



Visitor survey toolkit

A guide to conducting a visitor survey in your area



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WHY WE WANT TO KNOW MORE ABOUT OUR VISITORS

Why we want to know more about our visitors

While Scotland enjoys an enviable reputation as a world-class visitor destination, ever-increasing international competition and economic pressures mean that our tourist businesses have to be more efficient than ever to meet our customers' demands. We need to make the most of our strengths while continually developing new products, services and experiences to offer our visitors. Knowing who our visitors are, why they come and what they value about the experience is crucial to improving our businesses and Scotland's tourism industry as a whole. Market research and information is key and visitor surveys play a big role: whether large scale and national or targeted and local, the survey is an important tool for gathering information and building a picture of the visitor experience in Scotland over time.

Over the last two decades a number of local visitor surveys have been conducted across Scotland. Because these surveys are commissioned to fulfil the needs of different clients in different areas they differ in method, definitions and questions. This makes it difficult to compare data between different areas, and indeed, between different surveys in the same area. The results of local visitor surveys therefore lack a common focus and are not comparable at local and national levels.

In 2011, VisitScotland commissioned the Scotland Visitor Survey. The survey was conducted in 2011/12 during the summer months and covered all the mainland areas of Scotland, including the National Parks. VisitScotland's intention when planning the survey was not only to gain an in-depth understanding of visitors to Scotland and to the different regions of Scotland, but also to create a set of standardised questions to be used for future visitor surveys on a local level. These questions, when used in localised surveys, will allow us to benchmark local results with regional and national data; and if kept consistent in following years, will allow us to track local results over time. This is of enormous benefit to local organisations and businesses who will be able to use this focused visitor information to help their business development and planning.

We designed this toolkit to provide guidance to any organisation that wishes to undertake a local visitor survey. It's also to help organisations include some of the standard questions that will make survey results more robust and comparable throughout the country.

This toolkit provides:

- An overview of the Scotland Visitor Survey 2011/12, including our methodology, sampling considerations, and the questionnaire we used.
- Guidelines for commissioning a visitor survey, including what to include in your brief, research design, methodology and sample.
- An overview of how to conduct and manage a visitor survey in-house.
- A set of core questions, which we recommend are included in all visitor surveys. These questions follow the set of standardised questions included in the Scotland Visitor Survey.

Using the advice and information in this toolkit will enable your organisation to draw the maximum benefit from your local visitor survey by gathering robust and comparable visitor data.



WHY UNDERTAKE A LOCAL VISITOR SURVEY

Why undertake a local visitor survey

Gathering and using market intelligence is in everyone's best interest. Visitor surveys can provide local tourism organisations and councils with a sound basis for monitoring performance and are useful for future marketing planning and business development. Survey findings are also of interest to local businesses engaged in tourism as they provide data that these businesses can use to align their services to the expectations and needs of visitors. Robust data can help businesses adjust their marketing and planning efforts based on solid research and insights about their markets.

Most surveys cover some common ground. While there are always variations in the type of questions asked, people interviewed, and the way a survey is carried out, the following things are usually covered:

- Profile and origin of visitors.
- Holiday behaviour once at destination.
- Level of satisfaction with local tourism services (i.e. infrastructure, attractions, food and drink).
- Visitor loyalty and likelihood to recommend destination.
- Effectiveness of marketing activities, if any.

Carrying out a visitor survey is never a one-off exercise. Although it may not be necessary to repeat the survey on an annual basis, in order to build an ongoing picture of your area, implement changes and track them over time, as well as monitor trends, it is best practice to repeat a survey every three to four years.



**Gathering and using market intelligence
is in everyone's best interest.**

DECIDING ON HOW TO CONDUCT YOUR VISITOR SURVEY

Deciding on how to conduct your visitor survey

The first decision you will need to make is whether to commission a professional market research agency to carry out the survey on behalf of your organisation, or whether to design and manage the survey in-house. This decision should not be made lightly. There are a number of reasons for deciding one way or the other, not least of which will be your available budget. Opposite is a table of some of the pros and cons of commissioning versus in-house.

While the table opposite does point towards the commissioned route as preferable (and indeed this is the route that VisitScotland recommends when working on visitor surveys), we also understand that for many areas or organisations, commissioning an agency is out of the question for budgetary reasons. This is why we look at both routes in this toolkit and try to provide advice for achieving quality results for both while avoiding common pitfalls.

COMMISSIONED		MANAGED IN-HOUSE	
Pro	Con	Pro	Con
Survey work will be carried out to a professional quality standard	Expense – commissioning an agency can be costly	May be less expensive than a commissioned agency	Set up and management of survey is a very heavy commitment of resources (both time and staff)
An agency will advise on questions or issues that arise during the project, and ensure that all the objectives are achieved	Time needs to be dedicated initially to the planning and set-up stages to ensure the agency fully understands your objectives		A lack of professional interviewers can impact on the overall quality of the survey results
Survey findings will be professionally analysed and presented			Analysis tools (i.e. survey software) may not be readily available, or staff may lack the training to use them
Survey findings will be objective; an agency is a neutral party and will not be seen to have an agenda			Lack of objectivity may result in data that is not considered robust. An organisation may be seen to bring their own agenda to the process
Efficiency – an agency deals with everything once the project is set up			Lack of focus – an organisation has other priorities and aims, the survey may not be top of the list



**SCOTLAND
VISITOR SURVEY –
AN OVERVIEW**

Scotland visitor survey – an overview

In spring 2011, VisitScotland commissioned the Scotland Visitor Survey 2011/12. Considerable thought was put into the set up and methodology of the survey and in many ways it serves as an example of how to conduct a survey – whether you are commissioning or doing it in-house. In this section we provide a brief overview of the parameters of the Scotland Visitor Survey 2011/12. Individual aspects will be discussed in more detail in the other sections of the toolkit. All of the aspects outlined opposite are important both for commissioning or conducting a survey in-house

Methodology	Two-stage quantitative survey: First stage: Recruitment of interviewees while on holiday at tourist hotspots in Scotland; collecting information on country of origin, type of trip and email address. Second stage: A follow-up online survey sent within two weeks to all those recruited in first stage.
Sampling approach	Quota sampling (40% international visitors; 60% UK visitors); additionally, random selection of interviewees at locations.
Sample criteria	Overnight leisure visitors to Scotland Specific exclusions: Business, day trip, duty visits to friends and relatives.
Sample size	Average of 610 recruited interviewees per region. Average of 220 completed online surveys per region. Response rate to online survey was approximately 40% overall.
Timing	June-September of 2011 and 2012 Caveat: Figures representative of summer visitors only.
Regions surveyed	2011: Highlands, Kingdom of Fife, Edinburgh City, Glasgow City, Scottish Borders, Argyll & the Isles, Cairngorms National Park 2012: Stirling, Falkirk and the wider Forth Valley area; Loch Lomond and the Trossachs National Park; Aberdeen City and Shire; Perthshire, Angus & Dundee, Dumfries & Galloway, Ayrshire & Arran
Interviewing locations	Tourist hotspots such as key visitor attractions, town centres, VisitScotland Information Centres.



COMMISSIONING A VISITOR SURVEY:

- Writing a research brief
- Selecting an agency
- Working with the chosen agency

Commissioning a visitor survey

This section addresses the different stages of preparing to commission a visitor survey, including the selection process and how best to work with a chosen research agency. References to the Scotland Visitor Survey 2011/12 are made wherever there is an appropriate example.

Writing a research brief

Before embarking on a visitor survey, it is important to be very clear about the expected outcomes of your project – especially how you expect the survey findings to be used. In order to be as clear as possible, it is invaluable to write out a research brief for your project. This brief will then be shared with the research agency you choose for the project, and will eventually form part of the contract.

Your research brief should cover the following topics, all of which are discussed in more detail over the following pages.

- **Background**
- **Research objectives**
- **Method**
- **Sample**
- **Deliverables**
- **Timescales**
- **Budget**
- **Contact**
- **Deadline**

Background

Your brief should contain as much information about the background of the project as possible. This includes:

- A brief description of your organisation's goals.
- Why you are planning to conduct a visitor survey.
- Any previous visitor surveys from the same area.
- Specific destination marketing efforts that your organisation is involved in.

Research objectives

The research objectives are a crucial section of your brief. They clarify the sort of information that you want to be collected by the survey. It is important to be as precise as possible when outlining your objectives and to list everything that needs to be covered, for example:

- Detailed information on the characteristics of visitors to destination x.
- A comprehensive understanding of visitor behaviour throughout their visit or holiday.
- The key aspects of visitors' satisfaction with their experience/trip.

Method

Visitor surveys are usually conducted with face-to-face interviews at a network of key locations at a given destination. Increasingly, and due to cost considerations, many visitor surveys utilise a method where visitors are recruited at key locations while on holiday, and then contacted for a follow-up survey by email once they are home. This is the method we chose for the Scotland Visitor Survey 2011/12. While this method has many advantages, you need to consider how effective it will be for the target market of your destination. For example, if your primary visitors are older, they may not be comfortable responding to an online survey. When briefing a research agency invite them to discuss their thoughts on the best method for conducting the survey.

In the appendix of this toolkit we provide standardised questions that should be included in your questionnaire. You will want to discuss additional questions – specific to your area or marketing concerns – with the research agency.



COMMISSIONING A VISITOR SURVEY:

– Writing a research brief

– Selecting an agency

– Working with the
chosen agency

Sample

Put simply, sample is a representative portion of people from the general population that you wish to learn something about. Note that this does not mean everyone in your target population (that would be a census) but just enough to be representative. This section of the brief should include your thoughts on the types of visitors your survey will focus on. Potential groups might be:

- Visitors staying overnight away from home (staying in the survey area or not) for leisure reasons (on holiday or visiting friends or relatives).
- Visitors staying overnight away from home (staying in the survey area or not) for business reasons.
- Leisure day-trippers who are away from home for a minimum of three hours duration.

Usually the first group (overnight leisure visitors, as these have the biggest financial impact on an area) are of paramount importance. The Scotland Visitor Survey 2011/12 focused on this group exclusively. Depending on the visitor profile of your survey area, your objectives for conducting the research, and/or the budget for the project, your organisation may want to specify additional groups to be included in the survey. Ask potential research agencies to advise on the impact this will have on cost and timings.

Other aspects which should be considered as part of the sample set-up are:

- Whether members of organised travel groups should be included or excluded, i.e. coach tours (the Scotland Visitor Survey 2011/12 specifically excluded them).
- Whether there should be a set quota on domestic versus international visitors, or whether this should be random (the Scotland Visitor Survey specified a 40% international and 60% UK quota for recruitment).

Note that the quota for domestic and international visitors will differ depending on the types of visitors to your area. It's best to look at the visitor figures available to you and try to replicate the split in your survey. So if your destination or area receives lots of domestic visitors and a lower percentage of international visitors you'll want to make sure your survey quota reflects that.

Deliverables

This is the part of your brief where you need to summarise what you require as an output from the survey. For example, a deliverable may include a PowerPoint presentation of the findings or a full written report with an executive summary, or data tabulations of all the questions. Again, ask the agency to explain how they would recommend reporting their findings and make sure you are happy with the format.

Timescales

You will need to specify both the expected timescales of the survey itself as well as the timescales for the overall project. For the first, the Easter-October period is generally considered optimal in order to achieve a good spread of types of visitors. However, more limited coverage is possible if it is understood and accepted that the research might only be representative of a certain visitor type (i.e. only summer visitors). The Scotland Visitor Survey 2011/12 focused on the summer months by recruiting and interviewing holidaymakers between June and September only. Your budget may also affect decisions about the timescale.

Your brief should also include timescales for the overall project. For example, a short timetable with key dates for delivery of information, or completion of fieldwork, and an expected completion date for the project.

Budget

It is helpful to provide an indicative budget for your project in the brief. This ensures that bidding agencies prepare the best approach within the available budget, and do not put forward a proposal that is completely unrealistic for your budget. It also makes it easier to compare different proposals when everyone is pitching within an indicative budget.

Contact

Your brief should clarify who will be the main contact within your organisation for the project, along with relevant contact details.

Deadline

Finally, your brief should specify when, to whom, and how (including format and number of copies) proposals should be submitted by bidding agencies.

COMMISSIONING A VISITOR SURVEY:

- Writing a research brief
- Selecting an agency
- Working with the chosen agency

Selecting an agency

It is commonplace to arrange tenders from a minimum of three different agencies. When selecting the best agency for the project, consider the following aspects (in addition to cost) of their proposal in detail.

- **Discussion of method and sample**

The successful agency should clearly present the research design they recommend for the project and offer sufficient discussion on why they think this is the best approach. All their recommendations should tie back to your research objectives.

- **Maximising the sample size**

Because the final sample size forms the basis for further analysis, careful consideration must be paid to the subgroups in the sample, and what level of subgroup analysis will be possible. The larger the overall sample size, the more robustly subgroups can be analysed. This usually comes at a cost, so it's worth comparing across several tenders.

- **Qualifications**

Ask agencies to submit references and examples of their work with their tender. The successful agency should have appropriate experience conducting similar studies and should be accredited by the Market Research Society (MRS). This guarantees that the agency employs properly trained field staff, works to high-quality standards and adheres to the Market Research Code of Conduct.

- **Agency/client contact**

The main project contact from the successful agency should be suitably senior and supported by adequate staff for the size of the project.

The Research Buyer's Guide provides a directory of market research providers and is a useful tool. See www.rbg.org.uk for more information.

Working with the chosen agency

It is important to recognise that there will be considerable time demands on your own organisation, particularly at the beginning and the end of the project, to ensure the survey is successful.

Usually, after a research agency has been appointed, a briefing meeting is held in which all the parties come together to discuss the main issues and specifications of the project. This is also a chance for the agency to clarify with you any questions they may have regarding the survey and background. The briefing meeting should also be used to discuss and agree individual responsibilities within the survey process, for example, who will be responsible for arranging permissions for the interviewing locations.

After the briefing meeting, your input into the actual questionnaire will be required. An agency should be happy to work with the standardised questions we supply here in the toolkit. And they will be able to design additional questions to complement your area or specific marketing activities.

Once the survey is underway, the research agency should give you regular updates on how the fieldwork is progressing, including the number of completed interviews. Regular updates and progress reports can help identify issues as they arise so that problems can be resolved quickly.

Once the fieldwork is complete, a date should be confirmed for delivering the results in whatever format was agreed. Since the report will be read by a wider audience than those directly involved in the survey process, you should allow sufficient time within your organisation to review and feedback on the first draft report.



Our tourist businesses have to be more efficient than ever to meet our customers' demands

DESIGNING AND MANAGING A VISITOR SURVEY IN-HOUSE

- Writing a survey plan
- Background
- Objectives
- Method
- Questionnaire
- Sample
- Conducting the survey: data collection
- Conducting the survey: data entry and analysis
- The final report
- Managing resources

Designing and managing a visitor survey in-house

While we recommend commissioning a research agency when budget and scope allow we also recognise that this is not possible for every survey. So, this section of the toolkit offers a step-by-step approach to designing and managing a visitor survey in-house. By using the process we outline, your organisation will be able to successfully produce credible and robust results which are comparable to the Scotland Visitor Survey and contribute to national data.

Consistency in the way that surveys are set up and designed allows us to benchmark certain questions against national and regional averages, and will help organisations to track their results in future years. This means valuable market information can be shared and used over time to help local organisations and businesses plan and market their services.

Writing a survey plan

Even though your survey will be managed in-house, it is still important to write out a survey plan as a starting point, one that considers all aspects of the survey and how they will be addressed. The table opposite outlines a survey plan and the key aspects to consider, each of which is then discussed in more detail.

Background	Details of previous surveys that were carried out in the survey area or wider area, including results and any learnings. Details on particular challenges or issues for the planned survey (locations, restrictions). Details of any statistics or anecdotal information on tourism that apply to the survey area.
Objectives	Information on what you want to achieve with the survey; specific (local or regional) questions should be addressed.
Method	Information on the method you will use for conducting the survey.
Questionnaire	Information on the questionnaire aspect of the survey, including specific questions it will contain.
Sample	Specifics of who is going to be interviewed in the survey, including sample size and the sampling method.
Data collection	Information on the logistics of carrying out the survey, including interviewing locations, timetables and so forth.
Analysis	How you plan to analyse the survey results, including any specific analysis tools that you plan to use.
Reporting	An outline of how you will communicate the results – which methods or materials you will use – and who you want to communicate the results to.
Resources (financial, human and time)	Consider how you plan to manage resources during the survey process.



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Background

When planning and designing a new visitor survey for an area, the first step should be to find out about any previous surveys. Visitor surveys from the same area are of particular interest but you should take note of any surveys which have been undertaken in the wider area or region.

When reviewing previous surveys consider the following:

- Did earlier surveys ask any region-specific questions which should be included in the new survey? For example, questions that covered visitor satisfaction with a particular service or attraction.
- Are there useful learnings which you can take from previous surveys? This might include issues that arose during the fieldwork (for example, some locations worked really well for interviewing, whereas others didn't).
- In the past, who was consulted locally for input into visitor surveys? Should these people or groups be consulted again?
- What sort of information do you already know about visitors to the area? If previous surveys were conducted professionally it might be possible to refer back to the visitor profile and get an indication of how the area's visitor type has evolved.

Objectives

To ensure that your survey is successful and delivers everything you want it to, it is important to formally write down the key objectives. Your objectives should summarise the key questions and issues that you want to cover.

As an example, here are the objectives for the Scotland Visitor Survey 2011/12, beginning with the overall aim and followed with our specific objectives.

As you can see, our objectives were quite specific but they cover a lot of ground as well. When writing your objectives be sure to include as much detail as possible – this will help to clarify your project and ensure its success.

SCOTLAND VISITOR SURVEY 2011/12 AIMS AND OBJECTIVES

The aim of this research survey is to enhance our understanding of visitors to Scotland and gather up-to-date information on visitor behaviour – including satisfaction and experience – and the factors that influence them.

The specific objectives of the research survey are to:

- Gain detailed information on visitor characteristics.
- Gain a comprehensive understanding of visitor behaviour throughout the visit/holiday (including planning, transport and travel, activities and expenditure).
- Identify visitor satisfaction with key aspects of their trip (in particular food and drink, service and tourism infrastructure).
- Identify specific peaks and troughs of the visiting experience.
- Gain information on motivators and influences on general holiday and trip-taking behaviour in Scotland (including environmental and economic factors, as well as the role of digital media).
- Understand how current consumer trends affect holiday and trip-taking behaviour in Scotland.



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Method

Visitor surveys are generally conducted using a quantitative research approach. Quantitative research involves asking a large number of people the same set of pre-defined questions, so that you get “quantifiable” answers in terms of percentages and numbers. Because the interview is structured, and because everyone gets the same set of questions, this results in measurable data that can be compared.

The standard method for conducting a visitor survey is face-to-face interviews at key locations in an area or at a destination. The benefits of interviewing visitors at the place of their visit are diverse, but here are a few of the advantages:

- An interviewer can build a rapport with respondents; this helps response rates and ensures that the whole survey is completed.
- An interviewer can select interviewees using a random sampling approach (i.e. approaching every nth visitor); this results in more representative and robust results.
- An interviewer can clarify questions the respondent may have and prevent misunderstandings which might lead to incorrect data.
- An interviewer can capture the visitor’s experience while it is still fresh in their mind.

However, there are also disadvantages to on-site, face-to-face interviewing. For example, in this approach, interviewers must be properly trained and briefed in order to avoid bias in the sample (called “interviewer bias”). Bias can occur when interviewers do not approach respondents randomly, but rather show a preference for a certain type of respondent. An example of this would be if an interviewer showed a preference for people of a similar age or nationality – because they felt more comfortable approaching them.

Another type of bias which can occur in face-to-face interviewing is called “respondent bias”. This happens when a respondent does not answer with their own opinion, but rather tries to please the interviewer by fitting in with what they think is the desired response. Properly trained and briefed interviewers are able to counteract respondent bias in two ways:

- By knowing which questions in a questionnaire are prone to this bias.
- By being aware of their own attitude and their feedback to respondents during the interview.

Answers given by a respondent can also be coloured by fluke events on the day of the interview – things like weather or bad traffic can affect attitude and response.

Increasingly, and due to cost considerations, visitor surveys utilise a method in which visitors are recruited by an interviewer at key locations but only asked a few brief questions including their email address. They are then contacted for a follow-up survey by email once they are home. This is the method we chose for VisitScotland’s most recent survey.

The main advantage of this method is savings on cost – the initial contact with respondents is kept very brief so more respondents can be approached within the timescale. In addition, respondent’s answers to questions via an email survey tend to be more considered and reflect their overall trip (though clearly, contact has to be made within a certain period after their return, so the experience is still fresh in their minds).

However, you will want to consider if this method is appropriate for your survey or for the region in question. A number of factors might mean the follow-up survey is not effective for your target market. Older visitors for instance, may not be comfortable responding to an online survey, or indeed have an email address handy. In this case, using follow-up online surveys will result in a skew towards younger visitors which may not be representative. So you might prefer to adopt the “traditional” interviewing-at-location approach.



We need to make the most of our strengths while continually developing new products, services and experiences to offer our visitors.

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Questionnaire

The questionnaire is where your survey objectives translate into actual questions. This is a crucial part of the project and one where mistakes can have a knock-on effect on the analysis and reporting stages. For this reason allow plenty of time for the questionnaire design to ensure you get it right from the start.

To help, VisitScotland has created a set of standardised questions from the Scotland Visitor Survey 2011/12. Including these standardised questions in your own survey will help make sure that the data you collect is robust and comparable. Hopefully, using them will also help simplify things when it comes to compiling the questionnaire element of your survey. The questions cover typical visitor survey issues and are relevant to most organisations and destinations. They include:

- Visitor profile (country of origin, age, gender, trip type).
- Visitor behaviour (type of accommodation and transport used, number of days spent away from home, activities engaged in).
- Motivations for visiting.

However, in addition to these standardised questions, your organisation will need to think about the kind of local information which you want to generate with the survey, and design appropriate questions that solicit this information. Additional, specific question types that you may wish to include are:

- Whether visitors have visited particular attractions or scenic spots in the area.
- How visitors rate these spots and attractions; possibly on different criteria such as value for money or quality of service.
- If the area or destination was particularly promoted, which marketing efforts were most effective.
- Use of particular services offered at the destination, and how visitors rate these services.
- Any other questions of local importance and interest.

Writing questions for a survey requires some skill and, as always, it's important to be as clear as possible to avoid potential misunderstandings. There are bespoke software systems available as well as many simple, online tools for setting up a survey. You will want to set up a coding system for your questionnaire (whether answers are entered directly on a computer or not) and there are programmes that can help with this. Think about how you plan to handle the questionnaire element of the project before you start and decide what tools and resources you will need.

Once the questionnaire is finalised, do a "pilot run" to test that it is understandable, clear, not too long, and contains all the answer options needed in the pre-coded questions (these are questions which list a number of answer options). Ideally, your pilot should be carried out with some real visitors, but if time or budget is short, better to test it with colleagues than not test it at all.



Local organisations and businesses are able to use focused visitor information to help with their business development and planning.

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Creating the questionnaire – some tips

Here are a few pointers to help get you started on the questionnaire section of your survey.

- Start with simple but interesting questions and end with the easy demographic ones.
- Keep questions short – avoid jargon and overly technical language.
- Make sure that each question covers just one point. For example “Did you find the accommodation you stayed in comfortable and of good value?” is difficult to answer if a respondent has different opinions on the comfort versus the value of their stay (in research terms, this sort of question is called “double barrelled” and should be avoided at all costs).
- Be specific when asking about time frames. A question like “did you visit the Loch Ness visitor centre recently” can be interpreted differently depending on what respondents consider recent. You can avoid this by including a specific time frame, such as within the last 12 months.
- Open-ended questions (where there are no specific answer options, but rather leave respondents to write down their own response) can be useful for adding colour to survey results, and they may produce insight where the answer is not known. However, these questions take longer to answer and to analyse so limit the number of open-ended questions in your survey.
- When putting the questionnaire together, group similar questions together to make things easy to follow.
- Less is more! It’s tempting to add more and more questions to a questionnaire, but try to keep it as short as possible. A long questionnaire has a negative impact on the number and quality of responses.
- Stay focused on the survey objectives, and think about how the results for each question will actually help to achieve your objectives. As a guide, a face-to-face questionnaire should not take any longer than 10 minutes. If a follow-up online survey is used, it is usually possible to get away with a slightly longer questionnaire but the aim should still be to keep completion time within 15 minutes.



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Sample

The accuracy of the data and the conclusions which are drawn from it will depend on how the sample has been selected. The goal is to get a sample which is representative of the population (in this case, all the people who visit the area or destination). There are a number of things you need to consider when designing the sample – discussed in detail below.

Who to interview

Visitors to a survey area are always mixed but they can be categorised into different groups depending on their type of visit. The most common types are:

- People who stay in the survey area overnight for leisure purposes (including visiting family and friends).
- People who stay overnight in another area but visit the survey area for the day or pass through the survey area for leisure purposes (including visiting family and friends).
- People on a day trip for leisure purposes (including visiting family and friends).
- People on a day trip for non-leisure purposes, such as business or family duty trips.
- People who stay in the survey area overnight for non-leisure purposes, such as business or family duty trips.

Your organisation will need to decide which of these groups to include in the survey. This depends largely on your survey objectives and your budget. It is important that a suitably large sample size is achieved for each subgroup you decide to include in order to make sense of the results (we'll discuss this further in the next section). With the Scotland Visitor Survey 2011/2012 we focused on the following group in the sample: People who stay in Scotland overnight for leisure purposes (including visiting family and friends for leisure).

Another aspect to consider, when it comes to who to interview, is visitor origin. Ideally, your survey should try to get a good spread of international and UK visitors within the sample. One way of doing this is to apply a quota to the sample, which means specifying that you are trying to get a certain percentage of visitors within different categories. The Scotland Visitor Survey 2011/12 used a quota of 60% UK and 40% international visitors.

However, any decision on quotas should be made in the context of your destination and area. Ideally it should be based on existing information on visitor types. For information on visitor type try the VisitScotland website (visitscotland.org) or contact research@visitscotland.com for advice.

When to interview

In order to ensure that the sample is representative of weekday and weekend visitors, the fieldwork should be spread across the whole week and include the weekend, and should be conducted throughout the day. Be mindful of the interview location, and the type of visitor it is likely to attract. If interviewing takes place at a mountain railway, for example, it should be expected that at the start of the day, there will be a lot of walkers who are setting off, whereas during the day there will be more sightseeing visitors.

Where to interview

Interviewing locations should be key tourist locations in the survey area with a high visitor footfall. This is beneficial for two reasons:

- It increases the likelihood of gathering a representative sample of visitors – key tourist locations are usually visited by the typical or average visitor at some point during their trip.
- It is a good use of resources – positioning interviewers at a popular, busy location means less downtime between interviews.



Your organisation will be able to draw maximum benefit from a local visitor survey by gathering robust and comparable visitor data.

DESIGNING AND MANAGING A VISITOR SURVEY IN-HOUSE

- Writing a survey plan
- Background
- Objectives
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- Conducting the survey: data entry and analysis
- The final report
- Managing resources

However, depending on the objectives of your survey and the type of visitors that are dominant at the destination, your organisation will need to ensure that a range of different types of locations is utilised. Potential locations might be:

- Visitor attractions and visitor centres
- Town centres, shopping areas, harbour areas
- Train stations and ferry ports
- Car parks (especially at the start of popular walks)
- Scenic spots and viewpoints

How to determine sample size

Generally, the larger the sample size, the more robust the results will be. Practically however, sample sizes are restricted by time and budget. Additionally, after a certain sample size has been reached, the increase in accuracy (and the size of sample error) achieved by increasing it further becomes disproportionately smaller, and eventually becomes so small that it doesn't justify the resources needed to achieve it. So focusing on achieving a very large sample is not necessarily the best use of your resources. In effect, you want to find the smallest sample size that will generate the required level of accuracy for your survey objectives.

The overall sample size needs to reflect the subgroups you wish to analyse within the sample. Quite simply, subgroups are the groups of people within the larger population that you are interested in finding out more about, for example, day visitors, or locals, or visitors from overseas. It is usually best to start with the smallest subgroup: ensure that an absolute minimum of 100 people in this group will be interviewed and then build the sample up from there. For example, if you envisage analysing information by location where the interview took place, the aim should be to complete 100 interviews per location.

If your organisation is simply looking for an overall picture of the destination, and is not interested in digging deeper into specific subgroups, then the minimum sample size needed to keep a reasonable level of accuracy is 500. At this level, the accuracy of the sample is +/- 4.4% at a 95% confidence level.

This is a technical area of any research project and the VisitScotland Insight team is happy to advise if needed. Email research@visitscotland.com

An example to illustrate what this means:

Imagine the survey results say that 50% of visitors stayed in hotel accommodation. If 500 visitors were interviewed, and the level of accuracy is +/- 4.4% at a 95% confidence level, it can be said with 95% certainty that the true percentage for visitors staying in hotel accommodation (i.e. if absolutely everyone were interviewed, as opposed to only 500 people) would be between 45.6% and 54.4%.

A handy tool to calculate the sample error for different sample sizes can be found here:

www.dssresearch.com/KnowledgeCenter/toolkitcalculators/sampleerrorcalculators.aspx

(Please note that VisitScotland cannot accept responsibility for content on third party links/web sites).



DESIGNING AND MANAGING A VISITOR SURVEY IN-HOUSE

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Conducting the survey: data collection

Data collection is the actual process of conducting the interviews at the selected locations. Depending on the method you have chosen, you will need to use a shorter or longer questionnaire for data collection. The table opposite highlights some of the things you need to consider at this stage.

Training the interviewers	Explaining the sampling approach
<p>It's important that whoever is conducting the interviews for the survey is well briefed.</p> <p>This involves:</p> <ul style="list-style-type: none"> • Explaining why your organisation is conducting the survey and what you hope to gain from it. • Discussing the questionnaire in detail to allow interviewers to become familiar with all the questions. • Making sure interviewers are prepared to answer any questions that respondents may have. • Ensuring your interviewers feel well prepared and engaged with the survey. • Ensuring that interviewers are aware of bias and how to avoid it – including both interviewer and respondent bias. 	<p>It is important that your interviewers understand how you expect them to approach potential respondents, i.e. every nth visitor. You will want to stress the importance of randomness and their role in ensuring it.</p> <p>Other things to consider:</p> <ul style="list-style-type: none"> • An official badge or letter that interviewers wear or carry, to prove that they are conducting an official survey on behalf of your organisation. • A standard thank you note that can be printed out and handed out to respondents – both a thank you and an assurance that they have taken part in an official survey. • Somebody from the project team, who has been involved in the survey design and set up, should be on duty during fieldwork to deal with any problems or questions that arise from the interviewers.



Visitor surveys provide local tourism organisations and councils with a sound basis for monitoring performance, and are useful for future marketing planning and business development.

DESIGNING AND MANAGING A VISITOR SURVEY IN-HOUSE

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Conducting the survey: data entry and analysis

Once the fieldwork is complete, there are a lot of questionnaires to be processed. How you handle the data depends on the interviewing method you employed.

If full interviews were completed at location (i.e. no follow-up planned)

You will need to translate the data gathered from the questionnaires into a format that can be analysed. You can do this in-house, or you can sub-contract this stage to an agency that specialises in data entry. If you decide to do it in-house, you need to be aware of the common pitfall of inaccurate data entry, which leads to false results. It is important to conduct a quality check of the data. By double checking the accuracy of 10% of your questionnaires, comparing the original against the entered data, you can ensure a level of overall accuracy. An agency will do this as a matter of course.

If recruitment interviews only were conducted at location (i.e. follow-up online survey planned)

All the email addresses that were collected need to be entered into a database, and then the online survey needs to be emailed. Ideally this should happen within two weeks of the initial recruitment, in order to capitalise on the respondents' interest in the survey and ensure that the details of their trip are still fresh.

There are several standard computer software packages that can help with data analysis, for example Microsoft Excel or SPSS. If you are managing the data collection and analysis in-house you will want to ensure that a staff member knows how to use this software or can be trained to use it.

Once all the data from the questionnaires has been processed (whether from face-to-face survey or email survey results) and is ready to be analysed make sure you cross-reference it with the initial research objectives to ensure that all the key questions are answered.

This is an area where, depending on your budget and the skills available within your organisation, it may be worth sub-contracting to an agency specialising in analysis services. Information on external agencies which offer services such as data input and analysis can be found through the Research Buyer's Guide at:

www.rbg.org.uk

If you want to compare your own results with results from the Scotland Visitor Survey, please get in touch with us to discuss the specific questions of interest to you and your region.

Email our Insight team on:

research@visitscotland.com

The final report

There are different options available for preparing a final report of the survey results. They range from a full written report, to charting the results in a PowerPoint presentation. However you decide to report the results, consider the best way of communicating with your audience and the messages you want to convey. It is important to establish these factors before putting pen to paper. It might help to prepare a draft outline of the proposed document and invite partners to comment.

Depending on your timescale, audience and budget you may want to consider having the report written and/or produced professionally.



DESIGNING AND MANAGING A VISITOR SURVEY IN-HOUSE

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Managing resources

Before embarking on a big project like a visitor survey, it is important to think about the resources that are available within your organisation, including time, budget and human resources.

Establishing from the outset what resources you have and what you need for the project will help ensure its success.

Time

- Conducting a visitor survey is time intensive and requires a lot of time resources at every stage. Establish any deadlines from the beginning – for instance, whether you need the results by a certain date – and plan accordingly.
- The main time drain is likely to be on your own staff time. This can be broken down into preparing and planning the survey, training interviewers, conducting the interviews, managing and completing data entry/analysis, and the final report writing.
- Consider how much time you have for each stage and how you will allocate resources within them.

Skill sets and human resources

- A survey requires specific skills, from designing a research project to managing and training interviews to analysing research data.
- Consider carefully whether all the skills you need for the project exist within your organisation or if some of the required skills are specialised enough to warrant outsourcing for external expertise – in particular, the data entry and analysis stages. You may also wish to consider hiring someone to produce the final report for you.

Budget

- While not comparable to commissioning an agency there are still costs involved in conducting a survey in-house – for instance will you need to purchase data analysis software? Will you need to make an investment in software for designing online surveys? Will you need to pay additional staff to conduct interviews?
- If you have a small budget available, external expertise can be brought in or certain stages of the survey process can be sub-contracted.
- You may wish to offer an incentive to aid participation and response rates (especially if conducting an online, follow-up survey).
- At the very beginning of the project, consider how you will analyse the results. Whether you need a specific software package to do this in-house and if you need to invest in training so that someone knows how to use it.



SHARING YOUR RESULTS

Sharing your results

Conducting a visitor survey is certainly a lot of work – whether you use an agency or do it in-house. But the effort is worthwhile – having reliable, robust information about our visitors is enormously important and can help your area and local businesses tremendously. Sharing the results of your survey is also vital as it will help other organisations understand and plan for our visitors.

Once you have completed your survey the next step is to share the information you have gathered with VisitScotland – this will benefit everyone as we are able to compare local results with the national data. So please do get in touch with us by contacting research@visitscotland.com once your survey is finished (or at any point during the process for support and advice!).

Good luck with your project!

The VisitScotland Insight Team



Knowing who our visitors are, why they come and what they value about the experience is crucial to improving our businesses and Scotland's tourism industry as a whole.

**APPENDIX:
VISITOR SURVEY
QUESTIONNAIRE
WITH
STANDARDISED
QUESTIONS**

Appendix: Visitor survey questionnaire with standardised questions

The following questions have been standardised and in order to be effective they must be used word-for-word, with no changes. Any changes will impact on the comparability of the results with the Scotland Visitor Survey and other regional or local surveys.

If you are working with a research agency, either for the entire project or just to manage the questionnaire, they should be happy to use these questions as supplied. You can, of course, discuss any additional questions that are specific to your area or research objectives with the agency and they will be able to design additional questions to be included in your survey.

If you are conducting the survey yourself please be aware of the importance of using the following standardised questions with no alterations. You may want to create additional destination or marketing specific questions as you see fit. Please feel free to contact us at research@visitscotland.com for advice on the questionnaire portion of your project.



**APPENDIX:
VISITOR SURVEY
QUESTIONNAIRE
WITH
STANDARDISED
QUESTIONS**

1. In which of the following countries do you live?

[ALLOW RESPONDENT TO TICK ONE ANSWER ONLY]

- Scotland
- England (including Channel Islands and Isle of Man)
- Wales
- Northern Ireland
- Republic of Ireland
- Germany
- France
- Italy
- Spain
- Netherlands
- Other European (please specify) _____
- USA
- Canada
- Australia
- New Zealand
- Other (please specify) _____

GENERAL AND TRIP PLANNING

2. Which of the following best describes your trip to _____?

[ALLOW RESPONDENT TO TICK ONE ANSWER ONLY]

- A holiday or short break
- A visit to see friends or relatives for leisure
- Another type of trip taken for leisure purposes
- Other (please specify) _____

3. And more specifically, how would you describe your trip?

[ALLOW RESPONDENT TO TICK ONE ANSWER ONLY]

- Touring around the country
- A visit based in a countryside location
- Staying in a city and visiting the city attractions
- Staying in a city and combining visiting city attractions with visiting the surrounding countryside
- Staying with friends or family
- A golf break
- An activity type break (e.g. hiking, sailing etc)
- Attending an event (e.g. sports event, concert, festival etc)
- Other (please specify) _____

**APPENDIX:
VISITOR SURVEY
QUESTIONNAIRE
WITH
STANDARDISED
QUESTIONS**

4. Was this your first holiday or short break to

_____?

[ALLOW RESPONDENT TO TICK ONE ANSWER ONLY]

- Yes
 No

5. Which other areas of Scotland...

[ALLOW RESPONDENT TO TICK ALL THAT APPLY]

	...did you visit on this trip?	...did you stay overnight in?
The Highlands of Scotland and the Isle of Skye (including Inverness/Fort William/Moray)	<input type="checkbox"/>	<input type="checkbox"/>
The Cairngorms National Park (including Aviemore)	<input type="checkbox"/>	<input type="checkbox"/>
Shetland	<input type="checkbox"/>	<input type="checkbox"/>
Orkney	<input type="checkbox"/>	<input type="checkbox"/>
Outer Hebrides (Lewis/Harris/Uist/Barra)	<input type="checkbox"/>	<input type="checkbox"/>
Glasgow City	<input type="checkbox"/>	<input type="checkbox"/>
The wider Glasgow area (including Lanarkshire/Dunbartonshire/Inverclyde)	<input type="checkbox"/>	<input type="checkbox"/>
Stirling, Falkirk and the wider Forth Valley area	<input type="checkbox"/>	<input type="checkbox"/>
Loch Lomond and the Trossachs National Park	<input type="checkbox"/>	<input type="checkbox"/>
Aberdeen City and Shire (including Ballater/ Banff/Stonehaven)	<input type="checkbox"/>	<input type="checkbox"/>
Perth & Perthshire (including Pitlochry)	<input type="checkbox"/>	<input type="checkbox"/>
Angus & Dundee	<input type="checkbox"/>	<input type="checkbox"/>
Dumfries & Galloway	<input type="checkbox"/>	<input type="checkbox"/>
Scottish Borders	<input type="checkbox"/>	<input type="checkbox"/>
Ayrshire and the Isle of Arran	<input type="checkbox"/>	<input type="checkbox"/>
Argyll and the Isles (including Oban/Isle of Mull/Jura/Bute)	<input type="checkbox"/>	<input type="checkbox"/>
Fife (including St Andrews)	<input type="checkbox"/>	<input type="checkbox"/>
Edinburgh City	<input type="checkbox"/>	<input type="checkbox"/>
Lothians (including North Berwick/Gullane)	<input type="checkbox"/>	<input type="checkbox"/>
Don't know	<input type="checkbox"/>	<input type="checkbox"/>

6. During your trip, how many nights did you stay overnight in

_____?

[ALLOW RESPONDENT TO TYPE IN A NUMBER. ALLOW ZERO]

7. Which of the following best describes who was with you on your trip?

[ALLOW RESPONDENT TO TICK ALL THAT APPLY]

- Your partner/spouse
 Your child/children
 Your parents or your partner's parents
 Other members of your family
 Friend(s)
 An organised group
 I was on my own
 Someone else (please specify) _____

8. How many people were there in your immediate party – that is any family and friends who travelled with you – including yourself?

Number of people aged 16 and over

[DO NOT ALLOW RESPONDENT TO TYPE ZERO]

Number of people under 16

[ALLOW RESPONDENT TO TYPE ZERO]

Not sure

**APPENDIX:
VISITOR SURVEY
QUESTIONNAIRE
WITH
STANDARDISED
QUESTIONS**

**9. How far in advance did you start planning this trip?
i.e. how much time was there between you starting
to plan and visiting _____?**

[ALLOW RESPONDENT TO TICK ONE ANSWER ONLY]

- Less than 2 weeks
- 2 weeks up to 4 weeks
- 1 to 2 months
- 3 to 6 months
- Over 6 months to 1 year
- Over 1 to 2 years
- Over 2 years
- Not sure

**10. And how far in advance did you book your trip to
_____?**

**i.e. how much time was there between booking
the trip and going?**

[ALLOW RESPONDENT TO TICK ONE ANSWER ONLY]

- Didn't book in advance
- Less than 2 weeks
- 2 weeks up to 4 weeks
- 1 to 2 months
- 3 to 6 months
- Over 6 months
- Not sure

VISIT MOTIVATIONS

**11. Which of the following, if any, prompted you to visit
_____?**

[ALLOW RESPONDENT TO TICK ALL THAT APPLY, RANDOMISE]

- Found a good accommodation deal
- It was recommended to me by friends/relatives
- Special occasion/celebration took place there
- It is an area I know well – been to before
- Read an article in a newspaper/magazine
- Advertising in newspapers/magazines
- Information in a Tourist Board brochure
- A television programme about _____
- Advertising on a website
- A movie/film featuring this area
- A book featuring this area
- Family connections in this area
- Particular interest in history of this area
- Specific activities such as golf or walking are available
- Particular interest in scenery/landscape of this area
- To visit a particular attraction (please specify)

- To undertake a particular activity (please specify)

- To stay in a particular hotel or other accommodation (please specify)

- Other (please specify) _____
- Don't know/can't remember
- None of these

**APPENDIX:
VISITOR SURVEY
QUESTIONNAIRE
WITH
STANDARDISED
QUESTIONS**

DURING YOUR TRIP

12. And during your trip to _____ which of the following other methods, if any, did you use to obtain information about places to visit and things to do?

[ALLOW RESPONDENT TO TICK ALL THAT APPLY]

- A smartphone/internet on a mobile phone
- The VisitScotland Days Out app
- A laptop
- An Ipad/tablet PC
- Visited an internet cafe
- Accessed the internet via a terminal in the reception of your accommodation or another public area.
- Brochure provided by VisitScotland or Tourist Board
- Tour operator's brochure
- Guide books (e.g. Fodors, Lonely Planet)
- Asking other travellers
- Asking locals
- Asking proprietors/service staff
- None of the above

[DO NOT SHOW TO SCOTLAND RESIDENTS]

13. What form of transport did you use on the longest part of your journey from home to _____?

[ALLOW RESPONDENT TO TICK ONE ANSWER ONLY]

- Train
- Regular bus/coach
- Organised coach tour
- Car – own/friend's/firm's
- Car – hired
- Motorised caravan/camper/dormobile
- Motorcycle
- Bicycle
- Plane
- Boat/ship/ferry
- Hitch-hiking (in any vehicle)
- Other (please specify) _____

**APPENDIX:
VISITOR SURVEY
QUESTIONNAIRE
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STANDARDISED
QUESTIONS**

14. And which airport did you arrive at?

[ASK IF TRAVELLED BY AIR AT PREVIOUS QUESTION 13
ALLOW RESPONDENT TO TICK ONE ANSWER ONLY]

Scotland

- Edinburgh airport
- Glasgow airport
- Glasgow-Prestwick airport
- Inverness airport
- Aberdeen airport
- Other airport in Scotland (please specify) _____

England

- London Heathrow
- London Gatwick
- London Stansted
- London Luton
- Birmingham Airport
- Manchester Airport
- Other Airport in UK (please specify) _____
- Don't know/can't remember

15. And which types of transport did you use during your visit to

_____ ?

Please think about travel within _____
only and select all of those you used.

[ALLOW RESPONDENT TO TICK ALL THAT APPLY]

- Train
- Regular bus/coach
- Organised coach tour
- Car – own/friend's/firm's
- Car – hired
- Motorised caravan/camper/dormobile
- Motor cycle
- Bicycle
- Plane
- Boat/ship/ferry
- Hitch-hiking (in any vehicle)
- Walked/on foot
- Other (please specify) _____

16. What type of accommodation did you stay in during your trip to

_____ ?

[ALLOW RESPONDENT TO TICK ALL THAT APPLY]

- Hotel (5 star/luxury)
- Hotel (4 star)
- Hotel (3 star)
- Hotel (1-2 star)
- B&B/guest house
- Self-catering
- Hostel
- Camping
- Caravanning
- Second home
- Friends/family
- Other (specify)

**APPENDIX:
VISITOR SURVEY
QUESTIONNAIRE
WITH
STANDARDISED
QUESTIONS**

17. Did you take part in any of the following during this trip?

[Tick all that apply]

[ROTATE THE ORDER OF THE GROUPS IN THIS QUESTION I.E. ATTRACTIONS, ACTIVITIES AND EVENTS AND ALSO THE ANSWER CODES WITHIN EACH OF THESE GROUPS. THIS WILL HELP WITH RESPONDENT FATIGUE AND GIVE MORE RELIABLE ANSWERS OVERALL.]

Attractions:

- Sightseeing by car/coach/on foot
- Visited a cathedral, church, abbey or other religious building
- Visited a historic house, stately home, castle
- Visited a museum/art gallery
- Visited a country park/garden
- Visited a visitor/heritage centre
- Visited a scenic/historic railway/other architecture
- Visited a theme/amusement park
- Visited an aquarium/zoo/safari park/nature reserve
- Visited a TV/film location
- Visited a whisky distillery
- Visited cities

Activities:

- Went on a guided tour – on foot, bus or other transport
- Golf
- Short walk/stroll – up to 2 miles/1 hour
- Long walk, hike or ramble (minimum of 2 miles/1 hour)
- Centre based walking (i.e. around a town centre)
- Organised adventure sports (whitewater rafting/sphereing/canyoning/gorge walking)

- Sailing/boating/watersports
- Fishing
- Horse riding, pony trekking
- Country sports – hunting, shooting etc.
- Wildlife/bird watching
- Cycling – on a road/surfaced path
- Mountain biking
- Picnic or BBQ
- Visiting a beach
- Genealogy/tracing ancestors
- Spa
- Shopping
- Trying local food
- Night out/visiting pubs

Events:

- Music/arts festival
- Watched live sport (not on TV)
- Went to the theatre
- Attended an exhibition/fair
- Attended a live music concert
- Attended Highland Games
- Attended ceilidh/traditional music event
- Attended a special event of a personal nature such as a wedding, graduation, christening

- None of these
- Other (please specify) _____

**APPENDIX:
VISITOR SURVEY
QUESTIONNAIRE
WITH
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SATISFACTION WITH YOUR HOLIDAY

**18. Thinking about your trip to _____ ,
how would you rate your overall experience of this destination?**

[ALLOW RESPONDENT TO TICK ONE ANSWER ONLY]

- Very satisfied
- Fairly satisfied
- Neither satisfied nor dissatisfied
- Fairly dissatisfied
- Very dissatisfied

**19. Based on your experiences during this trip, to what
extent would you recommend**

_____ **as a destination to friends and family?**

[ALLOW RESPONDENT TO TICK ONE ANSWER ONLY]

- Definitely
- Probably
- Fairly likely
- Probably not
- Definitely not

20. How likely are you to take another trip in/to

_____ **again in the next 5 years?**

[ALLOW RESPONDENT TO TICK ONE ANSWER ONLY]

- Definitely
- Probably
- Fairly likely
- Probably not
- Definitely not

**APPENDIX:
VISITOR SURVEY
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STANDARDISED
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21. And thinking about your trip to _____ overall, how satisfied were you with each of the following aspects?

	Very satisfied	Fairly satisfied	Neither satisfied nor dissatisfied	Fairly dissatisfied	Very dissatisfied	Not applicable
Trip planning:						
The availability of useful information online to help you plan your trip	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The availability of other useful information off-line to help you plan your trip (e.g. brochures, guidebooks)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Getting to _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Availability of convenient air routes to _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Availability of convenient sea routes to _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The cost of travel to/in _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Public transport availability, service and value for money	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Accommodation:						
Availability of low cost/budget accommodation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Availability of good quality accommodation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Value for money	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Friendly and efficient service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Activities:						
The availability of information locally about places you can visit during your trip	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Value for money of attractions (historic sites, museums, visitor centres etc)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Opportunities to attend local events/festivals	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Dining out:						
Value for money	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Availability of local produce when dining out	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Opportunities to interact with local people	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**APPENDIX:
VISITOR SURVEY
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**22. Thinking about your trip to _____,
overall, what did you enjoy the most?**

[OPEN ENDED QUESTION]

23. How could your trip have been improved?

[OPEN ENDED QUESTION]

**24. During or after your trip to _____,
did you do any of the following?**

[ALLOW RESPONDENT TO TICK ALL THAT APPLY]

- Upload trip photos to the internet, i.e. Flickr or Facebook
- Update your Facebook status about your trip
- Tweet about your trip
- Blog about your trip
- Leave reviews on websites such as Tripadvisor
- Instant messaging via MSN
- Upload trip videos to the internet, i.e. YouTube
- None of these

**APPENDIX:
VISITOR SURVEY
QUESTIONNAIRE
WITH
STANDARDISED
QUESTIONS**

GENERAL DEMOGRAPHICS

About you

To help us analyse your responses, please answer the following questions about yourself...

25. Are you...

- Male
- Female

26. Your age:

- 16-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65+

[SCOTLAND AND ENGLAND RESIDENTS ONLY – IF SCOTLAND OR ENGLAND CHOSEN AT Q1: (IN WHICH OF THE FOLLOWING COUNTRIES DO YOU LIVE?) ASK THE FOLLOWING (SHOW SCOTLAND OPTIONS TO THOSE LIVING IN SCOTLAND AND ENGLISH OPTIONS TO THOSE LIVING IN ENGLAND.)

27. In which area of (Scotland/England) do you live?

Scotland

- Aberdeen City
- Aberdeenshire
- Angus
- Argyll & Bute
- Clackmannanshire
- Dumfries & Galloway
- Dundee City
- East Ayrshire
- East Dunbartonshire
- East Lothian

- East Renfrewshire
- Edinburgh, City of
- Eilean Siar
- Falkirk
- Fife
- Glasgow City
- Highland
- Inverclyde
- Midlothian
- Moray
- North Ayrshire
- North Lanarkshire
- Orkney Islands
- Perth & Kinross
- Renfrewshire
- Scottish Borders
- Shetland Islands
- South Ayrshire
- South Lanarkshire
- Stirling
- West Dunbartonshire
- West Lothian

England

- Greater London
- South East
- South West
- East Midlands
- West Midlands
- East Anglia/East of England
- Yorkshire/Humberside
- North East
- North West

GLOSSARY

Glossary

The following terms are used frequently when designing and conducting a survey and are referred to throughout this guide.

Analysis

How you plan to analyse the survey results, including any specific analysis tools and software that you plan to use.

Background

Relevant information on the project, the area, past surveys and existing demographic information.

Data collection

Information on the logistics of carrying out the survey, including interviewing locations, timetables and so forth.

Objectives

A summary of the key questions and overall issues that the project will address. Research objectives should clarify the sort of information that you want to be collected by the survey.

Method

How a survey is conducted, generally using a quantitative research approach and either face-to-face interviewing or an online or email questionnaire.

Quantitative research

Asking a large number of people the same set of pre-defined questions, so that you get “quantifiable” answers in terms of percentages and numbers resulting in measurable data that can be compared.

Questionnaire

A series of standardised and specific questions used to elicit the information you want from your visitors.

Quota

A proportional part or share of the total sample.

Random sampling

The sample should be designed so that every member of the visiting population has an equal chance of being selected.

Reporting

An outline of how you will communicate the results – which methods or materials you will use – and to whom you want to communicate the results to.

Resources (financial, human and time)

The resources required throughout the survey process. This may be financial but will also include human and time resources.

Sample

A representative portion of people from the general population that you wish to learn something about. Generally a sample should be a randomly selected group from all of the visitors to a site or area.

Sample error

All surveys have a margin of error. Generally this is reduced by increasing sample size, though this is only effective up to a point. Other sources of error in survey research include measurement error, for example when the answers on a survey are incomplete, imprecise or inaccurate.

Measurement error may be caused by a poorly worded questionnaire, poorly trained interviewers or by error or bias on the part of respondents. Non response can also be a source of error.

Subgroup

A specific group of people you are interested in finding out more about, for example, day visitors, or locals, or visitors from overseas.

