

Visitor survey

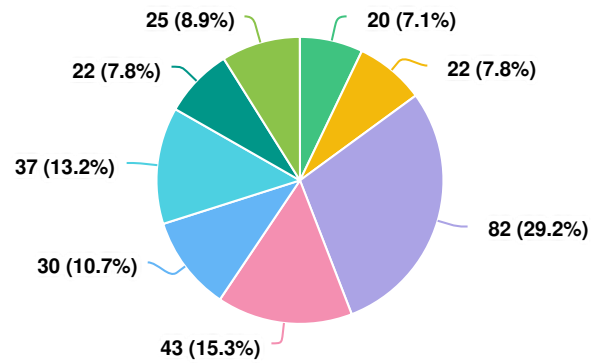
SURVEY RESPONSE REPORT

01 April 2021 - 01 June 2021

PROJECT NAME:

Future Rutland Conversation

Q1 How many times have you visited Rutland?



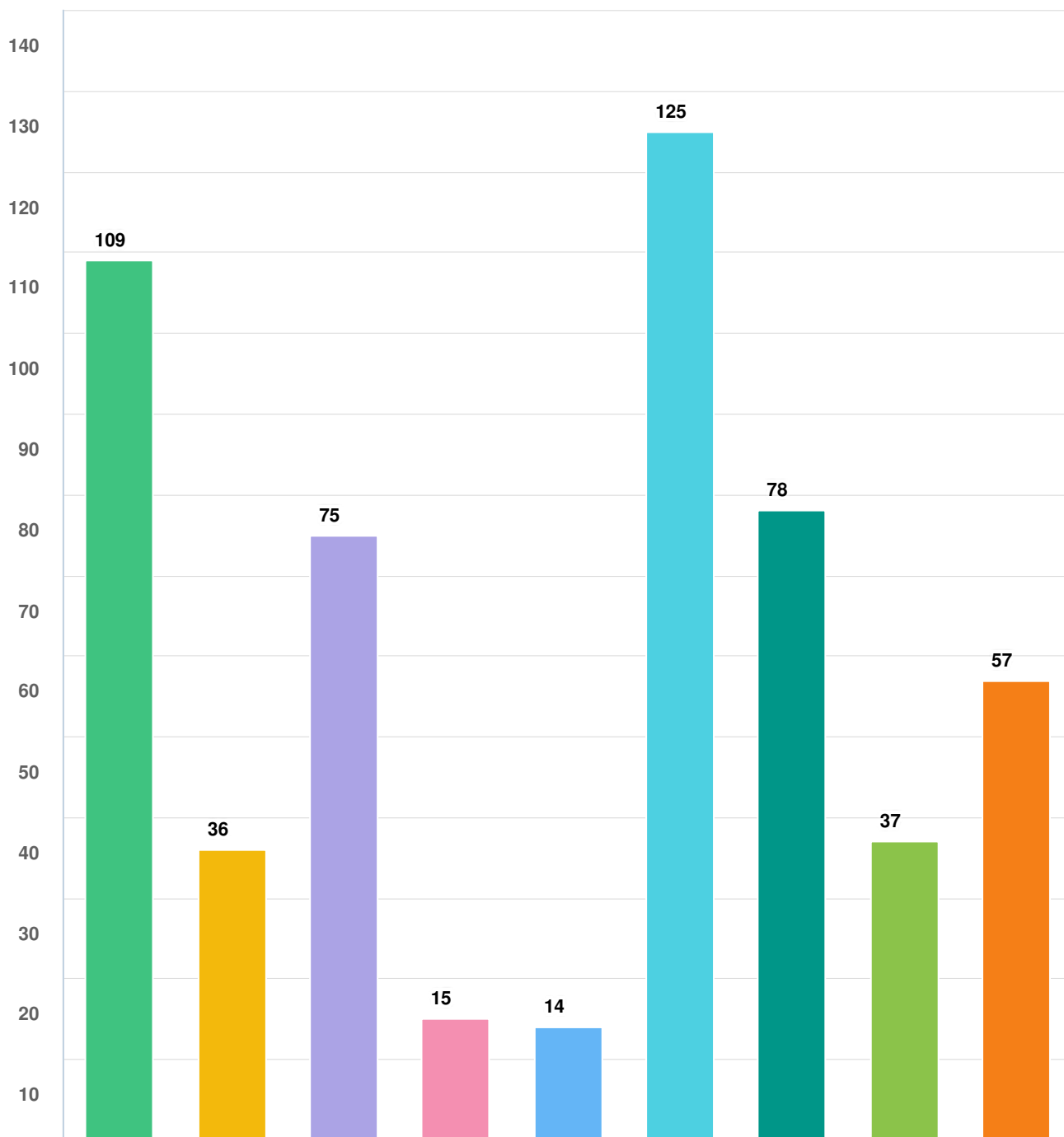
Question options

- Once, on a daytrip
- Once, on a break
- Occasionally, for daytrips only
- Occasionally, for breaks
- Occasionally, for both daytrips and breaks
- Frequently, for daytrips
- Frequently, for breaks
- Frequently, for both day trips and breaks

Optional question (281 response(s), 12 skipped)

Question type: Dropdown Question

Q2 What was the nature of your visit(s)?



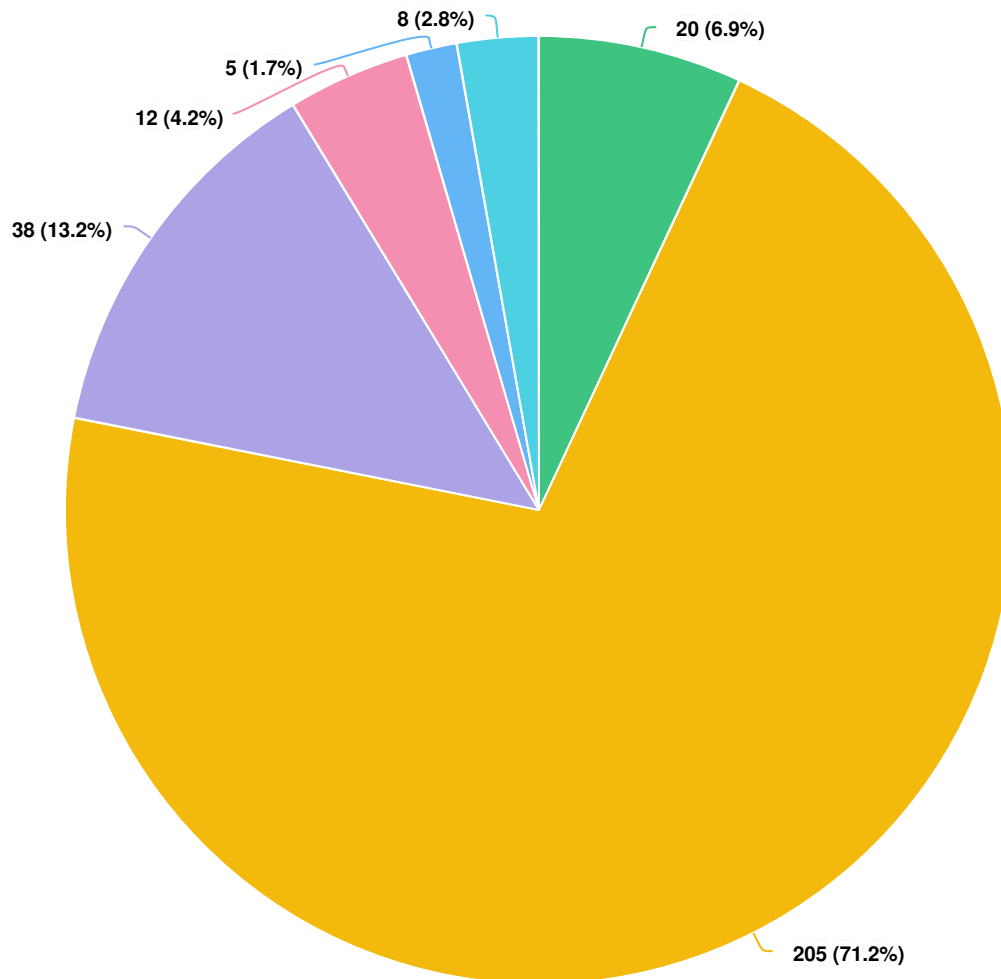
Question options

- Short break, for relaxation
- Short break, for activities
- Visiting family / friends
- Work
- Main holiday
- Daytrip to Rutland Water
- Daytrip to Oakham
- Daytrip to Uppingham
- For a specific reason (please state, for example: birdwatching or to see Oakham Castle)

Optional question (290 response(s), 3 skipped)

Question type: Checkbox Question

Q3 How many people do you tend to visit Rutland with?



Question options

- Travel alone
- With one other person
- With household family (including children aged under 16)
- With household family (all aged over 16)
- With multiple families
- With multiple adults

Optional question (288 response(s), 5 skipped)
Question type: Dropdown Question

Q4 How important were these factors when deciding to visit Rutland? (1 - not very important, 5 - very important)

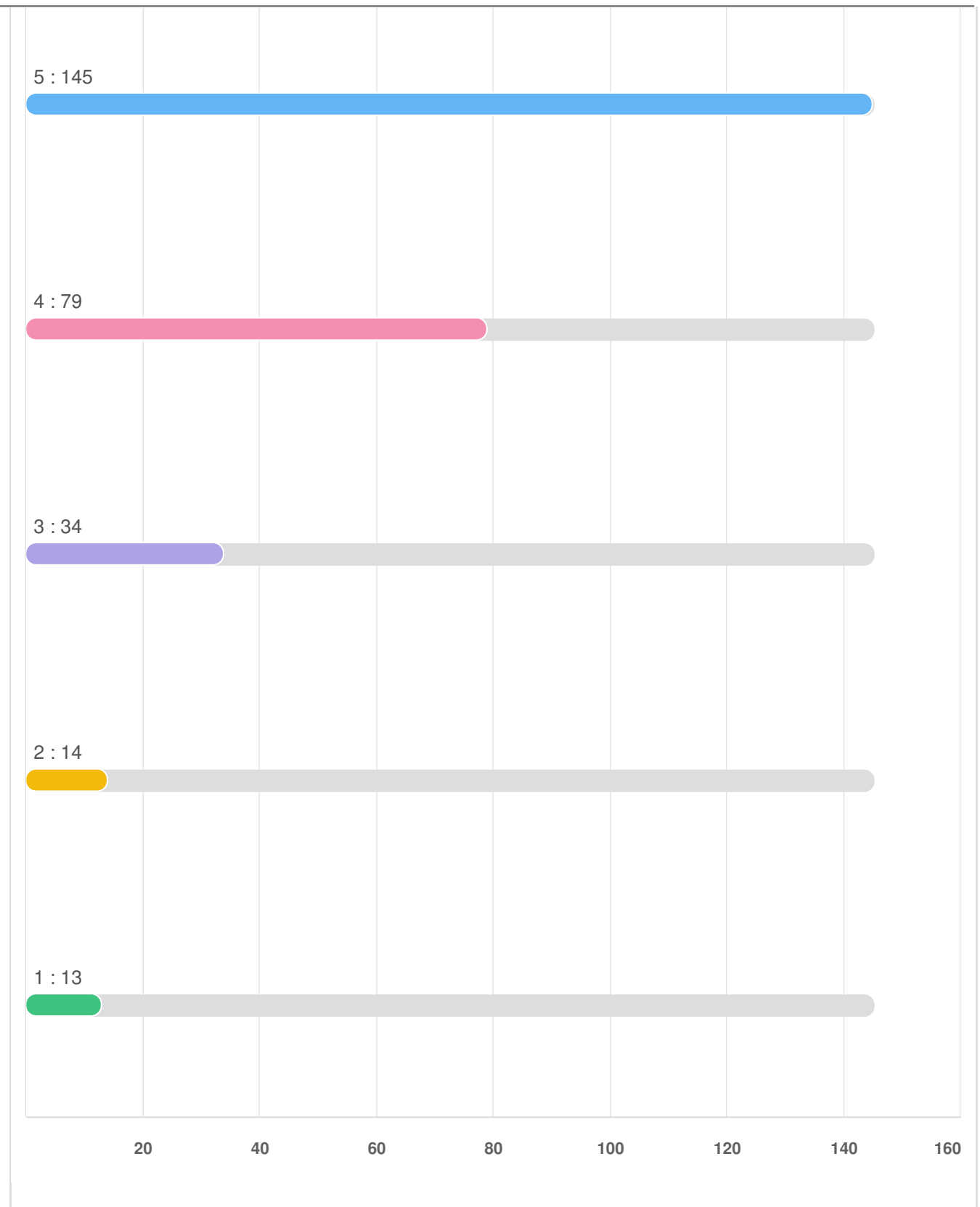


Optional question (291 response(s), 2 skipped)
 Question type: Likert Question

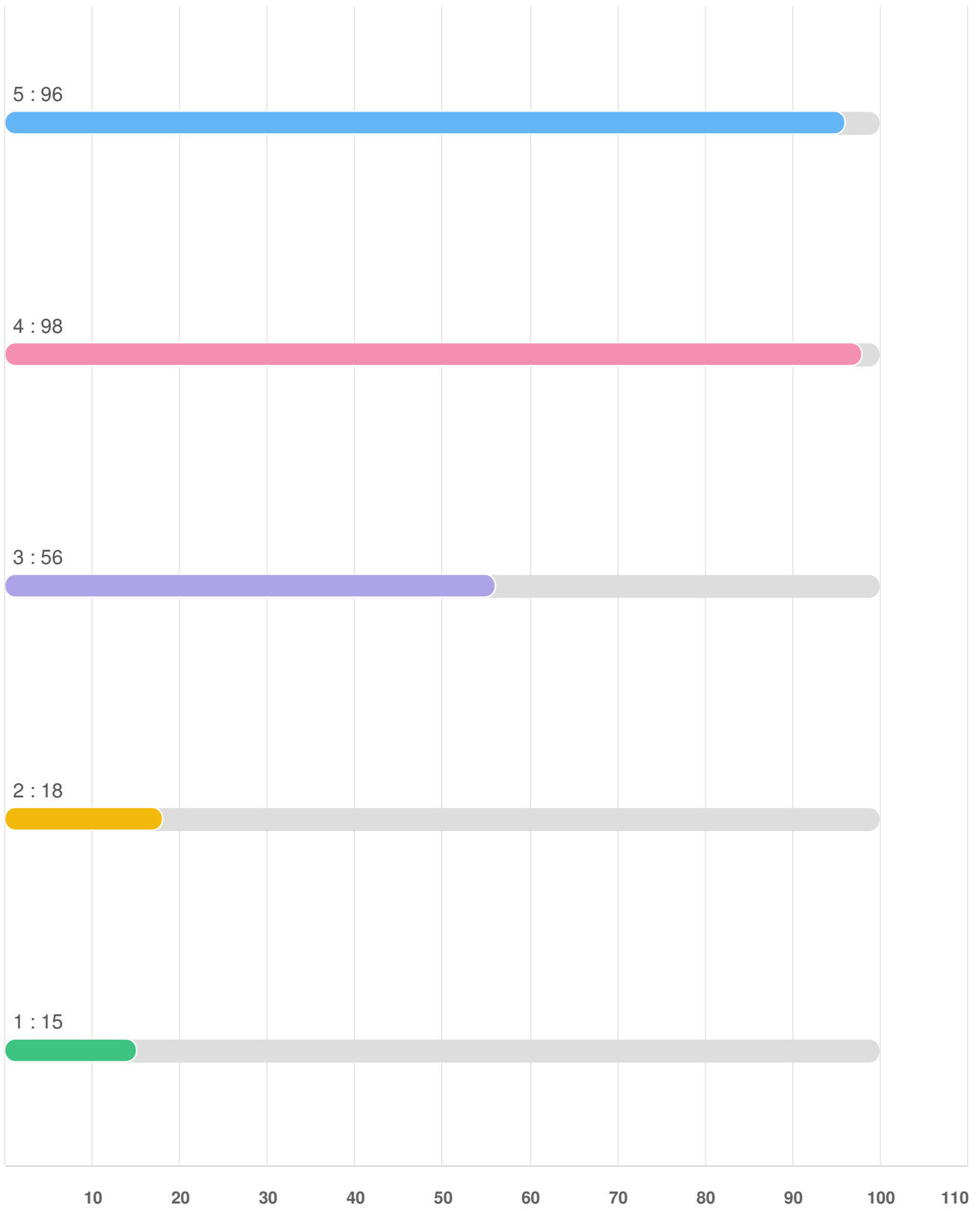
Q4 | How important were these factors when deciding to visit Rutland? (1 - not very important, 5 - very important)

Rutland water

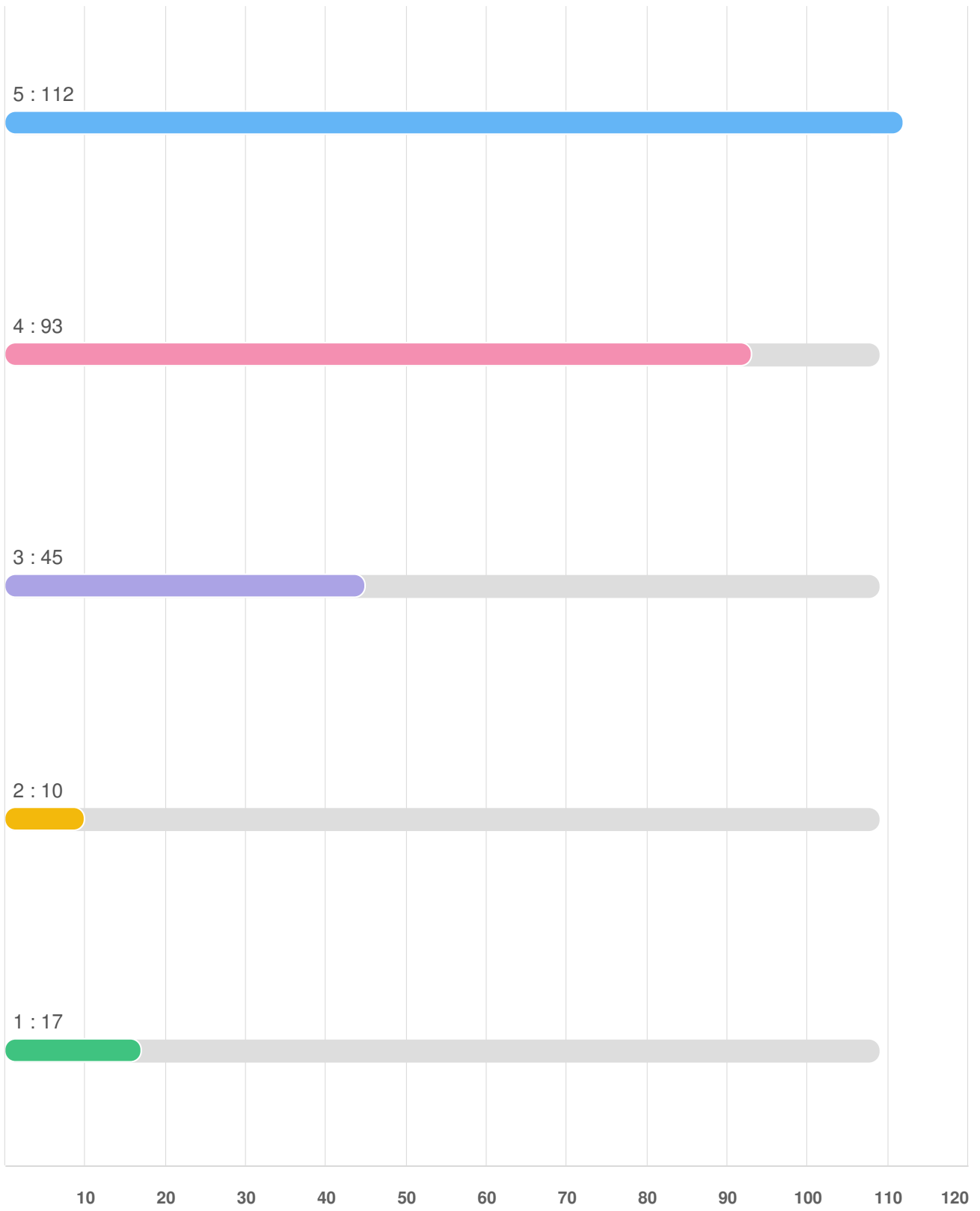
Visitor survey : Survey Report for 01 April 2021 to 01 June 2021



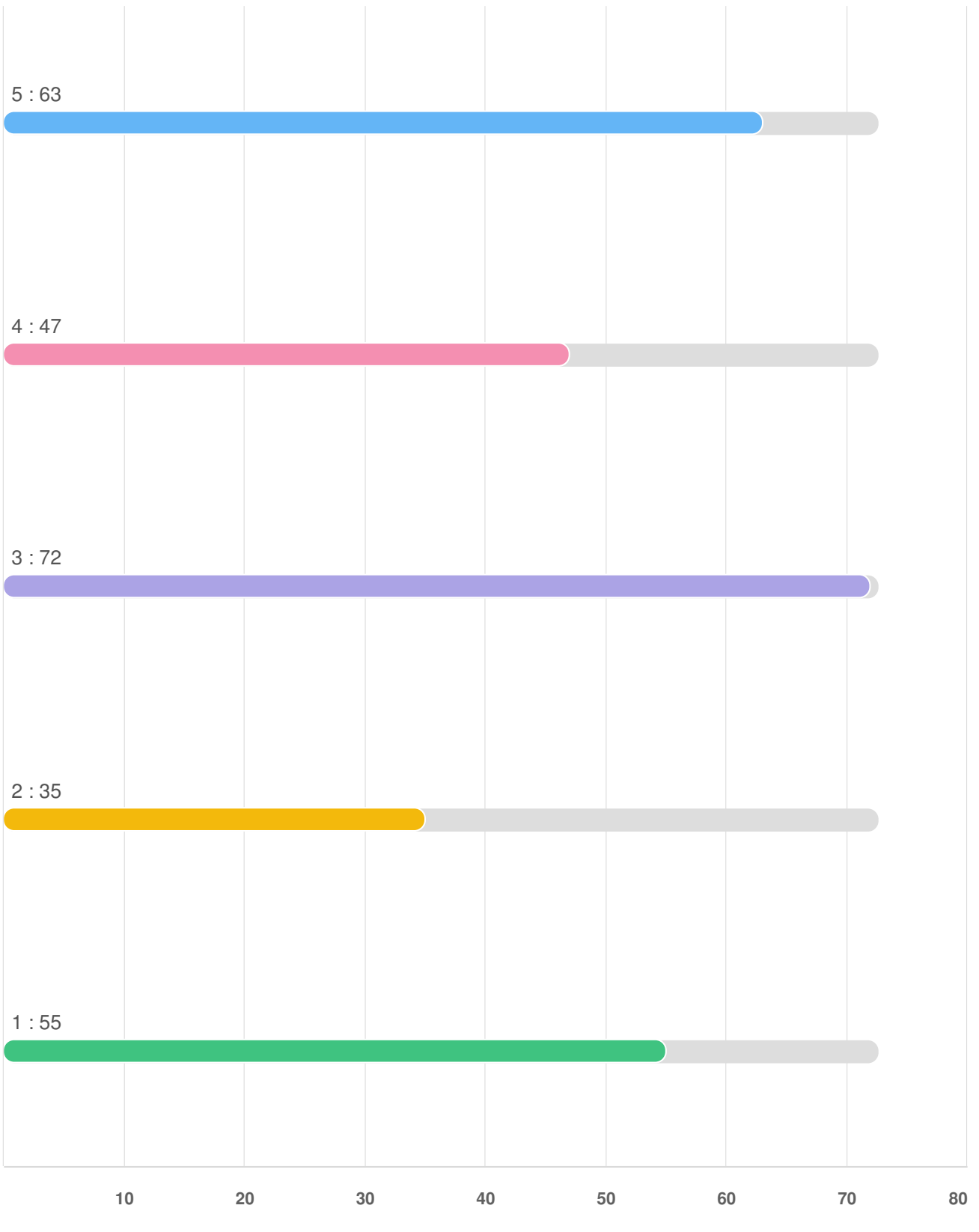
Market towns



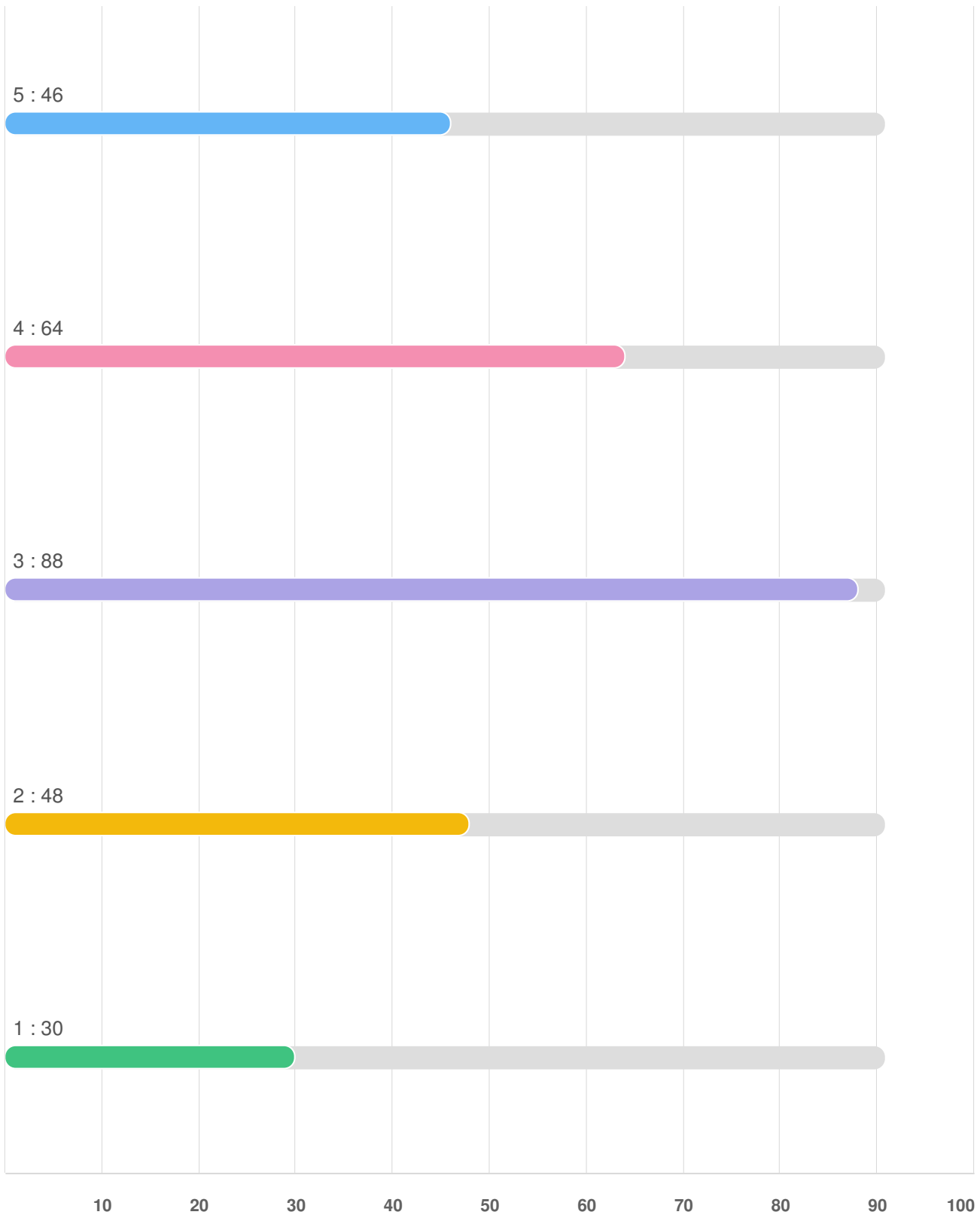
Nature and wildlife



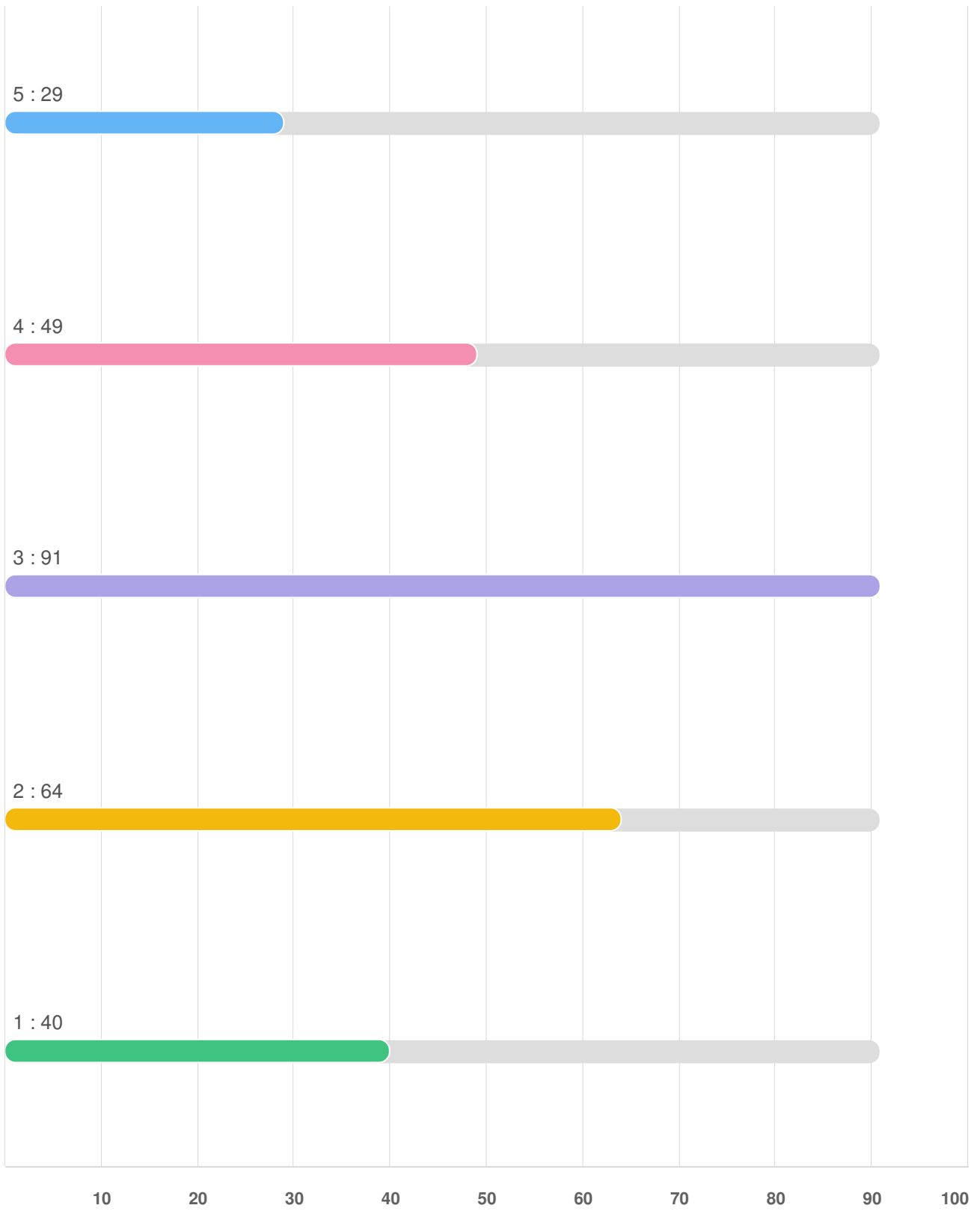
Things to do with the family



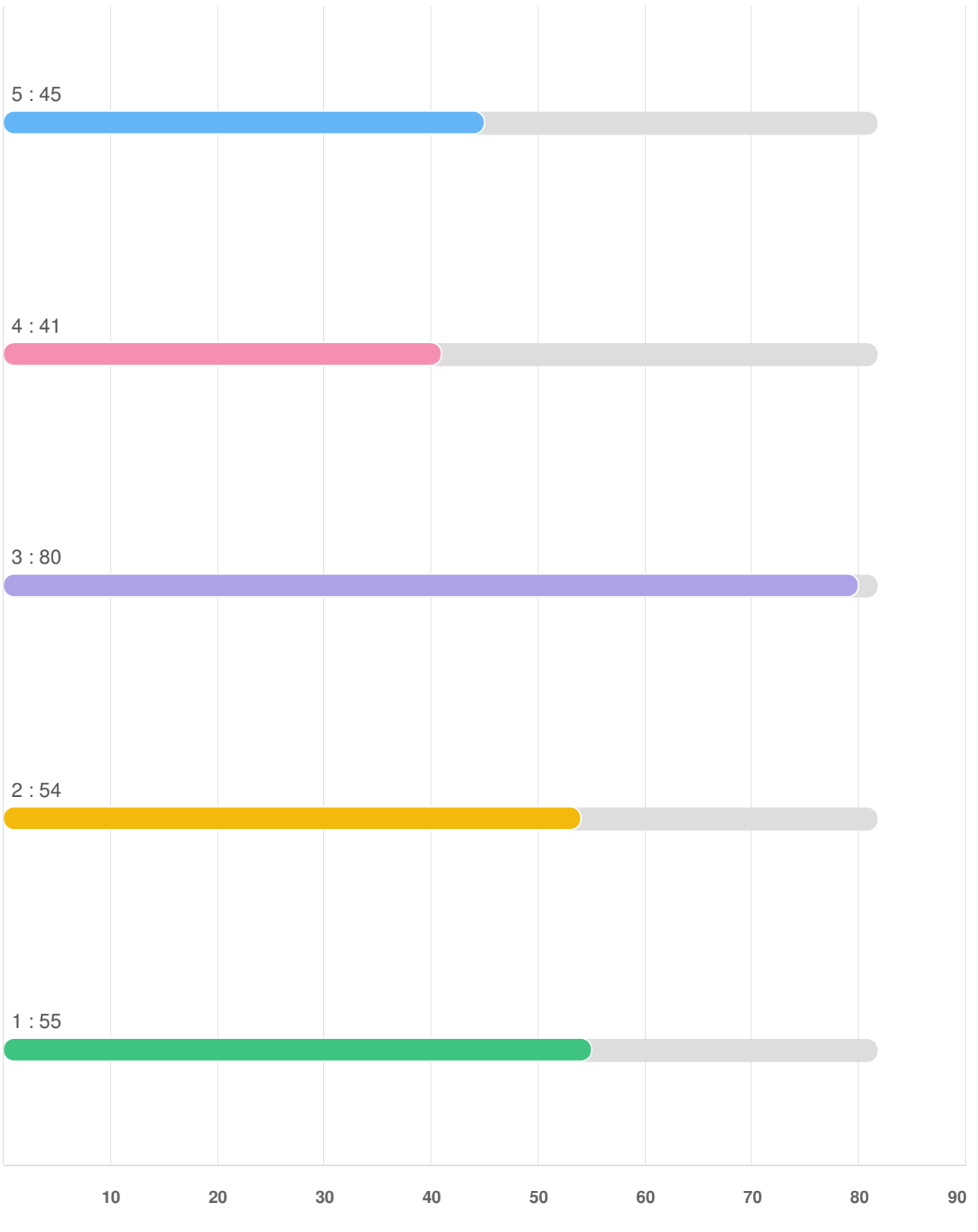
Museums and historical buildings



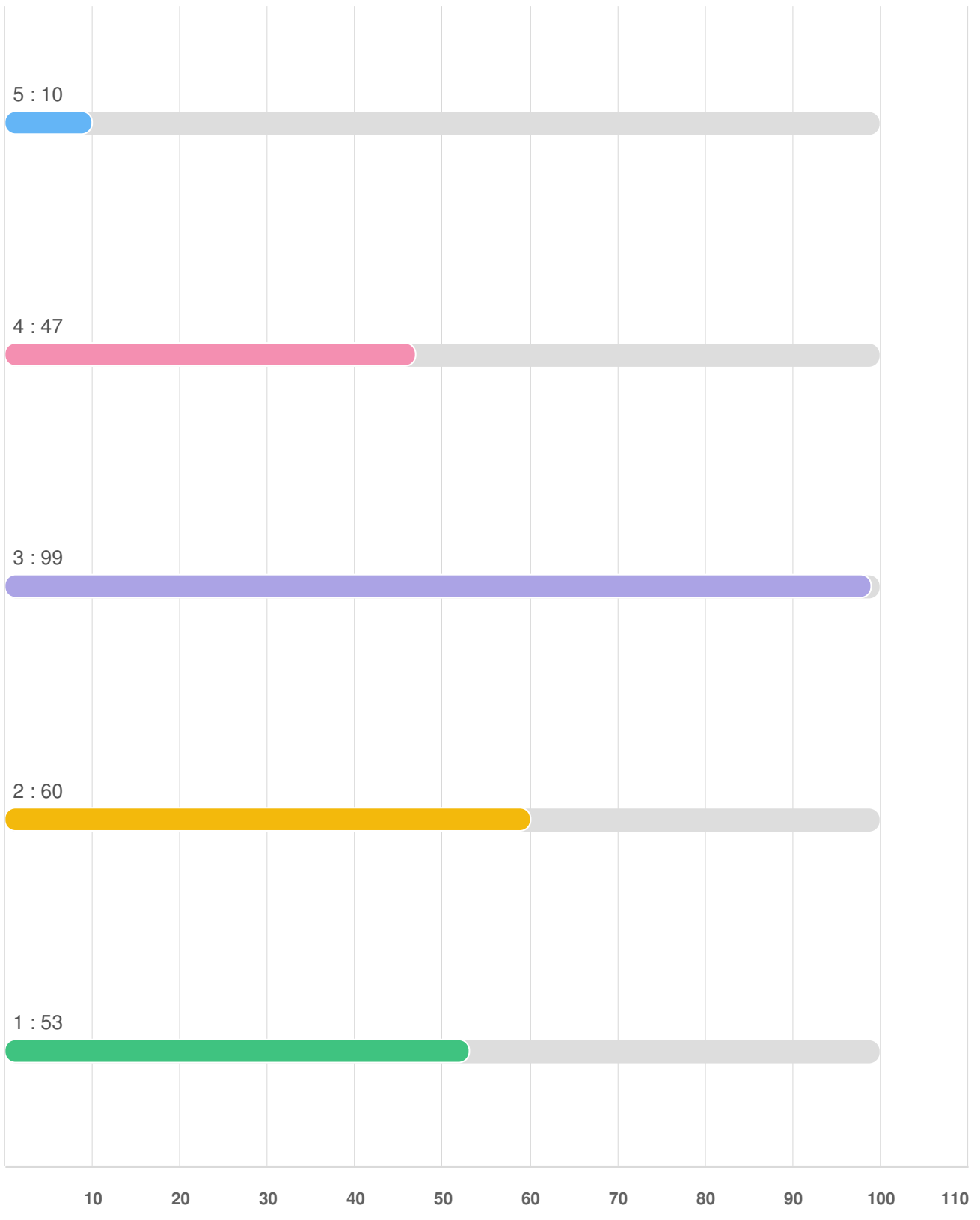
Culture or Arts events / exhibitions



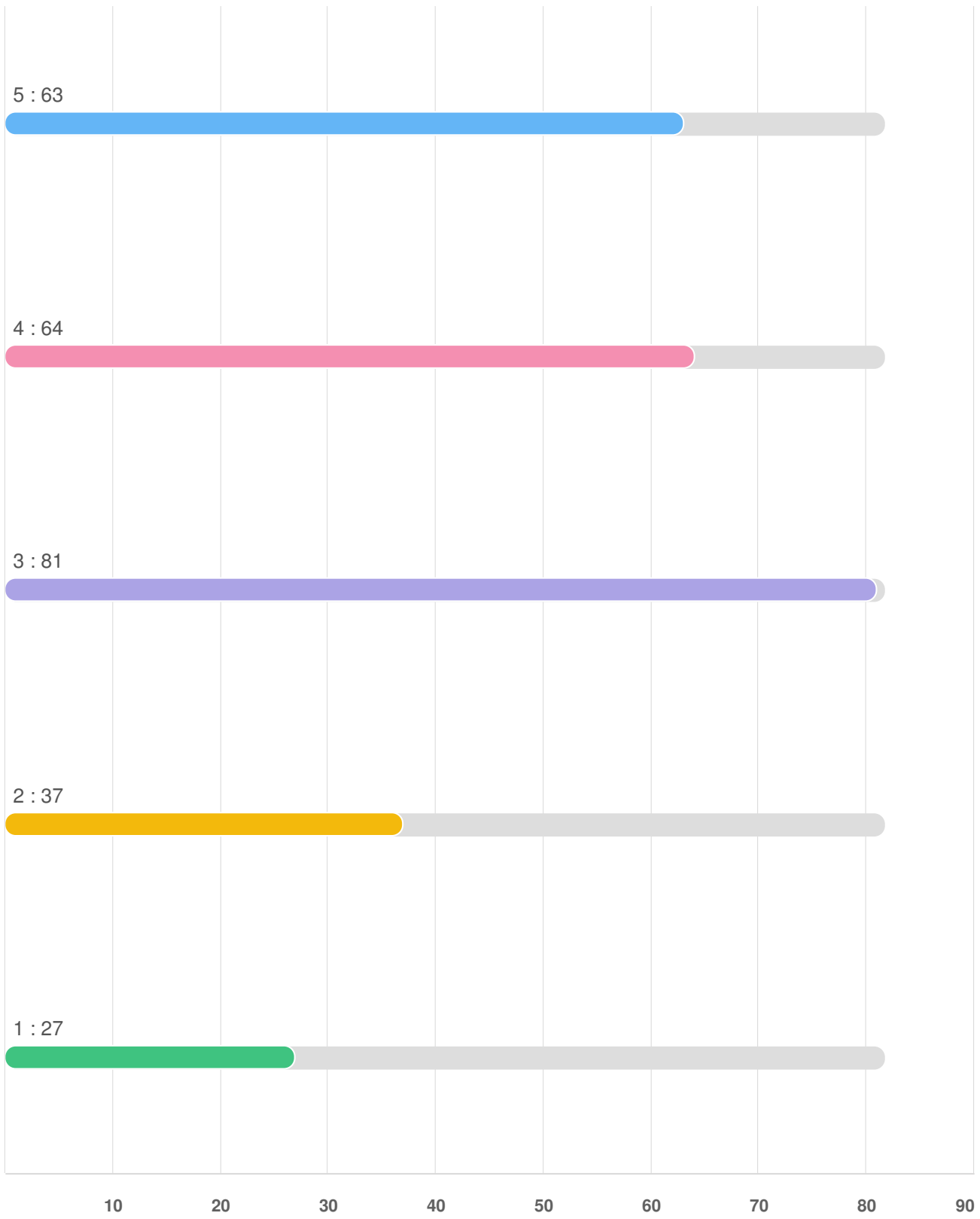
Leisure facilities / sporting pursuits



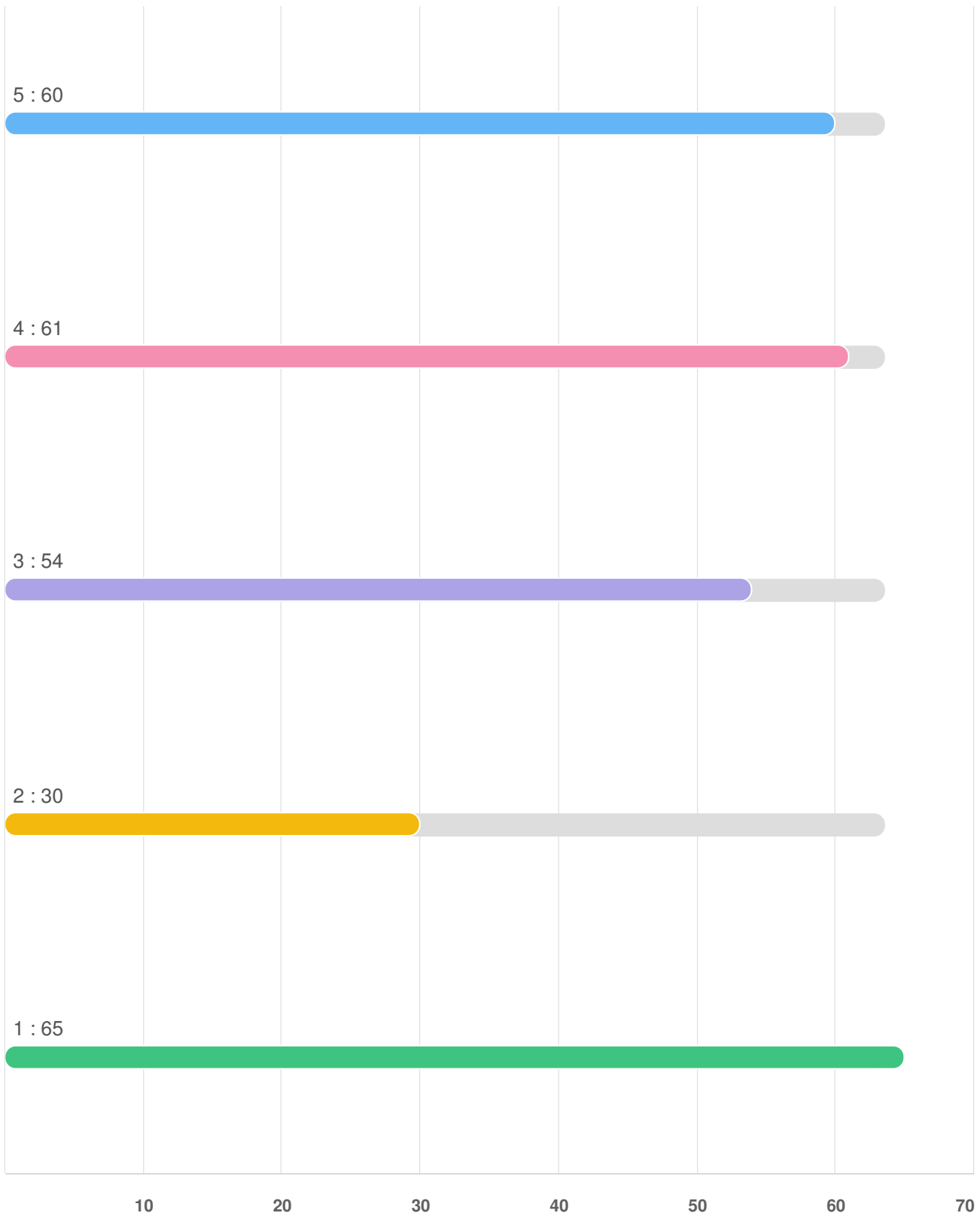
Range of paid attractions



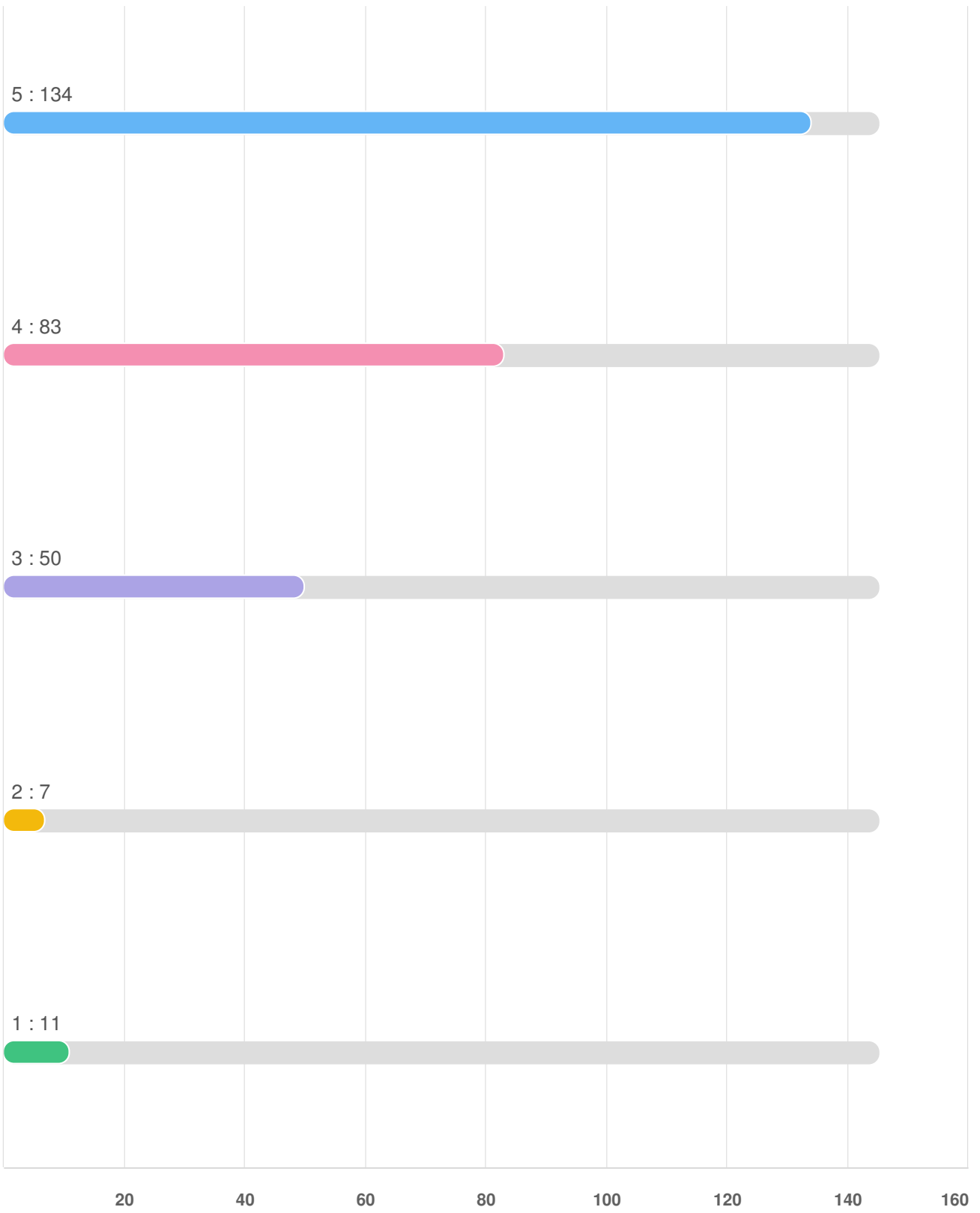
Range of free attractions



Range of accommodation

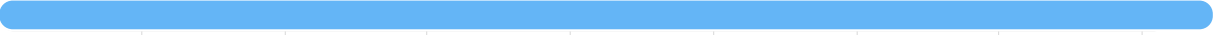


Food and drink



Open countryside

5 : 170



4 : 78



3 : 21



2 : 4

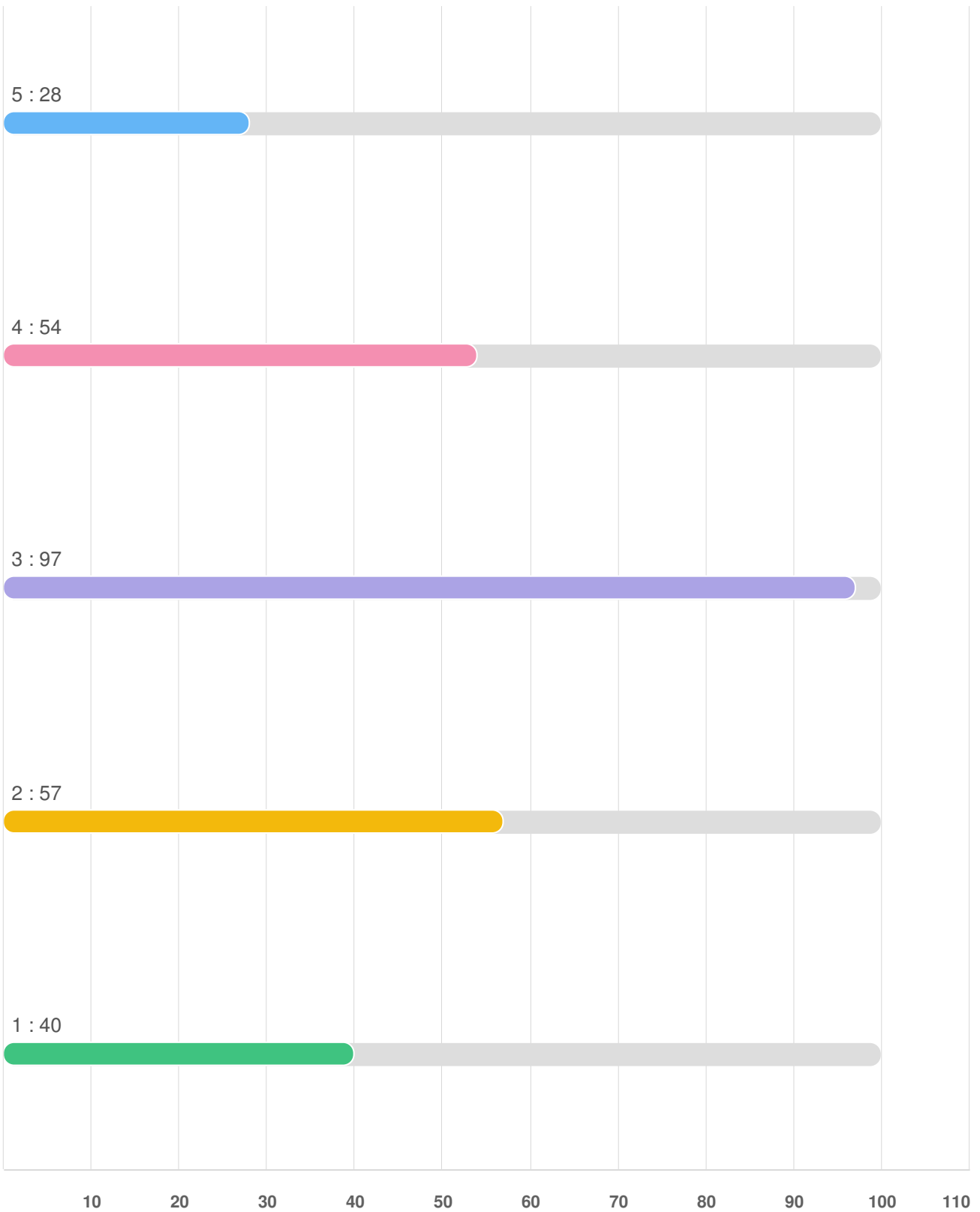


1 : 8

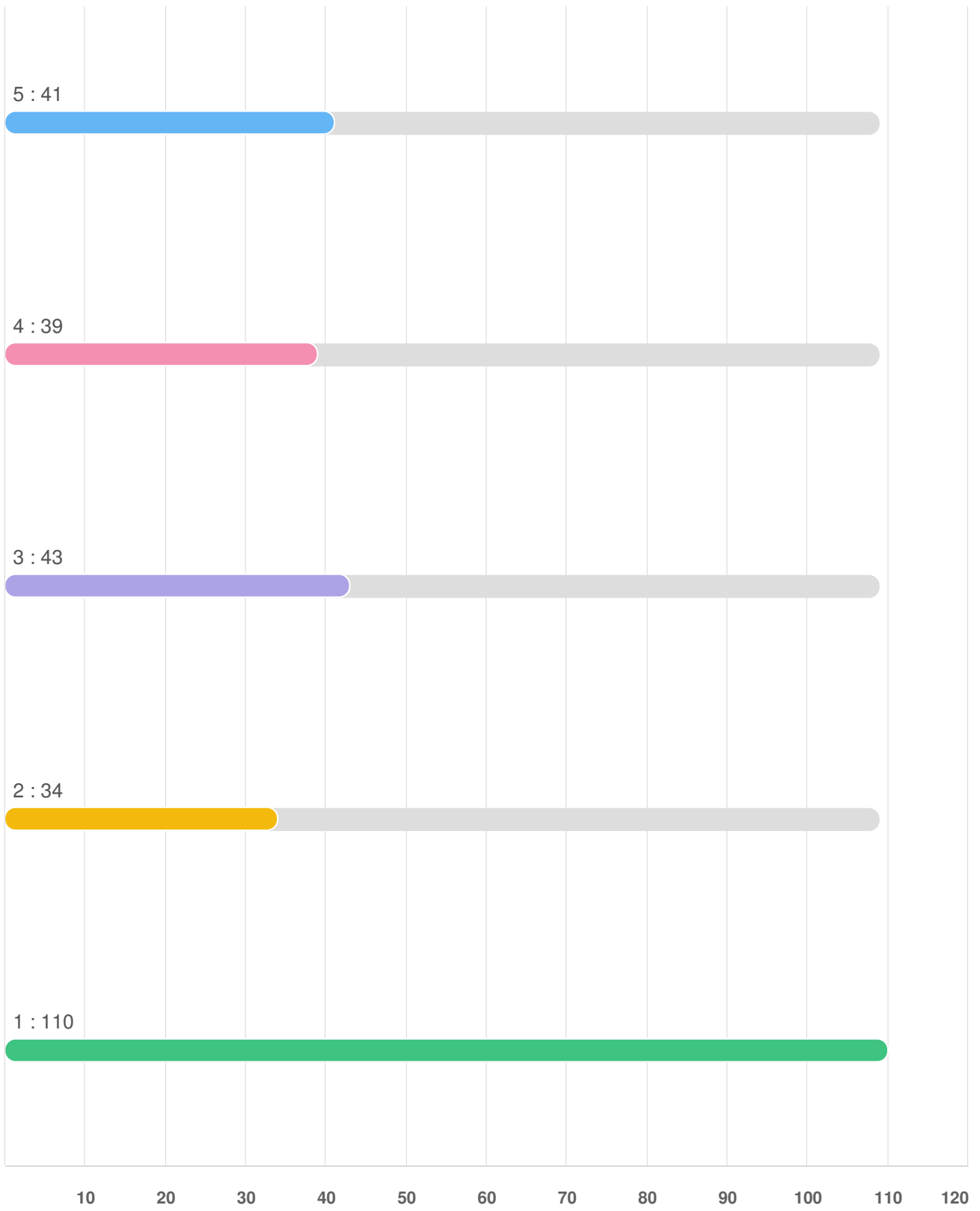


20 40 60 80 100 120 140 160 180

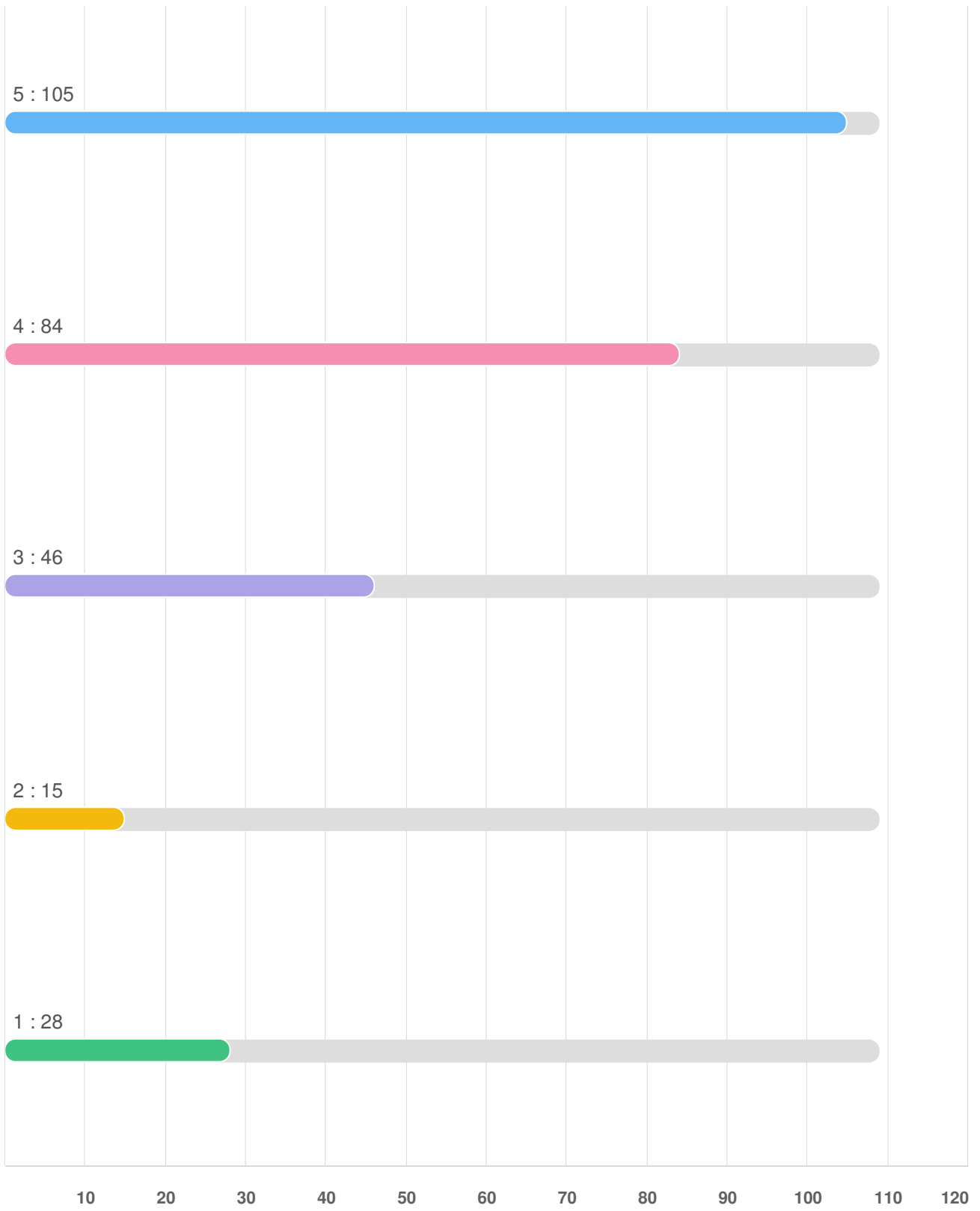
Shopping



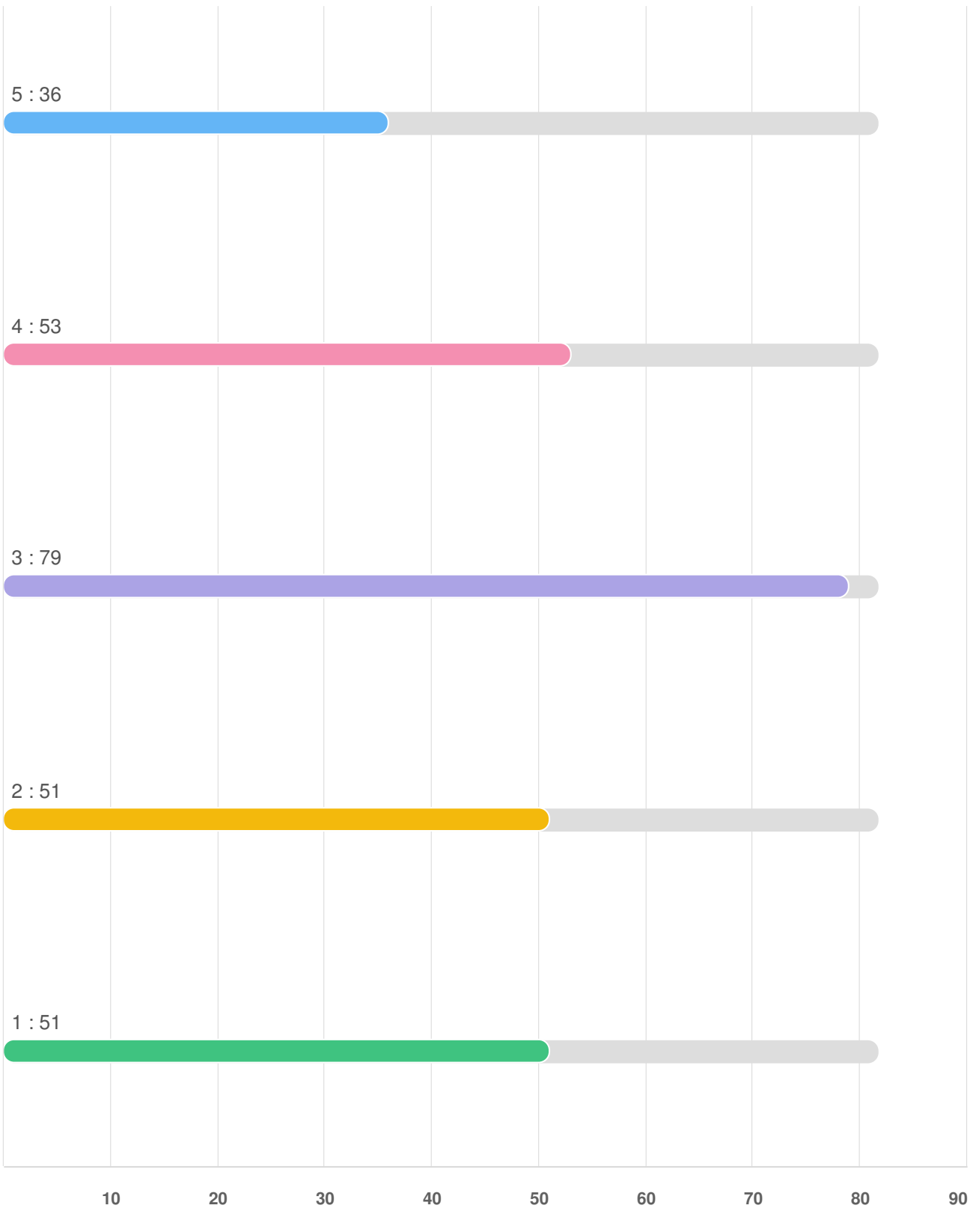
Cycling routes



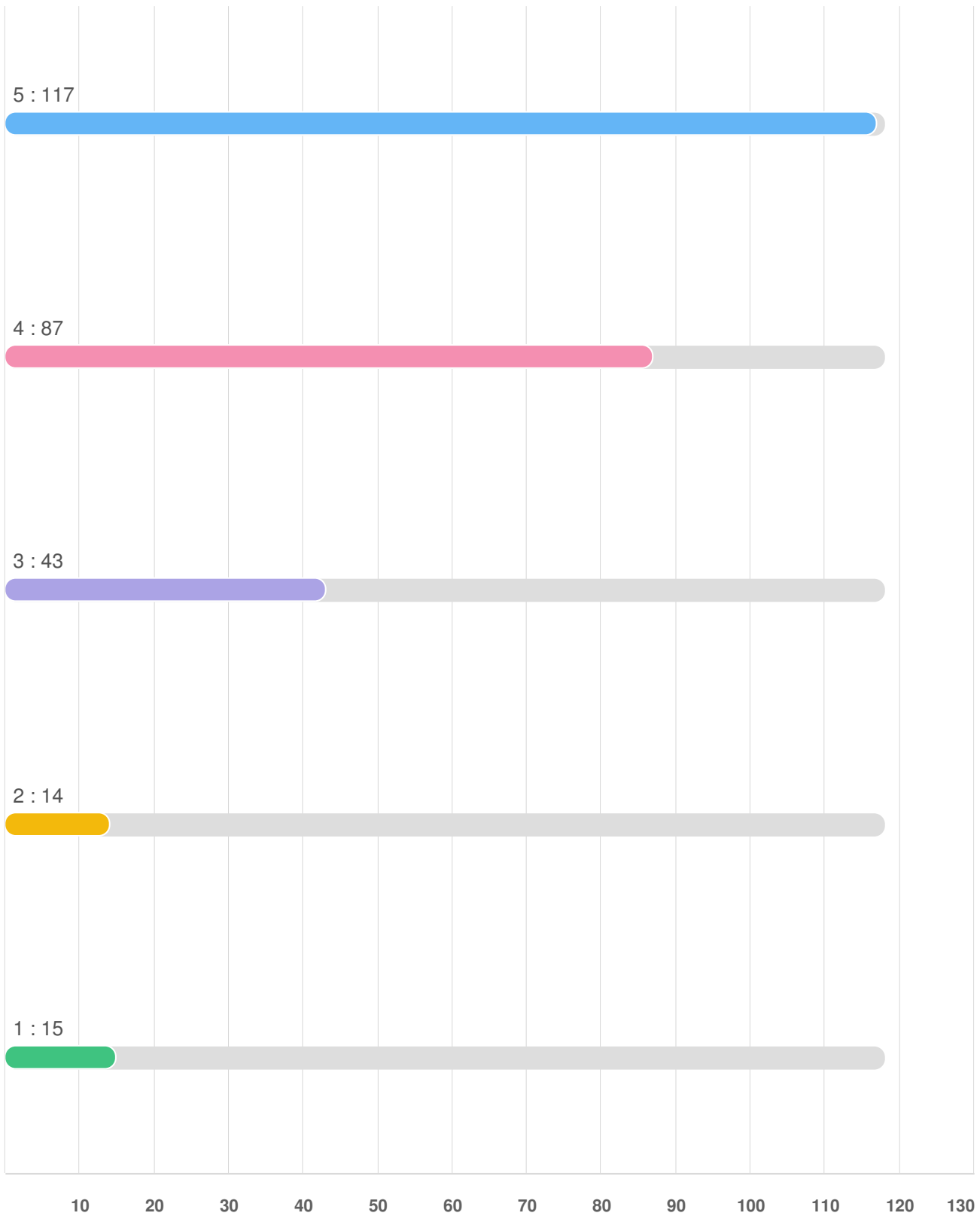
Walking routes



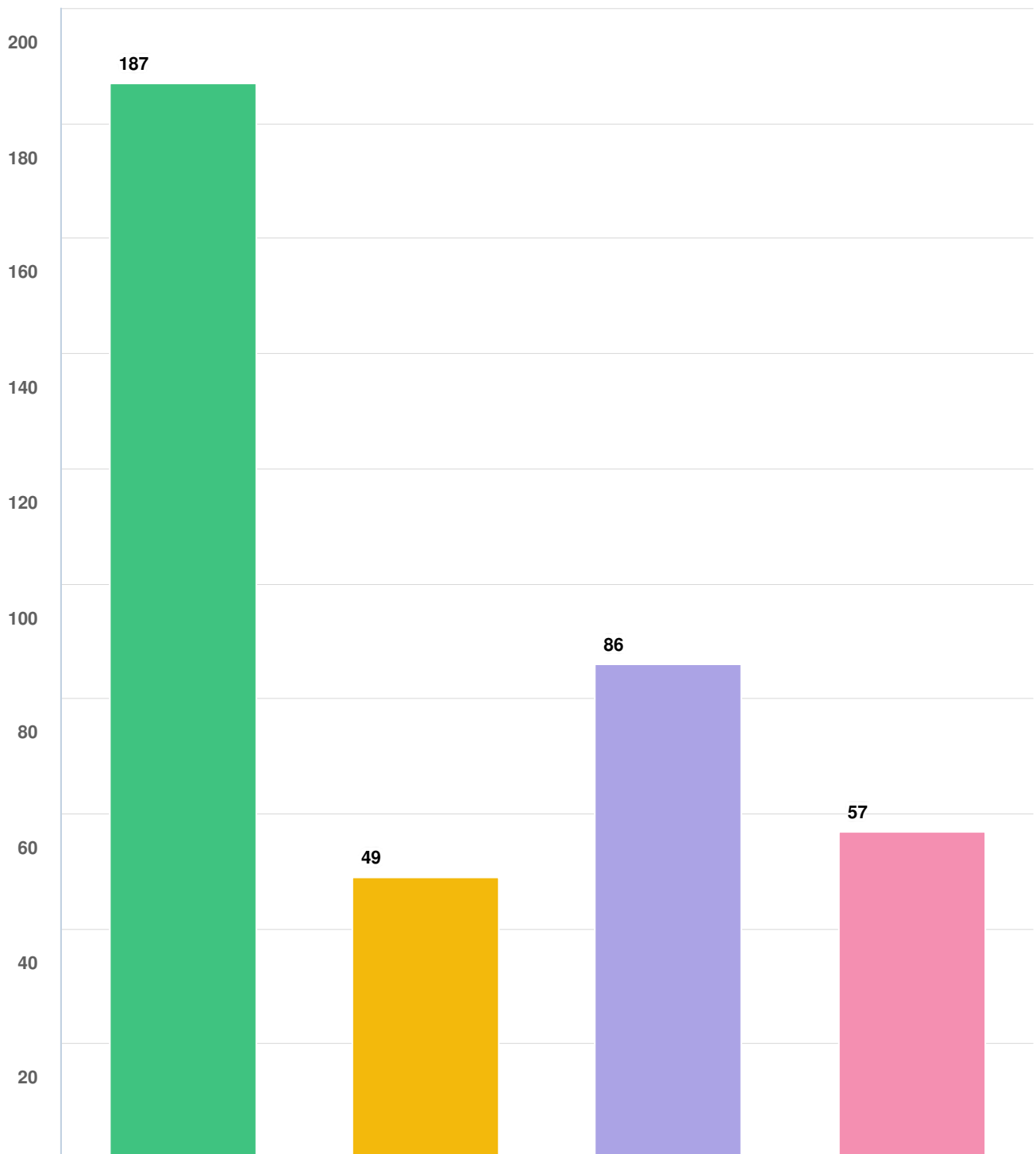
Good transport links



Adequate car parking



Q5 How do you plan your visits?



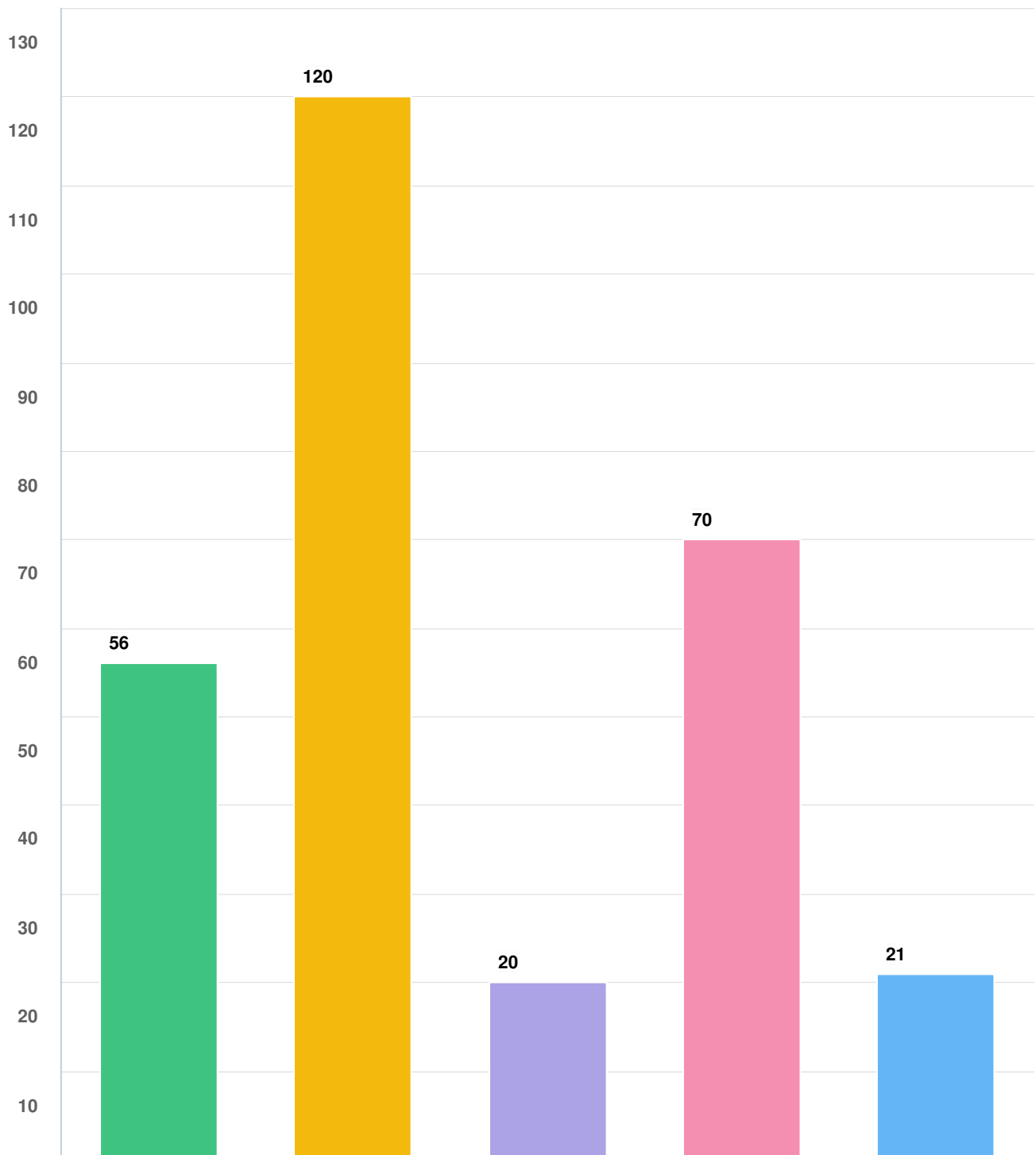
Question options

- I don't plan
- Recommendations from friends / family
- Printed information
- Online research

Optional question (290 response(s), 3 skipped)

Question type: Checkbox Question

Q6 Have you heard of Discover Rutland?



Question options

- I'm not sure No Yes, the guide / maps Yes, the website Yes, on social media

Optional question (287 response(s), 6 skipped)

Question type: Checkbox Question

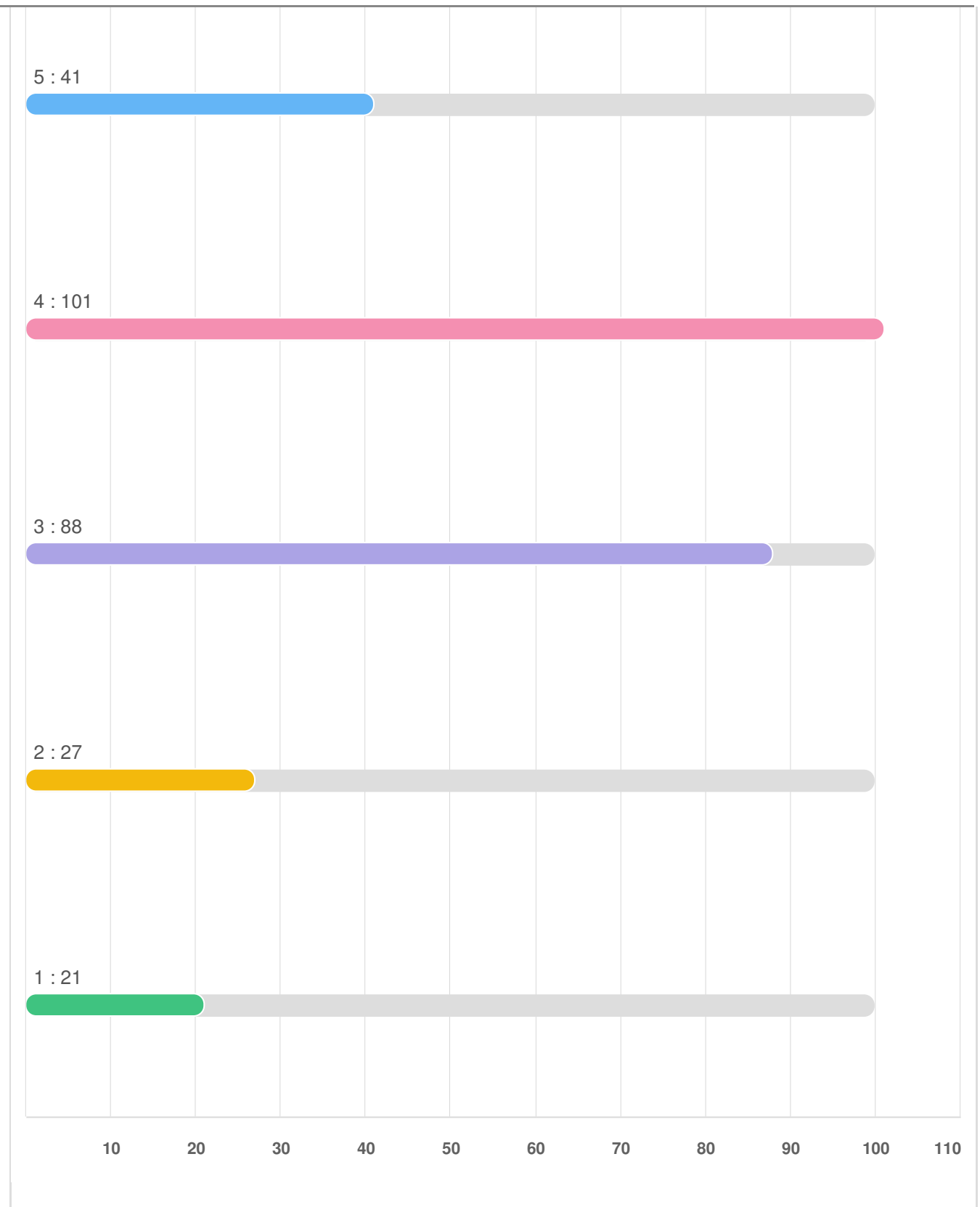
Q7 How important are these factors when choosing which places to visit? (1 is not very important, 5 is very important)



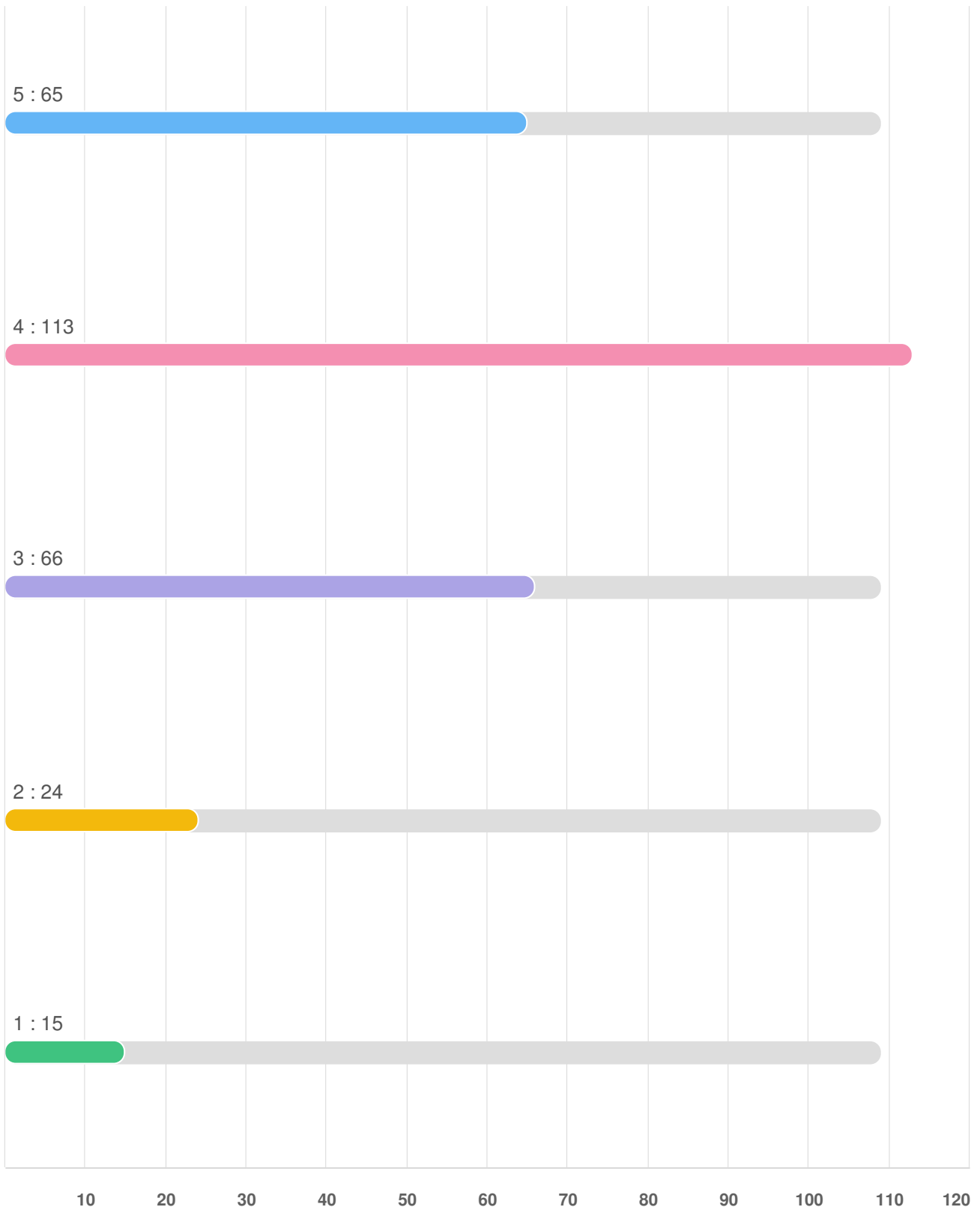
Optional question (289 response(s), 4 skipped)
 Question type: Likert Question

Q7 | How important are these factors when choosing which places to visit? (1 is not very important, 5 is very important)

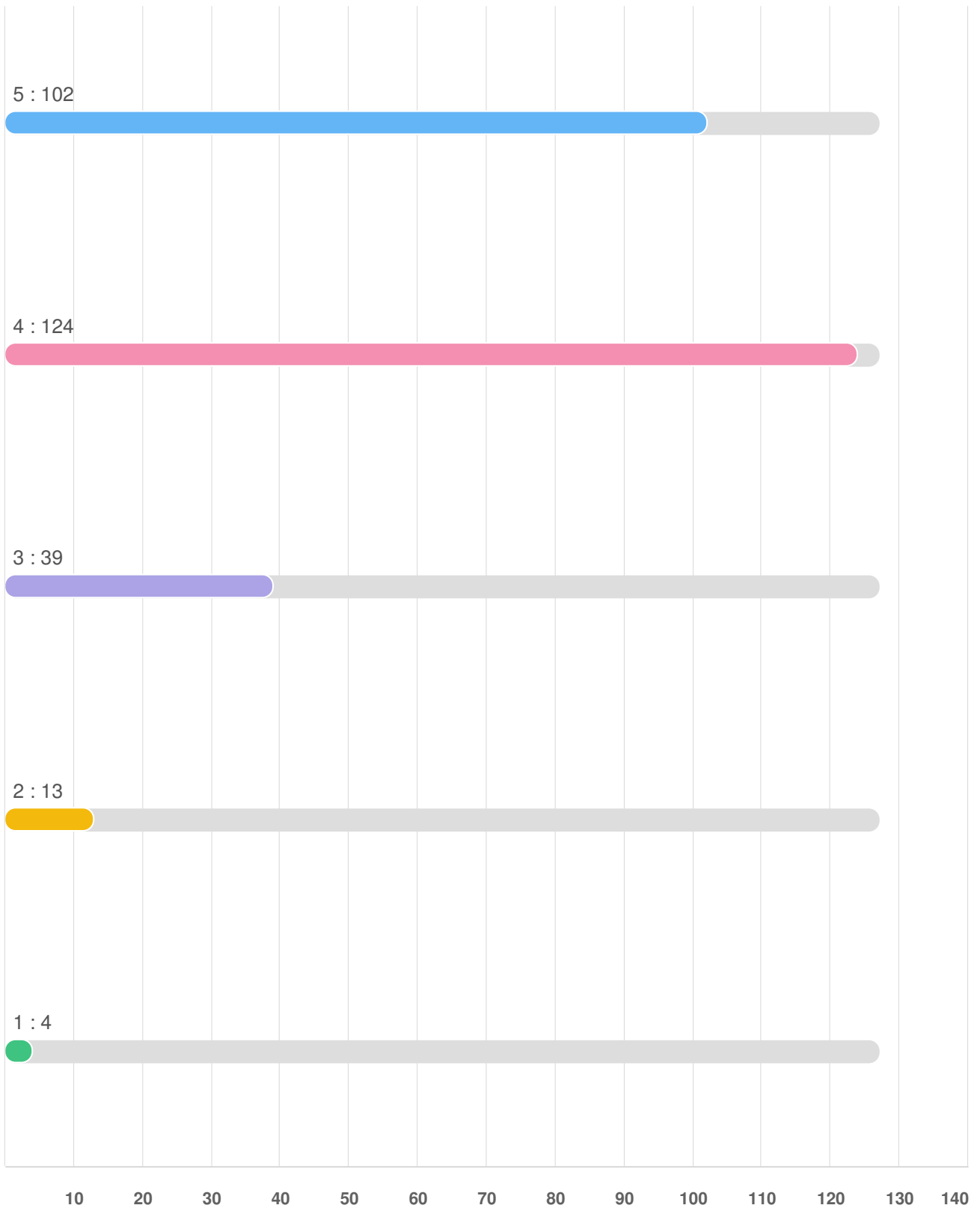
Official ratings / awards

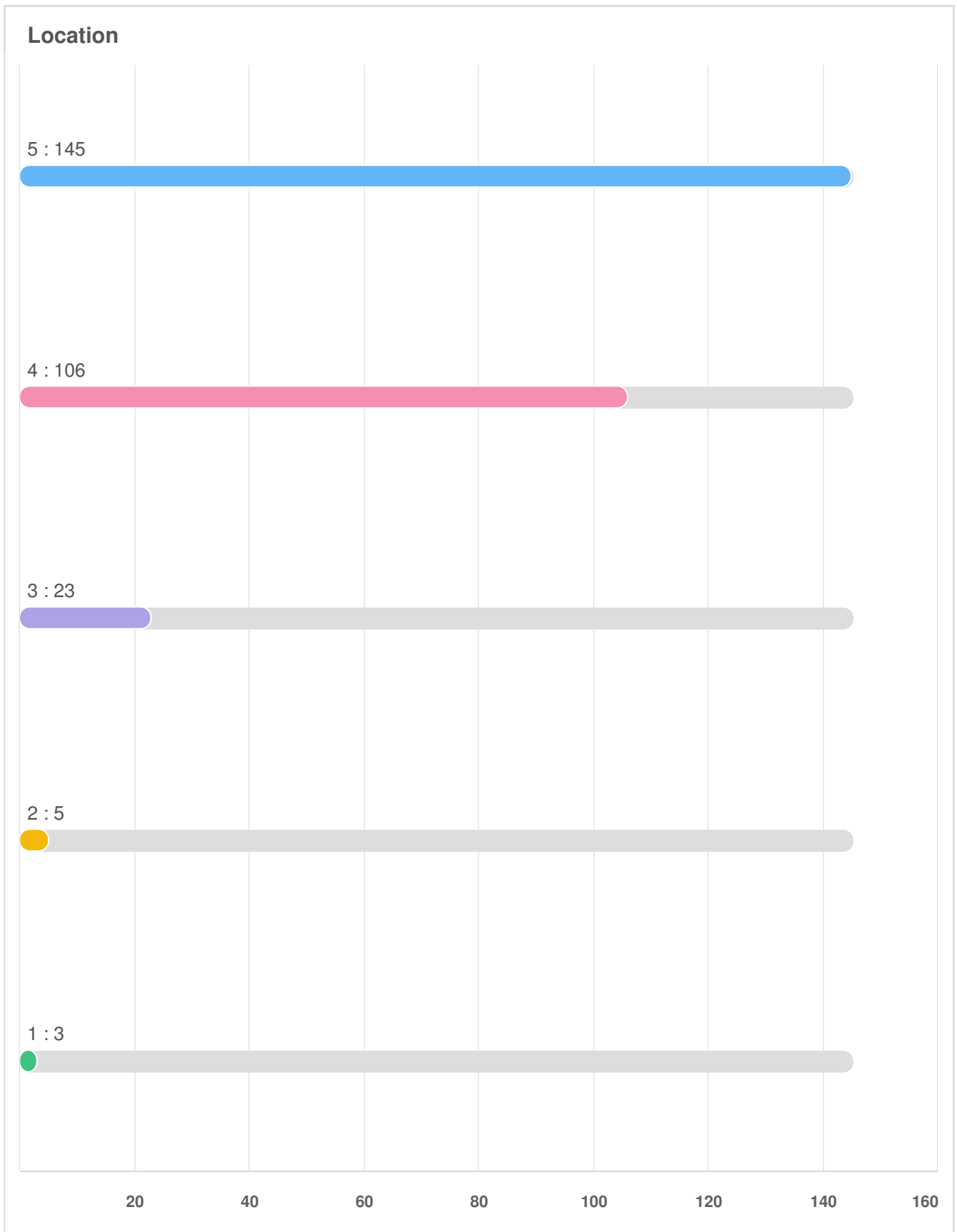


Online reviews

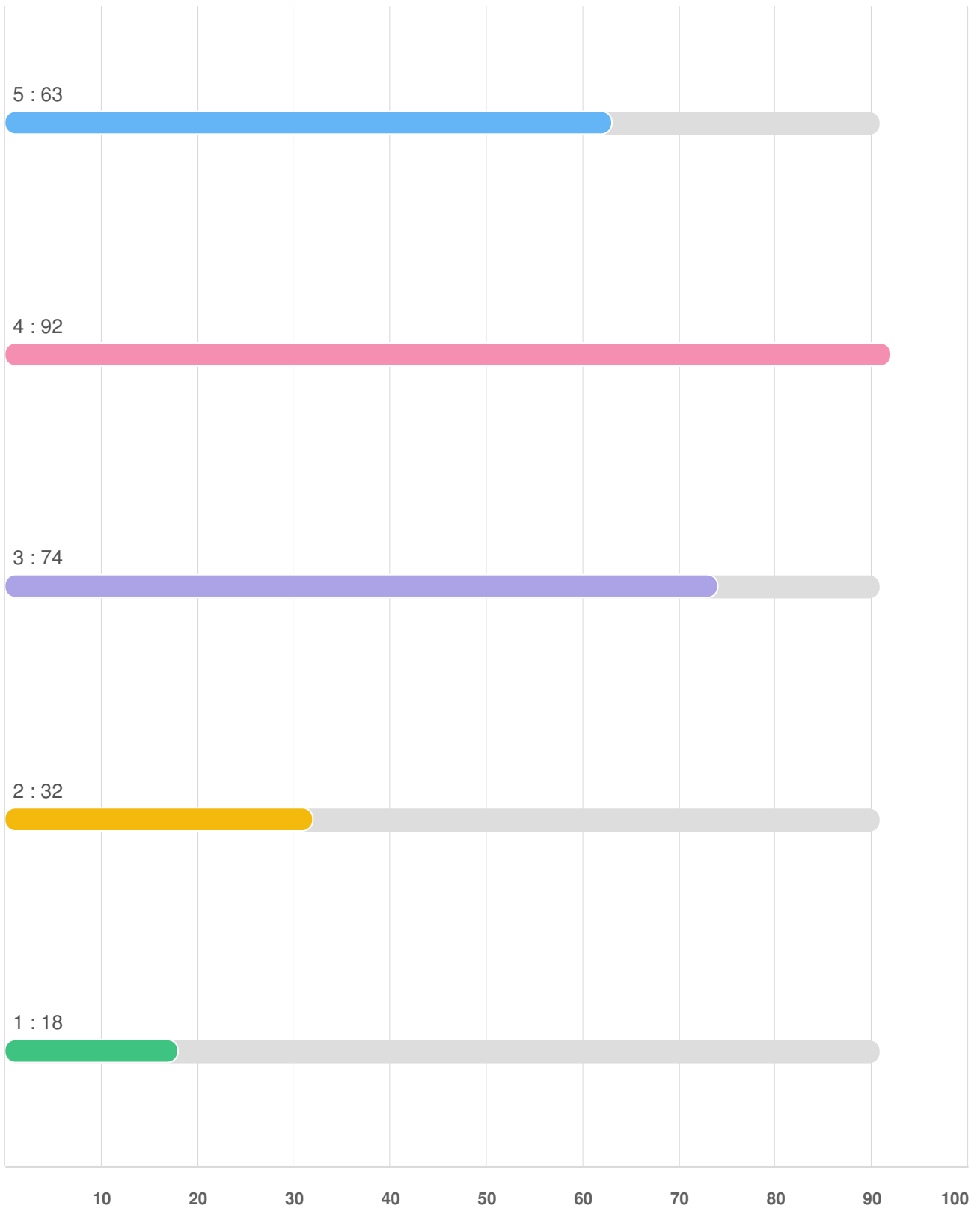


Value for money

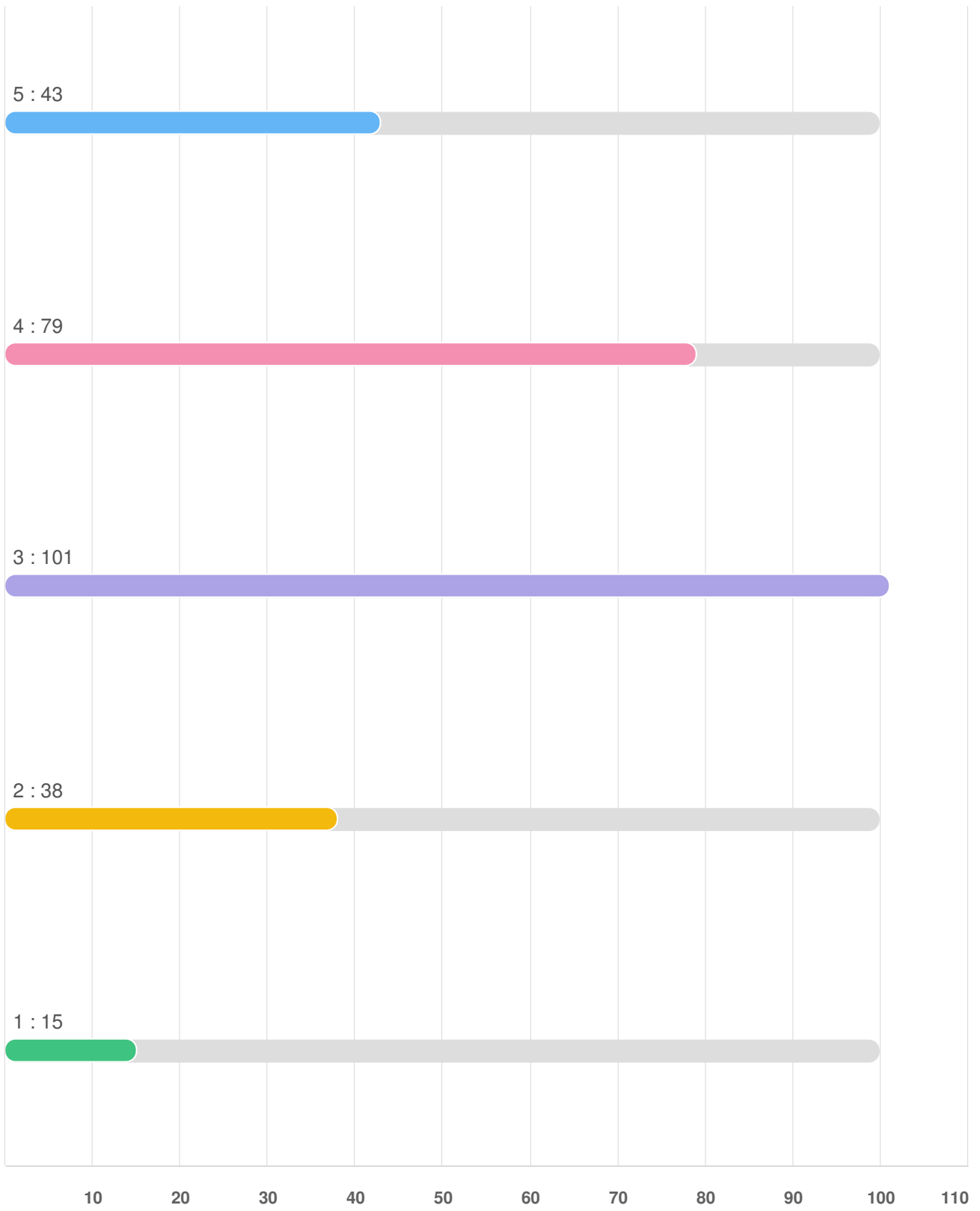




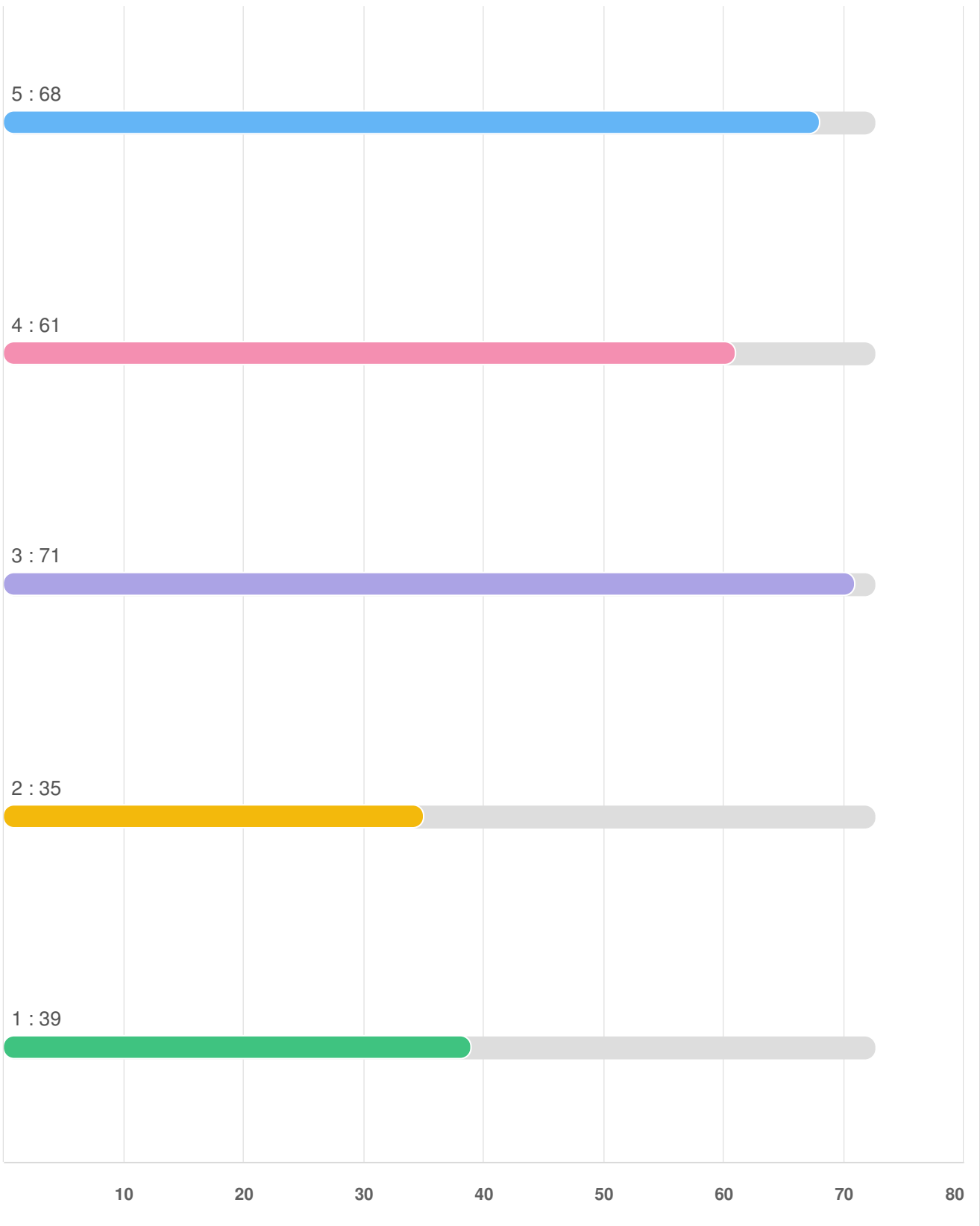
Online bookability



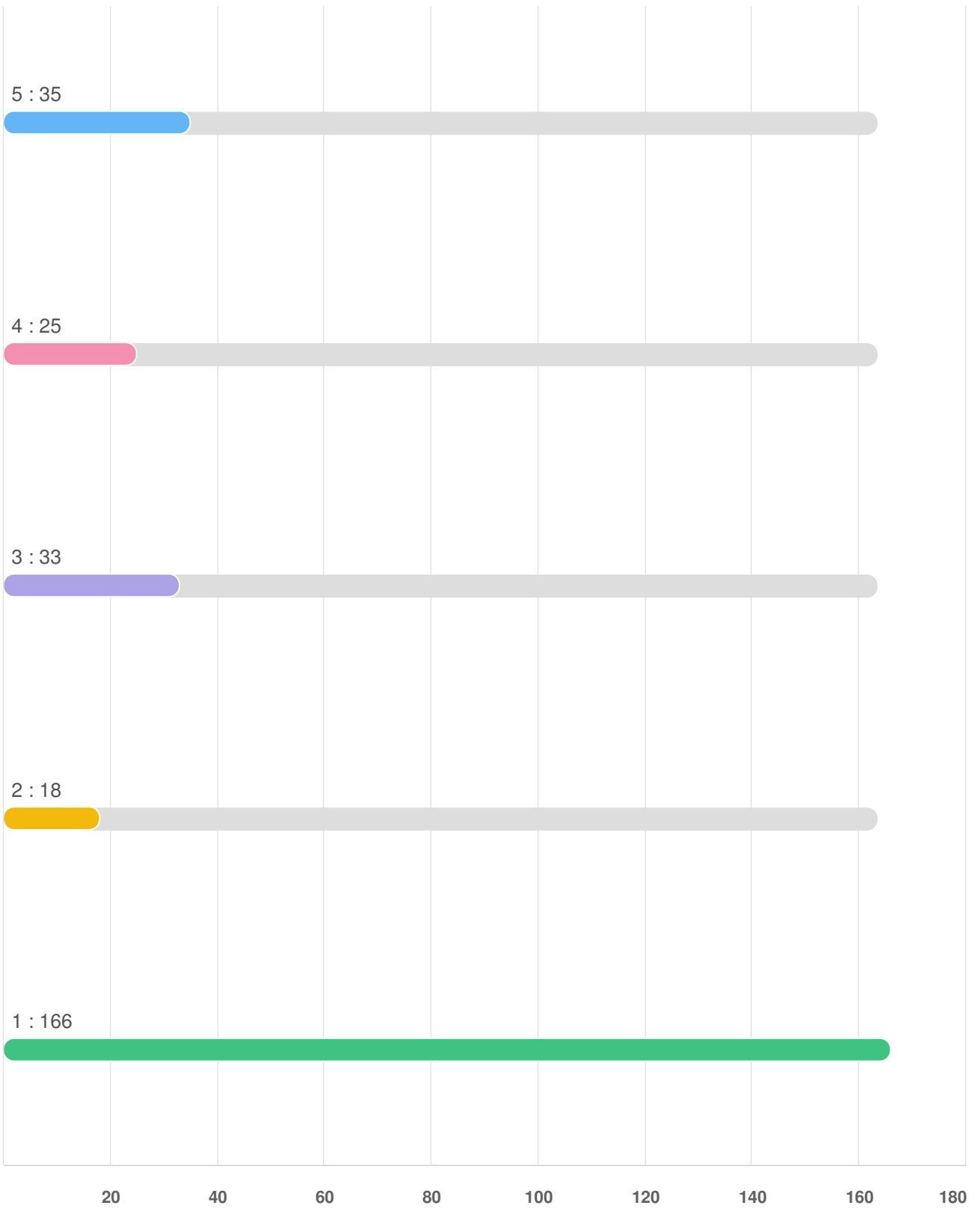
Green credentials



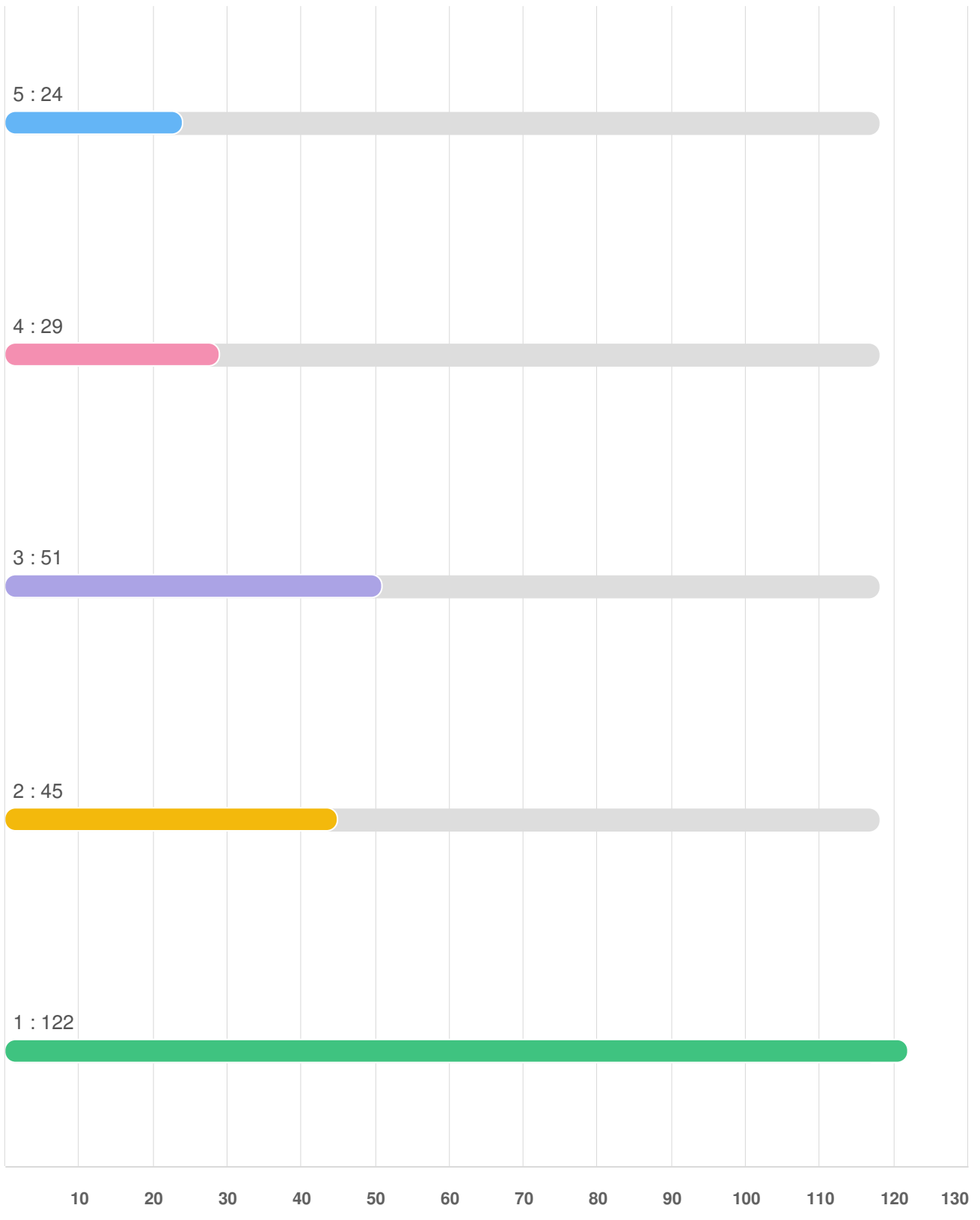
Accessibility



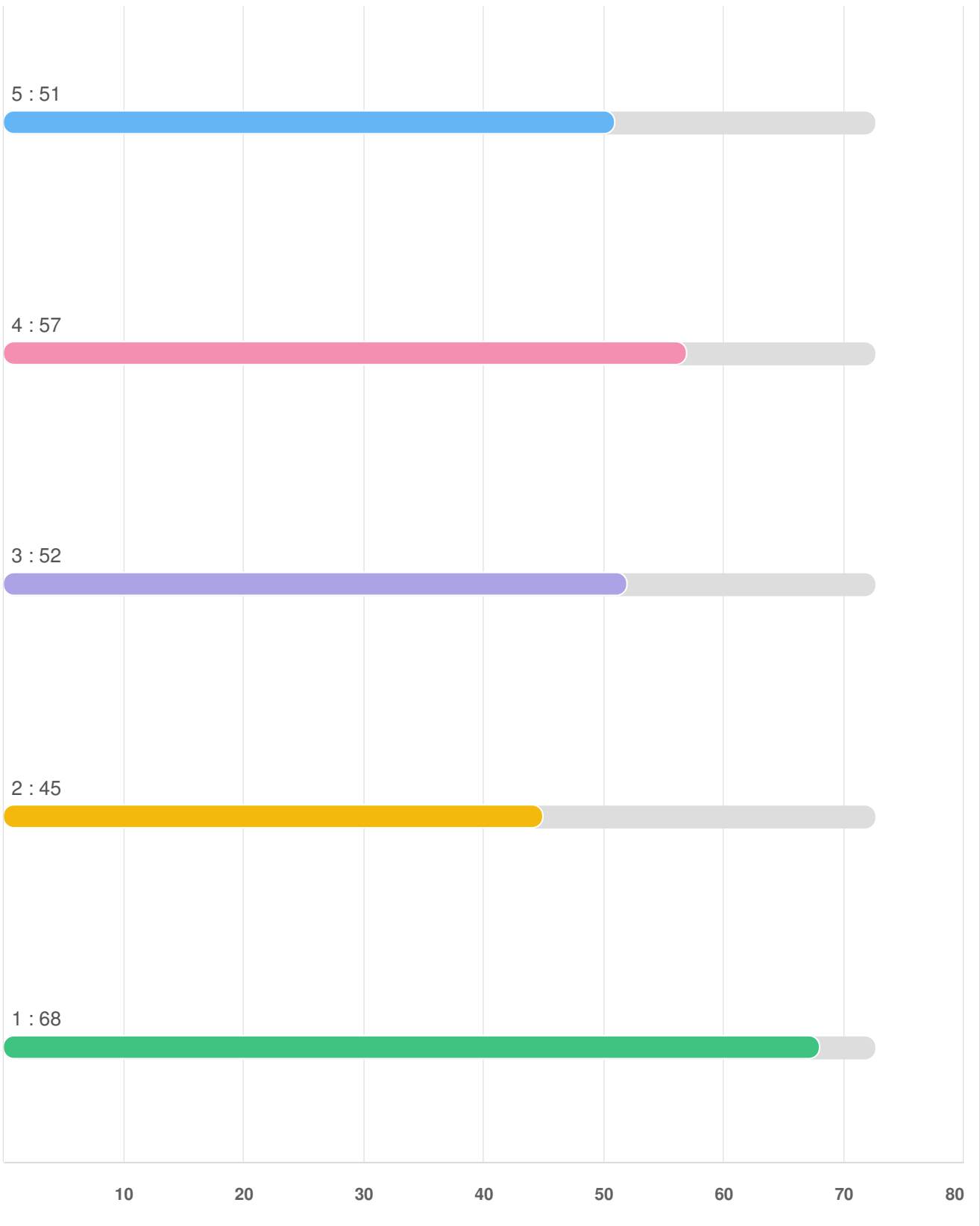
Dog friendly



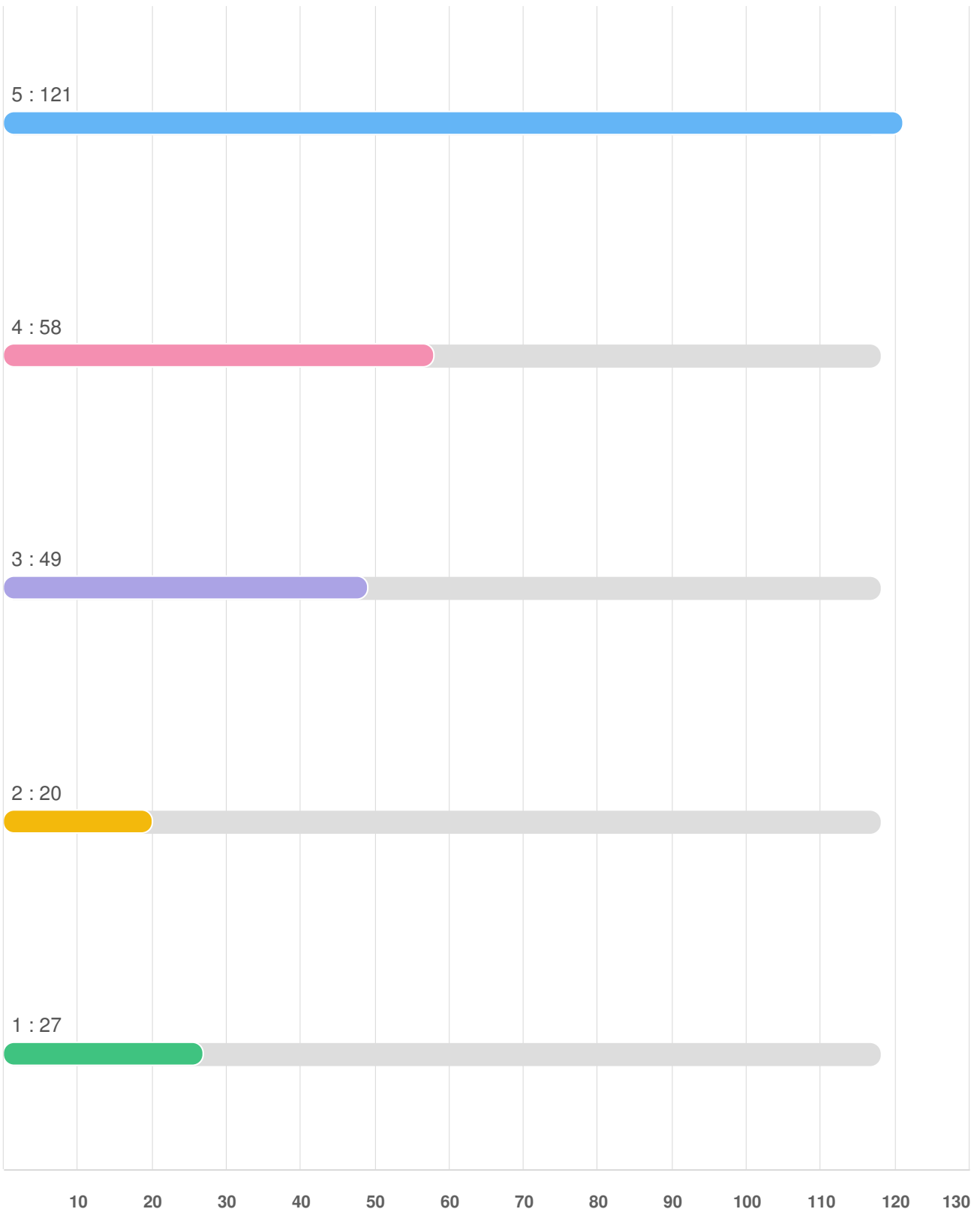
Public transport access



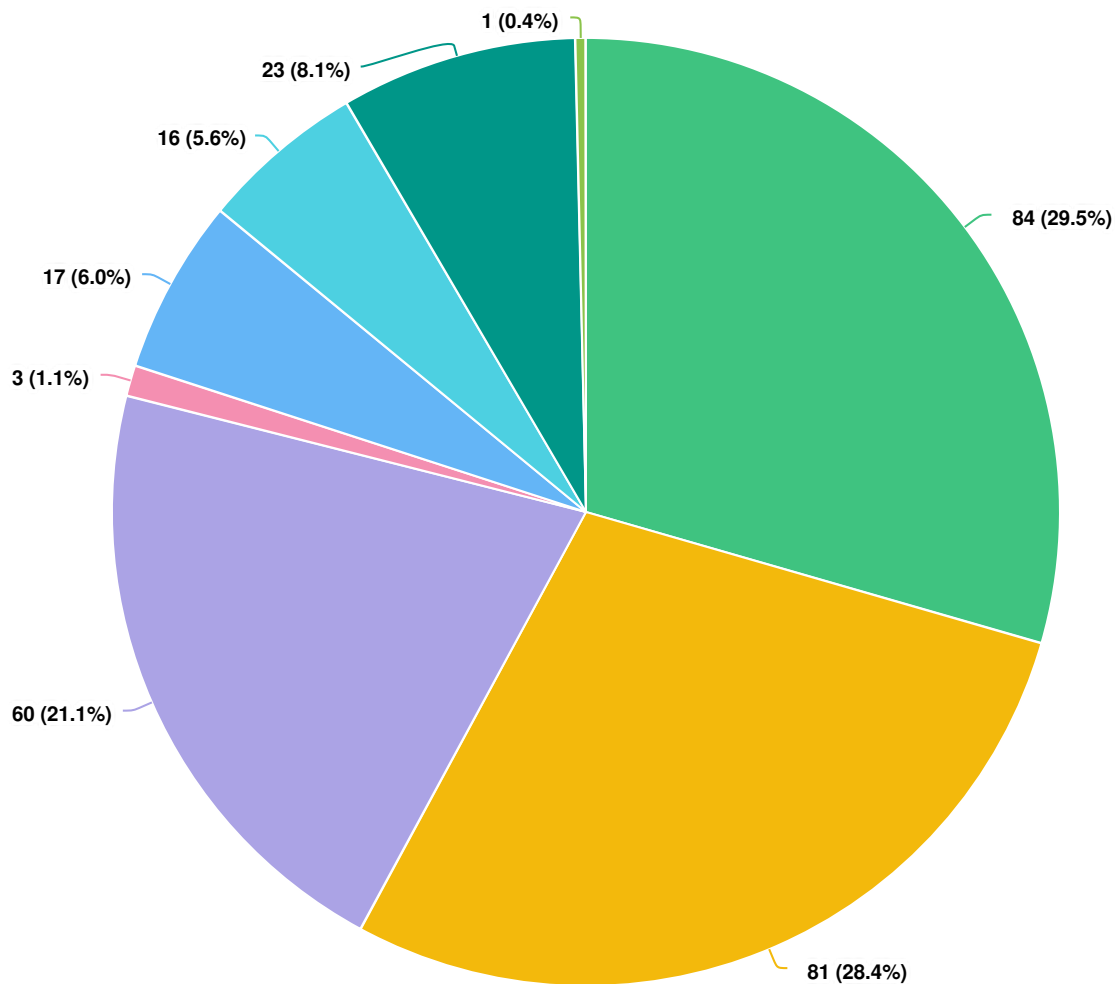
Internet access onsite



Implemented changes for COVID regulations



Q8 Which accommodation type most interests you in Rutland? (Choose one)

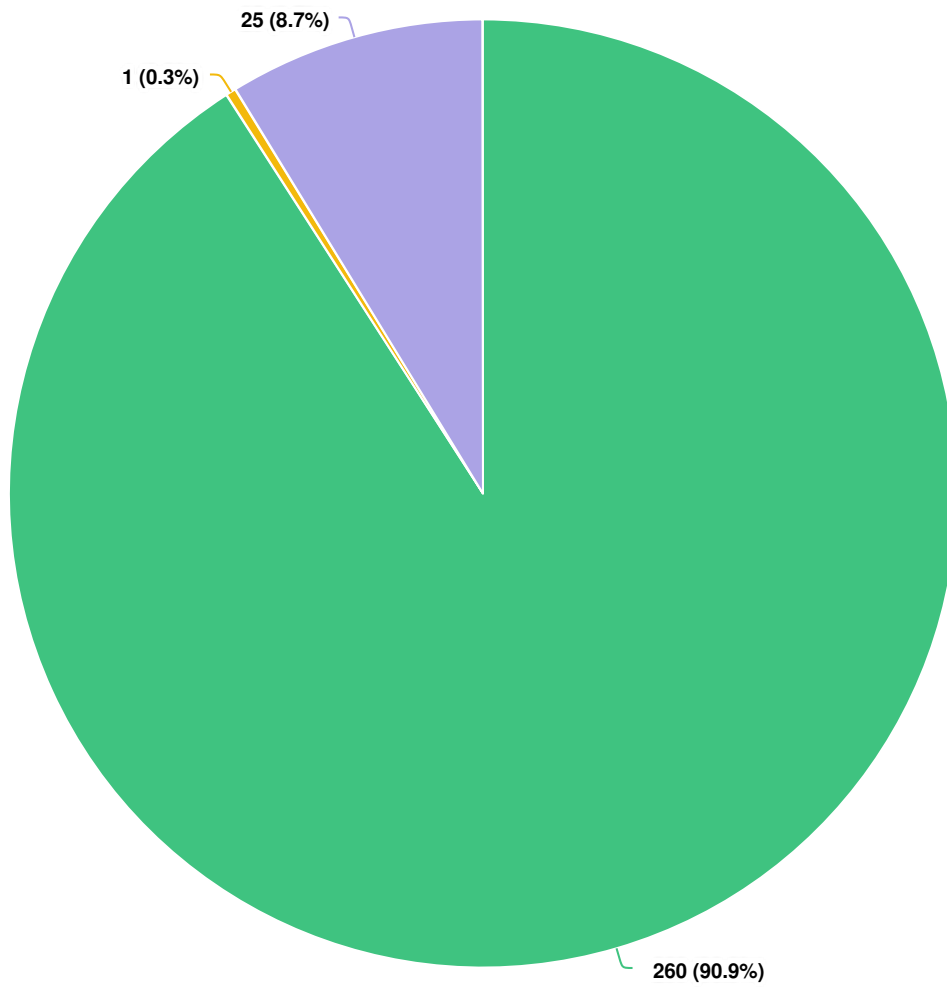


Question options

- Other (please specify)
- None
- Staying with friends / family
- Camping and caravanning
- Glamping
- Self-catering
- Guesthouse / inns / B&B
- Hotel

Optional question (285 response(s), 8 skipped)
Question type: Dropdown Question

Q9 Do you plan to visit Rutland again in the future?

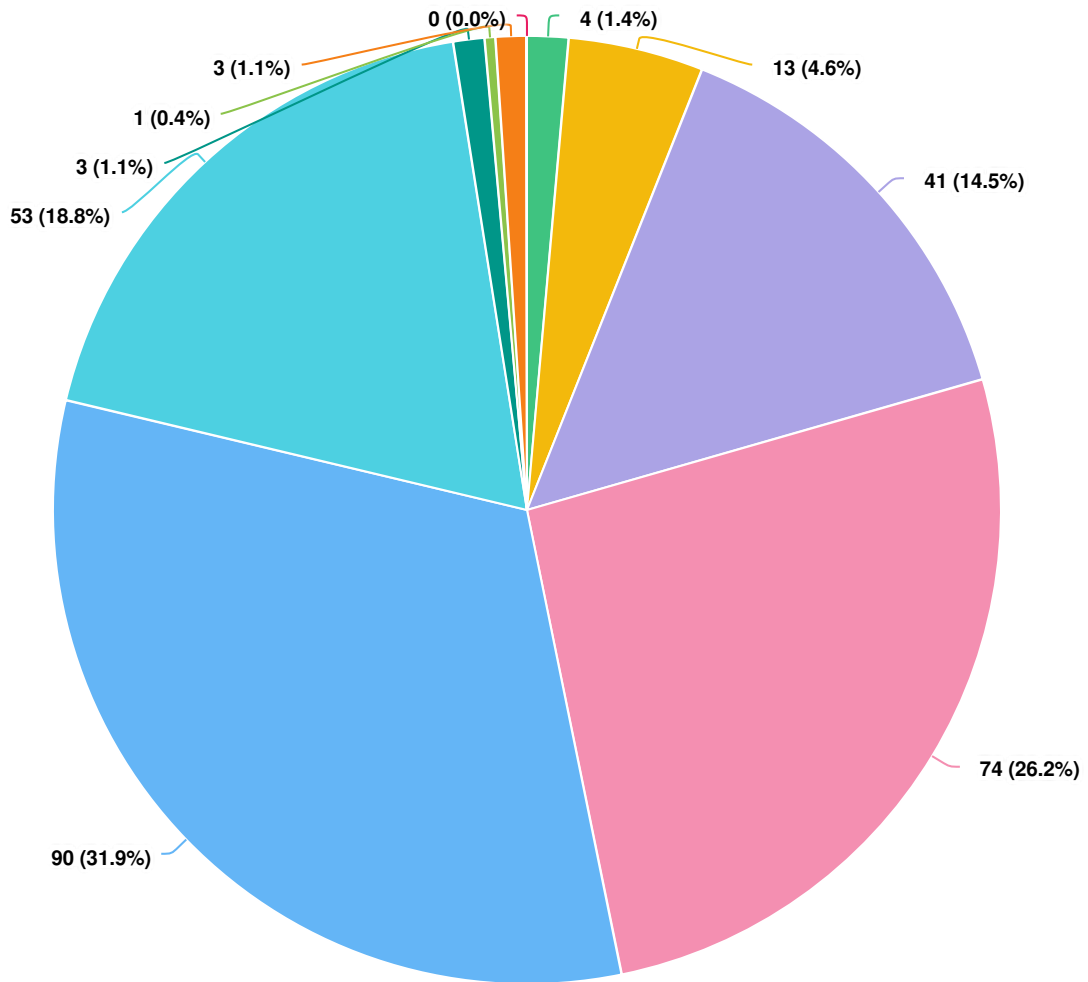


Question options

- Maybe
- No
- Yes

*Optional question (286 response(s), 7 skipped)
Question type: Dropdown Question*

Q14 Which age group are you in?



Question options

- Under 20
- I'd rather not say
- 90+
- 81 to 89
- 71 to 80
- 61 to 70
- 51 to 60
- 41 to 50
- 31 to 40
- 21 to 30

Optional question (282 response(s), 11 skipped)
Question type: Radio Button Question