



Staying Visitors Research Summary

Why commission research?

- Improve the visitor experience and the destination perception
- Improve understanding & knowledge of our visitors and target markets
- Improve our marketing activity
- Benefits for local organisations & trade who work with Bournemouth Tourism



Methodology

- Initial Survey of 5000 visitors to all destinations in the UK June 2012 to May 2013
- An online survey collecting information about “brand England,” visitor satisfaction
- Booster Survey - specifically Bournemouth visitor satisfaction June 2012 to May 2013



Research summary

In summary, online research helps tell us....

**Who our
staying
visitors are**

**Staying
Visitor
satisfaction**

**How to grow
our staying
visitor market**



**Who are
our staying
visitors?**

Who are our staying visitors?

- Good spread of age ranges and social grades
- Relatively 'upmarket' compared to other seaside resorts
- Largely from the South; 1/3 London; ¼ South East
- Common activities - visiting the beach, shopping & exploring

