

PEMBROKESHIRE GUIDE ADVERTISERS SATISFACTION SURVEY 2005

The Pembrokeshire Guide 2006

1. What is your overall impression of the 2006 Guide?

	Frequency	Percentage
Excellent	27	47.4%
Good	28	49.1%
Average	1	1.75%
Poor	1	1.75%
Very Poor	0	0.0%

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

a. General Layout/Design:

	Frequency	Percentage
Excellent	23	40.4%
Good	31	54.4%
Average	2	3.5%
Poor	1	1.7%
Very Poor	0	0.0%

b. Editorial Content:

	Frequency	Percentage
Excellent	19	33.3%
Good	37	64.9%
Average	0	0.0%
Poor	1	1.8%
Very Poor	0	0.0%

c. Layout/presentation of your advert:

	Frequency	Percentage
Excellent	15	30.0%
Good	31	62.0%
Average	3	6.0%
Poor	1	2.0%
Very Poor	0	0.0%

Responses from the Guide 2005

3. During 2005 how did you rate the number of enquiries generated by the Guide?

	Frequency	Percentage
Excellent	9	16.7%
Good	21	38.9%
Average	22	40.7%
Poor	2	3.7%
Very Poor	0	0.0%

4. During 2005 how would you rate the number of bookings generated by the Guide?

	Frequency	Percentage
Excellent	10	18.5%
Good	18	33.3%
Average	24	44.4%
Poor	1	1.9%
Very Poor	1	1.9%

5. Compared to the 2004 season, were your bookings for 2005:

	Frequency	Percentage
Up	18	34.6%
Down	16	30.8%
Unchanged	18	34.6%

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

	Frequency	Percentage
Yes	19	35.9%
No	28	52.8%
Don't have a website	6	11.3%

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

	Frequency	Percentage
Excellent	2	9.5%
Good	10	47.6%
Average	7	33.3%
Poor	1	4.8%
Very Poor	1	4.8%

Level of Service

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

	Frequency	Percentage
Excellent	10	17.5%
Good	38	66.7%
Average	8	14.0%
Poor	0	0.0%
Very Poor	1	1.8%

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

	Frequency	Percentage
Yes	25	45.5%
No	30	54.5%

9. If yes, what is your overall impression of the web site?

	Frequency	Percentage
Excellent	6	18.8%
Good	21	65.6%
Average	4	12.5%
Poor	1	3.1%
Very Poor	0	0.0%

10. Have you visited the trade web site www.visitpembrokeshire.com/travel_trade?

	Frequency	Percentage
Yes	9	15.8%
No	48	84.2%

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

	Frequency	Percentage
Excellent	2	20.0%
Good	6	60.0%
Average	2	20.0%
Poor	0	0.0%
Very Poor	0	0.0%

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

	Frequency	Percentage
Excellent	16	28.1%
Good	36	63.1%
Average	5	8.8%
Poor	0	0.0%
Very Poor	0	0.0%

Customer Profile

13. Are you a:

	Frequency	Percentage
Regular Advertiser	53	93.0%
First Time Advertiser	4	7.0%

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

	Frequency	Percentage
South	25	43.9%
West	19	33.3%
North	13	22.8%

15. Your advertisement is placed in which category?

	Frequency	Percentage
Hotel/Guesthouse/B&B	25	43.9%
Self Catering	28	49.1%
Caravan/Camping	4	7.0%
Attraction/Agency	0	0.0%