

*visit***westlothian**

West Lothian Visitor Survey 2009

Conducted by Kim Pieper on behalf of VisitWestLothian

Executive Summary

Findings

- **Income** - Families tend to be headed by someone aged 25 – 45 years, employed and falling into the £20 - £40,000 *household* income category. This places the majority of visitors in the lower income bracket. It seems imperative therefore that West Lothian's visitor product should offer its customers value for money.
- **Party Size** - Overall, the average number of adults per group was 2.1 with 1.1 children. This corresponds with the 2003 visitor survey, which put the average party size at just over 3 people.
- **Lifestyle Stage** – At 51% Families accounted for the largest proportion of groups visiting West Lothian, whilst Couples aged Over 45 years accounted for 13%. This suggests that West Lothian's visitor product currently meets the needs of the Family visitor category. VWL must therefore continue to maintain the profile of West Lothian as a destination for families. It may also be worthwhile for VWL to increase efforts to target the over 45's to West Lothian.
- **Origin** - 87.5% of visitors to West Lothian were either residents of West Lothian or came from other parts of Scotland, with residences in and around Edinburgh or Glasgow being the most common. This is consistent with the 2003 survey findings. These findings back up VWL's decision to primarily focus on attracting the local visitor market.
- **Reason for Visiting** - 41% said because of a previous visit and 32% said it was due to a recommendation. This shows the value of positive visit experiences and word of mouth. This could suggest that investment in the quality of our visitor product and good customer service are critical.
- **Type of Visit** - 60% of visitors were on a Day Trip, 30% were on Holiday and 9% were Visiting Friends and Relatives. This compares with the 2003 survey when 88% of visitors were on a day trip and 12% were on holiday. The figures confirm that whilst VWL's investment in attracting the day visitor market is prudent, there may also be an opportunity to build upon the longer stay market.
- **Transport** - 96% of visitors used a car to get to and from West Lothian. This highlights the importance of adequate car parking and good road signage for visitors. VWL must also consider the challenges that West Lothian presents as a destination to those without a car.
- **Visitor Satisfaction** - 98.4% said they were either very satisfied or satisfied with the region as a whole in terms of what there is to see and do. 100% of non-residents interviewed indicated that they would definitely return to the region if they had the opportunity. It is important that VWL continues to maintain these high satisfaction levels to encourage repeat visits.
- **Recommendation to Others** - 92% of all those who took part in the survey, including residents, would recommend the region as a visitor destination. This compares with 61% in 2003. As showed under 'Reason for Visiting' the recommendation of others is a critical motivator for many visitors to come to an area. It is important that VWL maintain these positive experiences and continues to monitor feedback.

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1. Introduction

“We will position West Lothian as a highly desirable Scottish destination by creating visits and experiences to remember. We will achieve acclaim and recognition as you visit, tell others and come back again.” (VisitWest Lothian’s Vision)

One of Visit West Lothian’s (VWL) key objectives as part of the Business Plan for 2009 – 2011 is to gain a knowledge of its market and get an idea of how to effectively market its products. In order to achieve this, up-to-date market data is crucial. Since there has not been primary research on visitors to the area since 2003, it was decided to conduct a new Visitor Survey this year. The main aim is to establish a West Lothian visitor profile, assess awareness of the region and satisfaction levels in order to target marketing efforts effectively. A student was temporarily employed to carry out the project over a timescale of seven weeks.

Visitors were interviewed face-to-face at West Lothian’s busiest visitor attractions and a selection of summer events. Some comparisons to findings from the 2003 West Lothian Visitor survey have been made. However, it must be noted that this earlier report surveyed non-residents only.

Alcazar, our marketing/brand adviser, recently identified three potential market segments that are relevant to the region for VWL to think about. After consideration, VWL decided that two of these were of particular interest – “Cultured Traditionalists” and “Average Families” and these were going to be specifically targeted.

Cultured Traditionalists are described by Alcazar as mature people who like nature and cultural activities, do not like challenges or adventures and who like to stick to their routine. Many of them are retired and empty nesters. They are often members of the National Trust or similar organisations.

The Average Family, on the other hand, includes at least one employed member, mainly from the B and C1 social groups and they are likely to have young children. They prefer family and nature related activities that are suitable for everyone.

Another purpose of this survey is also to confirm these market segment choices.

2. Methodology

A total of 292 visitors were interviewed face-to-face at the following sites and events:

West Lothian Attractions:

- Almond Valley Heritage Centre
- Beecraigs Country Park
- Blackness Castle
- The Five Sisters Zoo
- Hopetoun House
- Linlithgow Palace
- Polkemmet Country Park
- The Centre, Livingston

West Lothian Events:

- 26th July – Summer Fair at Hopetoun House

- 29th July & 5th August – Scotch Hop at Linlithgow Palace
- 13th August – Taste of the Tattoo at Linlithgow Palace

Venue	Date	Responses	Total
Almond Valley	28.07.09	16	31
	17.08.09	15	
Beebraigs	30.07.09	14	14
Blackness Castle	21.08.09	15	15
Five Sisters Zoo	29.07.09	15	27
	10.08.09	12	
Hopetoun House	08.08.09	20	35
	11.08.09	15	
HH Summer Fair	26.07.09	31	31
Linlithgow Palace	07.08.09	17	32
	18.08.09	15	
Polkemmet	30.07.09	4	19
	05.08.09	15	
Scotch Hop	29.07.09	28	53
	05.08.09	25	
Taste of the Tattoo	13.08.09	14	14
The Centre	03.08.09	10	21
	19.08.09	11	
TOTAL			292

The selection of these particular sites ensured that all main visitor activities were included. These represent the main identified categories of attractions that VisitWestLothian has identified and wishes to promote:

- Outdoors (Beebraigs & Polkemmet Country Parks)
- Culture and Heritage (Blackness Castle, Hopetoun House, Linlithgow Palace)
- Shopping (The Centre)
- Family Fun (Almond Valley Heritage Centre, Five Sisters Zoo)

Liaising with site managers was a core part of the project to ensure that the most effective and suitable interview locations and times were chosen. At the attraction sites, interviews were conducted on at least two different days of the week between 27th July and 31st August. Weekends were not specifically targeted but as the time period chosen was during the summer holidays, this meant that visitor numbers were evenly distributed through the week and not concentrated at weekends. Site managers confirmed this assumption. The site locations also ensured a wide geographical spread to cover the main areas of the region. Interviewees were selected randomly and the fact that only one person designed and carried out the survey ensured a high level of consistency in terms of phrasing the questions and

recording the answers. The survey template can be found in the appendix. Some questions were adapted or added for specific events.

A mixture of SPSS and Excel packages were used for the statistical analysis that follows.

3. Overall Findings

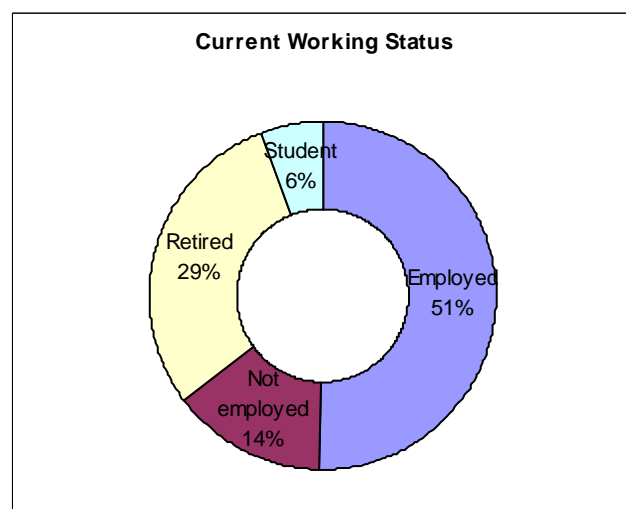
3.1 *Demographics*

The first section of the questionnaire included questions that were intended to profile a group of visitors in terms of the type and size of group, the household income as well as age, nationality and residence of the interviewee. Although a high proportion of those interviewed were female, this is heavily influenced by the fact that many mothers were out with their children during the summer holidays and, even when a male family member was present, are more likely to have organised the trip and often more willing to answer the questions.

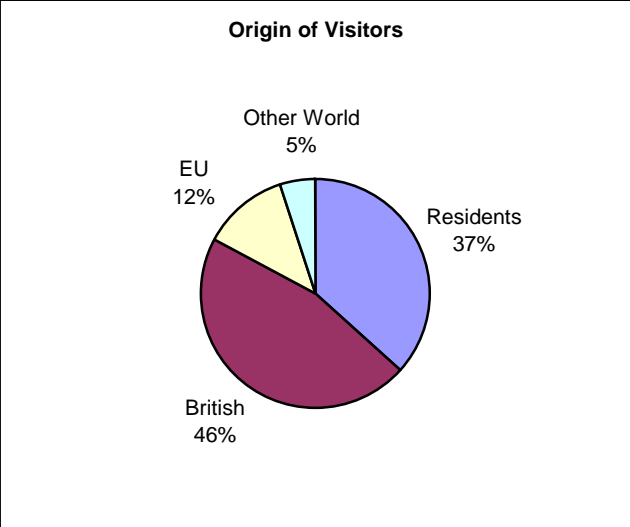
Out of the 292 surveys conducted, 185 were answered by non-residents and 107 by residents of West Lothian. As expected, families make up the largest proportion of groups visiting West Lothian (51%) followed by couples aged over 60 (13%). This contrasts with the 2003 survey where families accounted for (36%) & Empty Nesters (40%). Families tend to be headed by someone aged 25 – 45, employed and falling into the £20 - £40,000 *household* income category. Overall, the average number of adults per group interviewed was 2.1 with 1.1 children.

Age Category	Frequency	Percent
18-25	19	6.5
25-45	136	46.6
45-60	51	17.5
60+	86	29.5
Total	292	100

Income Category	Frequency	Percent
Less than £20k	37	12.7
£20 - £40k	115	39.4
£40k +	84	28.8
NA	18	6.2
NR	38	13
Total	292	100



The main European nationality represented is Germany, followed by Spain and Italy. "Other World" includes visitors from the USA, Australia, New Zealand, Canada, South Africa and China. Most of the visitors, however, are British.

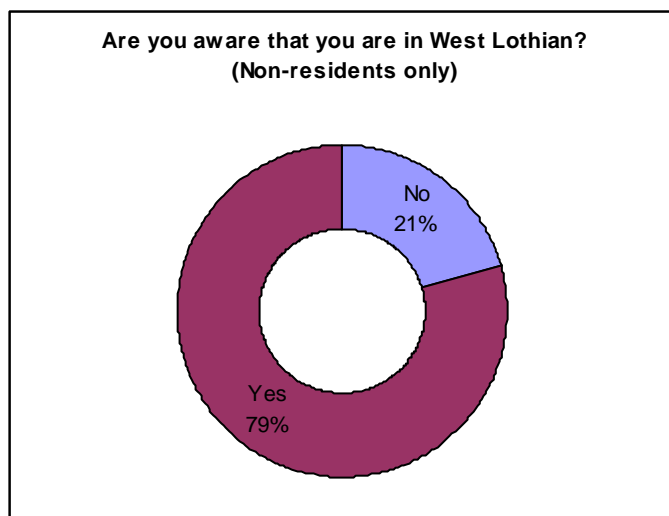


British visitors come from a variety of places across the UK. Exact places of residence were recorded but regrouped into more useful categories as shown below.

Residence	Frequency	Percent
West Lothian	110	45.8
Edinburgh	46	19.2
Other Lothians	4	1.7
Fife	14	5.8
Strathclyde	23	9.6
Central	13	5.4
England	24	10.0
Other UK	2	0.8
Other (Expats)	4	1.7
Total	240	100

87.5% are either residents of West Lothian or come from other parts of Scotland, with residences in and around Edinburgh or Glasgow being the most common. Holidaymakers from a wide range of areas in England also make up a considerable proportion of British visitors to the region.

3.2 Awareness and Motivations

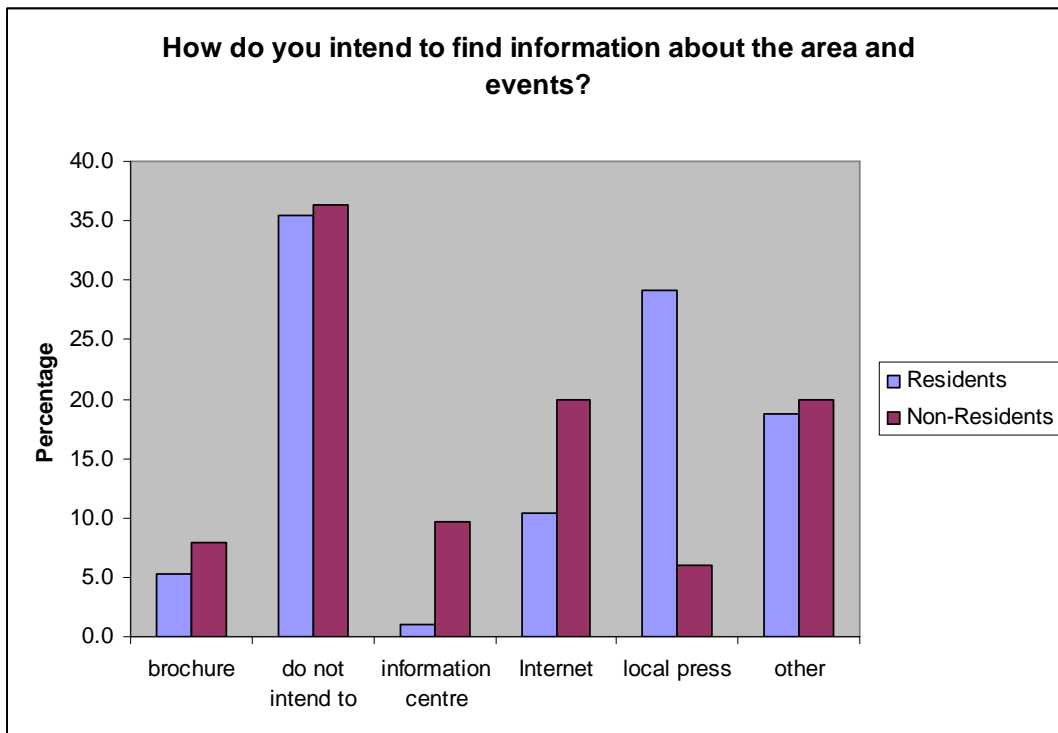


Although most of the visitors are aware that they are in a region called West Lothian, they only learned about this fact whilst on their trip by, for example, by seeing the “Welcome to West Lothian” signs.

Overall, the following reasons were named in answering the question “What made you come here?”:

Previous Visit	40.6%
Recommendation	32.2%
Newspaper/Magazine	3.1%
Visitor Brochure	6.1%
Information Centre	0.4%
Guide Book	5.7%
Internet	2.7%
Road Sign	2.7%
Leaflet	4.2%
Posters	2.3%

Word of mouth is very influential among visitors from other regions who rely on recommendations from friends, family and colleagues. Leaflets through the door seem to have worked well for attractions that use this method. Many people said they simply saw the brown tourist signs while passing by and followed them out of curiosity. This is the case for both events and permanent attraction sites.



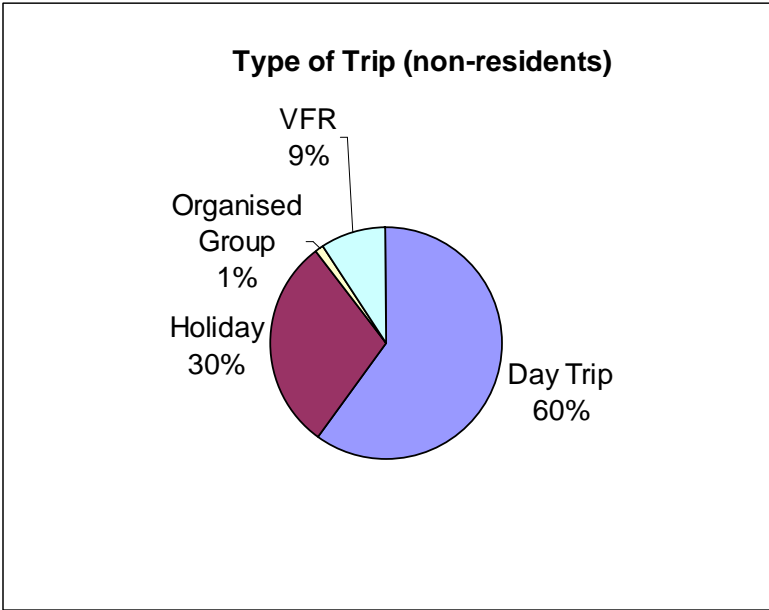
35% do not intend to find out information whilst on their trip. This includes locals as well as visitors. Locals feel that they know everything already and mainly use local press to find out about events while visitors have often pre-planned their trips using a guidebook or are on an organised tour. The “Other” category is also very significant and includes finding out information through recommendation from friends and family and relying on word of mouth or local advice. Another big source of information for foreign visitors are guidebooks which are also included in this category.

Locals know how much their region has to offer and are very satisfied with it. They do not look for information about the area specifically but rely on word of mouth and what they call “local knowledge”. Although many have known about an attraction for many years, it does not mean that they have visited it before. Residents and those living nearby tend to turn to the local press as their main source of information.

Most of the foreign visitors surveyed were on holiday in Scotland, touring the country but not coming specifically for the region. Linlithgow seems to be recommended in guidebooks abroad which is the main source of information for these visitors. Many also make use of the Historic Scotland “Explorer Pass” and use the brochure to plan their trip and view as many sites as possible. West Lothian seems to be used mainly as a stop-over point on a bigger tour of the country.

3.3 Trip Characteristics and Accommodation

42% of British visitors come to West Lothian at least several times a year. For most foreign visitors it is either their first visit or a one-off trip. All of the residents considered their trip as a day trip.



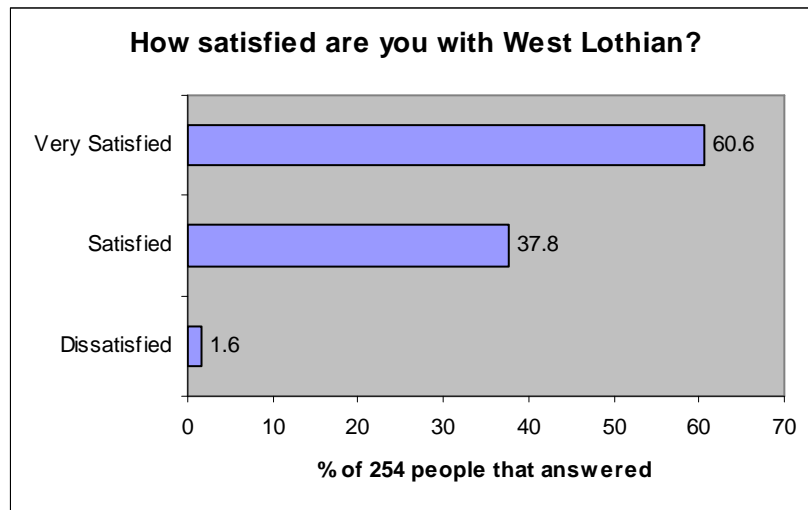
Even with the exclusion of residents, the proportion of day-trippers is very high, resulting from numerous visitors from other regions near West Lothian (see information about where they are coming from in section 3.1). The amount of people visiting friends or relatives (marked as VFR on the graph) is also notable and includes both British and foreign visitors. Those considering their trip as a holiday are made up of people from parts of the UK other than Scotland and visitors from abroad. Nearly all of the foreign visitors interviewed were on a tour round Scotland and were stopping over at that particular site while, for example, spending a couple of nights in Edinburgh or Stirling.

The most popular mode of transport is the car with 96% of all journeys to West Lothian not taking longer than 1 hour.

A question about how much the group is intending to spend on their trip was dropped after several difficulties in answering it and applicability occurred. Visitors who were on holiday found it difficult to estimate costs of the whole stay and day trippers and event visitors were only planning to spend the entrance fee to the event or site plus light refreshments. The question was dropped as the outcomes would not have been very useful and heavily influenced by the range of entrance fees that exist across West Lothian’s attractions and events.

The average number of nights spent in Scotland as a whole was 8, with an average of around 2 in West Lothian, usually Linlithgow. Many were staying in several places across Scotland for the duration of their stay. Again, this is due to the popularity of coming to Scotland to tour the country rather than stay in one place for the whole stay. Only 74 (out of 292) of those surveyed were staying overnight, mostly in B&Bs in Linlithgow (14 people), Edinburgh (29) and Stirling (5), staying with friends or relatives or in the category “other” which was mainly made up of caravan parks such as Beecraigs.

3.4 Satisfaction



98.4% said they were either very satisfied or satisfied with the region as a whole in terms of what there is to do and see. Nobody answered with “very dissatisfied”. It is therefore not surprising that all the non-residents interviewed would definitely return to the region if they have the opportunity and 92.3% of all those who took part in the survey, including residents, would recommend the region as a visitor destination. Some answered with “maybe”, depending on the interests of the people and this answer also includes people who would not recommend West Lothian as a whole but rather just certain areas and towns. Linlithgow was most recommended as well as Livingston for shopping.

Over 90% of people would recommend West Lothian as a visitor destination which is good news as word of mouth and recommendation is the most wide spread form of gaining information about the region and coming here in the first place.

4. West Lothian Attractions

4.1 *Historic Scotland Sites (Blackness Castle and Linlithgow Palace)*

These attract the highest proportion of foreign visitors as they are mentioned in guidebooks. Many holidaymakers also buy the Historic Scotland “Explorer Pass” and intend to use the brochure to plan their trip and visit as many sites as possible. Staff at HS sites take note of the country of origin for their own research purposes and also have other research available.

4.2 *Country Parks (Polkemmet and Beebraigs)*

These attract mostly families for their play areas. All those interviewed were British, mostly regular local residents or coming out for the day from Edinburgh. These sites are also popular among child-minders and other childcare groups, especially in the summer holidays.

4.3 *Family sites (The Five Sisters Zoo, Almond Valley Heritage Centre)*

Again, all those surveyed were British. While the Zoo is visited mainly by residents who come regularly, Almond Valley also attracts visitors from Edinburgh and Fife. Residents are often members and frequent visitors. Both sites are best known through local knowledge and previous visits while visitors from other regions relied on recommendation from friends.

4.4 *Hopetoun House*

Apart from large groups from organised tours, this site is popular among families and couples, mostly aged over 45 years. Many are British, coming from a wide variety of places around Scotland but there is also a good international mix of people who are either touring or staying in Edinburgh. Most of the Brits were on a repeat visit while tourists heard about it through their guidebooks.

4.5 *The Centre, Livingston*

Only a small sample in proportion to daily visitor numbers was collected at The Centre due to the time constraint given and because of difficulties in getting responses. This means that the results are very mixed and it is difficult to reach conclusions. This sample only shows British visitors who were either residents or from Edinburgh and were regular shoppers there.

5. Events

5.1 *Taste of the Tattoo at Linlithgow Palace (13.08.09)*

This event was part of the Homecoming Scotland 2009 events and attracted around 5,000 spectators. However, due to other tasks at hand, only 14 were interviewed which is not a representative sample. From this small sample, everyone heard about the event from the local press or posters and banners around Linlithgow. Most were either mothers with children or retired which may be due to the fact that it took place in the early afternoon on a weekday. All 14 were residents or came from near by areas such as Falkirk, with the event being the primary reason for their visit. 10 said that they were aware that it was part of the Homecoming Celebrations and also knew this before coming. Others stayed in Edinburgh, travelled in by train or car and were often visitors that did not manage to get tickets for the Tattoo in Edinburgh. All those asked were very satisfied with the event and would like to see more of these in West Lothian.

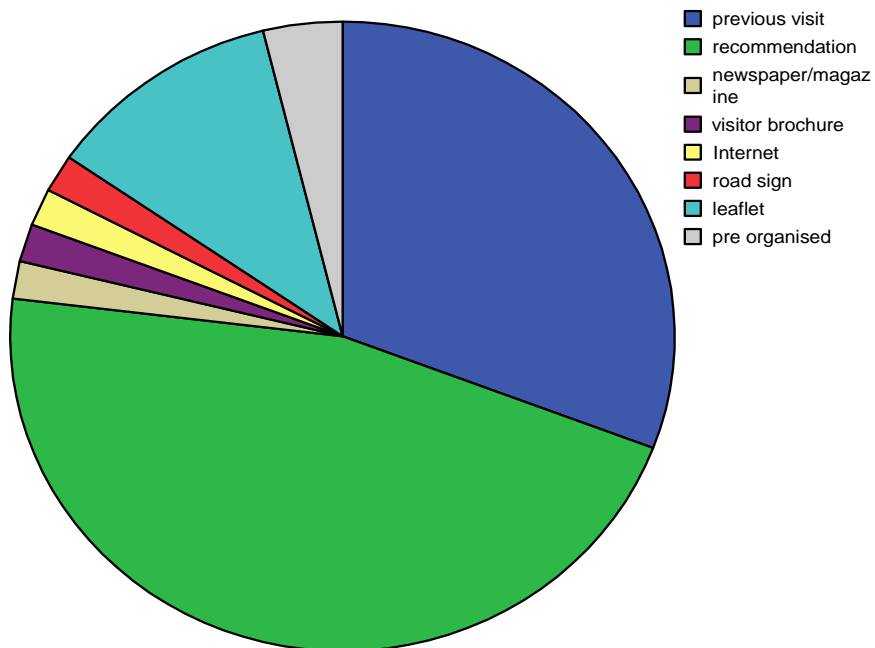
5.2 *Scotch Hop at Linlithgow Palace*

With its 20th anniversary this year, this event has been as popular as always and attracted local regulars as well as many internationals. 52 visitors to this event were surveyed in total on the two nights of 29th July and 5th August 2009.

Residence	Frequency
West Lothian	16
Other Lothians	2
Falkirk	3
Edinburgh	13
Glasgow	2
England	1
EU	9
Other World	6
Total	52

85% said that the event was the primary reason for their visit to Linlithgow and the Palace and many residents and people from close by have been coming for years. 96% took less than 1 hour to travel to the event and no one took more than 2 hours. Visitors from abroad were staying mainly in Linlithgow where they heard about the event by passing by or recommendation.

How did you hear about the event?



70% of the sample was there with their family and/or friends with the average group size consisting of 3 adults and 1.6 children. An equal amount of about 30% placed themselves in the household income category of £20 - £40k and over £40k. However, most foreign visitors did not reply to this question as we only had income options in British pounds which was difficult to convert on the spot.

Satisfaction levels with the event and its setting were very high – all were either satisfied or very satisfied.

5.3 Hopetoun House Summer Fair (26.07.09)

This annual event unfortunately attracted fewer visitors than expected due to bad weather conditions. 31 visitors were interviewed and despite the fact that Hopetoun House itself attracts visitors from all over the world, all of the interviewees were British on this occasion.

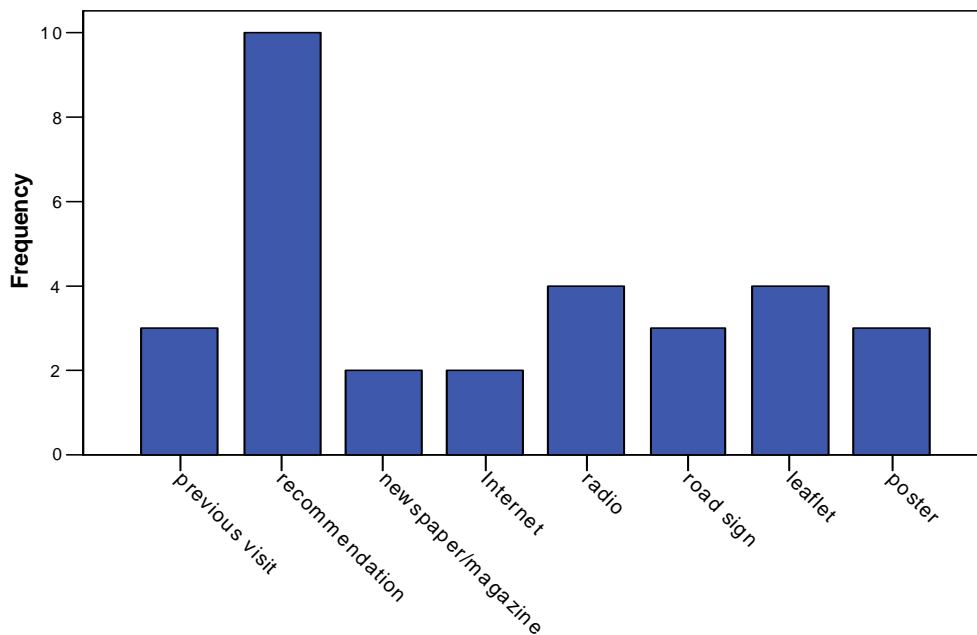
84% were there with the family, the rest were couples or people there on their own. The average group size consisted of 2.4 adults and 2.5 children, with 87% of these groups falling into a household income category of £20 – £40,000.

93.5% of those surveyed were either residents of the region or regular visitors to the area and considered their trip as a “day trip”. All those interviewed took no longer than 2 hours to travel to this event, most using a car and some using a caravan.

Of those that answered the question of how much they intended to spend as a group at this event, the average was £44.

Sources of information about the event were as follows:

How did you hear about the Fair?



Notes

“Leaflets” were found at the Bathgate Leisure Centre and the Gyle shopping centre as well as at Hopetoun House itself.

“Internet” refers to HH’s webpage.

Road signs were seen in Livingston and the Edinburgh Bypass.

Posters were seen in Fife (Dalgety Bay), Livingston and on the A90.

Recommendations came from friends/relatives who stay in the area or who have been before but also from people who were performing/running a stand at the Fair. The owner of the Linwater Caravan Park in East Calder also recommended the event.

The radio station named was Forth One.

6. Comparison to 2003 Survey

On commission of Lothian Councils, TNS Travel and Tourism conducted extensive tourism market research in 2003 and produced a report which presented information specific to West Lothian.

Unlike the 2003 survey, the sample did not exclude local residents as it was considered important and valuable to include the full range of people who spend time at West Lothian’s key attractions and events. Marketing efforts are not only targeted at visitors but also those who live locally who may be aware of some attractions through their local knowledge but, for example, not about events or new features at attractions.

Roughly the same number of surveys were conducted but over a much shorter time period and the findings of the 2009 survey closely reflect those of the 2003 survey. The 2003 report focuses on comparisons between West Lothian and other Lothian regions as well as statistics based on Scotland as a whole which have not been used in this report.

7. Survey Limitations

The majority of the survey was conducted during the school summer holiday period which means that there is a high proportion of families taking part in and looking for more activities to keep the children occupied.

This year's Homecoming events may also have influenced the number of foreign visitors to the region, especially to Linlithgow which hosted several events at the Palace.

Satisfaction ratings about the region in general may have been heavily influenced by the venue or event at which the survey took place.

Although business tourism has been identified as a potential, the chosen sites did not target these types of customers and none were interviewed in this survey.

This survey only produced a small sample of visitors to the region, the results of which are highly seasonal and must therefore be interpreted with care and only taken as a rough indication of the visitor profile and behaviour during the peak summer season.

Many foreign visitors did not want to answer questions, as they did not feel confident with the English language. However, those that did felt that the questions were simple and easy to understand.

If the Visitor Survey is to become regular research, some questions should be reworded and problems that were faced this year should be resolved. If the survey is to take place out with school holidays, more time must be taken into account as there is a significant difference in the number of visitors at sites. Survey work could perhaps be concentrated mainly at the weekends. Attractions popular with international visitors are still busy throughout August and there should be no problem conducting surveys at these sites during the week, e.g. Historic Scotland sites.

8. Opportunities

To achieve the Mission set in Business Plan 2009 – 2011 of “maximising economic impact of West Lothian’s visitor potential, improve the quality of the visitor experience and raise the profile of the locality as a visitor destination”, it may be useful to review, consider and address some of the suggestions and comments made by those interviewed. It must be noted that nearly all feedback came from residents and frequent visitors to West Lothian.

Improving the Quality:

- Availability of public transport, especially bus services. People who do not drive/don't own cars do not have access to most of West Lothian's attractions
- More and improved public toilets
- Better parking facilities in Linlithgow
- Better sign-posting for Beecraigs play park
- More child-friendly swimming pools in the whole region
- Availability of indoor activities for children and other bad-weather alternatives
- More options for people who cannot or do not want to spend a lot of money, i.e. free or low-cost activities
- A need for more activities for older children around the age of 10 years old and above, apart from the skate park
- Although high satisfaction with recent improvements and investment into outdoor play areas for children, there is a request for better maintenance and perhaps patrol against vandalism and abuse from local “gangs”

Raising the Profile:

- Advertising at childcare facilities in and around Edinburgh and perhaps creating a brochure with activities and events that are suitable for children
- Perhaps advertise at language schools in the partner region Hochsauerland (Germany) and other regions
- Host more events which attracts visitors from out with the region
- Make sure accommodation owners/staff are well informed as they are often asked for a recommendation
- Better advertising for locals, especially in advance. Most locals check their local press for events
- 88% travel to and around West Lothian by car. Good road signs and their maintenance are essential – not only for finding places but as a form of advertising

Perhaps a separate survey should be designed and carried out specifically targeted at the business market in order to establish its potential for West Lothian.

9. Summary

The 2003 report identified the main market for West Lothian to be domestic tourism from Scotland, especially from Edinburgh, Strathclyde and Fife, which leads to above-average proportions of day-trippers. A clear link to Edinburgh was also noted as it was the most popular place to stay for people who were staying overnight. Both of these conclusions are confirmed this year and the key market is certainly all those who live within an hours drive from the region.

Families make up the largest proportion of groups visiting West Lothian accounting for 51%, with couples aged over 45 years accounting for 13%. It is critical that VWL continue to meet the needs and communicate effectively with these visitor categories as they account for the most significant proportion of visitor numbers. In addition, with 87.5% of visitors to West Lothian being either residents of West Lothian or coming from other parts of Scotland, with residences in and around Edinburgh or Glasgow being the most common, it is important VWL maintains that awareness and targeting its local market.

One of VWL's ideas is to promote the region as an "escape from the city" which could be either Glasgow or Edinburgh. As also mentioned in the 2003 report, there is already a strong link between West Lothian and Edinburgh (more so than Glasgow). Many were coming out from Edinburgh for the day as the region is more interesting for children than the city, especially during the Festival season when it is often overcrowded.

Despite mainly being a destination for day-trippers, international holidaymakers also play a key role in West Lothian as they tend to spend more money in the region, for example on accommodation. As already found out in the last survey, many foreign visitors stay in Edinburgh as a base for travelling and many are touring Scotland which means that they only stay in the region for a short while before moving on. Linlithgow is the main attraction in West Lothian for these visitors.

In terms of finding information, the 2003 survey concluded that "informal, personal, sources are key." i.e. previous visits and recommendations were dominant. This is still valid today. Disappointingly, not many people make use of visitor information centres. It seems people are waiting for information to come to them rather than a more active approach that would involve them trying to find information. Effective are therefore, face-to-face promotions at events, leaflets through doors, radio advertising and posters, for example. The 2003 survey found the Internet to be significant which was not the case this year. This may be due to the

high proportion of residents and British visitors surveyed who prefer to use the local press as their main source of information.

As in the 2003 findings, levels of satisfaction are very high and most people would recommend the region to others. Maintaining these high standards is key in promoting repeat visits and increasing word of mouth advertising.

As mentioned in the introduction, VisitWestLothian has been targeting two market segments proposed by Alcazar – Cultured Traditionalists and Average Families. The findings of this survey provide statistics fully in support of this choice.

Original data about specific sites or events is available on request.

10. Appendix

Thanks go to:

First of all to Anna Lightbody for being a very supportive supervisor to the project.

To Shell STEP for organising the placement and providing useful skills workshops.

To the whole VWL Board for providing feedback, suggestions and advice on the survey.

To all site managers and staff for allowing the survey to take place and their advice on the best times and locations to do so.

Also to Kenny Wheeler for providing a crash course in SPSS and support throughout.

And finally, to all the staff at Lennox House who were very welcoming, helpful and allowed me to use their computers!

VISITOR SURVEY

Good morning/afternoon, I am doing a survey on behalf of VisitWestLothian, which is affiliated to West Lothian Council and the West Lothian Tourism Forum. We would like to find out who is visiting our area in order to improve our services to visitors.

Demographics

1. Gender: *Male* *Female*

2. Which of the following age categories do you fit into? *18-25* *25-45*
45-60 *60+*

3. a) If you are visiting in a group, how would you describe your group? *Single*
Family *Couple* *Friends* *Colleagues*
*Other*_____

- b) *How many adults are in your group?* *1* *2* *3* *4* *4+*

- c) *How many children are in your group?* *0* *1* *2* *3* *4+*

4. How would you describe your current working status?
Employed *Not Employed* *Retired* *Other*_____

5. What is your nationality? *British* *EU* _____ *Other* _____

6. Where is your usual place of residence? *Scotland* _____
Other UK _____ *EU* _____ *Other* _____

7. Which of the following categories does your combined household income fall into?
<£20k *£20 – £40k* *>£40k* *NR*

Motivations

8. Are you aware that you are in West Lothian? *Yes* *No*

9. What made you come here? *previous visit* *recommendation*
newspaper/magazine *visitor brochure* *visitor info centre*
guide book *Internet* *TV*
advertising at another attraction or hotel _____

10. What kind of activities have you done/are you planning to do?

11. How do you intend to find information about the area and events?

Do not intend to *Internet* *Brochure* *Information centre*

Other _____

12. How regularly do you visit West Lothian? *1st visit* *Resident* *One off trip*

Weekly/Monthly *Several times a year* *Every couple of years*

Trip Characteristics & Accommodation (if applicable)

13. What best describes your type of trip? *Day trip (min 3 hours away from home)*

Holiday *Visiting Friends/Relatives* *Business*

Other _____

14. How did you get here? *Car* *Bus* *Train* *Coach* *Bike*

Other _____

15. How long was your journey? *<1 hour* *1 or more* *2 or more* *3 or more* *4+*

16. If you are staying overnight, for how many nights?

17. Where are you staying?

18. What type of accommodation are you staying in? *N/A* *B&B* *Hotel*

Friends/Relatives *Self Catering* *Other* _____

19. As a group, how much do you roughly intend to spend per day on your trip?

Satisfaction

20. Which of the following best describes your level of satisfaction about your trip to West Lothian? *v. satisfied* *satisfied* *dissatisfied* *v. dissatisfied*

21. Could your stay in West Lothian have been improved in any way?

22. How likely would you return to West Lothian as a visitor? *Definitely* *unsure*

Never *NA (resident)*

23. Would you recommend West Lothian as a visitor destination? *Yes* *Maybe*

No

24. Would you like to add any other comments or suggestions?

