
Rye Destination Benchmarking Visitor Survey 2005

Final Report

TOURISM
SOUTH EAST

CONTENTS

	EXECUTIVE SUMMARY	i
1	INTRODUCTION	1
	1.1 Background	1
	1.2 Destination Benchmarking	1
2	PROFILE OF VISITORS	3
	2.1 Visitor type	3
	2.2 Group size and composition	3
	2.3 Part of an Organised Group	4
	2.4 Age	5
	2.5 Socio-economic profile	6
	2.6 Origin of visitors	6
	2.7 Accommodation	8
3	CHARACTERISTICS OF VISIT	9
	3.1 Main purpose of visit	9
	3.2 Length of stay	9
	3.3 Repeat Visit	10
	3.4 Main mode of transport used	10
	3.5 Tourist Information Centre	11
	3.6 Special Events Visited	11
	3.7 Places of Interest Visited	11
4	VISITOR AWARENESS AND PERCEPTION	12
	4.1 Promotional material seen prior to visit	12
	4.2 Websites consulted	12
	4.3 Decision to visit Rye	13
	4.4 Features or Images of 1066 Country	14
	4.5 Likes about Rye	14
	4.6 Dislikes about Rye	15
	4.7 Recommending	15
5	VISITOR EXPENDITURE	16
	5.1 Staying visitor expenditure	16
	5.2 Day visitor expenditure	16
6	VISITOR OPINIONS	17
	6.1 Accommodation	17
	6.2 Car parking	18
	6.3 The Market	19
	6.4 Places to eat and drink	20
	6.5 Shops	21
	6.6 Museums	22
	6.7 Tourist Information Centre	23
	6.8 Ease of finding your way around	24
	6.9 Streets	25
	6.10 Public toilets	26
	6.11 Feeling of safety	27
	6.12 General atmosphere and feeling of welcome	28
	6.13 Overall enjoyment & likelihood of recommending	29
	6.14 All Opinions	30

EXECUTIVE SUMMARY

Profile of visitors

- ⇒ With regard to visitor type, the largest proportion of visitors, around 47% were day visitors on holiday. 45% were day visitors from home and the remaining 8% were visitors staying in Rye.
- ⇒ Visiting parties contained on average 2.44 people and 90% of all visiting parties contained adults only.
- ⇒ 25% of visitors to Rye were part of an organised group.
- ⇒ 9% were from overseas, with France, followed by Germany, Ireland and the USA among the most popular countries of origin. The remaining 91% of visitors were from a wide range of locations in the UK, with Kent, East Sussex, Greater London and West Sussex among the most popular counties of origin.
- ⇒ Most visitors staying in Rye were found to be staying in hotels or B&Bs..

Visit characteristics

- ⇒ Leisure and holiday purposes are the main purpose of visits for the majority of visitors to Rye.
- ⇒ The average length of stay for day visitors (both from home and from holiday bases) was found to be 1.95 hours.
- ⇒ The average length of a staying trip was found to be 4.57 nights.
- ⇒ 57% of visitors had visited Rye previously.
- ⇒ 67% of visitors travelled to Rye by private motor vehicle.
- ⇒ 20% of visitors had been to the Tourist Information Centre.
- ⇒ Hastings Castle was the most popular places visited (74.1%), followed by Crazy Golf (48.1%) and the amusement arcades (28.9%).

Destination awareness

- ⇒ The most popular websites viewed were www.1066country.com and www.visitrye.co.uk.
- ⇒ Historic sites were the biggest factor in the decision to visit Rye (52%).
- ⇒ The main image of 1066 Country was the Battle of Hastings (70.1%).
- ⇒ The atmosphere was the main thing liked about Rye (36.5%).
- ⇒ The weather was the main dislike about Rye (43.3%) followed by the traffic (11.7%).
- ⇒ Only one visitor would not recommend Rye as a place to visit.

Visitor expenditure

- ⇒ On average, a staying visitor was found to have spent £38.39 per person per 24 hours. This compares to an average staying visitor spend of £34.00 across all historic towns.
- ⇒ On average, a day visitor (both from home and from holiday bases) was found to have spent £19.22 per person per 24 hours. This compares to an average staying visitor spend of £13.53 across all historic towns.

Visitor opinions

- ⇒ Relatively high levels of satisfaction were found among visitors to Rye on the various indicators which together comprise the 'visitor experience'.
- ⇒ The highest scoring indicators related to; the quality of service in accommodation, feeling of safety from crime and the general atmosphere and feeling of welcome.
- ⇒ The lowest scoring indicators related to; the cleanliness of public toilets and feeling of safety from traffic. No indicators rated less than 3.00 ('average').
- ⇒ 83% of visitors rated the overall enjoyment of their visit as 'high' or 'very high'. 92% rated the likelihood of them recommending Rye to others as 'likely' or 'very likely'.

1. INTRODUCTION

1.1 BACKGROUND

This report presents the findings of a face-to-face survey of visitors to Rye conducted between July and October 2005.

Month	Sample
July	16
August	93
September	79
October	12

Location	Percentage of Sample
Outside TIC/ Heritage Centre	60%
Mermaid Street	3%
Church street	33%
High Street/ The Mint	5%

1.2 DESTINATION BENCHMARKING

During 2005, the Regional Tourist Boards conducted surveys in 13 market towns throughout England to obtain visitors' opinions of a wide range of factors or indicators which together comprise the 'visitor experience'.

Each factor or indicator was rated on a range of one to five, where 1='very poor' (or the most negative response), 2='poor', 3='average', 4='good' and 5='very good' (or the most positive response), allowing an opinion score (out of a maximum of five) to be calculated.

A standardised methodology was used, in terms of the interviewing period and questionnaire design. This allows direct comparisons to be made between the results for individual market towns and the average and highest ('max') scores from all surveys conducted. Market towns included in the 2005 survey are shown below along with additional market towns from the 2004 and 2003 surveys.

2005	2004	2003
Alston	Chesterfield	Stamford
Penrith	Caistor	Alnwick
Keswick	Gainsborough	Amble
Ulverston	Market Rasen	Berwick-upon-Tweed
Ambleside	Darlington	Haltwhistle
Bowness-on-Windermere	Barnard Castle	Hexham
Morpeth	Stanhope	Rothbury
Rye	Ramsay	Seahouses
Battle	St Ives	Wooler
Dorchester-on-Thames		Cheddar
Huntingdon		Shaftesbury
St Neots		Henley
Upper Calder Valley		Wallingford
		Thame

The average percentage of people giving an answer of 'very good' (or the most positive response) and the average percentage of people giving an answer of 'very poor' (or most negative answer) is shown for all market towns. For the individual market town, the actual percentage of 'very good' and 'very poor' scores are shown. The maximum and minimum percentage of 'very good' and 'very poor' scores achieved in

relation to each factor or indicator is also given for all market towns.

The average, maximum and minimum sample sizes for all market towns are also given.

Sample sizes

Mean opinion scores and percentages have been calculated using amalgamated data from surveys conducted in the destinations listed above. Each destination has been given an equal weighting.

Sample sizes varied significantly between indicators, (because visitors were more likely to use or experience, and therefore comment on, certain facilities, services or features than others) and also varied between destinations.

In almost all cases, sample sizes exceeded 50 respondents. However, in some destinations, samples relating to the following eight indicators were less than 50.

TIC – ease of finding
TIC – quality of service
TIC – usefulness of information provided
Accommodation – quality of service
Accommodation – value for money
Ease of parking
Cost of parking

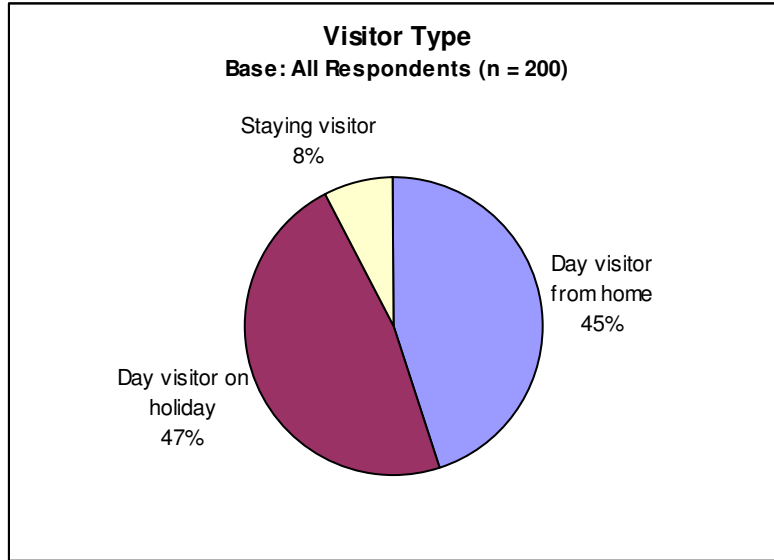
Results relating to these indicators should be interpreted with caution.

As a general guide when using a five point scale (ie: samples of 100 – 1000), there must be a difference of at least 0.2 between two mean scores for this to be significant.

2. VISITOR PROFILE

2.1 VISITOR TYPE - DAY OR STAYING

Of the 200 visitors interviewed, 185 (92%) were day visitors. Of these 90 (45%) were day visitors from home, while 95 (47%) were day visitors from holiday bases outside Rye. The remaining 15 (8%) of visitors were staying overnight in commercial or non-commercial accommodation within Rye.



2.2 GROUP SIZE AND COMPOSITION

On average, visitor groups contained 2.44 persons. There were fewer children visiting Rye than the average for all market towns.

TABLE (1): Average Group Size

	ALL MARKET TOWNS	RYE
CHILDREN	0.54	0.15
ADULTS	2.09	2.29
TOTAL PEOPLE	2.47	2.44

The vast majority of all visiting groups (90%) contained adults only. No group of staying visitors contained children.

Among groups containing children, the most popular group composition were two adults and one child (4%) and two adults with two or more children (4% of total sample).

TABLE (2): Group Composition

	All	Day visitor from home	Day visitor on holiday	Staying visitor
One adult	18%	20%	13%	33%
Two adults	59%	50%	67%	67%
Three adults	7%	13%	2%	-
Four adults	4%	4%	4%	-
Five or more adults	2%	2%	2%	-
Two adults & one child	4%	2%	5%	-
Two adults & two or more children	4%	4%	4%	-
Three adults & one child	1%	1%	1%	-
Four or more adults & one or more children	2%	2%	1%	-

2.3 PART OF AN ORGANISED GROUP?

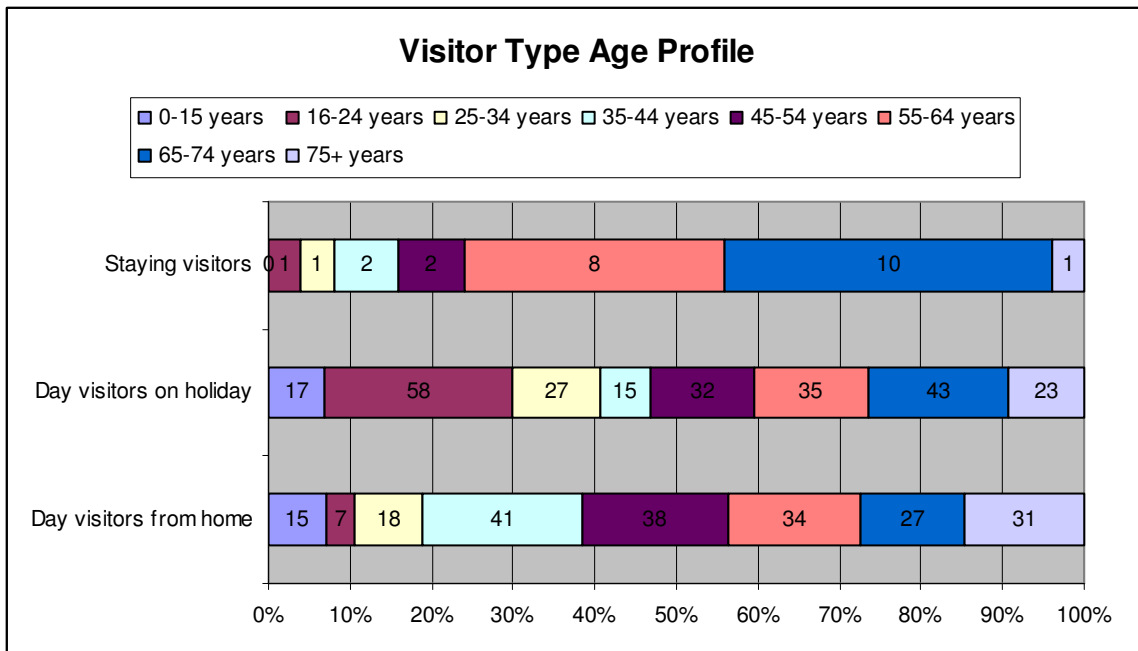
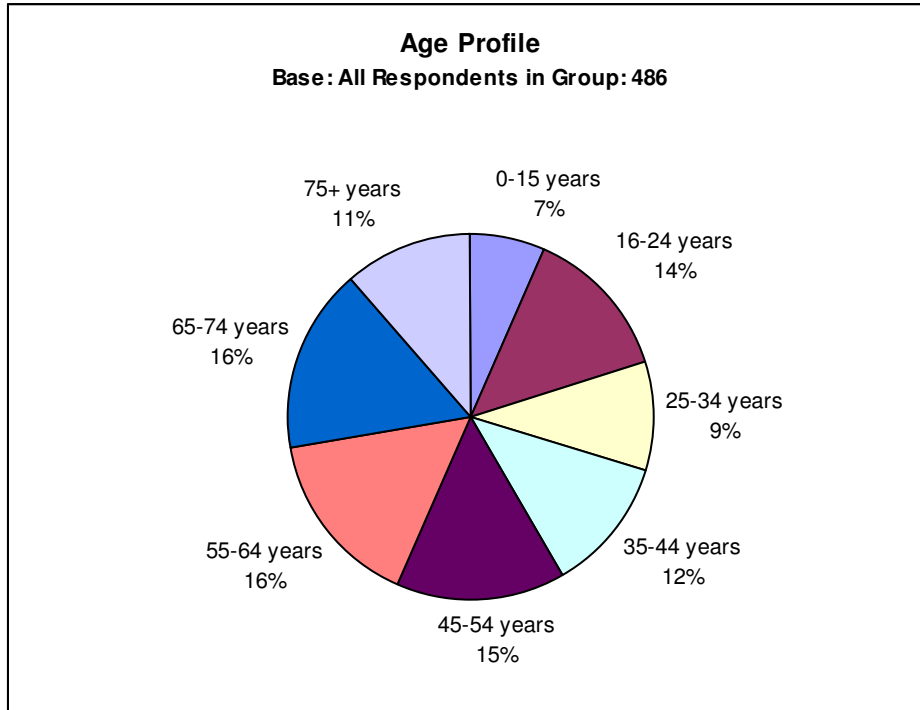
The majority of visitors to Rye (150, 75%) travelled independently. Only 50 (25%) visitors questioned were part of an organised tour, however this is more than the average for all market towns.

TABLE (3): Whether Part of an Organised Group

	ALL MARKET TOWNS	RYE
YES	5	25
NO	95	75

2.4 AGE

Given the high proportion of groups containing adults only, it is not surprising to find that only 7% of visitors are children. The age of visitors is fairly evenly concentrated across the age groups.



2.5 SOCIO-ECONOMIC GROUP

The socio-economic profile of visitors to Rye and all market towns are shown in Table 4 below. This profile is based on the occupation of the highest earner in the interviewee's household and takes into account the previous occupation of those who were retired.

TABLE (4): Socio-Economic Profile

	ALL MARKET TOWNS	RYE
AB	23	11
C1	37	34
C2	24	32
DE	17	23

2.6 ORIGIN OF VISITORS

The vast majority (91%) of visitors were domestic. As would be expected the majority of visitors are from the South East region and London. The table below shows the origin of domestic visitors.

**TABLE (5): County of Origin
Base = 182**

Kent	29.10%
East Sussex	11.50%
G. London	9.90%
West Sussex	6.00%
Surrey	4.90%
Herts	4.40%
Essex	3.80%
Scotland	2.70%
Berks	2.20%
Yorkshire - South	2.20%
Hants	1.60%
Lancs	1.60%
Wales - South	1.60%
West Midlands	1.60%
Bucks	1.10%
Cheshire	1.10%
Durham	1.10%
Glos.	1.10%
G. Manchester	1.10%
Lincs	1.10%
Notts	1.10%
Wilts	1.10%
Yorkshire - West	1.10%
Cambs	0.50%
Devon	0.50%
Norfolk	0.50%
Oxon	0.50%
Shropshire	0.50%

Somerset (including Bristol)	0.50%
Staffs	0.50%
Suffolk	0.50%
Tyne & Wear	0.50%
Wales - North	0.50%
Worcs	0.50%
Yorkshire - North	0.50%

9% of visitors were from abroad. The table below shows the country of origin, with the largest proportion from Europe.

TABLE (6): Country of Origin

France	27.80%
Germany	22.20%
Rep. of Ireland	11.10%
U.S.A.	5.60%
Netherlands	5.60%
Spain	5.60%
Iran	5.60%
Australia	5.60%
New Zealand	5.60%
S. Africa	5.60%

47.5% of visitors were staying in towns outside of Rye. The table below documents which towns these were. The majority (70.2%) of visitors staying outside of Rye were staying in East Sussex. Otherwise visitors were staying in Kent (29.8%).

TABLE (7): Town Staying In

Eastbourne	22.10%
Camber Sands	17.90%
Hastings	16.80%
Folkestone	9.50%
Tunbridge Wells	3.20%
New Romney	2.10%
Canterbury	2.10%
Winchelsea	2.10%
Ashford	2.10%
Battle	2.10%
Maidstone	1.10%
Sevenoaks	1.10%
Broadoak	1.10%
Bethersden	1.10%
Rochester	1.10%
Bexhill	1.10%
Pevensey	1.10%
Sedlescombe	1.10%
Crowhurst	1.10%
En route	1.10%
St Leonards	1.10%

Brighton	1.10%
Playdon	1.10%
Normans Bay	1.10%
Dover	1.10%
Hythe	1.10%
Ramsgate	1.10%
Northiam	1.10%
Lydd	1.10%

2.7 ACCOMMODATION

Hotels and B&Bs (34%) are the most popular choice of accommodation in Rye, followed by rented self catering accommodation (20%). This is higher than the average for all market towns. The specific types of accommodation stayed in are shown in table 7.

TABLE (8): Type of Accommodation Used

	ALL MARKET TOWNS	RYE
<i>HOTEL</i>	13%	27%
<i>B&B/GUEST HOUSE</i>	10%	7%
<i>PUB/INN</i>	1%	0%
<i>RENTED SELF CATERING</i>	6%	20%
<i>TOURING CARAVAN</i>	9%	7%
<i>STATIC CARAVAN – OWNED</i>	9%	13%
<i>STATIC CARAVAN - RENTED</i>	3%	0%
<i>CAMPING</i>	9%	0%
<i>YOUTH HOSTEL</i>	1%	0%
<i>HOLIDAY CENTRE</i>	1%	0%
<i>HOME OF FRIEND OR RELATIVE</i>	30%	13%
<i>SECOND HOME</i>	2%	0%
<i>OTHER</i>	5%	13%

3. CHARACTERISTICS OF VISIT

3.1 PURPOSE OF VISIT

The majority of visitors (84%) were visiting Rye for leisure or holiday purposes.

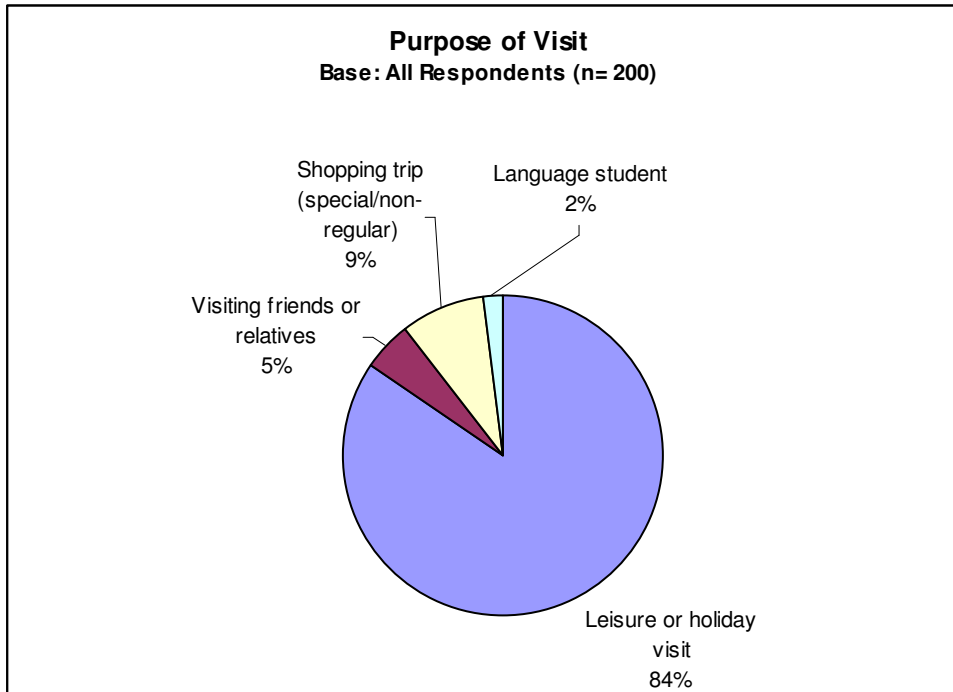


Table 9 compares Rye with all market towns. More visitors to Rye are there for leisure/holiday purposes than the average for all market towns.

TABLE (9): Purpose of Visit

	ALL MARKET TOWNS	RYE
LEISURE/ HOLIDAY	75	85
VFR	11	5
PECIAL SHOPPING TRIP	14	9
BSINESS/ CONFERENCE	0	0
LANGUAGE STUDENT	0	2
OTHER	0	0

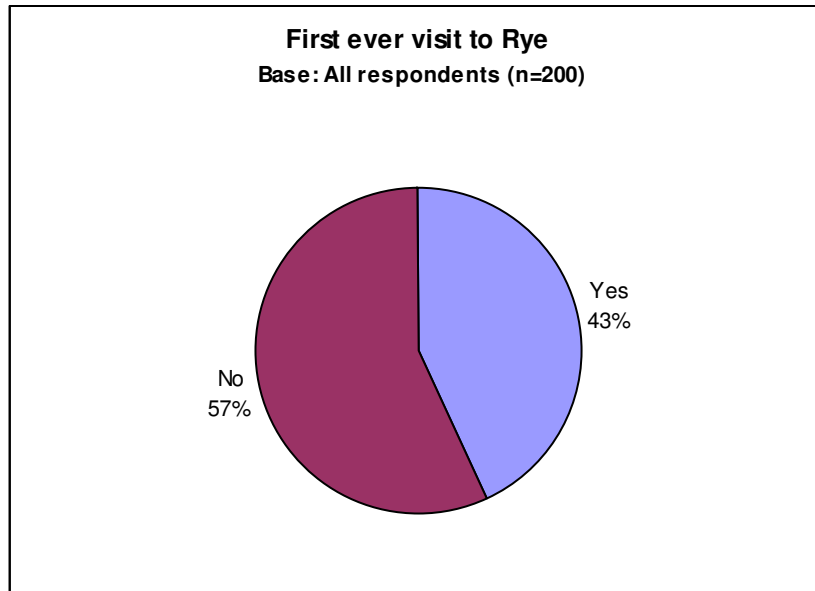
3.2 LENGTH OF STAY

For visitors travelling to Rye for a leisure day out, the average length of time spent in the Borough was 1.95 hours. This is less than the average for all market towns of 3.14 hours.

For visitors staying overnight in Rye, the average duration of the trip was found to be 4.57 nights. This is slightly less than the average for all market towns of 5.75 nights.

3.3 REPEAT VISIT

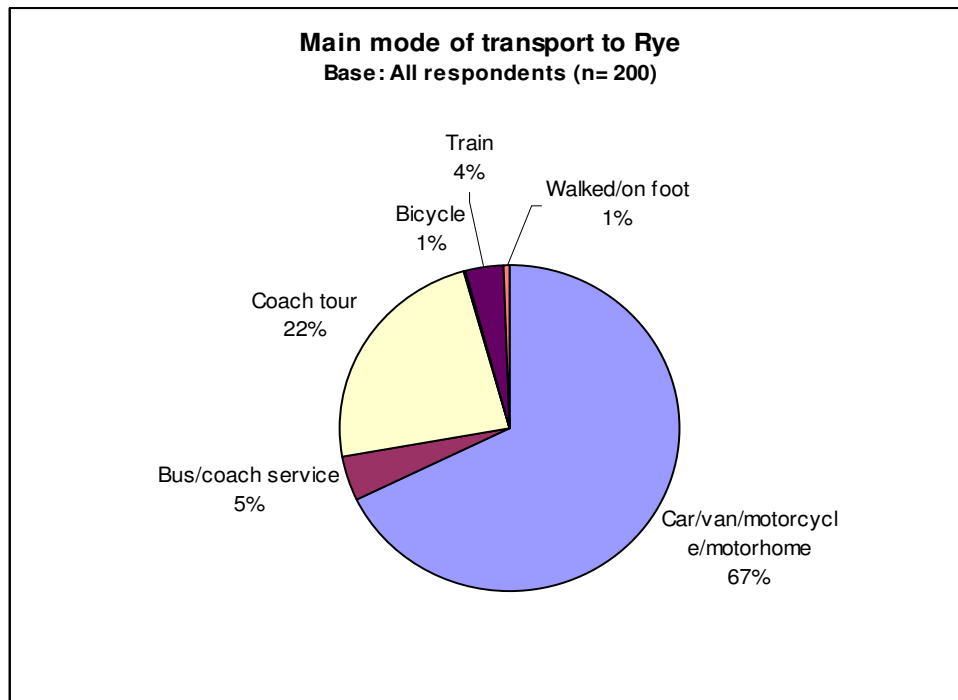
The chart below illustrates that 57% of visitors were repeat visitors. In comparison on average 75% of visitors to all market towns had visited previously.



3.4 MAIN FORM OF TRANSPORT USED

As shown in the chart below the majority (67%) of visitors to Rye travelled by car, van, motorcycle or motor home. In comparison the average for all market towns was 78%.

Coach tours are the next most popular mode of transport to Rye, reflecting the 25% of visitors who are part of an organised tour. In comparison the average percentage of visitors travelling by coach to all market towns is only 3%.



3.5 WHETHER BEEN INTO TIC

The proportion of visitors in Rye visiting the TIC was similar to all market towns.

TABLE (10): Whether been into TIC

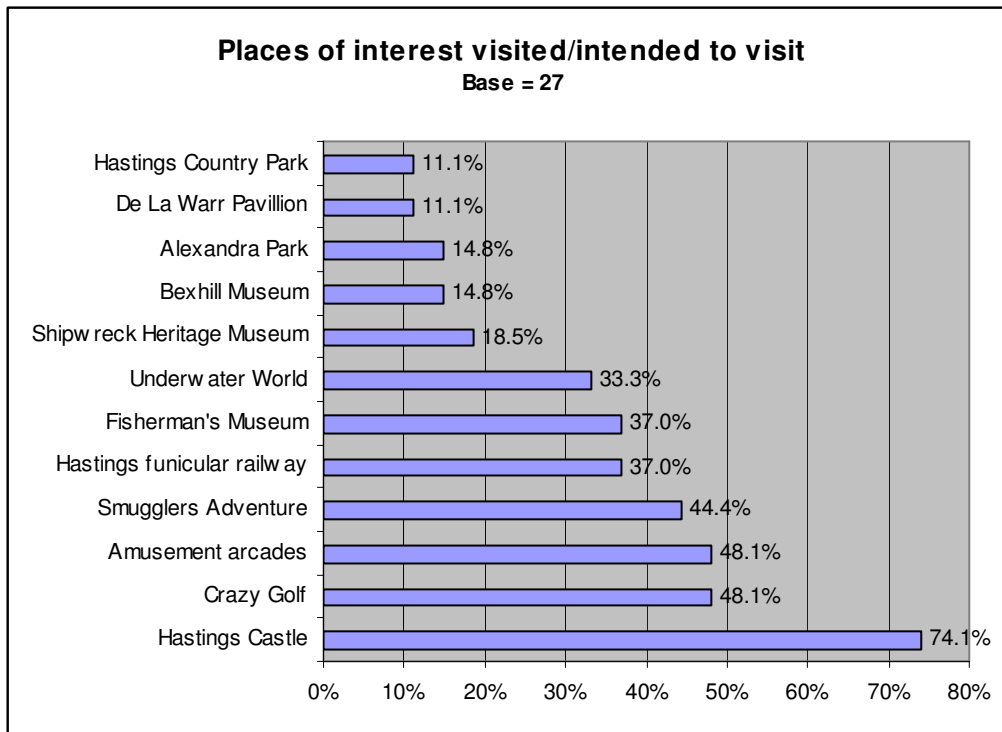
	ALL MARKET TOWNS	RYE
YES	23%	20%
NO	77%	81%

3.6 VISITING SPECIAL EVENTS

Only 2 visitors to Rye were visiting special events. These were the Hastings Festival and Trafalgar 200.

3.7 PLACES OF INTEREST VISITED

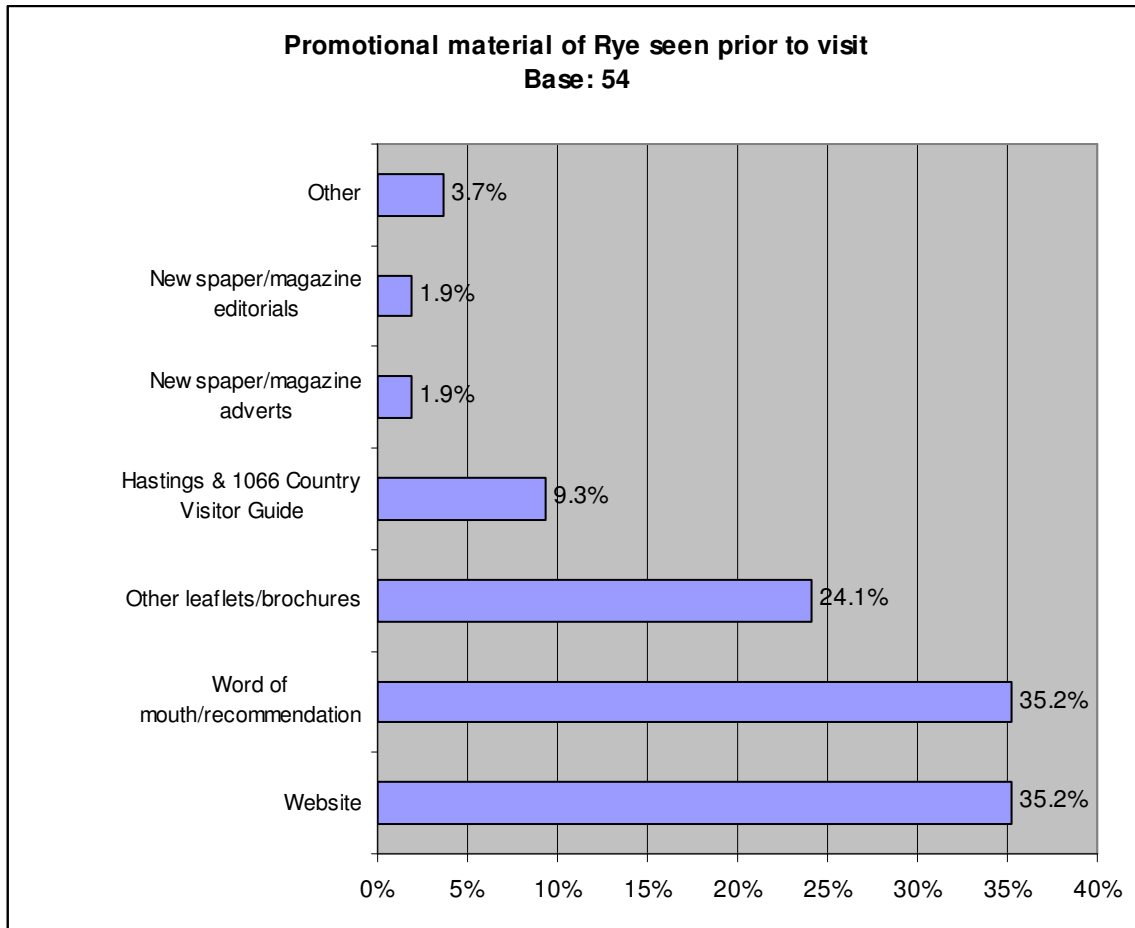
Three quarters of visitors to Rye had visited or intended to visit Hastings castle. None of the places of interest were in Rye, but mostly in Hastings.



4. VISITOR AWARENESS

4.1 PROMOTIONAL MATERIAL SEEN PRIOR TO VISIT

The chart below displays the promotional material visitors saw prior to their visit to Rye. Other material seen are Rye Tourism and a Coastal book.



4.2 WEBSITES CONSULTED

The websites that were seen prior to respondents visit to Rye are shown in the table below. The most seen websites were 1066 Country and Visit Rye.

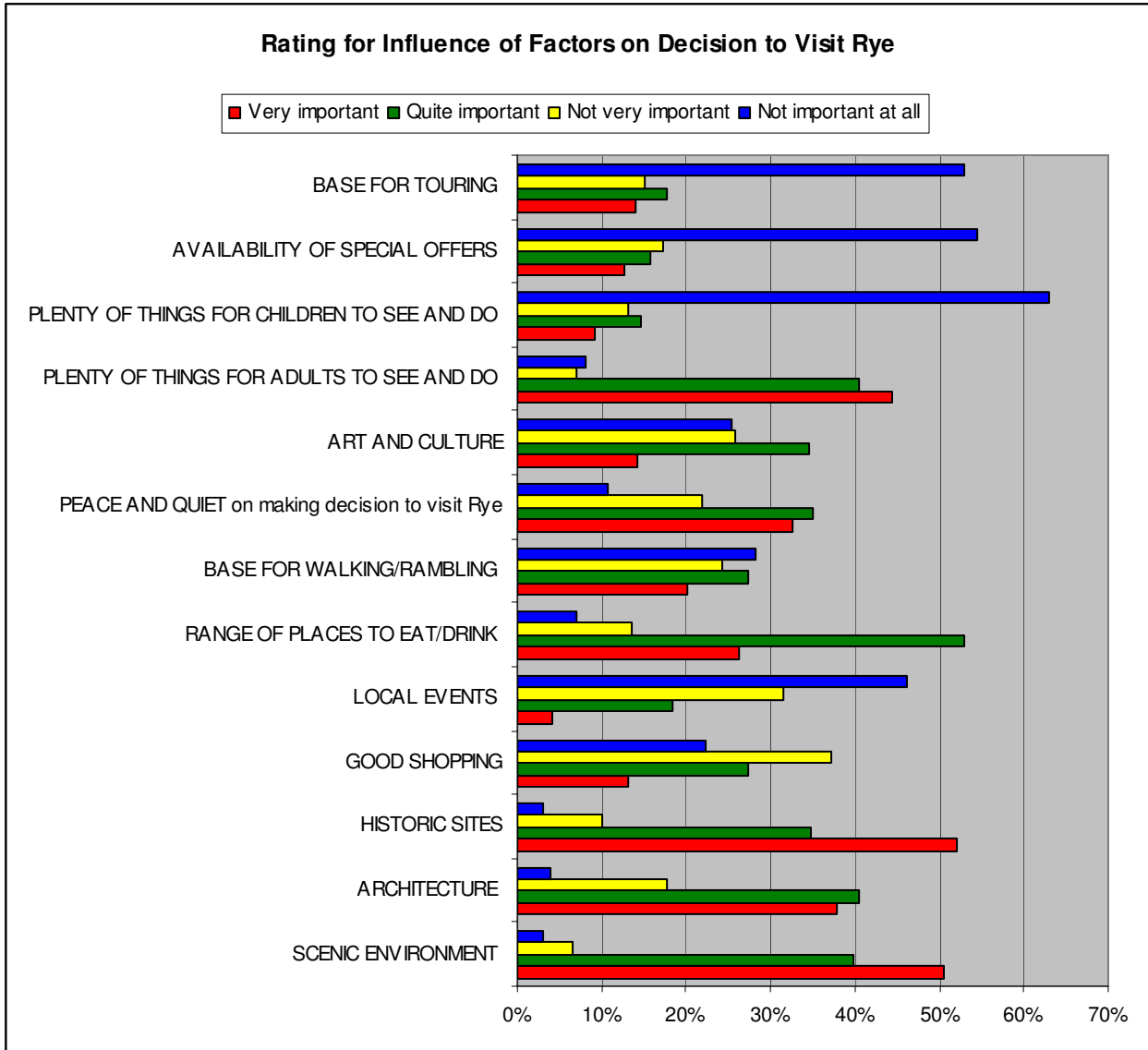
TABLE (11):
Named website seen for Rye prior to this visit

1066 Country	7
Visit Rye	7
Visit South East England	6
Visit Hastings	3
Accommodation in Hastings	2
Visit England/Britain	1
Other	1

4.3 INFLUENCE OF FACTORS ON DECISION TO VISIT RYE

The most important factors that influenced visitors to visit Rye were historic sites (52%) and the scenic environment (50.5%).

The factors that were considered not important at all were plenty of things for children to see and do (62.9%) and the availability of special offers (54.5%).



4.4 FEATURES OR IMAGES OF 1066 COUNTRY

Respondents were asked to give the first, second and third feature or image that came to mind when they thought of 1066 Country. The combined results are shown in the table below.

The main images and features are related to history and the Battle of Hastings. Other than this, 16 respondents thought of countryside.

TABLE (15): Feature or Image of 1066 Country
Base: 174

Battle of Hastings	70.10%
History	11.50%
Castles	10.90%
History of Cinque ports	9.20%
Countryside	9.20%
Battle Abbey	8.60%
William the Conqueror/Norman soldiers	6.30%
King Harold	4.60%
Churches	2.90%
Rye market	2.30%
Bodiam	1.10%
E.F.Benson	0.60%
Runnymede	0.60%

4.5 PARTICULAR LIKES ABOUT RYE

Visitors were asked what they particularly liked about Rye. The results are shown in the table below.

TABLE (17) Particular Likes About Rye
Base: 192

Atmosphere/Olde Worlde/quaint	36.50%
Buildings/architecture	25.50%
Market	15.60%
Speciality shops (books, bakers, etc)	14.10%
Quiet/peaceful	13.50%
Scenery/pretty	12.00%
Harbour	10.40%
Lots to see and do	10.40%
Small lanes/cobbles	9.90%
History	9.40%
Friendly people	2.60%
Visitor Information Centre	1.00%
Park	0.50%
No amusement arcades	0.50%
Museum	0.50%

4.6 DISLIKES ABOUT RYE

Visitors were asked if anything had spoiled their visit to Rye. The results are documented in the table below.

TABLE (18) Anything that spoil visit to Rye
Base: 60

Poor weather	43.30%
Traffic	11.70%
Neglect of amenities	6.70%
Expensive (parking/shops/etc)	6.70%
Inadequate parking	5.00%
Too many amusements	3.30%
Not enough to do in the evening	3.30%
Too many tourists	3.30%
Rowdy youths	3.30%
Need more seats	3.30%
Dogs in Market	3.30%
Steep hills	3.30%
Not enough ramps for wheelchairs	3.30%
No beach	1.70%
Not enough to see	1.70%
Shops closed	1.70%

4.7 RECOMMENDING

Only one respondent stated that they would not recommend Rye as a place to visit. The reason given for this is that there is not enough to do for a weeks' visit.

5. VISITOR EXPENDITURE IN RYE

5.1 STAYING VISITORS - BY CATEGORY OF EXPENDITURE

Staying visitors in Rye, on average spend more than the average for all market towns. However, visitors to Rye spent less on entertainment and travel than the average for all market towns.

TABLE (12): Average Expenditure in Rye per person - all staying visitors		
Category of expenditure (£)	Rye	All Market Towns
Accommodation	£17.85	£15.11
Eating/Drinking	£7.53	£7.25
Shopping	£5.95	£8.36
Entertainment	£0.43	£1.36
Travel	£0.16	£1.92
Average spend total	£38.39	£34.00

5.2 DAY VISITORS - BY CATEGORY OF EXPENDITURE

Day visitors have a lower average spend than staying visitors. This is largely attributed to accommodation expenditure by staying visitors. Day visitors spend more on shopping than staying visitors.

In comparison with the average for all market towns, visitors to Rye spend more overall.

TABLE (13): Average Expenditure in Rye per person- all day visitors		
Category of expenditure (£)	Rye	Market Towns
Eating/Drinking	£7.53	£4.28
Shopping	£10.23	£7.31
Entertainment	£0.26	£0.86
Travel	£1.20	£1.08
Average spend total	£19.22	£13.53

6. VISITORS' OPINIONS

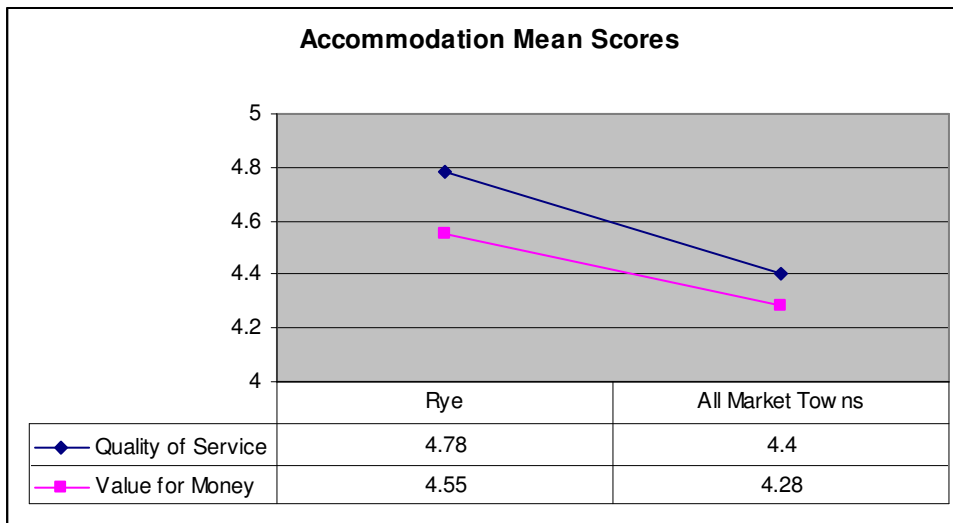
6.1 ACCOMMODATION

Visitors were very impressed with the quality of service found whilst staying in accommodation in Rye, with 100% of visitors rating the accommodation as 'Good' or 'Very good'. This provides a mean satisfaction score of 4.78 which is higher than the mean for all market towns as shown in the graph below.

Similarly, visitors were impressed with the value for money of accommodation in Rye with a higher mean score than for all market towns.

TABLE 14: Accommodation

	Quality of Service	Value for Money
% Very Good	78	73
% Good	22	9
% Average	0	18
% Poor	0	0
% Very Poor	0	0



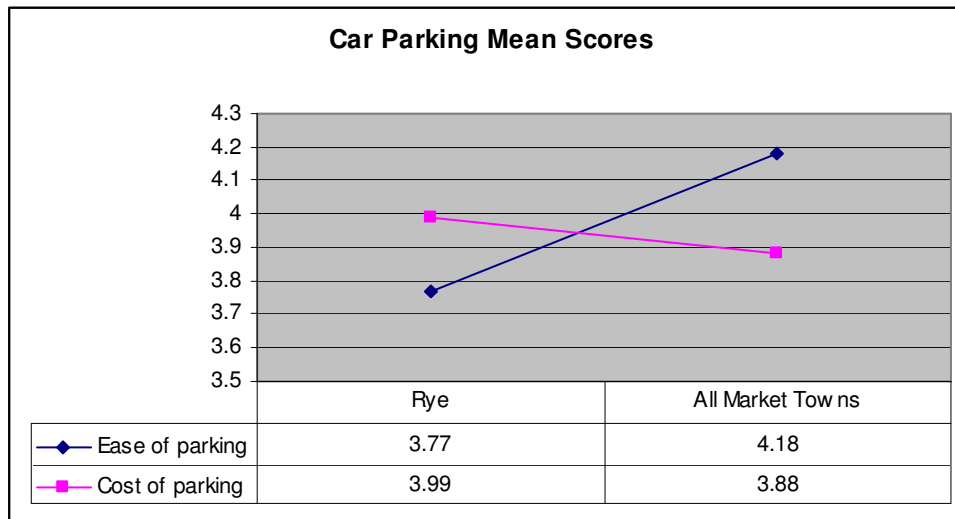
6.2 CAR PARKING

The majority of visitors using car parks rated the ease in finding a parking space as 'Easy' or 'Very easy' (66%). Rye's score for ease of parking was 3.77, lower than the benchmark averages for all market towns.

Cost of parking was considered to be mostly 'reasonable' or 'very reasonable' (74%) and 17% stating it was about average. The mean score was higher than the benchmarking results.

TABLE (15): Car Parking Ratings

Ease of parking		Cost of parking	
Very Easy	38%	Very Reasonable	37%
Quite Easy	28%	Reasonable	37%
Average	15%	Average	17%
Difficult	11%	Quite Expensive	6%
Very Difficult	8%	Very Expensive	3%

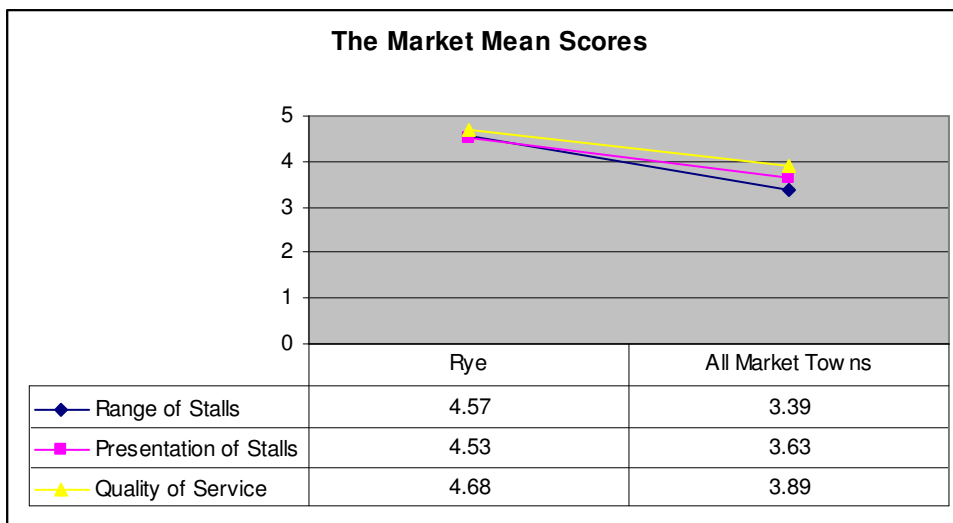


6.3 THE MARKET

Rye scored well for it's market in comparison with all market towns in all of the categories.

TABLE (16): Market Ratings

	Range of Stalls	Presentation of Stalls	Quality of service
Very good	67%	62%	78%
Good	26%	28%	15%
Average	25%	9%	4%
Poor	2%	0%	3%
Very poor	0%	0%	0%



6.4 PLACES TO EAT & DRINK

Visitors' satisfaction with the range of places to eat and drink was mostly 'very good' or 'good' (74%). This was similar for quality of service (83%). The mean score for value for money was higher in Rye than for all market towns.

TABLE (17): Places to Eat & Drink Ratings

	Range of ...	Quality of service	Value for money
Very good	41%	47%	41%
Good	33%	36%	34%
Average	22%	16%	20%
Poor	4%	1%	5%
Very poor	0%	0%	0%



6.5 SHOPS

Visitors interviewed were asked to score Rye’s shops on three areas: range, quality of the goods and the quality of service received in the shops.

The average opinion score achieved for range of shops was 3.98, with 73% rating the range as ‘Good’ and ‘Very good’. The average score for the quality of the goods was 4.04, with 71% rating it as ‘Good’ and ‘Very good’. 88% of those surveyed during this period considered the quality of service provided in the shops to be either ‘Good’ or ‘Very good’, providing an average score of 4.31. All three aspects rated received higher mean scores than for all market towns.

TABLE (18): Retail Ratings

	Range of shops	Quality of Goods	Quality of service of shops
Very good	30%	33%	43%
Good	43%	38%	45%
Average	23%	28%	10%
Poor	5%	1%	1%
Very poor	0%	0%	0%



6.6 MUSEUMS

Visitors to Rye rated the Museums higher than all market towns for all categories. 94% of visitors to Rye rated the range of museums as 'good' or 'very good', providing a mean score of 4.62. The quality of service had a mean score of 4.38 with 89% of visitors rating it as 'good' or 'very good'. Similarly the value for money of museums rated higher than for all market towns with a mean score of 4.34.

TABLE (19): Museums

	Range of Museums	Quality of Service	Value for Money
Very Good	68%	49%	50%
Good	26%	40%	36%
Average	5%	9%	11%
Poor	1%	1%	3%
Very poor	0%	0%	0%



6.7 TOURIST INFORMATION CENTRE

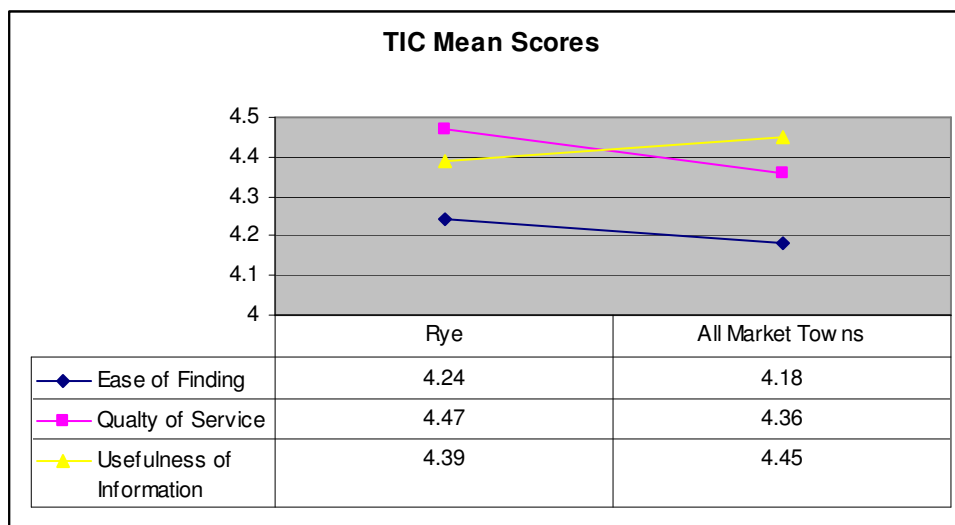
The Tourist Information Centre generally rates highly. 76% of visitors rated the ease of finding it as 'good' or 'very good'. The mean score is slightly higher than the benchmarking score for all market towns.

The quality of service was also rated well. The mean score of 4.47 is slightly higher than for all market towns of 4.36.

The usefulness of information is slightly lower than the mean for all market towns. Nonetheless, 86% of visitors to Rye rated the usefulness of information in the TIC as 'good' or 'very good'.

TABLE (20): TICs

	Ease of Finding	Quality of Service	Usefulness of Information
Very Good	57%	67%	58%
Good	19%	19%	28%
Average	19%	11%	11%
Poor	3%	0%	0%
0%	3%	3%	3%



6.8 SIGNAGE / EASE OF FINDING YOUR WAY AROUND

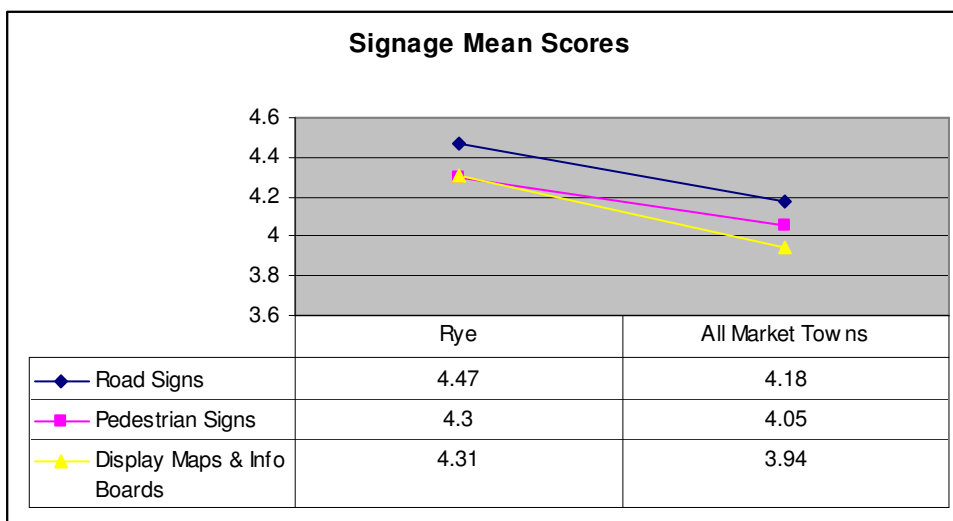
Visitors were asked about three separate aspects of finding their way around the town: road signs, pedestrian signs and display maps and information boards.

The average opinion score for road signs was a positive 4.47. The road signs were rated as 'Very good' by 66% of those who arrived by car. This score was comparable to the average score for pedestrian signs which was 4.30, and the average opinion score for display maps and information boards at 4.31. Those interviewed that had used pedestrian signs also rated them as 'Very good' (51%). 56% of visitors to Rye considered the display maps and information boards to be 'Very Good'.

On all three aspects measured - road signs, pedestrian signs and display maps & information boards, Rye's performance is higher than all market towns.

TABLE (21): Ratings on visitor signs and navigation

	Road signs	Pedestrian signs	Display maps & info boards
Very good	66%	51%	56%
Good	21%	33%	25%
Average	9%	10%	14%
Poor	1%	6%	4%
Very poor	2%	0%	1%



6.9 STREETS

The average score for cleanliness of streets was 4.35, with 89% of those interviewed rating the cleanliness to be 'Good' or 'Very good'. This is higher than for all market towns.

TABLE (22): Streets

Cleanliness of streets

Very good	48%
Good	41%
Average	9%
Poor	2%
<u>Very Poor</u>	<u>1%</u>



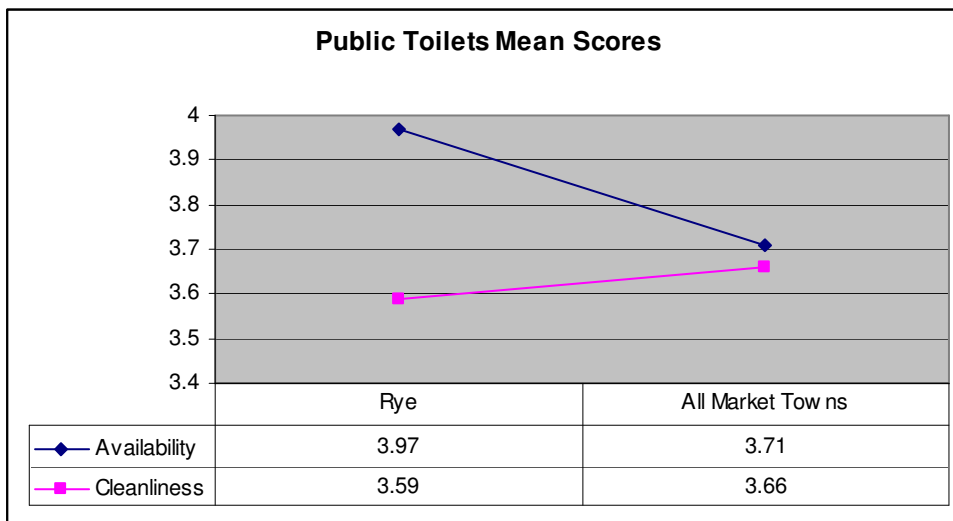
6.10 PUBLIC TOILETS

In terms of availability of public toilets, 40% of visitors rated it as 'Good' and 32% of visitors rated it as 'Very good', providing an average opinion scoring of 3.97.

37% of visitors rated the cleanliness of toilets as 'Good', with a further 28% rating the cleanliness of toilets as 'Very good', providing an average score of 3.59. This is a marginally lower mean score than for all market towns.

TABLE (23): Ratings on public toilets

	Availability of public toilets	Cleanliness of public toilets
Very good	32%	28%
Good	40%	37%
Average	21%	13%
Poor	6%	10%
Very Poor	1%	12%



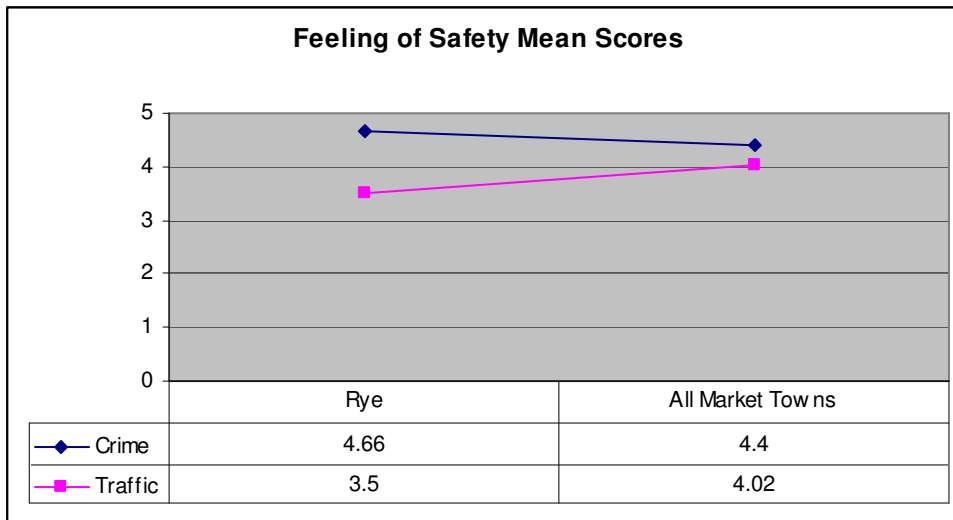
6.11 FEELING OF SAFETY

Feeling of safety from crime in Rye had an average score of 4.66, higher than for all market towns.

Feeling of safety from traffic had a lower mean score of 3.5, which is also lower than the mean for all market towns.

TABLE (24): Safety

	Feeling Safe from crime	Feeling safe from Traffic
Agree strongly	70%	27%
Agree	27%	29%
Neither disagree nor agree	3%	16%
Disagree	1%	21%
Disagree strongly	0%	6%

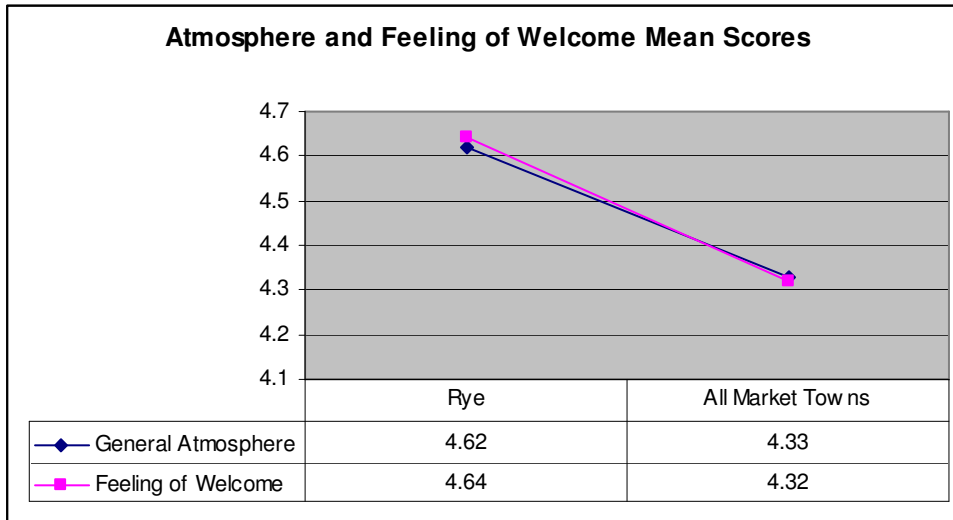


6.12 GENERAL ATMOSPHERE & FEELING OF WELCOME

The general atmosphere and feeling of welcome in Rye rated well. 67% of visitors rated the general atmosphere and the feeling of welcome as 'very good'. Rye's mean score was higher than for all market towns for both categories.

TABLE (25): Opinions on atmosphere and welcome

	General atmosphere of Rye	Feeling of welcome in Rye
Very good	67%	67%
Good	29%	31%
Average	3%	2%
Poor	1%	1%
Very poor	0%	0%



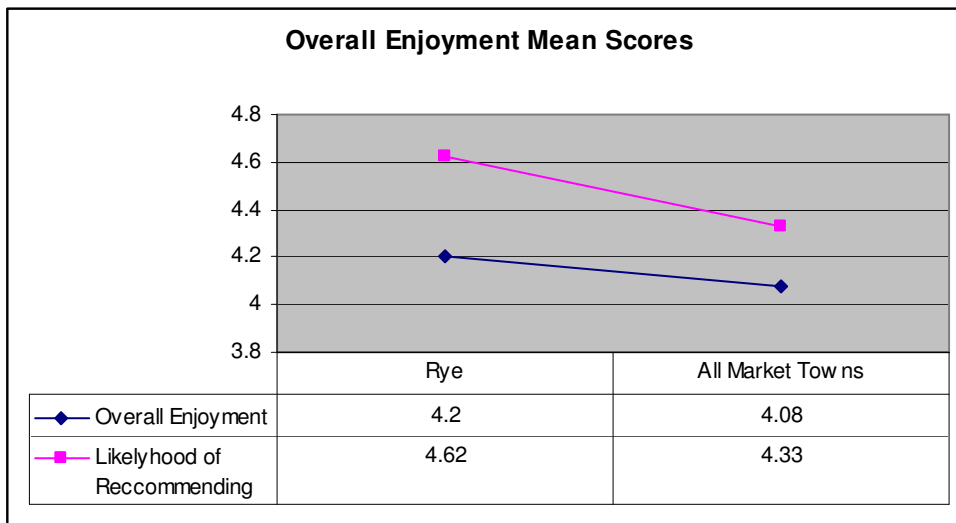
6.13 OVERALL ENJOYMENT OF VISIT/RECOMMENDATION OF VISIT

83% of visitors reported that the overall enjoyment of their visit to Rye was either 'High' or 'Very high'. This provides an average score of 4.2, lowered somewhat by the 15% of visitors who described their overall enjoyment as about 'Average'. This is higher than the benchmark for all market towns of 4.08.

92% of all visitors reported that the likelihood of them recommending Rye to others was either 'High' or 'Very high'. The average opinion score for recommending Rye was 4.62.

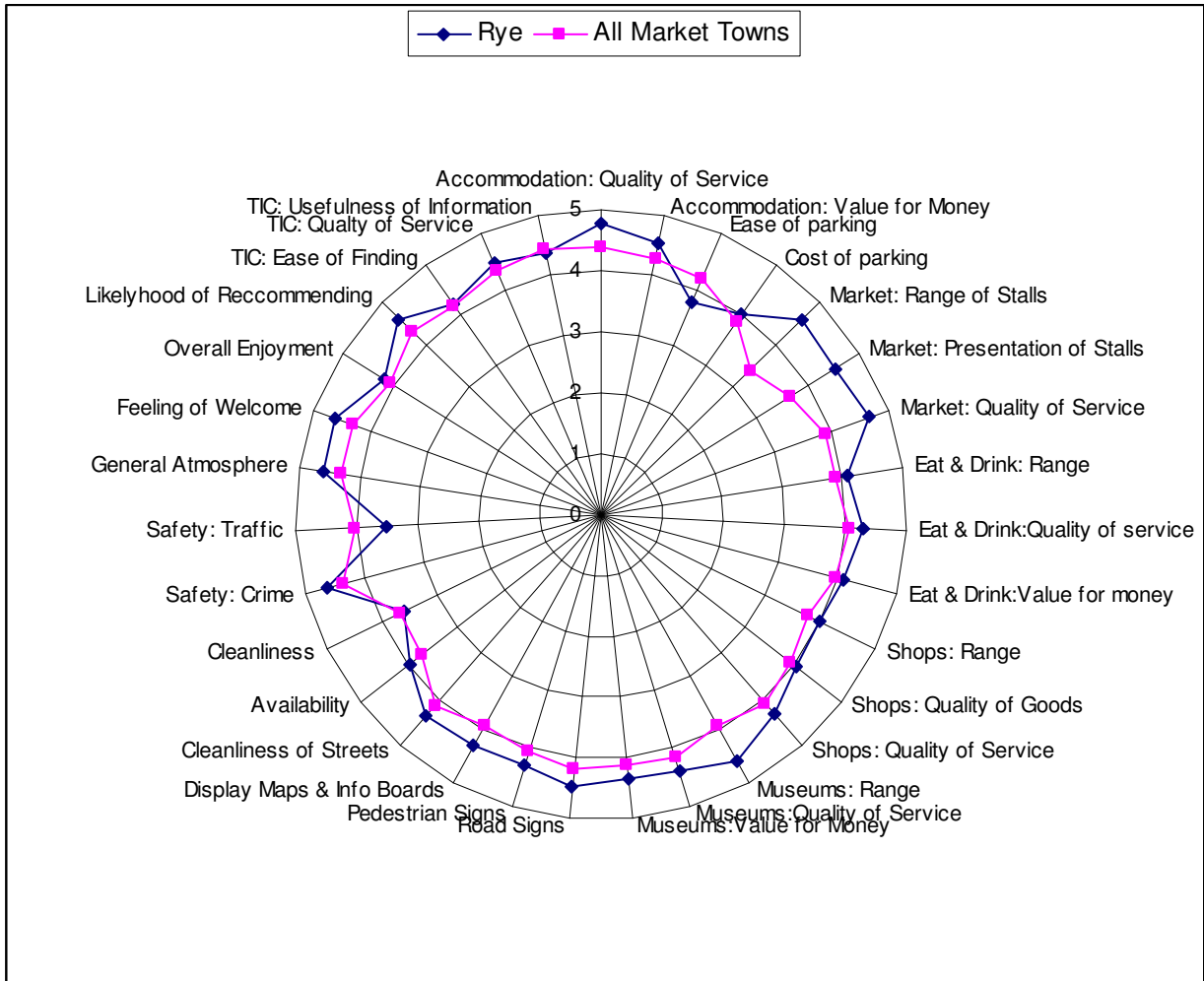
TABLE (26): Opinions on overall enjoyment

	How would you rate the overall enjoyment of your visit to Rye?	How likely are you to recommend Rye to someone else?
Very high	40%	70%
High	43%	22%
Average	15%	7%
Low	2%	1%
Very low	1%	0%



6.14 ALL OPINIONS

It can be seen from the diagram that Rye largely rates better than all market towns. The only areas where Rye fares worse than all market towns is for ease of parking and feeling of safety from traffic.



5b. Are you returning home today?

Yes -1 No -2

IF 'YES' TO BOTH Q5A & Q5B GO TO Q7a

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

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 Rye or elsewhere)

nights

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

- Hotel -01
- B&B/Guest House -02
- Pub/Inn -03
- Rented self catering accommodation -04
- Touring caravan -05
- Static caravan –owned -06
- Static caravan – rented -07
- Camping -08
- Youth hostel -09
- Boat/yacht -10
- Holiday centre/village -11
- Host family -12
- Home of friend/relative -13
- Second home -14
- Timeshare -15
- Other (specify) -17

.....

6e. How much have/will you and your party be spending on your accommodation for the duration of your stay (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

6f. How would you rate the quality of service provided by your accommodation establishment?

(SHOWCARD 2)

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

6g. How would you rate your accommodation in terms of value for money?

(SHOWCARD 2)

- Very poor -1
- Poor -2
- Average -3
- Good -4
- Very Good -5

Don't know -6
NOW GO TO Q8

ASK ALL DAY VISITORS:

7a. Approximately what time did you arrive in Rye today?
.....(24 hour clock – to the nearest hour)

7b. Approximately what time do you expect to leave Rye today?
.....(24 hour clock – to the nearest hour)

ASK ALL VISITORS

8. Is this your first ever visit to Rye?

Yes -1 **Go to Q10**
No -2 **Go to Q9**

9. How many times have you visited Rye before on a DAY TRIP (last 12 months) and/or STAYING VISIT (last 5 years)?

DAY trips:

STAYING visits:

10. Before this visit did you see any features, advertisements or promotions for Rye via any of the following? (**READ LIST – circle all that apply**)

Website	-1	} Go to Q10a
Hastings&1066 Country Visitor Guide	-2	
Other leaflets/brochures	-3	
Word of mouth/recommendation	-4	
TV feature	-5	
Radio feature	-6	} Go to Q11
Newspaper/magazine adverts	-7	
Newspaper/magazine editorials	-8	
Visitor Information Centre	-9	
Other (specify below)	-10	

.....

10a. Which website did you use?

1066 Country	-1
<u>Accommodation in Hastings</u>	<u>-2</u>
<u>Visit Hastings</u>	<u>-3</u>
<u>Visit Rye</u>	<u>-4</u>
<u>Bexhill-on-sea</u>	<u>-5</u>
<u>Battle Tourism</u>	<u>-6</u>
<u>Visit South East England</u>	<u>-7</u>
<u>Visit England/Britain</u>	<u>-8</u>
<u>Other (specify below)</u>	<u>-9</u>

.....

11. Can you tell me what FEATURES or IMAGES first come to mind when you think of 1066 Country? (up to 3)

1)

2)

3)

12. How influential, if at all, were each of the following factors in your decision to visit Rye? (SHOWCARD 3)

	Very imp.	Quite imp.	Not very imp.	Not imp. at all
Scenic environment				
Architecture				
Historic sites				
Good shopping				
Local events				
Good range of places to eat/drink				
Base for walking/rambling				
Peace and quiet				
Art and culture				
Plenty of things for adults to see and do				
Plenty of things for children to see and do				
Availability of special offers				
Base for touring				

13. What was the main form of transport you used for the longest part of your journey to Rye?

- Car/van/motorcycle/motorhome -1 **Go to Q14a**
- Bus/coach service -2 **Go to Q15**
- Coach tour -3 **Go to Q15**
- Bicycle -4 **Go to Q15**
- Train -5 **Go to Q15**
- Walked/on foot -6 **Go to Q15**
- Private yacht/boat -7 **Go to Q15**

Other (specify below) -8 **Go to Q15**

.....

14a. Have you used any of the town centre car parks today?

Yes -1 Go to Q14b
No -2 **Go to Q15**

14b. How easy did you find it to park? (READ LIST)

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

14c. How would you rate the cost of parking in Rye?

(READ LIST)

Very expensive	-1	Reasonable	-4
Quite expensive	-2	Very reasonable	-5
About average	-3	Don't know	-6

15. Which, if any, of these attractions/places of interest in or around Rye have you visited/do you intend to visit DURING THIS VISIT? (SHOWCARD 4)

De La Warr Pavillion	-1
Hastings Castle	-2
Hastings funicular railway	-3
Bexhill Museum	-4
Underwater World	-5
Shipwreck Heritage Museum	-6
Fisherman's Museum	-7
Clambers	-8
Crazy Golf	-9
Amusement arcades	-10
Hastings Country park	-12
Alexandra Park	-13
Smugglers Adventure	-14

ONLY ASK Q15a IF ONE OF THE DATES IS RELEVANT TO THEIR VISIT – THEN ONLY ASK ABOUT THAT PARTICULAR EVENT. (See briefing notes)

15a. Have you attended any of the following special events during your visit to Rye? (SHOWCARD 5)

LIST ALL MENTIONED

.....

16. We are interested in your opinion of various aspects of your visit to Rye. On this scale of 1 to 5, where 1 is 'very poor' and 5 is 'very good' (SHOWCARD 2), how would you rate your overall satisfaction with the following:-

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

The Market : Tick if didn't use

- range of stalls	-1	-2	-3	-4	-5	-6
- presentation of stalls	-1	-2	-3	-4	-5	-6
- quality of service	-1	-2	-3	-4	-5	-6

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
 Availability of public seating: -1 -2 -3 -4 -5 -6

Overall impression of Rye in terms of:

- general atmosphere -1 -2 -3 -4 -5 -6
 - feeling of welcome -1 -2 -3 -4 -5 -6

17. Thinking about your visit to Rye, how far would you agree or disagree with the following statements on this scale: (SHOWCARD 6)

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

I feel quite safe from crime in Rye -1 -2 -3 -4 -5 -6

As a pedestrian in Rye I feel quite safe from traffic -1 -2 -3 -4 -5 -6

18. Have you been into the Visitor Information Centre in Rye during your visit?

Yes -1 **Go to Q18a**
 No -2 **Go to Q19a**

18a. How would you rate the Visitor Information Centre on a scale of 1 to 5 (SHOWCARD 2), 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

19a. How would you rate the overall enjoyment of your visit to Rye? (READ LIST)

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

19b. So far this visit, would you say Rye has (READ OUT)

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

20. What did you like most about Rye?

.....

21. What, if anything, spoilt your visit to Rye?

.....

22a How likely are you to recommend Rye to someone else? (READ LIST)

Very unlikely -1 **Go to Q22b**
 Unlikely -2 **Go to Q22b**
 Possibly -3 **Go to Q23**

- Likely -4 **Go to Q23**
- Very likely -5 **Go to Q23**
- Don't know -6 **Go to Q23**

IF 'UNLIKELY' ASK:

22b Why do you say that?

.....

.....

.....

ASK ALL:

23. 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 Rye on the following: Put "0" if spent/expect to spend nothing.

a) Eating & drinking £.....
 (in cafes, pubs, restaurants, hotels etc.)
 Tick box if Don't know/Can't recall/Declined to say

b) Shopping £.....
 (including souvenirs, guidebooks, clothes, sweets, drinks, food, other purchases)
 Tick box if Don't know/Can't recall/Declined to say

c) Entertainment £.....
 (including admissions to attractions, theatre/cinema tickets, guided tours etc.)
 Tick box if Don't know/Can't recall/Declined to say

d) Travel & transport in Rye £.....
 (including fuel, fares, car parking charges)
 Tick box if Don't know/Can't recall/Declined to say

24. How many people do these amounts cover?

People

25. Including yourself, how many people in your immediate party are male and female, and which of these age groups do they fall into? (SHOWCARD 7 – 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

26. Are you part of an organised group or coach party? Yes -1 No -2

27. Which of the following categories applies to the chief income earner in your household? (SHOWCARD 8)

- 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 Go to Q29

28. 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:

29. What is your postcode?

.....

30. Finally, could I have your name and home telephone number? I should emphasise that this will be treated in the strictest confidence and will only be used for the purpose of back-checking the questionnaire.

Name of respondent: _____

Home Tel No: _____

THANK YOU FOR YOUR TIME

I declare that the respondent was unknown to me until the interview took place and that this questionnaire has been completed according to instructions:

Interviewer signature: