

Sandwich Visitor Survey

Report of findings

February 2018



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(Deal, Sandwich, Dover)

Introduction

This document presents the key findings of the Sandwich Visitor Survey only. The study was commissioned by Dover District Council and undertaken by Visit Kent, in partnership with Destination Research Ltd. The aim was to gather information on the origin, profile and behaviour of visitors to Sandwich, as well as to identify elements driving visitor satisfaction. The study is part of a district-wide visitor survey with interviews conducted in Dover, Deal and Sandwich.

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 measurement relies 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.

Achieved Sample

This report presents the results relating to Sandwich only. It is based on a sample of 453 interviews and the statistical reliability is in the $\pm 4\%$ to $\pm 6\%$ range.

Executive Summary

Visitor Profile

- ◉ There was a particularly high proportion of visitors aged 45 and over, accounting for almost three quarters (71%) of the total population.
- ◉ Couples (40%) and those travelling alone (20%) accounted for three in five visiting groups. Family units accounted for 20% of all visiting groups. The gender split was 44% male respondents and 56% female.
- ◉ More than three quarters of the respondents (79%) were from the South East and over half (57%) were from Kent.
- ◉ The average group size was 2.15 people, comprising of 1.96 adults and 0.19 children.

Trip Characteristics

- ◉ Most respondents (79%) were visiting for leisure or a holiday and (7%) to see friends or relatives.
- ◉ Just under one quarter (22%) were visiting Sandwich for the first time, with the repeat visitor market accounting for 78% of respondents.
- ◉ Three quarters (74%) of all visitors were 'day visitors from home'. Of these, over half (57%) stayed in Sandwich for half a day and a further 28% stayed for the whole day.
- ◉ The overnight market accounted for 26% of the total population. However, not all overnight visitors were staying in Sandwich town. Only a third (32%) of all overnight visitors stayed in Sandwich itself and 68% stayed elsewhere in Kent.
- ◉ On average, visitors staying overnight spent 5.7 nights away from home. Looking at visitors that stayed overnight in Sandwich itself, their average trip duration was 6 nights.
- ◉ Those staying outside Sandwich were asked for their reasons for not staying in the town. The most common response was simply that people were holidaying elsewhere or staying with friends or relatives who live elsewhere.

Executive Summary

Accommodation

- Most visitors staying in Sandwich stayed in self-catering accommodation (28%) or with friends or relatives (21%). The homes of friends or relatives (32%) and touring caravans and camping (26%) were the main choices for those staying elsewhere.
- The majority of overnight visitors staying in paid accommodation rated the level of service received as 'very good' (69%) or 'good' (24%). The vast majority of respondents thought the accommodation used represented 'very good' value for money (70%) and a further 26% thought it was 'good'.

Transport

- The car was the most common mode of transport used by visitors to reach Sandwich, chosen by 82% of respondents.
- Most car drivers (90%) used the town's car parks. Of these, the vast majority (93%) found parking in the town centre 'very easy' (71%) or 'easy' (22%).

Expenditure

- Day visitors from home who visited Sandwich spent an average of around £16.71 per person per day.
- The average overall expenditure among staying visitors to Sandwich (per person per 24 hours) on accommodation, eating out, shopping, entertainment and travel and transport was £48.78.

Executive Summary

Associations with Sandwich

- ◉ Half of all visitors (50%) were aware of the Guildhall Museum and a quarter (26%) had either visited or were planning to visit during their trip.
- ◉ St Peter's Church was a popular attraction for a quarter of the respondents (28%), and 17% had either visited or were planning to visit at the time of the interview.
- ◉ Visitors were generally very satisfied with the quality of the most popular attractions. On average, over 90% of respondents felt that the top attractions in Sandwich were 'good' or 'very good'.
- ◉ The **best** things about Sandwich according to visitors were the historic aspect of the town, the heritage and the medieval feel, and in particular old buildings, churches and architecture.
- ◉ The **challenges** that Sandwich faces were related to parking, both in terms of cost and availability. The volume of traffic and the limited availability of public transport were also highlighted by a small number of respondents.

Visitor Information Centre

- ◉ The 11% of visitors to Sandwich who used the VIC were asked to rate the levels of satisfaction with the service received, based on a scale of 1 to 5, where 5 meant 'very good'. The highest scores were for the information received and the ease of finding the Visitor Information Centre (4.90 out of 5 each). The quality of service received achieved a score of 4.86.

Executive Summary

Satisfaction

- All visitors were invited to rate a set list of aspects about their visit to Sandwich using a scale of 1 (very poor) to 5 (very good). The access to history and heritage achieved the highest score (4.75 out of 5), followed by the welcome (4.74) and the range of places to eat and drink (4.74).
- The scores for public toilets, both in term of cleanliness (4.29) and availability (4.28) were lower, although higher than the average for the three towns (Dover, Deal and Sandwich), which were 3.97 and 3.96 respectively.
- In terms of the overall enjoyment of visit, 73% of visitors to Sandwich rated their enjoyment as 'very high' and a further 23% rated it as 'high'.
- Overall, 77% of visitors to Sandwich felt that the likelihood of them recommending the city to somebody else was 'very likely' and a further 19% felt it to be 'likely'.

Survey Findings – Visitor Profile



Visitor Profile – Group composition

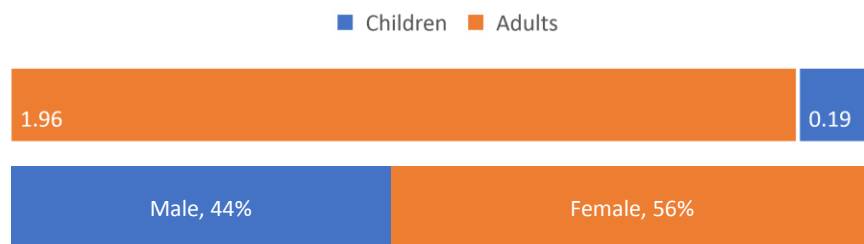
Age groups

There was a particularly high proportion of visitors aged 45 and over, accounting for almost three quarters (71%) of the total number of respondents.

The average group size was 2.15 people, comprising of 1.96 adults and 0.19 children. The gender split was 56% female and 44% male.

Couples (40%) and those travelling alone (26%) accounted for two thirds of all visiting groups. Family units accounted for 20% of the total population.

Age group composition			
	Male	Female	Total
0-15	4%	5%	9%
16-24	2%	2%	4%
25-34	2%	5%	7%
35-44	4%	5%	9%
45-54	7%	9%	16%
55-64	9%	11%	20%
65+	16%	20%	35%
Total	44%	56%	100%



Group composition	Percentage
A couple	40%
Alone	26%
Family unit	20%
Groups of friends	7%
Extended family (with relatives and / or friends)	6%
Intergenerational family (with grandparents)	2%

Visitor Profile - Employment

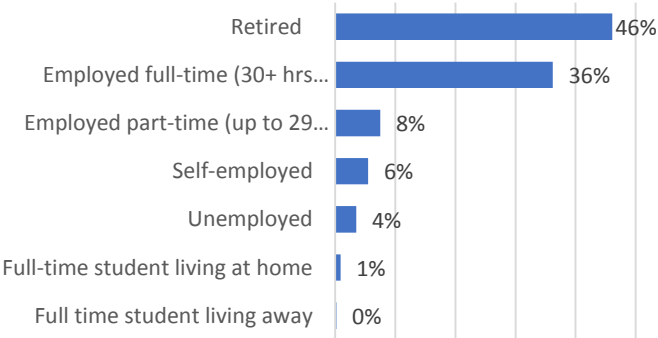
Employment status and occupation

Almost half (46%) of all visiting groups contained a chief income earner who was retired. Just over a third (36%) of visiting groups contained a main income earner in full time employment.

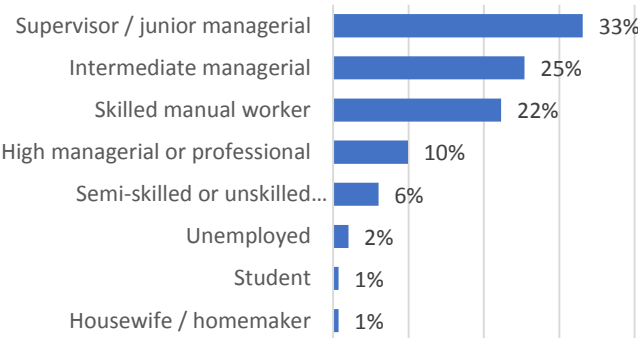
Occupation

The largest proportions of respondents were in junior managerial roles (36%), intermediate managerial roles (25%), followed by skilled manual workers (22%).

Employment status of chief household income earner



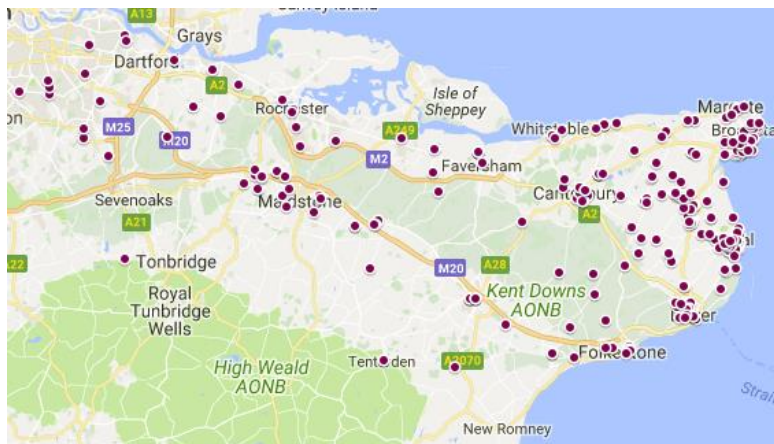
Occupation household's main income earner



Visitor Profile – Origin of visitors

About eight in ten visiting groups (79%) were from the South East. This was followed by residents from London (5%) and the East of England (4%).

There were large concentrations of respondents from Kent, which accounts for over half (57%) of all respondents, in particular visitors from Deal, Ramsgate and Dover. (See map below).



Survey Findings – Trip Characteristics



Trip Characteristics

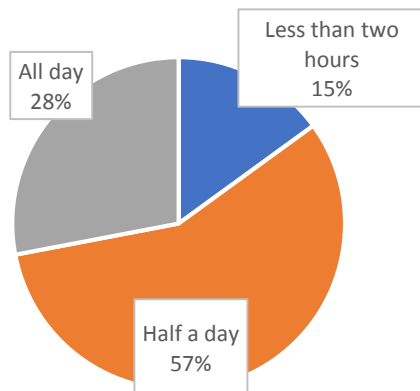
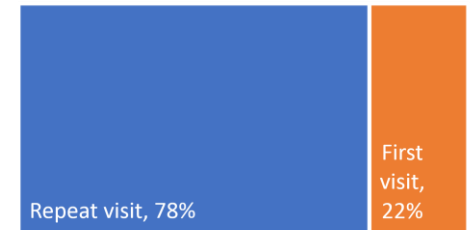
Main purpose of visit

The majority of visitors were visiting for leisure or holiday purposes (79%). A smaller number of visitors (7%) were visiting Sandwich to see friends or relatives. 5% of visitors were on a special shopping trip.

Purpose of visit	Percentage
Leisure/Holiday	79%
Visiting friends/relatives	7%
(Non-regular) Shopping trip	5%
Shore visit from cruise ship	0%
On a Golf trip	0%
Other	9%

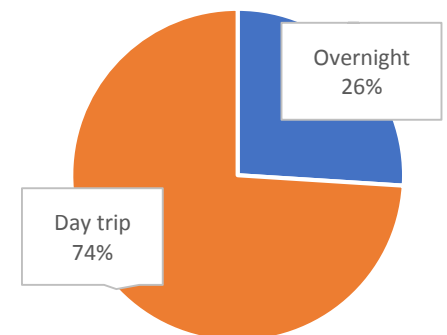
Trip type

Just under a quarter (22%) were visiting Sandwich for the first time, whilst the repeat visitor market accounted for just over three quarters (78%) of all visitors. A quarter (26%) were in Sandwich as part of an overnight stay. Just under three quarters (74%) 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.



Trip duration

Over half of all day visitors stayed in Sandwich for half a day and a further 28% stayed for a full day. 15% of day trips lasted less than two hours.



Trip Characteristics

Overnight trip - location

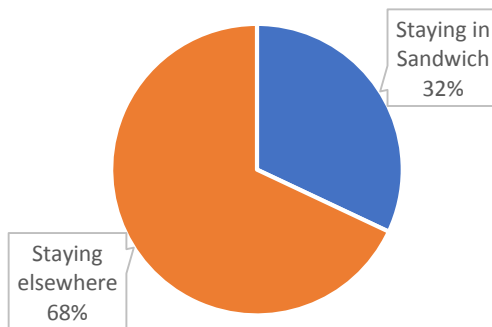
A third (32%) of all overnight visitors stayed in Sandwich itself and 68% stayed elsewhere in Kent. Three in five respondents (63%) were holidaying elsewhere and decided to visit Sandwich for the day. A quarter (24%) gave 'other' reasons, primarily related to staying with friends and relatives based elsewhere. On average, visitors staying overnight spent 5.7 nights away from home. Looking at visitors that stayed overnight in Sandwich itself, their average trip duration was 6 nights (*Please note that the sample of overnight visitor staying in Sandwich is small*).

Where else are they staying?

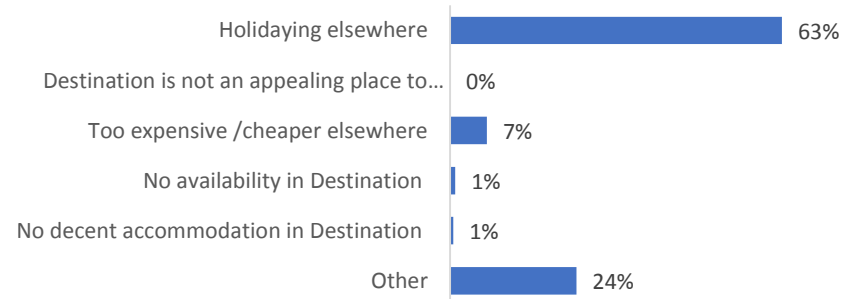
The largest proportion of overnight visitors stayed in Kent, particularly Canterbury, Deal and Ramsgate.

Destination	Percentage
Canterbury	19%
Deal	18%
Ramsgate	10%
Broadstairs	5%
St Margaret's Bay	5%
Whitstable	5%
Hythe	4%
Dover	3%
Eastry	3%
Folkestone	3%
Maidstone	3%
Nonington	3%
Other (mentioned once)	22%

Where are you staying?



Why don't they stay in Sandwich?



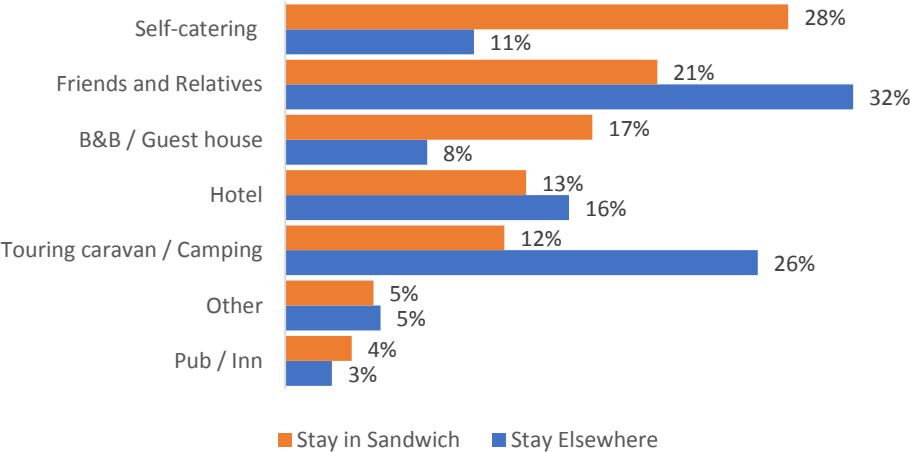
Trip Characteristics

Overnight trip - Accommodation used

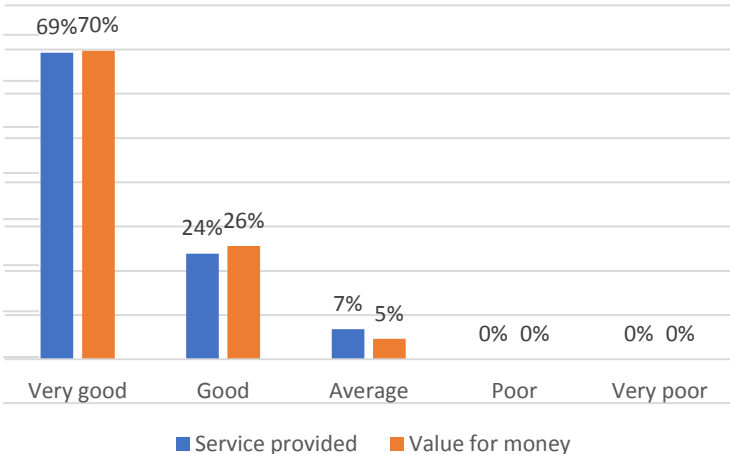
There were some differences between the type of accommodation used by those staying overnight in Sandwich, compared to overnight visitors staying elsewhere. Most visitors staying in Sandwich stayed in self-catering accommodation (28%) and with friends or relatives (21%). The homes of friends or relatives (32%) and touring caravans and camping (26%) were the main choices for those staying elsewhere.

Most overnight visitors staying in paid accommodation rated the level of service received as ‘very good’ (69%) or ‘good’ (24%). Only 7% rated the service provision as ‘average’. Similarly, 70% thought the accommodation used represented ‘very good’ value for money and a further 26% thought it was ‘good’. Only 5% rated the establishment used as offering ‘average’ value for money. Only 5% rated the establishment used as offering ‘average’ value for money.

Accommodation Used



Accommodation ratings

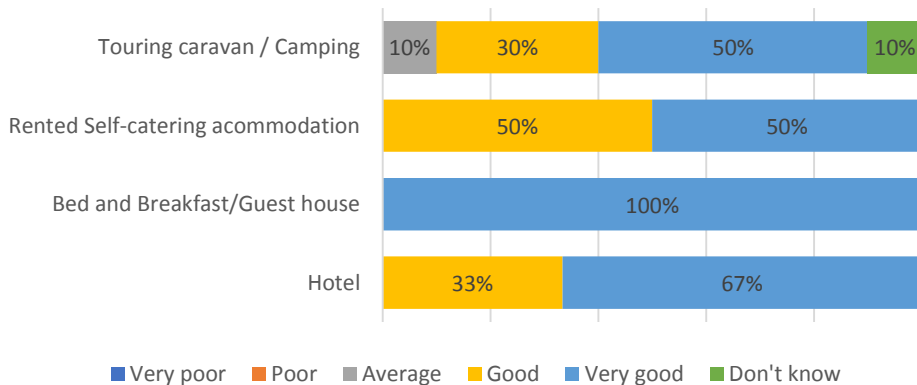


Trip Characteristics

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

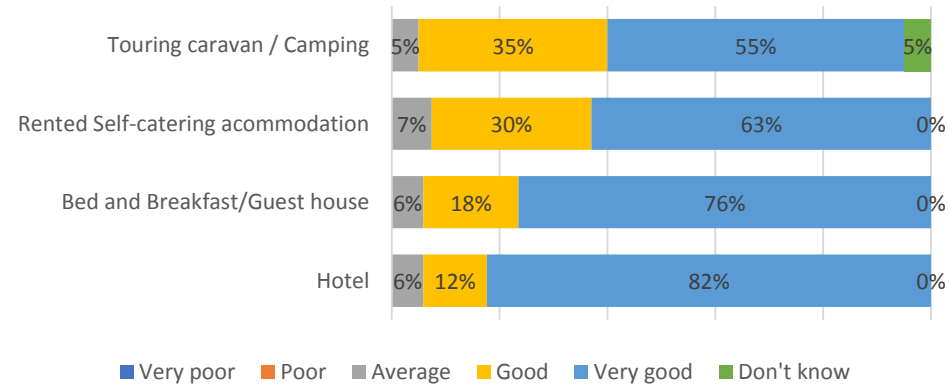
There are some small differences in terms of the quality of service provided by the various accommodation establishments, depending on whether these were either located in Sandwich or elsewhere in the district. However, these results should be analysed with a degree of caution due to small sample sizes. Our analysis focusses on self-catering accommodation, used by 28% of visitors staying in Sandwich (as seen in the previous page). The results show that 50% of those staying in self-catering establishments based in Sandwich said the quality of service was ‘very good’ and a further 50% said it ‘good’. These results are above the averages for all self-catering users regardless of location. These show that almost two thirds (63%) rated the quality of service as ‘very good’, followed by a further 30% saying it was ‘good’, and 7% rating the quality of service as ‘average’.

Quality of Service - Visitors staying in Sandwich



Sample: 26

Quality of Service - All overnight visitors



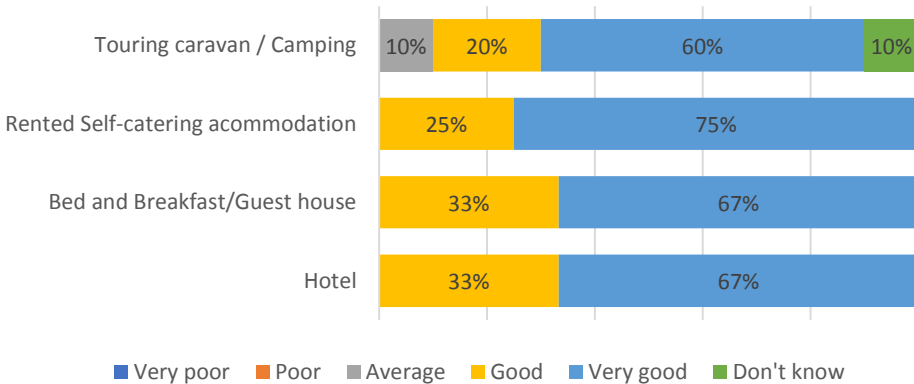
Sample: 91

Trip Characteristics

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

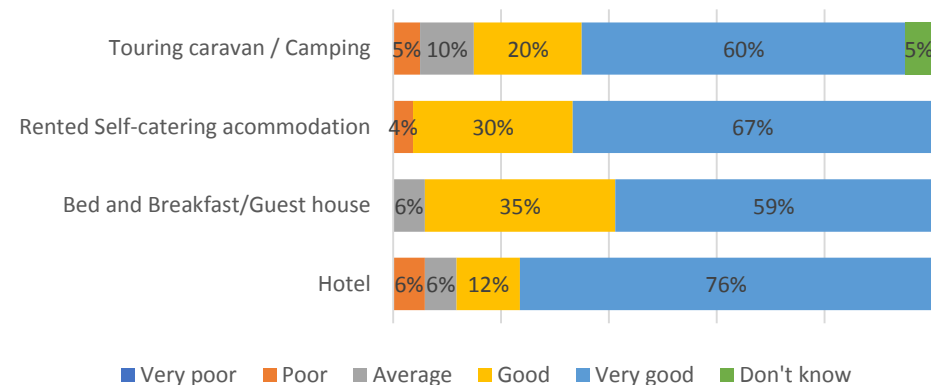
Similarly, some differences exist in terms of the value for money provided by the various accommodation establishments, depending on whether these were located in Sandwich or elsewhere in the district. Due to the very small sample sizes our analysis focuses on self-catering establishments, which is the most popular type of accommodation used. Three quarters (75%) said self-catering establishments in Sandwich provided ‘very good’ value for money. A further 25% said value for money was ‘good’. By comparison, only two thirds (67%) of all self-catering users (regardless of whether they stayed in Sandwich or elsewhere) said value for money was ‘very good’ and 30% said it was ‘good’. Furthermore, 4% rated the value for money as ‘poor’.

Value for Money - Visitors staying in Sandwich



Sample: 26

Value for Money - All overnight visitors



Sample: 91

Trip Characteristics

Overnight trip - Accommodation booking

Visitors to Sandwich were most likely to book directly with the accommodation provider, with over half (53%) using this method. Nine percent of overnight visitors used travel websites such as Booking.com.

A quarter (25%) of respondents used 'other' methods to book their accommodation. These included a range of online providers (Kent and Sussex Holiday Cottages, Cottages 4 You, Airbnb), as well as relying on friends and relatives to book the accommodation on their behalf.

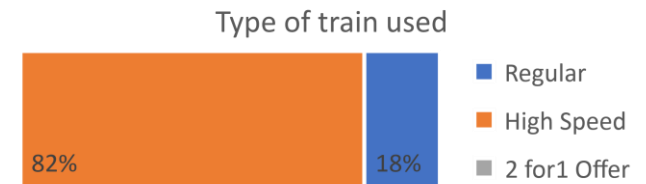
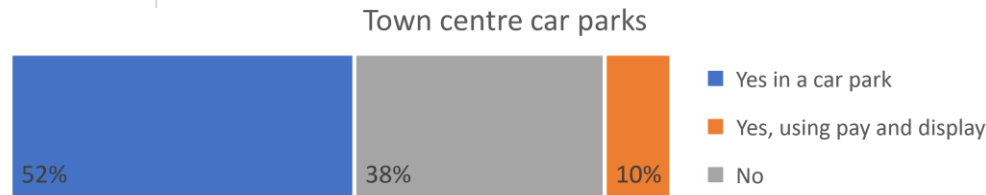
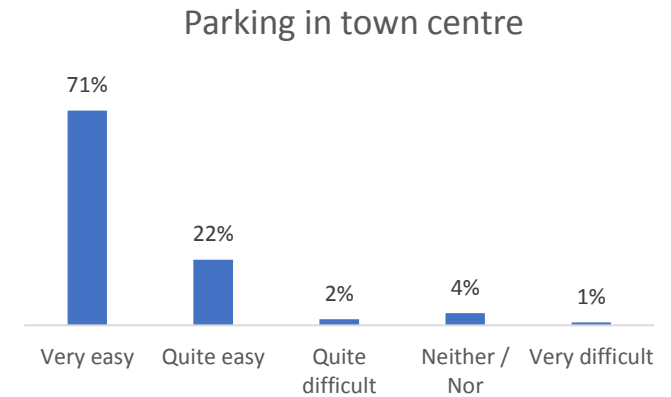
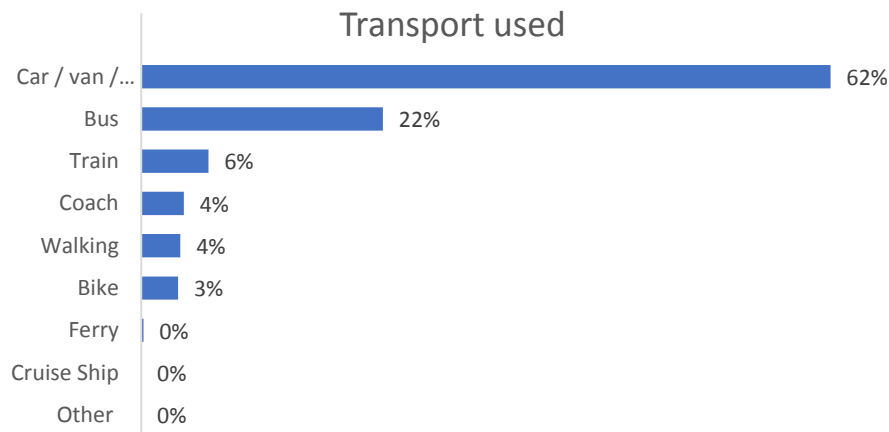
How did you book your accommodation?	SANDWICH
BASE	91
Direct with accommodation provider	53%
Booking.com	9%
TripAdvisor	6%
Expedia	1%
Trivago	0%
Other	25%
None	6%

Trip Characteristics

Mode of transport used

The car (or other private motor vehicles such as motorbikes or motorhomes) were the most common mode of transport used by visitors to reach Sandwich, chosen by 62% of respondents. Most car drivers (90%) used the town’s car parks. Of these, the vast majority (93%) found parking in the town centre ‘very easy (71%) or ‘easy (22%).

Over a quarter arrived by public transport (22% by bus and 6% by train). Coach and group travel accounted for 4% of trips. 82% of train users travelled on high speed rail services.



Trip Characteristics

Activities undertaken whilst visiting

Walking and rambling were the most popular activities undertaken by visitors to Sandwich, enjoyed by 80% of all visitors. A quarter of respondents (25%) mentioned 'other' activities.

The main 'other' activities included food related activities (eating out, picnics, tea and cakes, etc).

Activities undertaken	Percentage
Walking/Rambling	80%
Cycling	2%
Bird Watching	0%
Channel Swimming	0%
Deep Sea Fishing	0%
Watersports (e.g. windsurfing)	0%
Fishing (Pier / lakes / riverside)	0%
Sailing	0%
On a Golf trip	0%
Other	25%

Note: Multiple responses allowed.



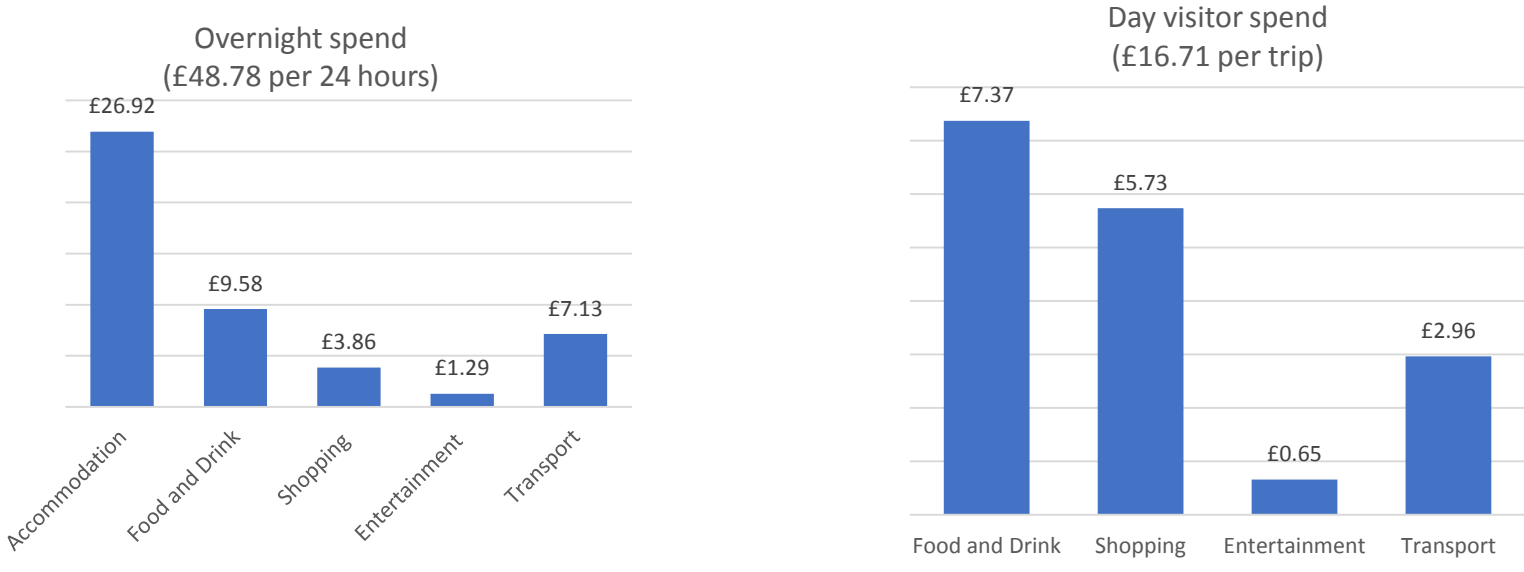
Food related activities	16%
River trip / boating	5%
Sightseeing	2%
Other (unspecified)	2%

Trip Characteristics - Expenditure

Expenditure levels

The average overall expenditure among staying visitors to Sandwich (per person per 24 hours) on accommodation, eating out, shopping, entertainment and travel and transport was £48.78. Accommodation and eating out accounted for the highest proportion of expenditure. The average overnight visit lasted 5.71 nights, meaning that the average expenditure per person and per overnight trip was £278.53.

Day visitors from home who are visiting Sandwich spent an average of around £16.71 per person per day in the town, with eating out accounting for the highest proportion of expenditure.



Survey Findings – About Sandwich – Attractions and Places of Interest



Associations with Sandwich

Respondents were asked to name the first thing that came to mind when thinking about Sandwich.

The results show that the medieval aspect of the town and its history are top of mind associations with Sandwich, mentioned by 38% and 23% of the respondents respectively.

This is followed by walking and cycling as the preferred activity associated with the town (17%). Access to the river, either for boating trips or for riverside walks was mentioned by 8% of the respondents.

Smaller proportions of respondents mentioned the aspect of the town (quaint / pretty / lovely) and its peace and quietness was cited by 7% and 5% of the respondents respectively).

Associations with Sandwich (what comes to mind..?)	Percentage
Medieval town	38%
History	23%
Walking and cycling	17%
River (boats / trips / walks)	8%
Quaint / pretty / lovely	7%
Peace and quiet	5%
Food	4%
Golf course	3%
Cinque Ports	2%
Guildhall	2%
Art festival	1%
Market square	1%
Salutation gardens	1%
St Peter's Church	1%
Other (mentioned once)	7%

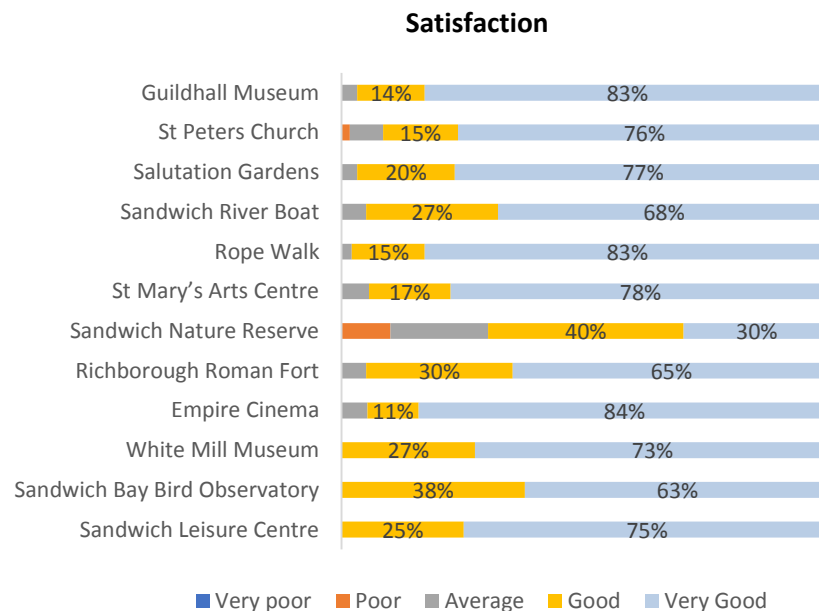
Note: Multiple responses allowed.

Attractions and places of interest

The survey found that half of all visitors (50%) were aware of the Guildhall Museum and of these, a quarter (26%) had either visited or were planning to visit during their trip. St Peter’s Church was a top of mind attraction for a quarter of the respondents (28%), although only 17% of them had either visited or were planning to visit at the time of the interview.

Visitors were generally very satisfied with the quality of the most popular attractions. On average, over 90% of respondents felt that the top attractions in Sandwich were ‘good’ or ‘very good’.

	Aware	Visited / will visit
Guildhall Museum	50%	26%
St Peter’s Church	28%	17%
Salutation Gardens	27%	17%
Sandwich River Boat	21%	8%
Rope Walk	19%	13%
St Mary’s Arts Centre	14%	5%
Sandwich Nature Reserve	9%	3%
Richborough Roman Fort	8%	6%
Empire Cinema	8%	5%
White Mill Museum	6%	3%
Sandwich Bay Bird Observatory	5%	2%
Sandwich Leisure Centre	3%	1%



Best things about Sandwich...

The **best** things about Sandwich according to visitors have been grouped into key themes. Most respondents mentioned the historic aspect of the town, the heritage and medieval feel, and in particular the old buildings, churches and architecture.

A second theme was the friendly atmosphere linked to a sense of a quiet, and a relaxing and peaceful environment.



Challenging aspects about Sandwich...

It was encouraging to see that the vast majority of respondents felt positively about Sandwich.

On the other hand, some of the challenging aspects about the town, mentioned by a minority of visitors who made any comments, have also been grouped into key themes. The biggest concern was related to parking, both in terms of cost and availability. The volume of traffic and the limited availability of public transport were also highlighted by a small number of respondents.

A second theme was the limited offer for shopping and other things to do. Several respondents made reference to litter and poor cleanliness of public toilets.



Survey Findings – Destination Marketing



Destination Marketing

Information used

Four out of five visitors (80%) had not searched for destination information from any particular source pre-trip – they relied on their previous knowledge. Of those who did search for tourism information, 4% looked through destination brochures and leaflets whilst a further 4% visited websites / search engine other than destination websites. 3% asked friends for recommendations.

Once in Sandwich, the majority (93%) did not make use of any type of visitor information. Those who did, relied on the local tourism website, social media and dedicated phone apps.

Information Used (Planning stage)	Percentage
I did not use any information	80%
I visited the tourism website (visitkent.co.uk)	4%
I looked through Destination brochures / leaflets	4%
I asked friends for recommendations	3%
I visited other websites / search engine	2%
I visited review websites (Trip advisor etc.)	2%
I visited the tourism website	1%
I looked for recommendations on social media	1%
Advertisement (Paper / Magazine/ TV / radio)	0%
I visited the tourism website (visitwhilecliffscountry.org.uk)	0%
Other	5%

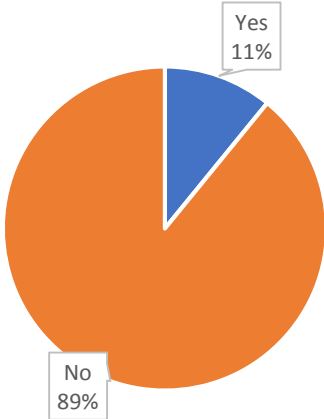
Information used during the visit

Sandwich website/social media	2%
Apps	2%
Other social media	1%
Travel guide website	1%
Other	1%

Destination Marketing

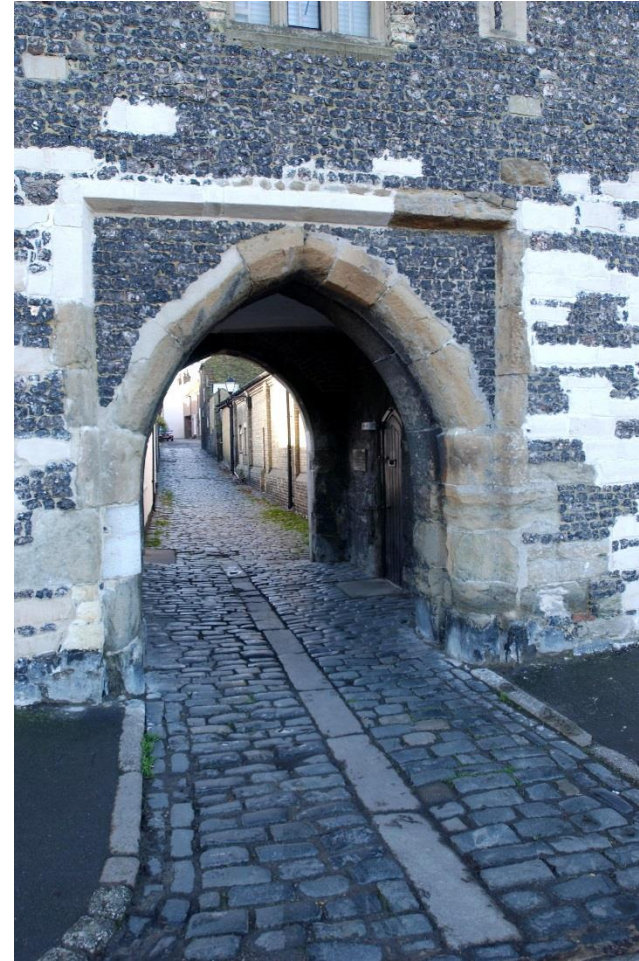
Visitor Information Centre

The 11% of visitors to Sandwich who used the Visitor Information Centre were asked to rate the levels of satisfaction with the service, based on a scale of 1 to 5, where 5 meant 'very good'. Overall, Sandwich VIC achieved very high scores, averaging 4.8 out of 5. The highest scores were for the information received and the ease of finding the Visitor Information Centre (4.9 out of 5 each). These scores were above the combined average for the three towns. The quality of service received achieved a score of 4.86, also well above the combined average for the three towns.



TIC Satisfaction scores		
	Sandwich	Average Three towns
TIC Ease to find	4.90	4.64
TIC Quality of service	4.86	4.71
TIC Info received	4.90	4.72

Survey Findings – Visitor Satisfaction



Visitor Satisfaction

Most 'liked' aspects about Sandwich as a destination

All visitors were invited to rate a set list of aspects about their visit to Sandwich using a scale of 1 (very poor) to 5 (very good). The access to history and heritage achieved the highest score (4.75 out of 5), followed by the feeling of welcome (4.74) and the range of places to eat and drink (4.74).

The scores for public toilets, both in term of cleanliness (4.29) and availability (4.28) were relatively low, although higher than the average for the three towns (Dover, Deal and Sandwich).

Satisfaction scores	Sandwich	Average Three towns
History & Heritage	4.75	4.62
Feeling of welcome	4.74	4.41
Places to Eat and Drink	4.72	4.41
Find your way round	4.69	4.61
General atmosphere	4.69	4.36
Maps	4.65	4.45
Attractions	4.55	4.31
Shops	4.35	3.75
Cleanliness toilets	4.29	3.97
Availability toilets	4.28	3.96

Visitor Satisfaction

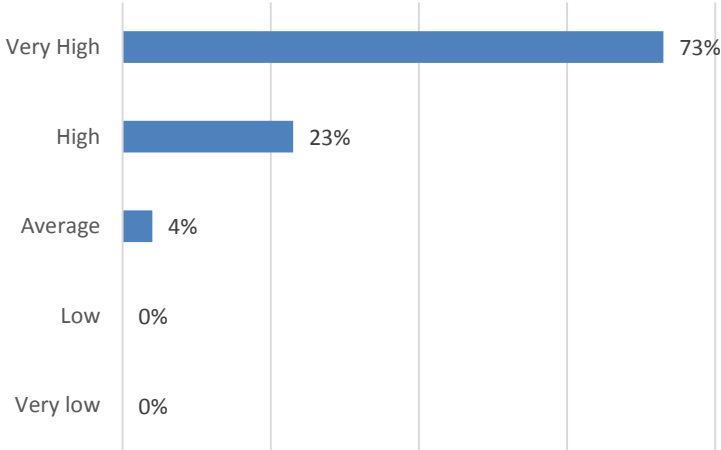
Overall Enjoyment

In terms of overall enjoyment of visit, 73% of visitors to Sandwich rated their enjoyment as ‘very high’ and a further 23% rated it as ‘high’ providing an average score of 4.69 out of 5.

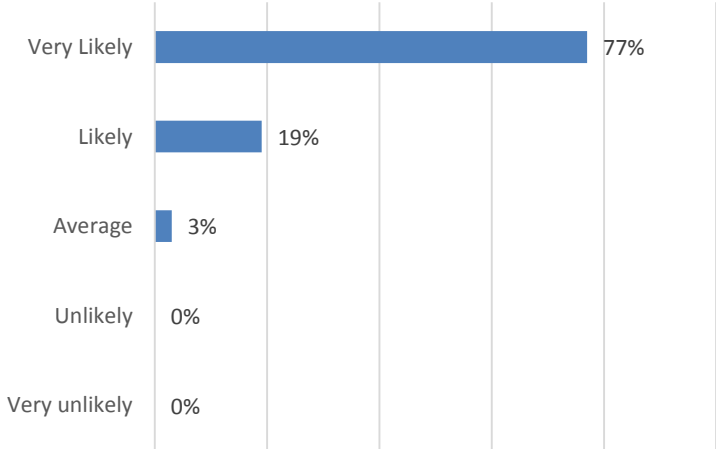
Likelihood of recommendation

Overall, 77% of visitors to Sandwich felt that the likelihood of them recommending the town to somebody else was ‘very likely’ and a further 19% felt it to be ‘likely’. The average score was 4.72 out of 5.

Overall Enjoyment



Likelihood of Recommending



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 spend 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 accommodation	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 or 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 particularly associated 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%

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%

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%

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 to find	4.45	4.90	4.56	4.64
VIC Quality of 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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