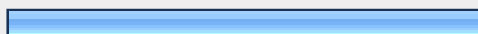
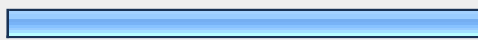
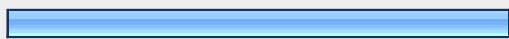
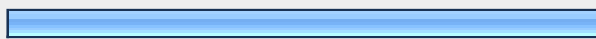

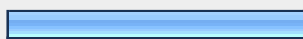
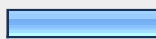
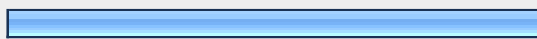
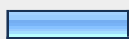
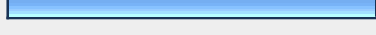
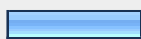
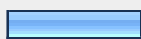


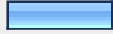
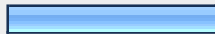



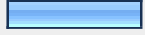

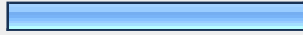
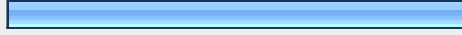
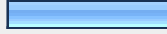
# Speyside and Moray Coast survey


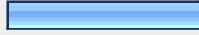


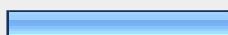
1. What's the nature of your business: (multiple options possible)			Response Percent	Response Count
Hotel	<input type="checkbox"/>		5.0%	2
<b>B&amp;B/Guesthouse</b>	<input checked="" type="checkbox"/>		<b>62.5%</b>	<b>25</b>
Self catering	<input checked="" type="checkbox"/>		30.0%	12
Hostel	<input type="checkbox"/>		0.0%	0
Camping/Caravan	<input type="checkbox"/>		2.5%	1
Food & drink	<input checked="" type="checkbox"/>		5.0%	2
Attraction (museum, visitor centre, distillery etc)	<input type="checkbox"/>		0.0%	0
Activity (golf, tours, cycling et.)	<input type="checkbox"/>		2.5%	1
Retail	<input type="checkbox"/>		0.0%	0
Event organiser	<input type="checkbox"/>		2.5%	1
Other (please specify)	<input type="checkbox"/>		5.0%	2
			<b><i>answered question</i></b>	<b>40</b>
			<b><i>skipped question</i></b>	<b>1</b>

**2. We all know what a beautiful and diverse area we live in. What aspects of it do you promote to your customers via your web site and other communication means.**

		Response Percent	Response Count
Coast		78.0%	32
Golf		78.0%	32
Castles		82.9%	34
<b>Whisky</b>		<b>97.6%</b>	<b>40</b>
Findhorn Foundation		9.8%	4
Wildlife		48.8%	20
Ancestral research		24.4%	10
Walking		87.8%	36
Mountain biking		19.5%	8
Dolphins		61.0%	25
Shopping/retail		22.0%	9
Other (please specify)		22.0%	9
		<b><i>answered question</i></b>	<b>41</b>
		<b><i>skipped question</i></b>	<b>0</b>

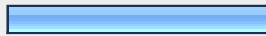

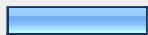
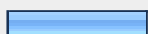
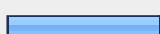

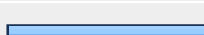
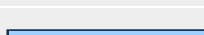
**3. What do you feel are the main three attractions/activities your customers come to the area for?**

		Response Percent	Response Count
Ancestral research		17.1%	7
Castles		34.1%	14
Coast		31.7%	13
Dolphins		4.9%	2
Findhorn Foundation		7.3%	3
Golf		22.0%	9
Mountain biking		2.4%	1
Shopping/retail		0.0%	0
Walking		48.8%	20
<b>Whisky</b>		<b>75.6%</b>	<b>31</b>
Wildlife		26.8%	11
Other (please specify)			11
		<b><i>answered question</i></b>	<b>41</b>
		<b><i>skipped question</i></b>	<b>0</b>

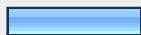

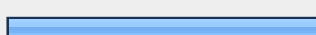
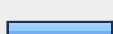
4. For this research we use the five Moray Council area's of Moray. In which area of Moray are you based?			
		Response Percent	Response Count
Forres (incl Findhorn, Dyke, Brodie, Rafford, Kinloss)		17.1%	7
Elgin (incl Alves, Burghead, Hopeman, Lossiemouth)		31.7%	13
Keith (incl Newmill, Milltown, Auchindachy)		2.4%	1
Buckie (incl Garmouth, Lhanbryde, Fochabers, Spey Bay, Cullen)		12.2%	5
<b>Speyside (incl Tomintoul, Glenlivet, Archiestown, Rothes, Craigellachie, Dufftown)</b>		<b>36.6%</b>	<b>15</b>
		<i>answered question</i>	<b>41</b>
		<i>skipped question</i>	<b>0</b>


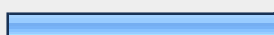
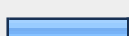




5. Do you promote your business as being based in: (please choose all that apply)			
		Response Percent	Response Count
<b>Moray</b>		<b>73.2%</b>	<b>30</b>
Speyside		36.6%	15
Highlands		24.4%	10
Grampian		19.5%	8
Banffshire		19.5%	8
Strathspey		2.4%	1
Other (please specify)		4.9%	2
		<i>answered question</i>	<b>41</b>
		<i>skipped question</i>	<b>0</b>

**6. Do you keep an electronic database of your customers with any of the following information: (please choose all that apply)**

		Response Percent	Response Count
customer contact details		42.5%	17
nature of stay (e.g. leisure or business)		10.0%	4
length of stay		22.5%	9
country of origin		22.5%	9
how they found you		25.0%	10
main reason for stay		15.0%	6
I don't keep a database		32.5%	13
I have a paper database		32.5%	13
Other (please specify)		0.0%	0
		<b>answered question</b>	<b>40</b>
		<b>skipped question</b>	<b>1</b>

**7. Did you have a good 2009 season?**

		Response Percent	Response Count
Same as last year		22.0%	9
Not as good as last year		9.8%	4
<b>Better than last year</b>		<b>51.2%</b>	<b>21</b>
Other (please specify)		17.1%	7
		<b>answered question</b>	<b>41</b>
		<b>skipped question</b>	<b>0</b>

8. Are you planning any investment in your business for next year? (more answers possible)			
		Response Percent	Response Count
No		12.2%	5
Yes, small investment (under 5k)		43.9%	18
Yes, big investment (over 5k)		19.5%	8
Yes, improvement in service offering		2.4%	1
Yes, improvement in product		9.8%	4
Don't know		4.9%	2
Other (please specify)		7.3%	3
		<b>answered question</b>	<b>41</b>
		<b>skipped question</b>	<b>0</b>

9. Do you need help with achieving your goal(s) for next year and if yes, what help are you looking for?		
		Response Count
		14
		<b>answered question</b>
		<b>14</b>
		<b>skipped question</b>
		<b>27</b>

10. Thank you for your feedback. The results will be published on the <a href="http://www.moray-tourism.info/">http://www.moray-tourism.info/</a> web site. This survey is done in confidence and we will not publish any business names. If you would like to be contacted to discuss any issues/ideas feel free to leave your name and contact email or phone number below. Thank you!		
		Response Count
		2
		<b>answered question</b>
		<b>2</b>
		<b>skipped question</b>
		<b>39</b>