



scan to complete online

We hope you are having a great experience in South Oxfordshire and Vale of White Horse districts. Tourism South East kindly ask for a few moments of your time to tell us about your visit. Your valuable insights will help us better understand our visitors. As a token of our appreciation, all completed submissions will be entered into a competition for a chance to win one of THREE £75 gift cards of your choice. Closes on 29th September 2023. For info visit: www.tourismsoutheast.com/south-vale-visitorsurvey

SECTION 1 - WHY YOU ARE VISITING

1. Which of the following best describes your visit?

- Leisure trip - with one or more overnight stay
- Leisure trip - day trip from home
- Leisure trip - day trip from holiday base
- Visit friends and/or relatives
- Business trip
- Shopping trip (special - not regular or household)
- Work or study
- Other :

2. Where is your home town?

Town/City/Village

County/Country

Postcode

3. Have you ever visited South Oxfordshire or Vale of White Horse before?

- Yes, go to Q3a No, go to Q4

3a How many times have you visited in the past year?

4. What was the MAIN reason that you chose to visit this area? Please select ONE from the list below.

Please also select ALL OTHER reasons that you chose to visit the area from the list below.

ONE Main reason All Other reasons

- | | | |
|--------------------------|--------------------------|---|
| <input type="checkbox"/> | <input type="checkbox"/> | Riverside sightseeing/activities |
| <input type="checkbox"/> | <input type="checkbox"/> | To attend an event |
| <input type="checkbox"/> | <input type="checkbox"/> | Somewhere to eat or drink |
| <input type="checkbox"/> | <input type="checkbox"/> | General sightseeing |
| <input type="checkbox"/> | <input type="checkbox"/> | Visit a market town |
| <input type="checkbox"/> | <input type="checkbox"/> | Visit countryside |
| <input type="checkbox"/> | <input type="checkbox"/> | Use a walking trail or cycle path |
| <input type="checkbox"/> | <input type="checkbox"/> | To visit historic attractions/gardens |
| <input type="checkbox"/> | <input type="checkbox"/> | To use leisure facilities |
| <input type="checkbox"/> | <input type="checkbox"/> | To visit a museum/art gallery/theatre |
| <input type="checkbox"/> | <input type="checkbox"/> | To visit steam/heritage railways |
| <input type="checkbox"/> | <input type="checkbox"/> | To visit a wildlife attraction/zoo/farm park |
| <input type="checkbox"/> | <input type="checkbox"/> | Visit places of worship |
| <input type="checkbox"/> | <input type="checkbox"/> | A base location from which to visit Oxford City |
| <input type="checkbox"/> | <input type="checkbox"/> | Visit friends and/or relatives |
| <input type="checkbox"/> | <input type="checkbox"/> | Other (please detail below) |

5. What additional facilities or services, if any, would have added to the enjoyment of your visit?

SECTION 2 - ABOUT YOUR VISIT

6. How many people are visiting with you?

Total Number:

7. Please indicate the number of people that fall into each age bracket below, from within your party:

- | | | | | | |
|---------------|--------------------------|---------------|--------------------------|---------------|--------------------------|
| Under 5 years | <input type="checkbox"/> | 25 - 34 years | <input type="checkbox"/> | 55 - 64 years | <input type="checkbox"/> |
| 5 - 11 years | <input type="checkbox"/> | 35 - 44 years | <input type="checkbox"/> | 65 - 74 years | <input type="checkbox"/> |
| 12 - 16 years | <input type="checkbox"/> | 45 - 54 years | <input type="checkbox"/> | 75+ years | <input type="checkbox"/> |
| 17 - 24 years | <input type="checkbox"/> | | | | |

8. How long is this visit?

- | | |
|---|---|
| <input type="checkbox"/> One or two hours | <input type="checkbox"/> One night - Go to Q8b |
| <input type="checkbox"/> Half a day | <input type="checkbox"/> Two or more nights - - Go to Q8b |
| <input type="checkbox"/> A whole day | |

Number of nights:

8a. How many nights are you staying?

8b. What town are you staying in?

8c. What type of accommodation are you staying in?

- | | |
|--|---|
| <input type="checkbox"/> Hotel | <input type="checkbox"/> Camping |
| <input type="checkbox"/> B&B/Guesthouse | <input type="checkbox"/> Glamping |
| <input type="checkbox"/> Pub/Inn | <input type="checkbox"/> Youth Hostel |
| <input type="checkbox"/> Rented self catering accom. | <input type="checkbox"/> Holiday parks/centres |
| <input type="checkbox"/> AirBnB | <input type="checkbox"/> Boat/Canal boat |
| <input type="checkbox"/> Touring caravan | <input type="checkbox"/> Home of friend or relative |
| <input type="checkbox"/> Static caravan - owned | <input type="checkbox"/> Second home |
| <input type="checkbox"/> Static caravan - rented | |

SECTION 3 - TRANSPORT

9. What was the MAIN form of transport that you used to get here?

- | | | |
|-------------------------------------|----------------------------------|--|
| <input type="checkbox"/> Car/van | <input type="checkbox"/> Train | <input type="checkbox"/> Bus/Coach service |
| <input type="checkbox"/> Motorhome | <input type="checkbox"/> Bicycle | <input type="checkbox"/> Coach tour |
| <input type="checkbox"/> Motorcycle | <input type="checkbox"/> Walked | <input type="checkbox"/> Boat |
| | | <input type="checkbox"/> Taxi |

10. Have you used any other mode of transport during your visit?

- Yes No, Go to Section 4.

10a. What other mode of transport have you used during this visit?

- | | | |
|-------------------------------------|----------------------------------|--|
| <input type="checkbox"/> Car/van | <input type="checkbox"/> Train | <input type="checkbox"/> Bus/Coach service |
| <input type="checkbox"/> Motorhome | <input type="checkbox"/> Bicycle | <input type="checkbox"/> Coach tour |
| <input type="checkbox"/> Motorcycle | <input type="checkbox"/> Walked | <input type="checkbox"/> Boat |
| | | <input type="checkbox"/> Taxi |

1b. How easy has it been to find information about public transport options?

- | | |
|---|--|
| <input type="checkbox"/> Very easy | <input type="checkbox"/> Quite difficult |
| <input type="checkbox"/> Quite easy | <input type="checkbox"/> Very difficult |
| <input type="checkbox"/> Neither difficult nor easy | <input type="checkbox"/> Don't know/Unsure |

continued overleaf.

SECTION 4 - EXPENDITURE

11. Thinking about this visit as a whole, how much do you expect that you and your immediate party will have spent on the following:

Please write 0 if you spent nothing and leave blank if you can't recall.

Accommodation:

Eating & drinking (cafes, pubs, restaurants, hotels, etc):

Shopping (including souvenirs, guidebooks, clothes, sweets, drinks, etc):

Entertainment (including fuel, fares, car parking charges, etc):

Travel & transport (inc. fuel, fares, car parking, etc):

SECTION 5 - SUSTAINABILITY

We are all becoming more aware of climate change and our impact on the environment. We would value your perspective on your current view of sustainability and how it influences your purchasing choices in relation to leisure, hospitality and cultural facilities.

12. On a scale of 1-5, how important it being sustainable and 'doing the right thing' for the environment to you?

1 2 3 4 5

Extremely Important to me Neither Of no importance at all to me
Next, go to Q6

13. Which of the following statements reflect your current purchasing decisions? Please select all that apply.

- I choose independent shops, cafes and restaurants to support local businesses
- I try not to drive whenever possible
- I actively search out places that source local food and drink
- I regularly shop in farmers markets or farm shops
- I consciously choose vegan or vegetarian options more often when eating out
- I prefer to take days out/holidays in off peak periods
- I actively seek unique and unconventional options for outings, exploring "off the beaten track" destinations
- I actively try to reduce my energy consumption
- I use a bike or walk whenever I can
- I use public transport whenever I can
- I own a hybrid/electric vehicle
- I choose to offset my carbon emissions as part of my holiday
- I would like to base purchasing decisions around sustainability but financial pressures make this impossible
- None of the above - I am not interested in purchasing sustainable products or services
- Other - please comment:

14. If you would be willing to help us with a separate survey focused solely on sustainability please tick here and provide your email opposite

please tick

and enter email

SECTION 6 PROVISION OF INFORMATION

Providing good access to information about products, services and events in the region is important to us. We would like to understand the best ways to communicate with visitors before & during a visit

15. What are the top five ways that you look for information for days, short breaks and holidays? Please select TOP 5 in each column.

Before a visit	During a visit	
<input type="checkbox"/>	<input type="checkbox"/>	Local posters
<input type="checkbox"/>	<input type="checkbox"/>	Community boards/Information boards
<input type="checkbox"/>	<input type="checkbox"/>	Facebook
<input type="checkbox"/>	<input type="checkbox"/>	Instagram
<input type="checkbox"/>	<input type="checkbox"/>	Twitter
<input type="checkbox"/>	<input type="checkbox"/>	TikTok
<input type="checkbox"/>	<input type="checkbox"/>	Pinterest
<input type="checkbox"/>	<input type="checkbox"/>	Individual business websites
<input type="checkbox"/>	<input type="checkbox"/>	Destination websites
<input type="checkbox"/>	<input type="checkbox"/>	Online booking websites (e.g. Booking.com)
<input type="checkbox"/>	<input type="checkbox"/>	Trip Advisor reviews
<input type="checkbox"/>	<input type="checkbox"/>	Printed leaflets
<input type="checkbox"/>	<input type="checkbox"/>	Local newspapers or magazines
<input type="checkbox"/>	<input type="checkbox"/>	Google search
<input type="checkbox"/>	<input type="checkbox"/>	Email marketing
<input type="checkbox"/>	<input type="checkbox"/>	Radio advertisements
<input type="checkbox"/>	<input type="checkbox"/>	School newsletters
<input type="checkbox"/>	<input type="checkbox"/>	Word of mouth/Recommendations
<input type="checkbox"/>	<input type="checkbox"/>	Phone Apps
<input type="checkbox"/>	<input type="checkbox"/>	Other: <input type="text"/>

16. On a scale of 1 to 10, how easy do you consider it was to find the information you required for your visit?

1 - Extremely difficult Extremely Easy - 10

17. Do you have any further comments to make regarding ease to find information?

18. Thank you for taking the time to share your thoughts with us, your contribution to this survey is very much appreciated. Please provide your email address if you wish to be included in the prize draw to win one of three £75 gift vouchers of your choice.

Your details will not be used for any other purpose or added to any database. Closing date is 29 Sept 2023. Full T&C are available at www.tourismsoutheast.com/south-vale-visitorsurvey

18a. YOUR EMAIL :

THANK YOU FOR COMPLETING THE SURVEY - 3 WAYS to return your completed survey

- 1** Return it to a member of staff at the establishment.
- 2** Post it to TSE Research, 40 Chamberlayne Road, Eastleigh, Hampshire SO50 5JH.
- 3** Scan/Take a very clear photograph of each page on your phone and email it to research@tourismse.com



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