

# Staffordshire Visitor Survey 2010

## Summary of responses for all participating accommodation providers

### Introduction

The Staffordshire Visitor Survey 2010 was launched by Destination Staffordshire in March 2010. The surveys are designed to allow both accommodation providers and attractions within Staffordshire to obtain feedback from their customers. The responses are vital in order for Destination Staffordshire to understand the profile of the visitors to the Staffordshire area and to help establish the economic impact of tourism. This profile details the results for the accommodation survey. In total 219 responses to the survey were received from some 27 accommodation providers.

### About Your Stay

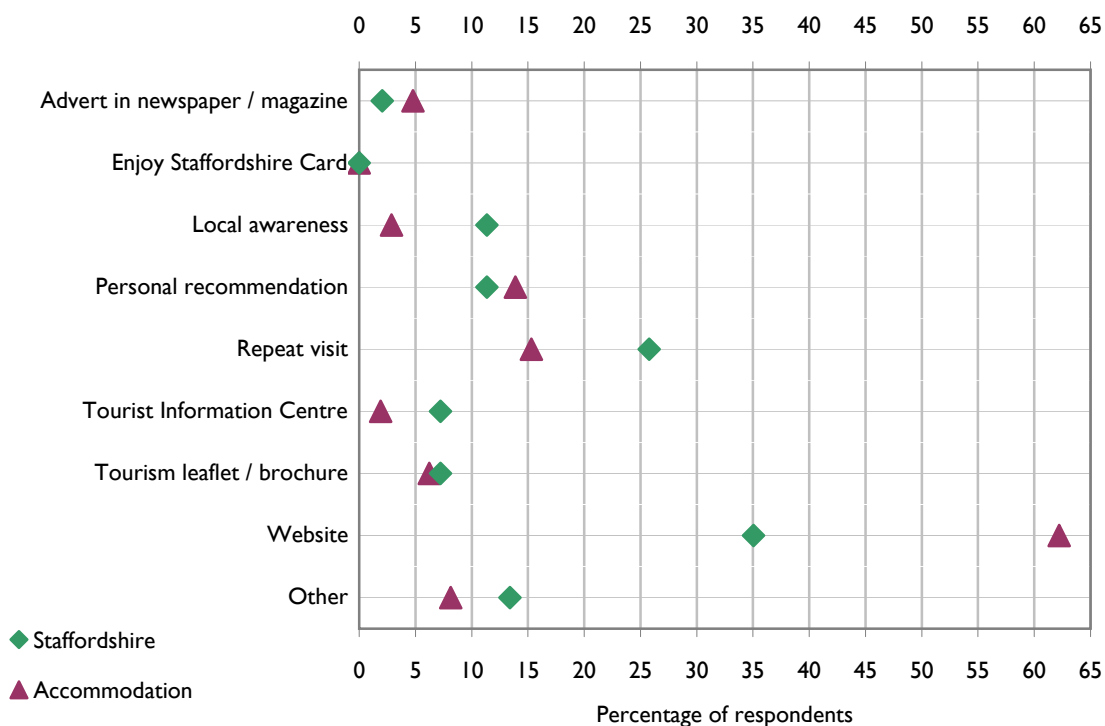
This section provides details of the responses provided by respondents in relation to their stay in Staffordshire.

#### Question 1: How did you find out about...?

Source of awareness	Accommodation		Staffordshire	
	Number	Percent	Number	Percent
Advert in newspaper / magazine	10	4.8	2	2.1
Enjoy Staffordshire Card	0	0.0	0	0.0
Local awareness	6	2.9	11	11.3
Personal recommendation	29	13.9	11	11.3
Repeat visit	32	15.3	25	25.8
Tourist Information Centre	4	1.9	7	7.2
Tourism leaflet / brochure	13	6.2	7	7.2
Website	130	62.2	34	35.1
Other	17	8.1	13	13.4

Sample: Respondents providing a response.

Multiple responses allowed therefore percentages may not add up to 100%.



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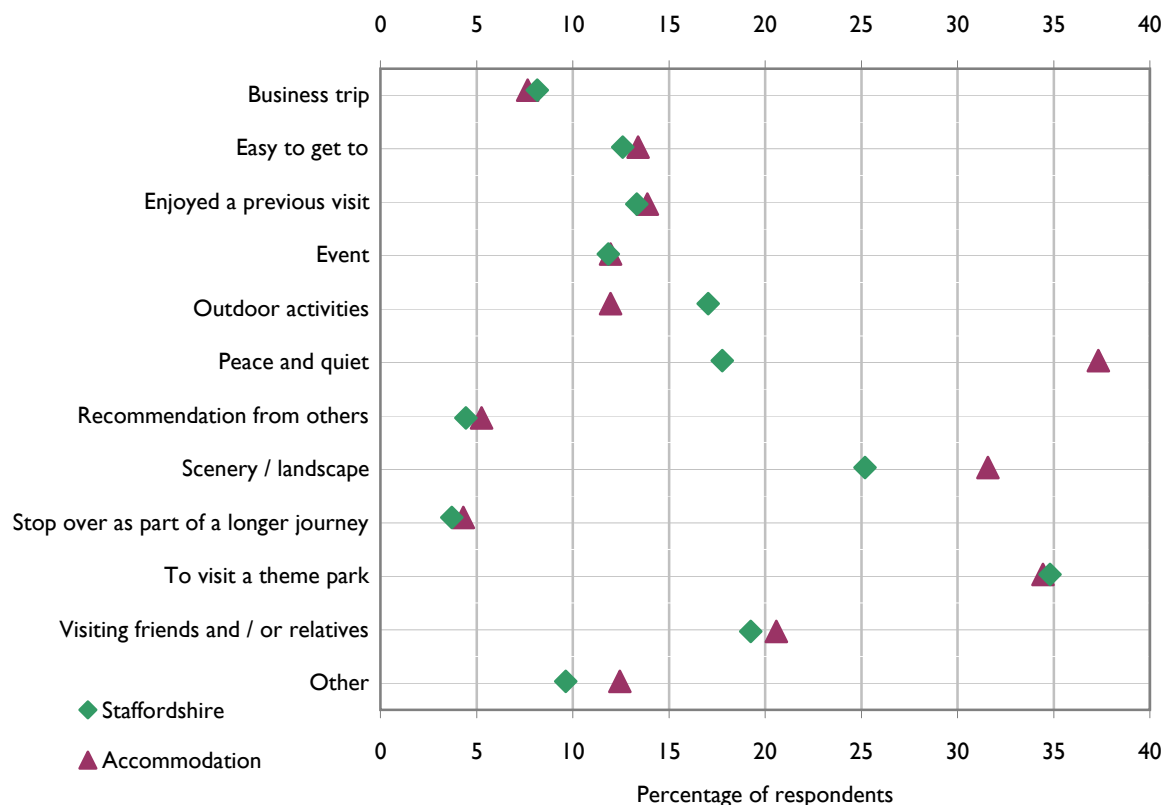
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### Question 2: What are your main reasons for your stay/holiday.....?

Reason	This accommodation		Staffordshire	
	Number	Percent	Number	Percent
Business trip	16	7.7	11	8.1
Easy to get to	28	13.4	17	12.6
Enjoyed a previous visit	29	13.9	18	13.3
Event	25	12.0	16	11.9
Outdoor activities	25	12.0	23	17.0
Peace and quiet	78	37.3	24	17.8
Recommendation from others	11	5.3	6	4.4
Scenery / landscape	66	31.6	34	25.2
Stop over as part of a longer journey	9	4.3	5	3.7
To visit a theme park	72	34.4	47	34.8
Visiting friends and / or relatives	43	20.6	26	19.3
Other	26	12.4	13	9.6

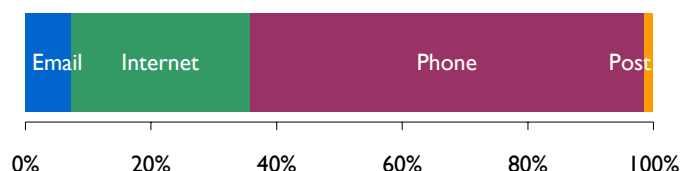
Sample: Respondents providing a response.

Multiple responses allowed therefore percentages may not add up to 100%.



### Question 3: How did you book your stay?

Booking method	Number	Percent
Email	15	7.2
Internet	59	28.5
Phone	130	62.8
Post	3	1.4



Sample: Respondents providing a response.

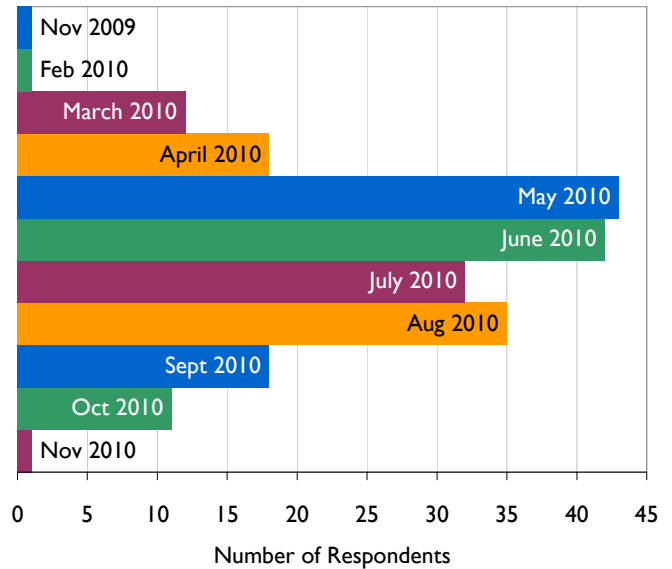
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### Question 4: Please state the start date of your stay in Staffordshire

Month	Number	Percent
November 2009	1	0.5
February 2010	1	0.5
March 2010	12	5.6
April 2010	18	8.4
May 2010	43	20.1
June 2010	42	19.6
July 2010	32	15.0
August 2010	35	16.4
September 2010	18	8.4
October 2010	11	5.1
November 2010	1	0.5

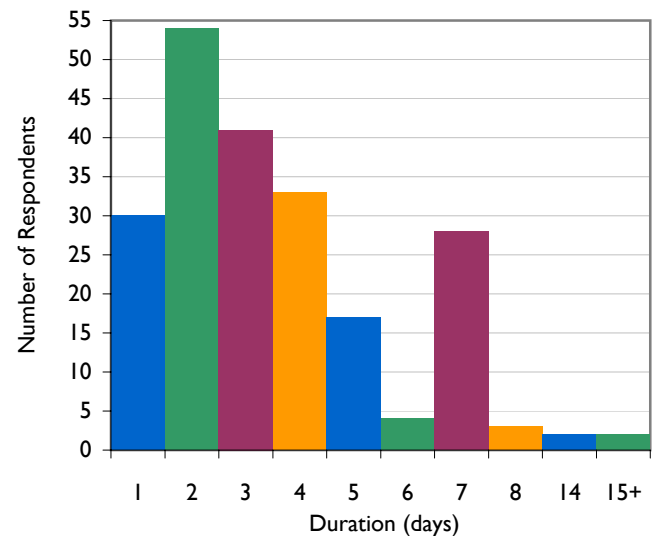
Sample: Respondents providing a response.



### Question 5: What is the duration, in days, of your stay / holiday in Staffordshire?

Duration (days)	Number	Percent
1	30	14.0
2	54	25.2
3	41	19.2
4	33	15.4
5	17	7.9
6	4	1.9
7	28	13.1
8	3	1.4
14	2	0.9
15 and over	2	0.9

Sample: Respondents providing a response.



Average number of days 3.7

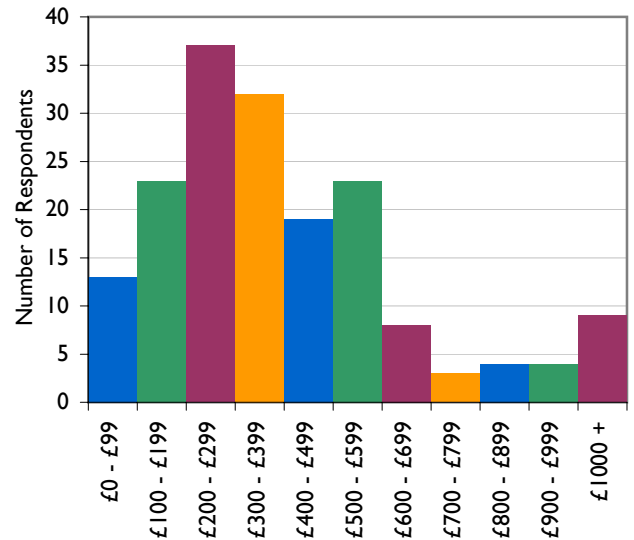
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### Question 6: Approximately how much did your party spend during your stay in Staffordshire?

Approx spend	Number	Percent
£0 - £99	13	7.4
£100 - £199	23	13.1
£200 - £299	37	21.1
£300 - £399	32	18.3
£400 - £499	19	10.9
£500 - £599	23	13.1
£600 - £699	8	4.6
£700 - £799	3	1.7
£800 - £899	4	2.3
£900 - £999	4	2.3
£1000 +	9	5.1

Sample: Respondents providing a response.



Average spend per party £382

### Question 7: Where have you visited, or do you intend to visit, during your stay?

A tag cloud has been created showing the attractions/places respondents stated that they had visited during their stay in Staffordshire. The most frequently mentioned places are shown below.



Produced using Wordle ([www.wordle.net](http://www.wordle.net))

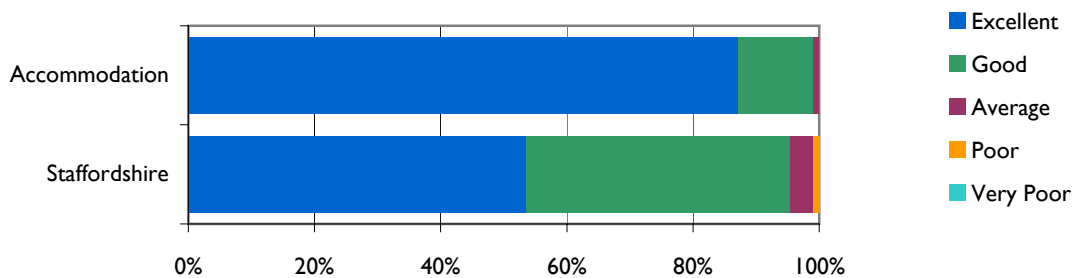
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### Question 8: How would you rate your visit to....?

Rating	Accommodation		Staffordshire	
	Number	Percent	Number	Percent
Excellent	188	87.0	104	53.6
Good	26	12.0	81	41.8
Average	2	0.9	7	3.6
Poor	0	0.0	2	1.0
Very Poor	0	0.0	0	0.0

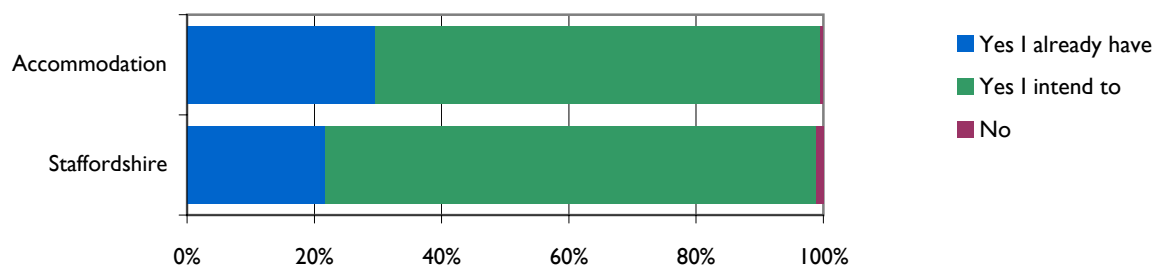
Sample: Respondents providing a response.



### Question 9: Would you recommend this accommodation/Staffordshire to a friend and/or relative?

Response	Accommodation		Staffordshire	
	Number	Percent	Number	Percent
Yes I already have	63	29.6	39	21.7
Yes I intend to	149	70.0	139	77.2
No	1	0.5	2	1.1

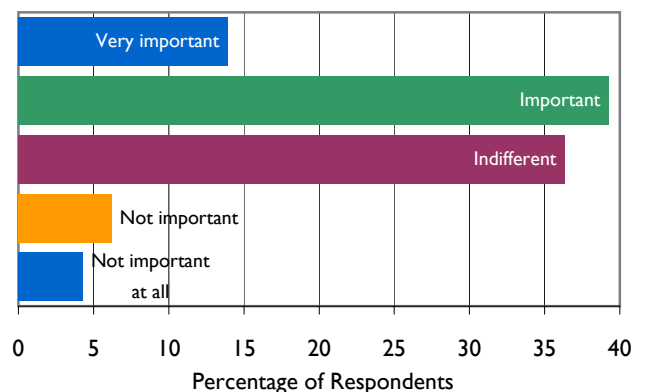
Sample: Respondents providing a response.



### Question 10: To what extent are green issues a consideration when deciding upon a holiday destination/accommodation venue?

Importance	Number	Percent
Very important	29	13.9
Important	82	39.2
Indifferent	76	36.4
Not important	13	6.2
Not important at all	9	4.3

Sample: Respondents providing a response.



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### About You and Your Party

This section provides details of the responses provided by respondents in relation to their party.

#### Question 11: What type of group are you?

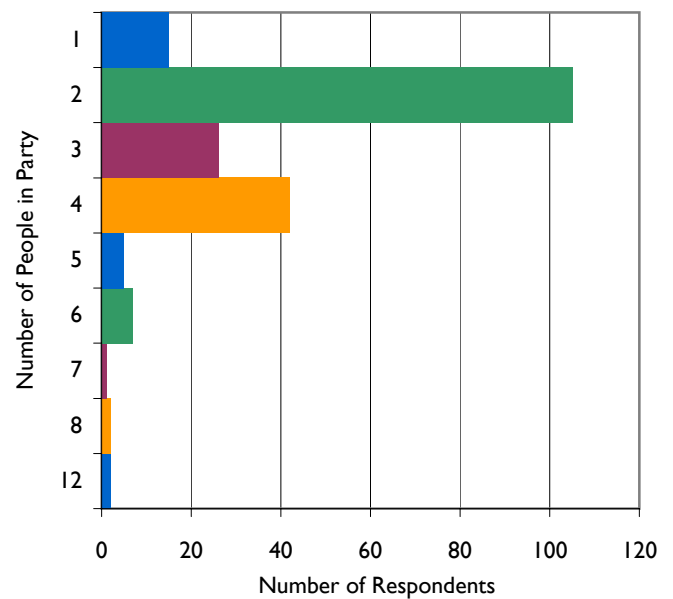
Group type	Number	Percent
Individual	18	8.3
Family and / or friends	196	90.3
Organised group / Coach group / School party	3	1.4

Sample: Respondents providing a response.

#### Question 12a: Number of people in party

No. of people	Number	Percent
1	15	7.3
2	105	51.2
3	26	12.7
4	42	20.5
5	5	2.4
6	7	3.4
7	1	0.5
8	2	1.0
12	2	1.0

Sample: Respondents providing a response.

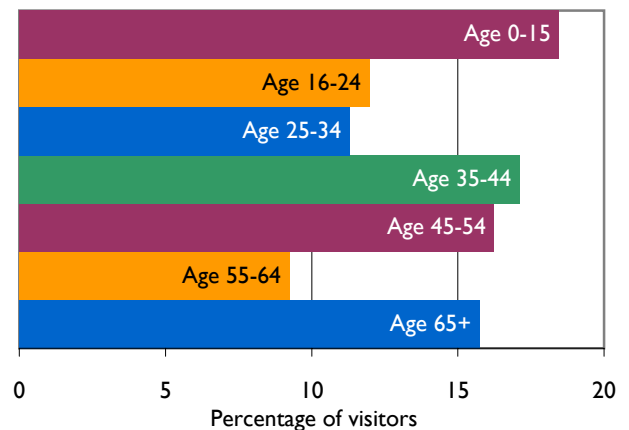


Number of parties	205
Number of visitors	585
Average number of people in party	2.9

#### Question 12b: Age group of visitors

Age group	Number	Percent
0 - 15 years old	108	18.5
16 - 24 years old	70	12.0
25 - 34 years old	66	11.3
35 - 44 years old	100	17.1
45 -54 years old	95	16.2
55 -64 years old	54	9.2
65 years and over	92	15.7

Sample: Number of visitors specified by respondents.  
Excludes respondents not providing a response.



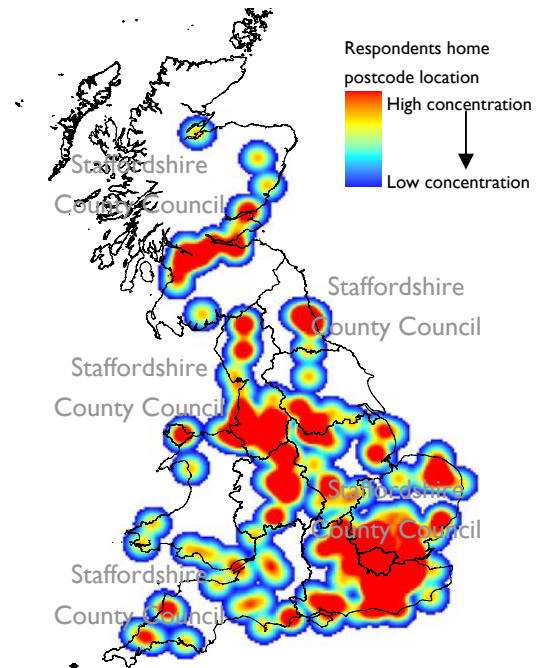
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### Question 13: Home location of respondents

Home Location	Number	Percent
South East	37	16.9
East	29	13.2
North West	22	10.0
South West	14	6.4
West Midlands	14	6.4
East Midlands	11	5.0
London	10	4.6
Yorkshire & Humber	10	4.6
Wales	10	4.6
North East	7	3.2
Scotland	19	8.7
Northern Ireland	1	0.5
Outside UK	17	7.8
Invalid Postcode	9	4.1
Anonymous	9	4.1

Sample: All respondents.



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### Question 14: Additional comments provided by respondents

A tag cloud has also been created showing the additional comments provided by respondents. The most frequently mentioned words are shown below.



This profile has been produced by the Research Unit, Staffordshire County Council.  
For further information please contact Alison Bowyer, Research and Information Officer  
(Strategic GIS Specialist) on Tel: 01785 277453 Email: [alison.bowyer@staffordshire.gov.uk](mailto:alison.bowyer@staffordshire.gov.uk)



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