

**DESTINATION BENCHMARKING**  
**2000**  
**DRAFT REPORT**  
**WINCHESTER - HISTORIC TOWN/CITY**

Prepared by:

Southern Tourist Board,  
40 Chamberlayne Road,  
Eastleigh,  
Hants.  
SO50 5JH.  
Tel. (023) 8062 5400  
Fax. (023) 8061 2678

December 2000



# CONTENTS

	<u>PAGE</u>
EXECUTIVE SUMMARY	i
<b>1. INTRODUCTION</b>	
1.1 Background	1
1.2 Objectives	2
1.3 Methodology	3
1.4 Presentation of results	4
1.5 Destination Benchmarking	5
1.6 Definitions	6
<b>2. PROFILE OF VISITORS</b>	
2.1 Visitor type	7
2.2 Group size and composition	8
2.3 Age	10
2.4 Socio-economic profile	11
<b>3. ORIGIN OF VISITORS</b>	
3.1 Place of residence	
13	
3.2 Location of accommodation	
18	
3.3 Type of accommodation used	
19	
<b>4. CHARACTERISTICS OF VISIT</b>	
4.1 Purpose of visit	22
4.2 Length of stay	
23	
4.3 Main form of transport used	26
4.4 Type of car park used	
27	
4.5 Attractions visited/intended to visit	28
4.6 Special Events attended	30
4.7 Outdoor Activities participated in	30

	<u>PAGE</u>
5. ADVERTISING/MARKETING EFFECTIVENESS	
5.1 Brochures seen/picked up	31
5.2 Opinions on brochures	31
6. VISITOR EXPENDITURE IN WINCHESTER	
6.1 Staying visitors - by type of accommodation	
33	
6.2 Staying visitors - purpose of trip	34
6.3 Day visitors - by visitor type	35
7. VISITOR'S OPINIONS	
7.1 Introduction	37
7.2 Accommodation	39
7.3 Car parking	40
7.4 Tourist Information Centre	41
7.5 Attractions	42
7.6 Places to eat and drink	44
7.7 Shops	45
7.8 Public toilets	47
7.9 Ease of finding your way around	48
7.10 Parks and streets	49
7.11 General atmosphere and feeling of welcome	50
7.12 Crowding and feeling of safety	51
7.13 Overall enjoyment of visit	52
7.14 Likelihood of recommending Winchester to others	
53	
7.15 What do you like most about Winchester?	
54	
7.16 What spoilt your visit?	54
APPENDIX 1 - The questionnaire	

# 1. INTRODUCTION

## 1.1 *BACKGROUND*

This report presents the findings of a survey of visitors to Winchester conducted between July and early October 2000. The survey was commissioned by Winchester City Council and undertaken by the Southern Tourist Board.

This was the seventh time that a comprehensive visitor survey had been carried out in Winchester by the Southern Tourist Board and, where relevant, comparisons are included from the previous surveys undertaken in 1990, 1991, 1992, 1994, 1996 and 1998.

The purpose of the 2000 research was to update information on the profile of tourism in Winchester, in order to identify emerging trends and help guide the City Council's future visitor management and facility development work. In addition, the survey aimed to evaluate the level of use and effectiveness of promotional literature produced by the City Council.

The 2000 Visitor Survey was part of a national programme of 'Destination Benchmarking' research. During the summer months, visitor surveys were undertaken by Regional Tourist Boards in 33 towns and cities using an identical methodology. Each produced both profile data and visitor opinions on a wide range of factors which together comprise the 'visitor experience'.

This has allowed comparisons to be made in the 2000 report with other historic towns and cities, indicating Winchester's relative strengths and weaknesses in the perception of its visitors.

## **1.2 OBJECTIVES**

- i) To provide up to date information on the origin, profile, behaviour and opinions of visitors to Winchester, to help improve understanding of tourism within the city and provide the basis for tourism policies.
- ii) To monitor the use and effectiveness of promotional literature produced by the City Council.
  - iii) To identify the main reasons why visitors come to Winchester, their perceptions of particular aspects of the city and particular likes and dislikes.
  - iv) Where possible, to identify emerging trends so that more informed decisions might be made in relation to marketing initiatives and facility provision.
  - v) To enable comparisons to be made with other similar destinations in terms of visitor satisfaction.
  - vi) To provide information on the average level and composition of visitor expenditure to feed into a local tourism economic impact model.

### 1.3 METHODOLOGY

To meet these objectives, a face to face questionnaire survey was carried out by experienced interviewers between 5<sup>th</sup> July and 1<sup>st</sup> October 2000. Adults were sampled on a random basis in three locations within the City Centre. The sample achieved at each location is shown below:

**Table 1: Interview locations and sample sizes**

<i>Location</i>	<i>Count</i> <i>(%)</i>
City Museum area	398 (77)
Broadway	67 (13)
High Street	52 (10)
<b>Total</b>	<b>517 (100)</b>

27 interviewing sessions, each lasting approximately 5 hours were undertaken over the survey period, resulting in a total of 517 completed questionnaires. The equivalent sample achieved in the 1998 survey was 603.

In order to ensure consistency with the definition of a 'visitor' used in previous surveys, filter questions were used to exclude people living within the Winchester District, and those on day visits concerned with their normal work or regular/household shopping (see questionnaire in Appendix 1).

In previous surveys, adults have been interviewed in the High Street and Broadway areas only. However, the area surrounding the City Museum was included as an interview location in the 2000 survey as it is popular with visitors, whereas in the High Street, a large number of local residents are often encountered.

## **1.4 PRESENTATION OF RESULTS**

Key findings are presented under six main headings:

- Profile of visitors
- Origin of visitors
- Characteristics of visit
- Advertising/Marketing effectiveness
- Visitor expenditure in Winchester
- Visitors' opinions

Key findings generally refer to all visitors, although commentary is provided where there is a significant difference between visitor types. Where relevant, the findings are compared with the results of previous research conducted in Winchester, primarily the 1994, 1996 and 1998 Visitor Surveys which were carried out over a similar period and in similar locations to the 2000 survey.

Tabulated results for all questions are included at the end of the report (Appendix 2). Most are broken down by visitor type. A copy of the questionnaire used is contained in Appendix 1.

## **1.5 BACKGROUND ON DESTINATION BENCHMARKING**

Over recent years the Southern Tourist Board has undertaken pioneering work in the field of Destination Benchmarking. This is based on obtaining the opinions of visitors, via face to face interviews, on a wide range of factors or indicators which together comprise the 'visitor experience', e.g. the cleanliness of streets and public toilets, adequacy of car parking, the quality of local restaurants and the friendliness of local people. Indicator scores are then compared to identify relative performance and best practice. Comparisons are also possible in terms of other indicators relating to visitor behaviour, including average length of stay, expenditure and level of use of Council operated facilities and services.

During 1998, the Regional Tourist Boards conducted pilot surveys in fourteen destinations throughout England, including Winchester, for the purpose of Destination Benchmarking. In 1999 the research was extended to twenty-six destinations, and in 2000, a total of thirty-three destinations took part.

A key feature of the service is the use of a standard methodology, in terms of interviewing period, sample size, questionnaire design and reporting. This allows direct comparisons to be made between the results for individual destinations and the average and highest scores for all surveys conducted as well as the average and highest scores obtained in certain types of destination (e.g. historic towns).

Winchester was one of eleven historic towns/cities that also included: Shrewsbury, Salisbury, Tunbridge Wells, Maidstone, Chichester, Guildford, Battle/Rye, Ely, Colchester, and Oxford.

## 1.6 *DEFINITIONS*

For the purposes of this report, visitors to the Winchester District are divided into three main types:

**'Day visitors from home'** - visitors who had travelled from, and were returning to, homes outside the Winchester District on the day of their visit.

**'Day visitors on holiday'** - visitors travelling to Winchester for the day from holiday bases outside the Winchester District.

**'Staying visitors'** - visitors staying overnight in accommodation in Winchester City or elsewhere in the Winchester District. In previous surveys 'staying visitors' only included visitors staying overnight in Winchester City.

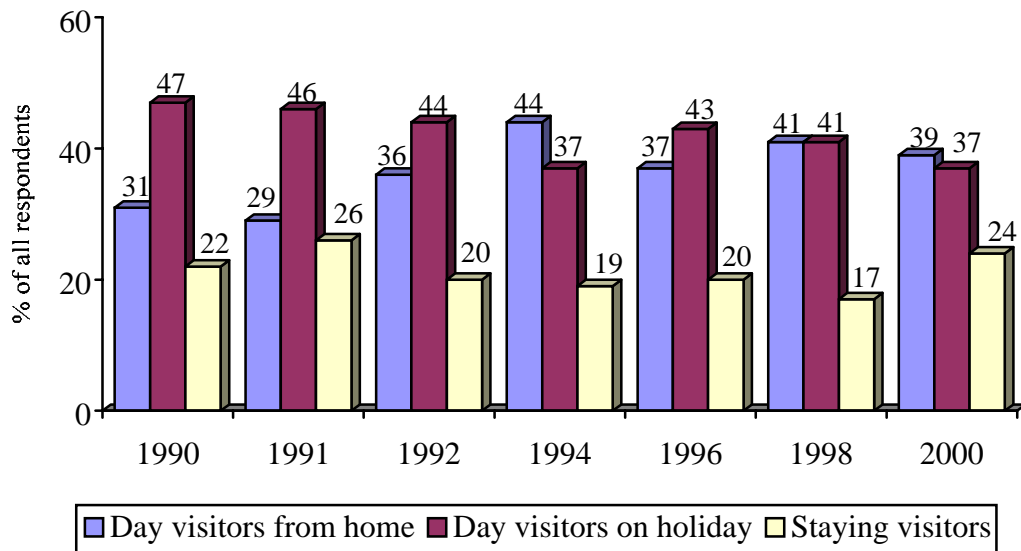
## 2. PROFILE OF VISITORS

### 2.1 VISITOR TYPE

On average during the survey period, three quarters of all respondents (76%) were day visitors. Similar proportions of day visitors from home and day visitors on holiday were encountered within Winchester City Centre (39% and 37% of all visitors respectively). The remaining 24% (124 respondents) were staying visitors, of whom 69% were staying within Winchester City and 31% were staying elsewhere in the Winchester District.

As shown in Figure 1, the proportion of visitors staying overnight in Winchester has remained relatively constant at around 21% since 1990. The proportion of day visitors from home visiting the City has increased over the same period, accompanied by steady decrease in the proportion of day visitors on holiday.

**Figure 1: Visitor Type 1990-2000**



## 2.2 GROUP SIZE AND COMPOSITION

The largest proportion of groups visiting Winchester in 2000 contained adults only (91%). The remaining 9% of groups contained at least one child aged under 16 years old. As shown in Table 2, the proportion of adult only groups was higher in 2000 than in previous surveys. The largest proportion of groups (51%) were adult couples, while one in four respondents (25%) were visiting Winchester alone, a higher proportion than in previous years. Groups with children were most likely to comprise two adults with one or two children (3% and 3% respectively). Nine respondents did not reply.

***Table 2: Group composition (1994 - 2000)***

<i>Type of group</i>	<i>All Visitors 1994</i>	<i>All Visitors 1996</i>	<i>All Visitors 1998</i>	<i>All Visitors 2000</i>
	%	%	%	Count (%)
<b>Adults only</b>				
One adult	15	17	13	127 (25)
Two adults	54	52	55	257 (51)
Three adults	7	6	7	40 (8)
Four adults	8	4	5	33 (6)
Five + adults	1	2	2	3 (1)
<b>Sub total</b>	<b>85</b>	<b>81</b>	<b>83</b>	<b>460 (91)</b>
<b>One adult with</b>				
One child	1	2	1	4 (1)
Two + children	5	2	0*	1 (0*)
<b>Two adults with</b>				
One child	1	5	4	17 (3)
Two + children	5	6	5	13 (3)
<b>Three adults with</b>				
One child	-	1	2	2 (0*)
Two+ children	2	1	2	3 (1)
<b>Four or more adults with</b>				
One or more children	1	1	2	8 (2)
<b>Sub total</b>	<b>15</b>	<b>18</b>	<b>17</b>	<b>48 (9)</b>

<b>Total</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>508 (100)</b>
--------------	------------	------------	------------	----------------------

\* less than 0.5%

The groups interviewed as part of the survey represented a total of 1,135 people of whom 91% were adults aged 16 years old or over and 9% were children aged under 16 years old (excluding organised groups and school parties). Figures were comparable for previous years, although a higher proportion of day visitors from home in 2000 were adults (94%) than in 1998 (86%).

**Table 3: Proportion of adults and children - by visitor type (2000)**

	<i>% of total people</i>	
	<i>Adults</i>	<i>Children</i>
Day visitors from home	94%	6%
Day visitors on holiday	88%	12 %
Staying visitors	91%	9 %
<b>Average</b>	<b>91%</b>	<b>9%</b>

*NB Excludes organised/school groups and coach tours (base 508 visitors)*

The average size of groups was 2.2 people, reflecting the relatively low proportion of children/family groups. This varied between 2.1 people for day visitors from home and 2.3 for day visitors on holiday. The average group size in 1998 was 2.5, varying from 2.0 people (staying visitors) to 2.7 people (day visitors from home).

**Table 4: Average group size - by visitor type (2000)**

	<i>Average number of people per group</i>		
	<i>Adults</i>	<i>Children</i>	<i>Total</i>
Day visitors from home	2.0	0.1	2.1
Day visitors on holiday	2.0	0.3	2.3
Staying visitors	2.0	0.2	2.2
<b>Average</b>	<b>2.0</b>	<b>0.2</b>	<b>2.2</b>

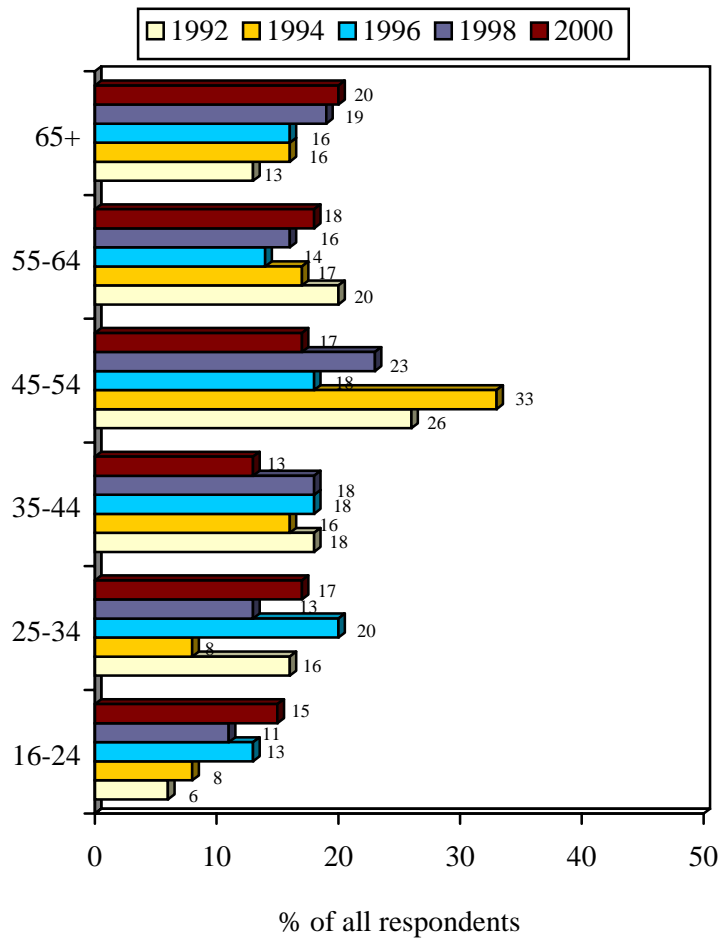
*NB Excludes organised groups/school parties*



### 2.3 AGE

38% of adult visitors fell into the older age groups (55+), higher than in previous surveys (35% in 1998, 30% in 1996, 33% in 1994 and 33% in 1992). The proportion of adult visitors in the 35 – 54 age categories (30%) had decreased considerably since 1998 (41%) whereas the proportion of adult visitors in the younger age groups of 16-24 and 25-34 increased from 24% in 1998 to 32% in 2000 (see Figure 2).

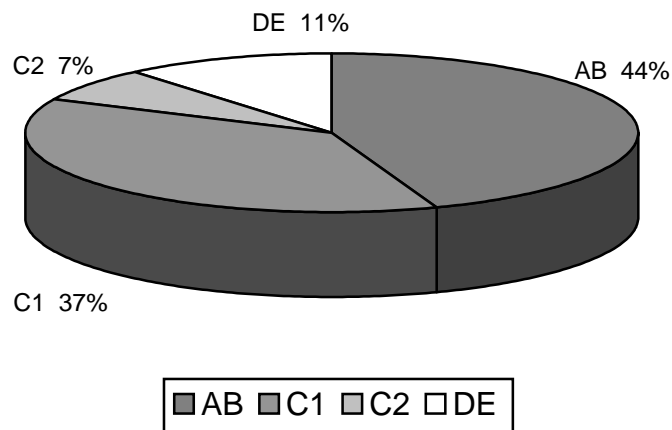
**Figure 2: Age profile of adult visitors  
1992-2000**



## 2.4 SOCIO-ECONOMIC PROFILE

The socio-economic profile of visitors to Winchester is shown in Figure 3. This is based on the occupation of the highest earner in the interviewee's household and takes into account the previous occupation of those who were retired.

**Figure 3: Socio-economic status (2000)**



The survey reaffirms the affluent profile of visitors to Winchester, with 81% falling into the ABC1 socio-economic classifications. 44% of visitors fell into the highest 'AB' category (professionals, senior and middle managers) while 37% of visitors fell into the 'C1' classification (all other white collar occupations). 7% of visitors were in the C2 (skilled manual) socio-economic group and 11% were classified as 'DE' (long term unemployed, state pensioners etc.). Figures were very similar in 1998.

**Table 5: Socio-economic status - all visitors 1996/1998/2000**

	1996	1998	2000	UK Ave. (1999)*
	%	Count (%)	Count (%)	%
AB	51	245 (42)	214 (44)	17
C1	33	212 (36)	179 (37)	28
C2	12	53 (9)	35 (7)	22
DE	5	73 (13)	55 (11)	33
<b>Total</b>		<b>583 (100)</b>	<b>483 (100)</b>	

\* UKTS 1999

Staying visitors were considerably more likely than day visitors to fall into the 'AB' category (53% compared with 41% respectively), and were less likely to fall into the 'DE' classification than day visitors (4% compared with 14% respectively).

**Table 6: Socio-economic status – benchmarking comparisons 2000**

	<i>All destinations (average %)</i>	<i>All historic towns (average %)</i>	<i>Winchester (%)</i>
AB	26	33	44
C1	33	35	37
C2	22	19	7
DE	19	13	11
<b>Total</b>	<b>100</b>	<b>100</b>	<b>100</b>

As Table 6 shows, the affluent profile of visitors to Winchester is also apparent when comparing data from other towns and cities that took part in the destination benchmarking programme. The proportion of visitors to Winchester falling within the AB classification (44%) was significantly higher than the average proportion in this category for all destinations (26%) and also for all historic towns (33%).

### 3. ORIGIN OF VISITORS

#### 3.1 PLACE OF RESIDENCE

##### 3.1.1 Staying visitors and day visitors on holiday

***Table 7: Place of Residence - by Region***

	<b><i>Day Visitors on Holiday</i></b>			<b><i>Staying Visitors</i></b>		
	<b><i>1996</i></b> <b><i>%</i></b>	<b><i>1998</i></b> <b><i>Count</i></b> <b><i>(%)</i></b>	<b><i>2000</i></b> <b><i>Count</i></b> <b><i>(%)</i></b>	<b><i>1996</i></b> <b><i>%</i></b>	<b><i>1998</i></b> <b><i>Count</i></b> <b><i>(%)</i></b>	<b><i>2000</i></b> <b><i>Count</i></b> <b><i>(%)</i></b>
Cumbria	-	4 (2)	1 (1)	-	-	1 (1)
Northumbria	3	8 (3)	5 (3)	1	1 (1)	2 (2)
North West	5	16 (6)	6 (3)	7	4 (4)	5 (4)
Yorkshire	2	8 (3)	5 (3)	1	2 (2)	5 (4)
Heart of	6	17 (7)	15 (8)	3	8 (8)	5 (4)
East of England	3	19 (8)	14 (8)	7	7 (7)	9 (7)
London	5	9 (4)	8 (4)	8	5 (5)	14
South West	5	6 (2)	7 (4)	4	5 (5)	4 (3)
South East	6	20 (8)	10 (5)	10	10	11 (9)
Southern	6	15 (6)	13 (7)	7	6 (6)	11 (9)
Scotland	4	8 (3)	5 (3)	1	6 (6)	1 (1)
Wales	3	8 (3)	9 (5)	-	1 (1)	-
Ireland	2	2 (1)	4 (2)	-	2 (2)	-
Channel Islands	-	2 (1)	-	-	2 (2)	-
<b><i>TOTAL UK</i></b>	<b><i>50</i></b>	<b><i>142</i></b>	<b><i>102</i></b>	<b><i>(49)</i></b>	<b><i>59</i></b>	<b><i>68</i></b>
USA	10	26	14 (8)	4	18	18
Canada	2	6 (2)	3 (2)	3	5 (5)	2 (2)
Australia/N.Z.	6	11 (4)	17 (9)	6	6 (6)	6 (5)
Germany	7	16 (6)	15 (8)	11	4 (4)	9 (7)
France	5	5 (2)	3 (2)	8	1 (1)	5 (4)
Other Wstn.	13	24	21	10	2 (2)	9 (8)
Scandinavia	-	3 (1)	1 (1)	6	1 (1)	-
Eastern Europe	2	5 (2)	4 (2)	2	1 (1)	-
Far East	3	4 (2)	-	1	1 (1)	1 (1)
Middle East	1	2 (1)	-	-	-	1 (1)

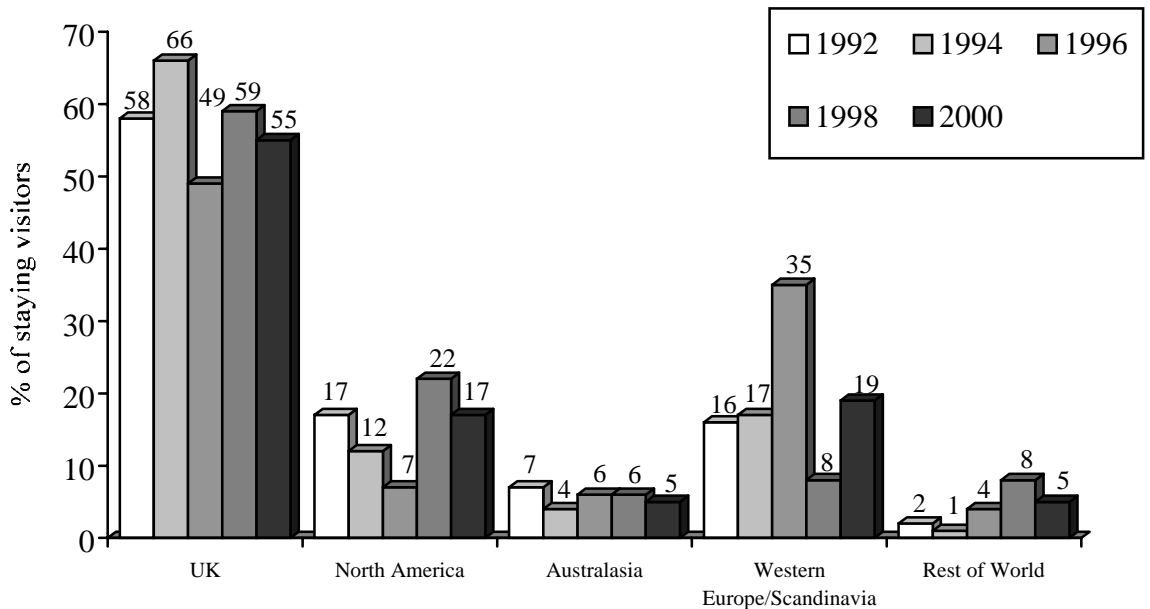
Rest of the	-	5 (2)	4 (2)	1	6 (6)	4 (3)
<b>TOTAL</b>						
<b>OVERSEAS</b>	<b>49</b>	<b>107</b>	<b>82</b>	<b>52</b>	<b>45</b>	<b>55</b>

a) *Staying Visitors*

Table 7 on the previous page shows the origin of domestic and overseas staying visitors and day visitors on holiday by region. Domestic staying visitors were from a range of locations throughout the UK, most commonly London (11%). Significant proportions of staying visitors were from the South East (9%) and Southern regions (9%). In 1998, the highest proportion of domestic staying visitors were from the South East (10%).

46% of staying visitors were from overseas, comparable to 1998 (44%) and slightly lower than in 1996 (52%). The highest proportion were from Western Europe and Scandinavia (19%), an increase of 11% since 1998 (8%), but significantly lower than in 1996 (35%). 17% of staying visitors from overseas were from North America (USA and Canada) compared with 22% in 1998 and only 4% in 1996.

**Figure 4: Origin of staying visitors**

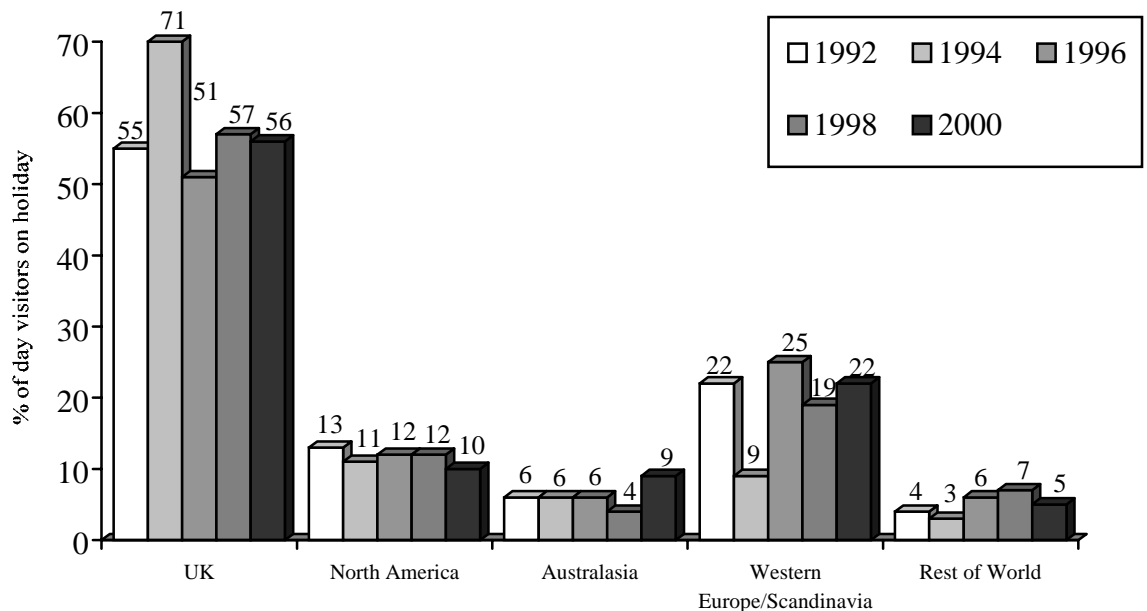


**b) Day Visitors on holiday**

As with staying visitors, domestic day visitors on holiday were from a variety of locations in the UK, most commonly the Heart of England (8%), East of England (8%) and Southern England (7%). In 1998, domestic day visitors were most frequently from the South East (8%), the East of England (8%) and the Heart of England (7%).

44% of day visitors on holiday were from overseas, comparable to 1998 (42%), but slightly lower than in 1996 (49%). The highest proportion were from Western Europe/Scandinavia (22%), an increase of 3% since 1998. The proportion of overseas day visitors on holiday from Australasia was the highest recorded since 1992 at 9% whereas the proportion of visitors from the rest of the world peaked in 1998 at 7% but dropped slightly in 2000 to 5%. The percentage of overseas day visitors on holiday from North America (USA and Canada) was 10%, comparable with previous years.

**Figure 5: Origin of day visitors on holiday**



### 3.1.2 Country of residence – all overseas visitors

Table 8 below shows a breakdown of country of residence for all overseas visitors (staying visitors and day visitors from home).

**Table 8: Country of residence – all overseas visitors**

<b>Country</b>	<b>Count (%)</b>
USA	32 (23)
Germany	25 (18)
Australia	17 (12)
France	9 (6)
Netherlands	8 (6)
New Zealand	6 (4)
Canada	5 (4)
Belgium	5 (4)
Italy	5 (4)
Spain	5 (4)
South Africa	3 (2)
Japan	3 (2)
Austria	2 (1)
Switzerland	2 (1)
Czech Republic	2 (1)
Other	10 (8)
<b>Total</b>	<b>139 (100)</b>

The highest proportion of all overseas visitors were from the USA (23%), followed by Germany (18%) and Australia (12%). A further 6% of overseas visitors were from France and 6% were from the Netherlands.

### 3.1.3 Day visitors from home

The proportion of day visitors from home who are resident in Hampshire has remained at around 60% since 1994. As in previous years, Hampshire day visitors are mainly from the Southampton area (14%). Other than Hampshire, day visitors from home were most likely to be from Surrey (6%), Dorset (5%) and Greater London (5%). 3% of day visitors from home were from Essex and 2% were from Buckinghamshire, although day visitors from these counties were not encountered in previous surveys.

***Table 9: Place of Residence - Day visitors from home***

	<b>1996</b>	<b>1998</b>	<b>2000</b>
	%	%	Count (%)
- Southampton	14	12	29 (14)
- Basingstoke	3	9	16 (8)
- Portsmouth	5	5	12 (6)
- Chandlers	5	8	9 (4)
- Alton	2	4	8 (4)
- Gosport	-	-	5 (2)
- Andover	3	4	-
- Other Hampshire	26	17	42 (21)
<b>Hampshire</b>	<b>58</b>	<b>59</b>	<b>121 (60)</b>
Surrey	13	5	12 (6)
Dorset	7	4	10 (5)
Greater London	8	3	10 (5)
Berkshire	4	6	9 (4)
West Sussex	1	4	8 (4)
Wiltshire	2	4	7 (3)
Essex	-	-	6 (3)
Buckinghamshire	-	-	5 (2)
Somerset (incl. Bristol)	1	1	4 (2)
Kent	2	4	1 (0)
Oxfordshire	1	2	1 (0)
East Sussex	2	1	-
Elsewhere	7	6	7 (3)
<b>TOTAL</b>	<b>100</b>	<b>100</b>	<b>80 (100)</b>

### 3.2 LOCATION OF ACCOMMODATION

#### 3.2.1 Day visitors on holiday

41% of day visitors to Winchester whose holiday bases were outside the Winchester District were staying in Hampshire, a considerably lower proportion than in 1998 (57%). Of those staying in Hampshire, the largest proportions were based in Southampton (8%), the New Forest (6%) and Portsmouth/Southsea (5%). With the exception of Portsmouth/Southsea and 'other Hampshire' based day visitors on holiday, proportions of visitors staying in all areas in Hampshire has decreased since 1998, particularly those staying in the New Forest (13% in 1998 compared with 6% in 2000 respectively).

**Table 10: Location of Accommodation - Day visitors on holiday**

	<b>1998</b> %	<b>2000</b> Count (%)
- Southampton	11	14 (8)
- New Forest	13	10 (6)
- Portsmouth/Southsea	3	8 (5)
-	7	7 (4)
- Eastleigh/Chandlers	5	5 (3)
- Basingstoke	4	5 (3)
- Alton	3	5 (3)
- Fareham/Gosport	5	2 (1)
- Hamble	2	-
- Other Hampshire	4	14 (8)
<b>Hampshire</b>	<b>57</b>	<b>70 (41)</b>
Dorset	12	40 (24)
Greater London	7	17 (10)
Wiltshire	7	11 (6)
Berkshire	3	8 (5)
West Sussex	2	5 (3)
East Sussex	1	3 (2)
Hereford & Worcester	-	2 (1)
Isle of Wight	2	2 (1)
Oxfordshire	1	2 (1)
Somerset (incl. Bristol)	-	2 (1)
Surrey	4	2 (1)
Devon	2	1 (1)
Other	2	5 (3)
<b>Total</b>	<b>(100)</b>	<b>170 (100)</b>

(In previous surveys, visitors staying within Winchester District were grouped as 'day visitors on holiday', whereas in 2000 they have been grouped as staying visitors.)

The proportion of day visitors on holiday who were based in counties other than Hampshire was far higher than in previous years (59% compared with only 43% in 1998). One quarter (24%) of day visitors on holiday were staying in Dorset compared to 12% in 1998. 10% were staying in Greater London compared with 7% in 1998.

### 3.3 TYPE OF ACCOMMODATION USED

#### 3.3.1 Staying Visitors

As in 1998, 52% of all staying visitors were staying in serviced accommodation (Hotels, B&B's, Guesthouses, Pubs & Inns). 27% of staying visitors were staying with friends and relatives, compared with 24% in 1996 and 38% in 1994 and 1998. 6% of staying visitors were staying in a Youth Hostel. Visitors staying in youth hostels had not been encountered in previous surveys. A wider variety of accommodation was used by staying visitors compared with previous years.

**Table 11: Accommodation used by all Staying Visitors**

	<u>1994</u>	<u>1996</u>	<u>1998</u>	<u>2000</u>
	%	%	%	Count
Hotel	15	28	31	42 (34)
Friends/relatives	38	24	38	34 (27)
B&B/Guest House	20	23	21	20 (16)
Touring Caravan	12	5	1	8 (6)
Youth Hostel	-	-	-	7 (6)
University accom.	-	-	-	3 (2)
Pub/Inn	-	-	-	3 (2)
Camping	1	7	3	2 (2)
Rented self	1	-	-	1 (1)
Static caravan -	-	-	-	1 (1)
Static caravan -	-	1	-	-
Holiday	-	-	-	-
Second home	-	-	-	-
Timeshare	-	-	-	-
Narrowboat/boat/	-	-	-	-

Language School	-	-	-	-
Other	14	13	7	3 (2)
<b>Total</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>124</b>

69% of staying visitors were staying in Winchester City and the remaining 31% were staying elsewhere in the Winchester District.

As shown in Table 12 below, staying visitors who were staying in Winchester City were twice as likely than those staying in Winchester District to be staying in a hotel (40% compared with 21% respectively). Visitors staying in Winchester City were also more likely to be staying in a B&B or guesthouse (19%) than those staying elsewhere in the District (11%). 37% of visitors staying in the Winchester District were staying with friends and family compared with 23% in the city.

**Table 12: Accommodation used by Visitors staying in Winchester City/District**

	<i>Staying Visitors</i>	
	<i>Staying in Winchester City</i>	<i>Staying in Winchester District</i>
	<i>Count (%)</i>	<i>Count (%)</i>
Hotel	34 (40)	8 (21)
Friends/relatives	20 (23)	14 (37)
B&B/Guest House	16 (19)	4 (11)
Touring Caravan	3 (3)	5 (13)
Youth Hostel	6 (7)	1 (3)
Pub/Inn	2 (2)	1 (3)
University accom.	2 (2)	1 (3)
Camping	1 (1)	1 (3)
Rented self	-	1 (3)
Static caravan -	1 (1)	-
Static caravan -	-	-
Holiday	-	-
Second home	-	-
Timeshare	-	-
Narrowboat/boat/y	-	-
Language School	-	-
Other	1 (1)	2 (5)
<b>Total</b>	<b>86 (100)</b>	<b>38 (100)</b>

### 3.3.2 Day Visitors on holiday

**Table 13: Accommodation used by Day Visitors on holiday**

	<u>1994</u> %	<u>1996</u> %	<u>1998</u> %	<u>2000</u> Count (%)
Hotel	26	32	21	51 (29)
Friends/relatives	30	32	39	67 (38)
B&B/Guest House	19	14	13	31 (17)
Camping	3	3	3	5 (3)
Rented self catering	1	6	5	5 (3)
Touring Caravan	15	6	9	3 (2)
University accom.	-	-	-	2 (1)
Holiday	1	-	1	2 (1)
Static caravan - rented	1	-	2	2 (1)
Static caravan -	-	-	-	1 (1)
Youth Hostel	-	-	-	1 (1)
Second home	-	-	-	1 (1)
Pub/Inn	-	-	-	-
Timeshare	-	-	-	-
Narrowboat/boat/yac	-	-	-	-
Language School	-	-	-	-
Other	4	6	7	7 (4)
<b>Total</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>178</b>

46% of day visitors on holiday were staying in serviced accommodation, compared with only 34% in 1998. The figure was however comparable with 1996 (46%) and 1994 (45%). The proportion of day visitors on holiday who were staying in hotels increased from 21% in 1998 to 29% in 2000. More than a third of day visitors on holiday were staying with friends or relatives (38%), a similar figure was achieved in 1998 (39%). The proportion of day visitors on holiday staying in touring caravans (2%) was significantly lower than in previous years.

As with staying visitors, day visitors on holiday in 2000 used a wider variety of accommodation than in previous years.

## 4. CHARACTERISTICS OF VISIT

#### 4.1 PURPOSE OF VISIT

*Table 14: Main purpose of visit to Winchester*

	<u>All Visitors</u>  Count	<u>Day Visitors On Holiday</u>  Count	<u>Day Visitors From Home</u>  Count	<u>Staying Visitors</u>  Count
Leisure / holiday	376 (73)	160 (85)	130 (65)	86 (69)
Visiting friends or relatives	72 (14)	22 (12)	17 (8)	33 (27)
Shopping trip (special/ non-	42 (8)	1 (1)	40 (20)	1 (1)
Business/attending a conference	17 (3)	1 (1)	14 (7)	2 (2)
Language student	6 (1)	4 (2)	-	2 (2)
<b>Total</b>	<b>513</b>	<b>188</b>	<b>201</b>	<b>124</b>

73% of all visitors considered their visit to Winchester to be for leisure or holiday purposes, ranging from 65% of day visitors from home to 85% of day visitors on holiday. In 1998 the proportion of visitors who gave their main reason for visiting Winchester as a holiday or leisure related trip was also 73%, compared with 78% in 1996.

One quarter of staying visitors (27%) were visiting friends or relatives compared with 8% of day visitors from home and 12% of day visitors on holiday. Day visitors from home were significantly more likely to be making a special shopping trip to Winchester (20%) than day visitors on holiday (1%) or staying visitors (1%). Figures were similar in 1998.

On average, 3% of visitors interviewed were in Winchester for business purposes. This figure may be somewhat lower than expected due to the fact that visitors on business are not normally encountered by on-street interviewers. 1% of all respondents were language students. It is possible that the latter are also under-represented in the survey as many visit the area

in large groups and/or fall below the age threshold for the survey (16 years).

## 4.2 LENGTH OF STAY

### 4.2.1 Staying Visitors

**Figure 6: Length of stay in Winchester**

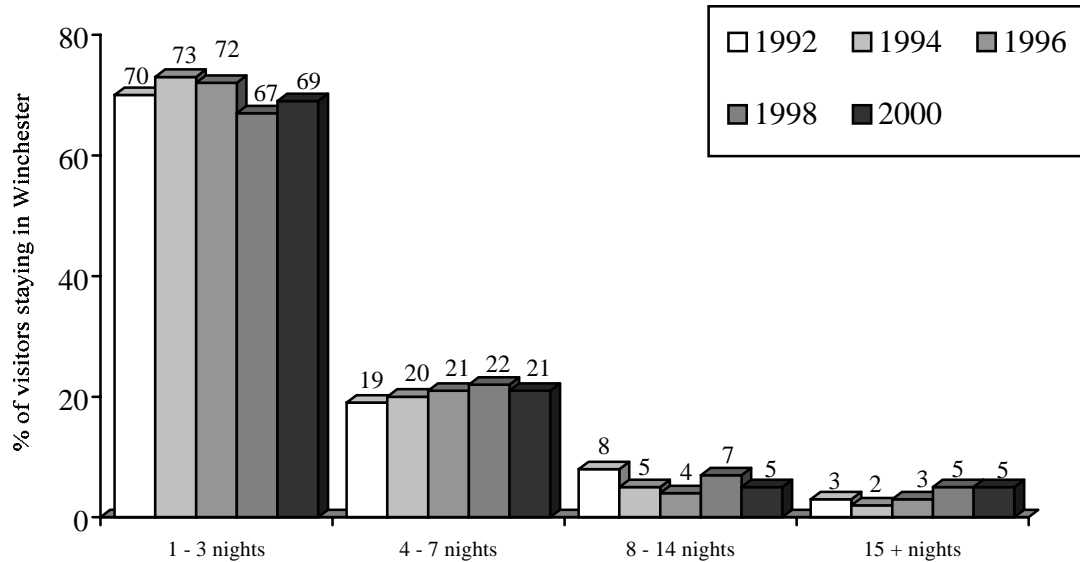


Figure 6 above indicates that the proportion of staying visitors taking short breaks of 1 – 3 nights has remained at around 70% since 1992. The proportion of visitors staying for more than 3 nights is comparable with previous years.

**Table 15: Average length of stay in Winchester by type of accommodation**

<i>Accommodation</i>	<b>1 Average length of stay (nights)</b>	
	<i>1998</i>	<i>2000</i>
Hotel	2.6	2.2
B&B/guest house/pub/inn	2.2	2.3
Home of friend/relative	4.1	9.2
Touring/static caravan/camping	5.3	4.8
Other	7.8*	4.9

<b>Average</b>	<b>3.7</b>	<b>4.3</b>
----------------	------------	------------

\* *low sample size*

As indicated in Table 15 on the previous page, the average length of stay amongst respondents was 4.3 nights. This represents an increase of 0.6 since 1998 (3.7 nights).

The average length of stay in the area varied significantly according to the type of accommodation used. Visitors staying in a hotel, B&B/guesthouse or pub/inn stayed between two and three nights on average whereas visitors staying with friends and relatives stayed an average of 9.2 nights, significantly higher than in 1998 (4.1 nights).

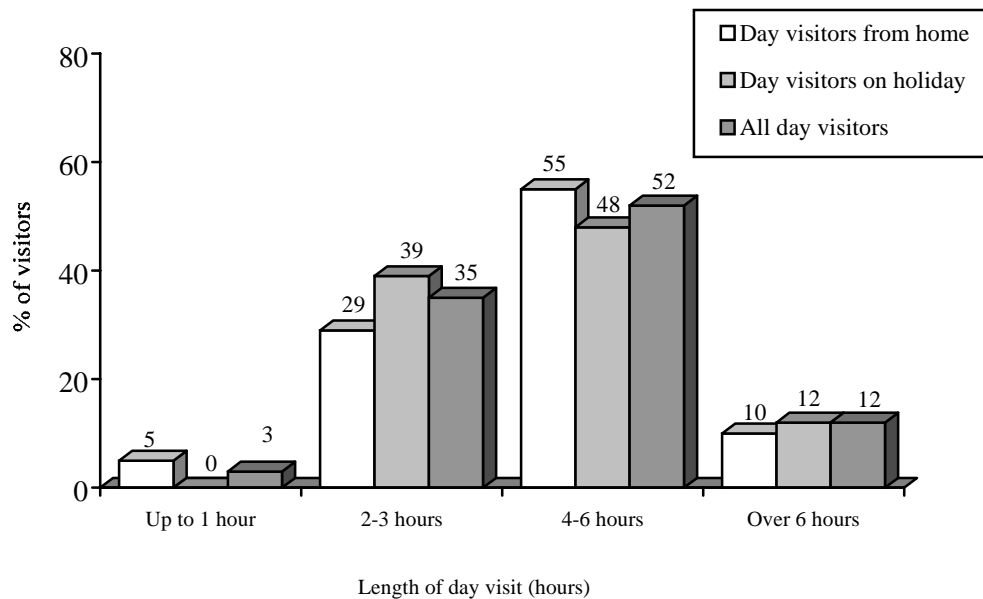
**Table 16: Average length of stay in Winchester by purpose of trip**

<b><i>Purpose of visit</i></b>	<b><i>Length of stay in nights</i></b>
Leisure / holiday	3.0
Visiting friends/ relatives	7.6
Shopping trip (special/non-reg.)	-
Business/attending a conference	4.6
Language student	24.0
<b>Average</b>	<b>4.3</b>

Visitors to Winchester who were on holiday or visiting for leisure purposes stayed for the least number of nights on average (3.0 nights), whilst language students stayed for an average of 24 nights. Those staying with friends or relatives stayed, on average, for just over a week (7.6 nights).

#### 4.2.2 Day visitors from home and day visitors on holiday

**Figure 7: Length of visit to Winchester - Day Visitors**



More than half of day visitors (52%) spent between 4 and 6 hours in Winchester (compared with 51% in 1998) and one in three day visitors (35%) stayed for between two and three hours. Day visitors from home were more likely to spend between 4 and 6 hours in Winchester than day visitors on holiday (55% compared with 48% respectively).

**Table 17: Length of visit – day visitors from home and on holiday**

	<i>Day visitors from home</i>	<i>Day visitors on holiday</i>	<i>All day visitors</i>
<i>Average (hours) 2000</i>	4.4	4.2	4.3
<i>Average (hours) 1998</i>	3.9	4.0	3.9

The average length of day visits to Winchester for all day visitors was 4.3 hours, compared to 3.9 hours in 1998. Day visitors from home spent, on average, slightly longer in Winchester than day visitors on holiday (4.4 hours compared with 4.2 hours respectively).

#### 4.3 MAIN FORM OF TRANSPORT USED

65% of all visitors in 2000 travelled to Winchester by car, van, motorcycle or motorhome, significantly lower than in 1998 (75%) and 1994 (74%) but comparable with 1996 (67%). Day visitors from home were more likely to travel to Winchester by car, van, motorcycle or motorhome (72%) than day visitors on holiday (64%) or staying visitors (56%).

Staying visitors were most likely to use a train to get to Winchester compared with day visitors from home who were least likely (15% compared with 9% respectively). The overall proportion of visitors arriving in Winchester by train has steadily increased from 5% in 1994 to 12% in 2000.

Day visitors on holiday were more likely to travel to Winchester with a coach tour than staying visitors (10% compared with 2% respectively).

As might be expected, staying visitors (15%) were significantly more likely than day visitors (1%) to walk into Winchester.

**Table 18: Main form of transport used to reach Winchester**

	<u>Day</u>	<u>Day</u>	<u>Staying</u>	<u>All</u>	<u>All Visitors</u>		
	<u>visitor</u>	<u>visitor</u>	<u>visitor</u>	<u>Visitors</u>	<u>199</u>	<u>199</u>	<u>199</u>
	<u>from</u>	<u>on</u>		<u>2000</u>	<u>8</u>	<u>6</u>	<u>4</u>
	<u>home</u>	<u>holiday</u>					

	<i>Count</i> (%)	<i>Count</i> (%)	<i>Count</i> (%)	<i>Count</i> (%)	%	%	%
Car/van*	144 (72)	121 (64)	69 (56)	334 (65)	75	67	74
Train	19 (9)	25 (13)	19 (15)	63 (12)	10	10	5
Bus service	19 (9)	21 (11)	14 (11)	54 (11)	8	11	7
Coach tour	15 (7)	19 (10)	2 (2)	36 (7)	5	2	8
Walked	3 (1)	2 (1)	18 (15)	23 (4)	1	7	5
Bicycle	1 (0)	-	2 (2)	3 (1)	1	1	1
Other	-	-	-	-	2	1	0
<b>Total</b>	<b>201</b> <b>(100)</b>	<b>188</b> <b>(100)</b>	<b>124</b> <b>(100)</b>	<b>513</b> <b>(100)</b>	<b>100</b>	<b>100</b>	<b>100</b>

\* includes motorcycles and motor-homes

#### 4.4 TYPE OF CAR PARK USED

75% of visitors arriving in Winchester by car, van, motorcycle or motorhome used a car park, ranging from 54% of staying visitors to 81% of day visitors. It is likely that a high proportion of staying visitors parked at their accommodation establishment and walked into the city centre.

More than half of respondents (53%) had parked in a long stay car park, and increase of 13% since 1998. 38% of visitors used short-term parking, a considerably lower proportion than in 1998 (49%).

Staying visitors were more likely to use a short stay car park than day visitors from home (59% compared with 26% respectively). Two thirds of day visitors from home (67%) used a long stay car park compared with 35% of staying visitors.

11% of day visitors on holiday opted for the Winchester Park & Ride scheme (8% overall).

**Table 19: Type of car park used – all respondents arriving by car, van, motorcycle or motorhome**

	<i>Day visitor from home</i>	<i>Day visitor on holiday</i>	<i>Staying visitor</i>	<i>All Visitors 2000</i>	<i>All Visitors 1998</i>
	<i>Count (%)</i>	<i>Count (%)</i>	<i>Count (%)</i>	<i>Count (%)</i>	<i>%</i>
Long stay	73 (67)	41 (44)	13 (35)	130 (53)	138 (40)
Short stay	28 (26)	42 (45)	22 (59)	92 (38)	171 (49)
Park & ride	8 (7)	10 (11)	2 (5)	20 (8)	27 (8)
<b>Total</b>	<b>109 (100)</b>	<b>93 (100)</b>	<b>37 (100)</b>	<b>239 (100)</b>	<b>347 (100)</b>

#### **4.5 ATTRACTIONS VISITED/INTENDED TO VISIT**

##### **4.5.1 City Centre Attractions**

The proportion of visitors who had visited, or said that they were firmly intending to visit, each of the main attractions and places of interest in the City Centre are shown for all visitors in the table below. The comparable figures from the 1998, 1996 and 1994 surveys are also shown where available.

**Table 20: City Centre attractions visited or intended to visit**

	<i>All Visitors 1994</i>	<i>All Visitors 1996</i>	<i>All Visitors 1998</i>	<i>All Visitors 2000</i>
	<i>%</i>	<i>%</i>	<i>%</i>	<i>Count (%)</i>
Cathedral	69	71	59	390
Shops	82	56	67	270
Castle Great Hall & Round	15	37	27	180

Riverside walks/parks	35	42	28	170
Winchester City Museum	17	12	8	63 (12)
City Mill	14	14	11	52 (10)
Winchester College	23	19	10	52 (10)
Wolvesey Palace	6	12	7	46 (9)
Westgate Museum	3	4	4	26 (5)
St. Cross Hospital	3	9	5	26 (5)
The Brooks Experience	n/a	5	3	20 (4)
Galleries	n/a	n/a	n/a	14 (3)
Gurkhas Museum	n/a	6	5	13 (3)
The Light Infantry Museum	n/a	4	3	12 (2)
Royal Green Jackets Museum	n/a	6	2	10 (2)
The Royal Hampshire	n/a	5	2	9 (2)
The Screen Cinema	n/a	3	3	6 (1)
The Royal Hussars Museum	n/a	4	4	5 (1)
The Red Cross Museum	n/a	-	-	1 (0)
Winchester Heritage Centre	5	5	1	-
Intech	-	1	-	-
None	n/a	7	7	20 (4)

- = zero

76% of visitors had visited or were intending to visit the Cathedral, 17% higher than in 1998, 5% higher than in 1996 and 7% higher than in 1994. The Cathedral was particularly popular with day visitors on holiday (89%) and less so with day visitors from home (57%).

The proportion of visitors visiting or intending to visit the City Centre shops (53%) was 14% lower than in 1998, although comparable with 1996 (56%). Day visitors from home were more likely than day visitors on holiday or staying visitors to visit the shops (63% compared with 41% and 53% respectively).

#### **4.5.2 Attractions elsewhere in the District**

12% of all visitors said that they had visited or intended to visit attractions or places of interest elsewhere in the surrounding area.

**Table 21: Attractions visited or intended to visit in the surrounding area**

	<i>All Visitors 1994 %</i>	<i>All Visitors 1996 %</i>	<i>All Visitors 1998 %</i>	<i>All visitors 2000 Count (%)</i>
None	n/a	86	89	460 (88)
Jane Austen's House	n/a	n/a	n/a	32 (6)
Bishops Waltham	2	3	2	12 (2)
Bishops Waltham Palace	n/a	2	2	11 (2)
Marwell Zoo	5	5	3	9 (2)
Watercress Line	3	3	3	9 (2)
Wickham Village	n/a	3	1	8 (2)
New Alresford	1	5	4	8 (2)
Hinton Ampner	n/a	3	1	1 (0)
Avington Park	n/a	1	-	-

6% of visitors mentioned Jane Austen's House. A further 2% mentioned Bishops Waltham, Bishops Waltham Palace, Marwell Zoo, The Watercress Line, Wickham Village and New Alresford. In most cases, proportions were lower than in previous years.

#### **4.6 SPECIAL EVENTS ATTENDED**

All visitors were asked whether or not they had attended any special events in the Winchester District. Only a relatively small proportion of visitors (5% - 26 visitors) indicated that they had visited one or more special events in Winchester. Of these 26 visitors, five had visited the Hat Fair, 3 had visited the Theatre Festival, 3 had been to a Cathedral Concert and a further 3 had visited an Art Museum. For a full list, refer to Table 17a, Appendix 2.

This section was introduced in the 2000 Visitor Survey, so there is no comparative data for previous years.

#### **4.7 OUTDOOR ACTIVITIES PARTICIPATED IN**

Visitors were also asked whether or not they had participated in any outdoor activities while in the Winchester District. Again, a relatively small proportion (6%) had participated in one or more outdoor activities. 21 visitors had participated in some sort of walk or ramble in the area. 5 visitors had done some cycling and 2 visitors had played cricket. For a full list, refer to Table 18a, Appendix 2.

This section was introduced in the 2000 Visitor Survey, so there is no comparative data for previous years.

## 5. ADVERTISING/MARKETING EFFECTIVENESS

### 5.1 BROCHURES SEEN/PICKED UP

Visitors were prompted with a list of 3 brochures and asked which, if any, they had seen or picked up. Of the 509 visitors who responded, 36% had seen one or more of the guides mentioned ('Visitors Guide', 'Days to Treasure' or 'The Winchester Walk').

The most popular brochure was 'Days to Treasure', which had been seen or picked up by one in four visitors (26%), followed by 'The Winchester Walk', which had been seen or picked up by 16% of visitors. 7% of visitors had seen or picked up the 'Visitors Guide' and 3% mentioned other brochures.

Staying visitors were more likely to have seen or picked up brochures than day visitors. 'Days to Treasure' was seen or picked up by 41% of staying visitors compared with 14% of day visitors from home and 28% of day visitors on holiday. Staying visitors were also more likely to have seen or picked up 'The Winchester Walk' (28%) than day visitors from home (11%) or day visitors on holiday (12%). 15% of staying visitors saw or picked up the 'Visitors Guide', compared with 3% of day visitors from home and 6% of day visitors on holiday. It should however be noted that only 35 visitors (7%) in total saw or picked up the 'Visitors Guide'.

### 5.2 OPINIONS ON BROCHURES

Visitors were asked to rate various aspects of the 'Visitors Guide', 'Days to Treasure' and 'The Winchester Walk' on a scale of 1 – 5, where 1 = very poor, 2 = poor, 3 = average, 4 = good and 5 = very good.

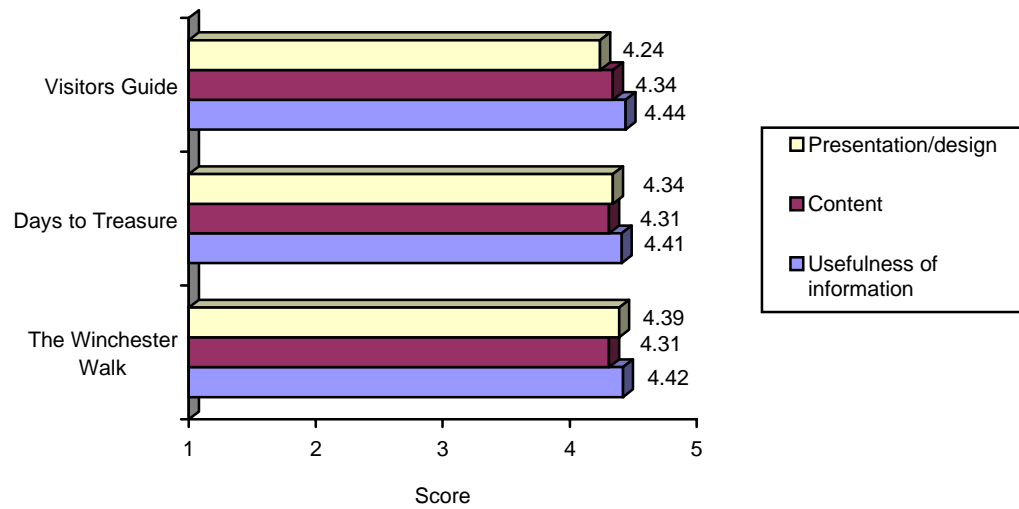
As shown in Figure 8 overleaf, the 'Visitors Guide' was given an average rating of 4.24 for presentation/design. 88% of respondents

gave a rating of 'good' (52%) or 'very good' (36%). The average score for content was 4.34, with 94% rating this aspect of the brochure as 'good' (53%) or 'very good' (41%). The average score achieved for usefulness of information was 4.44, with 87% of respondents rating this indicator as either 'good' (31%) or 'very good' (56%).

'Days to Treasure' was also rated very highly. The average score given for presentation was 4.34, with 94% of visitors rating the presentation/design as either good (54%) or very good (40%). The average score achieved for content of guide was 4.31, with the majority of respondents rating the content as either good (53%) or very good (40%). Usefulness of information was rated particularly highly with an average score of 4.41 and 95% gave a rating of good (46%) or very good (49%).

The Winchester Walk was again rated very highly. The average score achieved for presentation/design was 4.39, with 91% of all visitors giving a score of either good (39%) or very good (52%). The average score achieved for content of guide was 4.31, with 44% rating the content as good and 44% rating it as very good. 9% rated the content as average. Usefulness of information received an average score of 4.42, with more than half of respondents (55%) giving a rating of very good and 35% giving a rating of good.

**Figure 8: Opinion on guides**



None of the respondents questioned about the three brochures gave a rating of 'very poor' for presentation/design, content or usefulness of information.

## 6. VISITOR EXPENDITURE IN WINCHESTER

### 6.1 STAYING VISITORS - BY TYPE OF ACCOMMODATION

Table 22 below shows the average expenditure of visitors staying overnight in Winchester District according to the type of accommodation used. Figures are broken down into five categories of spend - accommodation, shopping, eating out, entertainment (including admissions to attractions, sports/leisure, bingo, dancing etc.) and travel (fares, parking charges, fuel etc.) - and are shown per person, per 24 hour period.

**Table 22: Average expenditure in Winchester - all staying visitors by type of accommodation used (£/person/24hrs)**

<i>Type of Accommodation</i>	<i>Category of expenditure (£)</i>
------------------------------	------------------------------------

	<i>Accom.</i>	<i>Shopping</i>	<i>Eating out</i>	<i>Ents.</i>	<i>Travel</i>	<i>Total 2000</i>	<i>Total 1998</i>
Hotel/motel	37.74	15.51	7.58	2.32	4.40	<b>67.55</b>	66.45
B&B/guest house	24.75	8.06	6.42	1.75	1.51	<b>42.49</b>	42.30
Home of friend/relative	-	24.81	6.04	0.24	2.82	<b>33.91</b>	17.77
Touring caravan	4.26	12.35	2.85	2.76	3.91	<b>26.13</b>	22.39
Tent/camping*	5.47	2.00	2.00	1.33	0.20	<b>11.00</b>	23.45
Other	16.57	5.81	5.87	0.95	1.44	<b>30.64</b>	-
<b>Average (all staying)</b>	<b>18.40</b>	<b>14.01</b>	<b>6.01</b>	<b>1.63</b>	<b>2.78</b>	<b>42.83</b>	-

\* very low sample size

The highest spending group were visitors staying in hotel accommodation, who spent an average of £67.55 per person per 24 hours. This figure has increased by £1.10 since 1998. In 1996 the average spend for this group of staying visitors was just under £56. Visitors staying in B&B's or guesthouses spent an average of £42.49 per person per 24 hours, comparable with 1998 (£42.30).

Visitors staying with friends or relatives spent £33.91 per person per 24 hours, significantly more than in 1998 (£17.77). The majority of this spend was on shopping (£24.81).

Visitors staying in touring caravans spent an average of £26.13 compared with £22.39 in 1998 and £14 in 1996.

The average spend for visitors staying in tents (£11.00) was significantly less than in 1998 (23.45), although the sample sizes for these groups were very small in both 1998 and 2000 and results should therefore be interpreted with caution.

## 6.2 STAYING VISITORS - PURPOSE OF TRIP

### 6.2.1 Introduction

Table 23 below shows the breakdown of expenditure by domestic and overseas staying visitors according to their purpose of trip, as described in Section 4.1. Certain visitor types have been excluded due to the low sample sizes.

**Table 23: Average expenditure in Winchester by purpose of trip (£/person/24hrs)**

<i>Purpose of trip</i>	<i>Category of expenditure (£)</i>						<i>Total 2000</i>	<i>Total 1998</i>	
	<i>Accom m.</i>	<i>Shoppin g</i>	<i>Eatin g out</i>	<i>Ents.</i>	<i>Travel</i>				
<b><i>Domestic</i></b>									
Short holiday*	33.86	5.03	5.60	1.86	6.31	<b>52.66</b>	34.3	4	
Long holiday	13.01	7.14	4.25	1.38	2.12	<b>27.90</b>	31.2	2	
VFR	<i>Sample too low</i>							24.6	2
Other	<i>Sample too low</i>								
<b><i>Overseas</i></b>									
All holidays	16.55	8.46	7.13	2.64	1.44	<b>36.22</b>	39.1	4	
VFR	4.04	3.19	2.33	0.19	0.10	<b>9.85</b>	16.9	1	
Other	<i>Sample too low</i>								

\* Short holiday = 1 – 3 nights

#### a) ***Domestic visitors***

UK visitors on short holidays (staying in Winchester for 1-3 nights) spent an average of £52.66 per person per 24 hours, a significant increase since 1998 (£34.34). Domestic visitors staying in

Winchester for more than 3 nights spent an average of £27.90, compared with £31.22 in 1998 and £36 in 1996.

**b) Overseas visitors**

Overseas staying visitors on holiday in Winchester spent an average of £36.22 per person per 24 hrs compared with £39.14 in 1998 and £27 in 1996.

Overseas staying visitors who were visiting friends or relatives spent an average of £9.85 per person per 24 hours compared with £16.91 in 1998. It is possible that the low spend on accommodation is due to the fact that many of those respondents visiting friends or relatives were actually staying with them as well, therefore saving on accommodation costs.

Although overseas visitors on holiday spent less on average on accommodation than domestic visitors on holiday, they did spend slightly more on average on shopping, eating out and entertainment.

**6.3 DAY VISITORS - BY VISITOR TYPE**

As shown in Table 24 overleaf, expenditure by day visitors per person per trip varied between £12.15 for day visitors on holiday and £13.49 for day visitors from home (compared with 1998 figures of £13.51 and £18.49 respectively). In 1996, average spend for day visitors on holiday was £11 and average spend for day visitors from home was £14.

Day visitors from home spent on average, £6.84 on shopping, £2.59 more than day visitors on holiday. This may be due to the fact that day visitors from home were more likely to be making a special shopping trip (20%) to Winchester than day visitors on holiday (1%) as shown in Section 4.1.

Table 24: Average expenditure in Winchester - day visitors by type (£/person/trip)

	<i>Category of expenditure (£)</i>					
	<i>Shoppin g</i>	<i>Eating out</i>	<i>Ents.</i>	<i>Travel</i>	<i>Total 2000</i>	<i>Total 1998</i>
Day visitors from home	6.84	4.28	0.47	1.90	<b>13.49</b>	18.43
Day visitors on holiday	4.25	4.61	1.24	2.05	<b>12.15</b>	13.51

## 7. VISITORS' OPINIONS

## 7.1 INTRODUCTION

During 2000, the Regional Tourist Boards conducted surveys in 33 destinations throughout England, to obtain visitors' opinions of a wide range of factors or indicators which together comprise the 'visitor experience'. Each factor or indicator was rated on a range of one to five, where 1='very poor' (or the most negative response), 2='poor', 3='average', 4='good' and 5='very good' (or the most positive response), allowing an opinion 'score' (out of a maximum of five) to be calculated.

The 2000 survey used a standard methodology, in terms of the interviewing period, minimum sample size and questionnaire design. This allows direct comparisons to be made between the results for individual destinations and the average and highest ('max.') scores from all surveys conducted throughout England and the average and highest scores obtained in certain types of destination (e.g. historic towns). The destinations included in the 2000 survey are shown below together with additional destinations from the 1999 survey and the 1998 pilot exercise.

**Table 25: Destination Benchmarking Categories**

<b>Historic Towns/Cities</b>		
<b><u>2000</u></b>	<b><u>1999</u></b>	<b><u>1998</u></b>
Winchester	2 <i>Guildford</i>	3 <i>Chester</i>
Tunbridge	4 <i>Lichfield Citv</i>	5 <i>Winchester</i>
Maidstone	6 <i>Cheltenham</i>	7 <i>Oxford</i>
Chichester	8 <i>Bath</i>	9 <i>Salisburv</i>
Guildford	10 <i>York</i>	11
Battle/Rye	Oxford	12
Colchester	Salisbury	13
Oxford	Bristol	14
Salisbury	15	16
Ely	17	18
Shrewsbury		

<b>Large Towns/Cities</b>		
<b><u>2000</u></b>	<b><u>1999</u></b>	<b><u>1998</u></b>
Newcastle	*Brighton	Bolton
Gateshead	Blackburn	Darlington
Birmingham	Fareham	Leeds
Stoke on Trent	Gosport	Liverpool
Leicester	Hull	Manchester
Manchester	Peterborough	Portsmouth
Liverpool	Portsmouth	
Rochdale	Sheffield	
Wigan	Stockport	
Bury	Sunderland	
Bolton	Telford & Iron	

<b>Resorts</b>		
<b><u>2000</u></b>	<b><u>1999</u></b>	<b><u>1998</u></b>
19 <i>Havlinga Island</i>	20 <i>Eastbourne</i>	21 <i>Scarborough</i>
22 <i>Bridlington</i>	23 <i>Hastings</i>	24 <i>Redcar</i>
25 <i>South Shields</i>	26 <i>Great Yarmouth</i>	27 <i>Southport</i>
28 <i>Whitley Bay</i>	29 <i>Clacton on Sea</i>	30 <i>Blackpool</i>
31 <i>Blackpool</i>	32 <i>Weston Super</i>	33
34 <i>Lowestoft</i>	35 <i>Torbay</i>	
36 <i>Southend on</i> Weston super Mare	37 <i>*Brighton</i>	
<b>Burnham on Sea</b>		
<b>Margate</b>		
<b>Hastings</b>		

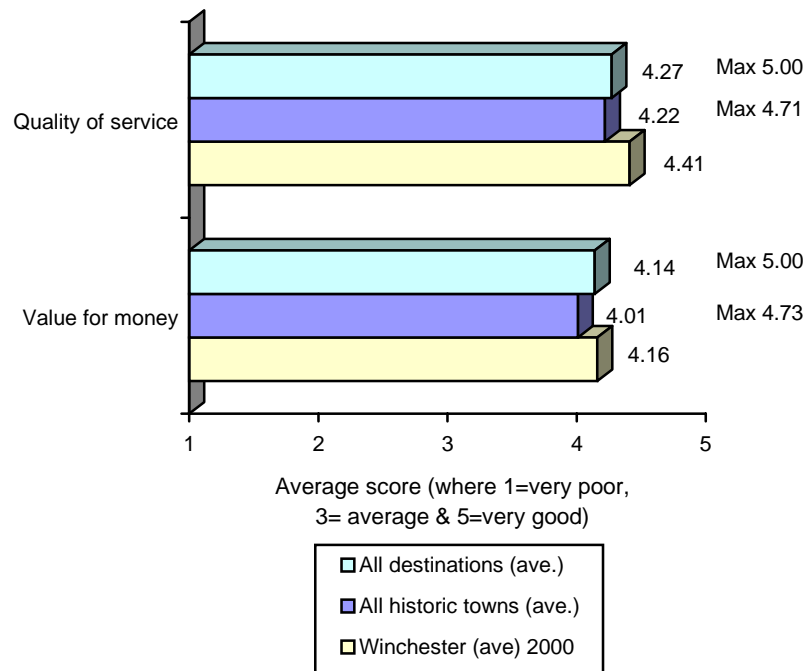
*\*Brighton was benchmarked against both seaside resorts and large towns/cities.*

Results for all respondents are shown in Figures 9 to 21. In each case the score for Winchester is compared with the average score for all eleven participating historic towns/cities and all destinations in the 2000 survey. The maximum score achieved in relation to each factor or indicator is also shown for all destinations and historic towns/cities. The results for Winchester are presented in full in Tables 20 to 35 in Appendix 2. These show the percentage of respondents giving each response (excluding those who did not reply to a particular question) and include breakdowns by visitor type.

## 7.2 ACCOMMODATION

Visitors staying in commercial accommodation in Winchester were asked to rate their accommodation in terms of quality of service and value for money.

**Figure 9: Opinions on Accommodation**



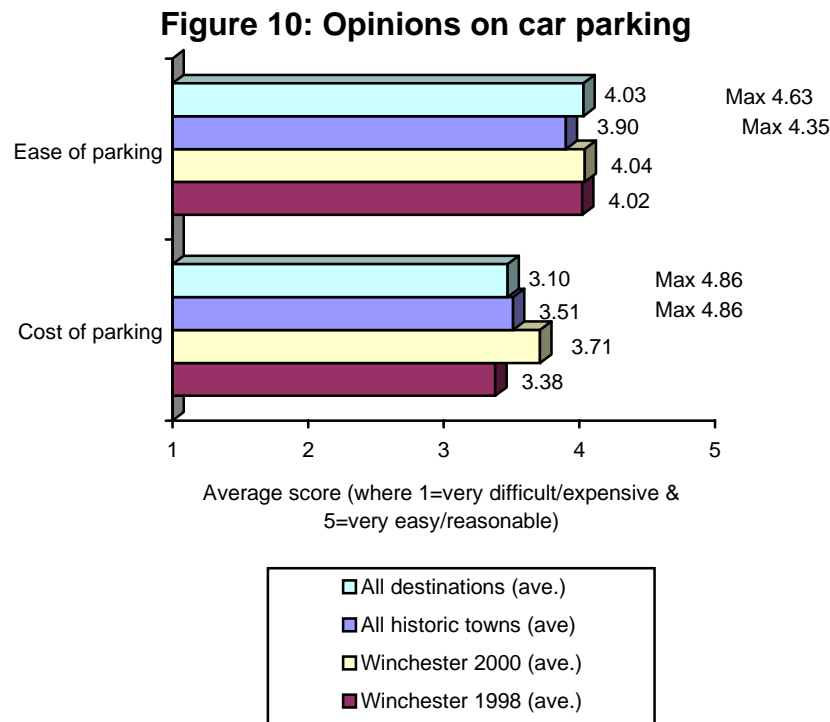
Winchester received above average scores for both indicators, scoring an average of 4.41 for quality of service and an average of 4.16 for value for money. 59% of visitors responding to the accommodation questions rated quality of service as 'very good' compared with an average of 44% for all historic towns. Three quarters of respondents (76%) rated value for money as either 'good' (27%) or 'very good' (49%). The average percentage of respondents who gave a score of 'very good' was 39% for all historic towns/cities.

The questions asked in 1998 regarding accommodation were different to those asked in the 2000 survey so comparative figures are not available.

### 7.3 CAR PARKING

65% of all visitors to Winchester arrived by car, van, motorcycle or motorhome, the majority of whom used a car park, so parking was a significant factor of their visit. In the survey, two aspects of parking were considered; ease and cost.

On average during the survey period, 45% of visitors using car parks found it ‘very easy’ to park, compared with an average of 37% for all historic towns and 41% for all destinations. The average score achieved for this indicator was 4.04, comparable with the average for all historic towns/cities (3.90) and the average for all destinations (4.03) and the average score achieved in 1998 (4.02).



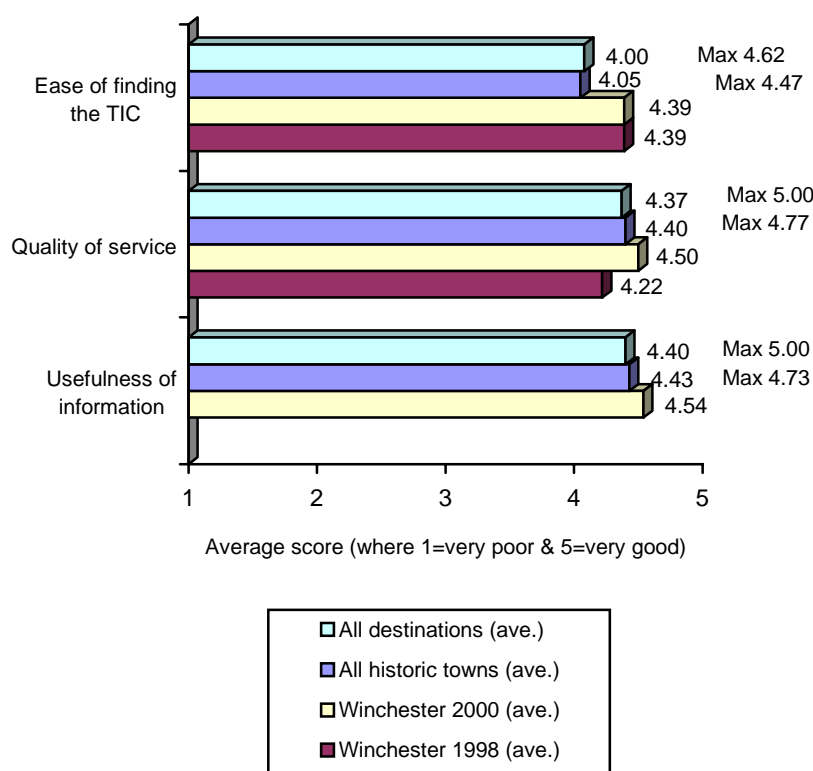
Scores were generally lower for cost of parking than ease of parking. Winchester achieved an average score of 3.71 for cost of parking, significantly higher than in 1998 (3.38) and higher than the average score for all historic towns (3.51) and all destinations (3.10). The maximum score achieved for this indicator was 4.86. 23% of respondents regarded the cost of parking as ‘very reasonable’ compared to 28% for all historic towns and 24% for all destinations.

### 7.4 THE TOURIST INFORMATION CENTRE

Almost one quarter of all visitors interviewed in Winchester (22%) had visited the TIC, compared to 21% in 1998, 25% in 1996, 33% in 1994 and 29% in 1992. Scores ranged from 14% of day visitors from home to 34% of staying visitors.

The 2000 Visitor Survey asked respondents for their opinions on the ease of finding the Tourist Information Centre, the quality of service and the usefulness of information received. In 1998, only two of these questions were asked (ease of finding and quality of service).

**Figure 11: Opinions on the Tourist Information Centre**



Winchester's average opinion scores were higher than the average scores for all historic towns/cities and all destinations surveyed. The average opinion score for ease of finding the TIC was 4.39, significantly higher than the all destinations average (4.00) and the all historic towns/cities average (4.05). An average score of 4.39 was also achieved in 1998. 54% of respondents

considered the ease of finding the TIC to be 'very good', compared with an average of 37% for all historic towns and an average of 38% for all destinations.

Winchester also scored highly for quality of service in the TIC (4.50 compared with 4.37 for all destinations and 4.40 for all historic towns/cities). 93% of visitors to Winchester regarded the quality of service of the TIC as either 'good' (35%) or 'very good' (58%). The average score of 4.50 was significantly higher than the average score achieved for this indicator in 1998 (4.22).

The average score in Winchester for usefulness of information was also higher than the average score for all historic towns/cities and all destinations (4.54 compared with 4.43 and 4.40). 63% of visitors who had visited the TIC regarded the usefulness of information to be 'very good', compared with an average of 52% for all destinations and an average of 54% for all historic towns/cities.

## **7.5 ATTRACTIONS**

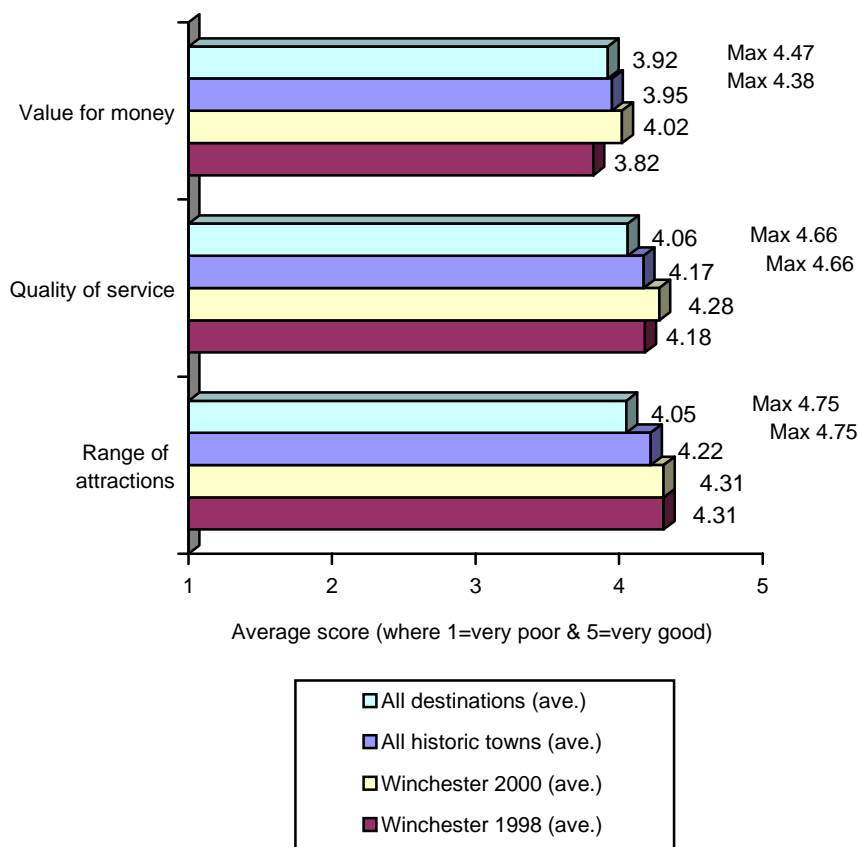
74% of all visitors had visited one or more attractions in Winchester during their trip, with similar proportions of day and staying visitors.

As indicated in Figure 12 overleaf, Winchester's scores for attractions were all above average. The average score achieved for value for money was 4.02, slightly higher than the average score for all historic towns/cities (3.95) and all destinations (3.92). The average score achieved in 1998 was 3.82. 78% of visitors who had visited attractions perceived the value for money to be either 'good' (40%) or 'very good' (38%).

Opinion scores were generally higher for quality of service, with Winchester scoring an average of 4.28, higher than the score achieved in 1998 for this indicator (4.18). The score achieved for all historic towns was 4.17 and the score achieved for all destinations was 4.06. Almost all of the visitors who gave their opinions regarding attraction rated the quality of service as either 'good' (48%) or 'very good' (45%). The average

proportion of visitors who gave a score of 'very good' for this indicator was 35% for all historic towns/cities and 30% for all destinations.

**Figure 12: Opinions on attractions**

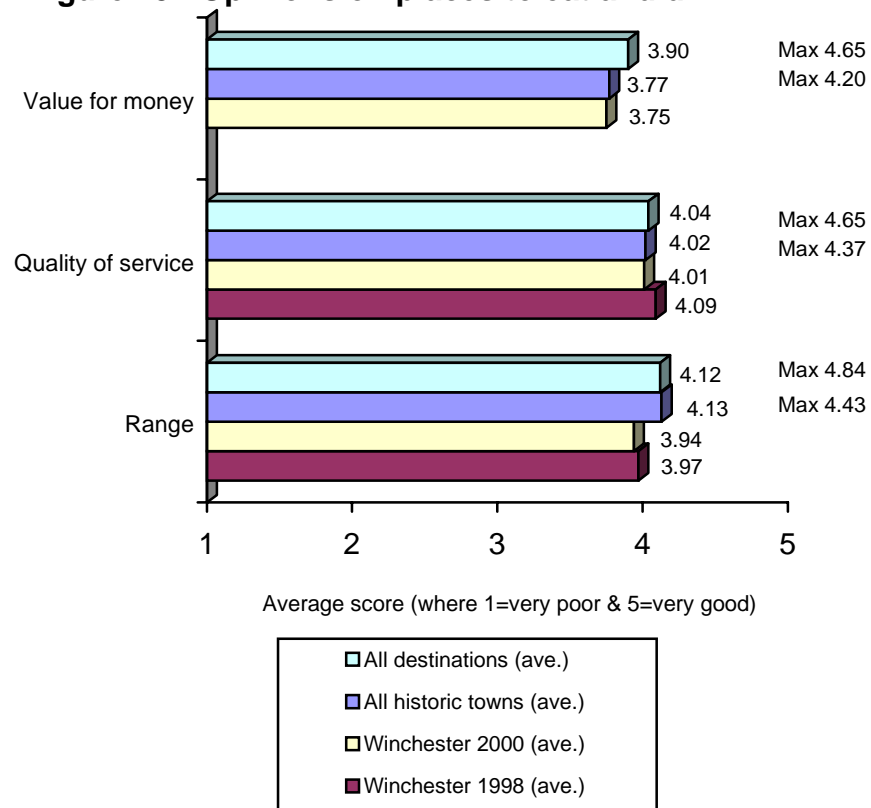


Winchester received an average score of 4.31 for range of attractions, higher than the average score for all historic towns (4.22) and considerably higher than the average score for all destinations (4.05). 46% of visitors to attractions considered the range to be 'very good' compared with 41% for all historic towns and 34% for all destinations. The score achieved for this indicator in 1998 was also 4.31.

## 7.6 PLACES TO EAT & DRINK

More than half of visitors (59%) used eating and drinking facilities during their visit to Winchester, ranging from 48% of day visitors on holiday to 68% of day visitors from home. Visitors were asked to rate three aspects relating to places to eat and drink; value for money, quality of service and range. In 1998, visitors were not asked their opinions on value for money.

**Figure 13 : Opinions on places to eat and drink**



Winchester's scores for food and drink were slightly below average. The average score for value for money was 3.75, compared to an average of 3.90 for all destinations and an average of 3.77 for all historic towns/cities. However, 23% of visitors who had used eating or drinking facilities rated the value for money as 'very good' (compared to 22% for all historic towns and 26% for all destinations).

Quality of service was given an average rating of 4.01, comparable with the all destinations average (4.04) and the all historic towns average (4.02) but

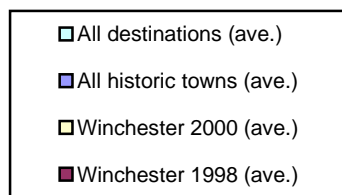
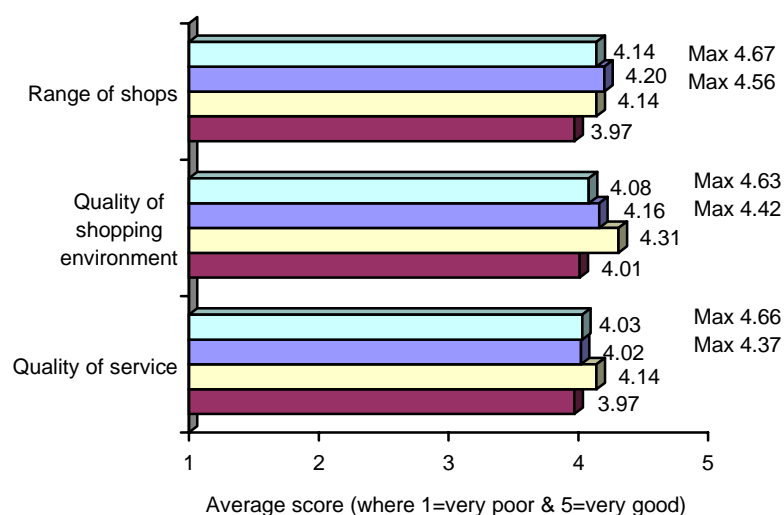
slightly lower than the score achieved in 1998 (4.09). The proportion of visitors in Winchester who rated the quality of service as 'very good' was higher than the average proportion for all destinations and all historic towns/cities (31% compared with 29% and 28% respectively).

The average score achieved for range of eating and drinking facilities was 3.94, lower than the average achieved for all destinations (4.12) and all historic towns/cities (4.13).

### 7.7 SHOPS

62% of those surveyed had visited the shops in Winchester, ranging from 45% of day visitors on holiday to 77% of day visitors from home. This may be due to the fact that day visitors from home were more likely to be making a special shopping trip (20%) to Winchester than day visitors on holiday (1%) as shown in Section 4.1. Visitors were asked to rate three aspects relating to shops; range, quality of shopping environment and quality of service.

**Figure 14: Opinions on the shops**



Winchester's scores for the range of shops, quality of shopping environment and quality of service were significantly more competitive than in 1998, where scores were all below average. However, the scores were still considerably lower than the maximum scores achieved in each category.

The average score achieved for range of shops (4.14) was comparable with the all destination average (4.14) but slightly lower than the average score achieved for all historic towns/cities (4.20). The equivalent score achieved in 1998 was 3.97. However, 82% of visitors who had used Winchester's shopping facilities considered the range of shops to be either 'good' (48%) or 'very good' (36%).

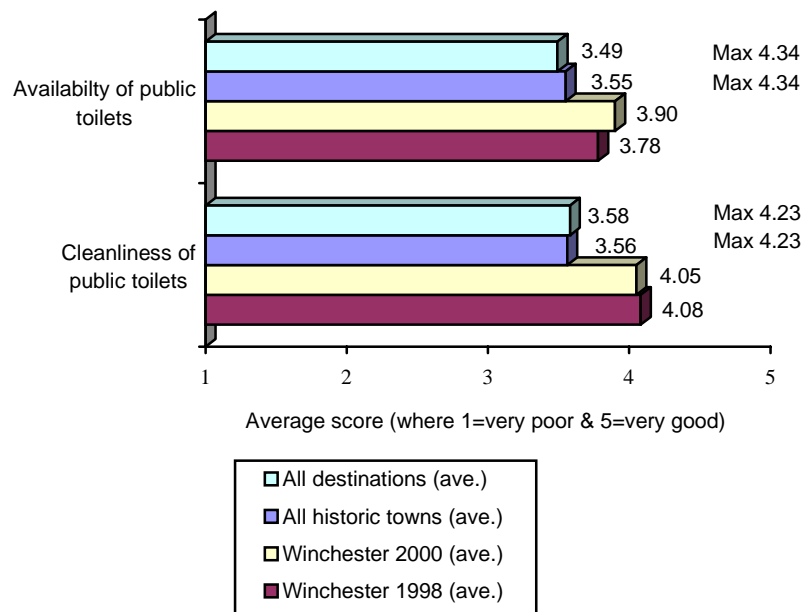
The high average score achieved for quality of shopping environment (4.31) was an improvement on the score achieved in 1998 (4.01), and was significantly higher than the average score for all destinations (4.08) and all historic towns/cities (4.16). The maximum score for all historic towns/cities was 4.42. 92% of respondents considered the quality of the shopping environment to be either 'good' (51%) or 'very good' (41%). It should be noted that in 1998, respondents were asked to give their opinion on the *quality of shops* rather than the quality of the shopping environment.

Winchester's average score for quality of service in shops was higher than the average for all historic towns/cities and all destinations (4.14 compared with 4.02 and 4.03 respectively). The equivalent score achieved in 1998 was 3.97. 33% of respondents rated the quality of service as 'very good' compared with an average of 30% for all destinations and an average of 29% for all historic towns/cities.

## 7.8 PUBLIC TOILETS

43% of visitors indicated that they had made use of public toilets during their visit. They were subsequently asked to give their opinions on availability and cleanliness of public toilet facilities in the City.

**Figure 15: Opinions on public toilets**



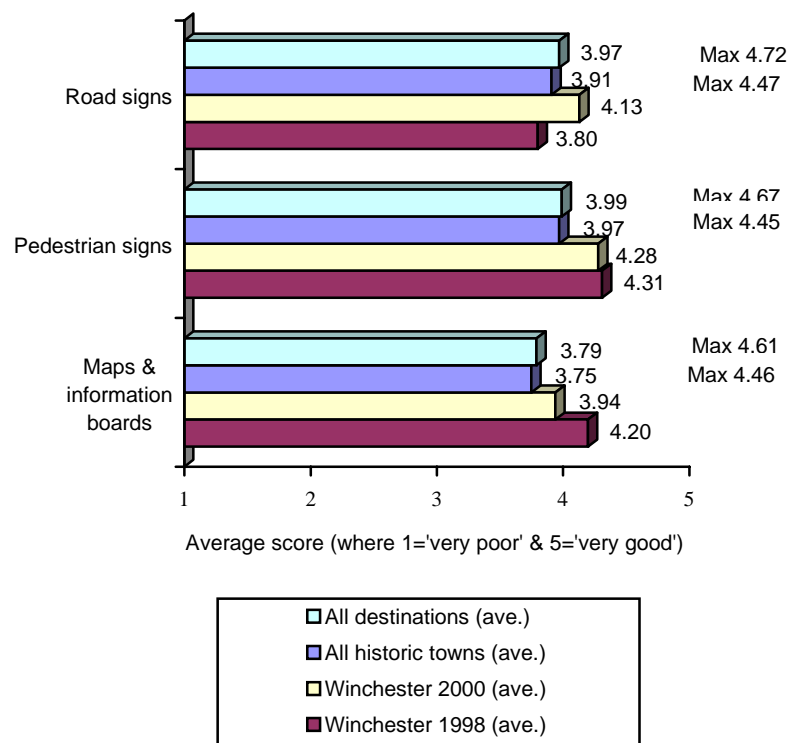
In comparison with the average scores for all historic towns/cities and all destinations, Winchester achieved very high scores for both aspects relating to public toilets. In terms of availability of public toilets, the average score was 3.90, significantly higher than the all destination average (3.49) and the all historic towns/cities average (3.55). However, scores were somewhat lower than the maximum scores achieved for all historic towns/cities and all destinations (both 4.34). 35% regarded the availability as 'very good' compared with 22% for all historic towns/cities and 21% for all destinations.

The average opinion score for cleanliness was also significantly higher than average (4.05 compared with 3.56 for all historic towns/cities and 3.58 for all destinations). Almost half (43%) considered toilet cleanliness to be 'very good' compared with averages of 24% for both historic towns/cities and all destinations.

## 7.9 EASE OF FINDING YOUR WAY AROUND

Visitors were asked for their opinions regarding three separate aspects of finding their way around Winchester: road signs, pedestrian signs and display maps and information boards.

**Figure 16: Opinions on finding your way around**



The average opinion score for road signs was 4.13, higher than the all historic town/city average and the all destination average (3.91 and 3.97 respectively). The average score achieved in 1998 was 3.80.

Winchester's average score for pedestrian signs (4.28) was comparable with 1998 (4.31) but was considerably higher than the average for all historic towns/cities (3.97) and all destinations (3.99).

Opinion scores were not as positive in relation to display maps and boards, for which Winchester scored an average of 3.94, considerably lower than the score achieved in 1998 for this indicator (4.20).

However, the score was higher than the average for all historic towns/cities (3.75) and the average for all destinations (3.79).

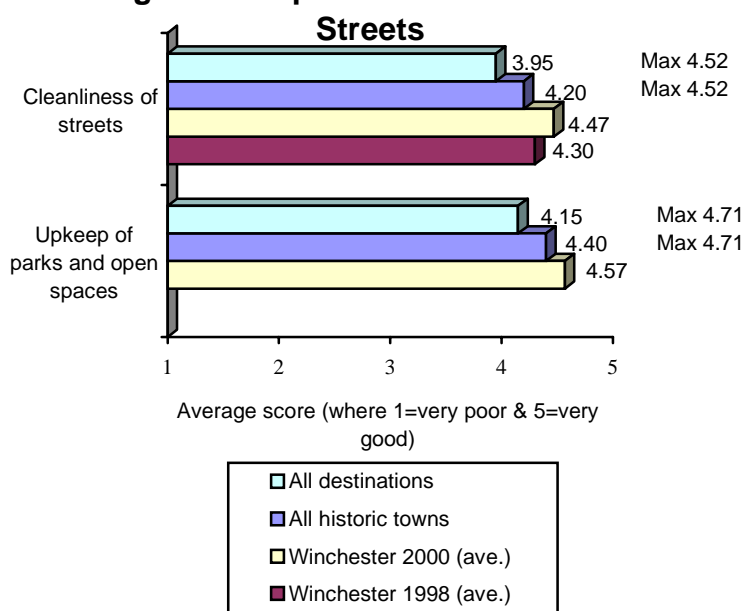
### 7.10 PARKS AND STREETS

Visitors were asked their opinions on the cleanliness of streets and the quality of the upkeep of parks and open spaces in Winchester City. Above average scores were received for both. It should be noted that visitors in the 1998 survey were not asked the question regarding upkeep of parks and open spaces.

Winchester achieved an average score of 4.47 for cleanliness of streets, higher than the average score in 1998 (4.30) and considerably higher than the average score for all destinations (3.95) and the average score for all historic towns/cities (4.20). Winchester's score was only slightly lower than the maximum achieved for this indicator. More than half (52%) considered the cleanliness of streets to be 'very good' compared with an average of 29% for all destinations and 38% for all historic towns/cities.

Winchester's average score in relation to upkeep of parks and open spaces was above average (4.57) compared with 4.15 for all destinations and 4.40 for all historic towns/cities. 62% considered the upkeep of Winchester's parks and open spaces to be 'very good' compared with an average of 38% for all destinations and 49% for all historic towns/cities.

**Figure 17: Opinions on Parks and Streets**

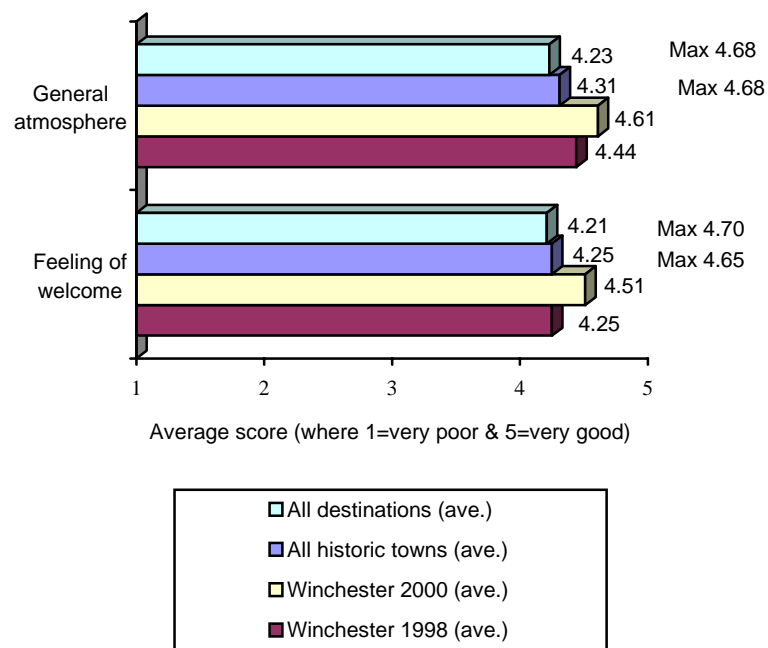


## 7.11 GENERAL ATMOSPHERE & FEELING OF WELCOME

The average score achieved in relation to general atmosphere was 4.61, significantly higher than the score of 4.23 for all destinations and 4.31 for all historic towns/cities. 64% of visitors felt that the general atmosphere in the City was ‘very good’ compared to an average of 37% for all destinations and 42% for all historic towns/cities. The maximum score achieved was 4.68 (all destinations and all historic towns/cities) which was only slightly higher than Winchester’s score of 4.61.

Winchester achieved an average score of 4.51 for feeling of welcome compared with 4.25 in 1998. The average scores for all historic towns/cities and all destinations were considerably lower for this indicator (4.25 and 4.21 respectively). 59% of respondents considered the feeling of welcome in Winchester to be ‘very good’, compared with an average of 40% in all historic towns/cities and 38% in all destinations. The maximum score for historic towns/cities was 4.65, only slightly higher than Winchester’s score of 4.51.

**Figure 18: Opinions on general atmosphere and feelings of welcome**

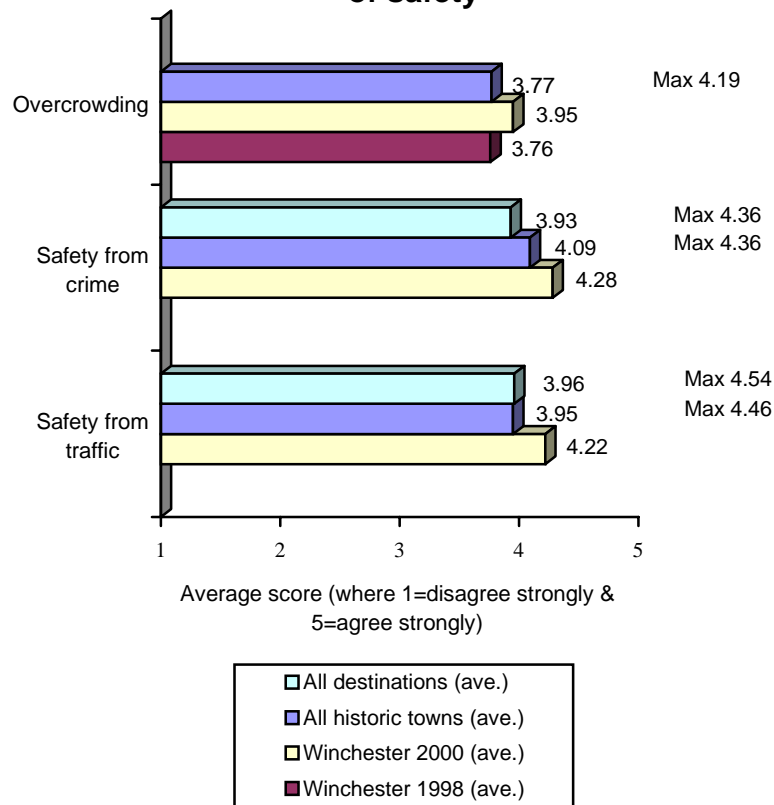


## 7.12 CROWDING AND FEELING OF SAFETY

Respondents were asked for their opinions on crowd congestion and feeling of safety in relation to both traffic and crime. No average scores are given in relation to overcrowding for all destinations as this question is only asked in historic towns/cities. It should also be noted that the questions regarding safety are new to the 2000 survey.

Respondents were asked to give a score between one and five relating to the phrase 'Winchester City is not too overcrowded', (where 1 = disagree strongly and 5 = agree strongly). One in four (27%) agreed strongly that Winchester is not too overcrowded. The average score achieved was 3.95, higher than the average for all historic towns/cities (3.77) and an improvement on the average score of 3.76 in 1998.

**Figure 19: Opinions on crowding & feeling of safety**

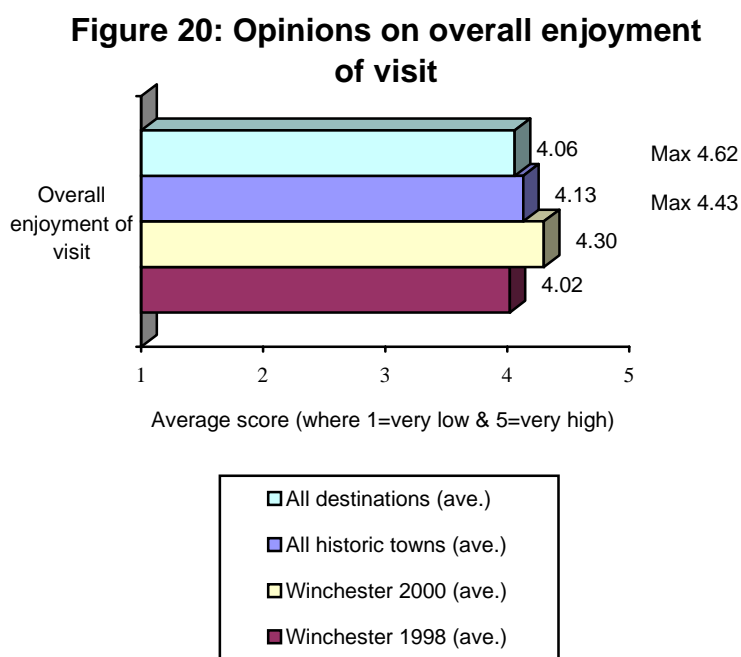


In relation to safety from traffic and crime, Winchester received very positive scores, well above average. The average opinion score for safety from crime (4.28) was higher than the average for all historic towns/cities (4.09) and all destinations (3.93) and only slightly lower than the maximum achieved in all historic towns and all destinations (4.36). 36% of visitors agreed strongly with the phrase 'I felt quite safe from crime in Winchester City', compared with 30% for all historic towns/cities and 25% for all destinations.

The average score achieved in relation to safety from traffic was 4.22, considerably higher than the average score for all historic towns/cities (3.95) and all destinations (3.96). 34% of visitors agreed strongly with the phrase 'As a pedestrian in Winchester City I felt quite safe from the traffic' compared with averages of 27% and 25% for all historic towns/cities and all destinations respectively.

### 7.13 OVERALL ENJOYMENT OF VISIT

The average score achieved in relation to overall enjoyment of visit was 4.30, higher than the average score for all historic towns/cities (4.13) and the average score for all destinations (4.06). The score achieved in 1998 was considerably lower (4.02). The maximum score achieved for this indicator was 4.43 for historic towns/cities and 4.62 for all destinations.

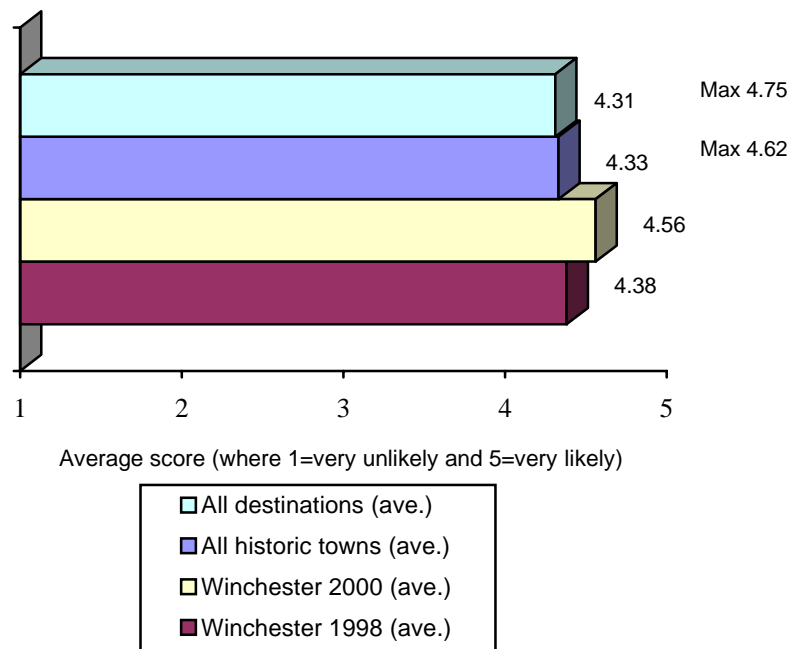


## 7.14 LIKELIHOOD OF RECOMMENDING WINCHESTER TO OTHERS

94% of all respondents were either 'likely' (30%) or 'very likely' (64%) to recommend Winchester to others. The average opinion score of 4.56 was considerably higher than the average for all destinations (4.31) and all historic towns/cities (4.33). The maximum score achieved for all destinations was 4.75.

1% of visitors (4 visitors) indicated that they were 'unlikely' or 'very unlikely' to recommend Winchester. They were subsequently asked to give reasons why. Two respondents replied, one mentioned the fact that people in his/her home town of Chichester would already know about Winchester and the other did not like the noise of the bells.

**Figure 21: How likely are you to recommend Winchester to someone else?**



### **7.15 WHAT DO YOU LIKE MOST ABOUT WINCHESTER?**

Visitors were asked what, if anything, they particularly liked about Winchester. The open ended comments have been collated, coded and ranked and are listed in full by visitor type in Table 33A, Appendix 2.

The most common specific responses related to:

	%
• Cathedral	21
• History	20
• Atmosphere/ambience	13
• Buildings/architecture	12
• Shops	11
• Open green areas/river	7
• Antiquity/olde worlde feel	5
• Attractive/beautiful/lovely	5
• Quiet/peaceful	4
• Clean/well kept	4

### **7.16 WHAT SPOILT YOUR VISIT?**

The majority of visitors (77%) felt that nothing had spoilt their visit. Smaller proportions mentioned the weather (5%), crowds in the precinct (1%), the pressure to pay on entering the Cathedral (1%), drunks (1%), the one way traffic system (1%), traffic in general (1%), parking (1%) and the fact that the shops close too early (1%).

For a full list, refer to Table 33B, Appendix 2.

## **APPENDIX 1**



Static caravan – rented	-07
Camping	-08
Youth hostel	-09
Narrowboat/boat/yacht	-10
Holiday centre/village	-11
Language school	-12
Home of friend/relative	-13
Second home	-14
Timeshare	-15
University accommodation	-16
Other (specify)	-17

.....

**6b Are you staying overnight in Winchester City?**

Yes -1 Go to Q6e

No -2 Go to Q6c

**6c Are you staying overnight in Winchester District?**

Yes -1 Go to Q6e

No -2 Go to Q6d

**6d Where are you staying?**

Nearest town.....County.....  
 (PLEASE GO TO Q7a)

**6e How many nights are you spending in total in Winchester/District?**

nights

**6f How much has/will you and your party be spending on your accommodation for the duration of your stay in Winchester district (inclusive of breakfast if included in the price of your accommodation)? £..... (Put "0" if spent/expect to spend nothing)**

Don't know/Can't recall/Refused -1

**6g How would you rate the quality of service provided by your accommodation establishment? (READ LIST)**

38	Very poor	-1	Good	-4
	Poor	-2	Very Good	-5
	Average	-3	Don't know	-6

**6h How would you rate your accommodation in terms of value for money? (READ LIST)**

39	Very poor	-1	Good	-4
	Poor	-2	Very Good	-5
	Average	-3	Don't know	-6

GO TO Q8

**7a Approximately what time did you arrive in Winchester City today? (DAY VISITORS ONLY)**

..... (24 hr clock – to the nearest hour)

**7b Approximately what time do you expect to leave Winchester City today? (DAY VISITORS ONLY)**

..... (24 hr clock – to the nearest hour)

**8. Is this your first ever visit to Winchester District?**

Yes -1 No -2

**9. What was the main form of transport you used to reach Winchester City today?**

Car/van/motorcycle/motorhome	-1	} Go to Q11
Bus/coach service	-2	
Coach tour	-3	
Bicycle	-4	
Train/tram	-5	

Walked -6  
 Other (specify) -7  
 .....

10a Have you used any of the city centre car parks today? Yes -1

Go to Q10b

No -2 Go to Q11

10b How easy did you find it to park in the city centre? (READ LIST)

Very difficult -1  
 Quite difficult -2  
 Neither particularly difficult or easy -3  
 Quite easy -4  
 Very easy -5  
 Don't know -6

10c How would you rate the cost of parking in Winchester City? (READ LIST)

Very expensive -1 Reasonable -4  
 Quite expensive -2 Very reasonable -5  
 About average -3 Don't know -6

10d What type of car park did you use? (READ LIST)

Long stay -1 Park & ride -3  
 Short stay -2 Don't know -4

11. Have you seen/picked up any of these guides?

(SHOW COPIES OF GUIDES)

Visitors Guide -1 } Go to Q12  
 Days to Treasure -2 }  
 The Winchester Walk -3 }  
 None of the above -4 Go to Q13  
 Other (please specify) -5 Go to Q13

12. On this scale (SHOWCARD 2) how would you rate each guide for presentation/content/usefulness?

Visitors Guide: v.poor poor ave. good v.g. don't know

-presentation/design -1 -2 -3 -4 -5 -6  
 -content of guide -1 -2 -3 -4 -5 -6  
 -usefulness of information -1 -2 -3 -4 -5 -6

Days to Treasure:

-presentation/design -1 -2 -3 -4 -5 -6  
 -content of guide -1 -2 -3 -4 -5 -6  
 -usefulness of information -1 -2 -3 -4 -5 -6

The Winchester Walk:

-presentation/design -1 -2 -3 -4 -5 -6  
 -content of guide -1 -2 -3 -4 -5 -6  
 -usefulness of information -1 -2 -3 -4 -5 -6

13. Which of these attractions in Winchester City have you visited/do you intend to visit DURING THIS VISIT? (SHOWCARD 3)

		The Royal Green	
Winchester Cathedral	-01	Jackets Museum	-11
Castle Great Hall & Round Table	-02	Wolvesey Palace	-12
City Mill	-03	The Brooks Experience	-13
Winchester College	-04	Galleries	-14
Winchester City Museum	-05	St Cross Hospital	-15
Westgate Museum	-06	Intech	-16
Gurkhas Museum	-07	Red Cross Museum	-17
The Royal Hussars Museum	-08	The Screen - cinema	-18
The Light Infantry Museum	-09	Parks/riverside walks	-19
The Royal Hampshire Regiment	-10	Shops	-20

14. Which of these attractions/places of interest in the surrounding area have you visited/do you intend to visit DURING THIS VISIT?(SHOWCARD 4)

Marwell Zoo -1 Jane Austen's House -6

Watercress Line	-2	Wickham Village	-7
Bishops Waltham Palace	-3	Bishops Waltham	-8
Hinton Ampner	-4	New Alresford	-9
Avington Park	-5		

**15. Have you attended any special events (festivals, concerts, exhibitions, etc) in Winchester District?**

Yes -1 (list).....

No -2

**16. Have you participated in any outdoor activities (cycles, rambles, walks, etc) in Winchester District?**

Yes -1 (list).....

No -2

**17. We are interested in your opinion of various aspects of Winchester City. On this scale (SHOWCARD 2), how would you rate the following:**

Very poor	-1	Good	-4
Poor	-2	Very good	-5
Average	-3	Don't know	-6

**ROTATE ORDER OF ASKING - TICK START POINT**

**Visitor attractions & other places to visit:** Didn't use -1

-range	-1	-2	-3	-4	-5	-6
-quality of service	-1	-2	-3	-4	-5	-6
-value for money	-1	-2	-3	-4	-5	-6

**Places to Eat & Drink:** Didn't use -1

-range	-1	-2	-3	-4	-5	-6
-quality of service	-1	-2	-3	-4	-5	-6
-value for money	-1	-2	-3	-4	-5	-6

**Shops:** Didn't use -1

-range	-1	-2	-3	-4	-5	-6
-quality of the shopping environment	-1	-2	-3	-4	-5	-6
-quality of service	-1	-2	-3	-4	-5	-6

**Ease of finding way around:**

-road signs	-1	-2	-3	-4	-5	-6
-pedestrian signs	-1	-2	-3	-4	-5	-6
-display maps & info. boards	-1	-2	-3	-4	-5	-6

**Public toilets:** Didn't use -1

-availability	-1	-2	-3	-4	-5	-6
-cleanliness	-1	-2	-3	-4	-5	-6

**Cleanliness of streets:** -1 -2 -3 -4 -5 -6

**Upkeep of parks & open spaces** -1 -2 -3 -4 -5 -6

**Overall impression of Winchester City in terms of:**

-general atmosphere	-1	-2	-3	-4	-5	-6
-feeling of welcome	-1	-2	-3	-4	-5	-6

**18. Thinking about your visit to Winchester City, how far would you agree or disagree with the following statements on this scale: (SHOWCARD 5)**

**ROTATE ORDER OF ASKING - TICK START POINT**

Disagree strongly	-1	Agree	-4
Disagree	-2	Agree strongly	-5
Neither Disagree nor Agree	-3	Don't know	-6

Winchester City is not too overcrowded	-1	-2	-3	-4	-5	-6
I felt quite safe from crime in Winchester City	-1	-2	-3	-4	-5	-6
As a pedestrian in Winchester I felt quite safe from the traffic	-1	-2	-3	-4	-5	-6

**19. Have you been into the Tourist Information Centre in Winchester City during your visit?**

Yes -1 **Go to Q20** No -2 **Go to Q21**

**20. How would you rate the Tourist Information Centre against this scale (SHOWCARD 2), in terms of:**

	Very Poor	Poor	Ave	Good	Very Good	Don't Know
Ease of finding	-1	-2	-3	-4	-5	-6
Quality of service-	-1	-2	-3	-4	-5	-6
Usefulness of info. received	-1	-2	-3	-4	-5	-6

**21. How would you rate the overall enjoyment of your visit to Winchester City? (READ LIST)**

	Very low	-1	High	-4
Low	-2	Very high	-5	
Average	-3	Don't know	-6	

**22. What did you like most about Winchester City?**

.....  
 .....

**23. What, if anything, spoilt your visit to Winchester City?**

.....  
 .....

**24a How likely are you to recommend Winchester City to someone else? (READ LIST)**

	<i>Very unlikely</i>	<b>-1 Go to Q24b</b>
Unlikely	-2	} <b>Go to Q25</b>
Possibly	-3	
Likely	-4	
Very likely	-5	
Don't know	-6	

**24b Why do you say that?**

.....  
 .....

**25. Thinking about today as a whole, how much do you expect that you and your immediate party will have spent today and this evening in total in Winchester City on the following:**

**Eating & drinking** (in cafes £.....  
 pubs, restaurants, hotels etc.)  
 (Put "0" if spent/expect to spend nothing)  
 • *Don't know/Can't recall/Refused* -1

**Shopping** (including souvenirs £.....  
 guidebooks, clothes, sweets, drinks,



30. What is your postcode?

.....

31. **Finally, could I have your name and home telephone number? This will be treated in the strictest confidence and will only be used for the purpose of back-checking the questionnaire.**

Name of respondent: \_\_\_\_\_

Home Tel No: \_\_\_\_\_

**THANK YOU FOR YOUR TIME**