

PEMBROKESHIRE GUIDE ADVERTISERS SATISFACTION SURVEY 2004

The Pembrokeshire Guide 2005

1. What is your overall impression of the 2005 guide?

1.	Frequency	Percentage
Excellent	45	50.0%
Good	41	45.6%
Average	4	4.4%
Poor	0	0.0%
Very poor	0	0.0%

2. The guide is an improvement on previous years.

Do you:

2.	Frequency	Percentage
Strongly agree	10	11.9%
Agree	42	50.0%
Neither	25	29.8%
Disagree	6	7.1%
Stongly disagree	1	1.2%

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

General layout/design:

3a	Frequency	Percentage
Excellent	36	40.4%
Good	45	50.6%
Average	6	6.8%
Poor	1	1.1%
Very poor	1	1.1%

Layout/presentation of your advert:

3b	Frequency	Percentage
Excellent	22	24.4%
Good	57	63.3%
Average	8	8.9%
Poor	2	2.2%
Very Poor	1	1.1%

Amount of editorial compared to adverts:

3c	Frequency	Percentage
Excellent	17	19.8%
Good	50	58.1%
Average	12	13.9%
Poor	6	7.0%
Very poor	1	1.2%

Size of the guide:

3d	Frequency	Percentage
Excellent	30	34.1%
Good	50	56.8%
Average	7	8.0%
Poor	0	0.0%
Very poor	1	1.1%

4. Serviced Accommodation only:
How would you prefer the pricing structure to appear in the guide?

4.	Frequency	Percentage
Remain the same	40	75.5%
Per room rate	10	18.9%
Other	3	5.6%

Responses from the Guide

5. During the 2004 season how did you rate the number of enquiries generated by the guide?

5.	Frequency	Percentage
Excellent	17	20.2%
Good	34	40.5%
Average	27	32.1%
Poor	4	4.8%
Very poor	2	2.4%

6. During the 2004 season, how would you rate the number of bookings generated by the guide?

6.	Frequency	Percentage
Excellent	15	18.8%
Good	33	41.2%
Average	26	32.5%
Poor	6	7.5%
Very poor	0	0.0%

7. Compared to the 2003 season, were you bookings for 2004:

7.	Frequency	Percentage
Up	40	48.8%
Down	14	17.1%
Unchanged	28	34.1%

Level of Service

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

8.	Frequency	Percentage
Excellent	21	23.6%
Good	56	62.9%
Average	9	10.1%
Poor	2	2.3%
Very poor	1	1.1%

9. Have you visited the tourism web site www.visitpembrokeshire.com?

9.	Frequency	Percentage
Yes	66	73.3%
No	24	26.7%

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

10.	Frequency	Percentage
Excellent	6	9.4%
Good	44	68.7%
Average	9	14.1%
Poor	4	6.2%
Very poor	1	1.6%

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

11.	Frequency	Percentage
Yes	20	22.4%
No	62	75.6%

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

12	Frequency	Percentage
Excellent	3	12.5%
Good	12	50.0%
Average	8	33.3%
Poor	1	4.2%
Very poor	0	0.0%

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

13.	Frequency	Percentage
Excellent	20	23.2%
Good	52	60.5%
Average	11	12.8%
Poor	3	3.5%
Very poor	0	0.0%

Customer Profile

14. Are you a:

14.	Frequency	Percentage
Regular advertiser	82	92.1%
First time advertiser	7	7.9%

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

15.	Frequency	Percentage
South	37	41.6%
West	31	34.8%
North	21	23.6%

16. Your advertisement is placed in which category:

16.	Frequency	Percentage
Hotel/Guesthouse/B&B	29	45.3%
Self catering	27	42.2%
Caravan/camping	4	6.25%
Attraction/Agency	4	6.25%