Dover Town Visitor Survey

Report of findings

February 2018

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  (Deal, Sandwich, Dover)

Introduction

This document presents the key findings of the Dover Town Visitor Survey. The survey was commissioned and funded by Dover Town Council, Dover District Council and Destination Dover and undertaken by Visit Kent, in partnership with Destination Research Ltd. The purpose of the survey was to gather information on the origin, profile and behaviour of visitors to Dover. The survey also sought to identify elements driving visitor satisfaction.

The survey is part of a district-wide visitor survey with interviews conducted in Dover, Deal and Sandwich. This document provides a full update on the reports produced in 2008. Whenever possible the results of the survey have been compared to the 2008 data. It also benchmarks the results for Dover against the other two destinations included in the overall study (Deal and Sandwich). Finally, each section of the report includes a series of tables with a full split of results between UK residents and visitors from overseas.

Survey methodology

The survey involved face-to-face interviews with a random sample of visitors encountered in key tourist locations. Those visiting for non-leisure purposes, e.g. trips concerned with their normal work, study or household shopping were not included in the survey. As satisfaction measurements rely on visitors having used or experienced a particular service or facility, interviews were conducted with visitors who were at least half way through their visit. Individual interviewing sessions were carried out from the hours of 11am to 6pm between the months of July and October 2017. Interviews were spread across weekdays and weekends to ensure a representative sample of visitors were interviewed.

Introduction

As was the case in the 2008 survey, because of the relatively low number of visitors in Dover, it was not possible to interview randomly, i.e. every 5th visitor to walk past the interviewer. Rather the interviewers approached people who looked as though they may be visitors to the town. Residents of Dover were screened out so that only visitors to the town were interviewed.

Achieved Sample

In total, 1820 interviews were completed. Of these, 901 interviews were completed in Dover, 466 in Deal and 453 relate to Sandwich. The sample size for most key segments and dominant responses in the survey is likely to fall within the sample range of 400 responses, i.e. reliability is generally speaking in the ±4% to ±6% range.

This report presents the results relating to the town of Dover only. The results for Deal and Sandwich are presented in separate reports.

Executive Summary

Visitor Profile

- Visitors were spread across the age groups – 22% of all visitors were children and 43% were over the age of 45 years.
- Couples and family units accounted for two thirds of all visiting groups. The gender split was almost equal, with 49% male respondents and 51% female.
- Of the total 901 visitors interviewed in Dover, 77% (695) were from the UK and 23% (206) were from overseas. Two thirds (65%) of UK respondents were from the South East.
- The average group size was 2.73 people, comprising of 2.12 adults and 0.61 children.

Trip Characteristics

- Most (87%) were visiting for leisure or a holiday and few (6%) to see friends or relatives.
- One third (35%) were visiting Dover for the first time, with the repeat visitor market accounting for two thirds of all visitors to Dover.
- Over half (59%) of all visitors were 'day visitors from home'. Almost half of all day visitors stayed in Dover all day and a further 43% stayed for half a day.
- Two in five (41%) of visitors were in Dover as part of an overnight stay. On average, overnight visitors spent 5.1 nights away from home.
- However, not all overnight visitors were staying in Dover town. Only 55% of overnight visitor interviewed were staying in Dover and 45% were staying elsewhere.
- Those staying outside Dover were asked their reasons for not staying in the town. The most common response was simply that people were holidaying elsewhere.

Executive Summary

Accommodation

- Most visitors staying in Dover stayed in hotels (34%), the homes of friends or relatives (18%) and touring caravan and camping sites (17%).
- Hotels (26%) and self-catering accommodation (23%) were the main choices of accommodation for overnight visitors staying elsewhere.
- Overnight visitors were most likely to book directly with the accommodation provider, with two in five using this method.
- The majority (72%) of overnight visitors staying in paid accommodation rated the level of service received positively (‘good’ or ‘very good’). Similarly, 73% thought their accommodation offered ‘good’ or ‘very good’ value for money.

Transport

- The car was the most common mode of transport used by visitors to reach Dover, chosen by 66% of respondents.
- Almost two thirds of car drivers (62%) used the town’s car parks and most (95%) found parking in the town centre ‘easy’ or ‘very easy’.

Expenditure

- The average overall expenditure among staying visitors to Dover (per person per 24 hours) on accommodation, eating out, shopping, entertainment and travel and transport was £45.19.
- Day visitors from home who are visiting Dover spent an average of around £16.47 per person per day in the town.

Executive Summary

Associations with Dover

- Almost three quarters of respondents mentioned Dover Castle when prompted about the first thing that comes to mind about Dover. This was followed by the port (ferries, cruise, docks) and the White Cliffs.
- Two in five had either visited Dover Castle or were planning to visit it during their trip. A quarter had or planned to visit the White Cliffs.
- Visitors are generally very satisfied with the quality of the most popular attractions. Most felt that the White Cliffs and Dover Castle were 'very good' (90% and 86% respectively).
- The **best** things about Dover according to visitors were the top attractions (Dover Castle, White Cliffs) as well as history, heritage and the local museums. The seafront and the beach, ferries and links to France are also perceived as key assets of the town.
- The challenging things about Dover related to the overall aspect of the town centre as well as the numbers of empty shops and the limited variety of shops and places to eat and drink.

Visitor Information Centre

- The 10% of visitors to Dover who used the VIC were asked to rate the levels of satisfaction with the service received. The VIC scores particularly well on the quality of information provided, with positive scores (good or very good) of 92%. The scores for ease of finding the VIC and the quality of service are marginally lower but also very positive results. (90% provided positive scores).

Executive Summary

Satisfaction

- All visitors were invited to rate a set list of aspects about their visit to Dover using a scale of 1 (very poor) to 5 (very good). History and heritage achieved the highest score (4.5 out of 5), followed by finding your way round (4.43) and the selection of maps (4.27).
- The scores for shopping (2.71), general atmosphere (3.81) and feeling welcome (3.91) were relatively low, especially when compared to the average for the three towns (Dover, Deal and Sandwich), which were 3.75, 4.36 and 4.41 respectively.
- In terms of overall enjoyment of visit, 20% of visitors to Dover rated their enjoyment as ‘very high’ and a further 47% rated it as ‘high’.
- Overall, 23% of visitors to Dover felt that the likelihood of them recommending the town to somebody else was ‘very likely’ and a further 45% felt it to be ‘likely’.

Survey Findings – Visitor Profile

Visitor Profile – Group composition

Age groups

Visitors were spread across the age groups. Children under 16 accounted for 22% of visitors. Overall, 43% of all visitors were over the age of 45 years.

The average group size was 2.73 people, comprising of 2.12 adults and 0.61 children. The gender split was almost equal, with 49% male respondents and 51% female.

Couples (34%) and family units (33%) accounted for two thirds of all visiting groups. Those travelling alone accounted for 13% and groups of friends made up 12% of the sample.

Group composition	Percentage
A couple	34%
Family unit	33%
Alone	13%
Groups of friends	12%
Intergenerational family (with grandparents)	5%
Extended family (with relatives and / or friends)	3%

Age group composition			
	Male	**Female**	**Total**
0-15	12%	10%	22%
16-24	3%	3%	6%
25-34	6%	7%	13%
35-44	6%	9%	15%
45-54	7%	7%	14%
55-64	7%	7%	13%
65+	8%	8%	16%
Total	**49%**	**51%**	**100%**

<u>2008 Comparisons</u>

Age Group composition (2008)		
	2017	**2008**
16-24	8%	10%
25-34	17%	15%
35-44	19%	16%
45-54	19%	19%
55-64	17%	21%
65+	21%	19%
Total	**100%**	**100%**

Note that the 2017 data excludes under 16s in order to show like-for-like comparisons with the 2008 results.

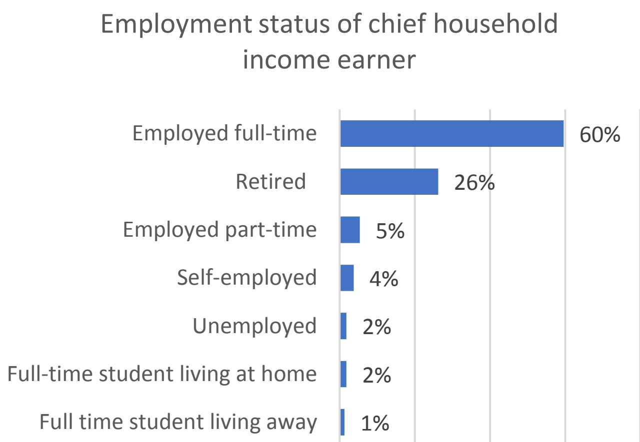
Visitor Profile – Employment

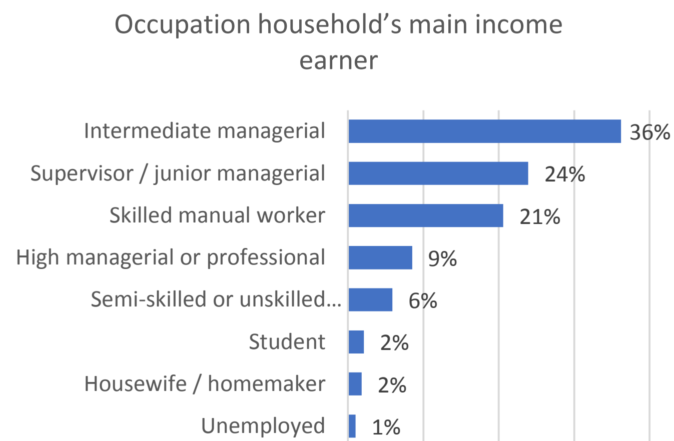
Employment status and occupation

Sixty per cent of visiting groups contained a chief income earner who was in employment at the time of the survey. Around a quarter of all visitors were retired.

Occupation

The largest proportion of respondents (36%) were in middle managerial roles. Junior managerial roles (24%) and skilled manual workers (21%) followed.





Visitor Profile – Employment - Domestic and overseas respondents

Employment status	ALL RESPONDENTS	DOMESTIC	OVERSEAS
BASE	901	695	206
Employed full-time (30+ hrs per week)	60%	59%	63%
Employed part-time (up to 29 hrs per week)	5%	6%	3%
Self-employed	4%	3%	6%
Retired	26%	27%	24%
Full-time student living at home	2%	2%	1%
Full time student living away	1%	1%	4%
Unemployed	2%	2%	0%
Refused	0%	0%	0%

Occupation of main income earner	ALL RESPONDENTS	DOMESTIC	OVERSEAS
BASE	901	695	206
High managerial or professional	9%	7%	19%
Intermediate managerial	36%	35%	42%
Supervisor / junior managerial	24%	25%	19%
Skilled manual worker	21%	22%	13%
Semi-skilled or unskilled manual	6%	6%	4%
Housewife / homemaker	2%	2%	1%
Unemployed	1%	1%	0%
Student	2%	2%	4%

Visitor Profile – Domestic and overseas respondents

Geographical breakdown

Of the total 901 visitors interviewed in Dover, 77% (695) were from the UK and 23% (206) were from overseas.

Due to time constraints and operational complexity, all interviews were conducted in English. Whilst we accept a degree of inevitable bias towards English or English speaking visitors, we can be reasonably confident that the proportion of overseas visitors included within the total sample is representative of the split of domestic and overseas visitors coming to Dover in general.

For perspective, the sample interviewed in the 2008 survey, was 72% UK and 28% overseas and the 2001 survey achieved a split of 86% UK and 14% overseas.

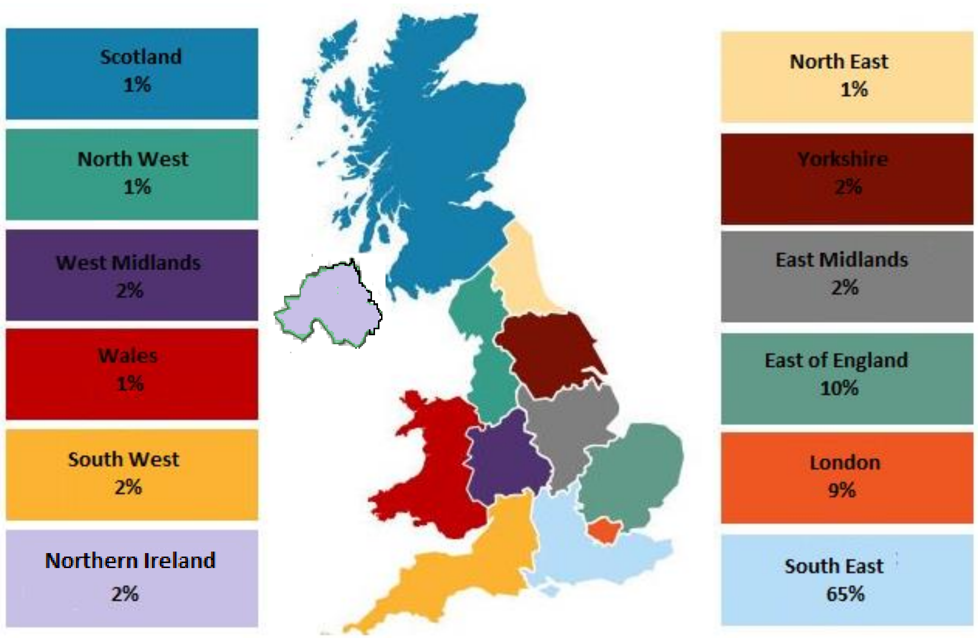
Geographical Breakdown	2017	2008	2001
UK Residents	77%	72%	86%
Overseas Residents	23%	28%	14%

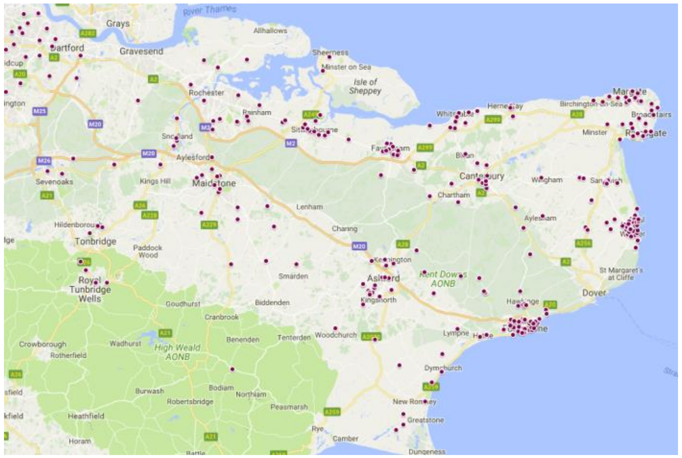
Visitor Profile – Origin of visitors

About two thirds (65%) of respondents were from the South East. This was followed by residents from the East of England (10%) and London (9%).

There were large concentrations of respondents from Kent, which accounts for about half of all respondents (47%) and in particular visitors from Folkestone (9%), Deal (6%), Ashford (4%) and Canterbury (3%). See map below.

Origin of visitors	Percentage
South East	**65%**
Kent	**47%**
Folkestone	8.6%
Deal	6.1%
Ashford	4.2%
Canterbury	3.3%
Faversham	2.2%
Ramsgate	2.1%
Maidstone	2.0%
Sittingbourne	2.0%
Margate	1.4%
Whitstable	1.4%
Sandwich	1.3%
Gillingham	1.1%
30 other towns (Less than 1% each)	11.9%





Visitor Profile – Domestic and overseas respondents

Age group composition	ALL RESPONDENTS	DOMESTIC	OVERSEAS
BASE	901	695	206
0-15	22%	24%	11%
16-24	6%	6%	7%
25-34	13%	13%	11%
35-44	15%	15%	12%
45-54	14%	13%	24%
55-64	13%	13%	16%
65+	16%	16%	18%
Total	**100%**	**100%**	**100%**

How would you describe your visiting party?	ALL RESPONDENTS	DOMESTIC	OVERSEAS
BASE	901	695	206
Alone	13%	14%	13%
A couple	34%	33%	42%
Family unit	33%	35%	26%
Intergenerational family (with grandparents)	5%	5%	3%
Extended family (with relatives and / or friends)	3%	3%	3%
Groups of friends	12%	11%	14%
Specialist / interest group	0%	0%	0%
Other	0%	0%	0%

Survey Findings – Trip Characteristics

Trip Characteristics

Main purpose of visit

Most visitors were visiting for leisure or holiday purposes (87%). A minority of visitors (representing 6% of all visits) were visiting Dover to see friends or relatives. Three percent of visitors were on a special shopping trip, whilst shore visit from cruise ship accounted for a further 2%.

Purpose of visit	Percentage
Leisure/Holiday	87%
Visiting friends/relatives	6%
(Non-regular) Shopping trip	3%
Shore visit from cruise ship	2%
On a Golf trip	0%
Other	3%

First time or repeat visitors?

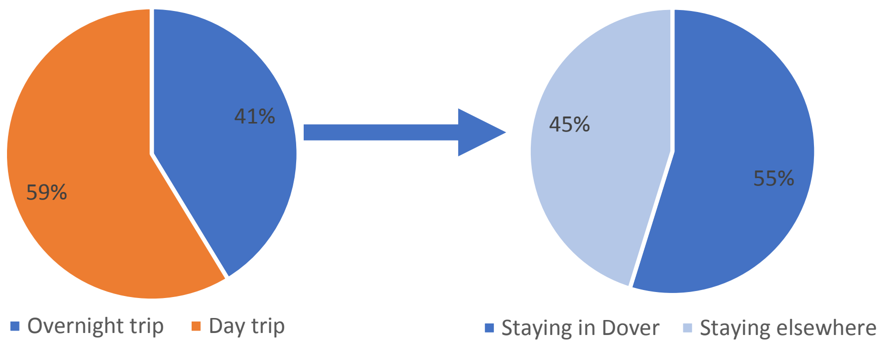
One third (35%) were visiting Dover for the first time, with the repeat visitor market accounting for two thirds of all visitors to Dover. In contrast, about a quarter of those interviewed in 2008 were visiting for the first time.

Have you visited Dover before?	2017	2008
Yes (Repeat visitors)	65%	77%
No (First time visitors)	35%	23%

Trip Characteristics

Day trips or overnight stays?

Over half (59%) of all visitors were 'day visitors from home' – visitors who started their trip that day from their home residence and planned to return to their residence on the same day. The remaining 41% were in Dover as part of an overnight stay. However, not all overnight visitors were staying in Dover town. The results show that 55% of overnight visitors interviewed were staying in Dover and 45% were staying elsewhere.



Destination	Percentage
Canterbury	15%
Folkestone	15%
Deal	9%
London	7%
St Margret's Bay	5%
Ashford	4%
Sandwich	4%
Martin Mill	3%
Ramsgate	3%
Densole	2%
Dymchurch	2%
Gillingham	2%
Tenterden	2%
Whitstable	2%
Capel-le-Ferne	2%
Other	23%

Where else are they staying?

The largest proportions of overnight visitors stayed in Kent, particularly Canterbury, Folkestone and Deal. A further 7% were staying in London and travelled to Dover for the day.

Trip Characteristics

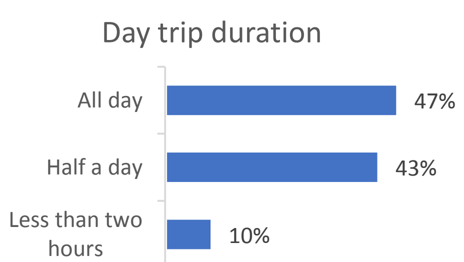
Reasons for not staying in Dover

Those staying outside Dover were asked their reasons for not staying in the town. The most common response was simply that people were holidaying elsewhere. A significant minority (10%) stated that 'Dover is not an appealing place to stay'. A quarter gave 'other' reasons, primarily related to staying with friends and relatives based elsewhere and also due to the lack of campsites nearby.

Reasons for not staying overnight in Dover	2017	2008
Holidaying elsewhere	60%	57%
No decent accommodation in Dover	1%	0%
Dover is not an appealing place to stay	10%	1%
No availability in Dover	2%	3%
Too expensive /cheaper elsewhere	2%	7%
Other	26%	30%

Day Trip duration

Almost half of all day visitors (47%) stayed in Dover all day and a further 43% stayed for half a day. Only 10% of day trips lasted less than two hours.



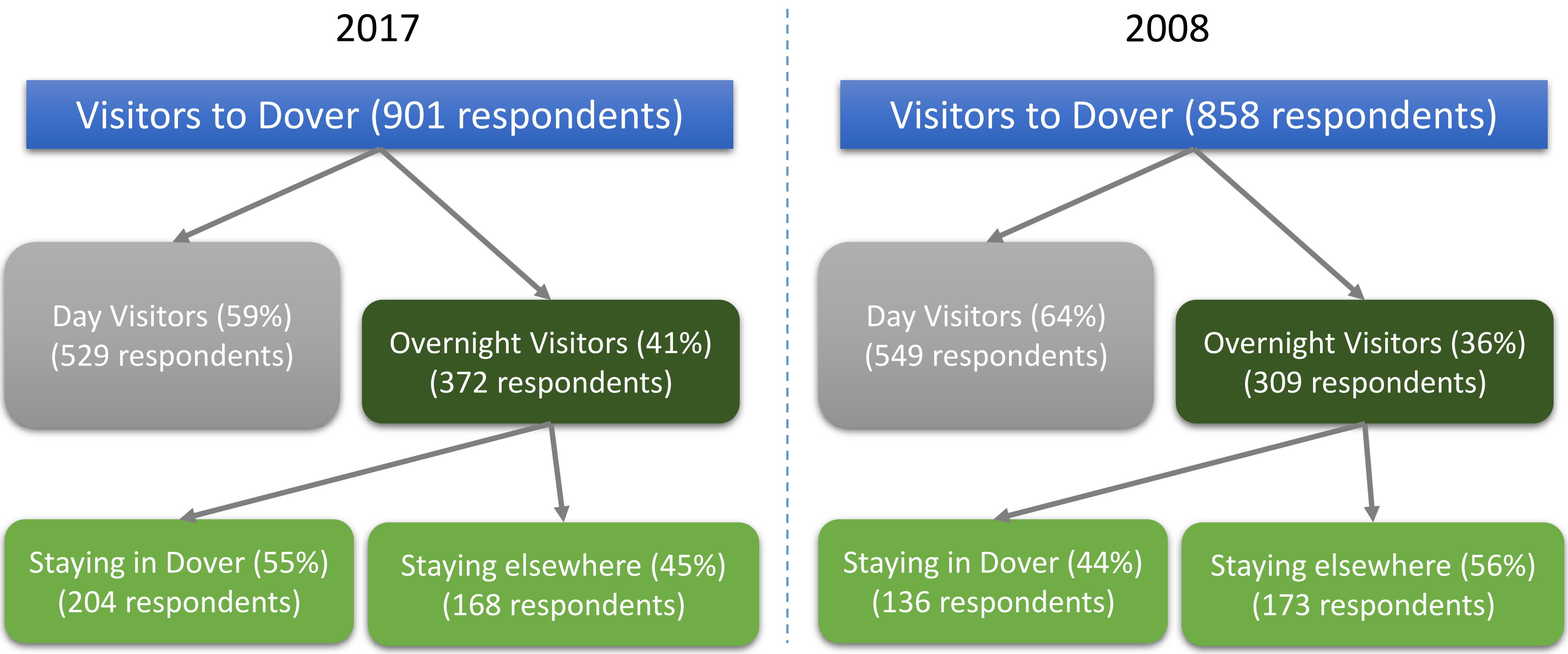
Overnight Trip duration

On average, overnight visitors spent 5.1 nights away from home (up from 4.9 nights in 2008). Those who stayed in Dover itself spent 4.7 nights.

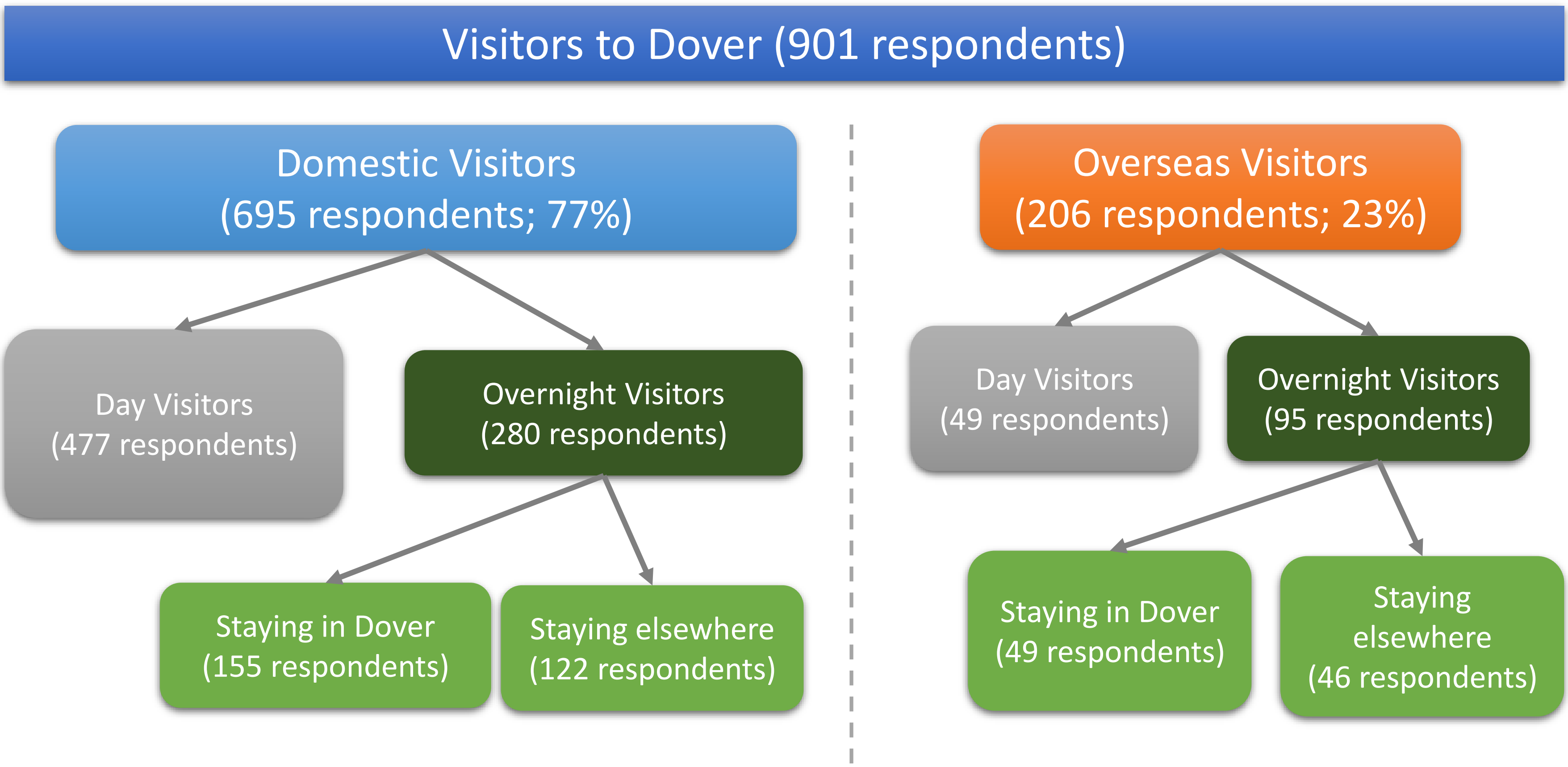
Length of stay (nights)	ALL RESPONDENTS	DOMESTIC	OVERSEAS
2017	5.10	4.56	7.20
2008	4.89	4.12	6.05

Sample composition – 2008 comparison

Just under two thirds (64%) of respondents to the 2008 survey were visiting for a day trip. The remaining 36% were staying overnight. However, as it was the case in 2017 not all overnight visitors were staying in Dover town. The results show that 44% of overnight visitors interviewed were staying in Dover and 56% were staying elsewhere.



Sample composition – Domestic and overseas respondents



Trip Characteristics – Domestic and overseas respondents

What is your main reason for visiting?	ALL RESPONDENTS	DOMESTIC	OVERSEAS
BASE	901	695	206
Leisure/Holiday	87%	86%	88%
Visiting friends/relatives	6%	6%	4%
(Non-regular) Shopping trip	3%	3%	1%
Shore visit from cruise ship	2%	1%	8%
Regular commuting (work / study)	0%	0%	0%
Other	3%	3%	0%

Have you visited the area before?	ALL RESPONDENTS	DOMESTIC	OVERSEAS
BASE	901	695	206
Yes (Repeat visitors)	65%	70%	38%
No (First time visitors)	35%	30%	63%

Are you staying overnight during your trip?	ALL RESPONDENTS	DOMESTIC	OVERSEAS
BASE	901	695	206
Yes (Overnight visitors)	41%	37%	66%
No (Day visitors)	59%	63%	34%

Trip Characteristics – Domestic and overseas respondents

How long are you planning to spend here today?	ALL RESPONDENTS	DOMESTIC	OVERSEAS
BASE	901	695	206
Less than two hours	10%	10%	10%
Half a day	43%	43%	51%
All day	47%	48%	39%

Nights spent away	ALL RESPONDENTS	DOMESTIC	OVERSEAS
BASE	901	695	206
Nights spend away from home	5.10	4.56	7.20

Are you staying overnight in destination?	ALL RESPONDENTS	DOMESTIC	OVERSEAS
BASE	901	695	206
Yes	55%	56%	52%
No	45%	44%	48%

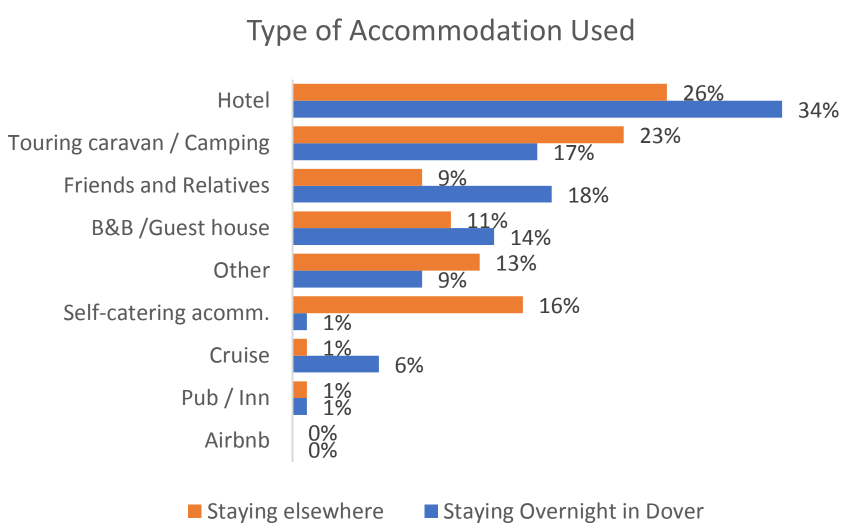
Reasons for not staying overnight in Dover	ALL RESPONDENTS	DOMESTIC	OVERSEAS
BASE	901	695	206
Holidaying elsewhere	60%	57%	65%
No decent accommodation in Dover	1%	0%	2%
Dover is not an appealing place to stay	10%	12%	7%
No availability in destination	2%	3%	0%
Too expensive /cheaper elsewhere	2%	3%	0%
Other	26%	26%	26%

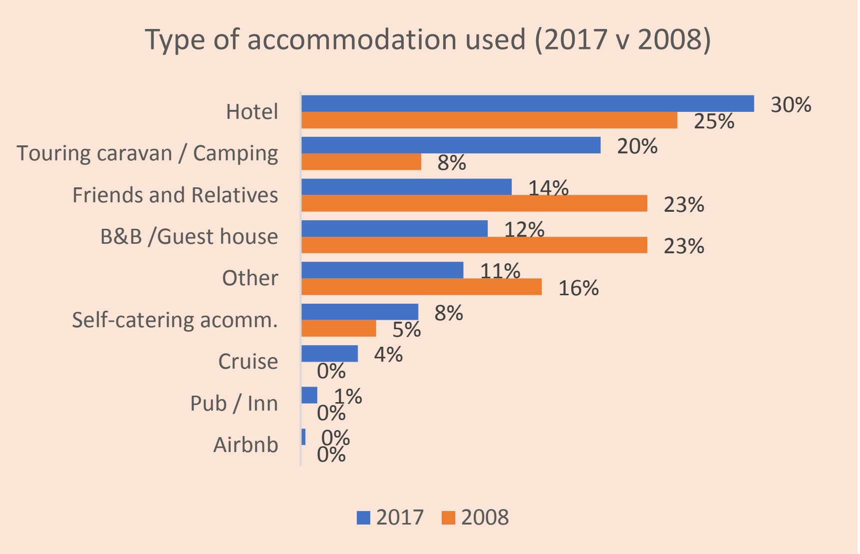
Trip Characteristics

Overnight trip - Accommodation used

There were some differences between the type of accommodation used by those staying overnight in Dover itself, compared to overnight visitors staying elsewhere. Most visitors staying in Dover stayed in hotels (34%), the homes of friends or relatives (18%) and touring caravan and camping sites (17%). Hotels (26%) and self-catering accommodation (23%) were the main choices for those staying elsewhere.

There are some marked differences in terms of the accommodation used in 2008. At the time, hotels, B&Bs / guest houses and stays with friends and relatives accounted for almost three quarters (71%) of all accommodation used.

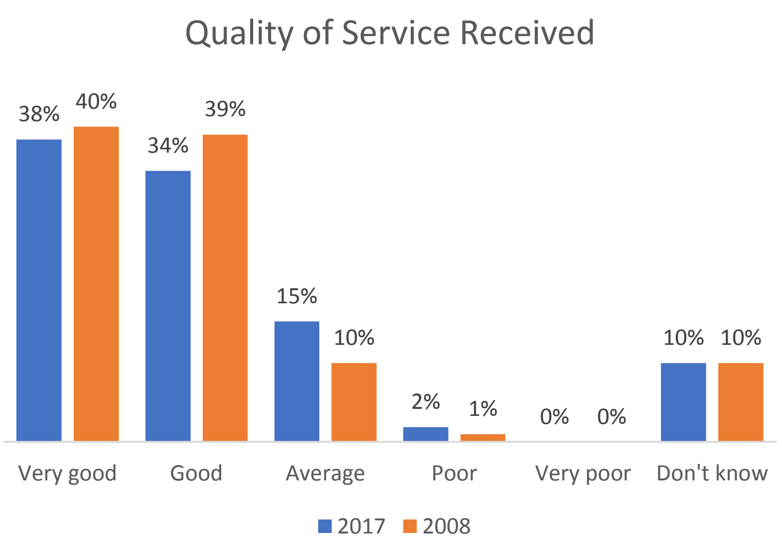


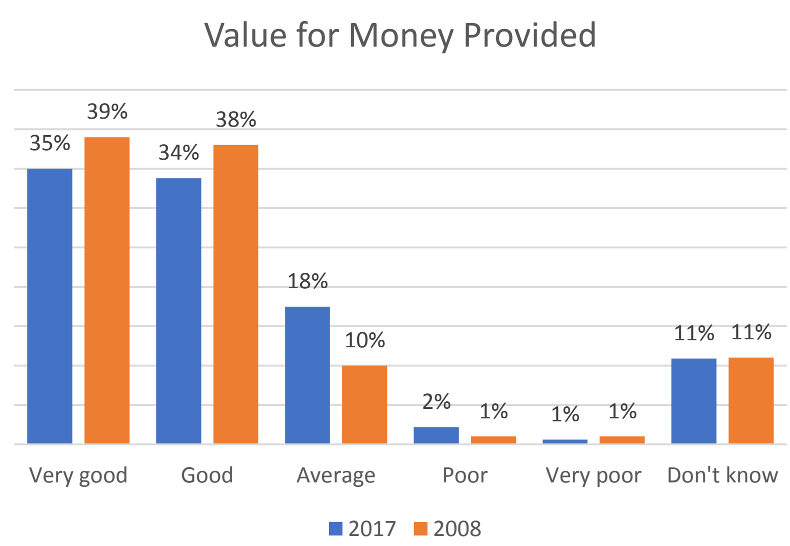


Trip Characteristics

Overnight trip - Accommodation ratings

The majority (72%) of overnight visitors staying in paid accommodation rated the level of service received as 'very good' (38%) or 'good' (34%). This is slightly below the levels achieved in 2008, when 79% rated the service received as 'good' (39%) or 'very good' (40%). Almost two in five (39%) thought the accommodation used represented 'very good' value for money and a further 34% thought it was 'good'. Again, the 2008 results show slightly higher scores, with 77% saying value for money was 'good' (38%) or 'very good' (39%).

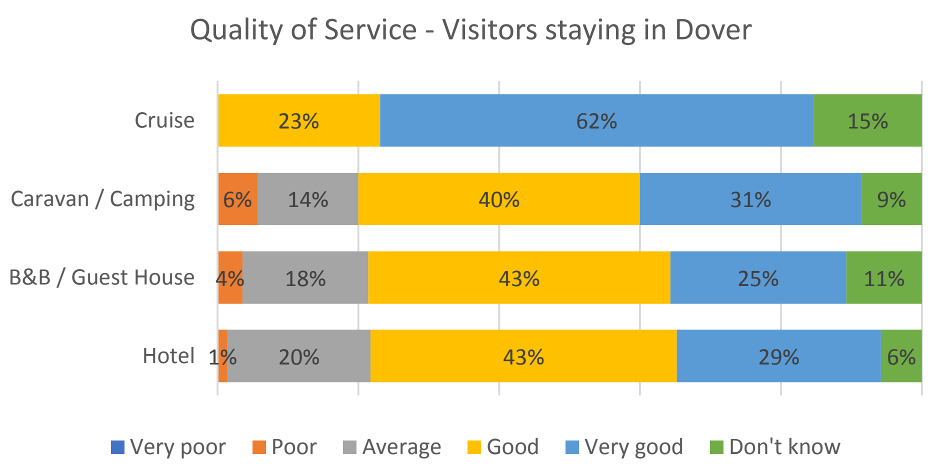


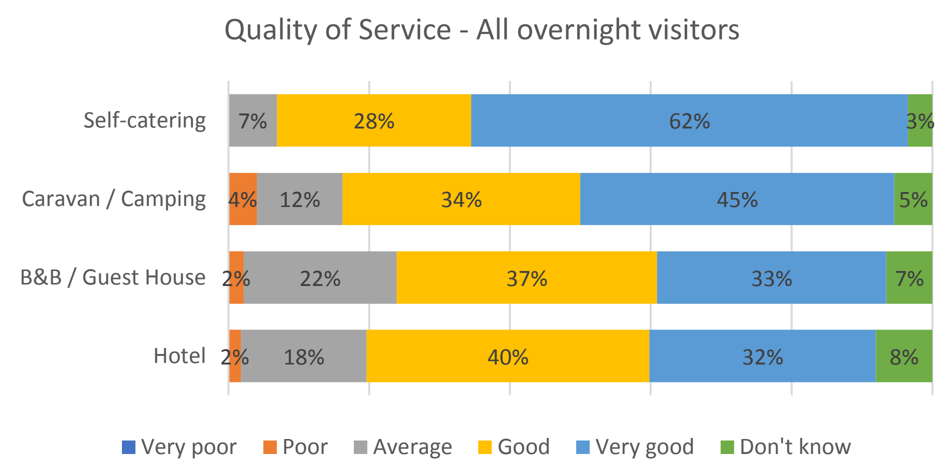


Trip Characteristics

Overnight trip - Accommodation ratings (Cont.) – Quality of Service

There are some small differences in terms of the quality of service provided by the various accommodation establishments, depending on whether these were either located in Dover town or elsewhere in the district. For example, 68% of visitors staying in Dover B&Bs and guest houses rated the quality of service received as being ‘good’ or ‘very good’. When visitors to Dover staying in B&Bs and guest houses elsewhere are included, this proportion increases to 70%. Similarly, 71% of visitors staying in caravan and camping sites in and around Dover rated the quality of service received as being ‘good’ or ‘very good’. When visitors to Dover staying in caravan and camping sites elsewhere in the District are included, this proportion increases to 79%.

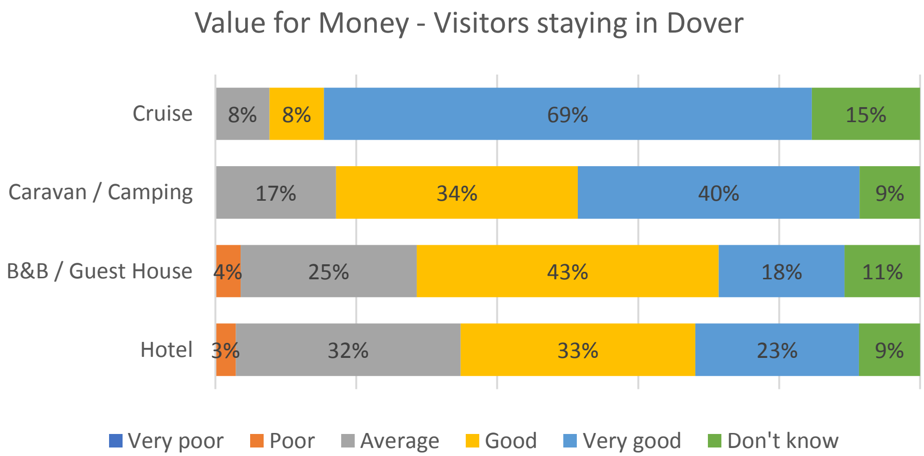


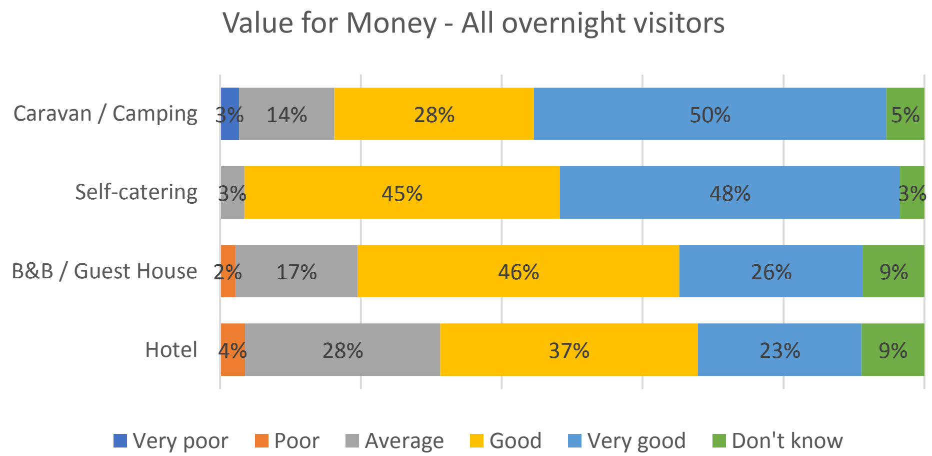


Trip Characteristics

Overnight trip - Accommodation ratings (Cont.) – Value for Money

Again, there are some differences in terms of the value for money provided by the various accommodation establishments, depending on whether these were located in Dover town or elsewhere in the district. For example, 74% of overnight visitors staying in caravan and camping sites in Dover town rated the value for money as being ‘good’ or ‘very good’. This proportion increased by four percentage points to 78% when visitors to Dover staying in caravan and camping sites elsewhere in the District are included. Similarly, 61% of visitors staying in B&Bs and guest houses in Dover rated them as providing good or very good value for money. When visitors to Dover staying elsewhere overnight are included, this proportion increases to 72%. Finally, 56% rated hotels in Dover as offering ‘good’ or ‘very good’ value for money. This is four percentage points lower than the average for all B&Bs and guest houses across the district (60%).





Trip Characteristics

Overnight trip - Accommodation booking

Visitors to Dover were most likely to book directly with the accommodation provider, with two in five using this method. A quarter of overnight visitors used travel fare aggregator websites such as Booking.com. Overall, there were minimal differences between domestic and overseas visitors in terms of booking patterns.

About 20% of respondents used ‘other’ methods to book their accommodation. These included ‘booking at the door / at the gate’, directly with Chilli Farm as well as other online providers (Hotel.com, Airbnb).

How did you book your accommodation?	ALL RESPONDENTS	DOMESTIC	OVERSEAS
BASE	901	695	206
Direct with accommodation provider	40%	39%	41%
Booking.com	26%	24%	31%
TripAdvisor	5%	6%	0%
Expedia	1%	0%	2%
Trivago	0%	0%	0%
Other	20%	22%	15%
None	9%	9%	11%

Trip Characteristics – Domestic and overseas respondents

What type of accommodation are you staying in?	ALL RESPONDENTS	DOMESTIC	OVERSEAS
BASE	901	695	206
Hotel	30%	31%	27%
Bed and Breakfast/Guest house	12%	11%	16%
Pub / Inn	1%	1%	2%
Rented Self Catering acommodation	8%	8%	8%
Touring caravan / Camping	20%	22%	13%
Friends and Relatives	14%	14%	13%
Cruise	4%	1%	13%
Airbnb	0%	0%	1%
Other	11%	12%	7%

Quality of service provided by your accommodation	ALL RESPONDENTS	DOMESTIC	OVERSEAS
BASE	901	695	206
Very poor	0%	0%	0%
Poor	2%	2%	2%
Average	15%	17%	10%
Good	34%	35%	33%
Very good	38%	36%	45%
Don't know	10%	10%	11%

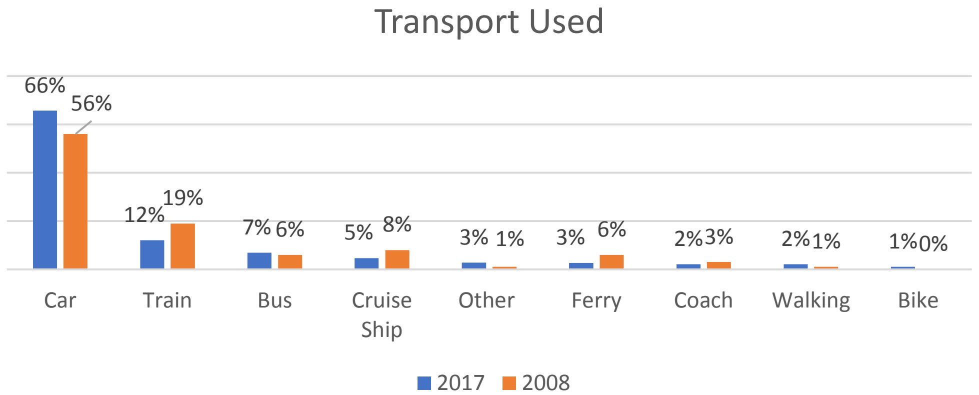
Accommodation rating for value for money	ALL RESPONDENTS	DOMESTIC	OVERSEAS
BASE	901	695	206
Very poor	1%	0%	1%
Poor	2%	2%	2%
Average	18%	19%	13%
Good	34%	34%	33%
Very good	35%	34%	39%
Don't know	11%	11%	12%

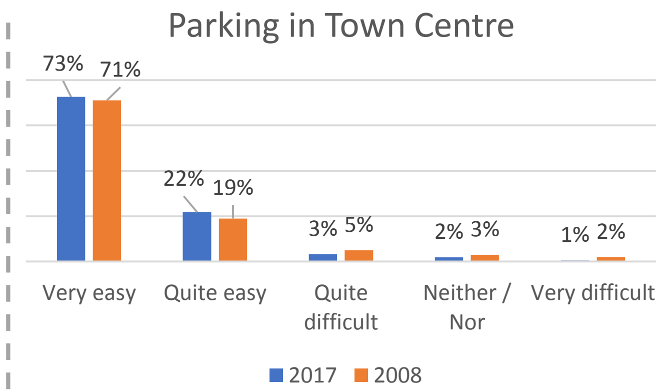
Trip Characteristics

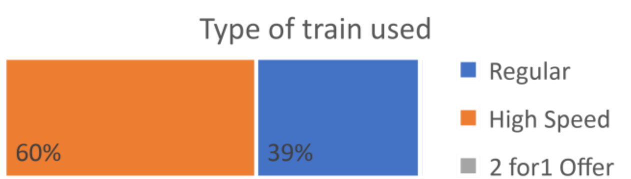
Mode of transport used

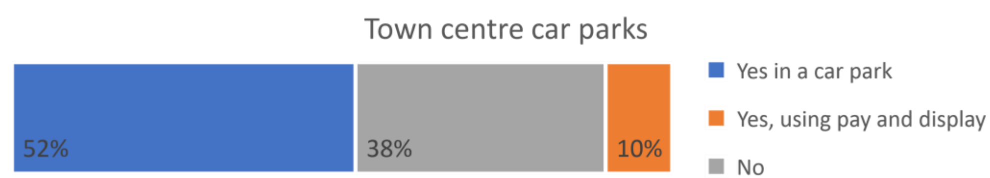
The car (or some other private motor vehicle such as motorbike or motorhome) was the most common mode of transport used by visitors to reach Dover, chosen by 66% of respondents (up from 56% in 2008). Almost two thirds of car drivers (62%) used the town's car parks. Of these, the vast majority (95%) found parking in the town centre 'very easy' (73%) or 'easy' (22%), up from 90% in 2008 (71% 'very easy' and 19% 'easy') .

Some arrived by public transport (12% train and 7% bus) although in lower percentages than in 2008. Sixty per cent of train users travelled on high speed rail services. Cruise ships and ferries accounted for 5% and 3% respectively, again a lower proportion than in 2008.









Trip Characteristics – Transport - Domestic and overseas respondents

Main form of transport you used to reach Destination	ALL RESPONDENTS	DOMESTIC	OVERSEAS
BASE	901	695	206
Car / van / motorhome	66%	71%	36%
Train	12%	12%	10%
Coach	2%	2%	1%
Bus	7%	7%	8%
Ferry	3%	2%	5%
Cruise Ship	5%	1%	25%
Bike	1%	1%	-
Walking	2%	1%	7%
Other	3%	2%	8%

Paid to use any of the town centre car parks today?	ALL RESPONDENTS	DOMESTIC	OVERSEAS
BASE	901	695	206
Yes in a car park	52%	51%	62%
Yes, using pay and display	11%	11%	12%
No	38%	39%	27%

If travelling by train, was that with..?	ALL RESPONDENTS	DOMESTIC	OVERSEAS
BASE	901	695	206
High Speed rail ticket	60%	59%	71%
Regular mainline	39%	40%	29%
Using a 2for1 Offer	1%	1%	0%
Don't know	0%	0%	0%

How easy did you find it to park in the town centre?	ALL RESPONDENTS	DOMESTIC	OVERSEAS
BASE	901	695	206
Very difficult	1%	1%	-
Quite difficult	3%	3%	5%
Neither difficult / nor easy	2%	2%	-
Quite easy	22%	21%	26%
Very easy	72%	73%	68%
Don't know	1%	1%	-

Trip Characteristics

Activities undertaken whilst visiting

Walking and rambling were the most popular activities undertaken by visitors to Dover, enjoyed by 62% of visitors overall (59% of all domestic visitors and 82% of overseas visitors). Over half of respondents mentioned 'other' activities. Of these, 10% said they simply enjoyed a leisure day out, sitting by the seaside and enjoying the views. A further 10% visited attractions (Dover Castle and the White Cliffs) and 6% mentioned local events, exhibitions and festivals.

Shopping and food related activities (eating out, picnics, tea and cakes, etc) were also popular activities mentioned by respondents. Smaller percentages of respondents were visiting friends and relatives, taking part in other activities and travelling to France for the day.

59% of all UK visitors

82% of all Overseas visitors

Activities undertaken	Percentage
Walking/Rambling	62%
Cycling	1%
Bird Watching	1%
Channel Swimming	1%
Deep Sea Fishing	0%
Watersports (e.g. windsurfing)	0%
Fishing (Pier / lakes / riverside)	0%
Sailing	0%
On a Golf trip	0%
Other	55%

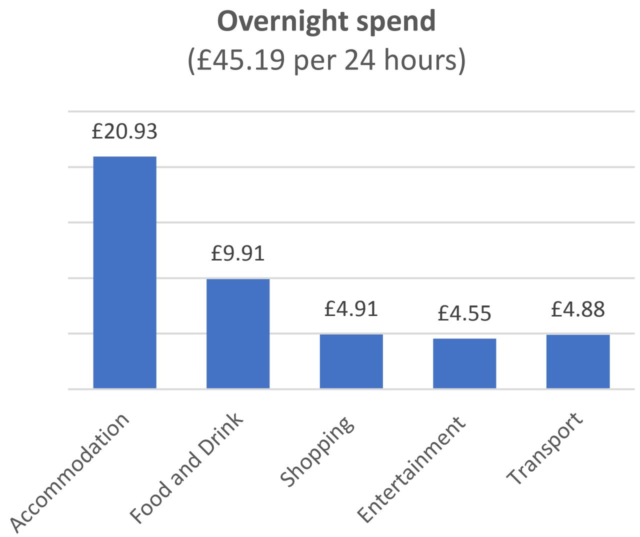
Leisure / sitting / relaxing	**10%**
Castle / White cliffs	**10%**
Exhibition / Event / Festival	6%
Shopping	5%
Food and drink related activities	4%
Beach / seafront	3%
Carnival	1%

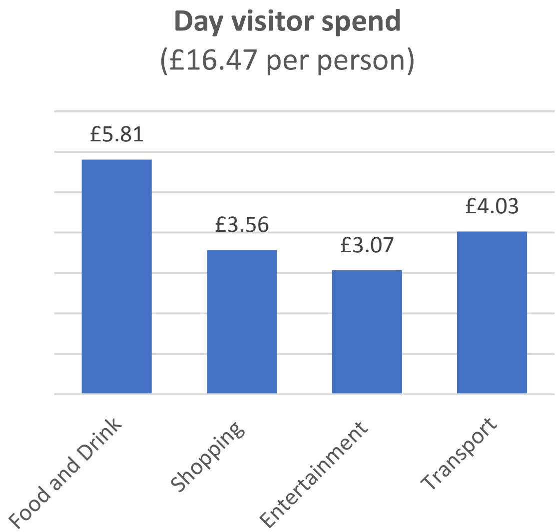
Trip Characteristics - Expenditure

Expenditure levels

The average overall expenditure among staying visitors to Dover (per person, per 24 hours) on accommodation, eating out, shopping, entertainment and travel and transport was £45.19. Accommodation and food and drink accounted for the highest proportion of the expenditure. The average overnight visit lasted 5.09 nights, meaning that the average expenditure per person and per overnight trip was £230.02.

Day visitors from home spent an average of around £16.47 per person per day in the town, with eating out accounting for the highest proportion of expenditure.





Trip Characteristics – Expenditure - Domestic and overseas respondents

Day Visitors - Domestic and overseas respondents

Spend - Day visitors	ALL RESPONDENTS	DOMESTIC	OVERSEAS
BASE	901	445	64
Food and Drink	£5.81	£5.72	£9.74
Shopping	£3.56	£3.42	£5.10
Entertainment	£3.07	£3.02	£3.92
Transport	£4.03	£4.13	£6.89
Total	**£16.47**	**£16.29**	**£25.65**

Overnight Visitors - Domestic and overseas respondents

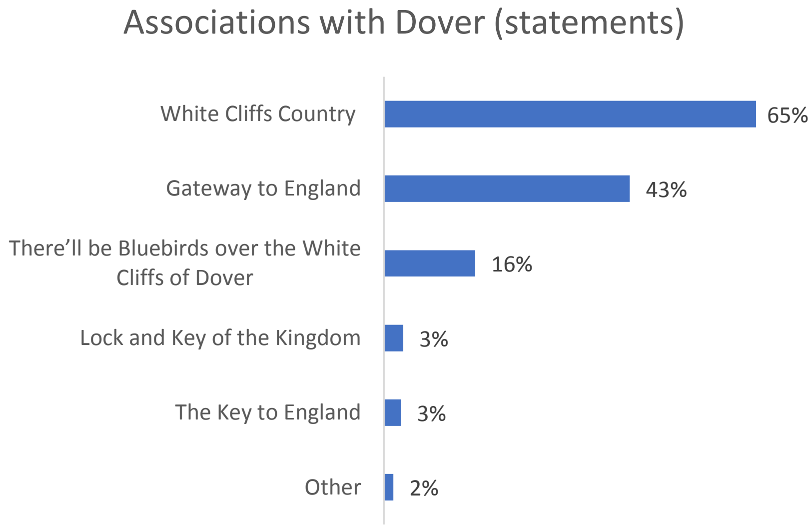
Spend - Overnight visitors	ALL RESPONDENTS	DOMESTIC	OVERSEAS
BASE	901	248	132
Accommodation	£20.93	£19.39	£23.96
Food and Drink	£9.91	£10.09	£17.21
Shopping	£4.91	£5.06	£19.86
Entertainment	£4.55	£4.42	£6.88
Transport	£4.88	£4.26	£7.94
Total	**£45.19**	**£43.22**	**£75.86**

Survey Findings – About Dover – Attractions and Places of Interest

Associations with Dover

Respondents were presented with a list of statements and asked to indicate which ones they related to Dover the most. The ‘White Cliffs Country’ was selected by two thirds (65%) and the ‘Gateway to England’ was chosen by 43% of visitors.

Respondents were then asked to name the first thing that came to mind when thinking about Dover. The results show that Dover Castle is a top of mind attraction, mentioned by almost three quarters of respondents (72%), followed by the port (ferries, cruise and the docks), mentioned by three in five (60%) and the White Cliffs (47%). A smaller proportion of respondents made reference to the seaside and coast as well as the links to France (15% and 10% respectively). Some negative connotations were also mentioned (‘Scruffy/dirty/run down’; and ‘Immigrants / asylum seekers’) but only by a small minority of respondents (6% and 5% respectively).



Associations with Dover (what comes to mind..?	Percentage
Dover Castle	72%
Ferries / Port / Docks/Cruise	60%
The White Cliffs	47%
Sea/Seaside/Coast	15%
Links to France	10%
Scruffy/dirty/run down	6%
Immigrants / asylum seekers	5%
Second World War	5%
Channel Swimming	2%
Fortifications	2%
Other	13%

Associations with Dover - Domestic and overseas respondents

Associations with Dover	ALL RESPONDENTS	DOMESTIC	OVERSEAS
BASE (Multiple responses allowed)	901	695	206
White Cliffs Country	65%	66%	59%
Gateway to England	43%	42%	44%
There'll be Bluebirds over the White Cliffs of Dover	16%	18%	4%
Lock and Key of the Kingdom	3%	3%	4%
The Key to England	3%	3%	4%
Other	2%	2%	3%

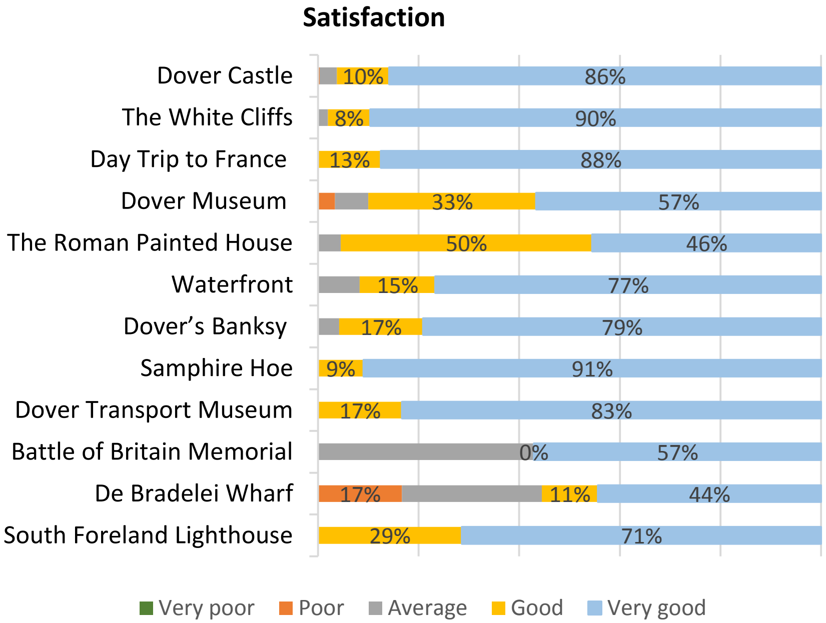
First comes to mind when you think Dover	ALL RESPONDENTS	DOMESTIC	OVERSEAS
BASE (Multiple responses allowed)	901	695	206
Dover Castle	72%	73%	66%
Ferries / Port / Docks/Cruise	60%	64%	40%
The White Cliffs	47%	45%	57%
Sea/Seaside/Coast	15%	15%	19%
Links to France	10%	10%	7%
Scruffy/dirty/run down	6%	6%	5%
Immigrants / asylum seekers	5%	5%	2%
Second World War	5%	4%	6%
Channel Swimming	2%	3%	1%
Fortifications	2%	2%	0%
Other	13%	13%	14%

Attractions and places of interest

The survey found that a large majority of visitors were aware of Dover Castle and two in five had either visited the attraction or were planning to visit it during their trip. Similarly, the White Cliffs are also a popular attraction for almost two thirds of respondents (60%), although only a quarter had either visited or were planning to visit at the time of the interview.

Visitors are generally very satisfied with the quality of the most popular attractions. The vast majority felt that the White Cliffs and Dover Castle were 'very good' (90% and 86% respectively).

	Aware	Visited / will visit
Dover Castle	82%	42%
The White Cliffs	60%	26%
Day Trip to France	18%	1%
Dover Museum	13%	4%
The Roman Painted House	11%	3%
Waterfront	11%	7%
Western Heights	7%	1%
Dover's Banksy	6%	3%
Samphire Hoe	6%	1%
Dover Transport Museum	5%	1%
Battle of Britain Memorial	5%	1%
De Bradelei Wharf	4%	2%
South Foreland Lighthouse	4%	1%



Attractions and places of interest - Domestic and overseas responses (I)

AWARE OF ATTRACTION	ALL	DOMESTIC	OVERSEAS
BASE	687	687	120
Dover Castle	82%	81%	83%
The White Cliffs	60%	59%	63%
Day Trip to France	18%	21%	6%
Dover Museum & Bronze Age Boat Gallery	13%	13%	13%
The Roman Painted House	11%	12%	6%
Waterfront	11%	12%	7%
Western Heights	7%	8%	5%
Dover’s Banksy	6%	7%	1%
Samphire Hoe	6%	7%	1%
Dover Transport Museum	5%	6%	1%
Battle of Britain Memorial	5%	5%	1%
De Bradelei Wharf	4%	5%	1%
South Foreland Lighthouse	4%	4%	5%
Dover Town Hall	2%	2%	1%
Crabble Corn Mill	2%	2%	1%
Sea Safari	1%	1%	1%
St Margaret’s Museum and Pines Gardens Waterfront	1%	1%	2%
East Kent Railway Trust	1%	1%	-
Fan Bay	1%	1%	-
Lydden Hill	1%	1%	-

Attractions and places of interest - Domestic and overseas responses (II)

HAS VISITED / PLANS TO VISIT	ALL	DOMESTIC	OVERSEAS
BASE	687	687	120
Dover Castle	42%	43%	39%
The White Cliffs	26%	25%	34%
Waterfront	7%	8%	4%
Dover Museum & Bronze Age Boat Gallery	4%	4%	6%
Dover's Banksy	3%	3%	1%
The Roman Painted House	3%	3%	2%
De Bradelei Wharf	2%	2%	1%
Samphire Hoe	1%	2%	1%
Western Heights	1%	1%	2%
Day Trip to France	1%	1%	-
South Foreland Lighthouse	1%	1%	1%
Battle of Britain Memorial	1%	1%	-
Dover Transport Museum	1%	1%	-
Sea Safari	1%	1%	-
Dover Town Hall	1%	0%	1%
East Kent Railway Trust	0%	0%	-
Fan Bay	0%	0%	-
Lydden Hill	0%	0%	-
None of these	37%	36%	40%

Attractions and places of interest - Domestic and overseas responses (III)

All visitors were invited to rate the attractions and places of interest they had visited using a scale of 1 (very poor) to 5 (very good).

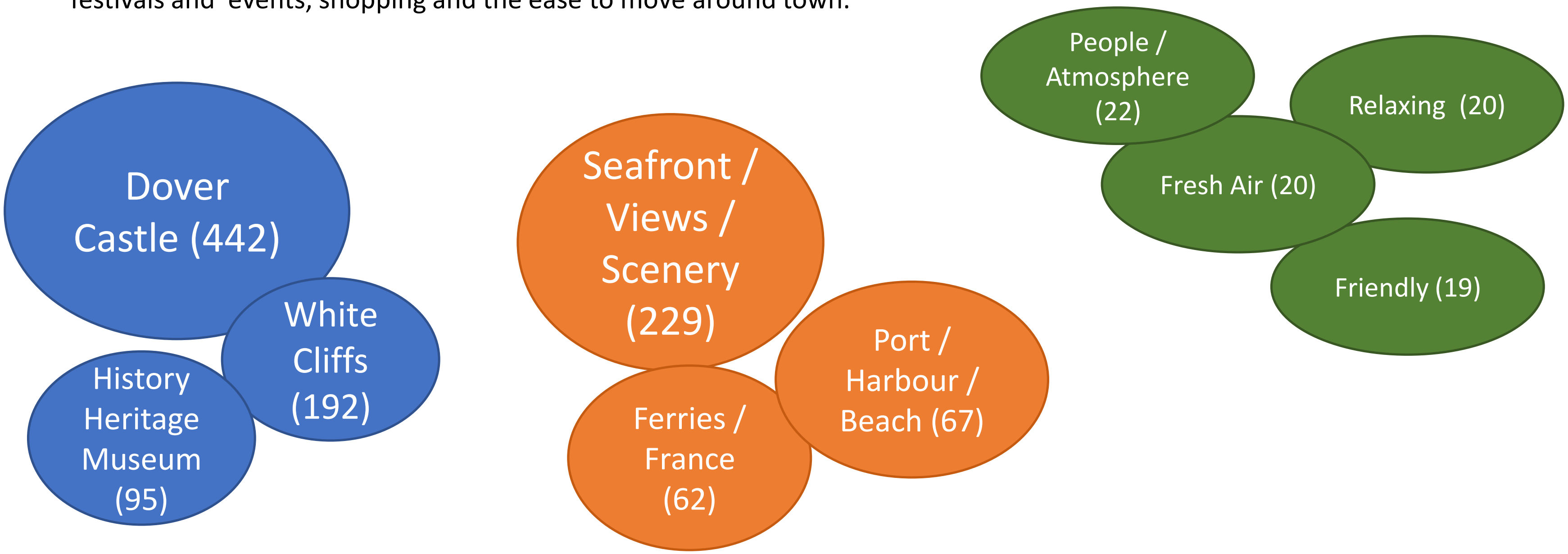
Note that only attractions and places of interest with a sample of at least ten responses have been included in the table below.

SATISFACTION SCORE (Out of Max. score of 5)	ALL	DOMESTIC	OVERSEAS
BASE (Multiple)			
Samphire Hoe	4.9	4.9	N/A
The White Cliffs	4.9	4.9	4.7
Dover Castle	4.8	4.8	4.7
Dover's Banksy	4.7	4.7	N/A
Waterfront	4.7	4.7	N/A
Dover Museum & Bronze Age Boat Gallery	4.4	4.6	3.9
The Roman Painted House	4.4	4.4	N/A
De Bradelei Wharf	3.8	3.9	N/A

Best things about Dover…

The **best** things about Dover according to visitors have been grouped into key themes. Most respondents mentioned the top attractions (Dover Castle, White Cliffs) as well as history, heritage and the local museums. The seafront and the beach, ferries and links to France are also perceived as key assets of the town.

Smaller groups of respondents made comments in relation to the pleasant (relaxing, fresh air) and friendly atmosphere. Finally, some made reference to festivals and events, shopping and the ease to move around town.



Challenging aspects about Dover…

The challenges related to Dover according to visitors have also been grouped into key themes. The biggest concern related to the overall aspect of the town centre. Many said Dover looks run down and in need of investment.

A second theme emerging was the high number of empty shops and the limited variety of shops and places to eat and drink.

Smaller number of respondents made reference to the large groups of immigrants, whilst a few others referred to traffic problems, lack and cost of parking and availability of toilets.

Survey Findings – Destination Marketing

Destination Marketing

Information used

Over half (58%) of all visitors had not searched for destination information pre-trip – rather they relied on their previous knowledge. Of those who did search for tourism information, 10% looked through destination brochures and leaflets and a further 9% visited websites / search engines other than destination websites. A further 5% visited review websites (Trip Advisor etc.).

Once in Dover, the majority (80%) did not make use of any type of visitor information. Those who did, relied on the Dover website, social media and dedicated phone apps.

Information Used (Planning stage)	Percentage
I did not use any information	58%
I looked through Destination brochures / leaflets	10%
I visited other websites / search engine	9%
Advertisement (Paper / Magazine/ TV / radio)	6%
I visited review websites (Trip advisor etc.)	5%
I asked friends for recommendations	4%
I visited the tourism website (visitkent.co.uk)	4%
I visited the tourism website (whitecliffscountry.org.uk)	3%
I looked for recommendations on social media	3%
I visited the tourism website (deal.gov.uk)	2%
Other	9%

Information used during the visit

Dover website/social media	6%
Apps	6%
Other social media	4%
Travel guide website	3%
Travel blogs	1%

Destination Marketing - Domestic and overseas responses

Which of these have you used to plan your visit?	ALL RESPONDENTS	DOMESTIC	OVERSEAS
BASE (Multiple responses allowed)	901	695	206
I did not use any information	58%	61%	38%
I looked through Destination brochures / leaflets	10%	6%	28%
I visited other websites / search engine	9%	9%	11%
Advertisement (Paper / Magazine/ TV / radio)	6%	7%	1%
I visited review websites (Trip advisor etc.)	5%	4%	13%
I asked friends for recommendations	4%	4%	5%
I visited the tourism website (visitkent.co.uk)	4%	4%	5%
I visited the tourism website (whitecliffscountry.org.uk)	3%	3%	6%
I looked for recommendations on social media	3%	3%	-
I visited the tourism website (deal.gov.uk)	2%	2%	5%
Other	9%	9%	9%

Destination Marketing

Visitor Information Centre

Overall, ten percent of visitors made use of the Visitor Information Centre. A higher proportion of overseas visitors made use of the VIC and their levels of satisfaction were also higher compared to UK visitors.

	ALL RESPONDENTS	DOMESTIC	OVERSEAS
BASE	901	695	206
Yes	10%	8%	19%
No	90%	92%	81%

The 10% of visitors to Dover who used the VIC were asked to rate the levels of satisfaction with the service received. The VIC scores particularly well on the quality of information provided, with positive scores (good or very good) of 92%. The scores for ease of finding the VIC and the quality of service are marginally lower but also very positive results. (90% provided positive scores). Overall, the 2017 results are better than in 2008 except for quality of service which remains unchanged.

	Ease of Finding		Quality of Service		Information received	
	2017	2008	2017	2008	2017	2008
Very Good	57%	37%	57%	57%	64%	41%
Good	33%	37%	35%	35%	28%	51%
Average	4%	18%	4%	6%	1%	5%
Poor	2%	5%	0%	0%	1%	0%
Very Poor	0%	2%	0%	1%	0%	1%
Not Stated	4%	1%	5%	1%	6%	2%

Destination Marketing

Visitor Information Centre – Benchmarking

Using a scale of 1 to 5, where 5 meant ‘very good’ we were able to work out satisfaction scores. Overall, Dover VIC achieved very high scores, of at least 4.5 out of 5. The quality of information provided achieved the highest score (4.72 out of 5)– in line with the other VICs in Deal and Sandwich. The quality of service received achieved a score of 4.63, slightly below the combined average for the three towns. The lowest score (although still very high at 4.56 out of 5) was for the ease of finding the Visitor Information Centre.

VIC Satisfaction scores		
	Dover	Average Three towns
VIC Ease find	4.56	4.64
VIC Quality service	4.63	4.71
VIC Information received	4.72	4.72

	ALL RESPONDENTS	DOMESTIC	OVERSEAS
BASE	91	53	38
VIC Ease find	4.56	4.48	4.75
VIC Quality service	4.63	4.59	4.78
VIC Information received	4.72	4.69	4.80

Survey Findings – Visitor Satisfaction

Visitor Satisfaction

Most 'liked' aspects of Dover as a destination

All visitors were invited to rate a set list of aspects about their visit to Dover using a scale of 1 (very poor) to 5 (very good). History and heritage achieved the highest score (4.5 out of 5), followed by finding your way round (4.43) and the selection of maps (4.27).

The scores for shopping, general atmosphere and feeling welcome were relatively low, especially when compared to the average for the three towns (Dover, Deal and Sandwich).

Satisfaction scores		
	Dover	Average three towns
Shops	2.71	3.75
Attractions	4.00	4.31
History & Heritage	4.50	4.62
Places to Eat and Drink	3.92	4.41
Find your way round	4.43	4.61
Maps	4.27	4.45
Availability toilets	3.58	3.96
Cleanliness toilets	3.62	3.97
General atmosphere	3.81	4.36
Feeling welcome	3.91	4.41

Visitor Satisfaction - Domestic and overseas responses

Satisfaction scores	ALL RESPONDENTS	DOMESTIC	OVERSEAS
(Multiple Base)	901	695	206
Shops	2.71	2.69	3.27
Attractions	4.00	4.01	4.11
History & Heritage	4.50	4.49	4.63
Places to Eat and Drink	3.92	3.90	4.20
Find your way round	4.43	4.41	4.61
Maps	4.27	4.21	4.48
Availability toilets	3.58	3.52	4.06
Cleanliness toilets	3.62	3.57	4.01
General atmosphere	3.81	3.79	4.12
Feeling welcome	3.91	3.88	4.22

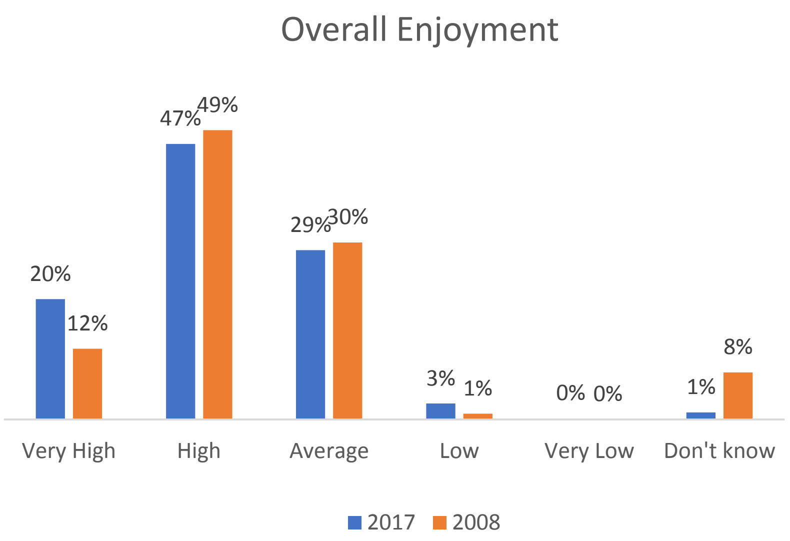
Visitor Satisfaction

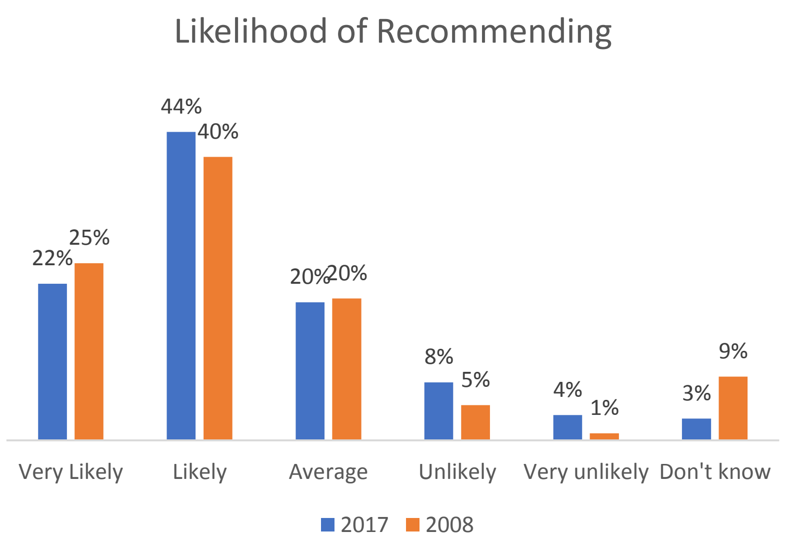
Overall Enjoyment

In terms of overall enjoyment of visit, 20% of visitors to Dover rated their enjoyment as ‘very high’ and a further 47% rated it as ‘high’ providing an average score of 3.86 out of 5. These results are above the ratings achieved in 2008.

Likelihood of recommendation

Overall, 23% of visitors to Dover felt that the likelihood of them recommending the town to somebody else was ‘very likely’ and a further 45% said it was ‘likely’. The average score was 3.75 out of 5. These results are very similar to the ratings achieved in 2008.





Visitor Satisfaction - Domestic and overseas responses

Rate the overall enjoyment of your visit	ALL RESPONDENTS	DOMESTIC	OVERSEAS
BASE	901	695	206
Very High	21%	23%	15%
High	47%	46%	53%
Average	29%	29%	30%
Low	3%	3%	1%
Very low	0%	0%	1%

Likelihood of recommedning Dover	ALL RESPONDENTS	DOMESTIC	OVERSEAS
BASE	901	695	206
Very Likely	23%	22%	27%
Likely	45%	44%	48%
Average	20%	21%	18%
Unlikely	8%	9%	4%
Very unlikely	4%	4%	3%

Survey Findings – Destination Benchmarking
Deal – Sandwich - Dover

Visitor Profile

Age group composition	DEAL	SANDWICH	DOVER
BASE	466	453	901
0-15	17%	9%	22%
16-24	6%	4%	6%
25-34	11%	7%	13%
35-44	12%	9%	15%
45-54	15%	16%	14%
55-64	16%	20%	13%
65+	23%	35%	16%
Total	**100%**	**100%**	**100%**

How would you describe your visiting party?	DEAL	SANDWICH	DOVER
BASE	466	453	901
Alone	10%	40%	13%
A couple	40%	26%	34%
Family unit	31%	20%	33%
Intergenerational family (with grandparents)	5%	7%	5%
Extended family (with relatives and / or friends)	2%	6%	3%
Groups of friends	12%	2%	12%
Specialist / interest group	0%	0%	0%
Other	0%	0%	0%

Place of residence (UK Regions)	DEAL	SANDWICH	DOVER
BASE	466	453	901
Scotland	2%	1%	1%
North West	3%	3%	1%
West Midlands	3%	1%	2%
Wales	1%	0%	1%
South West	2%	1%	2%
Northern Ireland	2%	1%	2%
North East	0%	1%	1%
Yorkshire	2%	1%	2%
East Midlands	4%	3%	2%
East of England	9%	4%	10%
London	10%	5%	9%
South East	61%	79%	65%

Place of residence (UK Regions)	DEAL	SANDWICH	DOVER
BASE	466	453	901
UK visitors	93%	93%	84%
Overseas visitors	7%	7%	16%

Visitor Profile

Employment status	DEAL	SANDWICH	DOVER
BASE	466	453	901
Employed full-time (30+ hrs per week)	50%	36%	60%
Employed part-time (up to 29 hrs per week)	10%	8%	5%
Self-employed	3%	6%	4%
Retired	33%	46%	26%
Full-time student living at home	1%	1%	2%
Full time student living away	0%	0%	1%
Unemployed	1%	4%	2%
Refused	1%	0%	0%

Occupation of main income earner	DEAL	SANDWICH	DOVER
BASE	466	453	901
High managerial or professional	6%	10%	9%
Intermediate managerial	30%	25%	36%
Supervisor / junior managerial	38%	33%	24%
Skilled manual worker	18%	22%	21%
Semi-skilled or unskilled manual	6%	6%	6%
Housewife / homemaker	2%	1%	2%
Unemployed	0%	2%	1%
Student	1%	1%	2%

Trip Characteristics

What is your main reason for visiting?	DEAL	SANDWICH	DOVER
BASE	466	453	901
Regular commuting (work / study)	0%	0%	0%
On business / conference	0%	0%	0%
Regular shopping / personal business	0%	0%	0%
Leisure/Holiday	84%	79%	87%
Shore visit from cruise ship	0%	0%	2%
(Non-regular) Shopping trip	1%	5%	3%
Visiting friends/relatives	9%	7%	6%
On a golf trip	0%	0%	0%
Other	5%	10%	3%

Have you visited the area before?	DEAL	SANDWICH	DOVER
BASE	466	453	901
Yes (Repeat visitors)	74%	78%	65%
No (New visitors)	26%	22%	35%

Are you staying overnight during your trip?	DEAL	SANDWICH	DOVER
BASE	466	453	901
Yes(Overnight visitors)	50%	27%	41%
No (Day visitors)	50%	74%	59%

Length of stay (Day visitors)	DEAL	SANDWICH	DOVER
BASE	235	333	529
Less than two hours	13%	15%	10%
Half a day	50%	57%	43%
All day	37%	28%	47%

Nights spent away	DEAL	SANDWICH	DOVER
BASE	231	120	372
Nights spend away from home	£5.71	£5.72	£5.09

Are you staying overnight in destination?	DEAL	SANDWICH	DOVER
BASE	231	120	372
Yes	46%	32%	55%
No	54%	68%	45%

Reasons for not staying overnight at destination	DEAL	SANDWICH	DOVER
BASE	125	82	168
Holidaying elsewhere	27%	63%	60%
No decent accommodation in Destination	3%	1%	1%
Destination is not an appealing place to stay	2%	0%	10%
No availability in Destination	6%	4%	2%
Too expensive /cheaper elsewhere	3%	7%	2%
Other	58%	24%	26%

Trip Characteristics - Accommodation

What type of accommodation are you staying in?	DEAL	SANDWICH	DOVER
BASE	231	120	372
Hotel	13%	14%	30%
Bed and Breakfast/Guest house	10%	14%	12%
Pub / Inn	0%	3%	1%
Rented Self Catering acommodation	22%	23%	8%
Touring caravan / Camping	15%	17%	20%
Friends and Relatives	27%	24%	14%
Cruise	0%	0%	4%
Airbnb	1%	0%	0%
Other	11%	5%	11%

Quality of service provided	DEAL	SANDWICH	DOVER
BASE	168	91	320
Very poor	0%	0%	0%
Poor	1%	0%	2%
Average	7%	7%	15%
Good	28%	23%	34%
Very good	55%	67%	38%
Don't know	10%	3%	10%

Value for money provided	DEAL	SANDWICH	DOVER
BASE	168	91	320
Very poor	0%	0%	1%
Poor	1%	3%	2%
Average	10%	4%	18%
Good	30%	24%	34%
Very good	49%	66%	35%
Don't know	10%	2%	11%

Trip Characteristics - Transport

Main transport used to reach destination	DEAL	SANDWICH	DOVER
BASE	466	453	901
Car / van / motorhome	82%	62%	66%
Train	8%	6%	12%
Coach	1%	4%	2%
Bus	3%	22%	7%
Ferry	0%	0%	3%
Cruise Ship	0%	0%	5%
Bike	1%	3%	1%
Walking	4%	4%	2%
Other	1%	0%	3%

If travelling by train, was that with..?	DEAL	SANDWICH	DOVER
BASE	36	27	108
High Speed rail ticket	53%	82%	60%
Regular mainline	47%	19%	39%
Using a 2for1 Offer	0%	0%	1%
Don’t know	0%	0%	0%

How easy did you find it to park in the town centre?	DEAL	SANDWICH	DOVER
BASE	274	185	370
Very difficult	8%	2%	1%
Quite difficult	8%	4%	3%
Neither particularly difficult nor easy	7%	2%	2%
Quite easy	37%	22%	22%
Very easy	40%	71%	72%
Don’t know	0%	0%	1%

Paid to use any of the town centre car parks?	DEAL	SANDWICH	DOVER
BASE	384	279	592
Yes in a car park	58%	53%	52%
Yes, using pay and display	13%	14%	11%
No	29%	34%	38%

Trip Characteristics - Expenditure

Spend - Day visitors	DEAL	SANDWICH	DOVER
BASE	235	333	529
Food and Drink	£7.21	£7.37	£5.81
Shopping	£3.50	£5.73	£3.56
Entertainment	£0.65	£0.65	£3.07
Transport	£3.30	£2.96	£4.03
Total	**£14.66**	**£16.73**	**£16.47**

Spend - Overnight visitors	DEAL	SANDWICH	DOVER
BASE	231	120	372
Accommodation	£21.73	£26.92	£20.93
Food and Drink	£13.87	£9.58	£9.91
Shopping	£8.62	£3.86	£4.91
Entertainment	£1.29	£1.29	£4.55
Transport	£4.39	£7.13	£4.88
Total	**£49.90**	**£48.78**	**£45.19**

Trip Characteristics - Attractions

First thing that comes to mind when you think of…	DEAL	SANDWICH	DOVER
BASE	466	453	901
Dover Castle	9%	2%	30%
Ferries / Port / Docks/Cruise	3%	0%	29%
Fortifications	0%	3%	0%
Channel Swimming	0%	0%	1%
Immigrants / asylum seekers	0%	0%	1%
Links to France	0%	1%	1%
Operation Stack / Heavy [lorry] traffic	0%	0%	0%
Scruffy/dirty/run down	0%	0%	2%
Sea/Seaside/Coast	44%	5%	6%
Second World War	0%	0%	1%
The White Cliffs	3%	1%	17%
Walking and Cycling	4%	16%	0%
Other	38%	72%	13%

Anything else you particularly associate with…	DEAL	SANDWICH	DOVER
BASE (Multiple responses allowed)	466	453	901
Dover Castle	13%	2%	41%
Ferries / Port / Docks/Cruise	11%	0%	32%
Fortifications	3%	4%	2%
Channel Swimming	1%	0%	2%
Immigrants / asylum seekers	0%	0%	4%
Links to France	3%	1%	9%
Operation Stack / Heavy [lorry] traffic	0%	0%	1%
Scruffy/dirty/run down	2%	0%	4%
Sea/Seaside/Coast	16%	7%	10%
Second World War	1%	0%	4%
The White Cliffs	9%	1%	30%
Walking and Cycling	13%	14%	3%
Other	30%	50%	13%
Nothing else	25%	22%	4%

Have you participated in any of these activities?	DEAL	SANDWICH	DOVER
BASE (Multiple responses allowed)	466	453	901
Walking/Rambling	87%	80%	62%
Bird Watching	0%	2%	1%
Cycling	3%	0%	1%
Fishing (Pier / lakes / riverside)	4%	0%	0%
Sailing	0%	0%	0%
Deep Sea Fishing	1%	0%	0%
Watersports (e.g. windsurfing)	0%	0%	0%
On a Golf trip	0%	0%	0%
Channel Swimming	0%	0%	1%
Other	23%	25%	55%

Trip Characteristics - Marketing

Which of these have you used to plan your visit?	DEAL	SANDWICH	DOVER
BASE (Multiple responses allowed)	466	453	901
I did not use any information	74%	80%	58%
Advertisement (Paper / Magazine/ TV / radio)	4%	4%	6%
I visited the tourism website (visitkent.co.uk)	3%	4%	4%
I visited (whitecliffscountry.org.uk)	2%	3%	3%
I visited the tourism website (deal.gov.uk)	3%	2%	2%
I visited other websites / search engine	9%	2%	9%
I visited review websites (Trip advisor etc.)	3%	1%	5%
I looked through Destination brochures / leaflets	3%	1%	10%
I looked for recommendations on social media	0%	0%	3%
I asked friends for recommendations	3%	0%	4%
Other	3%	5%	9%

How did you book your accommodation?	DEAL	SANDWICH	DOVER
BASE	168	91	320
TripAdvisor	4%	6%	5%
Booking.com	18%	9%	26%
Expedia	2%	1%	1%
Trivago	0%	0%	0%
Direct with accommodation provider	29%	53%	40%
Other	29%	25%	20%
None	19%	7%	9%

Used any other information during their visit	DEAL	SANDWICH	DOVER
BASE	466	453	901
Destination website/social media	5%	2%	6%
Travel guide website	0%	2%	3%
Travel blogs	0%	2%	1%
Apps	4%	1%	6%
Other social media	1%	1%	4%
Other	1%	0%	1%
None	90%	92%	80%

Visited the Visitor Information Centre?	DEAL	SANDWICH	DOVER
BASE	466	453	901
Yes	2%	11%	10%
No	98%	89%	91%

Trip Characteristics – Satisfaction Scores

Satisfaction scores	DEAL	SANDWICH	DOVER	AVG. THREE TOWNS
(Multiple Base)				
Shops	4.19	4.35	2.71	3.75
Attractions	4.37	4.55	4.00	4.31
History & Heritage	4.62	4.75	4.50	4.62
Places to Eat and Drink	4.59	4.72	3.92	4.41
Find your way round	4.70	4.69	4.43	4.61
Maps	4.43	4.65	4.27	4.45
Availability toilets	4.01	4.28	3.58	3.96
Cleanliness toilets	3.99	4.29	3.62	3.97
General atmosphere	4.59	4.69	3.81	4.36
Feeling of welcome	4.57	4.74	3.91	4.41

VIC Satisfaction scores	DEAL	SANDWICH	DOVER	AVG. THREE TOWNS
(Multiple Base)				
VIC Ease find	4.45	4.90	4.56	4.64
VIC Quality service	4.64	4.86	4.63	4.71
VIC Info received	4.55	4.90	4.72	4.72

Trip Characteristics – Satisfaction Scores

Rate the overall enjoyment of your visit	DEAL	SANDWICH	DOVER
BASE	466	453	901
Very low	0%	0%	0%
Low	0%	0%	3%
Average	6%	4%	29%
High	42%	23%	47%
Very High	51%	73%	20%
Don't know	1%	0%	1%

Likelihood of recommending (Destination)	DEAL	SANDWICH	DOVER
BASE	466	453	901
Very unlikely	0%	0%	4%
Unlikely	1%	0%	8%
Average	5%	3%	20%
Likely	37%	19%	44%
Very Likely	56%	77%	22%
Don't know	1%	1%	3%

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