DISCUSSION SESSION

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Figures down to the number of days people spend in each place, the total number of days in their holidays and how much they're spending ranges, especially when the number of visitors is quite high.
Yes for example, in Exmouth a visitor's daily spending in comparison to the duration of their stay is quiet high. This is because the number of tourist activities in Exmouth is high as well as expensive. These figures will grow once we start looking at different locations and generate more data.
This data enables us to try and draw a picture of what tourists want (it is moderated by tourist activities and costs of these activities). We're currently trawling through data to see what the daily spend of all tourists are. There is a lot of information/data available but the problem with a lot of these external studies is that they have different criteria.
The next stage is to develop a survey for different times of the year. The current survey is about an A4 page and a half long. People completing the surveys are approached around their place of accommodation. At the moment we have a 50% mail back success which is fantastic. The reason for this is because most people on holidays have nothing else to do! Staff handing out these surveys shouldn't worry that they are harassing people. I don't think we would have such a good mail back rate of this was the case.

When is this survey going to be available to us?
Probably by the end of the year. The survey will be available to conduct electronically and will be a simply survey through key data such as:
- Where are they from?
- What activities they undertake on holidays?
- Where they're staying?

This information is what bests correlates to visitor spending. It easy to collect this data around visitor accommodation areas but it is the most time consuming part of the process.

Has any of that collected data been processed?
Not as yet as it has to be done over a year's period. Some places are seasonal tourist locations so we need to the data to be averaged.