CHAPTER SEVEN

Visitor Profile

Summary

Number of Interviews

- 1126 interviews were undertaken for the 2006 SW Visitor Survey in a variety of locations across the South West.

Demographics

- The majority of interviewees were female, tended to be older and visiting without dependent children.
- Most were in full time employment and in higher or middle socioeconomic groups – relatively few visitors were classified as group DE.
- Unsurprisingly, the majority of the sample were of White British origin. Among the 15% of visitors of Other White Backgrounds, most (85%) were visiting from overseas.
- Only 7% of respondents were registered disabled.

Summary

Purpose of Visit

- The large majority were visiting the South West for a holiday at the time of interview although, for most (56%), this was not their main holiday of the year.

Length of Stay

- The average length of stay in the South West was a day or so short of a full week.
- Visitors from the highest socioeconomic groups stayed fewest nights; oldest visitors stayed longest.

Summary

Repeat Visits

- The level of repeat visits to the region remains high, in line with previous surveys. Four fifths of respondents were on a repeat visit.
- Higher socioeconomic groups were more likely to have made multiple trips to the SW in the last 12 months.
- Older visitors were more likely than their younger counterparts to be on a repeat visit to and to have last visited more than 2 years ago.

Introduction

Previous chapters summarise results from the 2006 South West Visitor Survey. Where, when and with whom interviews were undertaken shapes findings. An overview of the 1126 face to face interviews completed is provided here. All interviews were with staying visitors (domestic and overseas). Day visitors from home were not interviewed.

The chapter is organised into three sections:

- **Interview Locations** – an overview of the number and location of interviews undertaken across the South West in a variety of locations.
- **Visitor Demographics** – gender, age, life stage, employment, socioeconomic status, ethnic group and whether respondents were registered disabled.
- **Holiday Characteristics** – purpose of visit, length of stay, whether respondents' were on their main holiday and were repeat visitors.

Interview Locations

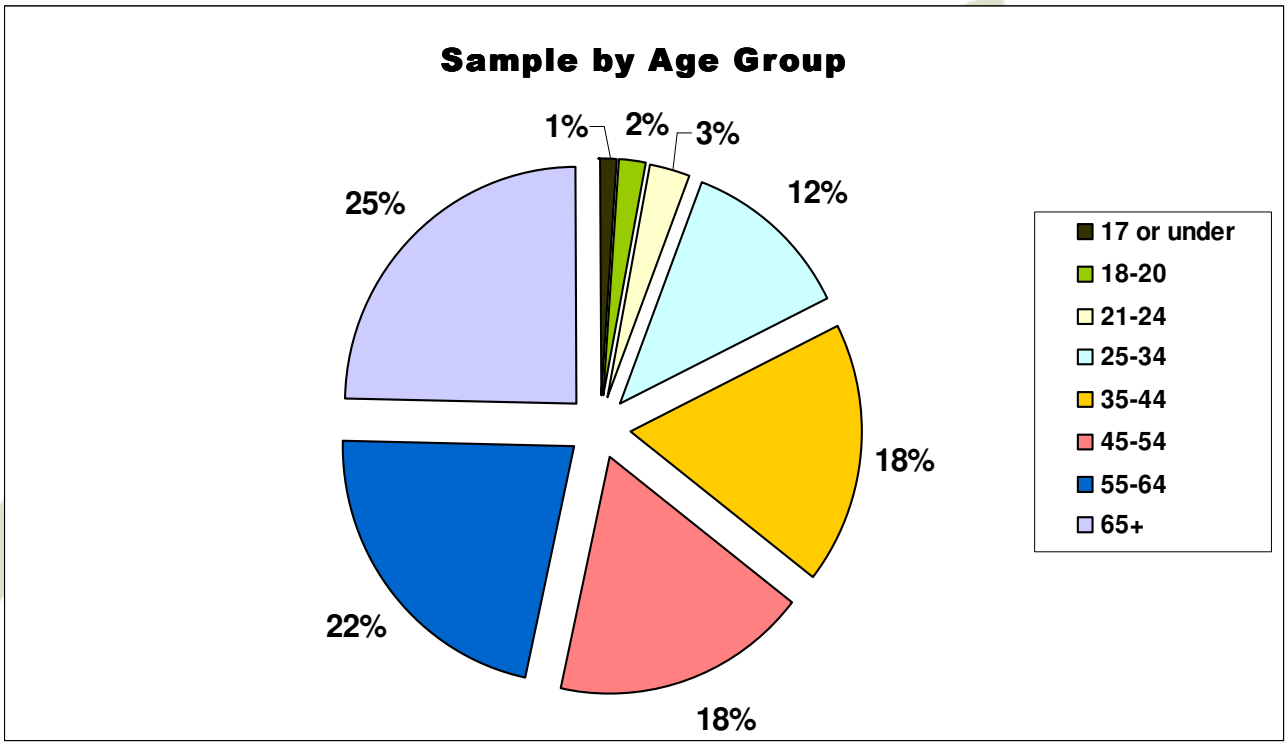
Interview locations were chosen to be a mix of different types of destination across the South West i.e. urban, rural, coastal and in-land. The number of interviews at each sample point in the seven sub-regions of the South West is provided below. All interviews were conducted between August 2006 and February 2007, the majority in the Summer months.

Sub Region	***n***	**Destination**	***n***
Bournemouth, Dorset & Poole	239	Weymouth	36
		Lyme Regis	95
		Bournemouth	98
		Poole	10
Cornwall	124	Bude	65
		Looe	59
Devon	159	Exeter	74
		Torbay	85
Former Avon	250	Bristol	125
		Bath	125

Sub Region	***n***	**Destination**	***n***
Gloucestershire	95	Bourton on the Water	59
		Stow on the Wold	17
		Lydney	19
Somerset	123	Weston Super Mare	83
		Wells	40
Wiltshire	136	Salisbury	104
		Bradford on Avon	32

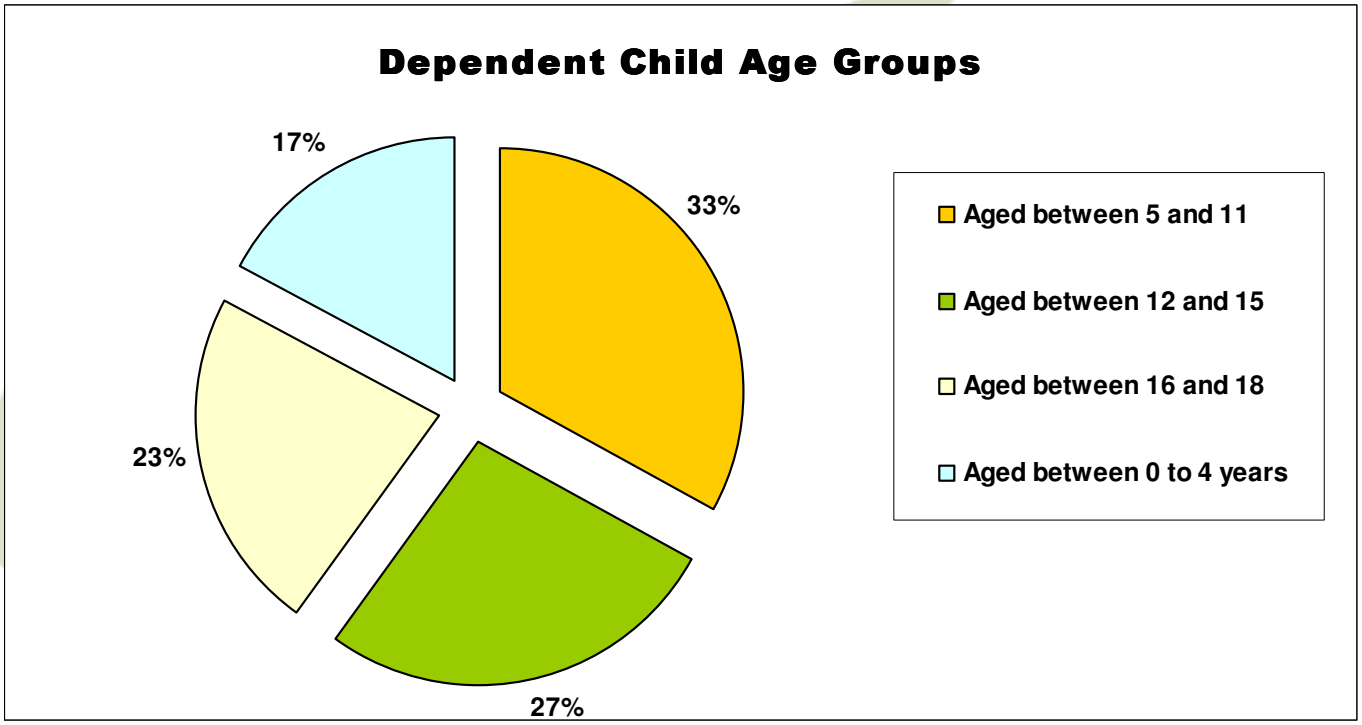
Visitors – Age and Gender

The following slides describe the demographic composition of the 1126 interviewees. The sample was mainly female (55%) and biased towards older visitors.



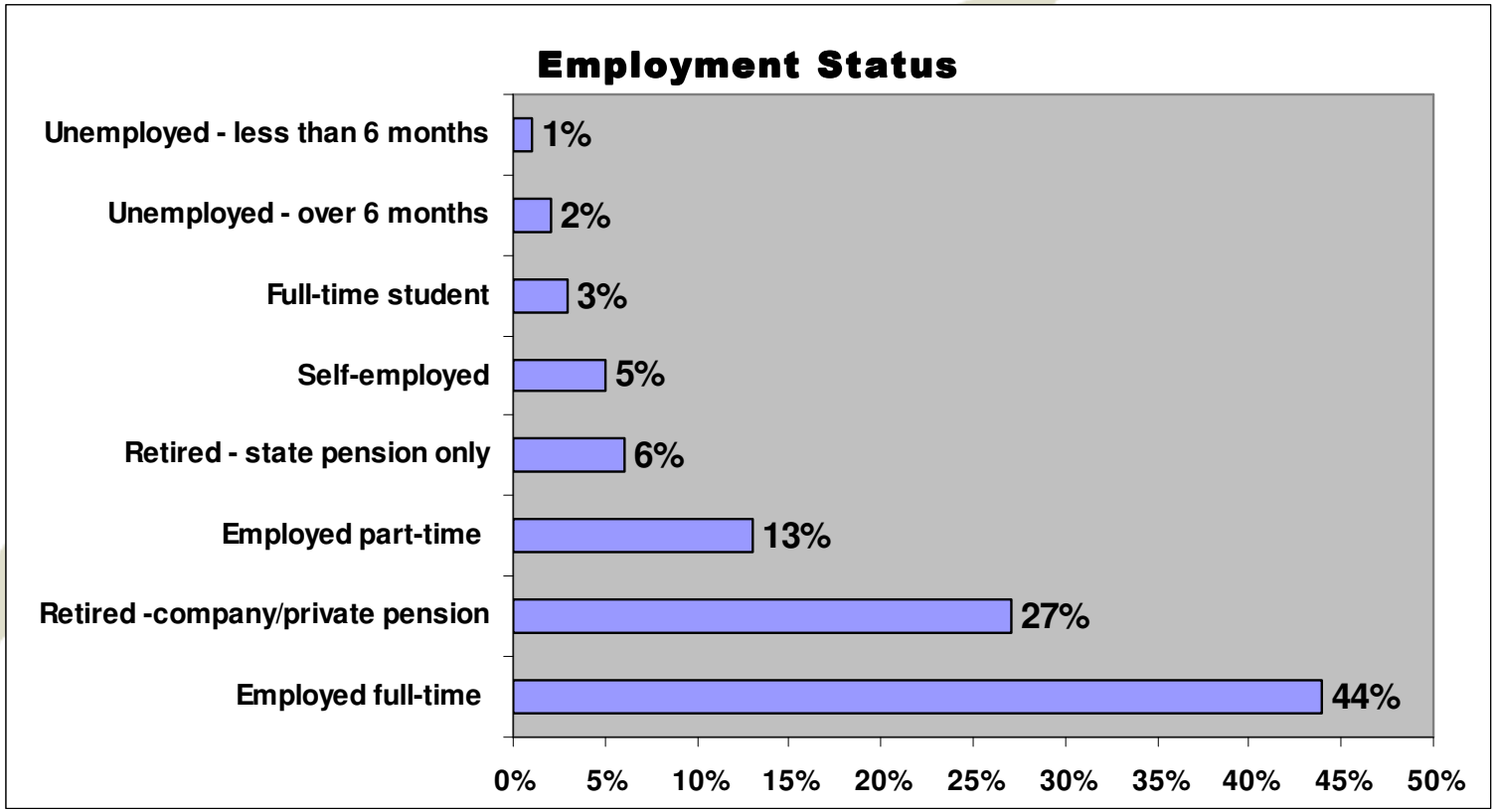
Visitors – Life Stage

Most respondents were visiting **without** dependent children (74%). Among those with dependent children, the survey captured families with children of a variety of ages.



Visitors – Employment, Socioeconomic Status

The majority (44%) were in full-time employment at the time of interview. A further 33% were retired. 29% of visitors were classified AB, 34% C1 and 26% C2. A relatively small minority (11%) were in socioeconomic group DE.



Visitors – Origin, Registered Disabled

Unsurprisingly, the vast majority of visitors (81%) were of White British origin.

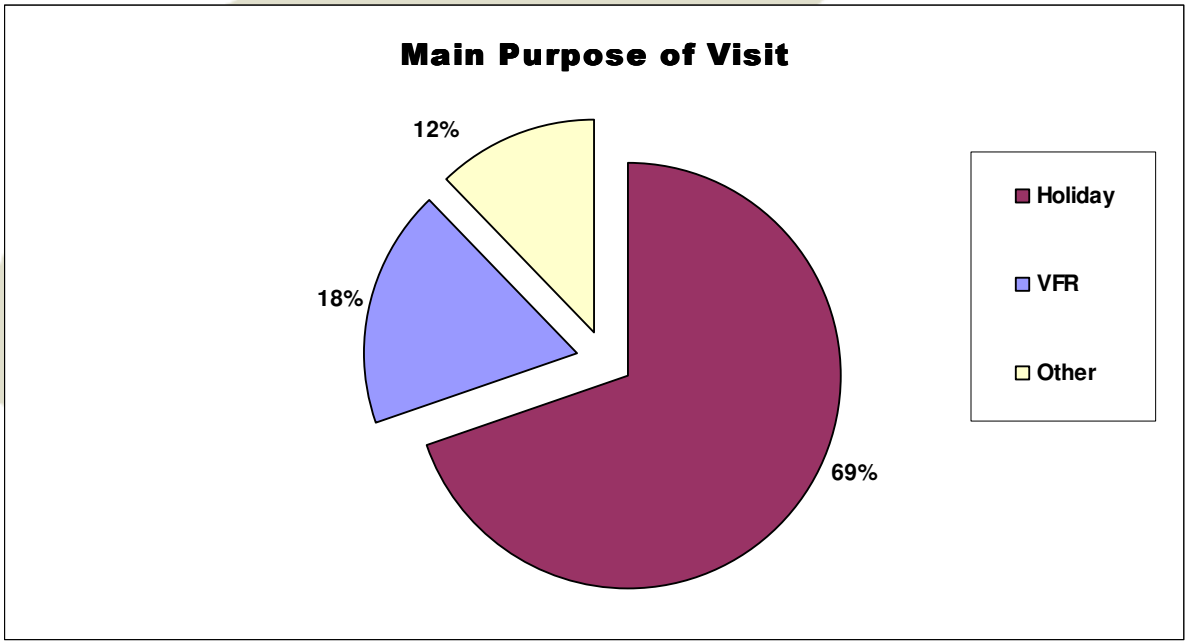
15% were of an Other White Background with the remainder from a variety of other ethnic groups including White & Black Caribbean, White and Asian, Indian, Pakistani etc.

It is important to note that the majority (85%) of visitors of Other White Backgrounds were overseas visitors to the South West. **The proportion of UK residents visiting the SW who were of Other White Backgrounds is very low.** It was not possible to analyse results for this sub-group.

Lastly, 7% of respondents were registered disabled at the time of interview.

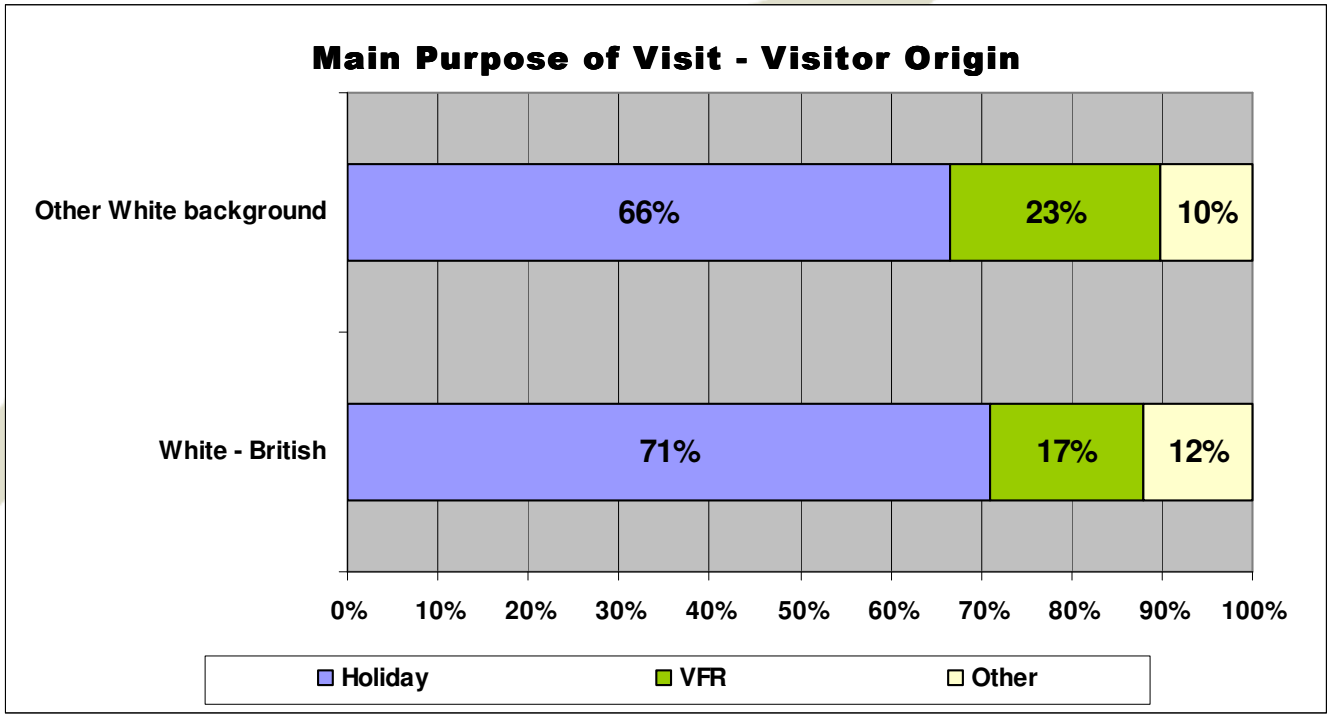
Main Purpose of Visit

The majority (69%) of interviewees were visiting the South West for a ***holiday***. An additional 18% were visiting friends & relatives. 135 respondents gave an 'other' reason for their visit. Of these, 65 mentioned a short break, 26 work / business related reasons. Adding those who's 'other' main purpose of visit was for a short break to the proportion visiting for a holiday, increases the overall proportion visiting for a holiday to 74%.



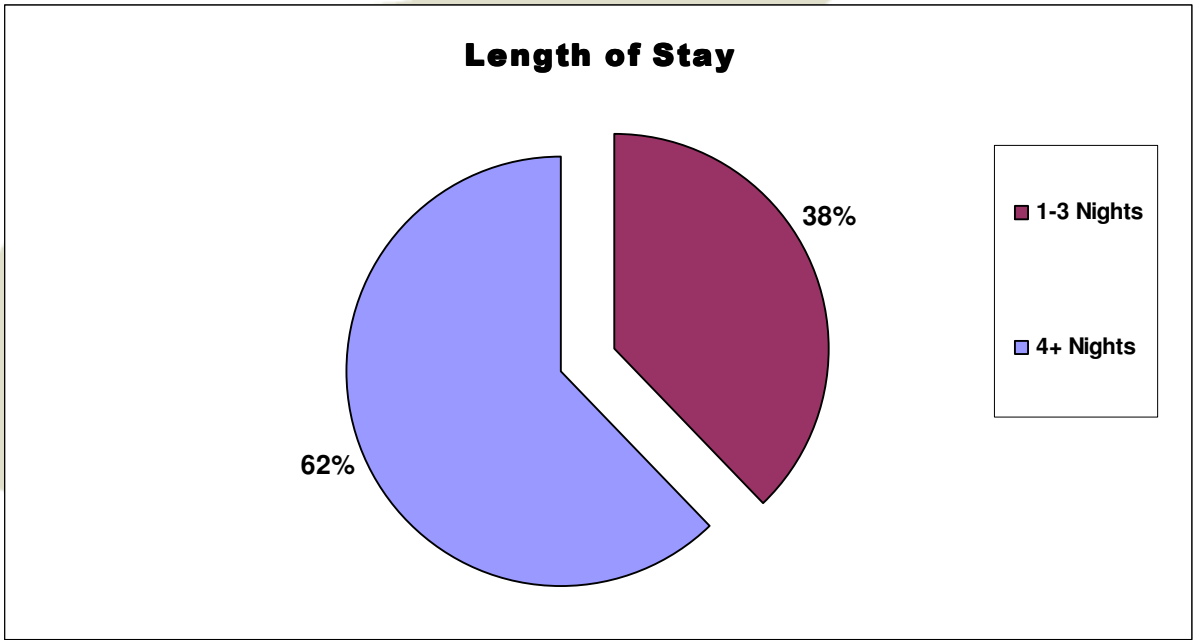
Main Purpose of Visit by Origin

Across sub-groups, the majority of all subsets were visiting the South West for a holiday. Compared with White British visitors, a higher proportion of visitors from Other White Backgrounds (mainly overseas visitors) were visiting friends & relatives.



Length of Stay

The average length of stay in the South West (among respondents staying 28 nights or less) was **5.64** nights, just short of a full week's break. The majority (62%) of visitors were staying four or more nights. The average length of stay among those staying 1-3 nights was 2.23 nights. Among those staying four or more nights, the average length of stay was 7.66 nights per visit.



Length of Stay – Socioeconomic Group, Age, Origin

Visitors from the highest socioeconomic group (AB) stay fewer nights than visitors from C1, C2 and DE groups.

Socioeconomic Group	AB	C1	C2	DE
Average Length of Stay	4.99	5.6	6.11	5.48

Older visitors (65+) stay longest with an average length of stay of 6.08 nights. Youngest visitors stay fewest nights.

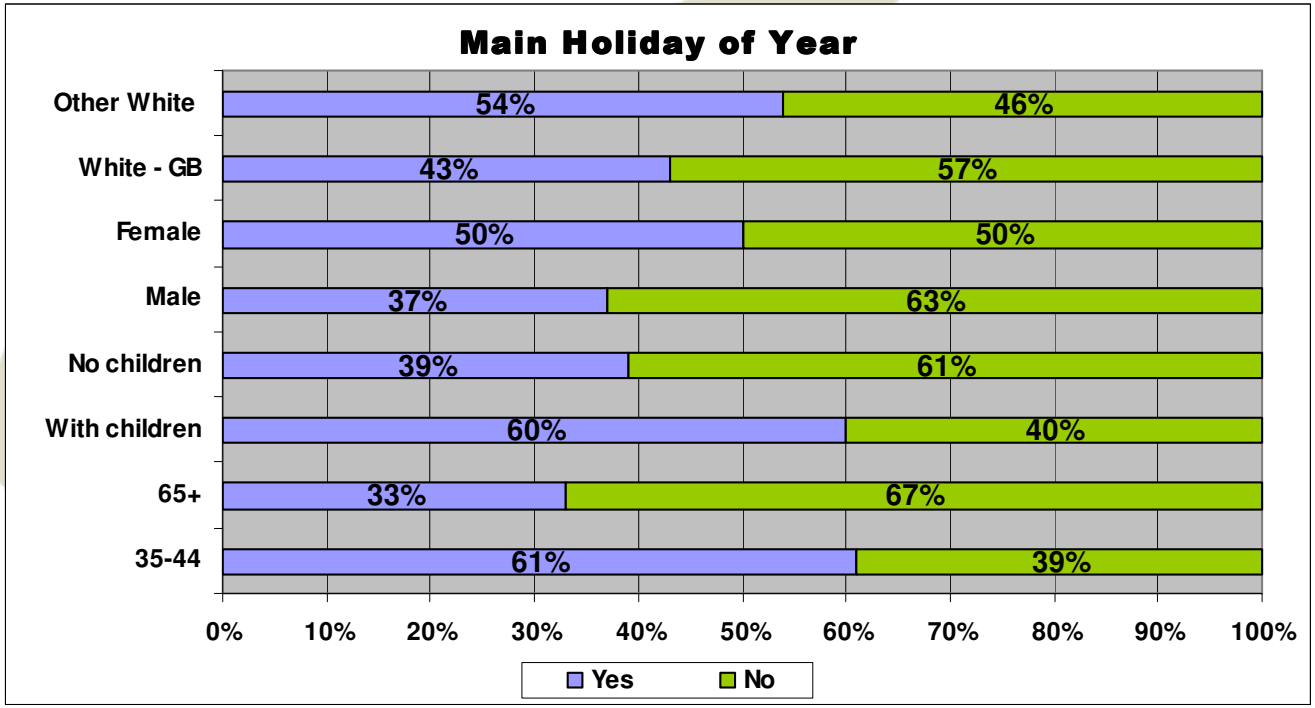
Age Group	<35	35-44	45-54	55-64	65+
Average Length of Stay	5.38	5.54	5.47	5.46	6.08

Visitors from Other White Backgrounds (mainly overseas) stay longer (6.4 nights on average) than White British visitors who's average length of stay is 5.53 nights.

Ethnic Group	White British	Other White Background
Average Length of Stay	5.53	6.4

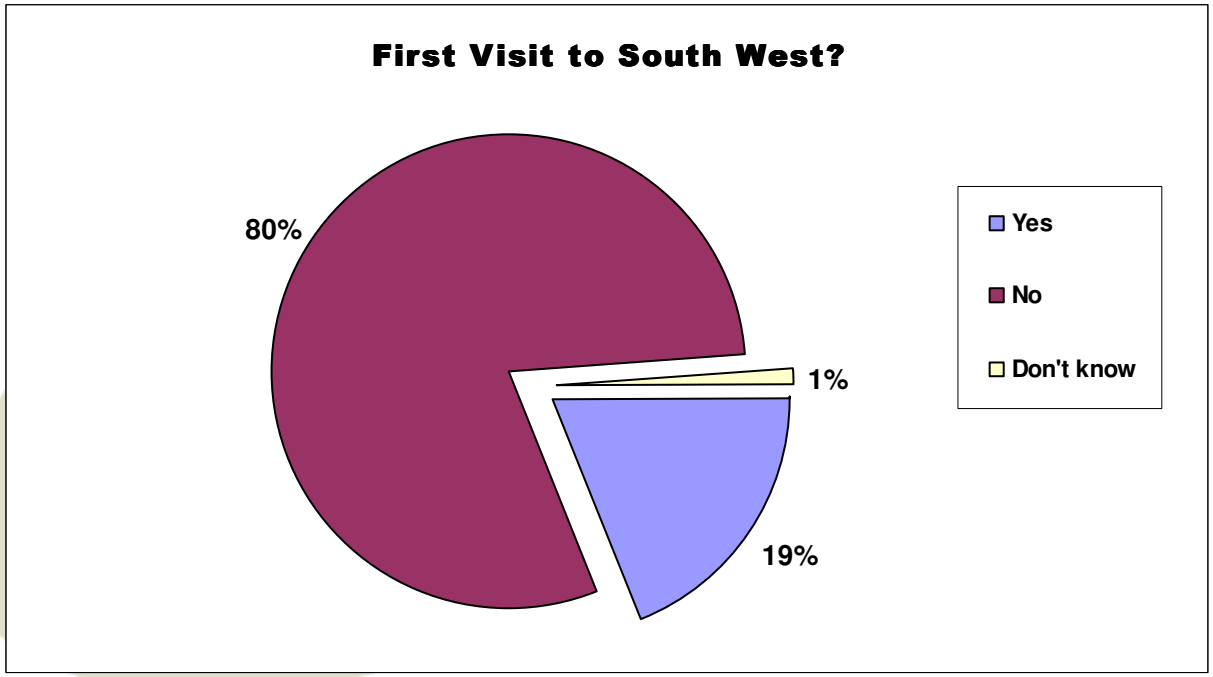
Main Holiday

Among those staying 4 or more nights (696 respondents), 44% were taking their main holiday of the year. Across subgroups, those aged 65+, visiting without children and of White British origin (domestic visitors) were **less** likely to be on their main holiday. Men were also **less** likely than women to be on their main holiday although the reason for this is not obvious.

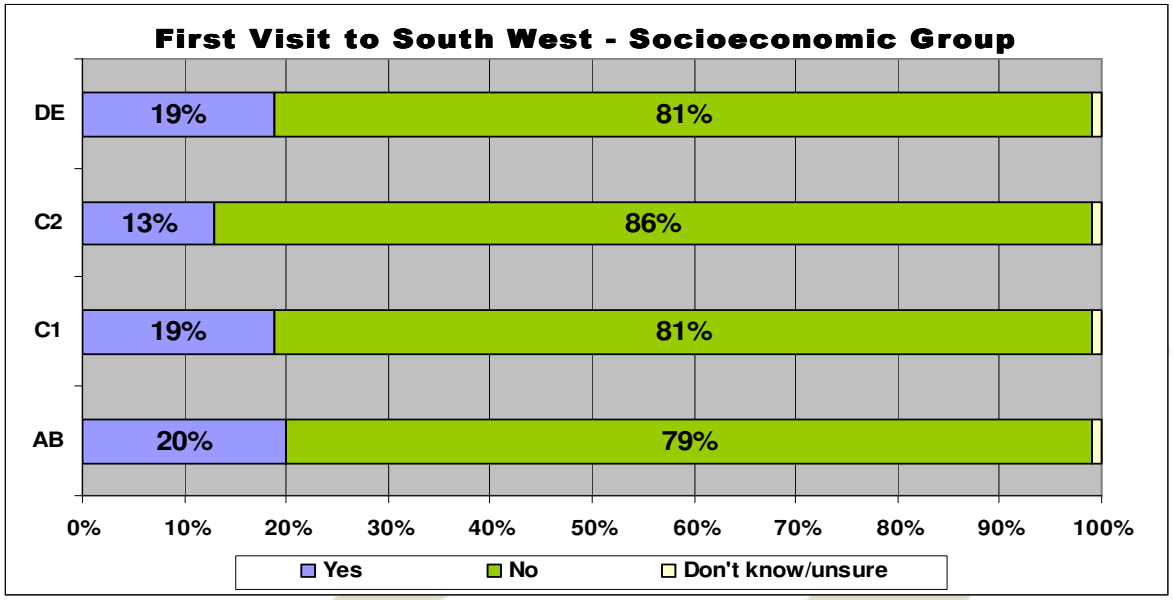


Repeat Visits

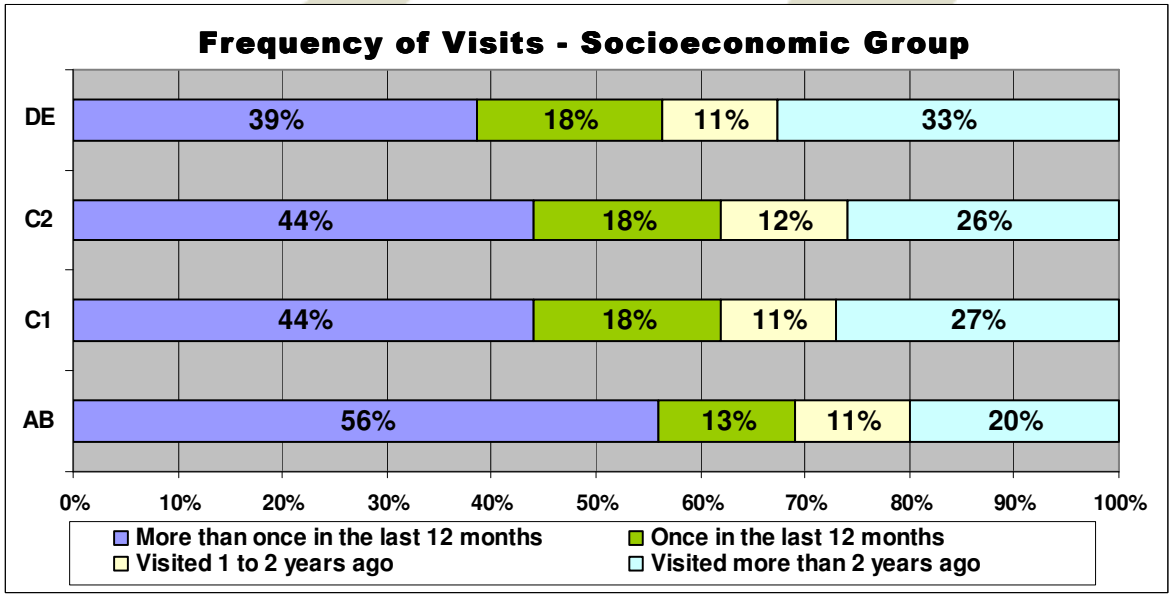
At the time of interview, four fifths (80%) of visitors were on a repeat visit to the South West of whom the majority (47%) had visited more than once in the last 12 months. A quarter had last visited more than 2 years ago.



Repeat Visits – Socioeconomic Group

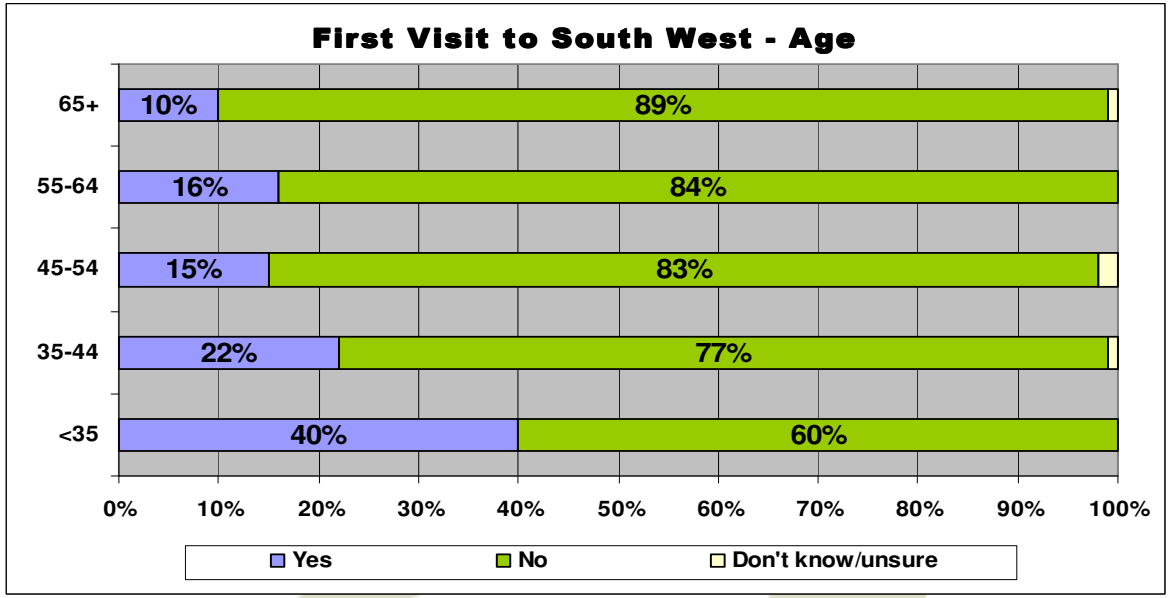


Compared with other socioeconomic groups, C2's were **more** likely to be on a repeat visit.

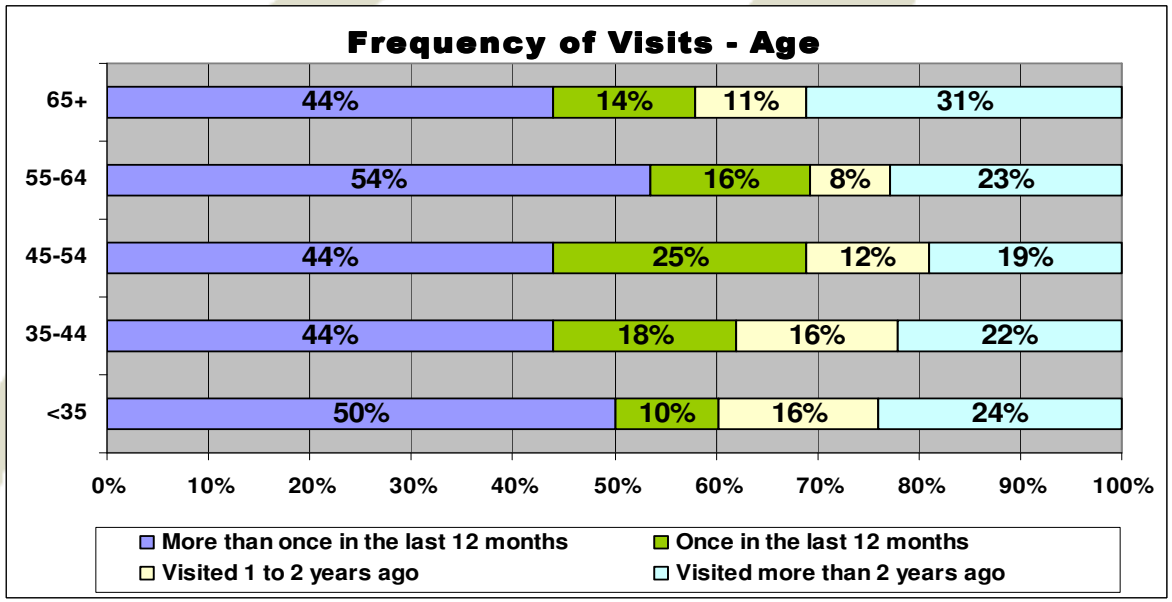


Higher socioeconomic groups were also more likely to have made multiple trips to the South West in the last 12 months.

Repeat Visits - Age

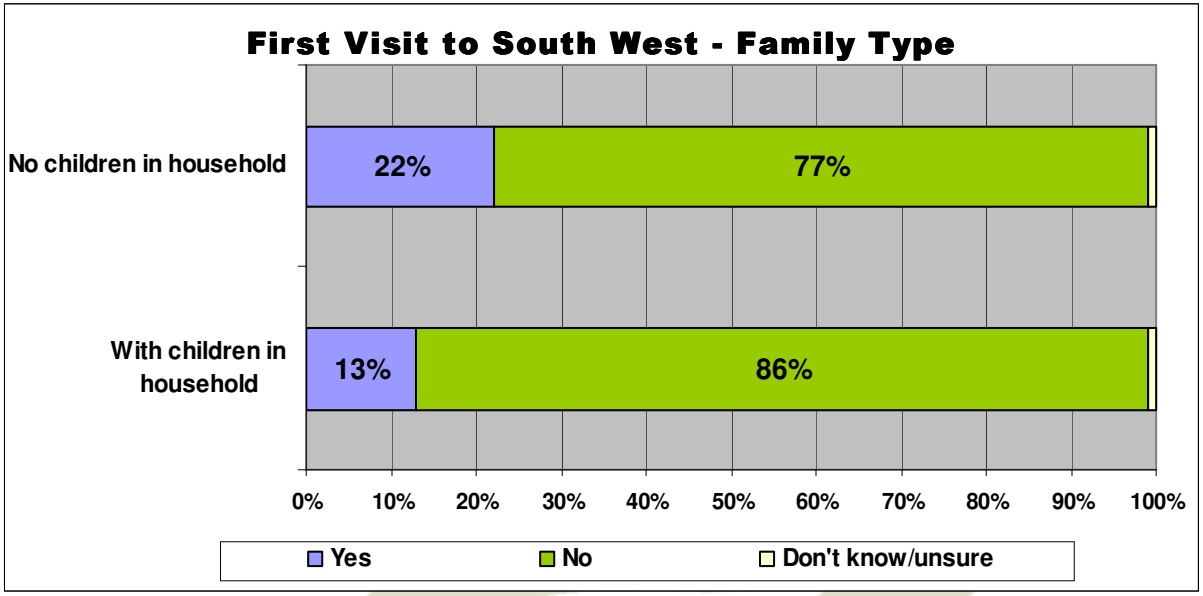


Older visitors are more likely to be on a repeat visit to the SW.

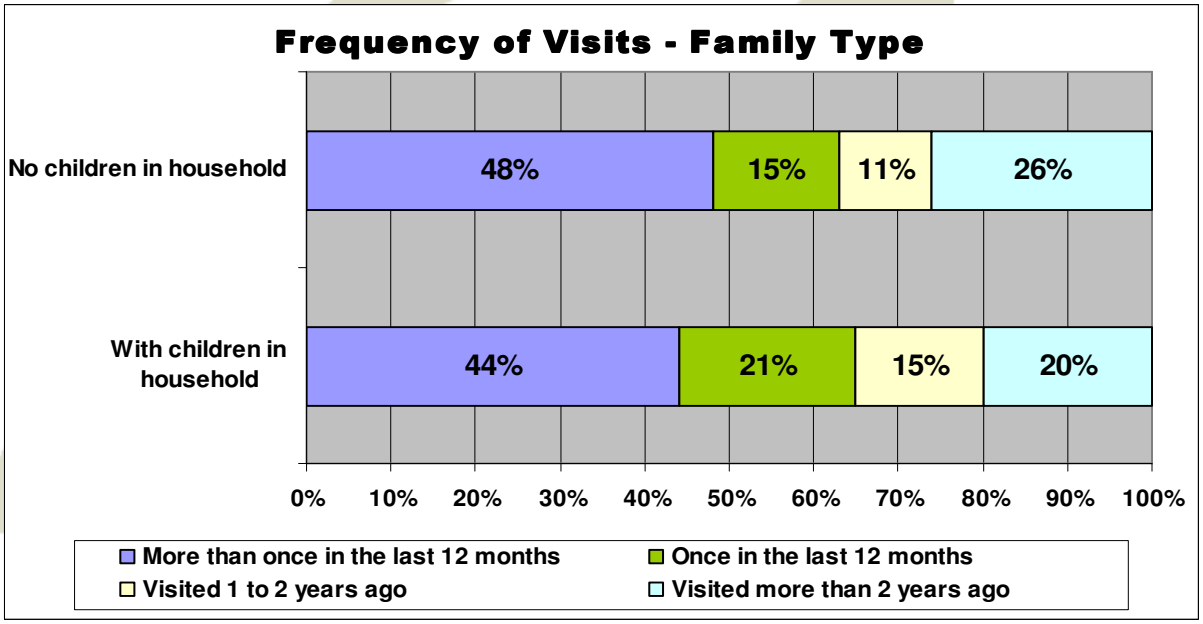


Older visitors are also more likely to have last visited more than 2 years ago.

Repeat Visits – Life Stage

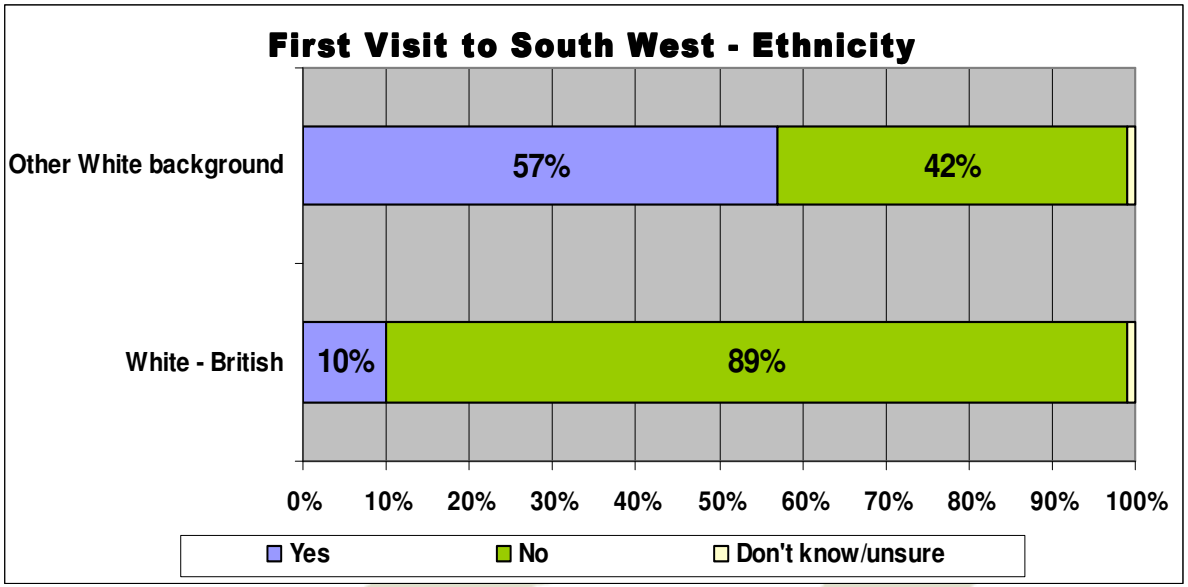


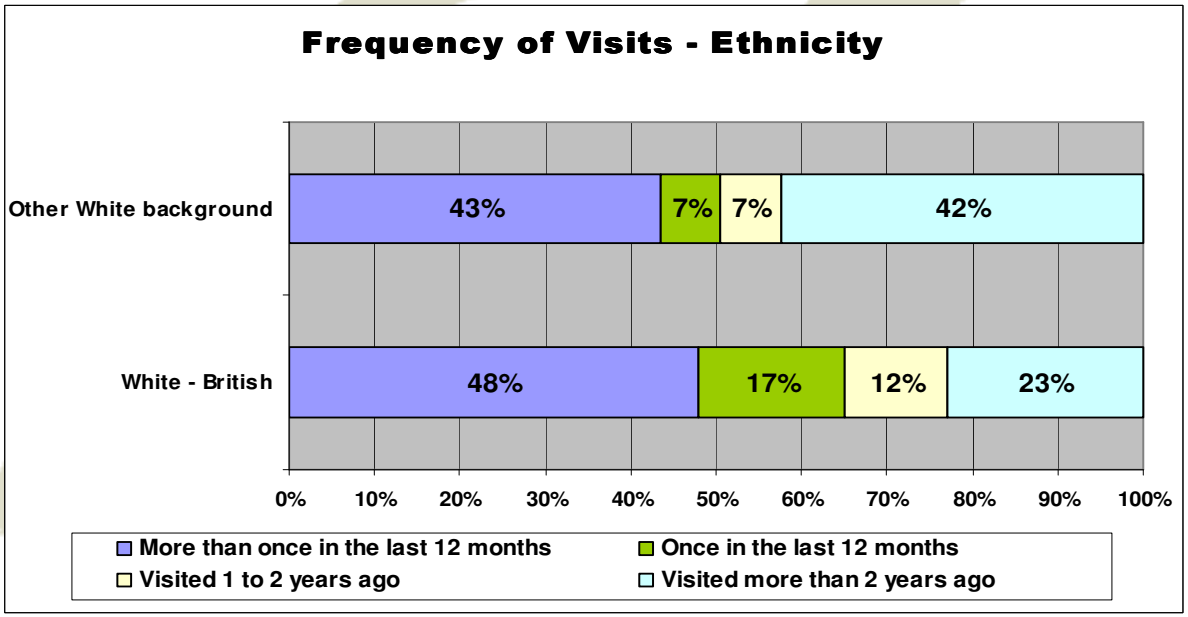
Those visiting without children are **more** likely to be on a repeat visit.



And **more** likely to have last visited more than 2 years ago.

Repeat Visits - Origin





Visitors from Other White Backgrounds (mainly overseas visitors) are **far more** likely than White British (domestic) visitors to be visiting for the first time. Repeat visitors from Other White Backgrounds are also more likely to have last visited more than 2 years ago compared with White British repeat visitors.