

# Pembrokeshire

## Media Campaign Effectiveness Research

Client: Pembrokeshire County Council  
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## 1.0 Background and Objectives

Pembrokeshire County Council commissioned Carrier Direct Marketing and Customer Maze to research the effectiveness of the 2005 media campaign, fulfilled by the Pembrokeshire 2005 Holiday Guide.

The main aim was to identify whether people who had requested the guide had then gone on to book a holiday as a result. The research also identifies which media titles are most effective in terms of converted bookings.

## 2.0 Methodology

Customer Maze conducted 1851 telephone interviews between the 1<sup>st</sup> February and 24<sup>th</sup> February 2006. Contact was made with those people that had previously ordered a guide as a result of the media campaign. The following list details the different media types that were used as marketing channels for the Pembrokeshire Guide. The initials in the brackets are displayed in the tables and charts:

Radio Times (RT)  
National Trust (NT)  
Daily Mail (DM)  
Holiday Guide Finder (HGF)  
TIC Requests (TIC)  
TV Times BRA1 (TVT)  
Woman's Weekly BRA1 (WW)  
What's on TV BRA1 (WTV)  
NoW Sunday Magazine BRA (NoW)  
Planning a Holiday (PH)  
Sunday Mirror BRA (SM)  
Daily Mirror BRA (DMBRA)  
Take a Break Direct Mail (TBDM)  
Lifestyle Data (LD)  
Plan a Break in the UK (PBUK)  
Preference Service (PS)  
Consumer Information Booklet (CIB)  
Visitpembrokeshire.com (V.COM)  
Gift Horse (GH)  
Acxiom Survey (AS)  
2004 Brochure Requestees (O4BR)  
Chat BRA1 (CHAT)

### *Notes on Interpretation*

This report contains several charts, tables and graphs that show the results of the survey. In some instances the responses may not add up to 100%. There are several reasons why this might happen; the question may have allowed each respondent to give more than one answer; only the most common responses may be shown in the table; or individual percentages may have been rounded to the nearest whole number such that the total comes to 99% or 101%.

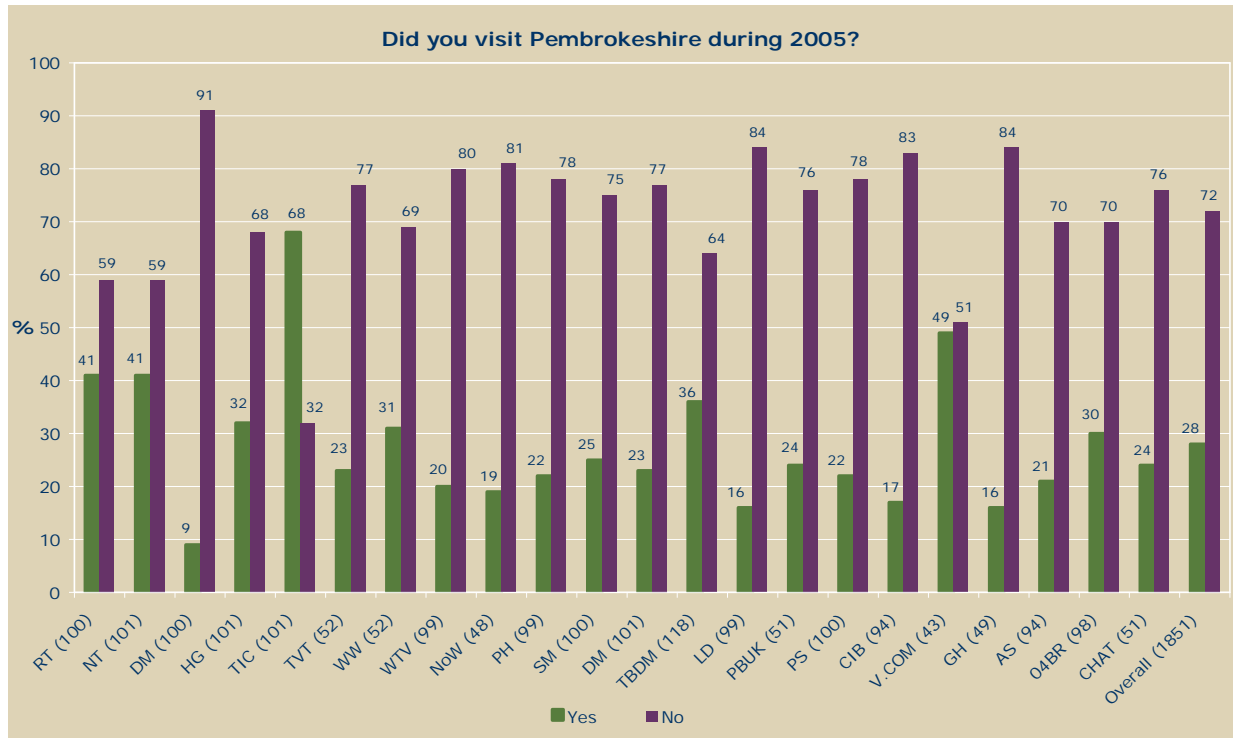
It is important to be aware that some questions have very low response rates and therefore are displayed as having low bases. In these instances it is advised that this data is not as statistically reliable as those with larger bases and it is recommended that strategic decisions are not based solely on this data.

For those respondents from the 2004 Brochure Requestees category, all questions relate to 2004 information and not 2005, as is the case for all other media groups.

### 3.0 Main Findings

The charts and tables throughout the report show the breakdown of responses by media group and an overall picture.

Q1: Did you visit Pembrokeshire during 2005?



The chart above shows that 28% (27.93%) of respondents from the *overall* category visited Pembrokeshire in 2005. This is a 4.32% increase when compared to the 23.61% that visited in 2004.

**Q2 – Q8 only asked of respondents that stated ‘yes’ at Q1; indicating that they visited Pembrokeshire during 2005.** (Note the base changes for all categories)

Q2: How many nights did you stay?

	Day trip only %	1 night %	2-4 nights %	5-7 nights %	8-14 nights %	15-21 nights %	22 nights or more %
<b>RT</b> (Base: 41)	2	0	12	78	7	0	0
<b>NT</b> (Base: 41)	5	2	29	44	20	0	0
<b>DM</b> (Base: 9)	11	11	22	44	11	0	0
<b>HGF</b> (Base: 32)	6	0	16	56	19	0	3
<b>TIC</b> (Base: 69)	4	3	29	57	7	0	0
<b>TVT</b> (Base: 12)	0	0	25	58	17	0	0
<b>WW</b> (Base:16)	6	0	19	63	6	0	6
<b>WTV</b> (Base: 20)	0	5	5	75	10	0	5
<b>NoW</b> (Base: 9)	11	0	33	33	22	0	0
<b>PH</b> (Base: 22)	5	0	18	68	9	0	0
<b>SM</b> (Base: 25)	8	4	16	64	8	0	0
<b>DM</b> (Base: 23)	0	0	17	78	4	0	0
<b>TBDM</b> (Base: 42)	10	0	29	38	21	0	2
<b>LD</b> (Base: 16)	6	6	38	38	13	0	0
<b>PBUK</b> (Base:12)	0	0	33	50	17	0	0
<b>PS</b> (Base:22)	5	0	36	45	9	0	5
<b>CI</b> (Base:16)	13	0	50	31	6	0	0
<b>V.COM</b> (Base: 21)	5	0	33	48	10	5	0
<b>GH</b> (Base: 8)	0	13	25	50	0	13	0
<b>AS</b> (Base: 20)	15	5	25	40	10	0	5
<b>2004 BR</b> (Base: 29)	3	0	24	69	3	0	0
<b>CHAT</b> (Base: 12)	17	0	33	33	17	0	0
<b>Overall</b> (Base: 517)	6	2	25	55	11	*	1

Note: \* denotes a value of less than one percent but has a value that is greater than zero.

The table on the previous page shows that of those people that visited Pembrokeshire during 2005, 55% from the *overall* category stayed for 5-7 nights. There has been a small increase in this figure when compared to the data that was collected following the 2004 media campaign, where 53% stayed for this length of time.

6% stated that they were only visiting the area on a *day trip* and therefore would not be staying overnight or using any form of accommodation, this is only a slight decrease on the figure that was revealed in 2004, where 7% visited for a day trip only.

When analysing the data from the individual media group categories, it is important to read with caution as some of the bases are very low. In these instances it is advisable not to base any strategic decisions solely on these categories, it is more statistically reliable to base future decisions on the overall category.

**Q3 and Q4 only asked of those people that stayed overnight.**

Q3: What type of accommodation did you use?

	Hotel %	B&B / Guest House %	Self-catering %	Caravan/camping %	VFR %	Had own a/c %	Holiday park %	Youth hostel %
RT (Base: 40)	23	5	57	13	0	0	0	3
NT (Base: 39)	28	10	44	13	5	0	0	0
DM (Base: 8)	25	25	13	38	0	0	0	0
HGF (Base: 30)	13	13	47	27	0	0	0	0
TIC (Base: 66)	23	32	23	17	3	2	2	0
TVT (Base: 12)	8	17	50	17	0	0	0	8
WW (Base:15)	40	13	13	33	0	0	0	0
WTV (Base: 20)	35	15	15	30	5	0	0	0
NoW (Base: 8)	13	0	25	25	25	0	13	0
PH (Base: 21)	10	10	48	29	5	0	0	0
SM (Base: 23)	39	13	22	26	0	0	0	0
DM (Base: 23)	30	9	17	35	9	0	0	0
TBDM (Base: 38)	26	24	32	16	3	0	0	0
LD (Base: 15)	27	20	20	13	7	7	7	0
PBUK (Base:12)	17	0	33	33	8	8	0	0
PS (Base:21)	19	10	24	19	24	5	0	0
CI (Base:14)	14	29	21	36	0	0	0	0
V.COM (Base: 20)	5	20	35	25	0	5	5	5
GH (Base: 8)	25	50	13	13	0	0	0	0
AS (Base: 17)	41	6	18	18	18	0	0	0
2004 BR (Base: 28)	36	11	18	29	4	0	4	0
CHAT (Base: 10)	50	10	30	10	0	0	0	0
Overall (Base: 488)	25	16	30	22	5	1	1	1

The table above shows that 30% of staying visitors to Pembrokeshire stayed in *self-catering* accommodation. This was closely followed by people staying in *hotels* and *caravan / camping*, 25% and 22% respectively.

Please see the key at the bottom of this table see the relevant response.

Q4: How did you book your accommodation?

	'1' %	'2' %	'3' %	'4' %	'5' %	'6' %	'7' %	'8' %	'9' %	'10' %	'11' %	'12' %	'13' %	'14' %
<b>RT</b> (Base: 40)	35	13	15	10	0	0	0	0	3	15	3	0	3	5
<b>NT</b> (Base: 39)	23	26	5	8	5	5	3	3	8	10	0	0	5	0
<b>DM</b> (Base: 8)	25	25	13	0	0	13	0	0	0	0	13	0	13	0
<b>HGF</b> (Base: 30)	17	37	17	7	0	0	3	0	10	3	0	0	3	3
<b>TIC</b> (Base: 66)	21	35	11	8	3	8	2	0	5	3	0	0	0	6
<b>TVT</b> (Base: 12)	17	17	8	17	8	0	0	0	17	0	8	8	0	0
<b>WW</b> (Base:15)	13	33	0	27	0	0	0	0	13	7	0	0	7	0
<b>WTV</b> (Base: 20)	15	40	0	25	5	5	0	0	5	5	0	0	0	0
<b>NoW</b> (Base: 8)	0	0	13	13	13	13	0	0	0	13	25	0	0	13
<b>PH</b> (Base: 21)	24	10	10	5	5	0	5	0	14	10	0	0	10	10
<b>SM</b> (Base: 23)	43	35	0	4	0	9	0	0	0	0	4	0	4	0
<b>DM</b> (Base: 23)	9	30	4	26	9	4	0	0	0	17	0	0	0	0
<b>TBDM</b> (Base: 38)	34	29	5	5	3	3	3	3	3	3	0	3	3	5
<b>LD</b> (Base: 15)	0	20	7	7	7	7	0	13	20	20	0	0	0	0
<b>PBUK</b> (Base:12)	17	17	0	17	8	8	8	0	0	8	8	0	8	0
<b>PS</b> (Base:21)	0	14	0	5	29	14	0	10	5	10	0	0	10	5



	'1' %	'2' %	'3' %	'4' %	'5' %	'6' %	'7' %	'8' %	'9' %	'10' %	'11' %	'12' %	'13' %	'14' %
<b>CI</b> <b>(Base:14)</b>	43	14	7	0	0	14	0	0	0	14	0	0	0	7
<b>V.COM</b> <b>(Base: 20)</b>	20	20	5	5	0	5	0	0	25	10	5	0	5	0
<b>GH</b> <b>(Base: 8)</b>	0	25	13	38	0	13	0	0	0	0	0	0	13	0
<b>AS</b> <b>(Base: 17)</b>	12	18	0	18	18	6	6	0	6	6	0	0	12	0
<b>2004 BR</b> <b>(Base: 28)</b>	32	25	11	4	4	0	4	0	11	0	4	4	0	4
<b>CHAT</b> <b>(Base: 10)</b>	0	20	10	10	0	10	0	10	10	20	10	0	0	0
<b>Overall</b> <b>(Base: 488)</b>	21	25	7	10	5	5	2	1	7	7	2	1	3	3

- 1 = Direct with Pembrokeshire Brochure
- 2 = Direct with accommodation
- 3 = Direct using other brochure
- 4 = Tour operator / Travel agent
- 5 = Stayed with friends or relatives
- 6 = Turned up on spec.
- 7 = Recommendation

- 8 = Has own accommodation
- 9 = Internet
- 10 = Booked by someone else
- 11 = Newspaper advert
- 12 = Tourist Information Centre
- 13 = Caravan Club
- 14 = Can't remember

The information in the table above shows that a quarter (25%) of respondents stated that they booked their accommodation *directly with the accommodation provider*, this has risen from the 17% that was recorded in 2004. This was closely followed by 21% highlighting that they booked *direct with the Pembrokeshire Brochure*, again, this response saw a decline on the 2004 figure of 31%.

Q5: How many people were there in your party?

	1 person %	2 people %	3 people %	4 people %	5 people %	6-10 people %	11-20 people %	20 people or more %	Can't remember %
RT (Base: 41)	5	29	15	32	5	10	0	5	0
NT (Base: 41)	5	66	2	12	0	7	5	2	0
DM (Base: 9)	11	56	11	22	0	0	0	0	0
HGF (Base: 32)	0	50	22	9	6	6	0	6	0
TIC (Base: 69)	0	58	7	17	6	6	1	3	1
TVT (Base: 12)	0	58	8	17	0	0	0	17	0
WW (Base:16)	0	38	6	19	25	0	0	13	0
WTV (Base: 20)	5	55	0	10	0	20	0	10	0
NoW (Base: 9)	0	56	22	0	11	0	11	0	0
PH (Base: 22)	0	36	23	23	5	14	0	0	0
SM (Base: 25)	0	36	20	24	4	0	0	16	0
DM (Base: 23)	0	43	0	30	17	4	0	4	0
TBDM (Base: 42)	5	76	7	7	0	2	0	2	0
LD (Base: 16)	0	50	13	13	0	19	0	6	0
PBUK (Base:12)	8	42	8	17	0	25	0	0	0
PS (Base:22)	5	50	9	18	0	14	0	5	0
CI (Base:16)	0	44	19	19	13	6	0	0	0
V.COM (Base: 21)	0	29	29	14	14	5	5	5	0
GH (Base: 8)	0	75	13	0	0	13	0	0	0
AS (Base: 20)	10	40	10	20	0	10	0	10	0
2004 BR (Base: 29)	3	48	14	31	0	0	3	0	0
CHAT (Base: 12)	0	83	8	0	8	0	0	0	0
Overall (Base:517)	3	51	11	17	5	7	1	5	*

Note: \* denotes a value of less than one percent but has a value that is greater than zero.

Just over half (51%) of respondents travelled to Pembrokeshire in a party size of two people, possibly, indicating a large couples market.

Q6: What was it about Pembrokeshire that persuaded you to visit?

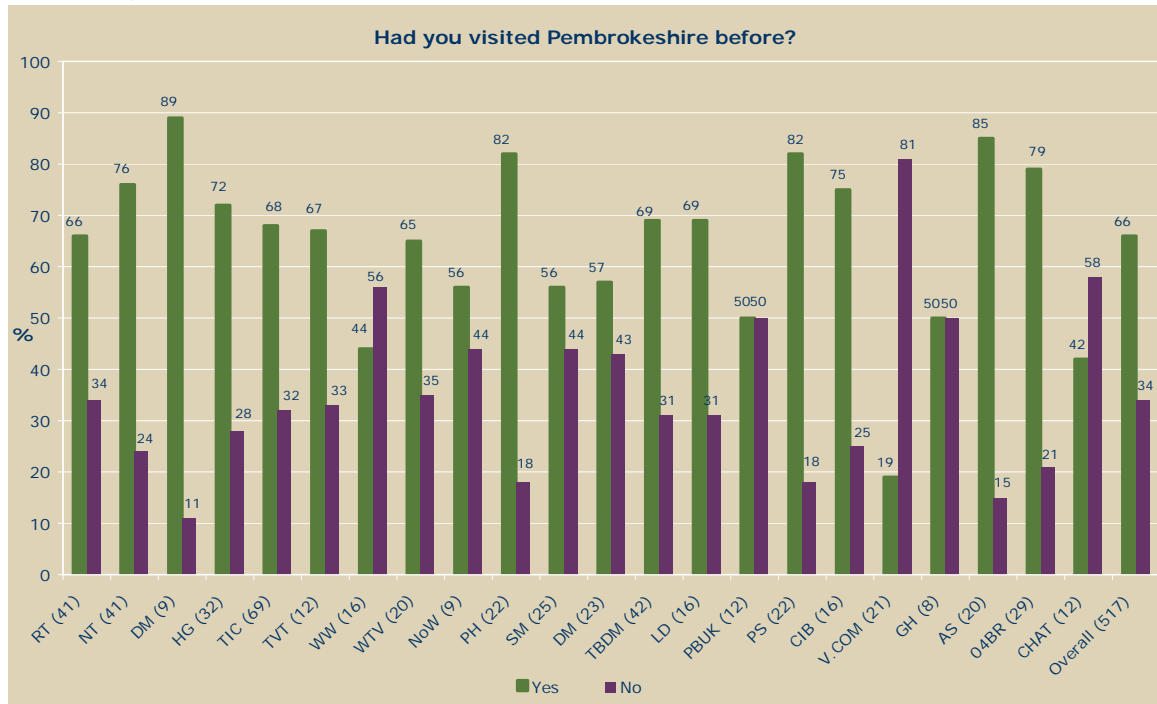
	Nothing in particular %	Sight-seeing %	Beaches/coastline %	Walking %	Peace & quiet/uncrowded %	Repeat visitor %	VFR %	Events %	Attractions %	Never been before %	Other %
<b>RT</b> (Base: 41)	12	7	12	0	5	32	2	0	0	24	5
<b>NT</b> (Base: 41)	2	2	12	2	5	39	12	2	2	17	2
<b>DM</b> (Base: 9)	0	22	56	0	0	22	0	0	0	0	0
<b>HGF</b> (Base: 32)	0	16	31	6	3	22	3	0	3	6	9
<b>TIC</b> (Base: 69)	12	3	28	0	3	23	6	1	4	17	3
<b>TVT</b> (Base: 12)	8	0	8	8	17	33	0	0	0	17	8
<b>WW</b> (Base:16)	13	13	19	0	6	25	6	0	0	19	0
<b>WTV</b> (Base: 20)	0	15	40	0	5	25	10	0	0	0	5
<b>NoW</b> (Base: 9)	11	22	0	0	0	33	11	0	0	22	0
<b>PH</b> (Base: 22)	5	5	41	0	0	32	5	0	5	9	0
<b>SM</b> (Base: 25)	0	4	20	0	8	36	0	0	0	28	4
<b>DM</b> (Base: 23)	4	0	26	0	4	30	9	4	0	22	0
<b>TBDM</b> (Base: 42)	10	2	21	5	5	40	5	0	0	12	0
<b>LD</b> (Base: 16)	0	13	13	13	6	13	25	0	0	13	6
<b>PBUK</b> (Base:12)	8	0	25	0	0	17	0	0	0	25	25
<b>PS</b> (Base:22)	0	5	36	0	14	27	18	0	0	0	0

	Nothing in particular %	Sight-seeing %	Beaches/ coastline %	Walking %	Peace & quiet/ uncrowded %	Repeat visitor %	VFR %	Events %	Attractions %	Never been before %	Other %
<b>CI</b> (Base:16)	19	6	13	0	6	31	0	0	6	6	13
<b>V.COM</b> (Base: 21)	0	5	19	5	0	14	14	5	5	24	10
<b>GH</b> (Base: 8)	13	0	13	0	0	50	25	0	0	0	0
<b>AS</b> (Base: 20)	10	0	15	5	15	30	15	0	0	10	0
<b>2004 BR</b> (Base: 29)	0	7	14	3	10	41	3	0	7	14	0
<b>CHAT</b> (Base: 12)	8	8	17	0	8	17	0	0	0	42	0
<b>Overall</b> (Base:517)	6	6	22	2	5	29	7	1	2	15	4

Overall, the largest proportion of respondents (29%) stated that the main reason for their visit to Pembrokeshire was because they were *repeat visitors*, this was closely followed by 22% highlighting that they visited for the *beaches / coastline*. 15% revealed that they had *never been to Pembrokeshire before* and this was what persuaded them to visit during 2005.

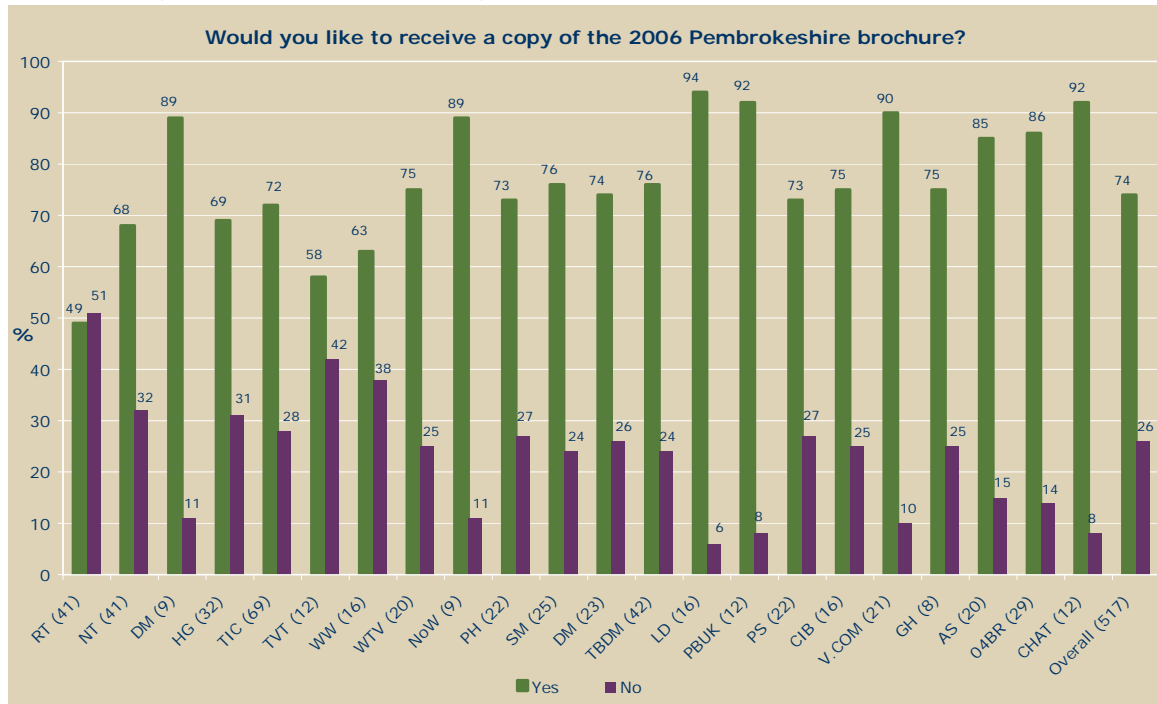
These figures have altered over the past year. The top three responses in 2004 were: sightseeing, beaches / coastline and walking; 26%, 17% and 11% respectively.

Q7: Had you visited Pembrokeshire before?



The chart above shows that the majority of the *overall* category (66%) had visited Pembrokeshire before, this indicates a substantial repeat business market. This compares quite closely to the figures that were revealed in the 2004 research where 70% of respondents stated that they had visited the area before.

Q8: Would you like to receive a copy of the 2006 Pembrokeshire brochure?



Overall, almost three-quarters (74%) of respondents that visited Pembrokeshire during 2005 would like to receive the 2006 brochure. This is an increase of 5% when compared with the amount of people that wanted to receive the brochure in 2004.

**Q9 – Q12 only asked of respondents that stated ‘no’ at Q1; indicating that they did not visit Pembrokeshire during 2005.** (Note the base changes for all categories)

Q9: Where did you go on holiday last year? (Base: 1334)

Area	%	Area	%	Area	%	Area	%
No holiday taken	33	Great Yarmouth	*	Filey	*	East Sussex	*
Abroad	20	Ilfracombe	*	Gower	*	English Riviera	*
Wales	5	Lincoln	*	Hampshire	*	Essex	*
Cumbria	4	St Ives	*	Kent	*	Forest of Dean	*
Llandudno	4	Derbyshire	*	Lancashire	*	Glasgow	*
Scotland	3	Exmoor	*	Looe	*	Gloucester	*
Torquay	3	Weston-Super-Mare	*	New Forest	*	Hayling Island	*
Cornwall	2	Whitby	*	North Yorkshire	*	Iron Bridge	*
Isle of Wight	2	Woolacombe	*	Padstow	*	Isle of Skye	*
Devon	2	Yarmouth	*	Paignton	*	Knighton	*
Newquay	1	Blackpool	*	Peak District	*	Leicester	*
Norfolk	1	Bude	*	Penzance	*	Llangollen	*
Weymouth	1	Can't Remember	*	Plymouth	*	Lowestoft	*
Eastbourne	1	Cardiff	*	Portsmouth	*	Mablethorpes	*
Somerset	1	Cotswolds	*	Shropshire	*	Minehead	*
Bournemouth	1	Dorchester	*	Southampton	*	Newcastle	*
Yorkshire	1	Jersey	*	Suffolk	*	Newport	*
Scarborough	1	Worthing	*	Travelled all over	*	Northam	*
Bridlington	1	Bognor Regis	*	Bath	*	Oakhampton	*
Ireland	1	Brecon Beacons	*	Bridgewater	*	Oxford	*
Falmouth	1	Brixham	*	Burnham on Sea	*	Sussex	*
York	1	Chester	*	Cambridge	*		
Northumberland	*	Dawlish	*	Cardigan	*		
Skegness	*	Dorset	*	Cardingham	*		

Note: \* denotes a value of less than one percent but has a value that is greater than zero.

Overall, 33% of respondents stated that they did not go on holiday during 2005, 20% highlighted that they went abroad.

Q10: How did you book your accommodation?

	No hol. take %	Direct using other brochure %	Tour op / travel agent %	Direct with a/c %	VFR %	Own a/c %	Internet %	Turned up on spec. %	Booked by someone else %
RT (Base: 59)	36	10	17	12	3	0	10	3	3
NT (Base: 60)	23	20	30	13	5	2	3	0	2
DM (Base: 91)	36	18	13	11	2	1	4	2	5
HGF (Base: 69)	35	20	9	9	3	1	7	4	4
TIC (Base: 32)	19	13	16	13	0	3	13	0	9
TVT (Base: 40)	45	13	8	15	8	3	0	0	5
WW (Base:36)	42	17	14	11	0	6	0	3	0
WTV (Base: 79)	28	15	23	10	4	4	4	1	8
NoW (Base: 39)	10	21	13	15	10	0	13	5	5
PH (Base: 77)	27	9	19	18	3	1	4	6	5
SM (Base: 75)	24	13	21	12	1	4	4	3	8
DM (Base: 78)	26	13	23	9	5	1	4	4	6
TBDM (Base: 76)	34	11	17	16	7	1	7	0	3
LD (Base: 83)	40	4	13	2	6	2	13	2	5
PBUK (Base:39)	38	13	15	13	8	3	5	0	3
PS (Base:78)	38	5	27	6	6	1	6	0	1
CI (Base:78)	47	10	9	12	9	1	5	0	5
V.COM (Base: 22)	32	14	14	9	0	5	18	5	0
GH (Base: 41)	46	10	24	7	2	0	0	5	2
AS (Base: 74)	34	7	20	7	9	0	11	1	3
2004 BR (Base: 69)	30	13	20	16	3	1	3	1	6
CHAT (Base: 39)	33	15	21	10	3	5	3	3	0
Overall (Base:1334)	33	12	18	11	5	2	6	2	4

The chart above shows that a third (33%) of those respondents that did not visit Pembrokeshire in 2005 *did not go on holiday at all*. 18% used *Tour operators / travel agents*. Other responses were provided by the respondents, however, due to the response rate being so low they were not



included in the above table. They are detailed below with the overall percentages:

Recommendations – 1%  
Tourist Information Centres – 1%  
Newspaper adverts – 1%  
Can't remember – 1%  
Other – 1%  
Teletext - \*  
Competition prize - \*  
Timeshare - \*

*Note that \* denotes a value of less than one percent but has a value that is greater than zero.*

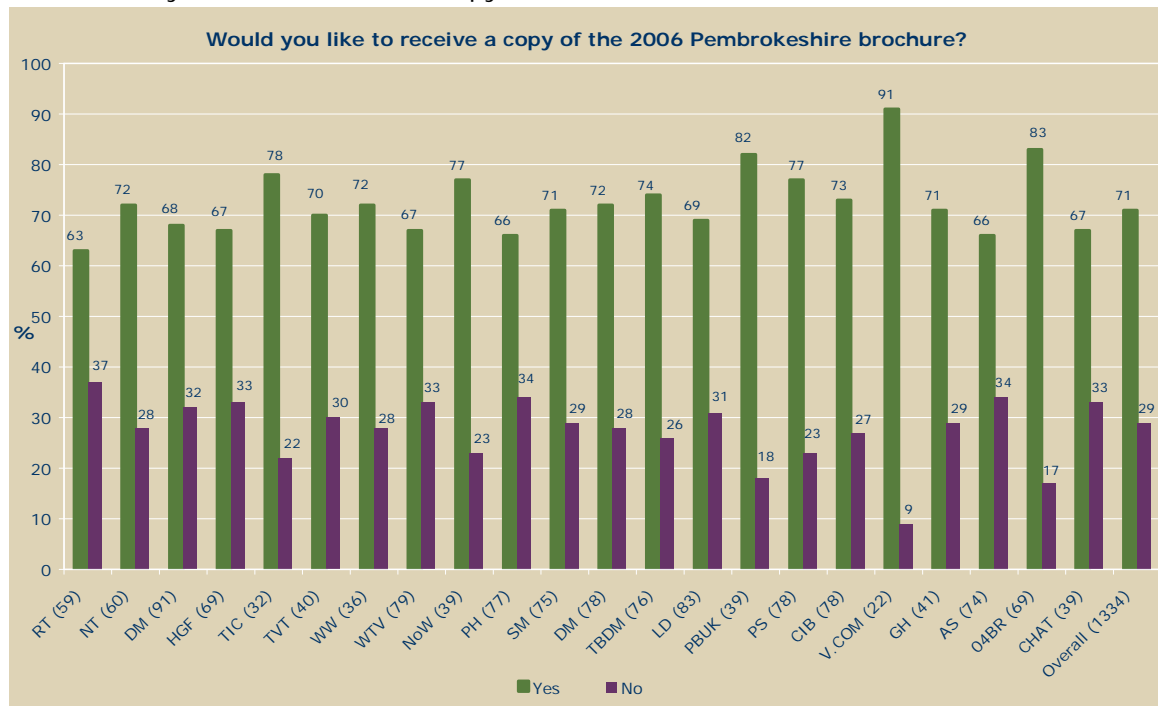
Q11: What was the main reason for deciding not to visit Pembrokeshire during 2005?

	Went abroad %	Didn't go on hol. in 04/05 %	No particular reason %	Illness / death in family %	Financial reasons %	Personal reasons %	Time restrictions %	Been before, wanted a change %	Too far to travel %	Elsewhere more appealing %	Other %
<b>RT</b> (Base: 59)	17	32	14	8	2	3	5	3	7	7	2
<b>NT</b> (Base: 60)	25	22	13	8	2	12	7	2	7	3	0
<b>DM</b> (Base: 91)	15	13	24	15	3	9	3	2	1	10	3
<b>HGF</b> (Base: 69)	13	13	29	10	3	3	3	3	6	12	6
<b>TIC</b> (Base: 32)	13	16	25	6	0	3	13	6	6	9	3
<b>TVT</b> (Base: 40)	5	25	30	10	3	13	0	0	0	8	8
<b>WW</b> (Base:36)	8	33	33	3	0	6	6	3	3	6	0
<b>WTV</b> (Base: 79)	8	24	24	5	1	6	4	9	3	11	5
<b>NoW</b> (Base: 39)	8	8	49	8	0	5	5	5	3	8	3
<b>PH</b> (Base: 77)	17	29	22	1	3	3	9	4	4	8	1
<b>SM</b> (Base: 75)	20	24	20	3	1	1	1	5	4	15	5
<b>DM</b> (Base: 78)	15	24	21	8	0	8	4	3	3	15	0
<b>TBDM</b> (Base: 76)	17	22	24	7	0	7	9	4	3	7	1
<b>LD</b> (Base: 83)	33	39	12	1	0	0	4	1	1	2	7
<b>PBUK</b> (Base:39)	31	26	10	10	0	8	3	8	0	3	3
<b>PS</b> (Base:78)	27	21	14	13	5	5	4	3	0	4	5

	Went abroad %	Didn't go on hol. in 04/05 %	No particular reason %	Illness / death in family %	Financial reasons %	Personal reasons %	Time restrictions %	Been before, wanted a change %	Too far to travel %	Elsewhere more appealing %	Other %
CI (Base:78)	13	36	13	8	1	5	6	1	6	6	4
V.COM (Base: 22)	23	32	27	5	0	0	5	0	5	5	0
GH (Base: 41)	24	41	20	2	2	5	0	0	0	5	0
AS (Base: 74)	32	26	14	7	3	1	5	4	1	3	4
2004 BR (Base: 69)	14	19	16	10	0	4	3	7	10	16	0
CHAT (Base: 39)	5	21	21	13	0	3	5	10	0	21	3
Overall (Base:1334)	18	25	20	7	1	5	5	4	3	8	3

The table above shows that a quarter (25%) of respondents did not visit Pembrokeshire because they *did not go on holiday during 2004 or 2005*. 20% stated that there was *no particular reason* why they did not visit Pembrokeshire and 18% highlighted that they *went abroad*.

Q12: Would you like to receive a copy of the 2006 Pembrokeshire brochure?



Of those respondents that did not visit Pembrokeshire in 2005, 71% of the *overall* category stated that they would like to receive the 2006 Pembrokeshire brochure. This is an increase when compared to the 67% that asked for the brochure in 2004.

## Conversion Rates

The table below shows the conversion rate (27.93%) for the 2005 Pembrokeshire Holiday Guide. This is also reflected in the results of question one.

	Media Title	Total Survey	% Total Survey	Total Visitors	% Total Survey	% Total Visitors	Conversion
5	Radio Times	100	5.40%	41	2.22%	7.93%	41.00%
13	National Trust	101	5.46%	41	2.22%	7.93%	40.59%
21	Daily Mail	100	5.40%	9	0.49%	1.74%	9.00%
122	Holiday Guide Finder	101	5.46%	32	1.73%	6.18%	31.68%
136	TIC Requests	101	5.46%	69	3.73%	13.35%	68.32%
204	TV Times BRA1	52	2.81%	12	0.64%	2.32%	23.08%
208	Women's Weekly BRA1	52	2.81%	16	0.86%	3.09%	30.77%
242	What's on TV BRA1	99	5.35%	20	1.08%	3.86%	20.20%
322	NoW Sunday Magazine	48	2.59%	9	0.49%	1.74%	18.75%
324	Planning a Holiday	99	5.35%	22	1.19%	4.26%	22.22%
609	Sunday Mirror BRA	100	5.40	25	1.35%	4.83%	25.00%
612	Daily Mirror BRA	101	5.46%	23	1.24%	4.44%	22.77%
1149	Take a Break Direct Mail	118	6.37	42	2.26%	8.12%	35.59%
1426	Lifestyle Data	99	5.35%	16	0.86%	3.09%	16.16%
1758	Plan a Break in the UK	51	2.76%	12	0.65%	2.32%	23.53%
2021	Preference Service	100	5.40%	22	1.19%	4.26%	22.00%
2055	Consumer Info Booklet	94	5.08%	16	0.86%	3.09%	17.02%
	Media Title	Total Survey	% Total Survey	Total Visitors	% Total Survey	% Total Visitors	Conversion
2709	visitpebrokeshire.com	43	2.32%	21	1.13%	4.06%	48.84%
2728	Gift Horse	49	2.65%	8	0.43%	1.55%	16.33%
2740	Acxiom Survey	94	5.08%	20	1.08%	3.86%	21.28%
9999	2004 Brochure Requestees	98	5.29%	29	1.57%	5.61%	29.59%
232	Chat BRA1	51	2.76%	12	0.65%	2.32%	23.53%
<b>Totals</b>		<b>1851</b>	<b>100%</b>	<b>517</b>	<b>27.93%</b>	<b>100%</b>	

