Report of Findings for VisitBrighton

Brighton Visitor Survey 2016

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CONTENT

1.1 Introduction

1.1.1 This document presents the findings of a survey of visitors to Brighton and Hove, conducted between July and September 2016. The survey was commissioned by VisitBrighton and undertaken by TSE Research.

1.1.2 The purpose of the survey was enhance VisitBrighton's understanding of the city's tourism market and provide the basis for tourism policies. The results will be compared with the survey conducted in 2014.

1.1.3 Key findings from this year's survey are presented below.

1.2 Visitor profile

1.2.1 This year saw an increase in the proportion of day visitors from holiday bases outside Brighton and Hove (28% compared to 18% in 2014) but fewer people visiting as day visitors from home (35% compared to 43% in 2014). The remaining 37% of all visitors were staying overnight in commercial or non-commercial accommodation within Brighton and Hove

1.2.2 Day visitors on holiday were found to be predominately staying in accommodation elsewhere in East Sussex (174 visitors), London (56 visitors) or in West Sussex (39 visitors).

1.2.3 Average group size is higher when compared with 2014. On average, visiting parties consisted of 2.75 people, made up of 2.31 adults and 0.44 children. This compares to an average group size of 2.65 people in 2014 made up of 2.13 adults and 0.52 children.

1.2.4 As with previous years, a high proportion of all visiting parties consisted of adults only (81%), and among adult only groups, half (50%) consisted of two adults. Adult only groups made up 76% of visiting parties in 2014. This year 19%) of all visitor parties included one or more children (24% in 2014).

1.2.5 Sixteen percent of all people represented within the visitor groups surveyed were children aged 0-15 years (compared to 18% in 2014). Around a third (30%) were adults aged between 35 and 54 years old and a further 29% of all visitors were mature adults aged 55 years or more.

1.2.6 The survey results indicate a relatively affluent profile of visitors to Brighton and Hove. The majority of visitors were from ABC1 households (accounting for 67% of all visitors; 73% in 2014). This includes 32% of all visitors who were from the top AB professional grade (up from 30% in 2014).

1.2.7 Overseas visitors accounted for 23% of the overall sample. Spain, Germany, the United States, France and Australia were the most frequently mentioned countries of residence.

1.2.8 Domestic visitors came from a wide range of home locations around the UK, however, the highest proportion originated from the South East (23%) and Greater London area (17%).

1.3 Use of destination information

1.3.1 Fifty-five percent of staying visitors searched online to choose their accommodation, 29% had received a recommendation from others and 4% had visited a Visitor Information Centre.

1.3.2 Forty percent of all visitors did not use any information sources prior to their trip (37% in 2014).

1.3.3 Of the formal channels of visitor information available, word of mouth/recommendation was mentioned by 41% of visitors. A further 11% had looked online, 5% had visited a Visitor Information Centre and 4% had seen a leaflet or brochure.

1.4 Trip features

1.4.1 The highest proportion of visitors indicated that the main purpose of their visit to Brighton and Hove was for 'leisure/ holiday' purposes (73%). Sixteen percent were in Brighton and Hove primarily for the purpose of visiting friends or relatives (VFR), 5% were language students, 3% were on a special shopping trip and 2% were visiting for business purposes.

1.4.2 Forty-one percent of staying visitors were on a short break of 2-3 nights, 19% for 1 night and 25% for 4-7 nights.

1.4.3 A high proportion (40%) of the visitors surveyed this summer were visiting Brighton and Hove with a partner and a further 13% indicating that they were travelling alone.

1.4.4 Of the visitor groups staying overnight in Brighton and Hove, 67% were using serviced accommodation (63%in 2014). Seventeen percent of all staying visitors were accommodated in the homes of friends or relatives in 2016.

1.4.5 A third (34%) of all visitors had travelled to Brighton and Hove by private vehicle (car/ van/ motorcycle or motorhome). Fifty-nine percent all visitors used public transport (a train or coach/bus service). Only 4% had arrived in the city as part of a coach tour.

1.4.6 When asked what the main trigger had been for initiating their visit to Brighton and Hover, 21% said it had been to visit friends and/or relatives. Eight percent had wanted to visit one of the many tourist attractions in the city and a further 8% had been triggered by a recommendation from others.

1.4.7 The most popular activity undertaken by visitors was visiting the beach/seafront (82%), followed by going out for something to eat (77%), just walking around (64%), visiting a tourist attraction (55%) and shopping (54%). The main attractions visited were the pier (67%), the British Airways i360 (41%) and the Royal Pavilion (26%).

1.4.8 The average overall spend on eating out, shopping, entertainment and travel/transport among visitors staying overnight in Brighton and Hove in 2016 was £74.27 (per person per 24 hours), significantly higher than the average expenditure of £52.20 in 2014. In common with previous years, eating out and shopping accounted for the highest proportion of expenditure. Including spend on commercial accommodation, the average total spend for staying visitors, was estimated to be £169.21 per person per night (£130.98 in 2014).

1.4.9 Day visitors (combining day visitors from home and day visitors on holiday) to Brighton and Hove spent an average of £90.03 per person per day during 2016 (higher than the average expenditure of £36.89 in 2014). Eating out and shopping accounted for the highest proportion of day visitor spend.

1.5 Visitor satisfaction

1.5.1 As in previous years, high levels of visitor satisfaction were reported for many aspects relating to the visitor experience in Brighton and Hove. Aspects of the visit which were rated particularly highly in 2016 were *Vibrant cosmopolitan atmosphere* (8.51 out of 10), *Feeling safe and secure in the city* (8.44 out of 10), *Ease of finding way around* (8.39 out of 10), and *Choice of nightlife/evening entertainment* (8.37 out of 10).

1.5.2 It should be noted that only scores lower than 7 are poor scores. The only two aspects which were deemed low in 2016 were *Ease of parking* (6.92 out of 10) and *Value for money of parking* (5.39 out of 10).

1.5.3 An overview of all performance scores show that compared to last year most changes have been relatively subtle. There were a few performance indicators which saw improvement compared to last year. To be considered a significant improvement, there needs to be an increase in the satisfaction score of at least 0.20 points.

1.5.4 There are only two aspects which achieved this level of improvement this year compared to 2014 were *Value for money of parking* (up 0.32 points in its score) and *Cleanliness and availability of public toilets* (up 0.23 points in its score).

1.5.5 Visitors rated the overall enjoyment of their visit to Brighton and Hove high at 8.71 out of 10.

1.5.6 Nearly all visitors (8.90 out of 10) indicated that they were ‘likely’ to recommend Brighton and Hove as a visitor destination to others and 8.76 out of 10 visitors said they were likely to return for a day trip or short stay.

2. Introduction

2.1 Study purpose and objectives

Over the peak summer period of 2016 TSE Research was commissioned by VisitBrighton to undertake a major piece of research into the leisure visitor market. The overall purpose of the study was to enhance VisitBrighton's understanding of the city's tourism market and provide the basis for tourism policies. With regard to the latter, it was essential that the research would identify elements driving visitor satisfaction. An additional goal was to track changes in the profile and experiences of visitors by comparing the results to the 2014 visitor survey.

To achieve the aims set out by VisitBrighton, the following research objectives were set:

1. To collect up to date information on the origin, profile, behaviour and opinions of day and staying visitors to Brighton & Hove;
2. Identify which market sectors VisitBrighton are likely to generate repeat business from and which are most at risk;
3. Calculate the components currently contributing most to customers' satisfaction and to identify emerging trends in order to inform marketing initiatives;
4. To compare the results to the previous visitor survey and identify key changes;
5. To measure effectiveness of current marketing and branding.

2.2 Research methodology

To maintain consistency with the 2014 visitor survey the same research tools and definitions were adopted for this survey. The survey involved face-to-face interviews with a random sample of visitors[1] who were at least half way through their visit[2]. Individual interviewing sessions were carried out from the hours of 11am to 6pm between July and September 2016.

A copy of the questionnaire is attached in Appendix 1.

In all, 3,042 people were stopped for interview. Of these 828 (27%) were not eligible to complete the interview and 1213 (40%) refused to be stopped. In total 1,001 (33%) adult visitors were successfully interviewed at key locations in Brighton & Hove. Reducing the length of the questionnaire has helped in enabling us to reach the target sample of 1,000 this year.

[1] *Those visiting for non-leisure purposes, e.g. trips concerned with their normal work, study or household shopping were nit included in the survey.*
[2] *Because satisfaction surveys rely on visitors having used or experienced a particular service or facility, interviewing was not conducted before 11am*

Overall, 455 (45%) completed interviews were achieved during the month of August, 365 (36%) in September and 181 (18%) completed interviews were achieved in July.

Response rates for each survey location are shown in Table (i).

Table (i): Response rates

Location	Number of interviews	%
Train Station	62	6%
North Laine	81	8%
Coach Station	9	1%
New Road (including Pavilion and area outside TIC)	157	16%
East Street and Lanes	59	6%
Brighton Marina	17	2%
Beach (between both piers)	144	14%
Madeira Drive	151	15%
Churchill Shopping Centre	46	5%
Electric Railway	29	3%
British Airways i360	246	25%
Total	**1001**	**100%**

It is acknowledged that street surveys of this type are liable to under-represent certain sectors of the visitor market, including touring coach parties and staying business visitors. Overseas visitors are also likely to be under-represented, since interviews were conducted in English and therefore tend to exclude non-English speakers.

2.3 Statistical reliability

All sample surveys are subject to statistical error that varies with the sample size. Table (ii) below shows the respective sample achieved for each visitor type and gives the margins within which one can be 95% certain that the true figures will lie (assuming the sample is random).

Table (ii): Sample size & margins of error at 95% confidence interval

	Result	10% or 90%	20% or 80%	30% or 70%	40% or 60%	50%
	Sample	+/-	+/-	+/-	+/-	+/-
Day visitors from home	354	3.1	4.2	4.8	5.1	5.2
Day visitors on holiday	278	3.5	4.7	5.4	5.8	5.9
Staying visitors	369	3.1	4.1	4.7	5.0	5.1
Domestic	740	2.2	2.9	3.3	3.5	3.6
Overseas	261	3.6	4.9	5.6	5.9	6.1
Overall survey sample	**1001**	**1.9**	**2.5**	**2.8**	**3.0**	**3.1**

The margins of error shown above should be borne in mind when interpreting the results within this report.

2.4 Presentation of findings

Key findings are presented under the following headings:

- Type of trip
- Visitor profile
- Characteristics of visit
- Visitor expenditure
- Visitors' opinions

Key findings generally refer to all visitors; however commentary is provided where there is a significant difference between visitor types (e.g. day visitors from home, day visitors on holiday and staying visitors).

2.5 Definitions

'Day visitors from home' – visitors who had travelled to Brighton and Hove from, and were returning to, homes outside of Brighton and Hove on the day of their visit.

'Day visitors on holiday' – visitors travelling to Brighton and Hove for the day from holiday bases outside of Brighton and Hove.

'Staying visitors' – visitors staying overnight in accommodation in Brighton and Hove.

3. Survey results

3.1 Visitor type

A total of 1,001 visitors were interviewed in Brighton and Hove during 2016. Of these, 63% were day visitors which is divided between day visitors from home (35% of all visitors) and day visitors travelling to Brighton & Hove for the day while staying away from home or en route to other locations, and who were not staying overnight in the city (28%).

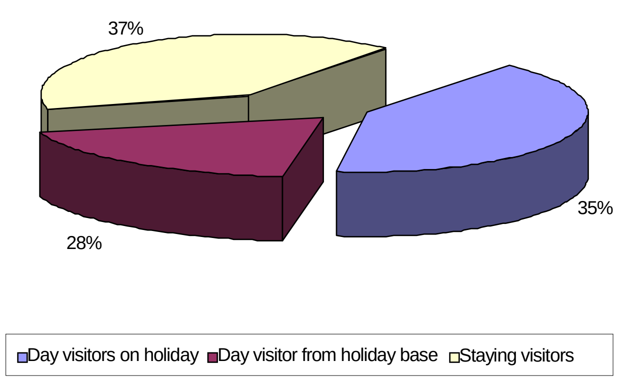
The survey found that nearly two thirds (63%) of all day visitors on holiday were staying in other parts of East Sussex, 14% were staying in West Sussex, 20% were staying in London and the final 3% were staying elsewhere in the region. The remaining 37% of visitors were staying overnight in commercial or non-commercial accommodation within Brighton and Hove.

Table 1: Type of visitor

	2016	2014
Day visitors from home	35%	43%
Day visitors on holiday	28%	18%
Staying visitors	37%	39%

When compared with the findings from the 2014 survey, the proportion of staying visitors at 37% has remained comparable (39% in 2014). However, it appears that the proportions of day visitors from home (35%) has fallen when compared with 2014 (43%) and day visitors on holiday (28%) has increased (18% in 2014).

Figure 1: Type of visitor 2016



3.2 Profile of visitor

3.2.1 Domestic/Overseas

The split between visitors from home locations within the UK is comparable with results from 2014. Domestic visitors have decreased to 74% (77% in 2014), whilst overseas visitors increased to 26% (23% in 2014).

Table 2: Domestic/Overseas visitors

	All visitors 2016		All visitors 2014
Domestic visitors	740	74%	77%
Overseas visitors	261	26%	23%
Total	**1,001**	**100%**	**100%**

3.2.2 Home location of all visitors

The highest proportion of all visitors were from home locations in the South East (23%) and London (17%),

This is similar to the findings from the 2014 survey, when more visitors were also from home locations in the South East (25%) and London (21%). A total of 26% of visitors were from overseas locations compared with 23% in 2014.

Results split by trip type reveal that 45% of all day visitors from home came from the South East, whilst a third (33%) travelled from London. The home locations of domestic day visitors on holiday and staying visitors in Brighton and Hove were widespread throughout the UK.

Table 3: Home location of all visitors

	All visitors 2016		All visitors 2014	Day visitors from home	Day visitors on holiday	Staying visitor
London	173	17%	21%	33%	3%	13%
South East	231	23%	25%	45%	5%	15%
South	44	4%	6%	8%	1%	3%
South West	68	7%	5%	2%	11%	8%
East Anglia	28	3%	4%	2%	3%	4%
East Midlands	32	3%	5%	1%	4%	4%
West Midlands	39	4%	3%	2%	5%	5%
North West	41	3%	2%	2%	4%	4%
Yorkshire	33	3%	2%	-	5%	5%
North East	23	2%	1%	1%	3%	3%
Wales	16	2%	2%	<1%	3%	2%
Scotland	17	2%	1%	-	4%	2%
Northern Ireland	5	<1%	<1%	-	1%	1%
Outside UK	261	26%	23%	3%	48%	31%
Total	**1,001**	**100%**	**100%**	**100%**	**100%**	**100%**

Of the overseas visitors encountered in Brighton & Hove during the 2016 survey, the popular origins were Spain, Germany, United States, France and Australasia.

Table 4: Home location of overseas staying visitors

	All overseas visitors 2016	All overseas visitors 2014	Staying in Brighton	Staying elsewhere in East Sussex	Staying elsewhere in West Sussex	Staying in London	Staying elsewhere
Spain	18%	13%	13%	33%	9%	7%	25%
Germany	15%	15%	12%	18%	27%	14%	-
United States	14%	4%	16%	12%	-	21%	25%
France	11%	11%	12%	14%	18%	7%	-
Australasia	10%	9%	10%	5%	9%	12%	-
Canada	5%	3%	5%	3%	9%	10%	-
Belgium	4%	2%	3%	4%	18%	2%	-
Italy	4%	7%	3%	4%	-	2%	25%
China	3%	2%	3%	4%	-	2%	-
Netherlands	3%	12%	6%	1%	-	-	-
Scandinavia	2%	2%	3%	-	-	5%	-
Republic of Ireland	<1%	4%	-	-	-	2%	-
Russia	<1%	3%	1%	-	-	-	-
Other	10%	14%	13%	1%	9%	14%	25%
Total	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**

'Other' countries listed in the open response (mentioned by fewer than 1% of the sample) was made up of a wide range of countries and included Channel Islands, Austria, Switzerland, Saudi Arabia, Poland, Turkey, Czech Republic and Hong Kong.

It should be noted that overseas visitors tend to be under represented in face to face visitor surveys due to difficulties experienced when interviewing visitors for whom English is not their first language.

3.2.3 Group size and composition

The average size of groups surveyed in 2016 was 2.75 people (2.31 adults and 0.44 children), which is higher than the average group size in 2014 (2.65 people).

Day visitors on holiday averaged the largest group size at 3.08 people (2.84 in 2014). This group also contained the largest proportion of children at 0.58 per visitor group. At an average of 2.63 people per group, the group size for staying visitors was also higher compared with 2014 (2.36).

Table 5: Average group size – by visitor type

	Average number of people per group		
	Adults	**Children**	**Total**
All visitors 2016	2.31	0.44	2.75
Day visitors from home	2.25	0.36	2.62
Day visitors on holiday	2.50	0.58	3.08
Staying visitors	2.22	0.41	2.63
All visitors 2014	2.13	0.52	2.65

As shown in Table 6, 81% of groups to Brighton and Hove contained adults only (up from 76% in 2014). Half of all the groups contained two adults only. Only fourteen percent of all groups contained just a single adult.

Nineteen percent of groups to Brighton and Hove contained children, a decrease of 5% points from 2014.

Table 6: Group composition

	All visitors 2016		All visitors 2014
One Adult	139	14%	20%
Two Adults	501	50%	44%
Three Adults	48	5%	6%
Four Adults	105	10%	5%
Five + Adults	17	2%	1%
Adults Only	**810**	**81%**	**76%**
One adult and one child	19	2%	3%
One adult and two or more children	11	1%	2%
Two adults and one child	44	4%	6%
Two adults and two or more children	57	6%	9%
Three adults and one child	27	3%	1%
Three adults and two or more children	8	1%	2%
Four or more adults with one or more children	25	2%	2%
Adults and Children	**191**	**19%**	**24%**
Total	**1001**	**100%**	**100%**

3.2.4 Age and Gender Profile

Given the high proportion of groups containing adults only, it is not surprising to find that only 16% of all visitors were children (18% in 2014).

Only 2% of all visitors were aged 75 or over (4% in 2014). As shown in Table 7, below, the gender profile shows that females (55%) were better represented than males (45%).

Table 7: Age of visitors

	All visitors 2016	Day visitors from home	Day visitors on holiday	Staying visitors
0-17	16%	14%	19%	16%
18-24	15%	10%	21%	15%
25-34	12%	13%	12%	11%
35-44	15%	15%	12%	17%
45-54	15%	15%	12%	17%
55-64	15%	14%	15%	16%
65-74	12%	17%	10%	10%
75+	2%	4%	2%	2%
Male	**45%**	**44%**	**43%**	**48%**
Female	**55%**	**56%**	**57%**	**52%**

Totals may not tally to 100% due to rounding differences

3.2.5 Socio-economic status

The socio-economic profile of visitors to Brighton and Hove is based on the occupation of the households' highest income earner and takes into account the previous occupation of those who were retired. Table 8 provides a definition of each socio-economic status.

Table 8: Definitions of each socio-economic status

Grade	Socio-economic status	Occupation type
A	Upper middle class	Higher managerial, administrative or professional
B	Middle class	Intermediate managerial, administrative or professional
C1	Lower middle class	Supervisory or clerical, junior managerial, administrative or professional
C2	Skilled working class	Skilled manual workers
D	Working class	Semi and unskilled manual workers
E	Welfare dependant	Those entirely dependent on the state long-term through sickness, unemployment, old age; casual workers

Overall, 32% of all visitors to Brighton & Hove fell into the affluent 'AB' socio-economic group (30% in 2014), whilst a further 42% were 'C1s' (37% in 2014). Nineteen percent of all visitors fell into the C2 category and only 8% of visitors comprised of the lowest 'DE' groups (15% and 18% in 2014 respectively).

Table 9: Socio-economic status comparisons

	All Visitors 2016	All Visitors 2014	Day visitors from home	Day visitors on holiday	Staying visitors
AB	32%	30%	29%	33%	34%
C1	42%	37%	44%	42%	41%
C2	19%	15%	18%	20%	18%
DE	8%	18%	10%	5%	8%
Total	**100%**	**100%**	**100%**	**100%**	**100%**

3.2.6 Who are you visiting Brighton and Hove with/for?

When asked who they were visiting Brighton and Hove with/for, the largest proportion of visitors indicated that they were visiting with a partner (40%), followed closely by with family (25%) or friends (24%). Overall, 87% of all visitors to Brighton and Hove were visiting with at least one other person while 13% were on their own.

Table 10: Are you visiting Brighton and Hove with/for?

	All visitors 2016		Day visitors from home	Day visitors on holiday	Staying visitors	Domestic visitors	Overseas visitors
On your own	127	13%	13%	9%	15%	11%	19%
A partner	404	40%	40%	31%	47%	45%	28%
Your family	246	25%	25%	31%	19%	26%	19%
Your friends	244	24%	23%	31%	21%	21%	34%
Organised group	15	1%	2%	1%	1%	1%	2%
Hen/Stag group	2	<1%	-	-	1%	<1%	<1%

N.B. Multiple responses permitted

3.3 Trip characteristics

3.3.1 Main purpose of trip

All visitors were asked about their main purpose for visiting Brighton and Hove on the day that they were interviewed. The majority of visitors (73%) described their visit as a holiday or leisure based visit, while a further 16% were there to see friends and/or relatives. There was a significant difference in the proportion of people on a holiday/leisure visit (82% in 2014) while the results for VFR are higher than the results from 2014 (11%).

Business/conference visitors accounted for only 2% and language students accounted for 5% of all visitors. Please note that business/conference visitors and language students tend to be under-represented in surveys of this kind due to the timing and location of on-street survey sessions.

Table 11: Main purpose of trip

	All visitors 2016		All visitors 2014	Day visitors from home	Day visitors on holiday	Staying visitors
Holiday/Leisure	726	73%	82%	74%	76%	69%
Visiting friends or relatives	163	16%	11%	16%	14%	18%
Special shopping trip (non-regular)	34	3%	1%	6%	2%	2%
Language student	48	5%	3%	1%	8%	6%
Business/conference visit	17	2%	2%	2%	1%-	2%
Shopping trip (household/regular shopping)	2	<1%	-	1%	-	-
Work/study here	8	1%	-	<1%	-	2%
Other e.g. house-hunting	3	<1%	1%	1%	-	<1%
Total	**1001**	**100%**	**100%**	**100%**	**100%**	**100%**

3.3.2 Location of accommodation used by day visitors on holiday

All day visitors on holiday were asked to indicate the location of their accommodation. These locations include elsewhere in East Sussex (174 visitors), West Sussex (39 visitors), London (56 visitors), and further afield (9 visitors).

3.3.3 Accommodation used by staying visitors

All 369 visitors staying in Brighton & Hove were asked to indicate the type of accommodation they were staying in. Just over two thirds (67%) of staying visitors were found to be staying in serviced accommodation in Brighton and Hove (53% in hotels and 14% in B&B/Guest houses). Compared with the 2014 survey, there has been a slight increase in the numbers staying in hotels (up 3%) and a fall of 1% in those staying in B&B/Guest houses.

A further 17% of all staying visitors were staying in the homes of friends or relatives, although this has fallen from 2014 when 20% were staying with friends or relatives.

As with previous years, when the results are split between domestic and overseas visitors reveal that a domestic visitor is more likely to be staying in a hotel whereas an overseas visitor is more likely to be staying in the home of friends or family.

Table 12: Type of accommodation used for staying trips

	All staying visitors 2016		All staying visitors 2014	Domestic visitors	Overseas visitors
Hotel	197	53%	50%	62%	38%
Home of friend/relative	61	17%	20%	15%	21%
B&B/Guest House	51	14%	13%	12%	16%
Caravan/Camping	14	4%	4%	5%	2%
Language school	10	3%	1%	-	6%
Air BnB	9	2%	-	3%	3%
Youth Hostel	7	2%	2%	<1%	4%
Self-catering (Cottage/Apartments)	5	1%	5%	2%	1%
University accommodation	4	1%	1%	<1%	3%
Self-catering (Holiday Complex/Village)	2	1%	-	1%	-
Pub/Inn	1	<1%	-	<1%	-
Boat/Yacht	1	<1%	1%	-	1%
Holiday home/Timeshare	-	-	1%	-	-
Other	7	2%	3%	-	6%
Total	**369**	**100%**	**100%**	**100%**	**100%**

3.3.4 Sources used to choose accommodation

When asked what sources they used to choose their accommodation, just over half (55%) of visitors indicated that they had searched online prior to their arrival in Brighton and Hove. Twenty-nine percent had received a recommendation from others, 4% had visited a Visitor Information Centre and only 2% had used a brochure.

A further 12% had used an ‘other’ source to choose their accommodation, the results of which are shown in section 3.3.4.2.

There was no significant difference between domestic and overseas visitors who used the internet to choose their accommodation (57% and 51% respectively). However, overseas visitors (35%) were more likely to base their decision on recommendations from others than domestic visitors (26%); opposite to the results from previous years.

Table 13: Sources used to choose accommodation

	Staying visitors 2016		Domestic visitors	Overseas visitors
Online	170	55%	57%	51%
Recommendation	58	29%	26%	35%
Visitor Information Centre	13	4%	4%	11%
Brochure	7	2%	2%	5%
Other	37	12%	13%	11%
Total	**369**	**100%**	**100%**	**100%**

3.3.4.1 Specified online sources

Staying visitors specified the online source they used to choose their accommodation. Of these, a high proportion had visited Trip Advisor (29%), followed by Booking.com (19%) and the VisitBrighton website (12%).

Table 14: Specified online sources used to choose accommodation

	Staying visitors 2016		Domestic visitors	Overseas visitors
Trip Advisor	54	29%	30%	33%
Booking.com	36	19%	22%	15%
Visit Brighton	22	12%	9%	22%
Premier Inn website	13	7%	9%	2%
Air BnB	9	5%	5%	7%
The Caravan Club website	9	5%	6%	2%
Hotels.com	8	4%	5%	2%
Google	7	4%	2%	9%
Expedia	6	3%	4%	2%
Trivago	5	3%	4%	-
Travelodge Website	2	1%	1%	2%
National Express	2	1%	2%	-

Brighton hotels	2	1%	1%	2%
Laterooms.com	1	1%	1%	-
YHA	1	1%	1%	-
Homestay	1	1%	-	2%
Vouchercodes.com	1	1%	1%	-
Camping sites	1	1%	1%	-
B&B website	1	1%	-	2%
Lastminute.com	1	1%	1%	-
Dreams	1	1%	1%	-
City lets – Brighton	1	1%	1%	-
Groupon	1	1%	1%	-
Total	**185**	**100%**	**100%**	**100%**

N.B. Multiple responses permitted

3.3.4.2 Other sources

Other sources used by staying visitors before their visit to Brighton and Hove included chosen by language school (6 visitors), phoning the hotel directly (4 visitors) and booked through a travel agent/tour operator (4 visitors).

Table 15: Other sources used to choose accommodation

	Staying visitors 2016
Language School	6
Phoned hotel	4
Travel agent/Tour operator	4
Stayed at that particular accommodation before	3
Work arranged it	3
Looked around on arrival in Brighton	1
Newspaper advertisement	1
Can’t remember	5
Total	**27**

3.3.5 When did you decide to make your trip to Brighton and Hove

All visitors were asked to specify when they decided to make their trip to Brighton and Hove. For forty percent of visitors the decision was made within a week of their visit. The highest proportion of these visitors had made their decision a week before their visit (29%), a further 8% decided the day before their visit, while some made their decision on the day (3%).

It should come as no surprise that day visitors from home were more likely to decide to visit Brighton and Hove in a shorter period of time and decided to make their trip within a week prior to their visit (73%). In contrast, staying visitors were more likely to plan their visit in advance, with 66% making their decision more than two months before their visit.

Domestic visitors were more likely than overseas visitors to decide to visit Brighton and Hove closer to their visit, with 50% indicating that their decision was made within a week of their visit compared with only 13% of overseas visitors.

Table 16: When visitors decided to make their trip to Brighton and Hove

	All visitors 2016		Day visitors from home	Day visitors on holiday	Staying visitors	Domestic visitors	Overseas visitors
Day of visit	34	3%	8%	2%	-	4%	<1%
Day before visit	79	8%	18%	3%	2%	10%	2%
1 week ago	293	29%	47%	22%	18%	36%	10%
2 weeks ago	42	4%	4%	3%	6%	5%	2%
4 – 6 weeks ago	64	6%	6%	5%	8%	7%	5%
A few months ago	115	11%	5%	12%	18%	10%	17%
Last winter (Dec – Feb)	91	9%	1%	20%	9%	6%	19%
Last autumn (Sep – Nov)	11	1%	-	1%	2%	1%	2%
Last summer (Jun – Aug)	72	7%	4%	7%	10%	8%	6%
Last spring (Mar – May)	85	8%	2%	12%	12%	7%	12%
Sometime last year	89	9%	4%	10%	13%	5%	20%
Over 1 year ago	6	1%	-	2%	<1%	<1%	2%
Frequent visitor every year	1	<1%	-	-	<1%	<1%	-
Don't remember	19	2%	2%	3%	2%	2%	2%
Total	**1,001**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**

3.3.6 What was the initial 'trigger' for thinking about visiting Brighton and Hove

All visitors were asked what the initial 'trigger' was that prompted their decision to visit Brighton and Hove.

For twenty-one percent of all visitors, the initial trigger was to visit friends or family. Eight percent had just wanted to visit a tourist attraction (unnamed) and a further 8% were recommended to visit by a friend or relative. Seven percent had been to Brighton and Hove before and 7% had just felt like a day out.

For day visitors from home, the other major 'trigger' to visit to Brighton and Hove was most likely to be because of good weather (12%) or shopping (13%). The influence of family and friends , either to visit them or from recommendations were the most likely 'trigger' for day visitors on holiday. Staying visitors were more likely to have visited due to the enjoyment of a previous visit (9%) or be visiting family or friends (24%).

Overseas visitors were more likely to be visiting due to a recommendation by friends or family compared with domestic visitors (18% compared to 4%).

Due to the number of responses to this question, only those responses made by ten or more people are shown in Table 17 below. The full list can be found in Appendix 2.

Table 17: What was the initial 'trigger' for thinking about visiting Brighton and Hove

	All visitors 2016	Day visitors from home	Day visitors on holiday	Staying visitors	Domestic visitors	Overseas visitors

See friends and/or family	213	21%	16%	24%	24%	20%	26%
Visit tourist attraction (unnamed)	82	8%	12%	9%	4%	9%	6%
Recommended by family/friend	80	8%	2%	15%	9%	4%	18%
Previous visit	75	7%	8%	5%	9%	9%	4%
Just felt like a day out	66	7%	8%	4%	8%	8%	3%
Good weather	58	6%	12%	3%	2%	7%	1%
Shopping	53	5%	13%	<1%	2%	7%	2%
Trip to the beach	49	5%	7%	3%	5%	5%	5%
Easy to get to/Close to London	36	4%	6%	<1%	4%	4%	2%
Celebration	34	3%	3%	2%	5%	4%	2%
British Airways i360	34	3%	6%	4%	1%	4%	2%
Never been before	33	3%	1%	5%	4%	3%	3%
News/TV/Radio	31	3%	<1%	5%	4%	3%	3%
School/College/Student	27	3%	1%	4%	4%	1%	7%
Atmosphere	23	2%	2%	2%	3%	3%	1%
Work/Conference/Business	20	2%	2%	<1%	3%	2%	2%
Pier	19	2%	4%	1%	1%	2%	2%
Part of coach trip/organised tour	18	2%	1%	4%	1%	1%	3%
Event	18	2%	1%	1%	3%	2%	-
Language School	17	2%	<1%	2%	3%	<1%	5%
Pavilion	13	1%	2%	1%	<1%	1%	1%
Lots to do	10	1%	2%	<1%	1%	1%	1%
Don't recall	*62*	*6%*	*4%*	*10%*	*5%*	*5%*	*10%*
Other responses	*44*	*4%*	*6%*	*3%*	*3%*	*4%*	*3%*
Total	**1,001**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**

N.B. Multiple responses permitted

3.3.7 Transport used whilst in Brighton and Hove

Table 18: Transport used whilst in Brighton and Hove

	All visitors 2016		**Domestic visitors**	**Overseas visitors**
Foot	915	91%	91%	93%
Bus	91	9%	8%	13%
Taxi	84	8%	7%	13%
Car	47	5%	5%	4%
Train	41	4%	4%	4%
Bicycle	18	2%	1%	3%
Mobility scooter	2	<1%	<1%	-
Wheelchair	1	<1%	<1%	-
Total	**1,001**	**100%**	**100%**	**100%**

N.B. Multiple responses permitted

The majority of all visitors (91%) travelled around Brighton and Hove by foot. Overseas visitors tended to use buses (13%) and taxis (13%) significantly more than domestic visitors (8% and 7% respectively) – Table 18, previous page.

3.3.8 How navigated way round the City

Visitors were asked how they had navigated their way round the city. Thirty-five percent of respondents did not use any specific method to find their way round the city. Over half (58%) of all visitors had used on-street pedestrian signs, 27% had used the VisitBrighton app and 20% had used the VisitBrighton's paper amp. Ten percent of all visitors mentioned others ways that they had navigated their way round the city. Of these the most popular method was using Google maps (54 respondents), followed by friends or relatives knowledge (7 respondents), the council website (4 respondents) and using a SatNav (2 respondents).

Table 19: How navigated round the city

	All visitors 2016		Domestic visitors	Overseas visitors
On-street pedestrian way finding signs	374	58%	58%	57%
VisitBrighton app	175	27%	22%	37%
VisitBrighton's paper map	132	20%	19%	24%
BHCC's cycle paper map	29	4%	3%	7%
Other	65	10%	10%	9%
Total	**647**	**100%**	**100%**	**100%**

N.B. Multiple responses permitted

3.3.9 Transport used for making trip

The highest proportion of all visitors (34%) had travelled to Brighton and Hove by private car, van or motorcycle. The usage of motor vehicles for travel has fallen over the past few years with 37% in 2014 and 42% in 2009 travelling to Brighton and Hove by private car, van or motorcycle.

Visitor's use of public transport also differed (59% in 2016 and 53% in 2014). This is due, in part, to an increase in visitors arriving by train (45% in 2016 compared to 40% in 2014) helping to counterbalance a significant fall in those arriving by bus or coach service (14% in 2016; 20% in 2014). Only 4% arrived in Brighton and Hove as part of a private coach tour (8% in 2014).

Table 20: Mode of transport used

	All visitors 2016		All visitors 2014	Day visitors from home	Day visitors on holiday	Staying visitors
Train	445	45%	40%	40%	53%	43%
Car/van/motorcycle	335	34%	37%	36%	27%	36%
Bus/coach service	144	14%	13%	20%	13%	11%
Coach tour	35	4%	8%	4%	5%	2%
Motorhome	16	2%	1%	1%	1%	3%
Plane	14	1%	-	-	2%	2%
Taxi	5	1%	1%	-	<1%	1%
Walked/on foot	3	<1%	<1%	<1%	-	1%
Bicycle	2	<1%	<1%	-	<1%	<1%
Private yacht/boat	1	<1%	<1%	-	-	<1%
Mobility scooter	1	<1%	<1%	-	-	<1%
Total	**1001**	**100%**	**100%**	**100%**	**100%**	**100%**

3.3.10 Length of stay

Table 21, below, shows that 41% of all staying visitors in 2016 were on a short break of 2-3 nights. Results split by domestic and staying visitors reveal significant differences. Over two thirds (68%) of domestic visitors were on a short break of 1-3 nights, whereas two thirds of overseas visitors (38%) were on a longer trip of over 7 nights.

Table 21: Duration of trip for staying visitors

	All visitors 2016		All visitors 2014	Domestic visitors	Overseas visitors
1 night	70	19%	12%	25%	7%
2-3 nights	150	41%	38%	43%	36%
4-7 nights	92	25%	32%	28%	18%
8-14 nights	37	10%	10%	4%	22%
Over 14 nights	20	5%	7%	<1%	16%
Total	**369**	**100%**	**100%**	**100%**	**100%**

3.3.11 Information sources used

All visitors were presented with a list of sources of information and asked whether any of these had influenced them to visit Brighton & Hove.

Overall, 40% of visitors did not use any information source prior to their trip compared to 37% in 2014. A further third (41%) had received information from family members, friends or colleagues (36% in 2014).

Other sources of information used by visitors prior to their visit included previous visit to Brighton and Hove (3 visitors), books (3 visitors), social media (3 visitors), school (2 visitors), Stonewall (1 visitor), concert (1 visitor), the pier (1 visitor) and history (1 visitor).

Table 22: Sources of information used to plan trip – by visitor type

	All visitors 2016		All visitors 2014
Family/friends/colleagues	400	41%	36%
Website or web advertisement	107	11%	21%
Visitor Information Centre	50	5%	3%
Leaflets/brochures	43	4%	8%
TV programme	24	2%	3%
Travel agent	16	2%	2%
Newspaper/magazine adverts	11	1%	1%
Newspaper article/magazine feature	11	1%	1%
Time out guide	11	1%	3%
TV advert	7	1%	<1%
Posters	8	1%	<1%
Radio advert	4	<1%	-
Radio programme	2	<1%	<1%
Used NO information prior to trip	386	40%	37%
Other	15	2%	4%

N.B. Multiple responses permitted

3.3.12 Activities undertaken

All visitors were shown a list of leisure activities and asked whether they had, or intended to, participate in any of these during their visit.

Table 26: Leisure activities undertaken – by visitor type

	All visitors 2016		All visitors 2014	Day visitor from home	Day visitors on holiday	Staying visitor	Domestic visitors	Overseas visitors
Visiting the beach/seafront	825	82%	87%	74%	87%	87%	81%	87%
Going to a restaurant or place to eat out	767	77%	75%	71%	78%	82%	75%	80%
Just walking around	644	64%	78%	70%	49%	71%	68%	55%
Visiting tourist attraction	555	55%	60%	50%	63%	55%	54%	61%
Shopping	542	54%	59%	48%	51%	63%	54%	53%
Visit a pub/club	431	43%	36%	34%	42%	52%	44%	40%
Relaxing/enjoying view/picnicking etc.	300	30%	43%	27%	27%	35%	30%	30%
Viewing architecture	121	12%	19%	11%	8%	16%	12%	12%
Going to see a film/show/gig/theatre	106	11%	11%	4%	12%	16%	9%	14%
Going on organised trip/tour	102	10%	4%	3%	17%	12%	5%	24%
Walking/cycling in surrounding countryside	78	8%	6%	2%	11%	11%	5%	17%
Pursuing a hobby/special interest	22	2%	4%	2%	1%	3%	2%	2%
Going to an event	18	2%	4%	1%	1%	3%	2%	2%
Pursuing a water sport/interest	12	1%	3%	1%	1%	1%	1%	1%
Other	7	1%	1%	1%	<1%	<1%	1%	-%

N.B. Multiple responses permitted

As shown in Table 23, the five most popular activities undertaken by over half of those interviewed were 'Visiting the beach or seafront' (82%), 'Going to a restaurant or place to eat out' (77%), 'Just walking around' (64%), 'Visiting a tourist attraction' (55%) and 'Shopping' (54). All five activities were the same top five as in 2014 but ranked in slightly different order.

Only 1% of visitors mentioned 'other' activities. These consisted of going to the library (3 respondents), visiting a sports club (1 respondent), playing crazy golf (1 respondent), visiting the paddling pool (1 respondent) and snowdogs (1 respondent).

3.3.12.1 Events and attractions visited

As shown in Table 27, below, out of the visitors that indicated they were attending an event, the most popular was going to the theatre (5 respondents).

When asked to specify which attraction(s) they had visited or planned to visit during their trip, overwhelmingly the most popular was the pier (67%). This was followed by the British Airways i360 (41%) and Pavilion (26%).

Table 27: Events gone to

	No. of responses
Theatre	5
Music Festival	2
Races	2
Brighton Pride	1
Football	1
Land Rover	1
Gift fayre	1
TUC Conference	1
Cycle race	1

Table 28: Attractions visited

	No. of responses
Pier	371
British Airways i360	230
Pavilion	144
Brighton Museum	38
Marina	16
Volks Railway	11
Fabrica	9
Art Gallery	6
Sea Life Centre	6
The Lanes	5
Komedia	2
Ghost tour bus	2
Choccywoccydoodah	1
Monks House	1
Banksy mural	1
Hove lagoon	1
Gardens	1

3.4 Visitor Expenditure

This section of the report details the average expenditure of all visitor types to Brighton and Hove (per person, per 24 hours). Figures are broken down by category of spend – accommodation, eating out, shopping, entertainment (including admissions to attractions, sports, guided tours, etc) and travel (fares, parking charges, fuel, etc).

The sample sizes for both the special shopping trip and business/conference categories are low so please take this into consideration when viewing these figures.

3.4.1 Staying visitor expenditure

The average expenditure among staying visitors to Brighton & Hove (per person per 24 hours) on eating out, shopping, entertainment and travel was £74.27 (£52.20 in 2014). With the addition of accommodation, it came to approximately £169.21 (£130.98 in 2014).

Table 29: Average spend by staying visitors (£/per person/per 24 hrs)

Category of expenditure	All staying visitors 2016	All staying visitors 2014	Domestic visitors	Overseas visitors
Accommodation	**£94.94**	£78.78	£91.35	£96.98
Eating out	**£29.85**	£24.51	£35.04	£20.89
Shopping	**£23.27**	£14.26	£21.75	£24.44
Entertainment	**£12.89**	£6.52	£13.04	£11.59
Travel	**£8.26**	£6.91	£9.17	£3.22
Total Ave.	**£169.21**	£130.98	**£170.35**	**£157.12**

NB: Based on dividing total spend by total number of visitors and thus includes visitors who spent nothing.

The average spend on accommodation at £94.94 varied across the type of accommodation used during the stay, and although, as with previous years, a relatively high proportion of visitors to Brighton & Hove in 2016 were staying in serviced accommodation, the use of the homes of friends and relatives will have resulted in a lowering of average spend per person per night.

The average expenditure between both domestic and overseas staying visitors varied, with domestic visitors spending an average of £170.35 per person per 24 hours (£139.04 in 2014) and £157.12 by overseas visitors (£114.63 in 2014). Domestic visitors spent more on eating out, entertainment and travel than overseas visitors.

Results split by purpose of trip reveal that business visitors spent the most per night compared to other purposes listed in Table 30, overleaf.

Table 30: Average spend of visitors staying in Brighton by main reason for visiting Brighton (£/per person/per 24 hrs)

Category of expenditure	Leisure/ Holiday		Visiting friends and relatives		Special shopping trip		Language student		Business/conference	
	2016	2014	**2016**	2014	**2016**	2014	**2016**	2014	**2016**	2014
Accommodation	**£123.23**	£90.50	**£29.41**	£17.92	**£53.33**	£66.67	**-**	-	**£188.75**	£153.50
Eating out	**£38.44**	£26.35	**£15.75**	£18.18	**£15.58**	£26.67	**£15.48**	£5.38	**£25.94**	£12.50
Shopping	**£27.10**	£14.60	**£14.03**	£9.15	**£23.56**	£166.67	**£21.15**	£5.08	**£34.69**	£34.88
Entertainment	**£14.90**	£6.67	**£10.82**	£5.59	**£7.78**	-	**£8.23**	£9.83	**£1.44**	£0.75
Travel	**£9.57**	£6.58	**£5.40**	£6.39	**£13.00**	£26.67	**£1.45**	£18.13	**£3.75**	£5.25
Total Ave.	**£213.24**	£144.70	**£75.41**	£57.23	**£113.25**	£286.68	**£46.31**	£38.42	**£254.57**	£206.88

NB: Based on diving total spend by total number of visitors and thus includes visitors who spent nothing.

3.4.2 Day visitors on holiday expenditure

Day visitors on holiday spent significantly more overall in 2016 (£90.03) compared to the overall amount spent in 2014 (£36.89). Overseas visitors spent less money on average, with £74.03 per person per day (£47.36 in 2014) compared to £101.30 by domestic visitors (£24.41 in 2009).

Table 31: Average expenditure of day visitors on holiday (£/per person/per day)

Category of expenditure	All day visitors on holiday 2016	All day visitors on holiday 2014	Domestic visitors	Overseas visitors
Eating out	**£41.78**	£15.59	£55.47	£27.29
Shopping	**£22.52**	£10.56	£20.31	£23.32
Entertainment	**£14.45**	£5.47	£14.53	£13.38
Travel	**£11.28**	£5.27	£10.99	£10.04
Total Ave.	**£90.03**	£36.89	**£101.30**	**£74.03**

NB: Based on diving total spend by total number of visitors and thus includes visitors who spent nothing.

Results split by purpose of trip reveal that those visiting friends and relatives spent the most per night compared to other purposes listed in Table 32.

Table 32: Average spend of day visitors on holiday by main reason for visiting Brighton (£/per person/per 24 hrs)

Category of expenditure	Leisure/ Holiday		Visiting friends and relatives		Special shopping trip		Language student		Business/conference	
	2016	2014	**2016**	2014	**2016**	2014	**2016**	2014	**2016**	2014
Eating out	**£43.92**	£15.72	**£38.51**	£16.21	**£37.86**	-	**£17.80**	£7.50	**£2.50**	£17.33
Shopping	**£21.10**	£10.45	**£27.31**	£14.66	**£22.86**	-	**£36.57**	£7.50	**£1.25**	£2.33
Entertainment	**£13.75**	£5.65	**£19.13**	£4.72	**£15.71**	-	**£12.94**	£3.50	**£5.00**	-
Travel	**£11.41**	£5.29	**£12.27**	£6.72	**£8.57**	-	**£8.54**	£3.50	**-**	-
Total Ave.	**£90.18**	£37.09	**£97.25**	£42.31	**£85.00**	-	**£75.85**	£22.00	**£8.75**	£19.67

NB: Based on diving total spend by total number of visitors and thus includes visitors who spent nothing.

3.4.3 Day visitors from home visitor expenditure

The average expenditure among day visitors from home (per person per 24 hours) on eating out, shopping, entertainment and travel in 2016 was £54.33 **-** £31.26 in 2014.

Table 33: Average expenditure of day visitors from home (£/per person/per day)

Category of expenditure	All day visitors from home 2016	All day visitors from home 2014
Eating out	**£23.06**	£12.92
Shopping	**£16.83**	£10.03
Entertainment	**£7.20**	£3.16
Travel	**£7.24**	£5.15
Total Ave.	**£54.33**	£31.26

NB: Based on diving total spend by total number of visitors and thus includes visitors who spent nothing.

Results split by purpose of trip reveal that visitors on a special shopping trip and those visiting friends or relatives spent the most per day compared to other purposes listed in Table 34.

Table 34: Average spend of day visitors from home by main reason for visiting Brighton (£/per person/per 24 hrs)

Category of expenditure	Leisure/ Holiday		Visiting friends and relatives		Special shopping trip		Language student		Business/conference	
	2016	2014	**2016**	2014	**2016**	2014	**2016**	2014	**2016**	2014
Eating out	**£20.30**	£12.56	**£35.83**	£16.22	**£26.16**	£14.85	**£15.83**	£6.13	**£12.50**	£9.50
Shopping	**£11.40**	£7.22	**£27.60**	£16.45	**£61.47**	£42.19	**£8.33**	£3.38	**-**	£8.50
Entertainment	**£6.05**	£3.09	**£8.94**	£4.49	**£15.39**	-	**£10.00**	£3.13	**-**	£0.40
Travel	**£6.06**	£5.04	**£11.55**	£5.89	**£9.20**	£6.58	**-**	£6.00	**£12.08**	£6.80
Total Ave.	**£43.81**	£27.92	**£83.92**	£43.05	**£112.22**	£63.62	**£34.16**	£18.63	**£24.58**	£25.20

NB: Based on diving total spend by total number of visitors and thus includes visitors who spent nothing.

3.5 Visitor Opinions

The survey sought to obtain the opinions of visitors to Brighton and Hove on a range of indicators which together comprise the 'visitor experience'. Each indicator was rated on a scale of one to ten, where 1='very poor' (or the most negative response) and 10='very good' (or the most positive response', allowing satisfaction scores (out of 10) to be calculated.

3.5.1 Accommodation

Staying visitors who were using commercial accommodation in Brighton and Hove were asked to rate their accommodation in terms of quality of service and value for money.

Out of a score of 1-10 with 10 representing 'totally satisfied', the mean average score on quality of commercial accommodation was 7.65, lower than the average score of 7.94 achieved in 2014.

At 7.56, the mean average score on value for money was also lower than the average given in 2014 (7.88).

Table 35: Rating on accommodation

	1	2	3	4	5	6	7	8	9	10	Mean 2016	Mean 2014
Quality of commercial accommodation	1%	1%	1%	1%	4%	9%	28%	27%	15%	14%	**7.65**	7.94
Value for money of commercial accommodation	-	1%	-	2%	4%	15%	25%	29%	12%	12%	**7.56**	7.88

Overseas visitors also rated the quality of commercial accommodation (7.64) value for money of accommodation (7.65) similarly to 2014 (7.70 and 7.51 respectively). Domestic visitors reveal provided lower average mean scores on both quality and value for money (7.66 and 7.52 respectively) than in 2014.

Table 36: Rating on accommodation by domestic/overseas

	Domestic visitors 2016	Domestic visitors 2014	Overseas visitors 2016	Overseas visitors 2014
Quality of commercial accommodation	**7.66**	8.04	**7.64**	7.70
Value for money of commercial accommodation	**7.52**	7.98	**7.65**	7.51

3.5.2 Visitor satisfaction ratings

Visitors were asked to express their opinions on the wide range of factors or indicators which together comprise the 'visitor experience'. The average score results indicate a generally good level of satisfaction with the majority of attributes measured receiving scores of 7 plus.

Table 37: Satisfaction scores – all visitors

	1	2	3	4	5	6	7	8	9	10	Mean 2016	Mean 2014
Ease of getting here	1%	1%	-	1%	3%	9%	15%	22%	20%	29%	**8.26**	8.90
Ease of parking	4%	5%	6%	7%	7%	11%	10%	18%	14%	20%	**6.92**	7.08
Value for money of parking	12%	11%	10%	6%	9%	14%	12%	11%	5%	10%	**5.39**	5.07
Quality and value for money of accommodation	1%	<1%	1%	1%	4%	7%	29%	34%	14%	8%	**7.57**	8.19
Overall impression of Brighton and Hove in terms of feeling of welcome	-	<1%	<1%	-	3%	4%	15%	32%	28%	18%	**8.32**	8.64
Welcome by City Champions	-	-	-	-	1%	7%	29%	47%	11%	5%	**7.75**	8.29
Visitor Information Points - Quality of service	-	-	-	-	-	6%	34%	42%	11%	7%	**7.80**	8.32
Visitor Information Centre - Ease of finding locations	-	-	<1%	-	<1%	6%	24%	44%	16%	8%	**7.92**	8.29
Transport in the City –Buses	-	-	-	1%	1%	8%	25%	34%	19%	13%	**7.97**	8.70
Transport in the City –Cycle routes	-	-	-	1%	3%	15%	34%	29%	6%	12%	**7.51**	8.23
Transport in the City - Taxi's and their drivers	-	-	-	1%	-	11%	27%	42%	8%	11%	**7.78**	8.51
Transport in the City – Rail	-	-	1%	1%	4%	7%	24%	30%	17%	16%	**7.92**	8.95
Ease of finding way around	-	-	-	1%	2%	5%	14%	32%	22%	24%	**8.39**	8.82
Quality of visitor attractions & other places to visit	-	-	-	<1%	1%	4%	17%	37%	24%	17%	**8.28**	8.62
Value for money of visitor attractions & other places to visit	-	<1%	<1%	<1%	2%	10%	26%	33%	17%	11%	**7.84**	8.01
Quality of places to eat & drink	-	-	-	<1%	2%	6%	13%	34%	28%	17%	**8.31**	8.47
Value for money of places to eat & drink	-	-	-	<1%	2%	8%	22%	38%	20%	9%	**7.92**	8.03
Quality of the shopping	-	-	-	<1%	1%	7%	16%	34%	23%	19%	**8.28**	8.58
Cleanliness and availability of public toilets	-	1%	1%	2%	8%	17%	23%	29%	12%	7%	**7.26**	7.03
Cleanliness of streets	1%	<1%	1%	3%	6%	13%	23%	32%	14%	7%	**7.39**	7.50
Upkeep of parks/open spaces/seafront	<1%	-	<1%	<1%	4%	9%	22%	39%	17%	8%	**7.79**	7.91
Quality of beach/seafront	-	-	<1%	1%	2%	8%	14%	38%	22%	14%	**8.10**	8.26
City heritage	-	-	-	<1%	1%	6%	14%	35%	31%	13%	**7.26**	8.69
Vibrant cosmopolitan atmosphere	-	-	-	-	<1%	4%	12%	33%	28%	22%	**8.51**	8.83
Feeling safe and secure in the City	<1%	-	-	-	1%	4%	18%	26%	27%	24%	**8.44**	8.63
Choice of nightlife/evening entertainment	-	-	-	-	1%	5%	18%	31%	23%	22%	**8.37**	8.81
Ease of driving around the City	1%	3%	2%	3%	5%	10%	27%	25%	15%	10%	**7.24**	7.30
Lively gay scene	<1%	-	-	-	1%	6%	18%	26%	27%	21%	**8.34**	8.72

Although Table 37, on previous page, shows only two attributes of visitors' satisfaction exceeding the 2014 ratings, the ratings achieved are still high as the scores in 2014 were higher than previous years.

The highest average score of 8.51 was given to 'Vibrant cosmopolitan atmosphere' (8.83 in 2009). 'Ease of finding way around', 'Feeling safe and secure in the City' and 'Choice of nightlife/evening entertainment' also received high average scores.

Table 38: Satisfaction scores – by type of visitor

	Day visitors from home 2016	Day visitors from home 2014	Day visitor on holiday 2016	Day visitor on holiday 2014	Staying visitors 2016	Staying visitors 2014
Ease of getting here	**8.73**	8.91	**7.83**	9.05	**8.11**	8.81
Ease of parking	**7.37**	7.23	**6.13**	7.75	**6.98**	6.53
Value for money of parking	**5.30**	4.79	**4.98**	5.13	**5.73**	5.40
Quality and value for money of accommodation	**8.17**	8.79	**7.21**	8.52	**7.69**	8.11
Overall impression of Brighton and Hove in terms of feeling of welcome	**8.41**	8.59	**7.98**	8.55	**8.49**	8.74
Welcome by City Champions	**7.86**	8.01	**7.70**	8.62	**7.75**	8.37
Visitor Information Centre - Quality of service	**8.20**	8.30	**7.63**	8.40	**7.78**	8.31
Visitor Information Centre - Ease of finding locations	**8.29**	8.32	**7.76**	8.32	**7.87**	8.25
Transport in the City - Buses	**8.27**	8.44	**7.51**	8.90	**8.20**	8.81
Transport in the City – Cycle routes	**8.13**	8.14	**7.17**	8.33	**7.54**	8.25
Transport in the City - Taxi's and their drivers	**8.09**	8.03	**7.42**	8.46	**7.91**	8.71
Transport in the City - Rail	**8.41**	8.86	**7.35**	9.18	**8.02**	8.92
Ease of finding way around	**8.76**	8.91	**7.94**	8.76	**8.35**	8.73
Quality of visitor attractions & other places to visit	**8.44**	8.60	**8.05**	8.75	**8.29**	8.57
Value for money of visitor attractions/places to visit	**8.14**	7.85	**7.77**	7.17	**7.67**	8.10
Quality of places to eat & drink	**8.50**	8.44	**7.93**	8.43	**8.38**	8.53
Value for money of places to eat & drink	**8.04**	8.01	**7.58**	8.01	**8.02**	8.07
Quality of the shopping	**8.62**	8.54	**7.85**	8.59	**8.28**	8.61
Cleanliness and availability of public toilets	**7.41**	6.83	**7.28**	7.17	**7.11**	7.19
Cleanliness of streets	**7.44**	7.57	**7.40**	7.64	**7.34**	7.36
Upkeep of parks/open spaces/seafront	**7.94**	7.91	**7.56**	7.95	**7.83**	7.88
Quality of beach/seafront	**8.12**	8.21	**7.87**	8.34	**8.22**	8.28
City heritage	**8.53**	8.72	**7.93**	8.75	**8.32**	8.62
Vibrant cosmopolitan atmosphere	**8.78**	8.78	**8.21**	8.72	**8.47**	8.93
Feeling safe and secure in the City	**8.62**	8.67	**8.24**	8.60	**8.41**	8.61
Choice of nightlife/evening entertainment	**8.80**	8.73	**7.97**	9.16	**8.35**	8.76
Ease of driving around the City	**6.97**	7.06	**7.43**	7.68	**7.35**	7.41
Lively gay scene	**8.83**	8.69	**7.72**	8.85	**8.31**	8.71

Overall, day visitors on holiday appear more satisfied with their visit to Brighton and Hove compared to both day visitor from home and staying visitor groups. In all, day visitors on holiday rated 24 of the key indicators higher when compared with day visitors from home and staying visitors.

Table 39: Satisfaction scores – by type of visitor

	Domestic visitors 2016	Domestic visitors 2014	Overseas visitors 2016	Overseas visitors 2014
Ease of getting here	**8.31**	8.83	**8.12**	9.12
Ease of parking	**6.96**	7.09	**6.70**	7.04
Value for money of parking	**5.37**	5.00	**5.46**	5.53
Quality and value for money of accommodation	**7.53**	8.19	**7.62**	8.19
Overall impression of Brighton and Hove in terms of feeling of welcome	**8.38**	8.60	**8.15**	8.77
Welcome by City Champions	**7.79**	8.24	**7.71**	8.40
Visitor Information Centre - Quality of service	**7.85**	8.28	**7.72**	8.40
Visitor Information Centre - Ease of finding locations	**7.93**	8.30	**7.90**	8.26
Transport in the City - Buses	**8.16**	8.66	**7.61**	8.78
Transport in the City – Cycle routes	**7.63**	8.15	**7.33**	8.39
Transport in the City - Taxi's and their drivers	**7.91**	8.43	**7.54**	8.67
Transport in the City - Rail	**8.05**	8.89	**7.64**	9.06
Ease of finding way around	**8.47**	8.80	**8.16**	8.88
Quality of visitor attractions & other places to visit	**8.35**	8.57	**8.06**	8.76
Value for money of visitor attractions/places to visit	**7.88**	7.97	**7.75**	8.12
Quality of places to eat & drink	**8.41**	8.51	**8.03**	8.34
Value for money of places to eat & drink	**7.98**	8.07	**7.77**	7.92
Quality of the shopping	**8.40**	8.60	**7.94**	8.51
Cleanliness and availability of public toilets	**7.24**	7.01	**7.30**	7.09
Cleanliness of streets	**7.45**	7.56	**7.23**	7.32
Upkeep of parks/open spaces/seafront	**7.89**	7.98	**7.54**	7.69
Quality of beach/seafront	**8.19**	8.25	**7.84**	7.29
City heritage	**8.38**	8.67	**7.98**	8.74
Vibrant cosmopolitan atmosphere	**8.64**	8.81	**8.15**	8.89
Feeling safe and secure in the City	**8.51**	8.61	**8.24**	8.73
Choice of nightlife/evening entertainment	**8.57**	8.77	**7.84**	8.89
Ease of driving around the City	**7.20**	7.14	**7.36**	7.97
Lively gay scene	**8.53**	8.78	**7.71**	8.46

As shown in Table 39, above, domestic visitors appear slightly more satisfied with their visit to Brighton and Hove compared to domestic visitors, with overseas visitors rating 24 of the key indicators higher compared to overseas visitors.

3.5.3 Overall rating of the Brighton & Hove offer

All visitors were asked to rate the overall enjoyment of their visit to Brighton and Hove, the likelihood of them recommending Brighton and Hove to others and their likelihood of returning for a day trip/short stay.

With an average score of 8.71, visitor's overall enjoyment of their trip to Brighton & Hove was high. This aspect scored 8.76 in 2014. With nearly 9 out of 10 people likely to recommend the city to friends and relatives (8.90) and return themselves (8.76), the rate of referral and repeat visits was also very high.

Visitors were also asked to provide an overall rating of what is on offer in Brighton and Hove in comparison to other places they have been to in the UK. Here, the average mean score was a little lower than the scores provided to the other three areas discussed above at 8.10 (8.11 in 2014).

Table 40: Overall rating score

	1	2	3	4	5	6	7	8	9	10	Mean 2016	Mean 2014
How would you rate the overall enjoyment of your visit to Brighton & Hove?	-	<1%	<1%	<1%	1%	2%	7%	31%	31%	28%	**8.71**	8.76
How likely are you to recommend Brighton & Hove to others?	<1%	<1%	<1%	<1%	1%	1%	7%	21%	31%	39%	**8.90**	8.96
How likely are you to return to Brighton & Hove for a day trip/short stay?	1%	1%	1%	1%	2%	2%	8%	18%	26%	42%	**8.76**	8.89
Overall, how would you rate what is on offer in Brighton & Hove compared to other places visited in the UK	-	<1%	-	1%	5%	7%	13%	34%	24%	16%	**8.10**	8.11

When broken down in to visitor type it appears that staying visitors (8.83) tended to enjoy their visit more overall compared to both day visitors from home (8.56) and day visitors on holiday (8.71). This reason may be behind staying visitors also appear more likely to recommend Brighton and Hove to others and providing a higher average mean score when rating what is on offer in Brighton and Hove compared to other places visited in the UK.

Table 41: Overall rating score by visitor type

	Day visitors from home 2016	Day visitors from home 2014	Day visitors on holiday 2016	Day visitors on holiday 2014	Staying visitors 2016	Staying visitors 2014
How would you rate the overall enjoyment of your visit to Brighton & Hove?	**8.56**	8.74	**8.71**	8.58	**8.83**	8.83
How likely are you to recommend Brighton & Hove to others?	**8.94**	9.00	**8.67**	8.52	**9.05**	9.01
How likely are you to return to Brighton & Hove for a day trip/short stay?	**8.85**	9.08	**8.37**	8.10	**8.92**	8.67
Overall, how would you rate what is on offer in Brighton & Hove compared to other places visited in the UK	**8.13**	8.12	**7.85**	7.67	**8.25**	8.21

Domestic visitors appear to have enjoyed their visit to Brighton and Hove slightly more than overseas visitors which, as Table 42 indicates, has resulted in a higher mean score for likely to recommend and return.

Table 42: Overall rating score by visitor type

	Domestic Visitors 2016	Domestic Visitors 2014	Overseas visitors 2016	Overseas visitors 2014
How would you rate the overall enjoyment	**8.71**	8.76	**8.71**	8.70

of your visit to Brighton & Hove?				
How likely are you to recommend Brighton & Hove to others?	**8.99**	8.96	**8.70**	8.79
How likely are you to return to Brighton & Hove for a day trip/short stay?	**8.94**	8.89	**8.25**	8.25
Overall, how would you rate what is on offer in Brighton & Hove compared to other places visited in the UK	**8.17**	8.11	**7.87**	7.91

Appendix 1 – Brighton and Hove Visitor Survey 2016 Questionnaire

BRIGHTON & HOVE VISITOR SURVEY 2016

Date: / /16 **Time:** .... **Interviewer initials:** ....

Interview location: Train Station ☐1 North Laine ☐2 Coach Station ☐3 New Road (including Pavilion and area outside TIC) ☐4 East Street and Lanes) ☐5 Brighton Marina☐6 Beach ☐7 Madeira Drive ☐8 Churchill Shopping Centre☐9 Electric Railway☐10 British Airways i360 ☐11

Refusal/Closures: 1 2 3 4 5 6 7 8 9 10 11 12

Good morning/afternoon, I'm .... from the regional tourist board (Tourism South East). We are conducting a survey of visitors to Brighton and Hove on behalf of the local authority tourism service VisitBrighton. It should take no more than 10-12 minutes. Would you be willing to take part?

FILTER QUESTIONS:

A. Do you live in Brighton/Hove

Yes 1 *(Thank & Close)*
No 2 *(Continue)*
Keep tally of closed interviews ....

B. How close to the end of your visit are you?

Just going	1	*(Continue)*
Staying a while longer	2	*(Continue)*
About half way through	3	*(Continue)*
Just arrived	4	*(Thank & Close)*

Keep tally of closed interviews ....

C. What is your MAIN reason for visiting Brighton/Hove?
(SHOWCARD 1 - one response only)

Leisure/holiday	1	*(Go to Q1a)*
Visiting friends or relatives	2	*(Go to Q1a)*
Special shopping trip (non-reg)	3	*(Go to Q1a)*
Language student	4	*(Go to Q1a)*
Business/conference visit	5	*(Go to Q1a)*
Shopping trip (household/ regular shopping)	6	*(Thank & Close)*
Work/study here	7	*(Thank & Close)*
Other e.g. house-hunting (*specify*)	8	*(Go to Q1a)*

....

Keep tally of closed interviews ....

ALL VISITORS ELIGIBLE FOR INTERVIEW:

1a. Where do you live?
(SHOWCARD 2)

London	1 *(Go to Q2a)*	North West	8 *(Go to Q2a)*
South East	2 *(Go to Q2a)*	Yorkshire	9 *(Go to Q2a)*
South	3 *(Go to Q2a)*	North East	10 *(Go to Q2a)*
South West	4 *(Go to Q2a)*	Wales	11 *(Go to Q2a)*
East Anglia	5 *(Go to Q2a)*	Scotland	12 *(Go to Q2a)*
East Midlands	6 *(Go to Q2a)*	Northern Ireland	13 *(Go to Q2a)*
West Midlands	7 *(Go to Q2a)*	Outside UK	14 *(Go to Q1b)*

1b. Country of residence *(Name of country)*

Belgium	1 *(Go to Q2a)*	Spain	7 *(Go to Q2a)*
France	2 *(Go to Q2a)*	Scandinavia	8 *(Go to Q2a)*
Germany	3 *(Go to Q2a)*	US	9 *(Go to Q2a)*
Italy	4 *(Go to Q2a)*	Canada	10 *(Go to Q2a)*
Netherlands	5 *(Go to Q2a*	Australasia	11 *(Go to Q2a)*
R.O.I	6 *(Go to Q2a)*	China	12 *(Go to Q2a)*
		Russia	13*(Go to Q2a)*
		Other *(specify below)*	14

....

2a. Have you come from there today?

Yes 1 No 2

2b. Are you returning there today?

Yes 1 No 2

If 'YES' to both Q2a & 2b, Go to Q6a-otherwise continue onto Q3

3. Where are you staying?

Brighton/Hove	1 *(Go to Q4)*
Elsewhere in East Sussex	2 *(Go to Q6a)*
West Sussex	3 *(Go to Q6a)*
London	4 *(Go to Q6a)*
Elsewhere *(specify below)*	5 *(Go to Q6a)*

....

4. How many nights are you spending in total in Brighton/Hove'

1 night	1	8-14 nights	4
2-3 nights	2	Over 14 nights	5
4-7 nights	3		

5a. What sort of accommodation are you staying in?

Hotel	1 *(Go to Q5b)*
B&B/Guest House	2 *(Go to Q5b)*
AirBmB	3 *(Go to Q5b)*
Pub/Inn	4 *(Go to Q5b)*
Holiday home/Timeshare	5 *(Go to Q6)*
Self-catering (Holiday Complex/Village)	6 *(Go to Q5c)*
Self-catering (Cottage/Apartments)	7 *(Go to Q5c)*
Caravan/Camping	8 *(Go to Q5c)*
Youth Hotel	9 *(Go to Q5c)*
Boat/yacht	10 *(Go to Q5c)*
Language school	11 *(Go to Q5c)*
Home of friend/relative	12 *(Go to Q6)*
University accommodation	13 *(Go to Q5c)*
Other *(specify below)*	14 *(Go to Q5c)*

....

5b. Could you tell me the total cost of your accommodation (including meals) for the whole period you and your group are staying there? <u>(to the nearest pound)</u>

£............... *(NB: Put "0" if spent/expect to spend nothing)*
Tick box if Don't know/Can't recall/Declined to say ☐

How does the accommodation compare to your expectations of a good place to visit for each of the following aspects?
(SHOWCARD 3 – circle <u>one</u> response for each row)

5c. Quality of commercial visitor accommodation
Totally unsatisfied ------------|------------ Totally satisfied
1 2 3 4 5 6 7 8 9 10 Can't say

5d. Value for money of commercial visitor accommodation
Totally unsatisfied ------------|------------ Totally satisfied
1 2 3 4 5 6 7 8 9 10 Can't say

5e. What sources did you use to choose your accommodation?

Online (including user review sites) *Please specify site(s)*	1
Visitor Information Centre	2
Brochure	3
Recommendation from others	4
Other *(specify below)*	5

....

ALL VISITORS:

6a. When did you decide to make your trip to Brighton/Hove?

....

6b. Can you remember what was the initial 'trigger' for thinking about visiting Brighton/Hove?

....

....

7. What was the MAIN form of transport you used to reach Brighton/Hove? ***(ONE response only)***

Car/van/motorcycle	1	Bicycle	7
Motorhome	2	Walked/on foot	8
Bus/coach service	3	Wheelchair	9
Coach tour	4	Mobility scooter	10
Train	5	Taxi	11
Private yacht/boat	6	Other *(specify below)*	12

....

8. Did any of the following sources of information influence you to come to Brighton/Hove?
(SHOWCARD 4 – circle all that apply)

Leaflets/brochures	1
Posters	2
Newspaper/magazine adverts	3
Newspaper article / magazine feature	4
Time Out Guide	5
Radio advert	6
Radio programme	7
TV advert	8
TV programme	9
Website or web advertisement	10
Travel agent	11
Visitor information centre	12
Family/friends/colleagues	13
USED NO INFORMATION PRIOR TO TRIP	14
Other (*specify below*)	15

....

9. What transport have you (and your group) used whilst in Brighton?
(SHOWCARD 5 – circle all that apply)

Foot	1	Car	6
Bicycle	2	Wheelchair	7
Bus	3	Mobility scooter	8
Train	4	Other *(specify below)*	9
Taxi	5	....	

10. Did you navigate your way round the City using:

VisitBrighton's paper map	1
BHCC's Cycle paper map	2
On-street pedestrian way finding signs?	3
VisitBrighton App	4
Other (please state)	5

11. What leisure activities are you (and your group) planning to pursue/have already undertaken during your holiday/visit?
(SHOWCARD 6 – circle all that apply)

Visit a pub/club	1
Going to a restaurant or place to eat out	2
Just walking around	3
Walking/Cycling *in surrounding countryside*	4
Going to an event *(specify below)*	5
Going on organised trip/tour	6
Shopping	7
Going to see a film/show/gig/theatre	8
Relaxing/enjoying view/picnicking etc	9
Visiting a tourist attraction (e.g. museum, art gallery, historic building, pier) *(specify below)*	10
Visiting the beach and seafront	11
Pursuing a hobby/special interest.	12
Pursuing a water sport/interest	13
Viewing architecture	14
Other (*specify below*)	15

....

12. Thinking of today as a whole, how much do you estimate that you and your immediate party will have spent today and this evening in total in Brighton/Hove on the following:
Put "0" if spent/expect to spend nothing

a) **Eating & drinking** £................
(in cafes, restaurants, pubs, hotels etc)
Tick box if Don't know/Can't recall/Declined to say ☐

b) **Shopping** £................
(souvenirs, guidebooks, clothes, sweets, drinks, food, other)
Tick box if Don't know/Can't recall/Declined to say ☐

c) **Entertainment** £................
(inc. admission to attractions, cinema/theatre, tours etc)
Tick box if Don't know/Can't recall/Declined to say ☐

d) **Travel & transport in Brighton/Hove** £..............
(inc. fuel, fares, car parking charges etc)
Tick box if Don't know/Can't recall/Declined to say ☐

12a. How many people do these amounts cover

☐ People

13. Are you visiting Brighton/Hove with/for?

On your own	1	Your friends	4
A partner	2	Organised group	5
Your family	3	Hen/Stag group	6

14. Including yourself, how many people in your immediate party are male and female, and which of these age groups do they fall into? *(SHOWCARD 7)*

	Age	Male	Female
A	0-17		
B	18-24		
C	25-34		
D	35-44		
E	45-54		
F	55-64		
G	65-74		
H	75+		

Refused -1

15. We are interested in your opinions on various aspects of Brighton/Hove. On the following scale how would you rate the following: *(SHOWCARD 8 – circle one response for each row)*

	Totally unsatisfied				---------------|---------------				Totally satisfied		
1 - Ease of getting here	1	2	3	4	5	6	7	8	9	10	Can't say
2 - Ease of parking	1	2	3	4	5	6	7	8	9	10	Can't say
3 - Value for money of parking	1	2	3	4	5	6	7	8	9	10	Can't say
4 – Quality and value for money of accommodation	1	2	3	4	5	6	7	8	9	10	Can't say
5 - Overall impression of Brighton/Hove in terms of feeling of welcome	1	2	3	4	5	6	7	8	9	10	Can't say
6 – Welcome by City Champions	1	2	3	4	5	6	7	8	9	10	Can't say
7 - Visitor Information Points - Quality of service	1	2	3	4	5	6	7	8	9	10	Can't say
8 - Visitor information Points – Ease of finding locations	1	2	3	4	5	6	7	8	9	10	Can't say
9 – Transport in the City - buses	1	2	3	4	5	6	7	8	9	10	Can't say
10 – Transport in the City - cycle routes	1	2	3	4	5	6	7	8	9	10	Can't say
11 - Transport in the City - taxi's and their drivers	1	2	3	4	5	6	7	8	9	10	Can't say
12 - Transport in the City - rail	1	2	3	4	5	6	7	8	9	10	Can't say
13 - Ease of finding way around	1	2	3	4	5	6	7	8	9	10	Can't say
14 - Quality of visitor attractions & other places to visit	1	2	3	4	5	6	7	8	9	10	Can't say
15 - Value for money of visitor attractions & other places to visit	1	2	3	4	5	6	7	8	9	10	Can't say
16 - Quality of places to eat & drink	1	2	3	4	5	6	7	8	9	10	Can't say
17 - Value for money of places to eat & drink	1	2	3	4	5	6	7	8	9	10	Can't say
18 - Quality of the shopping	1	2	3	4	5	6	7	8	9	10	Can't say
19 – Cleanliness and availability of public toilets	1	2	3	4	5	6	7	8	9	10	Can't say
20 - Cleanliness of streets	1	2	3	4	5	6	7	8	9	10	Can't say
21 - Upkeep of parks and open spaces	1	2	3	4	5	6	7	8	9	10	Can't say
22 - Quality of beach and seafront	1	2	3	4	5	6	7	8	9	10	Can't say
23 – City heritage	1	2	3	4	5	6	7	8	9	10	Can't say
24 – Lively gay scene	1	2	3	4	5	6	7	8	9	10	Can't say
25 – Vibrant cosmopolitan atmosphere	1	2	3	4	5	6	7	8	9	10	Can't say
26 – Feeling safe and secure in the City	1	2	3	4	5	6	7	8	9	10	Can't say
27 - Choice of nightlife/ evening entertainment	1	2	3	4	5	6	7	8	9	10	Can't say
28. Ease of driving around the City	1	2	3	4	5	6	7	8	9	10	Can't say

16. How would you rate the overall enjoyment of your visit to Brighton/Hove? *(SHOWCARD 9 – circle one response for each row)*

Totally unsatisfied ------------|------------ Totally satisfied
1 2 3 4 5 6 7 8 9 10 Can't say

17. How likely are you to recommend Brighton/Hove to others? *(SHOWCARD 10 - circle one response for each row)*

Highly unlikely ------------------|------------------ Highly likely
1 2 3 4 5 6 7 8 9 10 Can't say

18. How likely are you to return to Brighton/Hove for a day trip/short stay? *(SHOWCARD 10 - circle one response for each row)*

Highly unlikely ------------------|------------------ Highly likely

1 2 3 4 5 6 7 8 9 10 Can't say

19. Overall how would you rate **what is on offer** in Brighton/Hove **compared to other places you have visited in the UK** on a scale of 1-10? Where 1 is the 'much worse than anywhere else, 10 is 'much better than any where else' and 5 is 'the same as most other places *(SHOWCARD 11 - circle one response for each row)*

Much worse ------------------|------------------ Much better
1 2 3 4 5 6 7 8 9 10 Can't say

Finally, I just have a few questions about you and your immediate group

20. What is or was the principal occupation of the main income earner in your household in terms:

Industry/type of company

....

Position/job title *(state previous job if retired)*/Grade/Level

....

21. What is your postcode? (UK residents only)

....

22. Could I have your name and home telephone number? *(for the purpose of random back-checking of questionnaires)*

Name of respondent ....

Email/Tel. Number ....

23. Would you like us to use this email address to receive VisitBrighton's e-newsletter and details of special offers in the future?

Yes 1 No 2

24. Finally, would you please complete this Equalities Monitoring form? *Please advise the interviewer that they can answer only those questions with which they feel comfortable.*

Appendix 2 – Full list of responses for initial 'trigger' for thinking about visiting Brighton and Hove

	All visitors 2016		Day visitors from home	Day visitors on holiday	Staying visitors	Domestic visitors	Overseas visitors
See friends and/or family	213	21%	16%	24%	24%	20%	26%
Visit tourist attraction (unnamed)	82	8%	12%	9%	4%	9%	6%
Recommended by family/friend	80	8%	2%	15%	9%	4%	18%
Previous visit	75	7%	8%	5%	9%	9%	4%
Just felt like a day out	66	7%	8%	4%	8%	8%	3%
Good weather	58	6%	12%	3%	2%	7%	1%
Shopping	53	5%	13%	<1%	2%	7%	2%
Trip to the beach	49	5%	7%	3%	5%	5%	5%
Easy to get to/Close to London	36	4%	6%	<1%	4%	4%	2%
Celebration	34	3%	3%	2%	5%	4%	2%
British Airways i360	34	3%	6%	4%	1%	4%	2%
Never been before	33	3%	1%	5%	4%	3%	3%
News/TV/Radio	31	3%	<1%	5%	4%	3%	3%
School/College/Student	27	3%	1%	4%	4%	1%	7%
Atmosphere	23	2%	2%	2%	3%	3%	1%
Work/Conference/Business	20	2%	2%	<1%	3%	2%	2%
Pier	19	2%	4%	1%	1%	2%	2%
Part of coach trip/organised tour	18	2%	1%	4%	1%	1%	3%
Event	18	2%	1%	1%	3%	2%	-
Language School	17	2%	<1%	2%	3%	<1%	5%
Pavilion	13	1%	2%	1%	<1%	1%	1%
Lots to do	10	1%	2%	<1%	1%	1%	1%
Passing through	6	1%	1%	1%	1%	1%	1%
Choccywoccydoodah	6	1%	<1%	<1%	1%	1%	<1%
Somewhere to eat	4	<1%	1%	-	-	1%	-
Near Seven Sisters	3	<1%	<1%	<1%	<1%	<1%	<1%
Ride bike	3	<1%	1%	<1%	-	<1%	<1%
Photography/Art	2	<1%	<1%	<1%	-	<1%	-
New to the area	2	<1%	-	<1%	<1%	<1%	<1%
Celebrity spotting	2	<1%	<1%	-	-	<1%	-
Football	2	<1%	1%	-	-	<1%	-
The Lanes	2	<1%	<1%	-	<1%	<1%	-
Good for children	2	<1%	1%	-	-	<1%	-
Good reputation	2	<1%	1%	-	-	<1%	-
Bluebell Railway	1	<1%	-	-	<1%	<1%	-
Cinema	1	<1%	<1%	-	-	<1%	-
Museum	1	<1%	-	-	-	<1%	-
Hen/Stag weekend	1	<1%	<1%	-	<1%	<1%	-
Don't recall	*62*	*6%*	*4%*	*10%*	*5%*	*5%*	*10%*
Total	**1,001**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**