



### Walk Scilly Evaluation

Walk Scilly 2018 took place 4<sup>th</sup> – 14<sup>th</sup> April. It featured 40 walks over the 11 days, taking in 9 islands. 315 walkers (including some children) took part, compared with 200 last year, and 725\* tickets were sold (compared with 641 last year). We believe the increase in sales and walkers was in part due to the extended programme which enabled visitors across two weeks of bookings to take part, the fact that this year it fell within the Easter holidays, and because the programme was once again, very strong with lots of variety on offer.

\*The weather played its part during this year's programme – it was cold and wet on some days, resulting in three walks being cancelled; a further two had to be cancelled due to guides being ill. (75 tickets had to be refunded.) An extra walk was laid on on Samson in response to the uninhabited island walks being very popular.

Of the 315 walkers, 18 were island residents and thus for the purpose of working out bed nights, spend etc, the number of walkers will be considered 297 henceforth.

We invited participants to complete a feedback form to help us make future Walk Scilly events even better. A total of 22 questionnaires were completed encompassing 62 walkers. This equates to 21% of all participants. The results of said feedback can be seen below.

#### **Executive Summary**

- 315 walkers took part in Walk Scilly 2018, 297 of whom were visitors.
- 725 tickets were sold – an increase of more than 13% on 2017. 75% of all available tickets for walks were sold
- The average length of stay was 6.7 nights
- The average party size was 2.8
- The number of bed nights occupied was 1,990.
- Based on average spend per staying visitor (2016 Economic Impact of Tourism study), the total value of Walk Scilly was £218,290.
- The value to the islands directly because of Walk Scilly was £50,207.

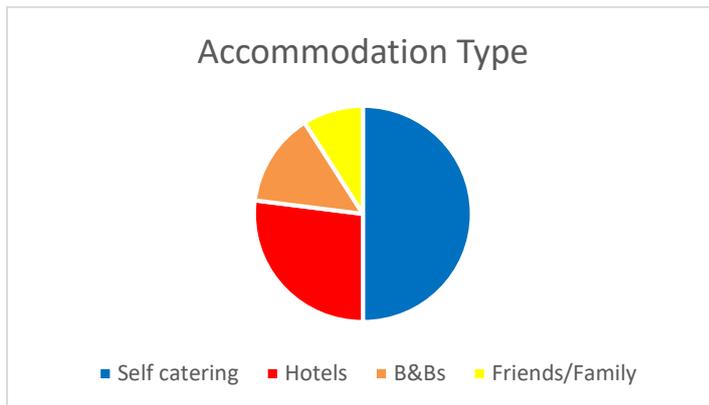
### 1. How many nights did you stay on Scilly for?

The average length of stay was 6.7 nights. The total bed nights of those surveyed was 414, making the estimated total number of bed nights to be 1,990.

	Survey Sample (62 walkers)	Total Estimated (297 walkers)
Total Bed Nights	414	1,990

### 2. What type of accommodation did you stay in?

50% of (the 22) respondents' parties stayed in self-catering accommodation. 27% in hotels, 14% in B&Bs and 9% stayed with friends & family.



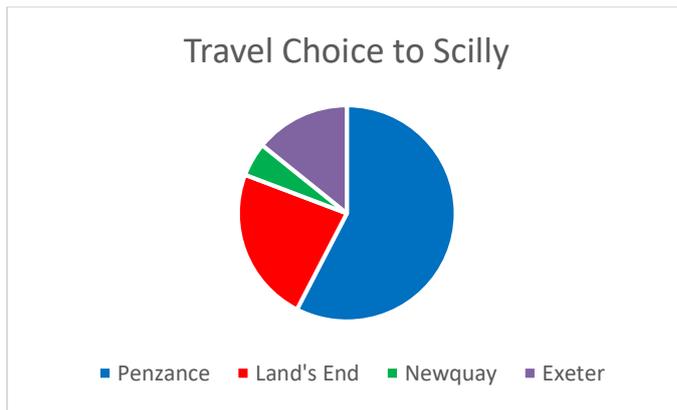
### 3. Was this your first time visiting Scilly?

32.3% of respondents were visiting Scilly for the first time. The number of first time visitors of those surveyed was 20, making the estimated total number of first time visitors to be 101.

	Survey Sample (62 walkers)	Total Estimated (297 walkers)
Number of first time visitors	20	96

### 4. How did you travel to the Isles of Scilly?

57% of respondents sailed from Penzance, 23% flew from Land's End; 5% flew from Newquay and 14% flew from Exeter.



**5. Was Walk Scilly your reason for visiting the islands?**

7 out of the 21 respondents said that Walk Scilly was the reason their party had visited the islands, making the estimated total number of people who visited with Walk Scilly as their reason, to be 67.

	Survey Sample (62 walkers)	Total Estimated (297 walkers)
Number of people whose reason for visiting was Walk Scilly	7	99

**6. Where did you hear about Walk Scilly?**

Amongst the places mentioned where respondents heard of Walk Scilly were visitislesofscilly.com, the Visit Isles of Scilly e-newsletters, the Visit Isles of Scilly Guide, other places online including Google and Facebook as well as posters, family and friends, and previous visits for Walk Scilly.

**7. How many people were in your party including yourself?**

The average party size was 2.8, perhaps reflecting the Easter holidays. The mode and median party size were both 2. Party sizes ranged from 1 - 8 in our sample. 9% of respondents were solo travellers (although from looking at the crude results, this figure is probably higher).

**8. Did you consider any walks or events to be a particular highlight and why?**

Many respondents said that all their walks were a highlight but amongst those mentioned specifically were those hosted by islanders (St Agnes, Morpurgo etc), the Sunrise walk with Bryony and Darren Hart’s walks at the IOS Wildlife Trust. Historic Tresco was also mentioned, as were the farm walks and the circumnavigation of St. Mary’s. The children’s walk and COSMOS walks were also commended.

**9. Did you consider any walks or events to be disappointing? If so why?**

Most respondents said that no walks were disappointing. A few mentioned that some walks were too slow; one or two felt that more than 25 walkers was too many; and there were comments about food options, in particular St. Martin’s.

**10. In general did you find the walks, too easy, just right or too long/challenging?**

90% of respondents said that the walks were just right, 10% said that they were too easy. No respondents said that the walks were too long/challenging.

### 11. What other walks or activities would you like to see during future Walk Scilly events?

A farm walk on St. Mary's was suggested, and "just more (challenging) walks", particularly to uninhabited islands and "keep adding new walks". Another suggestion was a wild flowers and lichen walk. A couple of respondents were happy it corresponded with the school holidays this year and one asked that Juliet's be open for evening service. One suggestion was to include some kayaking around the islands.

### 12. Overall, how would you rate Walk Scilly?

77% of respondents said they would rate Walk Scilly as excellent. A further 23% of respondents said it was good. None rated it fair or poor.



### Value of Walk Scilly

Total value - £218,290

Value directly because of Walk Scilly - £50,207

Workings:

Extrapolating the percentages of respondents travel methods to cover all 297 walkers we can say;

- 169 sailed from Penzance
- 71 flew from Land's End
- 15 flew from Newquay
- 42 flew from Exeter

If we take the average price for a return ticket on each mode of transport to be;

- Scillonian III - £110
- Skybus from Land's End - £170
- Skybus from Newquay - £230
- Skybus from Exeter - £310

Then we can say the total spent on travel for those attending Walk Scilly to be £47,130.

Our 2016 Economic Impact of Tourism study shows that the average spend per night per staying visitor (excluding travel) is £86.01. Multiplying this by the total number of bed nights occupied for Walk Scilly (1,990) we can say that spend excluding travel was £171,160.

Add the value of travel and spend together to get the total value of Walk Scilly to be £218,290.

23% of attendees said that Walk Scilly was their reason for visiting (14 of the 62 sample) so taking 23% of the total value of Walk Scilly shows that the value to the islands directly because of Walk Scilly to be £50,207.

### **Changes / Comments / Suggestions for future Walk Scilly events**

1. Keep up level of uninhabited island walks
2. Pacey walks appreciated as are walks with “islanders” and “Scillonians” able to interpret way of life on the islands
3. Better communication of meeting points, meeting times of the walks
4. Better information on lunch options / stops, including eateries that are open
5. Better communication in case of walk cancellations / replacement walks... much of this is down to the ticketing / booking sheet
6. Ticketing arrangements to be reviewed (point 5) to speed up booking process especially when bookings are taken at TIC. Re-introduce individual tickets.
7. Booking sheets that are given to the guides to include name AND telephone number of (lead) walker(s) in case of walk cancellations (point 5)
8. Tresco Boat Services/St. Agnes Boating – much better liaison this year, but still helpful to have boating options better defined for off islanders. Is there a possibility of discounted Walk Scilly boating prices, same as SMBA?