Report of Findings for the Royal Borough of Windsor & Maidenhead and Maidenhead Town Council

Maidenhead Visitor Survey 2014

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1 EXECUTIVE SUMMARY

1.1 Introduction

1.1.1 This document presents the findings of a survey of visitors to Maidenhead, conducted between late July and early September 2014. The survey was commissioned by the Royal Borough of Windsor & Maidenhead and undertaken by TSE Research.

1.1.2 The purpose of the survey was to gather information on the origin, profile, behaviour and visitor satisfaction of visitors to Maidenhead, and update research previously carried out in 2013 and previous years.

1.1.3 Key findings from this year's survey are presented below.

1.2 Visitor profile

1.2.1 Over half (59%) of visitors were day visitors from home. A fifth were day visitors from holiday bases outside Maidenhead, while a further fifth (21%) were staying overnight in commercial or non-commercial accommodation within Maidenhead.

1.2.2 Day visitors on holiday were found to be predominately staying in accommodation in Buckinghamshire (43%), other towns or villages in Berkshire (38%) and one in ten were staying in accommodation in London.

1.2.3 On average, groups of visitors to Maidenhead in 2014 consisted of 3.21 people (2.63 adults and 0.58 children).

1.2.4 As in previous years, a high proportion of all visiting groups consisted of adults only (70%), and among adult only groups, most (48%) consisted of two adults (38%).

1.2.5 Eighteen percent of all people represented within the visitor groups surveyed were children aged 0-15 years (slightly lower than the 20% found last year). Just over a quarter (26%) were adults aged between 35 and 54 years old. Thirty-eight percent of all visitors were mature adults aged 55 years or more.

1.2.6 Just over two thirds (66%) of all respondents indicated that their household's chief income earner was in employment at the time of the survey. Of these, 51% were in full time employment, 5% were working part-time and 10% were self-employed. A third of all visitors were retired (33%).

1.2.7 The survey results indicate a relatively affluent profile of visitors to Maidenhead. The majority of visitors were from ABC1 households (accounting for 73% of all visitors in 2014). This includes 28% of all visitors who were from the top AB professional grade.

1.2.8 Thirty-five visitors from overseas were interviewed (accounting for 18% of all visitors), and represented 21 different countries. Around two-thirds of these were visiting from Western European countries. As in previous years, Australia the United States were the most frequently mentioned countries of residence.

1.2.9 Domestic visitors came from a wide range of home locations around the UK. The highest proportion originated from Buckinghamshire (22%), followed by other towns and villages in Berkshire (18%). Just over one in ten (13%) domestic visitors came from home locations in London.

1.3 Use of destination information

1.3.1 Overall, just over a third (36%) of all visitors mentioned one or more features or promotions they had seen prior to their visit. The most frequently mentioned source of information (mentioned by 21% of visitors) was that received from word of mouth recommendations. Of the formal channels of visitor information available, websites were most likely to have been used (12%), however, relatively few visitors recalled seeing other promotions including the Maidenhead Visitor Guide (3%), newspaper features (1%) or social media (2%).

1.3.2 Overall, just under half (47%) of those who used websites had visited the Royal Borough's own website (www.Maidenhead.gov.uk), while 14% had looked at the VisitBritain website and 4% had seen the VisitThames website.

1.3.3 Those who had seen or used the www.Maidenhead.gov.uk website prior to their visit were asked to rate it on a scale of 1 to 5. As in previous years, user satisfaction with www.Maidenhead.gov.uk was positive, with 59% describing the website as 'good' and 30% as 'very good'.

1.4 Trip features

1.4.1 As in previous surveys, the highest proportion of visitors indicated that the main purpose of their visit to Maidenhead was for 'leisure/ holiday' purposes (68%). Just under a third (29%) were in Maidenhead primarily for the purpose of visiting friends or relatives (VFR), 2% were on a special shopping trip, 1% were visiting for business purposes.

1.4.2 All but 1% of visitors surveyed this summer were visiting Maidenhead independently.

1.4.3 Twenty-six percent of all visitors interviewed in 2014 were visiting Maidenhead for the first time, while the remaining 74% had visited on at least one occasion previously.

1.4.4 Day visitors spent an average of 3.12 hours in the town and visitors staying overnight in Maidenhead stayed for an average of 7.83 nights in 2014.

1.4.5 Of the 42 groups staying overnight in Maidenhead, only 25% were using serviced accommodation, including 20% who were staying in a hotel and 5% who were staying in a B&B or guest house. The majority of visitors (61%) were accommodated in the homes of friends or relatives in 2014.

1.4.6 Eighty-eight percent of all visitors in 2014 had travelled to Maidenhead by private vehicle (car/ van/ motorcycle or motorhome). Only 5% used the train to travel to the town. A small proportion (5%) travelled by narrow boat (these will be holiday-makers accommodated on the boats).

1.4.7 A fifth of all visitors who travelled to Maidenhead by private motor vehicle used the town centre car parks.

1.4.8 Boulter's Lock was the most popular attraction visited by visitors this summer. The River Thames (90%) and cafés, restaurants or pubs (75%) also continued to be popular with visitors. Three quarter of all visitors (73%) visited the parks and gardens near the river during their trip to Maidenhead, while a quarter were visiting shops in the town.

1.4.9 In addition to being asked about the purpose of their visit to Maidenhead, visitors were asked to say whether the River Thames or Legoland had been influential in their decision to visit.

1.4.10 When asked whether any attraction had been influential in the decision to visit the area, a high proportion of visitors indicated that the River Thames had been the main reason they had chosen to visit Maidenhead (80%).

1.4.11 The comparative results reveal that visits to the Visitor Information Centre among Maidenhead visitors is very low. This year, none of the 200 visitors who participated in the survey visited the VIC.

1.4.12 The average overall spend on eating out, shopping, entertainment and travel/transport among visitors staying overnight in Maidenhead in 2014 was £22.39 (per person per 24 hours).

1.4.13 The average total spend for staying visitors, including spend on commercial accommodation, was estimated to be £44.34 per person per night.

1.4.14 Day visitors (combining day visitors from home and day visitors on holiday) to Maidenhead spent an average of £10.77 per person per day in 2014.

1.5 Visitor satisfaction

1.5.1 As in previous years, high levels of visitor satisfaction were reported for many aspects relating to the visitor experience in Maidenhead. Aspects of the visit which were rated particularly highly in 2014 were *Upkeep of parks & open spaces (4.60 out of 5)*, *Feeling of welcome (4.53 out of 5), Cleanliness of streets (4.47 out of 5),* and *Quality of service for attractions (4.40 out of 5).*

1.5.2 The performance indicator which saw the greatest improvement compared to last year were the *Cost of parking*, which saw an 0.20 point increase in its score and *Quality of service* among accommodation providers which saw a 0.13 point improvement in its satisfaction score.

1.5.3 Aspects of the visit that were least highly rated by visitors included the range of shops and quality of the shopping environment (3.62 and 3.77 respectively out of 5). The cleanliness of public toilets also showed scope for improvement with an average score of 3.80 out of 5, though this score was an improvement on last year. A number of overnight visitors did not feel their accommodation provided good value for money as this aspect scored 3.75 out of 5.

1.5.4 The two indicators which saw the greatest drop in performance were *Value for money for commercial accommodation* (which dropped 0.67 points) and *Ease of parking* in the town which dropped from a satisfaction score of 4.46 last year to 4.24 out of 5 this year (a drop of 0.22 points). That said both aspects were still rated relatively highly by visitors.

1.5.5 A review of changes over the past 4 years reveals that a number of aspects of visitor experience have improved significantly over time. These are: *Value for money for attractions* (up from 3.78 in 2010 to 4.01 in 2014), *Range of places to eat/drink* (up from 3.92 in 2010 to 4.31 in 2014), *Value for money for places to eat/drink* (up from 3.79 in 2010 to 4.06 in 2014), *Display maps and nfo. boards* (up from 3.90 in 2010 to 4.19 in 2014*), Availability of public toilets* (up from 3.82 in 2010 to 4.06 in 2014), and perhaps most *importantly Overall enjoyment* (up from 4.08 in 2010 to 4.41 in 2014).

1.5.6 However, as highlighted the majority of the performance indicators rated this year received relatively high scores of 4 plus out of 5, which collectively contributed to the high level of overall trip enjoyment.

1.5.7 The vast majority (83%) of visitors in 2014 rated the enjoyment of their visit as ‘high’ or ‘very high’ (similar to last year). The average score of 4.41 out of 5 is similar to the score achieved last year and slightly higher than the average scores of achieved in 2011 and 2010.

1.5.8 The key features/aspects of the town which contributed most to overall enjoyment was the River Thames (mentioned by 41% of visitors), followed by the general atmosphere and ambience of the town (mentioned by 34% of visitors). Visitors also found the town friendly and welcoming, and were pleased to find good restaurants and plenty of things to see and do in the area.

1.5.9 The overwhelming majority of visitors (96%) indicated that 'nothing' had spoiled the enjoyment of their visit to Maidenhead.

1.5.10 Overall, a very high proportion of visitors (82%) of visitor indicated that the visit had met their expectations. Only 1% reported that the visit had failed to meet their expectations and 17% reported their visit had exceeded their expectations.

1.5.11 As in previous years, the vast majority of respondents indicated that they were 'very likely' or 'likely' to recommend Maidenhead as a visitor destination to others (87%).

2 INTRODUCTION

2.1 Background

2.1.1 This document presents the findings of a face to face interview survey of visitors to Maidenhead, conducted between late July and early September 2014. The survey was commissioned by the Royal Borough of Maidenhead & Maidenhead and undertaken by TSE Research, the research arm of Tourism South East.

2.1.2 Previous visitor surveys were carried out in Maidenhead in 2013, 2012, 2011, and 2010, and where appropriate, comparisons have been made with the findings of these surveys. Results are presented in tables and graphs with short commentary.

2.1.3 The purpose of the survey was to update previously gathered information on the origin, profile and behaviour of visitors to Maidenhead, and the characteristics of their visits in order to identify emerging trends. The survey also aimed to explore views on the strengths and weaknesses of Maidenhead as a visitor destination, and to evaluate opinions on specific aspects of the visitor experience.

2.2 Research objectives

2.2.1 The objectives of the visitor survey were as follows:

i) To provide up to date data on the profile, origin, behaviour, use of facilities and opinions of visitors to Maidenhead in order to help improve understanding of tourism within the town and provide the basis for tourism development.

ii) To identify the characteristics of visits, in order to better understand why specific visitor types come to Maidenhead, their perceptions of certain aspects of the town, and their particular likes and dislikes.

iii) To make comparisons with previous survey data enabling emerging trends to be identified, so that more informed decisions can be made in relation to future visitor management, marketing and service/facility provision in the town.

2.3 Survey methodology

2.3.1 In order to meet the above objectives, a street survey involving face-to-face interviews with a random sample of adult visitors was carried out by experienced TSE Research interviewers at Boulter's Lock, a popular riverside location, and the main shopping areas within the town centre and along the High Street.

2.3.2 Unfortunately, no interviews were completed by the shopping centre, due to very low levels of visitors encountered over the survey period and visitors who were approached, declining the invitation to take part in the survey. The number of visitors encountered along the High Street was also generally low and resulted in only 10 interviews. However, over the survey period 190 interviews were completed at Boulter's Lock.

Table 1:Sample by interview location

Location	Base	Proportion
Riverside/ Boulter's Lock	190	95%
Nicholson Shopping Centre	0	0%
High Street (outside M&S)	10	5%
Total	200	12%

2.3.3 In all, 876 people were approached for interview. Of these, 596 (69%) were not eligible to be interviewed as they either lived close to Maidenhead or were visiting for non-leisure purposes. A further 84 visitors declined to be interviewed, leaving 200 successfully completed interviews.

2.4 Statistical reliability

2.4.1 All sample surveys are subject to statistical error that varies with the sample size. Table 2 below shows the respective sample achieved for each interviewee type and gives the margins within which one can be 95% certain that the true figures will lie (based on the sample being random selected).

Table 2: Confidence limit

Result	Sample	200
10% or 90%	+/-	4.2
20% or 80%	+/-	5.5
30% or 70%	+/-	6.4
40% or 60%	+/-	6.8
50%	+/-	6.9

2.4.2 The figures are at the 95% confidence limit. This means, for example, that we can be 95% certain that, if 50% of 'all Maidenhead's visitors' surveyed are found to have a particular characteristic or view, there is an estimated 95% chance that the true population lies within the range of +/- 6.9% i.e. between 43.1% and 56.9%. The margins of error shown above should be borne in mind when interpreting the results contained in this report.

2.4.3 Where a figure of 0% is shown in any table of results, it represents a value of less than 0.5%.

2.5 Presentation of results

2.5.1 Key findings are presented under the following headings:

- Visitor profile
- Use of destination information
- Trip features
- Visitor satisfaction

2.5.2 For the purposes of this report, survey respondents are divided into three main types:

'Day visitors from home' – visitors who had travelled from, and were returning to, homes outside Maidenhead on the day of their visit.

'Day visitors on holiday' – visitors travelling to Maidenhead for the day while staying away from home in accommodation outside the town or while en route to other locations.

'Staying visitors' – visitors staying overnight (for at least one night) in accommodation in Maidenhead. This includes those staying with friends or relatives, as well as those staying in commercial serviced or non-serviced accommodation.

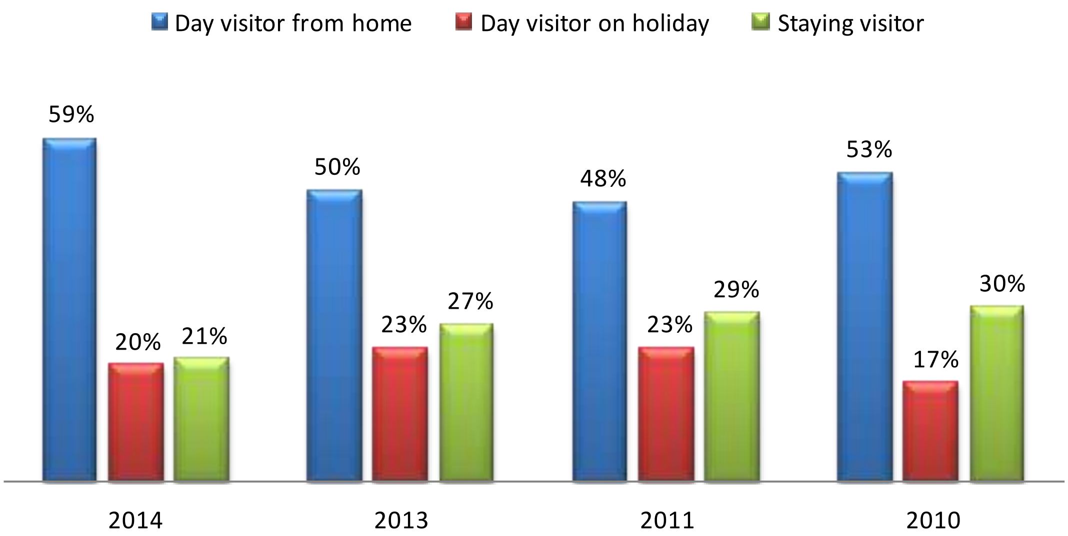
3 VISITOR PROFILE

3.1 Visitor type

3.1.1 Of the 200 visitor groups interviewed, 59% were day visitors from home. A fifth were day visitors from holiday bases outside Maidenhead, while a further fifth (21%) were staying overnight in commercial or non-commercial accommodation within Maidenhead.

3.1.2 The distribution between the three visitor types – day visitors from home, day visitors from holiday base elsewhere and staying visitors reveals that this year there was a slightly higher proportion of day visitors from home compared to 2013 and 2011.

Figure 1: Visitor type- comparison with previous surveys



3.1.3 Day visitors on holiday were found to be predominately staying in accommodation in Buckinghamshire (43%), other towns or villages in Berkshire (38%) and one in ten were staying in accommodation in London.

3.2 Group size and composition

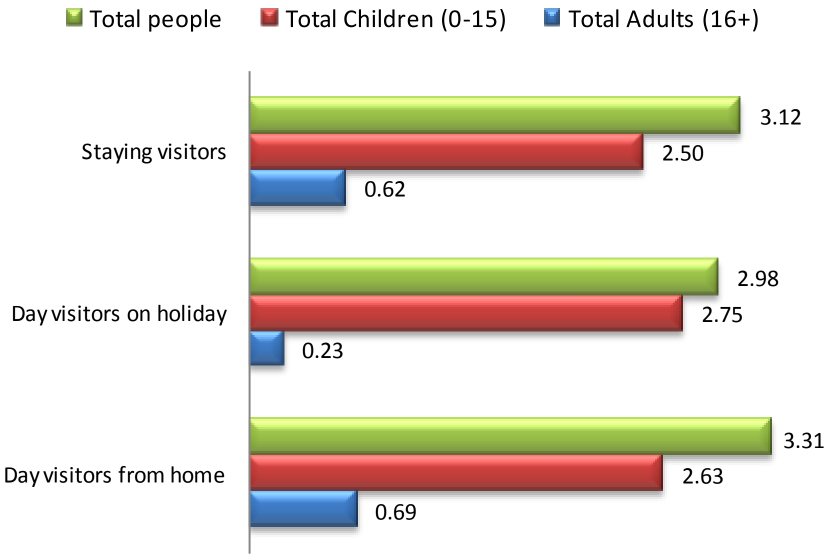
3.2.1 On average, groups of visitors to Maidenhead in 2014 consisted of 3.21 people (2.63 adults and 0.58 children). The average group size is broadly similar to last year and larger than the average group size found among visitors in 2011 and 2010.

Table 3: Average group size 2014 – –comparison with previous surveys

	2014	2013	2011	2010
Total Adults (16+)	0.58	2.60	2.42	2.02
Total Children (0-15)	2.63	0.64	0.42	0.51
Total people	3.21	3.24	2.84	2.53

3.2.2 This year, day visitors on holiday were found to have a slightly smaller average group size compared to day visitors from home and staying visitors (an average of 2.98 people compared to 3,12 people for day visitors from home and 3.31 people for staying visitor visitors (see Fig. 2 overleaf).

Figure 2: Average group size 2014 - by visitor type



3.2.3 As in previous years, a high proportion of all visiting groups consisted of adults only (70%), and among adult only groups, most (48%) consisted two adults (38%).

Table 4: Group composition (adults/ children) – comparison with previous years

	2014	2013	2011	2010
Base:	200	*235*	*185*	*180*
1 adult	6%	5%	14%	20%
2 adults	38%	38%	38%	38%
3 or more adults	26%	24%	20%	13%
All adults only	***70%***	***67%***	***72%***	***71%***
1 adult plus 1 or more children	5%	4%	7%	7%
2 adults plus 1 or more children	17%	19%	12%	18%
3 or more adults plus 1 or more children	11%	11%	9%	4%
Adult with children	33%	34%	28%	29%
Total	***100%***	***100%***	***100%***	***100%***

3.2.4 The overall proportion of adult only groups by visitor type ranged from accounting for 63% of all day visitor from home groups, 71% of all staying visitor groups, to 84% of all day visitors from holiday groups.

Table 5: Group composition (adults/ children) – by visitor type

	Day visitors from home	Day visitors on holiday	Staying visitors
Base:	*118*	*40*	*42*
1 adult	6%	3%	7%
2 adults	37%	40%	38%
3 or more adults	20%	41%	26%
All adults only	***63%***	***84%***	***71%***
1 adult plus 1 or more children	7%		2%
2 adults plus 1 or more children	19%	11%	17%
3 or more adults plus 1 or more children	12%	8%	10%
Adult with children	***38%***	***19%***	***29%***
Total	**100%**	**100%**	**100%**

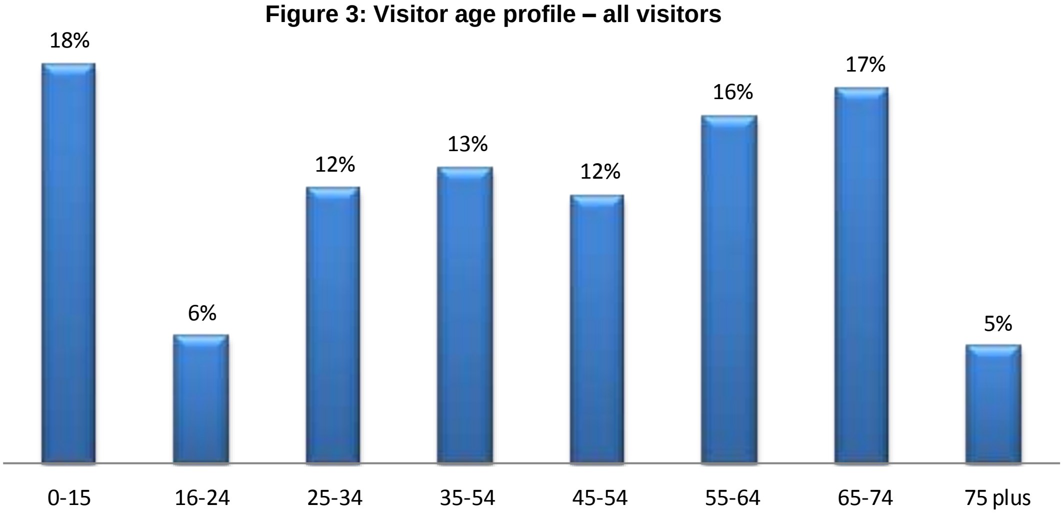
3.3 Age profile of respondents

3.3.1 Visitors across all age groups were represented in the 2014 survey. When looking at the age category of all members of the visiting party (not just the respondent), the distribution across the age categories was fairly even and no single age band was particularly dominant.

3.3.2 Eighteen percent of all people represented within the visitor groups surveyed were children aged 0-15 years (slightly lower than the 20% found last year). Just over a quarter (26%) were adults aged between 35 and 54 years old.

3.3.3 Thirty-eight percent of all visitors were mature adults aged 55 years or more (compared with 32% in 2013, 41% in 2011 and the same in 2010).

Figure 3: Visitor age profile – all visitors



3.3.4 The age profile of day visitors and staying visitors was found to be broadly similar.

Table 6: Age profile – by visitor type

	Day visitors from home	Day visitors on holiday	Staying visitors	2014	2013	2011	2010
Base:	*118*	*40*	*42*	*200*	*235*	*185*	*180*
0-15 years	14%	14%	16%	18%	20%	15%	20%
16-24 years	8%	11%	6%	6%	5%	6%	8%
25-34 years	17%	7%	14%	12%	15%	11%	10%
35-44 years	13%	13%	13%	13%	15%	12%	13%
45-54 years	11%	18%	13%	12%	13%	15%	9%
55-64 years	16%	20%	18%	16%	17%	18%	19%
65-74 years	15%	14%	14%	17%	11%	15%	22%
75+ years	5%	4%	4%	5%	4%	8%	0%

3.4 Employment and socio-economic status

3.4.1 Visitors were asked to indicate the employment status of the chief income earner of their household. The socio-economic profile of visitors is based on the occupation of the household's highest income earner and takes into account the previous occupation of those who were retired.

3.4.2 Just over two thirds (66%) of all respondents indicated that their household's chief income earner was in employment at the time of the survey (compared to 71% last year). Of these, 51% were in full time employment, 5% were working part-time and 10% were self-employed. A third of all visitors were retired (33%).

Table 7: Employment status of chief household income earner

	Day visitors from home	Day visitors on holiday	Staying visitors	2014	2013	2011	2010
Base	*118*	*40*	*42*	*200*	*234*	*185*	*180*
Employed full-time	54%	45%	48%	51%	55%	50%	46%
Employed part-time	3%	15%	2%	5%	4%	5%	4%
Self-employed	8%	10%	14%	10%	12%	10%	13%
Retired	32%	30%	36%	33%	25%	30%	29%
Full-time student living at home	1%	-	-	1%	0%	-	2%
Full-time student living away	2%	-	-	1%	1%	4%	2%
Unemployed	1%	-	-	1%	2%	0%	2%

3.4.3 The survey results indicate a relatively affluent profile of visitors to Maidenhead. The majority of visitors were from ABC1 households (accounting for 73% of all visitors in 2014 compared with 77% in 2913 and 72% in 2011). This includes 28% of all visitors who were from the top AB professional grade.

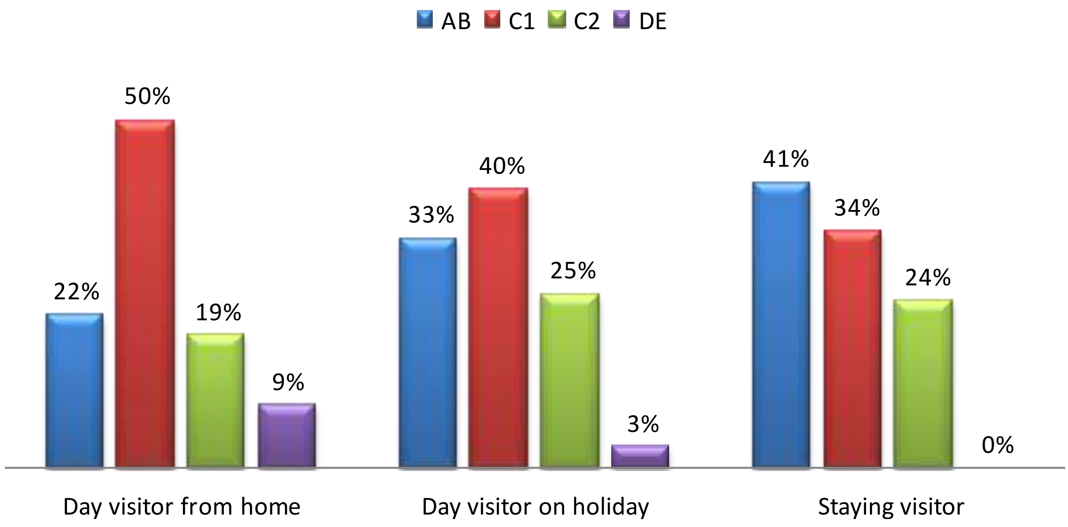
3.4.4 A fifth of visitors were classified as C2 socio-economic group, with the remaining 6% falling into the lowest group (DE).

Table 8: Socio-economic grouping

	2014	2013	2011	2010
	200	*234*	*185*	*180*
AB	28%	31%	31%	27%
C1	45%	47%	41%	49%
C2	21%	18%	20%	17%
DE	6%	4%	8%	7%

3.4.5 The socio-economic profile between day and staying visitors reveals a significantly higher proportion of AB social status visitors among those staying overnight.

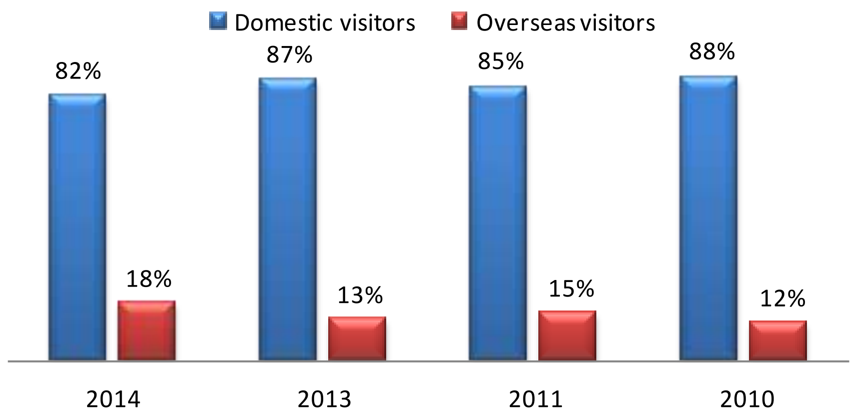
Figure 4: Visitor socio-economic profile



3.5 Visitor origin

3.5.1 Overseas visitors accounted for 18% of the overall sample in 2014 (up from 13% in 2013 and 15% in 2011).

Figure 5: Proportion of domestic and overseas visitors



3.5.2 Thirty-five visitors from overseas were interviewed, representing 21 different countries. As in 2013 and 2011, Australia the United States were the most frequently mentioned countries of residence.

Table 9: Top 10 countries of overseas visitor residence

	2014	2013	2011
Base	35	17	18
Australia	14%	24%	6%
U.S.A.	11%	12%	11%
Brazil	9%	18%	-
India	9%	-	17%
Spain	6%	-	11%
Turkey	6%	-	11%
S. Africa	6%	6%	6%
Canada	3%	-	6%
Austria	3%	6%	-
Germany	3%	-	6%

3.5.3 As shown in Table 10, domestic visitors came from a wide range of home locations around the UK. The highest proportion originated from Buckinghamshire (22%), followed by other towns and villages in Berkshire (18%). Just over one in ten (13%) domestic visitors came from home locations in London. A full list of county and country residences is presented in the Appendices.

Table 10: Top 10 counties of domestic visitor residence

	All domestic	Day visitor from home	Day visitor on holiday	Staying visitor
	165	118	23	24
Bucks	22%	30%	-	4%
Berks	18%	24%	-	8%
G. London	13%	17%	-	8%
Surrey	6%	6%	4%	4%
Hants	4%	4%	9%	-
Herts	4%	6%	-	-
Oxon	4%	4%	4%	4%
Dorset	3%	3%	9%	-
Kent	2%	-	9%	8%
West Sussex	2%	2%	4%	4%

4 USE OF DESTINATION INFORMATION

4.1 Features or promotions seen prior to the visit

4.1.1 Overall, just over a third (36%) of all visitors mentioned one or more features or promotions they had seen prior to their visit. This is lower to the proportion mentioning one or more features or promotions they had seen prior to their visit in 2013 (47%) and 2011 (42%) but higher than the proportion in 2010 (27%).

4.1.2 The most frequently mentioned source of information (mentioned by 21% of visitors) was that received from word of mouth recommendation. Of the formal channels of visitor information available, websites were most likely to have been used (12%), However, a few visitors recalled seeing other promotions including the Maidenhead Visitor Guide (3%), newspaper features (1%) or social media (2%).

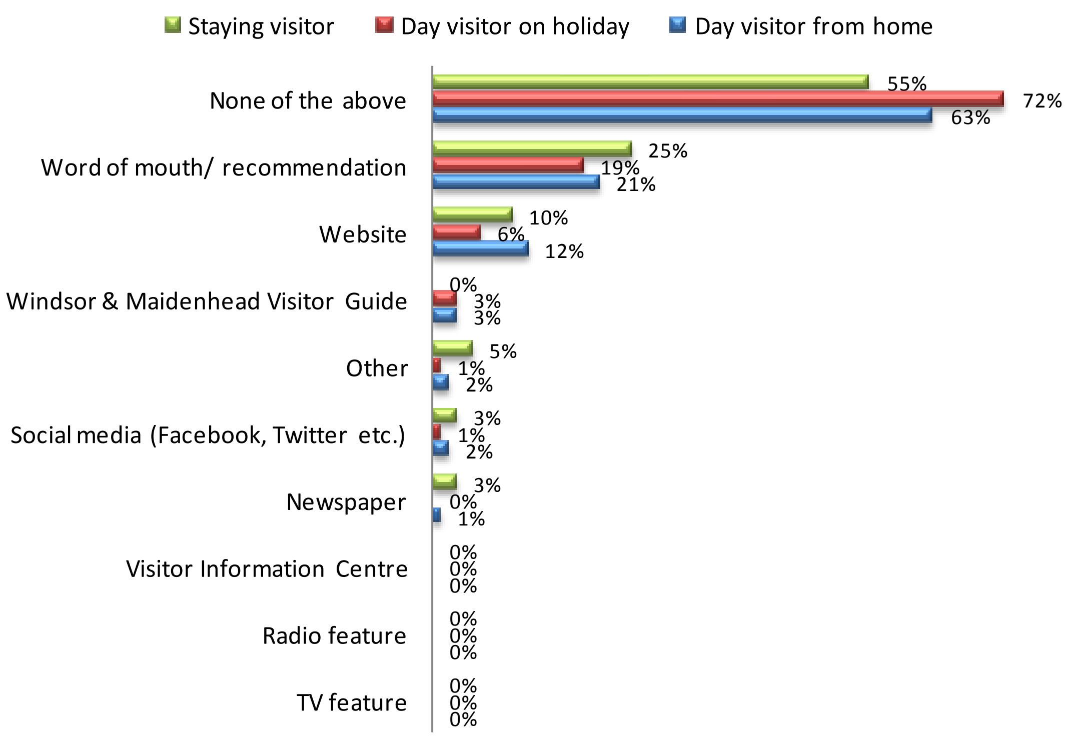
Table 11: Features or promotions seen prior to the visit

	2014	2013	2011	2010
Base	*200*	*235*	*185*	*180*
Did not use/see	63%	53%	58%	73%
Word of mouth/ recommendation	21%	31%	28%	13%
Website	12%	11%	8%	9%
Windsor & Maidenhead Visitor Guide	3%	4%	2%	2%
Social media (Facebook, Twitter etc.)	2%			
Other	2%	4%	4%	2%
Newspaper	1%	2%	3%	3%
TV feature	0%	-	0%	2%
Radio feature	0%	0%	-	1%

NB: Multiple responses permitted

4.1.3 Staying visitors were more likely to have seen or used promotional information prior to their visit (45%) than day visitors from home (37%) or day visitors on holiday (28%).

Figure 6: Information sources visitors came across



4.1.4 Visitors who indicated that they had seen websites promoting Maidenhead were asked which ones they had used (this came to only 24 visitors). Overall, just under half (47%) of those who used websites had visited the Royal Borough's own website (www.Maidenhead.gov.uk), while 14% had looked at the VisitBritain website and 4% had seen the VisitThames website.

Table 12: Websites consulted

	Day visitors from home	Day visitors on holiday	Staying visitors	All visitors 2014
Base:	7	4	13	24
www.Maidenhead.gov.uk	47%	50%	46%	47%
VisitBritain website	20%	25%	7%	14%
www.visitthames.co.uk	7%	0%	4%	4%
Other sites	0%	0%	4%	2%

NB: Multiple responses permitted

4.1.5 A number of respondents mentioned 'other' websites they had consulted when planning their visit to Maidenhead, including Google and TripAdvisor.

4.2 Opinions on www.Maidenhead.gov.uk website

4.2.1 Those who had seen or used the www.Maidenhead.gov.uk website prior to their visit were asked to rate it on a scale of 1 to 5. As in previous years, the responses were generally favourable, with 59% describing the website as 'good' and 30% as 'very good'.

Table 13: Visitor rating of website

	2014	2013	2011	2010
Base:	10	11	7	4
Very poor	0%	0%	0%	0%
Poor	10%	0%	0%	0%
Average	10%	9%	0%	0%
Good	40%	64%	57%	50%
Very good	40%	27%	43%	50%

5 TRIP FEATURES

5.1 Main purpose of the visit

5.1.1 As in previous surveys, the highest proportion of visitors indicated that the main purpose of their visit to Maidenhead was for 'leisure/ holiday' purposes (68%). Just under a third (29%) were in Maidenhead primarily for the purpose of visiting friends or relatives (VFR), 2% were on a special shopping trip, and 1% were visiting for business purposes. The results show a 10% point increase in the proportion of leisure/holiday visitors compared to last year.

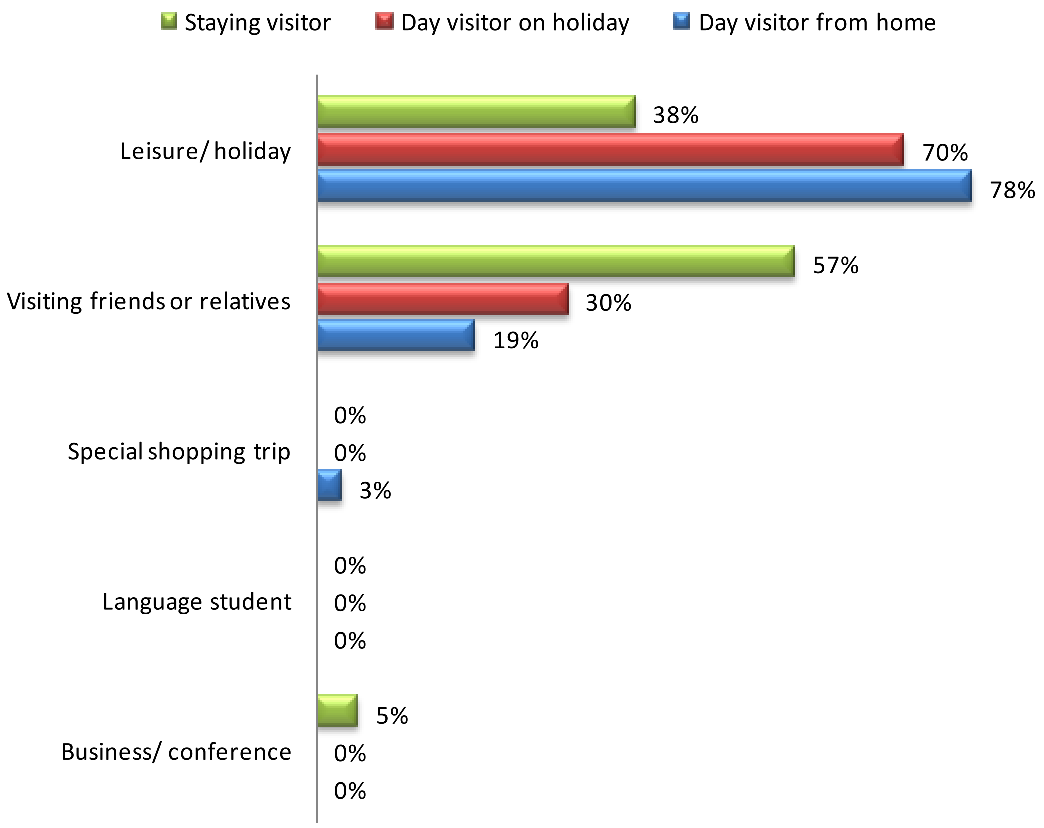
Table 14: Main purpose of visit to Maidenhead

	2014	2013	2011	2010
Base:	*200*	*235*	*185*	*180*
Leisure/ holiday	68%	58%	54%	52%
Visiting friends or relatives	29%	38%	39%	36%
Special shopping trip	2%	3%	3%	5%
Business/ conference	1%	0%	4%	7%
Language student		-	1%	-

5.1.2 Day visitors from home (78%) and day visitors on holiday are the most likely to be visiting for the purpose of leisure (70%) as only 38% of visitors staying overnight in Maidenhead were visiting for leisure/holiday purposes.

5.1.3 Visiting friends/relatives was more popular among visitors staying overnight in Maidenhead – 57% of overnight visits were VFR based compared to 19% of visits among day visitors from home and only 30% of visits among day visitors on holiday.

Figure 7: Main purpose of visit by visitor type

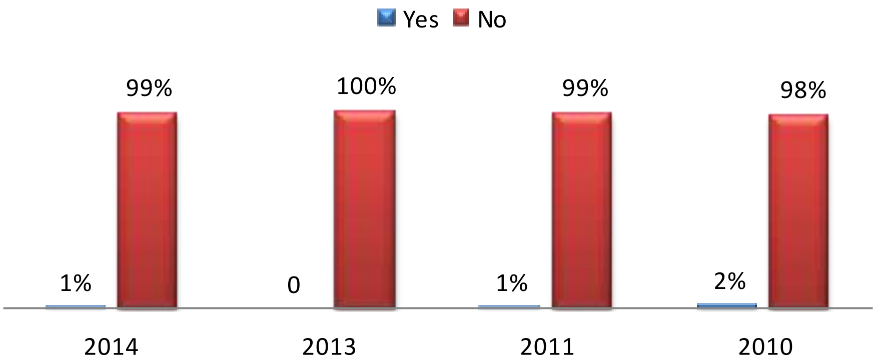


5.2 Whether part of an organised group or coach party

5.2.1 All but 1% of visitors surveyed this summer were visiting Maidenhead independently.

5.2.2 The results are consistent with previous years.

Figure 8: Whether part of an organised group/tour



5.3 First time/ repeat visits

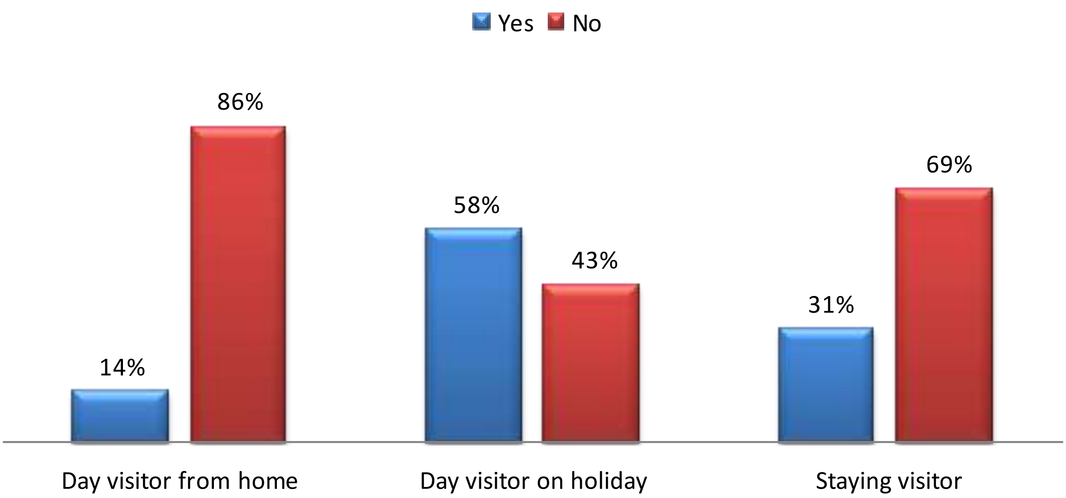
5.3.1 Twenty-six percent of all visitors interviewed in 2014 were visiting Maidenhead for the first time, while the remaining 74% had visited on at least one occasion previously. The proportion of first-time visitors in 2014 is larger than the proportion found in 2012 and 2011 (23% visiting for first time in both years) and 8% points higher than in 2010.

Table 15: Whether visiting for first time - all visitors

	2014	2013	2011	2010
Base	*200*	*235*	*185*	*180*
First ever visit	26%	23%	23%	18%
Repeat visit	74%	77%	77%	82%

5.3.2 As shown in Figure 9, 58% of day visitors on holiday were visiting Maidenhead for the first time this summer, compared to 14% of all day visitors from home and 31% of staying visitors.

Figure 9: Whether visiting for first time by visitor type



5.4 Average duration of trip

5.4.1 Day visitors to Maidenhead (visiting from home or while on holiday) were asked to say how long they expected to spend in Maidenhead on the day they were interviewed. The findings indicate that day visitors spent an average of 3.12 hours in the town, which is marginally lower than the average length of stay in previous years.

5.4.2 Visitors staying overnight in Maidenhead stayed for an average of 7.83 nights in 2014. The average length of stay in 2014 was longer than the average number of nights spent last year and 2010 but slightly shorter than the average number of nights spent in 2011 (8.5 nights).

Figure 10: LOS day visitors

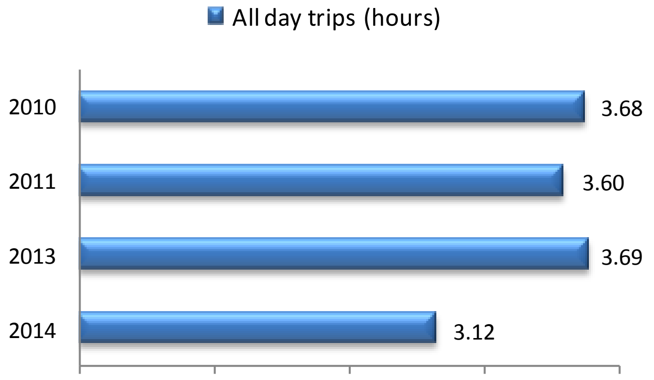
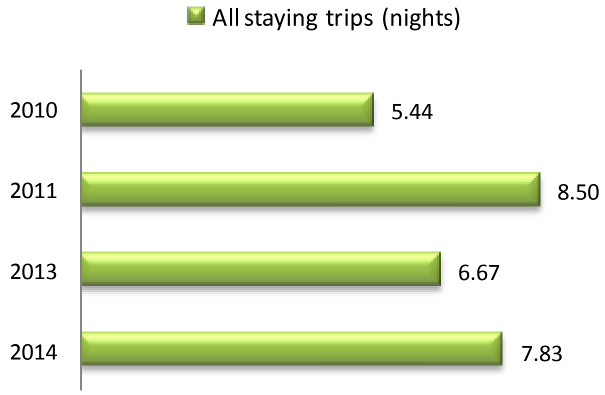


Figure 11: LOS staying visitors



5.5 Type of accommodation used by staying visitors

5.5.1 Of the 42 groups staying overnight in Maidenhead, only 25% were using serviced accommodation, including 20% who were staying in a hotel and 5% who were staying in a B&B or guest house. This represents an increase in the proportion of visitors using serviced accommodation compared with last year (16%) but is consistent with the earlier years.

5.5.2 The majority of visitors (61%) were accommodated in the homes of friends or relatives in 2014 (down from 78% last year and 70% in 2011 and 2010).

5.5.3 It should be noted, however, that as the sample is based on only 42 visitors, there will be a higher margin of error in the reliability of the results, so they should be treated with a degree of caution.

Table 16: Type of accommodation used

	2014	2013	2011	2010
Base:	42	*63*	*53*	*54*
Hotel	20%	14%	15%	15%
B&B/Guest House	5%	2%	6%	7%
Rented self-catering	2%	-	2%	2%
Camping/caravanning	3%	2%	-	-
Narrowboat/ boat	5%	5%	4%	6%
Home of friend or relative	61%	78%	70%	70%
Other (second home, host family etc.)	3%	-	4%	-
Total	100%	100%	100%	100%

5.6 Main mode of transport used

5.6.1 Eighty-eight percent of all visitors in 2014 had travelled to Maidenhead by private vehicle (car/ van/ motorcycle or motorhome). This was marginally higher than the proportion using private motor vehicles last year (83%) and the previous two years.

5.6.2 Only 5% used the train to travel to the town. A small proportion (5%) travelled by narrow boat (these will be holiday-makers accommodated on the boats) and 3% of visitors reported to have walked. The majority of visitors who reported they walked were staying overnight in the town and it is likely that they misunderstood the question and referred to the mode of transport used to reach the location where they were interviewed from their accommodation base rather than the mode of transport used to travel to the town from their home.

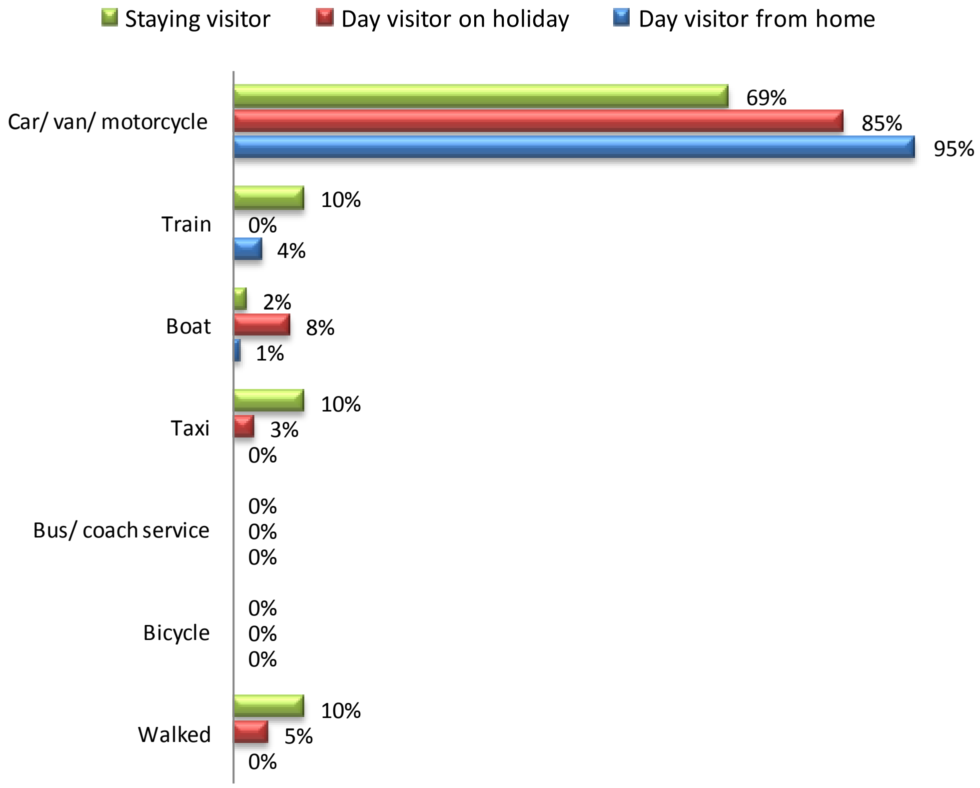
Table 17: Main mode of transport used to reach Maidenhead

	2014	2013	2011	2010
Base:	*200*	*235*	*185*	*180*
Car/ van/ motorcycle	88%	83%	78%	83%
Train	5%	7%	15%	7%
Narrow boat	5%	5%	1%	3%
Walked	3%	3%	4%	-
Bicycle	-	1%	-	1%
Bus/ coach service	-	0%	2%	4%
Taxi	0%	0%	-	2%
Total	100%	100%	100%	100%

5.6.3 Day visitors from home were most likely to travel to Maidenhead by car (or other private motor vehicle such as motorhome or motorbike) – 95% compared to 85% among day visitors on holiday and 69% of staying visitors.

5.6.4 One in ten (10%) staying visitors used the train and the same proportion also walked (see note made above regarding walking).

Figure 12: Main mode of transport used to reach Maidenhead by visitor type



5.7 Use of town centre car parks

5.7.1 A fifth of all visitors who travelled to Maidenhead by private motor vehicle used the town centre car parks. This is similar to the proportion who used town centre car parks last year but significantly lower than the proportions using town centre car parks in 2011 (32%) and 2010 (51%).

5.7.2 Results split by all three visitor types in 2014, reveal that day visitors from home were lower users of town centre car parks (used by 15%) compared to day visitors from home (used by 27%) and staying visitors (used by 24%).

Table 18: Parking facilities used by those travelling to Maidenhead by car

	Day visitors from home	Day visitors on holiday	Staying visitors	2014	2013	2011	2010
Base:	*112*	*34*	*29*	*175*	*195*	*145*	*149*
Yes	15%	27%	24%	19%	20%	32%	51%
No	85%	74%	76%	81%	80%	68%	49%
Total	100%	100%	100%	100%	100%	100%	100%

5.8 Local attractions visited during the trip

5.8.1 Boulter's Lock was the most popular attraction mentioned by visitors this summer, visited by almost all day and staying visitors during their trip to Maidenhead. Visiting the River Thames (90%) and cafés, restaurants or pubs (75%) also continued to be popular with visitors.

5.8.2 Three quarter of all visitors (73%) visited the parks and gardens near the river during their trip to Maidenhead, while a quarter were visiting shops in the town.

Table 19: Visits to local attractions by visitor type

	All visitors	Day visitors from home	Day visitors on holiday	Staying visitors
Base:	200	*118*	*40*	*42*
Boulter's Lock	95%	94%	100%	90%
River Thames	90%	89%	93%	88%
Visit a cafe/ restaurant/ pub	75%	71%	75%	83%
Parks & gardens near the river	73%	71%	65%	83%
Visit the shops	26%	13%	28%	60%
Visit inside Windsor Castle	11%	1%	18%	31%
Visit Windsor Great Park	6%	1%	10%	14%
Visit Cliveden	5%	2%	10%	10%
Visit Stanley Spencer Gallery	5%	3%	10%	5%
Visit Bray	5%	2%	10%	7%
Look around Eton College	4%	-	10%	10%
Take a river boat excursion	3%	-	8%	7%
Visit Dorney Court	3%	-	8%	5%
Swimming pool/ leisure centre	3%	1%	-	10%
Visit inside Legoland	2%	-	3%	5%
Maidenhead Heritage Centre	2%	1%	-	5%
Visit inside Savill Garden	1%	1%	3%	-
Hire a rowing boat	1%	-	3%	2%
Arts/ music venue (Norden Farm)	1%	1%	-	2%
Ascot Racecourse	1%	-	-	2%
Ten Pin Bowling	1%	-	-	2%
Maidenhead cinema	1%	-	-	2%

NB: Multiple responses permitted

5.8.3 A review of the comparative data reveals an increase in the number of visits to Boulter's Lock over the past four years and a fall in the number of visits to shops in Maidenhead.

Table 20: Visits to local attractions – comparison with previous years

	2014	2013	2011	2010
Base:	*200*	*235*	*185*	*180*
Boulter's Lock	95%	94%	75%	66%
River Thames	90%	91%	84%	79%
Visit a cafe/ restaurant/ pub	75%	79%	76%	74%
Parks & gardens near the river	73%	77%	70%	63%
Visit the shops	26%	33%	41%	55%
Visit inside Windsor Castle	11%	10%	12%	7%
Visit Windsor Great Park	6%	4%	6%	3%
Visit Cliveden	5%	9%	8%	3%
Visit Stanley Spencer Gallery	5%	3%	2%	1%
Visit Bray	5%	8%	11%	9%
Look around Eton College	4%	3%	4%	4%
Take a river boat excursion	3%	6%	7%	8%
Visit Dorney Court	3%	3%	3%	1%
Swimming pool/ leisure centre	3%	5%	4%	4%
Visit inside Legoland	2%	5%	2%	3%
Maidenhead Heritage Centre	2%	-	1%	3%
Visit inside Savill Garden	1%	1%	1%	2%
Hire a rowing boat	1%	1%	1%	-
Arts/ music venue (Norden Farm)	1%	2%	2%	1%
Ascot Racecourse	1%	0%	2%	-
Ten Pin Bowling	1%	1%	1%	1%
Maidenhead cinema	1%	3%	5%	7%

NB: Multiple responses permitted

5.9 The role of major attractions in encouraging visit

5.9.1 In addition to being asked about the purpose of their visit to Maidenhead, visitors were asked to say whether the local attractions had been influential in their decision to visit.

5.9.2 A high proportion of visitors indicated that the River Thames had been the main reason they had chosen to visit Maidenhead (80%, compared to 74% last year). This was more than in 2012 and 2011, but reflects the high number of interviews completed at Boulter's Lock.

Table 21: Visitors encouraged to visit due to attraction

	All visitors	Day visitor from home	Day visitor on holiday	Staying visitor
Base	200	117	40	42
River Thames	80%	79%	93%	71%
Legoland	1%	-	-	5%
Norden Farm Centre for the Arts	1%	-	-	2%
Maidenhead Heritage Centre	1%	-	3%	2%
The Sounding Arch	1%	-	-	2%
Other	26%	27%	18%	29%

5.10 Use of the Visitor Information Centre (VIC)

5.10.1 The comparative results reveal that a relatively small proportion of visitors to Maidenhead visit the VIC during their trip. This year, none of the 200 visitors who participated in the survey visited the VIC.

Table 22: Whether visited the VIC

	2014	2013	2011	2010
Base:	*200*	*235*	*185*	*180*
Yes	0%	2%	2%	2%
No	100%	98%	98%	98%

5.11 Visitor spend by staying visitors

5.11.1 As shown in Table 23, the average overall spend on eating out, shopping, entertainment and travel/transport among visitors staying overnight in Maidenhead in 2014 was £22.39 (per person per 24 hours), slightly up on the average of £21.10 found last year. In common with previous years, eating out and shopping accounted for the highest proportion of expenditure.

5.11.2 The average spend on commercial accommodation[1] in Maidenhead was also lower this year compared to last (£21.95 per person per night compared to £41.21 per person per night last year) despite there being a small increase in the proportion staying in hotels.

5.11.3 The average total spend for staying visitors, including spend on commercial accommodation, was estimated to be £44.34 per person per night, £17.97 less per person per night compared to last year.

Table 23: Average spend by staying visitors (£ per person per 24 hours)

	2014	2013	2011	2010
Base	*42*	*63*	*53*	*50*
Eating out	£13.10	£11.68	£13.81	£10.45
Shopping	£7.38	£7.22	£7.58	£11.78
Entertainment	£1.04	£1.19	£1.01	£0.67
Travel/ transport in Maidenhead	£0.87	£1.01	£0.52	£0.85
Sub-total	***£22.39***	***£21.10***	***£22.92***	***£23.75***
All commercial accommodation	£21.95	£41.21	£47.34	£36.97
All accommodation (incl. second homes and homes of friends/relatives)	£3.30	£1.96	£7.81	£1.47
Total (including commercial accommodation)	***£44.34***	**£62.31**	**£70.26**	**£60.72**
Total (incl. all accommodation types)	***£25.69***	**£23.06**	**£30.73**	**£25.22**

NB: Figures relate to those staying overnight in Maidenhead only.

5.11.4 Day visitors (combining day visitors from home and day visitors on holiday) to Maidenhead spent an average of £10.77 per person per day during 2014, an average of £2 less compared to last year and this appears to be mainly due to a lower level of spend on eating out and shopping, though both these expenditure categories still accounted for the highest proportion of day visitor spend.

[1] Commercial accommodation in Maidenhead includes all forms of paid-for accommodation including hotels, B&Bs, rented self-catering accommodation and boat moorings which incurred a cost to use. All accommodation includes accommodation where there is no additional cost such as staying in the home of a friend or relative.

Table 24: Average spend by day visitors (£ per person per day)

	2014	2013	2011	2010
	158	171	129	120
Eating out	£8.08	£9.51	£8.89	£5.62
Shopping	£1.66	£2.26	£2.28	£3.15
Entertainment	£0.48	£0.63	£1.38	£0.45
Travel/ transport in Maidenhead	£0.55	£0.36	£0.90	£0.67
Total	**£10.77**	**£12.77**	**£13.45**	**£9.89**

6 VISITOR SATISFACTION

6.1 Introduction

6.1.1 Visitors were asked to express their opinions on various aspects of their visit which together comprise the 'visitor experience'. Each aspect or indicator was rated on a scale of one to five, where 1= 'very poor' (or the most negative response), 2= 'poor', 3= 'average', 4= 'good' and 5= 'very good' (the most positive response), allowing an average opinion 'score' (out of a maximum of five) to be calculated.

6.1.2 When making comparisons between the mean scores year on year, only a difference of 0.20 points (plus or minus) or more should be considered statistically significant.

6.2 Commercial accommodation

6.2.1 Visitors who were staying overnight in commercial accommodation within Maidenhead were invited to comment on the quality of service and value for money provided by their accommodation establishment.

6.2.2 The vast majority of visitors (90%) staying in commercial accommodation in Maidenhead rated the quality of service in their establishment as either 'good' or 'very good', resulting in an average rating score of 4.36, slightly higher than the average of 4.23 achieved last year.

6.2.3 The value for money of commercial accommodation establishments was not rated as highly and appears to have dropped on the satisfaction score rating from 4.42 out of 5.00 last year to 3.75 out of 5.00 this year. A quarter of visitors rated this aspect as 'average' and 8% rated it as 'poor'. However, around two third of visitors (67%) rated value for money for accommodation as 'good' or 'very good'.

Table 25: Visitor satisfaction with commercial accommodation

	Quality of service	Value for money
Very poor	-	-
Poor	-	8%
Average	9%	25%
Good	45%	50%
Very good	45%	17%

Table 26: Satisfaction scores for commercial accommodation

All visitors	Quality of service	Value for money
2014	4.36	3.75
2013	4.23	4.42
2011	4.31	4.00
2010	4.54	4.43

6.3 Car Parking

6.3.1 Those who had travelled to Maidenhead by car and used town centre car parks were invited to comment on the ease and cost of parking in the town. The average rating score on ease of parking was slightly down on last year (4.24 out of 5.00 compared to 4.46 out of 5.00) and previous years but is still a very high score based the 87% of visitors who rated ease of parking as either 'good' or 'very good'.

6.3.2 The cost of parking received a relatively high average rating of 4.20 out of 5.00, comparable to the score last year. This was slightly lower than with previous years. Eighty percent of respondents who came by car considered parking charges in Maidenhead to be either 'good' or 'very good'.

Table 27: **Visitor satisfaction with the ease and cost of parking in town centre car parks**

	Ease of parking	Cost of parking
Very poor	-	-
Poor	6%	4%
Average	6%	16%
Good	45%	36%
Very good	42%	44%

Table 28: **Satisfaction scores for ease and cost of parking in town centre car parks**

All visitors	Ease of parking	Cost of parking
2014	4.24	4.20
2013	4.46	4.00
2011	4.48	3.75
2010	4.40	4.15

6.4 Visitor attractions and places to visit

6.4.1 The range of attractions and places to visit in Maidenhead was rated highly by visitors in 2014 - achieving a satisfaction score of 4.30 (similar to last year). The vast majority (90%) of visitors rated this aspect as 'good' or 'very good' (86% in 2013).

6.4.2 The quality of service at attractions and places to visit was also rated very highly by visitors to Maidenhead, with 94% indicating this aspect of their visit had been 'good' or 'very good' (91% in 2013). The mean score of 4.40 was an improvement on previous years.

6.4.3 As in previous years, the value for money of attractions and places to visit was rated less favourably than the other attraction indicators, but was still perceived to be 'good', with an average score of 4.01 in 2013 (marginally down on the score of 4.14 achieved last year). Seventy three percent of respondents considered this aspect of their visit to be 'good' or 'very good' (79% in 2013).

Table 29: **Visitor satisfaction with attractions & places to visit**

	Range	Quality of service	Value for money
Very poor	-	-	-
Poor	1%	-	2%
Average	9%	6%	26%
Good	49%	48%	43%
Very good	41%	46%	30%

Table 30: **Satisfaction scores for attractions & places to visit**

All visitors	Range	Quality of service	Value for money
2014	4.30	4.40	4.01
2013	4.32	4.38	4.14
2011	4.25	4.25	3.95
2010	4.20	4.11	3.78

6.5 Places to eat and drink

6.5.1 The range of places to eat and drink in Maidenhead was well received by visitors, with 89% rating this aspect of their visit as ‘good’ or ‘very good’. The average score of 4.31 in 2013 was consistent with results in 2013 (4.29) and 2011 (4.27).

6.5.2 The quality of service in places to eat and drink was also rated highly, with 92% of visitors describing this as ‘good’ or ‘very good’. Satisfaction with quality of service in places to eat and drink has improved over the past four years. The average score of 4.31 was up on the satisfaction score of 4.26 in 2013, 4.24 in 2011 and 4.14 in 2010.

6.5.3 The value for money offered by places to eat and drink was generally considered to be ‘good’ with an average score of 4.05 out of 5 (similar to last year but up on 2011 and 2010).

6.5.4 Seventy-eight percent of visitors in 2014 rated the value for money of places to eat & drink in Maidenhead as ‘good’ or ‘very good’ (similar to the proportion as last year), resulting in an average score of 4.06 out of 5.

Table 31: Visitor satisfaction with places to eat & drink

	Range	Quality of service	Value for money
Very poor	-	1%	-
Poor	1%	-	1%
Average	11%	7%	21%
Good	46%	52%	49%
Very good	43%	40%	29%

Table 32: Satisfaction scores with places to eat & drink

All visitors	Range	Quality of service	Value for money
2014	4.31	4.31	4.06
2013	4.29	4.26	4.05
2011	4.27	4.24	3.96
2010	3.92	4.14	3.79

6.6 Shops & shopping

6.6.1 The average score for the range of shops in Maidenhead was 3.62 out of 5 (3.67 in 2013, 3.74 in 2011 and 3.39 in 2010). Although 56% of visitors considered this to be ‘good’ or ‘very good’, a third considered the range of shops to be ‘poor’ or ‘very poor’ and one in ten visitors rated this aspect as ‘poor’ or ‘very poor’.

6.6.2 The quality of the shopping environment was rated only slightly better at 3.77 out of 5 (3.74 in 2013, 3.89 in 2011 and 3.64 in 2010). Sixty three per cent of visitors rated this as ‘good’ or ‘very good’ (the same as last year). However, a third thought the shopping environment was ‘average’ and 5% of visitors perceived this aspect to be ‘poor’ or ‘very poor’ (12% in 2013, 10% in 2011 and 9% in 2010).

Table 33: Visitor satisfaction with shopping facilities

	Range	Environment	Quality of service
Very poor	1%	1%	-
Poor	9%	4%	-
Average	34%	31%	23%
Good	38%	43%	58%
Very good	18%	20%	20%

Table 34: Satisfaction scores for shopping facilities

All visitors	Range	Environment	Quality of service
2014	3.62	3.77	3.97
2013	3.67	3.74	4.08
2011	3.74	3.89	4.05
2010	3.39	3.64	3.93

6.7 Road and pedestrian signage

6.7.1 Visitors who travelled to Maidenhead by car were invited to comment on road signage into the town. Overall, 85% considered road signage to be ‘good’ or ‘very good’ (similar to last year). The average satisfaction score of 4.13 was broadly similar with last year’s score of 4.18.

6.7.2 The average score for pedestrian signage in Maidenhead was 4.19 out of 5, broadly similar to recent surveys. Eighty-six percent of visitors this summer rated this aspect of their visit as ‘good’ or ‘very good’ (82% in 2013).

6.7.3 Display maps and information boards in Maidenhead were generally considered by most visitors to be ‘good’ or ‘very good’. The average score achieved this summer (4.19) was consistent with results obtained in 2013 and 2011 and an improvement on the score of 3.90 achieved in 2010.

Table 35: Visitor satisfaction with signage

	Road signs	Pedestrian signs	Info. boards
Very poor	1%	-	1%
Poor	3%	-	2%
Average	11%	13%	6%
Good	52%	54%	62%
Very good	33%	32%	30%

Table 36: Satisfaction scores with signage

All visitors	Road signs	Pedestrian signs	Info. boards
2014	4.13	4.19	4.19
2013	4.18	4.13	4.15
2011	4.09	4.15	4.14
2010	4.09	4.08	3.90

6.8 Public toilets

6.8.1 Overall, visitors perceived the availability of public toilets in Maidenhead to be ‘good’ (43%) and ‘very good’ (36%), providing a mean score of 4.06 out of 5 which is similar to last year but an improvement on 2011 and 2010. Visitors were less complimentary about the cleanliness of public toilet facilities, although the average score of 3.80 this summer was broadly consistent with results from previous surveys

Table 37: Visitor satisfaction with public toilet facilities

	Availability	Cleanliness
Very poor	2%	2%
Poor	5%	11%
Average	15%	18%
Good	43%	44%
Very good	36%	25%

Table 38: Satisfaction scores with public toilet facilities

All visitors	Availability	Cleanliness
2014	4.06	3.80
2013	4.03	3.73
2011	3.83	3.79
2010	3.82	3.87

6.9 Streets, parks & open spaces

6.9.1 Visitors to Maidenhead were very satisfied with the general cleanliness and upkeep of the town. Ninety three percent of visitors rated the cleanliness of the streets as ‘good’ or ‘very good’ (the same as in 2013 and 2011) and the average score of 4.41 compares favourably with previous years.

6.9.2 The vast majority of visitors (96%) rated the upkeep of parks and open spaces as ‘good’ or ‘very good’, resulting in an average score of 4.60 out of 5 (4.66 in 2013 and 4.50 in 2011).

Table 39: Visitor satisfaction with streets, parks & open spaces

	Cleanliness of streets	Upkeep of parks & open spaces
Very poor	-	-
Poor	-	-
Average	7%	4%
Good	39%	33%
Very good	54%	64%

Table 40: Satisfaction scores for streets, parks & open spaces

All visitors	Cleanliness of streets	Upkeep of parks & open spaces
2014	4.47	4.60
2013	4.41	4.66
2011	4.32	4.50
2010	4.22	4.40

6.10 Visitor Information Centre

6.10.1 As no visitor was found to have visited the Visitor Information Centre among this summer’s visitor sample, there are no results to report.

6.11 Perceptions of overcrowding and safety from crime and traffic

6.11.1 In addition to asking about levels of satisfaction with facilities and services offered by Maidenhead, visitors were also asked to indicate the extent to which they agreed or disagreed with a number of statements relating to other aspects of their visit. Again, the extent to which they agreed or disagreed was rated on a scale of 1 (strongly disagree) to 5 (strongly agree).

6.11.2 As shown in Table 41, although around half (57%, 53% last year) of all visitors agreed or strongly agreed with the statement that ‘Maidenhead is not too overcrowded’. A fifth of visitors disagreed or strongly disagreed with the statement. The mean score of 3.56 out of 5 in 2014 is a slight improvement on last year but lower than the results for 2010 and 2011.

6.11.3 Visitor opinions relating to the feeling of safety from crime and traffic were broadly consistent with the findings from recent previous surveys. Ninety-seven per cent of visitors ‘agreed’ or ‘strongly agreed’ with the statement ‘I felt quite safe from crime in Maidenhead compared with

96% in 2013, 93% in 2011, 96% in 2010 and 95% in 2009. The mean score of 4.49 out of 5 is a slight improvement to last year.

6.11.4 In common with the previous three years, the overwhelming majority of visitors (93%) reported that as a pedestrian, they felt quite safe from the traffic in Maidenhead (same as last year, 91% in 2013 and 89% in 2011). The mean score of 4.17 is broadly consistent with previous years.

Table 41: Visitor perception of safety

	Maidenhead is not too overcrowded	I felt quite safe from crime in Maidenhead	As a pedestrian in Maidenhead I felt quite safe from the traffic
Disagree strongly	-	-	-
Disagree	3%	1%	1%
Neutral	8%	3%	7%
Agree	79%	74%	74%
Agree strongly	9%	22%	19%

Table 42: Satisfaction scores for safety

All visitors	Maidenhead is not too overcrowded	I felt quite safe from crime in Maidenhead	As a pedestrian in Maidenhead I felt quite safe from the traffic
2014	3.94	4.17	4.11
2013	3.96	4.14	4.06
2011	3.91	4.17	4.04
2010	3.94	4.11	4.09

6.12 Atmosphere, welcome and overall enjoyment

6.12.1 The 2014 survey results for the general atmosphere, feeling of welcome in Maidenhead, and overall trip enjoyment reflect continued high levels of visitor satisfaction, with ratings in 2014 broadly on par with the high scores achieved in previous surveys. All but 3% of visitors described the general atmosphere in Maidenhead as ‘good’ or ‘very good’.

6.12.2 The feeling of welcome in Maidenhead was also rated highly, with 93% of visitors rating this aspect ‘very good’ (94% in 2013). The average satisfaction score of 4.53 is consistent with last year.

6.12.3 The vast majority (83%) of visitors in 2014 rated the enjoyment of their visit as ‘high’ or ‘very high’ (similar to last year). The average score of 4.41 out of 5 is similar to the score achieved last year and slightly higher than the average scores of achieved in 2011 and 2010.

Table 43: Visitor satisfaction with atmosphere, welcome and overall enjoyment

	General atmosphere	Feeling of welcome	Overall enjoyment
Very poor	-	1%	-
Poor	0%	1%	1%
Average	3%	6%	16%
Good	39%	43%	52%
Very good	58%	50%	31%

Table 44: Satisfaction scores for atmosphere, welcome and overall enjoyment

All visitors	General atmosphere	Feeling of welcome	Overall enjoyment
2014	4.14	4.53	4.41
2013	4.14	4.55	4.49
2011	3.98	4.39	4.29
2010	4.04	4.20	4.08

6.13 Overview of comparative scores

6.13.1 An overview of all performance scores show that compared to last year most changes have been relatively subtle. The performance indicator which saw the greatest improvement compared to last year in terms of an increase of 0.20 or more points was the *Cost of parking*, which saw a 0.20 point increase in its score.

6.13.2 The two indicators which saw the greatest drop in performance (a drop of 0.20 points or more) were *Value for money for commercial accommodation* (which dropped 0.67 points) and *Ease of parking* in the town which dropped from a satisfaction score of 4.46 last year to 4.24 out of 5 this year (a drop of 0.22 points). That said both aspects were still rated relatively highly by visitors.

6.13.3 A review of changes over the past 4 years reveals that a number of aspects of visitor experience have improved significantly over time. These are: *Value for money for attractions* (up from 3.78 in 2010 to 4.01 in 2014), *Range of places to eat/drink* (up from 3.92 in 2010 to 4.31 in 2014), *Value for money for places to eat/drink* (up from 3.79 in 2010 to 4.06 in 2014), *Display maps and nfo. boards* (up from 3.90 in 2010 to 4.19 in 2014*), Availability of public toilets* (up from 3.82 in 2010 to 4.06 in 2014), and perhaps most *importantly Overall enjoyment* (up from 4.08 in 2010 to 4.41 in 2014).

Table 45: Overview of comparative scores

Indicators	**2014**	**2013**	**2011**	**2010**	*% change*
Quality of service for accommodation	**4.36**	**4.23**	**4.31**	**4.54**	***+0.13***
Value for money for accommodation	**3.75**	**4.42**	**4.00**	**4.43**	***-0.67***
Ease of parking	**4.24**	**4.46**	**4.48**	**4.40**	***-0.22***
Cost of parking	**4.20**	**4.00**	**3.75**	**4.15**	***+0.20***
Range of attractions	4.30	4.32	4.25	4.20	*-0.02*
Quality of service for attractions	4.40	4.38	4.25	4.11	*+0.02*
Value for money for attractions	4.01	4.14	3.95	3.78	*-0.13*
Range of places to eat/drink	4.31	4.29	4.27	3.92	*+0.02*
Quality of service for places to eat/drink	4.31	4.26	4.24	4.14	*+0.05*
Value for money for places to eat/drink	4.06	4.05	3.96	3.79	*+0.01*
Range of shops	3.62	3.67	3.74	3.39	*-0.05*
Quality of shopping environment	3.77	3.74	3.89	3.64	*+0.03*
Quality of service for shops	3.97	4.08	4.05	3.93	*-0.11*
Road signs	4.13	4.18	4.09	4.09	*-0.05*
Pedestrian signs	4.19	4.13	4.15	4.08	*+0.06*
Display maps and nfo. boards	4.19	4.15	4.14	3.90	*+0.04*
Availability of public toilets	4.06	4.03	3.83	3.82	*+0.03*
Cleanliness of public toilets	3.80	3.73	3.79	3.87	*+0.07*
Cleanliness of streets	4.47	4.41	4.32	4.22	*+0.06*
Upkeep of parks & open spaces	4.60	4.66	4.50	4.40	*-0.06*
General atmosphere	4.14	4.14	3.98	4.04	*+0.00*
Feeling of welcome	4.53	4.55	4.39	4.20	*-0.02*
Overall enjoyment	4.41	4.49	4.29	4.08	*-0.08*

6.14 Top and bottom performing areas

6.14.1 The majority of the performance indicators rated this year received relatively high scores of 4 plus out of 5, which collectively contributed to the high level of overall trip enjoyment. However, several of the indicators measured scored particularly well this year.

6.14.2 The top five performing aspects rated this year were:

	Satisfaction score
Upkeep of parks & open spaces	*4.60*
Feeling of welcome	*4.53*
Cleanliness of streets	*4.47*
Overall enjoyment	*4.41*
Quality of service for attractions	*4.40*

6.14.3 The bottom five performing aspects rated this year were:

	Satisfaction score
Quality of service for shops	*3.97*
Cleanliness of public toilets	*3.80*
Quality of shopping environment	*3.77*
Value for money for accommodation	*3.75*
Range of shops	*3.62*

6.14.4 The above scores, though receiving a lower rating score than the other indicators are nonetheless still good scores as they exceed the mid (average) point of 3 out of 5.

6.14.5 Separate visitor responses to the attitudinal scales on crowdedness, safety from traffic and safety from crime reveal that the vast majority of visitors do not perceive the town to be over-crowded and feel very safe from traffic and crime in the town.

6.15 What visitors liked most about Maidenhead

6.15.1 Visitors were invited to say what they liked or enjoyed most about Maidenhead and comment on any aspect which may have reduced the enjoyment of their visit. The open ended comments have been grouped into different aspects and the full list is presented in the Appendices.

6.15.2 The key aspects mentioned on enjoyment are presented below and as in previous years, the River Thames was the top response (mentioned by 41% of visitors), followed by the general atmosphere and ambience of the town (mentioned by 34% of visitors). Visitors also found the town friendly and welcoming, and were pleased to find good restaurants and plenty of things to see and do in the area.

Figure 13: Aspects of the town most liked

6.15.3 The overwhelming majority of visitors (96%) indicated that 'nothing' had spoiled the enjoyment of their visit to Maidenhead.

6.15.4 Of those who did offer comments, a variety of different aspects were mentioned, often by only one or two visitors. This included not finding anywhere to park and there being too much traffic on the roads.

6.16 Meeting of expectation & likelihood of recommending

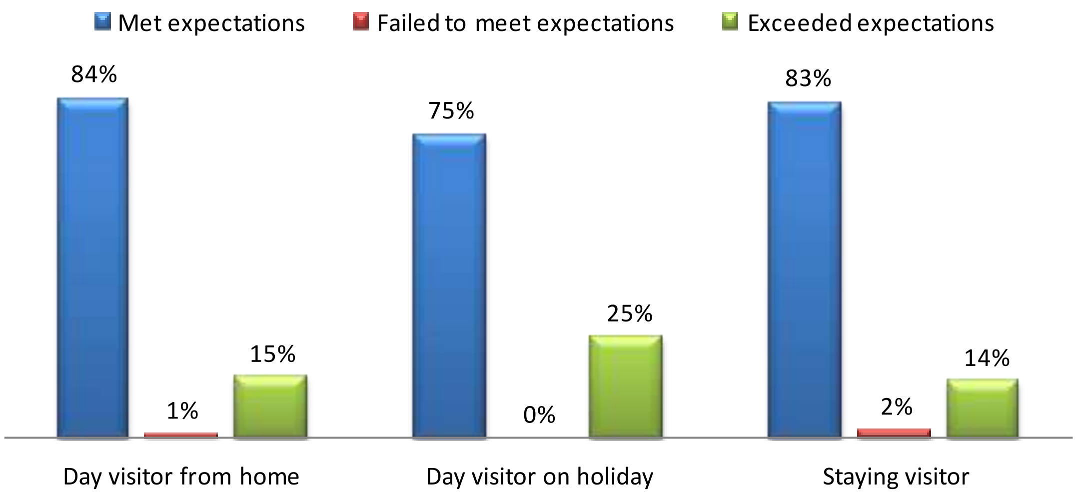
6.16.1 Overall, a very high proportion of visitors (82%) of visitor indicated that the visit had met their expectations. Only 1% reported that the visit had failed to meet their expectations and 17% reported their visit had exceeded their expectations. The findings are broadly consistent with 2011 and 2010, though compared to last year, shows a small fall in the proportion of visitors stating that the expectations had been exceeded.

Table 46: Whether the visit met expectations

	2014	2013	2011	2008
Base:	200	235	184	180
Met expectations	82%	77%	83%	87%
Exceeded expectations	17%	23%	14%	9%
Failed to meet expectations	1%	0%	3%	4%

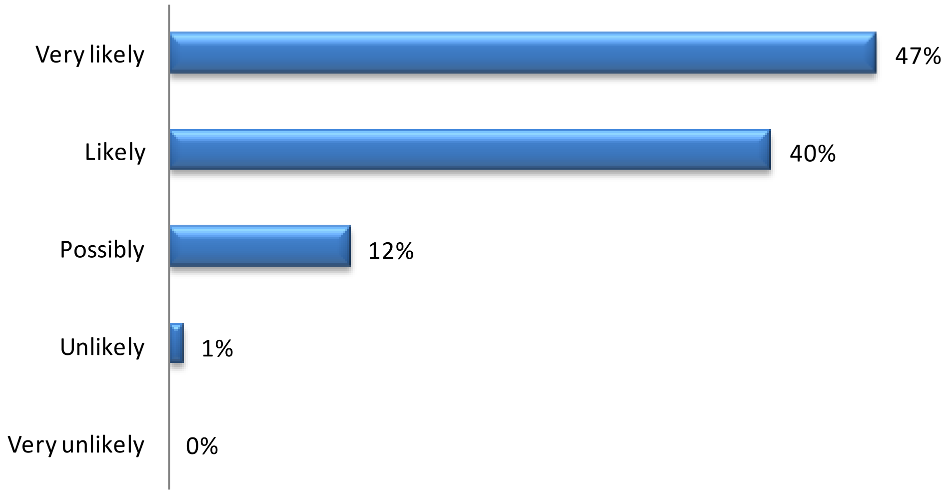
6.16.2 The results split by visitor type reveal that the meeting of expectations was high for both day visitors and staying visitors. Day visitors on holiday were more likely to have found that their visit exceeded their expectations (25% compared to 15% for day visitors from home and 14% for staying visitors).

Figure 14: Whether the visit met expectations



6.16.3 As in previous years, the vast majority of respondents indicated that they were 'very likely' or 'likely' to recommend Maidenhead as a visitor destination to others (87%, the same as last year).

Figure 19: Likelihood of recommending



7 APPENDIX 1: COPY OF QUESTIONNAIRE

WINDSOR & MAIDENHEAD VISITOR SURVEY 2014

Sites (Maidenhead): **Date:** / /14 **Interviewer initials:**..................

Sites (Maidenhead)		Time			Weather	
Riverside/ Boulter's Lock	-1	**Time:** 1100-1300	-1		**Weather:**	
High Street (outside M&S)	-2	1301-1500	-2		Wet	-1
Nicholson shopping centre	-3	1501-1700	-3		Cloudy (completely overcast)	-2
		1701+	-4		Sunny (or sunny intervals)	-3

Good morning/afternoon. I'm .... from Tourism South East. We are conducting a survey of visitors to Maidenhead on behalf of the Borough Council. It should only take 10 minutes. Would you be willing to take part?

Refusal 1 2 3 4 5 6 7 8 9 10

1. Do you live in Maidenhead or within a 10 mile radius of the Town Centre? *(SHOW MAP IF NEEDED)*

Yes -1 *Thank and close interview. Do not count to quota. Record interview closures below*

No -2 ***Go to Q2***

Closed 1 2 3 4 5 6 7 8 9 10

2. How close to the end of your visit are you? *(READ LIST)*

Just going -1
Will probably stay a little longer -2
About half way through -3
Just arrived -4 → Close interview. Do not count to quota

Closed 1 2 3 4 5 6 7 8 9 10

3. What is your MAIN reason for visiting Maidenhead? *(SHOWCARD 1 – ONE RESPONSE ONLY)*

Leisure or holiday visit -1
Visiting friends or relatives -2
Shopping trip (special/non-regular) -3
Business/attending a conference -4
Language student -5
Shopping trip (regular/household) -6 → *Close*
Work/study here -7 → *interview*
Other -8 → *Do not count to quota*

Closed 1 2 3 4 5 6 7 8 9 10

4. Where do you live?

Home town...

County or Country..

5a. Have you come from home today?
Yes -1 No -2

5b. Are you returning home today?
Yes -1 No -2

IF 'YES' TO BOTH Q5A & Q5B GO TO Q7 (next page)

6a. Are you/have you been staying overnight in Maidenhead?

Yes -1 ***Go to Q6c***
No -2 ***Go to Q6b***

6b. If no, where are you staying?

Nearest town...................................... County.................

6c. How many nights are you staying? *(in Maidenhead or elsewhere)*

[ ] nights

6d. What sort of accommodation are you staying in?

Hotel	-01	Go to Q6e
B&B/Guest House	-02	*Go to Q6f*
Pub/Inn	-03	
Rented self catering accommodation	-04	
Touring caravan	-05	
Static caravan –owned	-06	
Static caravan – rented	-07	
Camping	-08	
Youth hostel	-09	
Narrowboat/boat/yacht	-10	
Holiday centre/village	-11	
Language school	-12	
Home of friend/relative	-13	
Second home	-14	
Timeshare	-15	
University accommodation	-16	
With host family	-17	
Other	-18	

6e. What type of hotel are you staying in?

2* or less	Tourist/Budget	-1
3*	Average comfort	-2
4*	Superior comfort	-3
5*	Luxurious comfort	-4

If NOT STAYING OVERNIGHT IN MAIDENHEAD, go to Q7

ASK ALL VISITORS STAYING IN MAIDENHEAD:

6f. How much have/will you and your party be spending on your accommodation for the duration of your stay in Maidenhead (inclusive of breakfast if included in the price of your accommodation)?

£....................

Put "0" if spent/expect to spend nothing
Tick box if Don't know/Can't recall/Declined to say ☐

ASK ALL THOSE STAYING IN COMMERCIAL (PAID-FOR) ACCOMMODATION IN MAIDENHEAD:

6g. How would you rate the quality of service provided by your accommodation establishment?
(READ OUT)

Very poor	-1	Good	-4
Poor	-2	Very good	-5
Average	-3	Don't know	-6

6h. How would you rate your accommodation in terms of value for money?
(READ OUT)

Very poor	-1	Good	-4
Poor	-2	Very good	-5
Average	-3	Don't know	-6

NOW GO TO Q8

ASK ALL DAY VISITORS:

7. How many hours do you expect to spend in Windsor today?

[   ] hours

ASK ALL:

8. Are either of the following attractions the main reason you have chosen to visit Windsor?

Windsor Castle	-1
Legoland	-2
Neither	-3

9. Before this visit did you see any features, advertisements or promotions for Windsor via any of the following? (READ OUT LIST)

Website	-1	*Go to Q10*
Windsor Visitor Guide	-2	Go to Q11
Word of mouth/recommendation	-3	Go to Q11
Social media (Facebook, Twitter etc)	-4	Go to Q11
TV feature	-5	Go to Q11
Radio feature	-6	Go to Q11
Newspaper	-7	Go to Q11
Visitor Information Centre	-8	Go to Q11
Other *(specify below)*	-9	Go to Q11

....

None of the above	-10

10. Which website did you use?

www.windsor.gov.uk	-1	*Go to Q10a*
www.visitthames.co.uk	-2	*Go to Q11*
Visit Britain website	-3	*Go to Q11*
Other *(specify below)*	-4	*Go to Q11*

....

10a. How do you rate the www.windsor.gov.uk site?

Very poor	-1	Good	-4
Poor	-2	Very good	-5
Average	-3	Don't know	-6

11. Is this your first ever visit to Windsor?

Yes -1 No -2

12. What was the main mode of transport you used for the longest part of your journey to Windsor?

Car/van/motorcycle/motorhome	-1	*Go to Q13a*
Bus/coach service	-2	*Go to Q14*
Coach tour	-3	*Go to Q14*
Bicycle	-4	*Go to Q14*
Boat	-5	*Go to Q14*
Train	-6	*Go to Q14*
Taxi	-7	*Go to Q14*
Walked	-8	*Go to Q14*
Other	-9	*Go to Q14*

13a. Have you used the Park & Ride scheme today?

Yes	-1	*Go to Q14*
No	-2	*Go to Q13b*

13b. Have you used any of the Town Centre car parks today?

Yes	-1	*Go to Q13c*
No	-2	*Go to Q14*

13c. How easy did you find it to park? *(READ LIST)*

Very difficult	-1	Quite easy	-4
Quite difficult	-2	Very easy	-5
Neither particularly difficult or easy	-3	Don't know	-6

13d. How would you rate the cost of parking in Windsor? *(READ LIST)*

Very expensive	-1	Reasonable	-4
Quite expensive	-2	Very reasonable	-5
About average	-3	Don't know	-6
Free parking/ Blue Badge holder	-7		

ASK ALL:

14. What was your first impression of the town centre at your point of entry (i.e. from the car/ coach park, station, bus stop)? *(DO NOT PROMPT. Circle all that apply or write in the space provided)*

Attractive/ appealing	-1	Scruffy/ run down	-6
Welcoming	-2	Dirty	-7
Clean	-3	Smelly	-8
Busy/ bustling	-4	Noisy	-9
Traditional	-5	Overcrowded	-10
Other *(specify below)*			-11

....

15. Which of these attractions in Windsor and the Royal Borough have you visited/ do you intend to visit DURING THIS VISIT? (SHOWCARD 2a)

Visit inside Windsor Castle	-1
Visit inside Legoland	-2
Ascot Racecourse	-3
Windsor Racecourse	-4
Visit inside Frogmore House & Gardens	-5
See the soldiers marching	-6
Dorney Court	-7
Visit inside Savill Garden	-8
Visit Windsor Great Park/ Long Walk	-9
Look around Eton College	-10
Stanley Spencer Gallery	-11
Visit Guildhall Museum	-12
Windsor Farm Shop	-13
River Thames	-14
Runnymede/Magna Carta	-15
Take an open top bus tour	-16
Take a guided walking tour	-17
Take a river boat excursion/ Duck Tour	-18
Hire a rowing boat	-19
Take a horse-drawn carriage ride	-20
Café/restaurant/pub	-21
Arts/music venue/Theatre Royal	-22
Parks and gardens near river	-23
Shops	-24
Swimming/Leisure Centre	-25
International event(s) - *please specify below*	-26

Which event(s)?...

....

ASK ALL:

16. We are interested in your opinion of various aspects of your visit to Windsor. On this scale of 1 to 5, where 1 is 'very poor' and 5 is 'very good' *(SHOWCARD 3a)*, **how would you rate your overall satisfaction with the following:**
ROTATE ORDER OF ASKING - TICK START POINT

1 = Very poor　2 = Poor　3 = Average
4 =Good　5 = Very good　6 = Don't know

Visitor attractions & other places to visit: Tick if didn't use ☐						
- range	-1	-2	-3	-4	-5	-6
- quality of service	-1	-2	-3	-4	-5	-6
- value for money	-1	-2	-3	-4	-5	-6
Places to Eat & Drink: Tick if didn't use ☐						
- range	-1	-2	-3	-4	-5	-6
- quality of service	-1	-2	-3	-4	-5	-6
- value for money	-1	-2	-3	-4	-5	-6
Shops: Tick if didn't use ☐						
- range	-1	-2	-3	-4	-5	-6
- quality of the shopping environment	-1	-2	-3	-4	-5	-6
- quality of service	-1	-2	-3	-4	-5	-6
Ease of finding way around:						
- road signs	-1	-2	-3	-4	-5	-6
- pedestrian signs	-1	-2	-3	-4	-5	-6
- display maps & info. boards	-1	-2	-3	-4	-5	-6
Public toilets: Tick if didn't use ☐						
- availability	-1	-2	-3	-4	-5	-6
- cleanliness	-1	-2	-3	-4	-5	-6
Cleanliness of streets	-1	-2	-3	-4	-5	-6
Upkeep of parks & open spaces	-1	-2	-3	-4	-5	-6
Overall impression of Windsor in terms of:						
- general atmosphere	-1	-2	-3	-4	-5	-6
- feeling of welcome	-1	-2	-3	-4	-5	-6

17. Have you been into the Visitor Information Centre in Windsor during your visit?

Yes	-1	*Go to Q18*
No	-2	*Go to Q19*

18. How would you rate the Visitor Information Centre on a scale of 1 to 5 where 1 is 'very poor' and 5 is 'very good' *(SHOWCARD 3a)* **, in terms of:**

	Very Poor	Poor	Ave	Good	Very Good	Don't Know
Ease of finding	-1	-2	-3	-4	-5	-6
Quality of service	-1	-2	-3	-4	-5	-6
Usefulness of info. received	-1	-2	-3	-4	-5	-6

19. Thinking about your visit to Windsor, how far would you agree or disagree with the following statements on this scale: *(SHOWCARD 3b – ROTATE ORDER OF ASKING – tick start point)*

1 = Disagree strongly　4 = Agree
2 = Disagree　5 = Agree strongly
3 = Neither Disagree nor Agree　6 = Don't know

Windsor is not too overcrowded	-1	-2	-3	-4	-5	-6
I feel quite safe from crime in Windsor	-1	-2	-3	-4	-5	-6
As a pedestrian in Windsor I feel quite safe from traffic	-1	-2	-3	-4	-5	-6

20a. How would you rate the overall enjoyment of your visit to Windsor? *(READ LIST)*

Very low	-1	High	-4
Low	-2	Very high	-5
Average	-3	Don't know	-6

20b. So far this visit, would you say Windsor has .... *(READ OUT)*

Met your expectations	-1
Failed to meet your expectations	-2
Exceeded your expectations	-3

21. What did you like most about Windsor?

DO NOT PROMPT – circle any responses mentioned or write in the space provided

The Castle	-1
History/ heritage/ historic town	-2
The atmosphere/ ambience of the town	-3
The shops	-4
The river	-5
Attractive town/ scenic	-6
The buildings/ architecture	-7
Plenty to see and do	-8
Good restaurants/ eateries	-9
Traditional / quaint / 'olde worlde'	-10
Friendly/ welcoming	-11
Other (specify below)	-12

....

....

22. What, if anything, spoilt your visit to Windsor?

DO NOT PROMPT – circle any responses mentioned or write in the space provided

Nothing	-1
The weather	-2
Other (specify below)	-3

....

....

....

23a How likely are you to recommend Windsor to someone else? *(READ LIST)*

Very unlikely	-1	*Go to Q23b*
Unlikely	-2	*Go to Q23b*
Possibly	-3	*Go to Q24*
Likely	-4	*Go to Q24*
Very likely	-5	*Go to Q24*
Don't know	-6	*Go to Q24*

IF 'UNLIKELY' ASK:

23b Why do you say that?

....

....

....

ASK ALL:

24. Thinking about today as a whole, how much do you expect that you and your immediate party will have spent today and this evening in total in Windsor on the following:

Eating & drinking £................
(in cafes, pubs, restaurants, hotels etc.)

Put "0" if spent/expect to spend nothing
Tick box if Don't know/Can't recall/Declined to say ☐

Shopping £................
(including souvenirs, guidebooks, clothes, sweets, drinks, food, other purchases)

Put "0" if spent/expect to spend nothing
Tick box if Don't know/Can't recall/Declined to say ☐

Entertainment £................
(including admissions to attractions, theatre/cinema tickets, guided tours etc.)

Put "0" if spent/expect to spend nothing
Tick box if Don't know/Can't recall/Declined to say ☐

Travel & transport in Windsor £................
(including fuel, fares, car parking charges)

Put "0" if spent/expect to spend nothing
Tick box if Don't know/Can't recall/Declined to say ☐

25. How many people do these amounts cover?

☐ People

26. Including yourself, how many people in your immediate party are male and female, and which of these age groups do they fall into?
(SHOWCARD 4a – WRITE IN NUMBERS)

	Age	Male	Female
A	0-15		
B	16-24		
C	25-34		
D	35-44		
E	45-54		
F	55-64		
G	65-74		
H	75+		

Declined -1

27. Are you part of an organised group or coach party?

Yes -1 No -2

28. Which of the following categories applies to the chief income earner in your household? *(SHOWCARD 4b)*

Employed full-time (30+ hrs per week)	-1	Go to Q28
Employed part-time (8-29 hrs per week)	-2	Go to Q28
Self-employed	-3	Go to Q28
Retired	-4	Go to Q28
Full-time student living at home	-5	Go to Q28
Full time student living away from home	-6	Go to Q29
Unemployed	-7	Go to Q29
Declined	-8	

29. What is/was the principal occupation of the chief income earner in your household in terms of:

Industry/type of company

....

Position/job title and grade/skill level where appropriate

....

If 'manager', how many employees responsible for

....

IF UK RESIDENT ASK:

30. What is your postcode?

....

NB Please ask for FULL POSTCODE. This will only be used to map where visitors come from. It will not be passed to any third party or used for any other purpose.

31. Finally, could I have your name and email address OR telephone number? ***I should emphasise that this information will be treated in the strictest confidence and will only be used for the purpose of verifying the interview.***

Name of respondent: ______________________

Email: ______________________

Home Tel No: ______________________

THANK YOU FOR YOUR TIME

8 APPENDIX 2: ADDITIONAL TABULATED RESULTS

Table 47: Origin (home county/country) - domestic

	All visitors	Day visitor from home	Day visitor on holiday	Staying visitor
Base	165	118	23	24
Bucks	22%	30%	-	4%
Berks	18%	24%	-	8%
G. London	13%	17%	-	8%
Surrey	6%	6%	4%	4%
Hants	4%	4%	9%	-
Herts	4%	6%	-	-
Oxon	4%	4%	4%	4%
Dorset	3%	3%	9%	-
Kent	2%	-	9%	8%
West Sussex	2%	2%	4%	4%
Devon	2%	1%	4%	4%
Glos.	2%	2%	4%	-
Somerset (including Bristol)	2%	-	9%	4%
Cambs	1%	-	4%	4%
Staffs	1%	-	-	8%
Wales - South	1%	-	9%	-
Beds	1%	1%	-	-
Channel Islands	1%	-	4%	-
Cheshire	1%	-	4%	-
Cumbria	1%	-	4%	-
Derbyshire	1%	-	-	4%
Durham	1%	-	4%	-
East Sussex	1%	1%	-	-
Essex	1%	-	-	4%
G. Manchester	1%	-	-	4%
Lancs	1%	-	4%	-
Merseyside	1%	-	4%	-
Norfolk	1%	-	-	4%
Northants	1%	-	4%	-
Northumberland	1%	-	-	4%
Notts	1%	1%	-	-
Wales - Mid	1%	-	-	4%
Worcs	1%	-	-	4%
Scotland	1%	-	-	4%
N.Ireland	1%	-	-	4%

Table 48: Origin (home county/country) - overseas

	All visitors	Day visitor on holiday	Staying visitor
Base	35	17	18
Australia	14%	24%	6%
U.S.A.	11%	12%	11%
Brazil	9%	18%	-
India	9%	-	17%
Spain	6%	-	11%
Turkey	6%	-	11%
S. Africa	6%	6%	6%
Canada	3%	-	6%
Austria	3%	6%	-
Germany	3%	-	6%
Rep. of Ireland	3%	-	6%
Cyprus	3%	-	6%
Malta	3%	6%	-
Norway	3%	-	6%
Switzerland	3%	6%	-
Bermuda	3%	6%	-
St. Vincent & the Grenadines	3%	6%	-
Japan	3%	6%	-
Russia	3%	-	6%
Nepal	3%	-	6%
Philippines	3%	6%	-

Table 49: What visitors liked most about Maidenhead

The river/ River Thames	41%
The atmosphere/ ambience of the town	34%
Friendly/ welcoming	12%
Good restaurants/ eateries	11%
Plenty to see and do	9%
Family/ friends here	7%
Parks/ gardens	5%
Boulter's Lock	5%
Views/ scenery/ picturesque	5%
Green space/ greenery	4%
Peaceful/ calm	4%
The Island (Ray Mill)	3%
Nice area	3%
Countryside	3%
The shops	2%
The locks	2%
Beautiful/ scenic	2%
Boats on the river/ watching boats	2%
Relaxing	2%
Clean/ well kept	2%
Lovely place to sit and watch the world go by	2%
Good place to walk	2%
Animals/ wildlife/ ducks/ birds	2%
A good place to come with the	2%
Convenient location - easy to get to	2%
Stanley Spencer Gallery	1%
Nostalgia/ memories/ used to live here	1%
Good weather	1%
Central/ close to many attractions or activities	1%
The riverside	1%
Nice houses	1%
Tree lined streets	1%
Nice architecture/ buildings	1%
Crazy golf	1%
Open spaces	1%
Nice people	1%
Nice town centre	1%
Flowers	1%
Easy to get around	1%
Variety of things to see or do - different from other towns	1%
Bray	1%
Good quality footpaths	1%
Good meal in the cafe at Boulter's Lock	1%
The Chinese shop	1%
Park/ playground for children	1%
Town centre is compact & pedestrianised	1%
Good value parking at Boulter's Lock	1%
Good kayaking location	1%