

Exmouth Visitor Survey 2016

Final Report

Produced for East Devon District Council on behalf of the
Exmouth Coastal Community Team

By

The South West Research Company Ltd.

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Exmouth Visitor Survey 2016

Key Findings



Key findings

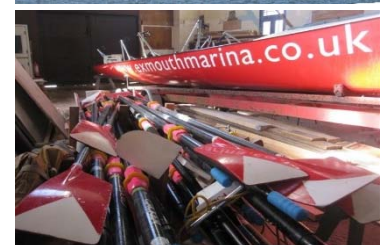
In 2015, Exmouth attracted approximately 421,000 staying visits from UK and overseas visitors combined with approximately 2.9 million day visits, generating an estimated £183 million pound's worth of visitor spend in the local economy. Approximately 3,000 full time equivalent jobs within the resort are tourism related. ***(Source; The Economic Impact of Exmouth's Visitor Economy 2015 – South West Research Company Ltd.).***

The overall results from this survey show that Exmouth's current core visitor market consists largely of older visitors (60% aged 45+ years including 31% aged 65+ years), who typically visit in adult only groups (78% were visiting the resort without children) and who are relatively affluent (58% ABC1's based on the occupation of the highest earner in their household).

However, visitor expenditure levels in Exmouth are below the averages for visitors to East Devon District and Devon county as a whole. Spending amongst all visitors (both staying and day) on shopping, entertainment and travel and transport in the resort were all considerably lower than the averages for the district and county as a whole as was day visitor spend on food and drink.

The resorts' appeal in predominantly attracting adult only groups with much lower levels of appeal to families and intergenerational groups with children to visit is particularly evident when compared with the average for Devon county as a whole. 22% of groups visiting Exmouth contained children compared with 38% of visitors to Devon and whilst this proportion improved slightly for Exmouth during the month of August (34%) it consistently remained at only between 16-18% in the couple of months either side of the peak period.

The resort is predominantly a day visit location (65% of visitors were on a day visit). A quarter of all visitors to Exmouth live locally within the EX postal code area (excluding Exmouth residents who were not included in the survey) and the same proportion live outside of this postal area in the wider South West region. The majority of those staying overnight in Exmouth (51%) were on a short break. Whilst Exmouth is attracting visitors across all age groups amongst those visitors who live locally within the South West region, this is not the case for visitors who live in other parts of the UK and who are more likely to be staying overnight in the resort.



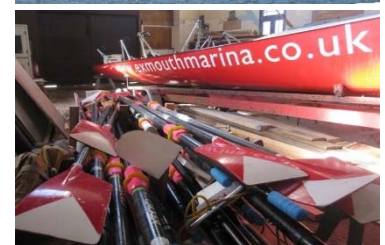
Key findings

Satisfaction levels with the visitor experience in the resort are generally good and as a result repeat visits to Exmouth are high (75% of visitors had visited the resort previously). In particular, satisfaction levels were good (score of 4.00 or more out of a max. of 5.00) for all aspects of accommodation in the resort, the places to eat & drink, the outdoor places to visit/attractions, the beach, ease of finding way around, public transport, upkeep of the parks & open spaces, cleanliness of the streets and the overall impression of Exmouth in terms of the general atmosphere and feeling of welcome in the resort. Visitors particularly enjoy the beach at Exmouth, the peace & quiet it offers them, the sea/seafront, it's friendly atmosphere and the fact it is a relaxing and clean/tidy place to visit.

Overall Exmouth gained a good recommendation score of +51% (on a measure that can range from -100% to +100%) which suggests that a good proportion of visitors are likely to recommend the resort to others. Also encouraging is that around a third of visitors (32%) had their expectations exceeded when they visited Exmouth.

Areas which require particular attention however (satisfaction score of 3.99 or less out of the max. of 5.00) are as follows: the range, quality of service and value for money of shopping in the resort, the range of indoor attractions/places to visit, the range, quality of service and value for money of the nightlife/evening entertainment in the resort, the availability and cleanliness of the public toilets and the ease, quality of service and value for money of parking. Whilst many of these issues are not unique to Exmouth with many other areas struggling to cope with reductions in public funding and high streets competing against increased online and out of town shopping, they are areas which often leave a lasting impression on visitors.

Many visitors mentioned the need for cheaper/less expensive car parking in the resort, the need for an improved range of shops in Exmouth and for improvements to be made to the beach and town centre areas, along with improved provision and cleanliness of public toilets and addressing some of the road/traffic problems.



SWOT analysis

STRENGTHS

- Good geographical position.
- Good number of South West residents living within a relatively short drive time of the area.
- Relatively affluent visitor market – 58% ABC1's including 27% AB's.
- High levels of regular repeat visitors.
- Higher than average length of stay compared with domestic visitors to Devon as a whole.
- Good levels of visitor satisfaction.
- The beach, sea/seafront, being friendly, the atmosphere, peace & quiet and being relaxing and clean were the top likes of visitors to the resort.
- Exmouth has many of the key attributes visitors are looking for when choosing a holiday destination.
- A high proportion of visitors are having their expectations of visiting Exmouth exceeded.
- Good recommendation score (+51%).

WEAKNESSES

- Predominantly attracting adult only groups with lower levels of appeal amongst younger people, families and intergenerational groups.
- An ageing visitor profile.
- Considerably lower than average spend amongst all visitors (both staying and day) on shopping, entertainment and travel & transport in the resort when compared with the averages for the district and county as a whole, as is day visitor spend on food and drink.
- Range, quality of service and value for money of shopping in the resort.
- Range of indoor attractions/places to visit.
- Range, quality of service and value for money of the nightlife/evening entertainment in the resort.
- Availability and cleanliness of the public toilets.
- Ease, quality of service and value for money of parking. Additional research is likely to be needed to establish further detailed insight into any of the problems associated with parking in the town.

SWOT analysis

OPPORTUNITIES

- Potential to increase the average spend per person per day/night on shopping, entertainment and travel & transport to the averages achieved elsewhere in East Devon District to close the spending gap and increase the value of the visitor economy in the town by an estimated +£23m from £183m currently to potentially £206m supporting 3,700 jobs (from 3,000 jobs currently).
- Broaden the resort's appeal to families/intergenerational groups across the year through improved family-friendly products to widen the core market and become less reliant on the peak season and an ageing visitor profile in the future whilst not detracting from the existing qualities of the town.
- Promote the family attractions within the area and special promotions/offers etc. to increase group size, average length of stay and expenditure.
- The ever changing and demanding consumer means Exmouth needs to meet the demands of new trends and broaden its' appeal to staying visitors year round to help provide low season resilience.
- Encourage more new visitors and niche high value markets (alongside the existing core visitors) to visit Exmouth who will then hopefully become repeat visitors themselves and recommend the resort to others.
- Achieve the balance of an evolving visitor offering in Exmouth to future proof the resort and attract new visitors, alongside ensuring that current visitors remain highly satisfied and keep coming back as well.
- Work with neighbouring areas such as Exeter (city) and the surrounding countryside (Exe Estuary Trail) to capitalise on the relatively large day visitor on holiday market to promote what Exmouth has to offer and increase visits/spending amongst this group of visitors – potential to be part of city break itinerary etc. and vice versa, links with Exe Estuary Trail etc.
- Invest in the future development of the tourism product In Exmouth to bring the seafront alive and increase its' appeal amongst families and intergenerational groups and beyond the narrow tourist season.

THREATS

- Customer expectations are changing rapidly and Exmouth needs to continually evolve to continue to attract current and new visitors in the future.
- Significantly lower than average visitor expenditure compared with other areas.
- Competition from other destinations within Devon, the wider South West and from other UK and overseas destinations is very high.
- Economic climate continues to mean uncertainty causing consumers to be cash conscious.
- School term time holiday-taking regulations.
- Likelihood to recommend a visit and re-visit will be impacted if satisfaction levels decrease.

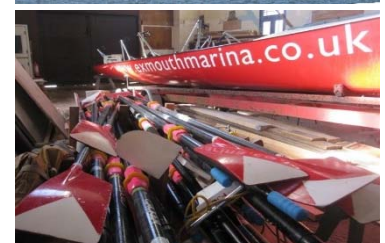
Exmouth Visitor Survey 2016

Executive Summary



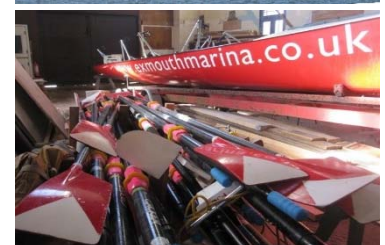
Executive summary - background

- In 2015, Exmouth attracted approximately 421,000 staying visits from UK and overseas visitors combined with approximately 2.9 million day visits, generating an estimated £183 million pound's worth of visitor spend in the local economy. Approximately 3,000 full time equivalent jobs within the resort are tourism related. **(Source; Value of Tourism 2015 – South West Research Company Ltd.).**
- The local economy is highly dependent on the spending of visitors to the resort; day visitors as well as 'staycationers'. The visitor economy is fairly traditional and vulnerable to competition by more dynamic centres elsewhere (locally and internationally). The Exmouth Coastal Community Team has been established to identify new ways to work together and achieve greater integration to increase economic productivity. The Coastal Community Team (CCT) wants to raise economic potential through greater market engagement. It wants Exmouth to exceed the performance of comparable seaside centres and to approach those of its urban neighbours.
- No previous visitor surveys of this scale have been undertaken in the resort and EDDC on behalf of the Exmouth CCT therefore wished to appoint an agency to undertake a visitor survey to assist in setting a baseline and to monitor progress of the resort over time against key CCT objectives.
- The overall objective of the research was to set a baseline to establish the current leisure visitor profile and experience, against which to measure the impact of forthcoming tourism/leisure developments in Exmouth in terms of; Visitor numbers; Visitor profile; Visitor motivation; Visitor behaviour; Expenditure; Rating of Exmouth's facilities and Satisfaction with Exmouth as a destination as a whole.
- 1,000 face to face interviews were undertaken amongst visitors to Exmouth in five key interview zones across the resort commencing on Friday 10th June 2016 and continuing through until Sunday 23rd October 2016. Adults (aged 16+ years) were sampled on a random basis as they visited the resort.



Executive summary – visitor profile

- The largest proportion of visitors (35%) were staying overnight in accommodation in Exmouth, 34% were on a day trip from home on the day of their visit to the resort and 31% were on a day trip whilst on holiday staying overnight in accommodation outside of Exmouth.
- Just over three quarters of respondents (78%) were visiting Exmouth in an adult only group. 22% were visiting with children.
- Average group size was 2.58 people including 2.17 adults and 0.41 children.
- By far the largest proportion of visitors (31%) were aged 65+ years. 15% of all visitors to Exmouth were children aged 15 years or under. A further 6% of all visitors were aged 16-24 years and 8% 25-34 years. 10% of all visitors were aged 35-44 years, 14% were aged 45-54 years and 15% were aged 55-64 years.
- 46% of all visitors to the resort were male and 54% were female.
- Half of all visitors lived within the South West region including 25% with a EX (Exeter) postal area code. 46% of respondents were from elsewhere in the UK including 4% with a Birmingham postal area code and 5% of all visitors were from overseas including 1% of all visitors in each case from France, Germany and USA.
- For 45% of visitors to Exmouth the chief income earner in their household was in full-time, 30+ hours per week, employment whilst 37% were retired with a company/private pension.
- 58% of visitors to Exmouth were categorised as ABC1's including 27% as AB's and 31% as C1's based on the occupation of the highest earner in their household. A further 27% of visitors were categorised as C2's and 15% as DE's.



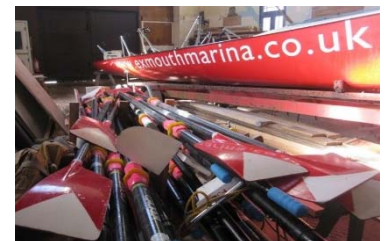
Executive summary – characteristics of visits

- 84% of visitors to Exmouth were on a leisure/holiday related trip whilst 12% were visiting friends or relatives.
- 31% of visitors to Exmouth were visiting for the day whilst staying overnight in accommodation outside of the resort (day visitors on holiday). 19% were staying overnight in Exeter, 10% in each case in Sidmouth and Woodbury and 9% in Dawlish.
- 49% of visitors staying overnight in Exmouth had stayed in a serviced hotel/motel/B&B/guest house/pub. A further 21% of staying visitors had stayed in a static caravan/holiday centre.
- Amongst visitors staying at Devon Cliffs 41% of their time was spent at the park itself, 34% in/around Exmouth Town and 25% visiting places outside of Exmouth. Amongst visitors staying outside the park elsewhere in Exmouth 68% of their time was spent in/around Exmouth Town and 32% visiting places outside of the resort.
- Those visitors staying overnight in Exmouth were asked, from a pre-defined list, which nearby towns/places they had or were planning to visit during their visit to the resort. Over half (52%) had or were planning to visit Sidmouth, 45% Exeter and 31% Budleigh.
- 51% of staying visitors indicated that their trip to Exmouth was a short break, whilst 26% said it was their main holiday of the year.
- Three quarters of visitors were on a repeat visit to Exmouth.
- 69% of repeat visitors had previously visited the resort during 2015, 67% during 2014 and 66% before 2012. 58% had previously visited Exmouth during 2013, 54% earlier in 2016 and 53% during 2012.
- Half of all repeat day visitors to Exmouth had visited the resort several times a year.
- 64% of visitors had travelled to the resort by car, van etc.



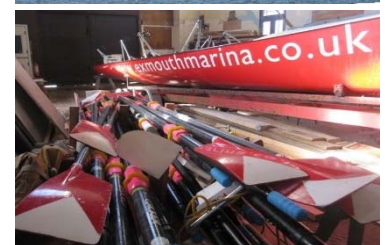
Executive summary – information sourcing

- At 62%, relying on information gained from a previous visit to Exmouth, was the most commonly used information source amongst visitors prior to their actual trip to the resort. This was followed by 18% of visitors who had obtained their information from friends/family.
- When asked where they obtained any local information during their visit to Exmouth, the largest proportions of visitors had sourced information from a previous visit (42%). 30% had not sourced any local information during their visit to the resort.
- When asked, unprompted, which information they find most useful to access whilst on holiday, 44% of all visitors indicated that they did not access information whilst on holiday/a day trip. 26% mentioned 'things to do' information, 21% in each case mentioned 'where to go' type information and 'eating out' information.
- When asked how easy they found it to access the information they needed during their visit to Exmouth, 78% of visitors said it had been 'easy' (55%) or 'very easy' (23%) to do so.
- Visitors were asked whether they 'checked-in' on social media sites, uploaded photos and/or posted online reviews during a visit or when they returned home. The most popular activities were 'checking in' on social media sites with 31% of all visitors to Exmouth indicating that they did this either during their visit (23%) or when they returned home (8%). This was followed closely by uploading photos with 30% of visitors indicating that they did this either during their visit (19%) or when they returned home (11%). 17% of visitors said they posted online reviews either during their visit (7%) or when they returned home (10%).



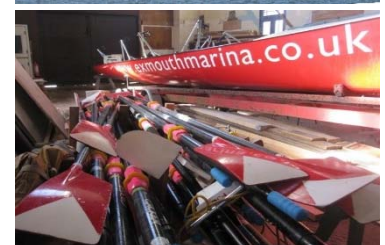
Executive summary - activities undertaken, types of attractions/places of interest visited & the Exe Estuary Trail

- The top five activities that visitors to Exmouth had or were intending to take part in were; Eating and drinking (86%); Going for a short walk of up to 2 miles (60%); Going shopping (59%); Spending half a day or more on the beach (55%,) and Going for a long walk of more than 2 miles (34%).
- In terms of the activities which visitors said were their main reason for choosing to visit Exmouth, 17% of visitors said spending half a day or more on the beach, whilst 15% said it was to go for a long walk of more than 2 miles, 12% to go for a short walk (up to 2 miles) and 10% to go for a drink/eat out in the resort.
- The most popular attractions/places of interest visitors to Exmouth had or were intending to visit in the resort were; Beaches (80%); Cafes (71%); Shops (64%); Harbour/marina (52%) and Restaurants (40%).
- The most popular places visitors to Exmouth had visited or were intending to visit in the resort were; Beach/seafront (94%); Town centre/The Strand (77%) and Exmouth Marina (54%).
- The most sought after attributes of a destination which visitors look for when choosing where to visit are; Rest and relaxation (68%); A natural coastal experience (65%); Quality food & drink (63%); Nature & countryside (58%) and Peace & quiet (53%).
- The least sought after attributes were; Nightlife and evening Entertainment (11%); Health and wellbeing activities (13%) and Adventure activities (17%).
- 52% of visitors were aware of the Exe Estuary Trail. 31% had used it and this rose to 49% who said they would be likely to use it in the future.



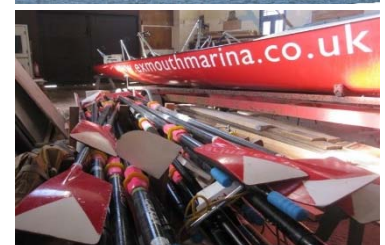
Executive summary - visitor satisfaction, likes, dislikes & suggestions for improvements

- 21 out of the 33 satisfaction indicators explored received an average score of 4.03 or more out of the maximum score of 5.00, including five indicators which achieved an average score of 4.50 or more. 12 indicators received an average score of 3.94 or less out of 5.00.
- Indicators with a good level of satisfaction (score of 4.00 or more out of a max. of 5.00) were; all aspects of accommodation in the resort, the places to eat & drink, the range of outdoor places to visit/attractions, the quality of service and value for money of places to visit/attractions, the beach, ease of finding way around, public transport, upkeep of the parks & open spaces, cleanliness of the streets and the overall impression of Exmouth in terms of the general atmosphere and feeling of welcome in the resort.
- Areas which require particular attention (satisfaction score of 3.99 or less out of the max. of 5.00) are as follows: the range, quality of service and value for money of shopping in the resort, the range of indoor attractions/places to visit, the range, quality of service and value for money of the nightlife/evening entertainment in the resort, the availability and cleanliness of the public toilets and the ease, quality of service and value for money of parking.
- 97% of visitors rated the overall enjoyment of their visit as 'good' (35%) or 'very good' (62%). Just 2% rated it as 'average'. The mean satisfaction score for overall enjoyment of visit was very high at 4.59 out of 5.00.
- 32% of visitors to the resort said their expectations had been exceeded including 27% who said their trip to Exmouth had been 'Better than I expected' and 5% who said it had been 'Much better than I expected'. 65% said their trip to Exmouth had met with their expectations.
- Exmouth achieved a good recommendation score of +51% for respondents' likelihood of recommending the resort as a place to visit to their friends and/or family.
- A wide range of likes were provided by respondents including; the beach; quiet; sea/seafront; friendly; atmosphere; peace & quiet, relaxing and clean.



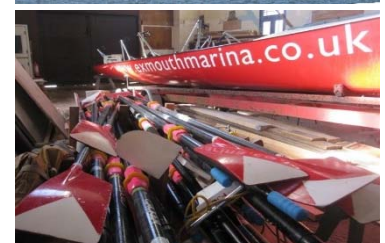
Executive summary - visitor satisfaction, likes, dislikes & suggestions for improvements

- 38% of respondents mentioned something which they disliked about their visit to Exmouth including the parking and shops in the resort. 41% of respondents mentioned something which they felt could be improved in Exmouth including the parking and shops in the resort as well as the public toilets, disabled access to the beach, dogs being allowed on the beach and rubbish/bottles on the beach and signage.



Executive summary – visitor expenditure

- All visitor spending in Exmouth, excluding any spend by staying visitors on accommodation, was calculated at £15.99 per person per day/night. This compares with an average spend per person per day/night in East Devon District of £33.97 and £35.59 for Devon county as a whole.
- Total all visitor spend, excluding accommodation, was highest amongst staying visitors, adult only groups, visitors aged 45-54 years, overseas visitors, first time visitors and those visiting during June and on a weekday.
- Average day visitor spend per person per day in Exmouth was calculated at £12.81 and compares with averages of £34.01 and £35.48 for East Devon District and Devon as a whole respectively.
- Average spend on accommodation per person per night in the resort was calculated at £31.26 and compares with an average of £18.56 for East Devon District and £20.18 for Devon as a whole. This is likely to be due to a higher proportion of serviced stays due to the total stock available and a lower proportion of visiting friends or relatives (VFR) stays captured in the visitor survey sample and which, as a result, might be under represented.
- Spend on accommodation was highest amongst adult only groups, visitors aged 65+ years, other UK residents, first time visitors and those visiting during September and on a weekday.



Exmouth Visitor Survey 2016

Introduction



Background & rationale

In 2015, Exmouth attracted approximately 421,000 staying visits from UK and overseas visitors combined with approximately 2.9 million day visits, generating an estimated £183 million pound's worth of visitor spend in the local economy. Approximately 3,000 full time equivalent jobs within the resort are tourism related. ***(Source; Value of Tourism 2015 – South West Research Company Ltd.)***.

The oldest seaside town in Devon, Exmouth boasts two miles of sandy beach and is the gateway to the World Heritage Jurassic Coast. A popular holiday destination since the 18th century, Exmouth truly represents the British seaside at its best with golden beaches for building sandcastles, rock pools to hunt for elusive crabs and sparkling sea in which to paddle, swim and take part in watersports.

The local economy is highly dependent on the spending of visitors to the resort; day visitors as well as 'staycationers'. The visitor economy is fairly traditional and vulnerable to competition by more dynamic centres elsewhere (locally and internationally). The Exmouth Coastal Community Team has been established to identify new ways to work together and achieve greater integration to increase economic productivity. The Coastal Community Team (CCT) wants to raise economic potential through greater market engagement. It wants Exmouth to exceed the performance of comparable seaside centres and to approach those of its urban neighbours.

No previous visitor surveys of this scale have been undertaken in the resort and EDDC therefore wished to appoint an agency to undertake a visitor survey to assist in setting a baseline and to monitor progress of the resort over time against key CCT objectives.

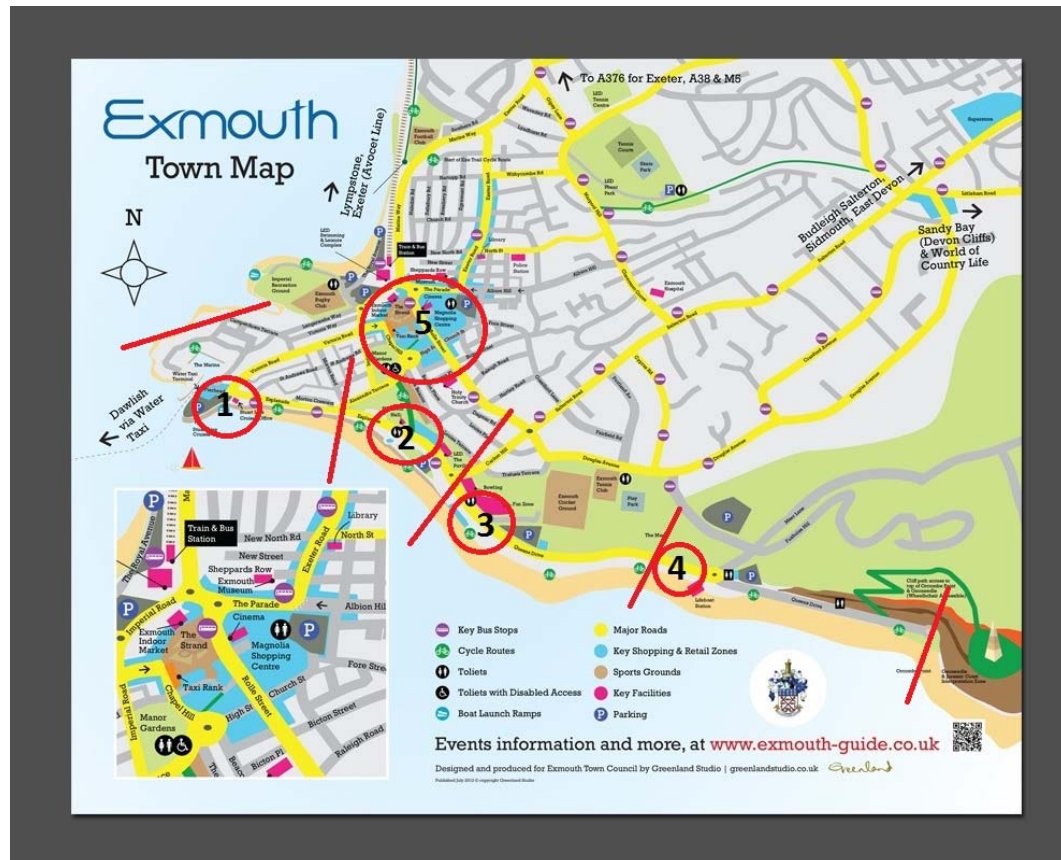
Research objectives

The overall objective of the research was to set a baseline to establish the current leisure visitor profile and experience, against which to measure the impact of forthcoming tourism/leisure developments in Exmouth in terms of:

- Visitor numbers
- Visitor profile
- Visitor motivation
- Visitor behaviour
- Expenditure
- Rating of Exmouth's facilities
- Satisfaction with Exmouth as a destination as a whole

Methodology

1,000 face to face interviews were undertaken amongst visitors to Exmouth in five key interview zones across the resort (shown in the map below) commencing on Friday 10th June 2016 and continuing through until Sunday 23rd October 2016. Adults (aged 16+ years) were sampled on a random basis as they visited the resort.



The sample points above were agreed in full consultation with EDDC and were selected to cover the whole seafront area and the town centre and to ensure that all visitor types were fully represented by the survey and that they covered the main access routes/car parks etc. to different parts of the beach (all of which are slightly different in terms of facilities).

Statistical reliability

All sample surveys are subject to statistical error. The size of this error varies with the sample size and also with the order of magnitude of the research findings being considered.

The survey results in this report are presented for all visitors and separately for day visitors and staying visitors. The table below shows the sample achieved for each visitor type and gives the margins within which one can be 95% certain that the true figures will fall (assuming the sample is random).

The figures shown are at the 95% confidence limits. Thus, for example, we can be 95% certain that, for all visitors with a result of 50%, the true percentage is the range 46.9% to 53.1%. For the staying visitor outside of Exmouth sample the possible range is much wider – between 44.4% and 55.6%.

The margins of error shown above should be borne in mind when interpreting the results contained in this report.

Combined survey response	All Visitors	Day visitors from home	Staying overnight outside of Exmouth	Staying overnight in Exmouth
Research findings	Sample: 1,000	Sample: 335	Sample: 308	Sample: 352
10% or 90%	+/- 1.9	+/- 3.2	+/- 3.4	+/- 3.1
20% or 80%	+/- 2.5	+/- 4.3	+/- 4.5	+/- 4.2
30% or 70%	+/- 2.8	+/- 4.9	+/- 5.1	+/- 4.8
40% or 60%	+/- 3.0	+/- 5.2	+/- 5.5	+/- 5.1
50%	+/- 3.1	+/- 5.4	+/- 5.6	+/- 5.2

Analysis segments

Throughout this report results are presented for all visitors as well as a breakdown by a number of additional analysis segments which have been derived from the survey data to aid with the interpretation of findings and the understanding gained through this research where useful and appropriate within the report.

The survey segments and their associated sample sizes are shown in the table below and overleaf. The abbreviations used for each segment type throughout this report are also shown in brackets and to which each segment will be referred to on any charts or tables to follow.

Analysis segment	
Visitor type:	<ul style="list-style-type: none">• Day visitor from home (Sample 335) (DAY)• Staying overnight outside of Exmouth (Sample 308) (STAY OUTSIDE)• Staying overnight in Exmouth (Sample 352) (STAY EXMOUTH)
Group composition:	<ul style="list-style-type: none">• Adults only (Sample 776) (ADULTS ONLY)• Adults with children (Sample 216) (ADULTS WITH CHILDREN)
Age group:	<ul style="list-style-type: none">• 16-24 years (Sample 92) (16-24)• 25-34 years (Sample 134) (25-34)• 35-44 years (Sample 172) (35-44)• 45-54 years (Sample 236) (45-54)• 55-64 years (Sample 250) (55-64)• 65+ years (Sample 465) (65+)
Visitor origin:	<ul style="list-style-type: none">• SW resident (Sample 458) (SW)• Other UK resident (Sample 422) (OTHER UK)• Overseas (Sample 45) (OVERSEAS)

Analysis segments

Analysis segment	
Previous visits:	<ul style="list-style-type: none"> • First time visitor (Sample 248) (FIRST TIME) • Repeat visitor (Sample 746) (REPEAT)
Month of visit:	<ul style="list-style-type: none"> • Visited in June (Sample 140) (JUNE) • Visited in July (Sample 221) (JULY) • Visited in August (Sample 299) (AUG) • Visited in September (Sample 200) (SEPT) • Visited in October (Sample 140) (OCT)
Weekday/weekend interview:	<ul style="list-style-type: none"> • Weekday interview (Sample 688) (WEEKDAY) • Visited in August (Sample 303) (WEEKEND)

When understanding and interpreting the findings by analysis segment in this report, an example of a typical results by analysis segment table has been provided overleaf with an explanation of how to read off the data contained within it.

Firstly, when reading the tables work down the first column for each of the identified analysis segments reading off the results from the left column to the right.

For example, as the chart overleaf highlights for the 16-24 year analysis group, 62% were day visitors from home, 17% were staying overnight outside of Exmouth and 21% were staying overnight in the town, all of which sum to 100%.

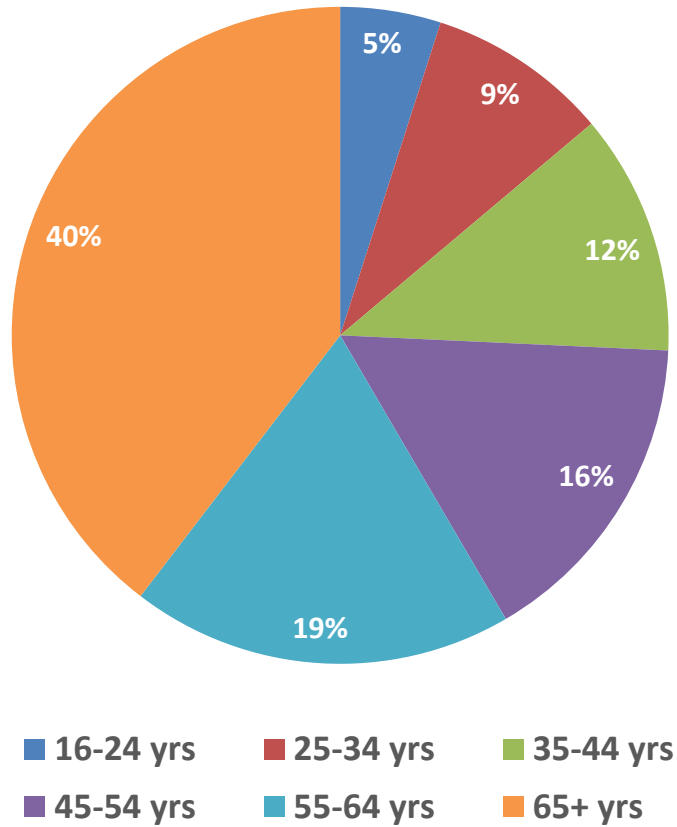
Where a figure has been highlighted in yellow, this is the largest proportion for this analysis segment i.e. the 62% who were day visitors from home in the case of the 16-24 year olds analysis segment.

Read the results for each analysis segment from left to right

Visitor type by analysis segment	Day visitor from home	Staying overnight outside of Exmouth		Staying overnight in Exmouth
ADULTS ONLY	33%	32%		35%
ADULTS WITH CHILDREN	37%	27%		36%
16-24	62%	17%	All add up to 100%	
25-34	45%	25%		
35-44	37%	31%	Highlighted in yellow because largest proportion for this segment	
45-54	27%	40%		
55-64	32%	37%		
65+	30%	26%	44%	
SW	68%	14%	19%	
OTHER UK	2%	43%	55%	
OVERSEAS	2%	75%	23%	
FIRST TIME	10%	46%	43%	
REPEAT	42%	26%	32%	
JUNE	34%	31%	35%	
JULY	36%	28%	36%	
AUG	32%	28%	40%	
SEPT	30%	41%	30%	
OCT	37%	27%	34%	
WEEKDAY	31%	34%	35%	
WEEKEND	40%	24%	35%	

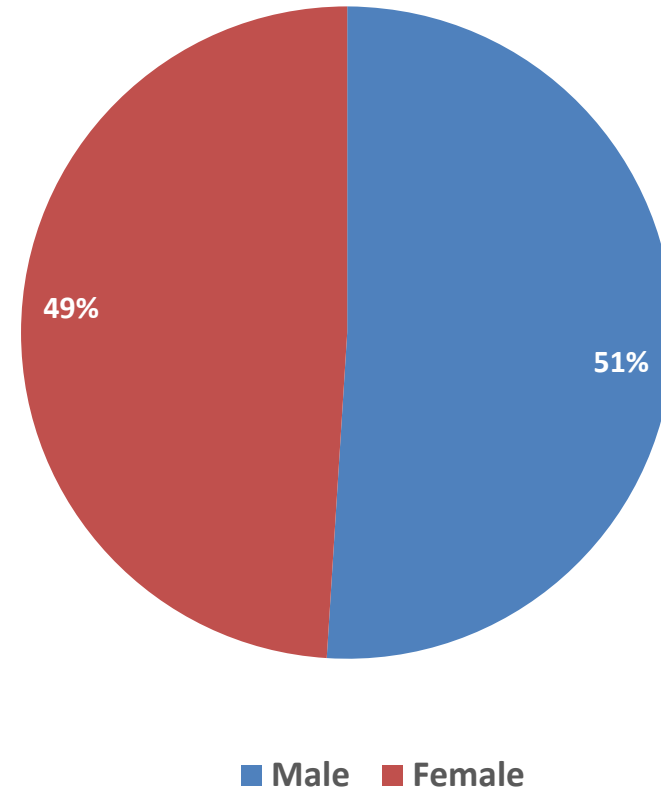
Survey respondent age group/gender

Survey respondent age



Overall, survey respondents typically fell into the middle to older age categories with 59% aged 55 years or older. This included 19% aged 55-64 years and 40% aged 65 or over. 16% of all respondents were aged 45-54 years, 12% 35-44 years and 14% were aged 34 years or under including 9% aged 25-34 years and 5% aged 16-24 years.

Survey respondent gender



51% of all survey respondents were male and 49% were female.

Exmouth Visitor Survey 2016

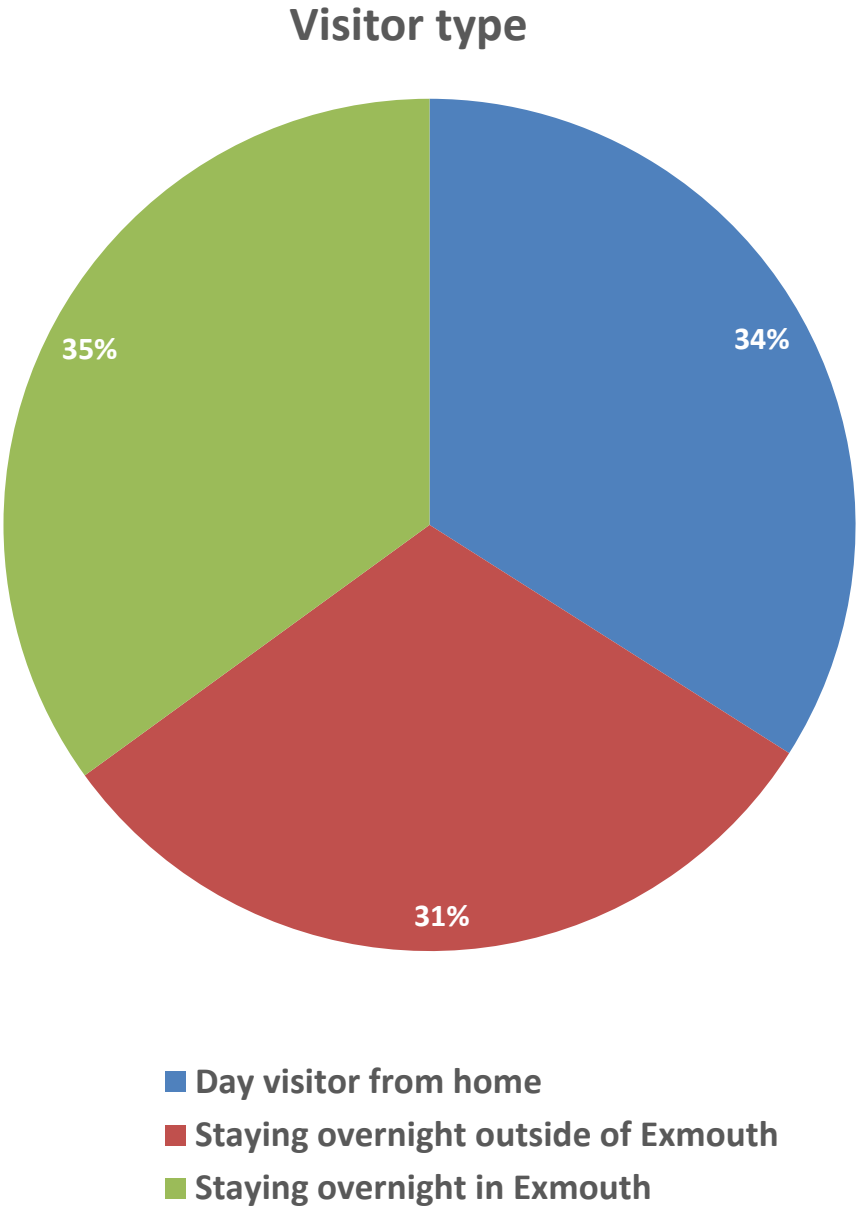
Visitor Profile



Visitor profile snapshot

- The largest proportion of visitors (35%) were staying overnight in accommodation in Exmouth, 34% were on a day trip from home on the day of their visit to the resort and 31% were on a day trip whilst on holiday staying overnight in accommodation outside of Exmouth.
- Just over three quarters of respondents (78%) were visiting Exmouth in an adult only group. 22% were visiting with children.
- Average group size was 2.58 people including 2.17 adults and 0.41 children.
- By far the largest proportion of visitors (31%) were aged 65+ years. 15% of all visitors to Exmouth were children aged 15 years or under. A further 6% of all visitors were aged 16-24 years and 8% 25-34 years. 10% of all visitors were aged 35-44 years, 14% were aged 45-54 years and 15% were aged 55-64 years.
- 46% of all visitors to the resort were male and 54% were female.
- Half of all visitors lived within the South West region including 25% from the Exeter postal area code. 46% of respondents were from elsewhere in the UK including 4% from the Birmingham postal area code and 5% of all visitors were from overseas including 1% of all visitors in each case from France, Germany and USA.
- For 45% of visitors to Exmouth the chief income earner in their household was in full-time, 30+ hours per week, employment whilst 37% were retired with a company/private pension.
- 58% of visitors to Exmouth were categorised as ABC1's including 27% as AB's and 31% as C1's based on the occupation of the highest earner in their household. A further 27% of visitors were categorised as C2's and 15% as DE's.

Visitor type



The largest proportion of visitors (35%) were staying overnight in accommodation in Exmouth. A similar proportion, 34%, were on a day trip from home on the day of their visit to the resort.

31% of visitors were on a day trip whilst staying overnight in accommodation outside of Exmouth.

A breakdown of the results by segment is shown in the table overleaf.

Visitor type by analysis segment

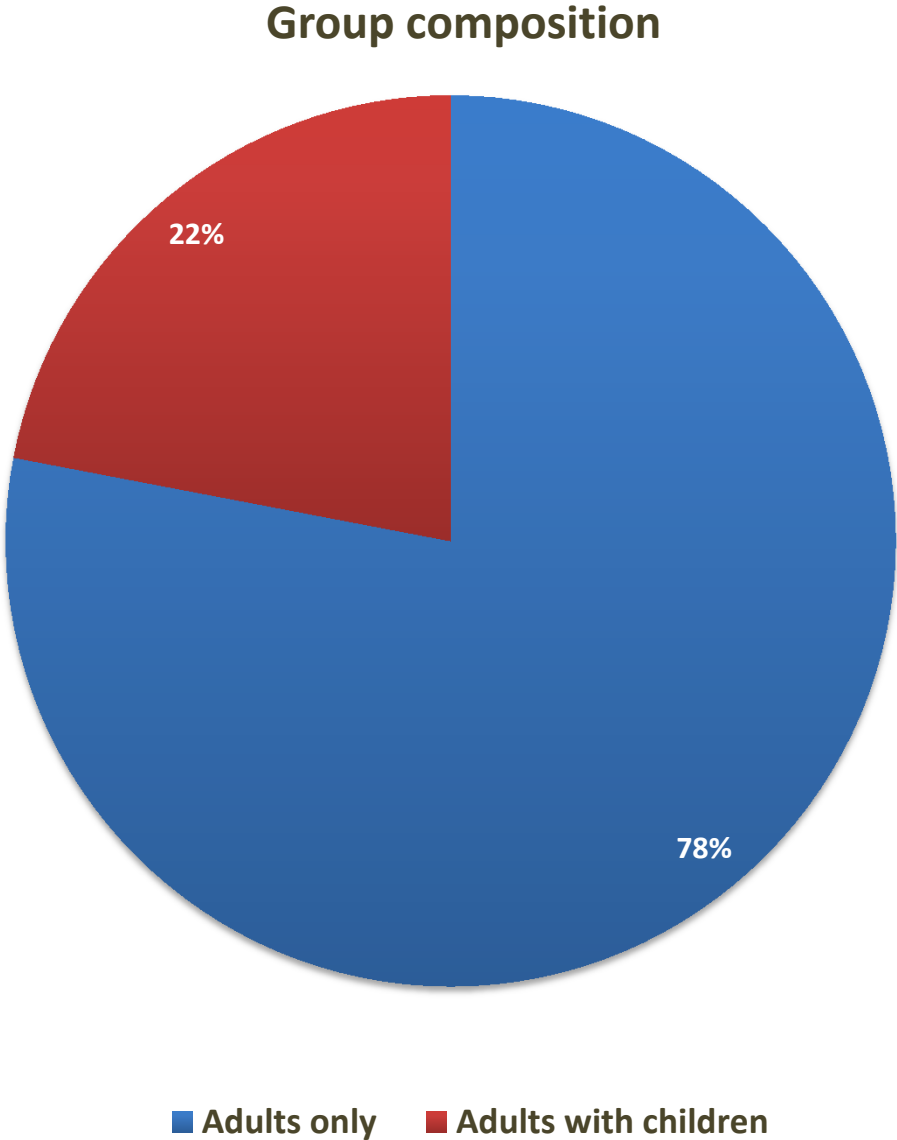
Visitor type by analysis segment	Day visitor from home	Staying overnight outside of Exmouth	Staying overnight in Exmouth
ADULTS ONLY	33%	32%	35%
ADULTS WITH CHILDREN	37%	27%	36%
16-24	62%	17%	21%
25-34	45%	25%	31%
35-44	37%	31%	33%
45-54	27%	40%	33%
55-64	32%	37%	31%
65+	30%	26%	44%
SW	68%	14%	19%
OTHER UK	2%	43%	55%
OVERSEAS	2%	75%	23%
FIRST TIME	10%	46%	43%
REPEAT	42%	26%	32%
JUNE	34%	31%	35%
JULY	36%	28%	36%
AUG	32%	28%	40%
SEPT	30%	41%	30%
OCT	37%	27%	34%
WEEKDAY	31%	34%	35%
WEEKEND	40%	24%	35%

As the results in the table above illustrate, adult only groups, visitors aged 65+ years, other UK residents, visitors to Exmouth during June, July and August and those visiting during a weekday were more likely to be staying overnight in the resort than visiting as part of a day visit from home or whilst on holiday.

Adults with children, visitors aged 44 years or under, South West residents, repeat visitors and those visiting the resort during July, October and during the weekend were more likely to be doing so as part of a day visit from home than whilst staying overnight outside of Exmouth or whilst staying overnight in the resort.

Visitors aged 45-64 years, overseas visitors, first time visitors and those visiting during September were more likely to be visiting the resort whilst staying overnight outside of Exmouth than on a day visit from home or staying overnight in the resort.

Group composition



Just over three quarters of respondents (78%) were visiting Exmouth in an adult only group whilst 22% were visiting the resort with children.

Average group size was 2.58 people (including 2.17 adults and 0.41 children).

Ave. children	Ave. adults	Ave. total group size
0.41	2.17	2.58

A breakdown of the results by segment is shown in the table overleaf.

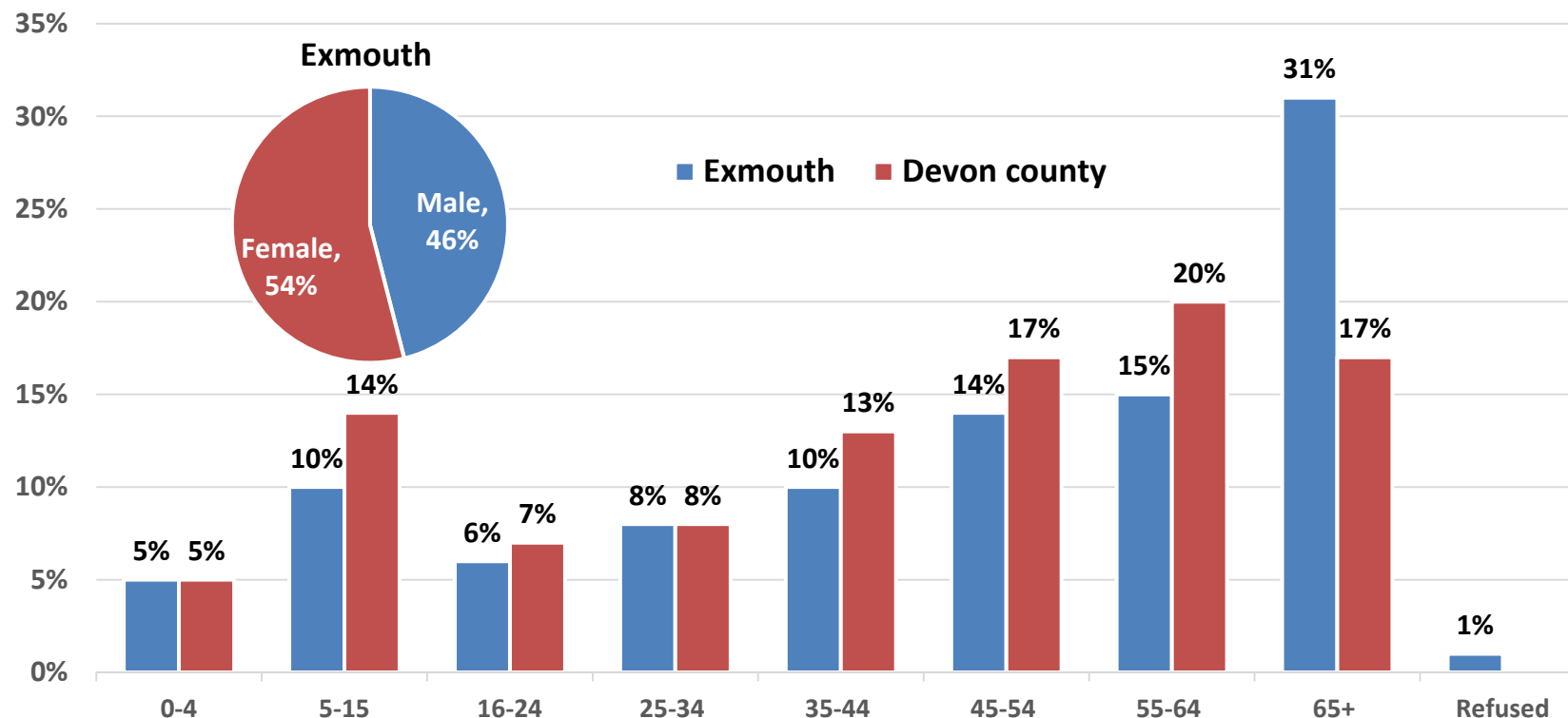
Group composition by analysis segment

Group composition by analysis segment	Adults only	Adults with children	Ave. no children	Ave. no adults	Ave. total no people
DAY	76%	24%	0.46	1.98	2.44
STAY OUTSIDE	81%	19%	0.34	2.32	2.66
STAY EXMOUTH	78%	22%	0.41	2.22	2.63
16-24	79%	21%	0.29	2.27	2.56
25-34	51%	49%	0.91	2.20	3.11
35-44	42%	58%	1.31	2.39	3.69
45-54	67%	33%	0.52	2.2	2.71
55-64	90%	10%	0.19	2.27	2.46
65+	95%	5%	0.08	1.99	2.08
SW	76%	24%	0.47	2.00	2.48
OTHER UK	78%	22%	0.38	2.19	2.58
OVERSEAS	89%	11%	0.18	3.00	3.18
FIRST TIME	80%	20%	0.37	2.33	2.70
REPEAT	78%	22%	0.42	2.11	2.53
JUNE	83%	17%	0.26	2.19	2.45
JULY	82%	18%	0.31	2.09	2.40
AUG	66%	34%	0.69	2.28	2.97
SEPT	84%	16%	0.30	2.12	2.42
OCT	84%	16%	0.25	2.12	2.37
WEEKDAY	80%	20%	0.39	2.11	2.50
WEEKEND	76%	24%	0.46	2.32	2.77

The highest proportion of respondents across all segments were visiting Exmouth in adult only groups with the only exception being visitors aged 34-44 years, 58% of whom were visiting the resort with children.

The segments with the largest proportions of adults visiting with children were; day visitors; visitors aged 35-44 years; South West residents; repeat visitors to Exmouth and those visiting during August and at the weekend. Average group size was highest amongst visitors staying outside the resort, visitors aged 35-44 years, overseas visitors, first time visitors and those visiting Exmouth during August and at the weekend.

Age/gender of immediate party



By far the largest proportion of visitors (31%) were aged 65+ years, compared with 17% of all visitors to Devon county as a whole (2014 visitor survey data).

15% of all visitors to Exmouth were children aged 15 years or under (19% of visitors to Devon). A further 6% of all visitors were aged 16-24 years and 8% 25-34 years. 10% of all visitors were aged 35-44 years, 14% were aged 45-54 years and 15% were aged 55-64 years – a combined total of 53% and compared with 50% of visitors to Devon as a whole.

46% of all visitors to the resort were male and 54% were female. A breakdown of the age profile of visitors by segment is shown in the table overleaf.

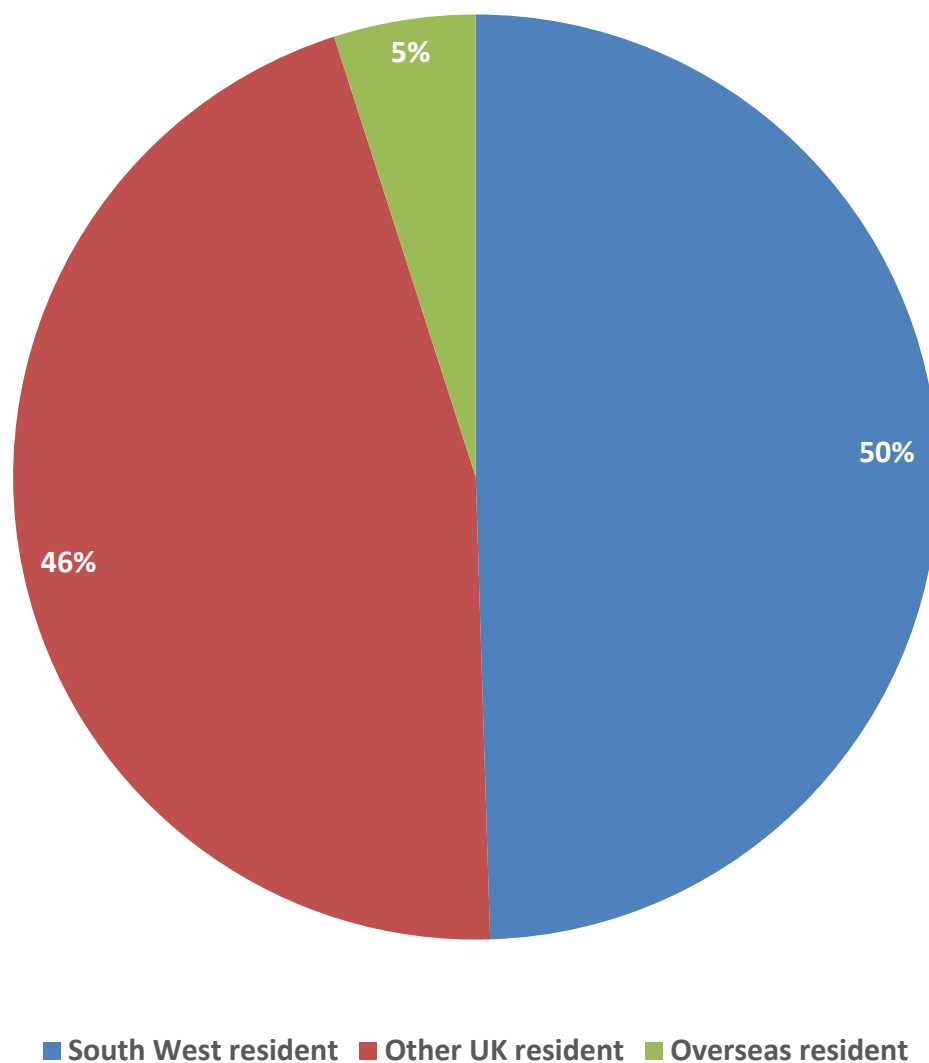
Age group of immediate party by analysis segment

Age group of immediate party by analysis segment	0-4 yrs	5-15 yrs	Sub-total aged 0-15 yrs	16-24 yrs	25-34 yrs	35-44 yrs	45-54 yrs	55-64 yrs	65+ yrs	Refused
DAY	7%	12%	19%	9%	11%	10%	11%	12%	27%	-
STAY OUTSIDE	4%	9%	13%	5%	5%	11%	19%	19%	27%	1%
STAY EXMOUTH	5%	11%	16%	4%	8%	10%	12%	13%	37%	2%
SW	8%	12%	20%	8%	9%	9%	12%	14%	28%	-
OTHER UK	4%	11%	15%	3%	6%	10%	15%	15%	35%	-
OVERSEAS	1%	4%	5%	10%	10%	20%	24%	17%	12%	2%
FIRST TIME	4%	10%	14%	6%	9%	11%	19%	18%	22%	1%
REPEAT	6%	11%	17%	6%	7%	10%	12%	13%	33%	1%
JUNE	8%	3%	11%	4%	13%	8%	12%	19%	34%	-
JULY	5%	8%	13%	7%	9%	8%	16%	17%	29%	1%
AUG	5%	19%	24%	7%	7%	13%	13%	13%	24%	-
SEPT	5%	7%	12%	7%	6%	9%	16%	14%	35%	-
OCT	5%	6%	11%	4%	6%	12%	12%	12%	41%	4%
WEEKDAY	5%	10%	15%	6%	6%	9%	13%	14%	35%	1%
WEEKEND	5%	11%	16%	5%	11%	14%	15%	16%	21%	-

The highest proportion of visitors across all segments were aged 65+ years, the only exception being overseas visitors, 24% of whom were aged 45-54 years.

Day visitors, South West residents, repeat visitors, those visiting Exmouth during August and the weekend had the largest proportions of visitors aged 0-15 years.

Visitor origin



Visitors were asked to provide their home postal code to analyse where they lived.

Half of all visitors lived within the South West region including 25% with a EX (Exeter) postal area code, 6% a BS (Bristol) postal area code and 5% a TA (Taunton) postal area code.

46% of respondents were from elsewhere in the UK including 4% from the Birmingham postal area code and 2% in each case from the Walsall, Coventry and London postal area codes.

5% of all visitors were from overseas including 1% of all visitors in each case from France, Germany and USA.

A full list of visitors' postal area code origin are shown in the table overleaf for all visitors.

A breakdown of visitor origin by analysis segment is shown on page 35 and a mapping of the visitor postcodes is also provided on page 36.

Visitor origin by postal area

Visitor origin by postal code area – all visitors									
Exeter	25%	Newport	1%	Ipswich	<1%	Luton	<1%	Halifax	<1%
Bristol	6%	London SW	1%	Leeds	<1%	London N	<1%	Ilford	<1%
Taunton	5%	Wigan	1%	Norwich	<1%	London NW	<1%	Lancaster	<1%
Birmingham	4%	France	1%	Redhill	<1%	Oldham	<1%	Llandrindod Wells	<1%
Bath	2%	Germany	1%	Southend-on-Sea	<1%	Preston	<1%	Llandudno	<1%
Torquay	2%	Brighton	1%	Shrewsbury	<1%	Romford	<1%	Motherwell	<1%
Gloucester	2%	Guildford	1%	Telford	<1%	Swansea	<1%	Sutton	<1%
Plymouth	2%	Hemel Hempstead	1%	Dartford	<1%	London SE	<1%	Sunderland	<1%
Coventry	2%	Manchester	1%	Doncaster	<1%	Stockport	<1%	Warrington	<1%
Swindon	2%	Milton Keynes	1%	Harrow	<1%	Twickenham	<1%	Watford	<1%
Walsall	2%	Sheffield	1%	Medway	<1%	Australia	<1%	Dubai	<1%
Dudley	1%	Stevenage	1%	Newcastle upon Tyne	<1%	Belgium	<1%	Kenya	<1%
Leicester	1%	Southampton	1%	Slough	<1%	Canada	<1%	New Zealand	<1%
Reading	1%	Salisbury	1%	Royal Tunbridge Wells	<1%	Poland	<1%	Portugal	<1%
Wakefield	1%	Bolton	1%	Teeside	<1%	Spain	<1%	Saudi Arabia	<1%
Derby	1%	Chelmsford	1%	Ireland	<1%	Bradford	<1%	South Africa	<1%
Nottingham	1%	Dorchester	1%	Netherlands	<1%	Belfast	<1%		
Stoke-on-Trent	1%	London E	1%	Switzerland	<1%	Carlisle	<1%		
Worcester	1%	Liverpool	1%	Blackburn	<1%	Chester	<1%		
Bournemouth	1%	Peterborough	1%	Cambridge	<1%	Crewe	<1%		
Cardiff	1%	Portsmouth	1%	Croydon	<1%	Edinburgh	<1%		
Oxford	1%	USA	1%	Darlington	<1%	Glasgow	<1%		
Northampton	1%	St Albans	<1%	Harrogate	<1%	Huddersfield	<1%		
Truro	1%	Bromley	<1%	Kingston-upon-Thames	<1%	Hereford	<1%		
Wolverhampton	1%	Canterbury	<1%	Lincoln	<1%	Hebrides	<1%		

Visitor origin by analysis segment

Visitor origin by analysis segment	South West resident	Other UK resident	Overseas resident
DAY	97%	3%	-
STAY OUTSIDE	23%	65%	12%
STAY EXMOUTH	26%	71%	3%
ADULTS ONLY	48%	46%	6%
ADULTS WITH CHILDREN	53%	44%	2%
16-24	70%	17%	13%
25-34	58%	35%	7%
35-44	53%	42%	6%
45-54	46%	48%	6%
55-64	47%	48%	5%
65+	46%	53%	1%
FIRST TIME	20%	67%	13%
REPEAT	59%	39%	2%
JUNE	44%	48%	8%
JULY	53%	44%	4%
AUG	49%	45%	6%
SEPT	47%	49%	4%
OCT	56%	43%	2%
WEEKDAY	48%	48%	4%
WEEKEND	53%	40%	7%

As the results in the table above illustrate, day visitors, adults with or without children, 16-44 year olds, repeat visitors, visitors to the resort during July, August and October and visiting during the weekend were more likely to be South West residents than from other parts of the UK or from overseas.

Visitors staying outside of Exmouth or in the resort, visitors aged 45+ years, first time visitors and those visiting during June and September were more likely to be from other parts of the UK than from the South West region or from overseas.

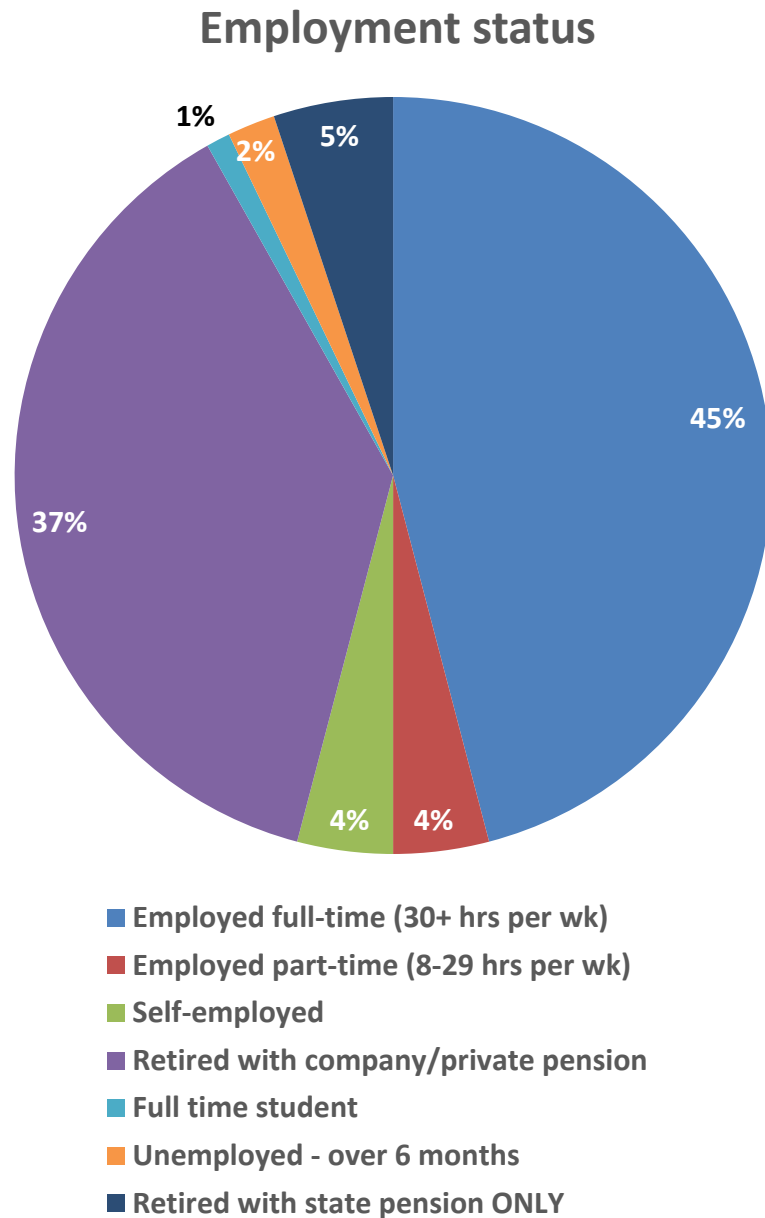
The largest proportion of overseas residents were found amongst visitors staying outside of Exmouth, those visiting in adult only groups, visitors aged 16-24 years, visitors on a first time visit to the resort, visitors to the resort during June and at the weekend.

Visitor postcode mapping

By analysing the respondents' home postcodes using specialist mapping software, it was possible to map their home origin. Key concentrations of visitors lived in Devon, along the M5 and M4 corridors, former Avon and Birmingham areas.



Employment status



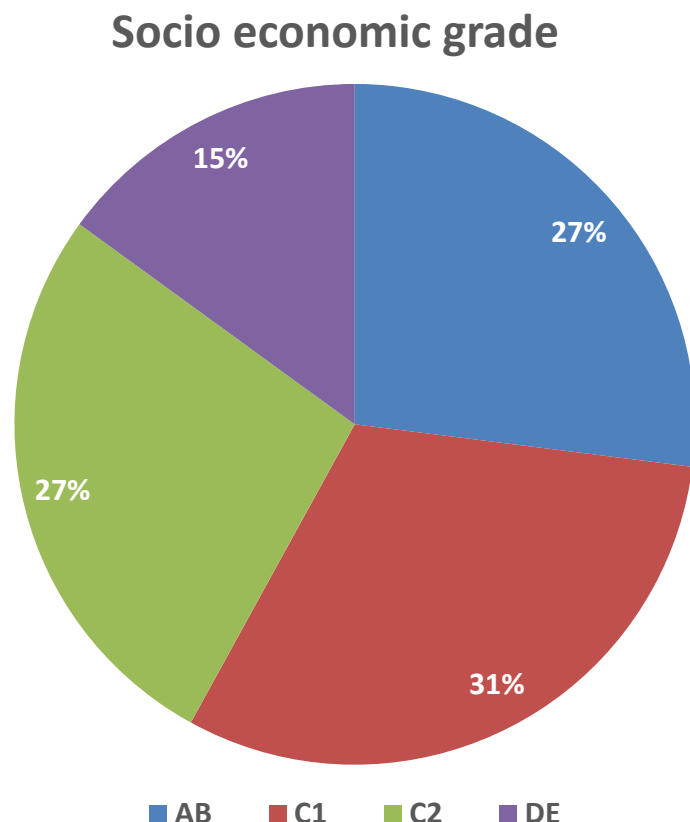
For 45% of visitors to Exmouth the chief income earner in their household was in full-time, 30+ hours per week, employment whilst for 37% they were retired with a company/private pension.

A breakdown of employment status by segment is shown in the table overleaf. For the largest proportion of visitors across all segments the chief income earner in the household was either in full-time, 30+ hours per week, employment or retired with a company/private pension.

Employment status by analysis segment

Employment status by analysis segment	Employed full-time (30+hrs per week)	Employed part-time (8-29 hrs per week)	Self-employed	Retired with company/private pension	Unemploy ed < 6mths	Full-time student	Unemploy ed > 6 months	Retired - state pension	Working < 8 hrs week	Refused
DAY	45%	5%	4%	33%	-	3%	4%	5%	-	1%
STAY OUTSIDE	51%	4%	5%	36%	-	-	-	4%	-	-
STAY EXMOUTH	40%	4%	4%	42%	-	1%	1%	6%	-	-
										-
ADULTS ONLY	37%	5%	4%	45%	-	1%	2%	6%	-	-
ADULTS WITH CHILDREN	77%	4%	6%	9%	-	1%	1%	1%	-	-
16-24	62%	6%	2%	2%	-	26%	2%	-	-	-
25-34	88%	5%	5%		1%	1%	-	-	-	-
35-44	90%	3%	4%	1%	-	-	3%	-	-	-
45-54	80%	3%	8%	3%	-	-	4%	1%	1%	1%
55-64	46%	10%	6%	31%	1%	-	2%	4%	-	1%
65+	6%	3%	3%	78%	-	-	1%	9%	-	-
SW	44%	5%	5%	36%	-	2%	3%	4%	-	1%
OTHER UK	45%	3%	4%	40%	-	-	-	7%	-	-
OVERSEAS	73%	7%	2%	11%	-	7%	-	-	-	-
FIRST TIME	56%	5%	5%	28%	-	2%	-	4%	-	-
REPEAT	42%	4%	4%	40%	-	1%	2%	5%	-	-
JUNE	36%	11%	4%	39%	-	3%	3%	2%	-	1%
JULY	50%	3%	6%	34%	-	2%	2%	2%	-	-
AUG	49%	4%	4%	35%	-	1%	1%	4%	-	-
SEPT	44%	2%	6%	38%	-	1%	2%	6%	-	1%
OCT	41%	4%	1%	41%	1%	1%	1%	12%	-	-
WEEKDAY	40%	4%	4%	42%	-	1%	2%	6%	-	-
WEEKEND	58%	5%	5%	26%	1%	2%	1%	2%	-	-

Socio economic grade



58% of visitors to Exmouth were categorised as ABC1's including 27% as AB's and 31% as C1's based on the occupation of the highest earner in their household. A further 27% of visitors were categorised as C2's and 15% as DE's.

As the table opposite illustrates, there was little variation in the results according to visitor type.

A - Approximately 3% of the total population.

These are professional people, very senior managers

B - Approximately 20% of the total population

Middle management executives in large organisations, principal officers in local government, top management or owners of small business concerns.

C1 - Approximately 28% of the total population.

Junior management, owners of small establishments, and all others in non-manual positions.

C2 - Approximately 21% of the total population.

All skilled manual workers, and those manual workers with responsibility for other people.

D - Approximately 18% of the total population.

All semi-skilled and un-skilled manual workers, apprentices and trainees to skilled workers.

E - Approximately 10% of the total population.

All those entirely dependent on the state long-term, through sickness, unemployment, old age or other reasons. Those unemployed for a period exceeding six months

	AB	C1	C2	DE
DAY	25%	32%	28%	15%
STAY OUTSIDE	29%	30%	27%	14%
STAY EXMOUTH	28%	30%	27%	15%

Exmouth Visitor Survey 2016

Characteristics of Visits

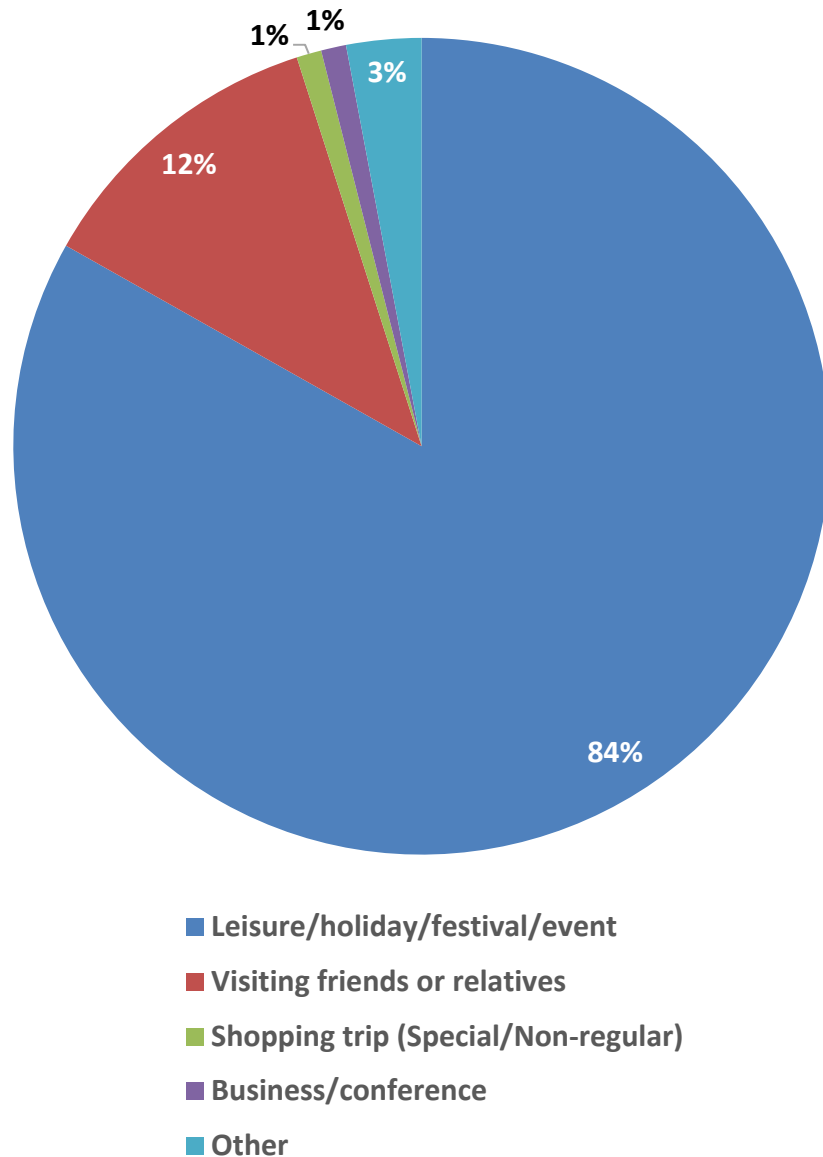


Characteristics of visits snapshot

- 84% of visitors to Exmouth were on a leisure/holiday related trip whilst 12% were visiting friends or relatives.
- 31% of visitors to Exmouth were visiting for the day whilst staying overnight in accommodation outside of the resort (day visitors on holiday). 19% were staying overnight in Exeter, 10% in each case in Sidmouth and Woodbury and 9% in Dawlish.
- 49% of visitors staying overnight in Exmouth had stayed in a serviced hotel/motel/B&B/guest house/pub. A further 21% of staying visitors had stayed in a static caravan/holiday centre.
- 41% of staying visits amongst those visitors staying at Devon Cliffs were being spent at the park itself, 34% in/around Exmouth Town and 25% visiting places outside of Exmouth. In terms of those visitors staying outside the park elsewhere in Exmouth, 68% of visits were being spent in/around Exmouth Town and 32% visiting places outside of the resort.
- Those visitors staying overnight in Exmouth were asked, from a pre-defined list, which nearby towns/places they had or were planning to visit during their visit to the resort. Over half (52%) had or were planning to visit Sidmouth, 45% Exeter and 31% Budleigh.
- 51% of staying visitors indicated that their trip to Exmouth was a short break, whilst 26% said it was their main holiday of the year.
- Three quarters of visitors were on a repeat visit to Exmouth.
- 69% of repeat visitors had previously visited the resort during 2015, 67% during 2014 and 66% before 2012. 58% had previously visited Exmouth during 2013, 54% earlier in 2016 and 53% during 2012.
- Half of all repeat day visitors to Exmouth had visited the resort several times a year.
- 64% of visitors had travelled to the resort by car, van etc.

Main purpose of visit to Exmouth

Main purpose of visit to Exmouth



84% of visitors to Exmouth were on a leisure/holiday related trip whilst 12% were visiting friends or relatives.

1% in each case were on a special/non-regular shopping trip to the resort or visiting as part of a business trip/attending a conference.

3% of visitors were visiting Exmouth for another purpose including attending a wedding and as part of a school trip.

A breakdown of the results by segment is shown in the table overleaf.

With the exception of overseas visitors, the largest proportion of visitors across all the segments were on a leisure/holiday/festival/event related trip to Exmouth. The largest proportion of overseas visitors (47%) were visiting friends or relatives in Exmouth.

Main purpose of visit to Exmouth by analysis segment

Main purpose of visit to Exmouth by analysis segment	Leisure/holiday/festival/event	Visiting friends/family	Shopping trip (special/non-regular)	Business/conference	Other
DAY	86%	7%	1%	1%	5%
STAY OUTSIDE	79%	19%	1%	1%	1%
STAY EXMOUTH	86%	11%	-	-	4%
ADULTS ONLY	83%	12%	1%	1%	4%
ADULTS WITH CHILDREN	87%	10%	-	-	2%
16-24	79%	12%	-	4%	6%
25-34	72%	22%	2%	1%	2%
35-44	79%	17%	1%	1%	2%
45-54	88%	7%	1%	-	5%
55-64	84%	12%	1%	1%	3%
65+	87%	10%	-	-	3%
SW	87%	7%	1%	1%	4%
OTHER UK	86%	12%	-	-	2%
OVERSEAS	42%	47%	-	2%	9%
FIRST TIME	85%	11%	1%	-	4%
REPEAT	83%	12%	1%	1%	3%
JUNE	89%	9%	1%	-	1%
JULY	89%	8%	-	1%	3%
AUG	86%	10%	-	-	3%
SEPT	82%	13%	2%	1%	3%
OCT	67%	23%	1%	-	9%
WEEKDAY	87%	10%	1%	-	3%
WEEKEND	77%	16%	1%	1%	5%

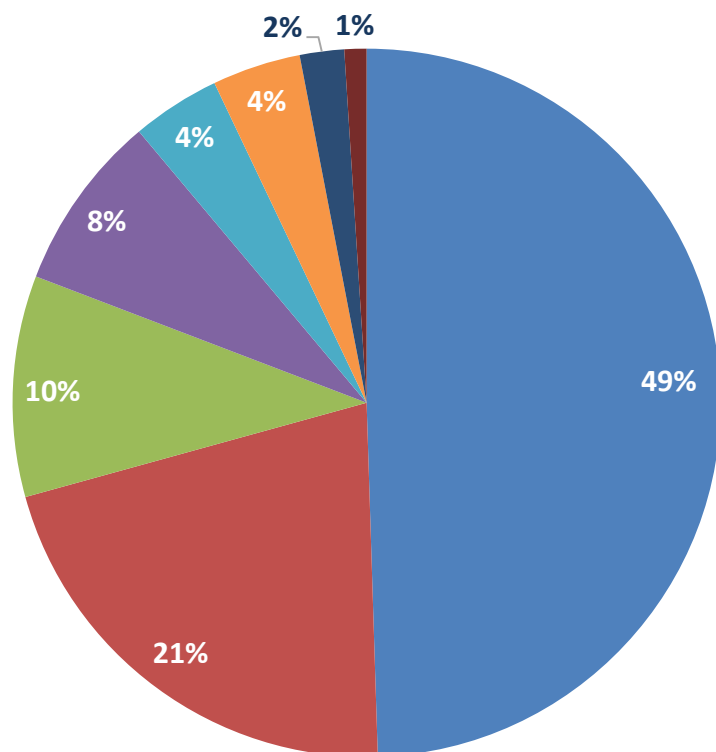
Where Staying – day visitors on holiday

31% of visitors to Exmouth were visiting for the day whilst staying overnight in accommodation outside of the resort (day visitors on holiday). The nearest towns/county where these visitors were staying are listed in the table below. 19% were staying overnight in Exeter, 10% in each case in Sidmouth and Woodbury and 9% in Dawlish.

Nearest town/county where staying – day visitors on holiday							
EXETER	19%	HONITON	1%	CULLOMPTON	<1%	TORPOINT	<1%
SIDMOUTH	10%	OTTERY ST MARY	1%	DORSET	<1%	UPOTTERY	<1%
WOODBURY	10%	AYLESBEARE	1%	EAST BUDLEIGH	<1%	VENN OTTERY	<1%
DAWLISH	9%	CLYST ST MARY	1%	EXMINSTER	<1%	WEYMOUTH	<1%
BUDLEIGH SALTERTON	7%	CREDITON	1%	EXTON	<1%	WHITESTONE	<1%
TORQUAY	4%	EBFORD	1%	FARRINGDON	<1%	WILLAND	<1%
TOPSHAM	3%	SALCOMBE REGIS	1%	ILFRACOMBE	<1%		
PAIGNTON	2%	SOMERSET	1%	KENNFORD	<1%		
TEIGNMOUTH	2%	TIVERTON	1%	KINGSTEIGNTON	<1%		
DAWLISH WARREN	2%	BARNSTAPLE	<1%	KNOWLE	<1%		
NEWTON ABBOT	2%	BRIDPORT	<1%	MOBBES COMBLEIGH	<1%		
STARCROSS	2%	BRIXHAM	<1%	MORETONHAMPSTEAD	<1%		
BOVEY TRACEY	1%	BUDE	<1%	NEWTOWN FERRERS	<1%		
BRANSCOMBE	1%	CAMBORNE	<1%	ROCKBEARE	<1%		
LYMPSTONE	1%	CHAGFORD	<1%	ROUGHSTON	<1%		
SEATON	1%	CHARMOUTH	<1%	SHELDON	<1%		
AXMINSTER	1%	CHUDLEIGH	<1%	SIDFORD	<1%		
CLYST ST GEORGE	1%	COLYTON	<1%	ST IVES	<1%		
DARTMOOR	1%	CORNWALL	<1%	TAVISTOCK	<1%		

Accommodation used – staying visitors in Exmouth only

Accommodation used – staying visitors in Exmouth



- Serviced (Hotel/motel/B&B/guest house/pub)
- Static caravan/holiday centre
- Staying with friends/relatives
- Self catering
- Touring caravan/tent
- Other
- Second home
- Paying guest in a private house

49% of visitors staying overnight in Exmouth had stayed in a serviced hotel/motel/B&B/guest house/pub.

A further 21% of staying visitors had stayed in a static caravan/holiday centre. 10% had stayed in the home of a friend or relative and 8% had used self catering accommodation.

4% of staying visitors had stayed in an other type of accommodation including a campervan/motorhome.

Average length of stay in the resort was 5.32 nights and compares with an average of length for Devon as a whole for domestic staying visitors of 3.98 nights and 7.53 nights for overseas visitors (Source: The Economic Impact of Devon's Visitor Economy 2015, The South West Research Company Nov 2016).

A breakdown of the results by segment is shown overleaf.

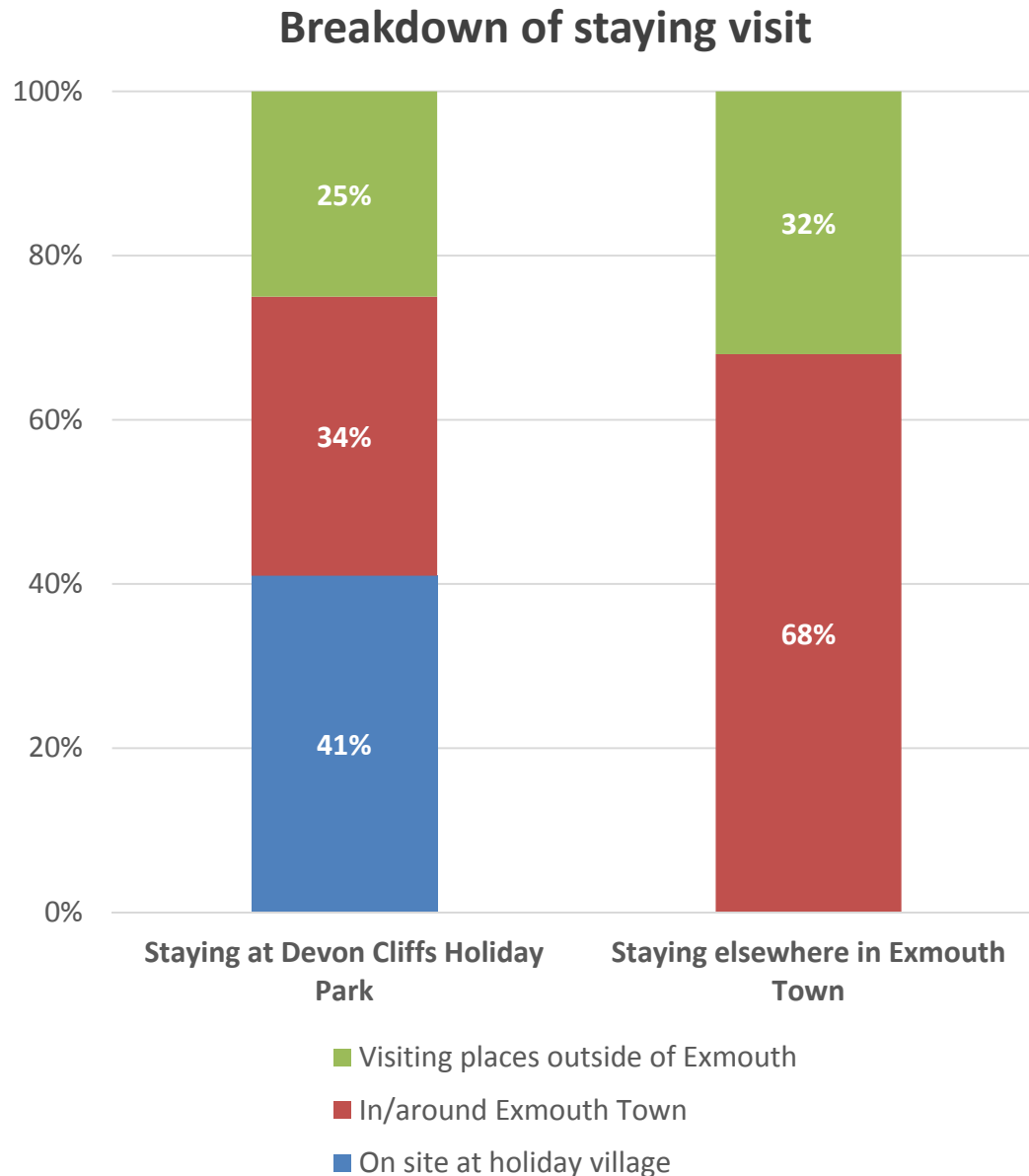
Accommodation used by analysis segment

Accommodation used by analysis segment	Serviced (Hotel/motel/B&B/guest house/pub)	Static caravan/holiday centre	Staying with friends/relatives	Self catering	Touring caravan/tent	Other	Second home	Paying guest in a private house
ADULTS ONLY	60%	12%	10%	7%	3%	4%	3%	1%
ADULTS WITH CHILDREN	12%	51%	10%	13%	8%	5%	1%	-
16-24	10%	20%	40%	-	10%	-	-	20%
25-34	8%	46%	27%	4%	8%	8%	-	-
35-44	16%	37%	21%	18%	3%	3%	-	3%
45-54	38%	24%	6%	18%	10%	2%	-	2%
55-64	47%	17%	6%	11%	4%	11%	6%	-
65+	70%	14%	7%	3%	2%	2%	3%	-
SW	45%	26%	6%	6%	6%	8%	2%	-
OTHER UK	53%	19%	10%	9%	4%	2%	2%	1%
OVERSEAS	20%	-	40%	10%	-	20%	-	10%
FIRST TIME	62%	15%	8%	9%	3%	2%	-	2%
REPEAT	43%	23%	12%	8%	5%	5%	3%	1%
JUNE	44%	17%	10%	6%	13%	4%	-	6%
JULY	50%	22%	8%	9%	4%	5%	1%	-
AUG	51%	16%	14%	9%	3%	4%	2%	-
SEPT	54%	27%	7%	5%	3%	3%	3%	-
OCT	43%	28%	11%	9%	-	2%	6%	2%
WEEKDAY	52%	20%	9%	6%	6%	4%	3%	2%
WEEKEND	42%	23%	14%	13%	1%	5%	1%	-

The largest proportion of staying visitors across all segments had used serviced accommodation, the only exceptions being adults with children, visitors aged 16-44 years and overseas visitors.

The largest proportion of adults with children, those aged 25-44 years had stayed in a static caravan/at a holiday centre, whilst the largest proportion of those visitors aged 16-24 years and overseas visitors had stayed in the home of a friend/relative during their visit to Exmouth.

Breakdown of visit – staying visitors only



In order to estimate the breakdown of staying visits to Exmouth amongst those visitors staying at Devon Cliffs Holiday Park and those staying elsewhere in Exmouth, staying visitors were asked to think about their whole stay in Exmouth and estimate approximately what proportion of their visit they estimated would be spend in the following areas (to add up to 100%):

1. On site at holiday village
2. In/around Exmouth Town
3. Visiting places outside of Exmouth

Visitors staying at Devon Cliffs estimated that they spent 41% of their entire visit at the park itself, 34% in Exmouth and 25% visiting places outside of Exmouth.

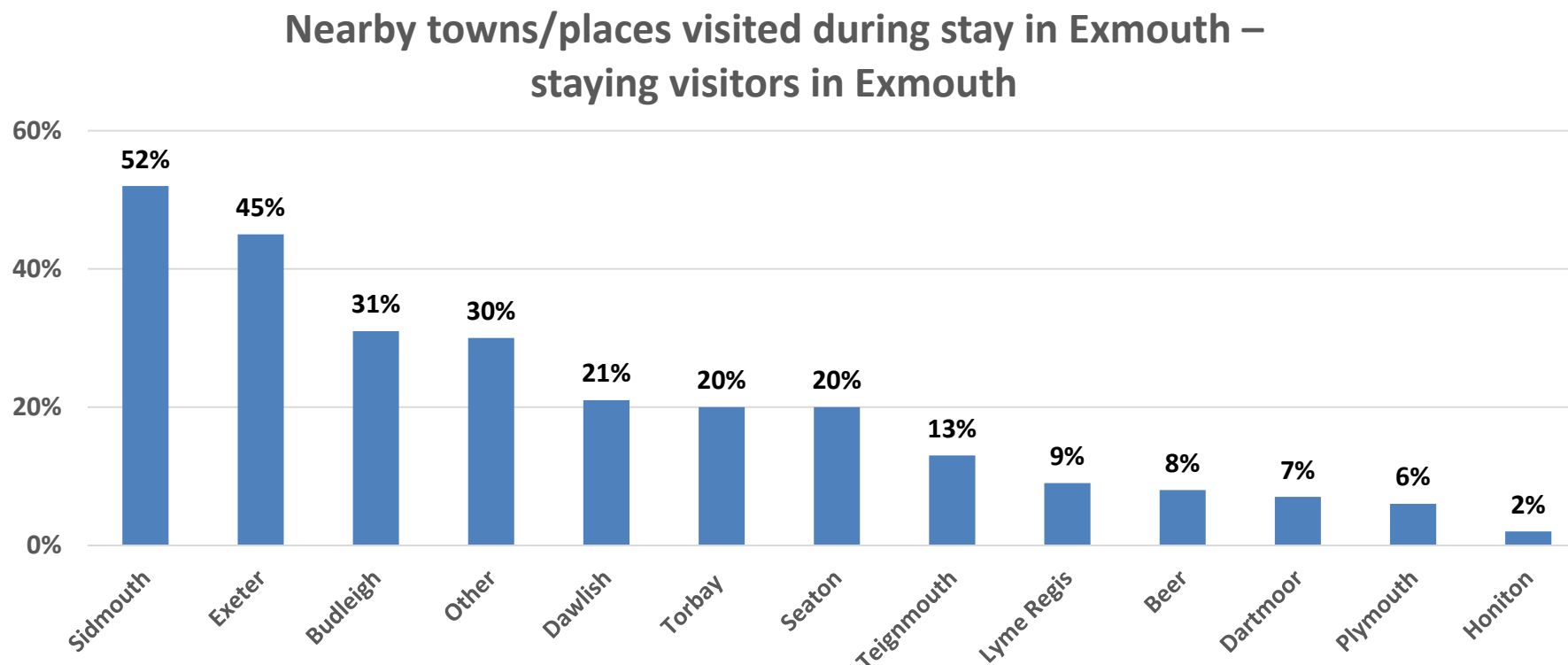
Visitors staying outside the park estimated that they spent 68% of their entire visit in/around Exmouth Town and 32% visiting places outside of the resort.

Nearby towns/places visited during stay in Exmouth – staying visitors in Exmouth only

Those visitors staying overnight in Exmouth were asked, from a pre-defined list, which nearby towns/places they had or were planning to visit during their stay. Over half (52%) had or were planning to visit Sidmouth, 45% Exeter and 31% Budleigh. 21% had/planned to visit Dawlish, 20% in each case Torbay and Seaton and 13% Teignmouth.

30% mentioned visiting another location including Bicton and Topsham.

A breakdown of the results by segment is shown overleaf. The largest proportion of staying visitors across all the segments had or planned to visit Sidmouth and/or Exeter.

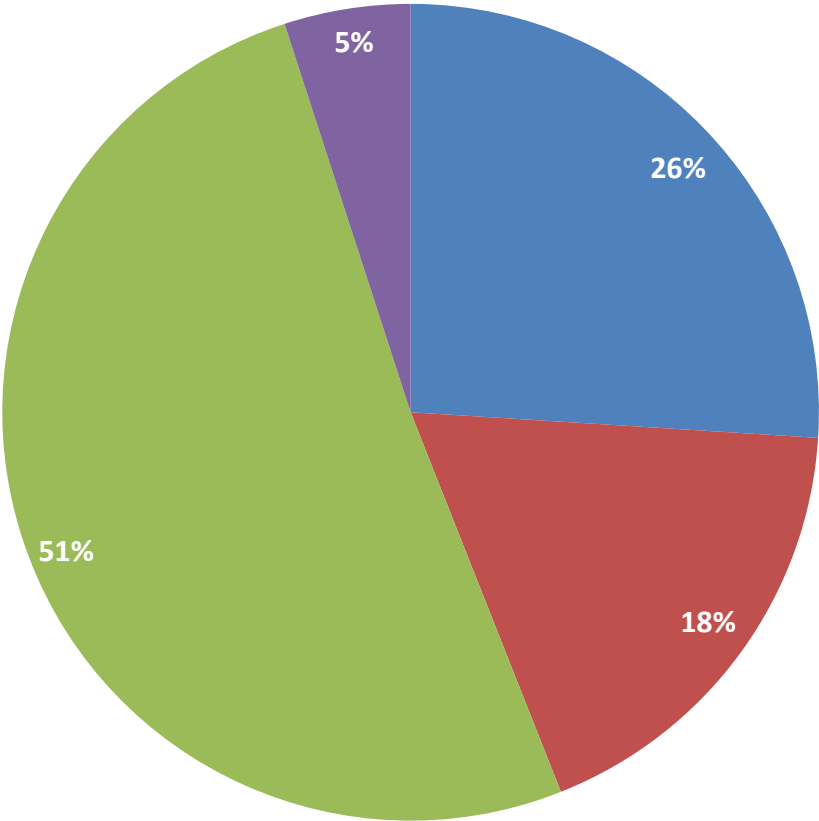


Nearby towns/places visited by analysis segment

Nearby towns/places visited by analysis segment	Sidmouth	Exeter	Budleigh	Other	Dawlish	Torbay	Seaton	Teignmouth	Lyme Regis	Beer	Dartmoor	Plymouth	Honiton	Axminster
ADULTS ONLY	55%	45%	32%	32%	21%	17%	21	15%	7%	8%	6%	6%	2%	-
ADULTS WITH CHILDREN	40%	45%	23%	19%	23%	38%	13%	6%	19%	4%	11%	11%	4%	2%
16-24	50%	67%	50%	17%	-	-	17%	-	17%	17%	17%	17%	-	-
25-34	41%	71%	41%	24%	-	35%	6%	6%	18%	6%	12%	12%	6%	6%
35-44	29%	54%	21%	18%	36%	32%	18%	11%	11%	-	7%	11%	4%	-
45-54	42%	42%	26%	23%	32%	19%	10%	6%	10%	3%	3%	6%	-	-
55-64	47%	34%	32%	29%	18%	18%	13%	16%	11%	13%	13%	8%	-	-
65+	63%	42%	32%	36%	19%	17%	26%	16%	7%	8%	6%	4%	3%	-
SW	44%	29%	35%	27%	18%	9%	13%	7%	7%	11%	7%	5%	4%	-
OTHER UK	55%	46%	30%	30%	20%	24%	21%	14%	10%	8%	5%	7%	2%	1%
OVERSEAS	33%	78%	11%	44%	22%	33%	-	11%	-	-	44%	22%	-	-
FIRST TIME	45%	50%	29%	26%	18%	28%	23%	13%	10%	10%	6%	6%	1%	-
REPEAT	55%	42%	33%	33%	21%	16%	17%	13%	9%	6%	7%	7%	3%	1%
JUNE	51%	56%	33%	26%	19%	16%	16%	5%	12%	14%	9%	9%	7%	-
JULY	52%	35%	33%	25%	22%	24%	30%	14%	8%	10%	2%	5%	3%	-
AUG	56%	42%	26%	34%	25%	26%	19%	14%	11%	5%	5%	4%	1%	1%
SEPT	52%	46%	31%	31%	25%	13%	19%	19%	8%	6%	8%	10%	-	-
OCT	47%	50%	35%	35%	9%	18%	9%	12%	6%	3%	18%	6%	-	-
WEEKDAY	54%	44%	29%	33%	23%	20%	21%	14%	9%	7%	7%	6%	2%	1%
WEEKEND	49%	45%	37%	22%	16%	19%	16%	11%	8%	8%	7%	8%	3%	-

Type of staying visit to Exmouth

Type of staying visit to Exmouth



- Main holiday of the year
- Secondary holiday of the year
- A short break
- Other

51% of staying visitors indicated that their trip to Exmouth was a short break, whilst 26% said it was their main holiday of the year.

18% said it was their secondary holiday of the year and 5% an other type of staying visit.

A breakdown of the results by segment is shown in the table overleaf.

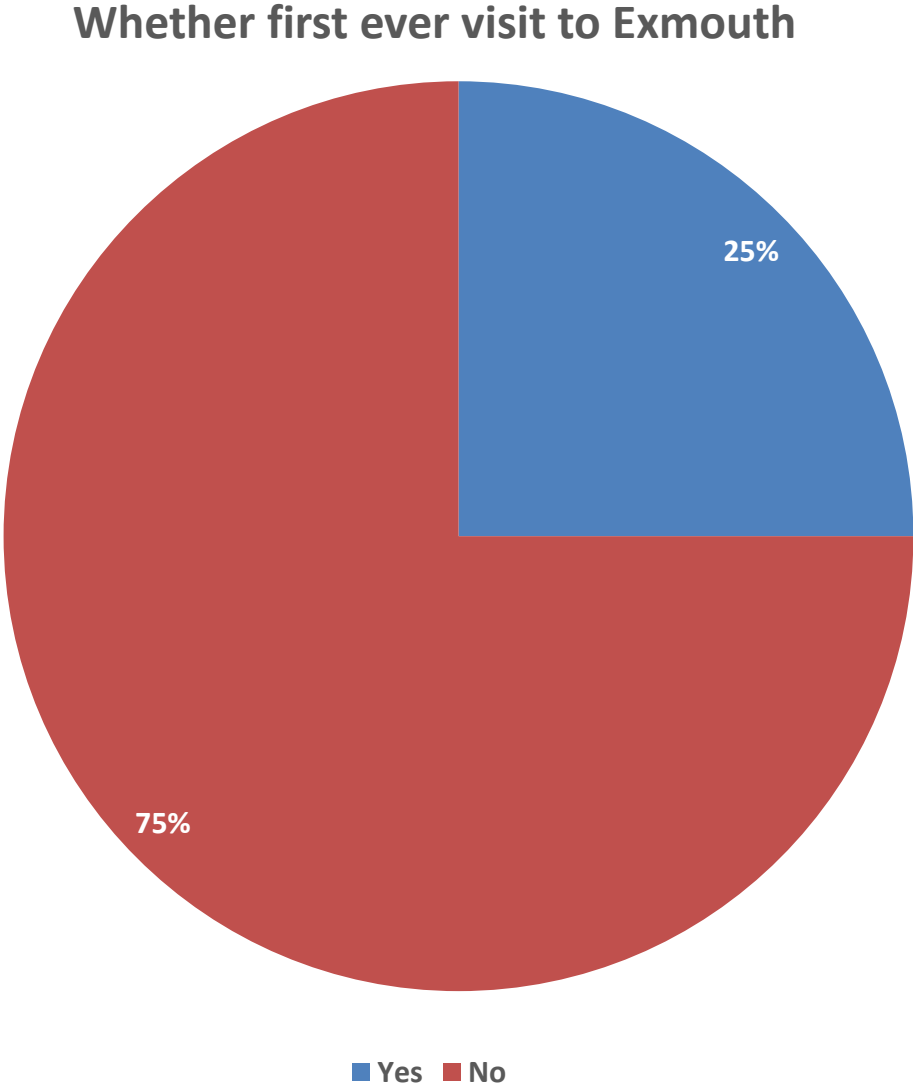
Type of staying visit to Exmouth by analysis segment

Type of staying visit to Exmouth by analysis segment	Main holiday of the year	Secondary holiday of the year	A short break	Other type of staying visit
ADULTS ONLY	19%	18%	57%	6%
ADULTS WITH CHILDREN	49%	16%	31%	4%
16-24	27%	9%	45%	18%
25-34	54%	19%	23%	4%
35-44	32%	13%	50%	5%
45-54	38%	14%	44%	4%
55-64	19%	9%	67%	6%
65+	18%	23%	53%	5%
SW	14%	14%	68%	4%
OTHER UK	28%	20%	47%	4%
OVERSEAS	70%	-	-	30%
FIRST TIME	31%	17%	48%	4%
REPEAT	24%	18%	52%	6%
JUNE	23%	15%	47%	15%
JULY	32%	19%	46%	4%
AUG	30%	14%	51%	5%
SEPT	27%	25%	44%	3%
OCT	95	17%	72%	2%
WEEKDAY	27%	22%	46%	5%
WEEKEND	23%	8%	63%	6%

The largest proportion of staying visitors across all segments were on a short break to Exmouth, the only exceptions being adults with children, visitors aged 25-34 years and overseas visitors.

The largest proportion of adults with children, visitors aged 25-34 years and overseas visitors were on their main holiday of the year to Exmouth.

Whether first ever visit to Exmouth



Three quarters of visitors were on a repeat visit to Exmouth.

A breakdown of the results by segment is shown in the table overleaf.

Whether first ever visit to Exmouth by analysis segment

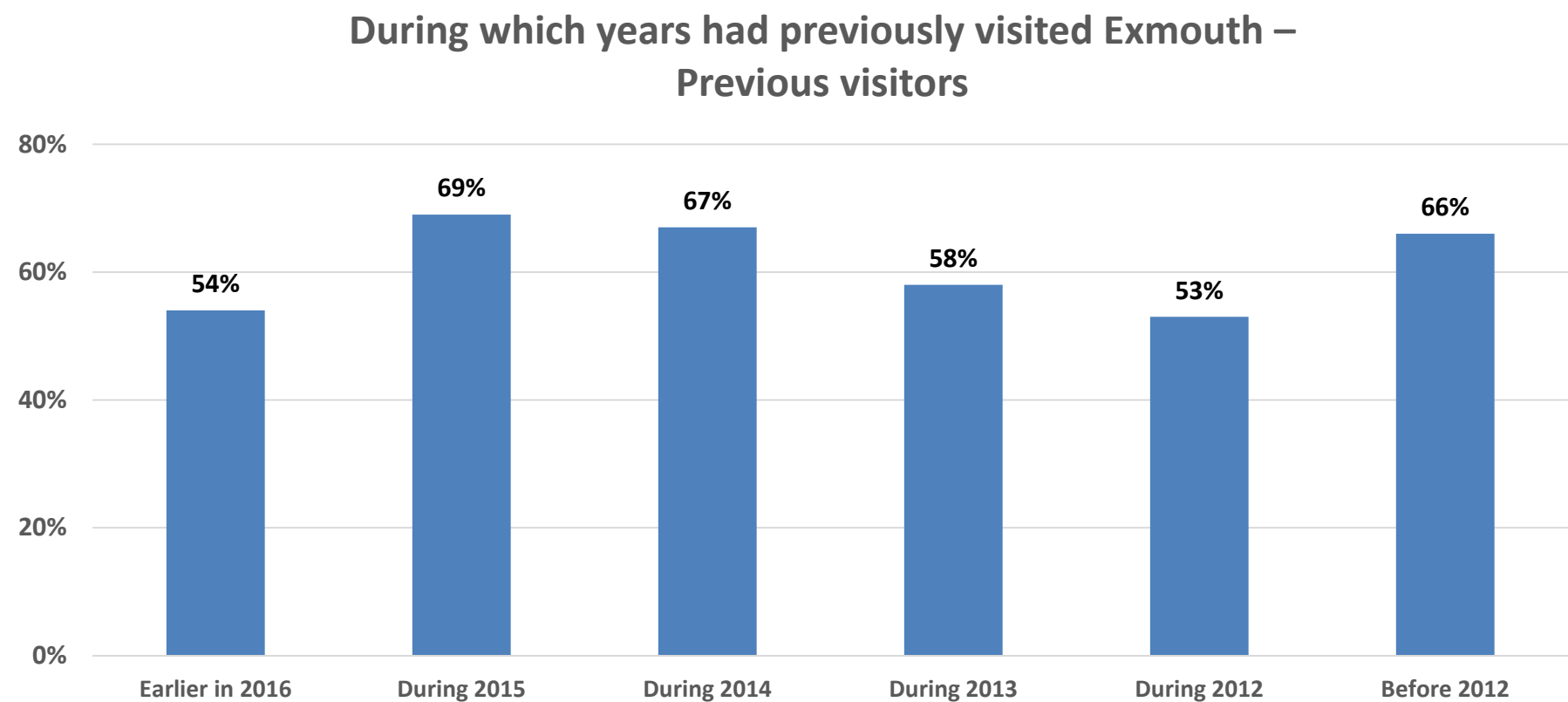
Whether first ever visit to Exmouth by analysis segment	Yes	No
DAY	7%	93%
STAY OUTSIDE	37%	63%
STAY EXMOUTH	31%	69%
ADULTS ONLY	25%	75%
ADULTS WITH CHILDREN	23%	77%
16-24	25%	75%
25-34	32%	68%
35-44	24%	76%
45-54	30%	70%
55-64	31%	69%
65+	17%	83%
SW	10%	90%
OTHER UK	36%	64%
OVERSEAS	67%	33%
JUNE	26%	74%
JULY	29%	71%
AUG	27%	73%
SEPT	24%	77%
OCT	16%	84%
WEEKDAY	25%	75%
WEEKEND	25%	75%

The largest proportion of visitors across all segments were on a repeat visit to Exmouth, the only exception being overseas visitors, 67% of whom were on their first ever visit to Exmouth.

During which years had previously visited Exmouth – repeat visitors only

69% of repeat visitors had previously visited the resort during 2015, 67% during 2014 and 66% before 2012. 58% had previously visited Exmouth during 2013, 54% earlier in 2016 and 53% during 2012. This was a multiple choice question where respondents could tick all the previous years when they had visited the resort.

A breakdown of the results by segment is shown in the table overleaf.



During which years had previously visited Exmouth by analysis segment

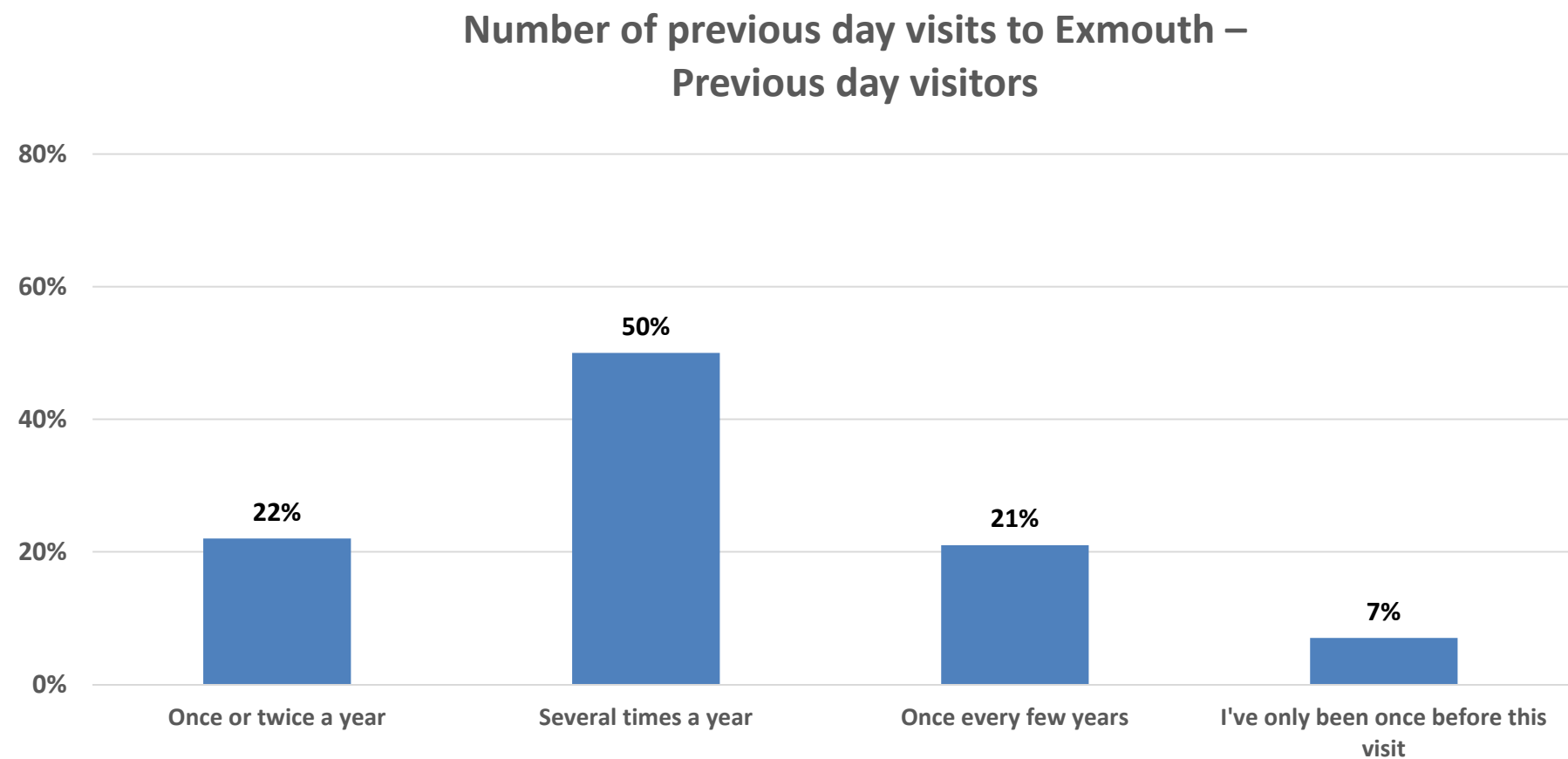
Previous visits to Exmouth by analysis segment	Earlier in 2016	During 2015	During 2014	During 2013	During 2012	Before 2012
DAY	79%	85%	84%	77%	70%	70%
STAY OUTSIDE	38%	59%	60%	49%	43%	62%
STAY EXMOUTH	36%	56%	52%	42%	39%	62%
ADULTS ONLY	54%	67%	66%	58%	52%	65%
ADULTS WITH CHILDREN	55%	73%	73%	60%	54%	65%
16-24	85%	79%	72%	67%	64%	62%
25-34	62%	72%	66%	60%	50%	59%
35-44	58%	73%	75%	61%	53%	62%
45-54	47%	63%	62%	52%	46%	60%
55-64	55%	78%	73%	64%	60%	65%
65+	50%	64%	65%	57%	52%	70%
SW	69%	80%	79%	71%	65%	70%
OTHER UK	38%	56%	53%	43%	39%	63%
OVERSEAS	14%	29%	29%	43%	14%	57%
JUNE	46%	64%	57%	50%	41%	63%
JULY	49%	73%	65%	56%	50%	60%
AUG	59%	67%	69%	59%	57%	66%
SEPT	50%	66%	66%	57%	51%	68%
OCT	65%	75%	78%	69%	62%	72%
WEEKDAY	52%	67%	66%	56%	52%	65%
WEEKEND	59%	74%	70%	63%	56%	66%

The largest proportion of visitors across the majority of segments had previously visited Exmouth during 2015. The largest proportion of visitors staying outside of Exmouth and staying visitors in Exmouth had previously visited the resort before 2012, as was also the case for those aged 65+ years, other UK and overseas residents and those visiting during September. The largest proportion of those aged 35-44 years and those visiting during August and October had previously visited during 2014. The largest proportion of 16-24 years olds had previously visited earlier in 2016.

Number of day visits to Exmouth – repeat day visitors only

Half of all repeat day visitors to Exmouth had visited the resort several times a year. 22% visited Exmouth once or twice a year and a similar proportion (21%) once every few years. 7% had only been once before.

A breakdown of the results by segment is shown in the table overleaf.

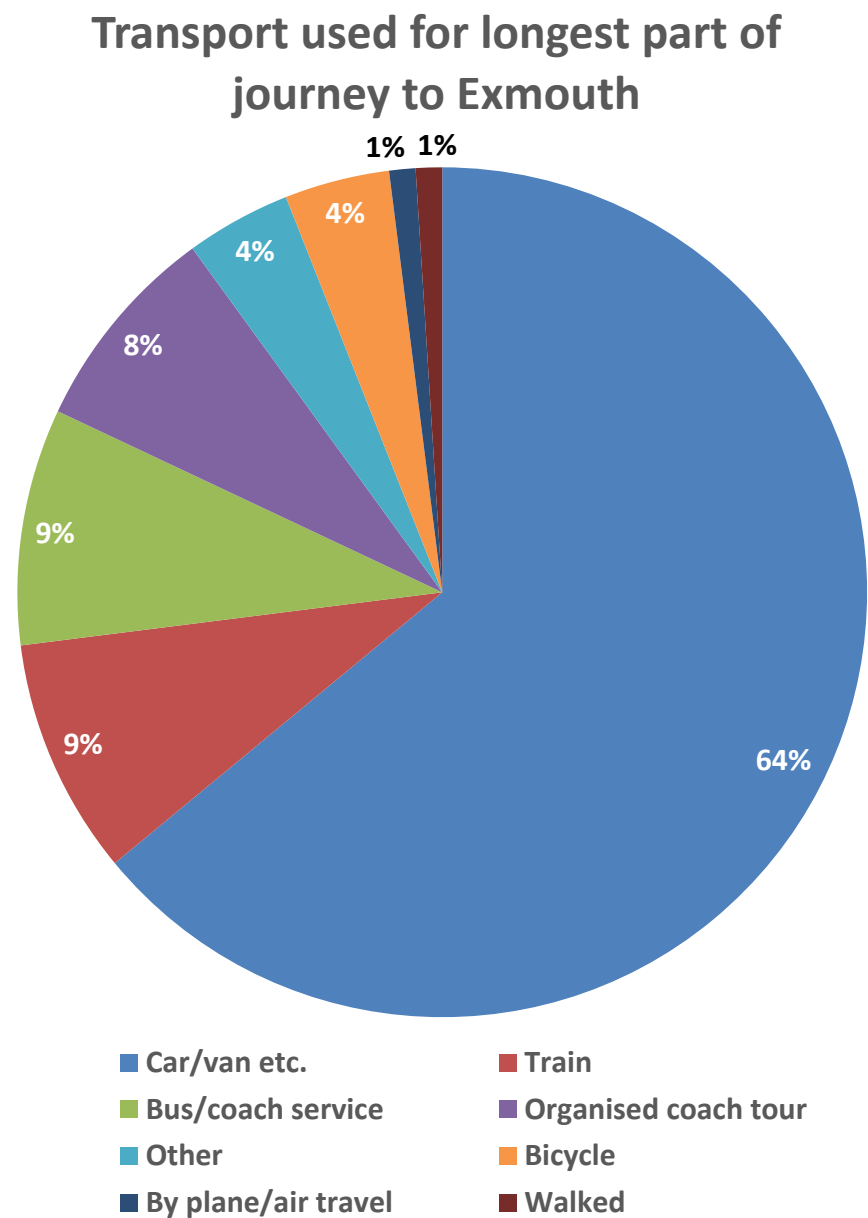


Number of previous day visits to Exmouth by analysis segment

Number of previous day visits to Exmouth by analysis segment	Once or twice a year	Several times a year	Once every few years	I've only been once before this visit
DAY	17%	68%	13%	3%
STAY OUTSIDE	30%	19%	36%	15%
ADULTS ONLY	23%	48%	21%	8%
ADULTS WITH CHILDREN	16%	55%	24%	6%
16-24	13%	81%	6%	-
25-34	17%	59%	20%	5%
35-44	16%	53%	25%	6%
45-54	31%	40%	19%	10%
55-64	20%	48%	26%	6%
65+	25%	46%	20%	9%
SW	18%	64%	16%	3%
OTHER UK	29%	21%	32%	19%
OVERSEAS	22%	-	33%	44%
JUNE	25%	46%	22%	7%
JULY	27%	45%	21%	7%
AUG	18%	53%	23%	6%
SEPT	21%	42%	25%	11%
OCT	18%	64%	14%	4%
WEEKDAY	23%	47%	22%	8%
WEEKEND	19%	56%	19%	6%

The largest proportion of day visitors across the majority of segments had visited several times a year. The largest proportion of staying visitors outside of Exmouth and other UK residents had visited once every few years. The largest proportion of overseas visitors had only visited once before.

Transport used for longest part of journey to Exmouth



Visitors were asked what main form of transport they had used for the longest part of their journey to Exmouth on the day they visited/were interviewed. 64% had travelled by car, van etc.

9% of visitors in each case had travelled to the resort by bus/coach service or train whilst 8% had arrived on an organised coach tour.

4% had used an other form of transport including ferry and campervan/motorhome.

A breakdown of the results by segment is shown in the table overleaf. The largest proportion of visitors across all segments had travelled to Exmouth by car/van etc.

Transport used for longest part of journey to Exmouth by analysis segment

Transport used by analysis segment	Car/van etc.	Train	Bus/coach service	Organised coach tour	Other	Bicycle	By plane/air travel	Walked
DAY	61%	12%	17%	1%	2%	8%	-	-
STAY OUTSIDE	68%	9%	6%	3%	8%	4%	-	1%
STAY EXMOUTH	64%	7%	5%	18%	3%	1%	2%	-
ADULTS ONLY	60%	9%	11%	9%	5%	4%	1%	1%
ADULTS WITH CHILDREN	80%	9%	3%	2%	3%	2%	-	
16-24	57%	22%	6%	2%	2%	8%	2%	2%
25-34	71%	13%	1%	1%	3%	9%	1%	1%
35-44	71%	13%	1%	1%	3%	9%	1%	1%
45-54	74%	7%	1%	4%	6%	5%	3%	-
55-64	65%	10%	7%	5%	9%	4%	-	1%
65+	58%	6%	16%	15%	3%	1%	1%	1%
SW	65%	9%	14%	1%	4%	6%	-	-
OTHER UK	64%	9%	5%	15%	4%	1%	1%	1%
OVERSEAS	56%	9%	7%	4%	9%	4%	9%	2%
FIRST TIME	57%	11%	7%	13%	7%	4%	1%	1%
REPEAT	67%	9%	10%	6%	4%	4%	1%	-
JUNE	63%	11%	11%	7%	4%	1%	2%	1%
JULY	64%	8%	10%	10%	3%	5%	-	-
AUG	61%	10%	10%	8%	4%	5%	1%	-
SEPT	65%	12%	7%	6%	6%	3%	1%	1%
OCT	70%	5%	9%	6%	5%	3%	1%	1%
WEEKDAY	61%	10%	9%	9%	5%	3%	1%	1%
WEEKEND	71%	8%	9%	4%	2%	5%	-	-

Exmouth Visitor Survey 2016

Information Sourcing



Information sourcing snapshot

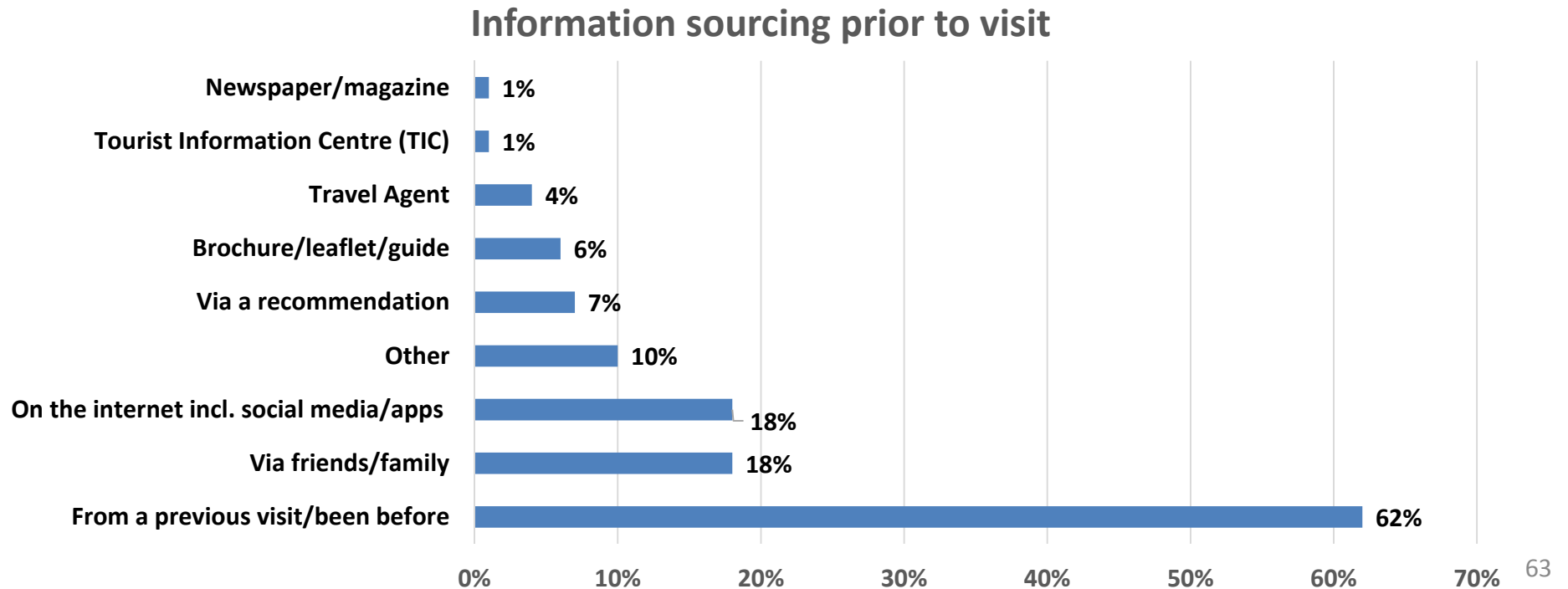
- At 62%, relying on information gained from a previous visit to Exmouth, was the most commonly used information source amongst visitors prior to their actual trip to the resort. This was followed by 18% of visitors who had obtained their information from friends/family.
- When asked where they obtained any local information during their visit to Exmouth, the largest proportions of visitors had sourced information from a previous visit (42%). 30% had not sourced any local information during their visit to the resort.
- When asked, unprompted, which information they find most useful to access whilst on holiday, 44% of all visitors indicated that they did not access information whilst on holiday/a day trip. 26% mentioned 'things to do' information, 21% in each case mentioned 'where to go' type information and 'eating out' information.
- When asked how easy they found it to access the information they needed during their visit to Exmouth, 78% of visitors said it had been 'easy' (55%) or 'very easy' (23%) to do so.
- Visitors were asked whether they 'checked-in' on social media sites, uploaded photos and/or posted online reviews during a visit or when they returned home. The most popular activities were 'checking in' on social media sites with 31% of all visitors to Exmouth indicating that they did this either during their visit (23%) or when they returned home (8%). This was followed closely by uploading photos with 30% of visitors indicating that they did this either during their visit (19%) or when they returned home (11%). 17% of visitors said they posted online reviews either during their visit (7%) or when they returned home (10%).

Information sourcing prior to visit

When asked where they obtained their information about visiting Exmouth prior to their actual visit, the majority of visitors (62%) had visited before/relied on their knowledge from a previous visit. 18% in each case obtained their information from friends/family or sourced it on the internet.

10% of visitors had used an other information source including maps and information from their tour company.

The results by segment are shown in the table overleaf. The largest proportion of visitors across all segments had visited before/relied on their knowledge from a previous visit to the resort when sourcing information prior to their visit with the only exceptions being overseas and first time visitors to Exmouth. The largest proportion of overseas visitors sourced their information from their family/friends and the largest proportion of first time visitors sourced their information about visiting Exmouth on the internet.



Information sourcing prior to visit by analysis segment

Information sourcing prior to visit by analysis segment	From a previous visit/been before	Via friends/ family	On the internet	Other	Via a recommendation	Brochure/ leaflet/guide	Travel Agent	Tourist Information Centre (TIC)	Newspaper/ magazine
DAY	88%	7%	8%	3%	2%	2%	-	1%	-
STAY OUTSIDE	51%	28%	13%	16%	11%	6%	1%	2%	1%
STAY EXMOUTH	48%	20%	32%	11%	7%	10%	10%	1%	3%
ADULTS ONLY	62%	17%	16%	10%	7%	6%	5%	2%	1%
ADULTS WITH CHILDREN	65%	22%	25%	7%	6%	5%	-	1%	1%
16-24	61%	27%	22%	4%	12%	-	2%	-	-
25-34	60%	28%	21%	5%	10%	4%	1%	2%	-
35-44	62%	28%	21%	5%	10%	4%	1%	2%	-
45-54	55%	23%	26%	15%	7%	7%	2%	-	1%
55-64	59%	18%	19%	9%	6%	5%	3%	1%	1%
65+	68%	10%	13%	11%	4%	8%	7%	2%	3%
SW	84%	10%	12%	6%	4%	2%	1%	1%	1%
OTHER UK	46%	20%	24%	15%	7%	10%	7%	2%	2%
OVERSEAS	18%	67%	16%	7%	24%	4%	2%	2%	-
FIRST TIME	5%	31%	32%	22%	16%	12%	4%	2%	2%
REPEAT	81%	14%	13%	6%	4%	4%	4%	1%	1%
JUNE	60%	17%	22%	12%	8%	9%	1%	1%	1%
JULY	59%	19%	15%	12%	6%	5%	4%	1%	2%
AUG	60%	19%	18%	9%	7%	4%	4%	1%	1%
SEPT	65%	16%	18%	11%	7%	9%	4%	3%	1%
OCT	71%	20%	20%	3%	4%	3%	4%	-	2%
WEEKDAY	62%	16%	18%	11%	7%	7%	4%	1%	1%
WEEKEND	63%	24%	19%	7%	6%	3%	2%	1%	2%

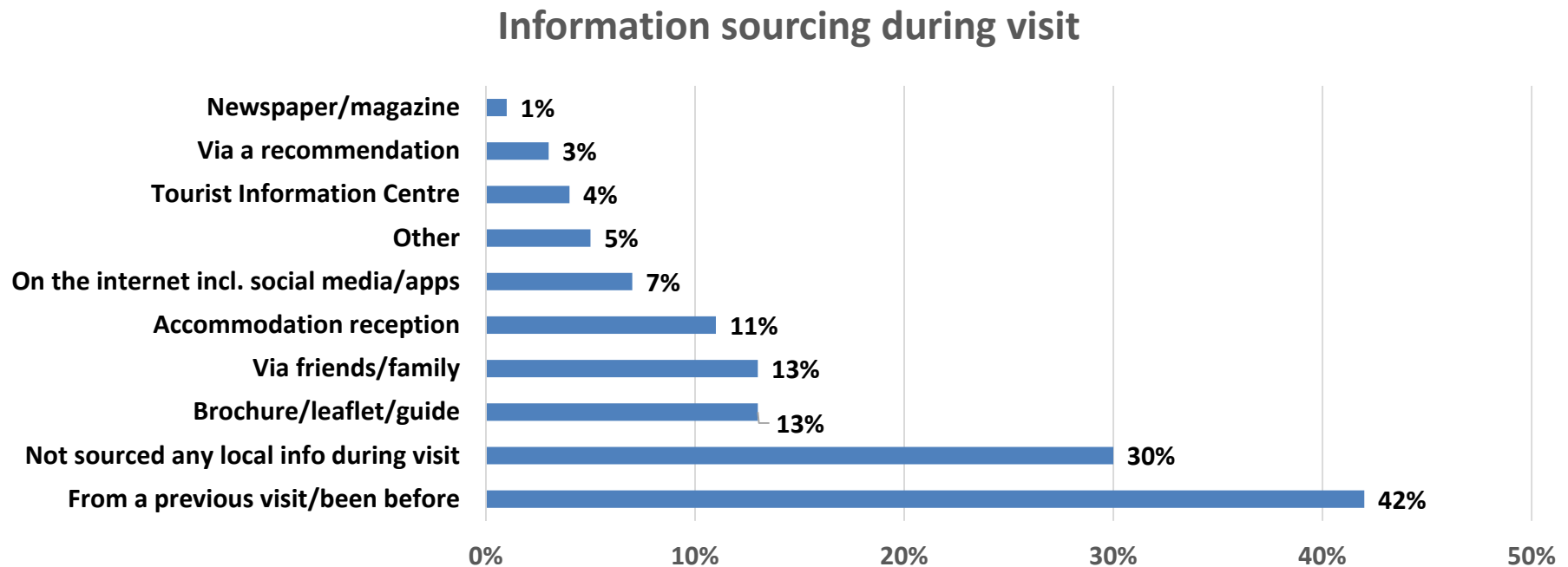
Information sourcing during visit

When asked where they obtained any local information during their visit to Exmouth, the largest proportions of visitors had sourced information from a previous visit (42%). 30% had not sourced any local information during their visit to the resort.

13% in each case had sourced information from a brochure/leaflet/guide (more than double the proportion who had used these prior to their visit – 6%) or from their friends/family. 11% had collected information from their accommodation reception and 7% had sourced information over the internet during their visit.

5% of visitors had used an other information source during their visit including their coach/tour guide and signage.

The results by segment are shown in the table overleaf. In contrast to all other segments, 62% of overseas visitors relied on information sourced from friends/family.

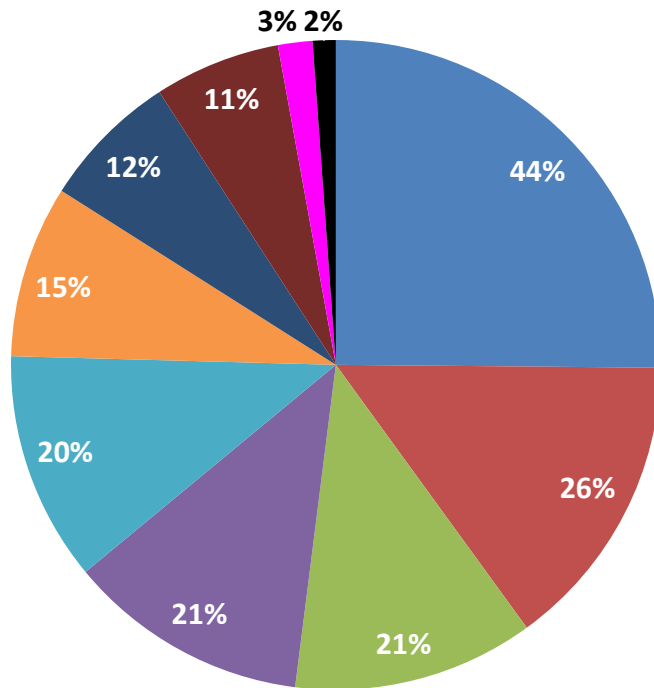


Information sourcing during visit by analysis segment

Information sourcing during visit by analysis segment	From a previous visit/been before	Not sourced any local info during visit	Brochure/ leaflet/ guide	Via friends/ family	Accommodation reception	On the internet	Other	Tourist Information Centre (TIC)	Via a recommendation	Newspaper /magazine	Travel Agent
DAY	58%	42%	1%	3%	-	1%	2%	1%	-	-	-
STAY OUTSIDE	30%	35%	7%	19%	4%	6%	6%	2%	5%	1%	-
STAY EXMOUTH	37%	15%	28%	16%	28%	13%	8%	8%	3%	1%	1%
ADULTS ONLY	45%	27%	11%	13%	11%	5%	6%	4%	3%	1%	-
ADULTS WITH CHILDREN	31%	41%	21%	10%	14%	11%	5%	1%	2%	-	-
16-24	40%	38%	2%	21%	-	12%	2%	2%	4%	4%	-
25-34	36%	36%	13%	18%	13%	8%	7%	1%	5%	-	-
35-44	29%	42%	16%	14%	9%	10%	2%	2%	4%	1%	-
45-54	33%	37%	13%	14%	11%	5%	7%	2%	3%	-	1%
55-64	43%	29%	13%	11%	11%	6%	6%	4%	2%	1%	-
65+	51%	22%	14%	9%	14%	5%	6%	5%	2%	1%	1%
SW	53%	39%	6%	5%	4%	4%	3%	2%	1%	1%	-
OTHER UK	33%	25%	22%	12%	19%	9%	8%	4%	4%	-	1%
OVERSEAS	16%	11%	7%	62%	2%	7%	4%	7%	9%	-	-
FIRST TIME	6%	26%	22%	20%	21%	10%	9%	7%	7%	1%	-
REPEAT	54%	32%	10%	10%	8%	5%	4%	3%	1%	1%	1%
JUNE	43%	20%	17%	14%	13%	9%	4%	3%	4%	1%	-
JULY	48%	27%	12%	11%	12%	7%	6%	3%	4%	1%	1%
AUG	39%	31%	13%	13%	10%	7%	7%	4%	3%	1%	1%
SEPT	33%	37%	13%	10%	11%	4%	7%	6%	1%	-	-
OCT	48%	35%	11%	15%	11%	6%	1%	1%	4%	1%	-
WEEKDAY	43%	30%	14%	12%	12%	6%	7%	4%	3%	1%	-
WEEKEND	38%	32%	11%	14%	10%	8%	2%	2%	3%	1%	-

Information accessed whilst on holiday/a day trip

Information accessed on holiday/a day trip



- Do not access info whilst on holiday/a day trip
- Things to do
- Where to go
- Eating out
- Maps
- Attractions
- Events
- Other
- Accommodation booking
- Offers

When asked, unprompted, which information they find most useful to access whilst on holiday, 44% of all visitors indicated that they did not access information whilst on holiday/a day trip.

26% mentioned 'things to do' information, 21% in each case mentioned 'where to go' type information and 'eating out' information. 20% found it most useful to access maps, 15% attractions information and 12% events type information.

11% mentioned other information they found most useful to access whilst on holiday including information on boat trips, ferry times and bus/public transport timetables.

A breakdown of the results by segment is shown in the table overleaf.

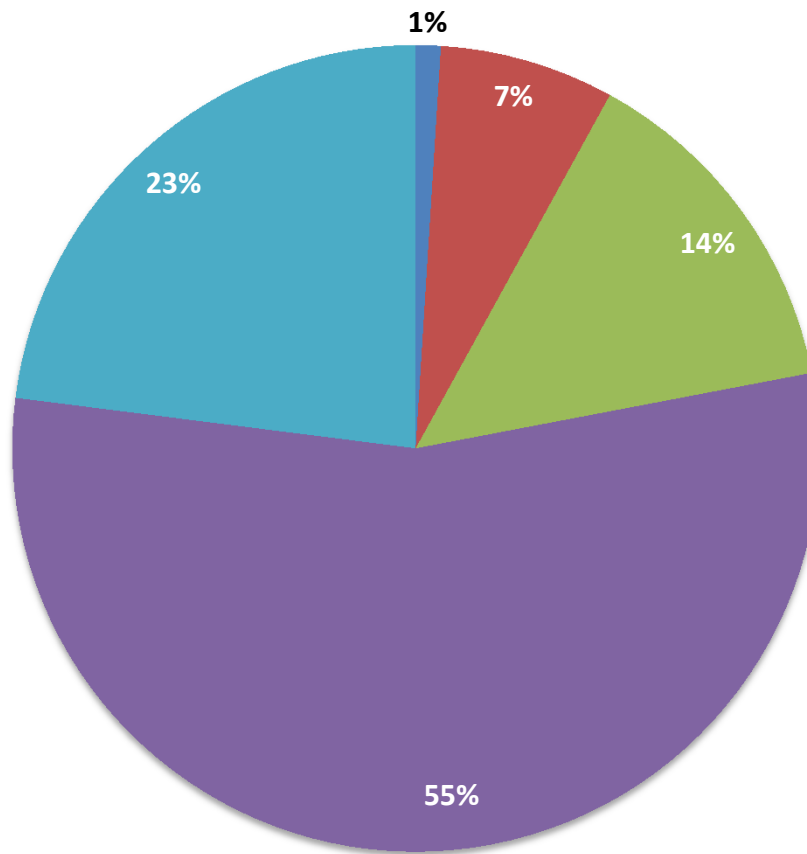
The largest proportion of visitors across all segments did not access information whilst on holiday/a day trip with the only exceptions being overseas visitors, first time visitors and visitors during the month of June. These visitors found things to do type information most useful to them.

Information accessed during a holiday/day visit by analysis segment

Information found most useful to access whilst on holiday/a day trip by analysis segment	Do not access info whilst on holiday/a day trip	Things to do	Where to go	Eating out	Maps	Attractions	Events	Other	Accommodation booking	Offers
DAY	63%	14%	10%	16%	12%	8%	10%	6%	2%	2%
STAY OUTSIDE	40%	30%	24%	24%	23%	17%	11%	13%	3%	1%
STAY EXMOUTH	31%	34%	28%	23%	24%	19%	14%	12%	3%	3%
ADULTS ONLY	46%	26%	21%	20%	21%	12%	11%	12%	3%	2%
ADULTS WITH CHILDREN	39%	33%	22%	23%	16%	25%	14%	7%	2%	2%
16-24	48%	28%	20%	32%	14%	8%	10%	4%	2%	2%
25-34	34%	33%	27%	29%	17%	27%	17%	11%	1%	
35-44	37%	33%	20%	23%	16%	20%	13%	9%	2%	2%
45-54	42%	27%	22%	24%	21%	16%	10%	14%	6%	3%
55-64	43%	29%	23%	24%	25%	18%	18%	7%	3%	1%
65+	51%	21%	19%	15%	19%	9%	8%	11%	1%	2%
SW	55%	18%	12%	17%	15%	10%	12%	9%	2%	1%
OTHER UK	35%	31%	28%	23%	22%	20%	13%	10%	2%	2%
OVERSEAS	33%	47%	40%	36%	38%	16%	4%	9%	7%	-
FIRST TIME	26%	41%	35%	32%	27%	22%	11%	12%	4%	1%
REPEAT	51%	21%	17%	18%	17%	13%	13%	10%	2%	2%
JUNE	35%	38%	35%	23%	26%	19%	6%	8%	1%	1%
JULY	39%	30%	24%	29%	18%	18%	14%	11%	7%	2%
AUG	44%	27%	17%	20%	20%	17%	13%	11%	1%	2%
SEPT	49%	21%	23%	15%	21%	11%	14%	12%	2%	2%
OCT	55%	15%	11%	18%	15%	9%	11%	11%	1%	3%
WEEKDAY	44%	26%	21%	21%	20%	14%	11%	12%	3%	2%
WEEKEND	45%	27%	22%	21%	19%	17%	15%	8%	2%	2%

Ease of obtaining information during visit to Exmouth

Ease of obtaining information during visit to Exmouth



■ Very difficult ■ Difficult ■ Neither difficult nor easy ■ Easy ■ Very easy

When asked how easy they found it to access the information they needed during their visit to Exmouth, 78% of visitors said it had been 'easy' (55%) or 'very easy' (23%) to do so.

14% said it had been 'neither difficult nor easy' to obtain the information they needed, whilst just 8% said it had been 'difficult' (7%) or 'very difficult' (1%) to do so.

There was little variation in the results according to analysis segment.

Other use of the internet

Visitors were asked whether they 'checked-in' on social media sites, uploaded photos and/or posted online reviews during a visit or when they returned home.

As the table overleaf illustrates, the most popular activities were 'checking in' on social media sites with 31% of all visitors to Exmouth indicating that they did this either during their visit (23%) or when they returned home (8%). This was followed closely by uploading photos with 30% of visitors indicating that they did this either during their visit (19%) or when they returned home (11%). 17% of visitors said they posted online reviews either during their visit (7%) or when they returned home (10%).

Staying visitors, those visiting with children, younger visitors (16-34 years), overseas visitors, first time visitors and weekend visitors were typically the most likely to be using the internet for each of these activities.

Other use of the internet

Other use of the internet by analysis segment	'Check in' on social media sites			Upload photos			Post online reviews		
	Yes, during visit	Yes, when return home	No	Yes, during visit	Yes, when return home	No	Yes, during visit	Yes, when return home	No
ALL	23%	8%	69%	19%	11%	70%	7%	10%	83%
DAY	17%	10%	74%	15%	13%	72%	4%	10%	86%
STAY OUTSIDE	22%	8%	70%	18%	11%	71%	9%	9%	82%
STAY EXMOUTH	29%	7%	63%	24%	10%	67%	9%	10%	81%
ADULTS ONLY	19%	7%	75%	14%	9%	77%	6%	8%	86%
ADULTS WITH CHILDREN	38%	15%	48%	36%	19%	45%	12%	17%	72%
16-24	43%	12%	47%	38%	13%	48%	16%	4%	82%
25-34	35%	14%	51%	37%	25%	39%	5%	14%	81%
35-44	34%	14%	52%	35%	18%	48%	11%	15%	74%
45-54	34%	8%	58%	30%	10%	61%	19%	10%	71%
55-64	23%	8%	69%	12%	10%	77%	5%	12%	84%
65+	10%	5%	86%	6%	6%	87%	2%	6%	92%
SW	21%	10%	69%	19%	12%	70%	6%	10%	83%
OTHER UK	25%	6%	69%	20%	9%	71%	8%	10%	82%
OVERSEAS	20%	13%	67%	20%	16%	64%	9%	9%	82%
FIRST TIME	28%	9%	63%	23%	12%	65%	9%	10%	82%
REPEAT	21%	8%	71%	18%	11%	71%	7%	10%	83%
JUNE	23%	2%	75%	15%	7%	77%	7%	10%	83%
JULY	24%	7%	69%	22%	9%	70%	9%	6%	85%
AUG	26%	7%	67%	22%	14%	65%	8%	13%	79%
SEPT	21%	15%	65%	18%	13%	69%	8%	13%	80%
OCT	17%	9%	73%	14%	11%	75%	7%	8%	86%
WEEKDAY	22%	8%	71%	19%	9%	72%	7%	10%	83%
WEEKEND	27%	10%	63%	20%	16%	65%	7%	10%	83%

Exmouth Visitor Survey 2016

Activities Undertaken, Types of Attractions/Places of Interest Visited & the Exe Estuary Trail



Activities undertaken, types of attractions/places of interest visited & the Exe Estuary Trail snapshot

- The top five activities that visitors to Exmouth had or were intending to take part in were; Eating and drinking (86%); Going for a short walk of up to 2 miles (60%); Going shopping (59%); Spending half a day or more on the beach (55%), and Going for a long walk of more than 2 miles (34%).
- In terms of the activities which visitors said were their main reason for choosing to visit Exmouth, 17% of visitors said spending half a day or more on the beach, whilst 15% said it was to go for a long walk of more than 2 miles, 12% to go for a short walk (up to 2 miles) and 10% to go for a drink/eat out in the resort.
- The most popular attractions/places of interest visitors to Exmouth had or were intending to visit in the resort were; Beaches (80%); Cafes (71%); Shops (64%); Harbour/marina (52%) and Restaurants (40%).
- The most popular places visitors to Exmouth had visited or were intending to visit in the resort were; Beach/seafront (94%); Town centre/The Strand (77%) and Exmouth Marina (54%).
- The most sought after attributes of a destination which visitors look for when choosing where to visit are; Rest and relaxation (68%); A natural coastal experience (65%); Quality food & drink (63%); Nature & countryside (58%) and Peace & quiet (53%).
- The least sought after attributes were; Nightlife and evening Entertainment (11%); Health and wellbeing activities (13%) and Adventure activities (17%).
- 52% of visitors were aware of the Exe Estuary Trail. 31% had used it and this rose to 49% who said they would be likely to use it in the future.

Activity taking

Visitors to Exmouth were asked (from a prompted list) to indicate which types of activities they had or were intending to take part in during their visit to the resort. The results are shown in the table on the page to follow.

The top five activities they had or were intending to take part in were:

- 86% - Eating and drinking (main reason for visit for 10% of all visitors)
- 60% - Going for a short walk of up to 2 miles (main reason for visit for 12% of all visitors)
- 59% - Going shopping (main reason for visit for 5% of all visitors)
- 55% - Spending half a day or more on the beach (main reason for visit for 17% of all visitors)
- 34% - Going for a long walk of more than 2 miles (main reason for visit for 15% of all visitors)

5% of visitors to Exmouth had or were intending to visit a festival/event during their visit to the resort including the kite festival and dinosaur hunt/trail.

1% of visitors to Exmouth had or were intending to take part in an other outdoor sport/pursuit during their visit to the resort including football.

28% of visitors to Exmouth had or were intending to take part in an 'other' activity during their visit to the resort including general sightseeing.

There was little variation in the results by analysis segment which are shown on pages 75, 76 & 77. Due to the number of segments and activities analysed the results are split over three separate tables for ease of interpretation.

Activity taking

Activities	All visitors	% for whom the activity was the main reason for their visit
Spending half day or more on beach	55%	17%
Swimming in the sea	14%	<1%
Visiting the cinema	4%	<1%
Shopping	59%	5%
Eating & drinking	86%	10%
Visiting festivals and/or events	5%	1%
Short walk - up to 2 miles	60%	12%
Long walk - more than 2 miles	34%	15%
Arts/cultural activities	2%	1%
Cycling	8%	5%
Visit a spa/wellbeing centre	1%	<1%
Sailing/yachting/boating	15%	3%
Other water sports - kayaking/windsurfing/kite surfing/paddle boarding/jet skiing/snorkelling	2%	<1%
Swimming (pool)	7%	<1%
Fishing	4%	1%
Other outdoor sport/pursuit	1%	<1%
Golf	1%	1%
Other	28%	25%

Activity taking by analysis segment	DAY		STAY OUTSIDE		STAY EXMOUTH		ADULTS ONLY		ADULTS WITH CHILDREN		16-24		25-34		35-44	
	Taking part	Main reason for visit	Taking part	Main reason for visit	Taking part	Main reason for visit	Taking part	Main reason for visit	Taking part	Main reason for visit	Taking part	Main reason for visit	Taking part	Main reason for visit	Taking part	Main reason for visit
Spending half day or more on beach	47%	16%	56%	15%	63%	18%	49%	9%	79%	44%	27%	13%	41%	20%	49%	22%
Swimming in the sea	8%	1%	13%	0%	20%	<1%	7%	<1%	40%	0%	8%	0%	17%	1%	23%	0%
Visiting the cinema	2%	<1%	5%	0%	5%	0%	3%	0%	6%	<1%	2%	0%	2%	1%	2%	0%
Shopping	43%	6%	57%	5%	76%	3%	59%	5%	58%	2%	27%	1%	37%	2%	34%	1%
Eating & drinking	79%	9%	88%	7%	91%	12%	86%	11%	86%	3%	46%	7%	56%	7%	61%	3%
Visiting festivals and/or events	3%	1%	4%	0%	8%	3%	4%	1%	9%	2%	3%	0%	2%	0%	7%	1%
Short walk - up to 2 miles	47%	11%	55%	12%	76%	12%	60%	13%	61%	6%	40%	10%	38%	7%	35%	5%
Long walk - more than 2 miles	28%	16%	37%	15%	37%	13%	36%	17%	26%	6%	13%	7%	19%	6%	22%	6%
Arts/cultural activities	1%	1%	2%	0%	4%	1%	2%	1%	2%	0%	1%	0%	1%	0%	1%	0%
Cycling	9%	8%	8%	5%	8%	1%	8%	5%	10%	4%	5%	4%	5%	2%	12%	6%
Visit a spa/wellbeing centre	1%	1%	0%	0%	1%	0%	1%	<1%	2%	<1%	1%	1%	1%	0%	2%	1%
Sailing/yachting/boating	6%	3%	21%	5%	19%	1%	15%	3%	18%	3%	4%	0%	9%	0%	14%	2%
Other water sports - kayaking/windsurfing/kite surfing/paddle boarding/jet skiing/snorkelling	1%	<1%	1%	0%	4%	1%	1%	<1%	5%	<1%	1%	1%	1%	1%	2%	1%
Swimming (pool)	1%		3%	0%	16%	<1%	3%	0%	20%	1%	2%	0%	8%	0%	11%	0%
Fishing	2%	1%	3%	<1%	6%	1%	3%	1%	6%	1%	1%	0%	1%	0%	6%	2%
Other outdoor sport/pursuit	1%	<1%	1%	0%	2%	1%	1%	<1%	3%	<1%	0%	0%	1%	0%	1%	1%
Golf	1%	1%	2%	1%	2%	1%	1%	1%	2%	0%	1%	1%	0%	0%	3%	1%
Other	25%	22%	27%	26%	31%	27%	27%	26%	29%	24%	13%	11%	13%	13%	22%	17%

Results continue by other analysis segments on pages 76 & 77.

Activity taking by analysis segment	45-54		55-64		65+		SW		OTHER UK		OVERSEAS		FIRST TIME		REPEAT	
	Taking park	Main reason for visit	Taking park	Main reason for visit	Taking park	Main reason for visit	Taking park	Main reason for visit	Taking park	Main reason for visit	Taking park	Main reason for visit	Taking park	Main reason for visit	Taking park	Main reason for visit
Spending half day or more on beach	42%	14%	38%	10%	40%	5%	47%	17%	59%	18%	87%	11%	63%	15%	53%	17%
Swimming in the sea	13%	0%	8%	0%	4%	<1%	12%	<1%	17%	<1%	18%	0%	13%	0%	14%	<1%
Visiting the cinema	4%	0%	4%	0%	2%	0%	3%	<1%	5%	0%	4%	0%	3%	<1%	4%	0%
Shopping	37%	1%	48%	5%	52%	5%	50%	6%	68%	4%	60%	0%	65%	2%	57%	5%
Eating & drinking	60%	5%	61%	6%	70%	9%	82%	10%	90%	10%	93%	7%	89%	6%	85%	11%
Visiting festivals and/or events	4%	2%	4%	1%	2%	1%	5%	2%	5%	1%	2%	0%	4%	<1%	5%	1%
Short walk - up to 2 miles	36%	6%	44%	6%	52%	13%	52%	14%	70%	12%	42%	0%	60%	9%	60%	13%
Long walk - more than 2 miles	27%	11%	27%	11%	26%	14%	28%	16%	35%	15%	69%	7%	42%	15%	31%	15%
Arts/cultural activities	2%	<1%	1%	<1%	2%	1%	2%	<1%	3%	1%	4%	0%	4%	1%	2%	<1%
Cycling	8%	6%	6%	3%	3%	1%	8%	6%	7%	2%	7%	7%	7%	4%	9%	5%
Visit a spa/wellbeing centre	0%	0%	1%	0%	0%	0%	1%	<1%	1%	0%	0%	0%	1%	0%	1%	<1%
Sailing/yachting/boating	14%	2%	10%	3%	11%	3%	8%	2%	20%	4%	44%	0%	22%	4%	13%	3%
Other water sports - kayaking/windsurfing/kite surfing/paddle boarding/jet skiing/snorkelling	3%	0%	1%	0%	1%	0%	2%	<1%	2%	<1%	2%	2%	2%	<1%	2%	<1%
Swimming (pool)	8%	<1%	4%	0%	2%	<1%	5%	<1%	10%	<1%	2%	0%	6%	<1%	7%	<1%
Fishing	5%	1%	2%	<1%	1%	<1%	3%	1%	5%	<1%	7%	4%	1%	<1%	4%	1%
Other outdoor sport/pursuit	2%	<1%	0%	<1%	<1%	<1%	1%	<1%	1%	<1%	2%	0%	2%	<1%	1%	<1%
Golf	1%	<1%	1%	<1%	1%	<1%	1%	<1%	2%	1%	2%	0%	2%	<1%	1%	1%
Other	14%	14%	20%	20%	26%	23%	23%	21%	29%	26%	40%	42%	31%	30%	26%	23%

Results continue by other analysis segments on page 77.

Activity taking by analysis segment	JUNE		JULY		AUG		SEPT		OCT		WEEKDAY		WEEKEND	
	Taking park	Main reason for visit	Taking park	Main reason for visit	Taking park	Main reason for visit	Taking park	Main reason for visit	Taking park	Main reason for visit	Taking park	Main reason for visit	Taking park	Main reason for visit
Spending half day or more on beach	59%	15%	58%	17%	64%	23%	50%	14%	37%	6%	54%	17%	59%	16%
Swimming in the sea	7%	0%	13%	0%	27%	<1%	10%	1%	1%	0%	15%	<1%	11%	<1%
Visiting the cinema	2%	0%	4%	0%	5%	0%	5%	1%	3%	0%	4%	0%	5%	<1%
Shopping	63%	9%	62%	5%	57%	4%	60%	4%	54%	3%	61%	5%	55%	4%
Eating & drinking	90%	6%	90%	8%	85%	11%	84%	12%	82%	11%	85%	9%	89%	12%
Visiting festivals and/or events	1%	0%	5%	1%	8%	3%	5%	1%	3%	0%	6%	2%	3%	<1%
Short walk - up to 2 miles	74%	14%	58%	8%	59%	9%	59%	15%	52%	19%	60%	13%	58%	9%
Long walk - more than 2 miles	31%	10%	34%	13%	31%	9%	33%	20%	44%	29%	33%	16%	37%	13%
Arts/cultural activities	2%	0%	2%	<1%	2%	<1%	3%	1%	3%	1%	2%	<1%	4%	1%
Cycling	6%	4%	9%	5%	11%	6%	7%	4%	5%	3%	8%	4%	9%	6%
Visit a spa/wellbeing centre	1%	0%	<1%	<1%	1%	<1%	1%	0%	1%	0%	1%	<1%	0%	0%
Sailing/yachting/boating	16%	2%	14%	4%	20%	4%	15%	2%	6%	3%	15%	3%	15%	2%
Other water sports - kayaking/windsurfing/kite surfing/paddle boarding/jet skiing/snorkelling	2%	1%	3%	1%	3%	0%	0%	0%	0%	0%	2%	<1%	1%	1%
Swimming (pool)	6%	0%	10%	1%	8%	0%	4%	0%	6%	0%	7%	<1%	7%	<1%
Fishing	4%	1%	4%	1%	5%	1%	2%	0%	2%	0%	3%	1%	6%	1%
Other outdoor sport/pursuit	1%	1%	1%	0%	2%	<1%	1%	0%	1%	1%	1%	<1%	2%	1%
Golf	1%	0%	2%	1%	1%	0%	2%	1%	1%	1%	1%	<1%	2%	1%
Other	36%	34%	28%	26%	21%	18%	30%	28%	29%	26%	26%	23%	31%	29%

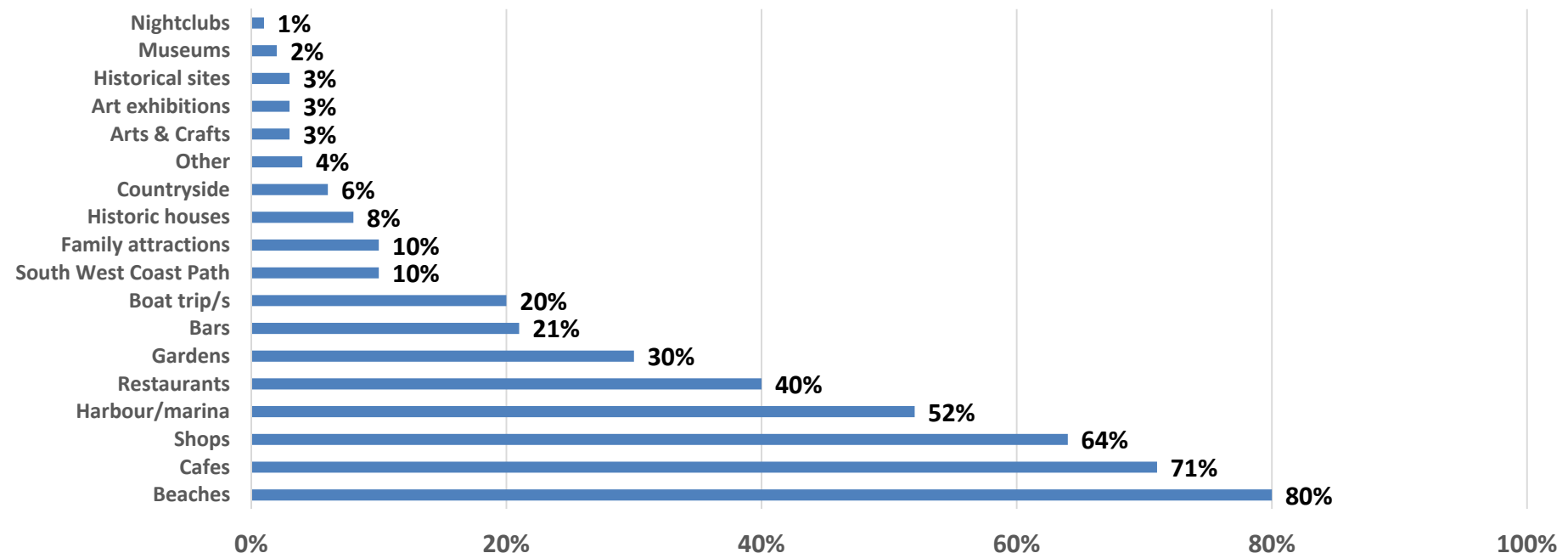
Types of attractions/places of interest visited/plan to visit

Visitors were asked (from a prompted list) to indicate which specific types of attractions/places of interest they had visited or were intending to visit. The most popular types of attractions/places of interest they had visited or were intending to visit in Exmouth were: Beaches (80%); Cafes (71%); Shops (64%); Harbour/marina (52%) and Restaurants (40%).

4% had or were intending to visit an other type of attraction or place of interest in Exmouth including going cycling and using the Exe Estuary Trail.

A breakdown of the results by segment is shown in the tables on pages 79 and 80. On the whole, staying visitors, adult only groups, overseas visitors, first time visitors to Exmouth and those visiting at the weekend were the most likely to be visiting or planning to visit each of the types of attractions/places of interest listed. There was little variation in the results by age group or month of visit.

Types of attractions/places of interest visited/plan to visit



Types of attractions/places of interest visited/plan to visit by analysis segment

Types of attractions/places of interest visited/plan to visit by analysis segment	Beaches	Cafes	Shops	Harbour/ marina	Restaurants	Gardens	Bars	Boat trip/s	South West Coast Path	Family attractions
DAY	79%	60%	50%	32%	21%	22%	12%	8%	6%	5%
STAY OUTSIDE	83%	73%	64%	62%	43%	27%	21%	25%	10%	7%
STAY EXMOUTH	79%	80%	77%	62%	57%	41%	30%	27%	15%	16%
ADULTS ONLY	77%	72%	64%	54%	38%	33%	22%	19%	11%	3%
ADULTS WITH CHILDREN	94%	68%	62%	44%	48%	21%	17%	23%	10%	31%
16-24	84%	49%	57%	37%	29%	20%	29%	10%	10%	12%
25-34	89%	75%	64%	42%	48%	22%	21%	16%	9%	19%
35-44	88%	65%	53%	47%	45%	22%	22%	29%	12%	27%
45-54	91%	69%	61%	59%	48%	18%	27%	25%	14%	10%
55-64	79%	75%	68%	55%	46%	30%	23%	21%	10%	4%
65+	73%	75%	68%	52%	33%	41%	16%	16%	9%	4%
SW	77%	64%	55%	38%	29%	25%	14%	12%	8%	8%
OTHER UK	82%	76%	73%	65%	48%	36%	24%	26%	11%	12%
OVERSEAS	91%	76%	62%	69%	71%	38%	44%	36%	24%	7%
FIRST TIME	83%	76%	69%	65%	53%	37%	23%	28%	13%	12%
REPEAT	79%	70%	62%	47%	37%	28%	20%	17%	9%	9%
JUNE	81%	71%	66%	49%	36%	21%	14%	22%	12%	7%
JULY	79%	78%	63%	52%	41%	33%	25%	20%	9%	10%
AUG	82%	71%	60%	51%	45%	33%	24%	22%	12%	14%
SEPT	81%	68%	68%	60%	39%	35%	23%	17%	8%	6%
OCT	78%	68%	63%	46%	36%	24%	14%	16%	11%	7%
WEEKDAY	79%	70%	65%	53%	37%	32%	21%	19%	11%	9%
WEEKEND	83%	74%	61%	50%	48%	26%	22%	21%	10%	10%

Results continue by other analysis segments on page 80.

Types of attractions/places of interest visited/plan to visit by analysis segment

Types of attractions/places of interest visited/plan to visit by analysis segment	Historic houses	Countryside	Other	Local events	Arts & crafts	Art exhibitions	Historical sites	Museums	Nightclubs
DAY	7%	4%	7%	1%	2%	2%	-	1%	-
STAY OUTSIDE	8%	7%	6%	2%	3%	2%	2%	3%	-
STAY EXMOUTH	13%	8%	1%	6%	4%	4%	5%	4%	2%
ADULTS ONLY	8%	6%	4%	2%	3%	3%	3%	2%	1%
ADULTS WITH CHILDREN	5%	6%	6%	6%	2%	1%	2%	2%	-
16-24	2%	2%	10%	8%	4%	4%	2%	4%	6%
25-34	5%	5%	7%	-	4%	1%	-	1%	1%
35-44	6%	12%	9%	9%	2%	-	2%	2%	-
45-54	8%	7%	3%	4%	1%	1%	3%	2%	1%
55-64	6%	9%	-	4%	4%	2%	2%	2%	1%
65+	11%	3%	4%	1%	3%	5%	3%	3%	-
SW	4%	3%	5%	2%	2%	3%	1%	1%	-
OTHER UK	9%	7%	3%	4%	4%	3%	4%	3%	1%
OVERSEAS	22%	20%	7%	2%	-	2%	4%	4%	2%
FIRST TIME	9%	8%	3%	1%	3%	2%	2%	3%	2%
REPEAT	7%	6%	5%	4%	3%	3%	3%	2%	-
JUNE	11%	11%	7%	3%	4%	1%	1%	1%	1%
JULY	8%	5%	5%	3%	4%	3%	3%	3%	-
AUG	7%	5%	4%	4%	1%	3%	3%	1%	1%
SEPT	6%	5%	2%	2%	3%	2%	3%	4%	1%
OCT	6%	6%	4%	3%	4%	5%	3%	2%	1%
WEEKDAY	7%	5%	4%	3%	3%	2%	2%	2%	1%
WEEKEND	8%	9%	6%	4%	3%	4%	3%	2%	-

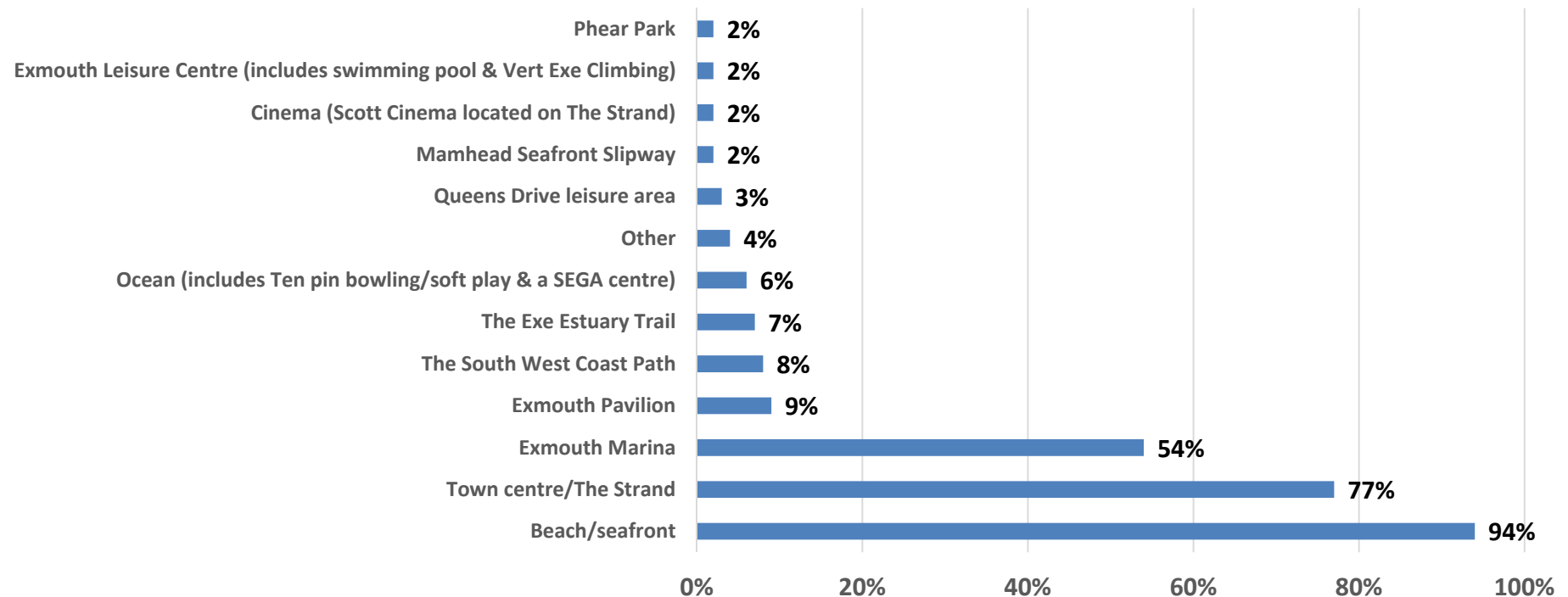
Specific places visited/plan to visit

Visitors were also asked, unprompted, to indicate which specific places they had visited or were intending to visit in Exmouth. The most popular places they had visited or were intending to visit in Exmouth were; Beach/seafront (94%); Town centre/The Strand (77%) and Exmouth Marina (54%).

4% had or were intending to visit somewhere else in Exmouth including Manor Gardens.

A breakdown of the results by segment is shown in the table overleaf. On the whole, staying visitors, adult only groups, overseas visitors, first time visitors to Exmouth and those visiting at the weekend were the most likely to be visiting each of the specific places. There was little variation in the results by age group or month of visit.

Specific places visited/plan to visit



Specific places visited/plan to visit by analysis segment

Specific places visited/plan to visit by analysis segment	Beach/ seafront	Town centre/ The Strand	Exmouth Marina	Exmouth Pavilion	The South West Coast Path	The Exe Estuary Trail	Ocean	Other	Queens Drive leisure area	Mamhead Seafront Slipway	Cinema	Exmouth Leisure Centre	Phere Park	Belshers Slipway	Exmouth Indoor Tennis Centre
DAY	90%	62%	33%	4%	5%	8%	6%	5%	2%	1%	-	1%	1%	-	-
STAY OUTSIDE	96%	76%	64%	7%	8%	7%	4%	3%	3%	1%	2%	1%	2%	-	1%
STAY EXMOUTH	96%	92%	66%	14%	11%	6%	9%	4%	3%	3%	3%	2%	2%	1%	-
ADULTS ONLY	94%	80%	57%	9%	9%	8%	6%	4%	1%	2%	1%	1%	1%	1%	-
ADULTS WITH CHILDREN	93%	67%	46%	8%	7%	5%	20%	4%	9%	-	2%	6%	4%	-	1%
16-24	88%	71%	37%	8%	8%	8%	13%	4%	2%	-	-	2%	2%	-	2%
25-34	94%	79%	42%	5%	9%	5%	18%	7%	4%	1%	1%	1%	2%	-	-
35-44	94%	61%	54%	11%	11%	14%	16%	4%	7%	2%	2%	5%	4%	1%	-
45-54	95%	77%	60%	8%	12%	9%	8%	4%	5%	-	4%	3%	2%		-
55-64	93%	77%	55%	9%	7%	7%	2%	4%	1%	3%	2%	-	1%	1%	1%
65+	94%	83%	56%	9%	6%	4%	2%	3%	1%	2%	1%	1%	1%	1%	
SW	91%	69%	40%	6%	6%	7%	6%	5%	3%	1%	1%	2%	2%	-	-
OTHER UK	96%	84%	67%	12%	10%	6%	8%	3%	2%	3%	2%	2%	1%	1%	-
OVERSEAS	98%	80%	76%	9%	16%	9%	2%	7%	-	-	2%	2%	7%	-	2%
FIRST TIME	96%	81%	69%	7%	10%	6%	5%	5%	3%	2%	1%	-	1%	-	-
REPEAT	93%	76%	49%	9%	8%	8%	7%	4%	2%	2%	2%	2%	2%	1%	-
JUNE	92%	73%	58%	11%	9%	6%	4%	2%	1%	1%	1%	1%	3%	-	-
JULY	94%	79%	57%	6%	8%	8%	5%	2%	3%	2%	1%	2%		1%	-
AUG	94%	78%	53%	8%	8%	9%	9%	7%	3%	1%	3%	3%	3%	-	-
SEPT	96%	80%	58%	12%	7%	7%	4%	4%	4%	3%	1%	1%	1%	1%	1%
OCT	94%	73%	46%	7%	10%	3%	9%	3%	2%	2%	1%	1%	-	1%	-
WEEKDAY	94%	79%	55%	8%	9%	6%	4%	4%	2%	1%	2%	2%	1%	-	-
WEEKEND	93%	73%	53%	11%	8%	9%	11%	5%	3%	2%	2%	1%	2%	1%	1%

Attributes looked for when choosing a holiday destination and whether they think any of these can be found when visiting Exmouth

From a list of attributes visitors were asked which, if any, they look for when choosing a holiday destination in general and which of these they felt could be found when visiting Exmouth.

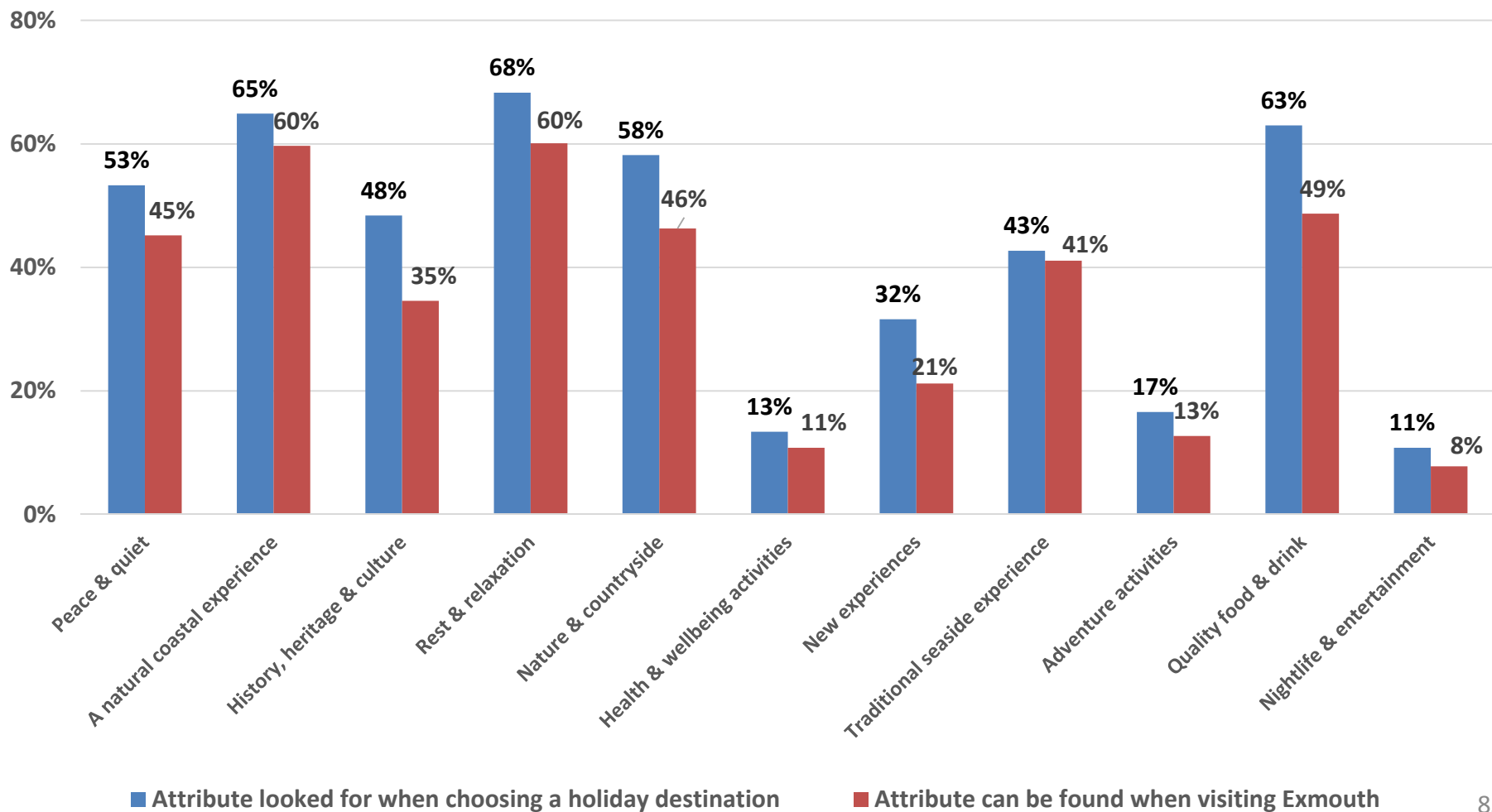
As the chart overleaf and radar graph on page 85 illustrate, the most sought after attributes of a destination which visitors look for when choosing where to visit are; Rest and relaxation (68%); A natural coastal experience (65%); Quality food & drink (63%); Nature & countryside (58%) and Peace & quiet (53%). The least sought after attributes were; Nightlife and evening Entertainment (11%); Health and wellbeing activities (13%) and Adventure activities (17%).

Slightly lower proportions of visitors across the board felt that each of the attributes could be found during a visit to Exmouth including; Rest and relaxation (60%); A natural coastal experience (60%); Quality food & drink (49%), Nature & countryside (46%) and Peace & quiet (45%).

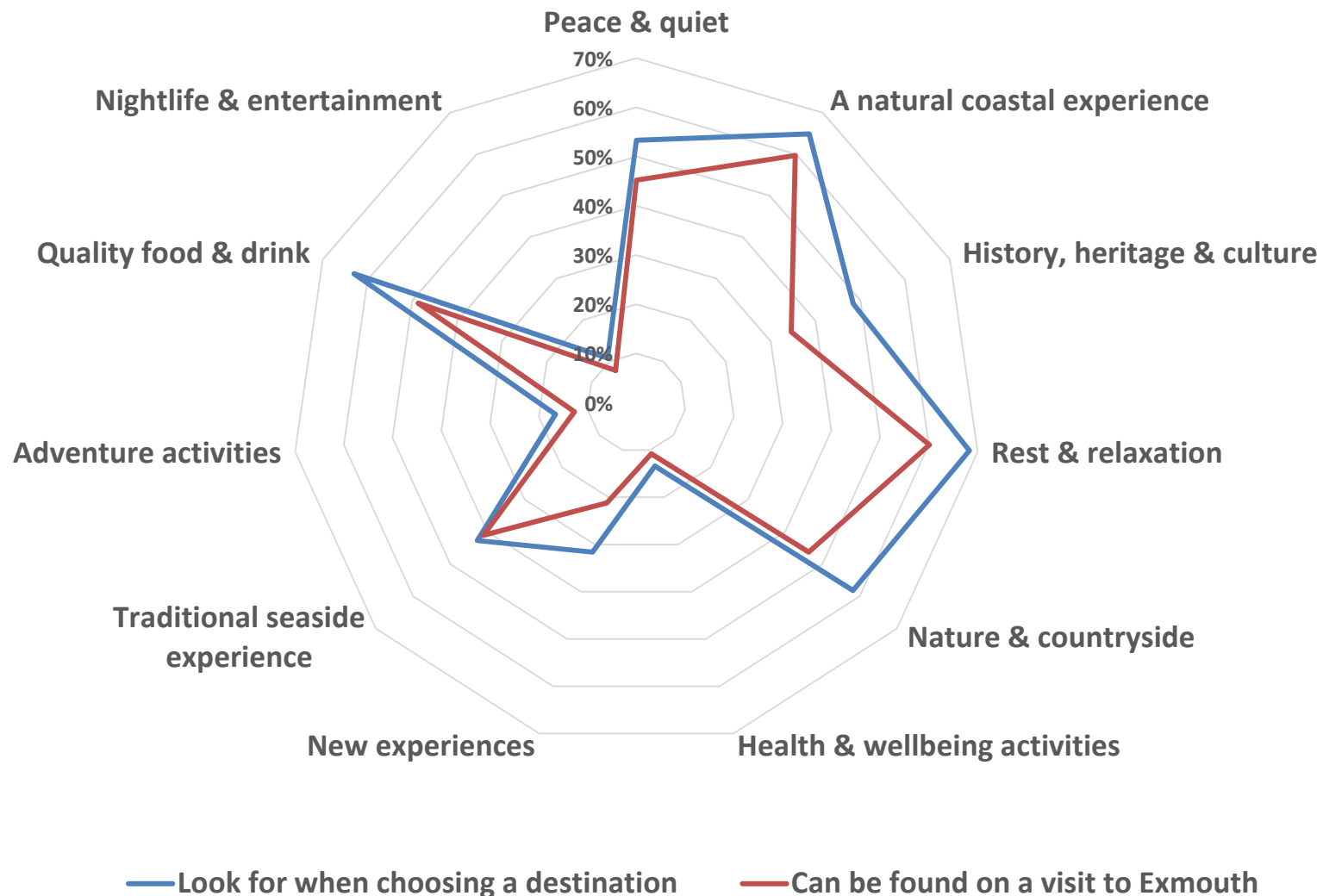
A breakdown of the results by segment is shown in the tables on pages 86, 87 and 88. On the whole, Rest and relaxation, A natural coastal experience and Quality food & drink were the highest ranked attributes amongst all the segments. Due to the number of segments and attributes analysed the results are split over three separate tables for ease of interpretation.

Attributes Looked For When Choosing A Holiday Destination and Whether They Think Any of These Can Be Found When Visiting Exmouth

Attributes looked for when choosing a holiday destination and whether they think any of these can be found when visiting Exmouth



Attributes Looked For When Choosing A Holiday Destination and Whether They Think Any of These Can Be Found When Visiting Exmouth



Attributes Looked For When Choosing A Holiday Destination and Whether They Think Any of These Can Be Found When Visiting Exmouth by analysis segment	DAY		STAY OUTSIDE		STAY EXMOUTH		ADULTS ONLY		ADULTS WITH CHILDREN		16-24		25-34		35-44	
	Attribute looked for	Attribute can be found when visiting Exmouth	Attribute looked for	Attribute can be found when visiting Exmouth	Attribute looked for	Attribute can be found when visiting Exmouth	Attribute looked for	Attribute can be found when visiting Exmouth	Attribute looked for	Attribute can be found when visiting Exmouth	Attribute looked for	Attribute can be found when visiting Exmouth	Attribute looked for	Attribute can be found when visiting Exmouth	Attribute looked for	Attribute can be found when visiting Exmouth
Peace & quiet	50%	41%	55%	44%	55%	51%	59%	49%	34%	31%	17%	12%	25%	22%	28%	24%
A natural coastal experience	62%	59%	71%	63%	63%	59%	66%	60%	61%	60%	29%	25%	38%	36%	42%	42%
History, heritage & culture	50%	36%	53%	36%	43%	32%	51%	35%	39%	31%	20%	14%	23%	17%	31%	22%
Rest & relaxation	64%	55%	70%	59%	71%	66%	70%	60%	63%	60%	25%	22%	38%	35%	48%	41%
Nature & countryside	57%	46%	68%	50%	51%	43%	61%	46%	50%	46%	21%	15%	28%	23%	36%	31%
Health & wellbeing activities	16%	13%	12%	10%	12%	10%	14%	11%	12%	10%	3%	1%	9%	8%	10%	9%
New experiences	33%	19%	30%	21%	31%	22%	31%	19%	34%	28%	32%	16%	21%	18%	29%	20%
Traditional seaside experience	35%	35%	43%	40%	50%	48%	39%	36%	57%	57%	22%	17%	28%	25%	37%	37%
Adventure activities	22%	17%	11%	8%	16%	13%	12%	8%	34%	29%	34%	23%	19%	14%	23%	19%
Quality food & drink	61%	49%	67%	46%	62%	51%	64%	47%	61%	56%	32%	26%	42%	35%	48%	38%
Nightlife & entertainment	14%	11%	6%	4%	11%	8%	10%	7%	13%	11%	22%	15%	8%	5%	12%	11%

Results continue by other analysis segments on pages 87 & 88.

Attributes Looked For When Choosing A Holiday Destination and Whether They Think Any of These Can Be Found When Visiting Exmouth by analysis segment	45-54		55-64		65+		SW		OTHER UK		OVERSEAS		FIRST TIME		REPEAT	
	Attribute looked for	Attribute can be found when visiting Exmouth	Attribute looked for	Attribute can be found when visiting Exmouth	Attribute looked for	Attribute can be found when visiting Exmouth	Attribute looked for	Attribute can be found when visiting Exmouth	Attribute looked for	Attribute can be found when visiting Exmouth	Attribute looked for	Attribute can be found when visiting Exmouth	Attribute looked for	Attribute can be found when visiting Exmouth	Attribute looked for	Attribute can be found when visiting Exmouth
Peace & quiet	38%	31%	42%	36%	49%	42%	50%	42%	57%	49%	51%	36%	53%	42%	54%	46%
A natural coastal experience	43%	41%	50%	46%	54%	48%	62%	58%	65%	59%	82%	67%	73%	62%	62%	59%
History, heritage & culture	31%	22%	40%	27%	42%	30%	45%	33%	48%	35%	71%	44%	55%	35%	46%	34%
Rest & relaxation	49%	42%	50%	45%	59%	52%	64%	56%	72%	64%	78%	60%	70%	56%	68%	61%
Nature & countryside	39%	29%	47%	36%	51%	40%	55%	44%	59%	48%	82%	53%	60%	40%	58%	48%
Health & wellbeing activities	11%	8%	13%	10%	8%	6%	15%	12%	12%	10%	16%	11%	11%	8%	14%	12%
New experiences	19%	13%	27%	19%	19%	11%	33%	20%	31%	23%	40%	29%	38%	27%	29%	19%
Traditional seaside experience	29%	28%	29%	29%	34%	32%	38%	37%	51%	49%	29%	22%	42%	37%	43%	42%
Adventure activities	12%	9%	7%	5%	4%	3%	21%	16%	11%	9%	20%	11%	15%	8%	17%	14%
Quality food & drink	44%	35%	46%	34%	49%	37%	60%	48%	63%	50%	82%	42%	67%	43%	62%	51%
Nightlife & entertainment	8%	6%	6%	4%	5%	3%	12%	10%	9%	6%	13%	4%	9%	6%	12%	9%

Results continue by other analysis segments on page 88.

Attributes Looked For When Choosing A Holiday Destination and Whether They Think Any of These Can Be Found When Visiting Exmouth by analysis segment	JUNE		JULY		AUG		SEPT		OCT		WEEKDAY		WEEKEND	
	Attribute looked for	Attribute can be found when visiting Exmouth	Attribute looked for	Attribute can be found when visiting Exmouth	Attribute looked for	Attribute can be found when visiting Exmouth	Attribute looked for	Attribute can be found when visiting Exmouth	Attribute looked for	Attribute can be found when visiting Exmouth	Attribute looked for	Attribute can be found when visiting Exmouth	Attribute looked for	Attribute can be found when visiting Exmouth
Peace & quiet	51%	38%	56%	49%	47%	40%	61%	52%	53%	48%	53%	45%	53%	46%
A natural coastal experience	63%	54%	66%	62%	67%	63%	63%	56%	64%	62%	63%	58%	68%	64%
History, heritage & culture	42%	26%	50%	35%	51%	37%	47%	35%	49%	37%	47%	35%	52%	35%
Rest & relaxation	69%	60%	69%	58%	72%	64%	67%	59%	61%	56%	67%	58%	70%	64%
Nature & countryside	61%	39%	58%	47%	56%	44%	59%	50%	59%	51%	57%	45%	62%	50%
Health & wellbeing activities	10%	6%	9%	8%	12%	9%	22%	19%	14%	12%	11%	9%	18%	15%
New experiences	37%	24%	30%	23%	31%	21%	37%	23%	22%	14%	28%	17%	40%	30%
Traditional seaside experience	44%	46%	39%	38%	45%	42%	46%	43%	39%	37%	43%	42%	43%	40%
Adventure activities	10%	6%	18%	14%	20%	15%	17%	15%	14%	10%	15%	10%	21%	18%
Quality food & drink	61%	40%	62%	49%	67%	53%	63%	51%	57%	45%	60%	47%	70%	54%
Nightlife & entertainment	9%	3%	13%	11%	11%	8%	13%	9%	7%	6%	10%	8%	12%	8%

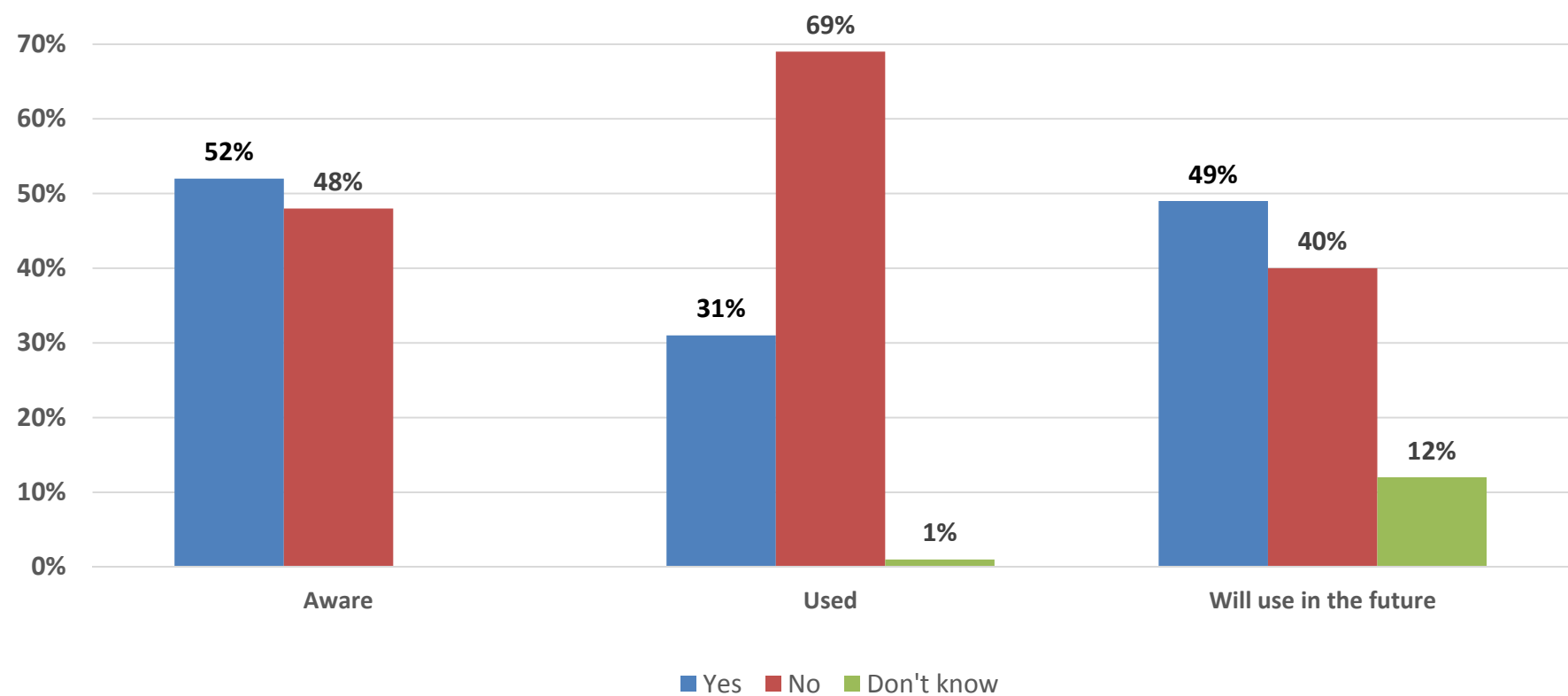
Awareness and usage of the Exe Estuary Trail

52% of visitors were aware of the Exe Estuary Trail. 31% had used it and this rose to 49% who said they would be likely to use it in the future.

48% of visitors were not aware of the trail and increasing awareness amongst these visitors could be an easy way of increasing local visits.

A breakdown of the results by segment is shown in the table overleaf. On the whole, day visitors from home, adult only visitors, those aged 35-44 years, South West residents, repeat visitors and those visiting in October and at the weekend showed the highest levels of awareness and usage of the trail.

Awareness and usage of the Exe Estuary Trail – all visitors



Awareness and usage of the Exe Estuary Trail by analysis segment

Awareness and usage of the Exe Estuary Trail by analysis segment	Aware		Used			Will use in the future		
	Yes	No	Yes	No	Don't know	Yes	No	Don't know
DAY	69%	31%	47%	53%	1%	64%	27%	10%
STAY OUTSIDE	50%	50%	29%	71%	-	44%	41%	15%
STAY EXMOUTH	38%	62%	17%	81%	1%	38%	52%	10%
ADULTS ONLY	54%	46%	31%	68%	1%	46%	44%	10%
ADULTS WITH CHILDREN	45%	55%	30%	70%	-	60%	23%	17%
16-24	37%	63%	35%	65%	-	58%	23%	19%
25-34	41%	59%	27%	73%	-	64%	21%	15%
35-44	52%	48%	36%	62%	2%	67%	16%	17%
45-54	50%	50%	35%	65%	1%	52%	32%	16%
55-64	59%	41%	29%	71%	-	46%	42%	12%
65+	53%	47%	28%	72%	1%	38%	56%	6%
SW	59%	41%	40%	60%	-	57%	32%	10%
OTHER UK	43%	57%	21%	78%	1%	41%	47%	12%
OVERSEAS	53%	47%	20%	76%	4%	36%	47%	18%
FIRST TIME	32%	68%	15%	83%	2%	34%	50%	16%
REPEAT	59%	41%	36%	64%	-	54%	36%	10%
JUNE	51%	49%	30%	70%	-	38%	48%	14%
JULY	50%	50%	31%	66%	3%	47%	39%	14%
AUG	53%	47%	31%	69%	-	52%	40%	9%
SEPT	53%	47%	28%	72%	-	48%	38%	14%
OCT	54%	46%	36%	64%	-	58%	34%	9%
WEEKDAY	49%	51%	29%	70%	1%	47%	41%	12%
WEEKEND	59%	41%	34%	66%	-	54%	36%	10%

Exmouth Visitor Survey 2016

Visitor Satisfaction, Likes, Dislikes & Suggestions for Improvements



Visitor satisfaction snapshot

- 21 out of the 33 satisfaction indicators explored received an average score of 4.03 or more out of the maximum score of 5.00, including five indicators which achieved an average score of 4.50 or more. 12 indicators received an average score of 3.94 or less out of 5.00.
- Indicators with a good level of satisfaction (score of 4.00 or more out of a max. of 5.00) were; all aspects of accommodation in the resort, the places to eat & drink, the range of outdoor places to visit/attractions, the quality of service and value for money of places to visit/attractions, the beach, ease of finding way around, public transport, upkeep of the parks & open spaces, cleanliness of the streets and the overall impression of Exmouth in terms of the general atmosphere and feeling of welcome in the resort.
- Areas which require particular attention (satisfaction score of 3.99 or less out of the max. of 5.00) are as follows: the range, quality of service and value for money of shopping in the resort, the range of indoor attractions/places to visit, the range, quality of service and value for money of the nightlife/evening entertainment in the resort, the availability and cleanliness of the public toilets and the ease, quality of service and value for money of parking.
- Across the board, satisfaction levels were generally highest amongst staying visitors, adults with children, those visitors aged 16-24 years and 25-34 years, other UK residents, first time visitors to Exmouth and those visiting during July and on a weekday.
- 97% of visitors rated the overall enjoyment of their visit as 'good' (35%) or 'very good' (62%). Just 2% rated it as 'average'. The mean satisfaction score for overall enjoyment of visit was very high at 4.59 out of 5.00.
- 32% of visitors to the resort said their expectations had been exceeded including 27% who said their trip to Exmouth had been 'Better than I expected' and 5% who said it had been 'Much better than I expected'. 65% said their trip to Exmouth had met with their expectations.
- Exmouth achieved a good recommendation score of +51% for respondents' likelihood of recommending the resort as a place to visit to their friends and/or family.
- A wide range of likes were provided by respondents including; the beach, quiet, sea/seafront, friendly, atmosphere, peace & quiet, relaxing and clean.

Visitor satisfaction snapshot

- 38% of respondents mentioned something which they disliked about their visit to Exmouth. A wide range of dislikes were also provided by respondents including: the parking and shops in the resort as well as improvements needed to the town centre, the seagulls, toilets, dogs being allowed on the beach, rubbish on the beach and traffic.
- 41% of respondents mentioned something which they felt could be improved in Exmouth. A wide range of improvements were suggested by respondents including; the parking and shops in the resort as well as the public toilets, disabled access to the beach, dogs being allowed on the beach and rubbish/bottles on the beach and signage.

Introduction

The 2016 Exmouth Visitor Survey obtained visitors' satisfaction levels with a wide range of factors or indicators which together comprise the 'visitor experience'. Each factor, or indicator, was rated on a range of '1' to '5' scale where '1' = 'very poor' (or the most negative response), '2' = 'poor', '3' = 'average', '4' = 'good' and '5' = 'very good' (or the most positive response), allowing a satisfaction 'score' (out of a maximum of five) to be calculated.

The areas explored in terms of satisfaction were:

- Accommodation
- Shopping
- Places to eat & drink
- Places to visit/attractions
- Beach
- Ease of finding way around
- Public transport
- Public toilets
- Upkeep of parks & open spaces
- Cleanliness of streets
- Car parks
- Nightlife/evening entertainment
- Overall impression of Exmouth

The satisfaction scores in the chart overleaf have been grouped and colour coded as follows:

 **Good level of satisfaction (score of 4.00 or more)**

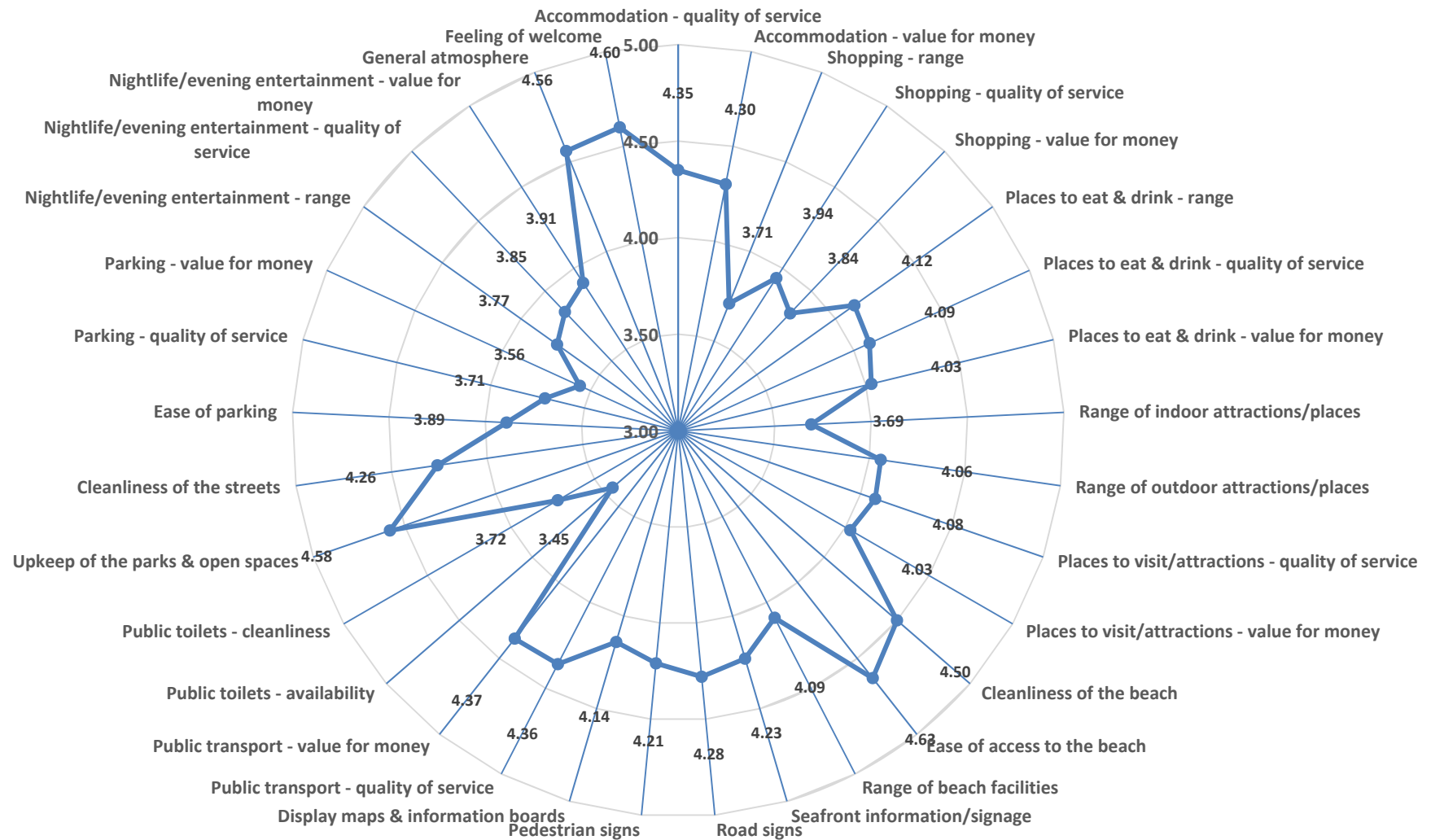
 **Lower level of satisfaction (score of 3.99 or less)**

Good level/lower level visitor satisfaction scores & ranking

Good level of satisfaction (score of 4.00 or more)	Score	Ranking	Lower level of satisfaction (score of 3.99 or less)	Score	Ranking
Ease of access to the beach	4.63	1	Shopping - quality of service	3.94	22
Feeling of welcome	4.60	2	Nightlife/evening entertainment - value for money	3.91	23
Upkeep of the parks & open spaces	4.58	3	Ease of parking	3.89	24
General atmosphere	4.56	4	Nightlife/evening entertainment - quality of service	3.85	25
Cleanliness of the beach	4.50	5	Shopping - value for money	3.84	26
Public transport - value for money	4.37	6	Nightlife/evening entertainment – range	3.77	27
Public transport - quality of service	4.36	7	Public toilets – cleanliness	3.72	28
Accommodation - quality of service	4.35	8	Shopping – range	3.71	29
Accommodation - value for money	4.30	9	Parking - quality of service	3.71	30
Road signs	4.28	10	Range of indoor attractions/places	3.69	31
Cleanliness of the streets	4.26	11	Parking - value for money	3.56	32
Seafront information/signage	4.23	12	Public toilets - availability	3.45	33
Pedestrian signs	4.21	13			
Display maps & information boards	4.14	14			
Places to eat & drink – range	4.12	15			
Places to eat & drink - quality of service	4.09	16			
Range of beach facilities	4.09	17			
Places to visit/attractions - quality of service	4.08	18			
Range of outdoor attractions/places	4.06	19			
Places to eat & drink - value for money	4.03	20			
Places to visit/attractions - value for money	4.03	21			

The scores are all ranked in order of highest to lowest score out of a max. of 5.00.

Visitor satisfaction scores



A breakdown of the satisfaction scores by segment are shown on page 98 to 101 but, on the whole, satisfaction levels were typically highest amongst staying visitors, adults with children, those visitors aged 16-24 years and 25-34 years, other UK residents, first time visitors to Exmouth and those visiting during July and on a weekday.

Satisfaction indicator by analysis segment		DAY	STAY OUTSIDE	STAY EXMOUTH	ADULTS ONLY	ADULTS WITH CHILDREN	16-24	25-34	35-44	45-54	55-64	65+
1	Accommodation - quality of service	-	-	4.35	4.37	4.29	4.71	4.37	4.36	4.45	4.25	4.34
2	Accommodation - value for money	-	-	4.30	4.32	4.17	4.80	4.16	4.20	4.23	4.35	4.32
3	Shopping - range	3.54	3.73	3.85	3.71	3.72	3.77	3.76	3.54	3.84	3.67	3.72
4	Shopping - quality of service	3.85	3.89	4.07	3.94	3.95	4.17	3.89	3.85	3.93	3.91	3.99
5	Shopping - value for money	3.73	3.78	3.97	3.83	3.86	4.14	3.85	3.78	3.85	3.82	3.82
6	Places to eat & drink - range	4.00	4.12	4.23	4.10	4.18	4.02	4.29	3.97	4.16	4.14	4.13
7	Places to eat & drink - quality of service	4.04	4.04	4.18	4.06	4.19	4.19	4.20	3.95	4.18	4.05	4.11
8	Places to eat & drink - value for money	3.99	3.98	4.10	4.00	4.12	4.19	4.18	3.90	4.08	4.02	4.02
9	Range of indoor attractions/places	3.57	3.85	3.73	3.59	3.90	3.69	3.77	3.73	3.73	3.72	3.57
10	Range of outdoor attractions/places	3.95	4.11	4.15	3.99	4.20	4.17	4.22	4.11	4.09	4.05	3.92
11	Places to visit/attractions - quality of service	3.99	4.16	4.12	4.00	4.22	4.10	4.29	4.08	4.18	4.03	3.94
12	Places to visit/attractions - value for money	3.95	4.15	4.05	3.97	4.16	4.10	4.21	4.07	4.10	4.05	3.84
13	Cleanliness of the beach	4.40	4.54	4.55	4.50	4.51	4.18	4.65	4.44	4.47	4.54	4.53
14	Ease of access to the beach	4.56	4.67	4.68	4.64	4.62	4.70	4.64	4.57	4.63	4.63	4.65
15	Range of beach facilities	4.05	4.26	4.01	4.05	4.18	4.15	4.24	4.07	4.32	4.03	3.91
16	Seafront information/signage	4.17	4.28	4.24	4.18	4.35	4.14	4.48	4.25	4.36	4.30	4.03
17	Road signs	4.30	4.30	4.24	4.27	4.29	4.47	4.36	4.35	4.33	4.28	4.19
18	Pedestrian signs	4.27	4.15	4.19	4.19	4.27	4.44	4.28	4.22	4.28	4.21	4.13
19	Display maps & information boards	4.17	4.07	4.16	4.11	4.24	4.37	4.28	4.20	4.25	4.16	4.01
20	Public transport - quality of service	4.35	4.37	4.36	4.39	4.26	4.60	4.32	4.02	4.30	4.29	4.49

Results continue by other analysis segments on pages 99, 100 & 101.

Satisfaction indicator by analysis segment		DAY	STAY OUTSIDE	STAY EXMOUTH	ADULTS ONLY	ADULTS WITH CHILDREN	16-24	25-34	35-44	45-54	55-64	65+
21	Public transport - value for money	4.32	4.38	4.43	4.42	4.14	4.08	4.10	3.86	4.42	4.48	4.61
22	Public toilets - availability	3.46	3.31	3.53	3.37	3.68	4.00	3.69	3.44	3.77	3.33	3.25
23	Public toilets - cleanliness	3.55	3.78	3.86	3.69	3.79	3.51	3.76	3.61	4.02	3.86	3.60
24	Upkeep of the parks & open spaces	4.49	4.56	4.68	4.61	4.49	4.57	4.56	4.42	4.48	4.63	4.67
25	Cleanliness of the streets	4.19	4.24	4.35	4.25	4.32	4.35	4.35	4.23	4.34	4.20	4.25
26	Ease of parking	3.83	3.87	3.97	3.91	3.86	4.06	3.68	3.80	4.04	4.03	3.80
27	Parking - quality of service	3.69	3.65	3.81	3.71	3.74	3.68	3.69	3.63	3.87	3.85	3.58
28	Parking - value for money	3.48	3.53	3.70	3.53	3.69	3.55	3.72	3.43	3.81	3.52	3.45
29	Nightlife/evening entertainment - range	3.61	3.78	3.91	3.74	3.86	4.15	3.90	3.55	3.95	3.59	3.73
30	Nightlife/evening entertainment - quality of service	3.61	3.92	4.03	3.81	3.96	4.15	4.06	3.75	3.95	3.56	3.83
31	Nightlife/evening entertainment - value for money	3.68	4.19	4.02	3.87	4.04	4.00	4.12	3.75	4.00	3.73	3.92
32	General atmosphere	4.50	4.54	4.64	4.56	4.59	4.60	4.61	4.52	4.58	4.50	4.60
33	Feeling of welcome	4.54	4.56	4.68	4.60	4.62	4.62	4.62	4.56	4.59	4.54	4.66

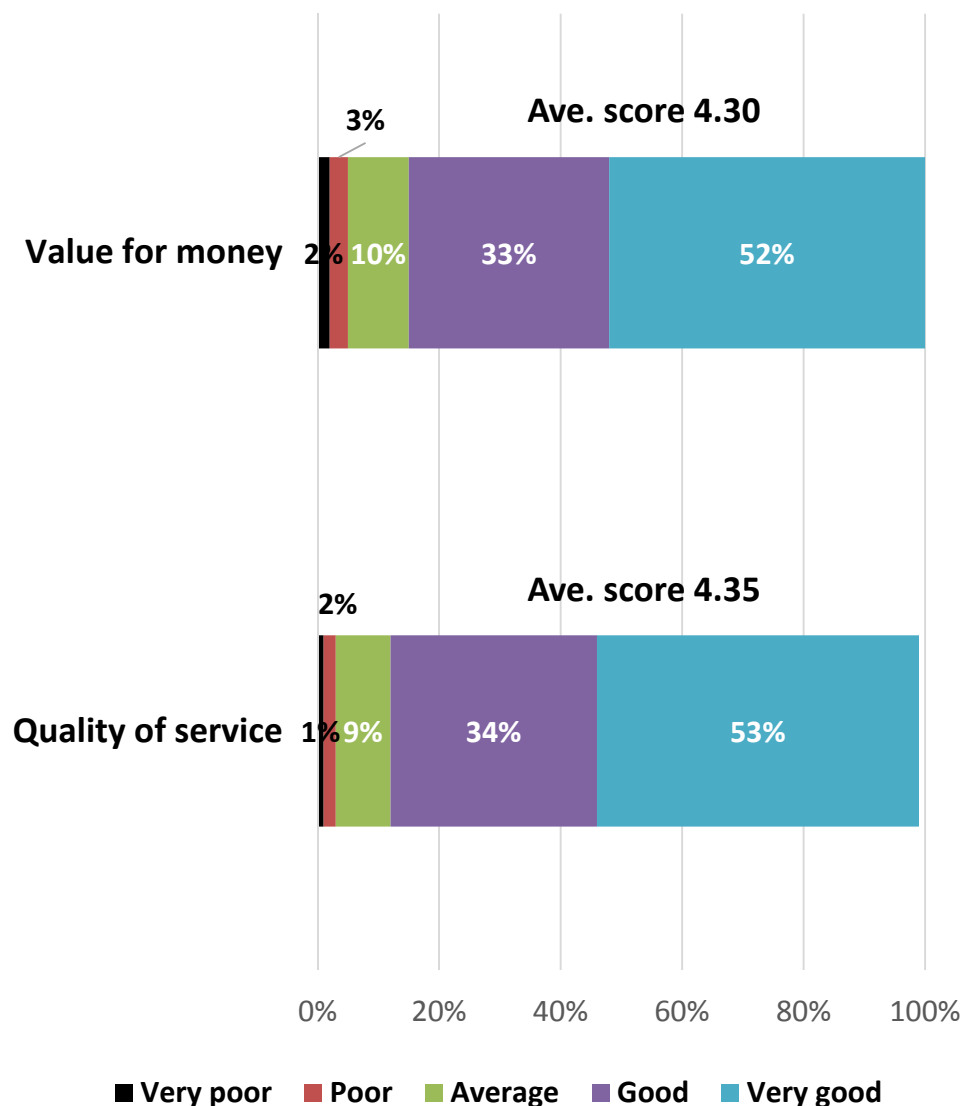
Results continue by other analysis segments on pages 100 & 101.

Satisfaction indicator by analysis segment		SW	OTHER UK	OVERSEAS	FIRST	REPEAT	JUNE	JULY	AUG	SEPT	OCT	WEEKDAY	WEEKEND
1	Accommodation - quality of service	4.48	4.30	4.17	4.36	4.35	4.40	4.33	4.38	4.31	4.32	4.34	4.44
2	Accommodation - value for money	4.39	4.26	3.50	4.34	4.28	4.14	4.31	4.33	4.29	4.37	4.26	4.40
3	Shopping - range	3.66	3.77	3.74	3.75	3.70	3.68	3.86	3.74	3.70	3.49	3.77	3.59
4	Shopping - quality of service	3.92	4.03	3.70	3.97	3.94	3.88	3.99	3.98	3.96	3.85	3.99	3.84
5	Shopping - value for money	3.83	3.88	3.67	3.87	3.83	3.81	3.83	3.89	3.87	3.71	3.87	3.76
6	Places to eat & drink - range	4.07	4.20	4.08	4.20	4.09	4.10	4.20	4.13	4.09	4.02	4.16	4.03
7	Places to eat & drink - quality of service	4.10	4.13	3.91	4.12	4.08	4.07	4.13	4.12	4.09	4.00	4.15	3.96
8	Places to eat & drink - value for money	4.02	4.06	3.91	4.06	4.02	4.00	4.05	4.08	4.04	3.89	4.08	3.92
9	Range of indoor attractions/places	3.65	3.75	3.80	4.08	3.61	3.57	3.87	3.83	3.59	3.41	3.74	3.59
10	Range of outdoor attractions/places	4.00	4.13	4.17	4.29	4.02	3.86	4.24	4.17	4.01	3.79	4.04	4.07
11	Places to visit/attractions - quality of service	4.04	4.14	3.71	4.27	4.05	4.04	4.18	4.12	4.00	3.99	4.13	3.97
12	Places to visit/attractions - value for money	4.00	4.08	3.71	4.20	4.01	3.85	4.18	4.08	3.97	3.94	4.08	3.95
13	Cleanliness of the beach	4.42	4.56	4.55	4.57	4.47	4.55	4.64	4.49	4.38	4.43	4.52	4.44
14	Ease of access to the beach	4.57	4.68	4.66	4.67	4.62	4.62	4.74	4.67	4.55	4.52	4.64	4.60
15	Range of beach facilities	4.09	4.05	4.44	4.14	4.08	3.92	4.26	4.08	4.09	4.01	4.09	4.10
16	Seafront information/signage	4.21	4.22	4.52	4.27	4.22	4.10	4.41	4.23	4.22	4.04	4.22	4.25
17	Road signs	4.28	4.26	4.30	4.24	4.29	4.29	4.32	4.35	4.23	4.12	4.30	4.23
18	Pedestrian signs	4.23	4.16	4.20	4.11	4.24	4.23	4.20	4.28	4.14	4.16	4.22	4.19
19	Display maps & information boards	4.15	4.12	4.14	4.07	4.16	4.16	4.18	4.23	4.07	4.00	4.14	4.16
20	Public transport - quality of service	4.36	4.40	4.17	4.39	4.36	4.45	4.45	4.37	4.30	4.24	4.38	4.34

Results continue by other analysis segments on pages 101.

Satisfaction indicator by analysis segment		SW	OTHER UK	OVERSEAS	FIRST	REPEAT	JUNE	JULY	AUG	SEPT	OCT	WEEKDAY	WEEKEND
21	Public transport - value for money	4.31	4.48	3.91	4.37	4.37	4.40	4.49	4.30	4.36	4.33	4.39	4.33
22	Public toilets - availability	3.50	3.55	2.38	3.45	3.45	3.56	3.52	3.33	3.51	3.36	3.44	3.44
23	Public toilets - cleanliness	3.68	3.86	3.42	3.87	3.69	3.80	3.77	3.69	3.64	3.71	3.74	3.68
24	Upkeep of the parks & open spaces	4.53	4.66	4.61	4.61	4.57	4.57	4.63	4.65	4.53	4.43	4.61	4.50
25	Cleanliness of the streets	4.21	4.30	4.39	4.33	4.24	4.30	4.31	4.25	4.22	4.25	4.28	4.23
26	Ease of parking	3.86	4.00	3.53	4.02	3.85	4.18	4.06	3.71	3.85	3.78	3.92	3.82
27	Parking - quality of service	3.74	3.75	3.46	3.78	3.70	3.87	3.76	3.61	3.80	3.61	3.71	3.71
28	Parking - value for money	3.59	3.60	3.26	3.57	3.56	3.51	3.62	3.50	3.65	3.54	3.60	3.50
29	Nightlife/evening entertainment - range	3.65	3.80	4.20	4.00	3.72	3.83	3.86	3.80	3.76	3.56	3.80	3.69
30	Nightlife/evening entertainment - quality of service	3.66	3.96	4.33	4.09	3.81	3.60	3.95	3.94	3.94	3.58	3.94	3.62
31	Nightlife/evening entertainment - value for money	3.76	3.98	4.33	4.00	3.89	3.62	4.08	3.94	4.11	3.57	4.03	3.60
32	General atmosphere	4.49	4.62	4.57	4.56	4.56	4.43	4.60	4.62	4.62	4.43	4.58	4.50
33	Feeling of welcome	4.54	4.66	4.58	4.59	4.60	4.51	4.64	4.62	4.65	4.50	4.63	4.52

Visitor satisfaction with accommodation – staying visitors in Exmouth only



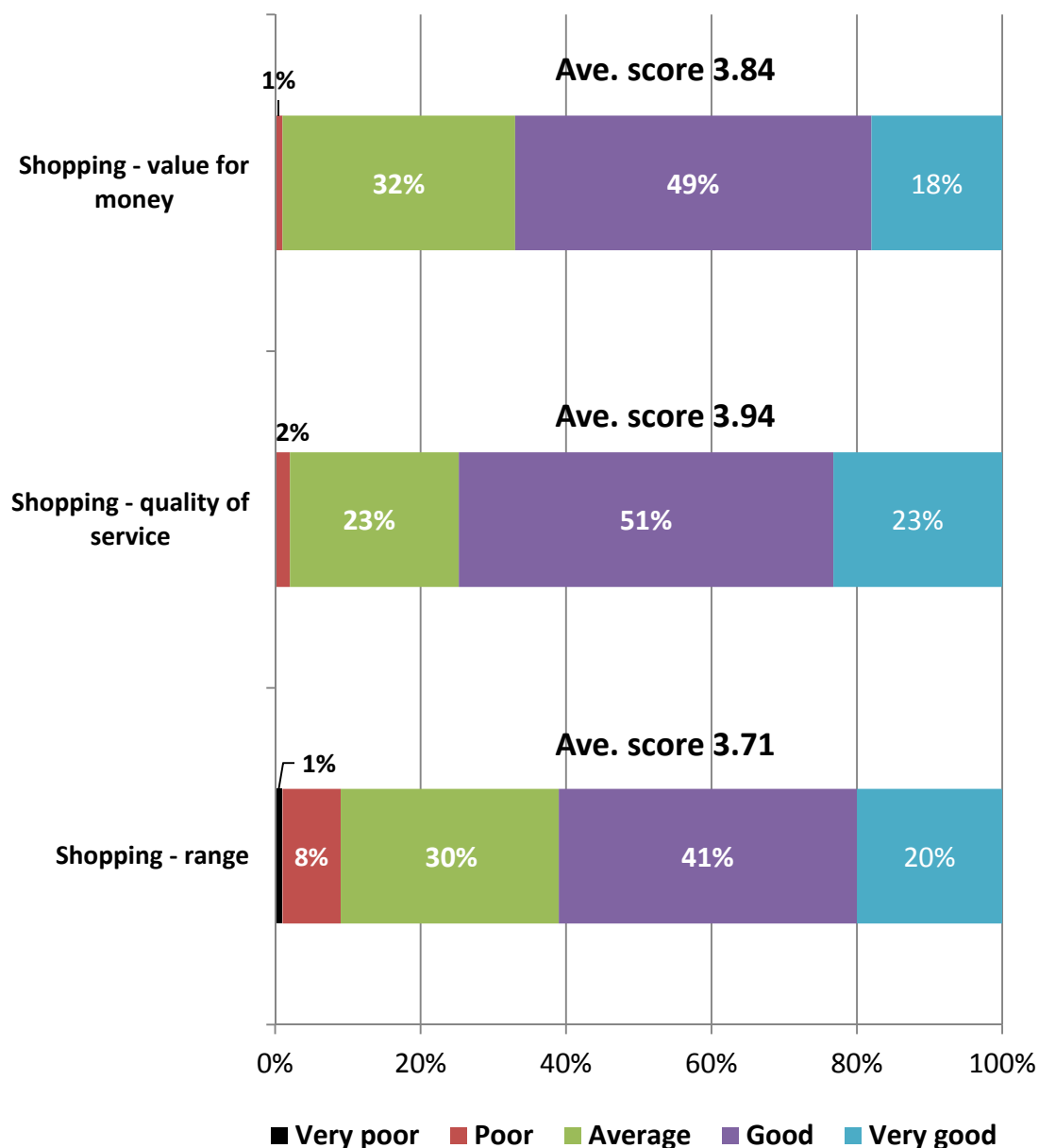
In terms of satisfaction with their accommodation, 87% of staying visitors rated the quality of service in their accommodation in the resort as 'good' or 'very good', as did 85% for the value for money of their accommodation.

9% of staying visitors felt the quality of service at their accommodation was average, as did 10% in terms of value for money.

Only 3% of staying visitors considered the quality of service at their accommodation in Exmouth to have been 'poor' or 'very poor' compared with 5% in terms of value for money.

The mean satisfaction scores calculated for the quality of service and value for money of accommodation in Exmouth were very high at 4.35 and 4.30 out of 5.00 respectively and were two of the top ten rated indicators in terms of satisfaction (eighth and ninth).

Visitor satisfaction - shopping



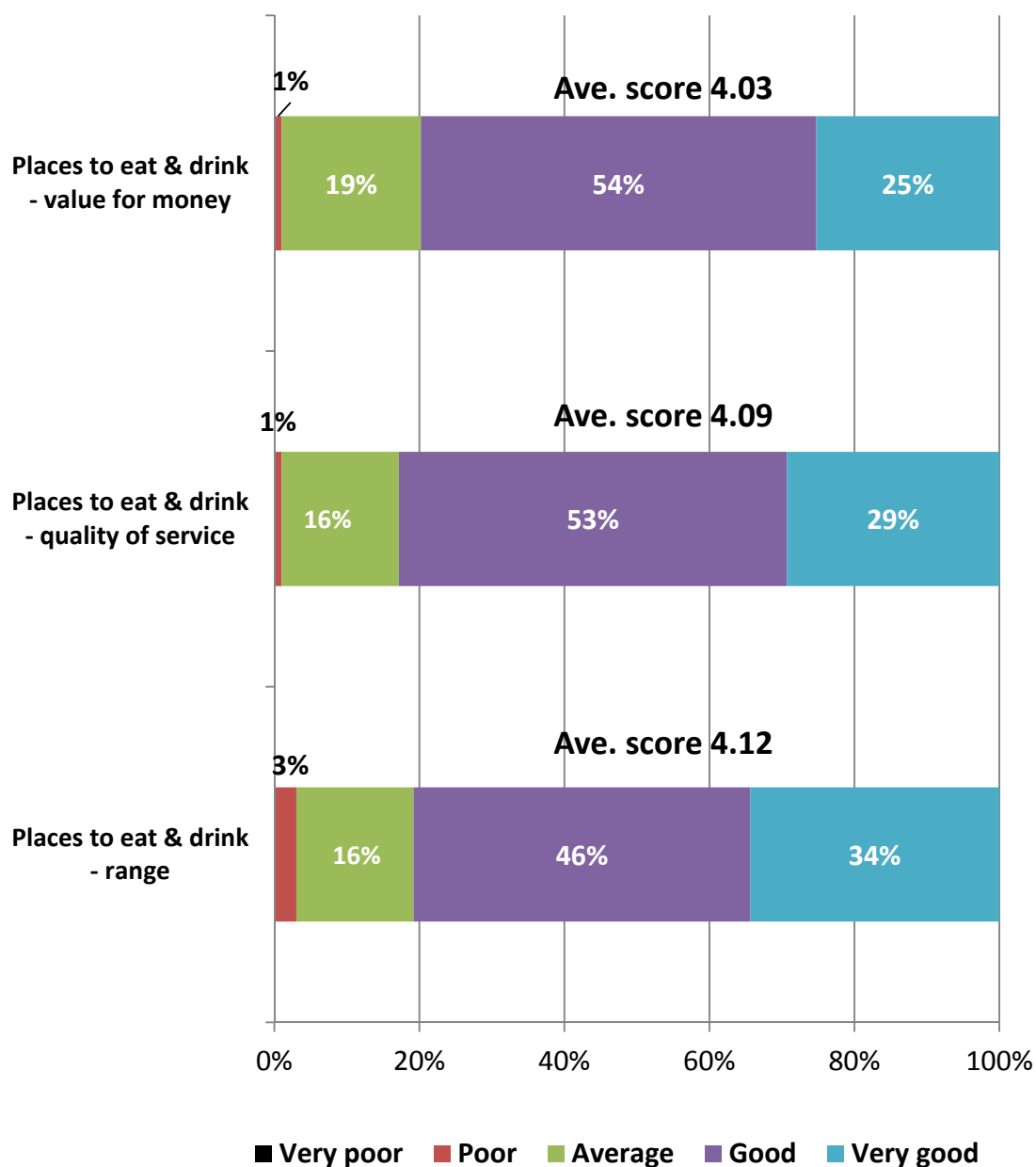
61% of visitors rated the range of shops in Exmouth as 'good' or 'very good', as did 74% for the quality of service and 67% for the value for money.

30% of visitors rated the range of shops in Exmouth as 'average', as did 23% for the quality of service and 32% for the value for money.

8% of visitors considered the range of shops in Exmouth to have been 'poor' compared with 2% for the quality of service and 1% for the value for money.

The mean satisfaction scores calculated for all aspects of shopping in the resort were average to good, including 3.71 for the range of shops, 3.94 for the quality of service in the shops and 3.84 for the value for money.

Visitor satisfaction - places to eat & drink



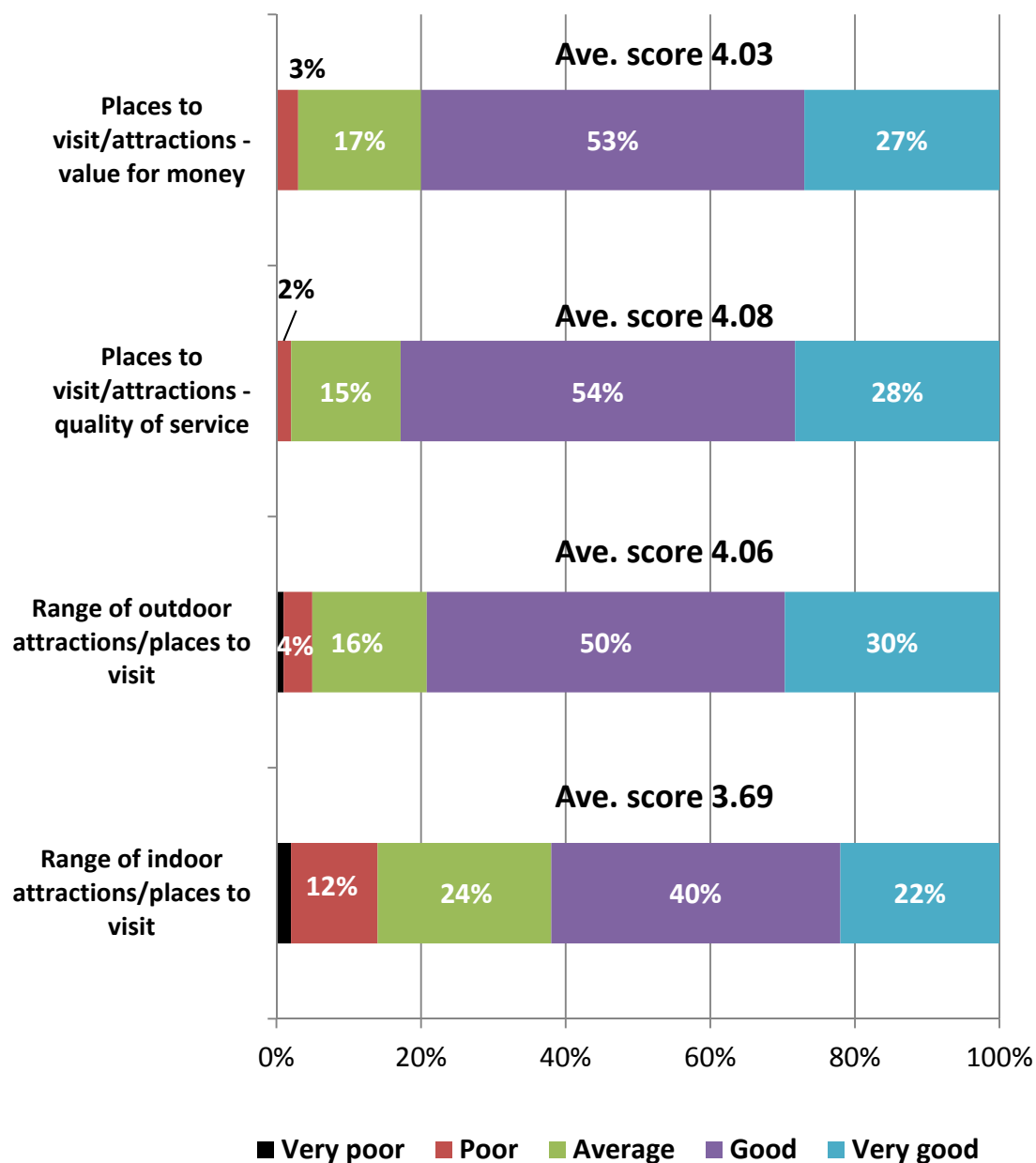
80% of visitors rated the range of places to eat & drink in Exmouth as 'good' or 'very good', as did 82% for the quality of service and 79% for the value for money.

16% of visitors in each case rated the range of the places to eat & drink in Exmouth and the quality of service in them as 'average', as did 19% for the value for money.

Only 3% of visitors rated the range of places to eat & drink in Exmouth as 'poor' or 'very poor', as did 1% of visitors in each case for the quality of service and the value for money.

The mean satisfaction scores calculated for all aspects of the places to eat & drink in Exmouth were high, including 4.12 out of 5.00 for the range of places to at & drink, 4.09 for the quality of service and 4.03 for the value for money.

Visitor satisfaction - places to visit/attractions



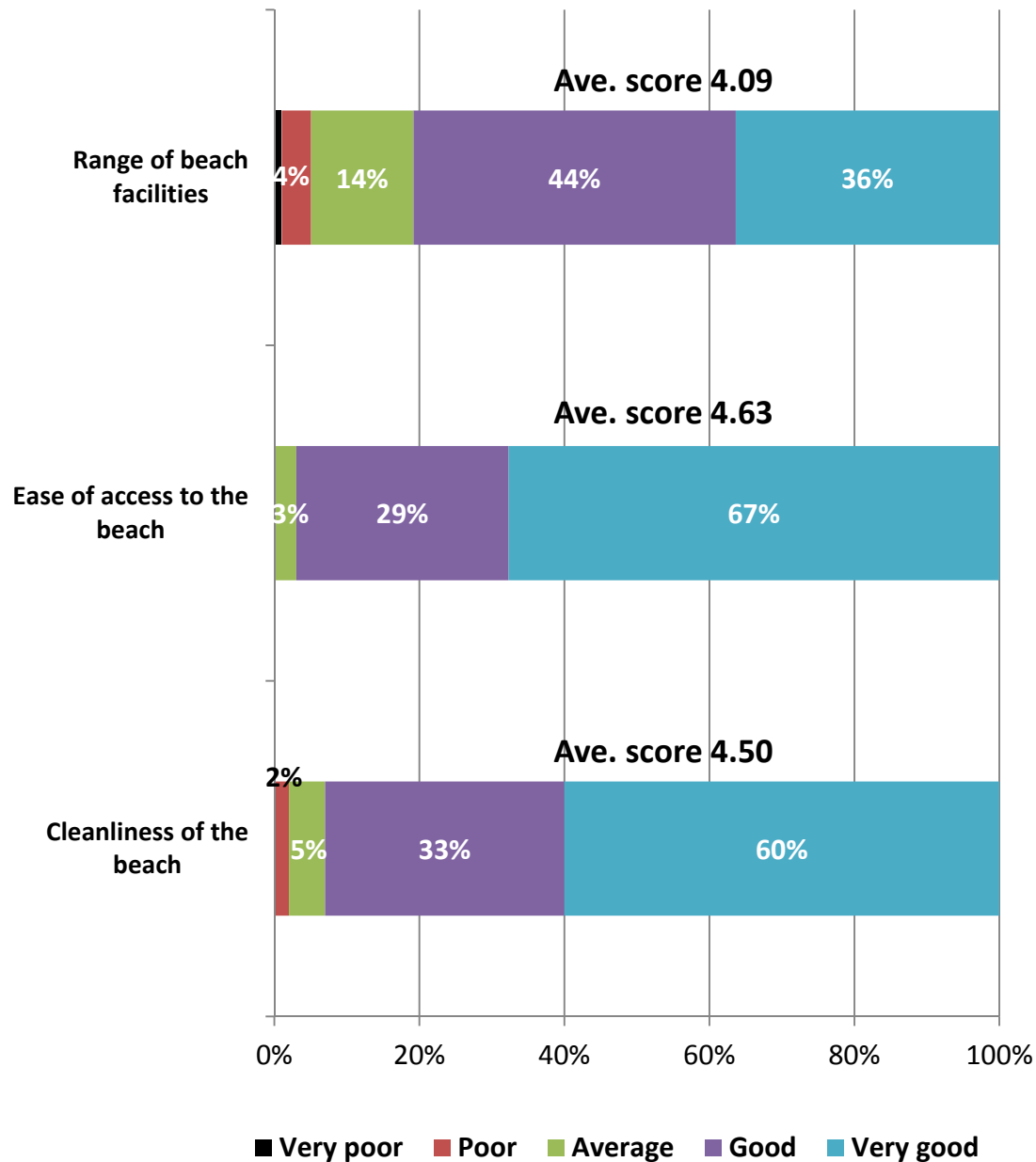
62% of visitors rated the range of indoor attractions/places to visit in Exmouth as 'good' or 'very good' compared to 80% rating the range of outdoor attractions/places to visit the same. 82% of visitors rated the quality of service at the places to visit/attractions as 'good' or 'very good', as did 80% for the value for money.

24% of visitors rated the range of indoor attractions/places to visit in Exmouth as 'average', as did 16% for the range of outdoor attractions/places to visit, 15% for the quality of service and 17% for the value for money.

14% of visitors rated the range of indoor attractions/places to visit in Exmouth as 'poor' or 'very poor', compared with just 5% of visitors for the range of outdoor attractions/places to visit, 2% for the quality of service and 3% for the value for money.

Whilst the mean satisfaction scores calculated for the range of outdoor attractions, quality of service and value for money were good (4.06, 4.08 and 4.03 respectively), the score of 3.69 for the range of indoor attractions was the third lowest ranked indicator of all those explored by the survey.

Visitor satisfaction - beach



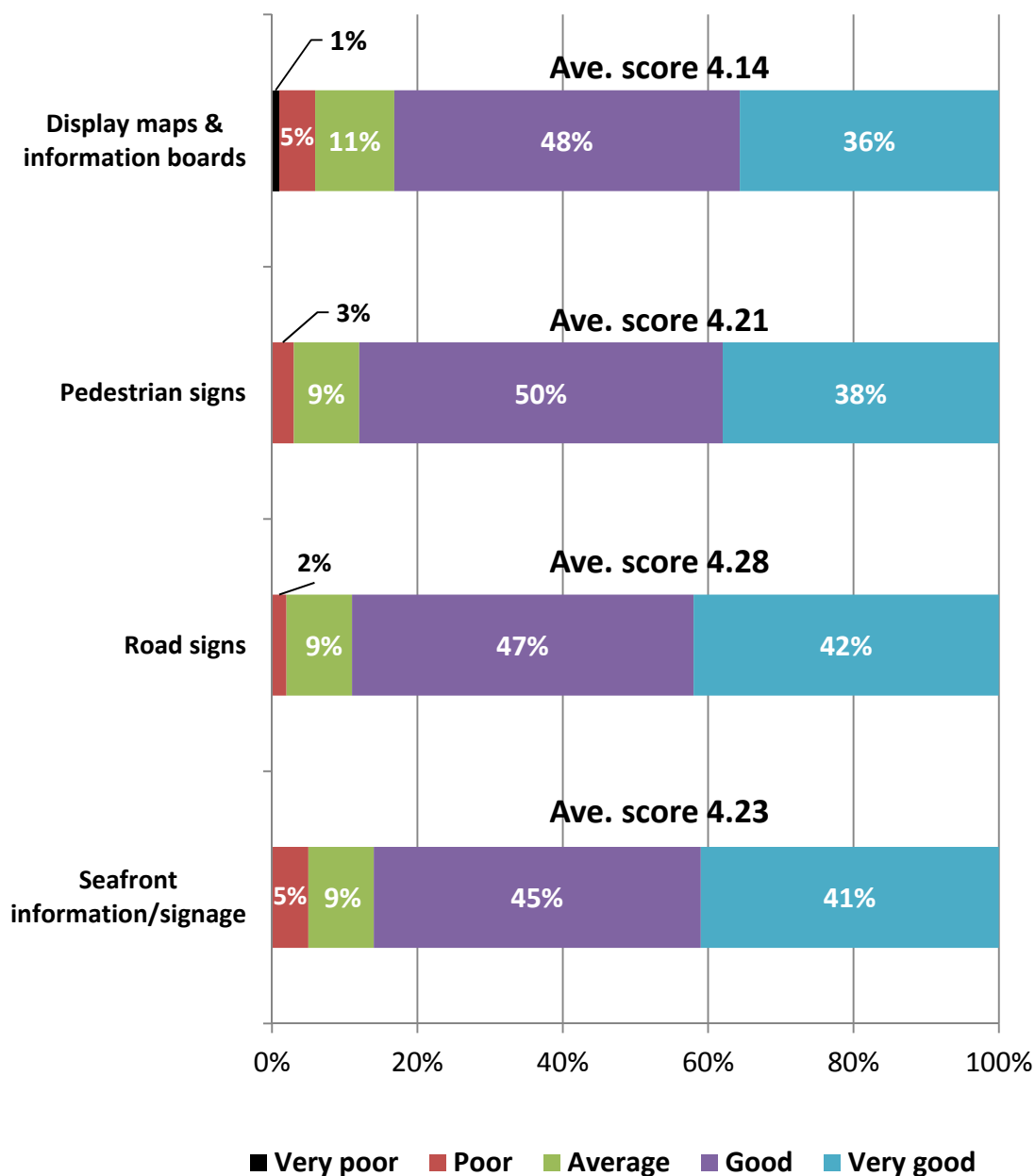
93% of visitors rated the cleanliness of the beach as 'good' or 'very good', as did 96% for the ease of access to the beach and 80% for the range of beach facilities.

14% of visitors rated the range of beach facilities as 'average', as did 5% for the cleanliness of the beach and just 3% for the ease of access to the beach.

5% of visitors rated the range of beach facilities as 'poor' or 'very poor', compared with 2% of visitors for the cleanliness of the beach. No one rated the ease of access to the beach as 'poor' or 'very poor'.

The mean satisfaction scores calculated for all aspects of the beach at Exmouth were high. With an average score of 4.63 out of 5.00, visitors rated their satisfaction with the ease of access to the beach the highest of all the indicators being explored by the survey and the cleanliness of the beach (4.50) the fifth highest.

Visitor satisfaction - ease of finding way around



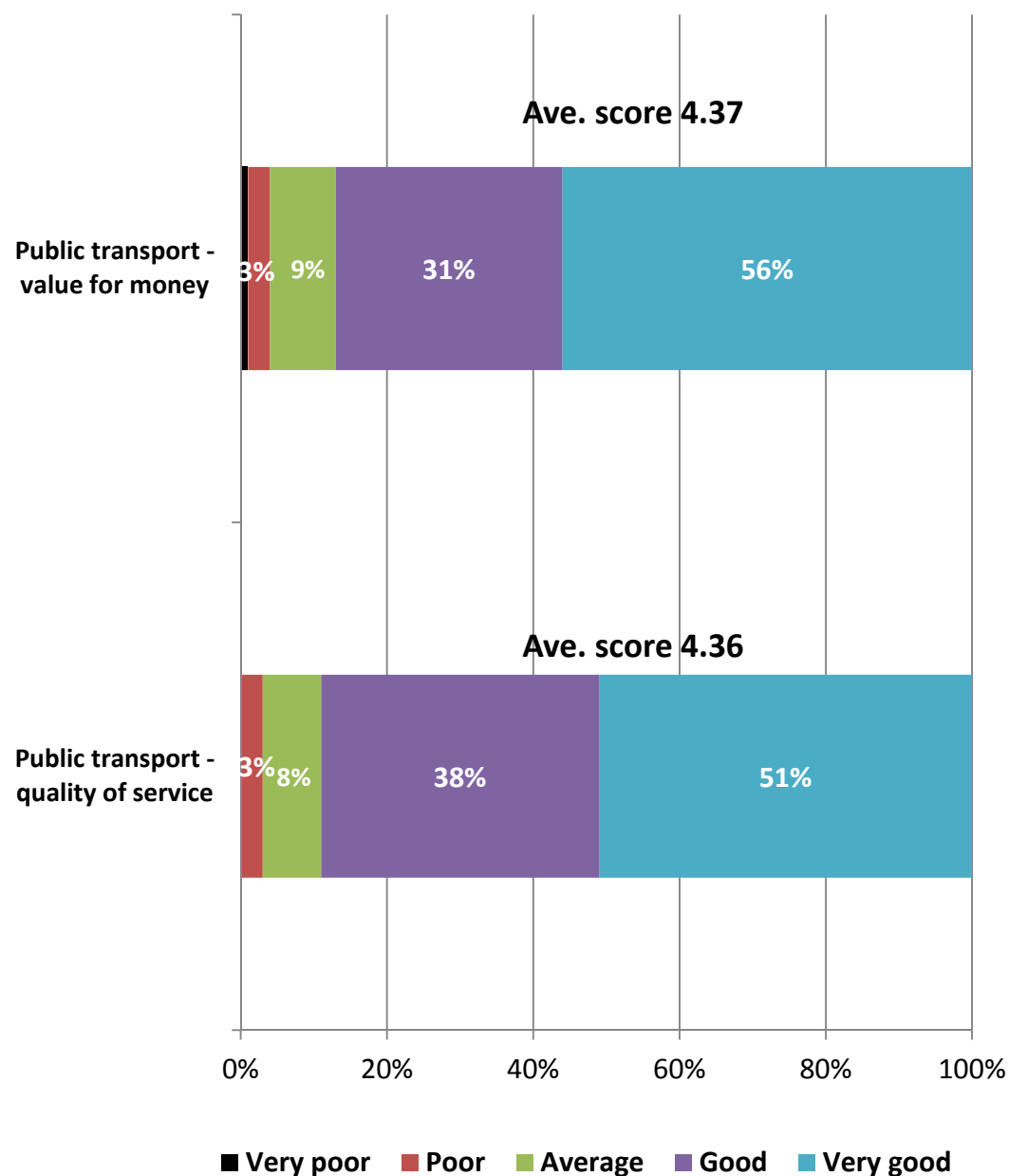
89% of visitors rated the road signs in Exmouth as 'good' or 'very good', as did 88% for the pedestrian signs, 86% for the seafront information/signage and 84% for the display maps & information boards.

11% of visitors rated the display maps & information boards as 'average', as did 9% in each case for the seafront information signage, road and pedestrian signs.

6% of visitors rated the displays maps & information boards as 'poor' or 'very poor', compared with 5% for the seafront information/signage, 3% for the pedestrian signs and just 2% for the road signs.

The mean satisfaction scores calculated for all aspects of the ease of getting around Exmouth were high at 4.28 for the road signs, 4.23 for the seafront information/signage, 4.21 for the pedestrian signs and 4.14 for the display maps & information boards.

Visitor satisfaction - public transport



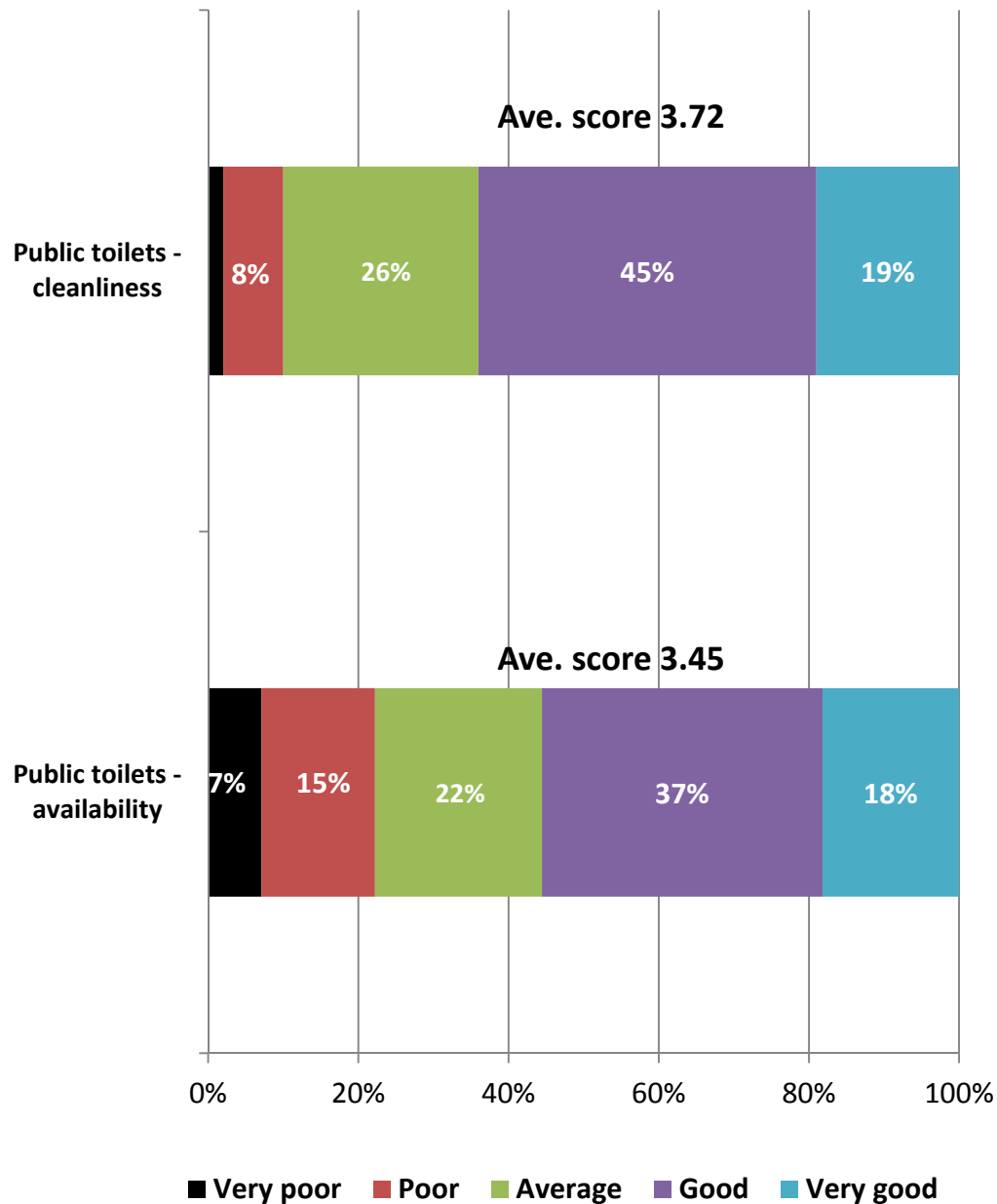
89% of visitors rated the quality of service of the public transport in Exmouth as 'good' or 'very good', as did 87% for the value for money.

The quality of service and value for money of public transport were rated 'average' by 9% and 8% of visitors respectively.

4% of visitors rated the value for money of public transports as 'poor' or 'very poor', compared with 3% of visitors for the quality of service.

The mean satisfaction scores calculated for both aspects of the public transport in Exmouth were high including 4.36 for the quality of service and 4.37 for the value for money and were two of the top ten rated indicators in terms of satisfaction (seventh and sixth).

Visitor satisfaction - public toilets



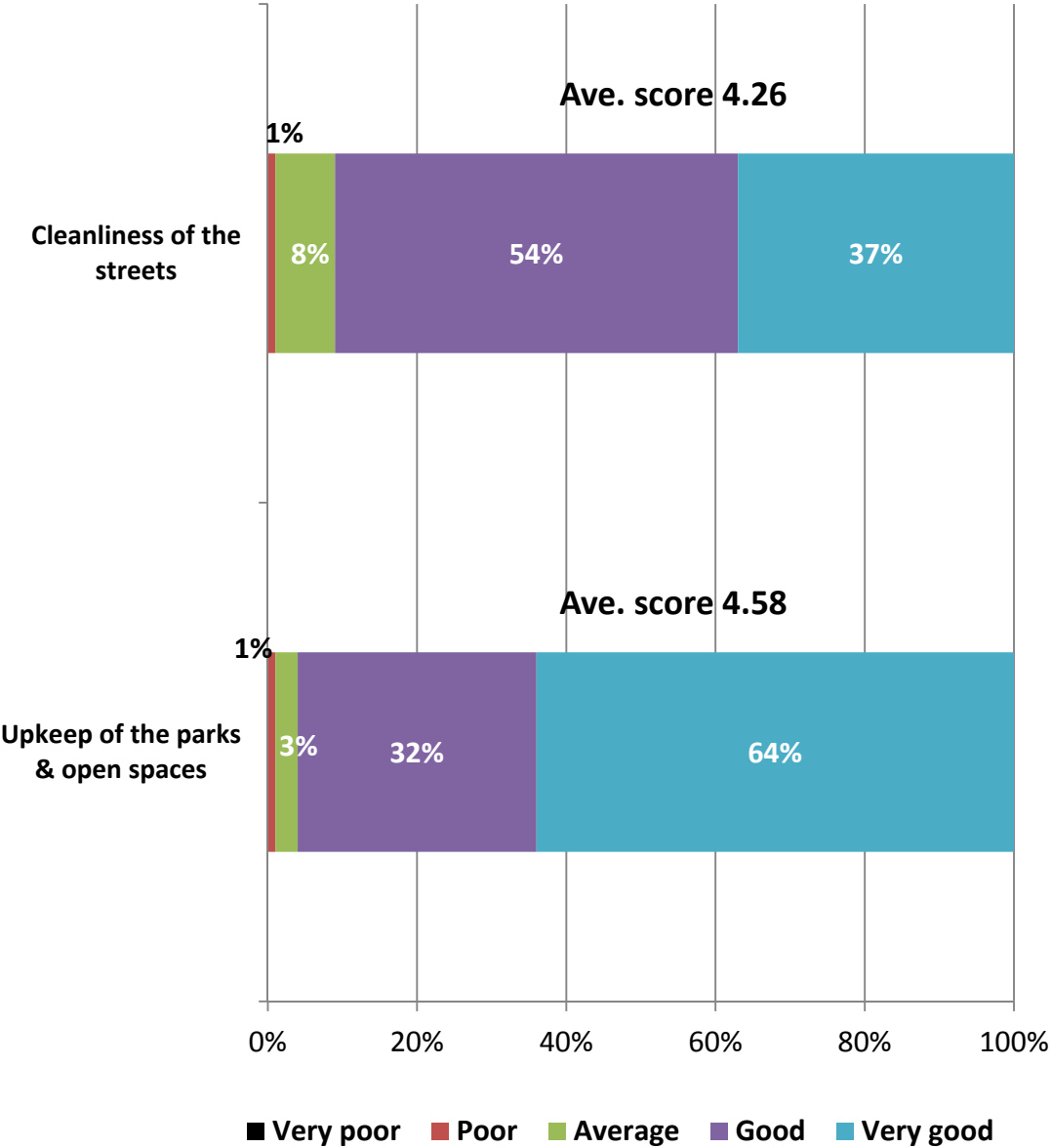
55% of visitors rated the cleanliness of the public toilets as 'good' or 'very good' compared with 64% who said the same for the availability.

22% of visitors rated the cleanliness of the public toilets as 'average' compared with 26% who said the same for the availability.

22% of visitors rated the availability of public toilets in Exmouth as 'poor' (15%) or 'very poor' (7%), compared with 10% who said the same for the cleanliness.

The mean satisfaction score for the availability of public toilets in Exmouth was ranked the lowest indicator of all those explored in terms of satisfaction during the survey at 3.45 out of 5.00 and compares with 3.72 for the cleanliness of the public toilets in the resort which was ranked the sixth lowest in terms of satisfaction.

Visitor satisfaction - upkeep of the parks & open spaces and cleanliness of the streets



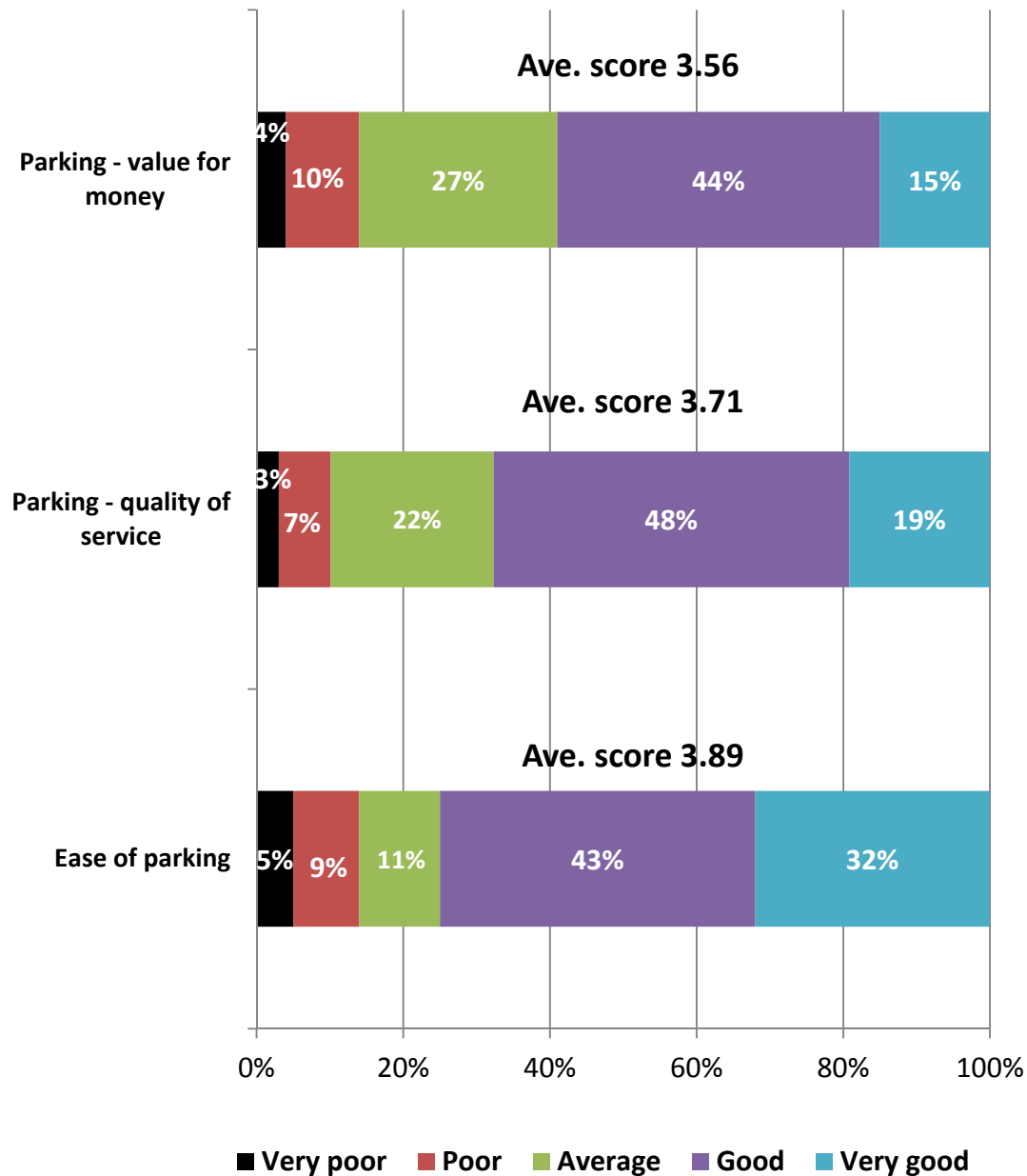
96% of visitors rated the upkeep of parks and open spaces as ‘good’ or ‘very good’, compared with 91% for the cleanliness of the streets.

8% of visitors rated the cleanliness of the streets in Exmouth as ‘average’ compared with 3% for the upkeep of parks and open spaces.

Just 1% of visitors in each case rated the upkeep of parks and open spaces and cleanliness of the streets as ‘poor’.

The mean satisfaction score for the upkeep of the parks and open spaces at 4.58 was the third highest rated indicator of all those being explored by the survey. The average score for the cleanliness of the streets was also very good at 4.26 out of 5.00.

Visitor satisfaction - car parks



75% of visitors rated the ease of parking in the resort as 'good' or 'very good', as did 67% for the quality of service and 59% for the value for money.

27% of visitors considered the value for money of the parking to be 'average', compared with 22% in terms of the quality of service and 11% for ease of parking.

14% of visitors in each case rated the ease of parking and value for money of parking in Exmouth as 'poor' or 'very poor', compared with 10% who said the same for the quality of service.

The score for the value for money of parking in the resort, at 3.56, was the second lowest ranked indicator of all those explored during the survey. This was followed by the quality of service of the parking (3.71) ranked the fourth lowest and ease of parking (3.89) which was ranked the tenth lowest indicator in terms of visitor satisfaction with their Exmouth experience.

Visitor satisfaction - nightlife & evening entertainment



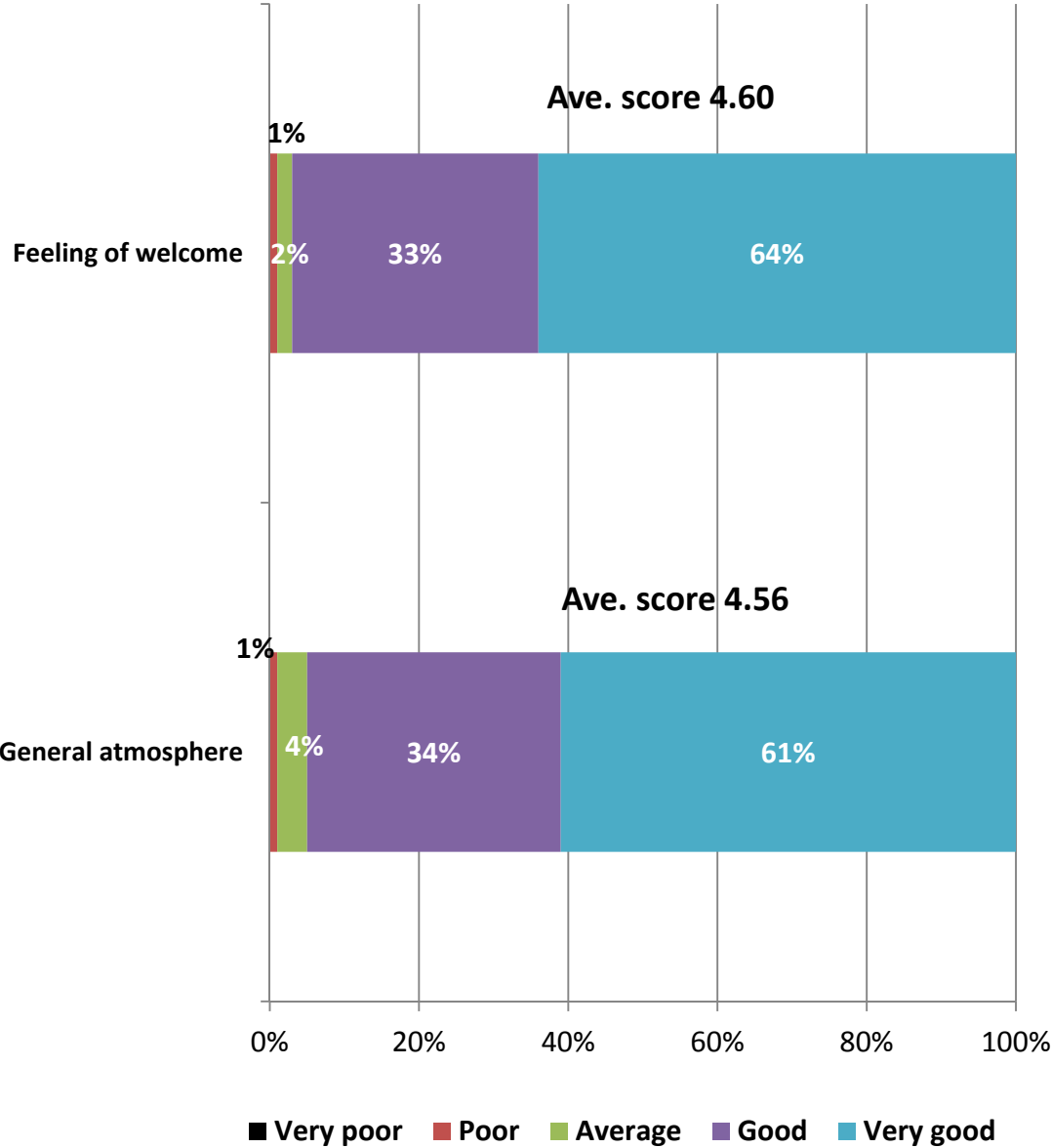
69% of visitors rated the range of nightlife/evening entertainment in the resort as 'good' or 'very good', as did 73% for the quality of service and 74% for the value for money.

23% of visitors considered the range of nightlife/evening entertainment in Exmouth to be 'average', compared with 21% in each case in terms of the quality of service and value for money.

9% of visitors in each case rated the range of nightlife/evening entertainment in the resort as 'poor' or 'very poor', compared with 5% in each case who said the same for the quality of service and value for money.

The score for the range of nightlife/evening entertainment in the resort, at 3.77, was the seventh lowest ranked indicator of all those explored during the survey. This was followed by the quality of service (3.85) ranked the ninth lowest and the value for money which was ranked the eleventh lowest indicator in terms of visitor satisfaction.

Visitor satisfaction - overall impression of Exmouth



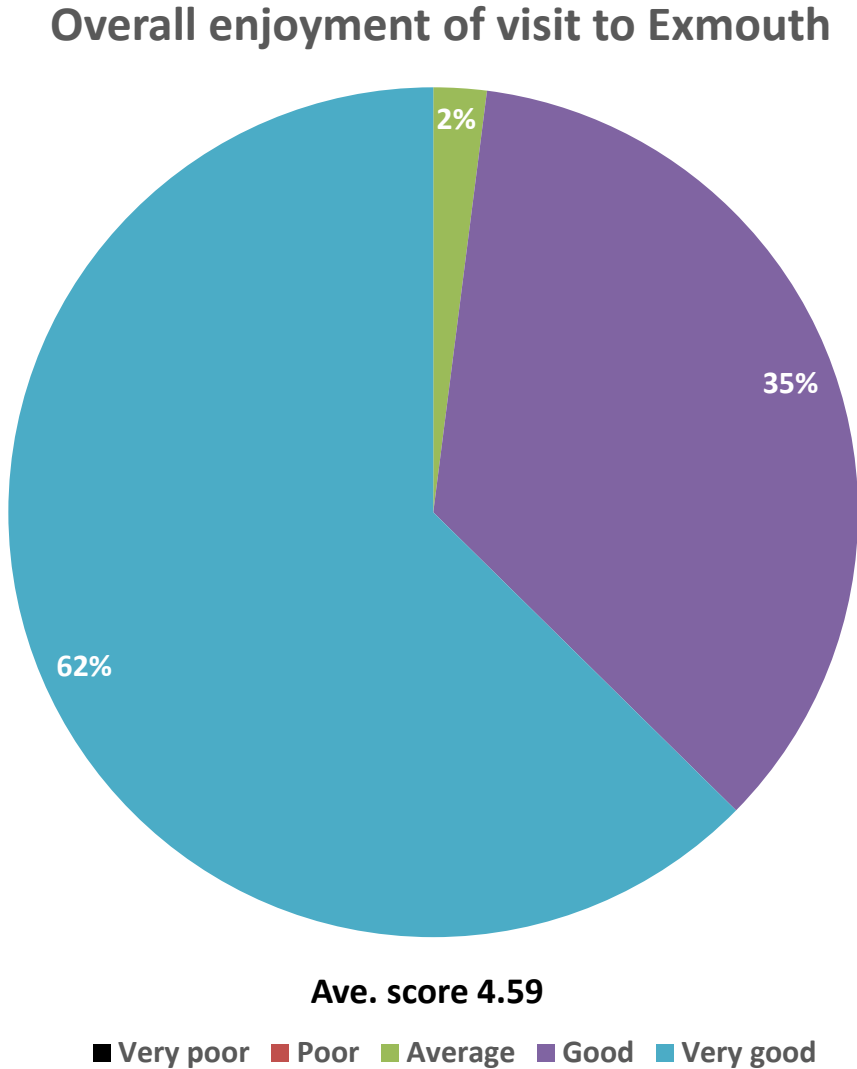
95% of visitors rated the general atmosphere in Exmouth as 'good' or 'very good', as did 97% for the feeling of welcome in the resort.

Only 4% of visitors rated the general atmosphere as 'average', compared with 2% of visitors for the feeling of welcome.

Just 1% of visitors in each case rated the general atmosphere and feeling of welcome in Exmouth as 'poor'.

At 4.60 out of 5.00 the feeling of welcome in Exmouth was the second highest ranked indicator of all those being explored by the survey with the general atmosphere (4.56) ranked fourth.

Overall enjoyment of visit to Exmouth



Visitors were asked to rate their level of satisfaction with their overall visit to Exmouth on a '1' to '5' scale where '1' = 'very poor' (or the most negative response), '2' = 'poor', '3' = 'average', '4' = 'good' and '5' = 'very good' (or the most positive response), allowing a 'score' (out of a maximum of '5') to be calculated.

97% of visitors rated the overall enjoyment of their visit as 'good' (35%) or 'very good' (62%). Just 2% rated it as 'average'.

The mean satisfaction score for overall enjoyment of visit was very high at 4.59 out of 5.00.

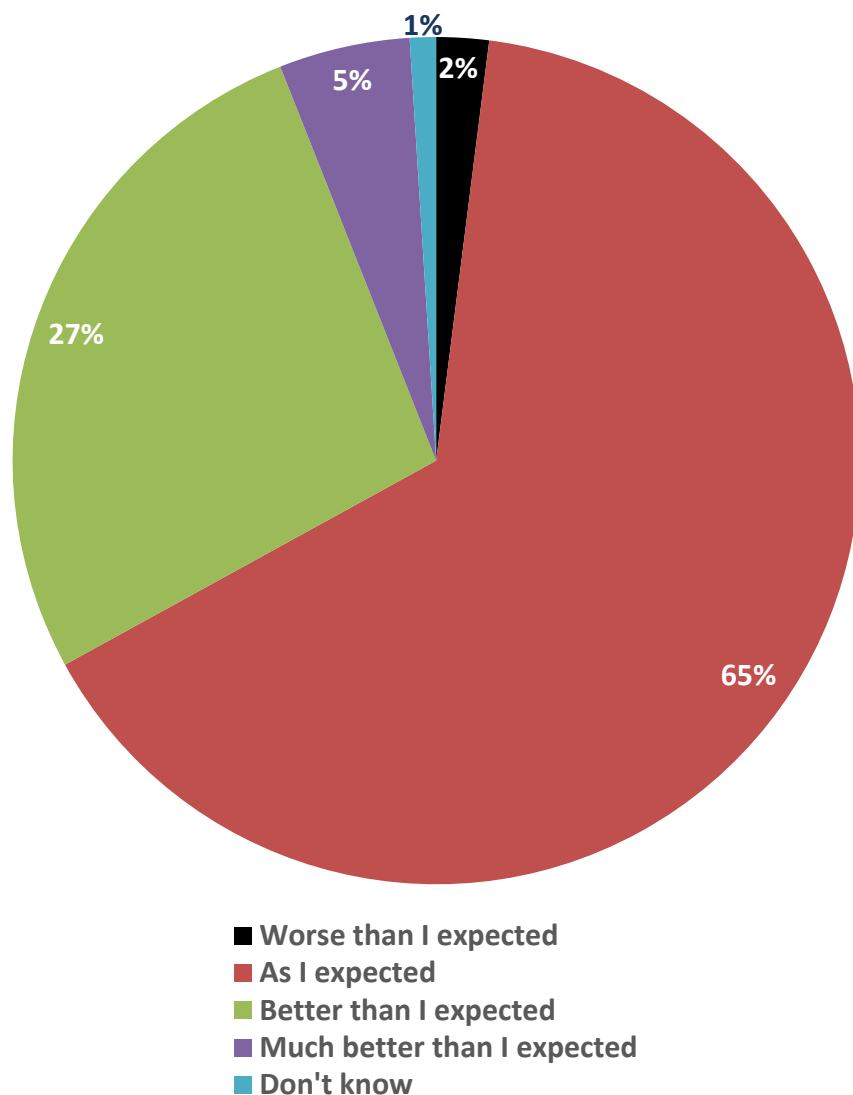
The average scores by segment are shown in the table overleaf. Staying visitors, those visiting with children, visitors aged 16-24 years, other UK and overseas visitors, repeat visitors, those visiting the resort during August and those visiting on a weekday rated the overall enjoyment of their visit the highest.

Overall enjoyment of visit to Exmouth by segment

Overall enjoyment of visit average score by analysis segment	
DAY	4.51
STAY OUTSIDE	4.58
STAY EXMOUTH	4.67
ADULTS ONLY	4.58
ADULTS WITH CHILDREN	4.62
16-24	4.62
25-34	4.59
35-44	4.60
45-54	4.60
55-64	4.56
65+	4.60
SW	4.54
OTHER UK	4.63
OVERSEAS	4.63
FIRST TIME	4.56
REPEAT	4.59
JUNE	4.43
JULY	4.61
AUG	4.65
SEPT	4.60
OCT	4.55
WEEKDAY	4.59
WEEKEND	4.57

Visitor expectations

How visit to Exmouth lived up to expectations



Visitors were asked to rate how their visit to Exmouth had lived up to their expectations on a '1' to '5' scale where '1' = 'Much worse than I expected' (or the most negative response) and '5' = 'Much better than I expected' (or the most positive response).

32% of visitors to the resort said their expectations had been exceeded including 27% who said their trip to Exmouth had been 'Better than I expected' and 5% who said it had been 'Much better than I expected'.

65% said their trip to Exmouth had met with their expectations.

Only 2% of visitors said their trip to Exmouth had not met with their expectations.

The results by segment are shown in the table overleaf. The largest proportion of visitors across all the segments said their trip to Exmouth had met with their expectations with the only exceptions to this being overseas and first time visitors to the resort.

47% of overseas visitors said their trip expectations had been exceeded (the same proportion who said their expectations had been met), whilst the largest proportion of first time visitors (50%) said their visit had exceeded their expectations which is a very encouraging result and should help to encourage repeat visits amongst these visitors in the future.

Visitor expectations by analysis segment

Visitor expectations by analysis segment	Worse than I expected	As I expected	Better than I expected	Much better than I expected	Don't know
DAY	1%	80%	15%	3%	-
STAY OUTSIDE	2%	60%	33%	4%	1%
STAY EXMOUTH	2%	55%	34%	7%	2%
ADULTS ONLY	2%	64%	28%	5%	1%
ADULTS WITH CHILDREN	1%	69%	25%	3%	2%
16-24	-	69%	25%	4%	2%
25-34	1%	64%	25%	8%	2%
35-44	1%	68%	28%	2%	1%
45-54	-	59%	35%	5%	1%
55-64	4%	66%	25%	4%	1%
65+	2%	67%	25%	5%	1%
SW	2%	76%	18%	4%	1%
OTHER UK	2%	56%	32%	7%	2%
OVERSEAS	2%	47%	47%	2%	2%
FIRST TIME	4%	34%	50%	8%	4%
REPEAT	1%	76%	19%	4%	-
JUNE	4%	74%	19%	2%	1%
JULY	1%	65%	26%	6%	1%
AUG	1%	58%	33%	7%	1%
SEPT	1%	62%	32%	5%	1%
OCT	4%	75%	18%	3%	1%
WEEKDAY	1%	66%	27%	5%	1%
WEEKEND	3%	65%	27%	5%	1%

Visitors' likes

Visitors to Exmouth were asked what they most liked about their visit to the resort, what they least liked or what, if anything, they thought could be improved. A wide range of likes were provided by respondents. The word cloud below illustrates the relative strength of each particular like below.

The beach was by far the overwhelming top 'like' coming out of the survey along with things such as quiet, sea/seafront, friendly, atmosphere, peace & quiet, relaxing and clean.



Visitors' dislikes

38% of respondents mentioned something which they disliked about their visit to Exmouth. A wide range of dislikes were also provided by respondents. The word cloud below illustrates the relative strength of each particular dislike below.

The parking and shops in the resort were by far the overwhelming top 'dislikes' coming out of the survey along with things such as improvements needed to the town centre, the seagulls, toilets, dogs being allowed on the beach, rubbish on the beach and traffic.



Visitors' suggested improvements

Around two fifths (41%) of respondents suggested something which they felt could be improved in Exmouth. A wide range of improvements were suggested by respondents and the word cloud below illustrates the relative strength of each suggested improvement below.

The parking and shops in the resort were by far the overwhelming top suggested improvements coming out of the survey along with things such as the public toilets, disabled access to the beach, dogs being allowed on the beach and rubbish/bottles on the beach and signage.



Likelihood to Recommend Exmouth – Recommendation Score

Recommendation scores are a simple but effective new method for measuring customer loyalty invented by Bain consultant Fred Reicheld who discovered that a single question provides the ultimate measure of just how loyal customers are and that this method could then be used to accurately predict future revenue growth.

Recommendation scores are calculated by asking a sample of customers a single question “How likely is it that you would recommend xyz to a friend or colleague?”. The respondent is asked to rate on an 11 point scale from ‘0’ (not at all likely) to ‘10’ (extremely likely) depending on how positive they feel about the product/event/location. The proportion of those who think it unlikely they would recommend it (Detractors) subtracted from the proportion that are likely to recommend it (Promoters) produces a single number known as a Recommendation Score.

Based on their response to this question visitors are then divided into three distinct groups:

0-6 score are Detractors *These are customers that have generated sales but are actually bad for the company over the long haul. They are less likely to buy anything/visit the event/location again and more likely to spread bad word of mouth and more costly to serve because of their dissatisfaction.*

7-8 are Passives *These customers are generally more positive about the product/event/location but are significantly less valuable than Promoters. Many companies over estimate their success by assuming relatively high customer satisfaction will lead to future growth. In reality Passives may be satisfied but that may not be enough in the longer term.*

9-10 are Promoters *These customers drive business growth. The company/product/event/location has gone beyond satisfying their needs and truly delights them. As a result they will buy more from this company or visit an event or location again in the future, will recommend it to many others and therefore the company/product/event/location will not need to undertake costly ad campaigns or sales promotions to retain their business.*

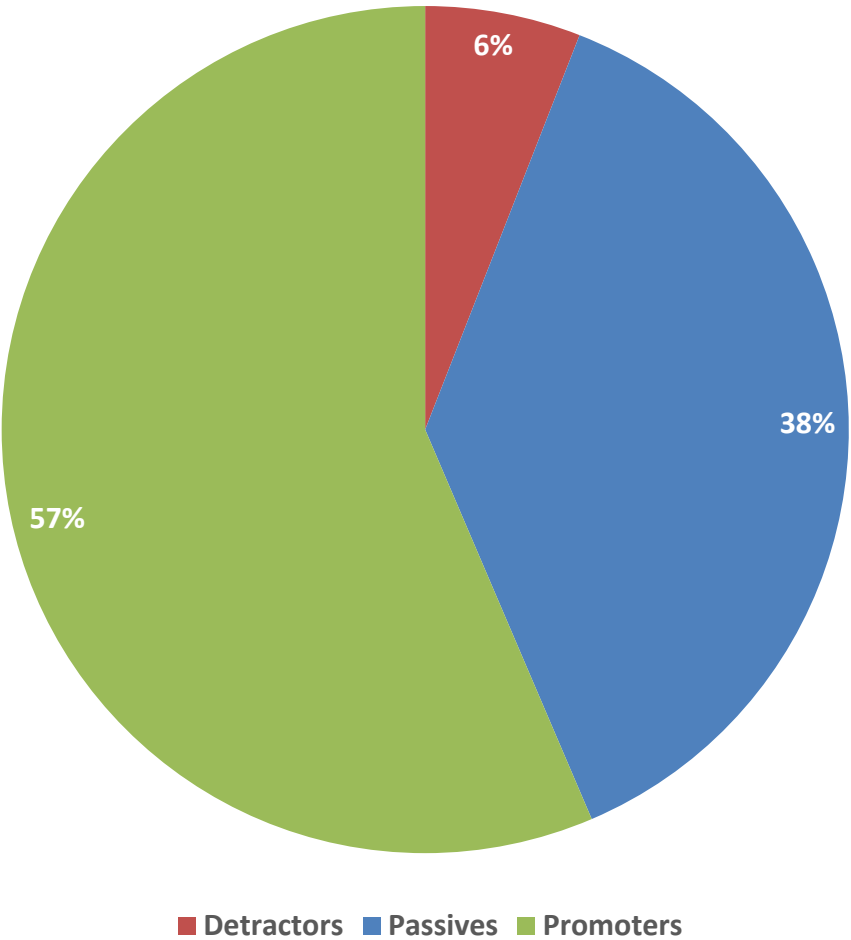
The Recommendation Score is created by calculating what percentage of the customer base are Promoters and then subtracting the percentage who are Detractors.

$$\% \text{ Promoters} - \% \text{ Detractors} = \text{RECOMMENDATION SCORE}$$

The higher or more positive the Recommendation Score the more satisfied the customer base.

Likelihood to recommend Exmouth for a visit to friends/family

Likelihood to recommend Exmouth



Recommendation Score = +51%

Exmouth achieved an overall recommendation score of +51%, a good score on a measure that can range from -100% to +100%.

57% of visitors rated it '9' or '10' out of '10' for their likelihood of recommending it for a visit to their friends/family and were categorised as 'Promoters'.

38% of visitors rated it either '7' or '8' out of '10' and were categorised as 'Passives', whilst only 6% gave it a rating of '0' to '6' and were therefore categorised as 'Detractors'.

The results by segment are shown in the table overleaf.

Staying visitors, those visiting with children, visitors aged 65+ years, other UK visitors, repeat visitors and those visiting the resort during August and on a weekday achieved the highest recommendation scores.

Likelihood to recommend Exmouth for a visit to friends/family by analysis segment

Likelihood to recommend Exmouth by analysis segment	% of Detractors	% of Passives	% of Promoters	Score
DAY	7%	38%	55%	+48%
STAY OUTSIDE	7%	42%	51%	+44%
STAY EXMOUTH	3%	34%	63%	+60%
ADULTS ONLY	6%	39%	56%	+50%
ADULTS WITH CHILDREN	4%	35%	61%	+57%
16-24	10%	36%	54%	+44%
25-34	5%	34%	61%	+47%
35-44	5%	43%	52%	+47%
45-54	5%	40%	56%	+51%
55-64	6%	36%	59%	+53%
65+	5%	36%	59%	+54%
SW	6%	37%	57%	+51%
OTHER UK	4%	35%	61%	+57%
OVERSEAS	9%	50%	41%	+32%
FIRST TIME	10%	44%	46%	+36%
REPEAT	4%	36%	60%	+56%
JUNE	7%	42%	51%	+44%
JULY	5%	34%	61%	+56%
AUG	4%	32%	64%	+60%
SEPT	6%	43%	51%	+45%
OCT	9%	43%	48%	+39%
WEEKDAY	6%	37%	57%	+51%
WEEKEND	5%	40%	55%	+50%

Exmouth Visitor Survey 2016

Visitor Expenditure



Visitor expenditure snapshot

- All visitor spending in Exmouth, excluding any spend by staying visitors on accommodation, was calculated at £15.99 per person per day/night. This compares with an average spend per person per day/night in East Devon District of £33.97 and £35.59 for Devon county as a whole.
- Total all visitor spend, excluding accommodation, was highest amongst staying visitors, adult only groups, visitors aged 45-54 years, overseas visitors, first time visitors and those visiting during June and on a weekday.
- Average day visitor spend per person per day in Exmouth was calculated at £12.81 and compares with averages of £34.01 and £35.48 for East Devon District and Devon as a whole respectively.
- Average spend on accommodation per person per night in the resort was calculated at £31.26 and compares with an average of £18.56 for East Devon District and £20.18 for Devon as a whole. This is likely to be due to a higher proportion of serviced stays due to the total stock available and a lower proportion of Visiting Friends or Relatives (VFR) stays captured in the visitor survey sample and which, as a result, might be under represented.
- Spend on accommodation was highest amongst adult only groups, visitors aged 65+ years, other UK residents, first time visitors and those visiting during September and on a weekday.

Visitor expenditure by analysis segment

ALL VISITOR SPENDING BY CATEGORY £/per person/per night/day	All Accommodation (staying only)	Eating & drinking	Shopping	Entertainment	Travel	TOTAL (EXCLUDING ACCOMMODATION)
ALL VISITORS		£10.11	£3.45	£0.79	£1.64	£15.99
DAY	-	£7.31	£3.06	£0.71	£1.72	£12.81
STAY OUTSIDE	-	£9.99	£2.75	£0.69	£2.14	£15.57
STAY EXMOUTH	£31.26	£12.44	£4.18	£0.97	£1.14	£18.72
ADULTS ONLY	£38.85	£10.93	£4.04	£0.65	£1.85	£17.47
ADULTS WITH CHILDREN	£21.58	£8.62	£2.42	£1.06	£1.27	£13.37
16-24	£15.18	£8.34	£1.48	£0.61	£1.56	£11.90
25-34	£25.27	£8.10	£2.90	£0.75	£1.97	£13.72
35-44	£21.48	£10.07	£3.08	£1.67	£1.44	£16.26
45-54	£28.83	£12.60	£3.18	£0.85	£2.16	£18.78
55-64	£29.44	£11.01	£4.47	£0.64	£2.01	£18.13
65+	£40.07	£8.91	£3.76	£0.35	£1.19	£14.22
SW	£28.74	£8.45	£3.61	£0.80	£1.76	£14.62
OTHER UK	£33.76	£10.54	£3.54	£0.79	£1.39	£16.25
OVERSEAS	£20.94	£18.59	£2.20	£1.26	£2.22	£24.27
FIRST TIME	£33.00	£11.62	£3.08	£1.08	£1.83	£17.60
REPEAT	£29.78	£9.54	£3.56	£0.70	£1.58	£15.38
JUNE	£27.22	£11.07	£3.36	£1.12	£1.92	£17.47
JULY	£28.95	£9.64	£3.95	£0.78	£1.85	£16.23
AUG	£32.10	£11.03	£3.08	£1.02	£1.74	£16.87
SEPT	£36.45	£9.05	£3.10	£0.48	£1.33	£13.95
OCT	£29.40	£9.00	£4.21	£0.36	£1.16	£14.74
WEEKDAY	£31.60	£9.94	£3.65	£0.74	£1.75	£16.08
WEEKEND	£30.43	£10.43	£3.05	£0.89	£1.42	£15.79

Visitor expenditure compared with East Devon & Devon

ALL VISITOR SPENDING BY CATEGORY £/per person/per night/day	All Accommodation (staying only)	Eating & drinking	Shopping	Entertainment	Travel	TOTAL (EXCLUDING ACCOMMODATION)	All staying spend (INCLUDING ACCOMMODATION)
ALL VISITORS EXMOUTH	-	£10.11	£3.45	£0.79	£1.64	£15.99	-
ALL VISITORS EAST DEVON	-	£13.77	£8.83	£4.68	£6.69	£33.97	-
ALL VISITORS DEVON	-	£13.77	£9.89	£5.01	£6.91	£35.59	-
DAY EXMOUTH	-	£7.31	£3.06	£0.71	£1.72	£12.81	-
ALL EAST DEVON DAY	-	£14.99	£9.29	£3.97	£5.75	£34.01	-
ALL DEVON DAY	-	£14.98	£11.21	£4.06	£5.22	£35.48	-
STAY EXMOUTH	£31.26	£12.44	£4.18	£0.97	£1.14	£18.72	£49.99
ALL EAST DEVON STAYING	£18.56	£11.60	£8.00	£5.94	£8.36	£33.90	£52.46
ALL DEVON STAYING	£20.18	£12.36	£8.36	£6.12	£8.88	£35.72	£55.90

There is clearly potential for Exmouth to increase the level of spending amongst its visitors when compared with the average spend data for East Devon District and Devon county as a whole. Spending amongst all visitors (both staying and day) on shopping, entertainment and travel and transport in the resort were all considerably lower than the averages for the district and county as a whole as was day visitor spend on food and drink and for further analysis on this please see the page overleaf.

Potential to Increase Visitor expenditure

Using the visitor spend data gathered through the 2016 visitor survey it is estimated that visitors spent £183 million in the local economy in 2015 generating £227 million business turnover. Approximately 3,000 full time equivalent jobs within the resort were supported by visitor spend. However, as previously highlighted visitor spend in the town was below the East Devon District average.

If we replace the survey visitor spend data with East Devon district averages the total visitor spend would equate to £206 million (+£23m) with a subsequent business turnover of £281 million generated (+£54m). If Exmouth visitor spend was the same as the East Devon average figures the number of full time equivalent jobs supported within the resort would equate to 3,700 (+700).

These estimates clearly demonstrate the potential benefits to be gained by increasing the average visitor spend in the town to something similar to the averages achieved elsewhere in East Devon district.

Exmouth Visitor Survey 2016

Key Comparative Data



Key comparative data

To provide some context to the Exmouth Visitor Survey results, results have been provided in the table below for some of the key findings from the survey with other published data available for Devon county, the South West region, The English Riviera (2012/13) and Cornwall (2012).

	Exmouth 2016	Devon 2014	South West 2010	The English Riviera 2012/13	Cornwall 2012
Day visitors	65%	81%	30%	26%	4%
Staying visitors	35%	19%	70%	74%	96%
Adults only	78%	62%	79%	77%	76%
Adults with children	22%	38%	21%	23%	24%
Ave. total group size	2.58	3.59	2.44	2.58	Not available
Aged 16-24 years	7%	8%	7%	7%	3%
Aged 25-34 years	9%	10%	11%	9%	10%
Aged 35-44 years	12%	16%	16%	14%	17%
Aged 45-54 years	17%	21%	17%	17%	23%
Aged 55-64 years	17%	24%	21%	16%	24%
Aged 65+ years	37%	22%	28%	37%	22%
<i>Age group %'s have been recalculated from those on page 31 to exclude 15 year and under age group.</i>					
SW residents	50%	22%	Not available	31%	28%
Other UK residents	46%	76%	Not available	66%	66%
Overseas residents	5%	3%	Not available	3%	6%
ABC1	58%	59%	Not available	49%	55%
C2DE	42%	41%	Not available	50%	45%
Leisure/holiday/festival/vent	84%	83%	84%	88%	83%
VFR	12%	12%	10%	8%	15%
Special shopping trip	1%	1%	3%	-	1%
Work/conference	1%	2%	2%	1%	1%
Other	3%	2%	1%	3%	-
First time visitor	25%	Not available	13%	15%	9%
Repeat visitor	75%	Not available	87%	85%	91%

Exmouth Visitor Survey 2016

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