



# Report of Findings for the Royal Borough of Windsor & Maidenhead

## Windsor Visitor Survey 2016

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# 1 EXECUTIVE SUMMARY

## 1.1 Introduction

- 1.1.1 This document presents the findings of a survey of visitors to Windsor, conducted between mid July and early September 2016. 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 satisfaction of visitors to Windsor, and compare results with previous surveys.
- 1.1.3 Key findings from this year's survey are presented below.

## 1.2 Visitor profile

- 1.2.1 This year saw a small increase in the proportion of day visitors from holiday bases outside Windsor (48% compared to 44% last year) but fewer people visiting as day visitors from home (32% compared to 39% last year). The remaining 20% of all visitors were staying overnight in commercial or non-commercial accommodation within Windsor.
- 1.2.2 Day visitors on holiday were found to be predominately staying in accommodation in London (45%). A quarter (27%) were staying in other towns or villages in Berkshire and eight percent were staying in accommodation in Surrey.
- 1.2.3 Average group size has remained broadly similar with previous years. On average, visiting parties consisted of 2.90 people, made up of 2.25 adults and 0.64 children. This compares to an average group size of 2.96 people last year made up of 2.44 adults and 0.52 children.
- 1.2.4 As with previous years, a high proportion of all visiting parties consisted of adults only (72%), and among adult only groups, most (48%) consisted of two adults. Adult only groups made up 70% of visiting parties last year. This year just under a third (31%) of all visitor parties included one or more children (30% last year).
- 1.2.5 Twenty-two percent of all people represented within the visitor groups surveyed were children aged 0-15 years (compared to 18% last year). Around a third (28%) were adults aged between 35 and 54 years old and a further 32% of all visitors were mature adults aged 55 years or more.
- 1.2.6 The survey results indicate a relatively affluent profile of visitors to Windsor. The majority of visitors were from ABC1 households (accounting for 77% of all visitors; 80% last year). This includes 35% of all visitors who were from the top AB professional grade (down from 37% last year).
- 1.2.7 Overseas visitors accounted for 30% of the overall sample and represented 36 different countries. The United States, Australia, Germany and Canada were the most frequently mentioned countries of residence. Most overseas visitors were day visitors travelling to Windsor from holiday bases elsewhere (day visitors on holiday).
- 1.2.8 Domestic visitors came from a wide range of home locations around the UK, however, the highest proportion originated from the Greater London area (14%).

## 1.3 Use of destination information

- 1.3.1 Overall, just over half (51%) of all visitors mentioned one or more features or promotions they had seen prior to their visit (56% last year).
- 1.3.2 Of the formal channels of visitor information available, websites were most likely to have been used (18%). A few visitors recalled seeing other promotions including the Windsor Visitor Guide (3%), newspaper features (2%) or television features (4%). Word of mouth/ recommendation was mentioned by 12% of all visitors. Fourteen percent of visitors mentioned other sources of information including travel books or guides and information from travel/tour companies.
- 1.3.3 Nearly half (46%) of those who used websites had visited the Royal Borough's own website ([www.windsor.gov.uk](http://www.windsor.gov.uk)) compared with 58% last year. Sixty-two percent rated the website as 'good' whilst another 25% of visitors rated it as 'very good'.

## 1.4 Trip features

- 1.4.1 The highest proportion of visitors indicated that the main purpose of their visit to Windsor was for 'leisure/ holiday' purposes (86%). Seven percent were in Windsor primarily for the purpose of visiting friends or relatives (VFR), 3% were on a special shopping trip, 2% were visiting for business purposes, 1% were language students and the remaining 1% were there specifically for eating out.
- 1.4.2 Those visiting Windsor as a day visitor on holiday are the most likely to be visiting for the purpose of leisure/holiday. These visitors will predominately be visiting Windsor as a day excursion whilst holidaying elsewhere or visiting friends and relatives elsewhere.
- 1.4.3 The majority (80%) of the visitors surveyed this summer were visiting Windsor independently, with the remaining 20% indicating that their visit was with an organised group or tour.
- 1.4.4 Forty-six percent of all visitors interviewed in 2016 were visiting Windsor for the first time, while the remaining 54% had visited on at least one occasion previously.
- 1.4.5 Day visitors spent an average of 4.9 (same as last year) hours in the town and visitors staying overnight in Windsor stayed for an average of 3.3 nights in 2015 (4 nights last year).
- 1.4.6 Of the visitor groups staying overnight in Windsor, 78% were using serviced accommodation (71% last year), including 69% who were staying in a hotel and 6% who were staying in a B&B or guest house. Twelve percent of all staying visitors were accommodated in the homes of friends or relatives in 2016.
- 1.4.7 Half of all visitors had travelled to Windsor by private vehicle (car/ van/ motorcycle or motorhome). Twenty-six percent all visitors used public transport (a train or coach/bus service) and around 19% had arrived in Windsor as part of a coach tour.
- 1.4.8 Only two percent of visitors who travelled to Windsor by private motor vehicle used the Park & Ride facility. Most used the town centre car parks, or parked on street, or at their accommodation base in Windsor or parking elsewhere.
- 1.4.9 Sixty percent of visitors said that Windsor Castle had been the main reason for their visit. Only eight percent said that Legoland had been their main reason for visiting Windsor.
- 1.4.10 Cafe's/ restaurants/ pubs (visited by 85% of visitors) and shops (visited by 73% of visitors) were the most frequently mentioned attractions visited in 2016. These results are broadly consistent with last year.

- 1.4.11 Windsor Castle was the most frequently mentioned formal attraction, with half of all visitor groups saying they had or intended to visit inside the Castle.
- 1.4.12 Nine percent of all visitors indicated that they had been into the Visitor Information Centre during their visit to Windsor in 2016.
- 1.4.13 The average overall spend on eating out, shopping, entertainment and travel/transport among visitors staying overnight in Windsor in 2015 was £57.79 (per person per 24 hours), lower than the average expenditure of £61.52 last year. In common with previous years, eating out and shopping accounted for the highest proportion of expenditure. Including spend on commercial accommodation, the average total spend for staying visitors, was estimated to be £92.52 per person per night (£92.89 last year).
- 1.4.14 Day visitors (combining day visitors from home and day visitors on holiday) to Windsor spent an average of £34.71 per person per day during 2016 (slightly higher than the average expenditure of £32.80 last year). Eating out and shopping accounted for the highest proportion of day visitor spend.

## 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 Windsor. Aspects of the visit which were rated particularly highly in 2016 included *General atmosphere* (4.78 out of 5), *Quality of service at VIC* (4.78 out of 5), *Usefulness of information at VIC* (4.77 out of 5), *Upkeep of parks & open spaces* (4.74 out of 5) and *Feeling of welcome* (4.73 out of 5).
- 1.5.2 The lowest scores went to *Ease of parking* (3.91 out of 5) and *Cost of parking* (2.62 out of 5). Cost of parking was also the lowest score last year. It should be noted that only scores lower than 3 are poor scores.
- 1.5.3 An overview of all performance scores show that compared to last year most changes have been relatively subtle. There were a few performance indicators which saw improvement compared to last year. To be considered a significant improvement, there needs to be an increase in the satisfaction score of at least 0.20 points.
- 1.5.4 There is only one aspect which achieved this level of improvement this year compared to last year were *Availability of public toilets* (up 0.28 points in its score).
- 1.5.5 Two areas dropped by 0.20 points or more when compared to last year. These were the *Cost of parking* (down 0.29 points in its score) and *Value for money of accommodation* which dropped by 0.20 points.
- 1.5.6 The top response on what contributed the most to visitors overall enjoyment was Windsor Castle (mentioned by 58% of visitors), followed by the general atmosphere and ambience of the town (mentioned by 41% of visitors). In common with previous years, the River Thames and the historic interest of the town featured strongly in the responses given on aspects contributing most to enjoyment.
- 1.5.7 The majority of visitors (86%) indicated that 'nothing' had spoiled the enjoyment of their visit to Windsor. Of those who did offer comments, a variety of different aspects were mentioned, often by only one or two visitors. This included poor weather and expensive parking.
- 1.5.8 When visitors were asked about their first impressions of the town, by far the most dominant impression mentioned by seven in ten visitors was how attractive and appealing they found the town to be. This was followed by its cleanliness (37%), the traditional feel (26%) and the welcoming feel (25%).



- 1.5.9 Overall, 72% of visitor indicated that the visit had met their expectations, while 27% reported that it had exceeded their expectations. Only 1% reported that the visit had failed to meet their expectations.
- 1.5.10 Nearly all visitors (97%) indicated that they were 'very likely' or 'likely' to recommend Windsor as a visitor destination to others.

## 2 INTRODUCTION

### 2.1 Background

2.1.1 This document presents the findings of a face to face interview survey of visitors to Windsor, conducted between mid July and early September 2016. The survey was commissioned by the Royal Borough of Windsor & Maidenhead and undertaken by TSE Research, the research arm of Tourism South East.

2.1.2 The purpose of the survey was to update previously gathered information on the origin, profile and behaviour of visitors to Windsor, 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 Windsor as a visitor destination, and to evaluate opinions on specific aspects of the visitor experience.

2.1.3 Where appropriate, comparisons have been made with the findings of previous surveys to identify trends. Results are presented in tables and graphs with short commentary.

### 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 Windsor 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 Windsor, their perceptions of certain aspects of the town and their particular likes and dislikes.
- iii) Where possible, 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 selected locations within the town centre.

2.3.2 In total, 397 adult visitors participated in the survey. The distribution of the sample by survey location is presented below.

**Table 1: Sample by interview location**

Location	Base	Proportion
Windsor & Eton Bridge	34	9%
Corner of High St & Castle Hill	174	44%
Halfway down Peascod Street	4	1%
Windsor Royal Station	183	46%
Guildhall area	2	1%
Total	397	100%

## 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 margins within which one can be 95% certain that the true figures will lie (based on the sample being randomly selected).

**Table 2: Confidence limit**

		All Windsor visitors
Result	Sample	397
10% or 90%	+/-	3.0%
20% or 80%	+/-	3.9%
30% or 70%	+/-	4.5%
40% or 60%	+/-	4.8%
50%	+/-	4.9%

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 Windsor 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 +/- 4.9% i.e. between 45.1% and 54.9%. 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 Windsor on the day of their visit.

*'Day visitors on holiday'* – visitors travelling to Windsor 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 Windsor. This includes those staying with friends or relatives, as well as those staying in commercial serviced or non-serviced accommodation.

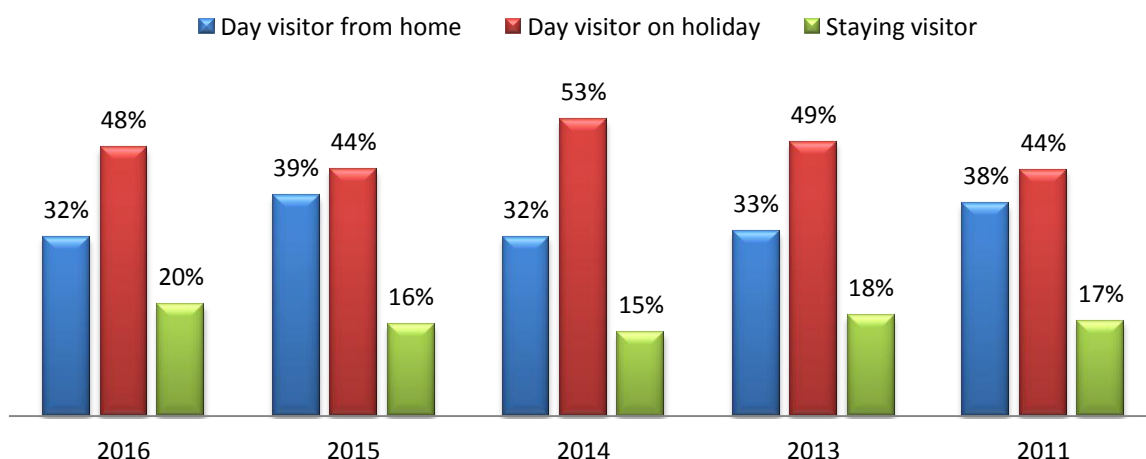
### 3 VISITOR PROFILE

#### 3.1 Visitor type

3.1.1 Of the 397 visitor groups interviewed, 80% were day visitors. The majority of these visitors (48% of all visitors) were day visitors from holiday bases outside Windsor, while 32% were day visitors from home. The remaining 20% of all visitors were staying overnight in commercial or non-commercial accommodation within Windsor.

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 relatively more day visitors from home and a smaller proportion were day visitors on holiday.

**Figure 1: Visitor type- comparison with previous surveys**



3.1.3 Day visitors on holiday were found to be predominately staying in accommodation in London (45%). A quarter (27%) was staying in other towns or villages in Berkshire and 8% were staying in accommodation in Surrey.

**Table 3: Locations day visitors on holiday were staying**

Greater London	45%
Berkshire	27%
Surrey	8%
Hampshire	3%
Hertfordshire	3%
Oxfordshire	3%
West Sussex	2%
Essex	2%
Buckinghamshire	1%
Kent	1%
East Sussex	1%
Bedfordshire	1%
Cambridgeshire	<1%
Gloucestershire	<1%
Cornwall	<1%
Herefordshire	<1%
En route/In transit	1%

## 3.2 Group size and composition

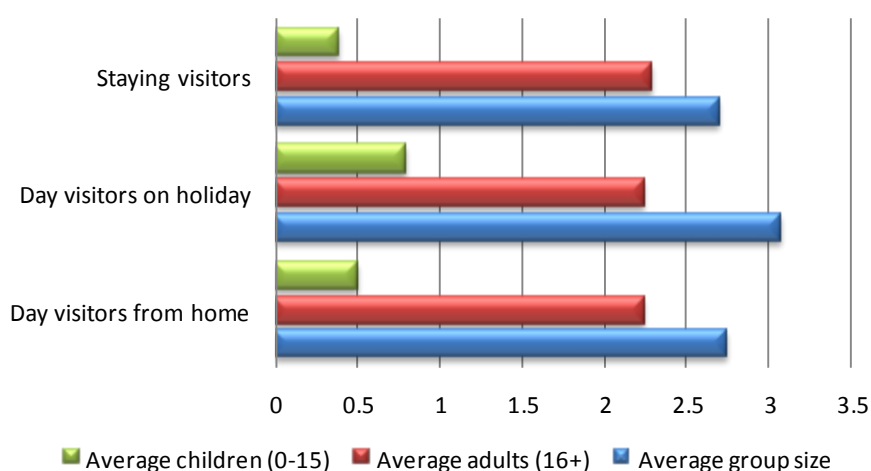
3.2.1 On average, groups of visitors to Windsor in 2016 consisted of 2.90 people (2.25 adults and 0.64 children). Average group size has remained broadly similar over previous years.

**Table 4: Average group size - comparison with previous surveys**

	2016	2015	2014	2013	2011
Total Adults (16+)	2.25	2.44	2.36	2.44	2.4
Total Children (0-15)	0.64	0.52	0.39	0.51	0.35
Total people	2.90	2.96	2.74	2.95	2.75

3.2.2 As with last year, day visitors on holiday had, on average, a larger group size than those visiting from home for the day or those staying overnight in the town. However, the average group size of day visitors on holiday was found to be smaller than previous years (avg. group size of 3.08 people compared to 3.26 people last year).

**Figure 2: Average group size - by visitor type**



3.2.3 As in previous years, a high proportion of all visiting groups consisted of adults only (72%), and among adult only groups, most consisted of two adults (48%).

3.2.4 Just under a third (31%) of all visitor groups in 2016 included one or more children, which is similar to last year.

3.2.5 The comparative results suggest that since 2011 more family groups make up the visitor market. The proportion of visiting groups containing children was only 18% in 2011.

**Table 5: Group composition (adults/ children) – comparison with previous years**

	2016	2015	2014	2013	2011
<i>Base:</i>	397	399	400	416	401
<b>Adults only</b>					
One adult	11%	10%	15%	7%	14%
Two adults	48%	42%	41%	49%	48%
Three adults	6%	7%	10%	9%	9%
Four adults	5%	6%	10%	8%	8%
Five or more adults	2%	5%	2%	2%	4%
<b>Sub-total</b>	<b>72%</b>	<b>70%</b>	<b>76%</b>	<b>75%</b>	<b>82%</b>

<b>Adults &amp; children</b>					
One adult & one child	2%	3%	2%	1%	0%
One adult & two or more children	2%	0%	1%	1%	1%
Two adults & one child	6%	7%	6%	5%	4%
Two adults & two or more children	10%	9%	6%	8%	7%
Three adults & one child	3%	3%	3%	2%	2%
Three adults & two or more children	2%	2%	1%	2%	1%
Four or more adults & one or more children	6%	5%	4%	5%	3%
<b>Sub-total</b>	<b>31%</b>	<b>30%</b>	<b>24%</b>	<b>25%</b>	<b>18%</b>
<b>Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

3.2.6 Group composition by visitor type reveals that the day visitors travelling for the day from home and day visitors on holiday contained slightly more family groups (31% of groups from both contained children) compared with staying visitors (25% of groups contained children).

**Table 6: Group composition (adults/ children) – by visitor type**

	Day visitors from home	Day visitors on holiday	Staying visitors
<i>Base:</i>	128	191	78
<b>Adults only</b>			
One adult	8%	13%	10%
Two adults	52%	43%	53%
Three adults	5%	7%	3%
Four adults	4%	5%	5%
Five or more adults	1%	2%	4%
<b>Sub-total</b>	<b>70%</b>	<b>70%</b>	<b>75%</b>
<b>Adults &amp; children</b>			
One adult & one child	3%	1%	1%
One adult & two or more children	1%	2%	3%
Two adults & one child	9%	5%	6%
Two adults & two or more children	6%	13%	6%
Three adults & one child	3%	3%	3%
Three adults & two or more children	2%	2%	1%
Four or more adults & one or more children	7%	5%	5%
<b>Sub-total</b>	<b>31%</b>	<b>31%</b>	<b>25%</b>
<b>Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

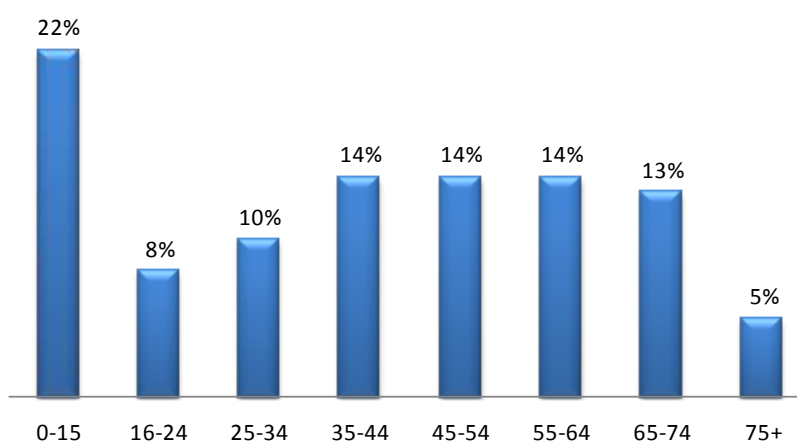
### 3.3 Age profile of respondents

3.3.1 Visitors across all age groups were represented in the 2016 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 Twenty-two percent of all people represented within the visitor groups surveyed were children aged 0-15 years (higher than the 18% found last year). Around a third (28%) were adults aged between 35 and 54 years old.

3.3.3 Thirty-two percent of all visitors were mature adults aged 55 years or more; higher than the proportion seen last year (26%).

**Figure 3: Visitor age profile – all visitors**



3.3.4 This year more day visitors on holiday visiting groups contained children.

**Table 7: Age profile – by visitor type**

	Day visitors from home	Day visitors on holiday	Staying visitors	2016	2015	2014	2013	2011
<i>Base:</i>	128	191	78	397	399	400	416	401
0-15 years	18%	27%	14%	22%	18%	14%	17%	13%
16-24 years	9%	6%	10%	8%	11%	9%	9%	11%
25-34 years	17%	8%	6%	10%	14%	11%	13%	12%
35-44 years	16%	11%	19%	14%	15%	13%	14%	13%
45-54 years	12%	14%	16%	14%	16%	15%	16%	16%
55-64 years	12%	15%	16%	14%	12%	18%	12%	17%
65-74 years	9%	14%	16%	13%	10%	14%	14%	14%
75+ years	7%	5%	2%	5%	4%	5%	4%	5%

## 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.

**Table 8: Employment status of chief household income earner**

	2016	2015	2014	2013	2011
<i>Base</i>	397	399	400	416	400
Employed full-time	55%	58%	56%	56%	47%
Employed part-time	3%	4%	4%	5%	4%
Self-employed	11%	13%	7%	10%	12%
Retired	27%	19%	26%	25%	31%
Full-time student living at home	1%	1%	2%	1%	0%
Full-time student living away	2%	2%	4%	3%	3%
Unemployed	1%	1%	1%	1%	1%
Refused	2%	2%	1%	0%	2%

3.4.2 Just over two thirds (69%) of all respondents indicated that their household’s chief income earner was in employment at the time of the survey (compared to 75% last year). Of these, 55% were in full time employment, 3% were working part-time and 11% were self-employed. Compared to last year there were significantly more retired visitors (27% compared with 19% in 2015). However, the results for 2016 are broadly comparable with the previous years of 2013 and 2014.

3.4.3 The survey results indicate a relatively affluent profile of visitors to Windsor. The majority of visitors were from ABC1 households (accounting for 77% of all visitors in 2016 broadly similar to previous years). This includes 35% of all visitors who were from the top AB professional grade (2% lower than last year).

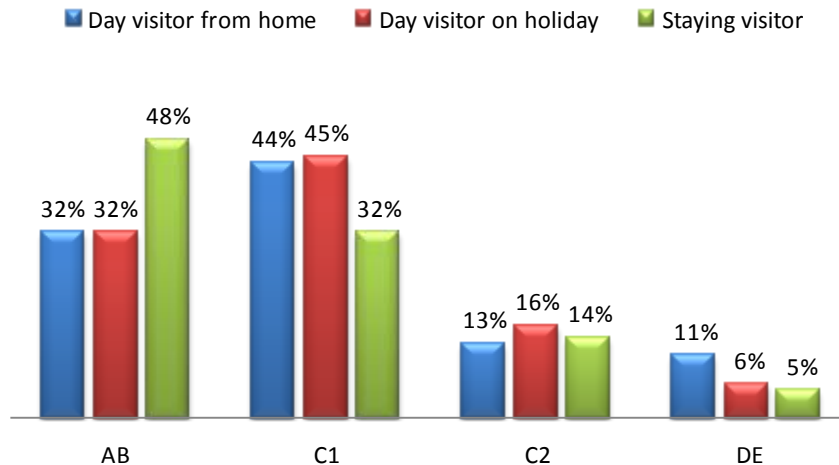
3.4.4 Fifteen percent of visitors were classified as C2 socio-economic group, with the remaining 8% falling into the lowest group (DE).

**Table 9: Socio-economic grouping**

	2016	2015	2014	2013	2011
AB	35%	37%	27%	32%	26%
C1	42%	43%	53%	47%	45%
C2	15%	13%	14%	17%	21%
DE	8%	7%	6%	4%	8%

3.4.5 The socio-economic profile between day visitors from home and day visitors on holiday is broadly similar. However, staying visitors had on average more visitors from the AB socio-economic group and less from the C1 socio-economic group.

**Figure 4: Visitor socio-economic profile**





### 3.5 Visitor origin

3.5.1 Overseas visitors accounted for 30% of the overall sample in 2016. Results from previous years show that the overseas market tends to account for a third of the tourism market.

**Table 10: Proportion of domestic and overseas visitors**

	2016	2015	2014	2013	2011
Domestic visitor	70%	67%	65%	71%	71%
Overseas visitor	30%	33%	35%	29%	29%

3.5.2 A total of 118 visitors from overseas were interviewed, representing 36 different countries. Most overseas visitors were day visitors travelling to Windsor from holiday bases elsewhere (day visitors on holiday). As with previous years, the United States, Australia, Germany and Canada were the most frequently mentioned countries of residence.

**Table 11: Top 10 countries of overseas visitor residence**

	All overseas	Day visitor on holiday	Staying visitor
Base	118	96	22
U.S.A.	26%	25%	32%
Australia	9%	10%	5%
Germany	9%	9%	5%
Canada	8%	7%	9%
France	4%	4%	5%
Netherlands	4%	5%	-
China	4%	4%	5%
Republic of Ireland	3%	4%	-
Italy	3%	3%	5%
New Zealand	3%	3%	-

3.5.3 As shown in Table 12, domestic visitors came from a wide range of home locations around the UK, however, the highest proportion originated from the Greater London area (14%).

3.5.4 As in previous years, the majority of day visitors from home originated from London (26%). Day visitors on holiday and staying visitors tended to come from a wider range of residences across the UK.

**Table 12: Top 10 counties of domestic visitor residence**

	All domestic	Day visitor from home	Day visitor on holiday	Staying visitor
Base	279	128	95	56
London	14%	26%	1%	7%
Surrey	7%	13%	2%	4%
Scotland	6%	-	16%	4%
Berkshire	4%	9%	-	2%
Hampshire	4%	6%	2%	4%
Middlesex	4%	8%	1%	2%
Wales	4%	-	10%	4%
Somerset	3%	2%	5%	2%
Kent	3%	4%	1%	4%
West Midlands	3%	1%	4%	5%

## 4 USE OF DESTINATION INFORMATION

### 4.1 Features or promotions seen prior to the visit

4.1.1 Overall, just over half (51%) of all visitors mentioned one or more features or promotions they had seen prior to their visit. This is similar to the proportion mentioning one or more features or promotions they had seen prior to their visit last year.

4.1.2 Of the formal channels of visitor information available, websites were most likely to have been used (18%). A few visitors recalled seeing other promotions including the Windsor Visitor Guide (3%), newspaper features (2%) or television features (4%). Word of mouth/ recommendation was mentioned by 12% of all visitors. Fourteen percent of visitors mentioned other sources of information including travel books or guides and information from travel/tour companies.

**Table 13: Features or promotions seen prior to the visit**

	2016	2015	2014	2013	2011
<i>Base:</i>	397	399	400	418	372
Website	18%	24%	21%	26%	24%
Word of mouth/recommendation	12%	15%	14%	15%	19%
TV feature	4%	3%	3%	4%	4%
Windsor Visitor Guide	3%	5%	3%	2%	3%
Social media	3%	3%	2%	n/a	n/a
Newspaper	2%	1%	1%	1%	4%
Visitor Information Centre	1%	2%	1%	1%	4%
Radio feature	0%	0%	0%	-	-
Other sources	14%	13%	8%	5%	9%
None/did not see/did not use	49%	44%	55%	51%	45%

*NB: Multiple responses permitted*

4.1.3 Information from website was the most popular source of visitor information for visitors staying overnight in Windsor (26%). Fewer day visitors on holiday or day visitors from home had used a website to obtain information. Word of mouth recommendation was also a popular source of information.

**Table 14: Information sources visitors came across – by visitor type**

	Day visitor from home	Day visitor on holiday	Staying visitor
Website	17%	15%	26%
Word of mouth/ recommendation	7%	15%	11%
TV feature	4%	3%	4%
Windsor Visitor Guide	3%	3%	-
Social media	3%	2%	5%
Visitor Information Centre	2%	2%	-
Newspaper	1%	4%	1%
Radio feature	1%	-	-
Other sources	16%	15%	8%
None/did not see/did not use	52%	47%	50%

4.1.4 Visitors who indicated that they had seen websites promoting Windsor were asked which ones they had used. Overall, just under half (46%) of those who used websites had visited the Royal Borough’s own website ([www.windsor.gov.uk](http://www.windsor.gov.uk)), whilst only 3% had looked at the VisitBritain website.

**Table 15: Websites consulted**

	All visitors 2016	Day visitors from home	Day visitors on holiday	Staying visitors
<i>Base:</i>	70	22	28	20
<a href="http://www.windsor.gov.uk">www.windsor.gov.uk</a>	46%	41%	43%	55%
VisitBritain website	3%	-	7%	-
Other sites	53%	64%	50%	45%

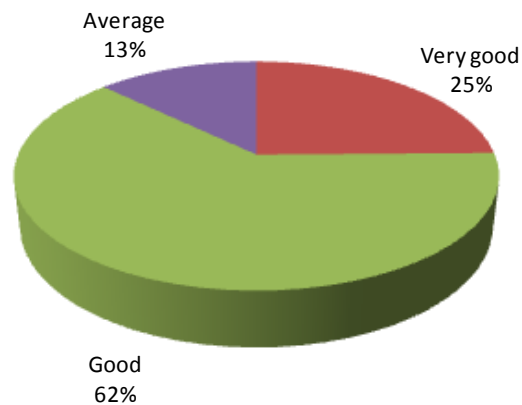
*NB: Multiple responses permitted*

4.1.5 A number of respondents mentioned ‘other’ websites they had consulted when planning their visit to Windsor. Most often this was the search engine Google. A few mentioned the Windsor Castle website, the Legoland website and Concourse de Elegance website.

## 4.2 Opinions on [www.windsor.gov.uk](http://www.windsor.gov.uk) website

4.2.1 Those who had seen or used the [www.windsor.gov.uk](http://www.windsor.gov.uk) website prior to their visit were asked to rate it on a scale of 1 to 5. The results reveal a high rating - 63% rated the website as ‘good’ and 25% rated it as ‘very good’. Last year when 46% rated it as ‘very good’.

**Figure 5: Visitor rating of website**



## 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 Windsor was for 'leisure/ holiday' purposes (86%). Seven percent were in Windsor primarily for the purpose of visiting friends or relatives (VFR), 3% were on a special shopping trip, 2% were visiting for business purposes, 1% were language students and the remaining 1% were there specifically for eating out. The results are broadly consistent to previous years.

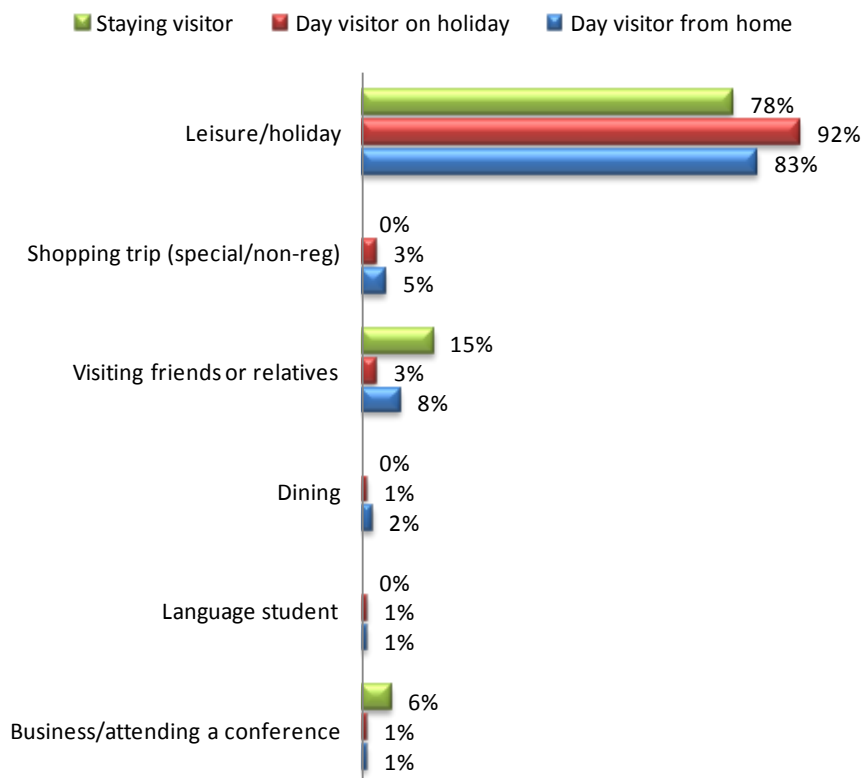
**Table 16: Main purpose of visit to Windsor**

	2016	2015	2014	2013	2011
<i>Base:</i>	397	399	400	418	403
Leisure/ holiday	86%	87%	86%	90%	85%
VFR	7%	6%	7%	8%	8%
Special shopping trip	3%	4%	3%	1%	2%
Business trip	2%	2%	1%	1%	4%
Language student	1%	1%	2%	-	0%
Dining	1%	n/a	n/a	n/a	n/a
Total	100%	100%	100%	100%	100%

5.1.2 The vast majority of people visit Windsor for leisure or holiday purposes. Those visiting Windsor as a day visitor on holiday are the most likely to be visiting for leisure purposes (92%). These visitors will predominately be visiting Windsor as a day excursion whilst holidaying elsewhere or visiting friends and relatives elsewhere.

5.1.3 Visiting friends/relatives is more popular among visitors staying overnight in Windsor – 15% of overnight visits were VFR based compared to 8% of visits among day visitors from home and 3% of visits among day visitors on holiday.

**Figure 6: Main purpose of visit by visitor type**



## 5.2 Whether part of an organised group or coach party

5.2.1 The majority of people who visit Windsor during the summer do so independently. This year 20% visited as part of an organised group or tour.

5.2.2 The year to year results show some variation in the overall proportion of organised group/tour visits. The proportion was larger when compared with last year.

**Table 17: Proportion of visitors travelling as part of organised group/tour**

	2016	2015	2014	2013	2011
<i>Base</i>	397	399	400	418	403
Yes	20%	17%	21%	15%	19%
No	80%	83%	80%	85%	81%

## 5.3 First time/ repeat visits

5.3.1 Windsor attracts a significant proportion of first time visitors each year. Forty-six percent of all visitors interviewed in 2016 were visiting Windsor for the first time, while the remaining 54% had visited Windsor at least one before.

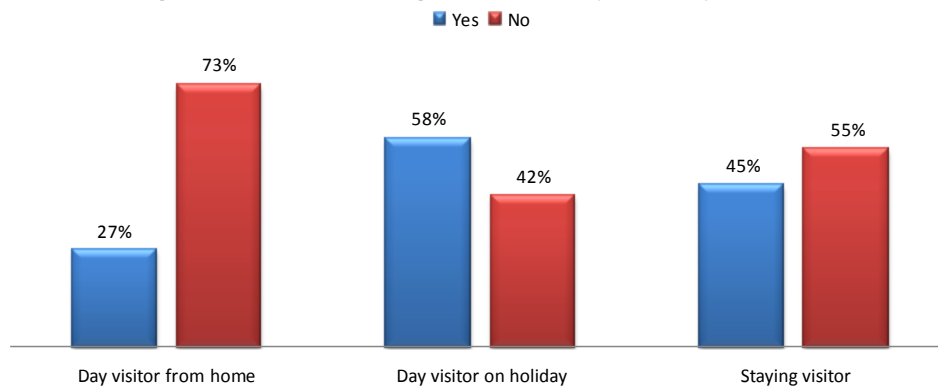
5.3.2 The proportion of first-time visitors in 2016 was broadly similar to that of previous years.

**Table 18: Whether visiting for first time - all visitors**

	2016	2015	2014	2013	2011
<i>Base</i>	397	399	400	418	403
Yes	46%	44%	46%	44%	36%
No	54%	56%	54%	56%	64%

5.3.3 Results by visitor type show differences in the proportion of first time visitors. Staying visitors were more likely to be visiting Windsor for the first time (53%), whereas day visitors from home were far more likely to be repeat visitors (73% have visited before).

**Figure 7: Whether visiting for first time by visitor type**

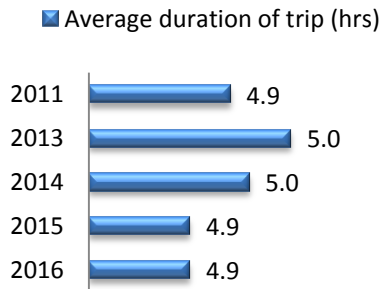


## 5.4 Average duration of trip

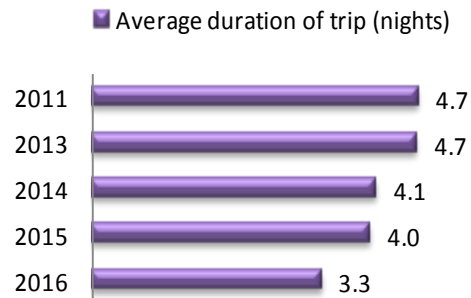
5.4.1 Day visitors to Windsor (visiting from home or while on holiday) spend an average of 4.9 hours in the town. The results are consistent with previous years.

5.4.2 Visitors staying overnight in Windsor stayed for an average of 3.3 nights in 2016, lower than in previous years.

**Figure 8: LOS day visitors**



**Figure 9: LOS staying visitors**



## 5.5 Type of accommodation used by staying visitors

5.5.1 Of the 78 groups staying overnight in Windsor, 78% were using serviced accommodation, including 69% who were staying in a hotel and 9% who were staying in a B&B/guest house or an inn with rooms. The proportion staying in serviced accommodation was higher than the previous two years.

5.5.2 Twelve percent of all staying visitors were accommodated in the homes of friends or relatives in 2016, a slightly lower proportion than last year.

5.5.3 It should be noted, however, that as the sample is based on only 78 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 19: Type of accommodation used**

	2016	2015	2014	2013	2011
<i>Base:</i>	78	67	61	76	69
Hotel	69%	64%	54%	74%	64%
B&B/ Guest house	6%	6%	10%	7%	3%
Pub/ inn	3%	1%	-	-	-
Rented house/ cottage/ flat	3%	1%	-	5%	3%
Caravanning/ camping	3%	-	10%	1%	-
Onboard a boat/ yacht	5%	12%	8%	1%	17%
Home of friend or relative	12%	15%	16%	11%	9%
Other (second home, host family etc.)	-	-	5%	1%	4%
Total	100%	100%	100%	100%	100%

## 5.6 Main mode of transport used

5.6.1 Half of all visitors in 2016 had travelled to Windsor by private vehicle (car/ van/ motorcycle or motorhome). This is similar to the proportion of visitors who travelled by private motor vehicle in 2015 (49%), but higher than that of 2014 (43%).

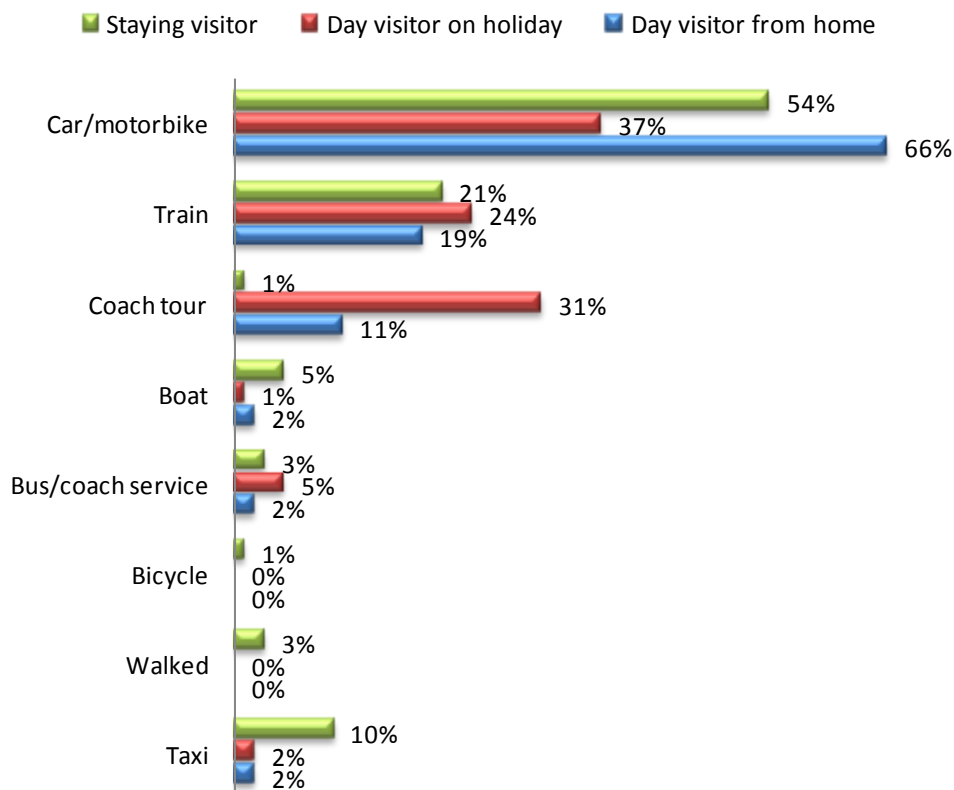
5.6.2 Twenty-six percent of visitors used public transport (a train or coach/bus service) and 19% travelled to Windsor as part of a coach tour.

**Table 20: Main mode of transport used to reach Windsor**

	2016	2015	2014	2013	2011
<i>Base:</i>	397	399	400	418	395
Car/ van/ motorcycle	50%	49%	43%	60%	47%
Bus/ coach service	4%	6%	9%	8%	6%
Coach tour	19%	17%	16%	10%	18%
Bicycle	0%	1%	2%	0%	1%
Boat	2%	2%	2%	1%	3%
Train	22%	23%	25%	17%	23%
Taxi	3%	2%	2%	2%	3%
Walked	1%	0%	1%	1%	1%
Other	1%	0%	1%	0%	0%
Total	100%	100%	100%	100%	100%

5.6.3 Day visitors on holiday were most likely to travel to Windsor on as part of a coach tour or use public transport and less likely to be using their own vehicle than other visitor types.

**Figure 10: Main mode of transport used to reach Windsor by visitor type**



## 5.7 Use of car parking facilities

5.7.1 Only two percent of visitors who travelled to Windsor by private motor vehicle in 2016 used the Park & Ride facility. This was lower than in previous years. As in previous years, a high proportion of those travelling to Windsor by car used the town centre car parks, with the remainder either parking on street, at their accommodation base in Windsor or parking elsewhere.

**Table 21: Parking facilities used by those travelling to Windsor by car**

	2016	2015	2014	2013	2011
<i>Base:</i>	196	196	172	251	185
Used Park & Ride facility	2%	5%	3%	5%	3%
Used town centre car parks	73%	75%	74%	75%	68%
Other (parking on street etc.)	25%	20%	23%	20%	29%

## 5.8 Local attractions visited during the trip

5.8.1 Visitors were asked whether Legoland or Windsor Castle were the main reason for visiting Windsor. Two-thirds of both day visitors on holiday and staying visitors said that Windsor Castle had been the main reason for their visit that day. Far fewer visitors mentioned Legoland as the main reason for their visit.

**Table 22: Whether Legoland or Windsor Castle were main reason for visiting by visitor type**

	All visitors	Day visitor from home	Day visitor on holiday	Staying visitor
<i>Base:</i>	395	128	190	77
Windsor Castle	60%	49%	66%	62%
Legoland	8%	2%	9%	14%
Neither	36%	51%	28%	31%

5.8.2 Visitors were shown a list of attractions and places of interest in and around Windsor and asked which (if any) they had visited or were intending to visit during their current trip to Windsor.

5.8.3 As in previous years, cafe's/ restaurants/ pubs (visited by 85% of visitors) and shops (visited by 73% of visitors) were the most frequently mentioned attractions in 2016.

5.8.4 Windsor Castle was again the most frequently mentioned formal attraction, with half (50%) of all visitor groups saying they had or intended to visit inside the Castle. Day visitors on holiday and staying visitors were particularly likely to visit inside the Castle during their trip to Windsor.



**Table 233: Visits to local attractions by visitor type**

	All visitors	Day visitor from home	Day visitor on holiday	Staying visitor
<i>Base:</i>	396	127	191	78
Visit a cafe/ restaurant/ pub	85%	87%	83%	87%
Visit the shops	73%	71%	70%	87%
River Thames	62%	67%	54%	74%
Visit inside Windsor Castle	50%	35%	57%	59%
Parks & gardens near the river	35%	43%	29%	35%
See the soldiers marching	14%	13%	12%	21%
Visit Windsor Great Park/ Long Walk	12%	11%	10%	15%
Look around Eton College	12%	9%	10%	19%
Take a riverboat excursion/ Duck Tour	11%	10%	9%	15%
Visit inside Legoland	9%	-	11%	17%
Take an open top bus tour	8%	6%	9%	8%
Runnymede/ Magna Carta	5%	5%	4%	6%
Follow the Queen's Walkway	3%	2%	2%	6%
Windsor Farm Shop	3%	3%	2%	4%
International event(s)	3%	2%	3%	3%
Arts/ music venue or Theatre Royal	2%	2%	1%	4%
Ascot Racecourse	2%	1%	1%	5%
Visit inside Savill Garden	1%	-	1%	5%
Visit Guildhall Museum	1%	2%	1%	1%
Windsor Racecourse	1%	2%	-	1%
Hire a rowing boat	1%	2%	1%	-
Visit inside Frogmore House & Gardens	1%	1%	1%	-
Dorney Court	1%	1%	-	1%
Take a horse-drawn carriage ride	0%	-	1%	-

*NB: Multiple responses permitted*

## 5.9 Use of the Visitor Information Centre (VIC)

5.9.1 Nine percent of all visitors indicated that they had been into the Visitor Information Centre during their visit to Windsor in 2016, varying between 4% of day visitors from home and 21% of staying visitors. The overall proportion of visitors using the Visitor Information Centre was broadly consistent with earlier years.

**Table 24: Whether visited the VIC**

	2016	2015	2014	2013	2011
<i>Base:</i>	397	399	400	417	398
Yes	9%	10%	10%	8%	14%
No	91%	90%	90%	92%	86%

**Table 2524: Whether visited the VIC by visitor type**

	Day visitor from home	Day visitor on holiday	Staying visitor
<i>Base:</i>	128	191	78
Yes	4%	8%	21%
No	96%	92%	79%

## 5.10 Visitor spend by staying visitors

5.10.1 As shown in Table 25, the average overall spend on eating out, shopping, entertainment and travel/transport among visitors staying overnight in Windsor in 2016 was £57.79 (per person per 24 hours), lower than the average level of expenditure on these items seen last year but higher than in 2014. In common with previous years, eating out and shopping accounted for the highest proportion of expenditure.

**Table 26: Average spend by staying visitors (£ per person per 24 hours)**

	2016	2015	2014	2013	2011
Eating out	£25.04	£24.39	£17.15	£27.47	£20.16
Shopping	£18.82	£24.68	£12.38	£22.86	£13.67
Entertainment	£10.93	£8.77	£7.88	£10.54	£7.99
Travel/ transport in Windsor	£3.00	£3.68	£3.38	£8.36	£4.02
<b>Sub-total</b>	<b>£57.79</b>	<b>£61.52</b>	<b>£40.77</b>	<b>£69.23</b>	<b>£45.84</b>
All commercial accommodation	£48.51	£31.37	£33.66	£39.79	£26.66
All accommodation (incl. second homes and homes of friends/relatives)	£34.73	£28.35	£21.72	£33.56	£22.08
<b>Total (including commercial accommodation)</b>	<b>£92.52</b>	<b>£92.89</b>	<b>£74.43</b>	<b>£109.02</b>	<b>£72.50</b>

*NB: Figures relate to those staying overnight in Windsor only. Average spend figures exclude 'no replies'.*

5.10.2 The average spend on commercial accommodation<sup>1</sup> in Windsor was higher this year compared to previous years (£48.51 per person per night compared to £31.37 in 2015 and £33.66 in 2014). The average total spend for staying visitors, including spend on commercial accommodation, was estimated to be £92.52 per person per night.

## 5.11 Day visitor expenditure

5.11.1 Day visitors (combining day visitors from home and day visitors on holiday) to Windsor spent an average of £34.71 per person per day during 2016, a little higher than the average spend seen last year.

5.11.2 Eating out and shopping accounted for the highest proportion of day visitor spend.

**Table 27: Average spend by day visitors (£ per person per day)**

	2016	2015	2014	2013	2011
Eating out	£12.24	£12.07	£12.31	£12.51	£10.89
Shopping	£11.12	£10.74	£12.44	£11.92	£10.24
Entertainment	£9.29	£8.53	£9.90	£8.58	£7.22
Travel/ transport in Windsor	£2.06	£1.46	£2.73	£6.83	£1.87
<b>Total</b>	<b>£34.71</b>	<b>£32.80</b>	<b>£37.37</b>	<b>£39.83</b>	<b>£30.22</b>

*NB: Average spend figures exclude 'no replies'.*

<sup>1</sup> Commercial accommodation in Windsor includes all forms of paid-for accommodation including hotels, B&Bs, rented self-catering accommodation and boat moorings. All accommodation includes accommodation which did not incur a charge.

## 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 or more should be considered statistically significant.

### 6.2 Commercial accommodation

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

6.2.2 The majority of visitors (87%) staying in commercial accommodation in Windsor rated the quality of service in their establishment as either 'good' or 'very good', resulting in an average rating score of 4.34, lower than the average of 4.50 achieved last year but comparable to the years prior to 2015.

6.2.3 The value for money of commercial accommodation establishments was also rated well, with 78% of visitors rating this aspect of their visit as 'good' or 'very good', once again leading to an average satisfaction score which, again lower than in 2015, it was still significantly higher than other previous years (4.12 compared to 4.32 last year).

**Table 28: Visitor satisfaction with commercial accommodation**

	Quality of service	Value for money
Very poor	-	-
Poor	2%	8%
Average	11%	13%
Good	38%	38%
Very good	49%	40%

**Table 29: Satisfaction scored for commercial accommodation**

All visitors	Quality of service	Value for money
2016	4.34	4.12
2015	4.50	4.32
2014	4.23	4.03
2013	4.35	4.05
2011	4.11	4.06

### 6.3 Car Parking

6.3.1 Those who had travelled to Windsor by car and used town centre car parks were invited to comment on the ease and cost of parking in the town. As shown in Tables 30 and 31, the ease of parking was rated more favourably than the cost of parking. This is consistent with findings in previous surveys.

6.3.2 The average rating score on ease of parking has fallen since last year (3.91 compared to 4.05), but is higher than the average score of the two years prior to that. The cost of parking also saw a decline in the average satisfaction score given by visitors. A significant proportion of visitors continue to find the cost of parking to be expensive and the average score of 2.62 is lower than the score achieved in the past four years.

**Table 30: Visitor satisfaction with the ease of parking in town centre car parks**

	Ease of parking	Cost of parking
Very poor	6%	21%
Poor	12%	28%
Average	7%	23%
Good	35%	21%
Very good	40%	6%

**Table 31: Satisfaction scores for ease of parking in town centre car parks**

All visitors	Ease of parking	Cost of parking
2016	3.91	2.62
2015	4.05	2.91
2014	3.87	2.70
2013	3.71	2.80
2011	3.98	3.00

## 6.4 Visitor attractions and places to visit

6.4.1 The range of attractions and places to visit in Windsor was rated highly by visitors in 2016, with the mean score of 4.60 being slightly higher than the average score of 4.56 achieved last year. The vast majority (97%) of visitors rated this aspect as 'good' or 'very good'.

6.4.2 The quality of service at attractions and places to visit was also rated very highly by visitors to Windsor; with 98% indicating this aspect of their visit had been 'good' or 'very good' (95% in 2015). The mean score of 4.63 was the highest score for this aspect in the last five years.

6.4.3 As with 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 above average with 81% of visitors rating this aspect as 'good' or 'very good'. The average score of 4.21 in 2016 is an improvement on previous years.

**Table 32: Visitor satisfaction with attractions & places to visit**

	Range	Quality of service	Value for money
Very poor	-	-	1%
Poor	-	-	2%
Average	4%	2%	16%
Good	33%	33%	37%
Very good	64%	65%	44%

**Table 33: Satisfaction scores for attractions & places to visit**

All visitors	Range	Quality of service	Value for money
2016	4.60	4.63	4.21
2015	4.56	4.55	4.16
2014	4.62	4.56	4.12
2013	4.56	4.56	4.00
2011	4.54	4.56	3.99

## 6.5 Places to eat and drink

- 6.5.1 The range of places to eat & drink was particularly well received, with 68% of all respondents describing this as 'very good' (66% in 2015 and 68% in 2014) and providing an average score of 4.63 out of 5, similar to previous years.
- 6.5.2 The quality of service in places to eat & drink was also rated highly, with 93% of visitors describing this as 'good' or 'very good' (95% in 2015). The average score of 4.47 out of 5 has fallen slightly when compared to the previous two years (4.53).
- 6.5.3 Eighty-one percent of visitors in 2016 rated the value for money of places to eat & drink in Windsor as 'good' or 'very good' (slightly higher than last year – 78%), resulting in an average score of 4.12 out of 5.

**Table 34: Visitor satisfaction with places to eat & drink**

	Range	Quality of service	Value for money
Very poor	-	-	0%
Poor	0%	2%	3%
Average	5%	5%	17%
Good	27%	37%	46%
Very good	68%	56%	35%

**Table 35: Satisfaction scores with places to eat & drink**

All visitors	Range	Quality of service	Value for money
2016	4.63	4.47	4.12
2015	4.62	4.53	4.08
2014	4.64	4.53	4.19
2013	4.64	4.44	4.08
2011	4.58	4.56	3.99

## 6.6 Shops & shopping

- 6.6.1 The range of shops was particularly highly rated, with 93% of all respondents describing this as 'very good' or 'good' (95% in 2015) and an average score of 4.58 out of 5.
- 6.6.2 The quality of the shopping environment was also rated highly, with 97% of visitors describing this as 'good' or 'very good' (the same score as in 2015). The mean score of 4.63 out of 5 is higher than the scores recorded for this indicator in previous years.
- 6.6.3 The vast majority of visitors this summer (94%) perceived the quality of service in shops to be 'good' or 'very good' (95% in 2015). The average score of 4.60 in 2016 is also higher than the scores recorded for this indicator in previous years.

**Table 36: Visitor satisfaction with shopping facilities**

	Range	Shopping environment	Quality of service
Very poor	-	-	-
Poor	1%	0%	-
Average	6%	3%	5%
Good	28%	30%	29%
Very good	65%	67%	65%

**Table 37: Satisfaction scores for shopping facilities**

All visitors	Range	Shopping environment	Quality of service
2016	4.58	4.63	4.60
2015	4.59	4.60	4.53
2014	4.55	4.55	4.51
2013	4.56	4.55	4.46
2011	4.39	4.45	4.30

## 6.7 Road and pedestrian signage

6.7.1 Visitors who travelled into Windsor by car were invited to comment on road signage into the town. Overall, 89% considered road signage to be 'good' or 'very good' (similar to 2015 – 91%). The average satisfaction score of 4.40, however, is lower than the previous two years.

6.7.2 The average score for pedestrian signage in Windsor was 4.48, down from 4.52 in 2015 but the same score as in 2014 and higher than earlier years. Ninety-two percent of visitors this summer rated this aspect of their visit as 'good' or 'very good' (which is consistent with the previous two years).

6.7.3 Display maps and information boards in Windsor were generally considered by most visitors to be 'good' or 'very good' (91%). The average score achieved this summer of 4.49 is higher than the previous four years.

**Table 38: Visitor satisfaction with signage**

	Road signs	Pedestrian signs	Display maps/ info boards
Very poor	0%	0%	0%
Poor	2%	2%	2%
Average	9%	6%	7%
Good	35%	33%	31%
Very good	54%	59%	60%

**Table 39: Satisfaction scores with signage**

All visitors	Road signs	Pedestrian signs	Display maps/ info boards
2016	4.40	4.48	4.49
2015	4.47	4.52	4.41
2014	4.47	4.48	4.46
2013	4.29	4.38	4.31
2011	4.40	4.41	4.33

## 6.8 Public toilets

6.8.1 Overall, 82% of visitors perceived the availability of public toilets in Windsor to be either 'good' or 'very good'. This is a significant increase on the 2015 when only 71% rated this aspect as 'good' or 'very good'. An average satisfaction score of 4.23 was achieved which is the highest average score achieved in the past four years.

6.8.2 The cleanliness of toilets was also rated highly, with 88% of visitors who used these facilities rating them as 'good' or 'very good' in 2016 (84% last year). The mean score of 4.42 is also the highest average satisfaction score achieved in the past four years.

**Table 40: Visitor satisfaction with public toilet facilities**

	Availability of public toilets	Cleanliness of toilets
Very poor	1%	-
Poor	7%	3%
Average	11%	9%
Good	31%	32%
Very good	51%	56%

**Table 41: Satisfaction scores with public toilet facilities**

	Availability of public toilets	Cleanliness of toilets
All visitors		
2016	4.23	4.42
2015	3.95	4.26
2014	4.17	4.38
2013	4.10	4.31
2011	3.89	4.29

## 6.9 Streets, parks & open spaces

6.9.1 As in previous years, the general cleanliness and upkeep of streets and public spaces in the town was rated highly by visitors. Ninety-four percent of visitors described the cleanliness of Windsor's streets as 'good' or 'very good' (96% last year). The mean score of 4.58 out of 5, however, was lower than in previous years.

6.9.2 The upkeep of parks and open spaces in Windsor was also rated highly, with a mean score of 4.74 out of 5. Seventy-nine percent of visitors rated this aspect as 'very good' (72% in 2015).

**Table 42: Visitor satisfaction with streets, parks & open spaces**

	Cleanliness of streets	Upkeep of parks & open spaces
Very poor	-	-
Poor	1%	-
Average	6%	1%
Good	30%	25%
Very good	64%	74%

**Table 43: Satisfaction scores for streets, parks & open spaces**

	Cleanliness of streets	Upkeep of parks & open spaces
All visitors		
2016	4.58	4.74
2015	4.65	4.71
2014	4.64	4.69
2013	4.61	4.66
2011	4.43	4.53

## 6.10 Visitor Information Centre

6.10.1 As in previous years, only a relatively small proportion of visitors surveyed in 2016 (36 visiting parties) had been into the Visitor Information Centre (VIC). Overall, visitor opinions reflect high levels of satisfaction with the services provided by the VIC.

- 6.10.2 The ease of finding the VIC was generally rated 'good' and the mean score of 4.54 out of 5, the same as in 2015.
- 6.10.3 The quality of service in the VIC was rated very high at 4.78 out of 5.00, higher than the average satisfaction scores of previous years. All visitors rated this aspect as 'good' or 'very good'.
- 6.10.4 The majority of visitors described the usefulness of information received as 'very good' (81%), and the average score of 4.77 out of 5 in 2016 reflects the high level of satisfaction among visitors.
- 6.10.5 The average scores for quality of service and usefulness of information have increased each year.

**Table 44: Visitor satisfaction with VIC**

	Ease of finding	Quality of service	Usefulness of info.
Very poor	0%	0%	0%
Poor	0%	0%	0%
Average	9%	0%	3%
Good	29%	22%	16%
Very good	63%	78%	81%

**Table 45: Satisfaction scores for VIC**

All visitors	Ease of finding	Quality of service	Usefulness of info.
2016	4.54	4.78	4.77
2015	4.54	4.68	4.64
2014	4.44	4.46	4.55
2013	4.24	4.56	4.52
2011	4.18	4.27	4.43

## 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 Windsor, 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).

**Table 46: Visitor perception of safety**

	Windsor is not too overcrowded	I felt quite safe from crime in Windsor	As a pedestrian in Windsor I felt quite safe from the traffic
Disagree strongly	1%	-	-
Disagree	14%	1%	4%
Neither /or	17%	5%	4%
Agree	59%	50%	57%
Agree strongly	9%	43%	35%

- 6.11.2 As shown in Table 46, two thirds (68%) of all visitors agreed or strongly agreed with the statement that 'Windsor is not too overcrowded' (57% in 2015). Only 15% of visitors disagreed or strongly disagreed with the statement. The mean score of 3.61 out of 5 in 2016 is an improvement on previous years.



6.11.3 Visitor opinions relating to the feeling of safety from crime and traffic were had fallen slightly when compared with the findings from previous surveys. Ninety-three per cent of visitors 'agreed' or 'strongly agreed' with the statement 'I felt quite safe from crime in Windsor compared with 97% in both 2015 and 2014.

6.11.4 Ninety-two per cent of visitors in 2016 indicated that as a pedestrian, they felt quite safe from the traffic in Windsor (91% in 2015). The mean score of 4.22 is higher than last year but a decline when compared with 2014.

**Table 47: Satisfaction scores for safety**

All visitors	Windsor is not too overcrowded	I felt quite safe from crime in Windsor	As a pedestrian in Windsor I felt quite safe from the traffic
2016	3.61	4.36	4.22
2015	3.57	4.32	4.10
2014	3.56	4.49	4.37
2013	3.26	4.19	4.05
2011	3.61	4.24	4.14

## 6.12 Atmosphere, welcome and overall enjoyment

6.12.1 The 2016 survey results for the general atmosphere, feeling of welcome in Windsor, and overall trip enjoyment reflect continued high levels of visitor satisfaction, with ratings in 2016 broadly similar to the high scores achieved in previous surveys. Ninety-nine percent of visitors described the general atmosphere in Windsor as 'good' or 'very good'.

6.12.2 The feeling of welcome in Windsor was also rated highly, with 76% of visitors rating this aspect 'very good' (74% in 2015). The average satisfaction score of 4.73 is similar to the last two years.

6.12.3 The vast majority (92%) of visitors in 2016 rated the enjoyment of their visit as 'high' or 'very high' (94% last year). The average score of 4.37 out of 5 is slightly lower than the average scores of the previous two years.

**Table 48: Visitor satisfaction with atmosphere, welcome and overall enjoyment**

	General atmosphere	Feeling of welcome	Overall enjoyment
Very poor	-	0%	-
Poor	-	-	-
Average	1%	3%	8%
Good	20%	20%	48%
Very good	79%	76%	44%

**Table 49: Satisfaction scores for atmosphere, welcome and overall enjoyment**

All visitors	General atmosphere	Feeling of welcome	Overall enjoyment
2016	4.78	4.73	4.37
2015	4.77	4.70	4.40
2014	4.81	4.72	4.41
2013	4.77	4.69	4.34
2011	4.71	4.58	4.34

## 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. There are several performance indicators which saw improvement compared to last year (indicated with a plus sign in the table below). To be considered a significant improvement, there needs to be an increase in the satisfaction score of at least 0.20 points.
- 6.13.2 There is one aspect which achieved this level of improvement this year compared to last which was *Availability of public toilets* (up 0.28 points in its score).
- 6.13.3 Two areas dropped by 0.20 points or more when compared to last year. These were the *Value for money of accommodation* which dropped by 0.20 points and *Cost of parking* which dropped by 0.29 compared to last year. It should be noted that both of these aspects had significant increases in their scores last year.

**Table 50: Overview of comparative scores**

Indicators	2016	2015	2014	2013	2011	2016/2015 % change
Quality of service for accommodation	4.34	4.50	4.23	4.35	4.11	-0.16
<b>Value for money for accommodation</b>	<b>4.12</b>	<b>4.32</b>	<b>4.03</b>	<b>4.05</b>	<b>4.06</b>	<b>-0.20</b>
Ease of parking	3.91	4.05	3.87	3.71	3.98	-0.14
<b>Cost of parking</b>	<b>2.62</b>	<b>2.91</b>	<b>2.70</b>	<b>2.80</b>	<b>3.00</b>	<b>-0.29</b>
Range of attractions	4.60	4.56	4.62	4.56	4.54	+0.04
Quality of service for attractions	4.63	4.55	4.56	4.56	4.56	+0.08
Value for money for attractions	4.21	4.16	4.12	4.00	3.99	+0.05
Range of places to eat/drink	4.63	4.62	4.64	4.64	4.58	+0.01
Quality of service for places to eat/drink	4.47	4.53	4.53	4.44	4.56	-0.06
Value for money for places to eat/drink	4.12	4.08	4.19	4.08	3.99	+0.04
Range of shops	4.58	4.59	4.55	4.56	4.39	-0.01
Quality of shopping environment	4.63	4.60	4.55	4.55	4.45	+0.03
Quality of service for shopping	4.60	4.53	4.51	4.46	4.30	+0.07
Road signs	4.40	4.47	4.47	4.29	4.40	-0.07
Pedestrian signs	4.48	4.52	4.48	4.38	4.41	-0.04
Display maps/ info boards	4.49	4.41	4.46	4.31	4.33	+0.08
<b>Availability of public toilets</b>	<b>4.23</b>	<b>3.95</b>	<b>4.17</b>	<b>4.10</b>	<b>3.89</b>	<b>+0.28</b>
Cleanliness of public toilets	4.42	4.26	4.38	4.31	4.29	+0.16
Cleanliness of streets	4.58	4.65	4.64	4.61	4.43	-0.07
Upkeep of parks & open spaces	4.74	4.71	4.69	4.66	4.53	+0.03
Ease of finding VIC	4.54	4.54	4.44	4.24	4.18	0.00
Quality of service for VIC	4.78	4.68	4.46	4.56	4.27	+0.10
Usefulness of info. at VIC	4.77	4.64	4.55	4.52	4.43	+0.13
General atmosphere	4.78	4.77	4.81	4.77	4.71	+0.01
Feeling of welcome	4.73	4.70	4.72	4.69	4.58	+0.03
Overall enjoyment	4.37	4.40	4.41	4.34	4.34	-0.03

## 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:

	<i>Satisfaction score</i>
<i>General atmosphere</i>	4.78
<i>Quality of service for VIC</i>	4.78
<i>Usefulness of info from VIC</i>	4.77
<i>Upkeep of parks &amp; open spaces</i>	4.74
<i>Feeling of welcome</i>	4.73

6.14.3 There were only two indicators which received a score lower than 4 out of 5. These were:

	<i>Satisfaction score</i>
<i>Ease of parking</i>	3.91
<i>Cost of parking</i>	2.62

## 6.15 First impression of Windsor

6.15.1 Visitors were invited to comment on their first impressions of the town. The open ended comments have been grouped into different aspects and the full list is presented in the Appendices. The top responses mentioned are presented below.

6.15.2 By far the most dominant impression mentioned by 71% of all visitors was how attractive and appealing they found the town to be. Others mentioned the cleanliness (37%), traditional feel (26%) and the welcoming feel (25%).

Figure 11: Images/themes conveying first impressions



## 6.16 What visitors liked most about Windsor

6.16.1 Visitors were invited to say what they liked or enjoyed most about Windsor 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.

6.16.2 The key aspects mentioned on enjoyment are presented below and as in previous years, 'the Castle' was the top response (mentioned by 58% of visitors), followed by the general atmosphere and ambience of the town (mentioned by 41% of visitors).

6.16.3 In common with previous years, the historic interest of the town and the River Thames featured strongly in just under a third of the responses given (mentioned by 32% and 30% respectively).

**Figure 12: Aspects of the town most liked**



6.16.4 The majority of visitors (86%) indicated that 'nothing' had spoiled the enjoyment of their visit to Windsor.

6.16.5 Of those who did offer comments, a variety of different aspects were mentioned, often by only one or two visitors. This included the poor weather and expensive parking.

### 6.17 Meeting of expectation & likelihood of recommending

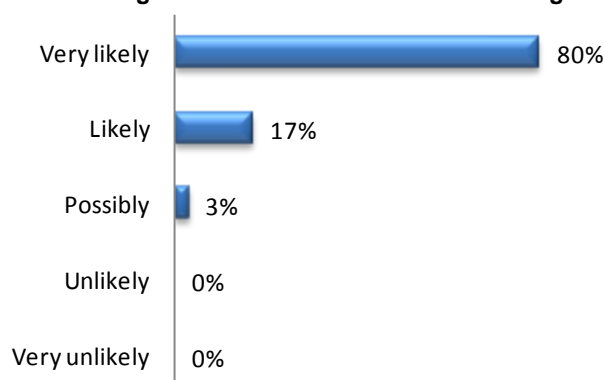
6.17.1 Overall, 72% of visitor indicated that the visit had met their expectations, while 27% reported that it had exceeded their expectations. Only 1% reported that the visit had failed to meet their expectations. The findings are broadly consistent with previous surveys.

**Table 51: Whether the visit met expectations**

	2016	2015	2014	2013	2011
<i>Base:</i>	397	399	400	416	397
Met expectations	72%	72%	77%	75%	75%
Exceeded expectations	27%	26%	22%	22%	24%
Failed to meet expectations	1%	2%	1%	3%	1%

6.17.2 As in previous years, the vast majority of respondents indicated that they were 'very likely' or 'likely' to recommend Windsor as a visitor destination to others (97%).

**Figure 19: Likelihood of recommending**





APPENDIX 1: COPY OF QUESTIONNAIRE

**WINDSOR VISITOR SURVEY 2016**

<b>Windsor Sites:</b>		<b>Date:</b> / /16		<b>Interviewer initials:</b> .....	
Windsor & Eton Bridge	-1	<b>Time:</b> 1100-1300	-1	<b>Weather:</b>	
Cnr High St & Castle Hill	-2	1301-1500	-2	Wet	-1
Halfway down Peascod Street	-3	1501-1700	-3	Cloudy (completely overcast)	-2
Windsor Royal Station	-4	1701+	-4	Sunny (or sunny intervals)	-3
Guildhall area	-5				

Good morning/afternoon. I'm ..... from Tourism South East. We are conducting a survey of visitors to Windsor on behalf of Windsor 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
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1. Do you live in Windsor 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 Windsor? (SHOWCARD 1 – ONE RESPONSE ONLY)

Leisure or holiday visit -1  
 Visiting friends or relatives -2  
 Shopping trip (special/non-regular) -3  
 Dining -4  
 Business/attending a conference -5  
 Language student -6  
 Shopping trip (regular/household) -7 → Close  
 Work/study here -8 → interview  
 Other -9 → 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 Windsor?

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 Windsor 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 WINDSOR, go to Q7

ASK ALL VISITORS STAYING IN WINDSOR:

6f. How much have/will you and your party be spending on your accommodation for the duration of your stay in Windsor (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 WINDSOR:

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	
Social media (Facebook, Twitter etc)	-4	
TV feature	-5	
Radio feature	-6	
Newspaper	-7	
Visitor Information Centre	-8	
Other (specify below)	-9	
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	-01	Scruffy/ run down	-06
Welcoming	-02	Dirty	-07
Clean	-03	Noisy	-08
Busy/ bustling	-04	Overcrowded	-09
Traditional	-05	Other (specify below)	-10

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

Visit inside Windsor Castle	-01
Visit inside Legoland	-02
Ascot Racecourse	-03
Windsor Racecourse	-04
Visit inside Frogmore House & Gardens	-05
See the soldiers marching	-06
Dorney Court	-07
Visit inside Savill Garden	-08
Visit Windsor Great Park/ Long Walk	-09
Look around Eton	-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
Follow the Queen's Walkway	-26
International event(s) - please specify below	-27
Which event(s)?	

15a. If Windsor Castle and/or Legoland NOT circled above please ask 'why aren't you visiting ..... ?

W .....  
L .....

**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 -01  
History/ heritage/ historic town -02  
The atmosphere/ ambience of the town -03  
The shops -04  
The river -05  
Attractive town/ scenic -06  
The buildings/ architecture -07  
Plenty to see and do -08  
Good restaurants/ eateries -09  
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 -01  
The weather -02  
Other (specify below) -03

.....  
.....  
.....



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 25: Origin (home county/country) - domestic

	All domestic	Day visitor from home	Day visitor on holiday	Staying visitor
Base	279	128	95	56
Greater London	14%	26%	1%	7%
Surrey	7%	13%	2%	4%
Scotland	6%	-	16%	4%
Berkshire	4%	9%	-	2%
Hampshire	4%	6%	2%	4%
Middlesex	4%	8%	1%	2%
Wales	4%	-	10%	4%
Somerset (including Bristol)	3%	2%	5%	2%
Kent	3%	4%	1%	4%
West Midlands	3%	1%	4%	5%
Buckinghamshire	3%	5%	1%	-
East Sussex	3%	3%	3%	-
Essex	3%	3%	2%	2%
Hertfordshire	3%	4%	2%	-
West Yorkshire	3%	-	5%	4%
Tyne & Wear	2%	-	3%	5%
Northern Ireland	2%	-	4%	4%
Devon	2%	-	5%	-
Lincolnshire	2%	1%	2%	4%
Northamptonshire	2%	2%	1%	2%
Bedfordshire	1%	1%	-	5%
Cambridgeshire	1%	1%	1%	4%
Cheshire	1%	-	3%	2%
Derbyshire	1%	1%	1%	4%
Leicestershire	1%	1%	2%	2%
Merseyside	1%	-	4%	-
Norfolk	1%	1%	2%	2%
Oxfordshire	1%	2%	-	2%
Staffordshire	1%	1%	1%	4%
Warwickshire	1%	1%	1%	4%
West Sussex	1%	2%	-	4%
Gloucestershire	1%	1%	1%	2%
Lancashire	1%	-	1%	4%
Cleveland (Tees Valley)	1%	-	1%	2%
Dorset	1%	2%	-	-
Durham	1%	-	2%	-
Wiltshire	1%	2%	-	-
North Yorkshire	1%	-	2%	-
Greater Manchester	<1%	-	1%	-
Herefordshire	<1%	-	-	2%
Isle of Man	<1%	-	-	2%
Northumberland	<1%	-	1%	-
Nottinghamshire	<1%	-	1%	-
Shropshire	<1%	-	1%	-
Suffolk	<1%	-	1%	-
Worcestershire	<1%	1%	-	-
East Yorkshire	<1%	-	-	2%
South Yorkshire	<1%	-	-	2%

**Table 26: Origin (home county/country) - overseas**

	All overseas	Day visitor on holiday	Staying visitor
	118	96	22
U.S.A.	26%	25%	32%
Australia	9%	10%	5%
Germany	9%	9%	5%
Canada	8%	7%	9%
France	4%	4%	5%
Netherlands	4%	5%	-
China	4%	4%	5%
Republic of Ireland	3%	4%	-
Italy	3%	3%	5%
New Zealand	3%	3%	-
Belgium	2%	2%	-
Spain	2%	2%	-
Saudi Arabia	2%	2%	-
Brazil	2%	1%	5%
South Africa	2%	2%	-
Denmark	1%	1%	-
Finland	1%	1%	-
Luxembourg	1%	1%	-
Portugal	1%	1%	-
Sweden	1%	-	5%
Cyprus	1%	1%	-
Malta	1%	1%	-
Norway	1%	-	5%
Former Yugoslavia	1%	1%	-
Kuwait	1%	1%	-
United Arab Emirates	1%	-%	5%
Slovakia	1%	1%	-
Argentina	1%	-	5%
Hong Kong	1%	-	5%
Malaysia	1%	-	5%
India	1%	1%	-
Kenya	1%	1%	-
Singapore	1%	-	5%
Croatia	1%	1%	-
Ghana	1%	1%	-
Mauritius	1%	1%	-

**Table 27: First impressions of Windsor**

Attractive/appealing	71%
Clean	37%
Busy/bustling	27%
Traditional	26%
Welcoming	25%
Nice/ Pleasant/ Enjoyable	11%
Quaint/ historic/Charming/	6%
Pretty/Beautiful	6%
Brilliant/Great	6%
Peaceful/ quiet/ relaxing	2%
Appealing shopping area	2%
Easy to find way around/Good signage	2%
Nice ambience/character	2%
Well maintained	2%
Impressive Castle	2%
Overcrowded	2%
Scruffy/run down	2%
Lots of flowers/green space	1%
Colourful	1%
Nice/compact/cosy	1%
Changed a lot	1%
Very 'English'/'British'	1%
Lots of nice restaurants/places to eat/pubs	1%
Nice station	1%
Noisy	1%
Bad signage/confusing signage	<1%
Good parking	<1%
Used to accommodating tourists	<1%
Interesting	<1%
Know it well/familiar	<1%
Bigger than I thought	<1%
Chaotic	<1%
Better than expected	<1%
Not too much traffic	<1%
People friendly	<1%
Easy to get lost	<1%
Good weather	<1%
Touristy	<1%
Difficult/expensive to park	<1%
Nice to walk around	<1%
Up market	<1%
Dirty/litter	<1%
Lots to see and do	<1%
Smaller than expected	<1%
Multicultural	<1%
Too much walking	<1%
Grafitti	<1%

**Table 28: What visitors liked most about Windsor**

The Castle	58%
The atmosphere/ ambience of the town	41%
History/ heritage/ historic town/ cultural	32%
The river/ boats/ wildlife river	30%
The shops (quality/range)	25%
Attractive town/ scenic/ views	25%
Friendly/ welcoming	25%
The buildings/ architecture/ streets	21%
Traditional/ quaint/ 'olde worlde'/ charming	19%
Good restaurants/ eateries/ pubs	19%
Plenty to see and do/ great day out/ something for everyone	18%
Clean	4%
Compact layout (everything close together)	3%
Parks/ Gardens	2%
Legoland	2%
Easy to get to/close to London/Heathrow	2%
Great weather	2%
Everything	2%
Quiet/ peaceful/ calm	1%
Nice to walk around	1%
Windsor Great Park/ The Long Walk	1%
Lively/vibrant	1%
The Queen/Britishness/Patriotic feel	1%
St George's Chapel	1%
Good place to meet friends/relatives	1%
Flowers/ hanging baskets	1%
River boat trip	1%
Seeing the soldiers marching/ changing of the guard	1%
Eton College	<1%
Good access/ Accessible	<1%
Good place for children	<1%
Feeling of safety	<1%
Lots of places to sit	<1%
Open top bus tour	<1%
Windsor Royal Station	<1%
Fudge factory	<1%
Frogmore House	<1%
Wildlife	<1%
Peascod Street	<1%
Ascot	<1%