

Lancashire Destination Guide Visitor's Survey

Research study for
Lancashire County Developments Ltd

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Prepared by Nicola Pemberton, Communications Officer Research & Strategy,
Corporate Communications, Lancashire County Council, PO Box 78,
County Hall, Preston, PR1 8XJ
Telephone: 01772 533827
Email: nicola.pemberton@css.lancscc.gov.uk



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1 Executive Summary

The visitors feedback survey was undertaken to provide data about the effectiveness of LDCL's Lancashire Destination Guide.

The A5 single-page self-completion postal questionnaire was sent as an insert fixed inside the front cover of the Lancashire Destination Guide 2004. Fieldwork was undertaken over a period of twelve months, ending on Tuesday 14 December 2004. There was an incentive of entering a competition for the chance to win a short break in Lancashire for completing the questionnaire. In total 2,872 questionnaires were returned.

The Lancashire Destination Guide is well regarded as 95% of respondents rate the quality of the guide as good overall. Perceptions of the usefulness of the guide are generally good with 95% of respondents, or more, finding the way the information is presented, areas of Lancashire features, map of Lancashire and attractions listing and brochure request pages useful in planning their visit. These are especially good as the way the information is presented and the areas of Lancashire features are factors that correlate with overall perceptions of the Destination Guide.

The most common comment for the suggested improvements was that the guide was very good and they couldn't suggest any improvements (9%), especially as it was unprompted. Where improvements were suggested the top mentions were to provide information on where to stay and eat, improve the maps, list more attractions and give more information about them, provide better travel information and supply a pre-paid card for brochure requests.

Almost half of all respondents received the brochure in the post; a third picking it up from a Tourist or Lancashire County Information Centre. The internet is a more common method for people who live abroad and people who haven't visited Lancashire before.

The most common uses for the guide were to plan a short break or holiday (64%) and plan a day visit to Lancashire (37%). There are some differences for uses between different types of visitor. For example, Lancashire residents are more likely to use it to plan a day visit.

The most popular answers on which parts of the guide prompted a visit were the listings of places to visit, the descriptions of places and historical information, the photography, the diversity of Lancashire and events listings.

The visitor information questions revealed that 89% of respondents had visited previously, visits are seasonal peaking in the summer and the most common way to visit is as a couple.

There are opportunities to move people's rating of the guide from good to very good by considering the following main recommendations:

- Provide information on where to stay (eg B&B, camp sites) and eat in Lancashire. Consider putting accommodation as a separate section in the guide. Accommodation information is especially important as 64% used the guide to plan a short break or holiday and these people are more likely to be new visitors to Lancashire. Also those who visit from outside Lancashire are less likely rate the guide as very good overall.
- List more attractions and give more information on them (eg website, prices, opening times, average visit length, travel information, parking facilities) because the listings of places to visit are the most common reason for prompting their visit.
- If information about accommodation and attractions are available in the locally focused guides write this in the Destination Guide so people know where they can find the information.
- Promote the Lancashire tourism website in the areas of Lancashire section so that people know where they can find more information which is up-to-date about attractions, events and accommodation from. If there isn't space to print more information in the Destination Guide at least some people will be able to access it on the internet.
- Make the map and attractions listing more user friendly, suggestions given by respondents were to include walks, grid references of attractions, make them larger, cycle routes, include more maps and town plans.
- Put a single pre-paid card so that people can order multiple brochures as an insert into the back of the brochure.
- Continue to promote the guide on the internet; this is a particularly effective vehicle for reaching people from abroad and attracting new visitors to Lancashire.
- Consider producing a specialist guide or putting specific information into the destination guide for people visiting for conferences or business because these people are less likely to rate the guide as very good.
- Target the content of the guide to a particular market (ie couples, families or single people) based on the visitor profile for Lancashire so the guide has the most impact.
- Share this report with district tourism colleagues to aid improvement of their local guides.
- Carry out further research to monitor future changes in user satisfaction as a result of undertaking these recommendations.

2 Introduction

Lancashire County Developments Ltd. Lancashire County Developments Limited (LCDL) is a not-for-profit company, limited by guarantee. It has been set up to deliver economic development and regeneration on behalf of Lancashire County Council. LCDL aims to support the creation of wealth and jobs in Lancashire and the North West Region. LCDL achieves its aim by supporting and working with a range of public, private, voluntary, community and faith organisations, and social enterprises.

3 Research Objectives

The visitors feedback survey was undertaken to provide data about the effectiveness of LDCL's Lancashire Destination Guide. The 2004 survey will provide a basis for measuring changes to user satisfaction levels in the future.

The main themes of the questionnaire were:

- how people obtained copies of the Destination Guide;
- levels of satisfaction with design and content;
- identifying what aspects of the guide prompted people to visit Lancashire;
- gaining suggestions for improvements to the guide; and
- monitoring when people are likely to visit and who will be visiting.

A copy of the questionnaire is included in Appendix 2.

4 Methodology

The visitor feedback survey was an A5 single-page self-completion postal questionnaire. It was sent as an insert fixed inside the front cover of the Lancashire Destination Guide 2004.

The questionnaires were distributed with the Lancashire Destination guide throughout 2004. Fieldwork was undertaken over a period of twelve months, ending on Tuesday 14 December 2004.

There was an incentive of entering a competition for the chance to win a short break in Lancashire for completing the questionnaire. In total 2,872 questionnaires were returned.

All data are unweighted and figures are based on all respondents unless otherwise stated.

5 Limitations

The table below shows the sample tolerances that apply to the results in this survey. Sampling tolerances vary with the size of the sample as well as the percentage results.

Number of Respondents	50/50 + / -	30/70 + / -	10/90 + / -
700	4%	3%	2%
1000	3%	3%	2%
2800	2%	2%	1%

On a question where 50% of the people in a sample of 1000 respond with a particular answer, the chance are 95 out of 100 that the answer would be between 47% and 53% (ie +/-3%), versus a complete coverage of the entire customer base using the same procedure.

The following table shows what the percentage differences between two samples on a given statistic must be greater than, to be statistically significant.

Size of Sample A	Size of Sample B	50/50	70/30	90/10
50	200	15%	14%	9%
200	200	10%	9%	6%
300	1000	6%	6%	4%
300	2000	6%	6%	4%
1000	1000	4%	4%	3%
1800	1000	4%	4%	2%

(Confidence interval at 95% certainty for a comparison of two samples)

For example, for two samples of 1000 responses in each at around 50% of responses in each category to be compared, the difference needs to be over 4% to be statistically significant. This is to say that the difference is not due to chance alone.

6 Main Research Findings

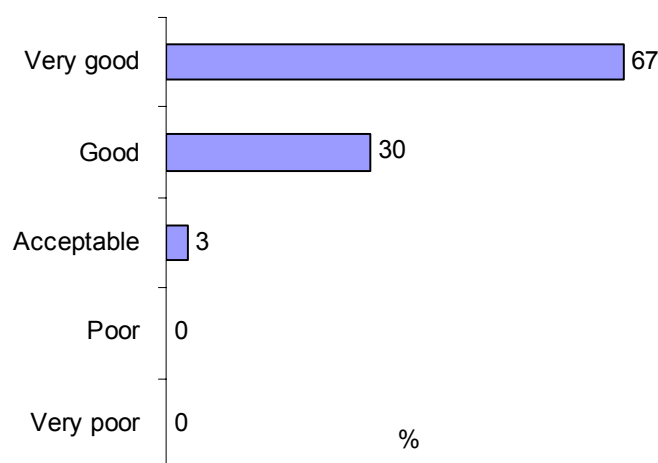
A marked up questionnaire can be found in appendix 1 and the tables are in appendix 3.

6.1 Overall Perceptions with the Quality of the Destination Guide

Respondents were asked how they would rate the quality of the Destination Guide overall. This gives a picture of general perceptions of user satisfaction with the guide.

On the whole, there are high levels of user perceptions about the quality of the guide, with 95% of respondents rating the quality of the guide as good.

Chart 1 - Overall perceptions of the quality of the Destination Guide



Base all respondents: 2,806

Overall ratings of the guide differ significantly between the people who have visited Lancashire before and those who haven't (68% very good, 59% very good respectively); and those who live in Lancashire compared to people who live in other parts of the country (74% very good, 66% very good respectively). People who use the guide for a business or conference visit are less likely to rate the guide as very good compared to all other uses of the guide.

6.2 Perceptions of the Usefulness of the Destination Guide

Respondents were asked for their opinions about the way the information is presented in the guide being useful in planning their visit. They were also asked how useful different sections of the Destination Guide were. These sections included:

- the Areas of Lancashire, a double-page features;
- the map of Lancashire and attractions listing associated with the map; and
- the brochure request pages.

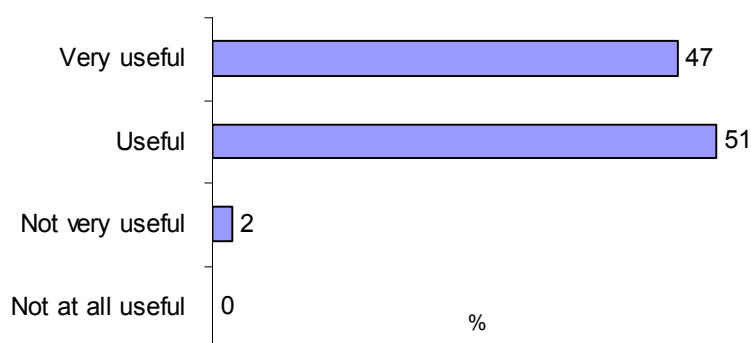
The questionnaire also asked for suggestions of how the guide could be improved.

6.2.1 Usefulness of the information presentation

The questionnaire asked how useful people found the way the information is presented in planning their visit.

The results show that 98% found the way the information was presented was useful, 47% finding it very useful, to them in planning their visit to Lancashire.

Chart 2 - Usefulness of the information presentation



Base all respondents : 2,793

People who live in Lancashire are more likely to find the way the information is presented in the guide very useful (51%) than those who live in the rest of the country (46%).

6.2.2 Usefulness of the Destination Guide's sections

Respondents were asked how useful they found the content of the guide. The results are in the charts below.

The results show that 97% found the features on each of the areas of Lancashire useful and 99% found the map of Lancashire and attractions listing useful. 95% of respondents found the brochure request pages useful, with more people falling into the useful (54%) category rather than very useful (41%) and 5% finding them not useful.

Chart 3 - Usefulness of the Areas of Lancashire feature

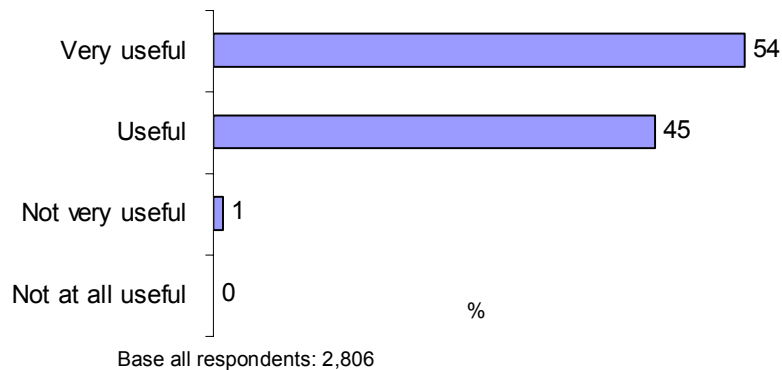


Chart 4 - Usefulness of the map of Lancashire and attractions listing

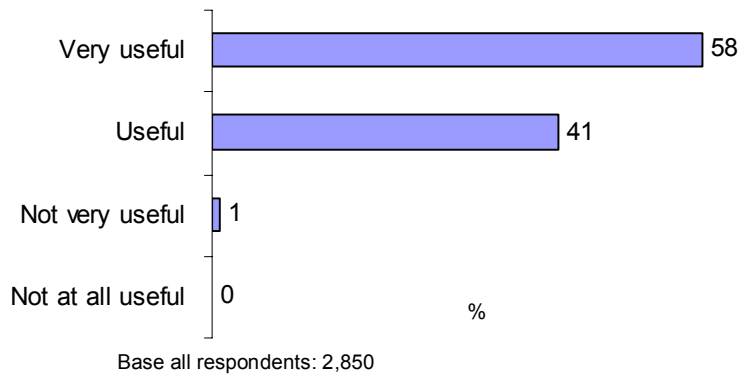
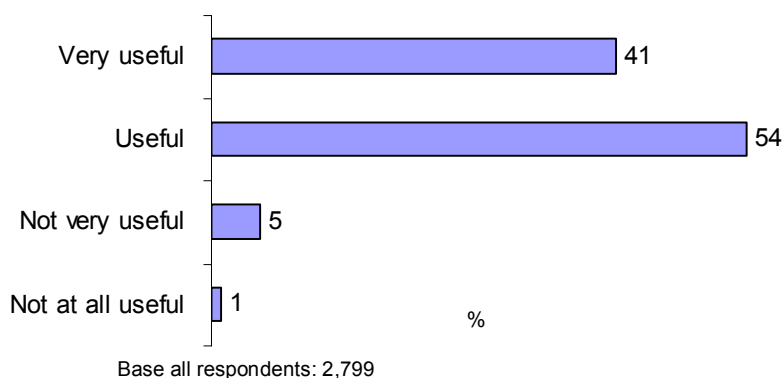


Chart 5 - Usefulness of the brochure request pages



There are differences between the ratings of the areas of Lancashire features and the map of Lancashire and if the respondent has visited Lancashire before. The people who have visited Lancashire before are more likely say that the areas of Lancashire features and the map, including attractions listing, is very useful than those who haven't visited the county before.

People who use the guide for planning a short break or holiday to Lancashire are more likely to say that the brochure request pages are very useful than for other reasons for using the brochure.

Further analysis has revealed that people's perceptions of the information presentation and the usefulness of the areas of Lancashire sections is positively correlated to respondents overall evaluation of the quality of the guide. This means that as satisfaction increases with one of these two aspects overall satisfaction also increases, therefore it is important to get these sections right. This could be an opportunity for moving people from good to very good for their overall rating of the Destination Guide.

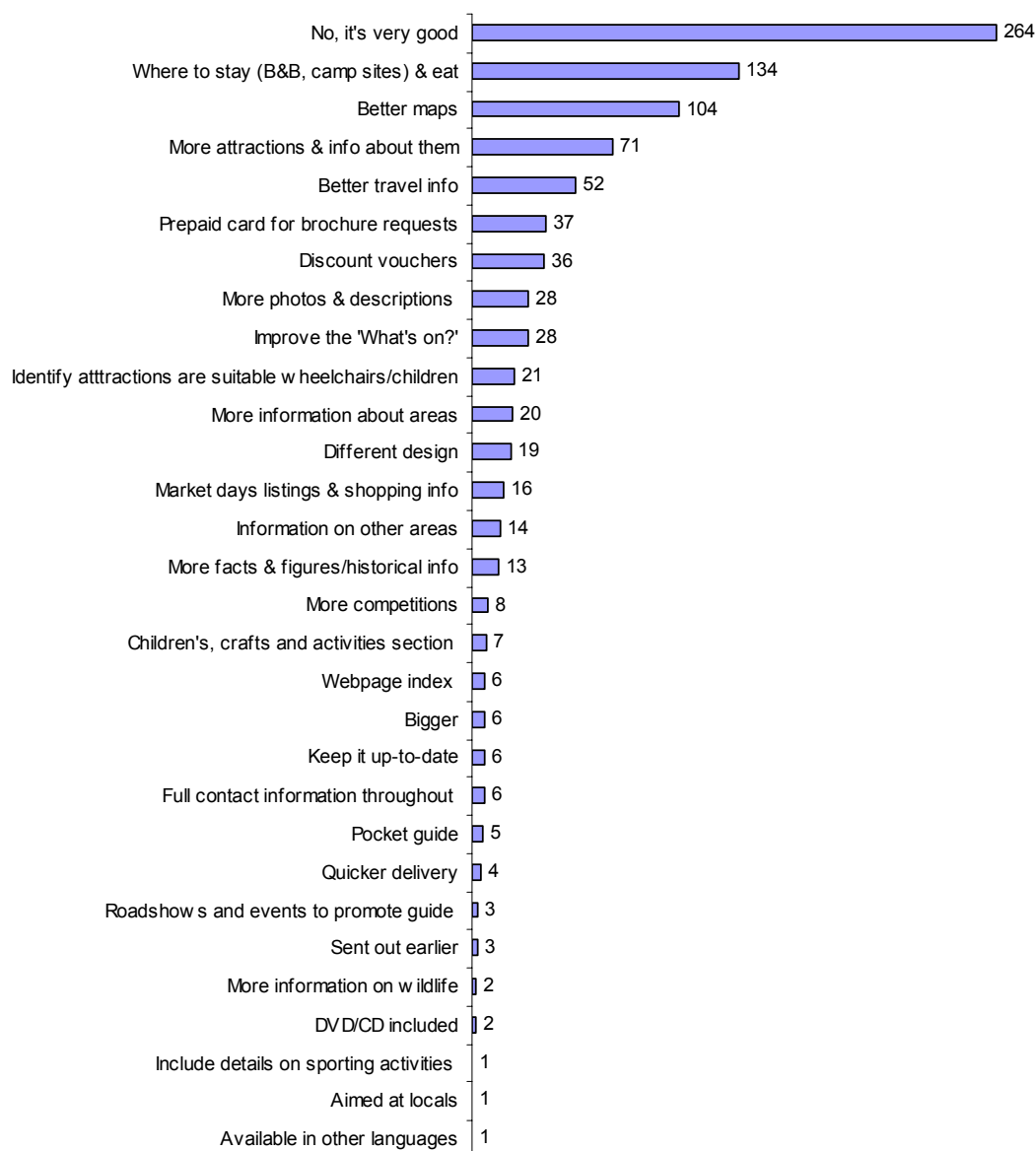
6.2.3 *Suggestions for improvements*

Respondents were asked to suggest how they thought the guide could be improved.

The most common comment made was that the guide was very good and they couldn't make any suggestions for improvements. Of those who did suggest an improvement the most common were to:

- provide information on where to stay (eg B&B, camp sites) and eat in Lancashire, some wanting it in a separate section;
- improve the maps (eg include walks, grid references of attractions, larger, cycle routes, more, town plans);
- list more attractions and give more information on them (eg website, prices, opening times, average visit length);
- give better travel information (public transport, parking, distance to attractions, telephone numbers); and
- supply a prepaid card or electronic ordering for brochure requests and give more information about them.

Chart 6 - Suggestions for improvements to the Destination Guide



Base of respondents making a suggestion: 852

6.2.4 Selection of comments from the open questions

"'Pen picture' of areas eg info re Bronte connection in Pendle, Token connection with Ribble Valley andvariety and attractions. Map would be two page fold out - hard to see numbers relating to attractions."

"A beautifully produced guide that can't help but grab ones interest."

"A quality production, presenting up-market and tasteful images of the splendours of the area. Beautifully quality paper and photography blend with uniform presentation. Really whet the appetite."

"A reminder of how much we have missed this North West coast and its attractions. No - it appears a comprehensive cover of all information sources."

"A superb 'guide', key information well laid out, great photos. Possibly further information on the Forest of Bowland - walking routes etc."

"Accessibility to some places - I have mobility difficulties. Make clear what areas/places are unsuitable for people with mobilityneeds."

"Accommodation. Promote SRS 'free' accommodation. Promote self-catering - for 'singles'."

"All the lovely facts given in an interesting way - particularly JRR Tolkien stuff. No - I think it's a fabulous professional guide."

"Already residing in Lancashire, it reminded me to revisit past memories. A better map including major roads with the features places marked."

"Also an opportunity to visit friends in the northern part of England. Areas near friends can be interesting to explore and this guide helps to plan. Information on public transport - useful to have included for non-car users, as it is time consuming to find out otherwise."

"An indication of how much time could be spent at each visitor attraction."

"Attractions' feature. Large scale maps of individual regions and towns of interest."

"Attractive cover. Nicely illustrated. Guide to farmers markets make more of www address."

"Blackburn with Darwen. To specify the places suitable to be visited if you have small children up to 2 years old."

"Colourful pictures/views. Price guide for attractions."

"Concise information on each area encourage my husband and myself to investigate further ie Pendle heritage centre/Boundary Mill."

"Could have suggestions of accommodation!! Instead of having to send for further brochures."

"Day visits to different areas. I live in Lancashire and am always looking for somewhere different to visit. No - it's superb."

"Did not realise how much countryside and views there were until I looked at brochure. Attractions bottom each page - put type same size but all in bold for better and instant reading. Otherwise excellent brochure."

"Didn't realise Lancashire was so interesting. One multi choice card for brochures."

"Events and attractions. Information about walks or where to get maps for walks."

"Events listings. List disabled facility and access venues"

"Fantastic pictures, maps and information. Why improve a winning formula?"

"In the past we have stayed in Blackpool/Morecambe, now we know of other areas to visit. Could the guide be sent out early in the year, only received mid July, missed most events."

"I was quite impressed with the section relating to the Ribble Valley. The layout could prove more informative."

"Include opening hours of attractions. Bus information? Rail guide."

"Interesting information. More bolder print for colour blind people."

"List of events, helped me to decide where and when would be best for me. If any of the "walk" areas have disability facilities, such as short walks for wheelchair users, especially if possible when someone is pushing."

"The "did you know" section - visited Dunsop Village - centre of GB. More details on page maps. Perhaps road nos or main town named."

"The quality and variety of the photographs. Detachable map/list of attractions to put in pocket/car."

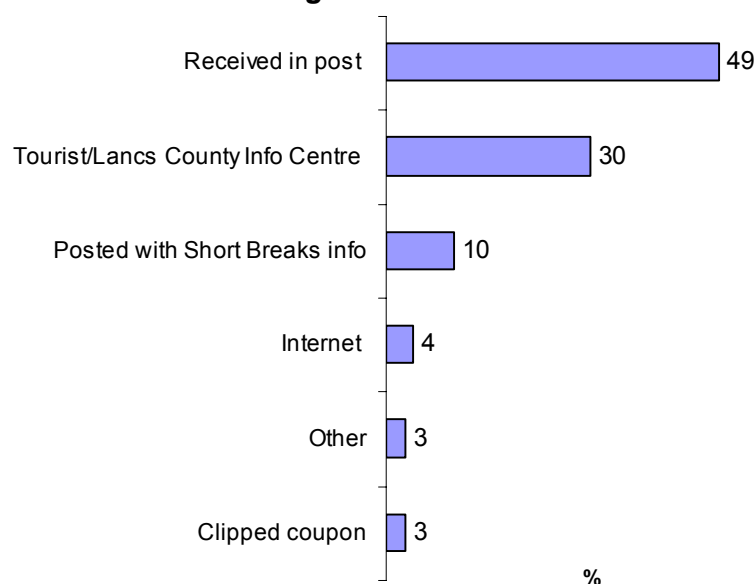
6.3 Marketing Activities

A number of questions examined the marketing activities associated with the Lancashire Destination Guide. These questions looked into how they obtained the brochure, what purposes the guide was used for, what parts of the guide prompted their visit and information about their planned visit to Lancashire.

6.3.1 Methods of obtaining the Lancashire Destination Guide

The most common methods of obtaining a copy of the Lancashire Destination Guide were receiving it in the post, through one of the Tourist Information Centres or Lancashire County Information Centres, and receiving it with their Short Breaks information.

Chart 7 - Methods of obtaining the Lancashire Destination Guide



Base all respondents: 2,852

There are some differences in how the guide is acquired between sub-groups. The people who come from Lancashire are significantly more likely to have obtained their copy of the brochure from the Tourist or Lancashire County Information Centre; and significantly less likely to receive it in the post or with Short Breaks information than those who live in other parts of the country. Those people who live abroad and those who haven't visited Lancashire before are significantly more likely to have obtained their brochure by requesting for it on the Internet. People who have visited Lancashire before are more likely to have received their copy in the post.

6.3.2 Place/publication where the Destination Guide was obtained

For those people who obtained their brochure from a Tourist Information Centre, Lancashire County Information Centre or an exhibition they were asked to name the place; and where they clipped a coupon or responded to an advert to name the magazine or brochure.

The table below shows where people were when they obtained the brochure from a Tourist Information Centre, Lancashire County Information Centre or an exhibition. The places respondents named have been grouped into Lancashire, UK elsewhere and abroad for analysis purposes.

Which town/city did you obtain your copy of this brochure from?	
UK elsewhere	63%
Lancashire	35%
Abroad	2%

Base of respondents who answered Tourist Information Centre, Lancashire County Information Centre or an exhibition to question 1: 760

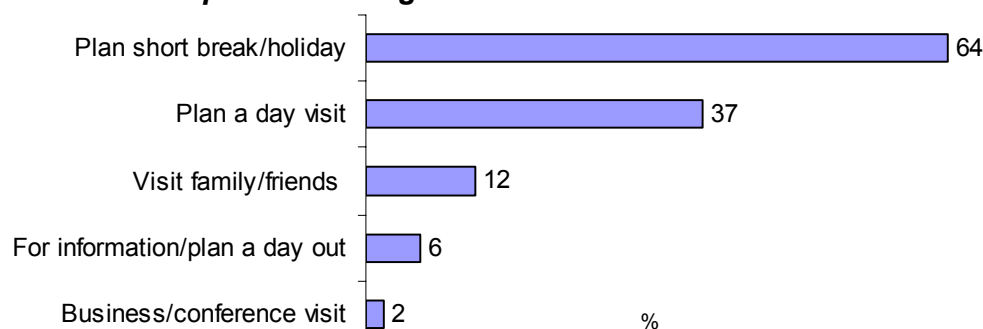
The four most popular publications for requesting a brochure from were the Radio Times (10), Lancashire Evening Post (4), their local newspaper (3) and the Daily/Sunday Mail (3). For a full list of publications refer to the marked up questionnaire in appendix 1.

6.3.3 Purpose the Lancashire Destination Guide was used for

Respondents were asked to give their reasons for using the Lancashire Destination Guide.

By far the most commonly mentioned purpose for using the Lancashire Destination Guide was to plan a short break or longer holiday to Lancashire (64%), followed by using the guide to plan a day visit to Lancashire (37%).

Chart 8 - Purpose for using the Lancashire Destination Guide



Base all respondents: 2,805

The brochure is less likely to be used to plan a short break or longer visit to Lancashire when they come from Lancashire, it was picked up in a Tourist Information Centre/Lancashire County Information Centre and they plan to visit in winter. This is perhaps not surprising since residents of Lancashire are more likely to use the information centres to get a copy of the brochure and to visit in winter. The people who are more likely to use the brochure to plan a short break or longer visit to Lancashire haven't visited Lancashire before and will be visiting as a couple.

People are more likely to use the brochure to plan a day visit when they are a Lancashire resident, have visited Lancashire before and when they may visit in winter. People are less likely to use the brochure to plan a day visit when they have obtained their copy of the brochure via the Internet. It is worth noting here that the people who come from abroad use the Internet the most to obtain their brochure; and that people who live elsewhere in the UK have the highest proportion of people using the Internet to obtain the brochure.

Those who have used the brochure to plan a visit to family or friends are more likely to have visited Lancashire before and less likely to be visiting as a large group.

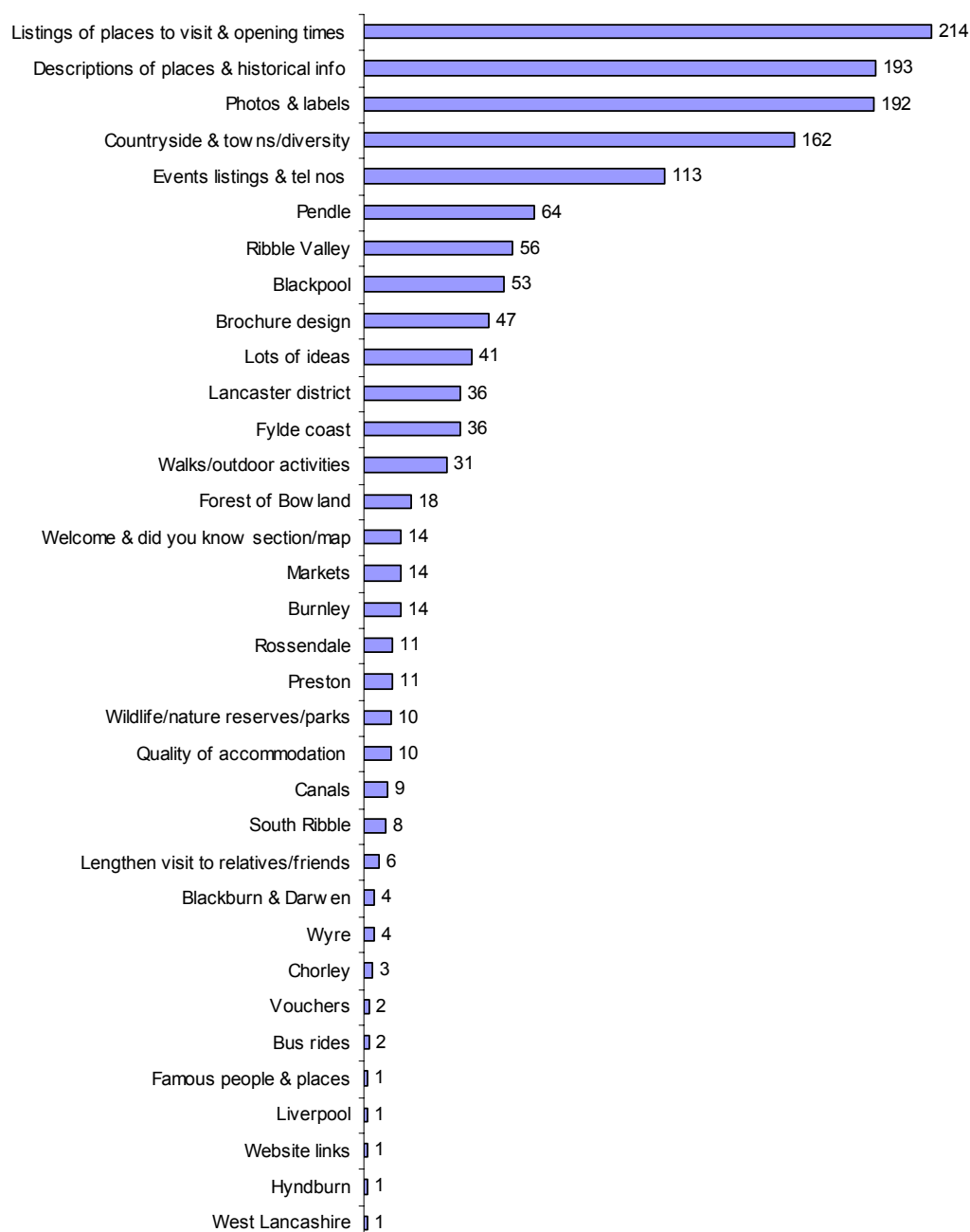
When the brochure is used for information or for recreational purposes people are more likely to say they will be visiting in winter, as a large group and be a resident of Lancashire.

People are more likely to visit as a group, compared to visiting as a couple or family, when the brochure is used for business and conference visits.

6.3.4 Parts of the guide that prompted a visit

Respondents were asked which parts of the guide prompted them to visit Lancashire. The most popular responses were the listings of places to visit including historic sites and their opening times (214), the descriptions of places and historical information (193), photos and their labels (192), the diversity of Lancashire including the countryside & towns (162), and events listings and telephone numbers (113).

Chart 9 - Parts of the guide that prompted a visit



Base all respondents making a comment: 1,100

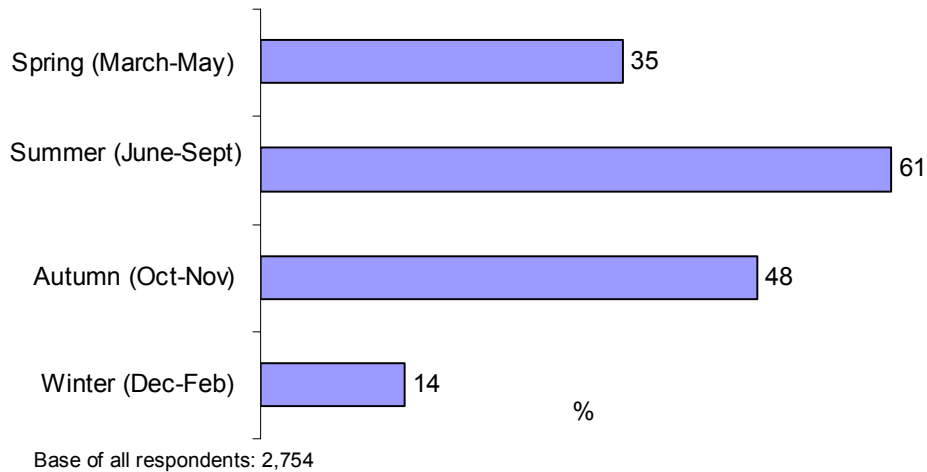
6.3.5 Visitor information

A number of questions were aimed at getting information about respondents planned visit to Lancashire.

89% of respondents had visited Lancashire previously. Of the 11% who had not visited before people were significantly more likely to live abroad.

Visits to Lancashire do appear to be seasonal with a peak in the number of planned visits in the summer months (61%), gradually falling towards winter (14%).

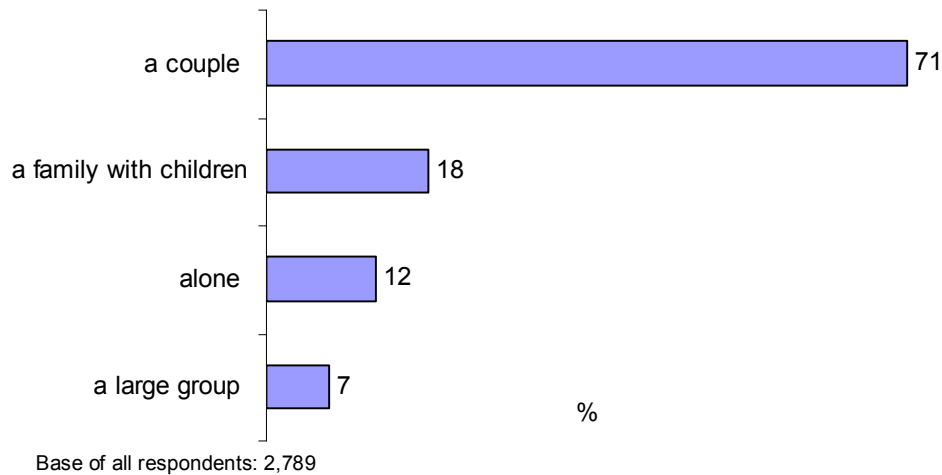
Chart 10 - Seasonality of visits



There are some differences by the different sub-groups. Residents of Lancashire are more likely to plan visits in the county throughout the year. If respondents have visited before is also a factor raising the likelihood of a visit during summer, autumn and winter.

The most common way that people visit Lancashire is as a couple (71%) followed by as a family with children (18%).

Chart 11 - Visitor types



People from abroad are less likely to visit as a couple and more likely to visit Lancashire alone compared to people who live in the UK.

7 Conclusions

The survey results show that in general the Lancashire Destination Guide is well regarded as 95% of respondents rate the quality of the guide as good overall. The most common comment for the suggested improvements question was that the guide was very good and they couldn't suggest any improvements (9% of respondents made this comment), especially good as it was unprompted.

Perceptions of the usefulness of the guide are generally good:

- Nearly everyone found (98%) the *way the information is presented* useful in planning their visit. This is especially good as this is one of the factors that is correlated with overall perceptions of the Destination Guide.
- The *Areas of Lancashire features* were well thought of, 97% finding them useful in planning their visit. This is also one of the factors that is correlated with overall perceptions of the Destination Guide.
- Again nearly everyone found (99%) the *map of Lancashire and attractions listing* useful. Although this must be weighed against the 104 comments that were made about the need for better maps.
- The *brochure request pages* included in the guide are considered useful (95%), although fewer people fall into the very useful category and 5% finding them not useful. Providing a pre-paid card for brochure requests was one of the most mentioned improvements.

The most commonly suggested improvements were to provide information on where to stay and eat, improve the maps, list more attractions and give more information about them, provide better travel information and supply a pre-paid card for brochure requests.

Almost half of all respondents received the brochure in the post; a third picking it up from a Tourist or Lancashire County Information Centre, higher if they are Lancashire residents. The internet is a more common method for people who live abroad and people who haven't visited Lancashire before. Where brochures were obtained from a Tourist or Lancashire County Information Centre or an exhibition it was most likely to have been from elsewhere in the UK.

The most common uses for the guide were to plan a short break or holiday (64%) and plan a day visit to Lancashire (37%). There are some differences for uses between different types of visitor. For example, Lancashire residents are more likely to use it to plan a day visit; and people who haven't visited

Lancashire before and those who are visiting as a couple are more likely to use the guide to plan a short break or holiday.

Respondents commented on which parts of the guide prompted their visit. The most popular answers being the listings of places to visit, the descriptions of places and historical information, the photography, the diversity of Lancashire and the events listings.

The visitor information questions revealed that 89% of respondents had visited previously, visits are seasonal peaking in the summer and the most common way to visit is as a couple.

8 Recommendations

The Destination Guide is highly rated by its users both overall and in many individual aspects. One comment from a respondent sums this up well “Fantastic pictures, maps and information. Why improve a winning formula?” The following recommendations, made as a result of this research, outline some changes that should be implemented to further improve satisfaction.

The content of the guide should be targeted to a particular market (ie couples, families or single people) based on the visitor profile for Lancashire so the guide has the most impact. Other recommendations for the content of the guide are:

- providing information on where to stay (eg B&B, camp sites) and eat in Lancashire. Consider putting accommodation as a separate section in the guide. Accommodation information is especially important as 64% used the guide to plan a short break or holiday and these people are more likely to be new visitors to Lancashire. Also those who visit from outside Lancashire are less likely rate the guide as very good overall;
- listing more attractions and giving more information on them (eg website, prices, opening times, average visit length, travel information, parking facilities) because the listings of places to visit are the most common reason for prompting their visit;
- writing more information about what is in the district/borough guides (eg accommodation and attractions information) so people know where they can find more information if it isn't possible to put it in the Destination Guide;
- promoting the Lancashire tourism website in the areas of Lancashire section so that people know where they can find more information which is up-to-date about attractions, events and accommodation. If there isn't space to print more information in the Destination Guide at least some people will be able to access it on the internet;
- making the map and attractions listing more user friendly. Suggestions given by respondents were to include walks, grid references of attractions, make them larger, cycle routes, include more maps and town plans; and
- putting a single pre-paid card as an insert into the back of the brochure so that people can order multiple brochures.

These things will help to increase overall ratings of the guide, especially for people who haven't visited Lancashire before, moving ratings from good to very good.

Consider producing a specialist guide or putting specific information into the destination guide for people visiting for conferences or business because these people are less likely to rate the guide as very good.

Continue to promote the guide on the internet; this is a particularly effective vehicle for reaching people from abroad and attracting new visitors to Lancashire.

Share this report with district tourism colleagues to aid improvement of their local guides.

Carry out further research to monitor future changes in user satisfaction as a result of undertaking these recommendations.

9 Appendices

9.1 Appendix 1: Marked up Questionnaire

All values are given in percentages unless otherwise stated.

Base: All Respondents (2,872) unless otherwise stated

Q1 How did you obtain your copy of this brochure?	
Received in post	49%
Tourist Information Centre	28%
Posted with Short Breaks information	10%
Internet	4%
Clipped coupon/responded to advert	3%
Exhibition	2%
Lancashire County Information Centre	2%
Library	1%
Blackpool airport	0%
Caravan site/accommodation pack	0%
Citizens Advice Bureaux	0%
Council offices/with job application	0%
Doctors surgery	0%
From a friend	0%
Heysham ferry terminal	0%
Liverpool airport	0%
Manchester airport	0%
Rang LCDL	0%
School	0%
Travel agent	0%
Village hall	0%
Wrote for it	0%

Base: All Respondents answering Tourist Information Centre, Lancashire County Information Centre, Exhibition to Question 1 (760)

Q1a Which town did you obtain your copy of this brochure from?	
Lancashire	35%
UK elsewhere	63%
Abroad	2%

Base: All Respondents answering clipped coupon/responded to advert in Question 1 (80)

Q1b Which magazine did you obtain the brochure from?	
	Count
Radio Times	10
Lancashire Evening Post	4
Local newspaper	3
Daily/Sunday Mail	3
TV Times	2
Daily Telegraph	2
Daily Express	1
Blackpool Gazette	1
Readers Digest	1
South Ribble Forward magazine.	1
Times	1
Town and County	1
Saga	1
Mirror	1
Inspirations	1
Country Walking	1
Anwb (Holland)	1
National Trust	1
Innovations	1
North West England Country Guide	1
Plus Magazine	1
Mariquet	1

Q2 How useful did you find the following sections of the guide?				
	Very useful	Useful	Not very useful	Not at all useful
Areas of Lancashire (double page features)	54%	45%	1%	0%
Map of Lancashire/attractions listing	58%	41%	1%	0%
Brochure request pages	41%	54%	5%	1%

Base: All Respondents ()

Q3 Did you find the way the information is presented useful in planning your visit?	
Very useful	47%
Useful	51%
Not very useful	2%
Not at all useful	0%

Q4 For what purpose have you used this brochure?	
To plan a short break or a longer holiday to Lancashire	64%
To plan a day visit to Lancashire	37%
To visit family and friends	12%
For information/plan days out/recreation	6%
For business/conference visit	2%

Q5 Did anything in the guide prompt you to visit?	
	Count
Listings of places to visit/historic sites & opening times	214
Descriptions of places & historical info/informative	193
Photos in brochure & labels	192
Countryside & towns/diversity/friendly people	162
What's on/events & telephone numbers	113
Pendle	64
Ribble Valley	56
Blackpool	53
Brochure design	47
Lots of ideas	41
Lancaster district	36
Fylde coast	36
Walks/outdoor activities	31
Forest of Bowland	18
Welcome & did you know section/map	14
Markets	14
Burnley	14
Rossendale	11
Preston	11
Wildlife/nature reserves/parks	10
Accommodation guide/quality of accommodation	10
Canals	9
South Ribble	8
Lengthen visit to relatives/friends	6
Blackburn & Darwen	4
Wyre	4
Chorley	3
Vouchers	2
Bus rides	2
Famous people & places	1
Liverpool	1
Website links	1
Hyndburn	1
West Lancashire	1

Q6 Can you suggest any ways in which the guide could be improved?	
	Count
No, it's very good	264
Info on where to stay (B&B, camp sites) & eat/all together	134
Better maps (include walks, grid references of attractions, larger, cycle routes, more, town plans)	104
More attractions & info on them (eg website, prices, opening times, visit length)	71
Better travel info (public transport, parking, distance to attractions, telephone numbers)	52
Prepaid card for brochure/more info & electronic ordering	37
Discount vouchers	36
Better quality/more photos & descriptions	28
What's on? (more, better descriptions, up-to-date, include theatres, sports events, antiques fairs)	28
Say which attractions are suitable for older people, wheelchairs and children	21
More general information about areas, fewer pictures	20
Different design (larger font, bolder print, colour blind people, organise activities by colours)	19
Market days listings and shopping information	16
Information on other areas (eg Liverpool, Southport, Bolton)	14
District facts and figures, more historical information	13
More competitions	8
Children's, crafts and activities for older people section	7
Combine web sites into one/webpage index	6
Bigger	6
Keep it up-to-date	6
Full contact information throughout	6
Pocket guide	5
Quicker delivery	4
Roadshows and events to promote guide	3
Sent out earlier	3
More information on wildlife	2
DVD/CD included	2
Include details on sporting activities	1
Aimed at locals	1
Available in other languages	1

Q7 How would you rate the quality of the guide overall?	
Very good	67%
Good	30%
Acceptable	3%
Poor	0%
Very poor	0%

Q8 When might you visit?	
Summer (June-Sept)	61%
Autumn (Oct-Nov)	48%
Spring (March-May)	35%
Winter (Dec-Feb)	14%

Q9 Have you visited Lancashire before?	
Yes	88%
No	12%

Q10 Will you be visiting Lancashire as:	
a couple	71%
a family with children	18%
alone	12%
a large group	7%

Q11 Postcode	
Lancashire	18%
UK, elsewhere	81%
Abroad	2%

9.2 Appendix 2: Questionnaire

Visitor Feedback - please spare a few moments to complete the form below

FREE PRIZE DRAW WIN A SHORT BREAK

To assist us with our future marketing activities and help us understand more clearly the needs of visitors, your assistance in completing this short Freepost questionnaire would be most appreciated. Also, you have the chance to win two nights for two people, bed, breakfast and evening meal at The Oaks Hotel, Reedley, near Burnley. The hotel is an outstanding example of Victorian architecture, and has been carefully restored and furnished in a way that mirrors its former elegance. The hotel boasts a leisure club and spa for guests to enjoy.

How did you obtain your copy of this brochure?

- Tourist Information Centre
Which town/city?
- Lancashire County Information Centre
Which town/city?
- Posted with Short Breaks Information
- Received in post
- Clipped coupon/responded to advert
Which magazine/brochure?
- Exhibition
Which town/city?
- Via the Internet
- Other - please specify

How useful did you find the following sections of the guide?

- Areas of Lancashire (double page features):
Very Useful Useful Not Very Useful Not at all Useful
☐ ☐ ☐ ☐

Map of Lancashire/attractions listing:

- Very Useful Useful Not Very Useful Not at all Useful
☐ ☐ ☐ ☐

Brochure request pages:

- Very Useful Useful Not Very Useful Not at all Useful
☐ ☐ ☐ ☐

Did you find the way the information is presented useful in planning your visit?

- Very Useful Useful Not Very Useful Not at all Useful
☐ ☐ ☐ ☐

For what purpose have you used this brochure?

- To plan a short break or longer holiday to Lancashire ☐
- To plan a day visit to Lancashire ☐
- To visit family and friends ☐
- For business/conference visit ☐
- Other - please specify

Did anything in particular in the guide prompt you to visit?

.....

Can you suggest any ways in which the guide could be improved?

.....

How would you rate the quality of the guide overall?

- Very good ☐ Good ☐ Acceptable ☐
Poor ☐ Very poor ☐

When might you visit?

- Spring (March-May) ☐ Summer (June-Sept) ☐
Autumn (Oct-Nov) ☐ Winter (Dec-Feb) ☐

Have you visited Lancashire before?

- Yes ☐ No ☐

Will you be visiting Lancashire as:

- a couple ☐ a family with children ☐
a large group ☐ alone ☐

Thank you for completing this questionnaire.
Please provide details below for entry into the prize draw.
Entries must be received by 30.11.04. Terms and conditions apply. Full written details available on request.

Thank you for your help

Mr/Mrs/Miss/Miss Initial

Surname

Address

.....

Postcode

Home Tel No.

Email.

IMPORTANT INFORMATION

If you wish to receive information on Lancashire in the future, please tick this box ☐

**NO STAMP REQUIRED - PLEASE DETACH
THIS CARD AND POST BACK TO US.**

9.3 Appendix 3: Tables