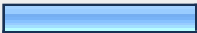

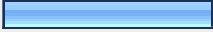
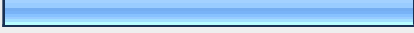
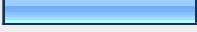



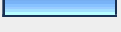
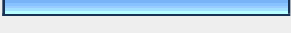
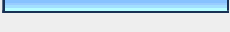



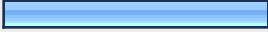
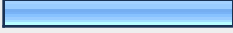
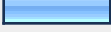
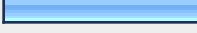


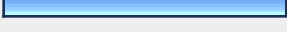
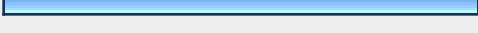
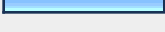
Speyside and Moray Coast survey B



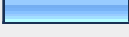


1. What's the nature of your business: (multiple options possible)			Response Percent	Response Count
Attraction (museum, visitor centre, distillery etc)		31.0%	13	
Activity (golf, tours, cycling, walking, etc)		21.4%	9	
Food & drink		4.8%	2	
Retail		31.0%	13	
Event organiser		7.1%	3	
Other (please specify)		31.0%	13	
		<i>answered question</i>	42	
		<i>skipped question</i>	0	

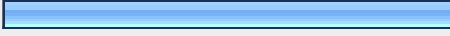
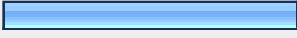
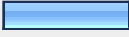
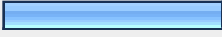


2. We all know what a beautiful and diverse area we live in. What aspects of it do you promote to your customers via your web site and other communication means.

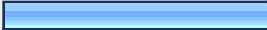
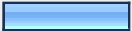
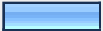

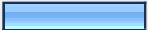
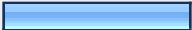

		Response Percent	Response Count
Coast		29.3%	12
Golf		26.8%	11
Castles		31.7%	13
Whisky		63.4%	26
Wildlife		29.3%	12
Ancestral research		9.8%	4
Walking		43.9%	18
Mountain biking		12.2%	5
Dolphins		17.1%	7
Shopping/retail		43.9%	18
Other (please specify)		34.1%	14
		<i>answered question</i>	41
		<i>skipped question</i>	1

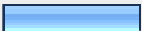

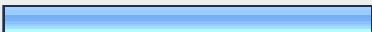
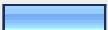
3. What do you feel are the main three attractions/activities your customers come to the area for?

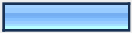
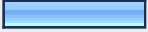


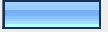

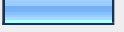
		Response Percent	Response Count
Ancestral research		10.8%	4
Castles		40.5%	15
Coast		35.1%	13
Dolphins		16.2%	6
Golf		29.7%	11
Mountain biking		2.7%	1
Shopping/retail		5.4%	2
Walking		43.2%	16
Whisky		73.0%	27
Wildlife		24.3%	9
Other (please specify)			11
		answered question	37
		skipped question	5

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)		23.8%	10
Elgin (incl Alves, Burghead, Hopeman, Lossiemouth)		11.9%	5
Keith (incl Newmill, Milltown, Auchindachy)		19.0%	8
Buckie (incl Garmouth, Lhanbryde, Fochabers, Spey Bay, Cullen)		11.9%	5
Speyside (incl Tomintoul, Glenlivet, Archiestown, Rothes, Craigellachie, Dufftown)		42.9%	18
		<i>answered question</i>	42
		<i>skipped question</i>	0

5. Do you promote your business as being based in: (please choose all that apply)			
		Response Percent	Response Count
Moray		69.0%	29
Speyside		45.2%	19
Highlands		19.0%	8
Grampian		0.0%	0
Banffshire		33.3%	14
Strathspey		4.8%	2
Other (please specify)		4.8%	2
		<i>answered question</i>	42
		<i>skipped question</i>	0

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		40.5%	17
country of origin		19.0%	8
how they found you		14.3%	6
main reason for visit the area		9.5%	4
I don't keep a database		21.4%	9
I have a paper database		28.6%	12
Other (please specify)		9.5%	4
		answered question	42
		skipped question	0

7. Did you have a good 2009 season?			
		Response Percent	Response Count
Same as last year		20.5%	8
Not as good as last year		7.7%	3
Better than last year		56.4%	22
Other (please specify)		15.4%	6
		answered question	39
		skipped question	3

8. Are you planning any investment in your business for next year? (more answers possible)				
			Response Percent	Response Count
No			19.0%	8
Yes, small investment (under 5k)			21.4%	9
Yes, big investment (over 5k)			11.9%	5
Yes, improvement in service offering			4.8%	2
Yes, improvement in product			14.3%	6
Don't know			11.9%	5
Other (please specify)			16.7%	7
			answered question	42
			skipped question	0

9. Do you need help with achieving your goal(s) for next year and if yes, what help are you looking for?		
		Response Count
		23
		answered question
		23
		skipped question
		19

10. Thank you for your feedback. The results will be published on the http://www.moray-tourism.info/ 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
		11
		answered question
		11
		skipped question
		31