

Conversion Research

	1999	2000	2001	2002	2003	2004
Overall conversion	30%	26%	27%	24%	27%	23%
TIC request	66%	61%	53%	57%	N/A	N/A
AA magazine	N/A	33%	41%	30%	39%	33%
National Trust magazine	N/A	36%	N/A	34%	34%	27%
Mirror (BRA)	22%	23%	24%	29%	50%	22%
Whats on TV	37%	N/A	25%	27%	N/A	N/A
Whats on TV (BRA)	27%	26%	24%	24%	26%	29%
News of the World	50%	N/A	N/A	27%	30%	N/A
Holiday Guide Finder	39%	23%	26%	25%	31%	24%
Daily Express (BRA)	23%	26%	30%	25%	27%	N/A
TV Times (BRA)	25%	27%	23%	25%	25%	N/A
Telemarketing Questionnaire	N/A	19%	22%	22%	N/A	19%
Daily Telegraph	30%	23%	21%	20%	28%	N/A
Mail on Sunday (BRA)	N/A	N/A	20%	19%	29%	N/A
Sunday Express (BRA)	25%	21%	29%	19%	N/A	N/A
Sunday Mirror (BRA)	18%	21%	29%	18%	N/A	29%
Chat magazine (BRA)	19%	18%	21%	16%	24%	N/A
Womans Weelky (BRA)	36%	28%	16%	15%	27%	N/A

Trip characteristics	1999	2000	2001	2002	2003	2004
Day trip	4%	6%	5%	3%	7%	7%
Stayed 1 - 4 nights	32%	26%	25%	28%	30%	30%
Stayed 5 - 7 nights	48%	46%	55%	59%	51%	53%
Stayed longer than 8 nights	17%	13%	15%	9%	12%	10%
Hotel	22%	24%	23%	27%	23%	19%
Self Catering	32%	25%	28%	25%	28%	27%
Caravanning or Camping	28%	23%	24%	19%	15%	20%
B&B or Guesthouse	11%	14%	14%	17%	15%	17%
Holiday Park	1%	2%	1%	3%	3%	2%
Families or Friends	3%	4%	3%	4%	5%	5%
Own accommodation	0%	1%	1%	1%	3%	2%
2 in the party (couples)	39%	44%	44%	49%	55%	59%
3 - 5 in the party (family)	45%	41%	38%	33%	30%	27%
6 and over (large families & groups)	14%	12%	16%	16%	15%	9%
Booked via Pembrokeshire guide	25%	37%	31%	39%	39%	31%
Booked direct (contact via guide)	17%	13%	18%	19%	14%	17%

Reasons for not coming	1999	2000	2001	2002	2003	2004
Illness	10%	14%	15%	18%	15%	N/A
Went abroad	16%	8%	10%	15%	17%	N/A
No holiday taken	14%	10%	10%	12%	8%	N/A
May visit later or next year	9%	12%	3%	10%	18%	N/A
Been before - wanted a change	8%	11%	7%	9%	9%	N/A
Elsewhere more appealing	9%	6%	20%	8%	8%	N/A
Too far to travel	6%	6%	4%	5%	5%	N/A
Financial reasons	5%	6%	3%	4%	3%	N/A
No suitable accommodation	3%	2%	2%	4%	1%	N/A
Time restrictions	2%	5%	6%	3%	4%	N/A

Some Other reasons given for not visiting

Holiday not my choice (1%) Ordered brochure for someone else (0.7%) Moving House (0.7%)

Bad weather (0.5%) New baby (0.5%) Too hilly (0.1%) Work commitments (0.1%)

Too old to travel (0.1%) Too close to home (0.1%)

Too many bi-lingual signs

No one to go on holiday with