



Somerset destination report

kubi kalloo



VisitEngland Destination tracker:

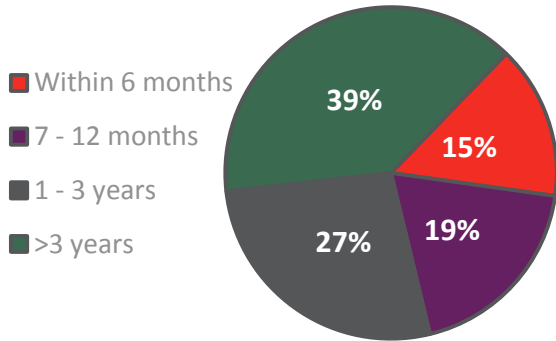
- Since April 2015, the national tourist boards of VisitEngland, VisitScotland and VisitWales have been tracking visitor perceptions of holiday destinations across GB in a single research vehicle.
- Data in this report is from April 2015 – September 2016
- This study explores **behavioural and experience measures** such as, visitation, spend, stay length, satisfaction and advocacy within individual destinations. As well as the **imagery perceptions** of each destination.
- In the report there are 3 samples for comparison; those from whom this destination was the most recently visited, those who claim to visit a countryside destinations at C52 and finally a GB average.
- All respondents are GB holiday takers, having taken a GB break in the past 12 months or are expecting to in the next 12 months. This accounts for approx. 49% of the population.
- Significant differences will be indicated by a **black↑/orange↓** arrow against countryside destinations and a **blue↑/red↓** against GB.
- This report provides a snapshot of:
 1. A demographic split of destination visitors
 2. The behaviours exhibited at the destination: How loyal are they to the destination and how satisfied were they with their trip?
 3. How GB holiday makers perceive this destination and how does it compare with others?
- Finally there is a summary of findings.

Who is visiting?

Ever Visited Somerset :

56%

Time since last visit



*Please note respondents can have visited more than one destination in the last 3 years

Visited destination in the last 3 years

Gender	Somerset	Countryside	Great Britain
Male	53%	48%	49%
Female	47%	52%	51%

Age	Somerset	Countryside	Great Britain
18-24	11%	12%	14%
25-34	17%	14%	16%
35-44	18%	18%	17%
45-54	20%	19%	18%
55-64	15%	14%	15%
65+	19%↓	23%	20%

Region of origin	Somerset	Countryside	Great Britain
Wales	5%	6%	5%
Scotland	6%	9%	9%
North East	3%	5%	4%
North West	8%	11%	11%
Yorkshire/ Humberside	6%	10%	9%
East Midlands	6%	8%	7%
West Midlands	12%	8%	9%
East Anglia / East of England	8%	9%	10%
Greater London	13%	11%	13%
South East	21%↑↑	15%	14%
South West	13%↑↑	9%	9%

OVER 1/3 OF VISITORS ARE FROM THE SW AND SE. THERE IS A SLIGHT MALE SKEW IN THE PROFILE OF VISITORS. A SIZEABLE GROUP OF VISITORS TO SOMERSET HAVE NOT DONE SO WITHIN THE LAST 3 YEARS.

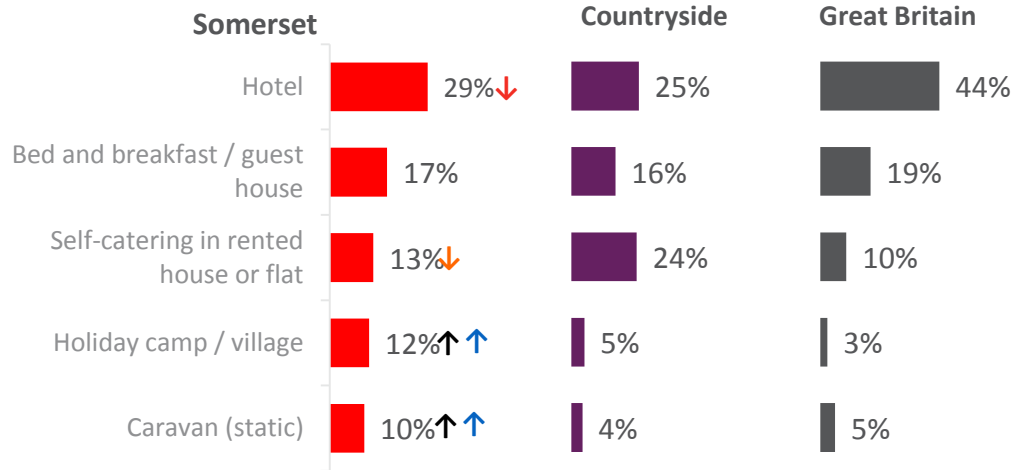
Base: Somerset reduced destination list n=618 Somerset last 3 years reduced destination list n=205 Countryside destination n= 1695 Total base n=12771

Significant differences will be indicated by a black↑/orange↓ arrow against countryside destination and a blue↑/red↓ against GB

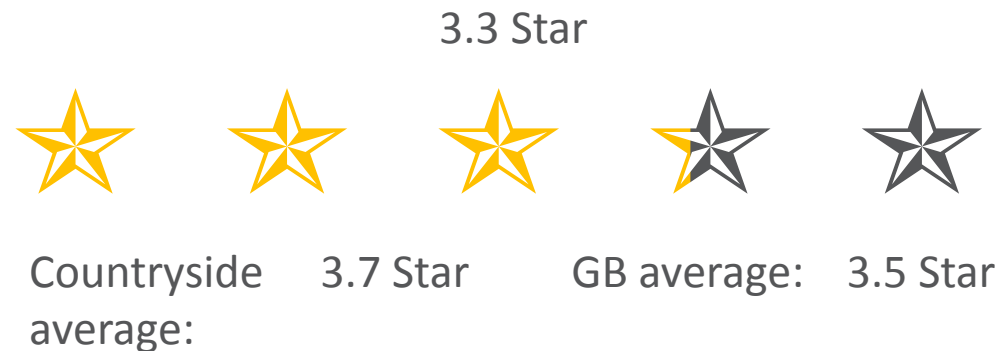


Where are they staying? – among most recent visitors

Accommodation type (top 5)



Accommodation Quality Average (claimed)



Accommodation Quality	Somerset	Countryside	Great Britain
1 star	1%	1%	1%
2 star	6%	4%	6%
3 star	41%↑	29%	36%
4 star	21%	35%	33%
5 star	3%↓↓	11%	7%
Don't know/ Can't Remember	24%↑	21%	17%



IN SOMERSET, HOLIDAY CAMPS AND CARAVANS ARE MORE POPULAR THAN THEY ARE IN OTHER COUNTRYSIDE DESTINATIONS, WITH LOWER LEVELS OF SELF-CATERING ACCOMMODATION USED.

Base: Most recently visited destination n=162 Countryside destination n= 1695 Total base n=12179
Question name: In tables

Significant differences will be indicated by a black↑/orange↓ arrow against countryside destination and a blue↑/red↓ against GB

Consideration, satisfaction & intention to visit

Loyalty Ladder	Somerset destination average	Countryside destination average*	Great Britain destination average*
Loyal (I often/sometimes take holidays there and intended to in the next year/couple of years)	16%	16%	17%
Considerers (I have been/never been to this destination before but would like to in the future)	58%	49%	48%
Rejecters (I have been/never been to this destination before and am not likely to do so in the future)	19%	27%	26%
Satisfaction	52%	54%	48%
Likelihood to revisit (C88)	8.5	8.3	8.4
Base n=	618/162	1695	12179

LOYALTY, SATISFACTION AND LIKELIHOOD TO REVISIT SOMERSET IS COMPARABLE TO THE REST OF THE COUNTRY. YET, HIGH LEVELS OF CONSIDERATION AND LOW LEVELS OF REJECTION SUGGESTS THAT THE DESTINATION HOLDS APPEAL FOR MANY WOULD BE VISITORS.

Base: In table Asked of all Somerset shown on rotation from reduced destination list / Most recently visited destination

Question name: In tables

* Averages taken manually from averaging each destination, not via nett.

Destination attribute satisfaction – among visitors to Somerset

Destination attributes difference analysis

		Countryside	GB
The quality of the natural environment	83%	87%	81%
Being welcoming and friendly	76%	80%	74%
The quality of accommodation options	73%	74%	71%
The ease of getting around the destination	70%	66%	69%
The range of attractions and things to do	68%	65%	67%
The customer service given	68%	70%	68%
Having a good range of outdoor activities	67%	67%	67%
The quality of food & drink	67%	74%	72%
Offering a distinctive, authentic experience	66% ↓	71%	68%
Its history and heritage (famous buildings, castles, monuments)	66%	73%	71%
Its overall value for money	66%	66%	63%
The availability of information about this destination once you're there	65%	66%	68%
The availability of information about this destination before you get there	65%	67%	69%
The ease of getting to the destination	62%	63%	66%
The availability of individual/independent local shops	61%	57%	61%

AMONG VISITORS THE TOP TWO ATTRIBUTES ARE THE SAME AS OTHER COUNTRYSIDE DESTINATIONS, HOWEVER THE DESTINATION DOES NOT STAND OUT FOR ANY ATTRIBUTES SIGNIFICANTLY. FURTHERMORE, OFFERING A DISTINCT EXPERIENCE IS SIGNIFICANTLY WEAKER THAN OTHER COUNTRYSIDE DESTINATIONS.

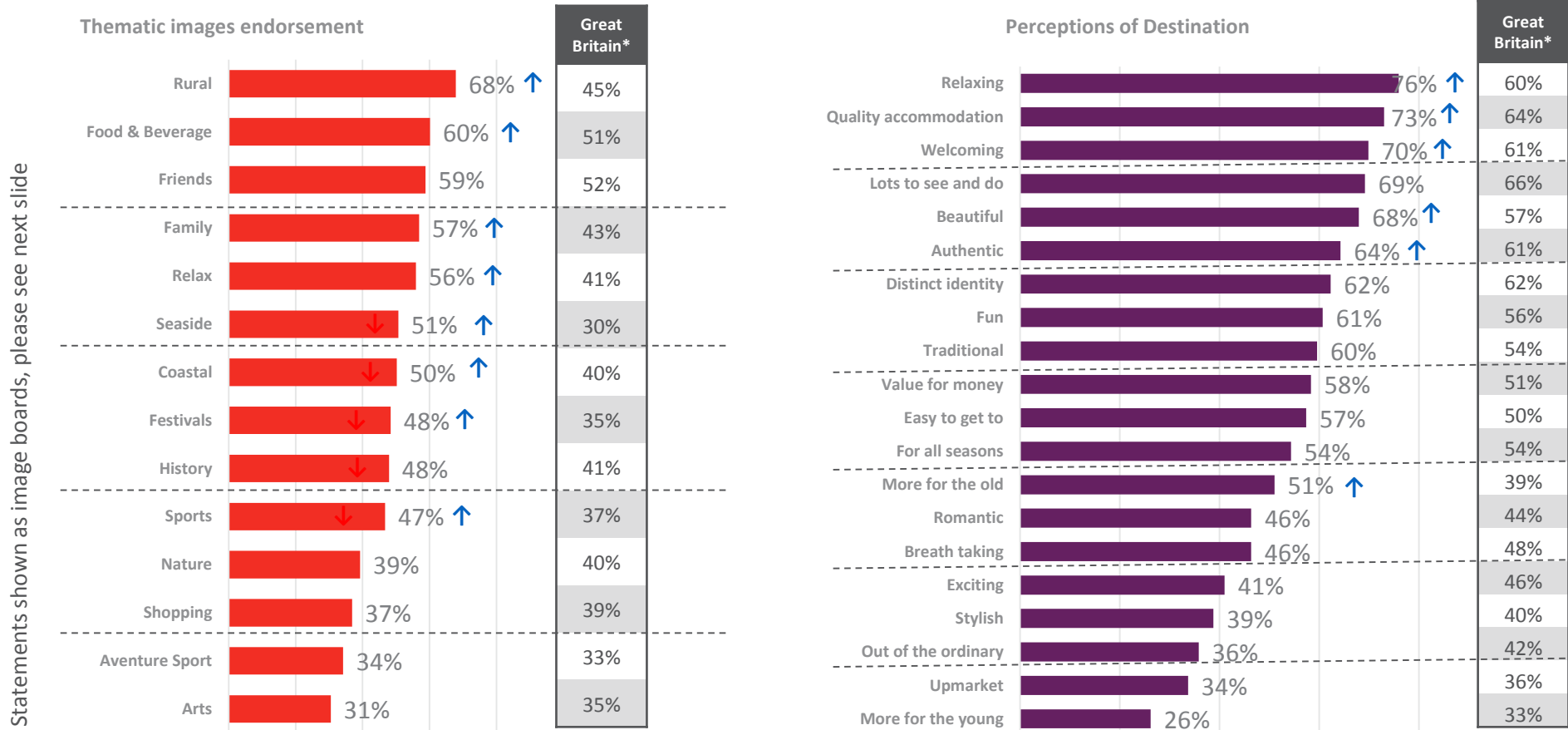
Base: Somerset n=162, Countryside =1695 Total n=12179
Question name: C90 Destination attributes

Significant differences will be indicated by a black ↑/orange ↓ arrow against countryside destination and a blue ↑/red ↓ against GB



Destination attribute perception - among GB holiday makers

These questions ask how destinations are perceived generally, not how each was rated on a recent trip. The question is asked of visitors and non-visitors.



AMONG DOMESTIC GB HOLIDAY MAKERS SOMERSET HAS A NUMBER OF STRENGTHS. IT IS SEEN AS A RELAXING AND RURAL DESTINATION. SOMERSET IS ALSO STRONGLY ASSOCIATED WITH FOOD AND DRINKS. HOWEVER MANY VISITORS COULD NOT REMEMBER THE QUALITY OF ACCOMMODATION THEY STAYED IN.

Base: Somerset n=287 Total n=12179
Question name: C90 Destination attributes

* Averages taken manually from summing each destination, not via nett.

The theme boards

Image boards (E30/35)

Shopping



Seaside



Rural



Relax



Nature



Historic



Adventure



Friends



Food & drink



Festivals



Family



Coastal



Arts



Sports



Word associations (E40/45)

- Beautiful
- Breath-taking
- Distinct culture
- Traditional
- Authentic
- Relaxing
- Quality accommodation
- Fun
- Friendly
- Romantic
- Surprising
- Exciting
- Out of the ordinary
- Value for money
- For all seasons
- Stylish
- More for the old
- Easy to get to
- Upmarket
- More for the young

Summary: Somerset

- Just over half of domestic holiday makers have taken a trip to the Somerset and there is an opportunity to increase frequency within the destination.
 - A large proportion (39%) of total visitors have not visited within the last 3 years.
 - Many visitors to Somerset are from the South - within driving distance of the destination.
- Somerset is a popular countryside destination for Caravaners and holiday camp goers, with significantly more visitors to Somerset opting to use these kinds of accommodation than we see from visitors to other countryside or GB destinations.
- Somerset is seen as both relaxing and rural, a welcoming destination for the whole family with a strong association with food & drinks.
- **A watch out:** Among its visitors Somerset lacks distinctiveness as a destination when compared to other countryside destinations.