

Blaenau Ffestiniog - 2008

Visitor Satisfaction Survey

This survey is being undertaken by Blaenau Ymlaen and is co-ordinated by Communities First and Antur 'Stiniog. The project has been developed with the support of Tourism Partnership Mid Wales, the Welsh Assembly Government' and Gwynedd County Council.



The aim of this survey is to establish details of the types of visitors to the area and the overall opinion of visitors to Blaenau Ffestiniog on the quality of tourism facilities and information available.

Your responses to the questions will be analysed and used to understand visitor needs and improve visitor satisfaction. The results of this survey may also be used for other reports and analysis. Your assistance would be invaluable to the long term future of Blaenau Ffestiniog. Your responses will be treated in absolute confidence.

We thank you in advance for taking time to complete the survey.

Please help us to help future visitors...

1. Are you on:

- A day trip from home**
spending less than 3 hours away from home
please go to question 6
 - A day trip from home**
spending more than 3 hours away from home
 - A day trip whilst staying elsewhere on holiday**
 - A short break** 3 nights or less in Blaenau Ffestiniog
 - A holiday** 4 nights or more in Blaenau Ffestiniog
- Other please specify**
.....

2. Are you staying in, or near, Blaenau Ffestiniog?

Yes No

If No, where are you staying? Nearest town, village or hamlet.
.....

3. How many nights will you be staying

a) Away from home b) In Wales

Please tick only one box in each column

Away from home In Wales

- 1-3 nights**
- 4-7 nights**
- 8-14 nights**
- 15+ nights**

4. Which of these is the MAIN type of accommodation you are using during your visit to this area?

Please tick one box only

- Hotel/Motel/Inn/Lodge**
 - Guest House/B&B/Farm**
 - Rented Self Catering/ Serviced Accommodation**
 - Bunkhouse**
 - Caravan - static, owned**
 - Caravan - static, rented**
 - Touring/Motorised Caravan**
 - Camping**
 - Hostel**
 - Home of Friends & Relatives**
 - Your own holiday home**
 - Boat**
- Other please specify**
.....

5. Who did you book your accommodation with?

Please tick only one box

- Tourist Information Centre
 - Directly with accommodation establishment (including via Email)
 - Internet Booking – online payment
- Please specify:.....*
- Through Travel Agency/Tour Operator
 - Through central reservation services
 - Didn't book any in advance
- Other please specify**
.....

6. What is your main area of residence?

- London, South & East England
- South West England
- The Midlands
- North West England
- North East England, Yorks
- Mid Wales
- North Wales
- South West Wales
- South East Wales
- Scotland
- Northern Ireland
- Republic of Ireland
- Europe:
- Other:

7. Please indicate the number of people in your immediate party that fall into each age group.

Please write number of people in each box

- 0-5 years , 6-10 years , 11-15 years
 16-24 years , 25-34 years , 35-54 years
 55-64 years , 65+ years

8. Is this your first visit to Blaenau Ffestiniog?

- Yes > *Please go to Question 11*
- No

9. How often do you come to Blaenau Ffestiniog?

Please tick one box only

- Once a year, or less
- 2 - 4 times a year
- More than 4 times a year

10. What was the MAIN mode of transport you used to reach Blaenau Ffestiniog today?

- Car/Van , Regular Bus/Coach
 - Bus/Coach Excursion , Train
 - Walk , Bicycle , Motorcycle
- Other please specify**
.....

11. Which of the following:

a) was the main reason for you deciding to visit the area?

Please tick one box only

b) had some influence in deciding to visit Blaenau Ffestiniog today? Please tick as many boxes as apply

a b

- Shopping
- Previous visit
- Just passing through
- Recommendation
- Event/Festival (including sporting) *Specif:*
.....
- To visit a visitor attraction *Please specify*
.....
- Activities e.g. cycling, walking, watersports
- Buying/eating local produce
- Buying local art/crafts
- Easy to get to
- Cultural/history/heritage Interests
- Peace & quiet
- Scenery/landscape/countryside
- Visiting friends & relatives
- Beach/Seaside
- Environmental/eco/green interests
- Wildlife/biodiversity
- The Welsh language

Other, please specify
.....

12. Have you taken part, or do you intend to take part in any of the following activities during your visit to this area? Please tick as many boxes as apply

- Walking
- Motor Sports
- Cycling
- Fishing
- Swimming
- Tennis
- Riding/Pony Trekking
- Golf
- Water sports
- Mountain Biking
- Climbing/Abseiling
- Creative Arts (e.g painting, photography)
- Wildlife watching/Bird watching

Other please specify

.....

13. During your visit to this area, have you done, or do you intend to do any of the following? Please tick as many boxes as apply

- Visit attractions
- Sightseeing
- Shopping
- Go to the theatre/a show/concert
- Go to a pub/restaurant
- Attend a sporting event as a spectator, *Specify*

.....

- Attend Festival/Cultural/Agricultural event

Specify.....

- Travel on/visit a narrow gauge railway
- None

Other please specify

.....

14. What other amenities or facilities would you use if they were available? Please tick as many boxes as apply

- Indoor (wet weather) attraction
- Museum
- Gallery
- Children's activities
- Craft or antique centre

Other please specify :

15. Which of the following, if any, did you consult for information about this area

a) before your visit b) during your visit?

Please tick as many boxes as apply

a b

- Blaenau Ffestiniog Tourist Information Centre
- Other Tourist Information Centre
- Internet
- Internet - Visit Wales
- Internet - gomidwales
- Internet – dolgellau.com/other local site
- MidWales and the Brecon Beacons brochure
- Snowdonia Mountains and Coast Brochure
- Go Mid Wales Walker/Rider Newsletter
- Other leaflet/brochure
- Adverts in newspapers/magazines
- Articles in newspapers/magazines
- Advice from friends /word of mouth
- TV programme
- Visit to holiday exhibition
- Information at hotel/attraction
- Posters, Banners and Signs
- Guidebook
- Local map/town trail
- None obtained

Other please specify

.....

.....

16. How long in total do you intend to stay in Blaenau Ffestiniog today?

*Please estimate the number of hours*_____

17. Please rate the following aspects: *Please tick one box in 1 each row from 1 (v. poor) – 6 (excellent)*

1 2 3 4 5 6

Overall quality of visit

Value for money in destination

General atmosphere

Standard of tourist signposting (road signs)

Standard of tourist signposting (pedestrian signs)

Feeling of welcome

Friendliness of local people

Quality of Service

Cleanliness of streets

Availability of public toilets

Cleanliness of public toilets

Scenery/countryside

Amount of info available about Blaenau Ffestiniog

Quality of info available about Blaenau Ffestiniog

Range of visitor attractions/ places to visit

Range of activities available

Quality of events

Range of eating places available

Quality of local food

Quality of your accommodation

Range of shops

Cost and availability of parking

Recycling Facilities

Public Transport Services

18. How much did you know about Blaenau Ffestiniog prior to your visit? *Please tick one box*

Knew most things Not very much

Quite a lot Nothing at all A little

19. How would you rate your visit to Blaenau Ffestiniog area compared to your expectations? *Please tick one box*

Much better than expected Very disappointed

A bit better than expected

Didn't know what to expect

As expected Don't know

A bit disappointed

20. If your visit was better or worse than expected can you tell us the reasons?

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

21. If we could improve just one thing about Blaenau Ffestiniog, what should that be?

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

22. Would you recommend a visit to this area?

Yes Possibly No

23. Which wage bracket (£) best describes yours or that of the main wage/salary earner in your household?

10-15k 16-20k 21-25k

25-30k 30-40k 40k+

24. What is your gender?

Male Female

25. What is your age group?

16-24 45-54

25-34 55-64

35-44 65+

Please return your completed questionnaire no later than **30th November 2008** to:

Blaenau Ymlaen

Yr hen Co-op

49 Stryd Fawr

Blaenau Ffestiniog

Gwynedd

LL41 3AG

Thank you for your time!