

# TOURISM SOUTH EAST

Helping **Tourism** Businesses Grow

## GTO Event Engagement Survey

### Final Results



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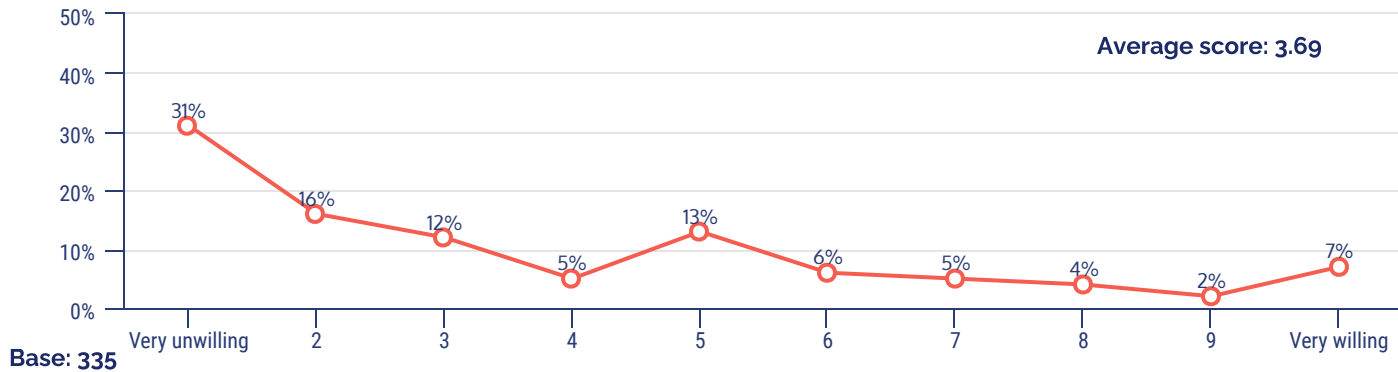


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November 2020

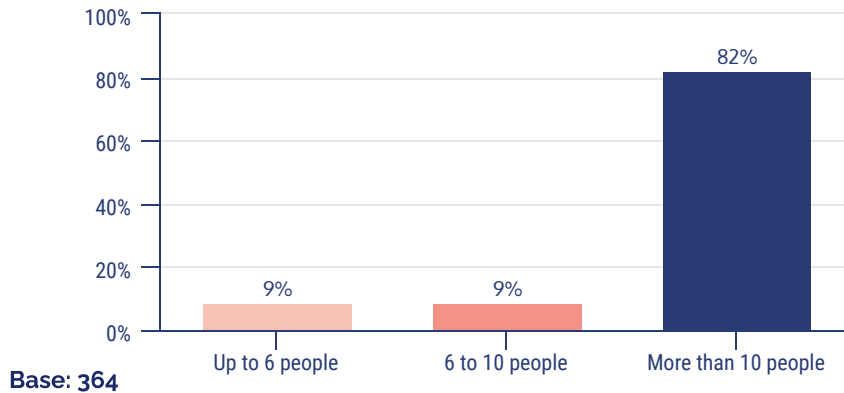
# GTO Event Engagement Survey

## How is your group feeling about travelling at the moment?



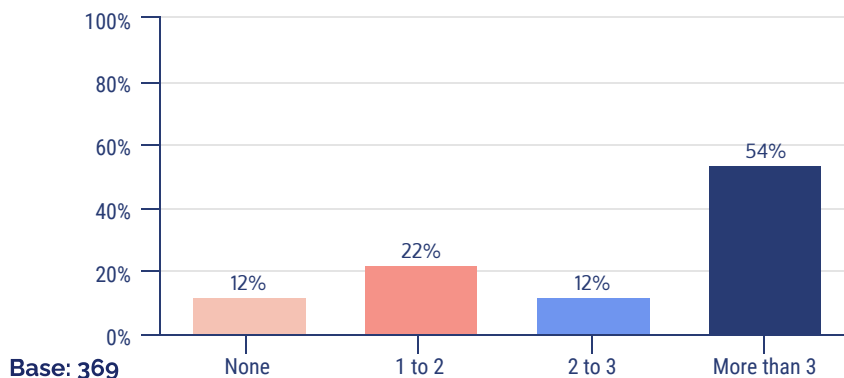
GTO's were asked to score between 1 and 10 on their groups feelings regarding travelling at the moment where 1 = 'very unwilling' and 10 = 'very willing'. The average score given was 3.69. 59% of GTO's scored 3 or below for this question, whilst 13% scored 8 or over.

## When planning events for the next year, what is the average group size expect to have:



The majority (82%) of those planning events next year had an average group size of more than 10 people.

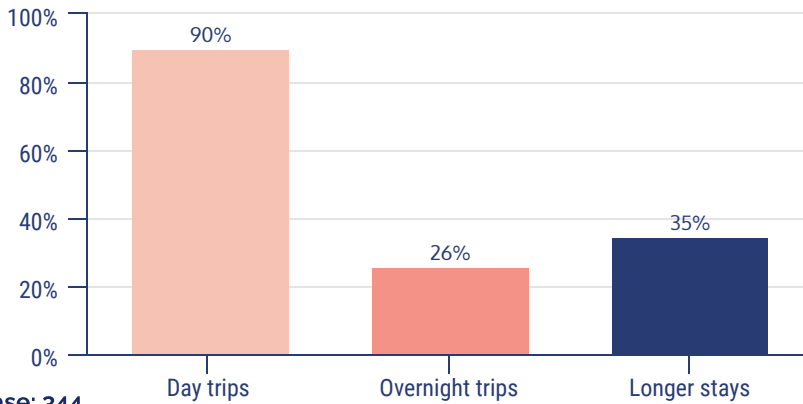
## Number of events planning to book in the next 12 months:



Just over half of all responding GTO's were planning to book more than 3 events in the next 12 months. 12% were not planning on booking any events.

# GTO Event Engagement Survey

## Type of events planning:

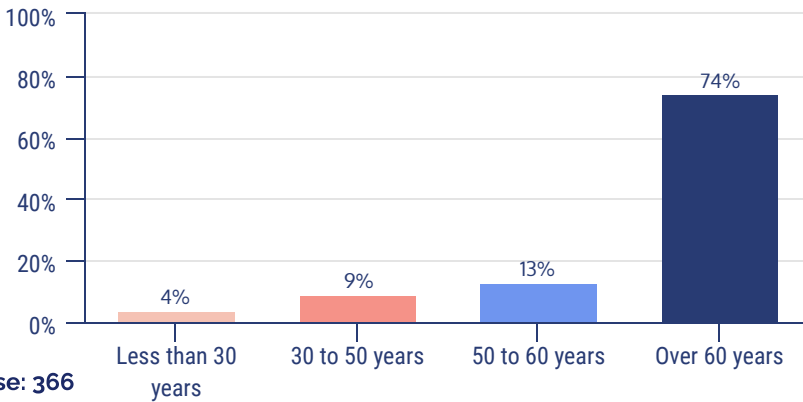


Base: 344

90% of GTO's were planning on organising day trips, 26% overnight trips and 35% longer stays.

This was a multi-response question.

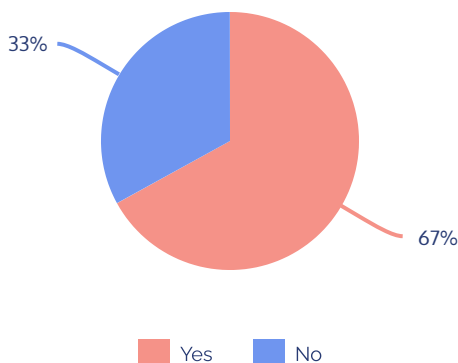
## Average age group of members:



Base: 366

Three quarters of GTO's consisted of members over the age of 60.

## Whether would consider attending the proposed Excursions event in January 2021:



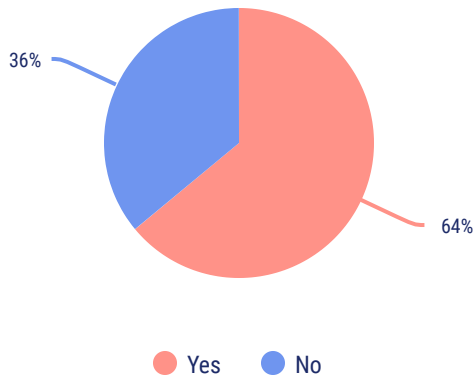
Base: 369

Just over two thirds of GTO's said that would consider attending the proposed Excursions event in January 2021.

The most common reason given for not considering attending were that everything is still too uncertain and/or the risk is too high. A number mentioned that their groups had disbanded.

# GTO Event Engagement Survey

## Whether would participate in virtual elements of the event:

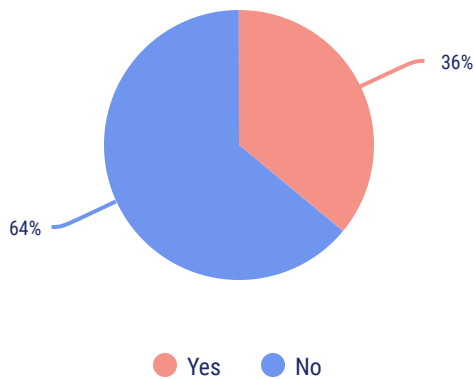


Base: 370

64% of all GTO's that responded felt that they would be interested in participating in virtual elements of the event, such as virtual tours, webinars and downloadable content.

Reasons given for not participating were - not comfortable with/unsure how to use Zoom (etc); people are webinar-ed out and so would not engage in anymore.

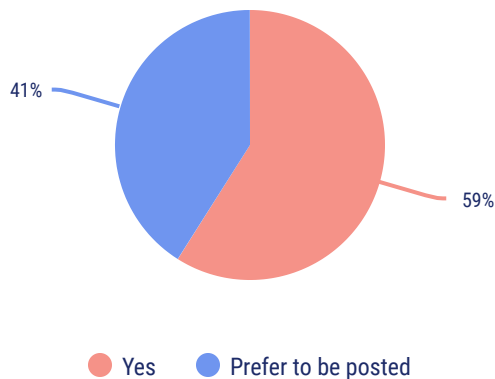
## Whether would participate in a focus group:



Base: 360

Just over a third of respondents said that they would be willing to participate in focus groups to help the industry understand the needs of the GTO's.

## Whether would pick up literature at the event or prefer it to be posted after:



Base: 358

59% of GTO's said that they would be willing to pick up literature at the event if they attended.

# GTO Event Engagement Survey

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## Further comments or suggestions:

The most common points from the comments and suggestions question were:

- The events industry needs to have these events to show and prove to the world that we have a 'can do' attitude, and 'can do' socially distancing and other Covid necessary precautions,
  - Sadly we will not be attending Excursions in the present climate. We have a range of outings which were arranged pre-Covid and if and when, we are given the go ahead to resume outings we will reinstate those events.
  - Don't relaunch this year. Do it online only in 2021 and relaunch at a new venue in 2022. Look at what Blooloop did with V-Expo. Do not encourage people to come together in person this year, it is extremely high risk, it might even cause people to die, it isn't worth it.
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