

Survey Report

Name of survey	Citizens' Panel Tourism
Survey date	September 2001
Prepared for	Eloise Appleby
Report Date	April 2002
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As part of the fourth Citizens' Panel a series of questions were asked about residents' attitudes to tourism. They were first asked what they thought the positive and negative aspects of tourism were. They were asked to rank a list of issues that they thought could be improved for tourists, they were also asked to rank the same list as they thought they might be improved for residents. Finally they were asked how important tourism was to Winchester and whether the amount of money spent on tourism represented a good investment and whether it was 'value for money'.

Panellists were asked to indicate to what degree tourism affected them and to rank their feelings on a scale from one to six, with one being the most negative. As chart one below indicates a minority of people believe tourism has a negative effect, but a large majority think it is either neutral or has a positive effect.

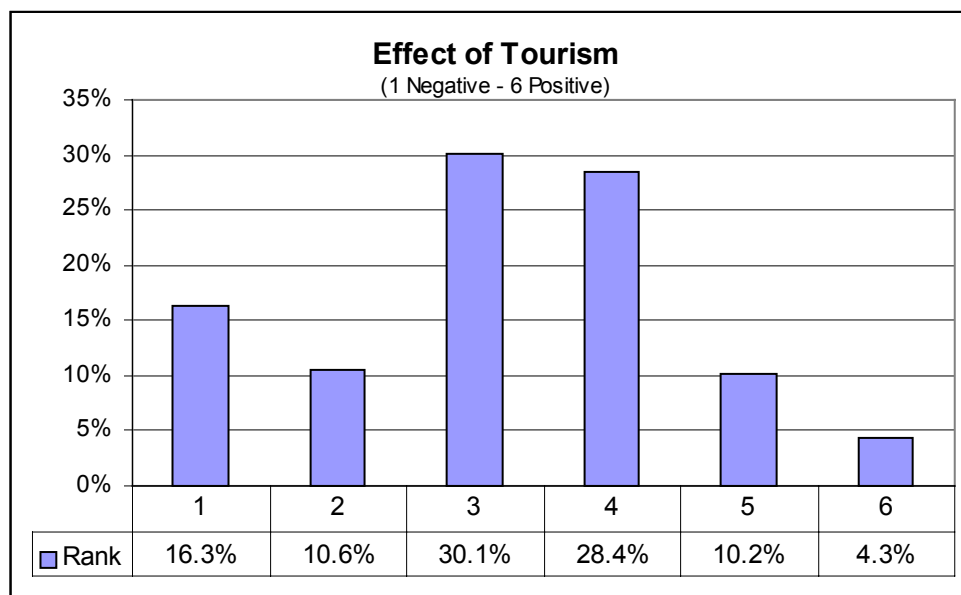


Chart 1

When asked what were the negative effects of tourism two reasons were predominant, congested roads (49.4%) and difficulty in parking (52.9%). However when asked what were the positive aspects three items were rated highly by more than 50% of the panel, they were proud to live where people wanted to visit (59.3%), they benefited from the attractions provided for tourists (56.6%) and they benefited from improved facilities (56.6%). A significant number (35.3%) thought tourism created a good atmosphere and a quarter (25%) thought there were no negative effects. However a small minority (13.1%) thought there were no positive benefits.

Those members of the panel who thought there were negative aspects to tourism were asked when they thought these were most apparent. Just over half (52.1%) thought the negative effects were worse between May and October, a third (34.8%) thought the school holidays was when the negative effects were most obvious, whilst the remainder (13.2%) thought the negative effects were apparent all year.

The panellists were next asked how they thought the area could be improved for both tourists and residents. From a list of twelve possible improvements they were asked to rank the items in order of importance for first tourists and then residents.

Table one below lists the twelve suggested alternative improvements and the percentage of the respondents who ranked each one first. It is notable that there is very little variation between the list of preferred improvements for tourists and the list for residents.

It is difficult to understand whether this is because people believe that what is seen as beneficial to tourists also benefits local people, or if the respondents believe that what they see as improvements for the residents would also benefit tourists.

Suggested Improvements for Tourists and Residents¹				
Suggested Improvement	Tourists	Rank	Residents	Rank
Better evening entertainment	28.8%	5	27.4%	5
Better public transport	30.6%	=3	33.5%	=1
Cheaper car parking	30.6%	=3	33.5%	=1
More car parking	32.0%	1	31.8%	3
Higher standards of tidiness and cleanliness	21.2%	6	20.8%	6
Higher standards of accommodation	12.1%	12	6.4%	12
More indoor attractions	17.2%	8	17.2%	7
More outdoor attractions	14.1%	10	13.9%	9
More places to cycle	13.2%	11	13.3%	11
More places to walk	14.2%	9	13.7%	10
More special events	19.4%	7	14.7%	8
Wider range of shops	31.1%	2	31.6%	4

Table 1

Finally the panel members were asked a series of questions about the value of tourism to Winchester, whether the council should encourage tourism and whether the money spent by the council on tourism represented 'value for money'. More than 9 in 10 (93.4%) of the respondents thought that tourism was important or very important to Winchester's

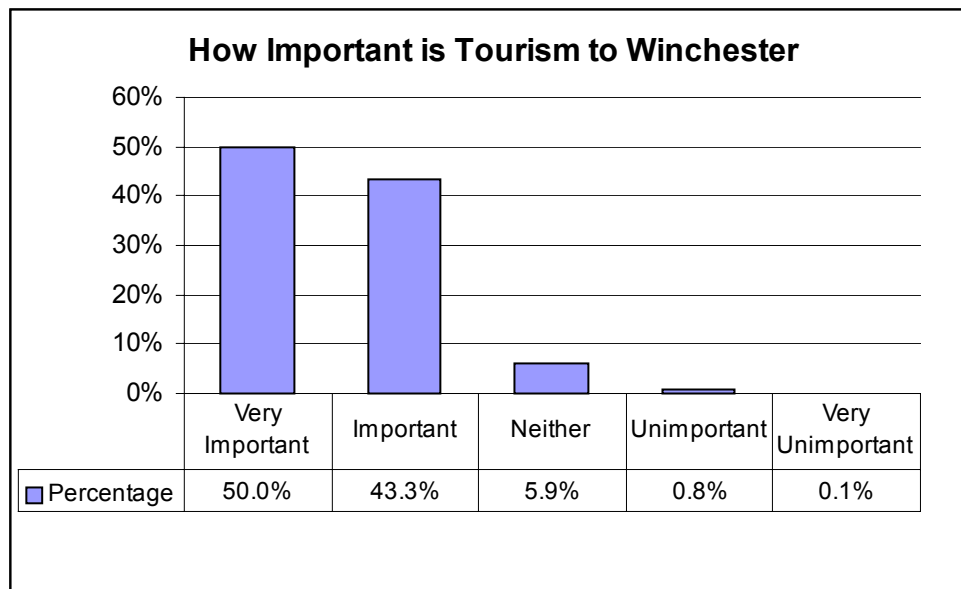


Chart 2

economy.

The panel were asked two questions about the cost of encouraging tourism to Winchester. They were first informed that every £1 spent by tourists' cost the Council 3.6p. When asked if this was a good investment 73.1% agreed that it was. Secondly it was explained that for every £100 spent by the Council £0.85p was spent on tourism and

¹ The percentages add to more than 100% because several respondents listed more than one improvement as a first priority and not all respondents gave a priority rating to all twelve items in the list.

they were asked if this represented value for money. Just over three fifths (61.9%) thought that this was good value for money.

Finally the panel were asked if the Tourism Unit should continue to encourage visitors to the area. Over 70% thought they should do so and another 11% thought visitors should only be encouraged 'out of season'. Only 1,2% believed that visitors should not be encouraged to come to the area.



Chart 3