

# Mid Devon Visitor Survey 2016

## Final Report

Produced for and on behalf of Mid Devon District Council  
By  
The South West Research Company Ltd

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# Mid Devon Visitor Survey 2016

## Key Findings and Recommendations



# Key findings and recommendations

In 2015, Mid Devon attracted approximately 212,000 staying visits from UK and overseas visitors combined with approximately 1.59 million day visits, generating an estimated £101 million pound's worth of visitor spend in the local economy. Approximately 1,500 full time equivalent jobs within the district are tourism related, representing 5% of all employment in Mid Devon.

The findings from the 2016 visitor survey portray a positive and encouraging picture of Mid Devon as a tourism and leisure destination in the South West region.

The survey highlights Mid Devon is predominantly a day visit destination, not only amongst day visitors from home (including 19% who live within Mid Devon and 37% who live outside the district), but also amongst those visiting the area for the day from nearby accommodation bases outside of the district (29%).

The main visitor market for the district appears to be those people living within the immediate South West region and who accounted for almost two thirds of all visitors to the district (64%). It is therefore important that any marketing activities and incentives are aimed to predominantly appeal to local South West visitors living within a 1 to 1.5 hour drive time of Mid Devon.

Mid Devon largely appeals to adult only groups with just over three quarters visiting the district without children (68%) and to those visitors falling into the middle (45-54 years) and older (55+ years) age groups who accounted for 58% of all visitors.



# Key findings and recommendations

The district attracts a high proportion of repeat visitors across all visitor types and is likely to be largely due to the fact that visitors to the district appear to be relatively satisfied with the visitor experience and the tourism product on offer to them when making a visit.

In particular, satisfaction levels were highest for the overall enjoyment of visit, feeling of welcome and general atmosphere in the district, all aspects of the Tourist Information Centre in Tiverton and the quality of service and value for money of accommodation. Visitors particularly enjoy the countryside in Mid Devon, the scenery, friendliness, natural beauty of the district and going walking in the area etc. and it is these attributes and the other highly ranked indicators of the visitor experience which should be concentrated on and developed within any promotional or marketing materials for Mid Devon in the future.

However, the fact that the current satisfaction scores are reasonably good should not be a reason to overlook this area as the world and subsequently customer expectations are changing rapidly and the district needs to remain in touch with any changes to consumer requirements.

The aim should be to strive for continued improvement across all factors relating to visitor satisfaction. This will ensure visitors continue to remain satisfied with their experience each time they visit which will ultimately help to continue to attract them to visit again in the future. It should also mean that they go on to recommend Mid Devon as a place to visit to their friends and family and lead to an increase in the recommendation score and new and repeat visits to the district.



# Key findings and recommendations

There is always room for improvement however and, in particular, the following areas may require attention: the range, quality of service and value for money of nightlife, the availability and cleanliness of the public toilets, quality of service and value for money of car parks and the quality of service of public transport.

A number of comments were also provided as dislikes and suggested improvements which perhaps need more of a focus. These include: cheaper/less expensive car parking; roads/traffic congestion; improved provision and cleanliness of public toilets; improved signage; littering; improved range of shops; improved range of places to eat & drink/restaurants and better public transport/quality of service.

Whilst a lot of the above issues are not unique to Mid Devon, with many areas struggling to cope with reductions in public funding, they are factors which leave a lasting impression on visitors and particularly those visiting for the first time.

Areas such as the cost of parking and traffic congestion both have the potential to implant a negative perception on visitors before they have really experienced what the area has to offer. Cleanliness issues perhaps offer the quickest win situations but will still require investment, along with initiatives to improve customer service on public transport, which could also be explored.



# Key findings and recommendations

In terms of communication methods over a quarter of Mid Devon visitors (27%) had used the internet prior to their visit including accessing attraction provider’s websites and search engines to search for information about visiting Mid Devon. While internet usage during visits was much lower at 7%, and the likely result of the majority of trips being day visits to attractions/places of interest and therefore planned in advance, search engines and review sites were the most popular sites accessed.

Whilst social media continues to grow in usage amongst consumers, just 5% of Mid Devon visitors (who had used the internet to source information prior to their visit) had used it to find out information about visiting the district.

Brochures/leaflets/guides remain an important information source (the likely result of the age profile of visitors to Mid Devon) including 10% of visitors using them prior to their visit and 19% during their visit. In addition, 5% of all visitors had used a tourist information centre during their visit to Mid Devon.

Should Mid Devon decide to undertake any targeted marketing activities in the future, it would be recommended that these are regularly evaluated. This will help to fully understand the marketing activity overall and to ensure visitors are being targeted effectively and that the marketing mix and materials are meeting visitors’ requirements in terms of information provision etc. It would also help to better understand if opportunities to attract new and repeat visitors are being maximised.



# Key findings and recommendations

Overall Mid Devon has gained a relatively good recommendation score of +42%, indicating that a good proportion of visitors are likely to recommend a visit to Mid Devon to others. Whilst marketing is an essential component in the successful promotion of any destination, any free word of mouth advertising is a very strong tool that will be invaluable in attracting visitors for future years. Striving to increase this score even further should be a key objective for Mid Devon in the future.

It would be recommended that MDDC continue to monitor the profile of visitors and characteristics of their visits to the district over time and on a more regular basis than has been undertaken previously. This will help to build up comparable trend data and to ensure the full benefit is achieved from any research data undertaken.

Overall, it is essential that the findings from this document are put to the best possible use for the future growth of tourism within Mid Devon, to improve the understanding of the visitor market and to provide the basis for tourism policies in the future.





# Mid Devon SWOT analysis

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> <li>• Good geographical position with excellent road access from all directions.</li> <li>• Attracts a large proportion of local, South West residents. for day visits within a relatively short drive time of the area.</li> <li>• Attracts relatively affluent visitor market – 62% ABC1’s including 36% AB’s.</li> <li>• High levels of regular repeat visitors.</li> <li>• Eating out, shopping, going for a short walk, visiting family attractions and enjoying the countryside are the most popular activities during a visit to Mid Devon.</li> <li>• Good levels of visitor satisfaction.</li> <li>• Good recommendation score.</li> </ul>	<ul style="list-style-type: none"> <li>• An ageing visitor profile.</li> <li>• Cheaper/less expensive car parking.</li> <li>• Roads/traffic congestion.</li> <li>• Improved provision and cleanliness of public toilets.</li> <li>• Improved signage.</li> <li>• Littering.</li> <li>• Improve range of shops.</li> <li>• Improve range of places to eat &amp; drink/restaurants.</li> <li>• Better public transport/quality of service.</li> <li>• Range of nightlife/evening entertainment.</li> </ul>
OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> <li>• Broaden appeal to families/intergenerational groups – promote the family attractions within the area and special promotions/offers etc. to increase the family market; increase group size &amp; average length of stay, increase repeat visits.</li> <li>• Relatively large VFR market, particularly amongst staying visitors to Mid Devon - optimise activity and day visits amongst this group to generate additional spend.</li> <li>• Large day visitor on holiday market – work with neighbouring areas to promote what Mid Devon has to offer and increase visits/spending amongst this group of visitors.</li> <li>• Economic uncertainty leading to more ‘staycationers’.</li> <li>• A year round destination – good mix of indoor and outdoor attractions/places to visit.</li> </ul>	<ul style="list-style-type: none"> <li>• Customer expectations are changing rapidly.</li> <li>• Competition from other destinations within Devon and the wider South West/UK and overseas.</li> <li>• Economic uncertainty causing consumers to be cash conscious.</li> <li>• Lack of investment in future development of the tourism product.</li> <li>• School term time holiday-taking regulations.</li> <li>• Likelihood to recommend a visit and re-visit will be impacted if lower levels of satisfaction are achieved with all the areas highlighted under the weaknesses above, or indeed for any other satisfaction indicators.</li> </ul>

# Mid Devon Visitor Survey 2016

## Executive Summary



# Executive summary - context

This report presents the findings of the Mid Devon Visitor Survey conducted between May and October 2016. The survey was undertaken by The South West Research Company Ltd. on behalf of Mid Devon District Council (MDDC).

MDDC are currently reviewing its tourism service and looking to develop it as part of the process of forming a new strategy for the district for the next five years. As part of this process they require an evidence base upon which they will identify the key trends and indicators for tourism in the district and, in particular, how the experience for day and staying visitors can be optimised and spend maximised. It will outline Mid Devon's current and potential competitive advantages, identify new ways of working and potential partnerships and establish an improved approach to the future planning and development of the tourism product.

MDDC therefore wanted to gather up-to-date research from visitors to the district to feed into the new tourism strategy including who and where their visitors come from and what visitors to the district think of their experience to help shape the new strategy and develop the offer for Mid Devon. This report provides the results of a face to face visitor survey undertaken during 2016 to feed into this process.

415 adults (aged 16+ years) were interviewed face to face at key attractions and places of interest across Mid Devon between May and October 2016.



# Executive summary – visitor profile

- 56% of all visitors were on a day visit from home including 19% of visitors who lived within Mid Devon and 37% who lived outside of the district.
- 68% of all visitors were visiting in adult only groups.
- Average group size was 2.85 people.
- 44% of all visitors to the district were aged 55+ years (including 28% aged over 65 years). 25% were aged 35-54 years, 11% 16-34 years and 21% were children aged 15 years or younger.
- 47% of visitors were male and 53% female.
- 19% of visitors were residents of Mid Devon and 23% lived elsewhere in the county. 22% lived in other areas of the South West region, 30% were from other parts of the UK and 6% were from overseas.
- Half of all visitors to Mid Devon were in full-time employment (30+ hours per week) whilst 33% were retired with a company or private pension and 6% were retired with a state pension only.
- 62% of visitors were categorised as ABC1's including 36% as AB's and 26% as C1's based on the occupation of the highest earner in their household. A further 24% of visitors were categorised as C2's and 14% as DE's.



# Executive summary – characteristics of visits

- 79% of visitors were on a leisure/holiday related trip to Mid Devon. 14% of visitors were visiting friends or relatives.
- 55% of all staying visitors were staying overnight in accommodation in Tiverton, 9% in Cullompton and 8% in Crediton.
- The average length of stay in the district was 4.34 nights.
- 8% of day visitors on holiday who were visiting Mid Devon from a nearby holiday base outside the district were staying overnight in accommodation in Exeter, 6% in each case were staying overnight in Dulverton and Exmouth and 5% in Somerset.
- 88% of visitors were on a repeat visit to Mid Devon.
- 89% of visitors had arrived by car, van etc. 3% of visitors had arrived on a scheduled bus/coach service whilst 2% were part of an organised coach tour.



# Executive summary – information sourcing

- At 65%, relying on information gained from a previous visit to Mid Devon, was the most commonly used information source amongst visitors prior to their actual trip to the district. This was followed by 27% of visitors who had used the internet.
- When asked which internet sites they had used prior to their visit, 54% of internet users had used an attraction provider’s website, whilst 44% had used a search engine e.g. Google.
- Whilst 64% of internet users had used it to source information only, 36% had used it to book their accommodation/attraction/event tickets etc. on-line.
- 47% of visitors to Mid Devon who had used the internet to book their accommodation/attraction/event tickets etc. on-line had used their accommodation provider’s website to do so. 29% had used an attraction provider’s website.
- When asked, unprompted, which information they find most useful to access whilst on holiday, 40% of all visitors mentioned ‘things to do’ information, 34% mentioned ‘where to go’ type information and 29% found it most useful to access maps.
- When asked how easy they found it to access the information they needed during their visit to Mid Devon, 84% of visitors said it had been ‘easy’ (63%) or ‘very easy’ (21%) to do so.



# Executive summary – information sourcing

- 49% of visitors had not sourced any location information during their visit to Mid Devon. At 23%, relying on information gained from a previous visit to Mid Devon, was the most commonly used information source amongst visitors during their actual trip to the district. 19% of visitors had used a brochure/leaflet/guide during their visit to Mid Devon.
- When asked which internet sites they had used during their visit to source information about visiting Mid Devon, 81% of internet users had used a search engine e.g. Google. 23% had used a review site such as Trip Advisor, 19% in each case had used the [www.visitdevon.co.uk](http://www.visitdevon.co.uk) website or their accommodation provider's website, whilst 8% had used the [www.heartofdevon.com](http://www.heartofdevon.com) website.
- Visitors were asked whether they 'checked-in' on social media sites, uploaded photos and/or posted online reviews during a visit or when they returned home. The most popular activities were uploading photos with 37% of all visitors to Mid Devon indicating that they did this either during their visit (21%) or when they returned home (16%). This was followed closely by 'checking-in' on social media sites with 36% of visitors indicating that they did this either during their visit (25%) or when they returned home (11%). 23% of visitors said they posted online reviews either during their visit (8%) or when they returned home (15%).



# Executive summary – towns/attractions visited & activities undertaken

- The largest proportion of visitors had or intended to visit Tiverton (40%), 17% had or were intending to visit Crediton, 11% Bampton and 8% Cullompton.
- 29% of visitors had or were intending to visit Bickleigh Mill, 26% National Trust Knightshayes, 19% Grand Western Canal Country Park, 13% Diggerland and 10% had or were intending to visit Tiverton Museum.
- 76% of visitors had or were intending to go out to eat and drink in Mid Devon with this being the main reason for visit for 19% of all visitors to the district. 43% had or were intending to go shopping (main reason for visit for 7% of all visitors), 32% had or were intending to go for a short walk of up to 2 miles (main reason for visit for 3% of all visitors), 28% had or were intending to visit family attractions in the district (main reason for visit for 20% of all visitors) and 27% had or were intending to visit the Mid Devon countryside.





# Executive summary – visitor satisfaction

- At 4.70 out of a maximum score of 5.00, visitor satisfaction was highest for the overall enjoyment of their visit to Mid Devon and, at 2.78, lowest for the range of nightlife/evening entertainment.
- Encouragingly, 27 out of the 33 satisfaction indicators explored received an average score of 3.50 or more out of the maximum score of 5.00, including nine indicators which achieved an average score of 4.00 or more.
- Two indicators were ranked lower than 3.00 out of 5.00 in terms of visitor satisfaction which were: the availability of public toilets (2.92) and the range of nightlife/evening entertainment (2.78).
- Across the board, satisfaction levels were generally highest amongst day visitors on holiday and staying visitors.
- Mid Devon achieved a recommendation score of +42% for respondents' likelihood of recommending the district as a place to visit to their friends and/or family.
- 78% of visitors said that they would be very likely to re-visit Mid Devon again in the future and a further 18% would be 'likely'. The mean average score for likelihood to re-visit was 4.73 out of a maximum of 5.00.



# Executive summary – visitor satisfaction

- A wide range of likes were provided by respondents including: the countryside, scenery/views, friendly people and peace & quiet.
- Only 40% of respondents mentioned something which they disliked about their visit to Mid Devon or which they felt could be improved. A wide range of dislikes and suggestions for improvements were also provided by respondents including: the cost of car parking, narrow roads, traffic and public toilets.



# Executive summary – visitor expenditure

- All visitor spending in Mid Devon, excluding spend on accommodation, was calculated at £16.57 per person per day and included £18.52 for day visitors from home who lived within Mid Devon, £14.93 for day visitors from home who lived outside of the district, £15.60 for day visitors on holiday and £61.85 for staying visitors.
- Average spend on accommodation per person per night in Mid Devon was £71.11.



# Mid Devon Visitor Survey 2016

## Introduction



# Introduction

This report presents the findings of the Mid Devon Visitor Survey conducted between May and October 2016. The survey was undertaken by The South West Research Company Ltd. on behalf of Mid Devon District Council (MDDC).

Mid Devon District has strong cultural, heritage and environmental assets and occupies a strategic location between Exeter and Taunton. 913 sq.km in size the district includes the three main market towns of Tiverton, Cullompton and Crediton as well as smaller settlements and rural areas. Accessibility to the area from the rest of the UK is strong with the M5 Motorway and main rail services running through the eastern part of the district.

MDDC are currently reviewing its tourism service and looking to develop it as part of the process of forming a new strategy for the district for the next five years. As part of this process they require an evidence base upon which they will identify the key trends and indicators for tourism in the district and, in particular, how the experience for day and staying visitors can be optimised and spend maximised. It will outline Mid Devon's current and potential competitive advantages, identify new ways of working and potential partnerships and establish an improved approach to the future planning and development of the tourism product.

MDDC therefore wanted to gather up-to-date research from visitors to the district to feed into the new tourism strategy including who and where their visitors come from and what visitors to the district think of their experience to help shape the new strategy and develop the offer for Mid Devon. This report provides the results of a face to face visitor survey undertaken during 2016 to feed into this process.

415 adults (aged 16+ years) were interviewed face to face at key attractions and places of interest across Mid Devon between May and October 2016.

# Research aims and objectives

**The specific objectives of the 2016 research were :**

- To provide up-to-date information on the origin, profile and behaviour of visitors to Mid Devon and to explore the nature of their trips to the district.
- To establish visitors' information requirements before and during their holiday.
- To ascertain detailed information about internet usage amongst visitors to Mid Devon.
- To identify visitors' satisfaction levels with their experience whilst visiting the district.

# Methodology

415 face-to-face interviews were undertaken amongst visitors to Mid Devon at a number of key attractions and places of interest across the district commencing on Sunday 29<sup>th</sup> May 2016 and continuing through until the 18<sup>th</sup> October 2016. Adults (aged 16+ years) were sampled on a random basis as they visited the district. The survey included both day and staying visitors to Mid Devon.

The sample points used to capture as wide a range of visitors to the district as possible are shown in the table below.

Sample points 2016	
• Tiverton Canal Basin car park/Visitor Information Centre	• Coldharbour Mill
• National Trust Knightshayes	• Diggerland
• Tiverton Museum	• Crediton
• Bickleigh Mill	• Bampton
• Devon Railway Centre	

The Economic Impact of Mid Devon’s Visitor Economy and Evidence Base 2015 report identifies that the district is more reliant on day visits to the area than perhaps some other districts in Devon with 65% of visitor days and 55% of visitor spend in Mid Devon being day visit related. As a result, residents of Mid Devon District were included in the research provided that they were visiting the sample point as part of a leisure day out and not just visiting as part of their regular daily routine i.e. walking their dog etc. The only exceptions to this were residents of Tiverton who were excluded from the interviews at Tiverton Canal Basis car park/Visitor Information Centre and Bickleigh Mill.

# Analysis segments

Throughout this report results are presented for all visitors as well as a breakdown by visitor type. A definition of each of the visitor types and their associated sample sizes are shown below.

- **Day visitors from home - live within Mid Devon District (sample size of 77 respondents)**

Mid Devon residents taking a leisure day out within the district coming from and returning to their own homes on the day of their visit.

- **Day visitors from home - live outside of Mid Devon District (sample size of 152 respondents)**

Visitors who live outside of Mid Devon taking a leisure day out within the district coming from and returning to their own homes on the day of their visit.

- **Day visitors on holiday (sample size of 119 respondents)**

Visitors to Mid Devon who are on a leisure day out to the district whilst staying overnight in accommodation outside the area.

- **Staying visitors (sample size of 67 respondents)**

Visitors staying overnight in accommodation within Mid Devon District during their visit.

The table overleaf illustrates the margins of error associated with each of the visitor types above and which should be borne in mind when interpreting the findings within this report. Particular caution should be taken when interpreting the findings for the visitor types with a sample size of less than 100 i.e. day visitors from home who live within Mid Devon and staying visitors.



# Statistical reliability

All sample surveys are subject to statistical error. The size of this error varies with the sample size and also with the order of magnitude of the research findings being considered.

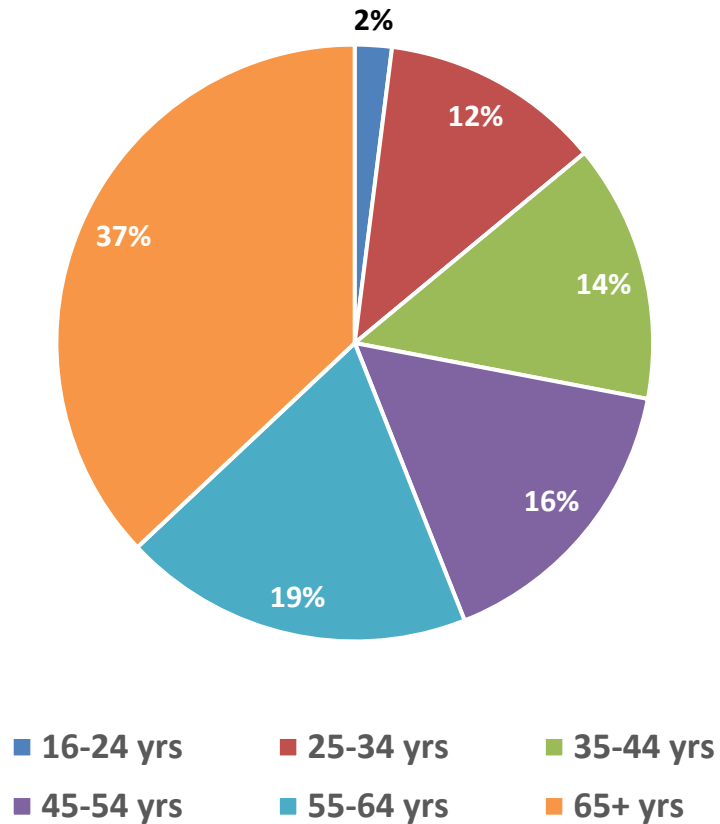
The survey results in this report are presented for all visitors and separately by visitor type. The table below shows the samples achieved for each visitor type and gives the margins within which one can be 95% certain that the true figures for each of the visitor types will fall (assuming the sample is random).

The figures shown are at the 95% confidence limits. Thus, for example, we can be 95% certain that, for all visitors with a result of 50%, the true percentage is within the range of 45.2% to 54.8%. For the staying visitor sample the range is much wider - 38% to 62%. The margins of error shown below should be borne in mind when interpreting the results contained within this report.

Research findings	Day visitors from home – live within Mid Devon District	Day visitors from home – live outside of Mid Devon District	Day visitors on holiday	Staying visitors	Total
	Sample: 77	Sample: 152	Sample: 119	Sample: 67	Sample: 415
10% or 90%	+/- 6.7%	+/- 4.8%	+/- 5.4%	+/- 7.2%	+/- 2.9%
20% or 80%	+/- 8.9%	+/- 6.4%	+/- 7.2%	+/- 9.6%	+/- 3.8%
30% or 70%	+/- 10.2%	+/- 7.3%	+/- 8.2%	+/- 11.0%	+/- 4.4%
40% or 60%	+/- 10.9%	+/- 7.8%	+/- 8.8%	+/- 11.7%	+/- 4.7%
50%	+/- 11.2%	+/- 7.9%	+/- 9.0%	+/- 12.0%	+/- 4.8%

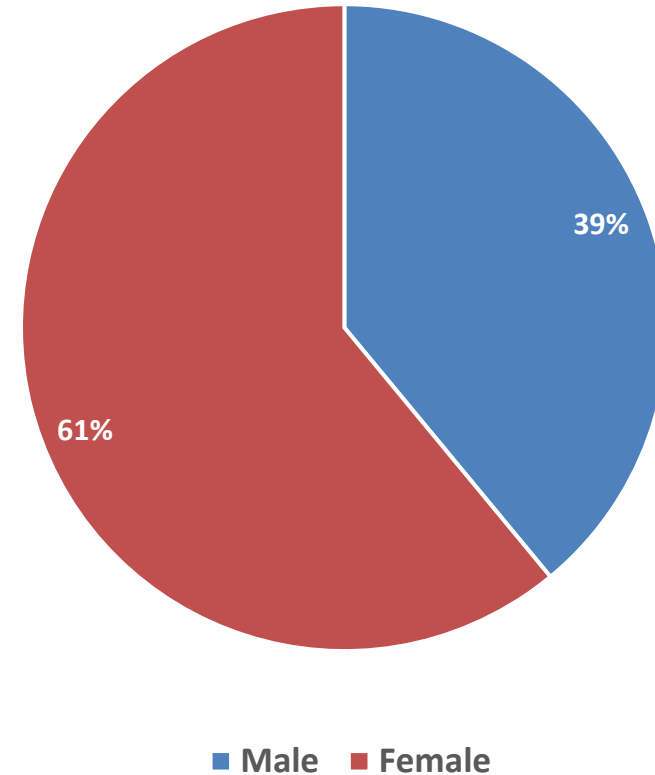
# Respondent Profile

Respondent age



56% of respondents were aged 55+ years, including 37% who were aged 65 years or older.

Respondent gender



39% of survey respondents were male and 61% were female.

# Mid Devon Visitor Survey 2016

## Visitor Profile

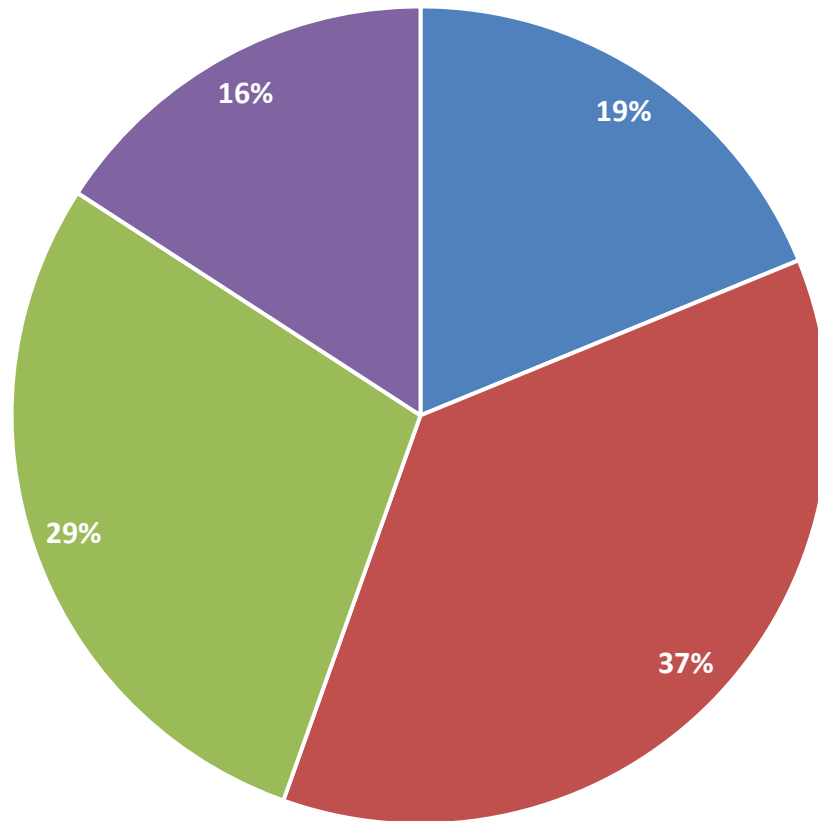


# Visitor profile snapshot

- 56% of all visitors were on a day visit from home including 19% of visitors who lived within Mid Devon and 37% who lived outside of the district.
- 68% of all visitors were visiting in adult only groups.
- Average group size was 2.85 people.
- 44% of all visitors to the district were aged 55+ years (including 28% aged over 65 years). 25% were aged 35-54 years, 11% 16-34 years and 21% were children aged 15 years or younger.
- 47% of visitors were male and 53% female.
- 19% of visitors were residents of Mid Devon and 23% lived elsewhere in the county. 22% lived in other areas of the South West region, 30% were from other parts of the UK and 6% were from overseas.
- Half of all visitors to Mid Devon were in full time employment (30+ hours per week) whilst 33% were retired with a company or private pension and 6% were retired with a state pension only.
- 62% of visitors were categorised as ABC1's including 36% as AB's and 26% as C1's based on the occupation of the highest earner in their household. A further 24% of visitors were categorised as C2's and 14% as DE's.

# Visitor type

Visitor type – all visitors



- Day visitor from home - live within Mid Devon District
- Day visitor from home - live outside of Mid Devon District
- Day visitor on holiday
- Staying visitor

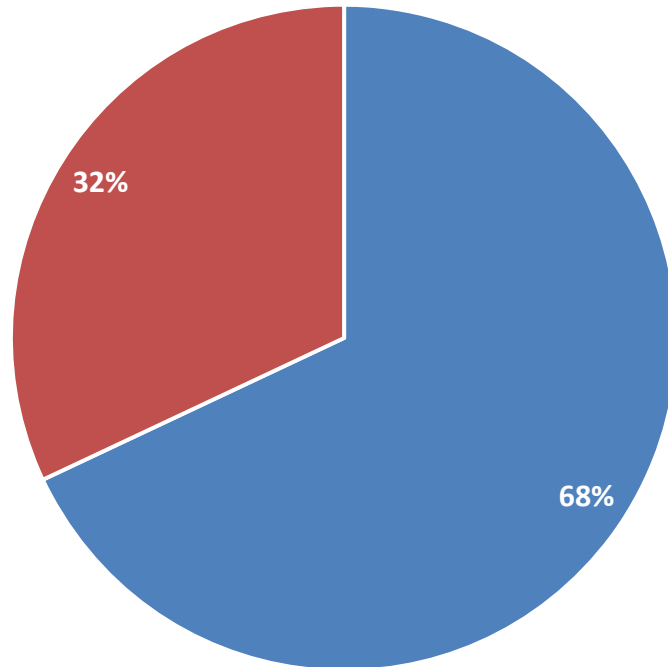
56% of all visitors were on a day visit from home including 19% of visitors who lived within Mid Devon and 37% who lived outside of the area.

29% of all visitors were visiting Mid Devon District for the day whilst on an overnight trip staying in accommodation outside of the district.

16% of all visitors were staying overnight in accommodation in Mid Devon District during their visit.

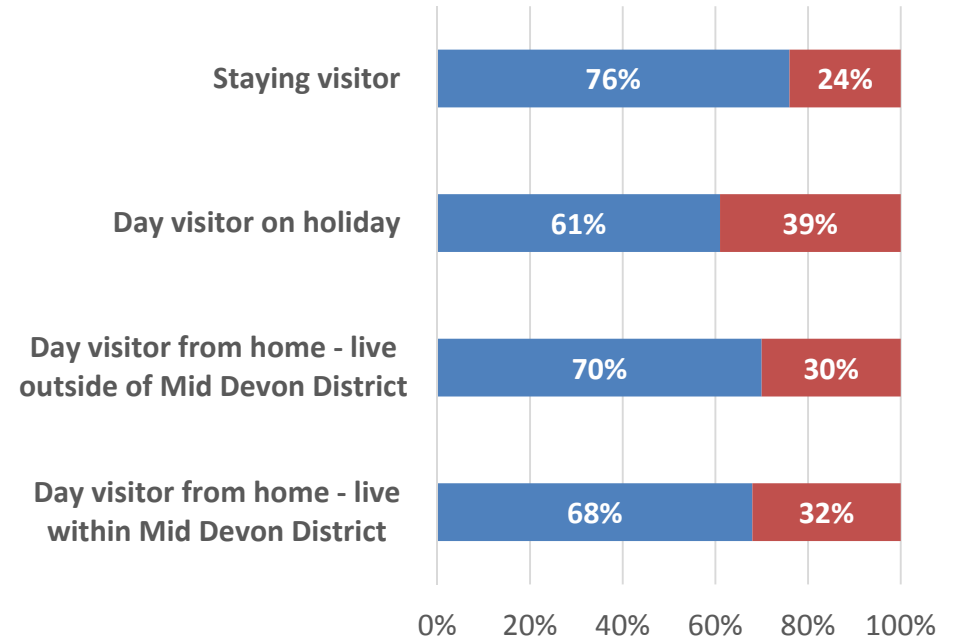
# Group composition

Group composition – all visitors



■ Adults only ■ Adults with children

Group composition by visitor type



■ Adults only ■ Adults with children

68% of all visitors were visiting Mid Devon in adult only groups including 76% of those visitors staying overnight in the district and 70% of day visitors from home who lived outside of Mid Devon.

32% of visitors were visiting Mid Devon with children with this proportion highest amongst day visitors on holiday (39%) and lowest amongst staying visitors (24%).

# Average group size

Average group size was 2.85 people and was highest amongst day visitors on holiday (3.20 people) and lowest amongst day visitors from home who lived within Mid Devon District (2.26 people).

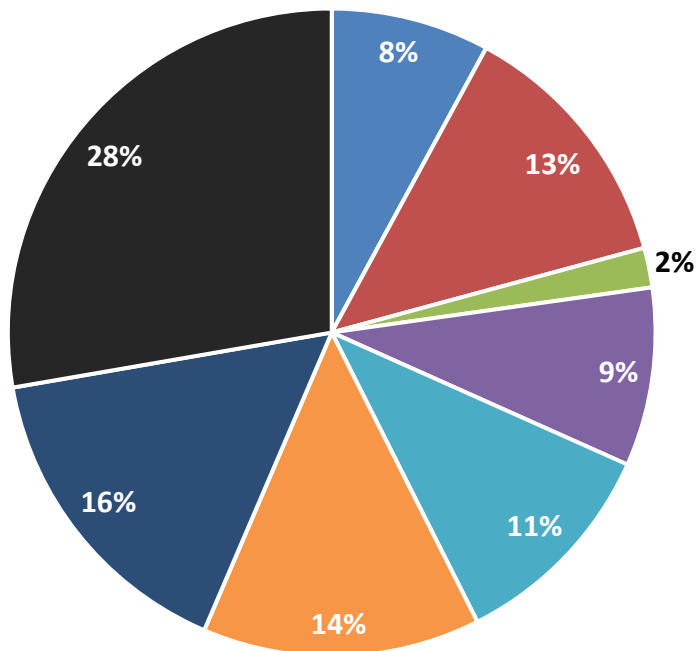
Average Group Size	ALL	DAY VISITOR FROM HOME – LIVE WITHIN MID DEVON DISTRICT	DAY VISITOR FROM HOME – LIVE OUTSIDE MID DEVON DISTRICT	DAY VISITOR ON HOLIDAY	STAYING VISITOR
Average children	0.60	0.48	0.55	0.78	0.49
Average adults	2.26	1.78	2.35	2.42	2.30
Average total group size	2.85	2.26	2.90	3.20	2.79

# Age profile of group

44% of all visitors to the district were aged 55+ years (including 28% aged over 65 years). 25% were aged 35-54 years, 11% 16-34 years and 21% were children aged 15 years or younger. Staying visitors had a slightly older age profile than day visitors.

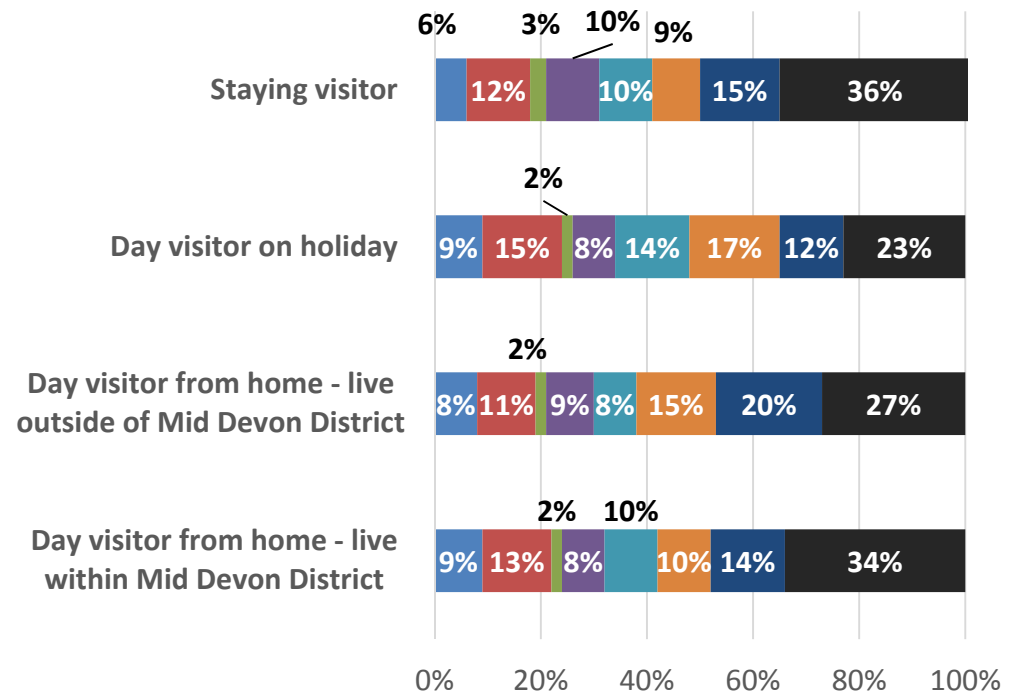
47% of visitors were male and 53% female.

### Age profile of group – all visitors



■ 0-4 yrs   
 ■ 5-15 yrs   
 ■ 16-24 yrs   
 ■ 25-34 yrs  
■ 35-44 yrs   
 ■ 45-54 yrs   
 ■ 55-64 yrs   
 ■ 65+ yrs

### Age profile of group by visitor type



■ 0-4 yrs   
 ■ 5-15 yrs   
 ■ 16-24 yrs   
 ■ 25-34 yrs  
■ 35-44 yrs   
 ■ 45-54 yrs   
■ 55-64 yrs   
■ 65+ years



# Visitor origin

19% of visitors were residents of Mid Devon including 4% from Tiverton, 3% Cullompton and 2% from Crediton.

23% lived elsewhere in the county including 9% from Exeter and 1% in each case from Barnstaple, Exmouth, Honiton, Newton Abbot, Plymouth, Sidmouth, South Brent and South Molton.

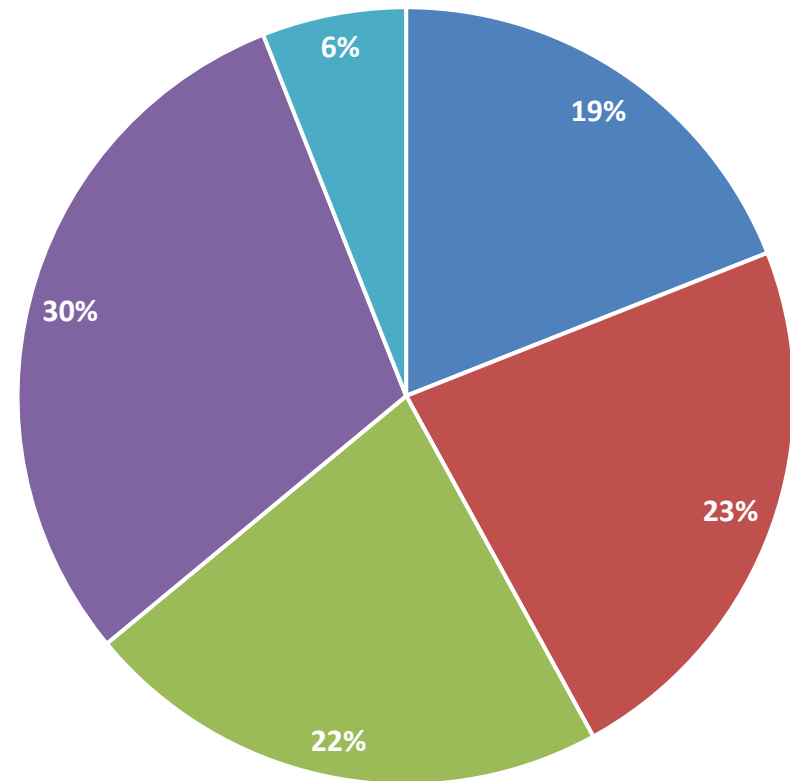
A similar proportion of visitors (22%) lived in other areas of the South West region including 4% from Taunton, 2% in each case from Bristol and Wellington and 1% in each case from Bournemouth, Poole, Portishead, Truro, Weston-super-Mare and Wiveliscombe.

30% were from other parts of the UK including 1% in each case who lived in Birmingham, London, Manchester, Portsmouth, Swansea, Telford, Worcester and York.

6% of visitors were from overseas including 1% in each case from France, Germany, the Netherlands and New Zealand.

To see the full list of postcode areas and countries of origin please refer to the appendices which accompany this report.

Visitor origin – all visitors



- Mid Devon resident
- Other Devon resident
- Other SW resident
- Other UK resident
- Overseas resident

## Visitor origin by visitor type

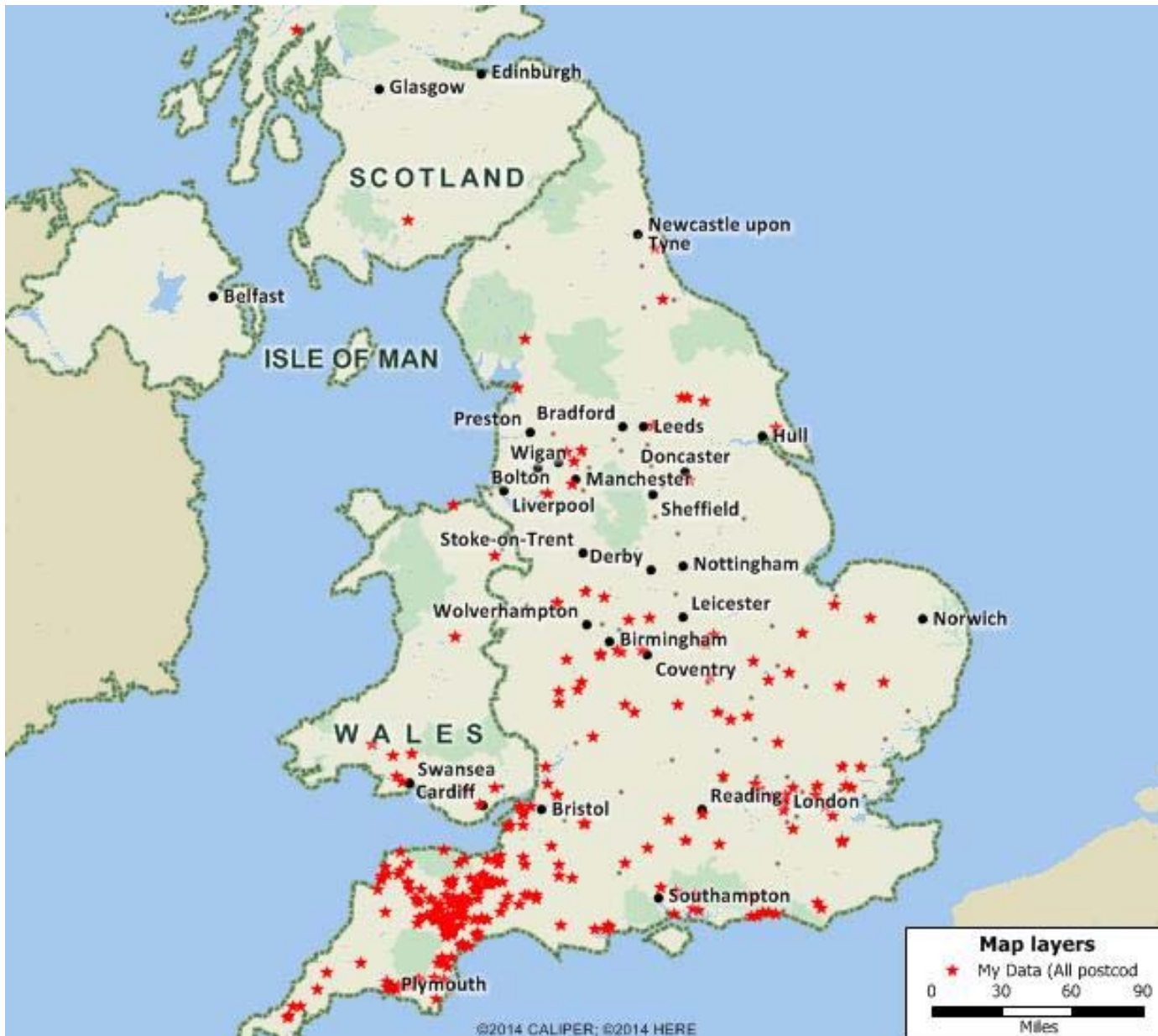
	ALL	DAY VISITOR FROM HOME – LIVE WITHIN MID DEVON DISTRICT	DAY VISITOR FROM HOME – LIVE OUTSIDE MID DEVON DISTRICT	DAY VISITOR ON HOLIDAY	STAYING VISITOR
Mid Devon resident	19%	100%	-	-	-
Other Devon resident	23%	-	57%	8%	3%
Other SW resident	22%	-	41%	14%	21%
Other UK resident	30%	-	3%	66%	61%
Overseas resident	6%	-	-	12%	15%

57% of day visitors from home who lived outside of Mid Devon District lived within other parts of Devon and 41% lived elsewhere in the South West.

66% and 61% of day visitors on holiday and staying visitors respectively lived in other parts of the UK.

12% of day visitors on holiday were from overseas along with 15% of staying visitors.

# Visitor origin – mapped postcodes of all visitors



This map of visitor postcodes clearly shows the high concentration of visitors to the district who live within the district itself and the wider Devon county and South West region.

# Employment status

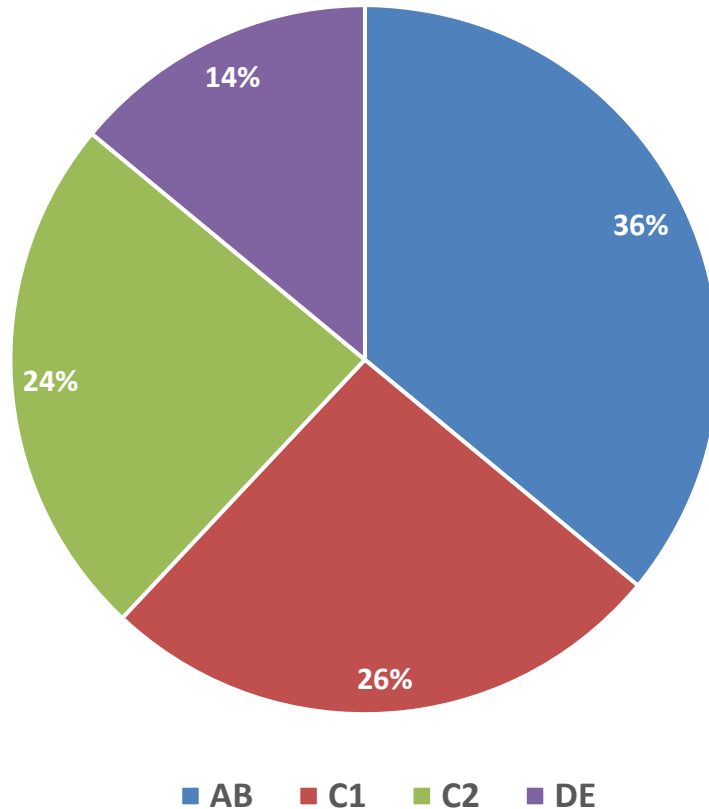
Employment Status	ALL	DAY VISITOR FROM HOME – LIVE WITHIN MID DEVON DISTRICT	DAY VISITOR FROM HOME – LIVE OUTSIDE MID DEVON DISTRICT	DAY VISITOR ON HOLIDAY	STAYING VISITOR
Employed full-time (30+ hours per wk)	50%	48%	46%	59%	43%
Employed part-time (8-29 hours per wk)	5%	6%	3%	5%	4%
Self-employed	5%	6%	5%	4%	4%
Retired with company/private pension	33%	27%	34%	27%	45%
Full-time student	1%	1%	2%	-	-
Unemployed more than 6 mths	-	1%	1%	-	-
Retired with state pension only	6%	6%	8%	3%	3%
Refused	1%	1%	1%	2%	-

Half of all visitors to Mid Devon were in full-time employment (30+ hours per week) whilst 33% were retired with a company or private pension and 6% were retired with a state pension only.

The largest proportion of staying visitors to Mid Devon were retired with a company/private pension (45%) whilst 43% were employed full-time (30+ hours per week).

# Socio economic grade

Socio economic grade all visitors



**A - Approximately 3% of the total population.**

These are professional people, very senior managers

**B - Approximately 20% of the total population**

Middle management executives in large organisations, principal officers in local government, top management or owners of small business concerns.

**C1 - Approximately 28% of the total population.**

Junior management, owners of small establishments, and all others in non-manual positions.

**C2 - Approximately 21% of the total population.**

All skilled manual workers, and those manual workers with responsibility for other people.

**D - Approximately 18% of the total population.**

All semi-skilled and un-skilled manual workers, apprentices and trainees to skilled workers.

**E - Approximately 10% of the total population.**

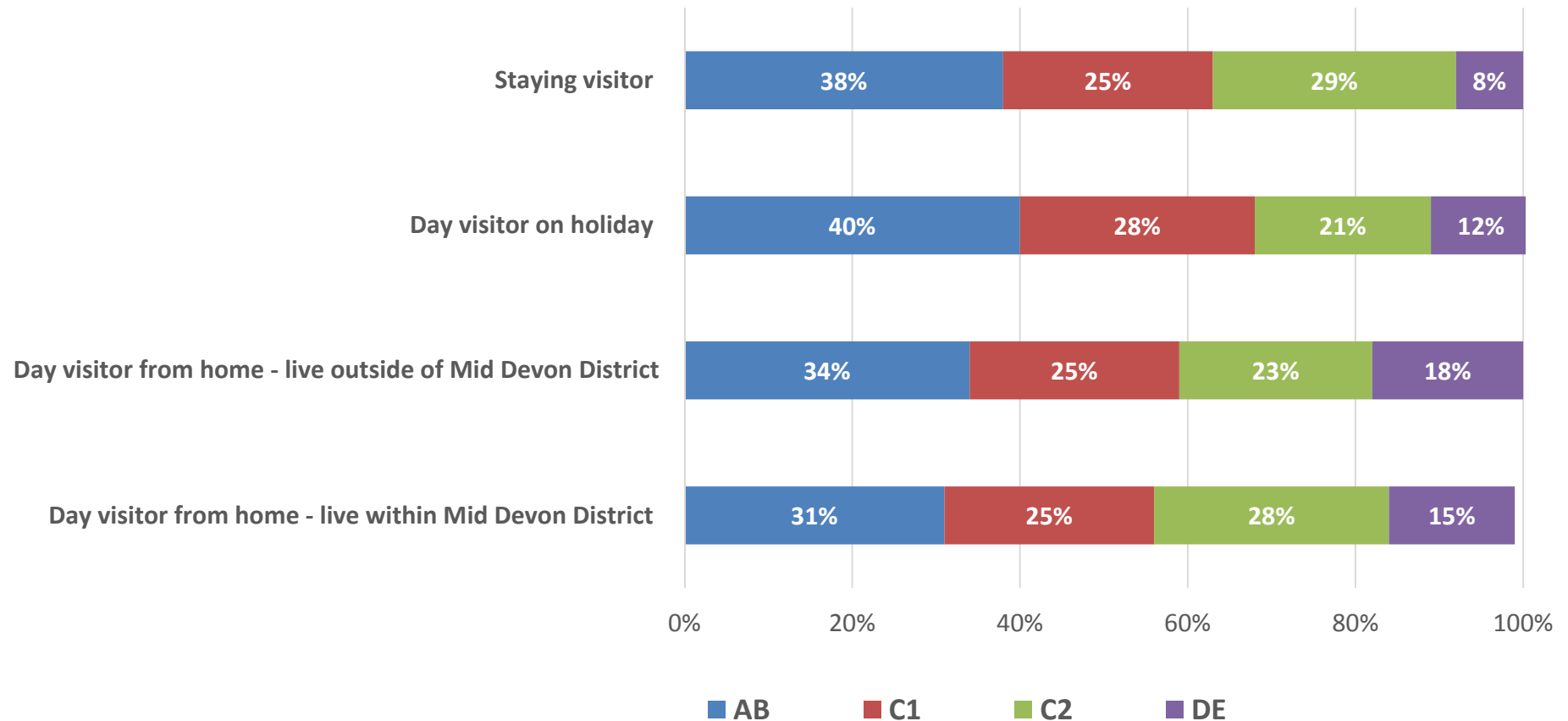
All those entirely dependent on the state long-term, through sickness, unemployment, old age or other reasons. Those unemployed for a period exceeding six months

62% of visitors were categorised as ABC1's including 36% as AB's and 26% as C1's based on the occupation of the highest earner in their household. A further 24% of visitors were categorised as C2's and 14% as DE's.

The results by visitor type are shown overleaf.

# Socio economic grade

## Socio economic grade by visitor type



68% of day visitors on holiday to Mid Devon were categorised as ABC1's including the highest proportion of AB visitors (40%) compared with all other visitor types.

# Mid Devon Visitor Survey 2016

## Characteristics of Visits



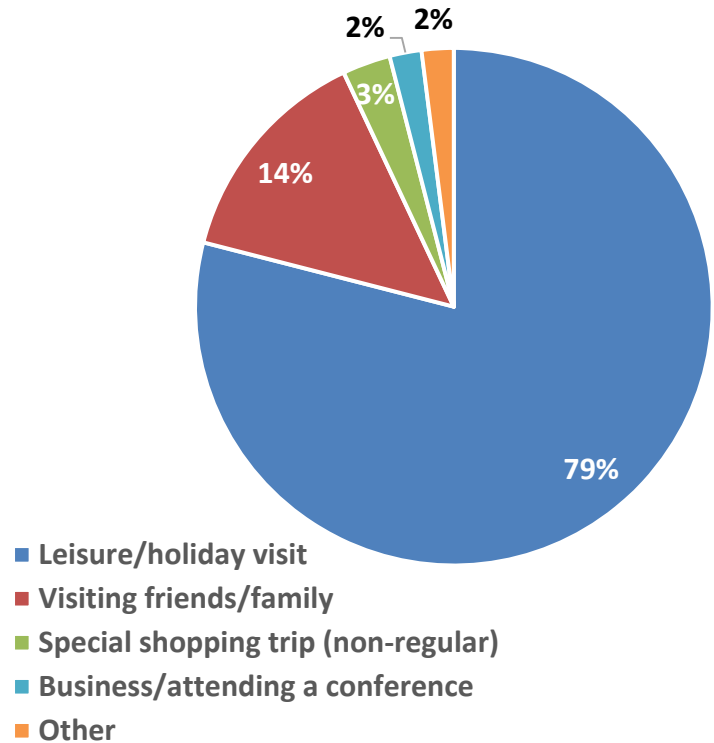
# Characteristics of visits snapshot

- 79% of visitors were on a leisure/holiday related trip to Mid Devon. 14% of visitors were visiting friends or relatives.
- 55% of all staying visitors were staying overnight in accommodation in Tiverton, 9% in Cullompton and 8% in Crediton.
- The average length of stay in the district was 4.34 nights.
- 8% of day visitors on holiday who were visiting Mid Devon from a nearby holiday base outside the district were staying overnight in accommodation in Exeter, 6% in each case were staying overnight in Dulverton and Exmouth and 5% in Somerset.
- 88% of visitors were on a repeat visit to Mid Devon.
- 89% of visitors had arrived by car, van etc. 3% of visitors had arrived on a scheduled bus/coach service whilst 2% were part of an organised coach tour.

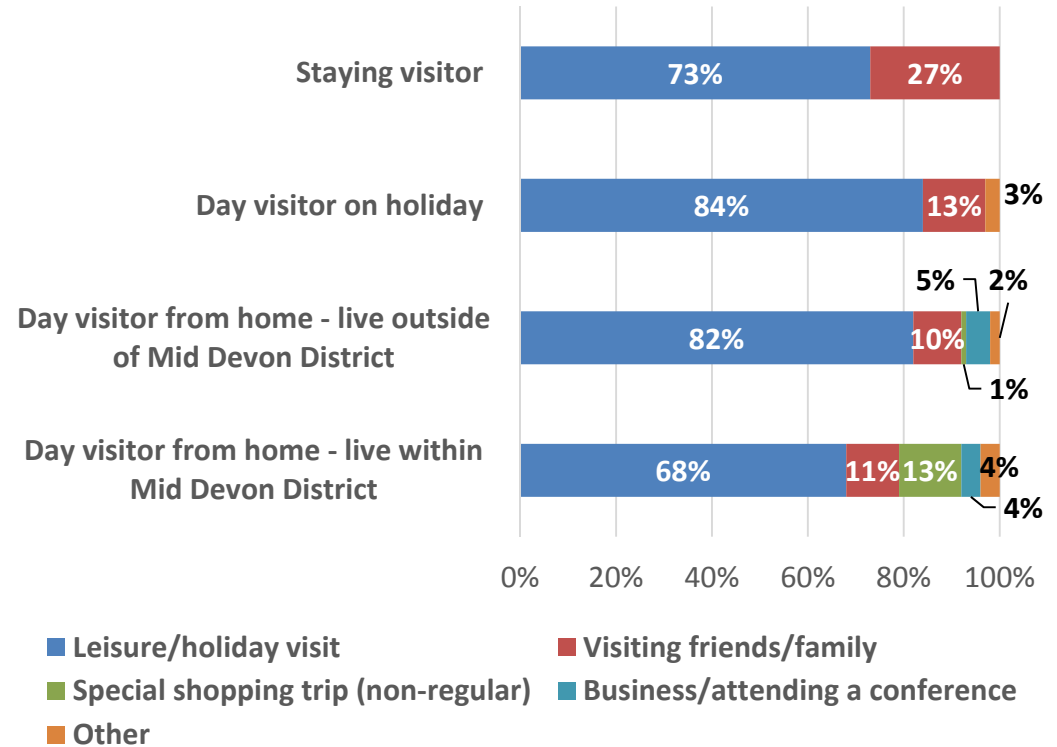


# Main purpose of visit

Main purpose of visit to Mid Devon - all visitors



Main purpose of visit to Mid Devon by visitor type

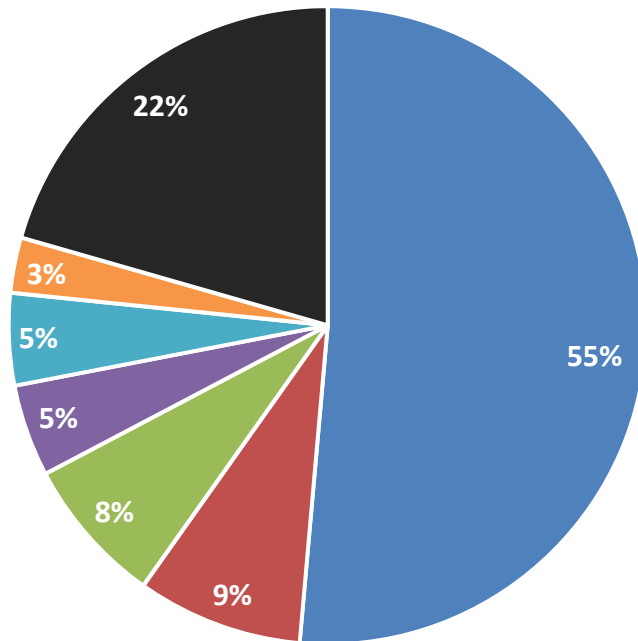


79% of visitors were on a leisure/holiday related trip to Mid Devon including 84% of day visitors on holiday and 82% of day visitors from home who lived outside Mid Devon District. 14% of visitors were visiting friends or relatives including 13% of day visitors from home who lived within the district.

2% of visitors gave an 'other' reason for visiting Mid Devon including attending school/college, house hunting etc. and the full list of these can be found in the appendices which accompany this report.

# Nearest town where staying in Mid Devon

Nearest town where staying in Mid Devon  
– staying visitors



- Tiverton
- Cullompton
- Crediton
- Bampton
- Bickleigh
- Sampford Peverell
- Other Mid Devon

**Ave. length of stay = 4.34 nights**

55% of staying visitors were staying overnight in accommodation in Tiverton, 9% in Cullompton and 8% in Crediton. 5% in each case were staying overnight in Bampton and Bickleigh and 3% in Sampford Peverell.

22% were staying overnight in accommodation elsewhere in Mid Devon District and the full list of these other locations can be found in the appendices which accompany this report.

The average length of stay in the district was 4.34 nights.

# Nearest town where staying outside of Mid Devon

Day visitors on holiday who were visiting Mid Devon from a nearby holiday base outside the district were also asked where they were staying.

8% were staying overnight in accommodation in Exeter, 6% in each case were staying overnight in Dulverton and Exmouth and 5% in Somerset.

42% of day visitors on holiday where staying overnight in accommodation elsewhere outside of Mid Devon and the full list of these other locations can be found in the appendices which accompany this report.

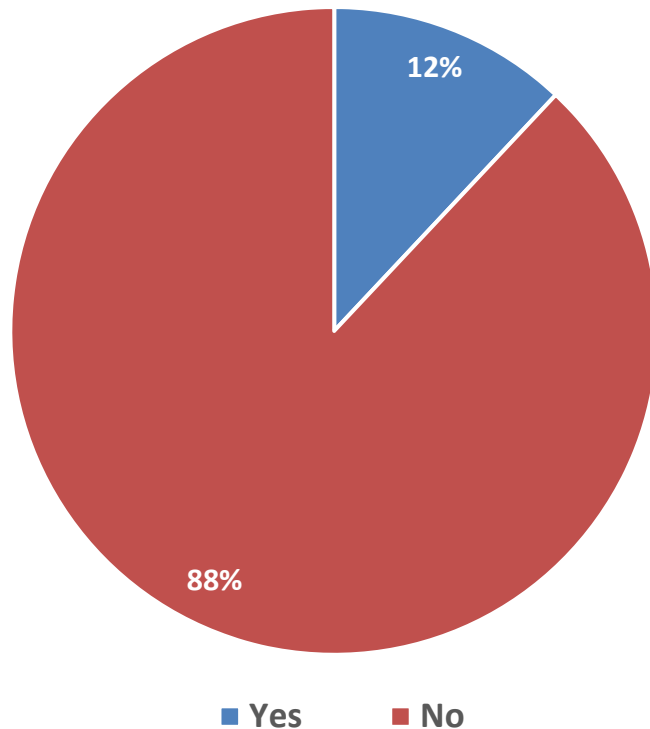
Nearest town where staying – day visitors on holiday					
Exeter	8%	Torquay	3%	Bideford	2%
Dulverton	6%	Woolacombe	3%	Croyde	2%
Exmouth	6%	Ilfracombe	3%	Dartmoor	2%
Somerset	5%	Minehead	3%	Falmouth	2%
Honiton	3%	Paignton	3%	Sidmouth	2%
Taunton	3%	Porlock	3%	Other (1% each)	42%

# Whether first ever visit to Mid Devon

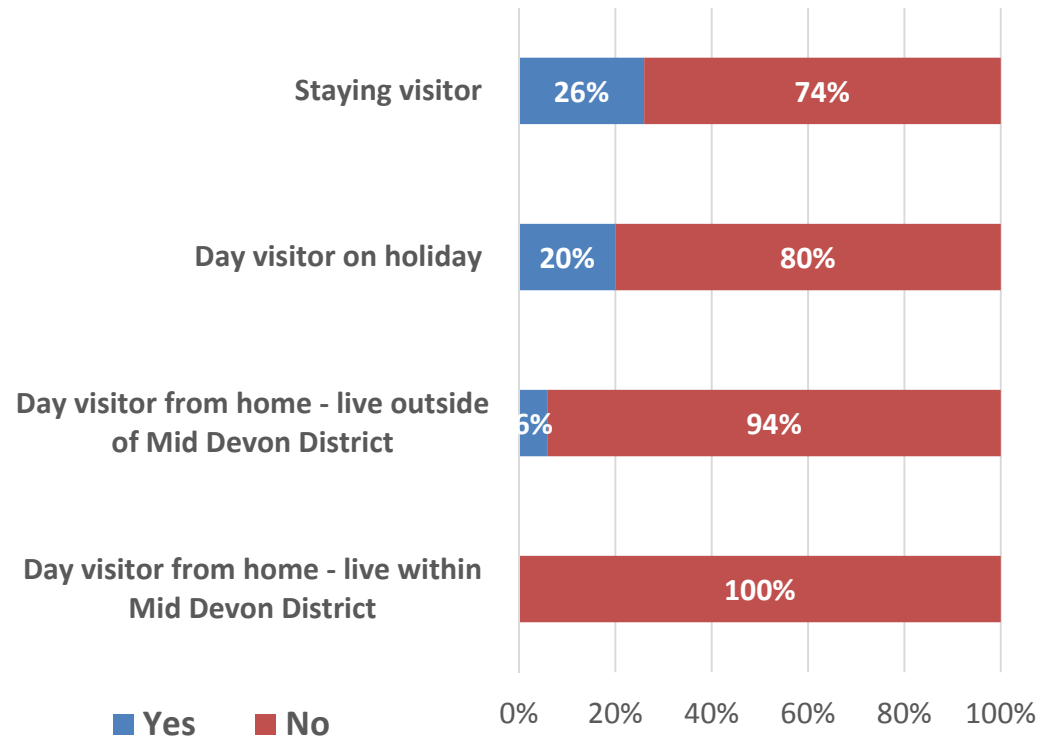
12% of visitors were on their first ever visit to Mid Devon including 26% of staying visitors and 20% of day visitors on holiday.

88% were on a repeat visit and this proportion rose to 94% of day visitors from home who lived outside the district.

### Whether first ever visit to Mid Devon – all visitors

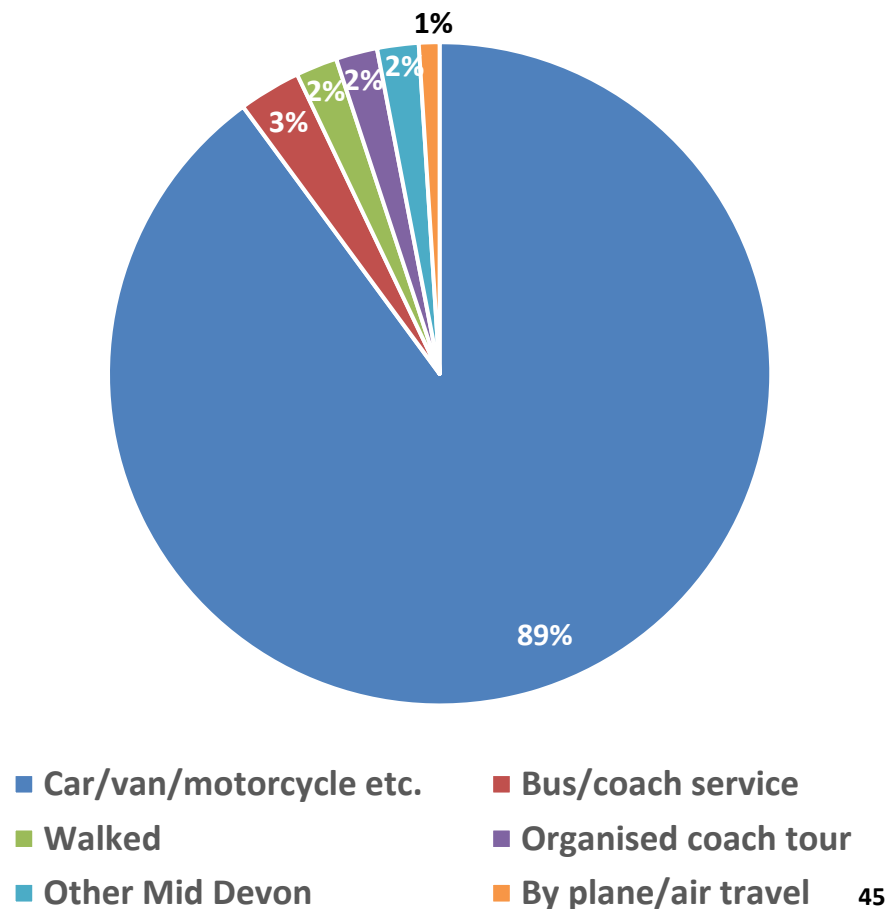


### Whether first ever visit to Mid Devon by visitor type



# Main mode of transport used for longest part of journey to Mid Devon

Main mode of transport used for longest part of journey to Mid Devon – all visitors



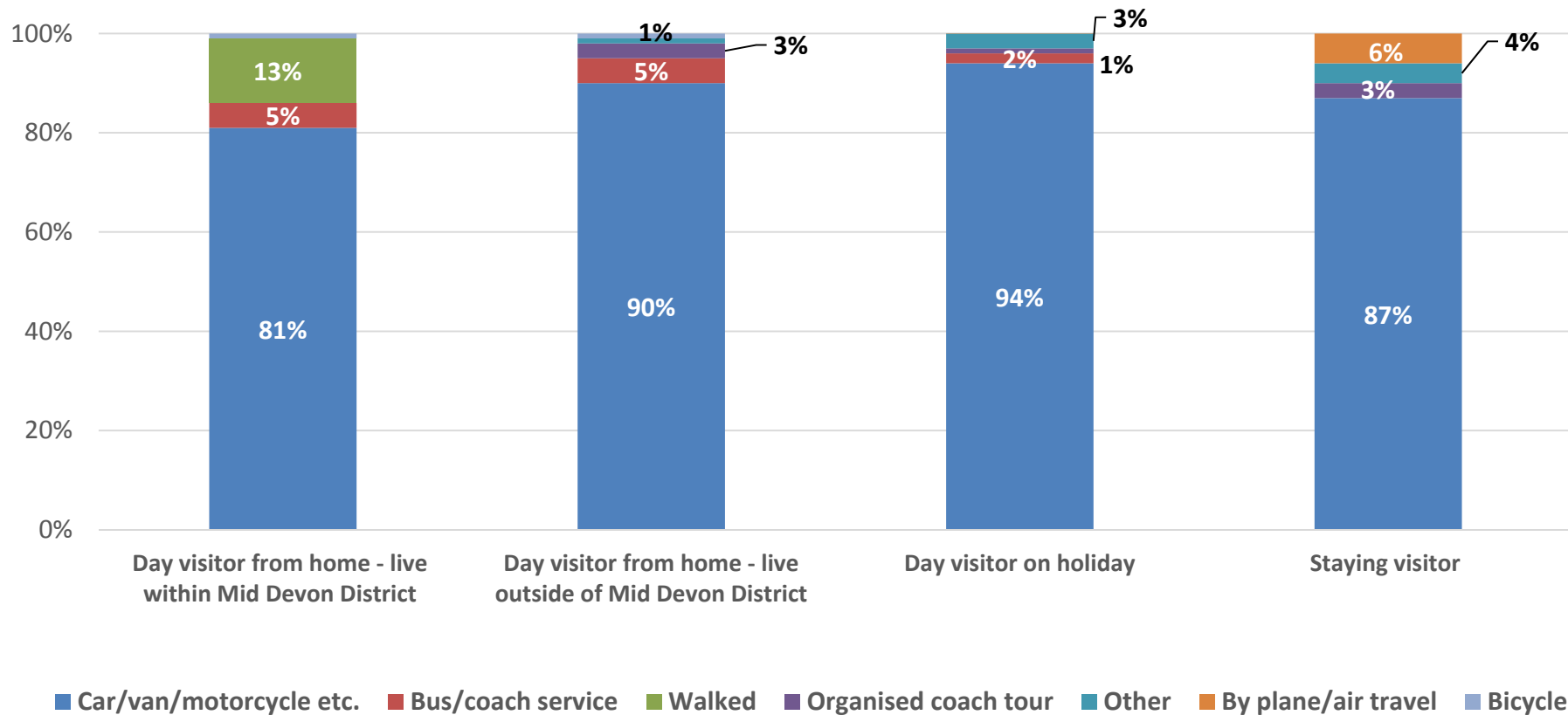
89% of visitors had arrived by car, van etc. 3% arrived by scheduled bus/coach service whilst 2% were part of an organised coach tour.

2% of visitors had used another form of transport for the longest part of their journey to Mid Devon including a motorhome and campervan and the full list of these can be found in the appendices which accompany this report.

For the breakdown of the results by visitor type please see the chart overleaf.

# Main mode of transport used for longest part of journey to Mid Devon

Main mode of transport used for longest part of journey to Mid Devon by visitor type



13% of day visitors from home who lived within Mid Devon District had walked to the attraction/place of interest where they were interviewed. 6% of overseas visitors had travelled by plane/air for the longest part of their journey to Mid Devon.

# Mid Devon Visitor Survey 2016

## Information Sourcing



# Information sourcing snapshot

- At 65%, relying on information gained from a previous visit to Mid Devon, was the most commonly used information source amongst visitors prior to their actual trip to the district. This was followed by 27% of visitors who had used the internet.
- When asked which internet sites they had used prior to their visit, 54% of internet users had used an attraction provider's website, whilst 44% had used a search engine e.g. Google.
- Whilst 64% of internet users had used it to source information only, 36% had used it to book their accommodation/attraction/event tickets etc. on-line.
- 47% of visitors to Mid Devon who had used the internet to book their accommodation/attraction/event tickets etc. on-line had used their accommodation provider's website to do so. 29% had used an attraction provider's website.
- When asked, unprompted, which information they find most useful to access whilst on holiday, 40% of all visitors mentioned 'things to do' information, 34% mentioned 'where to go' type information and 29% found it most useful to access maps.
- When asked how easy they found it to access the information they needed during their visit to Mid Devon, 84% of visitors said it had been 'easy' (63%) or 'very easy' (21%) to do so.



# Information sourcing snapshot

- 49% of visitors had not sourced any location information during their visit to Mid Devon. At 23%, relying on information gained from a previous visit to Mid Devon, was the most commonly used information source amongst visitors during their actual trip to the district. 19% of visitors had used a brochure/leaflet/guide during their visit to Mid Devon.
- When asked which internet sites they had used during their visit to source information about visiting Mid Devon, 81% of internet users had used a search engine e.g. Google. 23% had used a review site such as Trip Advisor, 19% in each case had used the [www.visitdevon.co.uk](http://www.visitdevon.co.uk) website or their accommodation provider's website, whilst 8% had used the [www.heartofdevon.com](http://www.heartofdevon.com) website.
- Visitors were asked whether they 'checked-in' on social media sites, uploaded photos and/or posted online reviews during a visit or when they returned home. The most popular activities were uploading photos with 37% of all visitors to Mid Devon indicating that they did this either during their visit (21%) or when they returned home (16%). This was followed closely by 'checking-in' on social media sites with 36% of visitors indicating that they did this either during their visit (25%) or when they returned home (11%). 23% of visitors said they posted online reviews either during their visit (8%) or when they returned home (15%).

# Information sourcing prior to visiting Mid Devon

At 65%, relying on information gained from a previous visit to Mid Devon, was the most commonly used information source amongst visitors prior to their actual trip to the district. This was the most popular information source amongst all visitor types. 27% of visitors had used the internet (including social media/apps) to source their information about visiting Mid Devon.

Higher proportions of day visitors on holiday and staying visitors had used each of the information sources compared with day visitors from home (either those who lived within or outside of Mid Devon).

14% of visitors obtained their information from an 'other' source including via The Caravan Club and The National Trust handbook/membership and the full list of these can be found in the appendices which accompany this report.

Where obtained information prior to visiting Mid Devon – all visitors	ALL	DAY VISITOR FROM HOME – LIVE WITHIN MID DEVON DISTRICT	DAY VISITOR FROM HOME – LIVE OUTSIDE MID DEVON DISTRICT	DAY VISITOR ON HOLIDAY	STAYING VISITOR
<b>From a previous visit/been before</b>	<b>65%</b>	91%	72%	47%	52%
<b>On the internet (including social media/apps)</b>	<b>27%</b>	13%	19%	37%	42%
<b>Via friends/family</b>	<b>16%</b>	6%	15%	22%	18%
<b>Other</b>	<b>14%</b>	6%	10%	24%	15%
<b>Brochure/leaflet/guide</b>	<b>10%</b>	5%	5%	18%	12%
<b>Via a recommendation</b>	<b>8%</b>	3%	6%	12%	9%
<b>Newspaper/magazine</b>	<b>3%</b>	4%	5%	2%	3%
<b>Tourist Information Centre (TIC)</b>	<b>1%</b>	1%	1%	2%	-

# Internet sites used prior to visiting to source information about Mid Devon – internet users

When asked which internet sites they had used prior to their visit to source information about visiting Mid Devon, 54% of internet users had used an attraction provider’s website with this being the most popular type of internet site used across all visitor types with the exception of staying visitors.

44% of internet users had used a search engine e.g. Google, 16% an accommodation provider’s website (including 52% of staying visitors) and 11% a review site such as Trip Advisor.

15% had used an ‘other’ website including Tesco Clubcard, AirB&B and The National Trust and to see the full list of other websites used please refer to the appendices which accompany this report.

Internet sites used prior to visiting to source information about Mid Devon – internet users	ALL	DAY VISITOR FROM HOME – LIVE WITHIN MID DEVON DISTRICT	DAY VISITOR FROM HOME – LIVE OUTSIDE MID DEVON DISTRICT	DAY VISITOR ON HOLIDAY	STAYING VISITOR
Attraction provider’s website	54%	60%	81%	58%	19%
Search engines e.g. Google	44%	40%	37%	37%	63%
Accommodation provider’s website	16%	-	-	7%	52%
Other website	15%	10%	7%	14%	26%
Review sites e.g. Trip Advisor	11%	-	4%	16%	15%
<a href="http://www.visitdevon.co.uk">www.visitdevon.co.uk</a> website	10%	-	-	19%	11%
Social media websites e.g. Facebook/Twitter/Instagram	5%	20%	7%	2%	-
I did not use the internet on this occasion	4%	-	-	7%	4%
<a href="http://www.heartofdevon.com">www.heartofdevon.com</a> website	2%	-	-	5%	-

# Use of the internet prior to visit - internet users

27% of visitors had used the internet to source information about visiting Mid Devon prior to their visit (see results on page 50).

Whilst 64% of these internet users had used it to source information only the remaining 36% had used it to book their accommodation/attraction/event tickets etc. on-line.

A significantly higher proportion of staying visitors had used the internet to book their accommodation/attraction/event tickets etc. on-line (74%) compared with day visitors (10% - 32%).

Use of the internet – internet users	ALL	DAY VISITOR FROM HOME – LIVE WITHIN MID DEVON DISTRICT	DAY VISITOR FROM HOME – LIVE OUTSIDE MID DEVON DISTRICT	DAY VISITOR ON HOLIDAY	STAYING VISITOR
Information sourcing <b>ONLY</b>	64%	90%	85%	68%	26%
Information sourcing <b>AND to book accommodation/attraction/event tickets etc.</b>	36%	10%	15%	32%	74%

# Internet sites used to book accommodation etc. prior to visit

Internet sites used to book accommodation/attraction/event tickets etc. - visitors using the internet	ALL	DAY VISITOR FROM HOME – LIVE WITHIN MID DEVON DISTRICT	DAY VISITOR FROM HOME – LIVE OUTSIDE MID DEVON DISTRICT	DAY VISITOR ON HOLIDAY	STAYING VISITOR
Accommodation provider's website	47%	-	-	23%	75%
Attraction provider's website	29%	100%	75%	38%	10%
Other website	26%	-	-	38%	25%
Online booking website e.g. Trip Advisor/ Laterooms.com/Booking.com	8%	-	-	23%	-
I did not use the internet to make a booking	3%	-	25%	-	-

47% of visitors to Mid Devon who had used the internet to book their accommodation/attraction/event tickets etc. on-line had used their accommodation provider’s website to do so including 75% of staying visitors.

29% had used an attraction provider’s website including 100% of day visitors from home who lived within Mid Devon and 75% of day visitors from home who lived outside the district. 8% had used an online booking website such as Trip Advisor, Laterooms.com/Booking.com etc.

26% had used an ‘other’ website including Tesco Clubcard and to see the full list of the other websites used please refer to the appendices which accompany this report.

## Information accessed whilst on holiday

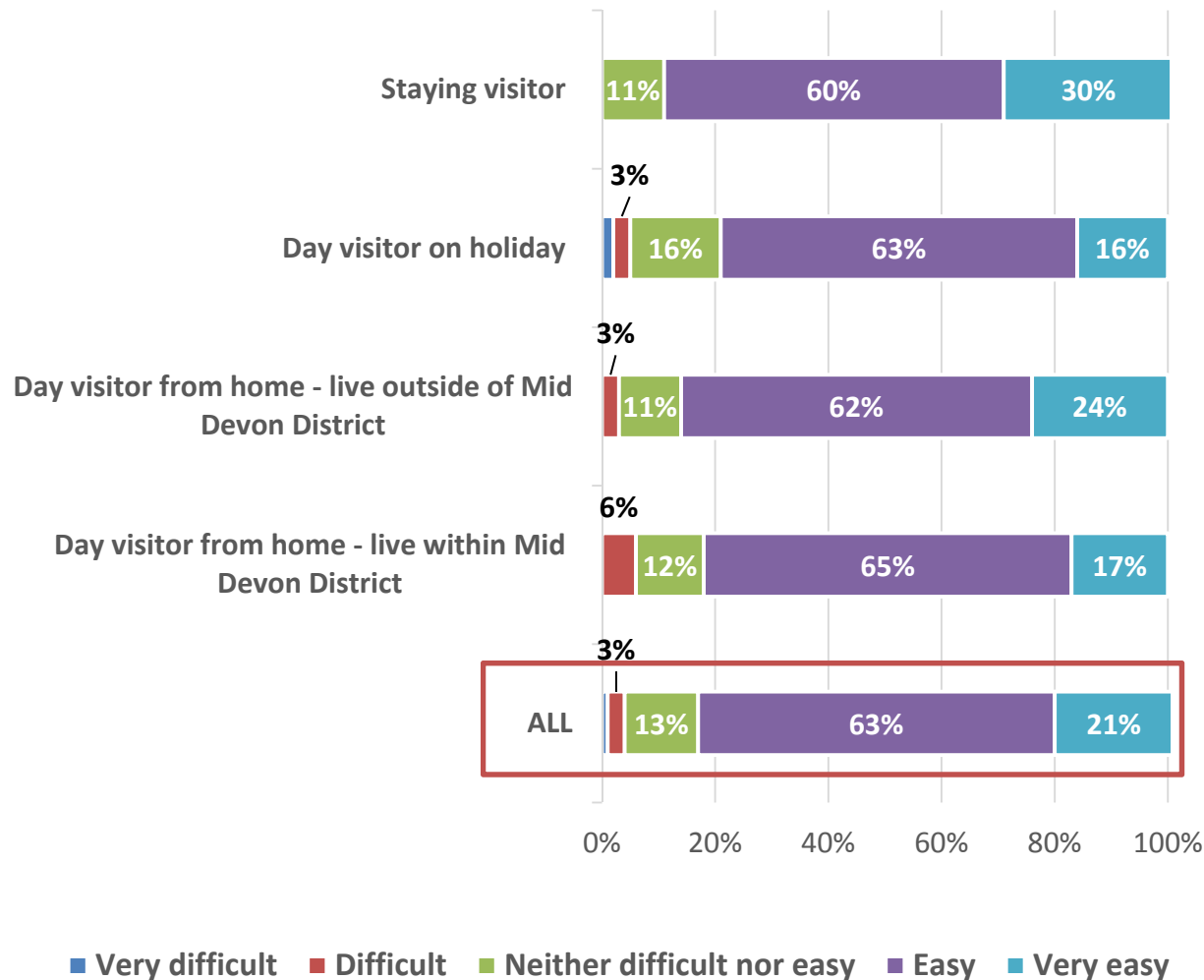
When asked, unprompted, which information they find most useful to access whilst on holiday, 40% of all visitors mentioned ‘things to do’ information, 34% mentioned ‘where to go’ type information and 29% found it most useful to access maps. 21% mentioned attractions information, 20% eating out information and 12% mentioned events type information. There was little variation in the results according to visitor type.

19% mentioned ‘other’ information they found most useful to access whilst on holiday including information centres, National Trust information, public toilets etc. and to see the full list of these please refer to the appendices which accompany this report.

Information found most useful to access whilst on holiday - all visitors	ALL	DAY VISITOR FROM HOME – LIVE WITHIN MID DEVON DISTRICT	DAY VISITOR FROM HOME – LIVE OUTSIDE MID DEVON DISTRICT	DAY VISITOR ON HOLIDAY	STAYING VISITOR
Things to do	40%	33%	32%	56%	39%
Where to go	34%	26%	30%	42%	34%
Maps	29%	20%	21%	37%	40%
I do not access information whilst on holiday/a day trip	23%	30%	34%	10%	15%
Attractions	21%	17%	14%	31%	24%
Eating out	20%	21%	22%	23%	9%
Other	19%	22%	18%	17%	24%
Events	12%	8%	13%	14%	9%
Accommodation booking	4%	4%	3%	3%	6%
Offers	2%	3%	2%	3%	3%

# Ease of obtaining information during visit to Mid Devon

Ease of obtaining information during visit to Mid Devon



When asked how easy they found it to access the information they needed during their visit to Mid Devon, 84% of visitors said it had been 'easy' (63%) or 'very easy' (21%) to do so.

13% said it had been 'neither difficult nor easy' to obtain the information they needed, whilst just 4% said it had been 'difficult' (3%) or 'very difficult' (1%) to do so.

There was little variation in the results according to visitor type.

# Information sourcing whilst visiting Mid Devon

As the table overleaf illustrates, 49% of visitors had not sourced any local information during their visit to Mid Devon including 51% of day visitors from home who lived within Mid Devon District, 62% of day visitors from home who lived outside the district and 49% of day visitors on holiday.

At 23%, relying on information gained from a previous visit to Mid Devon, was the most commonly used information source amongst visitors during their visit to the district with this being the most popular information source used during their visit amongst all visitor types.

19% of visitors had used a brochure/leaflet/guide during their visit including 45% of staying visitors and 25% of day visitors on holiday.

9% of visitors had used information provided via their family and friends, 8% had collected information at their accommodation reception (28% of staying visitors) whilst 7% had used the internet (including social media/apps) during their visit to Mid Devon.

5% of visitors in each case had sourced their information at a tourist information centre in Mid Devon or via a recommendation.

4% of visitors obtained their information from an 'other' source including via road signs and via the National Trust and the full list of these can be found in the appendices which accompany this report.



# Information sourcing whilst visiting Mid Devon

Where obtained information whilst visiting Mid Devon – all visitors	ALL	DAY VISITOR FROM HOME – LIVE WITHIN MID DEVON DISTRICT	DAY VISITOR FROM HOME – LIVE OUTSIDE MID DEVON DISTRICT	DAY VISITOR ON HOLIDAY	STAYING VISITOR
I have not sourced any local information during my visit	49%	51%	62%	49%	16%
From a previous visit/been before	23%	34%	25%	10%	31%
Brochure/leaflet/guide	19%	9%	7%	25%	45%
Via friends/family	9%	4%	5%	11%	19%
Accommodation reception	8%	-	-	11%	28%
On the internet (incl. social media/apps)	7%	3%	3%	7%	19%
Tourist Information Centre	5%	5%	-	6%	13%
Via a recommendation	5%	3%	3%	8%	4%
Other	4%	-	4%	3%	9%
Newspaper/magazine	1%	1%	-	2%	1%

Higher proportions of day visitors on holiday and staying visitors had used each of the information sources during their visit to Mid Devon compared with day visitors from home (either those who lived within or outside of Mid Devon).

# Internet sites used during visit to source information about Mid Devon – internet users

When asked which internet sites they had used during their visit, 81% of internet users had used a search engine e.g. Google, with this being the most popular site used across all visitor types.

23% of internet users had used a review site such as Trip Advisor, 19% in each case had used the [www.visitdevon.co.uk](http://www.visitdevon.co.uk) website (33% of staying visitors) or their accommodation provider’s website, whilst 8% had used the [www.heartofdevon.com](http://www.heartofdevon.com) website (17% of staying visitors).

4% (1 respondent) had used an ‘other’ website, namely Right Move.

Internet sites used during visit to source information about Mid Devon – internet users	ALL	DAY VISITOR FROM HOME – LIVE WITHIN MID DEVON DISTRICT	DAY VISITOR FROM HOME – LIVE OUTSIDE MID DEVON DISTRICT	DAY VISITOR ON HOLIDAY	STAYING VISITOR
Search engines e.g. Google	81%	100%	75%	63%	92%
Review sites e.g Trip Advisor	23%	-	-	25%	33%
<a href="http://www.visitdevon.co.uk">www.visitdevon.co.uk</a> website	19%	-	-	13%	33%
Attraction provider’s website	19%	-	-	38%	17%
<a href="http://www.heartofdevon.com">www.heartofdevon.com</a> website	8%	-	-	-	17%
I have not used the internet to search for information about visiting Mid Devon during this visit	8%	-	25%	13%	-
Other website	4%	-	-	13%	-

# Other use of the internet

Visitors were asked whether they ‘checked-in’ on social media sites, uploaded photos and/or posted online reviews during a visit or when they returned home.

The most popular activities were uploading photos with 37% of all visitors to Mid Devon indicating that they did this either during their visit (21%) or when they returned home (16%). This was followed closely by ‘checking-in’ on social media sites with 36% of visitors indicating that they did this either during their visit (25%) or when they returned home (11%). 23% of visitors said they posted online reviews either during their visit (8%) or when they returned home (15%).

Day visitors on holiday were more likely to be using the internet to ‘check-in’, upload photos and/or post online reviews either during or after their visit.

	‘Check in’ on social media sites			Upload photos			Post online reviews		
	Yes, during visit	Yes, when return home	No	Yes, during visit	Yes, when return home	No	Yes, during visit	Yes, when return home	No
<b>ALL</b>	<b>25%</b>	<b>11%</b>	<b>64%</b>	<b>21%</b>	<b>16%</b>	<b>63%</b>	<b>8%</b>	<b>15%</b>	<b>77%</b>
DAY VISITOR FROM HOME – LIVE WITHIN MID DEVON DISTRICT	27%	13%	60%	19%	17%	64%	10%	17%	73%
DAY VISITOR FROM HOME – LIVE OUTSIDE MID DEVON DISTRICT	18%	11%	71%	12%	14%	73%	6%	12%	83%
DAY VISITOR ON HOLIDAY	30%	13%	57%	29%	23%	48%	10%	23%	69%
STAYING VISITOR	28%	8%	64%	31%	6%	63%	9%	9%	81%

# Mid Devon Visitor Survey 2016

## Towns/Attractions Visited and Activities Undertaken

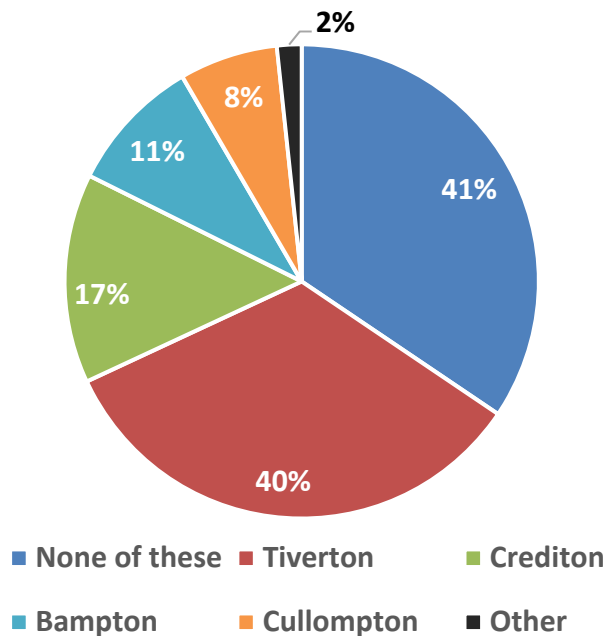


# Towns/attractions visited and activities undertaken snapshot

- The largest proportion of visitors had or intended to visit Tiverton (40%), 17% had or were intending to visit Crediton, 11% Bampton and 8% Cullompton.
- 29% of visitors had or were intending to visit Bickleigh Mill, 26% National Trust Knightshayes, 19% Grand Western Canal Country Park, 13% Diggerland and 10% had or were intending to visit Tiverton Museum.
- 76% of visitors had or were intending to go out to eat and drink in Mid Devon with this being the main reason for visit for 19% of all visitors to the district. 43% had or were intending to go shopping (main reason for visit for 7% of all visitors), 32% had or were intending to go for a short walk of up to 2 miles (main reason for visit for 3% of all visitors), 28% had or were intending to visit family attractions in the district (main reason for visit for 20% of all visitors) and 27% had or were intending to visit the Mid Devon countryside.

# Towns visited/plan to visit in Mid Devon during visit

Towns visited/plan to visit in Mid Devon during visit- all visitors



Visitors to Mid Devon were asked which towns in the district they had visited or were planning to visit during their trip.

The largest proportion of visitors had or intended to visit Tiverton (40%), 17% had or were intending to visit Crediton, 11% Bampton and 8% Cullompton. 2% had or were intending to visit an ‘other’ town in Mid Devon including Bickleigh and the full list of these other locations can be found in the appendices which accompany this report.

41% of visitors, including 58% of day visitors from home who lived outside the district and 50% of day visitors on holiday, had not visited or were not planning to visit any of the towns listed. This is likely to be largely due to the fact that they were visiting specific attractions for their day visit to the district such as Knighthayes Court, Coldharbour Mill and Diggerland.

Towns visited/plan to visit in Mid Devon during visit	DAY VISITOR FROM HOME – LIVE WITHIN MID DEVON DISTRICT	DAY VISITOR FROM HOME – LIVE OUTSIDE MID DEVON DISTRICT	DAY VISITOR ON HOLIDAY	STAYING VISITOR
None of these	21%	58%	50%	8%
Tiverton	48%	24%	35%	75%
Crediton	23%	11%	12%	31%
Bampton	13%	9%	9%	17%
Cullompton	10%	5%	8%	12%
Other	-	1%	3%	3%

# Types of attractions/places of interest visited/plan to visit in Mid Devon during visit

As well as asking visitors which specific towns they had visited or were planning to visit during their trip to Mid Devon, they were also asked (from a prompted list) to indicate which specific attractions/places of interest they had visited or were intending to visit. It should be noted that the results are likely to be heavily influenced by the location where the interviews took place. The results are shown in the table overleaf.

The most popular attractions/places of interest they had visited or were intending to visit in Mid Devon were:

- Bickleigh Mill (29%)
- National Trust Knightshayes (26%)
- Grand Western Canal Country Park (19%)
- Diggerland (13%)
- Tiverton Museum (10%)

On the whole, a higher proportion of staying visitors had or were intending to visit each of the attractions/places of interest compared with the other visitor types.

12% of visitors had not visited or were not intending to visit any of the attractions or places of interest listed.

2% had or were intending to visit an 'other' attraction or place of interest in Mid Devon including the countryside and the full list of these other locations can be found in the appendices which accompany this report.

# Types of attractions/places of interest visited/plan to visit in Mid Devon during visit

Attractions/places of interest visited in Mid Devon	ALL	DAY VISITOR FROM HOME – LIVE WITHIN MID DEVON DISTRICT	DAY VISITOR FROM HOME – LIVE OUTSIDE MID DEVON DISTRICT	DAY VISITOR ON HOLIDAY	STAYING VISITOR
Bickleigh Mill	29%	25%	32%	25%	35%
National Trust Knightshayes	26%	10%	15%	41%	41%
Grand Western Canal Country Park	19%	12%	15%	17%	41%
Diggerland	13%	4%	15%	19%	9%
None of these	12%	30%	11%	6%	3%
Tiverton Museum	10%	21%	5%	4%	21%
Coldharbour Mill	8%	9%	11%	5%	6%
Devon Railway Centre	8%	5%	5%	12%	12%
Horse drawn barge	4%	-	2%	3%	12%
Tiverton Castle	4%	-	3%	3%	11%
Other	2%	4%	2%	2%	-
Blackdown Hills AONB	1%	-	1%	3%	2%
Quad World	-	-	-	1%	-



# Activity taking

Visitors to Mid Devon were asked (from a prompted list) to indicate which types of activities they had or were intending to take part in during their visit to the district. The results are shown in the table on the page to follow.

The top five activities they had or were intending to take part in were:

- 76% - Eating and drinking (main reason for visit for 19% of all visitors)
- 43% - Going shopping (main reason for visit for 7% of all visitors)
- 32% - Going for a short walk of up to 2 miles (main reason for visit for 3% of all visitors)
- 28% - Visiting family attractions (main reason for visit for 20% of all visitors)
- 27% - Visiting the countryside

24% of visitors to Mid Devon had or were intending to take part in an 'other' activity during their visit to the district including visiting friends/relatives, train trail, general sightseeing, going to a farmer's market etc. and the full list of these other activities can be found in the appendices which accompany this report.

# Activity taking

Activities	All visitors	% for whom the activity was the main reason for their visit
Eating & drinking in a restaurant/cafe/pub	76%	19%
Going shopping	43%	7%
Going for a short walk - up to 2 miles	32%	3%
Visiting family attractions	28%	20%
Visiting the countryside	27%	-
Visiting historic houses/castles/gardens	26%	16%
Other	24%	22%
Visiting museums	13%	7%
Going for a long walk - more than 2 miles	13%	3%
Visiting churches/chapels	7%	-
Horse drawn barge trip	6%	3%
Going cycling	3%	1%
Visiting a swimming pool/leisure centre	2%	-
Visiting a festival/event	1%	1%
Hiring a boat	1%	-
Going fishing	1%	-
Taking part in arts/crafts/cultural activities	1%	-
Visiting the cinema	1%	-
Playing golf	1%	-

# Mid Devon Visitor Survey 2016

## Visitor Satisfaction



# Visitor satisfaction snapshot

- At 4.70 out of a maximum score of 5.00, visitor satisfaction was highest for the overall enjoyment of their visit to Mid Devon and, at 2.78, lowest for the range of nightlife/evening entertainment.
- Encouragingly, 27 out of the 33 satisfaction indicators explored received an average score of 3.50 or more out of the maximum score of 5.00, including nine indicators which achieved an average score of 4.00 or more.
- Two indicators were ranked lower than 3.00 out of 5.00 in terms of visitor satisfaction which were: the availability of public toilets (2.92) and the range of nightlife/evening entertainment (2.78).
- Across the board, satisfaction levels were generally highest amongst day visitors on holiday and staying visitors.
- Mid Devon achieved a recommendation score of +42% for respondents' likelihood of recommending the district as a place to visit to their friends and/or family.
- 78% of visitors said that they would be very likely to re-visit Mid Devon again in the future and a further 18% would be 'likely'. The mean average score for likelihood to re-visit was 4.73 out of a maximum of 5.00.
- A wide range of likes were provided by respondents including: the countryside, scenery/views, friendly people and peace & quiet.
- Only 40% of respondents mentioned something which they disliked about their visit to Mid Devon or which they felt could be improved. A wide range of dislikes and suggestions for improvements were also provided by respondents including: the cost of car parking, narrow roads, traffic and public toilets.

# Introduction

This chapter explores visitor satisfaction with various aspects of their experience whilst visiting Mid Devon, how likely they would be to recommend the district as a place to visit, their particular likes or dislikes and their suggestions for improvement. It details the findings for:

- Visitor satisfaction
- Likelihood of recommending Mid Devon – recommendation score
- Likes
- Dislikes/suggestions for improvement

# Methodology

The survey explored visitors' satisfaction with a wide range of factors or indicators, which together comprise the 'visitor experience'. Each factor, or indicator, is rated on a range of one to five where '1' = 'very poor' (or the most negative response), '2' = 'poor', '3' = 'average', '4' = 'good' and '5' = 'very good' (or the most positive response), allowing an opinion 'score' (out of a maximum of five) to be calculated.

The results for the 33 indicators explored by the survey are shown overleaf for all visitors to Mid Devon, along with a breakdown of the results by visitor type. The results in the tables and charts to follow exclude 'don't know' responses from the analysis and the sample sizes for all visitors for each of the satisfaction indicators is shown in the table overleaf. These sample sizes should be borne in mind when interpreting the results, particularly for indicators where the sample size is less than 100 responses including accommodation, tourist information centre and nightlife/evening entertainment.

## Visitor satisfaction – all visitors sample sizes

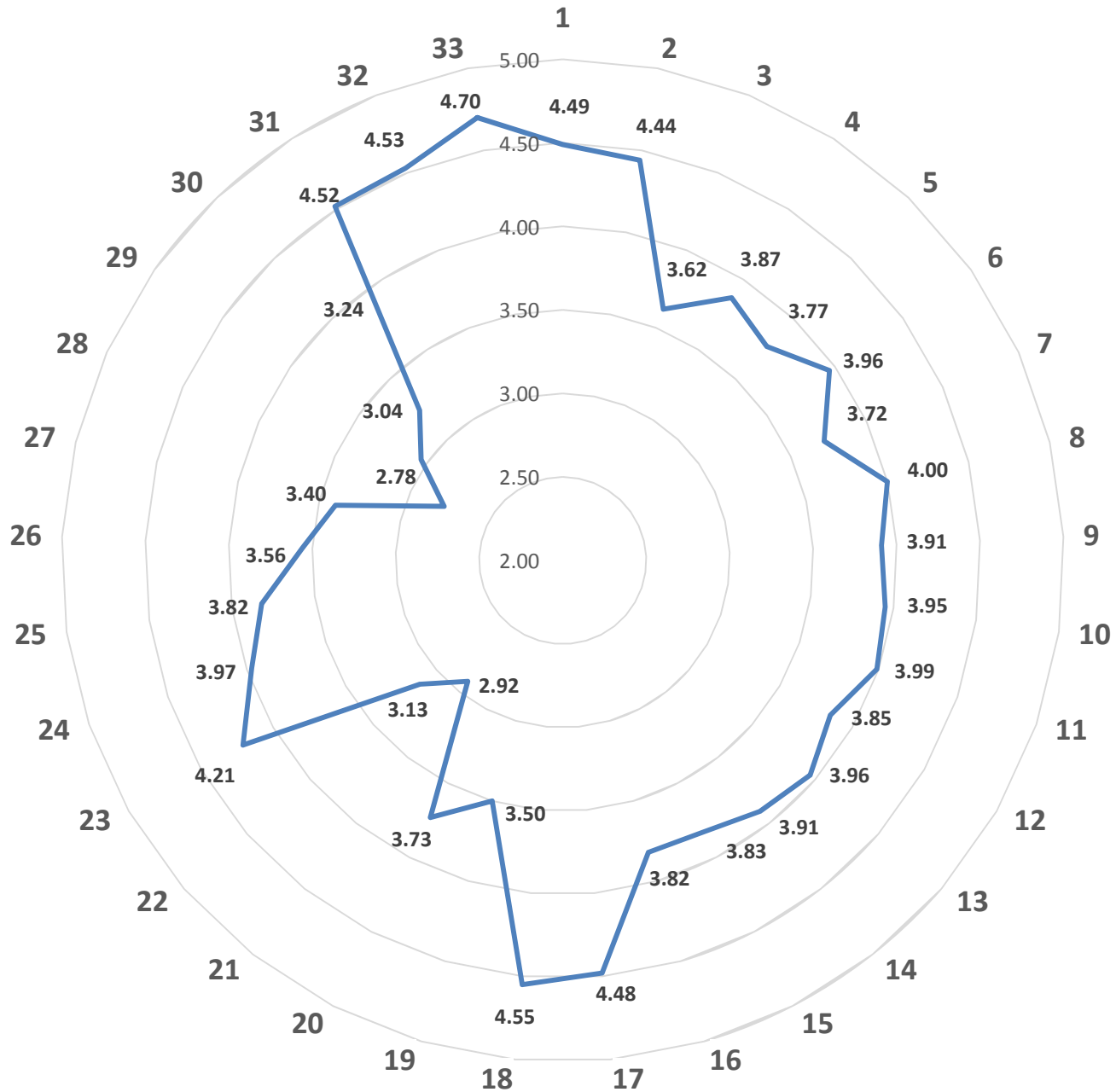
Indicator		Sample size	Indicator		Sample size
1	Accommodation - quality of service	45	18	Tourist Information Centre (Tiverton) - usefulness of information received	56
2	Accommodation - value for money	43	19	Public transport - quality of service	72
3	Shopping – range	234	20	Public transport - value for money	70
4	Shopping - quality of service	225	21	Public toilets – availability	198
5	Shopping - value for money	228	22	Public toilets – cleanliness	166
6	Places to eat & drink - range – daytime	264	23	Upkeep of the parks & open spaces	285
7	Places to eat & drink - range – evening	177	24	Cleanliness of the streets	351
8	Places to eat & drink - quality of service	270	25	Public car parks - ease of parking	258
9	Places to eat & drink - value for money	270	26	Public car parks - quality of service	241
10	Places to visit/attraction – range	309	27	Public car parks - value for money	249
11	Places to visit/attractions - quality of service	297	28	Nightlife/evening entertainment – range	47
12	Places to visit/attractions- value for money	293	29	Nightlife/evening entertainment - quality of service	55
13	Road signs	376	30	Nightlife/evening entertainment - value for money	55
14	Pedestrian signs	245	31	General atmosphere	404
15	Display maps & information boards	209	32	Feeling of welcome	406
16	Tourist Information Centre (Tiverton) - Ease of finding	79	33	Overall enjoyment of your visit	405
17	Tourist Information Centre (Tiverton) - helpfulness of staff	62			

## Visitor satisfaction scores – all visitors

Indicator		Ave. score	Indicator		Ave. score
1	Accommodation -quality of service	4.49	18	Tourist Information Centre (Tiverton) - usefulness of information received	4.55
2	Accommodation - value for money	4.44	19	Public transport - quality of service	3.50
3	Shopping – range	3.62	20	Public transport - value for money	3.73
4	Shopping - quality of service	3.87	21	Public toilets – availability	2.92
5	Shopping - value for money	3.77	22	Public toilets – cleanliness	3.13
6	Places to eat & drink - range – daytime	3.96	23	Upkeep of the parks & open spaces	4.21
7	Places to eat & drink - range – evening	3.72	24	Cleanliness of the streets	3.97
8	Places to eat & drink - quality of service	4.00	25	Public car parks - ease of parking	3.82
9	Places to eat & drink - value for money	3.91	26	Public car parks - quality of service	3.56
10	Places to visit/attraction – range	3.95	27	Public car parks - value for money	3.40
11	Places to visit/attractions - quality of service	3.99	28	Nightlife/evening entertainment – range	2.78
12	Places to visit/attractions- value for money	3.85	29	Nightlife/evening entertainment - quality of service	3.04
13	Road signs	3.96	30	Nightlife/evening entertainment - value for money	3.24
14	Pedestrian signs	3.91	31	General atmosphere	4.52
15	Display maps & information boards	3.83	32	Feeling of welcome	4.53
16	Tourist Information Centre (Tiverton) - Ease of finding	3.82	33	Overall enjoyment of your visit	4.70
17	Tourist Information Centre (Tiverton) - helpfulness of staff	4.48			

Encouragingly, 27 out of the 33 indicators explored received an average score of 3.50 out of the maximum score of 5.00 including nine indicators which achieved an average score of 4.00 or more. The highest average score was for the overall enjoyment of visit (4.40), whilst the lowest scores were for the range of nightlife/evening entertainment (2.78) and availability of public toilets (2.92). Across the board, satisfaction scores were highest amongst staying visitors and day visitors on holiday.

# Visitor satisfaction scores – all visitors





# Visitor satisfaction score rankings for Mid Devon – all visitors

Indicator	Score	Ranking	Indicator	Score	Ranking	Indicator	Score	Ranking
Overall enjoyment of your visit	4.70	1	Places to eat & drink - range - daytime	3.96	12	Public transport - value for money	3.73	23
Tourist Information Centre (Tiverton) - usefulness of information received	4.55	2	Road signs	3.96	13	Places to eat & drink - range - evening	3.72	24
Feeling of welcome	4.53	3	Places to visit/attraction - range	3.95	14	Shopping - range	3.62	25
General atmosphere	4.52	4	Places to eat & drink - value for money	3.91	15	Public car parks - quality of service	3.56	26
Accommodation - quality of service	4.49	5	Pedestrian signs	3.91	16	Public transport - quality of service	3.50	27
Tourist Information Centre (Tiverton) - helpfulness of staff	4.48	6	Shopping - quality of service	3.87	17	Public car parks - value for money	3.40	28
Accommodation - value for money	4.44	7	Places to visit/attractions - value for money	3.85	18	Nightlife/evening entertainment - value for money	3.24	29
Upkeep of the parks & open spaces	4.21	8	Display maps & information boards	3.83	19	Public toilets - cleanliness	3.13	30
Places to eat & drink - quality of service	4.00	9	Tourist Information Centre (Tiverton) - Ease of finding	3.82	20	Nightlife/evening entertainment - quality of service	3.04	31
Places to visit/attractions - quality of service	3.99	10	Public car parks - ease of parking	3.82	21	Public toilets - availability	2.92	32
Cleanliness of the streets	3.97	11	Shopping - value for money	3.77	22	Nightlife/evening entertainment - range	2.78	33

## Visitor satisfaction scores by visitor type

Indicator	ALL	DAY VISITOR FROM HOME – LIVE WITHIN MID DEVON DISTRICT	DAY VISITOR FROM HOME – LIVE OUTSIDE MID DEVON DISTRICT	DAY VISITOR ON HOLIDAY	STAYING VISITOR
Accommodation - quality of service	4.49	-	-	-	4.49
Accommodation - value for money	4.44	-	-	-	4.44
Shopping - range	3.62	3.51	3.49	3.81	3.90
Shopping - quality of service	3.87	3.80	3.83	3.82	4.13
Shopping - value for money	3.77	3.73	3.70	3.74	4.00
Places to eat & drink - range - daytime	3.96	3.85	3.92	3.95	4.22
Places to eat & drink - range - evening	3.72	3.37	3.87	3.77	4.09
Places to eat & drink - quality of service	4.00	3.86	4.01	4.00	4.17
Places to eat & drink - value for money	3.91	3.79	3.88	3.95	4.13
Places to visit/attraction - range	3.95	3.64	3.91	4.10	4.26
Places to visit/attractions - quality of service	3.99	3.80	3.95	4.10	4.17

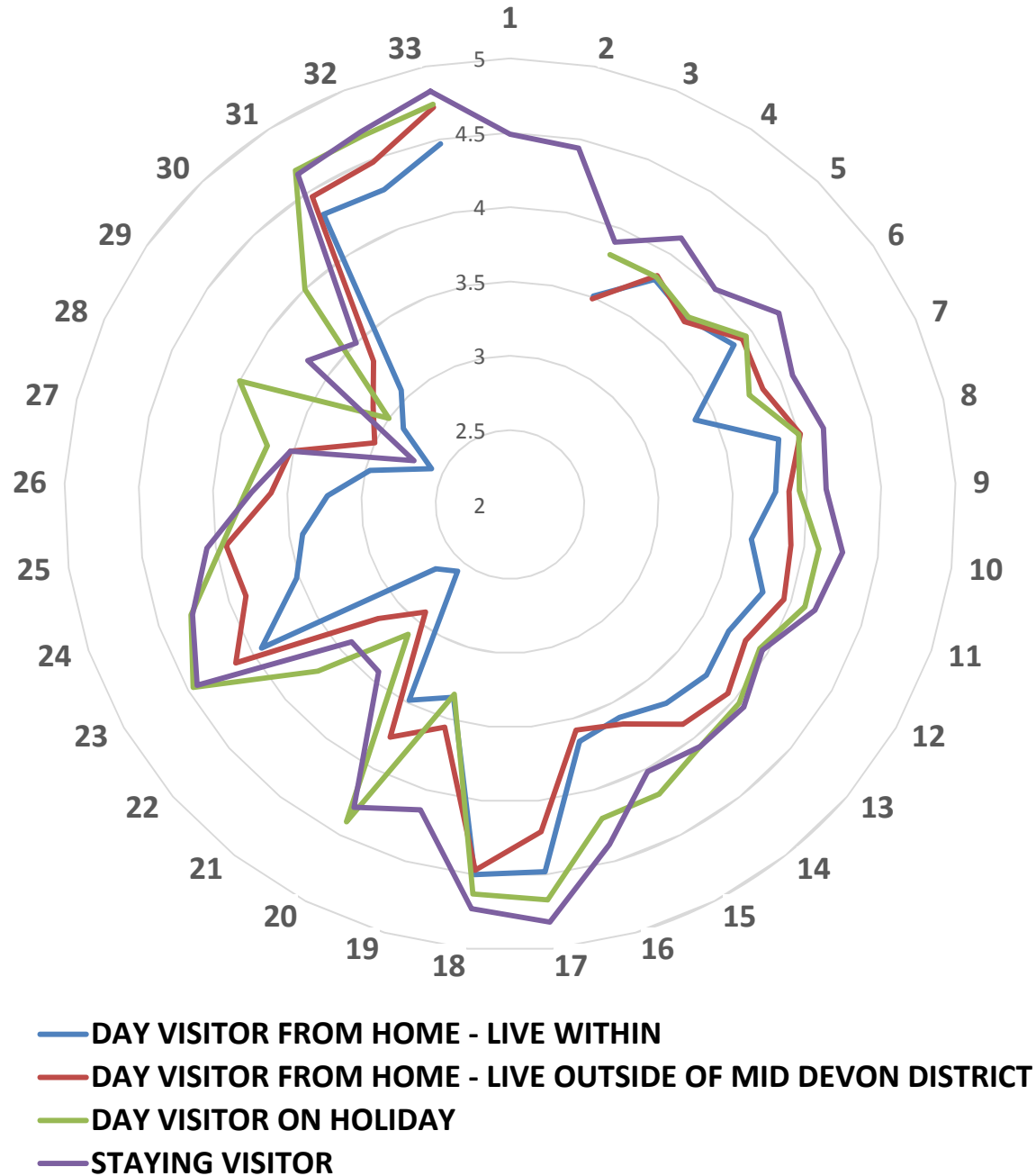
## Visitor satisfaction scores by visitor type

Indicator	ALL	DAY VISITOR FROM HOME – LIVE WITHIN MID DEVON DISTRICT	DAY VISITOR FROM HOME – LIVE OUTSIDE MID DEVON DISTRICT	DAY VISITOR ON HOLIDAY	STAYING VISITOR
Places to visit/attractions - value for money	3.85	3.70	3.83	3.94	3.96
Road signs	3.96	3.75	3.94	4.04	4.08
Pedestrian signs	3.91	3.70	3.88	4.07	4.07
Display maps & information boards	3.83	3.61	3.66	4.19	4.02
Tourist Information Centre (Tiverton) - Ease of finding	3.82	3.66	3.58	4.20	4.38
Tourist Information Centre (Tiverton) - helpfulness of staff	4.48	4.48	4.21	4.67	4.82
Tourist Information Centre (Tiverton) - usefulness of information received	4.55	4.50	4.47	4.63	4.73
Public transport - quality of service	3.50	3.35	3.56	3.33	4.14
Public transport - value for money	3.73	3.48	3.76	4.40	4.29
Public toilets - availability	2.92	2.57	2.92	3.11	3.43
Public toilets - cleanliness	3.13	2.66	3.17	3.71	3.41

## Visitor satisfaction scores by visitor type

Indicator	ALL	DAY VISITOR FROM HOME – LIVE WITHIN MID DEVON DISTRICT	DAY VISITOR FROM HOME – LIVE OUTSIDE MID DEVON DISTRICT	DAY VISITOR ON HOLIDAY	STAYING VISITOR
Upkeep of the parks & open spaces	4.21	3.93	4.13	4.46	4.43
Cleanliness of the streets	3.97	3.52	3.88	4.27	4.26
Public car parks - ease of parking	3.82	3.41	3.93	3.96	4.06
Public car parks - quality of service	3.56	3.23	3.61	3.78	3.74
Public car parks - value for money	3.40	2.97	3.52	3.68	3.52
Nightlife/evening entertainment - range	2.78	2.58	3.00	4.00	2.71
Nightlife/evening entertainment - quality of service	3.04	2.88	3.13	3.00	3.67
Nightlife/evening entertainment - value for money	3.24	3.06	3.33	4.00	3.50
General atmosphere	4.52	4.32	4.46	4.67	4.64
Feeling of welcome	4.53	4.28	4.48	4.67	4.70
Overall enjoyment of your visit	4.70	4.47	4.72	4.74	4.83

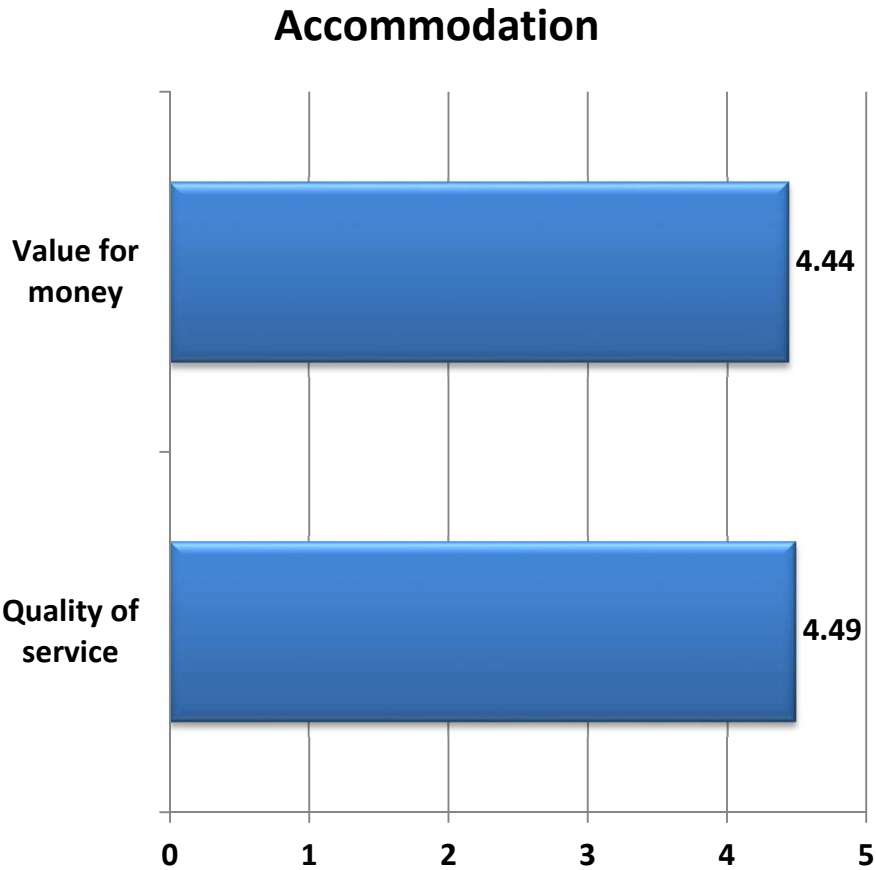
# Visitor satisfaction scores by visitor type



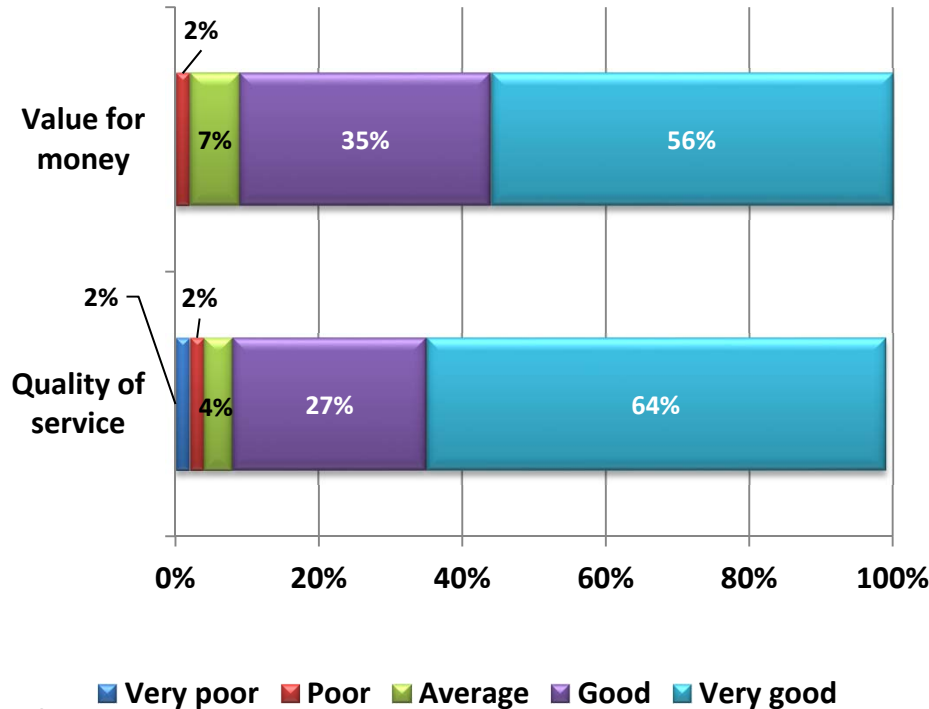
# Accommodation

Respondents rated the quality of service and value for money of their accommodation in Mid Devon very highly with scores of 4.49 and 4.44 out of 5.00 respectively and were ranked the fifth (quality of service) and seventh (value for money) highest out of all the indicators being explored by the survey.

91% of respondents in each case rated the quality of service and value for money of their accommodation in the district as 'good' or 'very good'.



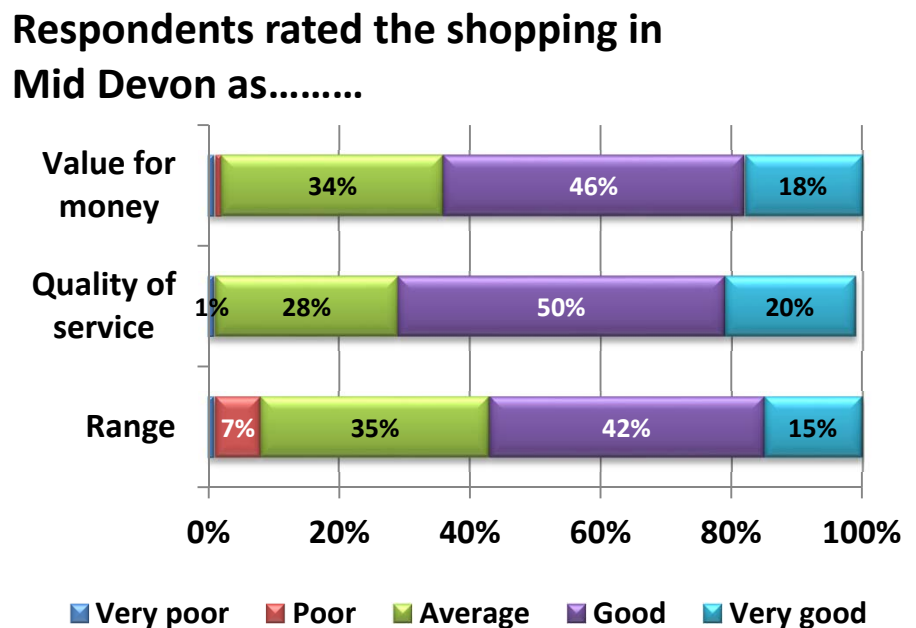
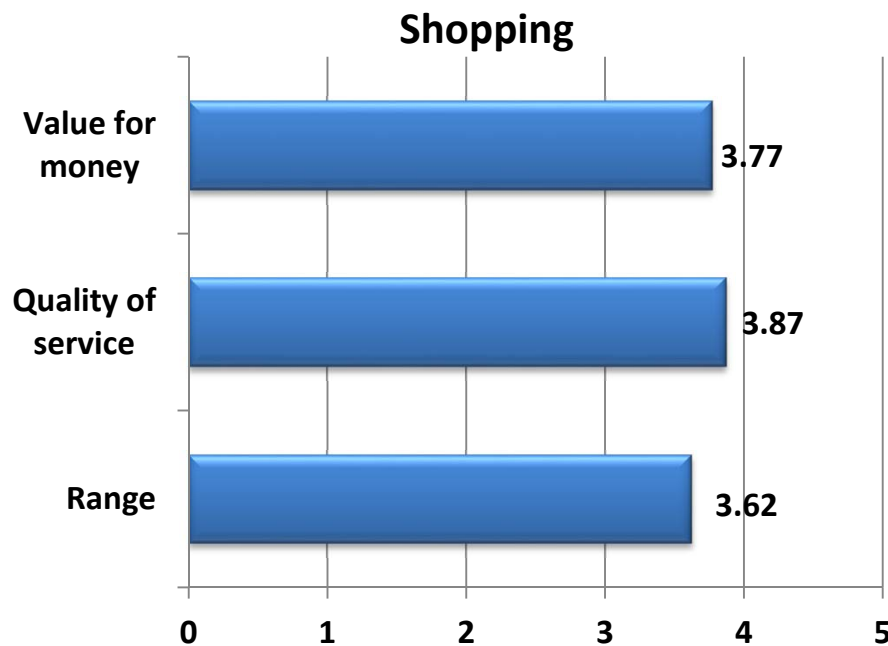
### Respondents rated their accommodation as.....



# Shopping

Visitor satisfaction levels with shopping in Mid Devon were rated average to good with the quality of service in the shops rated the highest of the three shopping indicators being explored at 3.87 out of 5.00. 70% of respondents rated this indicator as 'good' or 'very good'. The range of shopping and value for money of shopping were rated at 3.62 and 3.77 out of 5.00 respectively. 57% of respondents rated the range of shopping as 'good' or 'very good', as did 64% for the value for money of shopping in the district. The range of shops was ranked twenty-fifth, quality of service seventeenth and the value for money twenty-second out of all the indicators being explored by the survey.

35% of respondents rated the range of shopping in Mid Devon as 'average', as did 28% of respondents for the quality of service in the shops and 34% for the value for money of shopping. A further 8% of respondents rated the range of shopping in the district as 'poor' or 'very poor', as did 1% and 2% of respondents for the quality of service and value for money of shopping respectively.

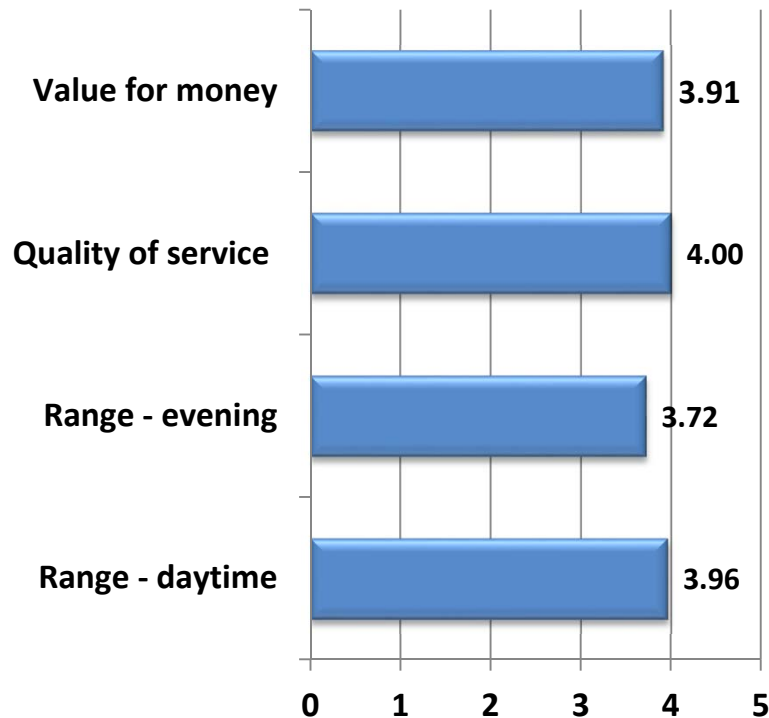


# Places to eat & drink

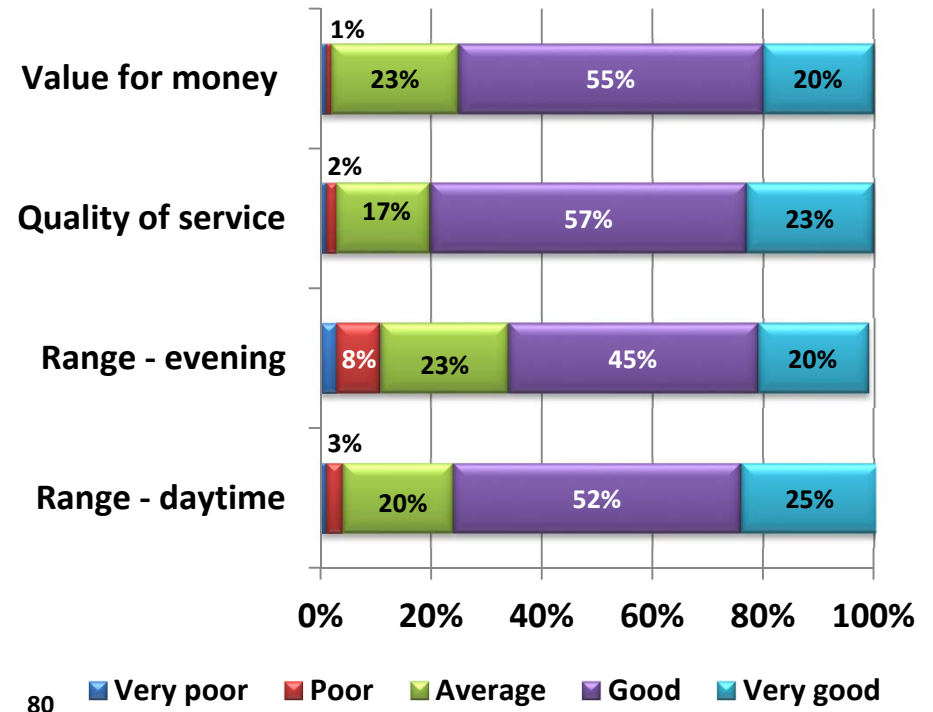
Visitor satisfaction levels with the places to eat & drink in Mid Devon were also rated average to good ranging from between 3.72 to 4.00 out of 5.00. The range of places to eat and drink in the evening, with a satisfaction score of 3.72, was ranked the lowest of the four places to eat & drink indicators and was ranked twenty-fourth overall out of all the indicators being explored by the survey.

23% of respondents considered the range of places to eat & drink in the evening to be 'average' and a further 11% 'poor' (8%) or 'very poor' (3%).

Places to eat & drink



Respondents rated the places to eat & drink in Mid Devon as.....



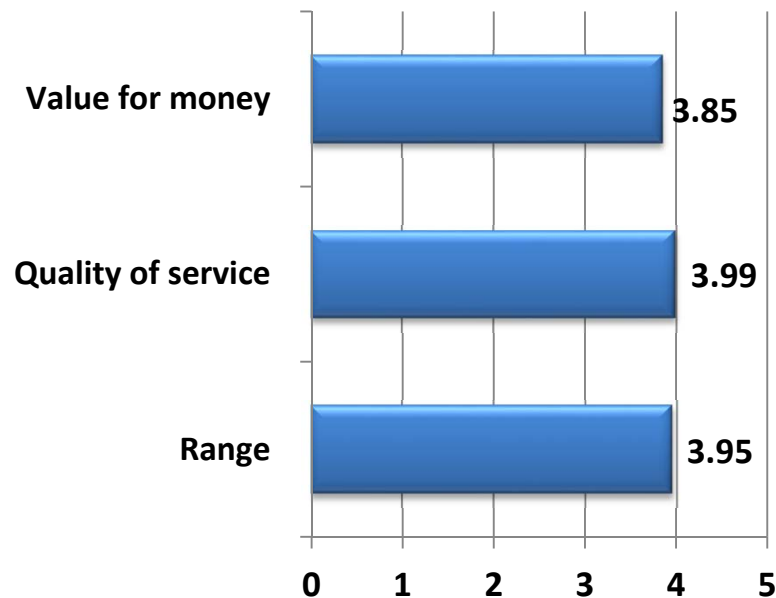


# Places to visit/attractions

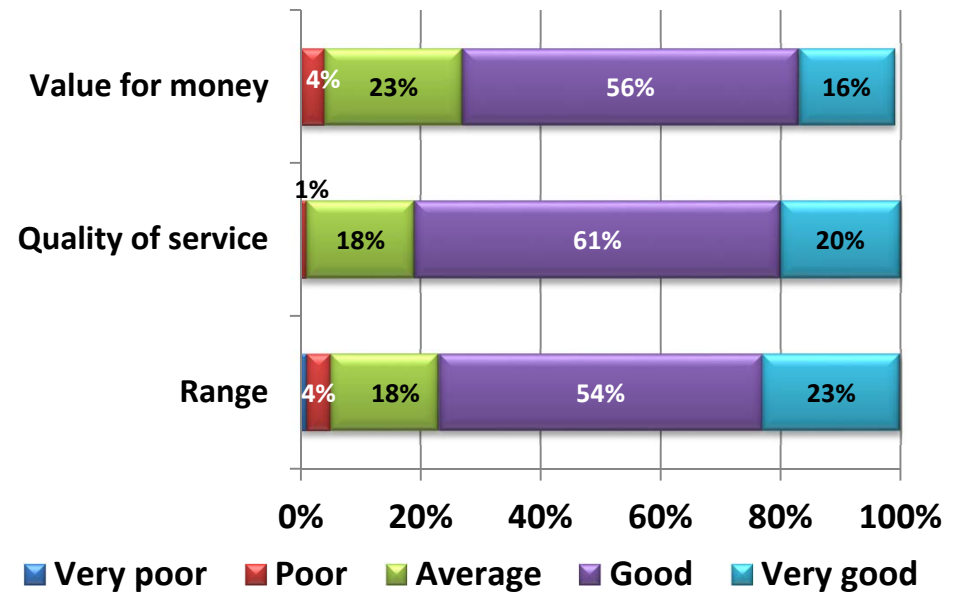
The places to visit/attractions in Mid Devon received good average scores of between 3.85 and 3.99 out of 5.00. The average score for the value for money of the places to visit/attractions, 3.85, was rated slightly lower than those for the range of places to visit/attractions and value for money. The range of places to visit/attractions was ranked fourteenth, quality of service tenth and value for money eighteenth out of all the indicators being explored by the survey.

72% or more of respondents rated each of the aspects of places to visit/attractions in Mid Devon as 'good' or 'very good'. 18% of respondents in each case rated the range and quality of service at the places to visit/attractions as 'average' as did 23% of respondents for the value for money.

**Places to Visit/Attractions**



**Respondents rated the Places to Visit/Attractions in Mid Devon as.....**

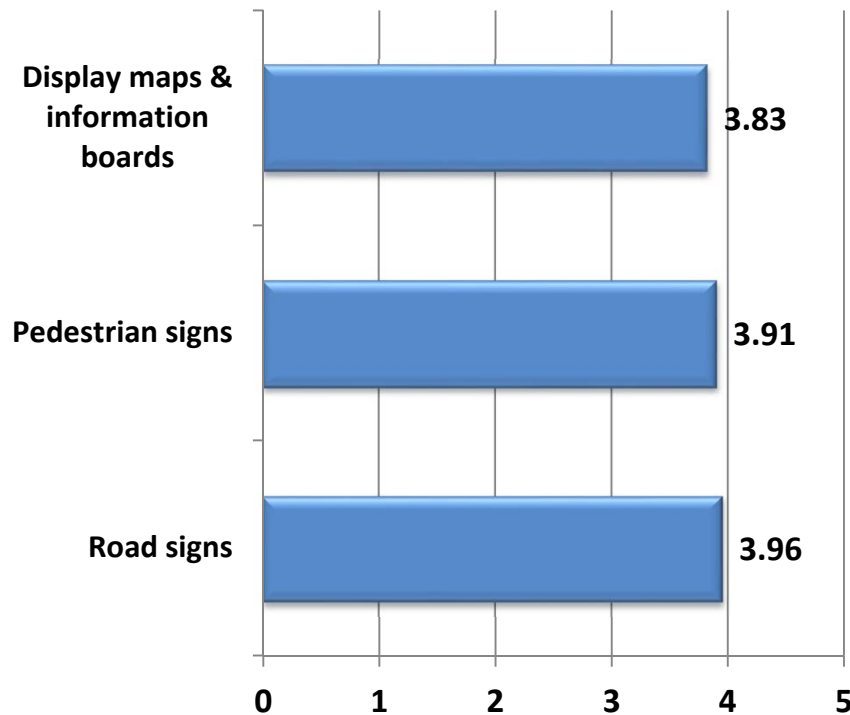


# Signage & information boards

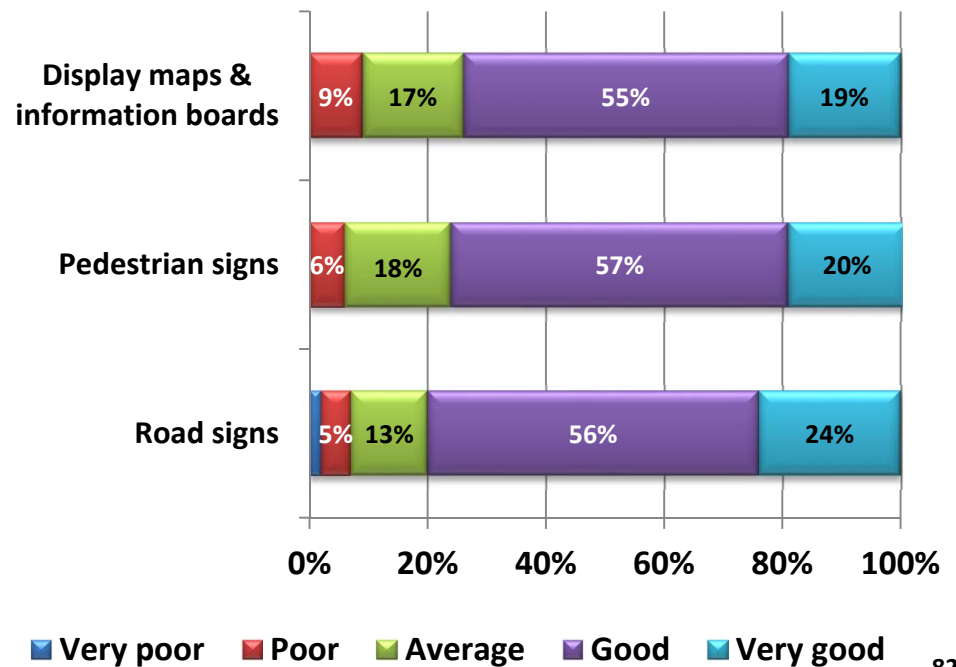
Visitor satisfaction levels with the road signs (3.96), pedestrian signs (3.91) and display maps and information boards in the district (3.83) were all rated good. Road signs were ranked thirteenth, pedestrian signs sixteenth and display maps and information boards nineteenth out of all the indicators being explored by the survey.

74% or more of respondents considered each of the aspects of signage and information boards in Mid Devon as 'good' or 'very good'. 13% of respondents considered the road signs to be 'average' as did 18% and 17% of respondents in terms of the pedestrian signs and display maps/information boards respectively.

**Signage and Information Boards**



**Respondents rated the signage and information boards in Mid Devon as.....**

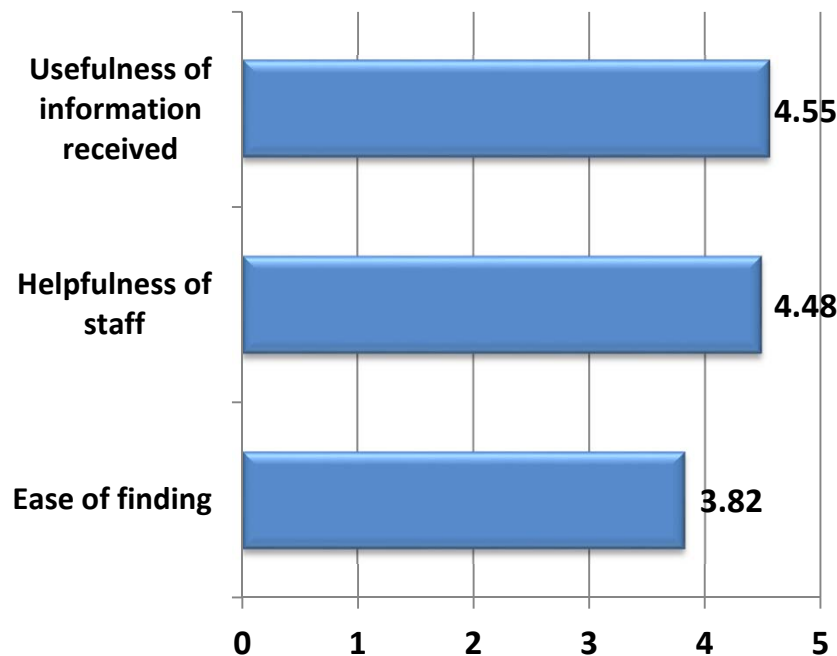


# Tourist Information Centre (Tiverton)

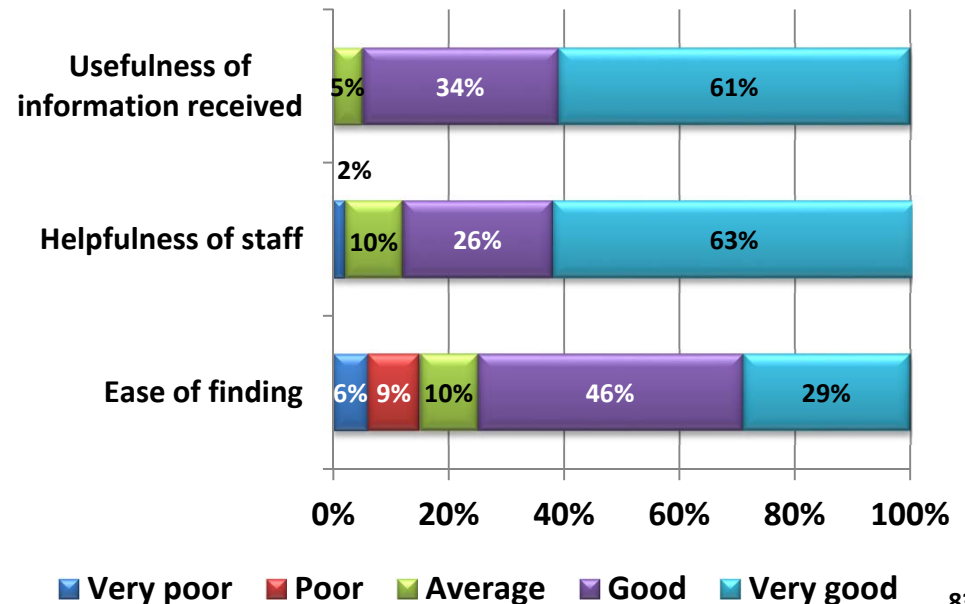
The Tourist Information Centre in Tiverton received good to very good average scores of between 3.82 and 4.55 out of 5.00 . The usefulness of the information received at the TIC was rated the highest of the three TIC indicators (4.55) and was ranked the second highest indicator in terms of visitor satisfaction out of all the indicators being explored by the survey. 95% of respondents rated the usefulness of the information they received at the TIC as ‘good’ or ‘very good’, as did 89% for the helpfulness of the staff at the TIC which was ranked the sixth highest indicator out of all the indicators being explored by the survey.

Whilst 75% of respondents rated their ease of finding the TIC in Tiverton as ‘good’ or ‘very good’, 10% rated their ease of finding it as ‘average’ and a further 15% as ‘poor’ (9%) or ‘very poor’ (6%).

**Tourist Information Centre (Tiverton)**



**Respondents rated the Tourist Information Centre in Tiverton as.....**

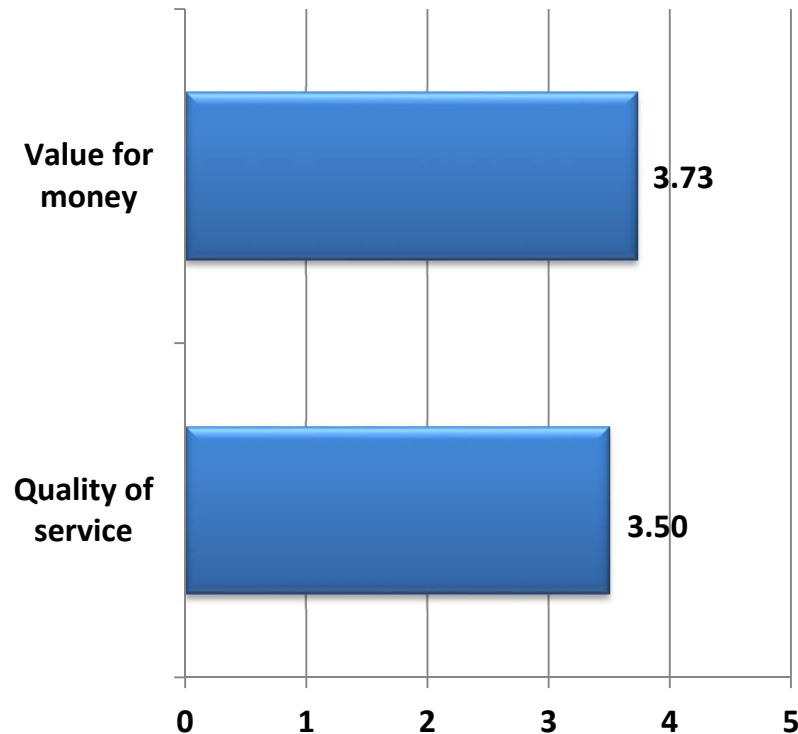


# Public transport

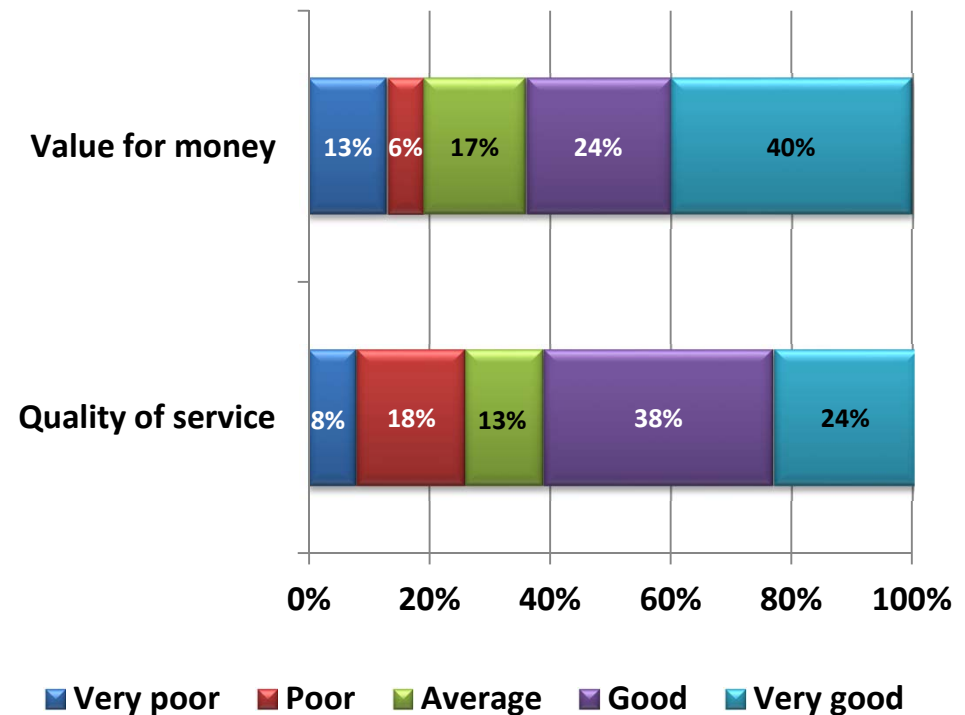
Visitor satisfaction levels with the quality of service and value for money of public transport were rated average to good at 3.50 and 3.73 out of 5.00 respectively. The quality of service was ranked twenty-seventh and value for money twenty-third out of all the indicators being explored by the survey.

The quality of service and value for money of public transport were rated as 'good' or 'very good' by 62% and 64% of respondents respectively. 26% of respondents rated the quality of service of public transport as 'poor' (18%) or 'very poor' (8%), as did 19% for the value for money (6% and 13% 'poor' or 'very poor' respectively).

**Public transport**



**Respondents rated public transport in Mid Devon as.....**

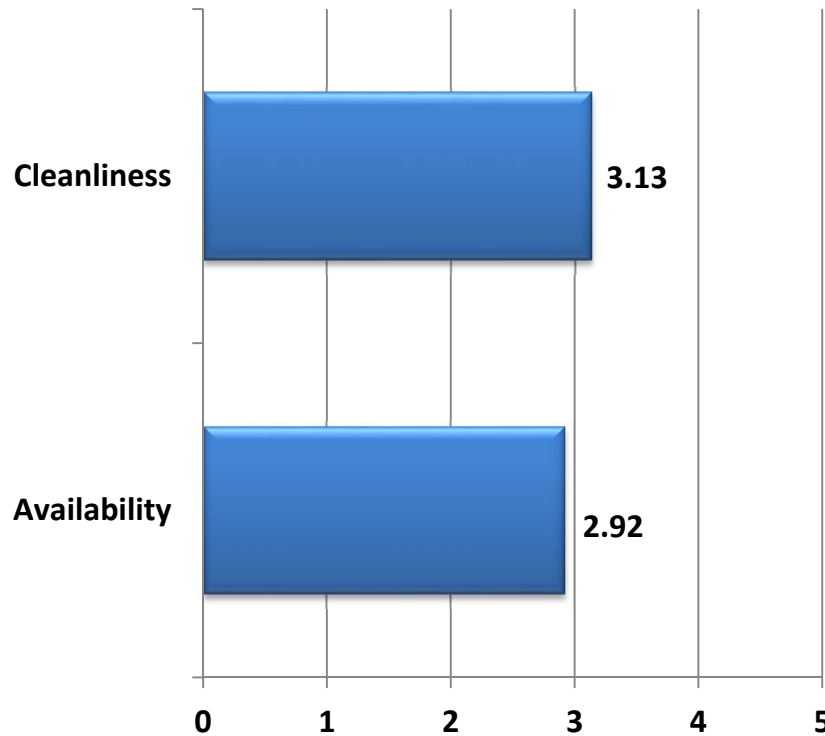


# Public toilets

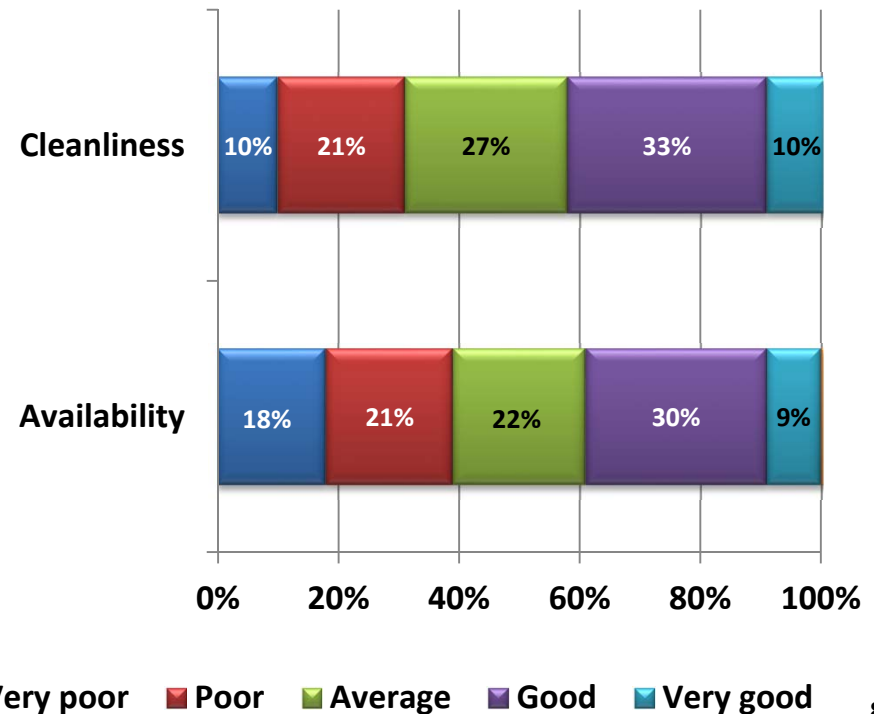
Visitor satisfaction levels with the availability and cleanliness of the public toilets in Mid Devon were rated much lower than almost all the other indicators at 2.92 and 3.13 out of 5.00 respectively. The availability of public toilets was ranked the second lowest indicator of all those being explored by the survey and the cleanliness of the public toilets the fourth lowest.

39% of respondents rated the availability of the public toilets as 'poor' (21%) or 'very poor' (18%), as did 31% for the cleanliness of the public toilets (21% and 10% 'poor' or 'very poor' respectively).

### Public toilets



### Respondents rated the public toilets in Mid Devon as.....

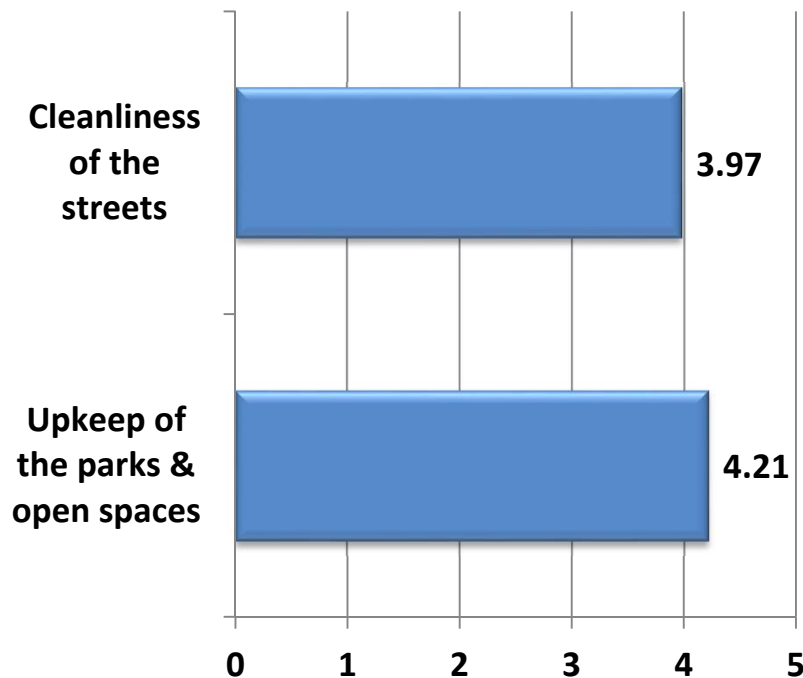


# Upkeep of parks/open spaces & cleanliness of the streets

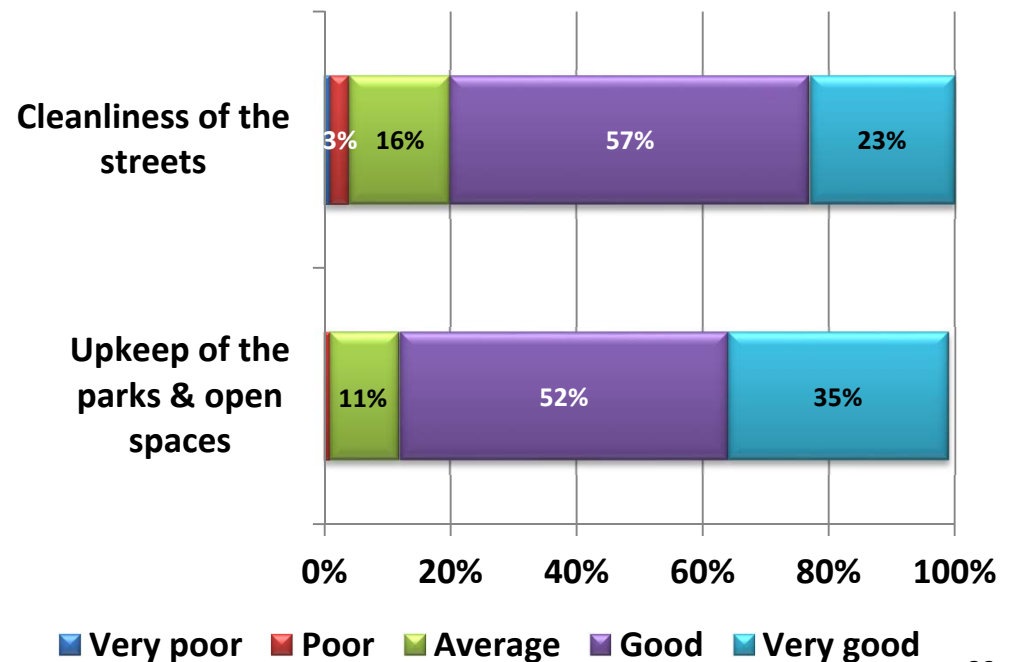
Visitor satisfaction levels with the upkeep of the parks and open spaces (4.21) and cleanliness of the streets (3.97) were rated good to very good. The average score for the upkeep of the parks and open spaces was ranked the eighth highest of all the indicators explored by the survey whilst the cleanliness of the streets was ranked eleventh.

80% or more of respondents rated the upkeep of the parks and open spaces and cleanliness of the streets as 'good' or 'very good'.

### Upkeep of parks/open Spaces & cleanliness of the streets



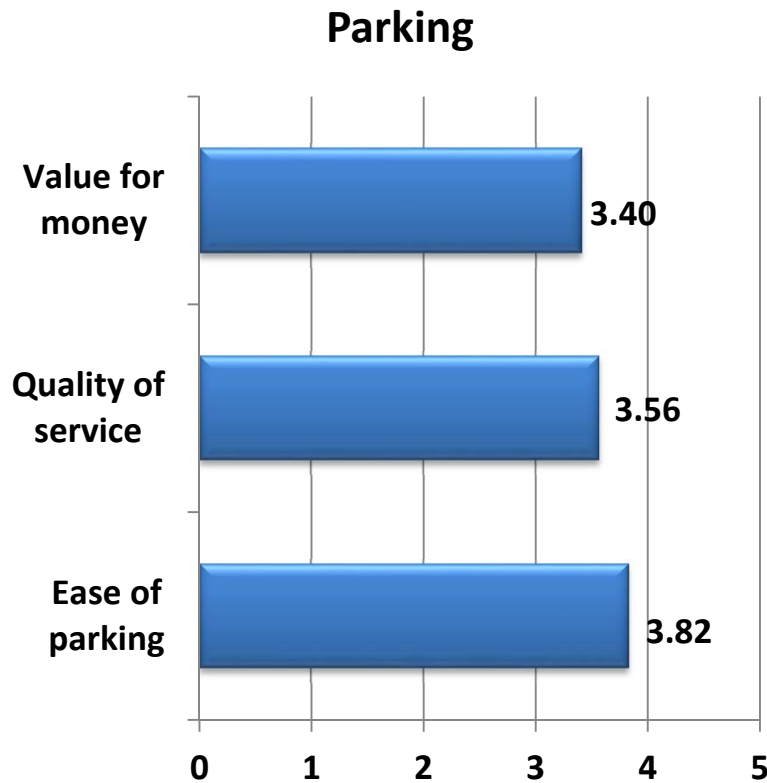
### Respondents rated the upkeep of the parks/open spaces and cleanliness of the streets in Mid Devon as.....



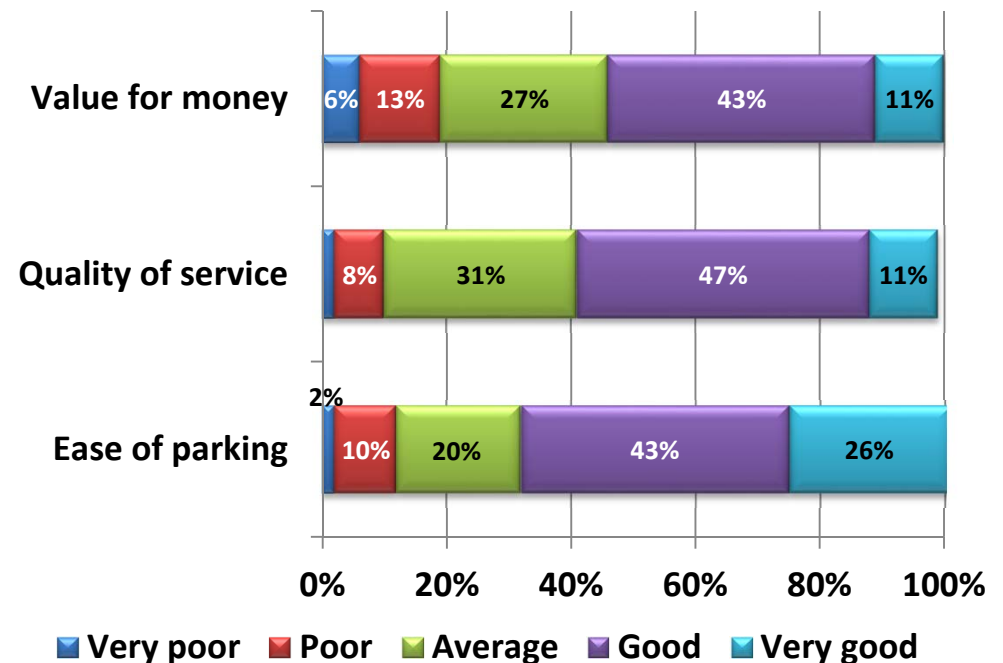
# Parking

Visitor satisfaction levels with parking in Mid Devon in terms of ease (3.82), quality of service (3.56) and value for money (3.40) were rated average and were ranked twenty-first, twenty-sixth and twenty-eighth respectively out of all the indicators being explored by the survey.

Whilst between 54% and 69% of respondents rated the ease and quality of service of parking in Mid Devon as ‘good’ or ‘very good’, this reduced to just 54% of visitors when they were rating the value for money of parking. 19% of visitors rated this aspect as ‘poor’ (13%) or ‘very poor’ (6%).



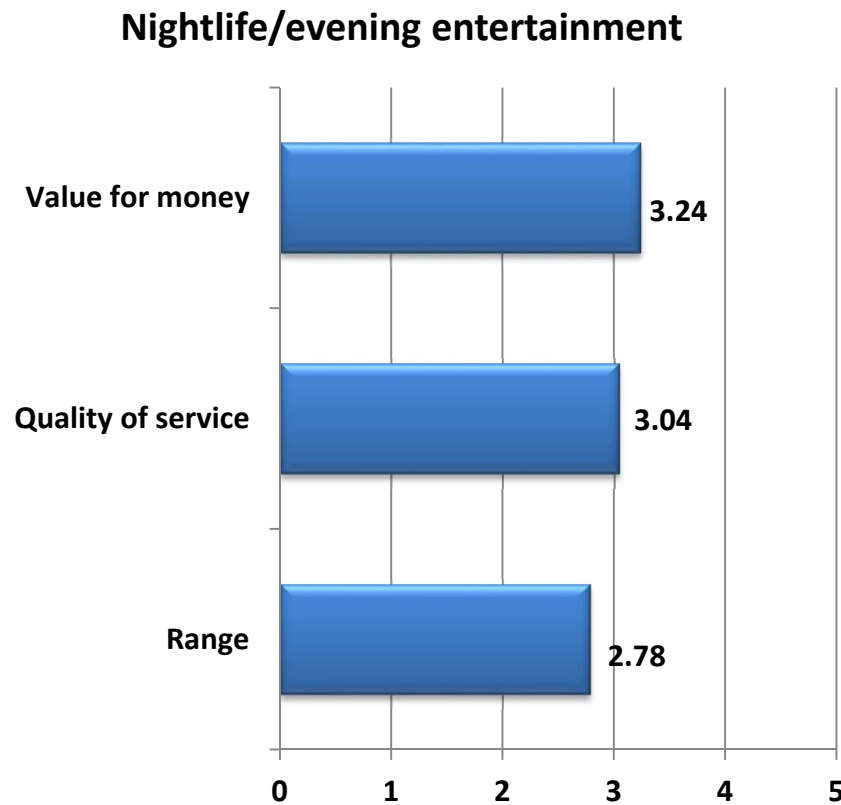
Respondents rated parking in the district as.....



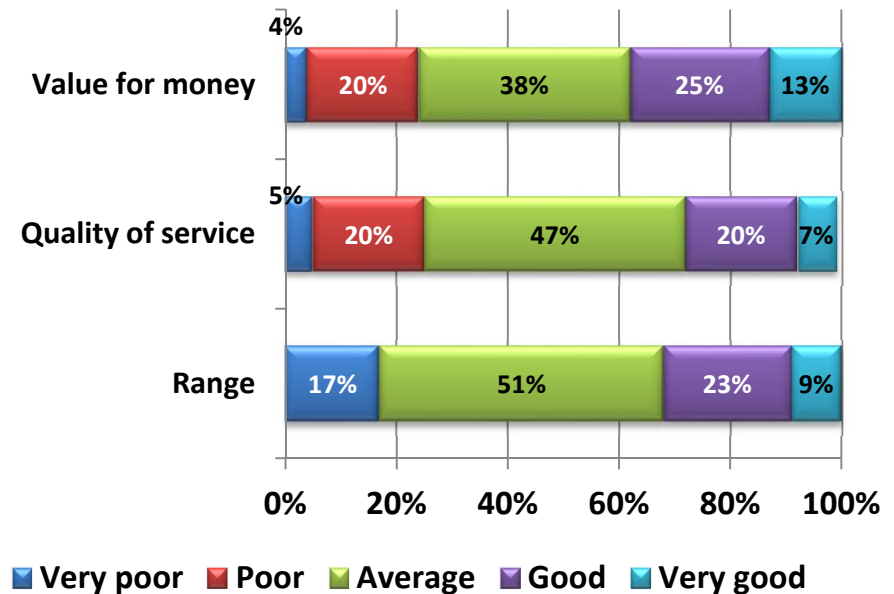
# Nightlife/evening entertainment

Opinions of the nightlife/evening entertainment in Mid Devon were all rated much lower than almost all the other indicators explored by the survey ranging from 2.78 to 3.24 out of 5.00. The range of nightlife/evening entertainment was ranked the lowest of all the indicators being explored by the survey, the quality of service was ranked the third lowest and the value for money the fifth lowest.

17% of respondents rated the range of nightlife/evening entertainment in Mid Devon as 'poor', whilst 25% rated the quality of service as 'poor' (20% or 'very poor' (25%), as did 24% for the value for money (20% and 4% as 'poor' or 'very poor' respectively).



### Respondents rated the value for money of nightlife/evening entertainment in Mid Devon as.....



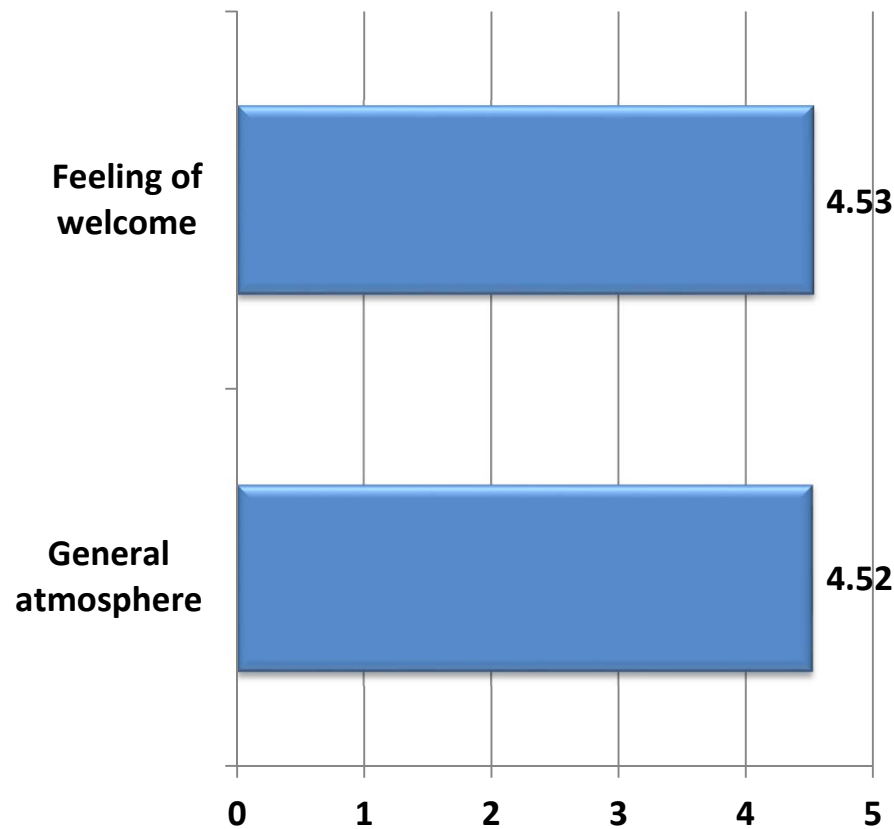


# Overall impression of Mid Devon

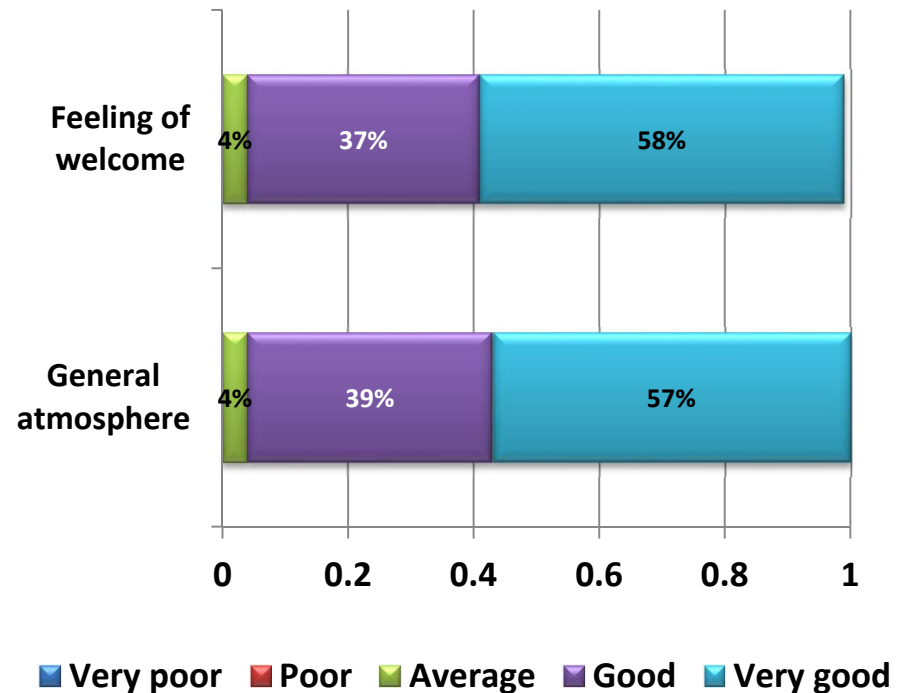
Visitors' overall impression of Mid Devon in terms of the general atmosphere (4.52) and feeling of welcome (4.53) were the third and fourth highest ranked indicators of all those being explored by the survey.

The general atmosphere and feeling of welcome in the district were considered to be 'good' or 'very good' by 96% and 95% of respondents respectively.

### Overall impression of Mid Devon



### Respondents rated their overall impression of Mid Devon as.....

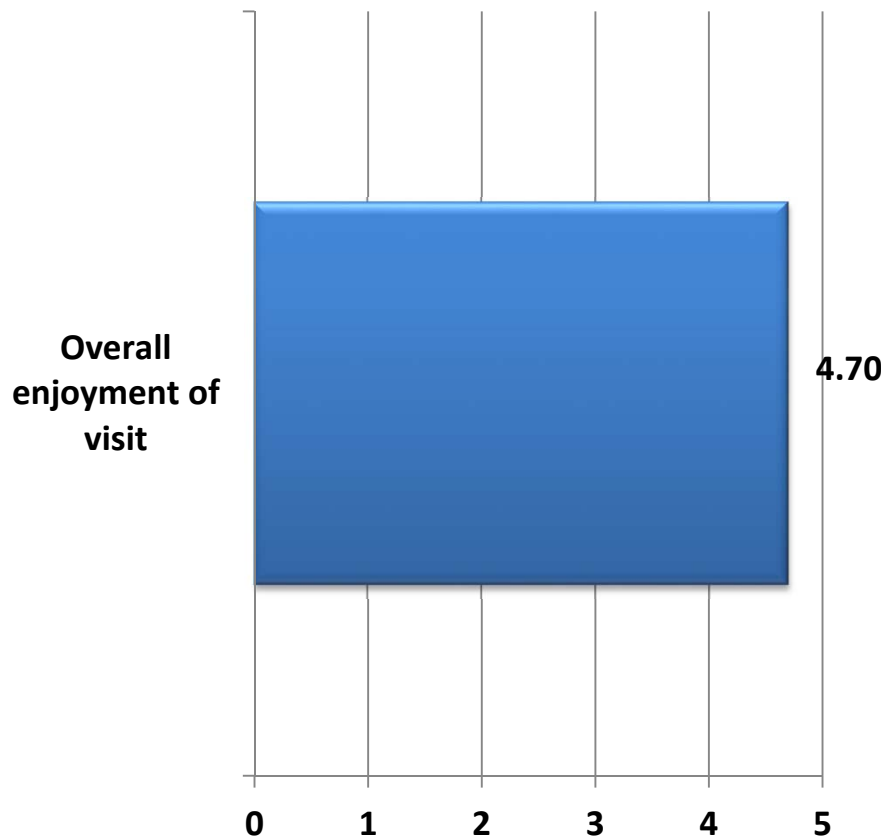


# Overall enjoyment of visit

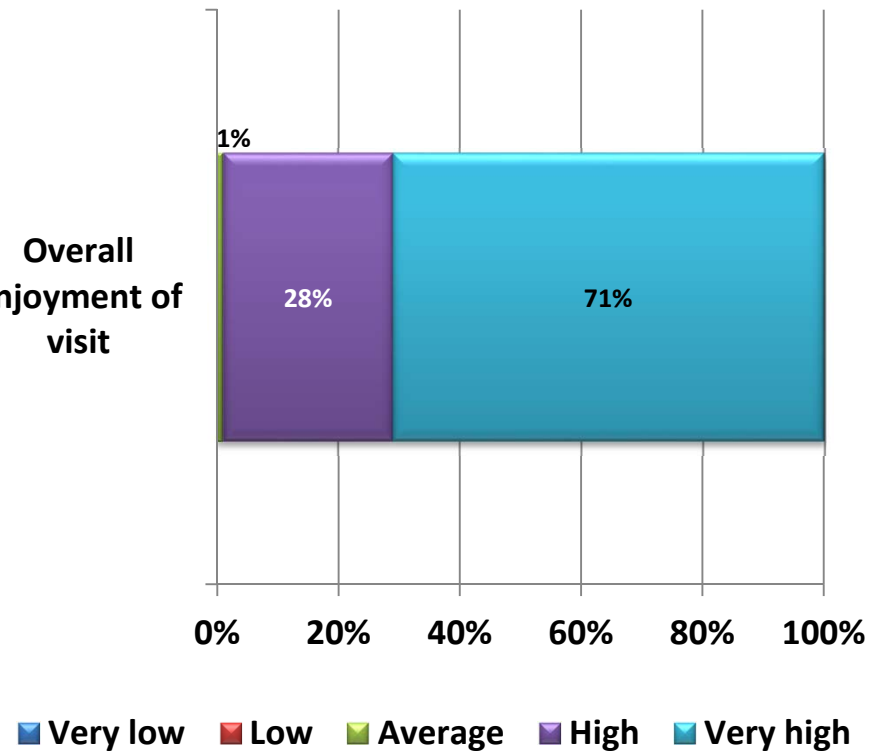
At 4.70 out of 5.00 the average score for visitors' overall enjoyment of their visit to Mid Devon was the highest score of all the 33 indicators being explored by the survey.

99% of respondents rated the overall enjoyment of their visit to Mid Devon as 'good' or 'very good'.

### Overall enjoyment of visit



### Respondents rated the overall enjoyment of their visit to Mid Devon as....



# Likelihood of recommending Mid Devon

Recommendation scores are a simple but effective method for measuring customers and accurately predicting future revenue growth.

Recommendation scores are calculated by asking a sample of customers a single question “How likely is it that you would recommend xyz to a friend or colleague?”. The respondent is asked to respond on an 11 point scale from ‘0’ (not at all likely) to ‘10’ (extremely likely) depending on how positive they feel about the product/event/location. The proportion of those who think it unlikely they would recommend it (Detractors) subtracted from the proportion that are likely to recommend it (Promoters) produces a recommendation score.

Based on their response to this question respondents are then divided into three distinct groups:

**0-6 score are Detractors** These are customers that have generated sales but are actually bad for the company over the long haul. They are less likely to buy anything/visit the event/location again and more likely to spread bad word of mouth and more costly to serve because of their dissatisfaction.

**7-8 are Passives** These customers are generally more positive about the product/event/location but are significantly less valuable than Promoters. Many companies over estimate their success by assuming relatively high customer satisfaction will lead to future growth. In reality Passives may be satisfied but that may not be enough in the longer term.

**9-10 are Promoters** These customers drive business growth. The company/product/event/location has gone beyond satisfying their needs and truly delights them. As a result they will buy more from this company or visit an event or location again in the future, will recommend it to many others and therefore the company/product/event/location will not need to undertake costly ad campaigns or sales promotions to retain their business.

A recommendation score is created by calculating what percentage of the customer base are Promoters and then subtracting the percentage who are Detractors.

$$\% \text{ Promoters} - \% \text{ Detractors} = \text{RECOMMENDATION SCORE}$$

The higher or more positive the recommendation score the more satisfied the customer base.

# Likelihood of recommending Mid Devon

Visitors to Mid Devon were asked “On a scale of ‘0’ to ‘10’ where ‘0’ is ‘extremely unlikely’ and ‘10’ is ‘extremely likely’, how likely would you be to recommend Mid Devon as a place to visit to your friends or family”? Using the results from this question a recommendation score (as described on the previous page) has been calculated.

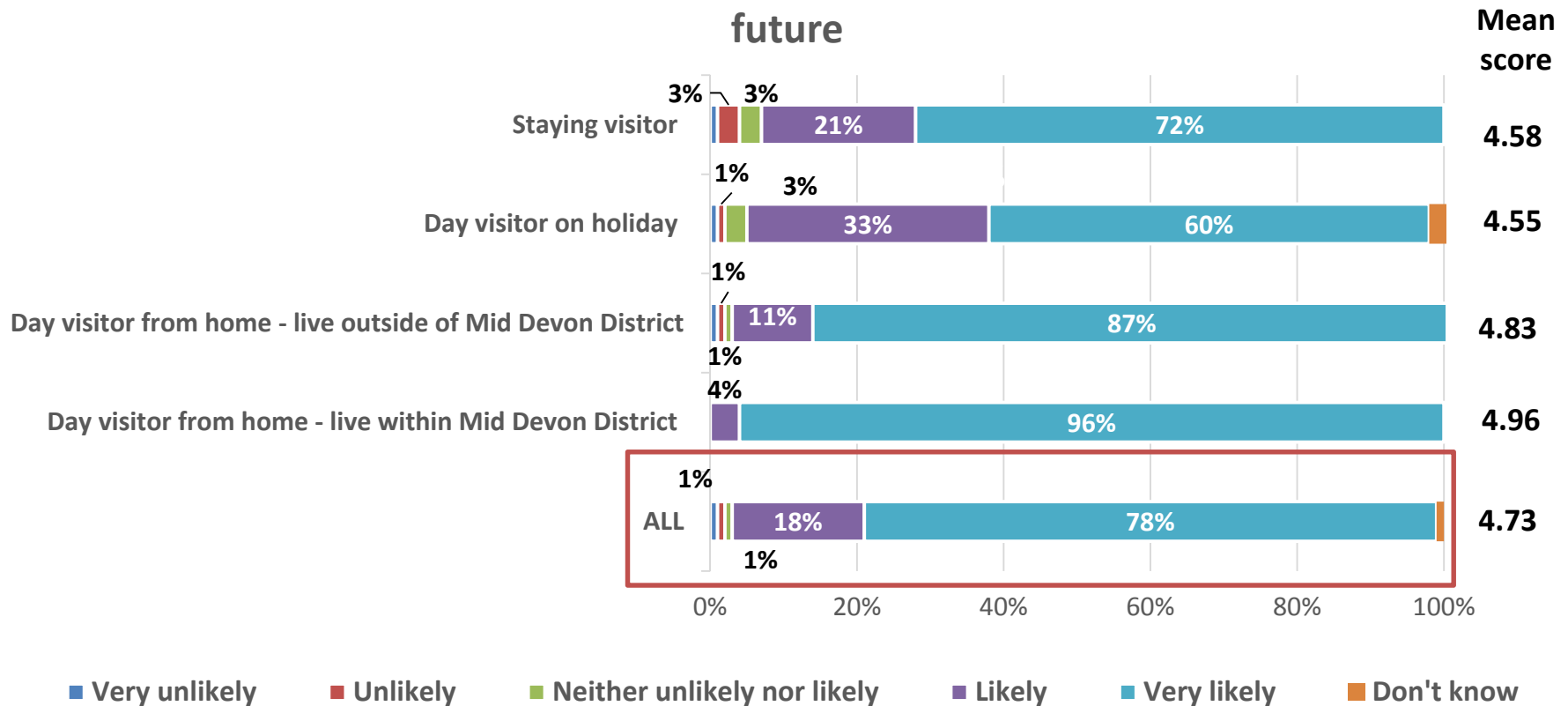
Mid Devon achieved a recommendation score of +42%, a good score on a measure that can range from -100% to +100%. 49% of all visitors were categorised as ‘Promoters’, 44% as ‘Passives’ whilst 7% were categorised as ‘Detractors’.

Recommendation score	ALL	DAY VISITOR FROM HOME – LIVE WITHIN MID DEVON DISTRICT	DAY VISITOR FROM HOME – LIVE OUTSIDE MID DEVON DISTRICT	DAY VISITOR ON HOLIDAY	STAYING VISITOR
<b>Detractors (score of 0-6)</b>	<b>7%</b>	13%	7%	6%	2%
<b>Passives (score of 7-8)</b>	<b>44%</b>	46%	52%	41%	32%
<b>Promoters (score of 9-10)</b>	<b>49%</b>	41%	41%	53%	66%
<b>RECOMMENDATION SCORE</b>	<b>+42%</b>	+28%	+34%	+47%	+64%

Staying visitors (+64%) and day visitors on holiday (+47%) had higher recommendation scores than day visitors from home who lived within Mid Devon District (+38%) or day visitors from home who lived outside of the district (+34%).

# Likelihood of re-visiting Mid Devon

Likelihood of re-visiting Mid Devon for a leisure/holiday visit in the future



78% of visitors said that they would be 'very likely' to re-visit Mid Devon in the future and a further 18% would be 'likely'. The mean average score for likelihood to re-visit was 4.73 out of a maximum of 5.00.

Day visitors on holiday and staying visitors were slightly less likely to re-visit Mid Devon (93% in each case would be 'likely' or 'very likely' to re-visit) compared with day visitors from home (either who lived within or outside of Mid Devon).

# Visitors' likes

Visitors to Mid Devon were asked what they most liked about their visit to the district, what they least liked or what, if anything, they thought could be improved.

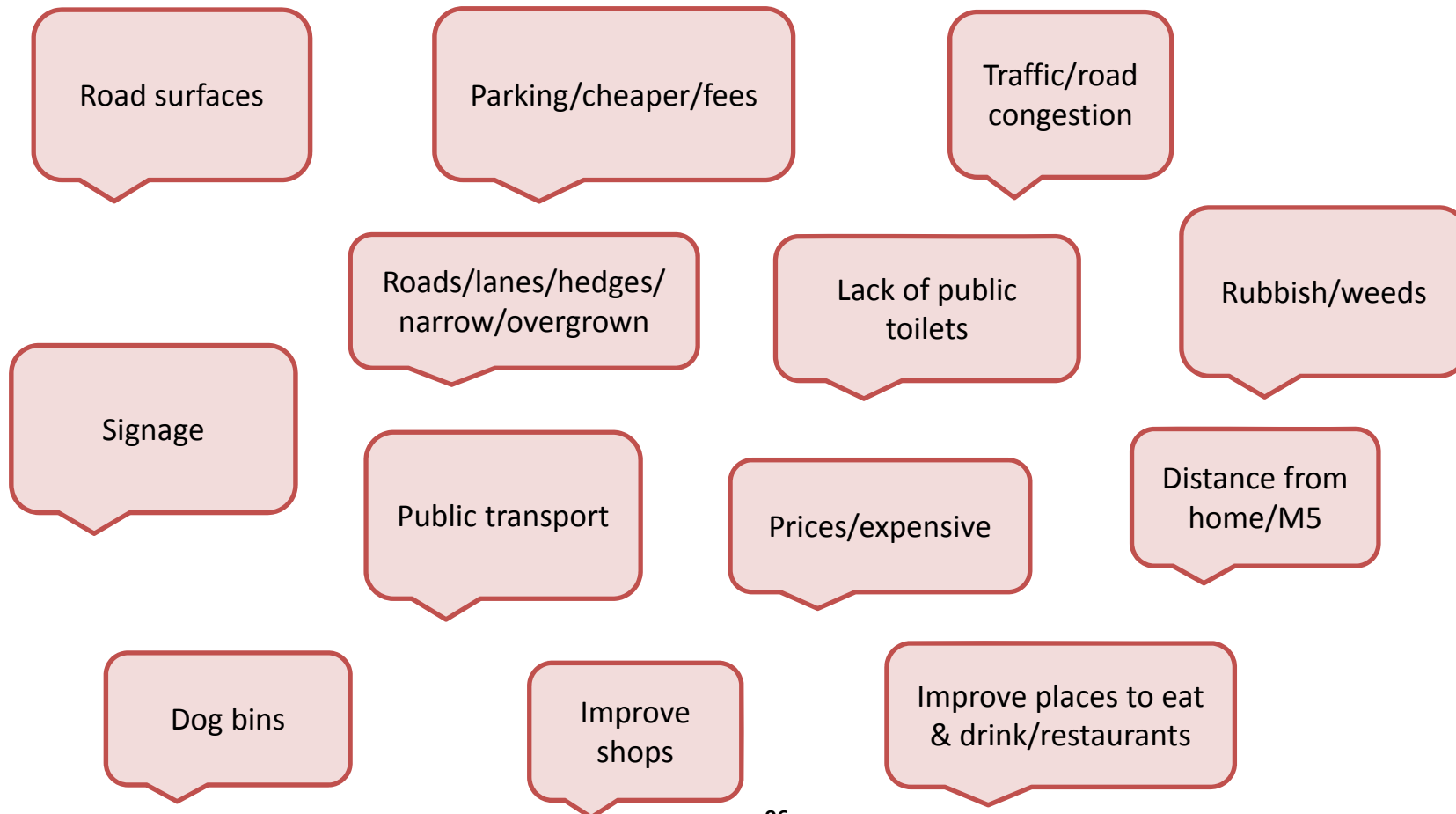
A wide range of likes were provided by respondents and a summary of the main items listed are detailed below. To see the full list of likes please refer to the appendices which accompany this report. To see the relative strength of the comment please see the word cloud overleaf.





# Visitors' dislikes/suggested improvements

Only 40% of respondents mentioned something which they disliked about their visit to Mid Devon or which they felt could be improved. A wide range of dislikes were also provided by respondents and a summary of the main items listed are detailed below. To see the full list of dislikes please refer to the appendices which accompany this report.







# Mid Devon Visitor Survey 2016

## Visitor Expenditure



## Visitors expenditure by visitor type

All visitor spending in Mid Devon, excluding spend on accommodation, was calculated at £16.57 per person per day and included £18.52 for day visitors from home who lived within Mid Devon, £14.93 for day visitors from home who lived outside of the district, £15.60 for day visitors on holiday and £61.85 for staying visitors.

Average spend on accommodation per person per night in Mid Devon was £71.11.

ALL VISITOR SPENDING BY CATEGORY £/per person/per day/night	All Accommodation (staying visitors only)	Shopping	Eating out	Entertainment	Travel	TOTAL (EXCLUDING ACCOMMODATION)
<b>ALL VISITORS</b>	-	<b>£3.53</b>	<b>£7.09</b>	<b>£4.25</b>	<b>£1.70</b>	<b>£16.57</b>
Day visitors from home – live within Mid Devon District	-	£8.72	£6.67	£2.06	£1.07	£18.52
Day visitors from home – live outside of Mid Devon District	-	£2.55	£5.59	£4.99	£1.80	£14.93
Day visitors on holiday	-	£1.45	£7.05	£5.11	£2.00	£15.60
Staying visitors	£71.11	£5.04	£10.89	£2.91	£1.49	£20.32



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