



Quality Underpins Exmoor's Sustainable Tourism

# Visitor Satisfaction Survey



Here in the Exmoor area we are committed to ensuring that we provide a consistently high quality experience for all of our visitors. We are developing ways in which our visitors can provide feedback on how we are doing and help us to identify how we might improve things.

This 'Visitor Satisfaction Survey' is being piloted, during 2003/04, as a way of gathering the views of our visitors. We would appreciate it if you would take a little time to complete this form and return it to us in the pre-paid envelope provided. Please select one person from your party to complete the questionnaire. All completed and returned questionnaires will be entered into a **FREE PRIZE** draw to win **£50**

**Thank you.**

## 1. Please tell us a little bit about yourself / yourselves .....

**A How many people are in your party?** (including yourself) Female Male

**B Are you travelling with children?** Yes No

If yes, what age group(s) are they? Please put the number of children in the appropriate category boxes below:

0-3  4-8  9-12  13-16  16+

**C Are you travelling with pets/animals?** Yes  No

If yes, please specify (e.g., dogs, horses, etc) .....

**D How many people in your party fall in the following age groups?** Numbers in boxes:

Up to 15  16-24  25-34  35-44  45-54  55-64  65+

**E Where do you live?**

What is your home postcode? (United Kingdom) .....

What is your home country? (e.g UK) .....

**F Do you or any of your party have particular access needs?** .....

**G What is the occupation of your household's highest earner?** .....

**H If retired, what was their occupation before retirement?**.....

## 2. Tell us a little more about your visit to the Exmoor area ....

**A Have you been here before?** Yes No

**B If you answered 'yes' above, how often do you come here?**

Less than once a year  Once a year  2-4 times a year  4 times +

**C How long will you be staying here?**

Day Visit  1 night  2-4 nights  5-7 nights  8-14 nights  15 nights+

**D What kind of accommodation are you using during your visit?**

- Hotel      B&B / Guest House    Pub/Inn      Farmhouse    Second home  
Rented Self catering   Camping      Static caravan   Touring / motor van   Boat  
Touring Caravan      Youth hostel    Holiday Centre      Staying with friends and relatives  
Other, please specify.....

**E When did you arrive?** Day/month/year    \_\_\_\_/\_\_\_\_/\_\_\_\_

**F How did you get to the area?**

- Car or van    Bicycle      Walking      Bus            Train      Taxi      Motorcycle  
Motor home   Coach (private/tour)   Other, please specify.....

**G How long was your journey to the Exmoor area from home?** .....

**H Did it take longer than you had anticipated?** Yes      No  
**If yes, what factors affected your journey** .....

**3. What helped you to decide on the Exmoor area as your destination?**

**A What aspects were important to you in deciding to visit the area?**

(please tick all appropriate boxes)

- |   |   |   |
|---|---|---|
| 1 <input type="checkbox"/> Scenery / landscape  | 2 <input type="checkbox"/> Coastline / beaches  | 3 <input type="checkbox"/> Tranquillity/peace & quiet |
| 4 <input type="checkbox"/> Wildlife   | 5 <input type="checkbox"/> Gardens  | 6 <input type="checkbox"/> Shopping                   |
| 7 <input type="checkbox"/> Plenty to see and do   | 8 <input type="checkbox"/> Places to eat/drink  | 9 <input type="checkbox"/> Family activities          |
| 10 <input type="checkbox"/> Events / festivals  | 11 <input type="checkbox"/> Evening entertainment   | 12 <input type="checkbox"/> History and heritage      |
| 13 <input type="checkbox"/> Quality of accommodation  | 14 <input type="checkbox"/> Price of accommodation  | 15 <input type="checkbox"/> Easy to get to            |
| 16 <input type="checkbox"/> Access to local products (food, drink, arts & crafts)             | 17 <input type="checkbox"/> Country and field sports  |   |
| 18 <input type="checkbox"/> Outdoor activities (e.g., walking, riding, cycling, sailing, etc) | 19 <input type="checkbox"/> Visiting Friends and Relatives                                    |   |
| 20 <input type="checkbox"/> Exmoor National Park  | 21 <input type="checkbox"/> Areas of Outstanding Natural Beauty: Quantock Hills / North Devon |   |
| 22 <input type="checkbox"/> Here on Business  | 23 <input type="checkbox"/> Other, please specify .....                                       |   |

**B What activities will you/have you undertaken during your stay in the area?**

(Please tick all appropriate boxes)

- 1 Outdoor activity (please tick which activities below):
- a) short walk (under 2 hours)   b) long walk (over 2 hours)   c) cycling  
d) mountain biking   e) horse riding      f) country / field sports  
g) Other, please specify .....

2  Water based activities (please tick which activities below):

a)  fishing    b)  surfing    c)  sailing    d)  canoeing    e)  swimming

3  Visiting attractions (historic houses, museums, etc)    4  Shopping    5  Eating Out: pubs, restaurants

6  Family activities (family orientated attractions, etc)    7  Educational activity    8  Beaches / seaside

9  Events / festivals    10  Sightseeing by car    11  Visiting villages and towns    12  Wildlife watching

13  Relaxing (doing nothing)    14  Other, please specify .....

**C What influenced you to come and stay in the Exmoor area?**

Recommendation (friends, family, etc)     Previous experience     Exploring somewhere new

Passing through, on the way to.....     Other, please specify.....

**D How did you find out about the Exmoor area as a place to visit?**

Holiday brochure:     Exmoor Coast and Country     North Devon and Exmoor     Other

Internet:     Via a search engine, if so which one do you generally use.....

Via a website already known to you, if so which website was it .....

Advert: newspaper / magazine     Feature: newspaper / magazine     Recommendation

Tourist Information Centre     TV or radio     Other, please specify .....

**E How did you find out about your accommodation in the area?**

Tourist Information / Visitor Centre     Saleable guide     Internet     Recommendation

Accommodation Advert: newspaper / magazine     Previous experience

Holiday brochure:     Exmoor Coast and Country     North Devon and Exmoor

Other, please specify .....

**F How important was accommodation quality grading (ETC, RAC, AA: Stars / Diamonds) to you in deciding where to stay?**

Very important     Important     Not important     Never considered it

**G Where are you staying at present (name of establishment or nearest town/village)?**

.....

**H Did you find it easy to find information about what to do and see in the area?**

**Before you came here**     Yes     No    **After you arrived**     Yes     No

**If you answered 'no' to either of the above, what sort of information were you looking for?.....**

.....

**Did you have contact with a Tourist Information or other type of Visitor Centre, prior to, or during, your stay here?**     Yes     No    **If yes, was your contact by:**     Phone     Email/internet     In person

#### 4. Please tell us what you think about the Exmoor area as a **QUALITY VISITOR DESTINATION**.

On a scale of 1-5 (with 1 the lowest and 5 the highest) please rank your views on the following.

\* The term 'accessible' refers to ease of physical access for wheelchairs, pushchairs, etc

**A Visitor attractions**

	Very Poor	Poor	OK	Good	Very good	
Range and number	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> don't know
Quality of service	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> don't know
Value for money	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> don't know
Accessible*	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> don't know
Opening times	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> don't know

Comments .....

**B Places to Eat and Drink**

	Very Poor	Poor	OK	Good	Very good	
Range and number	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> don't know
Quality of service	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> don't know
Value for money	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> don't know
Accessible*	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> don't know
Opening times / food service times	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> don't know
Menus - choice	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> don't know

Comments .....

**C Shops** (gifts, food, books, outdoor clothing, etc)

	Very Poor	Poor	OK	Good	Very good	
Range and number	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> don't know
Quality of service	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> don't know
Value for money	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> don't know
Accessible*	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> don't know
Opening times	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> don't know

Comments .....

**D Accommodation**

	Very Poor	Poor	OK	Good	Very good	
Range	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> don't know
Quality of service	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> don't know
Value for money	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> don't know
Accessible*	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> don't know
Opening times	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> don't know

Comments .....

**E Ease of finding way your way around**

	Very Poor	Poor	OK	Good	Very good	
Road signs	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> don't know
Pedestrian signs	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> don't know
Public Rights of Way signage	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> don't know
Display maps & information boards	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> don't know

Comments .....

**F Car parking**

	Very Poor	Poor	OK	Good	Very good	
Ease of parking	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> don't know
Cost of parking	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> don't know

Comments .....

**G Public toilets**

	Very Poor	Poor	OK	Good	Very good	
Availability	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> don't know
Cleanliness	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> don't know
Accessible*	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> don't know
Opening Times	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> don't know

Comments .....

**H Cleanliness (litter, etc)**

	Very Poor	Poor	OK	Good	Very good	
Countryside	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> don't know
Towns	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> don't know
Beaches/coastal	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> don't know

Comments .....

**I Ease of getting to the Exmoor area**

	Very Poor	Poor	OK	Good	Very good	
Public Transport	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> don't know
Motorways	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> don't know
Other roads	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> don't know

Comments .....

**J Ease of getting around the Exmoor area**

	Very Poor	Poor	OK	Good	Very good	
Public Transport	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> don't know
Roads	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> don't know
Public Rights of Way network	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> don't know

Comments .....

**K Enjoyment of the countryside**

	Very Poor	Poor	OK	Good	Very good	
Condition of footpaths, bridleways	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> don't know
Picnic sites	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> don't know

Comments .....

**L Tourist Information or other type of Visitor Centre**

	Very Poor	Poor	OK	Good	Very good	
Welcome	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> don't know
Speed of service	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> don't know
Helpfulness of information provided	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> don't know
Accessible*	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> don't know

Comments .....

**M How would you rate the provision of information, services and facilities for people with disabilities?**

	Very Poor	Poor	OK	Good	Very good	
Information	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> don't know
Services	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> don't know
Facilities	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> don't know

Comments .....

**N Are you planning to visit the Exmoor area again?**    Yes    No

If you answered no, could you please tell us why you are not planning on visiting the area again

.....  
.....

**O** What did you like most about the Exmoor area?

.....  
.....  
.....  
.....

**P** What, if anything, spoilt your visit to the Exmoor area?

.....  
.....  
.....  
.....

**Q** How do you think we could improve the quality of the Exmoor area as a place to visit?

.....  
.....  
.....  
.....  
.....

**5. We are piloting this questionnaire, so we would welcome your comments**

**A** Was it easy to fill in Yes No

If no, what would you change.....

**B** Did the format used give you the opportunity to give the kind of feedback you wanted to?

Yes No

If no, how would you change it.....

.....

**C** How long did it take you to complete the questionnaire (approximately)?.....

**To enter the FREE PRIZE draw to win £50, please write you name and address below** (the draw will take place on 31<sup>st</sup> March 2004):

**Name**

**Address**

**Postcode**

**Tel:**

**Email Address**

If you would like to receive further holiday information about the Exmoor area (including special offers and events), please tick the box . You may receive further information from other selected companies which may be of interest to you. If you do not want to receive such information, please tick the box .

Large print versions of this questionnaire are available on request from Anne Clayton, QUEST Project Manager, Exmoor House, Dulverton, TA22 9HL  
Tel: 01398 322284 Email: [ASClayton@exmoor-nationalpark.gov.uk](mailto:ASClayton@exmoor-nationalpark.gov.uk)