

HEREFORDSHIRE VISITOR SURVEY – 2002

The Research Unit of the Heart of England Tourist Board carried out a survey of visitors to Herefordshire between July and October 2002. The main findings are summarised below.

- 1,449 interviews with visitors to Herefordshire from outside the County took place on both weekdays and weekends at 18 locations;

Location of Interviews with Visitors (Number of Interviews)		
Hereford Cathedral (167)	Symonds Yat East (91)	Goodrich Castle (59)
Ledbury TIC (118)	Ross on Wye TIC (88)	Queenswood (54)
Hereford TIC (114)	Hampton Court (82)	Eastnor Castle (53)
Leominster TIC (111)	Hergest Croft Gardens (76)	Pembridge (42)
Burford House Gardens (118)	Lower Brockhampton (68)	Weobley (40)
Herefordshire Beacon (99)	Small Breeds Farm (60)	Eastnor Deer Park (19)

TIC = Tourist Information Centre

- The types of visitors are shown in the following table;

Types of Visitors to Herefordshire (Proportion of Total)	
Day Visitors (36%)	
Overnight Visitors – domestic (37%)	Touring Visitors – domestic (21%)
Overnight visitors – overseas (3%)	Touring visitors – overseas (3%)

86% of day visitors originated from within one and a half hours drive time. Over half of the overseas visitors came from the major English speaking countries of USA, Australia, Canada and New Zealand. About a quarter of overseas visitors originated from other Western European EU member states. It should be noted that the method of surveying does not “capture” business tourism and tends not to pick up large groups (eg coach parties) or foreign visitors with limited English.

- 22% of those surveyed were first time visitors to the County, 78% were making a repeat visit.
- 48% of those staying in the County were taking a short break of 1-3 nights, 52% were staying for longer. The average length of stay for all overnight visitors was 4.5 nights.
- 42% of overnight visitors were using serviced accommodation (hotels, guest houses and B & Bs), 21% were staying with friends or family, the remainder were in various forms of self catering accommodation.
- 63% of members of visiting groups surveyed were over 45, children under 15 made up 13% of the respondents and groups accompanying them.
- About three quarters of the visitors surveyed were from social groups ABC1.
- Day visitors spent an average of £16.84 per person in the County, mostly on eating / drinking out.
- Touring visitors spent an average of £130.88 per person, again, mainly on eating / drinking out.
- Overnight visitors spent an average of £22.60 per night, mainly on accommodation. (This figure would be biased downwards as 21% of overnight visitors stay with friends or relatives)

**For further information, please contact Lisette Davies, Herefordshire Council
Tourism Development Officer on (01432) 260608.**