



Torbay Visitor Survey 2003

Final report

Produced by South West Tourism Research Department

December 2003



Summary

- This report presents the findings of a survey of visitors to Torbay conducted between June and September 2003. A face to face questionnaire survey was conducted by experienced interviewers between June and September 2003.
- Torbay attracted a high proportion of domestic leisure staying visitors, who typically fell into the middle to older age brackets, were less affluent and visiting in adult only groups. Visitors favoured serviced accommodation in the bay with a typical length of stay of 7.58 nights.
- Torbay has a good base of loyal repeat visitors who rely heavily on their previous knowledge of the area when sourcing information prior to their visit. Enquiry and booking lead times are relatively short.
- Cars, vans & motorcycles are the most popular choice of transport used to reach Torbay with shopping, walking on the coast path and spending time on the beach being the most popular activities taking part in whilst on holiday in the area. In addition, Dartmoor, Cockington and Plymouth are popular destinations visited by respondents whilst staying in Torbay. Around a fifth (16%) of visitors were part of an organised group/coach tour.



Summary cont...

- Visitors rated Torbay highly in terms of the visitor experience it had offered to them. The only indicators receiving average scores lower than 'good' (4) or 'very good' (5) were: Ease and cost of parking in Torbay, value for money of places to eat & drink, display maps & information boards, availability and cleanliness of toilets, choice of nightlife and feeling of safety from traffic. On the whole, opinion scores have improved on 1999 levels.
- The priorities for action for Torbay in terms of visitor priorities should be: the availability and cleanliness of the public toilets, ease of car parking, value for money of places to eat & drink and maps & information boards.
- Visitors particularly liked the scenery and relaxing atmosphere in Torbay.
- Almost three quarters of respondents (71%) did not site anything that had spoilt the enjoyment of their visit.
- Almost two thirds (62%) of visitors were 'very likely' to recommend Torbay as a place to visit.

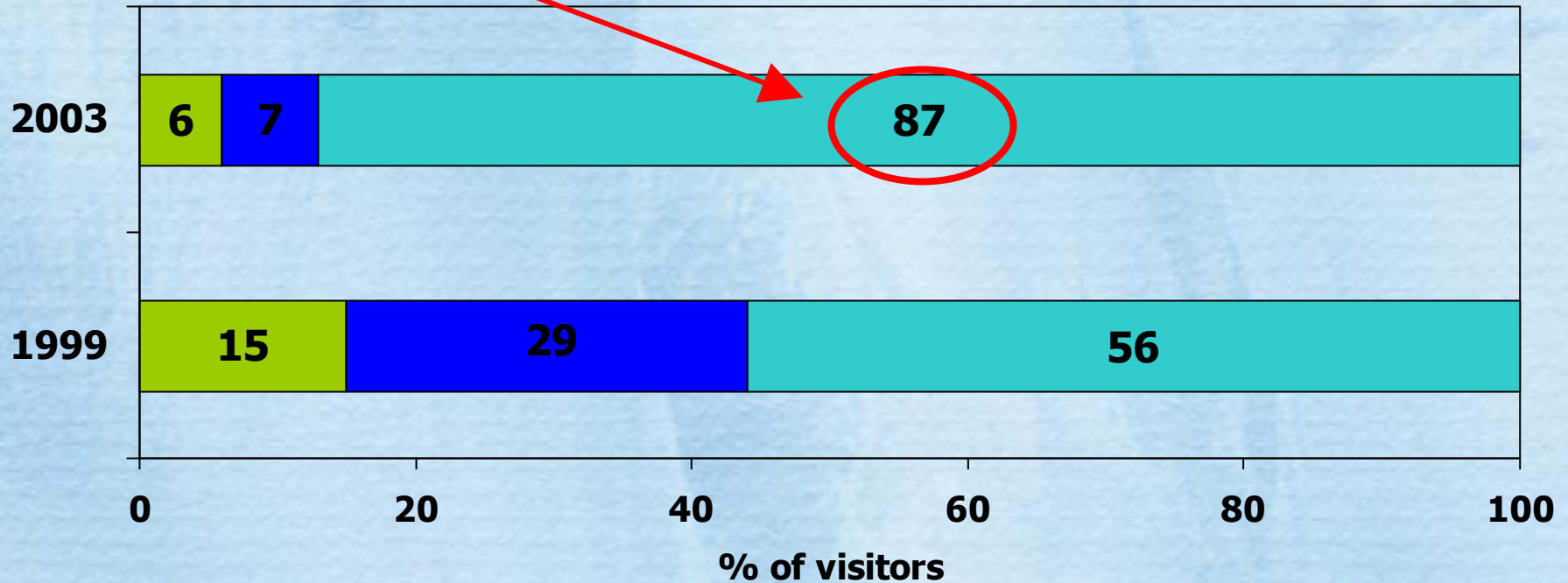


Visitor Profile



Torbay attracts a high proportion of staying visitors

VISITOR TYPE



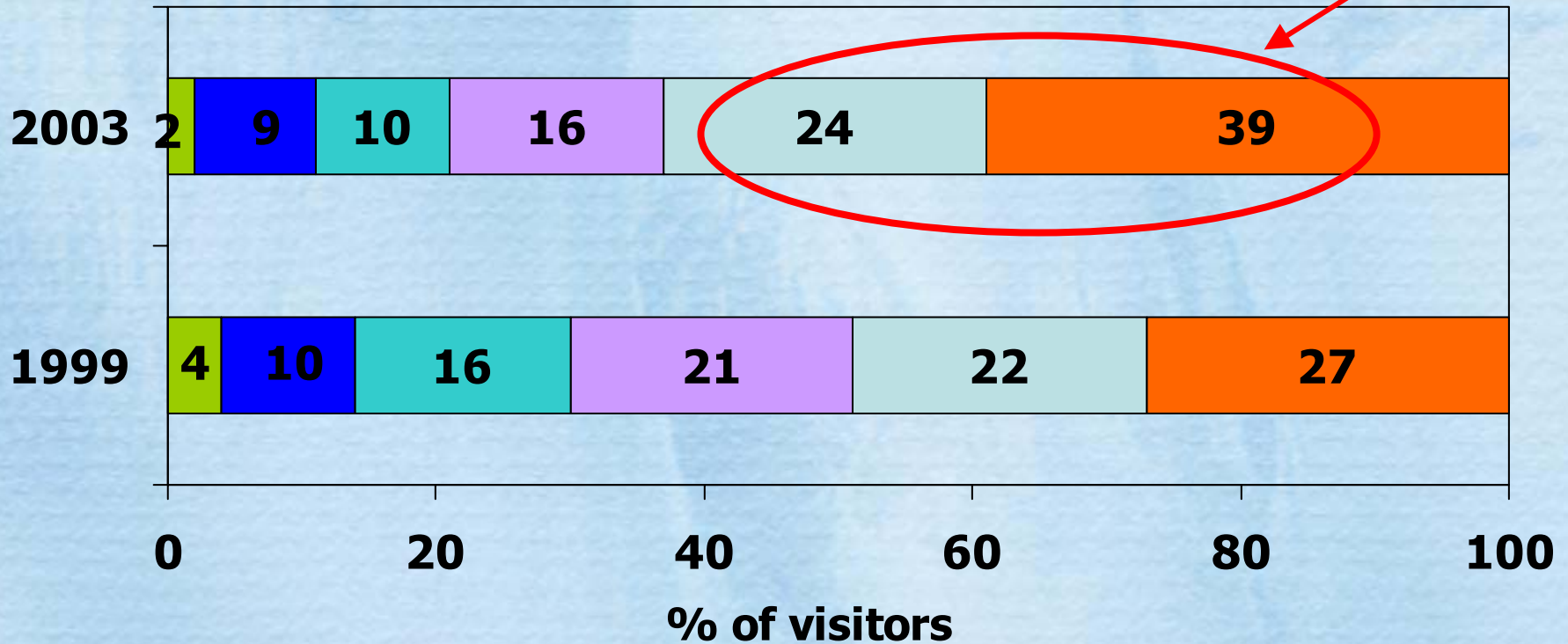
■ Day visitor from home ■ Day visitor on holiday ■ Staying visitor



Visitors to Torbay typically fall into the middle to older age brackets

AGE GROUP

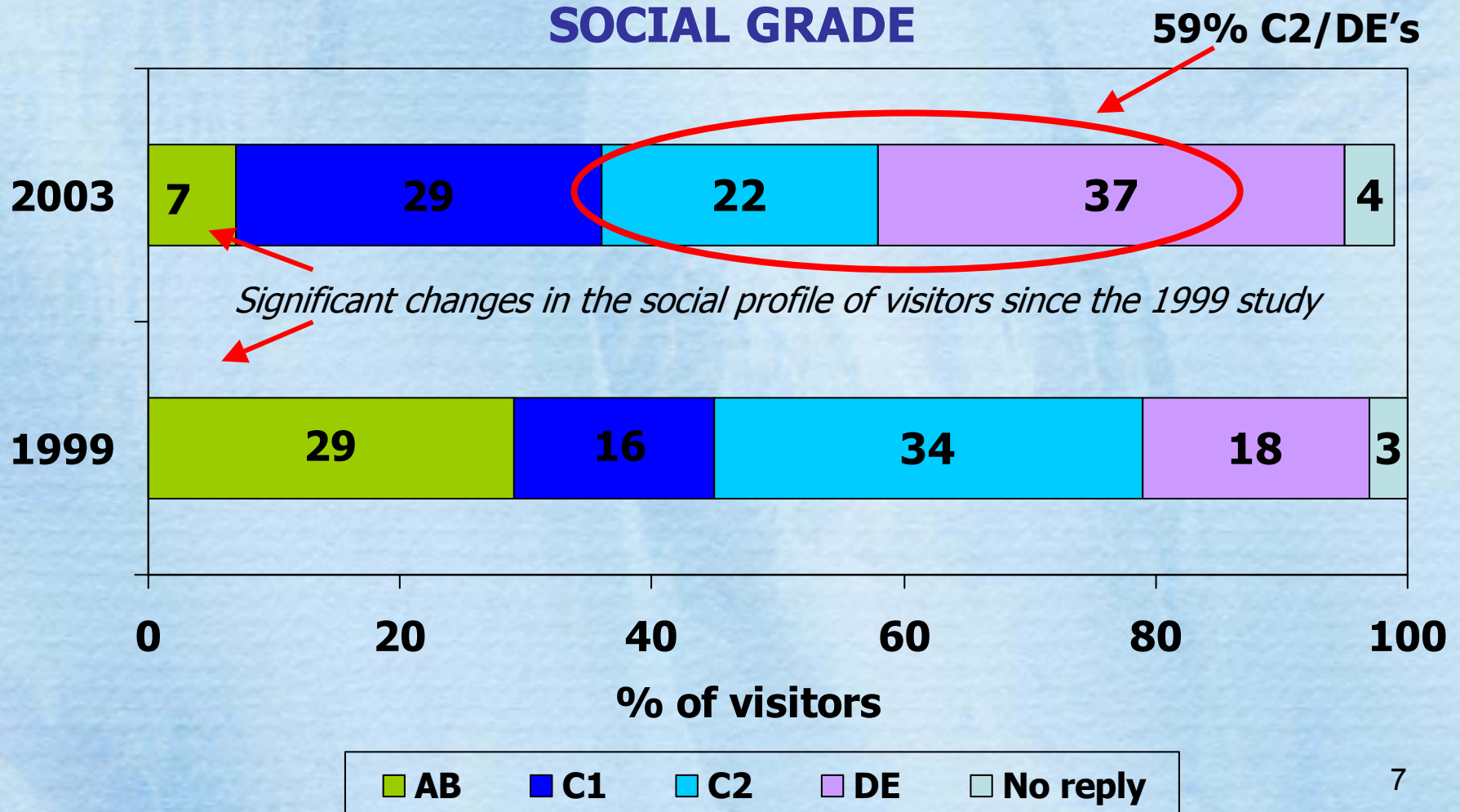
63% aged 55+ yrs



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

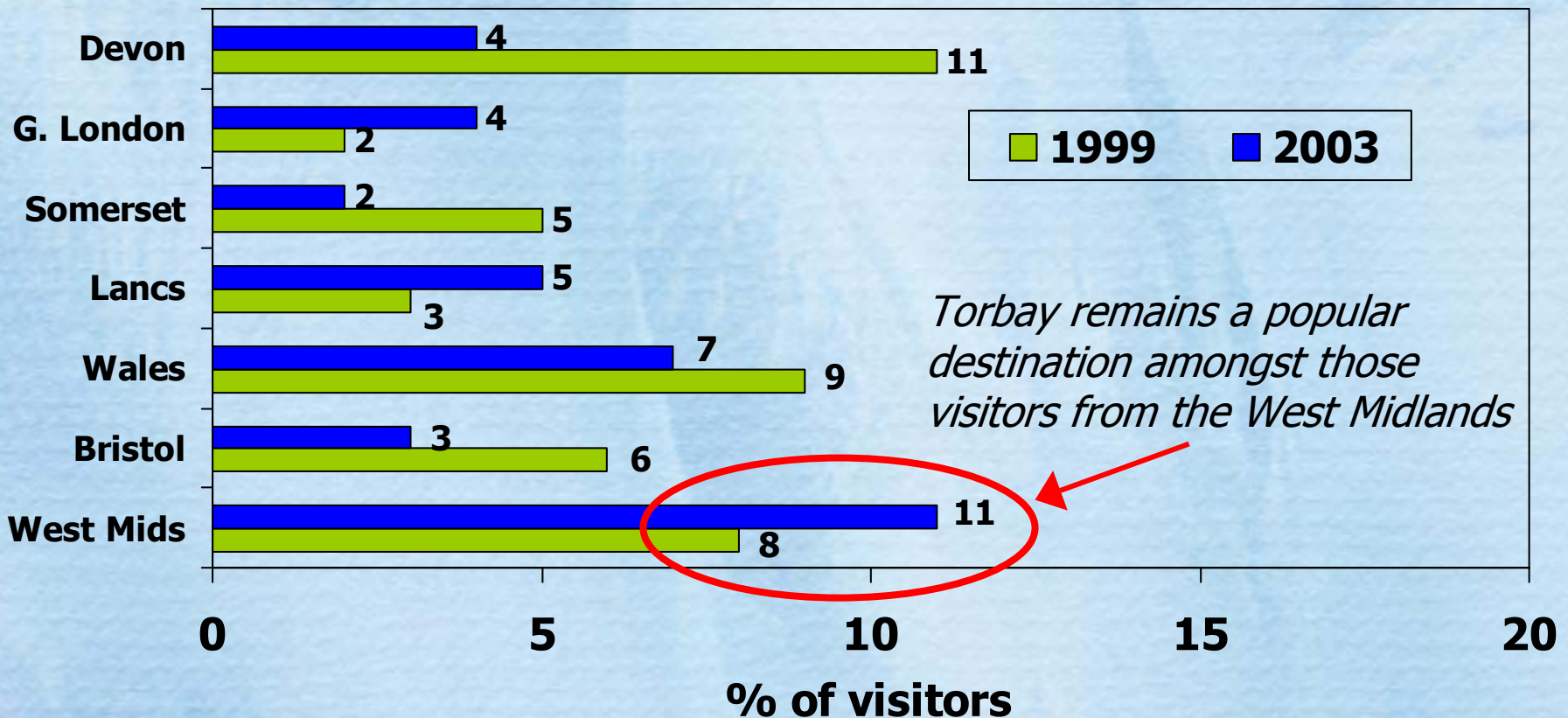
Visitors to Torbay tend to fall into the less affluent social grades

SOCIAL GRADE



The majority of visitors were from the UK

MAIN COUNTY OF ORIGIN



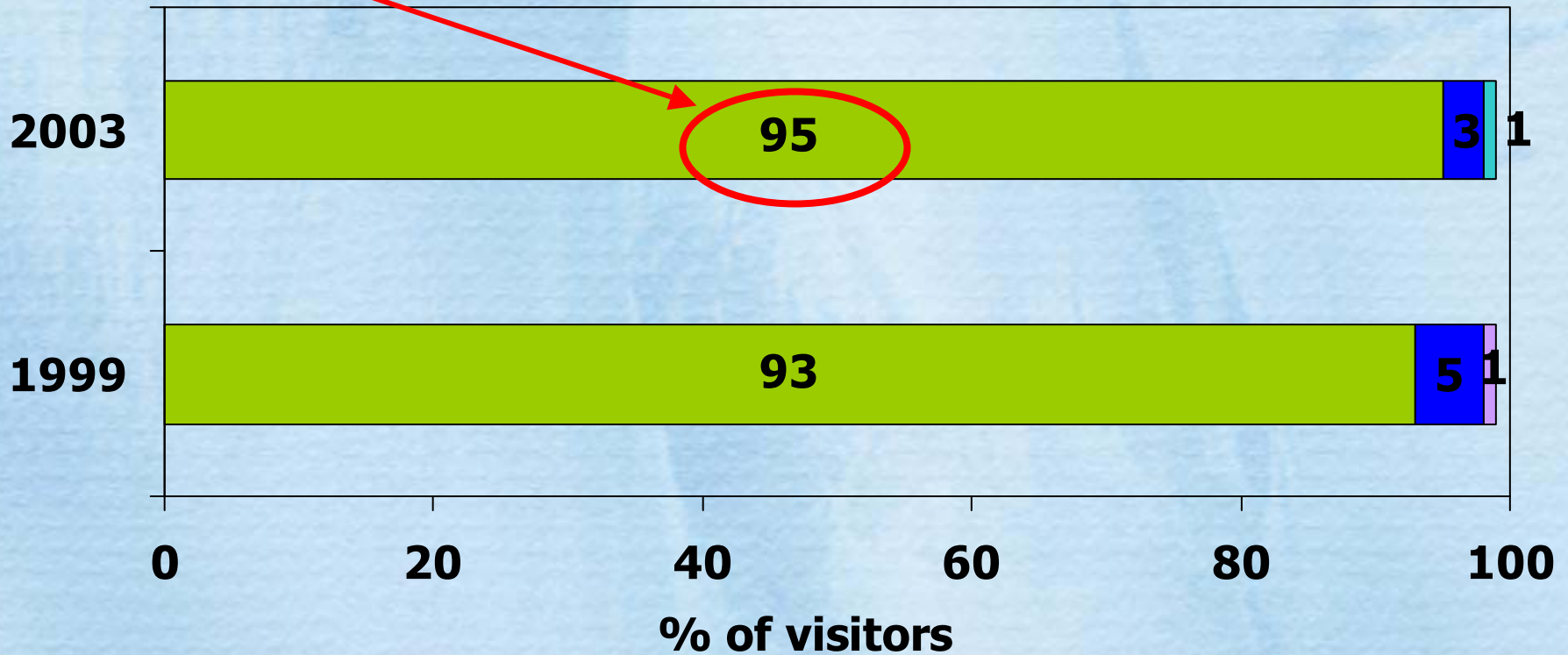


Characteristics of visit



Almost all visitors were on a leisure/holiday visit

MAIN REASON FOR VISIT





Torbay attracts a high proportion of repeat visitors

There has been a slight increase in first time visitors to Torbay since 1999

1999

**First time visitor
17%**

**Repeat visitor
83%**

2003

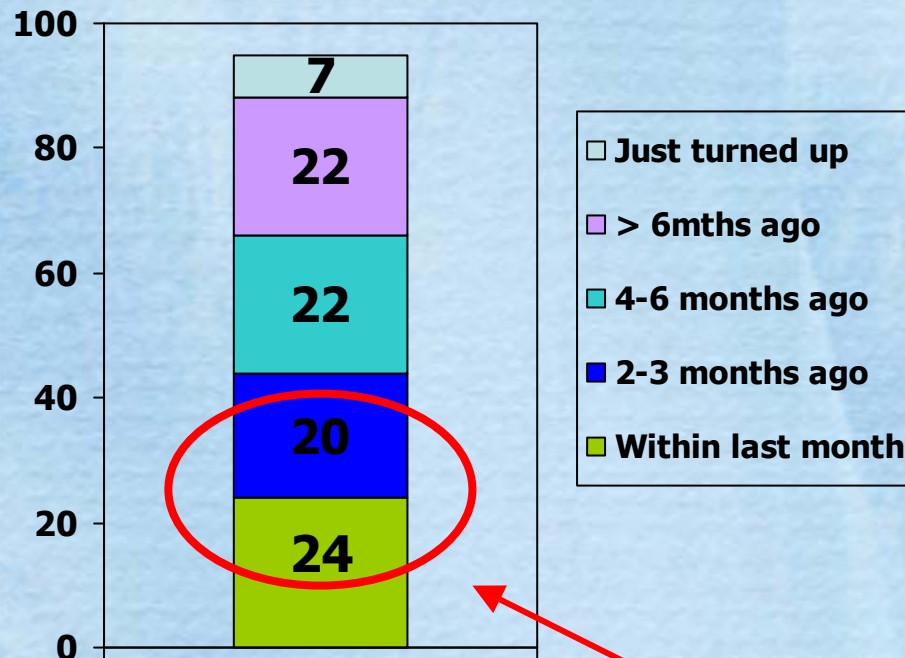
**First time visitor
20%**

**Repeat visitor
80%**

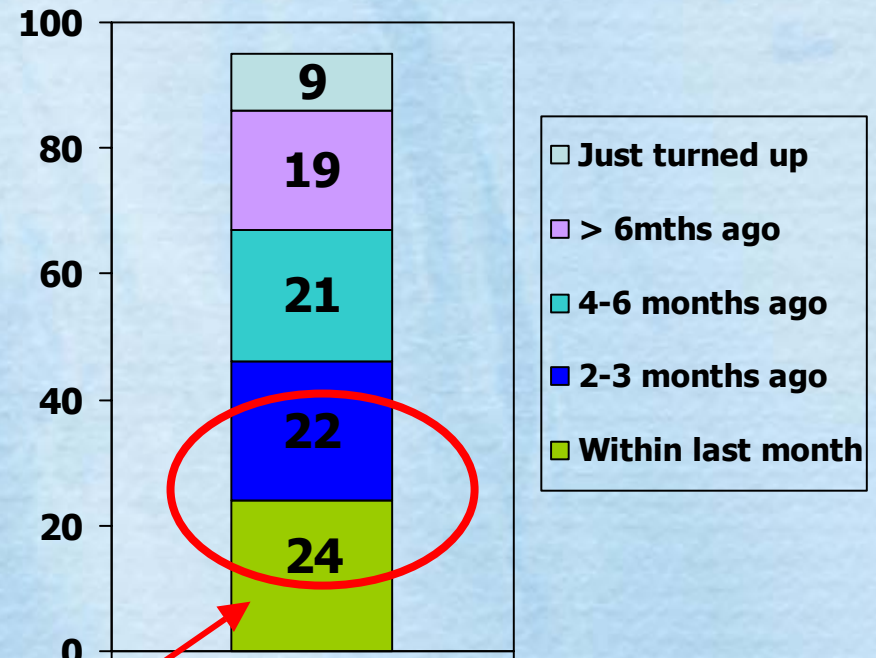
Day visitors spent an average of 4.69 hrs in Torbay during 2003 (4.08 in 2003), compared with 4.99 hours for resorts and 4.74 hours for all destinations

Enquiry and booking lead times were relatively short amongst visitors to Torbay

Visitors started to make enquiries about their holiday to Torbay...



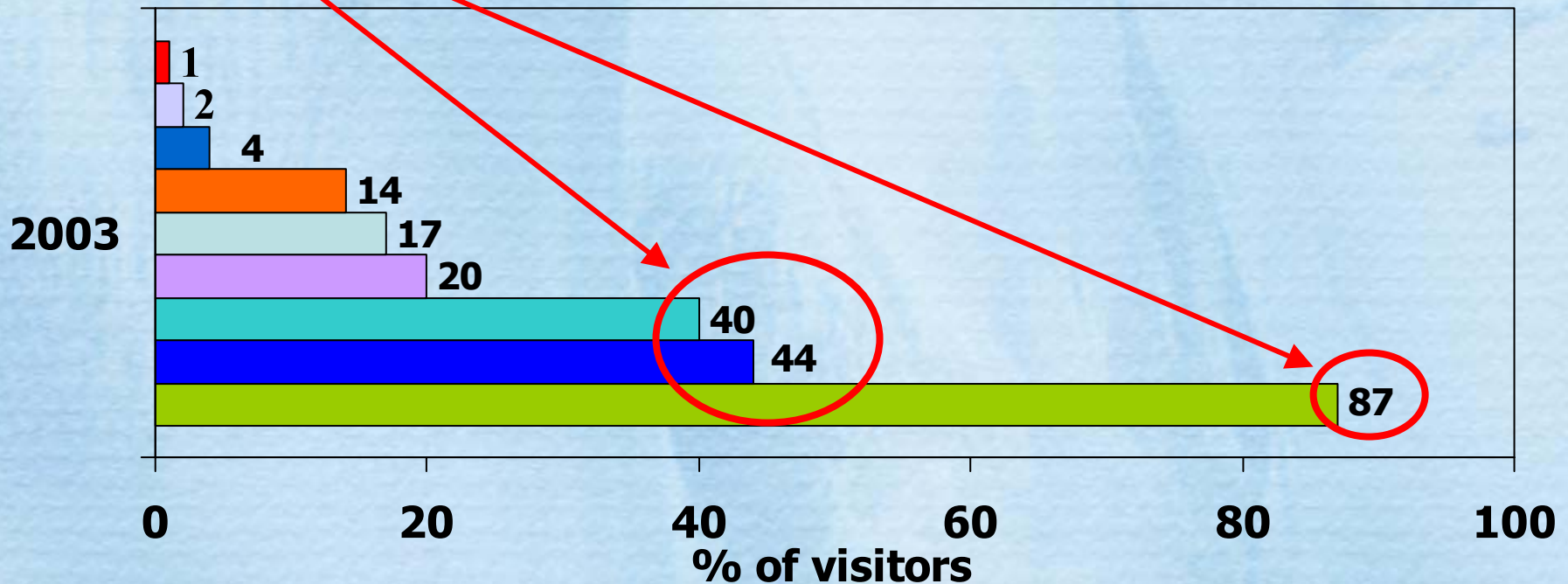
Visitors actually made their holiday booking to Torbay...



Almost half of all visitors started making enquiries about their holiday to Torbay and actually booked their holiday up to 3 months before their visit

Shopping, walking on the coast path and spending time on the beach were the most popular activities visitors took part in

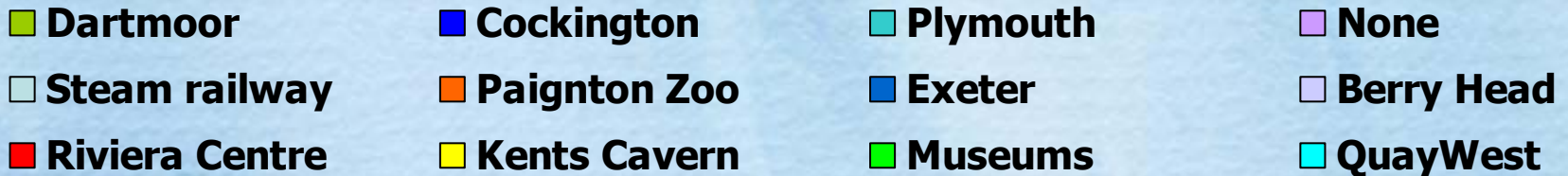
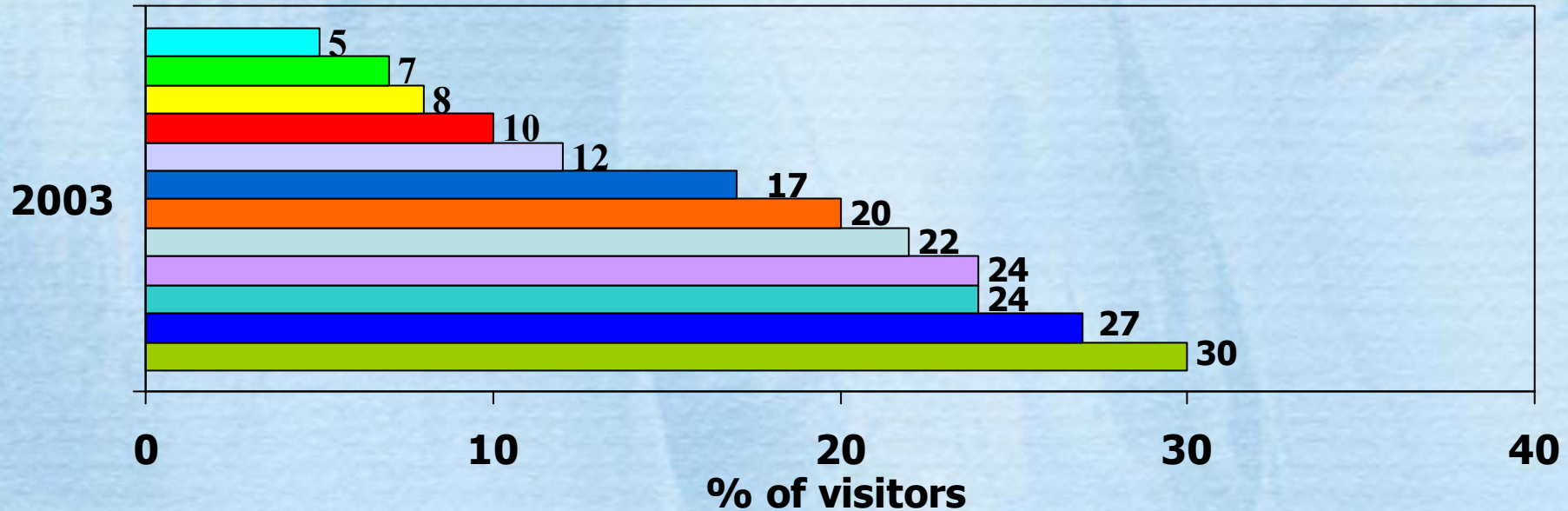
ACTIVITIES TAKING PART IN



- | | |
|-------------------------|---------------------------|
| Go shopping | Walk on coast path |
| Spend time on the beach | Attend event |
| Go to theatre | Swim in sea |
| None | Take part in water sports |
| Visit a nightclub | |

Dartmoor, Cockington and Plymouth were popular destinations visited whilst visiting Torbay

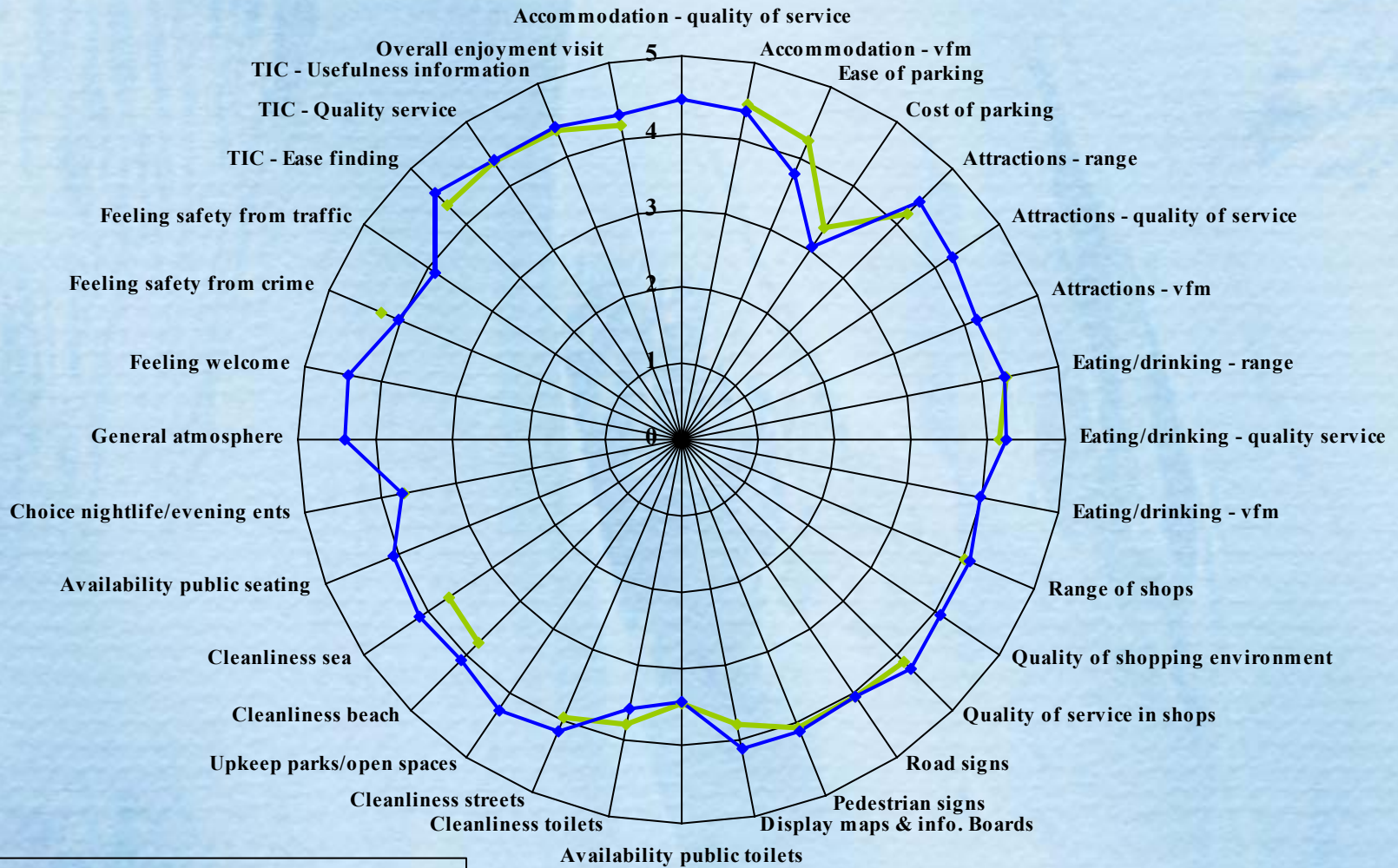
ATTRACTIONS VISITED





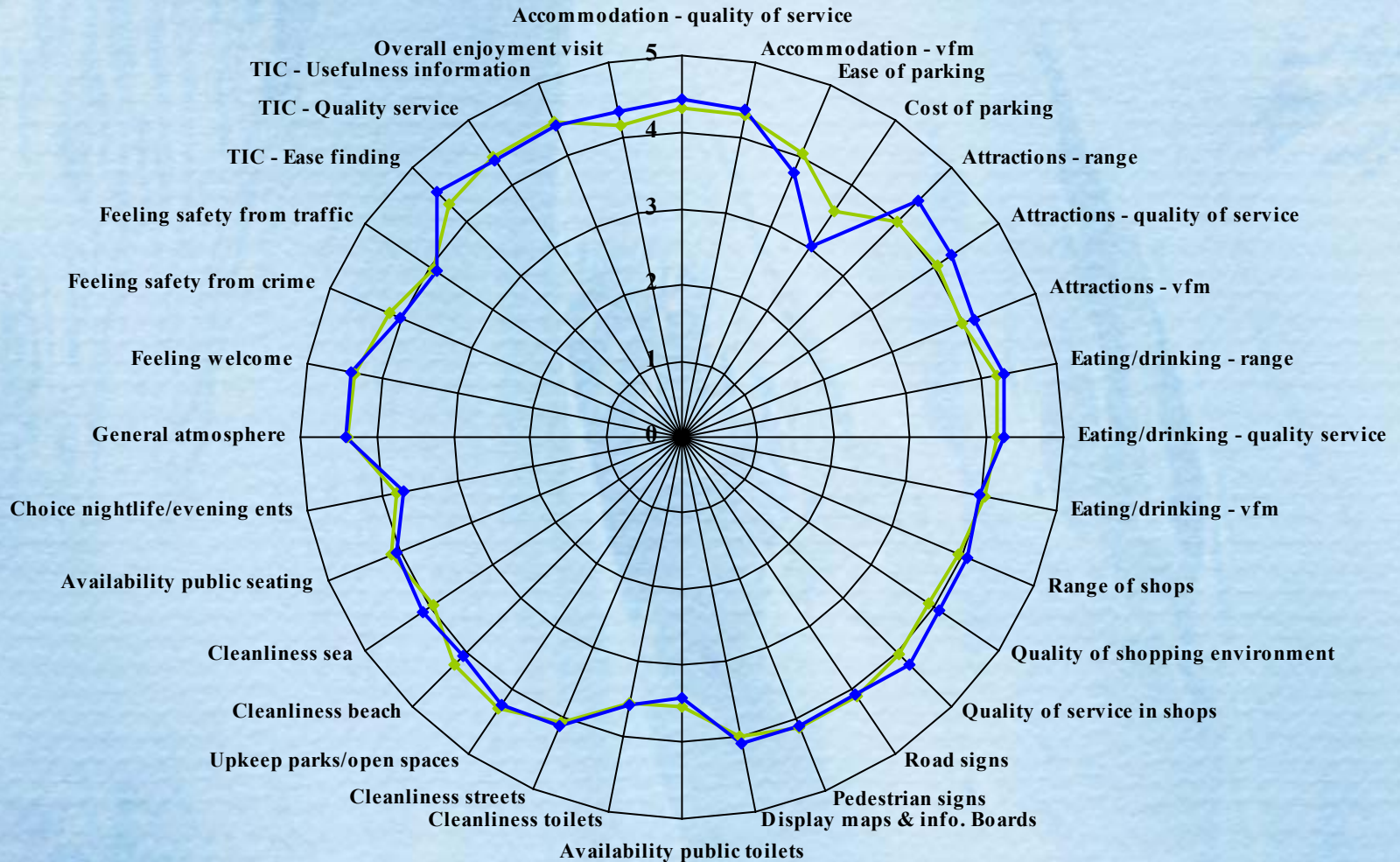
Visitor's Views & Opinions

Opinions of Torbay 1999 & 2003



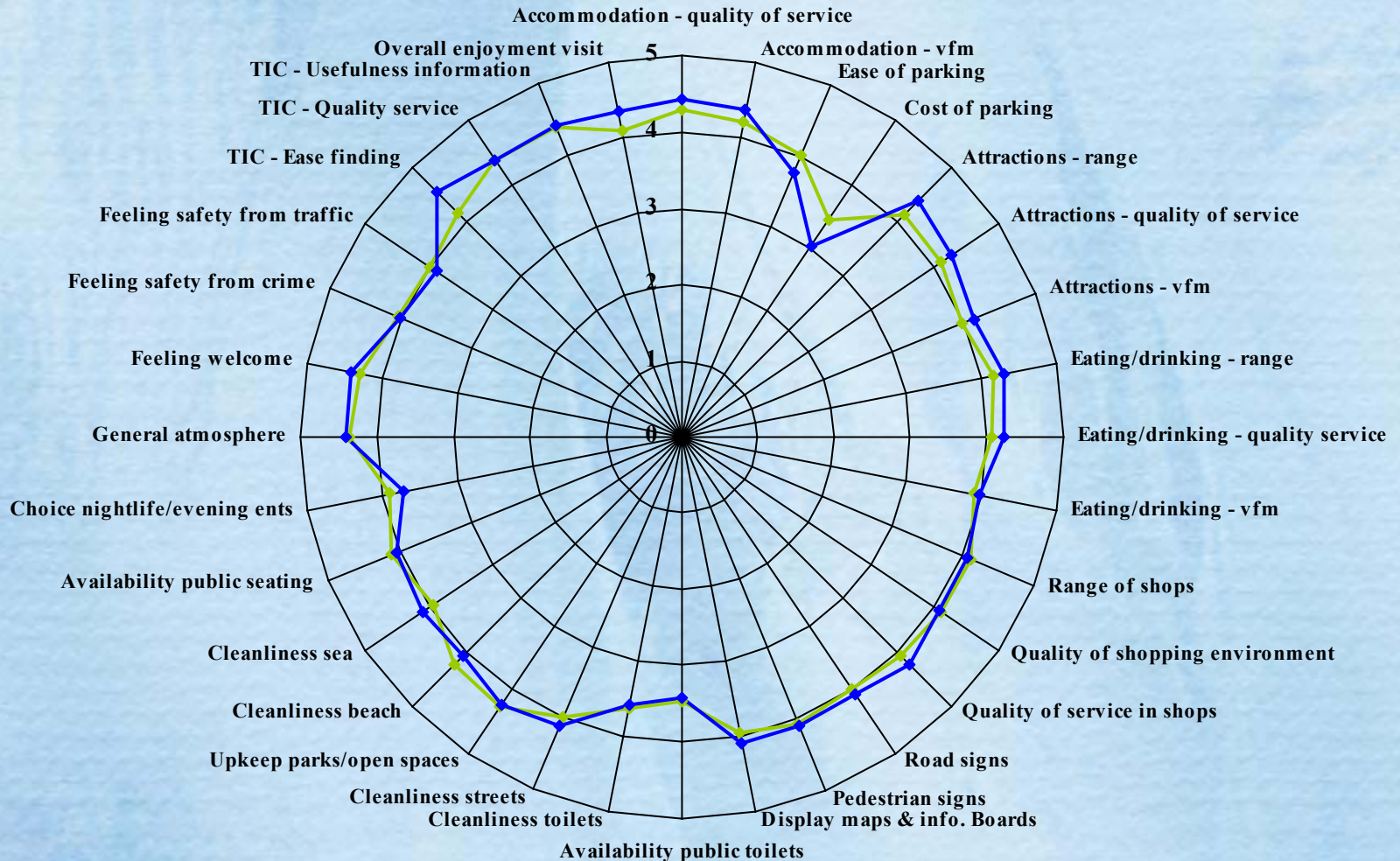
— Torbay 1999 — Torbay 2003

Torbay vs. Resorts 2003



—◆ Resorts 2003 —◆ Torbay 2003

Torbay vs. All destinations 2003



◆ All destinations 2003 ◆ Torbay 2003



Likes & Dislikes



The scenery, relaxing atmosphere and cleanliness were things visitors particularly liked about the area

- When asked what they particularly liked about Torbay the following were the main responses listed by respondents:
 - Scenery – 13%
 - Relaxing – 12%
 - Atmosphere (relaxing, fun etc.) – 10%
 - Clean – 10%
 - Everything, whole area – 8%
 - Lots to see & do – 7%
 - Beach, sea – 7%
 - Weather – 7%
 - Views of bay – 6%



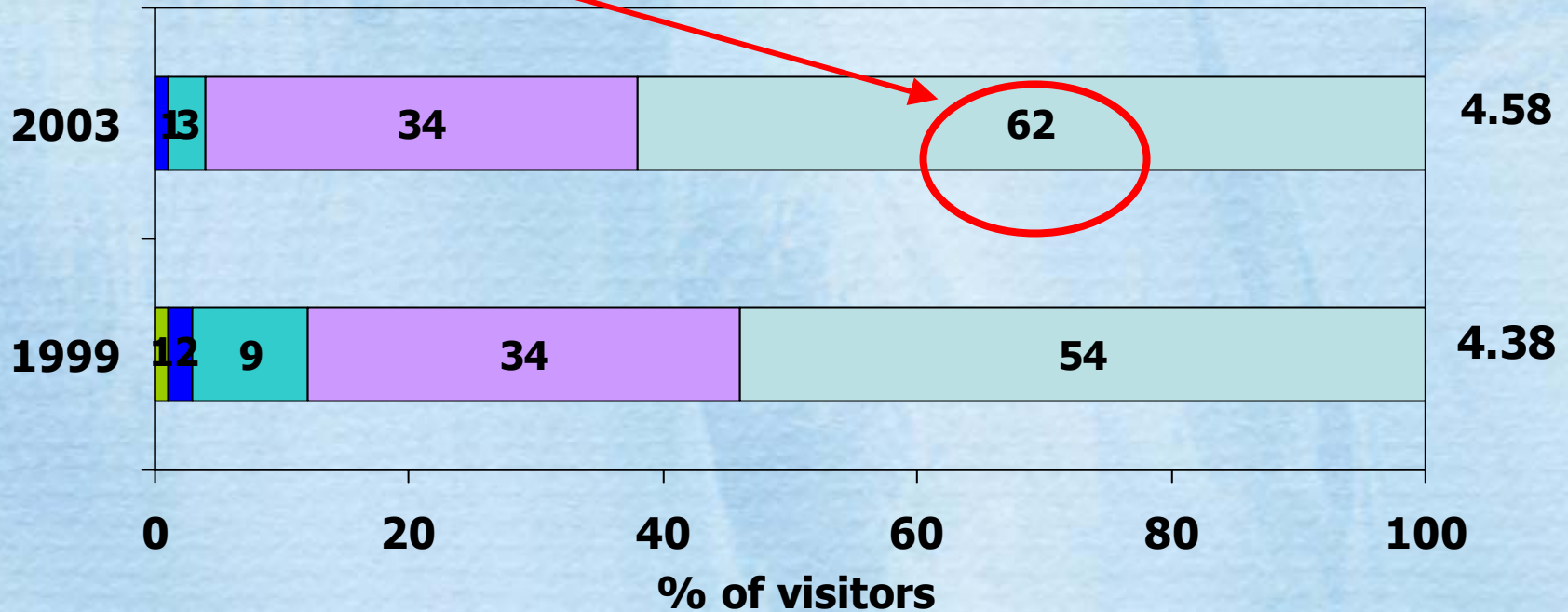
Almost three quarters of visitors to Torbay did not site anything that had spoilt the enjoyment of their visit or that they felt could be improved

- When asked if there was anything that had spoilt the enjoyment of their visit to Torbay and that thought could be improved the following were the main responses listed by respondents:
 - Toilets, close too early, too few – 2%
 - Accommodation – 2%
 - Car parks, cost & availability – 2%
- Almost three quarters - 71% of respondents did not list anything that had spoilt the enjoyment of their visit to Torbay



Visitors were 'very likely' to recommend a visit to Torbay

LIKELIHOOD OF RECOMMENDING TORBAY



Very unlikely

Unlikely

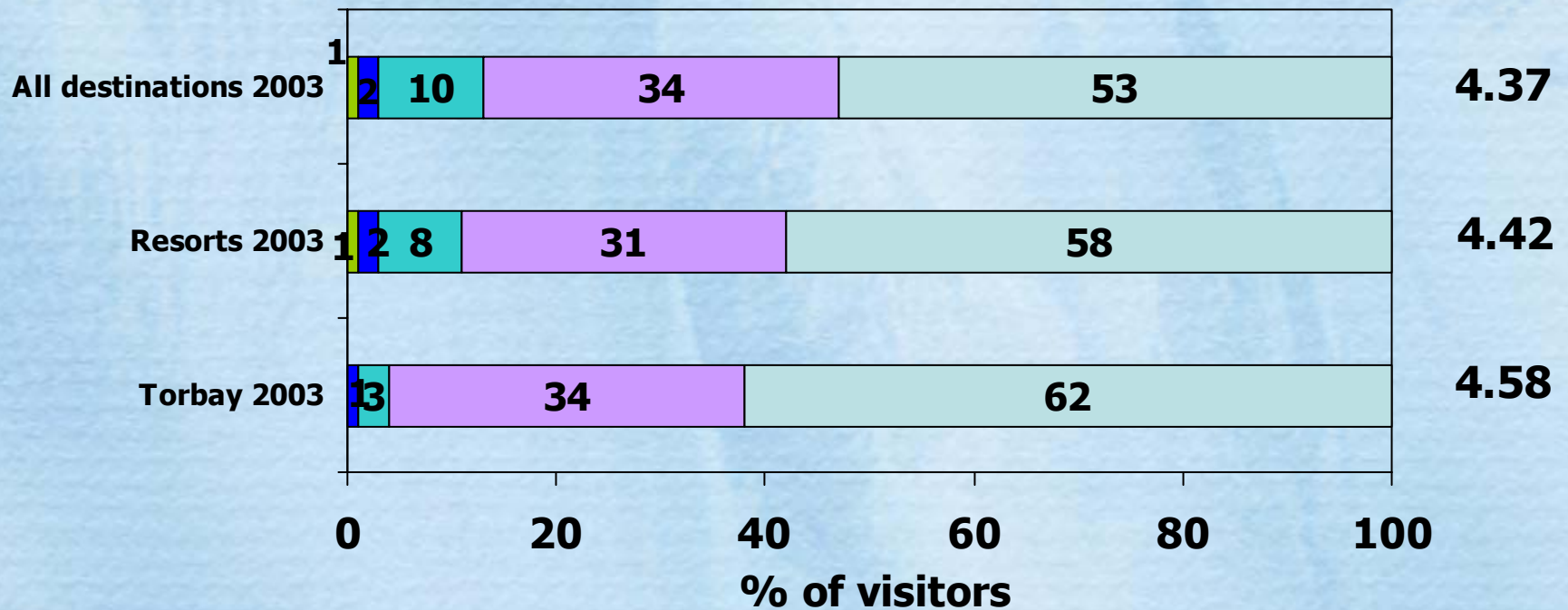
Neither

Likely

Very likely

A higher proportion of visitors to Torbay were likely to recommend a visit to the resort compared with resorts and all destinations

LIKELIHOOD OF RECOMMENDING - NATIONAL COMPARISONS



■ Very unlikely
 ■ Unlikely
 ■ Neither
 ■ Likely
 ■ Very likely