

PEMBROKESHIRE GUIDE ADVERTISERS SATISFACTION SURVEY 2006/7

The Pembrokeshire Guide 2007

1. What is your overall impression of the 2007 guide?

1	Frequency	Adj. Percentage
Excellent	33	52.38%
Good	28	44.44%
Average	2	3.18%
Poor	0	0.00%
Very poor	0	0.00%
Total	63	100.00%

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

a. General layout & design:

2a	Frequency	Adj. Percentage
Excellent	24	38.10%
Good	36	57.14%
Average	2	3.17%
Poor	1	1.59%
Very poor	0	0.00%
Total	63	100.00%

b. Editorial content:

2b	Frequency	Adj. Percentage
Excellent	18	29.51%
Good	41	67.21%
Average	2	3.28%
Poor	0	0.00%
Very poor	0	0.00%
Total	61	100.00%

c. Layout/presentation of your advert:

2c	Frequency	Adj. Percentage
Excellent	13	21.31%
Good	40	65.57%
Average	6	9.84%
Poor	1	1.64%
Very poor	1	1.64%
Total	61	100.00%

Responses from the Guide

3. During 2006, how did you rate the number of enquiries generated by the guide?

3.	Frequency	Adj. Percentage
Excellent	6	10.53%
Good	22	38.6%
Average	24	42.11%
Poor	3	5.26%
Very poor	2	3.50%
Total	57	100.00%

4. During 2006 how would you rate the number of bookings generated by the guide?

4.	Frequency	Adj. Percentage
Excellent	4	7.14%
Good	21	37.50%
Average	23	41.07%
Poor	7	12.50%
Very poor	1	1.79%
Total	56	100.00%

5. Compared to the 2005 season, were your bookings for 2006:

5.	Frequency	Adj. Percentage
Up	28	51.85%
Down	9	16.67%
Unchanged	17	31.48%
Total	54	100.00%

6. Have your bookings outside the summer months:

6.	Frequency	Adj. Percentage
Increased a lot	6	11.54%
Increased a little	19	36.54%
Not changed	18	34.62%
Decreased a little	9	17.30%
Decreased a lot	0	0.00%
Total	52	100.00%

7. If you have a website, do you monitor referrals from the www.visitpembrokeshire.com website?

7	Frequency	Adj. Percentage
Yes	26	44.07%
No	25	42.37%
Don't have a website	8	13.56%
Total	59	100.00%

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

7a	Frequency	Adj. Percentage
Excellent	1	3.33%
Good	10	33.33%
Average	11	36.68
Poor	7	23.33%
Very poor	1	3.33%
Total	30	100.00%

Level of Service

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

8	Frequency	Adj. Percentage
Excellent	13	21.67%
Good	37	61.66%
Average	8	13.33%
Poor	1	1.67%
Very poor	0	0.00%
Don't know	1	1.67%
Total	60	100.00%

9. Have you visited the tourism website www.visitpembrokeshire.com recently?

9	Frequency	Adj. Percentage
Yes	39	62.90%
No	23	37.10%
Total	62	100.00%

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

10	Frequency	Adj. Percentage
Excellent	9	23.08%
Good	23	58.98%
Average	5	12.82%
Poor	1	2.56%
Very poor	1	2.56%
Total	39	100.00%

11. Would you be interested in a web site only advertising option?

11	Frequency	Adj. Percentage
Yes	4	6.67%
No	36	60.00%
Maybe	20	33.33%
Total	60	100.00%

12. Have you visited the trade site www.visitpembrokeshire.com/industry?

12	Frequency	Adj. Percentage
Yes	15	25.00%
No	45	75.00%
Total	60	100.00%

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

13	Frequency	Adj. Percentage
Excellent	2	12.50%
Good	11	68.75%
Average	3	18.75%
Poor	0	0.00%
Very poor	0	0.00%
Total	16	100.00%

14. Overall, how do you rate the service you receive from Pembrokeshire County Council's tourism marketing team:

14	Frequency	Adj. Percentage
Excellent	13	20.63%
Good	40	63.49%
Average	9	14.29%
Poor	1	1.59%
Very poor	0	0.00%
Total	63	100.00%

Customer Profile

15. Are you a:

15	Frequency	Adj. Percentage
Regular advertiser	52	82.54%
First time advertiser	11	17.46%
Total	63	100.00%

16. Pembrokeshire is divided into three areas within the guide. Within which area is your business?

16	Frequency	Adj. Percentage
South	21	33.33%
West	32	50.79%
North	10	15.88%
Total	63	100.00%

17. Your advertisement is placed in which category?

17	Frequency	Adj. Percentage
Hotel/Guesthouse/B&B	22	35.48%
Self Catering	31	50.00%
Caravan/Camping	8	12.91%
Attraction/Agency	1	1.61%
Total	62	100.00%