

**PEMBROKESHIRE GUIDE ADVERTISERS SATISFACTION SURVEY 2007/8**

**The Pembrokeshire Guide 2008**

1. What is your overall impression of the 2008 guide?

	<b>Frequency</b>	<b>Adj. Percentage</b>
<b>Excellent</b>	24	38.10%
<b>Good</b>	38	60.32%
<b>Average</b>	1	1.59%
<b>Poor</b>	0	0.00%
<b>Very Poor</b>	0	0.00%
<b>Total</b>	63.00	100.00

2. How do you rate the following aspects of the guide?

a) General layout & design:

	<b>Frequency</b>	<b>Adj. Percentage</b>
<b>Excellent</b>	19	30.65%
<b>Good</b>	42	67.74%
<b>Average</b>	1	1.61%
<b>Poor</b>	0	0.00%
<b>Very Poor</b>	0	0.00%
<b>Total</b>	62	100.00

b) Editorial content:

	<b>Frequency</b>	<b>Adj. Percentage</b>
<b>Excellent</b>	18	29.03%
<b>Good</b>	40	64.52%
<b>Average</b>	4	6.45%
<b>Poor</b>	0	0.00%
<b>Very Poor</b>	0	0.00%
<b>Total</b>	62.00	100.00

c) Layout/presentation of your advert:

	<b>Frequency</b>	<b>Adj. Percentage</b>
<b>Excellent</b>	14	22.95%
<b>Good</b>	40	65.57%
<b>Average</b>	7	11.48%
<b>Poor</b>	0	0.00%
<b>Very Poor</b>	0	0.00%
<b>Total</b>	61.00	100.00

**Responses from the guide**

3. During 2007, how do you rate the number of enquiries generated by the guide?

	Frequency	Adj. Percentage
<b>Excellent</b>	2	3.70%
<b>Good</b>	27	50.00%
<b>Average</b>	21	38.89%
<b>Poor</b>	4	7.41%
<b>Very Poor</b>	0	0.00%
<b>Total</b>	54	100.00

4. During 2007, how would you rate the number of bookings generated by the guide?

	Frequency	Adj. Percentage
<b>Excellent</b>	2	3.77%
<b>Good</b>	23	43.40%
<b>Average</b>	23	43.40%
<b>Poor</b>	5	9.43%
<b>Very Poor</b>	0	0.00%
<b>Total</b>	53.00	100.00

5. Compared to the 2006 season, were you bookings for 2007:

	Frequency	Adj. Percentage
<b>Up</b>	16	28.57%
<b>Down</b>	21	37.50%
<b>Unchanged</b>	19	33.93%
<b>Total</b>	56.00	100.00

6. Have your bookings outside the summer months:

	Frequency	Adj. Percentage
<b>Increased a lot</b>	3	5.77%
<b>Increased a little</b>	20	38.46%
<b>Not changed</b>	15	28.85%
<b>Decreased a little</b>	13	25.00%
<b>Decreased a lot</b>	1	1.92%
<b>Total</b>	52.00	100.00

7. If you have a website, do you monitor referrals from the [www.visitpembrokeshire.com](http://www.visitpembrokeshire.com) website?

	Frequency	Adj. Percentage
<b>Yes</b>	23	41.07%
<b>No</b>	29	51.79%
<b>Don't have a website</b>	4	7.14%
<b>Total</b>	56.00	100.00

a) If you do, how do you rate the number of referrals?

	Frequency	Adj. Percentage
Excellent	2	7.14%
Good	7	25.00%
Average	17	60.71%
Poor	2	7.14%
Very Poor	0	0.00%
Total	28.00	100.00

**Level of Service**

8. Overall, how do you rate the marketing and promotion of Pembrokeshire as a holiday destination?

	Frequency	Adj. Percentage
Excellent	15	25.86%
Good	33	56.90%
Average	9	15.52%
Poor	1	1.72%
Very Poor	0	0.00%
Don't know	0	0.00%
Total	58.00	100.00

9. Have you visited the tourism website [www.visitpembrokeshire.com](http://www.visitpembrokeshire.com) recently?

	Frequency	Adj. Percentage
Yes	38	64.41%
No	21	35.59%
Total	59.00	100.00

10. If yes, what is your overall impression of the website?

	Frequency	Adj. Percentage
Excellent	6	15.00%
Good	24	60.00%
Average	8	20.00%
Poor	2	5.00%
Very Poor	0	0.00%
Total	40.00	100.00

11. Have you visited the trade site [www.visitpembrokeshire.com/industry?](http://www.visitpembrokeshire.com/industry?)

	Frequency	Adj. Percentage
Excellent	15	25.42%
Good	44	74.58%
Total	59.00	100.00

12. If yes, how do you rate the information available?

	<b>Frequency</b>	<b>Adj. Percentage</b>
<b>Excellent</b>	3	18.75%
<b>Good</b>	10	62.50%
<b>Average</b>	3	18.75%
<b>Poor</b>	0	0.00%
<b>Very Poor</b>	0	0.00%
<b>Total</b>	16.00	100.00

13. Overall, how do you rate the service you receive from Pembrokeshire County Council's Tourism Marketing Team?

	<b>Frequency</b>	<b>Adj. Percentage</b>
<b>Excellent</b>	10	16.95%
<b>Good</b>	37	62.71%
<b>Average</b>	11	18.64%
<b>Poor</b>	1	1.69%
<b>Very Poor</b>	0	0.00%
<b>Total</b>	59.00	100.00