FOREST OF BOWLAND
Area of Outstanding Natural Beauty

Business Enterprise Survey Report
Autumn 2011

FOREST OF BOWLAND
Area of Outstanding Natural Beauty

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December 2011

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Introduction

Aims of the business enterprise survey

To carry out a survey of tourism enterprises operating in and around the Forest of Bowland AONB, as part of strategic monitoring.

Background

A visitor and enterprise survey was first conducted in August 2004 as part of research carried out for the development of a sustainable tourism strategy for the Forest of Bowland AONB. The resulting strategies both 2005 – 2010 and 2010 to 2015 and the Forest of Bowland AONB Management Plan (2009-2014) recommend that this survey is repeated at regular intervals in order to better understand the AONB's target markets and their needs. The business enterprise survey has been administered annually for the past 4 years and the visitors survey was repeated in summer 2006, 2008, 2009 (to assist in preparation for the 2010-215 sustainable tourism strategy) and 2011. The business enterprise survey will continue to be administered annually and the visitor survey biennially.

Increasing opportunities to enjoy the Forest of Bowland AONB by providing excellent access opportunities is a key remit for the AONB partnership. The Management Plan (2009 – 2014) identifies the need to 'Establish a system for monitoring tourism in the AONB' (section 18.3d) http://www.forestofbowland.com/man_plan_full?&flagged=All specifically 'To undertake an annual AONB-wide enterprise survey to monitor the economic and environmental performance of tourism businesses'. The Forest of Bowland AONB during 2011 has continued this commitment to supporting sustainable tourism and at the beginning of 2011was re-awarded the European Charter for Sustainable Tourism in Protected Areas, first awarded in 2005. Additionally, the AONB was runner-up in the best sustainable tourism destination category in the Virgin Responsible Tourism awards in October 2011. The business enterprise and visitor surveys will assist in informing future project work and developments for sustainable tourism activity in the AONB.

Methodology

Appendix 1 shows the questions and results from the survey; 43 businesses responded which gives a response rate of 22%.

All of the businesses who were targeted are members of Bowland Experience a network of tourism businesses who have signed up to the principles of sustainable tourism identified by the AONB, and share ideas and good practice with each other. A cross-section of businesses was surveyed including accommodation providers, cafes/restaurants/inns, visitor attractions and outdoor activity providers.

The majority of questions were designed to elicit closed responses; however there were opportunities for businesses to offer more qualitative type responses, these can be seen in Appendix 1(questionnaire data).

Comparisons to results from the survey in 2010 are made in the report; however, parts of the questionnaire in 2011 have been redesigned to take into consideration project developments and work undertaken by the AONB over the last year, and some questions from previous years have been omitted as they are no longer relevant.

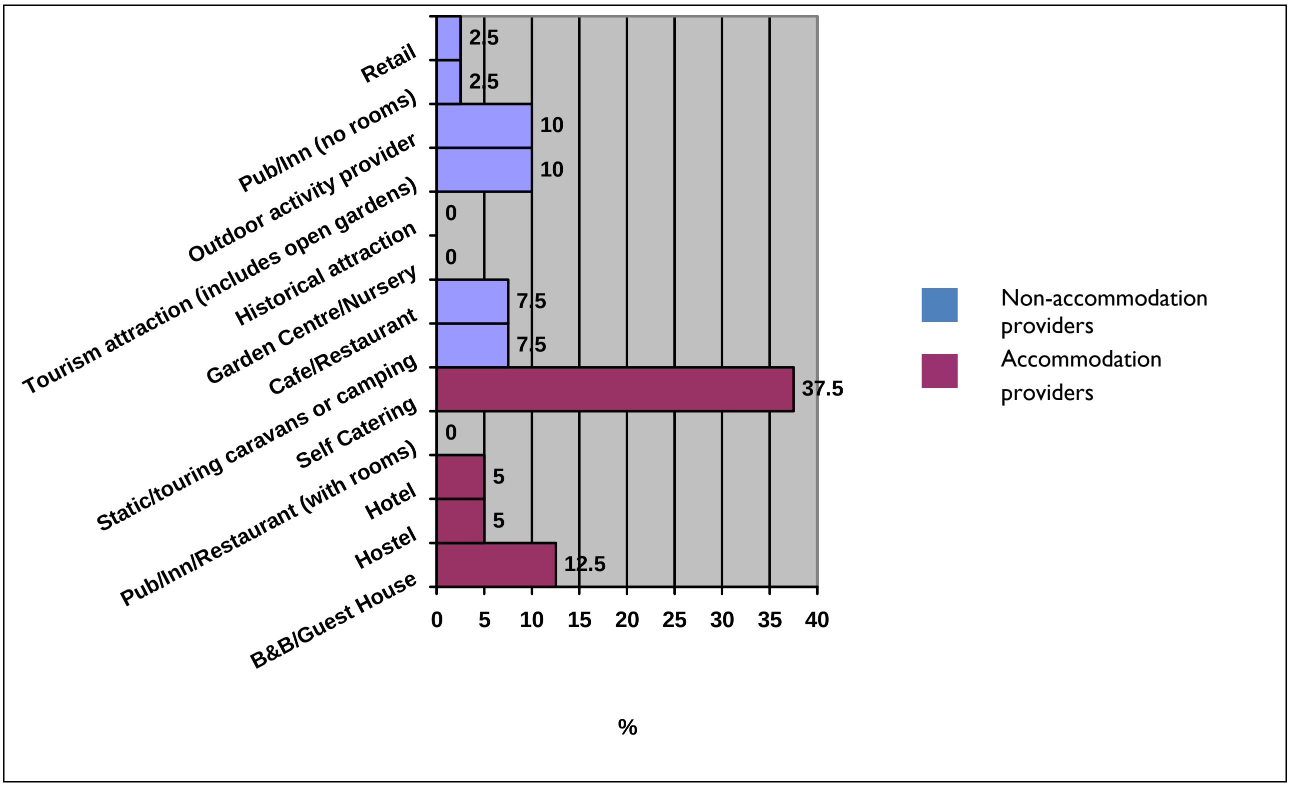
Survey Results

Response rate

43 responded, from a total of 202 = 22% response rate

The number of businesses who responded has increased this year, but the response rate is lower as the number of businesses who the questionnaire was circulated to has increased.
Response rate in previous years: 28% in 2010 and 39% in 2009.

Figure 1- Response by business type



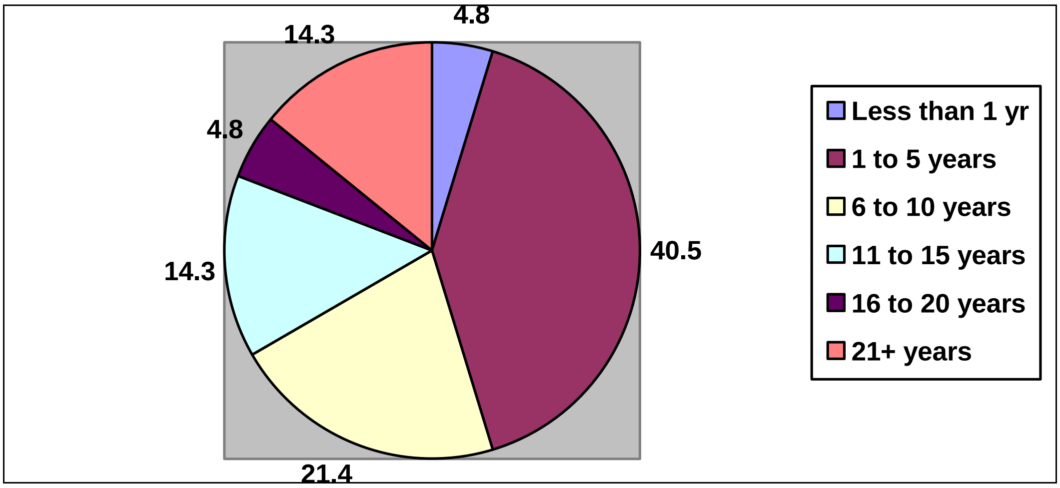
Different results emerge from previous years, as the question changed from 2010 to 2011 from grouping all accommodation providers as one, to having separate categories for each accommodation type. The highest response is from self catering providers and B&B/guest house businesses, which is a similar pattern to 2010 where accommodation providers made up 48% of the responses – this year they made up 67.5% of the responses. There was a lower percentage response by retail for 2011.

About the business

Length of operation

Figure 2 shows that the highest percentages of businesses (41%) have been operating for between 1 and 5 years (compared to 45% in 2010) and 21% have been operating for between 6 and 10 years (19% in 2010). A lower percentage has been operating for between 11 and 25 years (14%), but this has increased since 2010 from 6.5% and for 16-20 years category the percentage is 5% (3% in 2010). There is a slightly smaller percentage of new businesses, 4.8% (operating less than one year) compared to 2010 (6.5%) and 2009 (5%). 14% have been operating for 21+ years (compared to 9% in 2009 and 19% in 2010).

Figure 2- Length of business operation



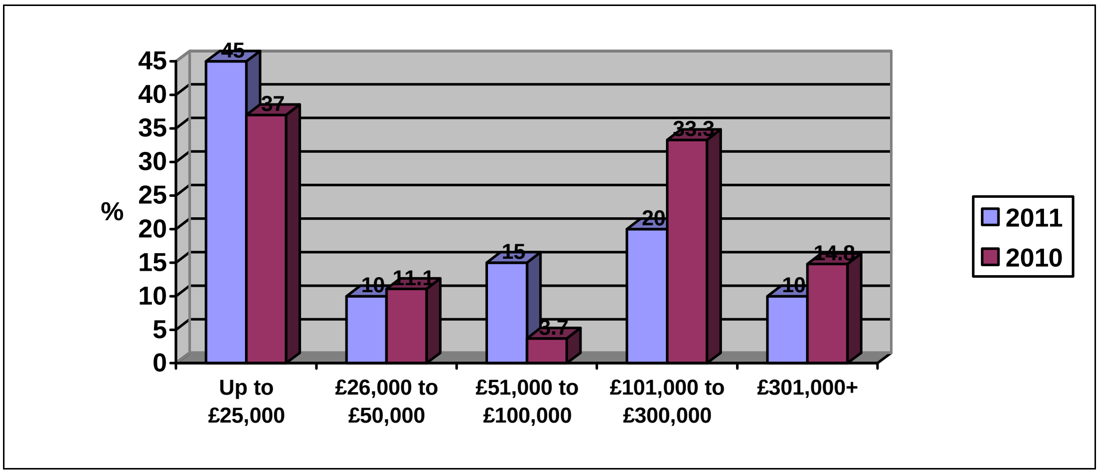
Business employment

All businesses fall into two categories for the number of people they employ. Most businesses within the AONB are small businesses employing between 1 and 5 full time staff, 93% (96% in 2010) and between 1 and 5 part time staff – 93% (96% in 2010). There is little difference in employment patterns between 2010 and 2011.

Business turnover

Figure 3 shows annual business turnover comparing figures between 2010 and 2011, in 2011 55% stated an annual turnover of up to £50,000 (48% in 2010) 45% of which are up to £25,000. 30% stated turnover of over £100,000 and 10% over £300,000. This percentage has decreased slightly from 2010, where 47% of businesses stated turnover of over £100,000 and 14% over £300,000.

Figure 3 - Annual business turnover



Business operation

33% state that their business is operating better this year than last year (compared to 47% in 2010 and 76% in 2009), of those 31% stated they have seen an increase of between 1 and 20%, and 18% of businesses stated an increase of between 21% and 40%. 26% of respondents stated that their business was operating worse than last year which is a significant increase from 2010 which was only 7 % (a similar figure of 24% emerged in 2009). The majority of businesses who were operating worse had a decrease of between 1 and 10%. However, 42% stated that they were operating about the same.

Visitor Profile

Only 14% of businesses know their yearly visitor figures, to view these figures see Q8b, Appendix 1.

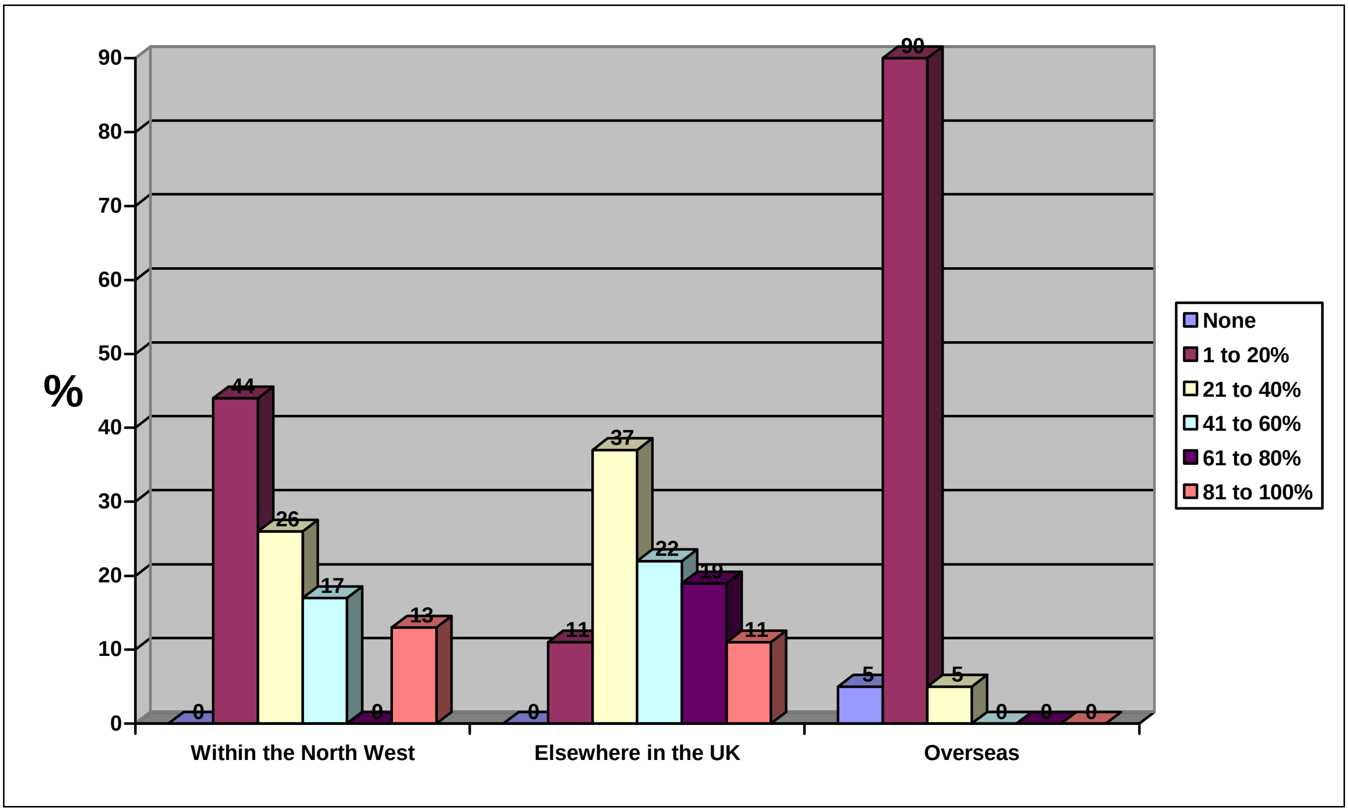
Visitor origin

Figure 4 shows where the businesses state their visitors have come from. The category of 'Within the Forest of Bowland' was omitted for this question; only accommodation providers were asked to respond to this question for 2011, rather than all businesses, whose majority of visitors would be from the AONB and local area. It was anticipated that different results would emerge for accommodation providers only. The percentages shown in Figure 4 are based on the numbers who responded.

30% of businesses felt that medium to higher percentages of visitors came from within the North West; all the remainder (70%) felt that less than 40% of their visitors were from the North West, and 44% stated that it was between 1 and 20%. Therefore a higher percentage stated that their visitors came from elsewhere in the UK – 59% stating medium numbers and 20% stating high numbers.

The majority of businesses felt that they had low numbers of overseas visitors – a similar finding to 2009.

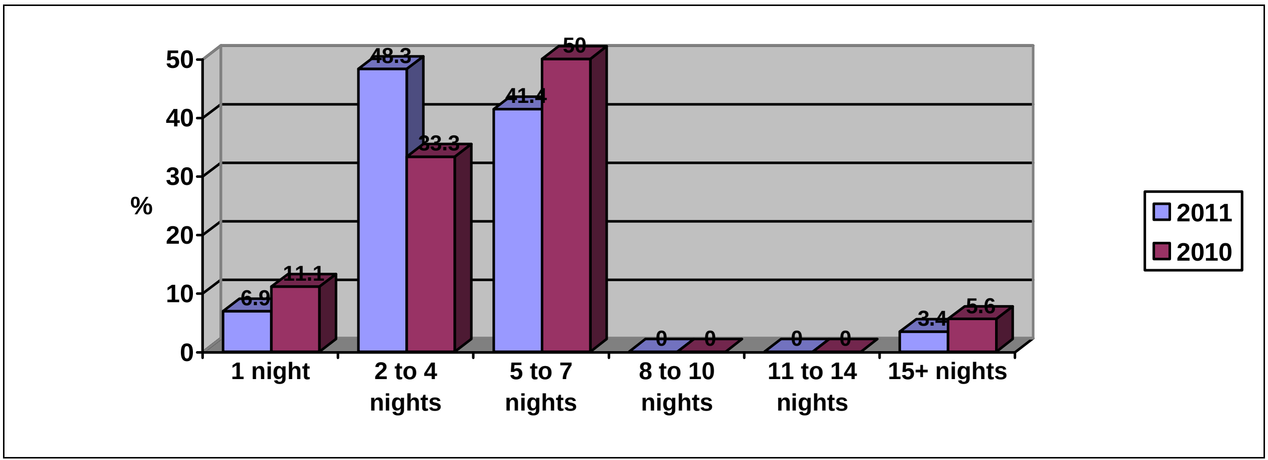
Figure 4 - Origin of visitors



Visitor length of stay

The survey asked the accommodation providers how long the majority of their visitors stay with them. The number of visitors staying for just one night has decreased gradually over the years, from 17% in 2009 to 11% in 2010 and 6.9% in 2011. There has been a slight decrease in numbers staying 5 to 7 nights from 50% in 2010 to 41% in 2011 and a slight increase in shorter staying visitors from 33% in 2010 to 48% in 2011.

Figure 5 - Length of visitor stay



Annual occupancy levels

Annual occupancy levels differed significantly for different businesses, ranging from 5% to 85%, The highest frequency of responses occurred in the 60% category (27% businesses), but no real conclusions can be drawn from the this due to the wide variance from businesses. See Q12, Appendix 1 for a full list of responses.

The question has changed from 2010, in 2011 businesses were asked to select a percentage from a list, whereas in 2010 they were asked to write their occupancy as a figure, therefore it is difficult to draw comparisons other than, large variance also occurred in 2010 among businesses.

Type of visitors

Accommodation providers were also asked to note what type of visitors they attract. Results are similar to 2010 with medium to high numbers of middle-aged and 65+ couples, as well as new visitors. There are reported high numbers of short break visitors and repeat visitors. However, there are also a reported higher number of younger couples and groups in 2011 compared to 2010.

The survey asked businesses to state the main reasons why their visitors come to the Forest of Bowland AONB. As in 2010 there is mixed opinion for numbers who visit the Forest of Bowland specifically as a destination, with 22% stating high numbers, 37% medium numbers and 37% low numbers.

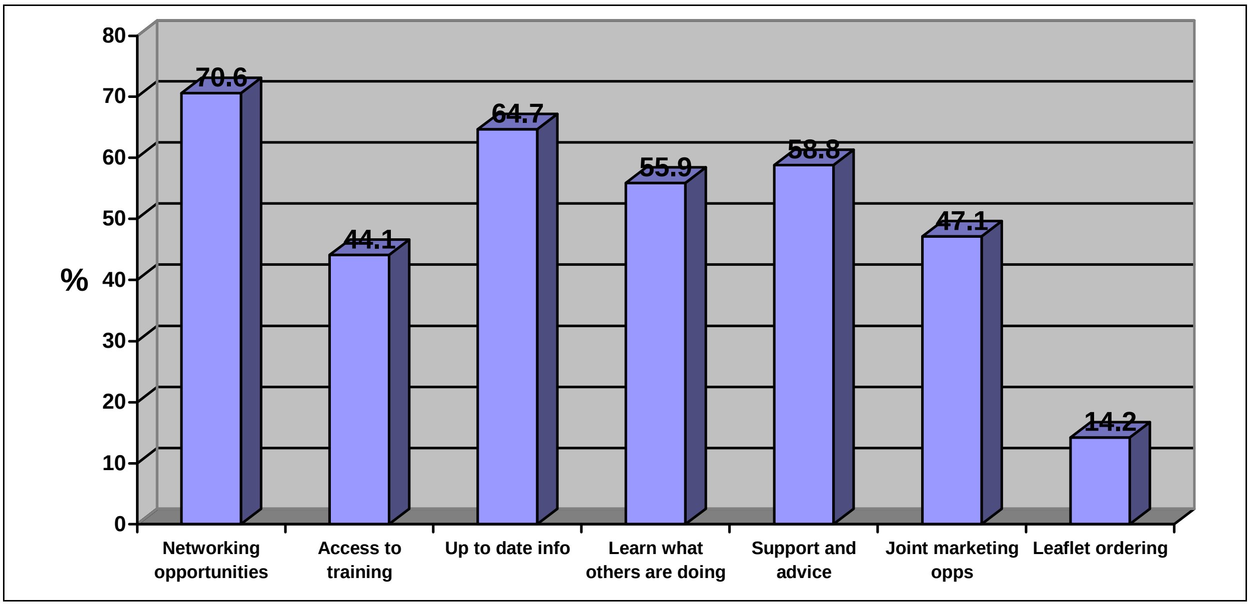
As in 2009 and 2010 a medium to high percentage felt visitors are coming to visit their business in particular. Again, similar to 2010 there were lower numbers visiting the area for bird watching, horse riding, using Trampers, fishing, Festival Bowland events or visiting for business and medium numbers visiting for visiting family and sight-seeing. Higher numbers emerged for those visiting for a general pleasure visit and walking. The main difference from 2010 is the reported fewer numbers of people visiting for cycling in 2011.

Business Profile

Business Network

Businesses have found the opportunities for networking (71%) the most useful aspect of being part of the Forest of Bowland Sustainable Tourism Network, followed by having access to up to date information (65%). Businesses also find it useful receiving business support and advice (59%) and learning about what other members are doing (56%). Businesses found it less useful having access to order leaflets via the Brochurelink system (14%). Overall in comparison to 2010, although patterns of what businesses value about the network are similar, there are higher percentages of responses for all the categories, demonstrating that businesses value being part of the network, especially the networking opportunities it provides.

Figure 6 - Most useful elements of the Forest of Bowland business network



Accreditation and joint working

46% of respondents are GTBS accredited, a further 49% are not, but have heard of the scheme. 5% are not aware of GTBS.

Out of all the businesses that were involved with any marketing initiatives with the Forest of Bowland, 44% felt they had had either a big or some impact (74% in 2010). 19% felt they had no impact (11% in 2010) and a larger percentage than previous years - 37% were unsure of the impact. There is scope for the Forest of Bowland AONB team to report back to businesses on uptake of cluster-based leaflets by visitors, so that businesses are better informed as to their impact.

85% of businesses market themselves as being part of the Forest of Bowland AONB, a slight reduction from 2010 - 97%. This is mainly due to higher number of new members who have joined the network during 2011; the only reasons businesses gave for not marketing themselves was either that they were new to the network or they were located outside of the AONB. The high percentage of businesses marketing themselves as being part of the AONB reflects the increase in the number visiting the Forest of Bowland specifically as a destination, a trend that wasn't present a few years ago (Visitor Survey Report 2009).

For those businesses who have attended Sense of Place training 95% found it either useful or very useful to their business. 74% of businesses have visited the Forest of Bowland website (a reduction from 93% in 2010).

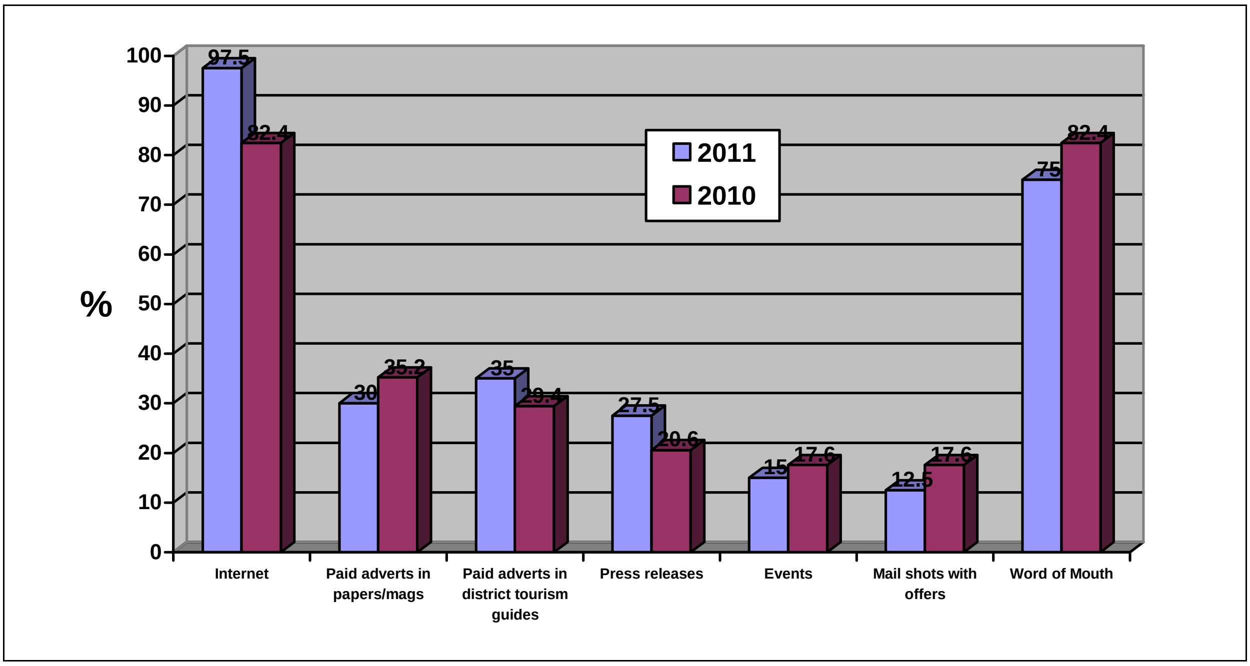
The parts of the website that the businesses found most useful can be found in Q20, Appendix 1, although they include downloadable walking maps, news and events.

Business marketing

The most popular channel by which businesses market themselves is via the Internet and by word of mouth – 98% via Internet and 75% via word of mouth. 30% of businesses pay for adverts or listings in papers/magazines, 35% pay for adverts in district tourism guides.

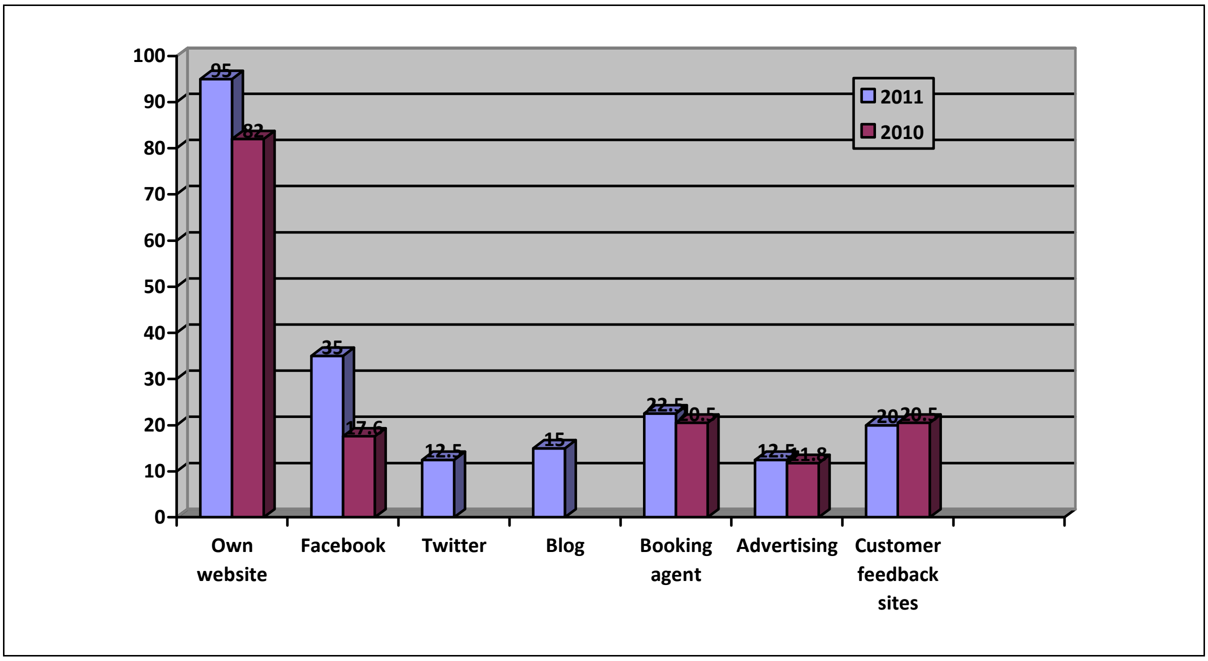
28% have benefited from press releases which have resulted in TV, radio or newspaper coverage and fewer, 15% market themselves via events and 13% via mail shots with offers and promotions. Most businesses stated the most effective channels were via the Internet and word of mouth. A similar pattern emerged in 2010, although percentages for Internet marketing were slightly less in 2010 and slightly higher for word of mouth.

Figure 7 - Channels businesses use to market their business



With regards to the use of the Internet for marketing - 95% of businesses have their own website (82% in 2010). The main difference between 2010 and 2011 is the marked increase in the use of social media. In 2010 18% used social media (grouped as one category), but in 2011 businesses were asked about their use of Blogs, Twitter and Facebook – this totalled 63%, therefore a significant increase from 2010. This could be partly attributed to the development of Bowland wildlife and Lancashire Wildlife blogging websites, developed to encourage individual businesses to blog about wildlife at their business; all individual blog postings are aggregated into a central website for visitors www.lancashirewildlife.org.uk In terms of the most effective avenue for generating business, several businesses felt that it was their own website, while others mentioned online booking and Facebook.

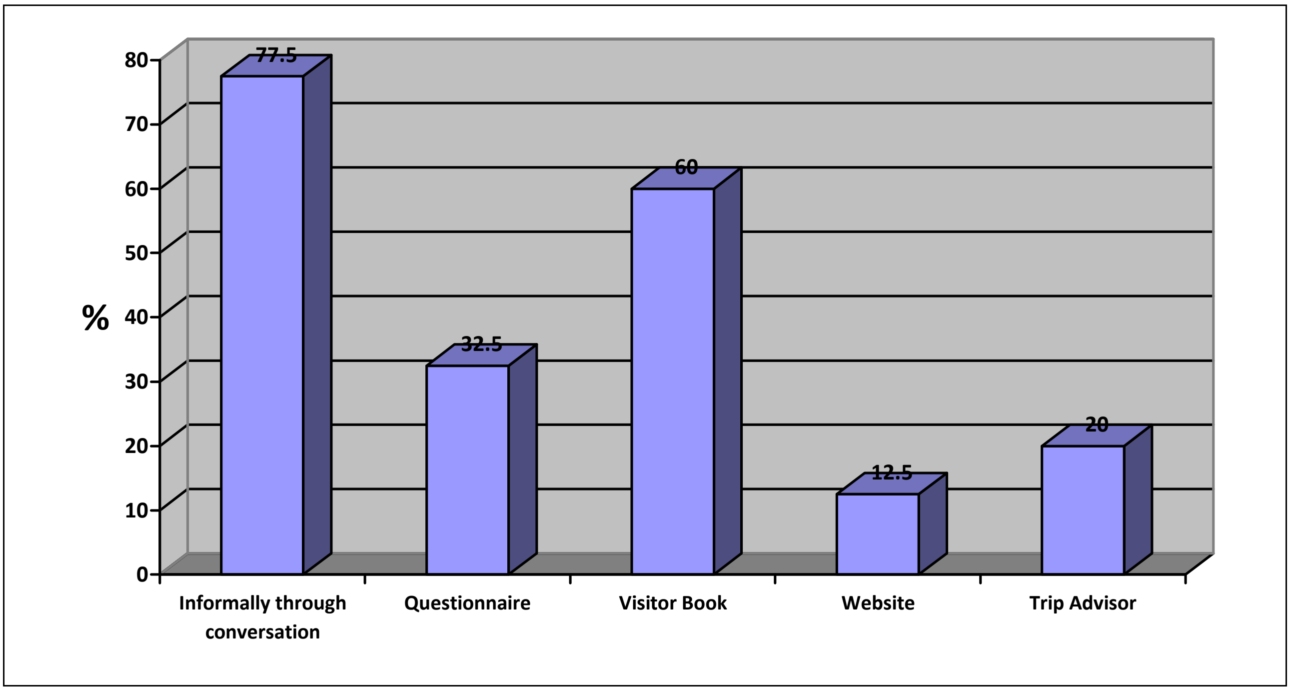
Figure 8 - Use of the Internet for marketing



Visitor Feedback

Encouragingly the majority of businesses ask and respond to visitor feedback, and certainly value the importance of this for informing future developments. Figure 9 highlights how businesses elicit visitor feedback. The most common way is informally through conversation (78%), followed by through a visitor book (60%) and then a questionnaire (33%). Only 20% of businesses utilise Trip Advisor, there is scope for businesses to engage more with this medium, especially with increased use by visitors seeking out accommodation (50 million visitors per month). TripAdvisor, and other user generated review sites like it, can be powerful, free marketing tools and by following some basic principles, businesses can use these sites to their advantage.

Figure 9 - Avenues for receiving visitor feedback



A high percentage of businesses (69%) invest less than £1,000 per year in marketing with 21% investing £1,000 to £2,000 in 2011 (10% in 2010).

Key Findings

Overall very similar results to 2010, but with some variation.

Similarities to 2010:

- High percentage of visitors coming to the area for walking or general pleasure and sightseeing
- Half of the respondents are accommodation providers – similar to 2010. Although in 2010 there was a higher response in the retail sector
- Nearly half of businesses are new and have been operating for between 1 and 5 years. But, also there are a significant number of established businesses who have been operating for 21+ years (14%)
- The majority of businesses employ between 1 and 5 full time staff (93%)
- High percentage of new visitors as well as repeat visitors and a high percentage of middle aged couples
- Businesses found the opportunities for networking and having access to up to date information the most useful aspects of the Forest of Bowland Business Network
- A high percentage of businesses felt that joint marketing initiatives with the Forest of Bowland (through leaflets) had had a big or some impact
- 85% of businesses market themselves as being part of the AONB
- The Forest of Bowland website continues to be utilised and valued by a high percentage of businesses
- The most popular and most effective channels by which businesses market themselves are via the Internet and by word of mouth
- 95% of businesses have their own website and find this the most effective channel for generating business
- A relatively small amount of money (less than £1,000) is invested in marketing each year by the majority of businesses

Variation to 2010:

- A higher number of younger couples and groups
- Decrease in annual business turnover
- A higher percentage stated that their business was operating worse than last year - 26% in 2011 compared to 7% in 2010
- Higher percentage of accommodation providers stated that their visitors were from elsewhere in the UK, and less so from the North West
- Decrease in length of stay of visitors from 2010, fewer visitors staying 5 to 7 nights, and more having shorter breaks and staying 2 to 4 nights
- The main difference between 2010 and 2011 is the marked increase in the use of social media. In 2010 18% used social media (grouped as one category), but in 2011 businesses were asked about their use of Blogs, Twitter and Facebook – this totalled 63%, therefore a significant increase from 2010
- A high percentage of businesses gain visitor feedback and value this information for future developments

Conclusions

Overall, the report highlights similar patterns to what have emerged in previous years; however, there have been some differences which have occurred due to a variety of factors including developments in technology and social media, the economic climate and changes in preferences of visitors. 26% stated that their business was operating worse this year than last and there has been a decrease in the length of stay of visitors. However, more positively businesses have seen an increase in visitors from elsewhere in the UK and not just the North West region and a high percentage of businesses have embraced new technologies and social media for marketing their business, in line with an overall increase in use globally.

The types of visitors coming to the area has remained a constant over the years, mainly attracting middle aged couples, visitors for walking and general sight-seeing. However, 2011 saw an increase in the number of younger couples and groups visiting the area.

The report highlights that businesses continue to value the Sustainable Tourism Business Network which has recently evolved into 'Bowland Experience' for the opportunities it provides for sharing ideas and accessing up to date information. Businesses have a good understanding of where their visitors have come from and a high percentage obtains visitor feedback to inform future developments within their business.

Businesses marketing themselves as being part of the AONB and the opportunities the area has to offer continues and some of this can be attributed to the continued support for businesses undergoing GTBS accreditation and Sense of Place training, and the value businesses place on this for marketing their business and the area as a destination.

Recommendations

- Continue to grow and develop Bowland Experience to fulfil the value businesses place on the opportunities for sharing ideas and accessing information
- Encourage cluster developments via Bowland Experience – the business network working jointly with the AONB to produce marketing materials to promote the sustainable activities available to visitors in the Forest of Bowland
- Continue to provide access and training in Sense of Place, to encourage new businesses and those who have not utilised the toolkit to market themselves as being part of the Forest of Bowland AONB, and supporting the development of a strong identity
- Look at opportunities for attracting new types of visitors to the AONB including expanding the offer for cyclists, horse riders, bird watchers and Tramper users (currently attracting some visitors, but low numbers). This will include continuing the development of promoted routes to enable good quality and easy access to the countryside
- Encourage businesses to 'package' breaks to encourage our key market of walkers, bird watchers and cyclists
- Encourage younger age groups and families to the area by providing more focussed information relating to family activities, and encourage and support businesses to produce family activities and days out from their businesses
- Increase awareness of Festival Bowland by encouraging promotion of the events through partners and tourism businesses
- Encourage businesses to look at ways of maintaining and extending opportunities for long stay visitors in terms of provision of visitor information, packaging and cluster developments. Also, develop and promote tourism products and events to encourage out of season visits to the AONB
- Continue to support interest in the Green Tourism Business Scheme and individual business' commitment to operating in a sustainable way
- Continue to encourage businesses to utilise social media to attract new markets
- There is scope for the Forest of Bowland AONB team to report back to businesses on uptake of cluster-based leaflets by visitors, so that businesses are better informed as to their impact
- Only 20% of businesses utilise Trip Advisor, there is scope for businesses to engage more with this medium, especially with increased use by visitors seeking out accommodation (50 million visitors per month)
- Investigate potential for a further sense of place training course 'Smarter Sense of Place', incorporating data from visitor survey to inform businesses of key markets, and to explore topics such as customer feedback and loyalty, length of stay and social media.

Appendix 1 – Questionnaire Data

1. What is your main business type?

Answer Options	Response Percent	Response Count
B&B/Guest House	12.5%	5
Hostel	5.0%	2
Hotel	5.0%	2
Pub/Inn/Restaurant (with rooms)	0.0%	0
Self Catering	37.5%	15
Static/touring caravans or camping	7.5%	3
Cafe/Restaurant	7.5%	3
Garden Centre/Nursery	0.0%	0
Historical attraction	0.0%	0
Tourism attraction (includes open gardens)	10.0%	4
Outdoor activity provider	10.0%	4
Pub/Inn (no rooms)	2.5%	1
Retail	2.5%	1
Other (please specify)		3
	answered question	40
	skipped question	3

2. How long have you been operating?

Answer Options	Response Percent	Response Count
Less than 1 year	4.8%	2
1 to 5 years	40.5%	17
6 to 10 years	21.4%	9
11 to 15 years	14.3%	6
16 to 20 years	4.8%	2
21+ years	14.3%	6
	answered question	42
	skipped question	1

3. How many people do you employ (including yourselves)

Answer Options	1 to 5	6 to 10	11 to 15	16 to 20	21+	Response Count
Full time	25	0	2	0	0	27
Part time	25	1	0	1	0	27
					answered question	39
					skipped question	4

4. What is your annual turnover? (excluding VAT)

Answer Options	Response Percent	Response Count
Up to £25,000	45.0%	18
£26,000 to £50,000	10.0%	4
£51,000 to £100,000	15.0%	6
£101,000 to £300,000	20.0%	8

£301,000 +	10.0%	4
	answered question	40
	skipped question	3

5. Is your business operating better this year than last year?

Answer Options	Response Percent	Response Count
Better	32.6%	14
Worse	25.6%	11
About the same	41.9%	18
	answered question	43
	skipped question	0

6. Was there a percentage increase or decrease?

Answer Options	Response Percent	Response Count
No difference	20.5%	8
+1 to 10%	25.6%	10
+11 to 20%	5.1%	2
+21 to 30%	12.8%	5
+31 to 40%	5.1%	2
+41 to 50%	0.0%	0
+51%	0.0%	0
-1 to 10%	20.5%	8
-11 to 20%	2.6%	1
-21 to 30%	5.1%	2
-31 to 40%	0.0%	0
-41 to 50%	0.0%	0
-51%	2.6%	1
	answered question	39
	skipped question	4

7. Please state if you are an: (this will determine which questions you are presented with)

Answer Options	Response Percent	Response Count
Accommodation provider	67.4%	29
Other business	32.6%	14
	answered question	43
	skipped question	0

8. Do you know your annual visitor figures? (leave blank if not)

Answer Options	Response Percent	Response Count
2010	100.0%	6
2011 projected figure	83.3%	5
	answered question	6
	skipped question	37

8b. Number	2010 figures	2011 projected figure
1	0	150
2	106	115
3	1832 bed nights	1982
4	160	150
5	1300	1500

9. Where do you visitors come from? (please give approximate percentages)							
Answer Options	**None**	**0 to 20%**	**21 to 40%**	**41 to 60%**	**61 to 80%**	**81 to 100%**	**Response Count**
North West of England	0	10 (44%)	6 (26%)	4 (17%)	0	3 (13%)	23
Elsewhere in the UK	0	3 (11%)	10 (37%)	6 (22%)	5 (19%)	3 (11%)	27
Overseas	1 (5%)	20 (90%)	1 (5%)	0	0	0	22
						answered question	29
						skipped question	14

10. How long do the majority of visitors stay with you?		
Answer Options	**Response Percent**	**Response Count**
1 night	6.9%	2
2 to 4 nights	48.3%	14
5 to 7 nights	41.4%	12
8 to 10 nights	0.0%	0
11 to 14 nights	0.0%	0
15+ nights	3.4%	1
	answered question	29
	skipped question	14

11. Please estimate your annual occupancy levels as a percentage		
Answer Options	**Response Percent**	**Response Count**
5	3.8%	1
10	3.8%	1
15	0.0%	0
20	3.8%	1
25	3.8%	1
30	0.0%	0
35	3.8%	1
40	7.7%	2
45	7.7%	2
50	3.8%	1
55	7.7%	2
60	26.9%	7
65	3.8%	1
70	7.7%	2
75	7.7%	2
80	0.0%	0
85	7.7%	2

90	0.0%	0
95	0.0%	0
100	0.0%	0
	answered question	26
	skipped question	17

12. What type of visitors do you attract (select approximate numbers for each type of visitor)

Answer Options	None	Low numbers	Medium numbers	High numbers	Response Count
Long stay visitors	5 (20%)	17 (68%)	2 (8%)	1 (4%)	25
Short break visitors	0	6 (22%)	10 (37%)	11 (41%)	27
Repeat visitors	0	4 (14%)	12 (43%)	12 (43%)	28
New visitors	1 (4%)	4 (16%)	13 (16%)	7 (28%)	25
Families	4 (15%)	11 (41%)	7 (26%)	5 (19%)	27
Groups	10 (26%)	6 (21%)	9 (32%)	3 (11%)	28
Young couples	3 (12%)	10 (38%)	11 (42%)	2 (8%)	26
Middle-aged couples	2 (8%)	1 (4%)	18 (69%)	5 (19%)	26
65+ couples	2 (8%)	5 (19%)	16 (62%)	3 (12%)	26
				answered question	29
				skipped question	14

13. What are your visitors' main reasons for coming to the Forest of Bowland (select approx numbers)

Answer Options	None	Low numbers	Medium numbers	High numbers	Response Count
Visit the Forest of Bowland AONB as a destination	1 (4%)	10 (37%)	10 (37%)	6 (22%)	27
Visit your business as a destination	0	6 (25%)	10 (42%)	8 (33%)	24
Bird watching	6 (22%)	15 (56%)	6 (22%)	0	27
Cycling	4 (14%)	17 (61%)	7 (25%)	0	28
Horse riding	15 (60%)	9 (36%)	1 (4%)	0	25
Walking	0	4 (14%)	15 (54%)	9 (32%)	28
Tramper use	17 (65%)	8 (31%)	1 (4%)	0	26
Fishing	10 (37%)	17 (63%)	0	0	27
Festival Bowland events	7 (27%)	18 (29%)	1 (4%)	0	26
Visit family/friends	2 (7%)	6 (22%)	15 (56%)	4 (15%)	27
Pleasure visit/general sight seeing	0	4 (14%)	18 (62%)	7 (24%)	29
For business	6 (23%)	14 (54%)	4 (15%)	2 (8%)	26
				answered question	29
				skipped question	14

14.If you are a member of Bowland Experience Ltd or have been a member of the Sustainable Tourism Network, please state what you have found most useful: (tick any that apply)

Answer Options	Response Percent	Response Count
Networking opportunities	70.6%	24
Access to training	44.1%	15
Up to date information	64.7%	22
Learn what other members are doing	55.9%	19
Business support and advice	58.8%	20
Opportunities for joint marketing	47.1%	16
Leaflet ordering system	41.2%	14
Please state if there is anything else that you would like from the		1

Network:	
answered question	34
skipped question	9

	14b. Please state if there is anything else that you would like from the Network:
1	BEx branded marketing campaign for members

15. Are you aware of the Green Tourism Business Scheme?		
Answer Options	**Response Percent**	**Response Count**
Yes, I am accredited	46.3%	19
Yes, I have heard about it	48.8%	20
No	4.9%	2
If you would like to find out more about the GreenTourism Business Scheme, please give your business name and email:		3
	answered question	41
	skipped question	2

16. If you have been involved in any joint marketing initatives with the Forest of Bowland, what has been their impact? (e.g. Gisburn Forest Bike Trails, Tea Shop leaflet)		
Answer Options	**Response Percent**	**Response Count**
Big impact	7.4%	2
Some impact	37.0%	10
No impact	18.5%	5
Don't know	37.0%	10
Do you have any suggestions for future joint marketing initiatives?		3
	answered question	27
	skipped question	16

	16b. Do you have any suggestions for future joint marketing initiatives?
1	Festival Bowland is a very important initiative for us
2	We only became a member recently but are looking forward to working with the Forest of Bowland in th enear future.
3	we would like to be involved but are do nt think we have been asked.

17. Do you market your business as being part of the Forest of Bowland AONB?		
Answer Options	**Response Percent**	**Response Count**
Yes	84.6%	33
No	15.4%	6
If not, why not?		3
	answered question	39
	skipped question	4

17b. If not, why not?	
1	Only became a member recently.
2	not really in it, just outside
3	because I am just outside it as I am just outside the Dales

18. If you have attended the Forest of Bowland's Sense of Place of training or used the toolkit, how useful was it?		
Answer Options	Response Percent	Response Count
Very useful	45.0%	9
Useful	50.0%	10
Average	5.0%	1
Not useful	0.0%	0
If you have not used the toolkit and want to find out more please give the name of your business and an email:		3
	answered question	20
	skipped question	23

19. Do you make use of the Forest of Bowland website for your visitors?		
Answer Options	Response Percent	Response Count
Yes	74.4%	29
No	25.6%	10
If yes, what are the most useful parts of the website?		7
	answered question	39
	skipped question	4

19b. If yes, what are the most useful parts of the website	
1	Maps
2	Tell visitors to look before they arrive so they look at what interests them.
3	Walking and Cycling maps
4	Bird Watching Events
5	Information about walks
6	walking routes
7	Events promotion

20. Do you have any suggestions for changes or additions to the website?	
Answer Options	Response Count
No	1
answered question	1
skipped question	42

21. Which of the following channels do you use to market your business?		
Answer Options	Response Percent	Response Count

Internet	97.5%	39
Paid adverts or listings in papers/magazines	30.0%	12
Paid adverts in district tourism or tourist board guides	35.0%	14
Press releases resulting in TV/radio/newspaper coverage	27.5%	11
Events	15.0%	6
Mail shots with offers/promotions	12.5%	5
Word of mouth	75.0%	30
Which of the above are most effective for the marketing of your business?		20
	answered question	40
	skipped question	3

21b. Which of the above are most effective for the marketing of your business?

1	WoM
2	Word of mouth
3	Internet
4	internet
5	internet
6	internet
7	Internet
8	all equally
9	website
10	Internet, district tourism guide
11	I wish i knew!
12	:Internet
13	Press Releases
14	word of mouth
15	INTERNET
16	press
17	Brown Signs but that's not above. Word of mouth
18	Word of mouth
19	television
20	Our own website

22. If you use the Internet for marketing, which of the following do you use?

Answer Options	Response Percent	Response Count
Own website	95.0%	38
Facebook	35.0%	14
Twitter	12.5%	5
Blog	15.0%	6
Booking agent e.g. Laterooms	22.5%	9
Advertising	12.5%	5
Customer feedback sites e.g. Trip Advisor	20.0%	8
Which of the above are most effective for the marketing of your business?		17
	answered question	40
	skipped question	3

22b. Which of the above are most effective for the marketing of your business?

1	online booking system

2	Own Website
3	own website
4	own site
5	Own website / advertising
6	website
7	own website
8	At the moment advertising but i do feel this may change.
9	own website & Local tourist listing
10	trip advisor
11	OWN WEB SITE
12	booking agent
13	Facebook
14	Website
15	own website
16	own website
17	Own website

23. What are the main ways you receive visitor feedback?

Answer Options	Response Percent	Response Count
Informally through conversation	77.5%	31
Via a questionnaire	32.5%	13
Visitor book	60.0%	24
On your website	12.5%	5
Trip advisor	20.0%	8
None of the above	0.0%	0
How proactive are you at reading and if necessary responding to visitor feedback?		15
	answered question	40
	skipped question	3

23b. How proactive are you at reading and if necessary responding to visitor feedback?

1	very
2	very
3	very proactive. Check visitor book daily.
4	Very good
5	Always read once visitors have left - negative feedback is attended to asap
6	I listen to my visitors and act pomptly if there is a problem
7	we discuss all feedback
8	very proactive
9	very
10	very
11	Its a brave person who thinks they know it all and got everything right. Always listen to positive criticism and look at it with an open mind
12	Very
13	very proactive at reading it, make a judgement on whether improvements are needed.
14	all the time

15	Always respond to visitor feedback. Also contact guests by email or telephone a few days after departing to discuss their stay.

24. On average how much do you invest in marketing each year?

Answer Options	Response Percent	Response Count
None	2.6%	1
Less than £500	34.2%	13
£500 to £1000	31.6%	12
£1000 to £2000	21.1%	8
£2000+	10.5%	4
	answered question	38
	skipped question	5

25. Any other comments:

1	We are very pleased to have a business in FOB " BEST DESTINATION "
2	I look forward in the help that I hope the Forest of Bowland can give us to increase our footfall.
3	The biggest problem we have seen this year is the reluctance of people to drive out here due to the cost of fuel. During foot and mouth we found that advertising made very little difference if the cause of their absence was beyond your control. Because of that we are keeping our powder dry for when things pick up.
4	none