



Looe Neighbourhood Plan

LOOE VISITOR SURVEY SUMMER 2016

We would like your help in drawing up a new plan for Looe which shapes the future development of the area.

As a visitor to our town we would value your views on its best and worst features, and how it might best be improved to meet your needs and wishes.

We would also appreciate your views on your experience as a holidaymaker in the area.

We are interested in the views of all who visit us - whether you be on a day trip, a visit from another resort, or staying in or nearby Looe itself.

You can also do the survey online here:
<https://www.surveymonkey.co.uk/r/DMVM57C>



WHAT IS THE FUTURE FOR LOOE?

1. Is this your first holiday or short break to Cornwall?

- Yes
- No

2. Are you a first time or returning visitor to Looe?

- First time
- Returning

3. Are you a resident of Cornwall or Devon on a day trip to Looe?

- Yes - please go straight to **Question 11**.
- No - please continue to **Question 4**.

4. During this holiday which other areas of Cornwall or Devon have or will you visit and/or stay in?

	Did you visit on this trip?	Stay overnight in?
North Cornwall Coast (Bude, Port Isaac, Boscastle)	<input type="radio"/>	<input type="radio"/>
Padstow area	<input type="radio"/>	<input type="radio"/>
Bodmin Moor	<input type="radio"/>	<input type="radio"/>
Newquay area	<input type="radio"/>	<input type="radio"/>
West Cornwall (St Ives, Penzance)	<input type="radio"/>	<input type="radio"/>
The Lizard	<input type="radio"/>	<input type="radio"/>
Fal estuary (Falmouth, St Mawes)	<input type="radio"/>	<input type="radio"/>
Mid Cornwall (Mevagissey, St Austell, Roseland)	<input type="radio"/>	<input type="radio"/>
South Cornwall Coast (Fowey, Rame)	<input type="radio"/>	<input type="radio"/>
Tamar Valley	<input type="radio"/>	<input type="radio"/>

Plymouth	<input type="radio"/>	<input type="radio"/>
South Devon	<input type="radio"/>	<input type="radio"/>
Dartmoor	<input type="radio"/>	<input type="radio"/>

5. How would you describe this holiday?

- Touring around the country
- A visit based in a countryside location
- A visit based in a seaside location
- Staying in a city and combining visiting city attractions with visiting the surrounding countryside and coast
- Staying with friends or family
- A fishing break
- A golf break
- A sailing break
- A walking break
- Attending an event (e.g. sports event, concert, festival etc)

6. How long is your current holiday?

- A few days
- Week
- Two weeks
- Longer

7. Which of the following best describes your trip to Looe today?

- A day trip or excursion from another holiday base
 - A holiday or short break
 - A visit to see friends or relatives for leisure
 - Another type of trip taken for leisure purposes
 - Other (please specify).....
-

8. During your holiday, how many nights will you stay overnight in Looe? (Please enter 0 if none)

9. If you are staying overnight in Looe, or nearby, what type of accommodation will/did you stay in?

- Hotel
- B&B/guest house
- Self-catering cottage
- Self-catering apartment
- Hostel
- Camping
- Caravanning
- Second home
- Friends/family

10. If you are staying overnight in Looe, or nearby, which part of the area will/did you stay in?

- Town Centre
- Looe Barbican area
- Plaidy
- Hannafore
- Rural

11. What do you like best about Looe and the surrounding areas? (Please tick as many as apply).

- The Beach
- The Seaside location
- Change of pace – peace and tranquility
- The Harbour and its boats
- Bathing water quality
- Sense of safety
- Good places to visit close by

- Good accommodation
- Nice restaurants, bars and cafes
- Good events and Festivals

12. What would you improve about Looe? (Please be brief)

.....

.....

.....

13. Which of the following best describes who is /was with you on your trip? (Please tick as many as apply).

- Your partner/spouse
- Your child/children
- Your parents or your partner's parents
- Other members of your family Friend(s)
- An organised group
- On my own
- Someone else (please specify)

14. How many people are there in your immediate party – that is any family and friends who are travelling with you – including yourself?

Number of people aged 16 and over

Number of people under 16

Not sure

15. How far in advance did you start planning this trip? i.e. how much time was there between you starting to plan and visiting?

- Less than 2 weeks
- 2 weeks up to 4 weeks
- 1 to 2 months
- 3 to 6 month

- Over 6 months to 1 year
- Over 1 to 2 years
- Over 2 years
- Not sure

16. And how far in advance did you book your trip to Looe i.e. how much time was there between booking the trip and going?

- Didn't book in advance
- Less than 2 week
- 2 weeks up to 4 weeks
- 1 to 2 months
- 3 to 6 months
- Over 6 months
- Not sure

17. Which of the following, if any, prompted you to visit Looe?

- Found a good accommodation deal
- It was recommended to me by friends/relatives
- Special occasion/celebration
- It is an area I know well – been to before
- Read an article in a newspaper/magazine
- Advertising in newspapers/magazines
- Information in a Tourist Board brochure
- A television programme about it
- Advertising on a website
- A movie/film featuring this area
- A book featuring this area
- Family connections in this area
- Particular interest in history of this area
- Specific activities such as golf or walking are available
- Don't know/can't remember
- None of these

Other (please specify)
.....

18. And *during* your trip to Looe which of the following other methods, if any, did you use to obtain information about places to visit and things to do?

- The Looe Tourist Information Centre
- A smartphone/internet on a mobile phone
- The Looe App
- A laptop
- Visited an internet cafe
- Accessed the internet via a terminal in the reception of your accommodation or another public area.
- Brochure provided by Visit Cornwall
- Tour operator's brochure
- Guide books (e.g. Fodors, Lonely Planet)
- Asking other travellers
- Asking local people
- Asking proprietors/service staff
- None of the above

19. What form of transport did you use on the *longest* part of your journey from *home* to Cornwall?

- Train
- Regular bus/coach
- Organised coach tour
- Car – own/friend's/firm's
- Car – hired
- Motorised caravan/camper/dormobile
- Motorcycle
- Bicycle
- Plane
- Boat/ship/ferry
- Hitch-hiking (in any vehicle)

Other (please specify)

.....

20. And which types of transport did you use during your visit to Looe? Please think about travel within Cornwall & Devon only and select all of those you used.

- Train
- Regular bus/coach
- Organised coach tour
- Car – own/friend's/firm's
- Car – hired
- Motorised caravan/camper/dormobile
- Motor cycle
- Bicycle
- Boat/ship/ferry
- Hitch-hiking (in any vehicle)
- Walked/on foot
- Other (please specify)

21. Will you/Did you take part in any of the following during this trip to Looe?

- Sightseeing by car/coach/on foot
- Visited a church or other religious building
- Visited a historic house, stately home, castle
- Visited a museum/art gallery
- Visited a country park/garden
- Visited a visitor/heritage centre
- Visited a scenic/historic railway/other architecture
- Visited a theme/amusement park
- Visited an aquarium/zoo/safari park/nature reserve
- Visited a TV/film location (eg Poldark, Doc Martin, Wycliffe)
- Visited a location from Literature (Daphne DuMaurier, Mary Wesley, Winston Graham, Victoria Holt, EV

Thompson)

- Other (please specify)
-

22. Will you/Did you take part in any of the following during this trip?

- Went on a guided tour – on foot, bus or other transport
- Golf
- Short walk/stroll – up to 2 miles/1 hour
- Long walk, hike or ramble (minimum of 2 miles/1 hour)
- Centre based walking (i.e. around the town centre)
- Sailing/boating/watersports
- Fishing
- Horse riding, pony trekking
- Country sports – hunting, shooting etc.
- Wildlife/bird watching
- Cycling – on a road/surfaced path
- Mountain biking
- Picnic or BBQ
- Visiting a beach
- Genealogy/tracing ancestors
- Trying local food
- Night out/visiting pubs
- Music/arts festival
- Watched live sport (not onTV)
- Theatre
- Attended an exhibition/fair
- Attended a live music concert
- Attended a special event of a personal nature such as a wedding, graduation, christening
- None of these
- Other (please specify)
-

23. Have you had to have medical attention during your stay?

- Yes
- No

24. If so, did it require you to attend a Hospital?

- Minor Injuries Unit
- Hospital Outpatients
- Hospital Inpatients

25. Where the shops in Looe adequate for your needs?

- Yes
- No

If not, please say why.....
.....

26. Did you bring your dog on holiday with you?

- Yes
- No

27. Are you happy with the facilities provided for dogs around Looe?

- Yes
- No

28. Is there any specific facility or service missing from Looe that would have improved your experience and would encourage you to return? Please briefly say what:

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

29. Thinking about your trip to Looe, how would you rate your overall experience of this destination?

- Very satisfied
- Fairly satisfied
- Neither satisfied nor dissatisfied
- Fairly dissatisfied
- Very dissatisfied

30. Based on your experiences during this trip, to what extent would you recommend Looe as a holiday destination to friends and family?

- Definitely
- Probably
- Fairly likely
- Probably not
- Definitely not

31. How likely are you to take another trip to Looe again in the next 5 years?

- Definitely
- Probably
- Fairly likely
- Probably not
- Definitely not

32. Which of the following countries do you live in?

- England (including Channel Islands and Isle of Man)
- Scotland
- Wales
- Northern Ireland
- Republic of Ireland
- Germany
- France
- Italy

- Spain
- Netherlands USA
- Canada
- Australia
- New Zealand
- Other (please specify)
-

33. If you live in England, please say which region?

- Greater London
- South East
- South West
- East Midlands
- West Midlands
- East Anglia/East of England
- Yorkshire/Humberside
- North East
- North West

34. During or after your trip to Looe, did you do any of the following?

- Upload trip photos to the internet, i.e. Flickr or Facebook
- Update your Facebook status about your trip
- Tweet about your trip
- Blog about your trip
- Leave reviews on websites such as Tripadvisor
- Instant messaging via MSN
- Upload trip videos to the internet, i.e. YouTube
- None of these

35. What is your age?

- 17 or younger
- 18-20
- 21-29

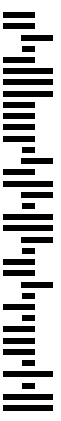
- 30-39
- 40-49
- 50-59
- 60 or older

Thank you for completing our survey.

Please seal the survey along the page edge with tape or a staple, and return it via Freepost to Looe Town Council, The Guildhall, Fore Street, East Looe, Cornwall PL13 1AA

Have a nice holiday, and we hope to see you again!

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Freeport Plus RTUA-GLTTL-SYJR
LOOE TOWN COUNCIL
THE GUILDHALL
FORE STREET
EAST LOOE
LOOE
PL13 1AA