>
Fares and Petrol (including cost of getting here)	<input type="text"/>	<input type="text"/>	<input type="text"/>
Other Costs (eg. car parking, deckchair hire)	<input type="text"/>	<input type="text"/>	<input type="text"/>

Q16 Which of the following areas have you also visited / intend to visit during your current stay? (Please tick all that apply)

- Large Coastal resorts
- Small Coastal resorts
- Countryside Towns.....
- Dorset Countryside.....
- New Forest.....
- Jurassic / World Heritage Coast.....

Q17 Which areas within Weymouth do you intend to visit during your stay?

- Town Beach
- Marina
- Town Centre.....
- Harbour
- Greenhill Lodmoor & Preston Beach
- Portland Bill
- Other (please specify)
- Other

Section 4: Your opinion

Q18 Please tell us how you would rate the following visitor facilities within Weymouth: (please tick one option in each row)

	Very Good	Good	Neither good nor poor	Poor	Very poor	Don't know
Availability of accommodation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Quality of accomodation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The standard of facilities at your accommodation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Customer service received at your accommodation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Staff friendliness at the Visitor Information Centre	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Range of information at at the Visitor Information Centre	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Provision of tourist information boards	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Signposting to towns and villages	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Signposting to visitor attractions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Pedestrian signposting within towns	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q19 Please tell us how you would rate the following public services within Weymouth: (please tick one option in each row)

	Very Good	Good	Neither good nor poor	Poor	Very poor	Don't know
Availability of car parking	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cost of car parking	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Provision of public transport	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Provision of cycle routes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Provision of footpaths	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Provision of public toilets	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q20 Please tell us how you would rate the following within Weymouth as a whole: (please tick one option in each row)

	Very Good	Good	Neither good nor poor	Poor	Very poor	Don't know
Shops	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Places to eat and drink	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Staff friendliness / service received	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Visitor attractions and other places to visit	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cleanliness of the Weymouth countryside	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cleanliness of the Weymouth coast / beaches	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Section 5: Accommodation (staying visitors only)

Q21 What type of Holiday are you on currently?

On a main holiday.....

On an additional holiday.....

On a short break.....

Visiting friends and relatives.....

Study trip (short term only).....

Business/attending a conference.....

Other (please specify)*.....

Other

Q22 Where are you staying at present?

Bournemouth..... Poole.....

Charmouth..... Swanage.....

Christchurch..... Wareham.....

Corfe..... Weymouth.....

Lyme Regis..... Wimborne.....

New Forest..... Other (please specify)*.....

Other

Q23 What sort of accommodation are you staying in?

Hotel.....

Guest House / Bed and Breakfast.....

Self catering house, flat or cottage.....

Static caravan / Chalet.....

Camper van / mobile home.....

Holiday park.....

Touring caravan / tent.....

Home of a friend or relative.....

Second home.....

Other (please specify)*.....

Other

Q24 How many nights do you intend to spend in the area? (please write in)

Q25 Is your accommodation?

Full Board..... Bed and Breakfast.....

Half Board..... Accommodation only.....

Q26 Please tell us how much your group will be spending on accommodation during your stay in the area (including meals at your accommodation)

£.....

Number of people.....

Q27 Is this per night, per week, or for your whole stay?

Per night.... Per week... Whole stay

Q28 Did you book your accommodation in advance?

Yes..... No.....

Q29 In what month did you book your accommodation?

1 2 3 4 5 6 7 8 9 10 11 12

Q30 How did you book your accommodation?

Direct to chosen accommodation.....

Through a tour operator / travel agent.....

Through a Tourist Information Centre.....

Direct through the Internet.....

Other (please specify).....

Other

Section 6: About You

Q31 Where do you live?

UK..... Non-UK.....

Q32 Overseas Visitors: Country?

Q33 UK Visitors: Postcode

Q34 UK visitors: Region?

East Anglia..... South East.....

East Midlands..... South West.....

North East..... Wales.....

North West..... West Midlands.....

Northern Ireland..... Scotland.....

Q35 Please tell us the occupation of the main wage earner in your household?

A B C1 C2 D E

Uncoded occupation

Q36 Are you retired?

Yes..... No.....

Q37 Including yourself, how many people in your immediate group are male and female, and which of these age groups do they fall into?

	<i>Male</i>	<i>Female</i>
0 - 15 years	<input type="checkbox"/>	<input type="checkbox"/>
16 - 24 years	<input type="checkbox"/>	<input type="checkbox"/>
25 - 34 years	<input type="checkbox"/>	<input type="checkbox"/>
35 - 44 years	<input type="checkbox"/>	<input type="checkbox"/>
45 - 54 years	<input type="checkbox"/>	<input type="checkbox"/>
55 - 64 years	<input type="checkbox"/>	<input type="checkbox"/>
65+ years	<input type="checkbox"/>	<input type="checkbox"/>

Q38 Are you on a trip by yourself, or is someone else with you (PLEASE INCLUDE IMMEDIATE FAMILY / GROUP, NOT WHOLE COACH PARTY ETC)

One adult.....

Two adults (no children).....

Family with children.....

Other adults with children.....

Adults only (group of three or more).....

Q39 Age and gender of respondent only (to be coded by interviewer)

	<i>Male</i>	<i>Female</i>
0 - 15 years	<input type="checkbox"/>	<input type="checkbox"/>
16 - 24 years	<input type="checkbox"/>	<input type="checkbox"/>
25 - 34 years	<input type="checkbox"/>	<input type="checkbox"/>
35 - 44 years	<input type="checkbox"/>	<input type="checkbox"/>
45 - 54 years	<input type="checkbox"/>	<input type="checkbox"/>
55 - 64 years	<input type="checkbox"/>	<input type="checkbox"/>
65+ years	<input type="checkbox"/>	<input type="checkbox"/>

Section 8: Comments and Suggestions

Q40 Do you have any other comments or suggestions that you would like to make?