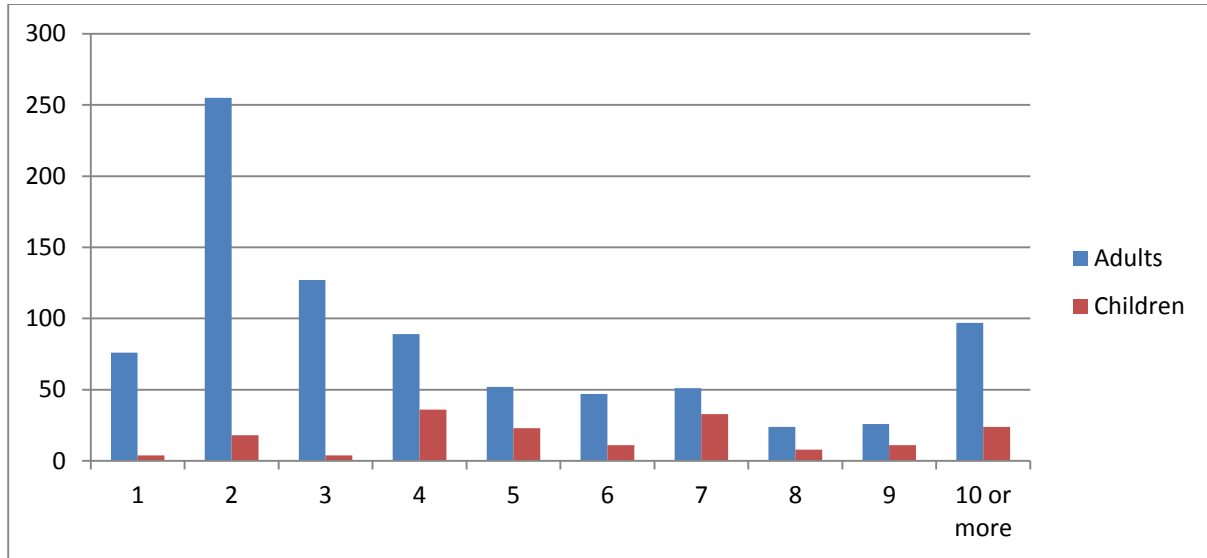


Isles of Scilly Visitor Survey 2012 – Results

The following are the results from 452 surveys.

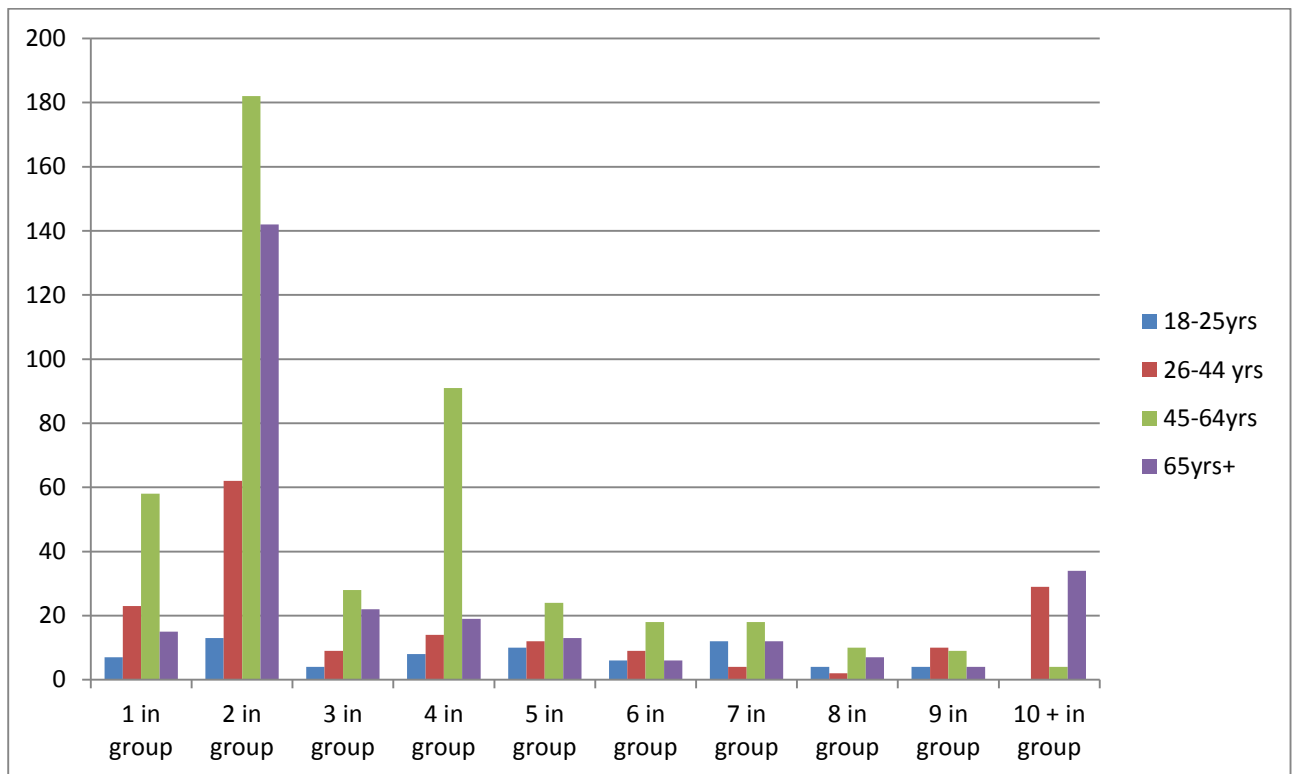
Question 1 - How many people are in your group, including you?

No. in Group	1	2	3	4	5	6	7	8	9	10 or more
Adults	76	255	127	89	52	47	51	24	26	97
Children	4	18	4	36	23	11	33	8	11	24



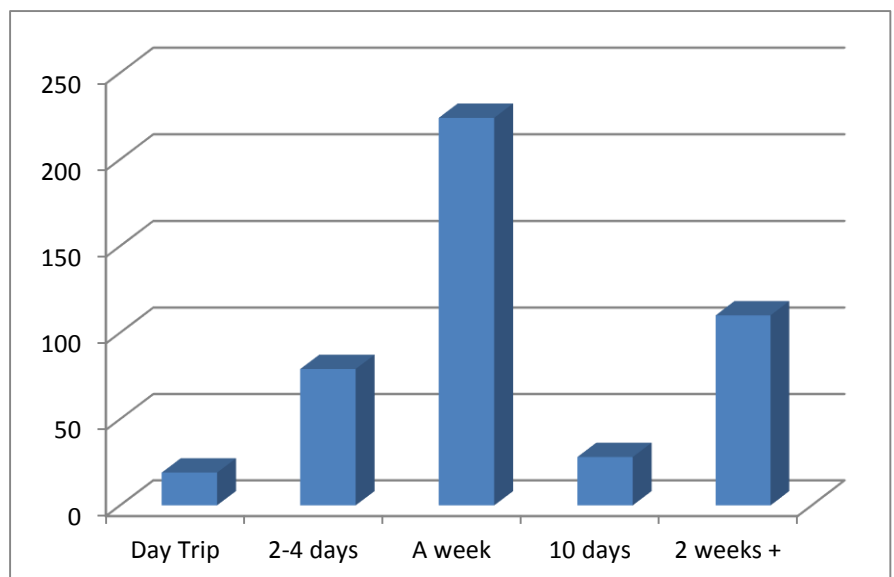
Question 2 - Please indicate the age range of each person in your group.

	1 in group	2 in group	3 in group	4 in group	5 in group	6 in group	7 in group	8 in group	9 in group	10 + in group
18-25yrs	7	13	4	8	10	6	12	4	4	
26-44 yrs	23	62	9	14	12	9	4	2	10	29
45-64yrs	58	182	28	91	24	18	18	10	9	4
65yrs+	15	142	22	19	13	6	12	7	4	34



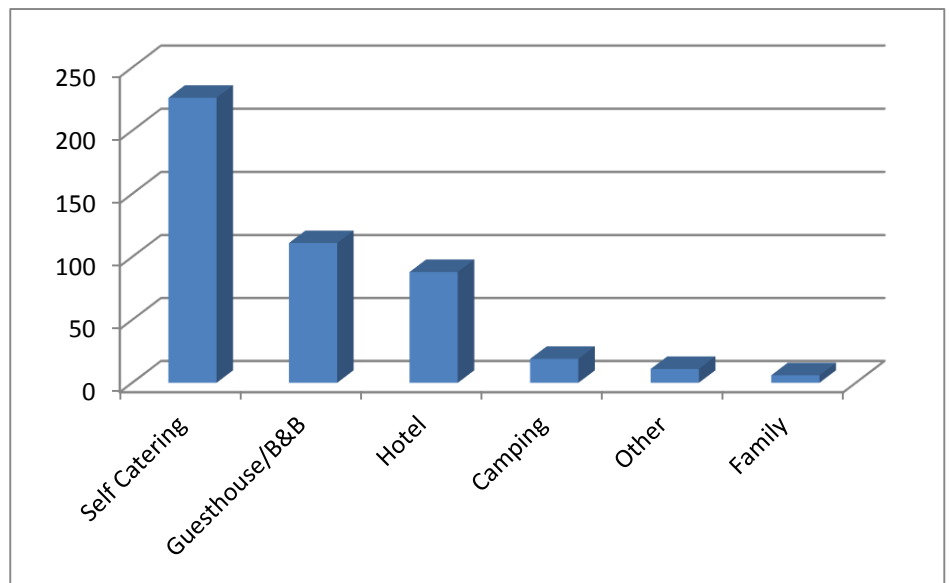
Question 3 – How long is your stay in Scilly?

Day Trip	19
2-4 days	79
A week	224
10 days	28
2 weeks +	110



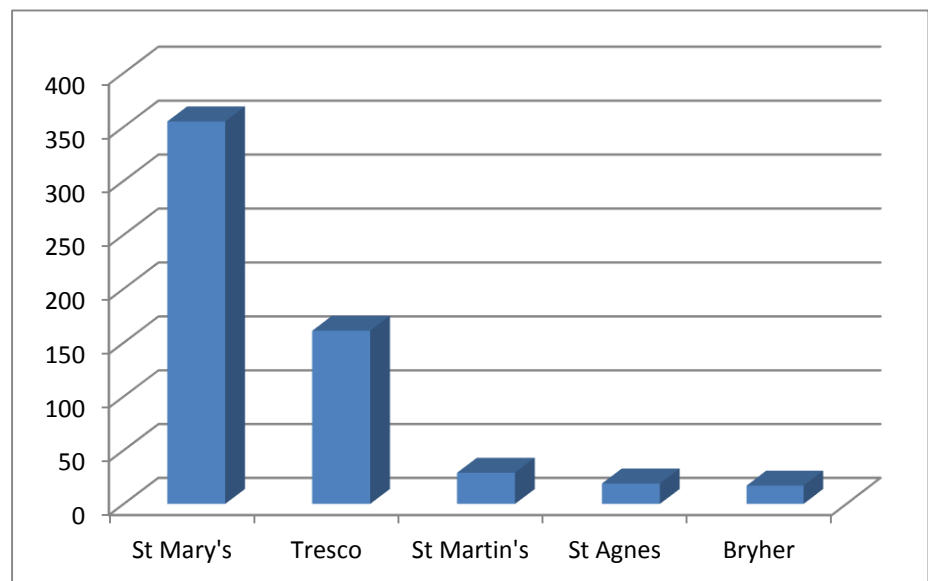
Question 4 - If you are staying in Scilly during your trip, where are you staying?

Self Catering	226
Guesthouse/B&B	111
Hotel	88
Camping	19
Other	11
Family	6



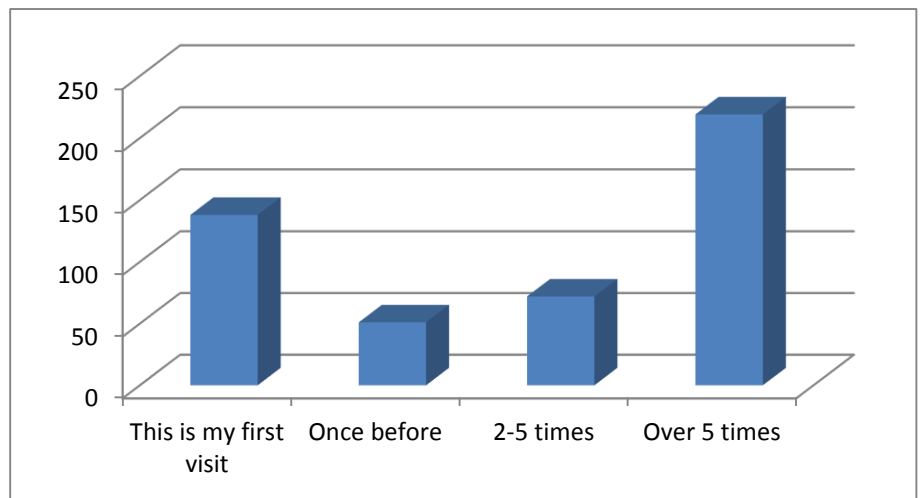
Question 5 - Which Island are you staying on during your visit to Scilly?

St Mary's	355
Tresco	161
St Martin's	29
St Agnes	19
Bryher	17



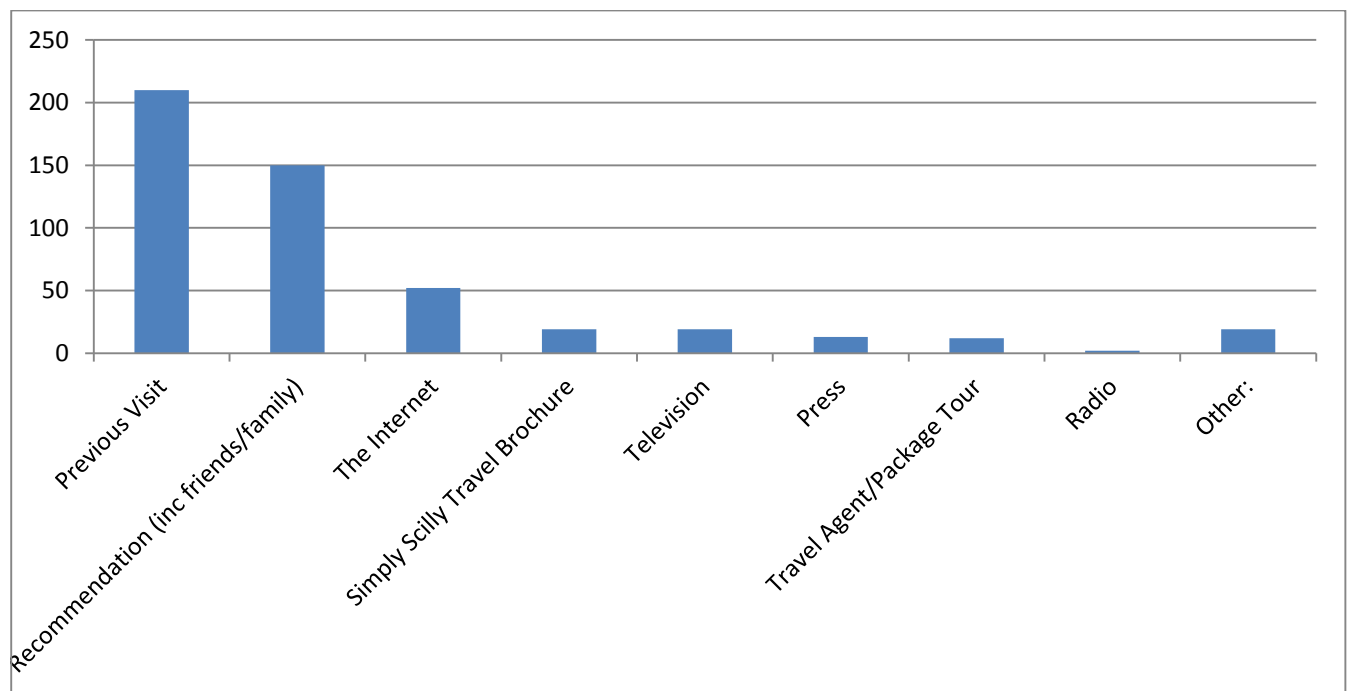
Question 6 - How many times have you visited Scilly before?

This is my first visit	138
Once before	51
2-5 times	72
Over 5 times	219
135!	1



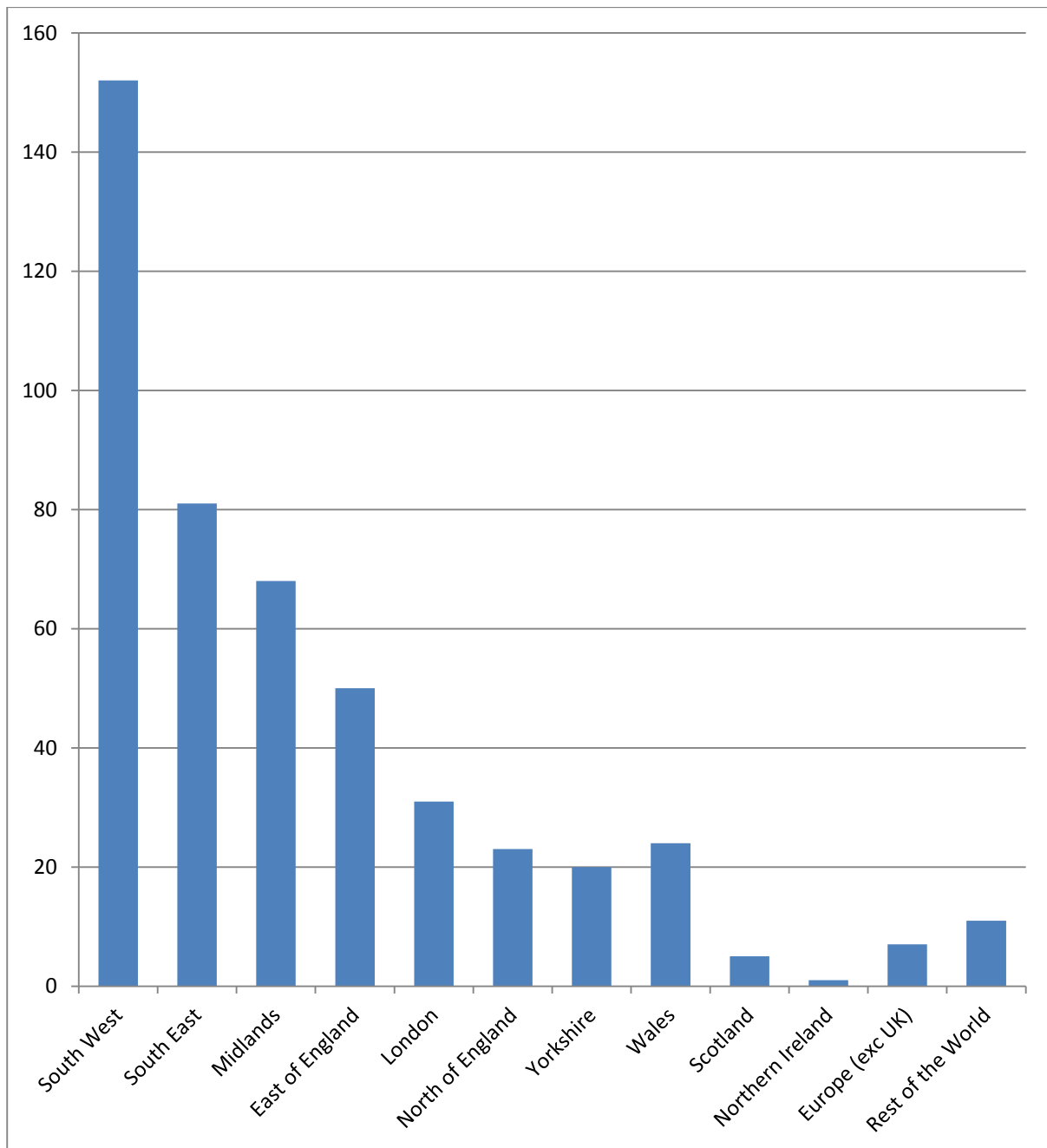
Question 7 - Where did you find out about the Isles of Scilly?

Previous Visit	210
Recommendation	150
The Internet	52
Simply Scilly Brochure	19
Television	19
Press	13
Travel Agent/ Package Tour	12
Radio	2
Other:	19



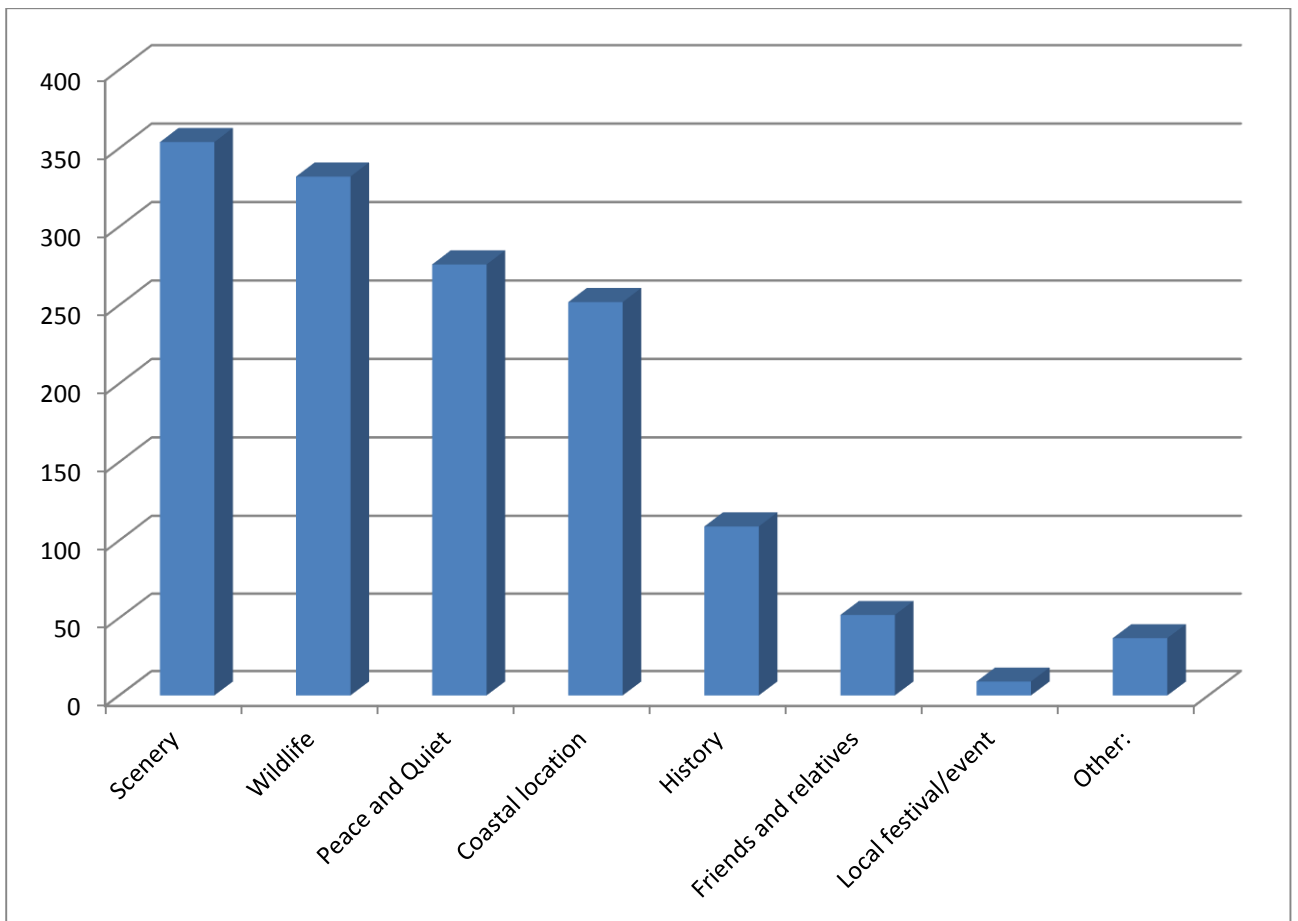
Question 8 – Where have you travelled from?

South West	152	Yorkshire	20
South East	81	Wales	24
Midlands	68	Scotland	5
East of England	50	Northern Ireland	1
London	31	Europe (exc UK)	7
North of England	23	Rest of the World	11



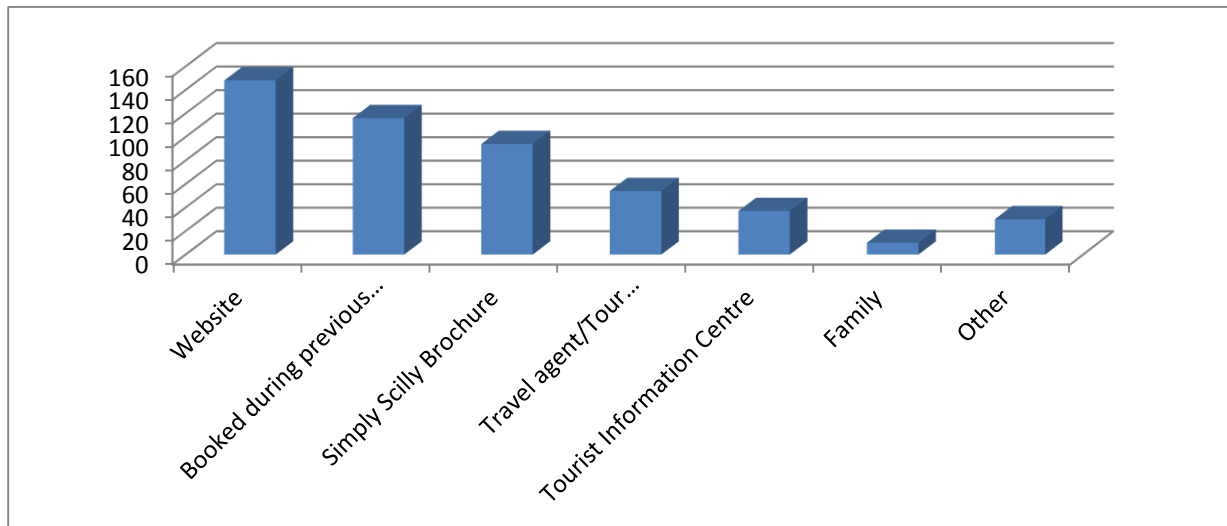
Question 9 - Why did you choose the Islands?

Scenery	354
Wildlife	332
Peace and Quiet	276
Coastal location	252
History	109
Friends and relatives	52
Local festival/event	9
Other:	37



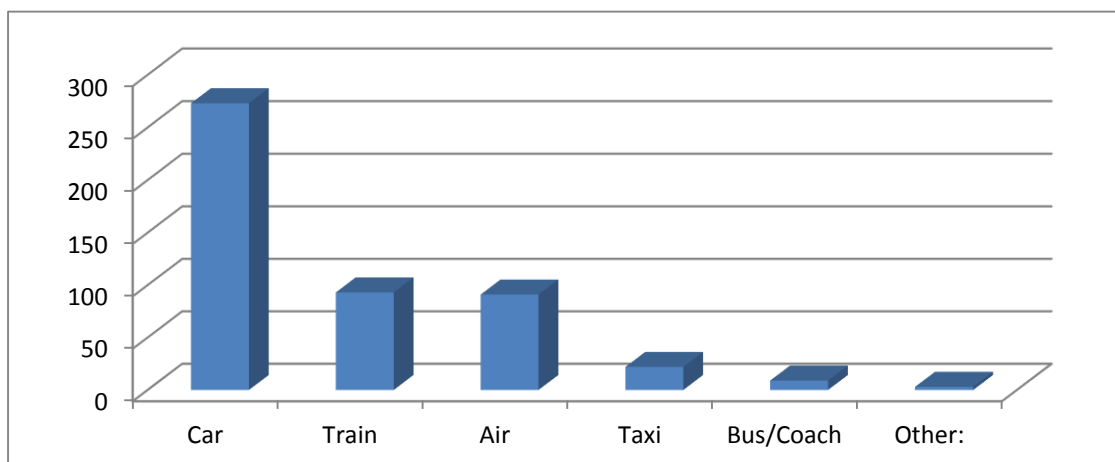
Question 10 - How did you find the information to book your visit to Scilly?

Website	148
Booked during previous visit	116
Simply Scilly Brochure	94
Travel agent/Tour Operator	54
Tourist Information Centre	37
Family	10
Other	30



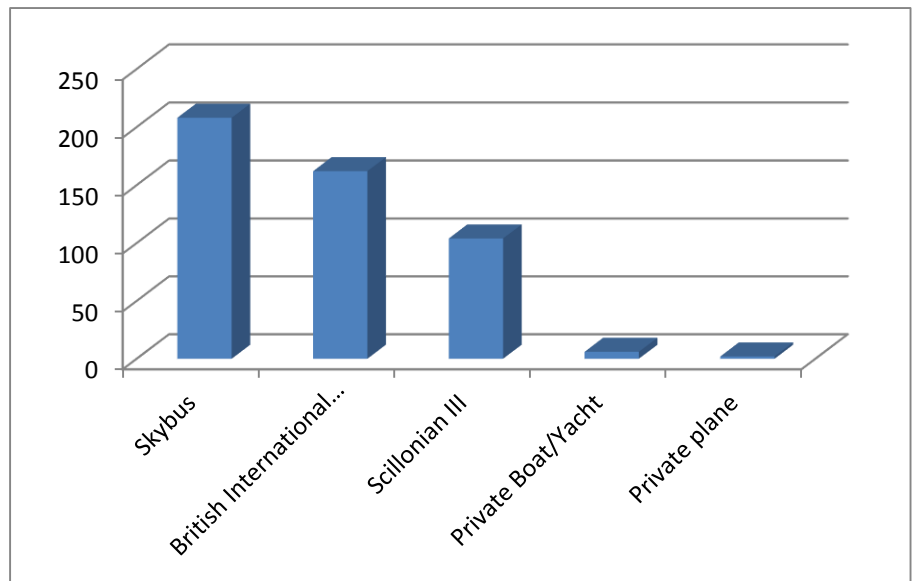
Question 11 - How did you reach your connecting flight to the Islands?

Car	273
Train	93
Air	91
Taxi	22
Bus/Coach	9
Other:	3



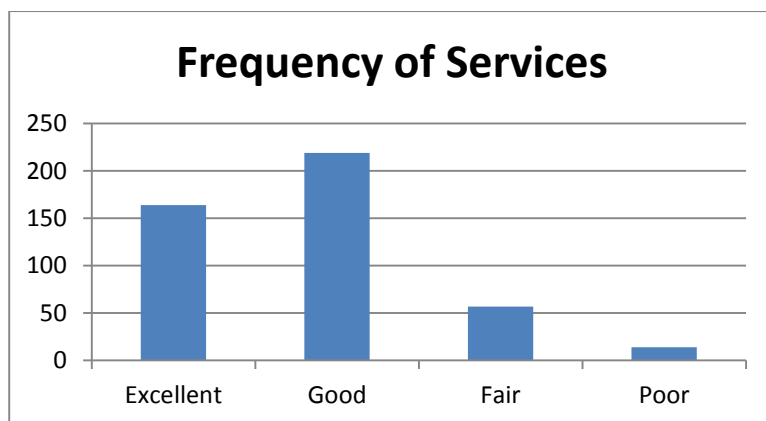
Question 12 - How did you travel to the Islands?

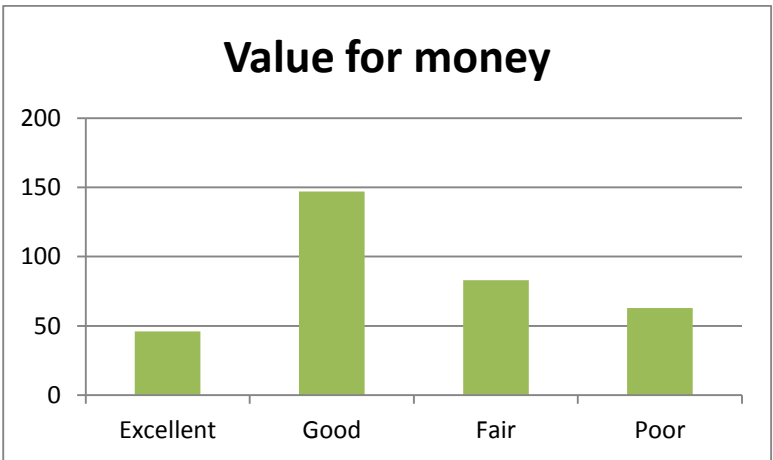
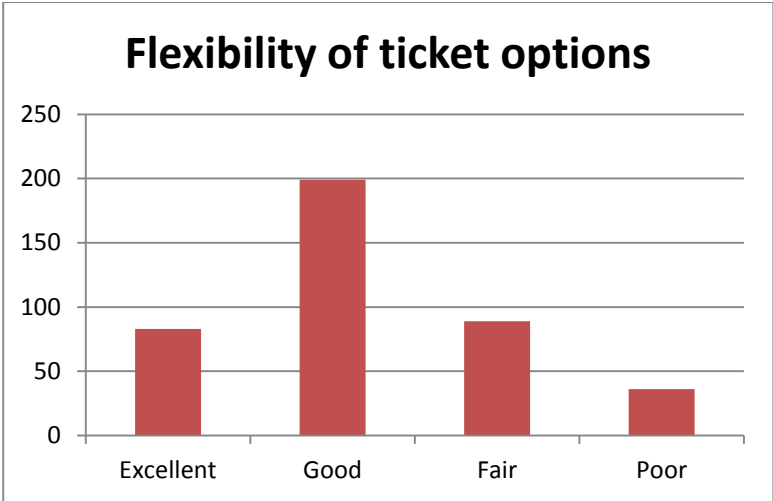
Skybus	208
BIH	162
Scillonian III	104
Private Boat/Yacht	6
Private plane	2



Question 13 - How did you find the travel experience?

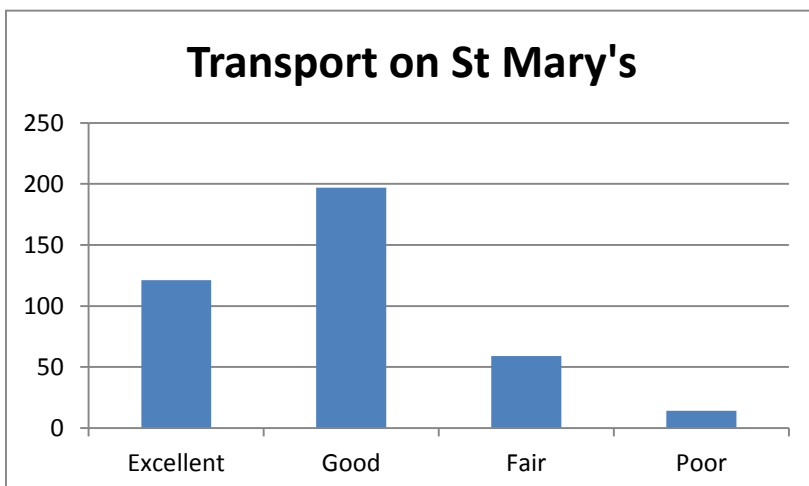
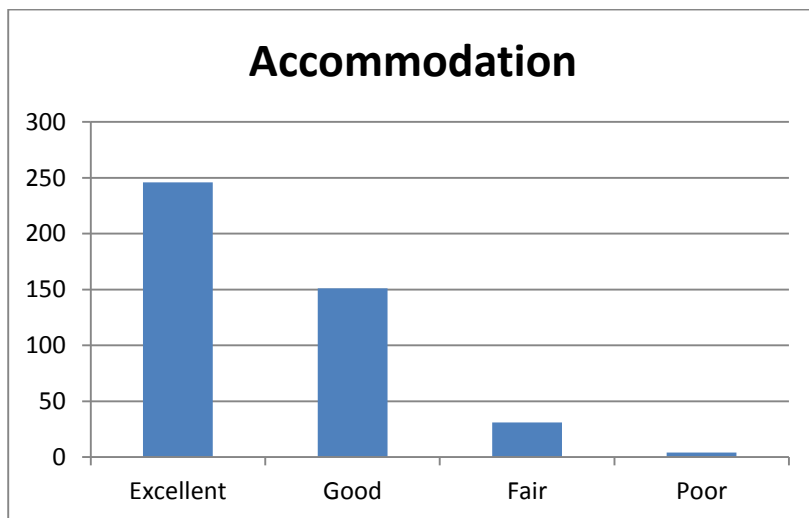
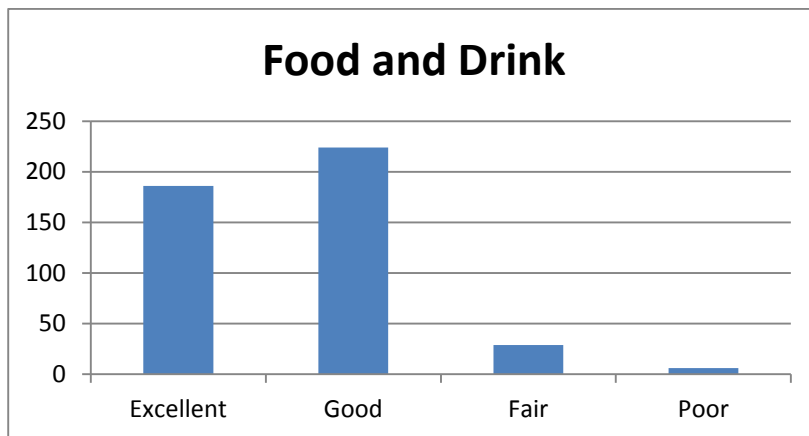
	Excellent	Good	Fair	Poor
Frequency of Services	164	219	57	14
Flexibility of ticket options	83	199	89	36
Value for money	46	147	83	63
Overall Service	136	247	46	14



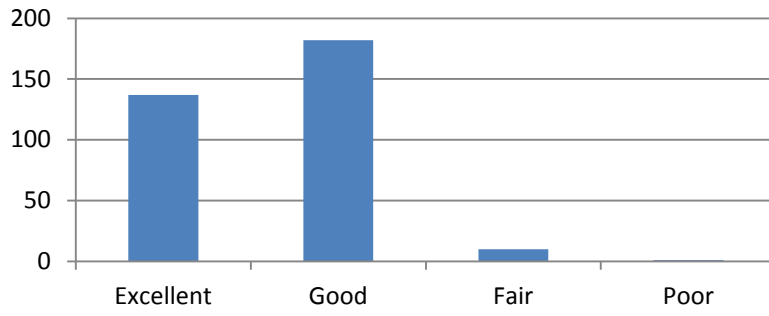


Question 14 - Please rate the following for quality of service on the Islands.

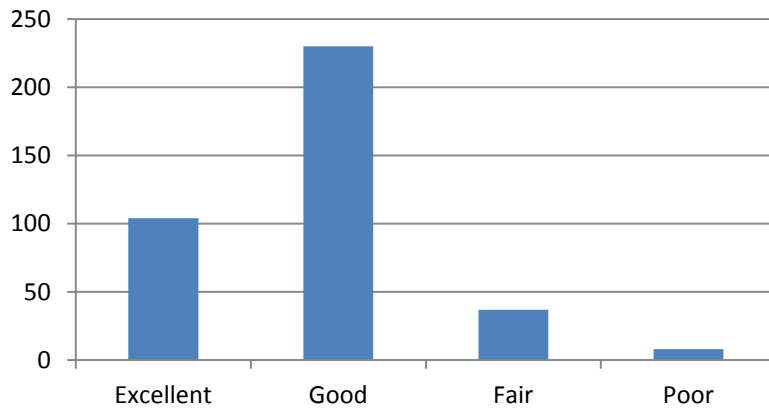
	Excellent	Good	Fair	Poor
Food and Drink	186	224	29	6
Accommodation	246	151	31	4
Transport on St Mary's	121	197	59	14
Inter Island Travel	137	182	10	1
Activities	104	230	37	8
Entertainment	60	182	84	18



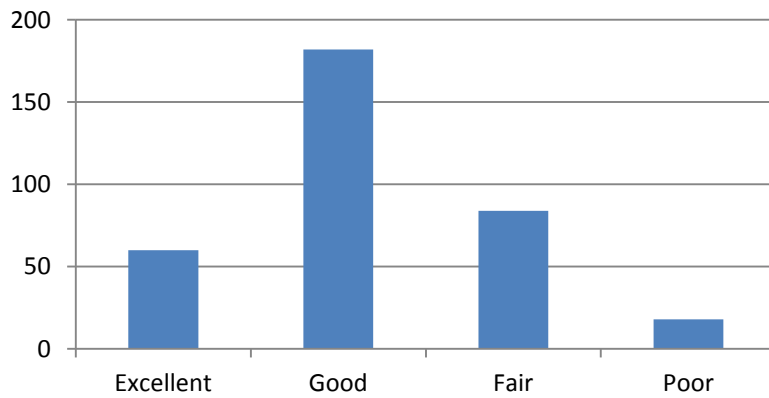
Inter Island Travel



Activities

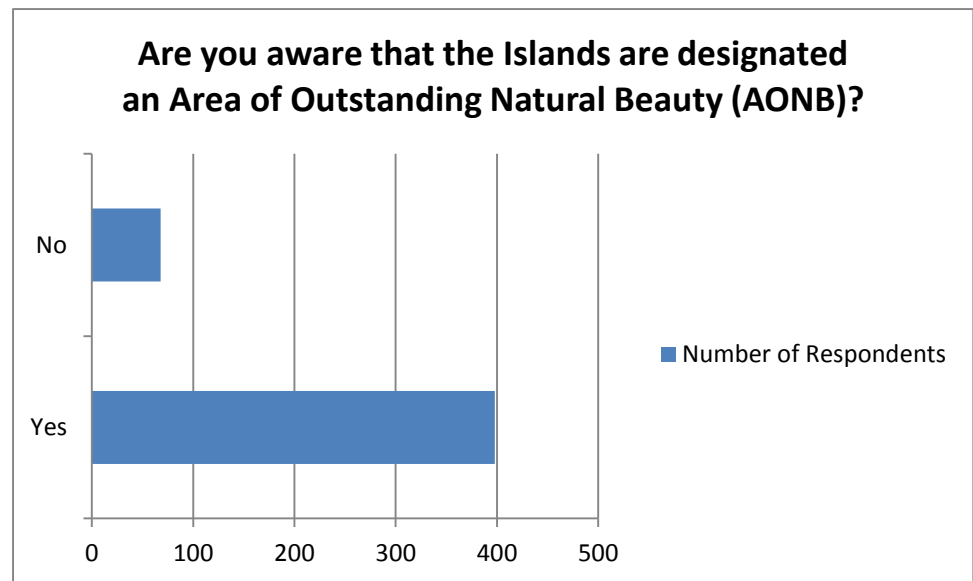


Entertainment



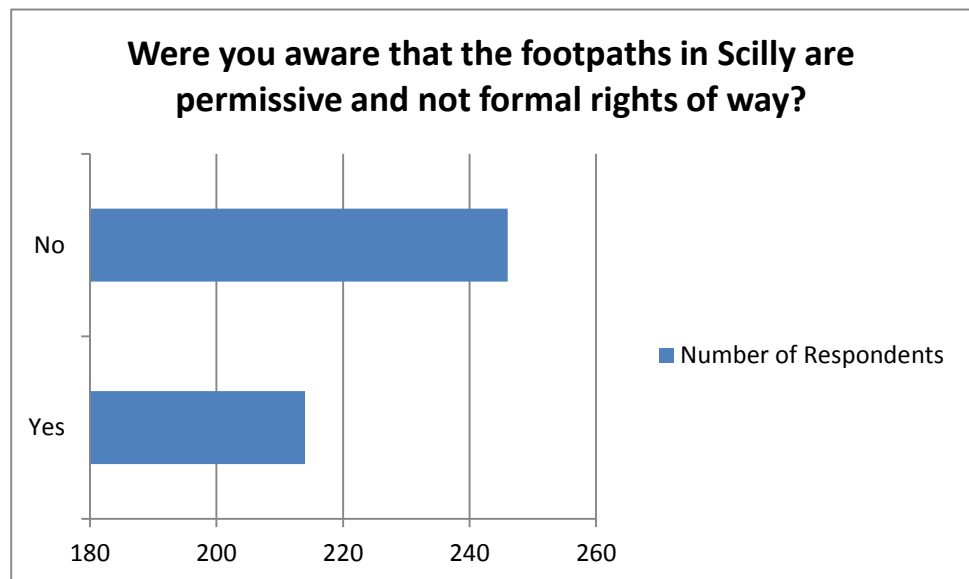
Question 15 - Are you aware that the islands are designated an Area of Outstanding Natural Beauty (AONB)?

Yes	398
No	68



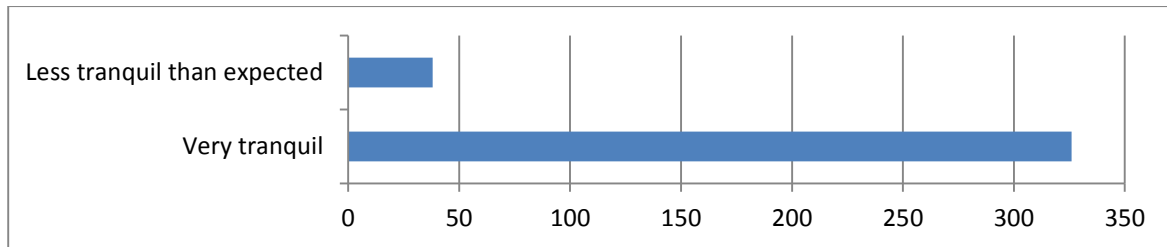
Question 16 - Were you aware that the footpaths in Scilly are permissive and not formal rights of way?

Yes	214
No	246



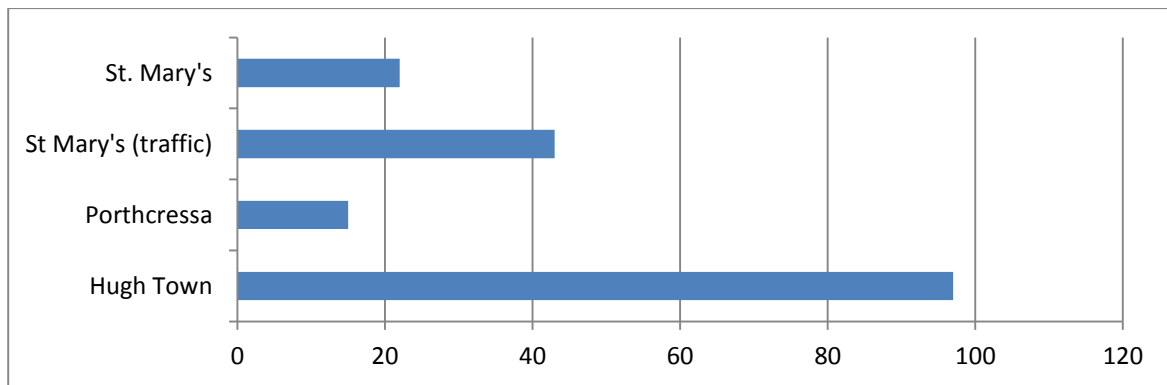
Question 17a - How tranquil (in terms of peacefulness) did you find the Islands?

Very tranquil	326
Less tranquil than expected	38



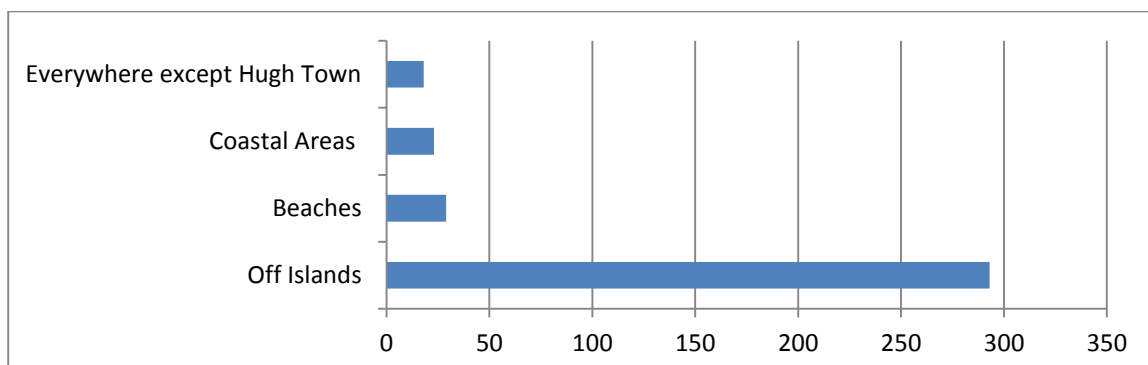
Question 17b - Which areas did you find least tranquil?

Hugh Town	97
Porthcressa	15
St Mary's (traffic)	43
St. Mary's	22



Question 17c - Which areas were more tranquil?

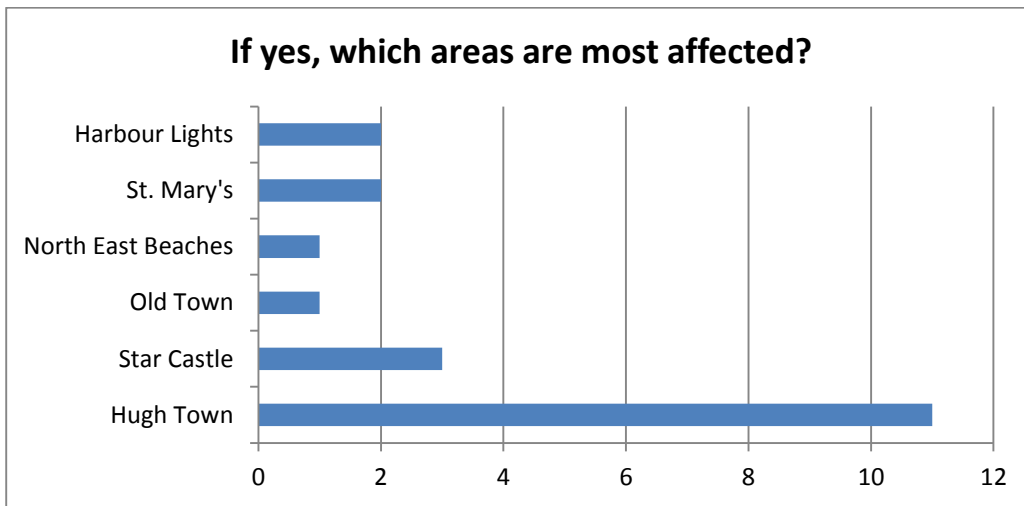
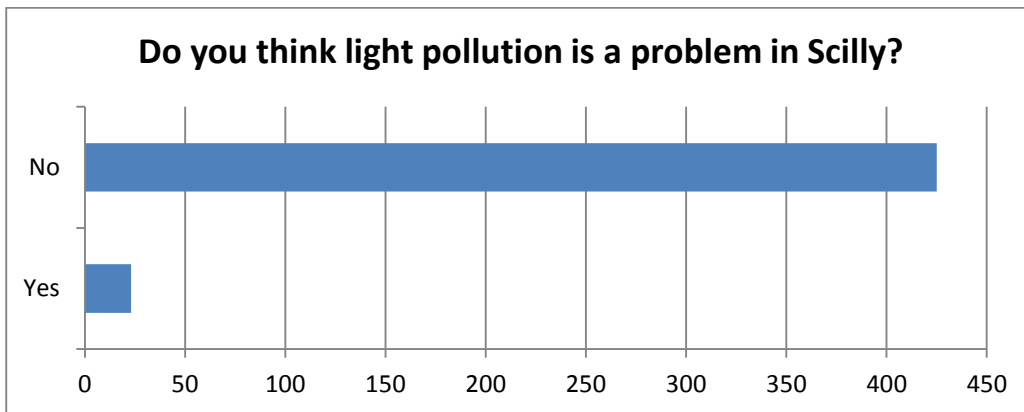
Off Islands	293
Beaches	29
Coastal Areas	23
Everywhere except Hugh Town	18



Question 18 - Do you think light pollution is a problem in Scilly? If yes, which areas are most affected

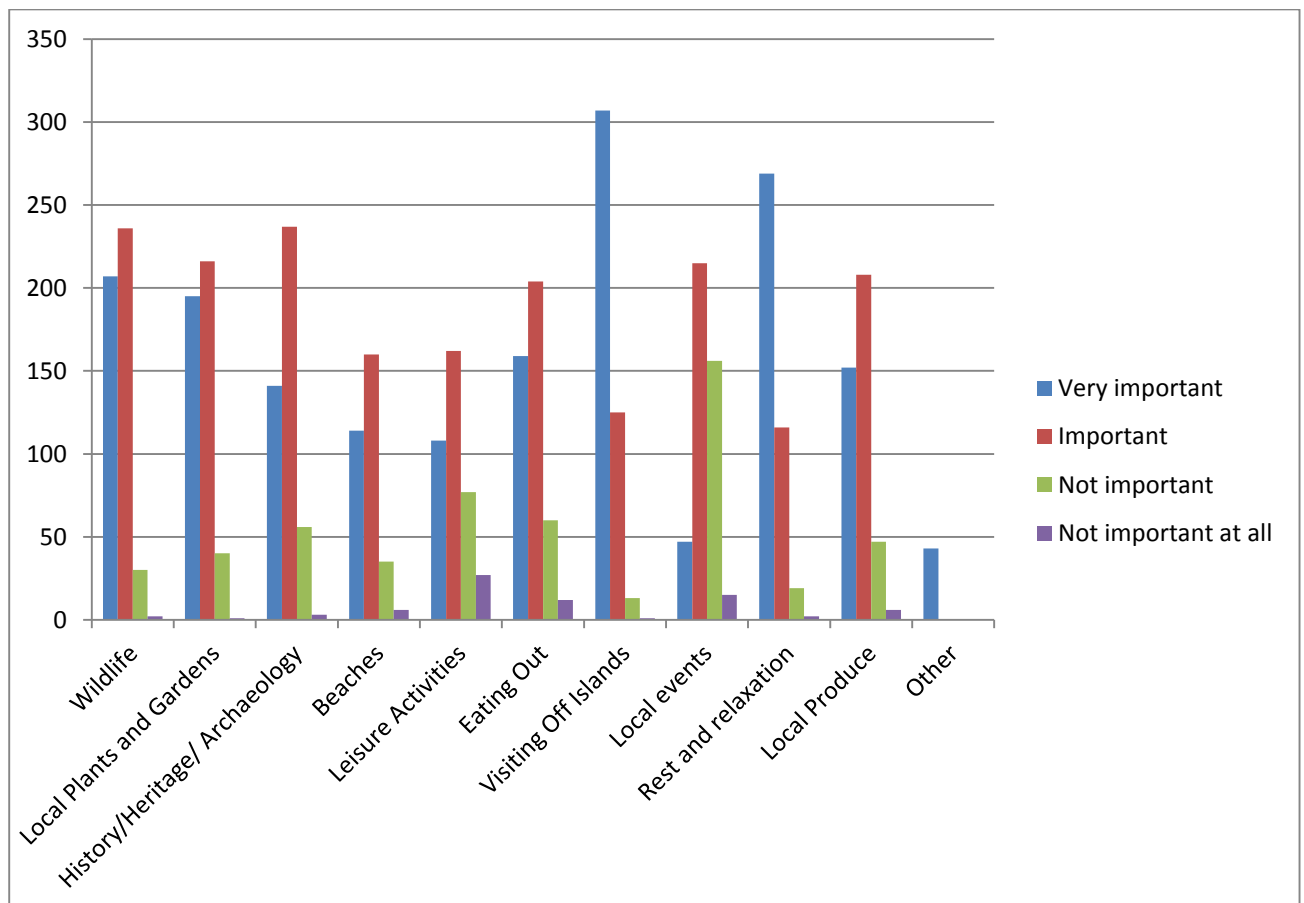
Yes	23
No	425

Hugh Town	11
Star Castle	3
Old Town	1
North East Beaches	1
St. Mary's	2
Harbour Lights	2



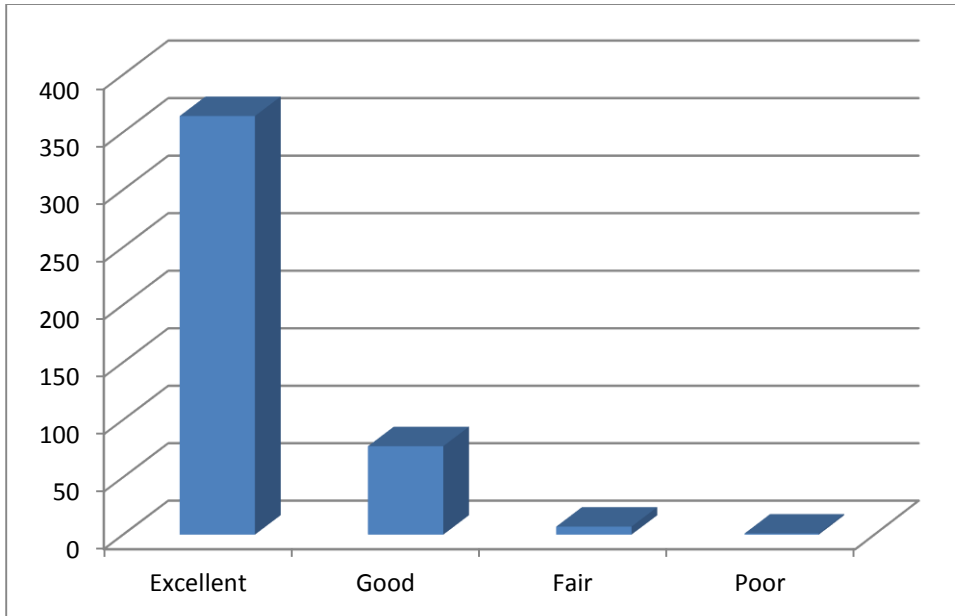
Question 19 - Please consider the following features and activities that can be enjoyed during your visit and rate them in terms of value to you.

	Very important	Important	Not important	Not important at all
Wildlife	207	236	30	2
Local Plants and Gardens	195	216	40	1
History/Heritage/ Archaeology	141	237	56	3
Beaches	114	160	35	6
Leisure Activities	108	162	77	27
Eating Out	159	204	60	12
Visiting Off Islands	307	125	13	1
Local events	47	215	156	15
Rest and relaxation	269	116	19	2
Local Produce	152	208	47	6
Other	43			



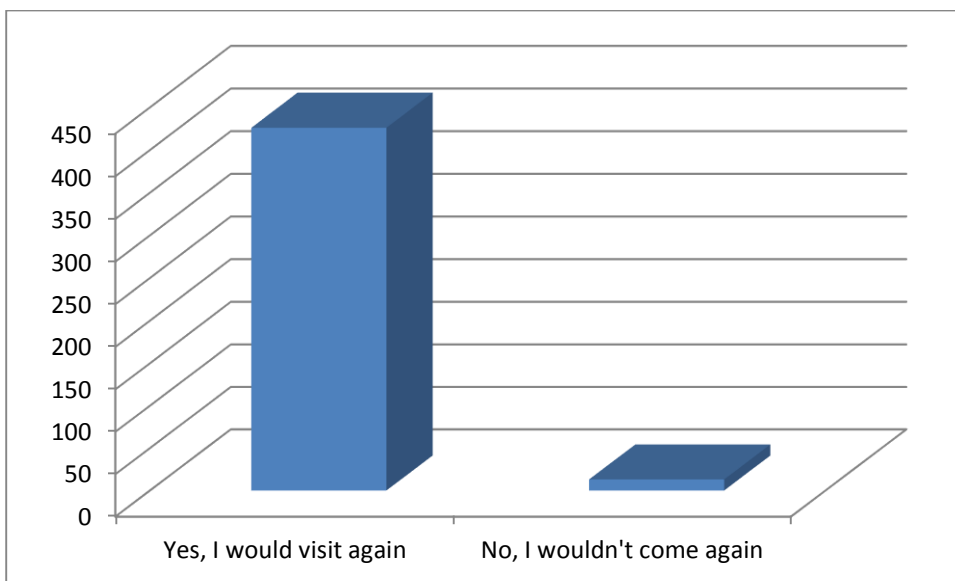
Question 20 - Please rate your overall holiday experience

Excellent	364
Good	77
Fair	7
Poor	1



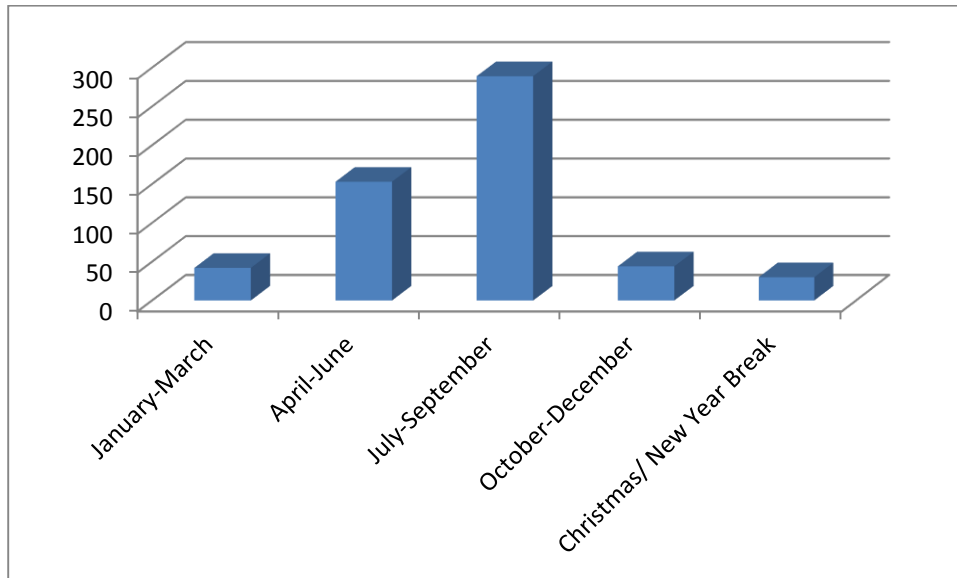
Question 21 – Would you visit Scilly again?

Yes, I would visit again	426
No, I wouldn't come again	13



Question 22 - If you wish to visit Scilly again, which time of year would you consider coming?

January-March	42
April-June	153
July-September	289
October-December	44
Christmas/ New Year Break	30
Anytime	8



Question 23 - Would you recommend Scilly as a holiday destination to your friends and family?

Yes	439
No	10
Maybe	1

