Destination Satisfaction Reports

VisitEngland
Brand & Satisfaction Tracker, 2011-12

ALL DESTINATIONS

VisitEngland™

Where does this information come from?

- **The data in these reports comes from the England Brand Tracker, a continuous survey with an annual sample of 5000 English residents**
- **Respondents answer three sets of questions about destinations that they visited for a holiday or short break within the last year**

1. **Overall evaluation of the destination**
   - Overall rating, likelihood to recommend, likelihood to revisit, competitive advantage
   - Results from these four measures are combined to give us the one-number TRIM index – the average score across all destinations is 93
2. **Importance of attributes for that destination**
   - How important are specific attributes such as quality of accommodation, value for money, customer service etc. when taking breaks of the type taken in the destination? (asked for 25-30 attributes per destination)
3. **Destination performance by attribute**
   - How well did the destination perform across each of the 25-30 attributes?

What does the analysis mean?

- **The analysis takes into account**
  - How well the destination performs on each attribute
  - How important people tell us the attributes are
  - The extent to which a good (or poor) performance on each attribute affects the overall visitor experience

- **Results are calculated within each destination (and not comparing results from one destination to another). This means**
  - EVERY destination has strengths and weaknesses (because every destination receives higher scores for some attributes than others)
  - The analysis shows where the priorities are for each destination to improve its own performance, and are not a league table of scores by attribute!
- **There are two types of chart**
  - At-a-glance summary charts
  - Detailed grids (quadrant charts)

Summary of Strengths and Weaknesses

- These charts are a shorthand way to look across all the findings for a destination and work out what the priorities for action are – put simply:

Maintain strengths to ensure that satisfaction

Address weaknesses to improve satisfaction

TRI*M GRID SUMMARY

Summary of strengths

SEGMENT: SOUTH WEST ENGLAND - WAVE: July 2011 –May 2012

High level strengths

A31. Unspoilt countryside
A04. A place where I feel safe and secure

Medium level strengths

A29. Attractive/well maintained town/city centre
A30. Interesting towns and villages to visit
A33. Clean and well-maintained beaches
A16. Good quality accommodation
A19. Good quality food, drink and dining
A05. Clean and tidy environment
A03. Very high levels of customer service
A34. Beaches which are safe and suitable for bathing
A18. Variety of accommodation to choose from that suits my needs
A02. Welcoming and friendly people

Low level strengths

A09. Easy to book your trip/different parts of your trip in advance

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ETB

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TRIM score summarises overall rating (England average = 93)

TRI*M GRID SUMMARY

Summary of weaknesses

SEGMENT: SOUTH WEST ENGLAND - WAVE: July 2011 –May 2012

High level weaknesses

None

Medium level weaknesses

None

Low level weaknesses

A23. Wide range of attractions and things to do
A17. Accommodation that offers value for money
A20. Opportunities to eat/drink local food and produce
A21. Easy to find useful information about the destination when you're there
A35. Good range of water-based/beach activities
A10. A destination that is not too expensive to get to
A22. Availability of festivals, music, sporting and cultural events
A15. Availability of reasonably priced car parking
A13. Easy to get around by public transport
A28. Good nightlife
A12. A destination that is easy to get to by public transport

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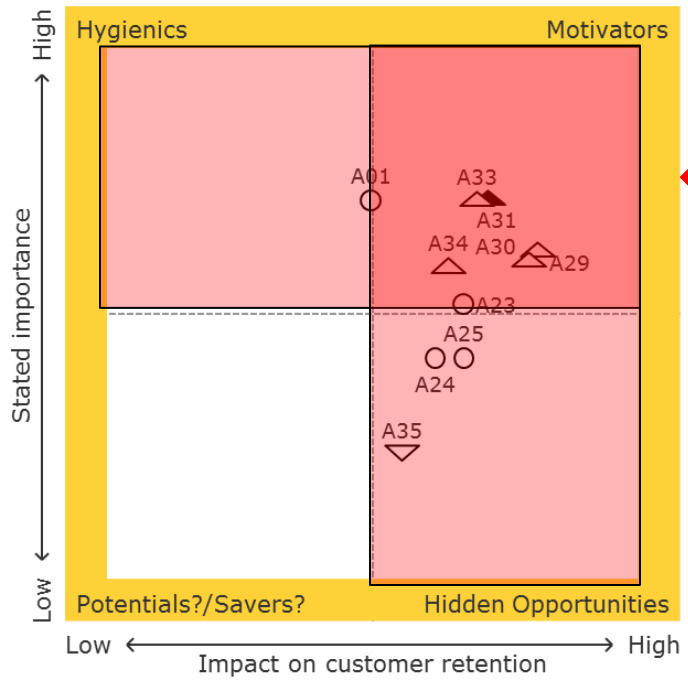
Grids (1)

- The grids allow us to dig beneath the surface and understand more about the impact of individual attributes

The shape of the attributes shows how the destination performs on each

- **Far below average**
- **Below average**
- **Average**
- **Above average**
- **Far above average**



Attributes at the top of the chart are those that people say are important

Attributes at the right of the chart are those that have the biggest impact on (correlation with) with overall satisfaction

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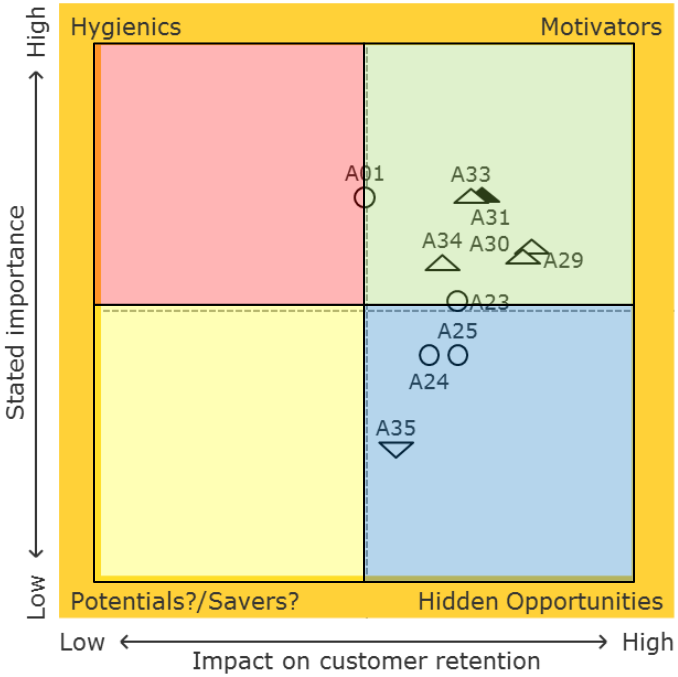
Grids (2)

- The grids allow us to dig beneath the surface ad understand more about the impact of individual attributes

Hygienics
(people say they are important but they don't impact on satisfaction)
These may influence whether or not people book a trip in the first place, so they need to be "good enough" – but they have less impact on the overall experience

Potentials / Savers
(people don't say they are important and they don't impact on satisfaction)
Low priority for product development and communications



Key Motivators
(people say they are important and they have a high impact on satisfaction)
Maintain performance where above average, and address where below average

Hidden Opportunities
(people don't tell us that they are important, but they impact satisfaction)
Likely to have an influence on whether people will return again and/or post-trip word of mouth

South West

Summary of strengths

SEGMENT: SOUTH WEST ENGLAND - WAVE: July 2011 –May 2012

High level strengths

A31. Unspoilt countryside
A04. A place where I feel safe and secure

Medium level strengths

A29. Attractive/well maintained town/city centre
A30. Interesting towns and villages to visit
A33. Clean and well-maintained beaches
A16. Good quality accommodation
A19. Good quality food, drink and dining
A05. Clean and tidy environment
A03. Very high levels of customer service
A34. Beaches which are safe and suitable for bathing
A18. Variety of accommodation to choose from that suits my needs
A02. Welcoming and friendly people

Low level strengths

A09. Easy to book your trip/different parts of your trip in advance

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TRI*M Index

SOURCE:
BASE: 1114

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Summary of weaknesses

SEGMENT: SOUTH WEST ENGLAND - WAVE: July 2011 –May 2012

High level weaknesses

None

Medium level weaknesses

None

Low level weaknesses

A23. Wide range of attractions and things to do
A17. Accommodation that offers value for money
A20. Opportunities to eat/drink local food and produce
A21. Easy to find useful information about the destination when you're there
A35. Good range of water-based/beach activities
A10. A destination that is not too expensive to get to
A22. Availability of festivals, music, sporting and cultural events
A15. Availability of reasonably priced car parking
A13. Easy to get around by public transport
A28. Good nightlife
A12. A destination that is easy to get to by public transport

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TRI*M Index

SOURCE:
BASE: 1114

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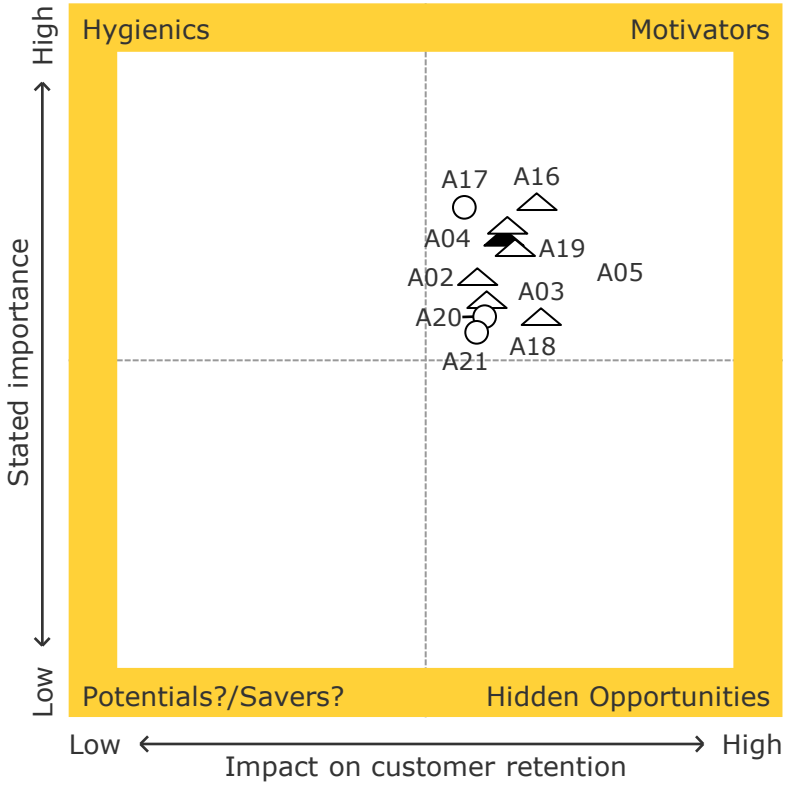
Prioritising actions and investments to retain and grow your customers

SEGMENT: SOUTH WEST ENGLAND - WAVE: July 2011 –May 2012

PERFORMANCE

- △ A02. Welcoming and friendly people
- △ A03. Very high levels of customer service
- ▲ A04. A place where I feel safe and secure
- △ A05. Clean and tidy environment
- △ A16. Good quality accommodation
- ○ A17. Accommodation that offers value for money
- △ A18. Variety of accommodation to choose from that suits my needs
- △ A19. Good quality food, drink and dining
- ○ A20. Opportunities to eat/drink local food and produce
- ○ A21. Easy to find useful information about the destination when you're there



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TRI*M Index

▼ Performance - Far below average ▽ Below average ○ Average △ Above average ▲ Far above average

SOURCE:
BASE: 1114

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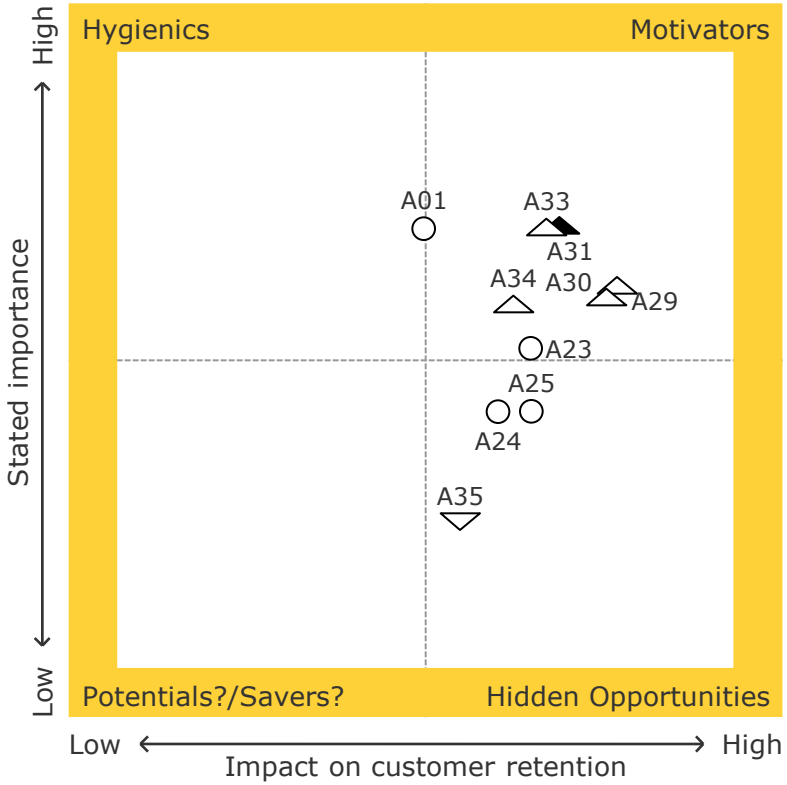
Prioritising actions and investments to retain and grow your customers

SEGMENT: SOUTH WEST ENGLAND - WAVE: July 2011 –May 2012

PERFORMANCE

- A23. Wide range of attractions and things to do
- A29. Attractive/well maintained town/city centre
- A30. Interesting towns and villages to visit
- A31. Unspoilt countryside
- A33. Clean and well-maintained beaches
- A34. Beaches which are safe and suitable for bathing
- A24. Availability of individual/independent local shops
- A25. Opportunities to visit museums/galleries and contemporary arts
- A35. Good range of water-based/beach activities
- A01. Good value for money generally



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Performance - Far below average · Below average · Average · Above average · Far above average

SOURCE:
BASE: 1114

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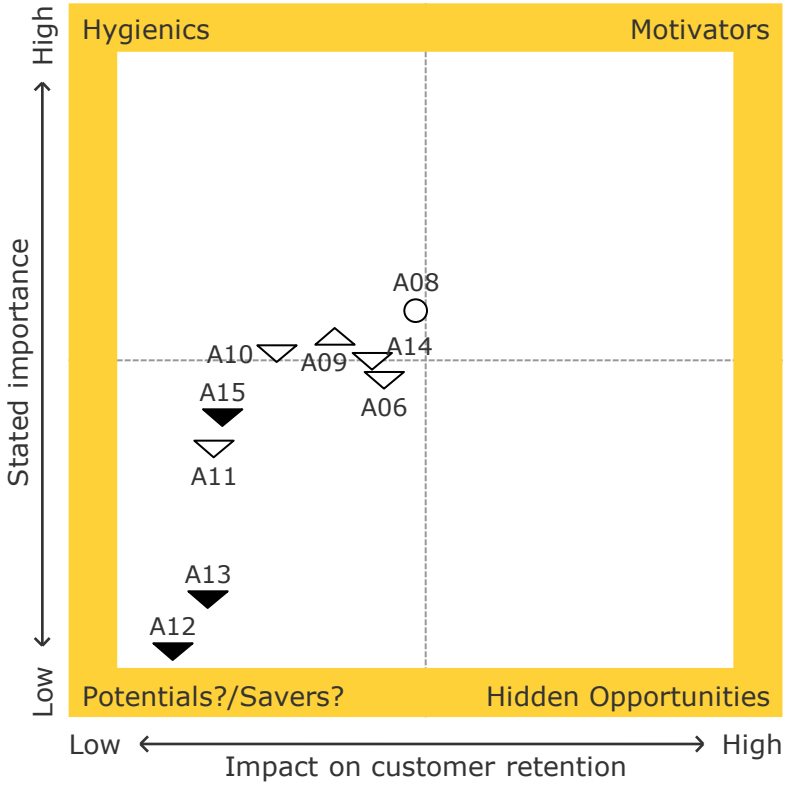
Prioritising actions and investments to retain and grow your customers

SEGMENT: SOUTH WEST ENGLAND - WAVE: July 2011 –May 2012

PERFORMANCE

- A08. Easy to find useful information about the destination when planning the trip
- A09. Easy to book your trip/different parts of your trip in advance
- A10. A destination that is not too expensive to get to

- A06. Overall availability of deals and discounts for the destination
- A11. A destination that doesn't take too long to get to
- A12. A destination that is easy to get to by public transport
- A13. Easy to get around by public transport
- A14. Clear signposting that helps you find your way around the destination
- A15. Availability of reasonably priced car parking



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Performance - Far below average | Below average | Average | Above average | Far above average

SOURCE:
BASE: 1114

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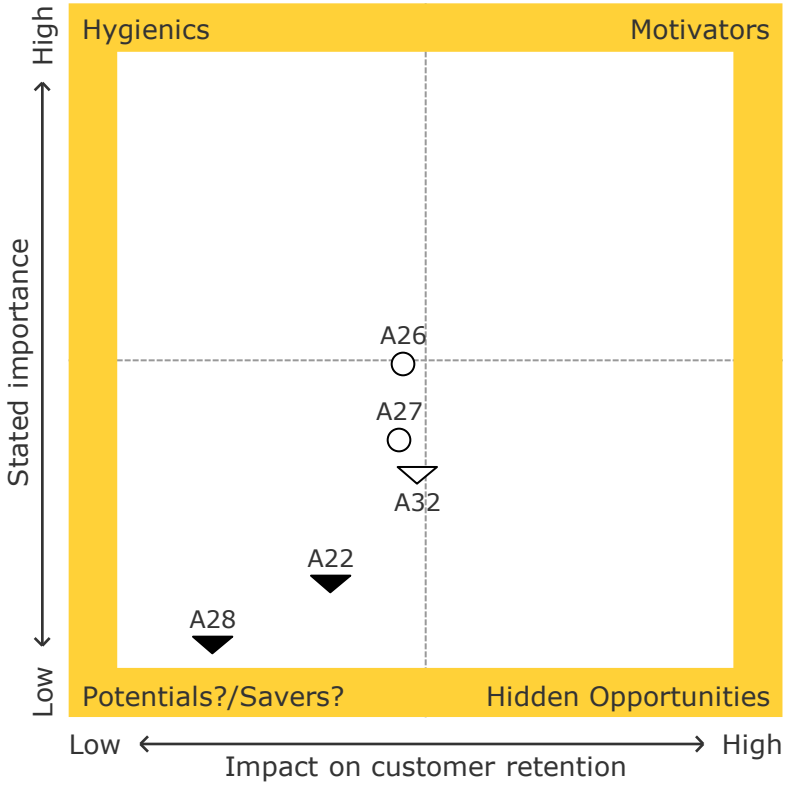
Prioritising actions and investments to retain and grow your customers

SEGMENT: SOUTH WEST ENGLAND - WAVE: July 2011 –May 2012

PERFORMANCE

- ▼ A22. Availability of festivals, music, sporting and cultural events
- ○ A26. Opportunities to see famous buildings and monuments
- ○ A27. Good range of shopping opportunities
- ▼ A28. Good nightlife
- ▽ A32. Good range of outdoor activities



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TRI*M Index

▼ Performance - Far below average ▽ Below average ○ Average △ Above average ▲ Far above average

SOURCE:
BASE: 1114

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Devon

Summary of strengths

SEGMENT: Total Devon (Torquay + Other Devon combined) - WAVE: July 2011 –May 2012

High level strengths

A31. Unspoilt countryside
A30. Interesting towns and villages to visit
A05. Clean and tidy environment
A04. A place where I feel safe and secure

Medium level strengths

A16. Good quality accommodation
A03. Very high levels of customer service
A33. Clean and well-maintained beaches
A34. Beaches which are safe and suitable for bathing
A17. Accommodation that offers value for money
A19. Good quality food, drink and dining
A18. Variety of accommodation to choose from that suits my needs
A02. Welcoming and friendly people

Low level strengths

A09. Easy to book your trip/different parts of your trip in advance

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TRI*M Index

SOURCE:
BASE: 260

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Summary of weaknesses

SEGMENT: Total Devon (Torquay + Other Devon combined) - WAVE: July 2011 –May 2012

High level weaknesses

None

Medium level weaknesses

None

Low level weaknesses

A01. Good value for money generally
A20. Opportunities to eat/drink local food and produce
A08. Easy to find useful information about the destination when planning the trip
A23. Wide range of attractions and things to do
A21. Easy to find useful information about the destination when you're there
A32. Good range of outdoor activities
A06. Overall availability of deals and discounts for the destination
A10. A destination that is not too expensive to get to
A22. Availability of festivals, music, sporting and cultural events
A15. Availability of reasonably priced car parking
A11. A destination that doesn't take too long to get to
A13. Easy to get around by public transport
A12. A destination that is easy to get to by public transport

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TRI*M Index

SOURCE:
BASE: 260

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Summary of weaknesses

SEGMENT: Total Devon (Torquay + Other Devon combined) - WAVE: July 2011 –May 2012

Low level weaknesses

A27. Good range of shopping opportunities

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BASE: 260

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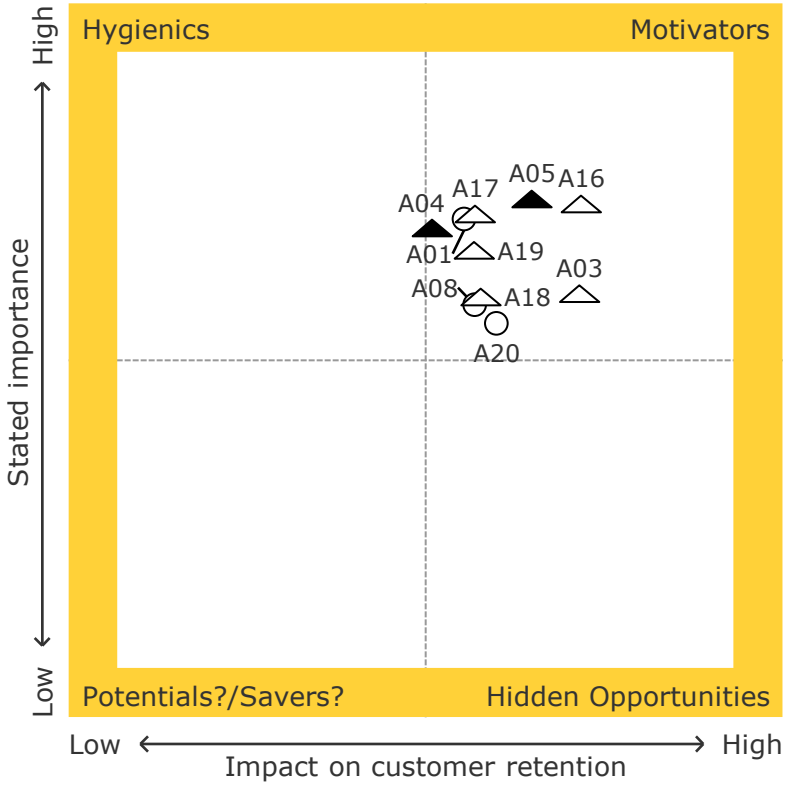
Prioritising actions and investments to retain and grow your customers

SEGMENT: Total Devon (Torquay + Other Devon combined) - WAVE: July 2011 –May 2012

PERFORMANCE

- ○ A01. Good value for money generally
- △ A03. Very high levels of customer service
- ▲ A04. A place where I feel safe and secure
- ▲ A05. Clean and tidy environment
- ○ A08. Easy to find useful information about the destination when planning the trip
- △ A16. Good quality accommodation
- △ A17. Accommodation that offers value for money
- △ A18. Variety of accommodation to choose from that suits my needs
- △ A19. Good quality food, drink and dining
- ○ A20. Opportunities to eat/drink local food and produce



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TRI*M Index

▼ Performance - Far below average ▽ Below average ○ Average △ Above average ▲ Far above average

SOURCE:
BASE: 260

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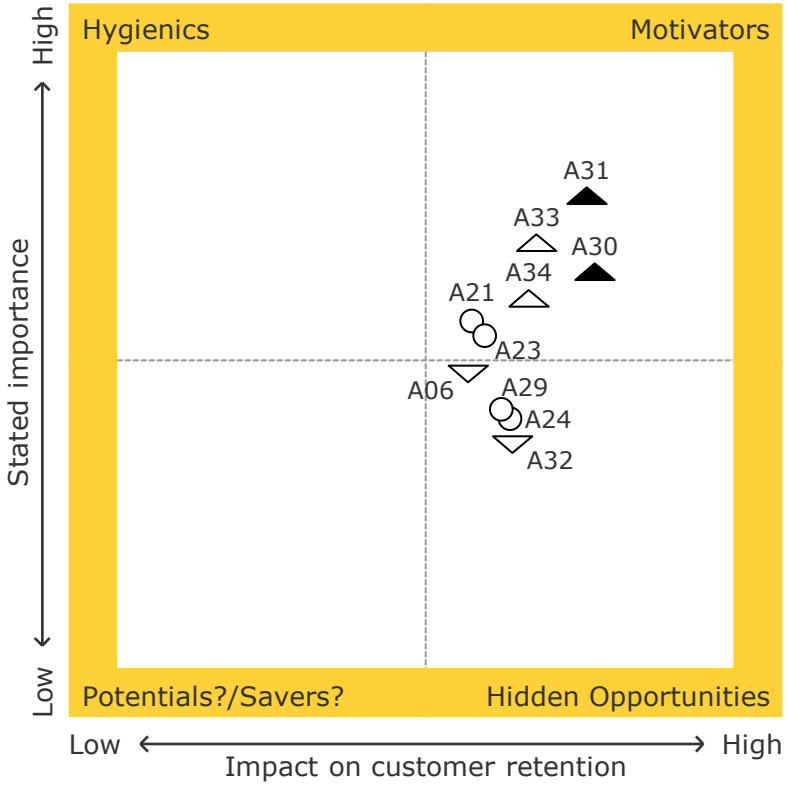
Prioritising actions and investments to retain and grow your customers

SEGMENT: Total Devon (Torquay + Other Devon combined) - WAVE: July 2011 –May 2012

PERFORMANCE

- A21. Easy to find useful information about the destination when you're there
- A23. Wide range of attractions and things to do
- A30. Interesting towns and villages to visit
- A31. Unspoilt countryside
- A33. Clean and well-maintained beaches
- A34. Beaches which are safe and suitable for bathing
- A06. Overall availability of deals and discounts for the destination
- A24. Availability of individual/independent local shops
- A29. Attractive/well maintained town/city centre
- A32. Good range of outdoor activities



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TRI*M Index

Performance - Far below average | Below average | Average | Above average | Far above average

SOURCE:
BASE: 260

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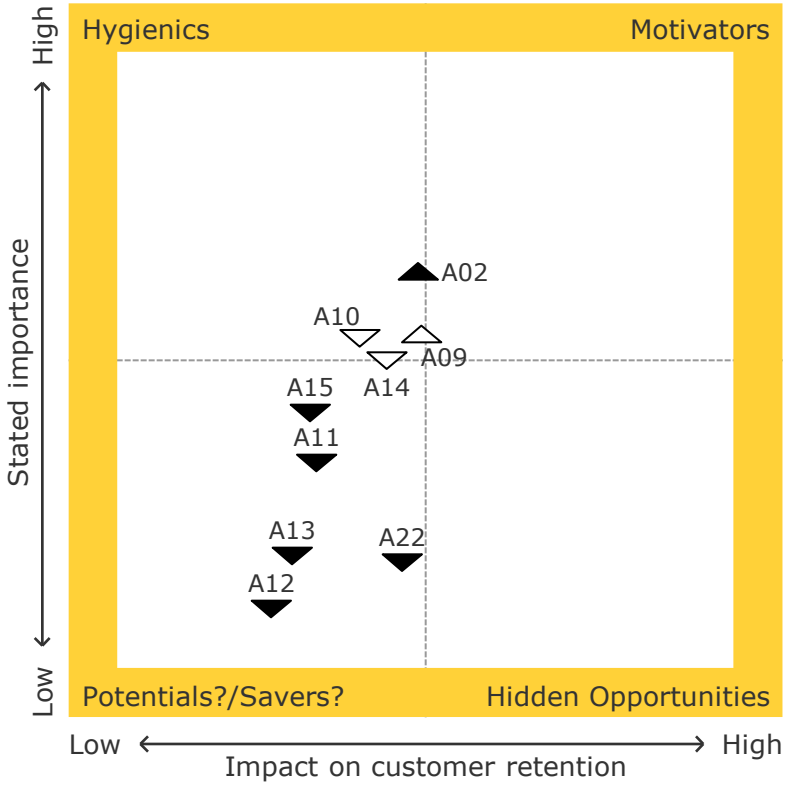
Prioritising actions and investments to retain and grow your customers

SEGMENT: Total Devon (Torquay + Other Devon combined) - WAVE: July 2011 –May 2012

PERFORMANCE

- ▲ A02. Welcoming and friendly people
- △ A09. Easy to book your trip/different parts of your trip in advance
- ▽ A10. A destination that is not too expensive to get to
- ▼ A11. A destination that doesn't take too long to get to
- ▼ A12. A destination that is easy to get to by public transport
- ▼ A13. Easy to get around by public transport
- ▽ A14. Clear signposting that helps you find your way around the destination
- ▼ A15. Availability of reasonably priced car parking
- ▼ A22. Availability of festivals, music, sporting and cultural events



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▼ Performance - Far below average ▽ Below average ○ Average △ Above average ▲ Far above average

SOURCE:
BASE: 260

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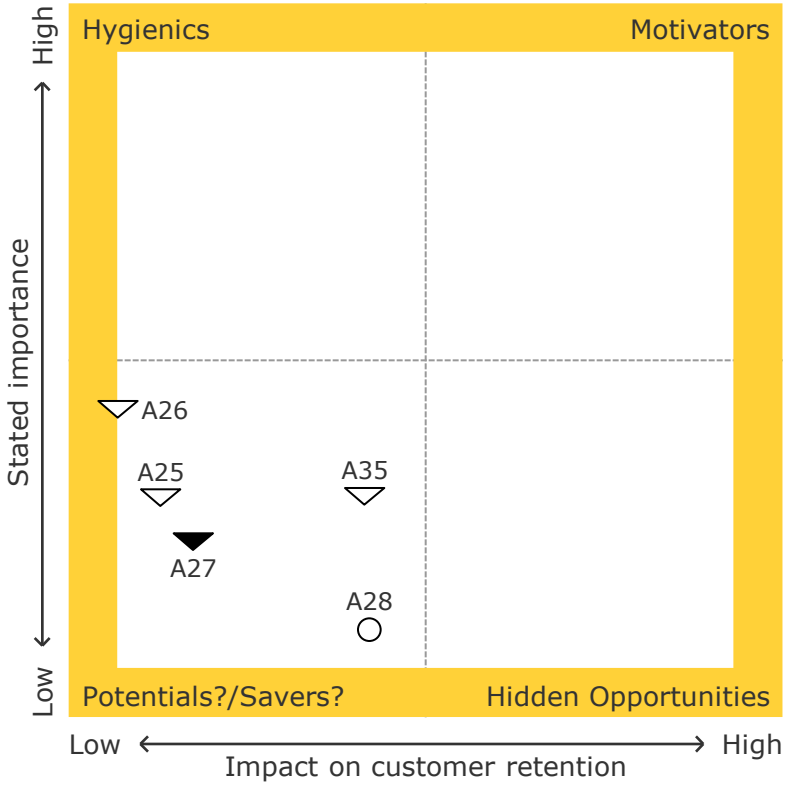
Prioritising actions and investments to retain and grow your customers

SEGMENT: Total Devon (Torquay + Other Devon combined) - WAVE: July 2011 –May 2012

PERFORMANCE

- A25. Opportunities to visit museums/galleries and contemporary arts
- A26. Opportunities to see famous buildings and monuments
- A27. Good range of shopping opportunities
- A28. Good nightlife
- A35. Good range of water-based/beach activities



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TRI*M Index

Performance - Far below average | Below average | Average | Above average | Far above average

SOURCE:
BASE: 260

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Torquay

Summary of strengths

SEGMENT: Torquay - WAVE: July 2011 –May 2012

High level strengths

Medium level strengths

A16. Good quality accommodation
A05. Clean and tidy environment
A03. Very high levels of customer service
A19. Good quality food, drink and dining
A18. Variety of accommodation to choose from that suits my needs
A33. Clean and well-maintained beaches
A04. A place where I feel safe and secure

Low level strengths

A17. Accommodation that offers value for money
A02. Welcoming and friendly people
A01. Good value for money generally

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TRI*M Index

SOURCE:
BASE: 80

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Summary of weaknesses

SEGMENT: Torquay - WAVE: July 2011 –May 2012

High level weaknesses

None

Medium level weaknesses

None

Low level weaknesses

A34. Beaches which are safe and suitable for bathing
A08. Easy to find useful information about the destination when planning the trip
A14. Clear signposting that helps you find your way around the destination
A23. Wide range of attractions and things to do
A22. Availability of festivals, music, sporting and cultural events
A10. A destination that is not too expensive to get to
A12. A destination that is easy to get to by public transport
A11. A destination that doesn't take too long to get to
A15. Availability of reasonably priced car parking

95
TRI*M Index

SOURCE:
BASE: 80

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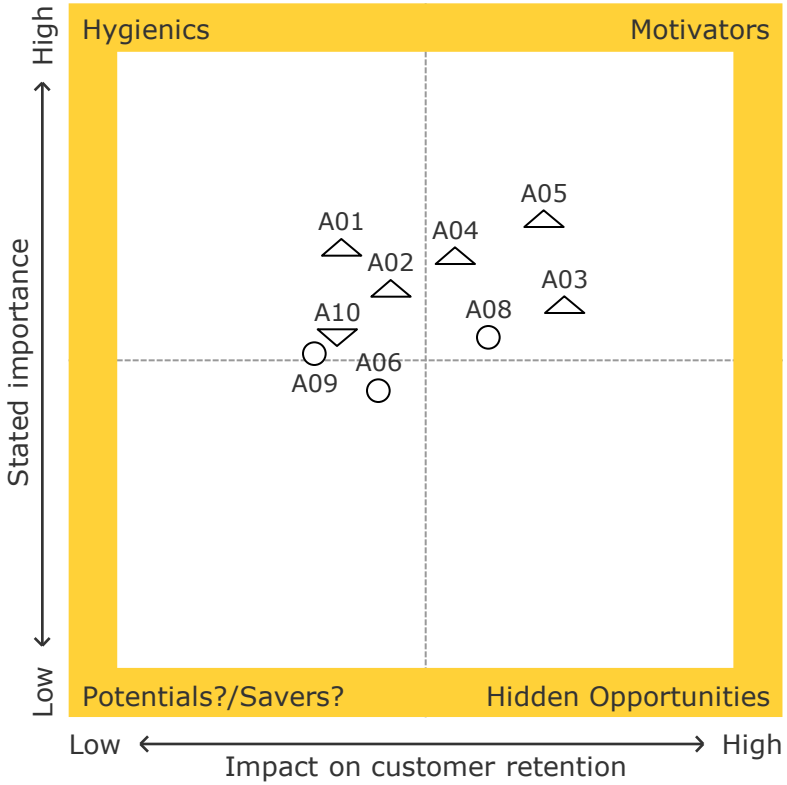
Prioritising actions and investments to retain and grow your customers

SEGMENT: Torquay - WAVE: July 2011 –May 2012

PERFORMANCE

- △ A01. Good value for money generally
- △ A02. Welcoming and friendly people
- △ A03. Very high levels of customer service
- △ A04. A place where I feel safe and secure
- △ A05. Clean and tidy environment
- ○ A06. Overall availability of deals and discounts for the destination
- ○ A08. Easy to find useful information about the destination when planning the trip
- ○ A09. Easy to book your trip/different parts of your trip in advance
- ▽ A10. A destination that is not too expensive to get to



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TRI*M Index

▼ Performance - Far below average ▽ Below average ○ Average △ Above average ▲ Far above average

SOURCE:
BASE: 80

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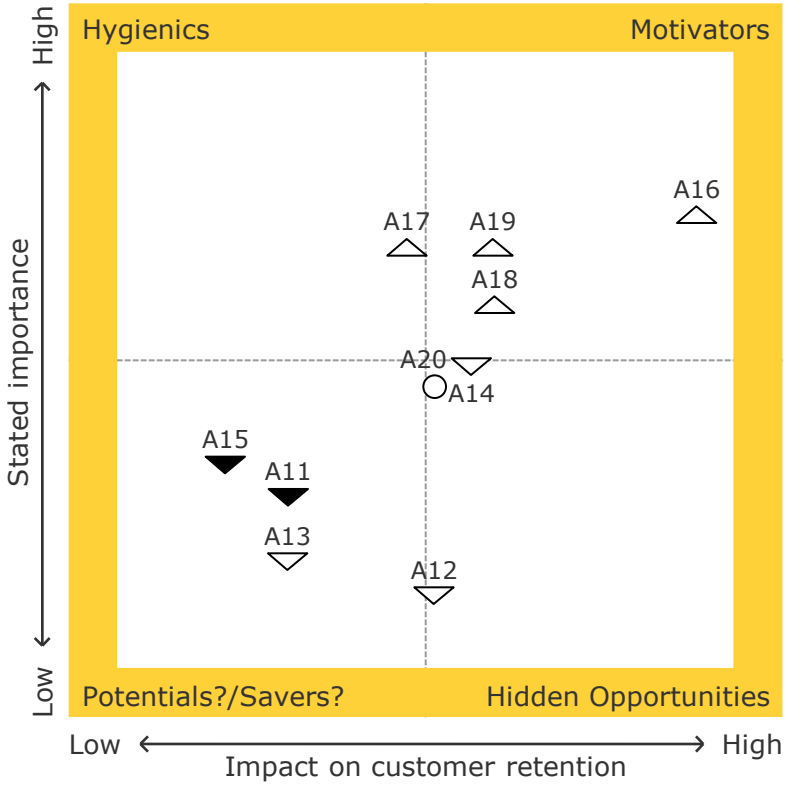
Prioritising actions and investments to retain and grow your customers

SEGMENT: Torquay - WAVE: July 2011 –May 2012

PERFORMANCE

- ▼ A11. A destination that doesn't take too long to get to
- ▽ A12. A destination that is easy to get to by public transport
- ▽ A13. Easy to get around by public transport
- ▽ A14. Clear signposting that helps you find your way around the destination
- ▼ A15. Availability of reasonably priced car parking
- △ A16. Good quality accommodation
- △ A17. Accommodation that offers value for money
- △ A18. Variety of accommodation to choose from that suits my needs
- △ A19. Good quality food, drink and dining
- ○ A20. Opportunities to eat/drink local food and produce



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TRI*M Index

▼ Performance - Far below average ▽ Below average ○ Average △ Above average ▲ Far above average

SOURCE:
BASE: 80

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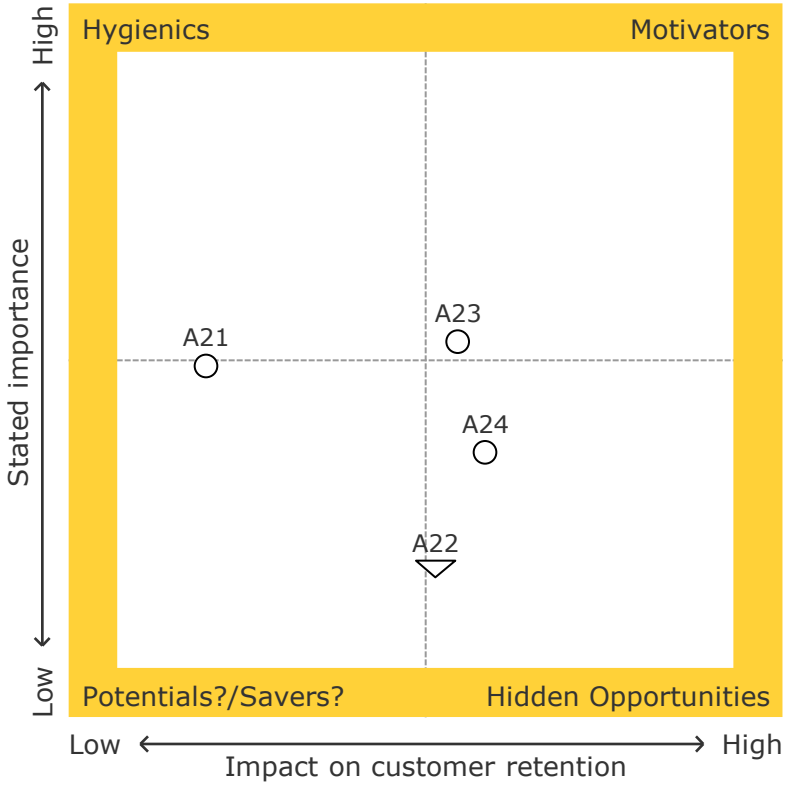
Prioritising actions and investments to retain and grow your customers

SEGMENT: Torquay - WAVE: July 2011 –May 2012

PERFORMANCE

- ○ A21. Easy to find useful information about the destination when you're there
- ▽ A22. Availability of festivals, music, sporting and cultural events
- ○ A23. Wide range of attractions and things to do
- ○ A24. Availability of individual/independent local shops



95
TRI*M Index

▼ Performance - Far below average ▽ Below average ○ Average △ Above average ▲ Far above average

SOURCE:
BASE: 80 // HINT: *Element could not be calculated

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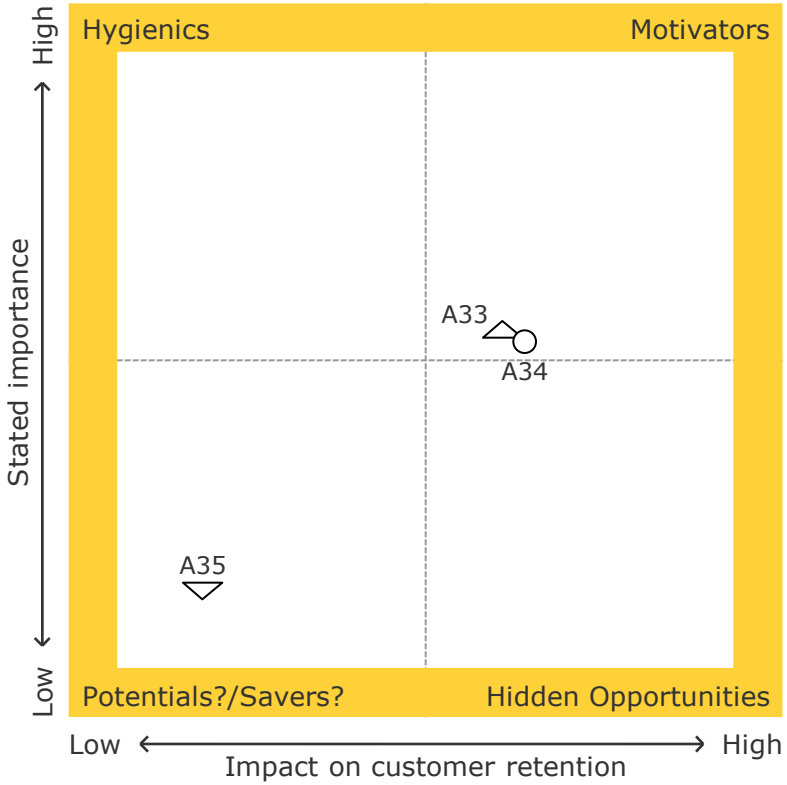
Prioritising actions and investments to retain and grow your customers

SEGMENT: Torquay - WAVE: July 2011 –May 2012

PERFORMANCE

- A33. Clean and well-maintained beaches
- A34. Beaches which are safe and suitable for bathing
- A35. Good range of water-based/beach activities



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TRI*M Index

Performance - Far below average · Below average · Average · Above average · Far above average

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BASE: 80 // HINT: *Element could not be calculated

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Dorset

Summary of strengths

SEGMENT: Total Dorset (Bournemouth + Weymouth + Other Dorset) - WAVE: July 2011 –May 2012

High level strengths

A30. Interesting towns and villages to visit
A31. Unspoilt countryside
A05. Clean and tidy environment

Medium level strengths

A02. Welcoming and friendly people
A33. Clean and well-maintained beaches
A34. Beaches which are safe and suitable for bathing
A04. A place where I feel safe and secure

Low level strengths

A29. Attractive/well maintained town/city centre
A28. Good nightlife
A03. Very high levels of customer service
A09. Easy to book your trip/different parts of your trip in advance

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TRI*M Index

SOURCE:
BASE: 198

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Summary of weaknesses

SEGMENT: Total Dorset (Bournemouth + Weymouth + Other Dorset) - WAVE: July 2011 –May 2012

High level weaknesses

None

Medium level weaknesses

None

Low level weaknesses

A16. Good quality accommodation
A18. Variety of accommodation to choose from that suits my needs
A23. Wide range of attractions and things to do
A19. Good quality food, drink and dining
A25. Opportunities to visit museums/galleries and contemporary arts
A27. Good range of shopping opportunities
A14. Clear signposting that helps you find your way around the destination
A32. Good range of outdoor activities
A10. A destination that is not too expensive to get to
A15. Availability of reasonably priced car parking
A26. Opportunities to see famous buildings and monuments
A12. A destination that is easy to get to by public transport
A22. Availability of festivals, music, sporting and cultural events

93
TRI*M Index

SOURCE:
BASE: 198

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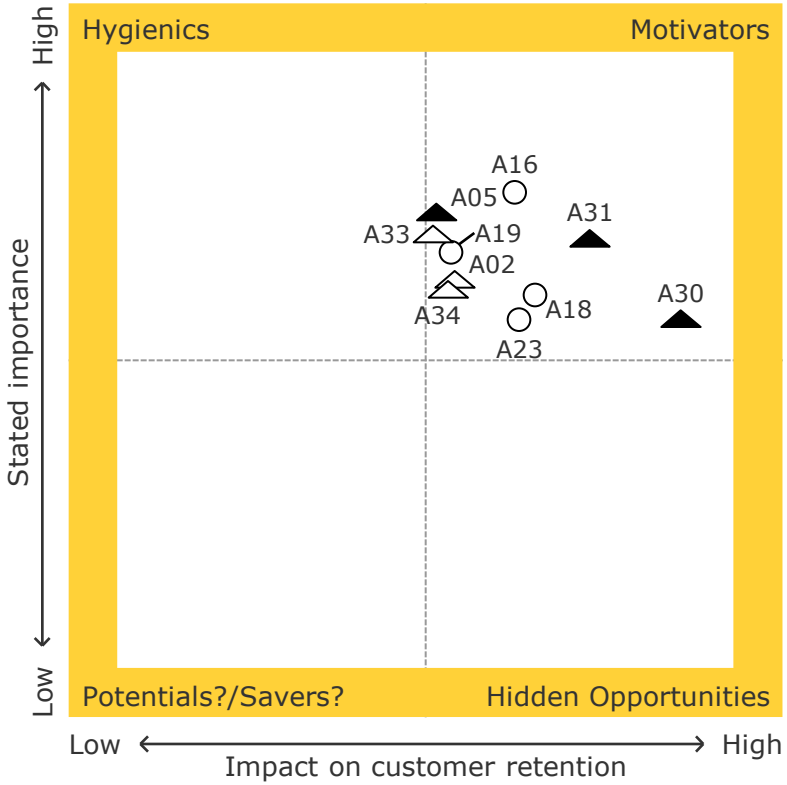
Prioritising actions and investments to retain and grow your customers

SEGMENT: Total Dorset (Bournemouth + Weymouth + Other Dorset) - WAVE: July 2011 –May 2012

PERFORMANCE

- A02. Welcoming and friendly people
- A05. Clean and tidy environment
- A16. Good quality accommodation
- A18. Variety of accommodation to choose from that suits my needs
- A19. Good quality food, drink and dining
- A23. Wide range of attractions and things to do
- A30. Interesting towns and villages to visit
- A31. Unspoilt countryside
- A33. Clean and well-maintained beaches
- A34. Beaches which are safe and suitable for bathing



93
TRI*M Index

Performance - Far below average · Below average · Average · Above average · Far above average

SOURCE:
BASE: 198

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Prioritising actions and investments to retain and grow your customers

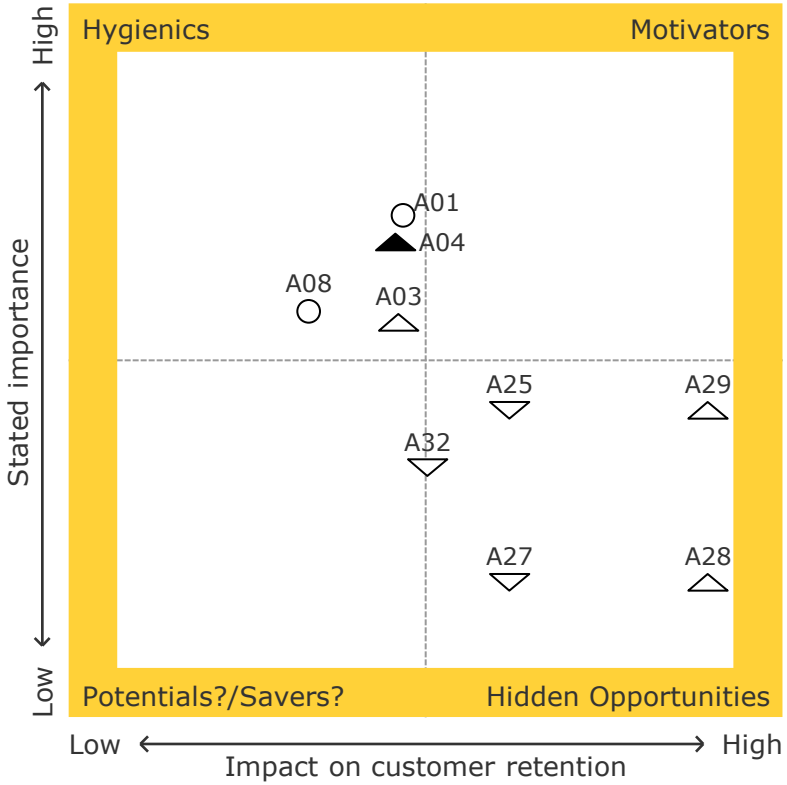
SEGMENT: Total Dorset (Bournemouth + Weymouth + Other Dorset) - WAVE: July 2011 –May 2012

PERFORMANCE

- ▽ A25. Opportunities to visit museums/galleries and contemporary arts
- ▽ A27. Good range of shopping opportunities
- △ A28. Good nightlife
- △ A29. Attractive/well maintained town/city centre
- ▽ A32. Good range of outdoor activities

- ○ A01. Good value for money generally
- △ A03. Very high levels of customer service
- ▲ A04. A place where I feel safe and secure

- ○ A08. Easy to find useful information about the destination when planning the trip



93
TRI*M Index

▼ Performance - Far below average ▽ Below average ○ Average △ Above average ▲ Far above average

SOURCE:
BASE: 198

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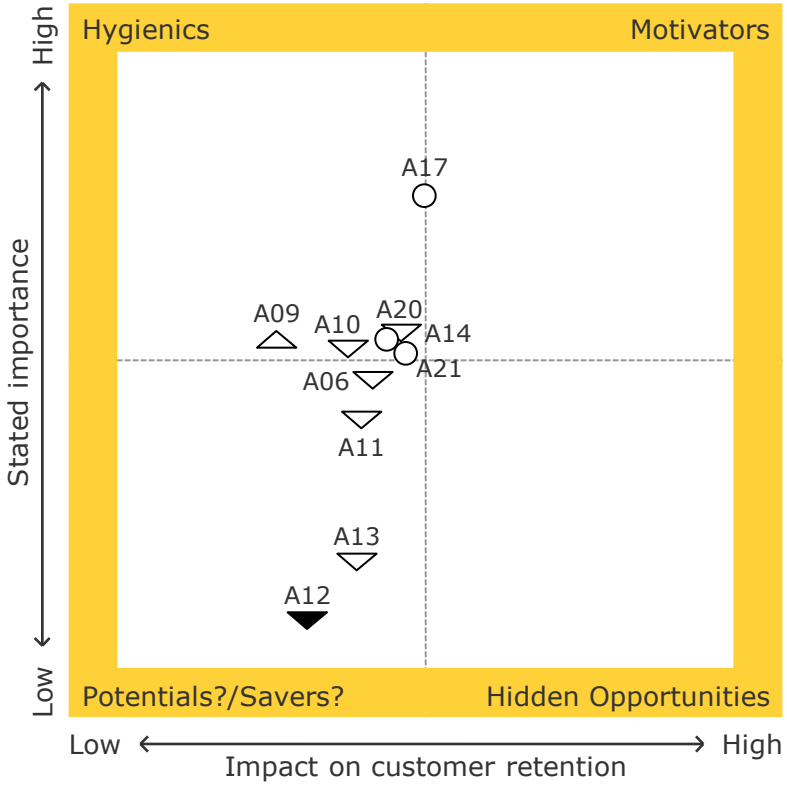
Prioritising actions and investments to retain and grow your customers

SEGMENT: Total Dorset (Bournemouth + Weymouth + Other Dorset) - WAVE: July 2011 –May 2012

PERFORMANCE

- A09. Easy to book your trip/different parts of your trip in advance
- A10. A destination that is not too expensive to get to
- A14. Clear signposting that helps you find your way around the destination
- A17. Accommodation that offers value for money
- A20. Opportunities to eat/drink local food and produce
- A21. Easy to find useful information about the destination when you're there
- A06. Overall availability of deals and discounts for the destination
- A11. A destination that doesn't take too long to get to
- A12. A destination that is easy to get to by public transport
- A13. Easy to get around by public transport



93
TRI*M Index

Performance - Far below average | Below average | Average | Above average | Far above average

SOURCE:
BASE: 198

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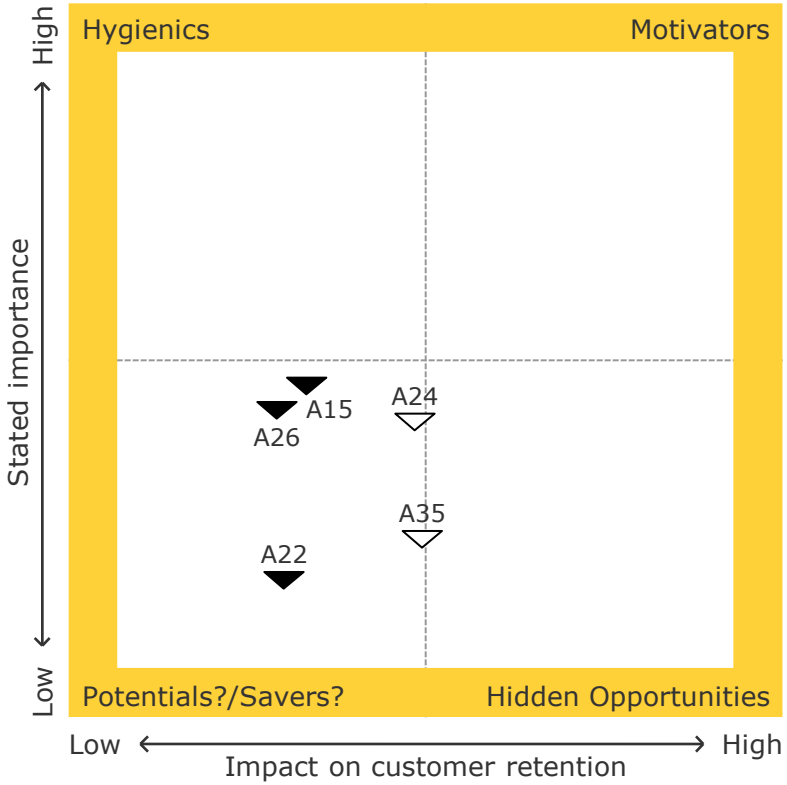
Prioritising actions and investments to retain and grow your customers

SEGMENT: Total Dorset (Bournemouth + Weymouth + Other Dorset) - WAVE: July 2011 –May 2012

PERFORMANCE

- ▼ A15. Availability of reasonably priced car parking
- ▼ A22. Availability of festivals, music, sporting and cultural events
- ▽ A24. Availability of individual/independent local shops
- ▼ A26. Opportunities to see famous buildings and monuments
- ▽ A35. Good range of water-based/beach activities



93
TRI*M Index

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SOURCE:
BASE: 198

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Bournemouth

Summary of strengths

SEGMENT: Bournemouth - WAVE: July 2011 –May 2012

High level strengths

A05. Clean and tidy environment
A34. Beaches which are safe and suitable for bathing
A04. A place where I feel safe and secure
A33. Clean and well-maintained beaches

Medium level strengths

A17. Accommodation that offers value for money
A02. Welcoming and friendly people
A01. Good value for money generally

Low level strengths

A08. Easy to find useful information about the destination when planning the trip
A09. Easy to book your trip/different parts of your trip in advance

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TRI*M Index

SOURCE:
BASE: 91

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Summary of weaknesses

SEGMENT: Bournemouth - WAVE: July 2011 –May 2012

High level weaknesses

None

Medium level weaknesses

A06. Overall availability of deals and discounts for the destination

Low level weaknesses

A16. Good quality accommodation
A18. Variety of accommodation to choose from that suits my needs
A19. Good quality food, drink and dining
A23. Wide range of attractions and things to do
A35. Good range of water-based/beach activities
A24. Availability of individual/independent local shops
A14. Clear signposting that helps you find your way around the destination
A15. Availability of reasonably priced car parking
A10. A destination that is not too expensive to get to
A22. Availability of festivals, music, sporting and cultural events

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TRI*M Index

SOURCE:
BASE: 91

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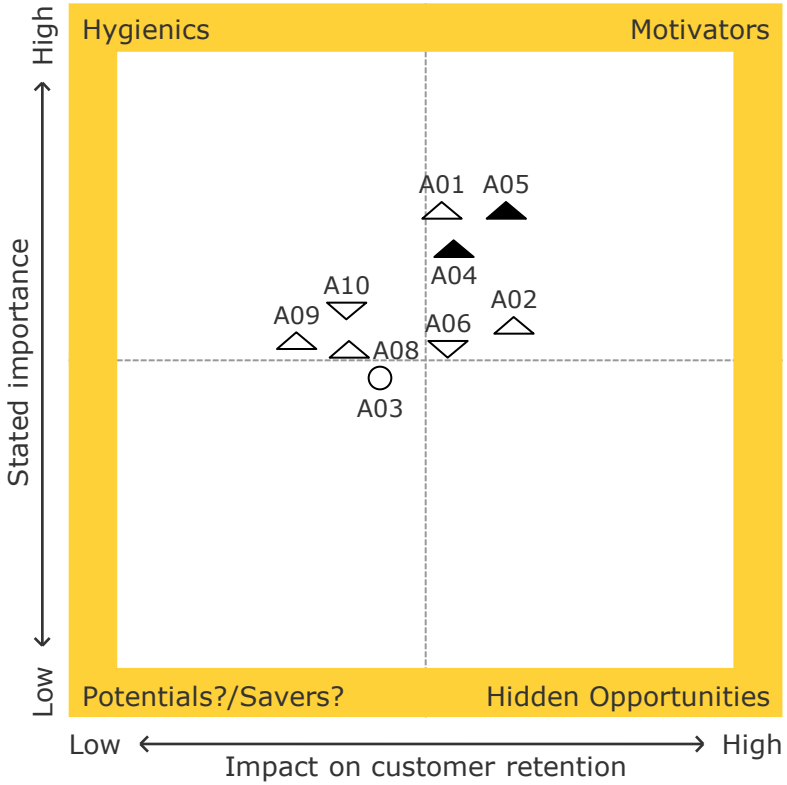
Prioritising actions and investments to retain and grow your customers

SEGMENT: Bournemouth - WAVE: July 2011 –May 2012

PERFORMANCE

- △ A01. Good value for money generally
- △ A02. Welcoming and friendly people
- ○ A03. Very high levels of customer service
- ▲ A04. A place where I feel safe and secure
- ▲ A05. Clean and tidy environment
- ▽ A06. Overall availability of deals and discounts for the destination
- △ A08. Easy to find useful information about the destination when planning the trip
- △ A09. Easy to book your trip/different parts of your trip in advance
- ▽ A10. A destination that is not too expensive to get to



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TRI*M Index

▼ Performance - Far below average ▽ Below average ○ Average △ Above average ▲ Far above average

SOURCE:
BASE: 91

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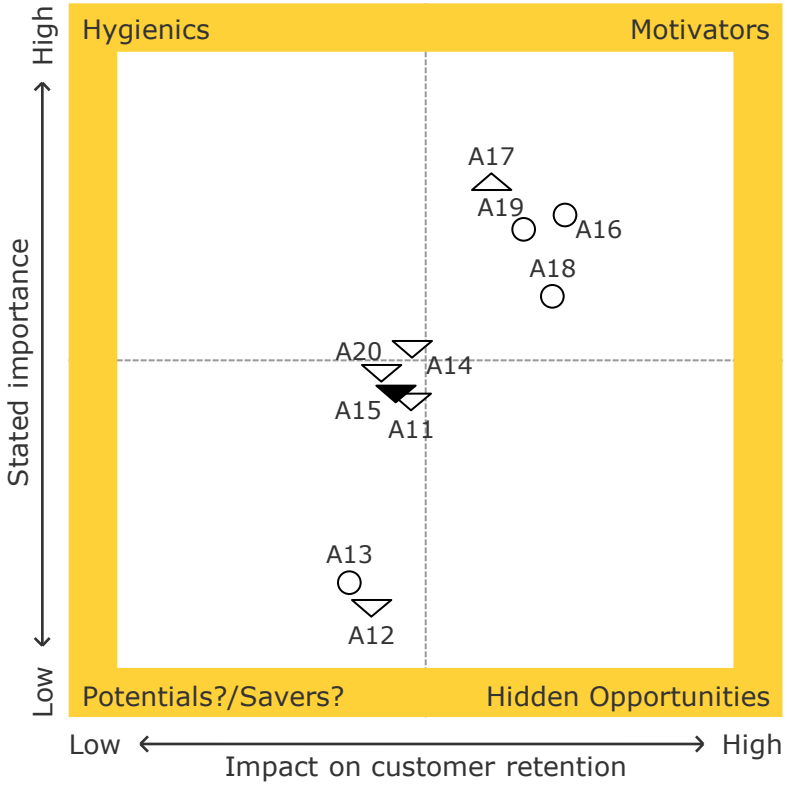
Prioritising actions and investments to retain and grow your customers

SEGMENT: Bournemouth - WAVE: July 2011 –May 2012

PERFORMANCE

- ▽ A11. A destination that doesn't take too long to get to
- ▽ A12. A destination that is easy to get to by public transport
- ○ A13. Easy to get around by public transport
- ▽ A14. Clear signposting that helps you find your way around the destination
- ▼ A15. Availability of reasonably priced car parking
- ○ A16. Good quality accommodation
- △ A17. Accommodation that offers value for money
- ○ A18. Variety of accommodation to choose from that suits my needs
- ○ A19. Good quality food, drink and dining
- ▽ A20. Opportunities to eat/drink local food and produce



92
TRI*M Index

▼ Performance - Far below average ▽ Below average ○ Average △ Above average ▲ Far above average

SOURCE:
BASE: 91

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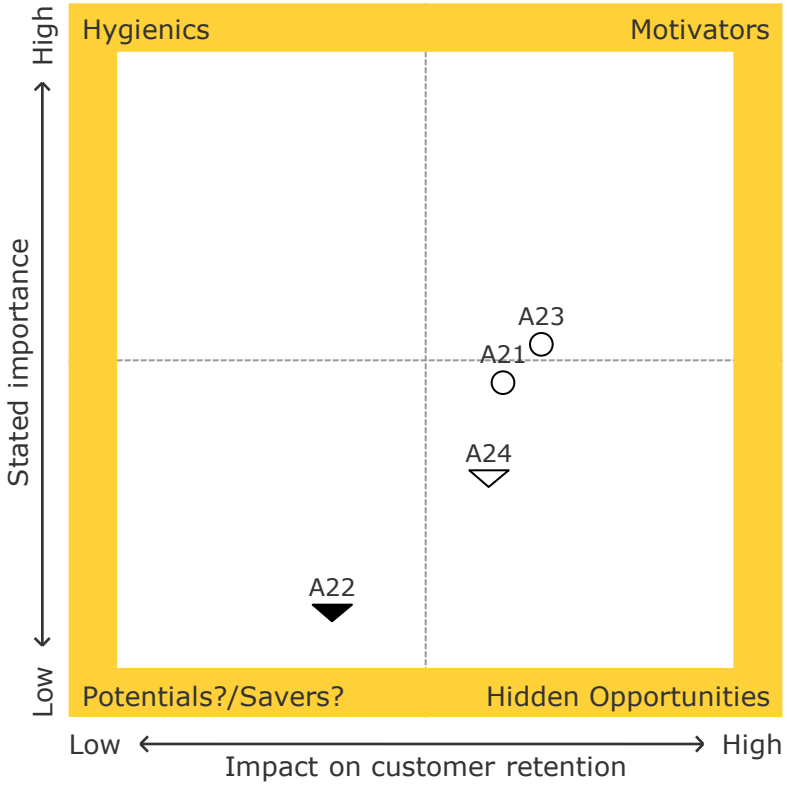
Prioritising actions and investments to retain and grow your customers

SEGMENT: Bournemouth - WAVE: July 2011 –May 2012

PERFORMANCE

- ○ A21. Easy to find useful information about the destination when you're there
- ▼ A22. Availability of festivals, music, sporting and cultural events
- ○ A23. Wide range of attractions and things to do
- ▽ A24. Availability of individual/independent local shops



92
TRI*M Index

▼ Performance - Far below average ▽ Below average ○ Average △ Above average ▲ Far above average

SOURCE:
BASE: 91 // HINT: *Element could not be calculated

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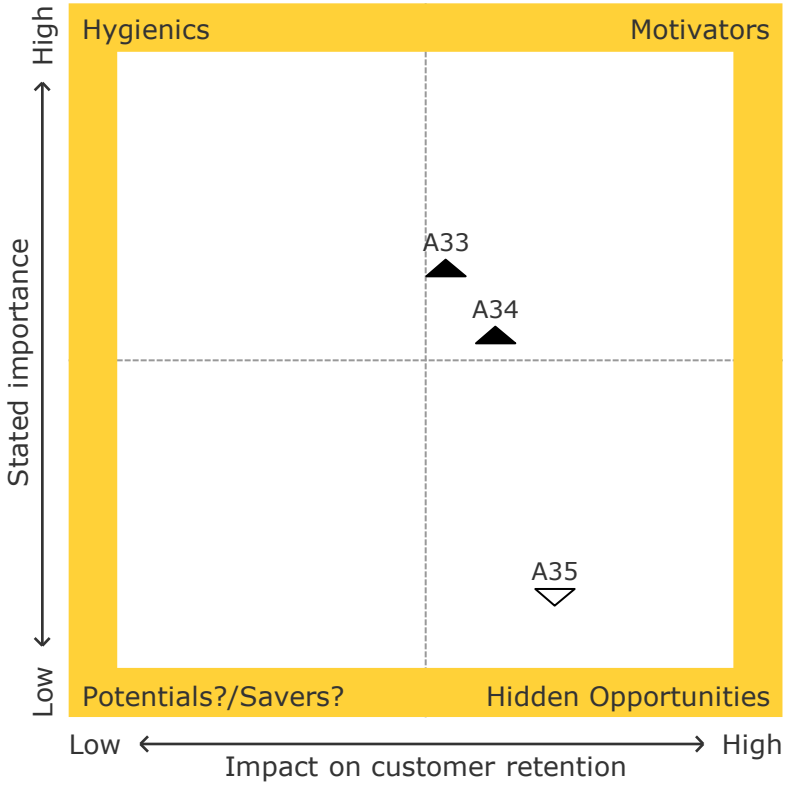
Prioritising actions and investments to retain and grow your customers

SEGMENT: Bournemouth - WAVE: July 2011 –May 2012

PERFORMANCE

- ▲ A33. Clean and well-maintained beaches
- ▲ A34. Beaches which are safe and suitable for bathing
- ▽ A35. Good range of water-based/beach activities



92
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SOURCE:
BASE: 91 // HINT: *Element could not be calculated

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Cornwall

Summary of strengths

SEGMENT: Cornwall - WAVE: July 2011 –May 2012

High level strengths

A04. A place where I feel safe and secure
A31. Unspoilt countryside
A30. Interesting towns and villages to visit

Medium level strengths

A33. Clean and well-maintained beaches
A34. Beaches which are safe and suitable for bathing
A19. Good quality food, drink and dining
A05. Clean and tidy environment
A02. Welcoming and friendly people
A16. Good quality accommodation
A20. Opportunities to eat/drink local food and produce
A18. Variety of accommodation to choose from that suits my needs

Low level strengths

A27. Good range of shopping opportunities

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TRI*M Index

SOURCE:
BASE: 290

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Summary of weaknesses

SEGMENT: Cornwall - WAVE: July 2011 –May 2012

High level weaknesses

None

Medium level weaknesses

None

Low level weaknesses

A03. Very high levels of customer service
A21. Easy to find useful information about the destination when you're there
A29. Attractive/well maintained town/city centre
A17. Accommodation that offers value for money
A08. Easy to find useful information about the destination when planning the trip
A22. Availability of festivals, music, sporting and cultural events
A15. Availability of reasonably priced car parking
A11. A destination that doesn't take too long to get to
A12. A destination that is easy to get to by public transport
A13. Easy to get around by public transport

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TRI*M Index

SOURCE:
BASE: 290

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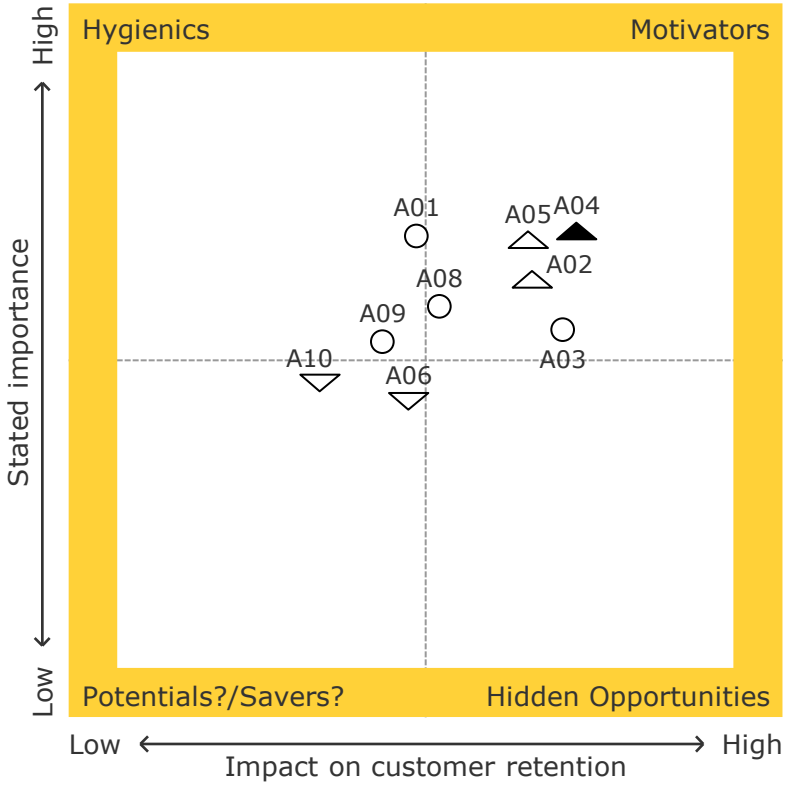
Prioritising actions and investments to retain and grow your customers

SEGMENT: Cornwall - WAVE: July 2011 –May 2012

PERFORMANCE

- ○ A01. Good value for money generally
- △ A02. Welcoming and friendly people
- ○ A03. Very high levels of customer service
- ▲ A04. A place where I feel safe and secure
- △ A05. Clean and tidy environment
- ▽ A06. Overall availability of deals and discounts for the destination
- ○ A08. Easy to find useful information about the destination when planning the trip
- ○ A09. Easy to book your trip/different parts of your trip in advance
- ▽ A10. A destination that is not too expensive to get to



110
TRI*M Index

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SOURCE:
BASE: 290

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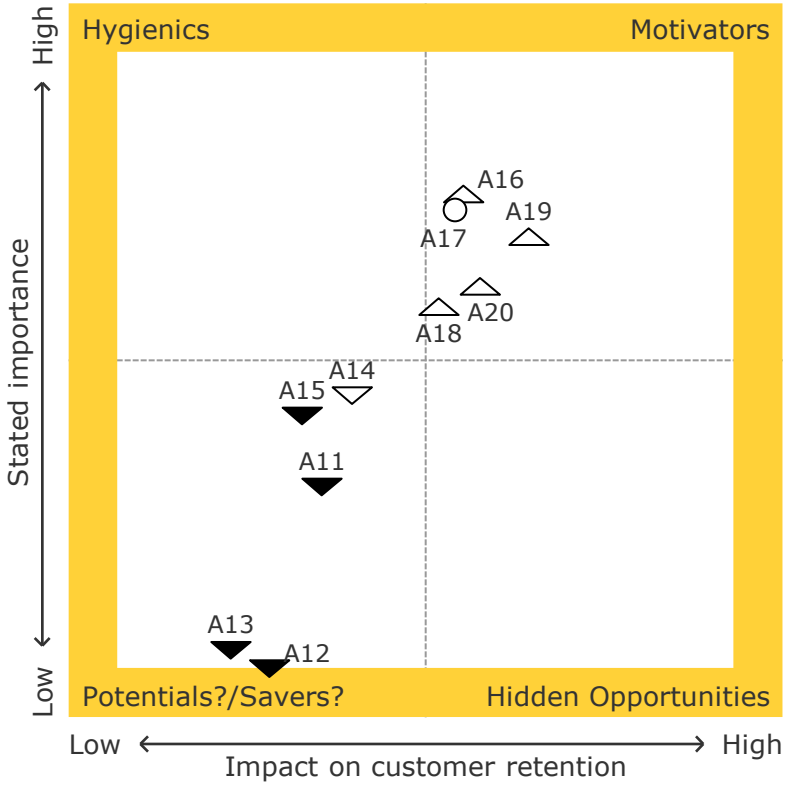
Prioritising actions and investments to retain and grow your customers

SEGMENT: Cornwall - WAVE: July 2011 –May 2012

PERFORMANCE

- ▼ A11. A destination that doesn't take too long to get to
- ▼ A12. A destination that is easy to get to by public transport
- ▼ A13. Easy to get around by public transport
- ▽ A14. Clear signposting that helps you find your way around the destination
- ▼ A15. Availability of reasonably priced car parking
- △ A16. Good quality accommodation
- ○ A17. Accommodation that offers value for money
- △ A18. Variety of accommodation to choose from that suits my needs
- △ A19. Good quality food, drink and dining
- △ A20. Opportunities to eat/drink local food and produce



110
TRI*M Index

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BASE: 290

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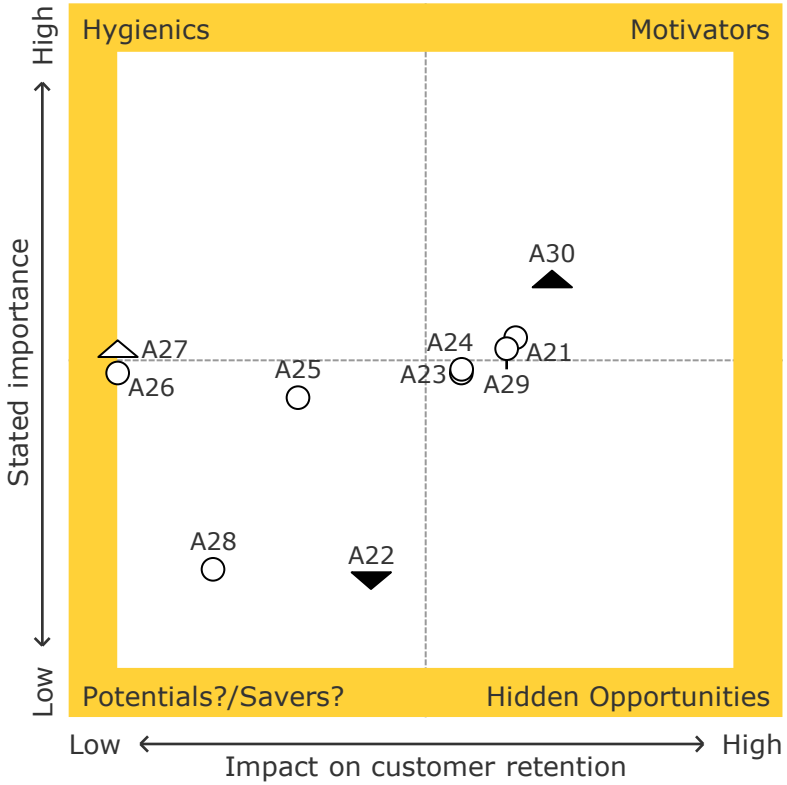
Prioritising actions and investments to retain and grow your customers

SEGMENT: Cornwall - WAVE: July 2011 –May 2012

PERFORMANCE

- ○ A21. Easy to find useful information about the destination when you're there
- ▼ A22. Availability of festivals, music, sporting and cultural events
- ○ A23. Wide range of attractions and things to do
- ○ A24. Availability of individual/independent local shops
- ○ A25. Opportunities to visit museums/galleries and contemporary arts
- ○ A26. Opportunities to see famous buildings and monuments
- △ A27. Good range of shopping opportunities
- ○ A28. Good nightlife
- ○ A29. Attractive/well maintained town/city centre
- ▲ A30. Interesting towns and villages to visit



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SOURCE:
BASE: 290

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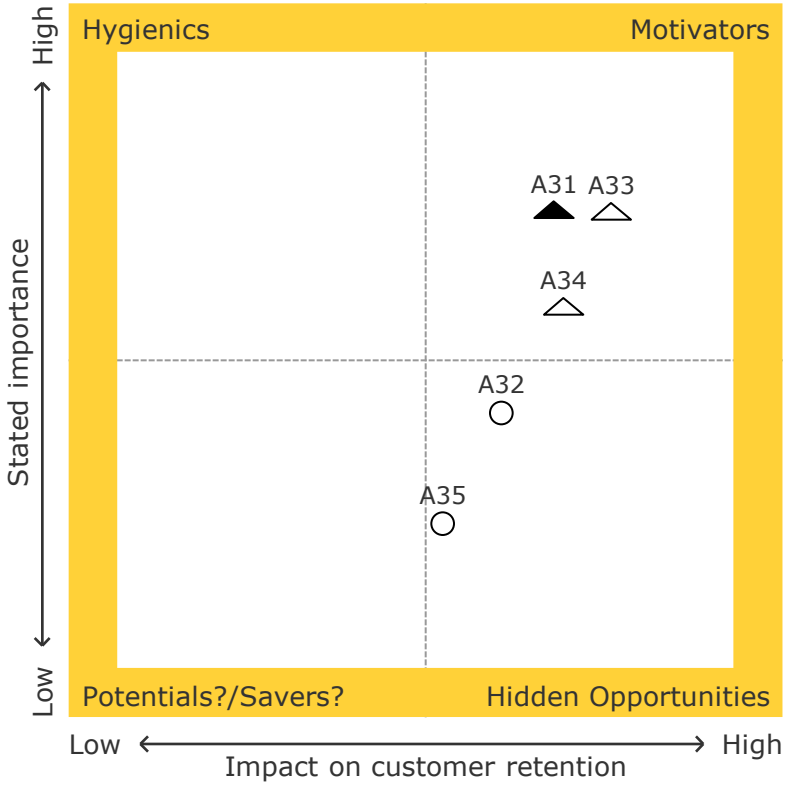
Prioritising actions and investments to retain and grow your customers

SEGMENT: Cornwall - WAVE: July 2011 –May 2012

PERFORMANCE

- ▲ A31. Unspoilt countryside
- ○ A32. Good range of outdoor activities
- △ A33. Clean and well-maintained beaches
- △ A34. Beaches which are safe and suitable for bathing
- ○ A35. Good range of water-based/beach activities



110
TRI*M Index

▼ Performance - Far below average ▽ Below average ○ Average △ Above average ▲ Far above average

SOURCE:
BASE: 290 // HINT: *Element could not be calculated

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Somerset

Summary of strengths

SEGMENT: Somerset - WAVE: July 2011 –May 2012

High level strengths

None

Medium level strengths

A04. A place where I feel safe and secure
A17. Accommodation that offers value for money
A05. Clean and tidy environment
A01. Good value for money generally
A16. Good quality accommodation
A19. Good quality food, drink and dining
A02. Welcoming and friendly people
A30. Interesting towns and villages to visit
A08. Easy to find useful information about the destination when planning the trip
A18. Variety of accommodation to choose from that suits my needs
A31. Unspoilt countryside

Low level strengths

A33. Clean and well-maintained beaches
A20. Opportunities to eat/drink local food and produce

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TRI*M Index

SOURCE:
BASE: 94

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Summary of strengths

SEGMENT: Somerset - WAVE: July 2011 –May 2012

Low level strengths

A34. Beaches which are safe and suitable for bathing
A09. Easy to book your trip/different parts of your trip in advance

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TRI*M Index

SOURCE:
BASE: 94

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Summary of weaknesses

SEGMENT: Somerset - WAVE: July 2011 –May 2012

High level weaknesses

None

Medium level weaknesses

None

Low level weaknesses

A23. Wide range of attractions and things to do
A21. Easy to find useful information about the destination when you're there
A03. Very high levels of customer service
A25. Opportunities to visit museums/galleries and contemporary arts
A29. Attractive/well maintained town/city centre
A27. Good range of shopping opportunities
A28. Good nightlife

88
TRI*M Index

SOURCE:
BASE: 94

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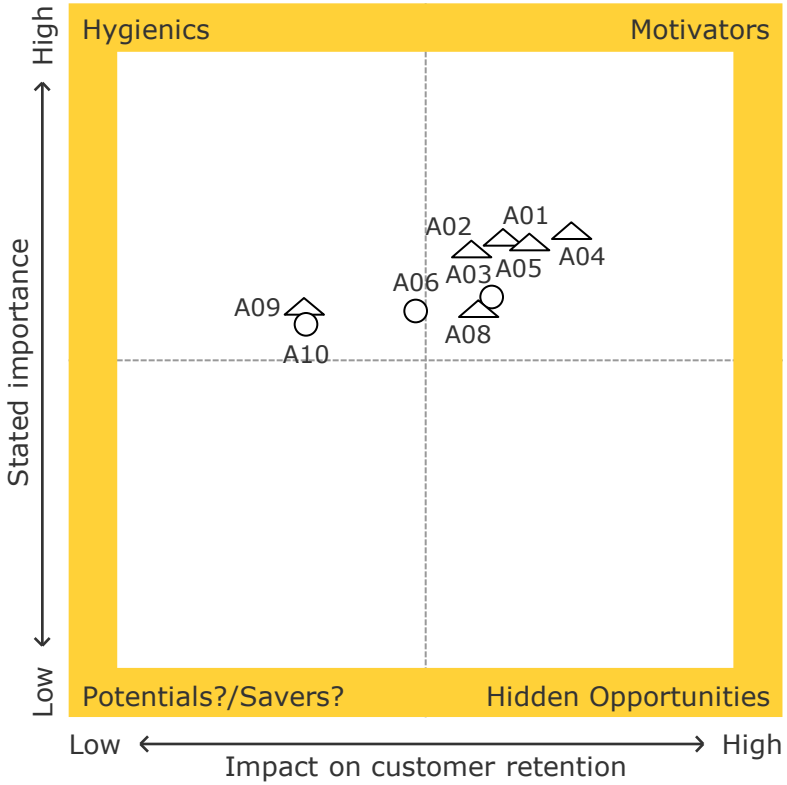
Prioritising actions and investments to retain and grow your customers

SEGMENT: Somerset - WAVE: July 2011 –May 2012

PERFORMANCE

- △ A01. Good value for money generally
- △ A02. Welcoming and friendly people
- ○ A03. Very high levels of customer service
- △ A04. A place where I feel safe and secure
- △ A05. Clean and tidy environment
- ○ A06. Overall availability of deals and discounts for the destination
- △ A08. Easy to find useful information about the destination when planning the trip
- △ A09. Easy to book your trip/different parts of your trip in advance
- ○ A10. A destination that is not too expensive to get to



88
TRI*M Index

▼ Performance - Far below average ▽ Below average ○ Average △ Above average ▲ Far above average

SOURCE:
BASE: 94

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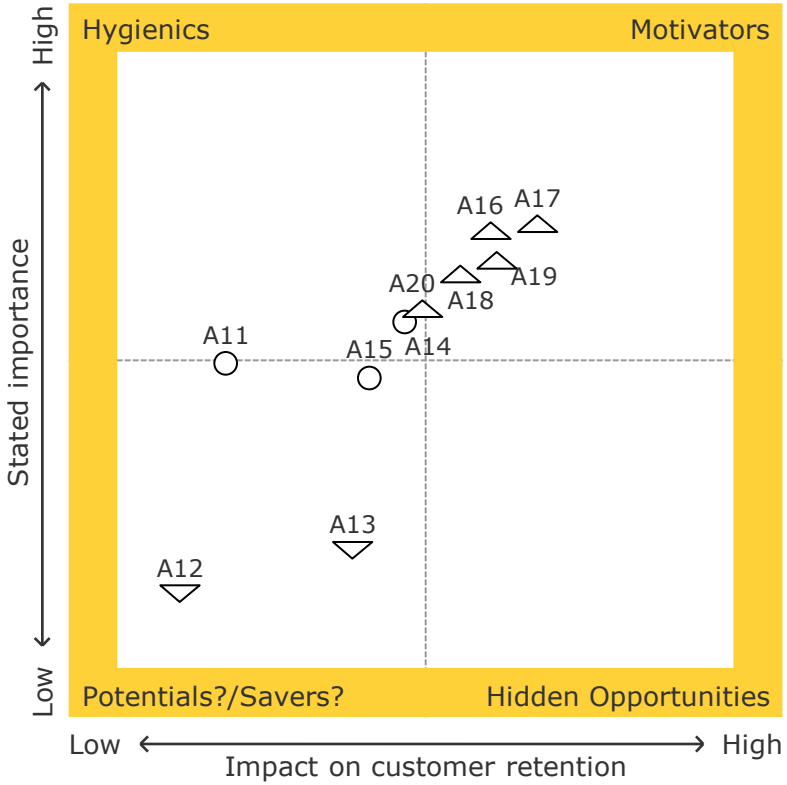
Prioritising actions and investments to retain and grow your customers

SEGMENT: Somerset - WAVE: July 2011 –May 2012

PERFORMANCE

- ○ A11. A destination that doesn't take too long to get to
- ▽ A12. A destination that is easy to get to by public transport
- ▽ A13. Easy to get around by public transport
- ○ A14. Clear signposting that helps you find your way around the destination
- ○ A15. Availability of reasonably priced car parking
- △ A16. Good quality accommodation
- △ A17. Accommodation that offers value for money
- △ A18. Variety of accommodation to choose from that suits my needs
- △ A19. Good quality food, drink and dining
- △ A20. Opportunities to eat/drink local food and produce



88
TRI*M Index

▼ Performance - Far below average ▽ Below average ○ Average △ Above average ▲ Far above average

SOURCE:
BASE: 94

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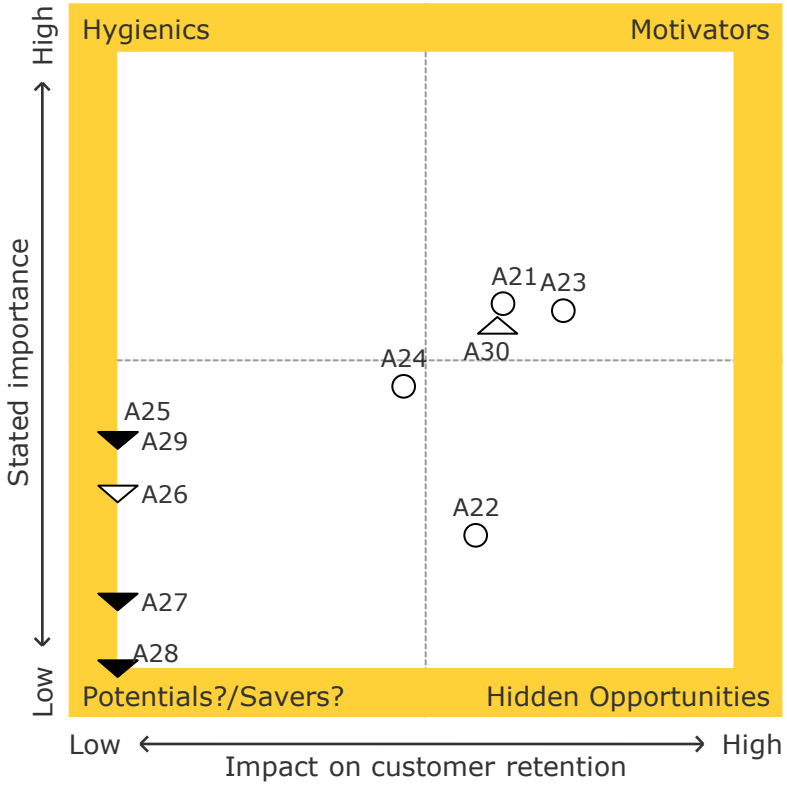
Prioritising actions and investments to retain and grow your customers

SEGMENT: Somerset - WAVE: July 2011 –May 2012

PERFORMANCE

- ○ A21. Easy to find useful information about the destination when you're there
- ○ A22. Availability of festivals, music, sporting and cultural events
- ○ A23. Wide range of attractions and things to do
- ○ A24. Availability of individual/independent local shops
- ▼ A25. Opportunities to visit museums/galleries and contemporary arts
- ▽ A26. Opportunities to see famous buildings and monuments
- ▼ A27. Good range of shopping opportunities
- ▼ A28. Good nightlife
- ▼ A29. Attractive/well maintained town/city centre
- △ A30. Interesting towns and villages to visit



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TRI*M Index

▼ Performance - Far below average ▽ Below average ○ Average △ Above average ▲ Far above average

SOURCE:
BASE: 94

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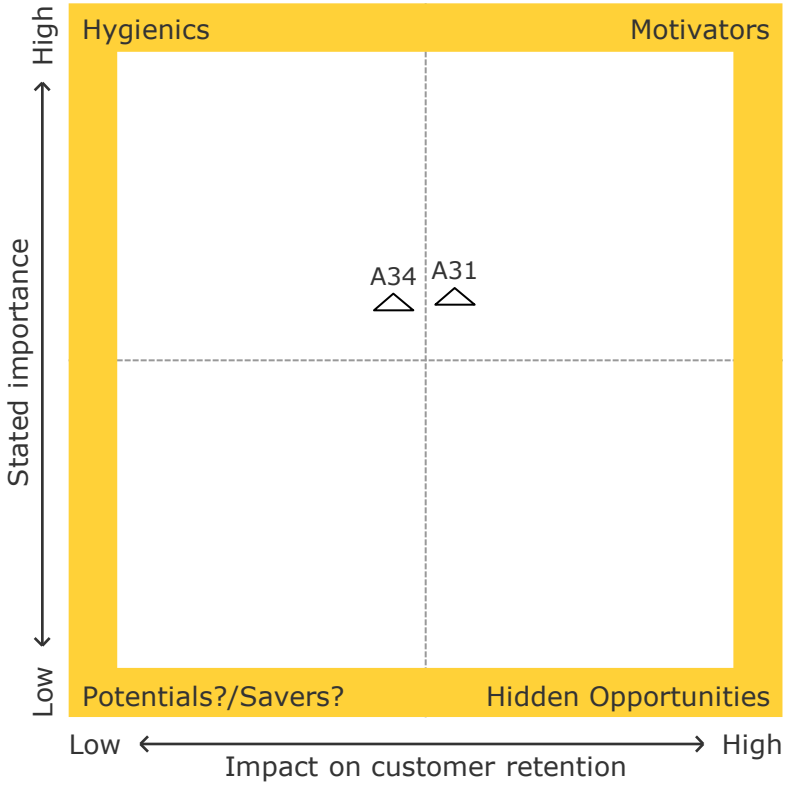
Prioritising actions and investments to retain and grow your customers

SEGMENT: Somerset - WAVE: July 2011 –May 2012

PERFORMANCE

- △ A31. Unspoilt countryside
- ○ A32. Good range of outdoor activities



88
TRI*M Index

▼ Performance - Far below average ▽ Below average ○ Average △ Above average ▲ Far above average

SOURCE:
BASE: 94 // HINT: *Element could not be calculated

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Bristol

Summary of strengths

SEGMENT: Bristol - WAVE: July 2011 –May 2012

High level strengths

None

Medium level strengths

A17. Accommodation that offers value for money
A08. Easy to find useful information about the destination when planning the trip
A09. Easy to book your trip/different parts of your trip in advance

Low level strengths

A16. Good quality accommodation
A19. Good quality food, drink and dining
A18. Variety of accommodation to choose from that suits my needs
A01. Good value for money generally

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TRI*M Index

SOURCE:
BASE: 51

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Summary of weaknesses

SEGMENT: Bristol - WAVE: July 2011 –May 2012

High level weaknesses

None

Medium level weaknesses

A14. Clear signposting that helps you find your way around the destination
A25. Opportunities to visit museums/galleries and contemporary arts
A26. Opportunities to see famous buildings and monuments
A15. Availability of reasonably priced car parking
A24. Availability of individual/independent local shops

Low level weaknesses

A29. Attractive/well maintained town/city centre
A05. Clean and tidy environment
A04. A place where I feel safe and secure
A23. Wide range of attractions and things to do
A20. Opportunities to eat/drink local food and produce

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TRI*M Index

SOURCE:
BASE: 51

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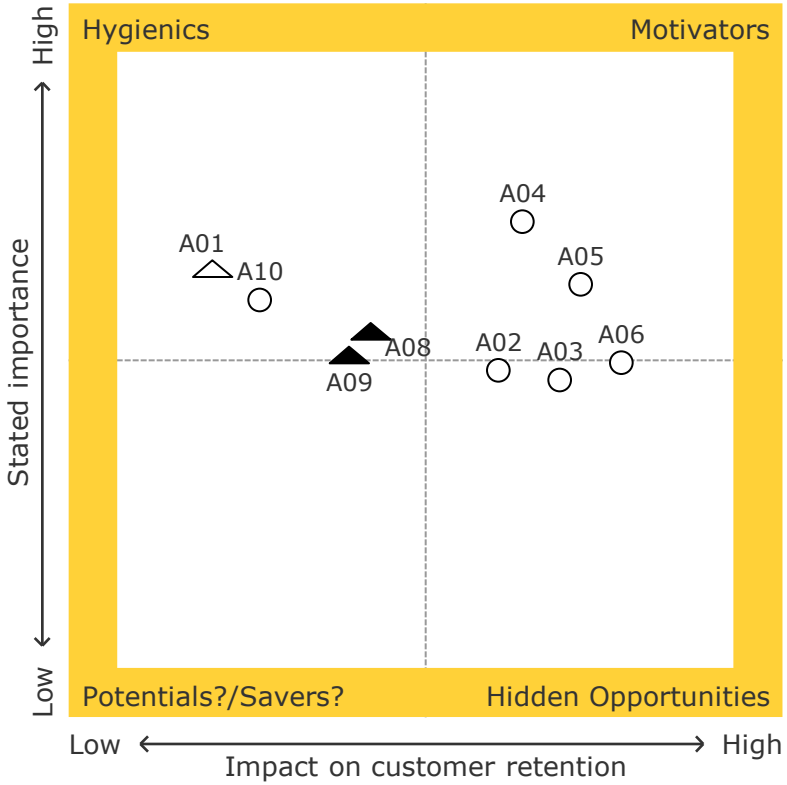
Prioritising actions and investments to retain and grow your customers

SEGMENT: Bristol - WAVE: July 2011 –May 2012

PERFORMANCE

- △ A01. Good value for money generally
- ○ A02. Welcoming and friendly people
- ○ A03. Very high levels of customer service
- ○ A04. A place where I feel safe and secure
- ○ A05. Clean and tidy environment
- ○ A06. Overall availability of deals and discounts for the destination
- ▲ A08. Easy to find useful information about the destination when planning the trip
- ▲ A09. Easy to book your trip/different parts of your trip in advance
- ○ A10. A destination that is not too expensive to get to



80
TRI*M Index

▼ Performance - Far below average ▽ Below average ○ Average △ Above average ▲ Far above average

SOURCE:
BASE: 51

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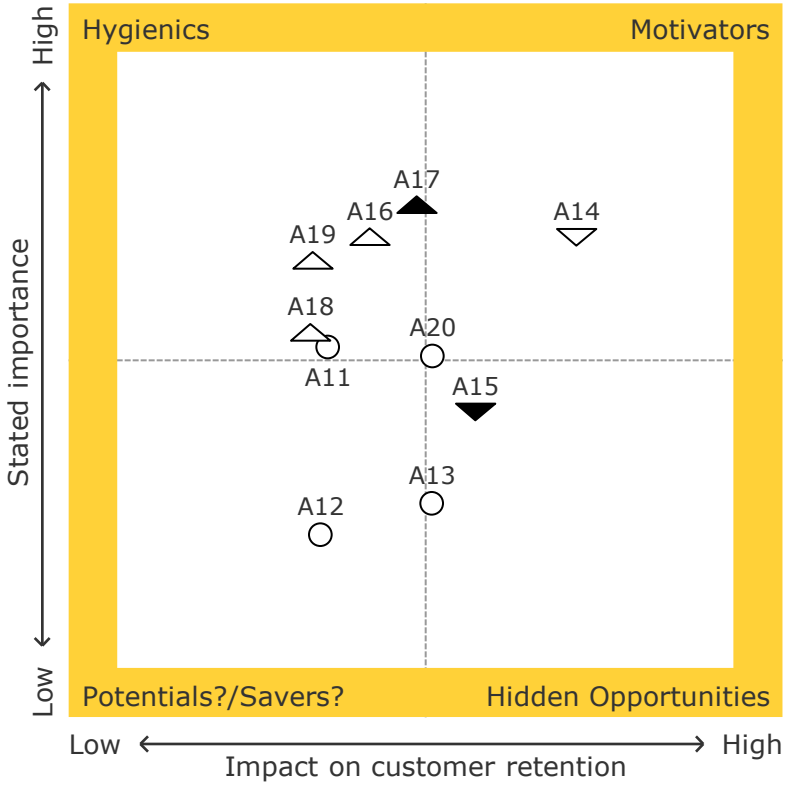
Prioritising actions and investments to retain and grow your customers

SEGMENT: Bristol - WAVE: July 2011 –May 2012

PERFORMANCE

- ○ A11. A destination that doesn't take too long to get to
- ○ A12. A destination that is easy to get to by public transport
- ○ A13. Easy to get around by public transport
- ▽ A14. Clear signposting that helps you find your way around the destination
- ▼ A15. Availability of reasonably priced car parking
- △ A16. Good quality accommodation
- ▲ A17. Accommodation that offers value for money
- △ A18. Variety of accommodation to choose from that suits my needs
- △ A19. Good quality food, drink and dining
- ○ A20. Opportunities to eat/drink local food and produce



80
TRI*M Index

▼ Performance - Far below average ▽ Below average ○ Average △ Above average ▲ Far above average

SOURCE:
BASE: 51

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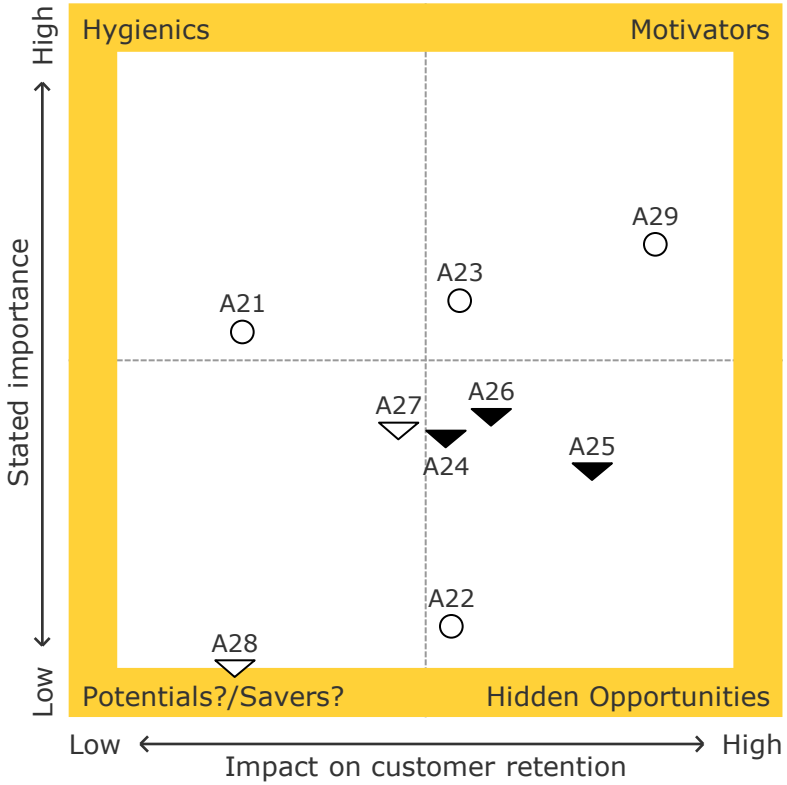
Prioritising actions and investments to retain and grow your customers

SEGMENT: Bristol - WAVE: July 2011 –May 2012

PERFORMANCE

- ○ A21. Easy to find useful information about the destination when you're there
- ○ A22. Availability of festivals, music, sporting and cultural events
- ○ A23. Wide range of attractions and things to do
- ▼ A24. Availability of individual/independent local shops
- ▼ A25. Opportunities to visit museums/galleries and contemporary arts
- ▼ A26. Opportunities to see famous buildings and monuments
- ▽ A27. Good range of shopping opportunities
- ▽ A28. Good nightlife
- ○ A29. Attractive/well maintained town/city centre
- A30. Interesting towns and villages to visit*



80
TRI*M Index

▼ Performance - Far below average ▽ Below average ○ Average △ Above average ▲ Far above average

SOURCE:
BASE: 51 // HINT: *Element could not be calculated

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Bath

Summary of strengths

SEGMENT: Bath - WAVE: July 2011 –May 2012

High level strengths

A29. Attractive/well maintained town/city centre

Medium level strengths

A26. Opportunities to see famous buildings and monuments
A25. Opportunities to visit museums/galleries and contemporary arts
A05. Clean and tidy environment
A04. A place where I feel safe and secure
A23. Wide range of attractions and things to do
A08. Easy to find useful information about the destination when planning the trip
A02. Welcoming and friendly people

Low level strengths

A27. Good range of shopping opportunities
A19. Good quality food, drink and dining
A03. Very high levels of customer service
A20. Opportunities to eat/drink local food and produce

96
TRI*M Index

SOURCE:
BASE: 66

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Summary of weaknesses

SEGMENT: Bath - WAVE: July 2011 –May 2012

High level weaknesses

None

Medium level weaknesses

A01. Good value for money generally

Low level weaknesses

A13. Easy to get around by public transport
A10. A destination that is not too expensive to get to
A17. Accommodation that offers value for money
A22. Availability of festivals, music, sporting and cultural events
A15. Availability of reasonably priced car parking
A28. Good nightlife

96
TRI*M Index

SOURCE:
BASE: 66

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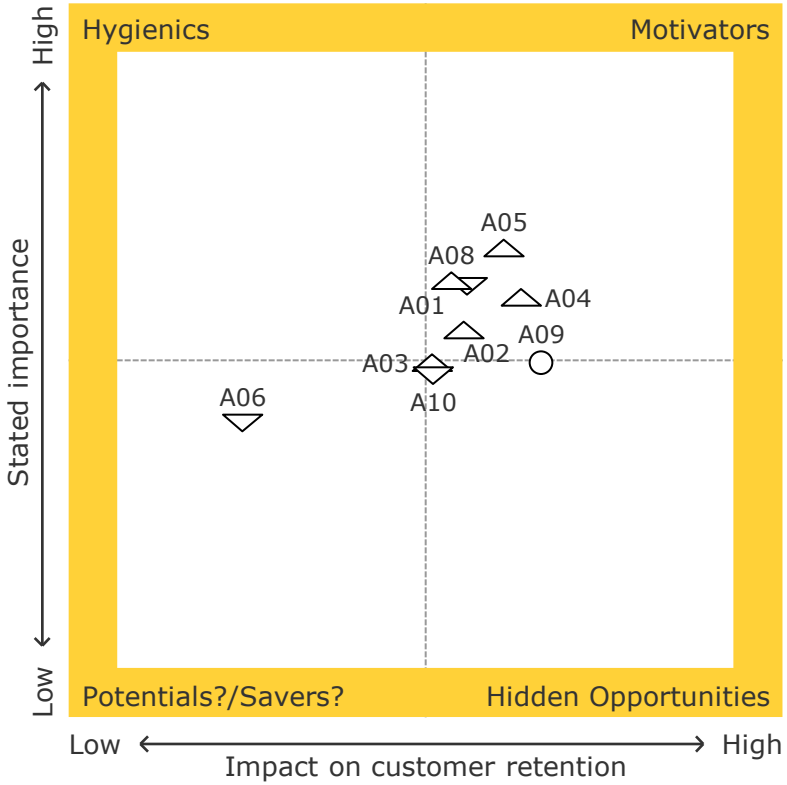
Prioritising actions and investments to retain and grow your customers

SEGMENT: Bath - WAVE: July 2011 –May 2012

PERFORMANCE

- ▽ A01. Good value for money generally
- △ A02. Welcoming and friendly people
- △ A03. Very high levels of customer service
- △ A04. A place where I feel safe and secure
- △ A05. Clean and tidy environment
- ▽ A06. Overall availability of deals and discounts for the destination
- △ A08. Easy to find useful information about the destination when planning the trip
- ○ A09. Easy to book your trip/different parts of your trip in advance
- ▽ A10. A destination that is not too expensive to get to



96
TRI*M Index

▼ Performance - Far below average ▽ Below average ○ Average △ Above average ▲ Far above average

SOURCE:
BASE: 66

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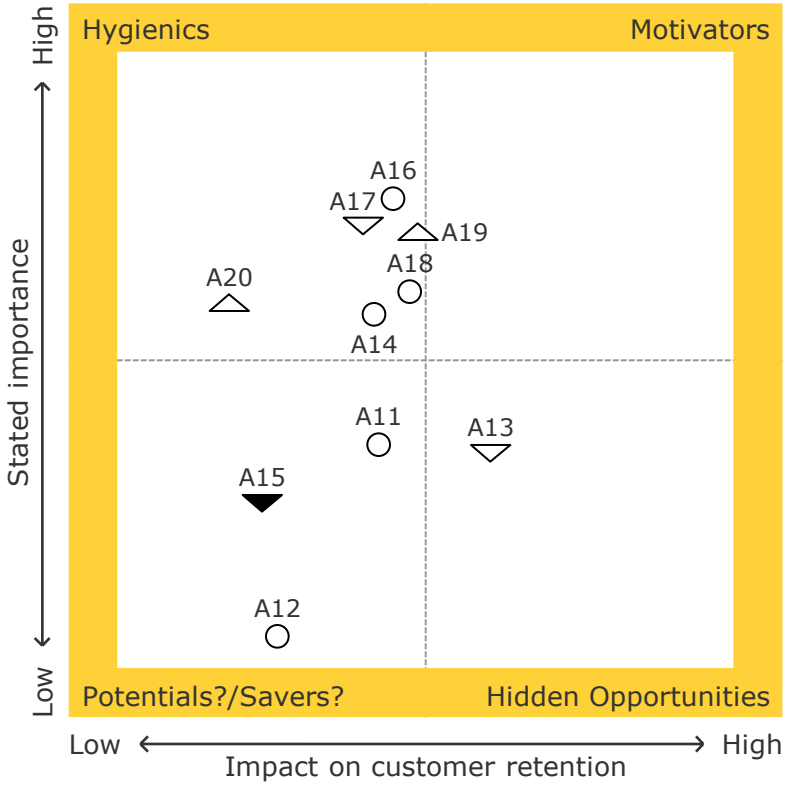
Prioritising actions and investments to retain and grow your customers

SEGMENT: Bath - WAVE: July 2011 –May 2012

PERFORMANCE

- ○ A11. A destination that doesn't take too long to get to
- ○ A12. A destination that is easy to get to by public transport
- ▽ A13. Easy to get around by public transport
- ○ A14. Clear signposting that helps you find your way around the destination
- ▼ A15. Availability of reasonably priced car parking
- ○ A16. Good quality accommodation
- ▽ A17. Accommodation that offers value for money
- ○ A18. Variety of accommodation to choose from that suits my needs
- △ A19. Good quality food, drink and dining
- △ A20. Opportunities to eat/drink local food and produce



96
TRI*M Index

▼ Performance - Far below average ▽ Below average ○ Average △ Above average ▲ Far above average

SOURCE:
BASE: 66

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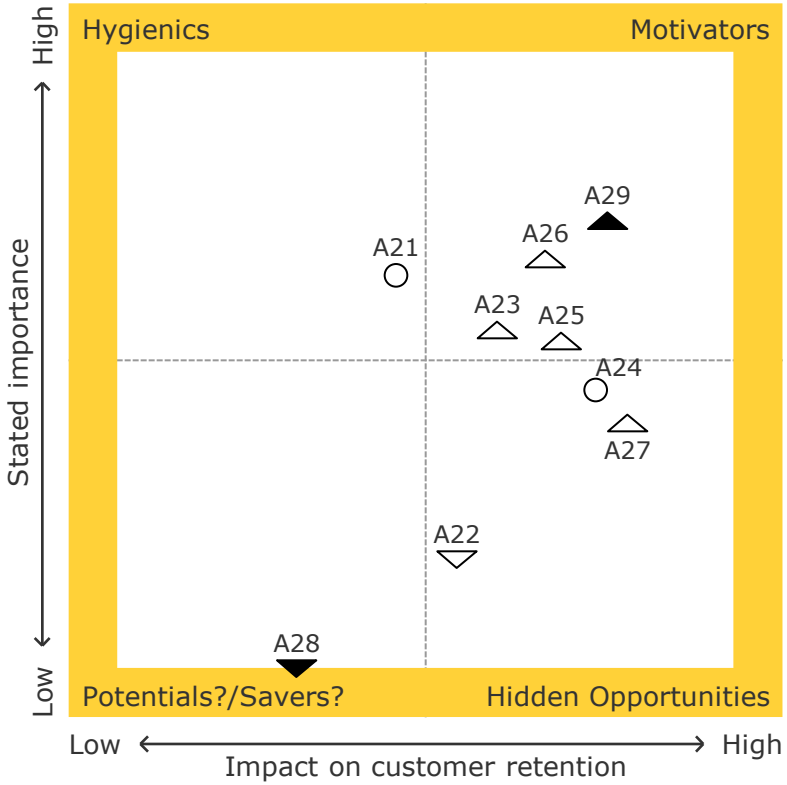
Prioritising actions and investments to retain and grow your customers

SEGMENT: Bath - WAVE: July 2011 –May 2012

PERFORMANCE

- ○ A21. Easy to find useful information about the destination when you're there
- ▽ A22. Availability of festivals, music, sporting and cultural events
- △ A23. Wide range of attractions and things to do
- ○ A24. Availability of individual/independent local shops
- △ A25. Opportunities to visit museums/galleries and contemporary arts
- △ A26. Opportunities to see famous buildings and monuments
- △ A27. Good range of shopping opportunities
- ▼ A28. Good nightlife
- ▲ A29. Attractive/well maintained town/city centre



96
TRI*M Index

▼ Performance - Far below average ▽ Below average ○ Average △ Above average ▲ Far above average

SOURCE:
BASE: 66 // HINT: *Element could not be calculated

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The Cotswolds

Summary of strengths

SEGMENT: The Cotswolds - WAVE: July 2011 –May 2012

High level strengths

A04. A place where I feel safe and secure
A31. Unspoilt countryside

Medium level strengths

A16. Good quality accommodation
A17. Accommodation that offers value for money
A02. Welcoming and friendly people
A05. Clean and tidy environment
A09. Easy to book your trip/different parts of your trip in advance
A30. Interesting towns and villages to visit

Low level strengths

None

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TRI*M Index

SOURCE:
BASE: 63

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Summary of weaknesses

SEGMENT: The Cotswolds - WAVE: July 2011 –May 2012

High level weaknesses

None

Medium level weaknesses

None

Low level weaknesses

A19. Good quality food, drink and dining
A20. Opportunities to eat/drink local food and produce
A03. Very high levels of customer service
A10. A destination that is not too expensive to get to
A08. Easy to find useful information about the destination when planning the trip
A22. Availability of festivals, music, sporting and cultural events
A13. Easy to get around by public transport
A12. A destination that is easy to get to by public transport

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TRI*M Index

SOURCE:
BASE: 63

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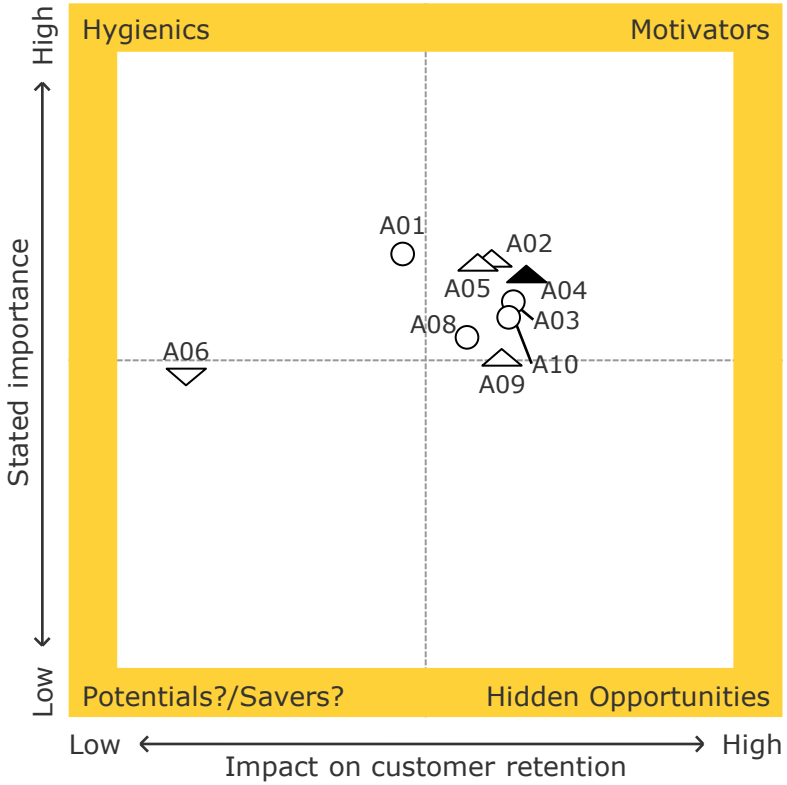
Prioritising actions and investments to retain and grow your customers

SEGMENT: The Cotswolds - WAVE: July 2011 –May 2012

PERFORMANCE

- ○ A01. Good value for money generally
- △ A02. Welcoming and friendly people
- ○ A03. Very high levels of customer service
- ▲ A04. A place where I feel safe and secure
- △ A05. Clean and tidy environment
- ▽ A06. Overall availability of deals and discounts for the destination
- ○ A08. Easy to find useful information about the destination when planning the trip
- △ A09. Easy to book your trip/different parts of your trip in advance
- ○ A10. A destination that is not too expensive to get to



98
TRI*M Index

▼ Performance - Far below average ▽ Below average ○ Average △ Above average ▲ Far above average

SOURCE:
BASE: 63

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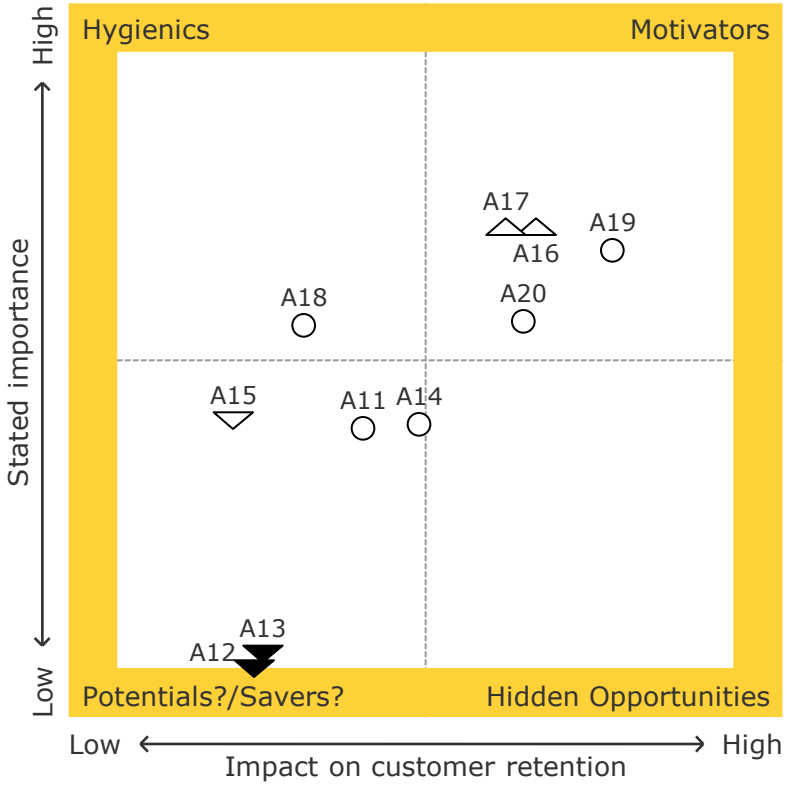
Prioritising actions and investments to retain and grow your customers

SEGMENT: The Cotswolds - WAVE: July 2011 –May 2012

PERFORMANCE

- ○ A11. A destination that doesn't take too long to get to
- ▼ A12. A destination that is easy to get to by public transport
- ▼ A13. Easy to get around by public transport
- ○ A14. Clear signposting that helps you find your way around the destination
- ▽ A15. Availability of reasonably priced car parking
- △ A16. Good quality accommodation
- △ A17. Accommodation that offers value for money
- ○ A18. Variety of accommodation to choose from that suits my needs
- ○ A19. Good quality food, drink and dining
- ○ A20. Opportunities to eat/drink local food and produce



98
TRI*M Index

▼ Performance - Far below average ▽ Below average ○ Average △ Above average ▲ Far above average

SOURCE:
BASE: 63

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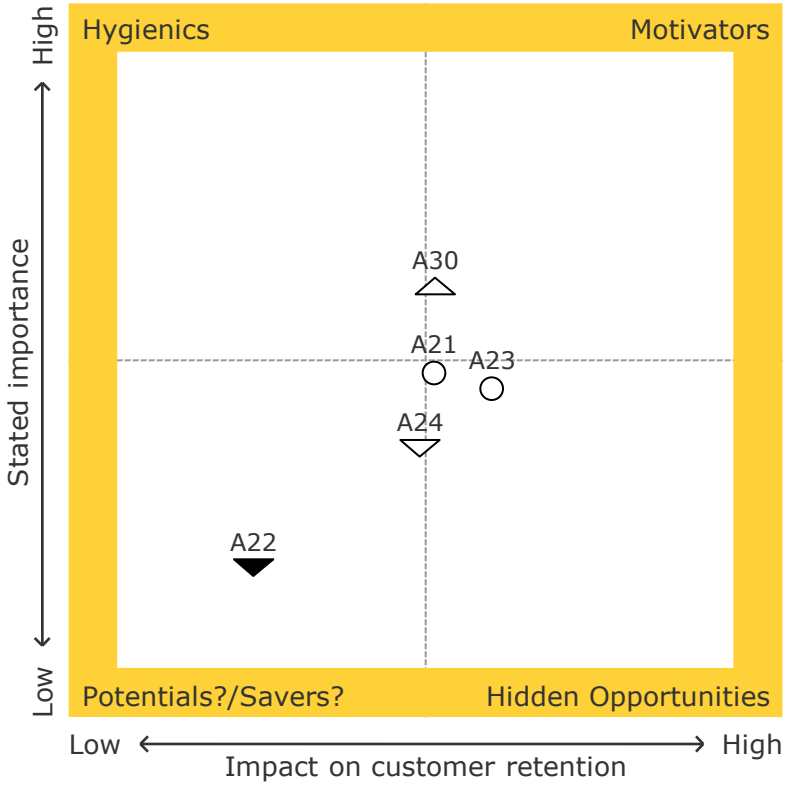
Prioritising actions and investments to retain and grow your customers

SEGMENT: The Cotswolds - WAVE: July 2011 –May 2012

PERFORMANCE

- ○ A21. Easy to find useful information about the destination when you're there
- ▼ A22. Availability of festivals, music, sporting and cultural events
- ○ A23. Wide range of attractions and things to do
- ▽ A24. Availability of individual/independent local shops
- A25. Opportunities to visit museums/galleries and contemporary arts*
- A26. Opportunities to see famous buildings and monuments*
- A27. Good range of shopping opportunities*
- A28. Good nightlife*
- A29. Attractive/well maintained town/city centre*
- △ A30. Interesting towns and villages to visit



98
TRI*M Index

▼ Performance - Far below average ▽ Below average ○ Average △ Above average ▲ Far above average

SOURCE:
BASE: 63 // HINT: *Element could not be calculated

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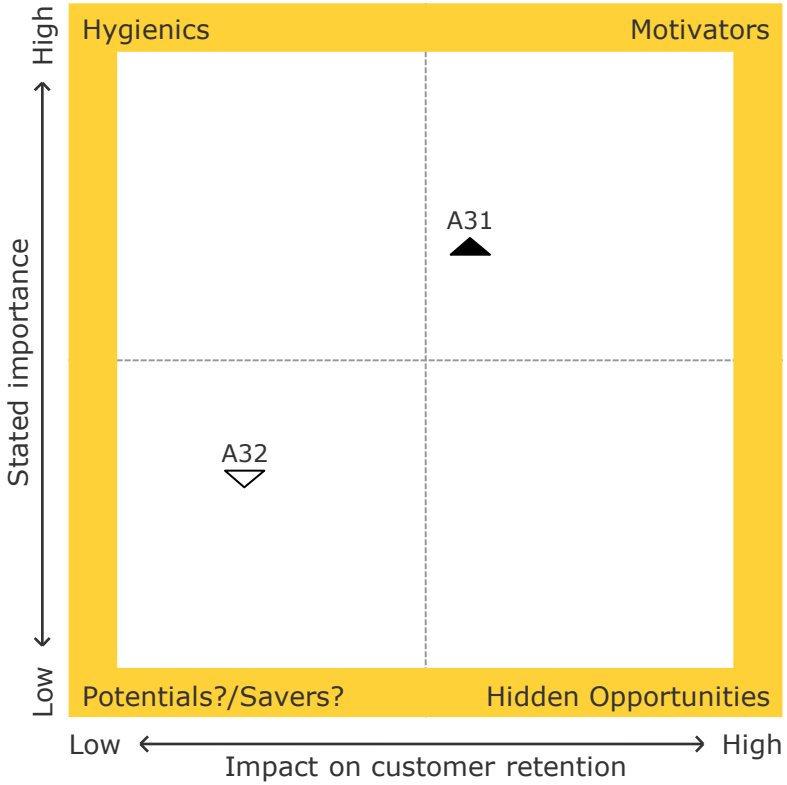
Prioritising actions and investments to retain and grow your customers

SEGMENT: The Cotswolds - WAVE: July 2011 –May 2012

PERFORMANCE

- ▲ A31. Unspoilt countryside
- ▽ A32. Good range of outdoor activities



98
TRI*M Index

▼ Performance - Far below average ▽ Below average ○ Average △ Above average ▲ Far above average

SOURCE:
BASE: 63 // HINT: *Element could not be calculated

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South of England

Summary of strengths

SEGMENT: SOUTH OF ENGLAND - WAVE: July 2011 –May 2012

High level strengths

A31. Unspoilt countryside
A04. A place where I feel safe and secure

Medium level strengths

A30. Interesting towns and villages to visit
A02. Welcoming and friendly people
A16. Good quality accommodation
A05. Clean and tidy environment

Low level strengths

A33. Clean and well-maintained beaches
A34. Beaches which are safe and suitable for bathing
A09. Easy to book your trip/different parts of your trip in advance

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TRI*M Index

SOURCE:
BASE: 395

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Summary of weaknesses

SEGMENT: SOUTH OF ENGLAND - WAVE: July 2011 –May 2012

High level weaknesses

None

Medium level weaknesses

A35. Good range of water-based/beach activities

Low level weaknesses

A26. Opportunities to see famous buildings and monuments
A29. Attractive/well maintained town/city centre
A19. Good quality food, drink and dining
A03. Very high levels of customer service
A23. Wide range of attractions and things to do
A08. Easy to find useful information about the destination when planning the trip
A18. Variety of accommodation to choose from that suits my needs
A20. Opportunities to eat/drink local food and produce
A24. Availability of individual/independent local shops
A06. Overall availability of deals and discounts for the destination
A15. Availability of reasonably priced car parking
A22. Availability of festivals, music, sporting and cultural events
A28. Good nightlife

90
TRI*M Index

SOURCE:
BASE: 395

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Summary of weaknesses

SEGMENT: SOUTH OF ENGLAND - WAVE: July 2011 –May 2012

Low level weaknesses

A12. A destination that is easy to get to by public transport

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TRI*M Index

SOURCE:
BASE: 395

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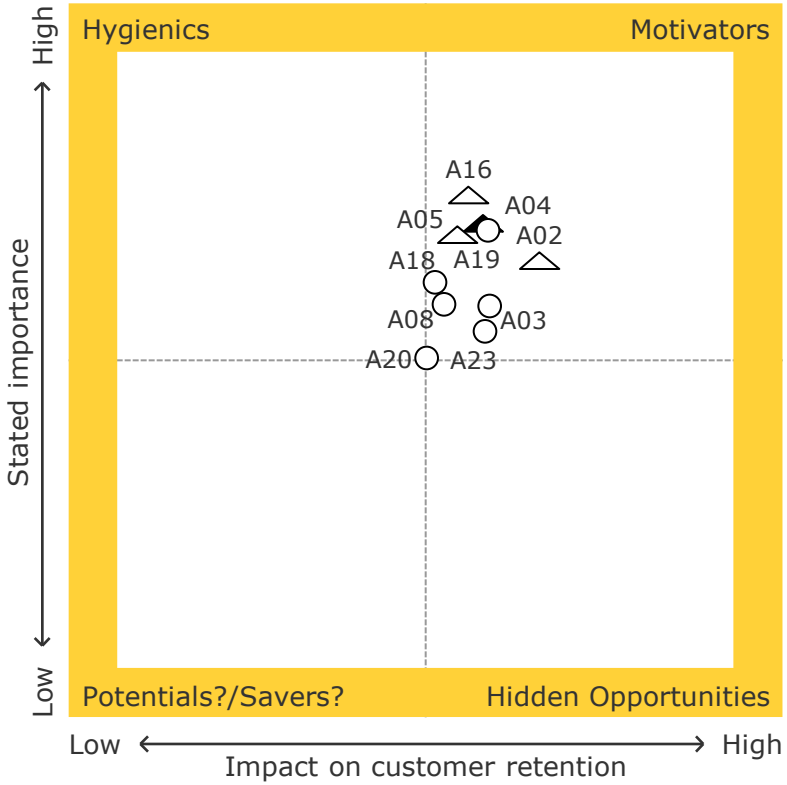
Prioritising actions and investments to retain and grow your customers

SEGMENT: SOUTH OF ENGLAND - WAVE: July 2011 –May 2012

PERFORMANCE

- △ A02. Welcoming and friendly people
- ○ A03. Very high levels of customer service
- ▲ A04. A place where I feel safe and secure
- △ A05. Clean and tidy environment
- ○ A08. Easy to find useful information about the destination when planning the trip
- △ A16. Good quality accommodation
- ○ A18. Variety of accommodation to choose from that suits my needs
- ○ A19. Good quality food, drink and dining
- ○ A20. Opportunities to eat/drink local food and produce
- ○ A23. Wide range of attractions and things to do



90
TRI*M Index

▼ Performance - Far below average ▽ Below average ○ Average △ Above average ▲ Far above average

SOURCE:
BASE: 395

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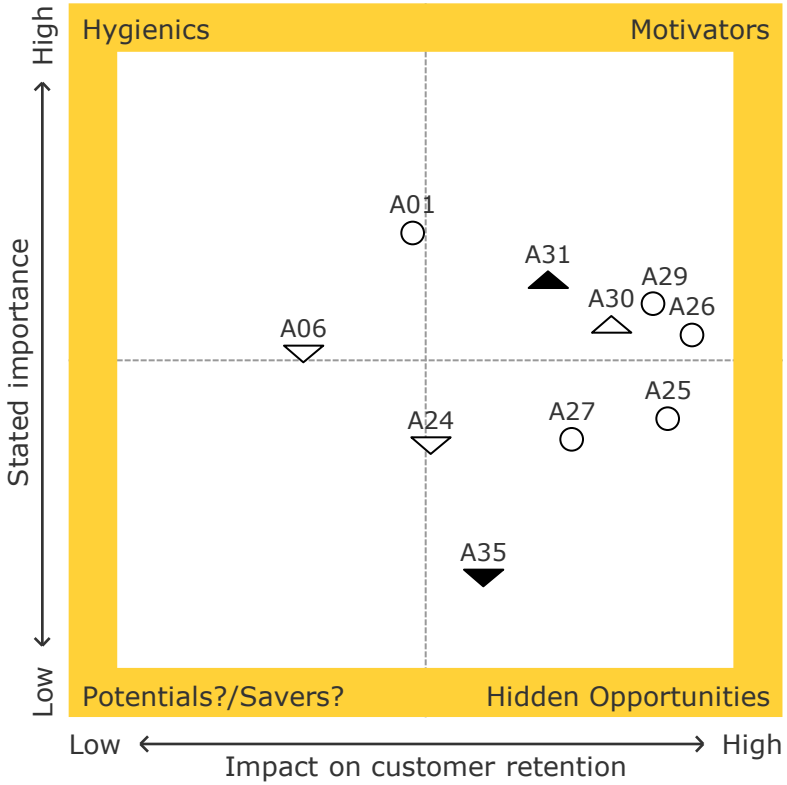
Prioritising actions and investments to retain and grow your customers

SEGMENT: SOUTH OF ENGLAND - WAVE: July 2011 –May 2012

PERFORMANCE

- A26. Opportunities to see famous buildings and monuments
- A29. Attractive/well maintained town/city centre
- A30. Interesting towns and villages to visit
- A31. Unspoilt countryside
- A24. Availability of individual/independent local shops
- A25. Opportunities to visit museums/galleries and contemporary arts
- A27. Good range of shopping opportunities
- A35. Good range of water-based/beach activities
- A01. Good value for money generally
- A06. Overall availability of deals and discounts for the destination



90
TRI*M Index

Performance - Far below average | Below average | Average | Above average | Far above average

SOURCE:
BASE: 395

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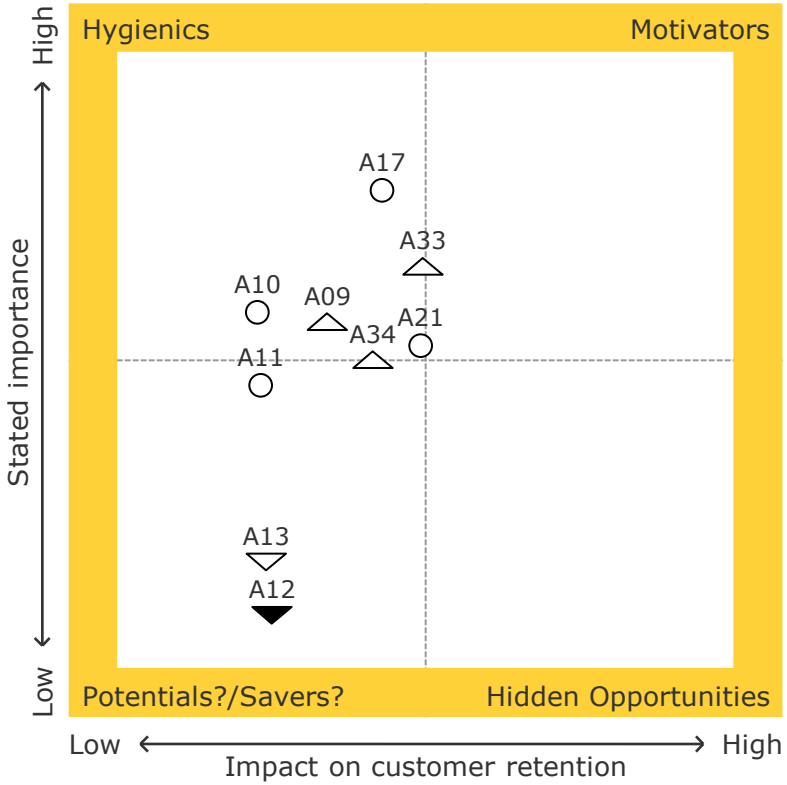
Prioritising actions and investments to retain and grow your customers

SEGMENT: SOUTH OF ENGLAND - WAVE: July 2011 –May 2012

PERFORMANCE

- △ A09. Easy to book your trip/different parts of your trip in advance
- ○ A10. A destination that is not too expensive to get to
- ○ A17. Accommodation that offers value for money
- ○ A21. Easy to find useful information about the destination when you're there
- △ A33. Clean and well-maintained beaches
- △ A34. Beaches which are safe and suitable for bathing

- ○ A11. A destination that doesn't take too long to get to
- ▼ A12. A destination that is easy to get to by public transport
- ▽ A13. Easy to get around by public transport



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TRI*M Index

▼ Performance - Far below average ▽ Below average ○ Average △ Above average ▲ Far above average

SOURCE:
BASE: 395

TNS

VisitEngland

TRI*M

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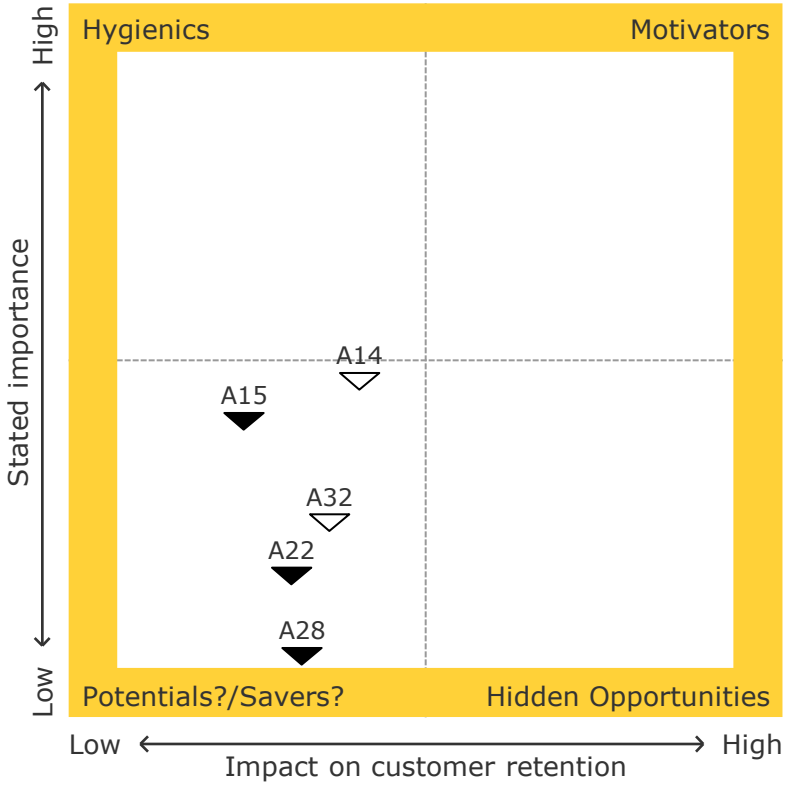
Prioritising actions and investments to retain and grow your customers

SEGMENT: SOUTH OF ENGLAND - WAVE: July 2011 –May 2012

PERFORMANCE

- ▽ A14. Clear signposting that helps you find your way around the destination
- ▼ A15. Availability of reasonably priced car parking
- ▼ A22. Availability of festivals, music, sporting and cultural events
- ▼ A28. Good nightlife
- ▽ A32. Good range of outdoor activities



90
TRI*M Index

▼ Performance - Far below average ▽ Below average ○ Average △ Above average ▲ Far above average

SOURCE:
BASE: 395

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West Sussex

Summary of strengths

SEGMENT: Total West Sussex (Brighton + Other West Sussex combined) - WAVE: July 2011 –May 2012

High level strengths

None

Medium level strengths

A02. Welcoming and friendly people
A19. Good quality food, drink and dining
A16. Good quality accommodation
A03. Very high levels of customer service
A08. Easy to find useful information about the destination when planning the trip

Low level strengths

A05. Clean and tidy environment
A20. Opportunities to eat/drink local food and produce
A04. A place where I feel safe and secure
A23. Wide range of attractions and things to do
A18. Variety of accommodation to choose from that suits my needs
A09. Easy to book your trip/different parts of your trip in advance

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TRI*M Index

SOURCE:
BASE: 115

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Summary of weaknesses

SEGMENT: Total West Sussex (Brighton + Other West Sussex combined) - WAVE: July 2011 –May 2012

High level weaknesses

A29. Attractive/well maintained town/city centre

Medium level weaknesses

A26. Opportunities to see famous buildings and monuments

Low level weaknesses

A17. Accommodation that offers value for money
A33. Clean and well-maintained beaches
A21. Easy to find useful information about the destination when you're there
A35. Good range of water-based/beach activities
A15. Availability of reasonably priced car parking

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TRI*M Index

SOURCE:
BASE: 115

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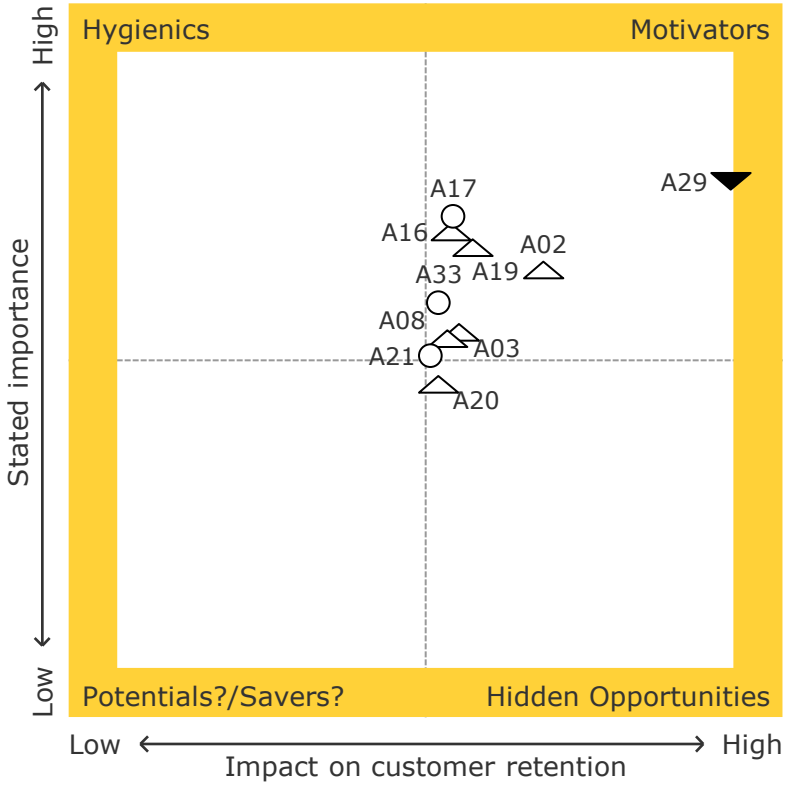
Prioritising actions and investments to retain and grow your customers

SEGMENT: Total West Sussex (Brighton + Other West Sussex combined) - WAVE: July 2011 –May 2012

PERFORMANCE

- A02. Welcoming and friendly people
- A03. Very high levels of customer service
- A08. Easy to find useful information about the destination when planning the trip
- A16. Good quality accommodation
- A17. Accommodation that offers value for money
- A19. Good quality food, drink and dining
- A21. Easy to find useful information about the destination when you're there
- A29. Attractive/well maintained town/city centre
- A33. Clean and well-maintained beaches
- A20. Opportunities to eat/drink local food and produce



92
TRI*M Index

Performance - Far below average | Below average | Average | Above average | Far above average

SOURCE:
BASE: 115

VisitEngland

TNS

TRI*M

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Prioritising actions and investments to retain and grow your customers

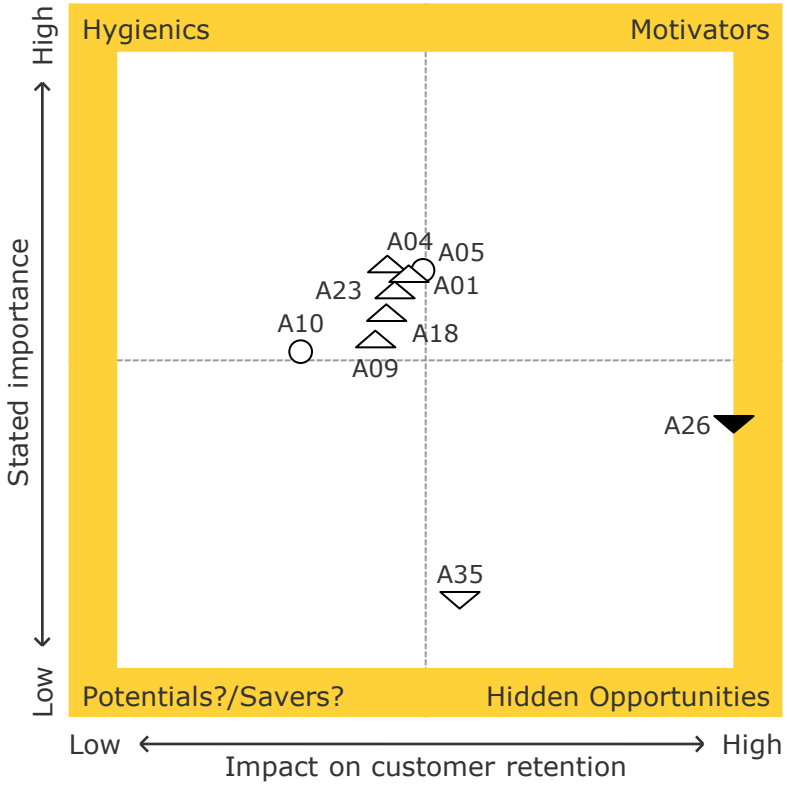
SEGMENT: Total West Sussex (Brighton + Other West Sussex combined) - WAVE: July 2011 –May 2012

PERFORMANCE

- ▼ A26. Opportunities to see famous buildings and monuments
- ▽ A35. Good range of water-based/beach activities

- ○ A01. Good value for money generally
- △ A04. A place where I feel safe and secure
- △ A05. Clean and tidy environment

- △ A09. Easy to book your trip/different parts of your trip in advance
- ○ A10. A destination that is not too expensive to get to
- △ A18. Variety of accommodation to choose from that suits my needs
- △ A23. Wide range of attractions and things to do



92
TRI*M Index

▼ Performance - Far below average ▽ Below average ○ Average △ Above average ▲ Far above average

SOURCE:
BASE: 115

VisitEngland

TNS

TRI*M

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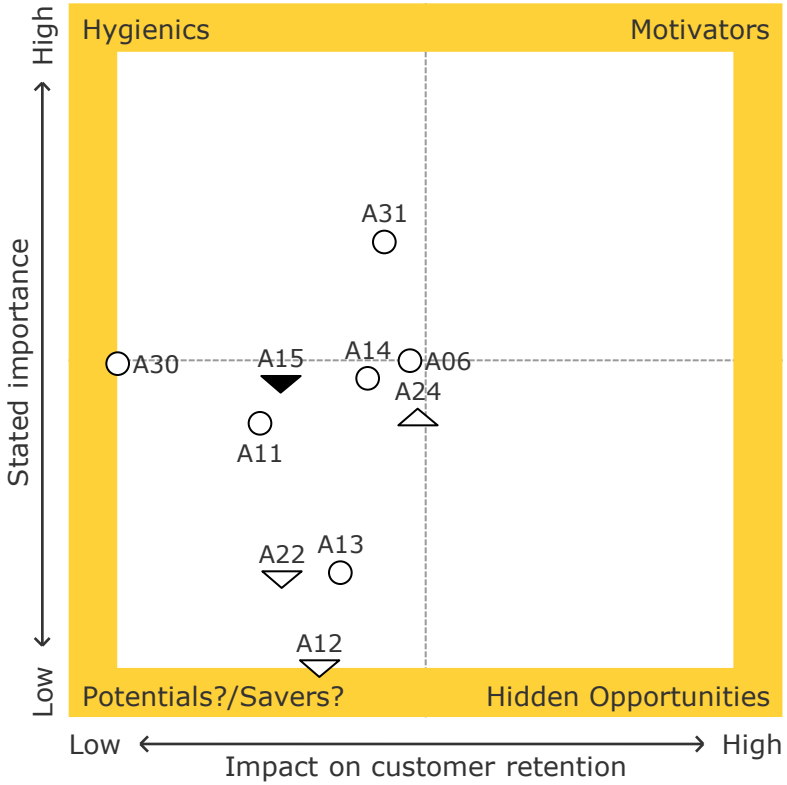
Prioritising actions and investments to retain and grow your customers

SEGMENT: Total West Sussex (Brighton + Other West Sussex combined) - WAVE: July 2011 –May 2012

PERFORMANCE

- ○ A31. Unspoilt countryside
- ○ A06. Overall availability of deals and discounts for the destination
- ○ A11. A destination that doesn't take too long to get to
- ▽ A12. A destination that is easy to get to by public transport
- ○ A13. Easy to get around by public transport
- ○ A14. Clear signposting that helps you find your way around the destination
- ▼ A15. Availability of reasonably priced car parking
- ▽ A22. Availability of festivals, music, sporting and cultural events
- △ A24. Availability of individual/independent local shops
- ○ A30. Interesting towns and villages to visit



92
TRI*M Index

▼ Performance - Far below average ▽ Below average ○ Average △ Above average ▲ Far above average

SOURCE:
BASE: 115

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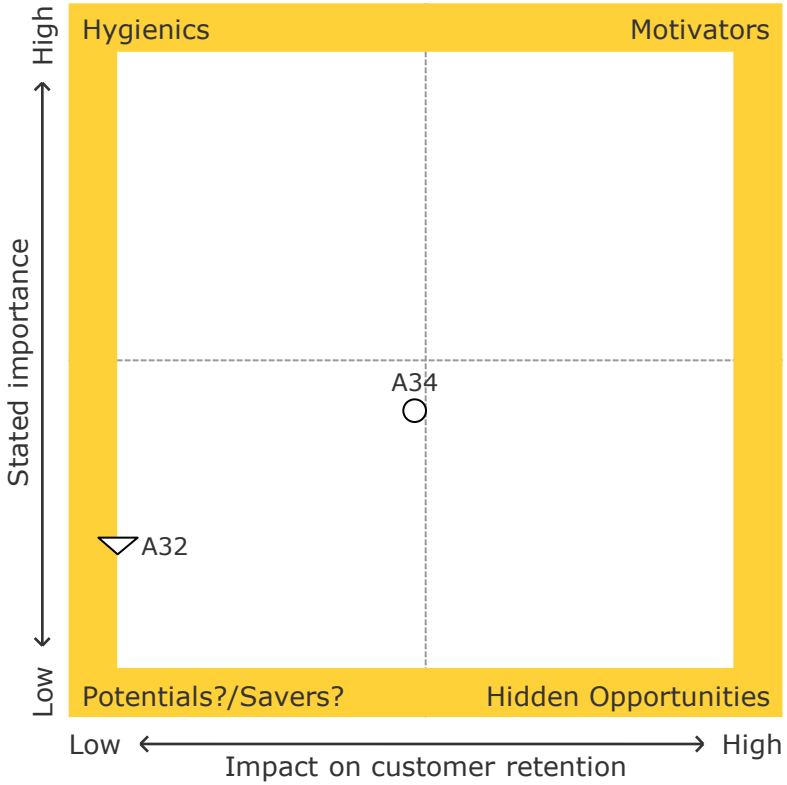
Prioritising actions and investments to retain and grow your customers

SEGMENT: Total West Sussex (Brighton + Other West Sussex combined) - WAVE: July 2011 –May 2012

PERFORMANCE

- ▽ A32. Good range of outdoor activities
- ○ A34. Beaches which are safe and suitable for bathing



92
TRI*M Index

SOURCE:
BASE: 115

▼ Performance - Far below average ▽ Below average ○ Average △ Above average ▲ Far above average

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Brighton

Summary of strengths

SEGMENT: Brighton - WAVE: July 2011 –May 2012

High level strengths

None

Medium level strengths

A02. Welcoming and friendly people
A08. Easy to find useful information about the destination when planning the trip
A19. Good quality food, drink and dining
A04. A place where I feel safe and secure

Low level strengths

A20. Opportunities to eat/drink local food and produce
A24. Availability of individual/independent local shops
A23. Wide range of attractions and things to do
A09. Easy to book your trip/different parts of your trip in advance

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TRI*M Index

SOURCE:
BASE: 87

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Summary of weaknesses

SEGMENT: Brighton - WAVE: July 2011 –May 2012

High level weaknesses

None

Medium level weaknesses

A01. Good value for money generally

Low level weaknesses

A05. Clean and tidy environment
A03. Very high levels of customer service
A16. Good quality accommodation
A33. Clean and well-maintained beaches
A17. Accommodation that offers value for money
A21. Easy to find useful information about the destination when you're there
A35. Good range of water-based/beach activities
A15. Availability of reasonably priced car parking

92
TRI*M Index

SOURCE:
BASE: 87

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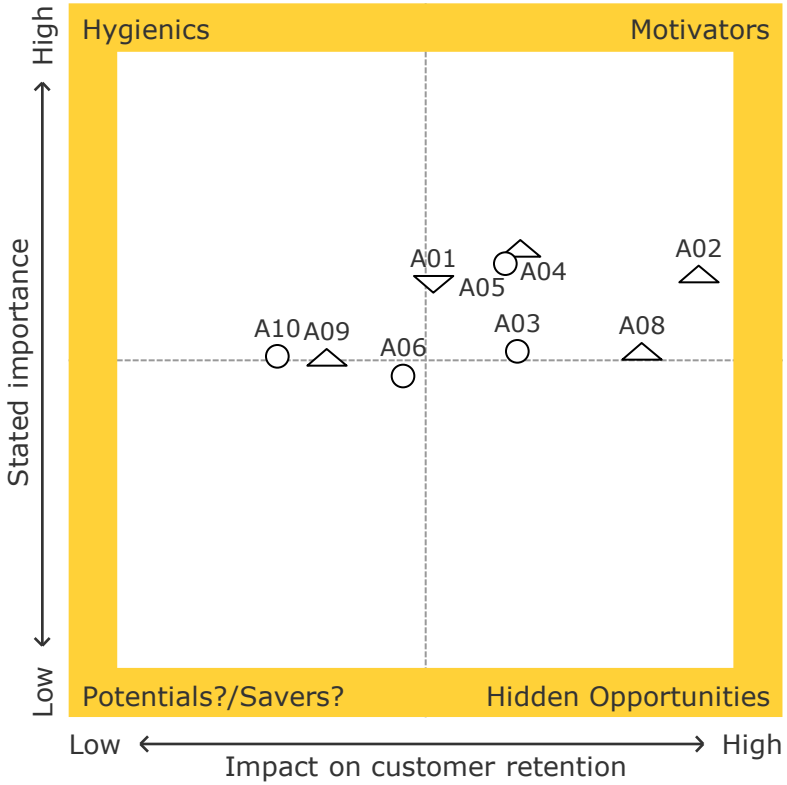
Prioritising actions and investments to retain and grow your customers

SEGMENT: Brighton - WAVE: July 2011 –May 2012

PERFORMANCE

- ▽ A01. Good value for money generally
- △ A02. Welcoming and friendly people
- ○ A03. Very high levels of customer service
- △ A04. A place where I feel safe and secure
- ○ A05. Clean and tidy environment
- ○ A06. Overall availability of deals and discounts for the destination
- △ A08. Easy to find useful information about the destination when planning the trip
- △ A09. Easy to book your trip/different parts of your trip in advance
- ○ A10. A destination that is not too expensive to get to



92
TRI*M Index

▼ Performance - Far below average ▽ Below average ○ Average △ Above average ▲ Far above average

SOURCE:
BASE: 87

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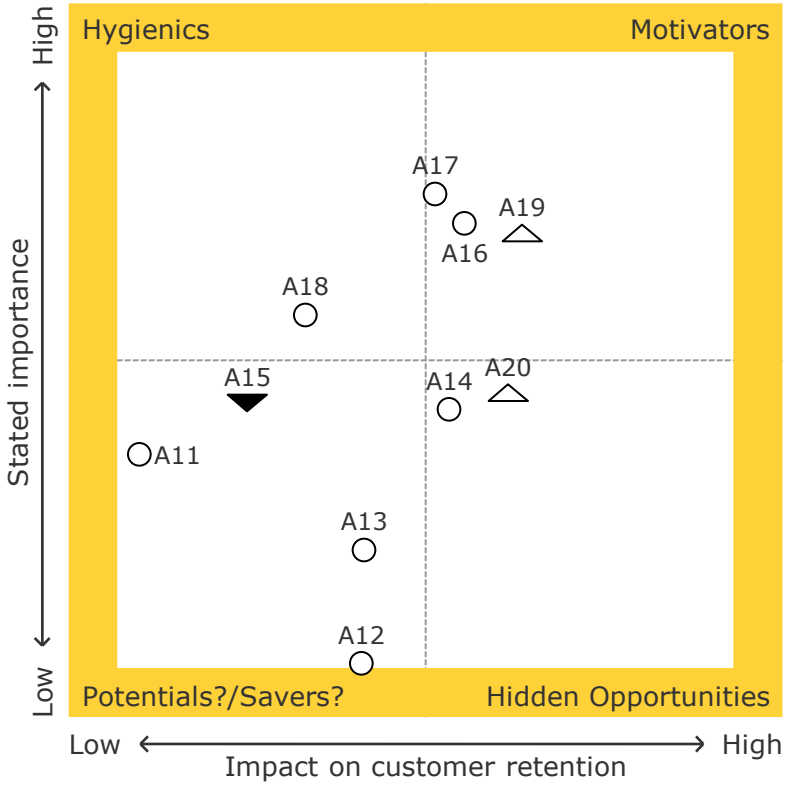
Prioritising actions and investments to retain and grow your customers

SEGMENT: Brighton - WAVE: July 2011 –May 2012

PERFORMANCE

- ○ A11. A destination that doesn't take too long to get to
- ○ A12. A destination that is easy to get to by public transport
- ○ A13. Easy to get around by public transport
- ○ A14. Clear signposting that helps you find your way around the destination
- ▼ A15. Availability of reasonably priced car parking
- ○ A16. Good quality accommodation
- ○ A17. Accommodation that offers value for money
- ○ A18. Variety of accommodation to choose from that suits my needs
- △ A19. Good quality food, drink and dining
- △ A20. Opportunities to eat/drink local food and produce



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TRI*M Index

▼ Performance - Far below average ▽ Below average ○ Average △ Above average ▲ Far above average

SOURCE:
BASE: 87

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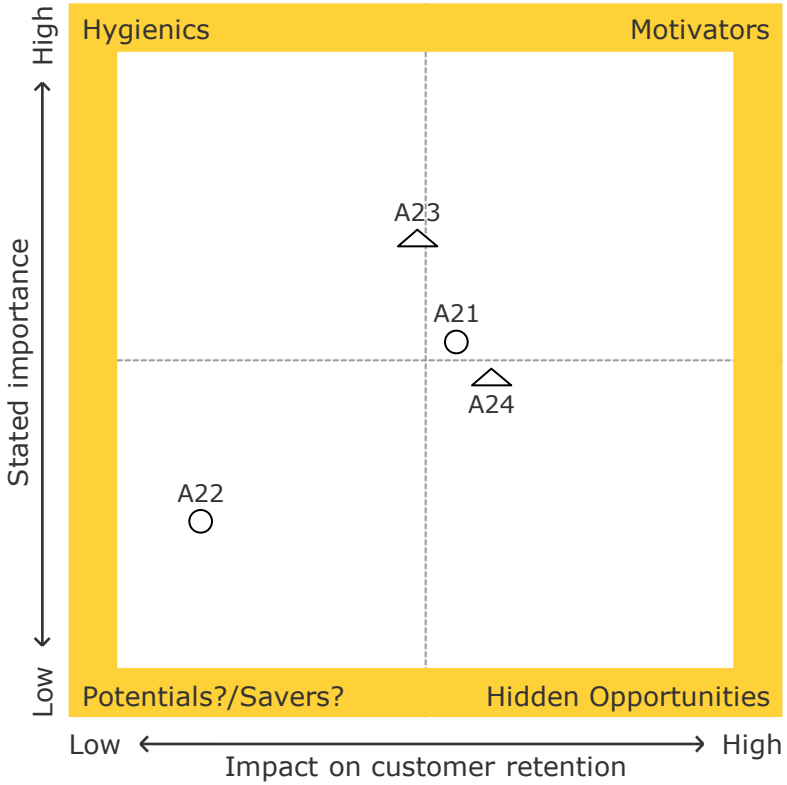
Prioritising actions and investments to retain and grow your customers

SEGMENT: Brighton - WAVE: July 2011 –May 2012

PERFORMANCE

- ○ A21. Easy to find useful information about the destination when you're there
- ○ A22. Availability of festivals, music, sporting and cultural events
- △ A23. Wide range of attractions and things to do
- △ A24. Availability of individual/independent local shops



92
TRI*M Index

▼ Performance - Far below average ▽ Below average ○ Average △ Above average ▲ Far above average

SOURCE:
BASE: 87 // HINT: *Element could not be calculated

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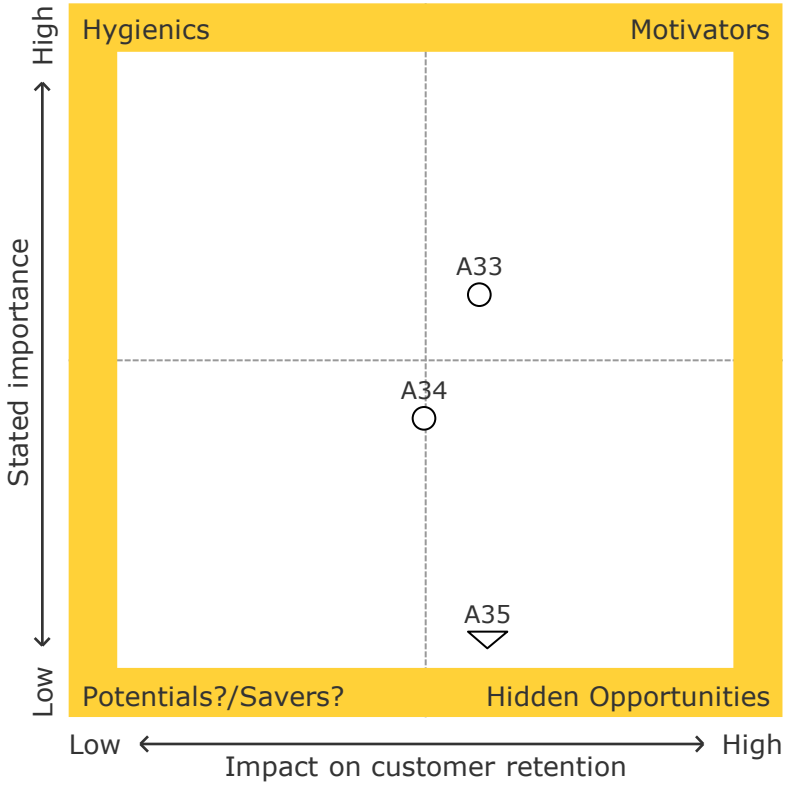
Prioritising actions and investments to retain and grow your customers

SEGMENT: Brighton - WAVE: July 2011 –May 2012

PERFORMANCE

- ○ A33. Clean and well-maintained beaches
- ○ A34. Beaches which are safe and suitable for bathing
- ▽ A35. Good range of water-based/beach activities



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SOURCE:
BASE: 87 // HINT: *Element could not be calculated

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Oxfordshire

Summary of strengths

SEGMENT: Total Oxfordshire (Oxford + Other Oxfordshire combined) - WAVE: July 2011 –May 2012

High level strengths

None

Medium level strengths

A31. Unspoilt countryside
A30. Interesting towns and villages to visit
A29. Attractive/well maintained town/city centre
A26. Opportunities to see famous buildings and monuments
A09. Easy to book your trip/different parts of your trip in advance
A20. Opportunities to eat/drink local food and produce

Low level strengths

A23. Wide range of attractions and things to do
A16. Good quality accommodation
A19. Good quality food, drink and dining
A08. Easy to find useful information about the destination when planning the trip

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SOURCE:
BASE: 44

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Summary of weaknesses

SEGMENT: Total Oxfordshire (Oxford + Other Oxfordshire combined) - WAVE: July 2011 –May 2012

High level weaknesses

None

Medium level weaknesses

A02. Welcoming and friendly people

Low level weaknesses

A25. Opportunities to visit museums/galleries and contemporary arts
A01. Good value for money generally
A15. Availability of reasonably priced car parking
A06. Overall availability of deals and discounts for the destination
A12. A destination that is easy to get to by public transport

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TRI*M Index

SOURCE:
BASE: 44

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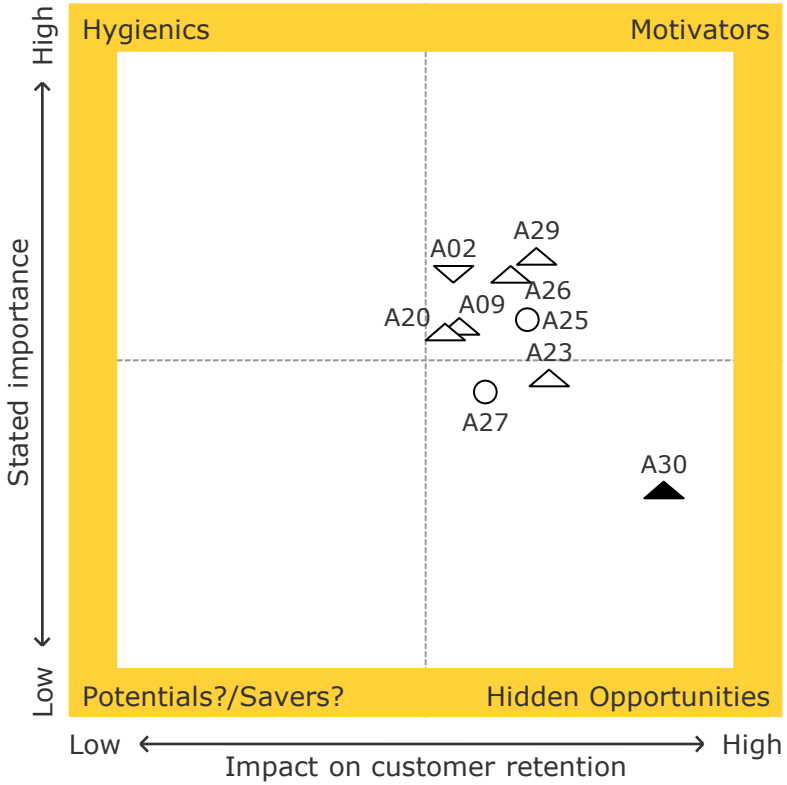
Prioritising actions and investments to retain and grow your customers

SEGMENT: Total Oxfordshire (Oxford + Other Oxfordshire combined) - WAVE: July 2011 –May 2012

PERFORMANCE

- ▽ A02. Welcoming and friendly people
- △ A09. Easy to book your trip/different parts of your trip in advance
- △ A20. Opportunities to eat/drink local food and produce
- ○ A25. Opportunities to visit museums/galleries and contemporary arts
- △ A26. Opportunities to see famous buildings and monuments
- △ A29. Attractive/well maintained town/city centre

- △ A23. Wide range of attractions and things to do
- ○ A27. Good range of shopping opportunities
- ▲ A30. Interesting towns and villages to visit



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SOURCE:
BASE: 44

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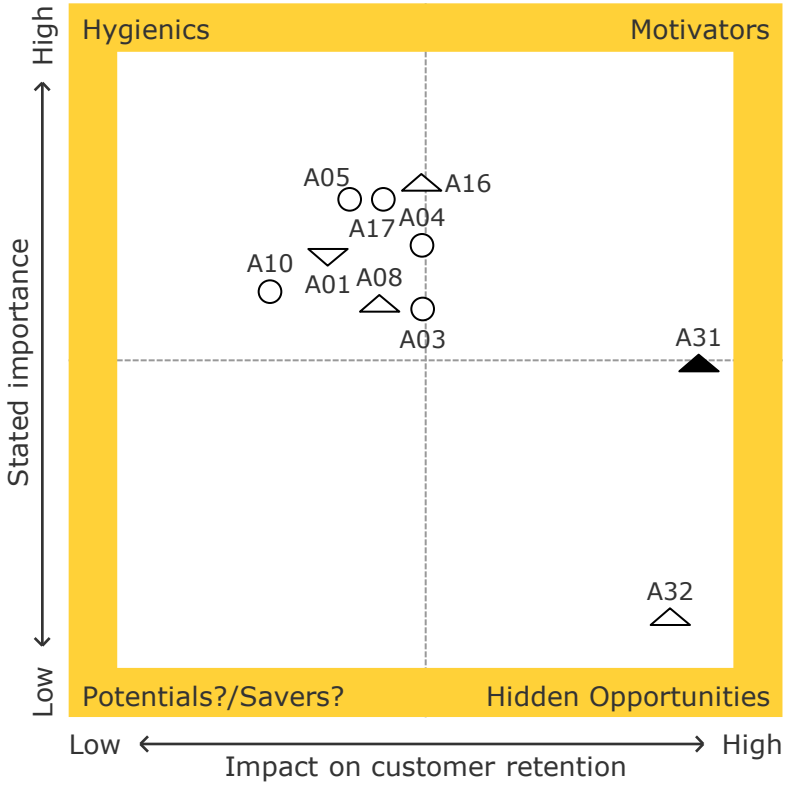
Prioritising actions and investments to retain and grow your customers

SEGMENT: Total Oxfordshire (Oxford + Other Oxfordshire combined) - WAVE: July 2011 –May 2012

PERFORMANCE

- ▲ A31. Unspoilt countryside
- △ A32. Good range of outdoor activities
- ▽ A01. Good value for money generally
- ○ A03. Very high levels of customer service
- ○ A04. A place where I feel safe and secure
- ○ A05. Clean and tidy environment
- △ A08. Easy to find useful information about the destination when planning the trip
- ○ A10. A destination that is not too expensive to get to
- △ A16. Good quality accommodation
- ○ A17. Accommodation that offers value for money



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TRI*M Index

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BASE: 44

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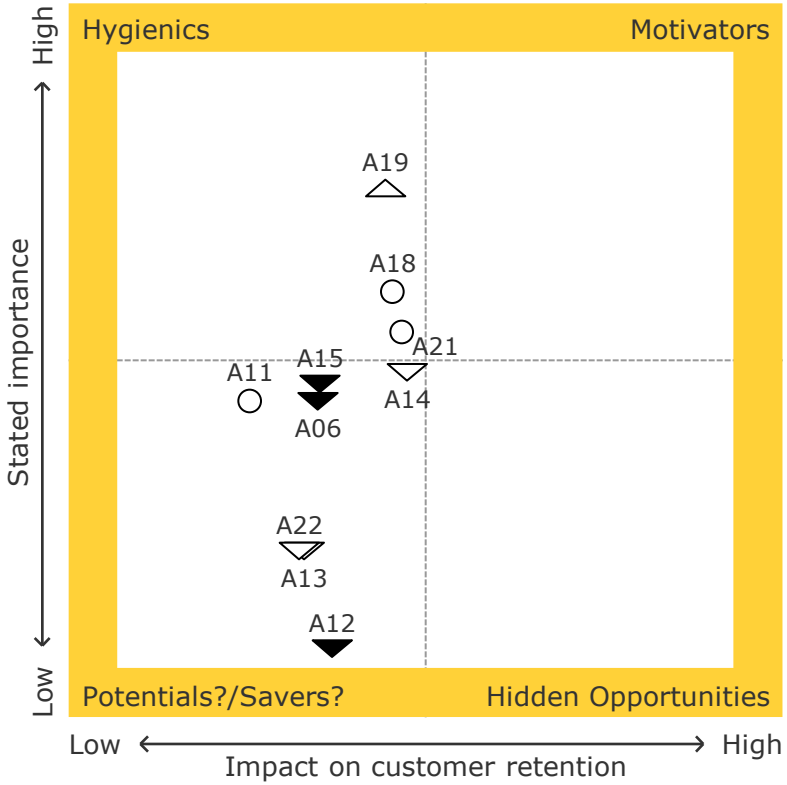
Prioritising actions and investments to retain and grow your customers

SEGMENT: Total Oxfordshire (Oxford + Other Oxfordshire combined) - WAVE: July 2011 –May 2012

PERFORMANCE

- A18. Variety of accommodation to choose from that suits my needs
- A19. Good quality food, drink and dining
- A21. Easy to find useful information about the destination when you're there
- A06. Overall availability of deals and discounts for the destination
- A11. A destination that doesn't take too long to get to
- A12. A destination that is easy to get to by public transport
- A13. Easy to get around by public transport
- A14. Clear signposting that helps you find your way around the destination
- A15. Availability of reasonably priced car parking
- A22. Availability of festivals, music, sporting and cultural events



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TRI*M Index

SOURCE:
BASE: 44

Performance - Far below average | Below average | Average | Above average | Far above average

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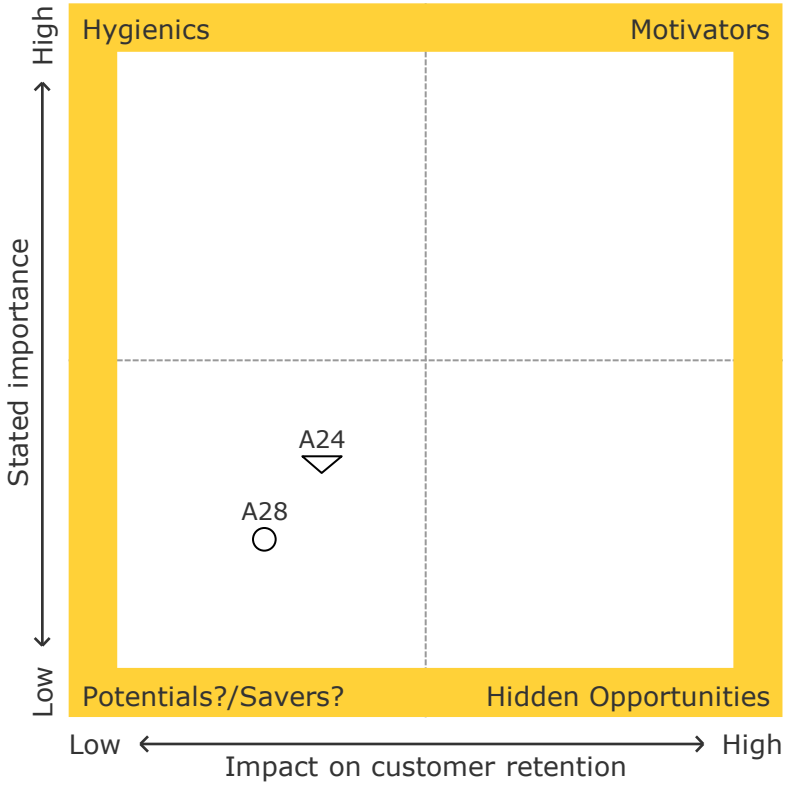
Prioritising actions and investments to retain and grow your customers

SEGMENT: Total Oxfordshire (Oxford + Other Oxfordshire combined) - WAVE: July 2011 –May 2012

PERFORMANCE

- ▽ A24. Availability of individual/independent local shops
- ○ A28. Good nightlife



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SOURCE:
BASE: 44

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Isle of Wight

Summary of strengths

SEGMENT: Isle of Wight - WAVE: July 2011 –May 2012

High level strengths

A05. Clean and tidy environment

Medium level strengths

A18. Variety of accommodation to choose from that suits my needs
A01. Good value for money generally
A33. Clean and well-maintained beaches
A34. Beaches which are safe and suitable for bathing
A16. Good quality accommodation
A17. Accommodation that offers value for money
A02. Welcoming and friendly people
A04. A place where I feel safe and secure

Low level strengths

A08. Easy to find useful information about the destination when planning the trip
A09. Easy to book your trip/different parts of your trip in advance

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TRI*M Index

SOURCE:
BASE: 71

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Summary of weaknesses

SEGMENT: Isle of Wight - WAVE: July 2011 –May 2012

High level weaknesses

None

Medium level weaknesses

A35. Good range of water-based/beach activities
A21. Easy to find useful information about the destination when you're there
A22. Availability of festivals, music, sporting and cultural events

Low level weaknesses

A24. Availability of individual/independent local shops
A19. Good quality food, drink and dining
A23. Wide range of attractions and things to do
A15. Availability of reasonably priced car parking
A14. Clear signposting that helps you find your way around the destination
A10. A destination that is not too expensive to get to

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TRI*M Index

SOURCE:
BASE: 71

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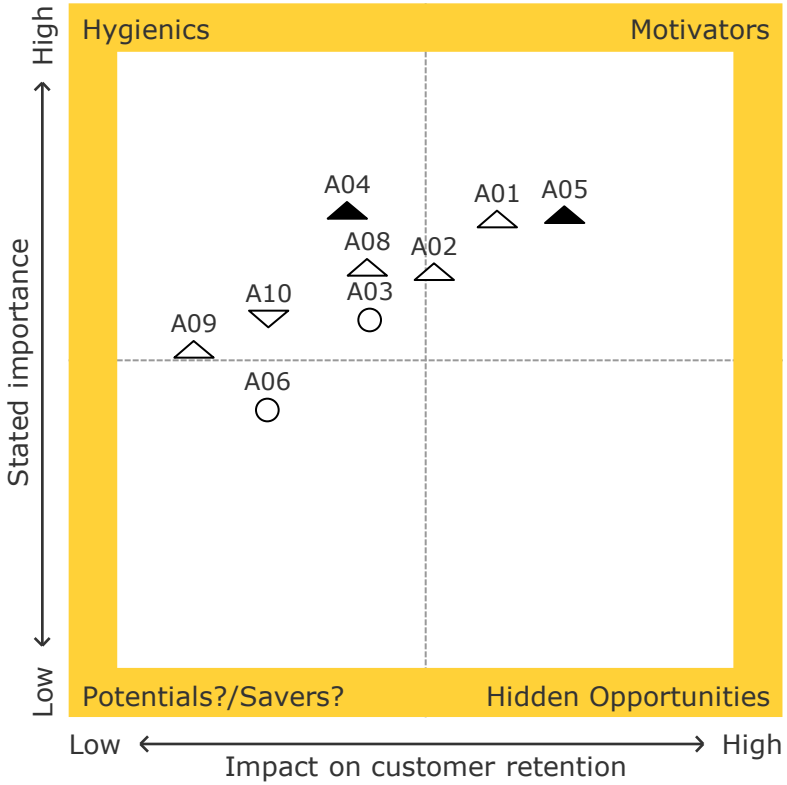
Prioritising actions and investments to retain and grow your customers

SEGMENT: Isle of Wight - WAVE: July 2011 –May 2012

PERFORMANCE

- △ A01. Good value for money generally
- △ A02. Welcoming and friendly people
- ○ A03. Very high levels of customer service
- ▲ A04. A place where I feel safe and secure
- ▲ A05. Clean and tidy environment
- ○ A06. Overall availability of deals and discounts for the destination
- △ A08. Easy to find useful information about the destination when planning the trip
- △ A09. Easy to book your trip/different parts of your trip in advance
- ▽ A10. A destination that is not too expensive to get to



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TRI*M Index

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SOURCE:
BASE: 71

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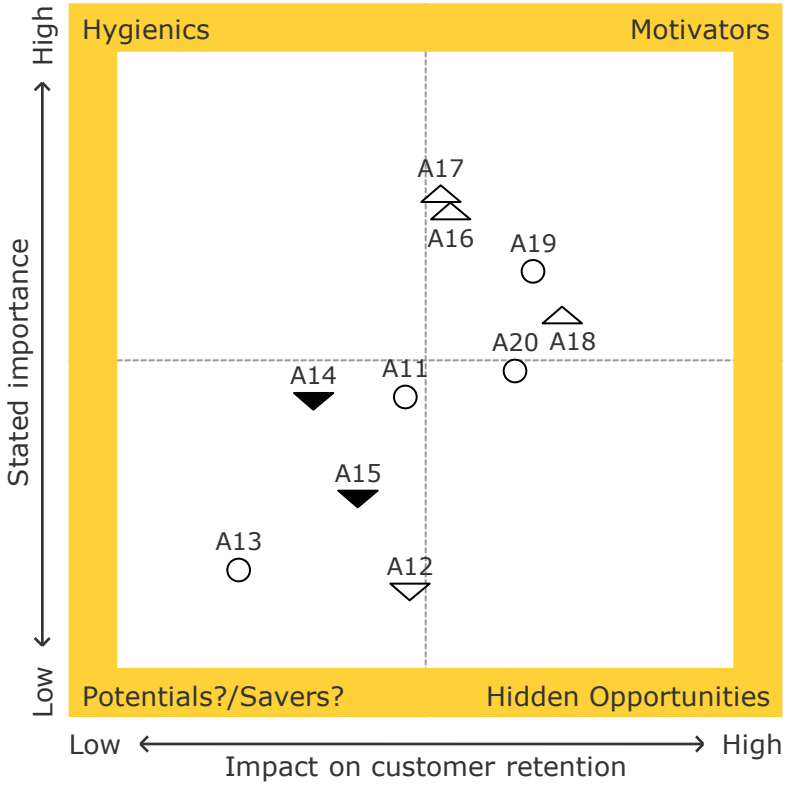
Prioritising actions and investments to retain and grow your customers

SEGMENT: Isle of Wight - WAVE: July 2011 –May 2012

PERFORMANCE

- ○ A11. A destination that doesn't take too long to get to
- ▽ A12. A destination that is easy to get to by public transport
- ○ A13. Easy to get around by public transport
- ▼ A14. Clear signposting that helps you find your way around the destination
- ▼ A15. Availability of reasonably priced car parking
- △ A16. Good quality accommodation
- △ A17. Accommodation that offers value for money
- △ A18. Variety of accommodation to choose from that suits my needs
- ○ A19. Good quality food, drink and dining
- ○ A20. Opportunities to eat/drink local food and produce



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BASE: 71

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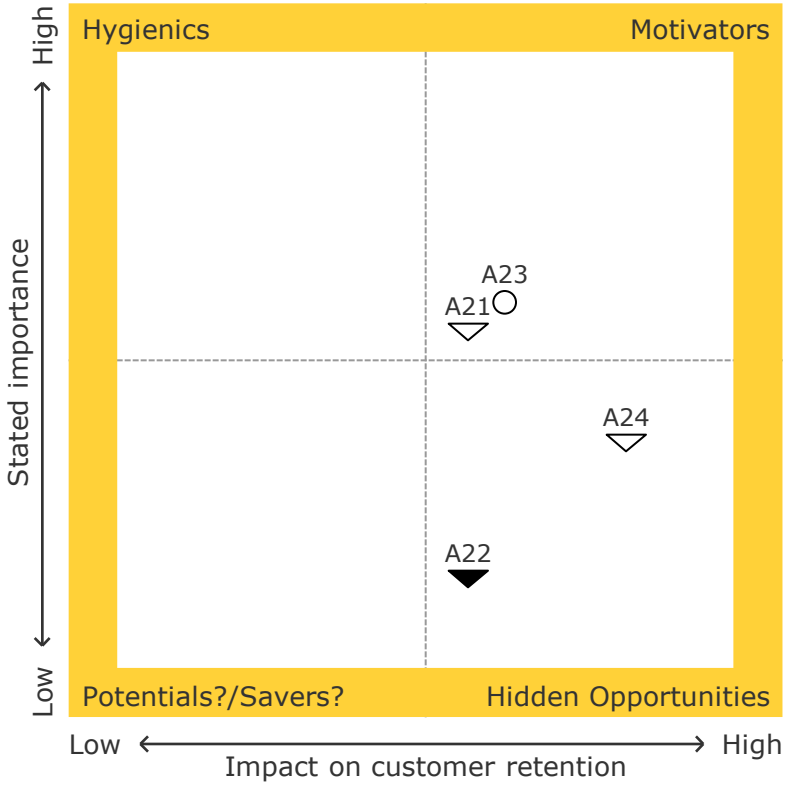
Prioritising actions and investments to retain and grow your customers

SEGMENT: Isle of Wight - WAVE: July 2011 –May 2012

PERFORMANCE

- ▽ A21. Easy to find useful information about the destination when you're there
- ▼ A22. Availability of festivals, music, sporting and cultural events
- ○ A23. Wide range of attractions and things to do
- ▽ A24. Availability of individual/independent local shops



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BASE: 71 // HINT: *Element could not be calculated

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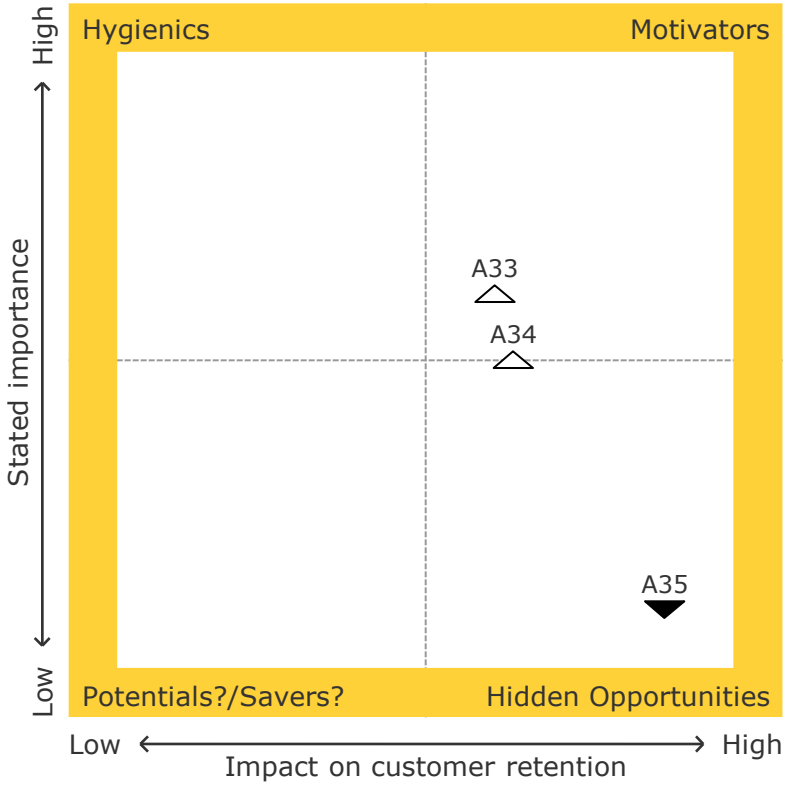
Prioritising actions and investments to retain and grow your customers

SEGMENT: Isle of Wight - WAVE: July 2011 –May 2012

PERFORMANCE

- △ A33. Clean and well-maintained beaches
- △ A34. Beaches which are safe and suitable for bathing
- ▼ A35. Good range of water-based/beach activities



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SOURCE:
BASE: 71 // HINT: *Element could not be calculated

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London

Summary of strengths

SEGMENT: London - WAVE: July 2011 –May 2012

High level strengths

A26. Opportunities to see famous buildings and monuments
A23. Wide range of attractions and things to do
A25. Opportunities to visit museums/galleries and contemporary arts

Medium level strengths

A12. A destination that is easy to get to by public transport

Low level strengths

A08. Easy to find useful information about the destination when planning the trip
A09. Easy to book your trip/different parts of your trip in advance
A13. Easy to get around by public transport
A27. Good range of shopping opportunities

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TRI*M Index

SOURCE:
BASE: 380

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Summary of weaknesses

SEGMENT: London - WAVE: July 2011 –May 2012

High level weaknesses

None

Medium level weaknesses

A06. Overall availability of deals and discounts for the destination
A01. Good value for money generally
A05. Clean and tidy environment

Low level weaknesses

A17. Accommodation that offers value for money
A19. Good quality food, drink and dining
A29. Attractive/well maintained town/city centre
A21. Easy to find useful information about the destination when you're there
A16. Good quality accommodation
A18. Variety of accommodation to choose from that suits my needs
A03. Very high levels of customer service
A10. A destination that is not too expensive to get to
A04. A place where I feel safe and secure
A15. Availability of reasonably priced car parking

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BASE: 380

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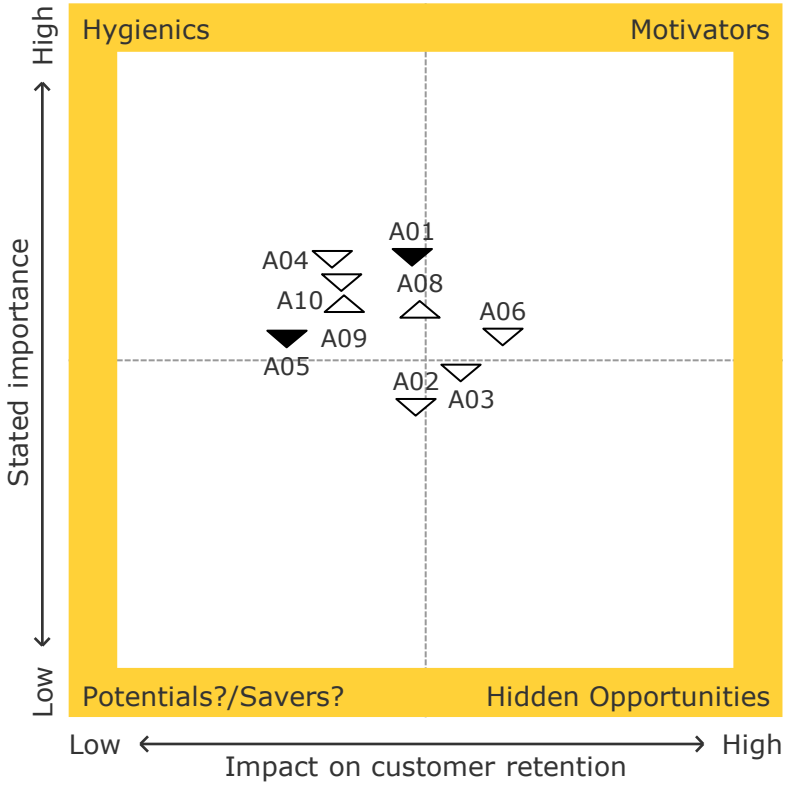
Prioritising actions and investments to retain and grow your customers

SEGMENT: London - WAVE: July 2011 –May 2012

PERFORMANCE

- ▼ A01. Good value for money generally
- ▽ A02. Welcoming and friendly people
- ▽ A03. Very high levels of customer service
- ▽ A04. A place where I feel safe and secure
- ▼ A05. Clean and tidy environment
- ▽ A06. Overall availability of deals and discounts for the destination
- △ A08. Easy to find useful information about the destination when planning the trip
- △ A09. Easy to book your trip/different parts of your trip in advance
- ▽ A10. A destination that is not too expensive to get to



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BASE: 380

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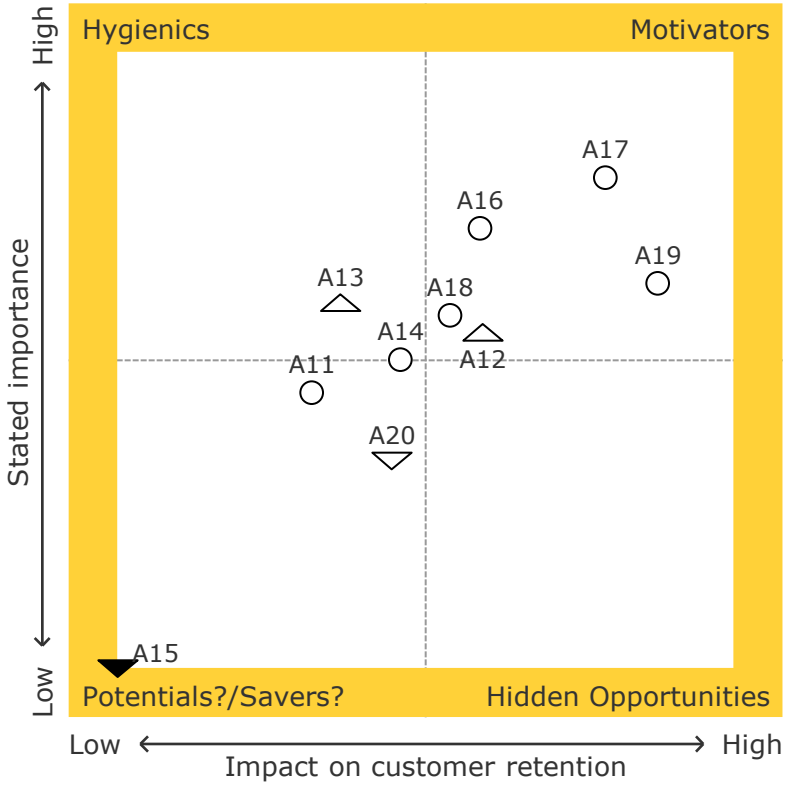
Prioritising actions and investments to retain and grow your customers

SEGMENT: London - WAVE: July 2011 –May 2012

PERFORMANCE

- ○ A11. A destination that doesn't take too long to get to
- △ A12. A destination that is easy to get to by public transport
- △ A13. Easy to get around by public transport
- ○ A14. Clear signposting that helps you find your way around the destination
- ▼ A15. Availability of reasonably priced car parking
- ○ A16. Good quality accommodation
- ○ A17. Accommodation that offers value for money
- ○ A18. Variety of accommodation to choose from that suits my needs
- ○ A19. Good quality food, drink and dining
- ▽ A20. Opportunities to eat/drink local food and produce



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BASE: 380

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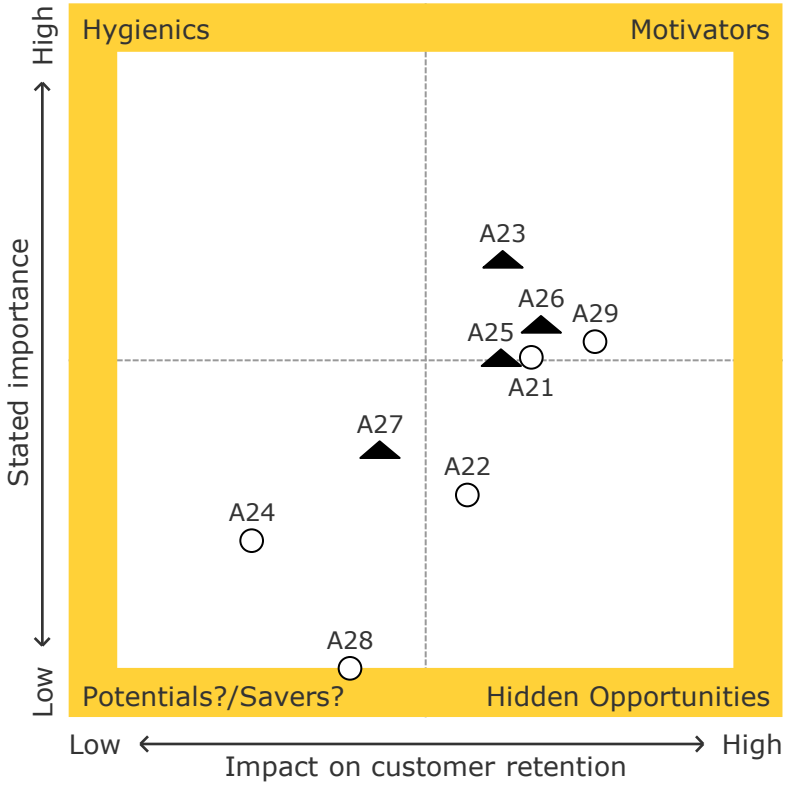
Prioritising actions and investments to retain and grow your customers

SEGMENT: London - WAVE: July 2011 –May 2012

PERFORMANCE

- ○ A21. Easy to find useful information about the destination when you're there
- ○ A22. Availability of festivals, music, sporting and cultural events
- ▲ A23. Wide range of attractions and things to do
- ○ A24. Availability of individual/independent local shops
- ▲ A25. Opportunities to visit museums/galleries and contemporary arts
- ▲ A26. Opportunities to see famous buildings and monuments
- ▲ A27. Good range of shopping opportunities
- ○ A28. Good nightlife
- ○ A29. Attractive/well maintained town/city centre



96
TRI*M Index

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SOURCE:
BASE: 380 // HINT: *Element could not be calculated

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South East

Summary of strengths

SEGMENT: SOUTH EAST ENGLAND - WAVE: July 2011 –May 2012

High level strengths

A31. Unspoilt countryside
A26. Opportunities to see famous buildings and monuments
A25. Opportunities to visit museums/galleries and contemporary arts

Medium level strengths

A30. Interesting towns and villages to visit
A23. Wide range of attractions and things to do

Low level strengths

A32. Good range of outdoor activities
A08. Easy to find useful information about the destination when planning the trip
A27. Good range of shopping opportunities
A09. Easy to book your trip/different parts of your trip in advance

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BASE: 557

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Summary of weaknesses

SEGMENT: SOUTH EAST ENGLAND - WAVE: July 2011 –May 2012

High level weaknesses

None

Medium level weaknesses

A29. Attractive/well maintained town/city centre
A03. Very high levels of customer service
A01. Good value for money generally

Low level weaknesses

A18. Variety of accommodation to choose from that suits my needs
A16. Good quality accommodation
A19. Good quality food, drink and dining
A17. Accommodation that offers value for money
A21. Easy to find useful information about the destination when you're there
A06. Overall availability of deals and discounts for the destination
A02. Welcoming and friendly people
A04. A place where I feel safe and secure
A05. Clean and tidy environment
A10. A destination that is not too expensive to get to

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BASE: 557

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Summary of weaknesses

SEGMENT: SOUTH EAST ENGLAND - WAVE: July 2011 –May 2012

Low level weaknesses

A35. Good range of water-based/beach activities
A15. Availability of reasonably priced car parking

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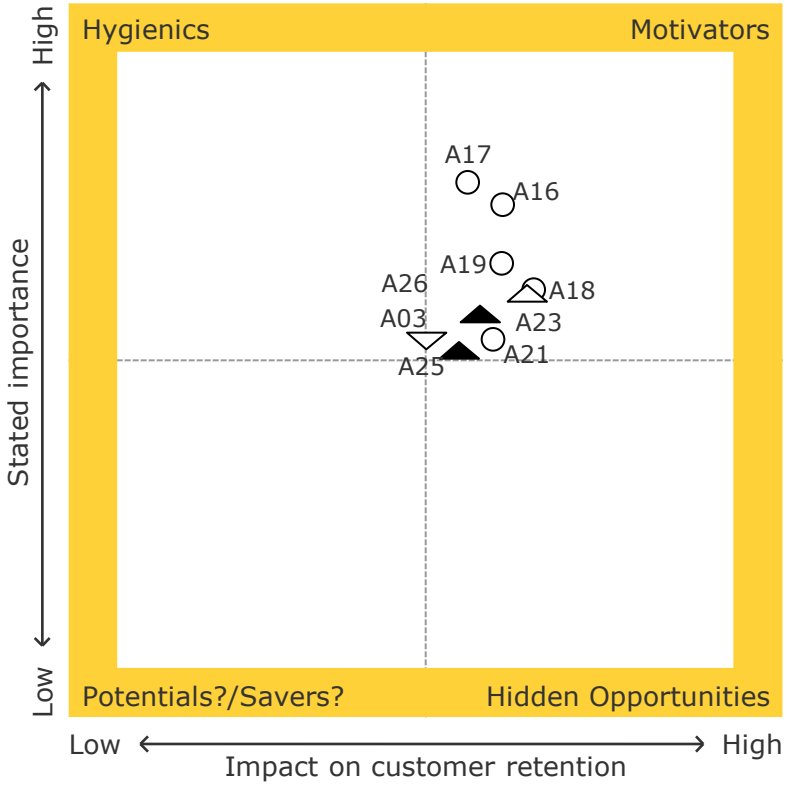
Prioritising actions and investments to retain and grow your customers

SEGMENT: SOUTH EAST ENGLAND - WAVE: July 2011 –May 2012

PERFORMANCE

- ▽ A03. Very high levels of customer service
- ○ A16. Good quality accommodation
- ○ A17. Accommodation that offers value for money
- ○ A18. Variety of accommodation to choose from that suits my needs
- ○ A19. Good quality food, drink and dining
- ○ A21. Easy to find useful information about the destination when you're there
- △ A23. Wide range of attractions and things to do
- ▲ A25. Opportunities to visit museums/galleries and contemporary arts
- ▲ A26. Opportunities to see famous buildings and monuments



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BASE: 557

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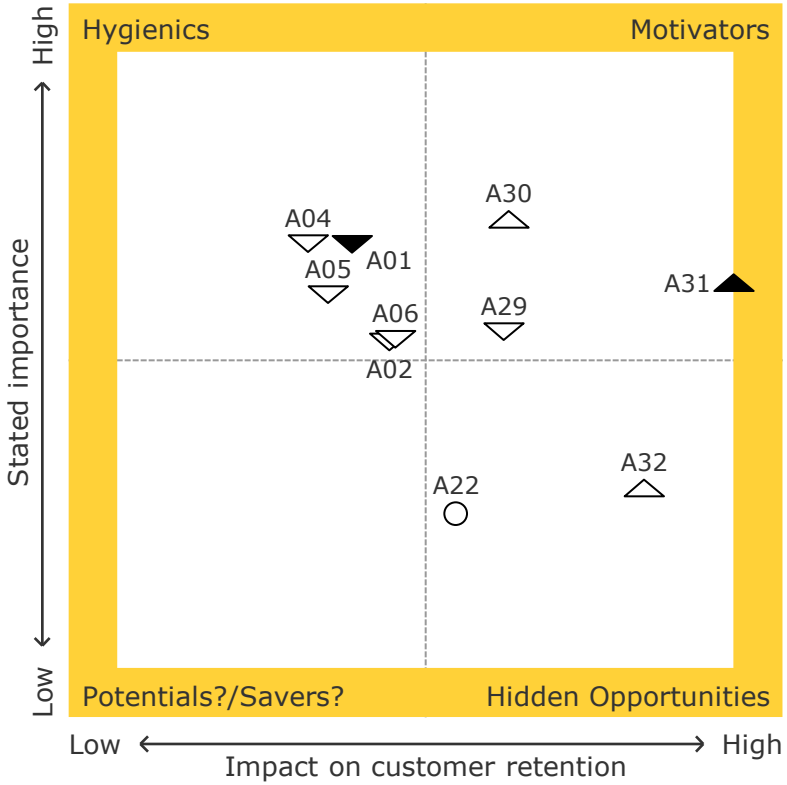
Prioritising actions and investments to retain and grow your customers

SEGMENT: SOUTH EAST ENGLAND - WAVE: July 2011 –May 2012

PERFORMANCE

- ▽ A29. Attractive/well maintained town/city centre
- △ A30. Interesting towns and villages to visit
- ▲ A31. Unspoilt countryside
- ○ A22. Availability of festivals, music, sporting and cultural events
- △ A32. Good range of outdoor activities
- ▼ A01. Good value for money generally
- ▽ A02. Welcoming and friendly people
- ▽ A04. A place where I feel safe and secure
- ▽ A05. Clean and tidy environment
- ▽ A06. Overall availability of deals and discounts for the destination



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BASE: 557

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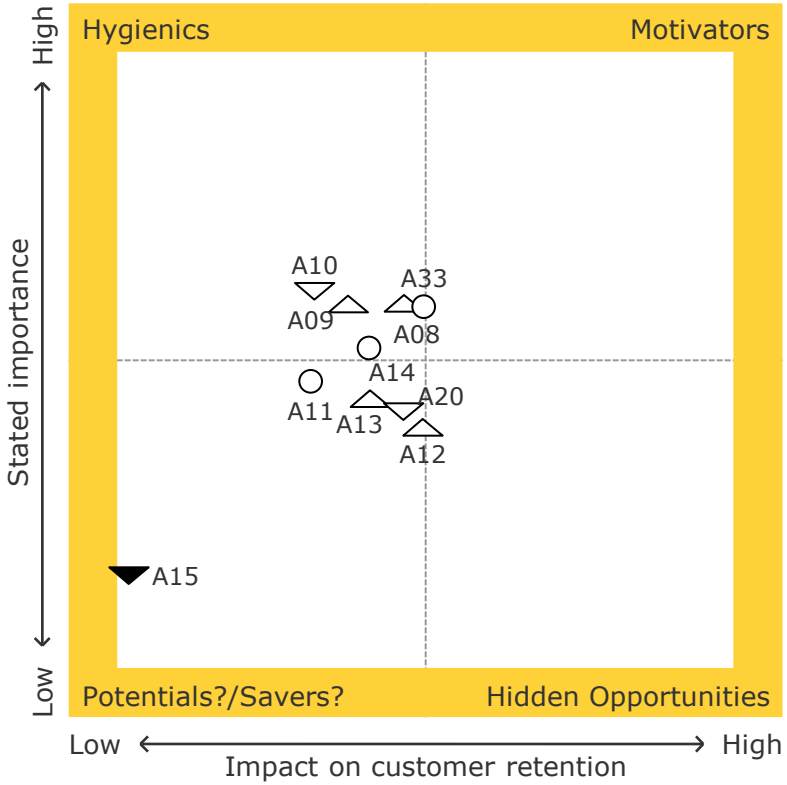
Prioritising actions and investments to retain and grow your customers

SEGMENT: SOUTH EAST ENGLAND - WAVE: July 2011 –May 2012

PERFORMANCE

- A08. Easy to find useful information about the destination when planning the trip
- A09. Easy to book your trip/different parts of your trip in advance
- A10. A destination that is not too expensive to get to
- A14. Clear signposting that helps you find your way around the destination
- A33. Clean and well-maintained beaches

- A11. A destination that doesn't take too long to get to
- A12. A destination that is easy to get to by public transport
- A13. Easy to get around by public transport
- A15. Availability of reasonably priced car parking
- A20. Opportunities to eat/drink local food and produce



91
TRI*M Index

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BASE: 557

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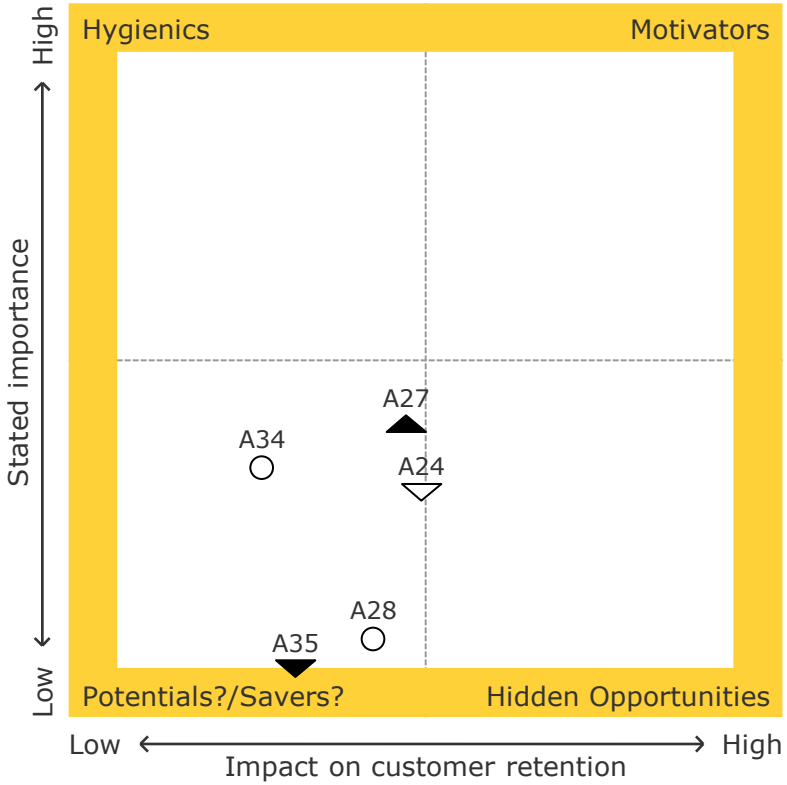
Prioritising actions and investments to retain and grow your customers

SEGMENT: SOUTH EAST ENGLAND - WAVE: July 2011 –May 2012

PERFORMANCE

- ▽ A24. Availability of individual/independent local shops
- ▲ A27. Good range of shopping opportunities
- ○ A28. Good nightlife
- ○ A34. Beaches which are safe and suitable for bathing
- ▼ A35. Good range of water-based/beach activities



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TRI*M Index

▼ Performance - Far below average ▽ Below average ○ Average △ Above average ▲ Far above average

SOURCE:
BASE: 557

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Total Kent

Summary of strengths

SEGMENT: Total Kent (Canterbury + Kent Coast + Other Kent combined) - WAVE: July 2011 –May 2012

High level strengths

A30. Interesting towns and villages to visit
A31. Unspoilt countryside

Medium level strengths

A32. Good range of outdoor activities
A16. Good quality accommodation
A19. Good quality food, drink and dining
A02. Welcoming and friendly people
A03. Very high levels of customer service

Low level strengths

A04. A place where I feel safe and secure
A26. Opportunities to see famous buildings and monuments
A09. Easy to book your trip/different parts of your trip in advance

81
TRI*M Index

SOURCE:
BASE: 95

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Summary of weaknesses

SEGMENT: Total Kent (Canterbury + Kent Coast + Other Kent combined) - WAVE: July 2011 –May 2012

High level weaknesses

None

Medium level weaknesses

A21. Easy to find useful information about the destination when you're there

Low level weaknesses

A18. Variety of accommodation to choose from that suits my needs
A05. Clean and tidy environment
A24. Availability of individual/independent local shops
A14. Clear signposting that helps you find your way around the destination
A20. Opportunities to eat/drink local food and produce
A10. A destination that is not too expensive to get to
A22. Availability of festivals, music, sporting and cultural events
A35. Good range of water-based/beach activities
A28. Good nightlife

81
TRI*M Index

SOURCE:
BASE: 95

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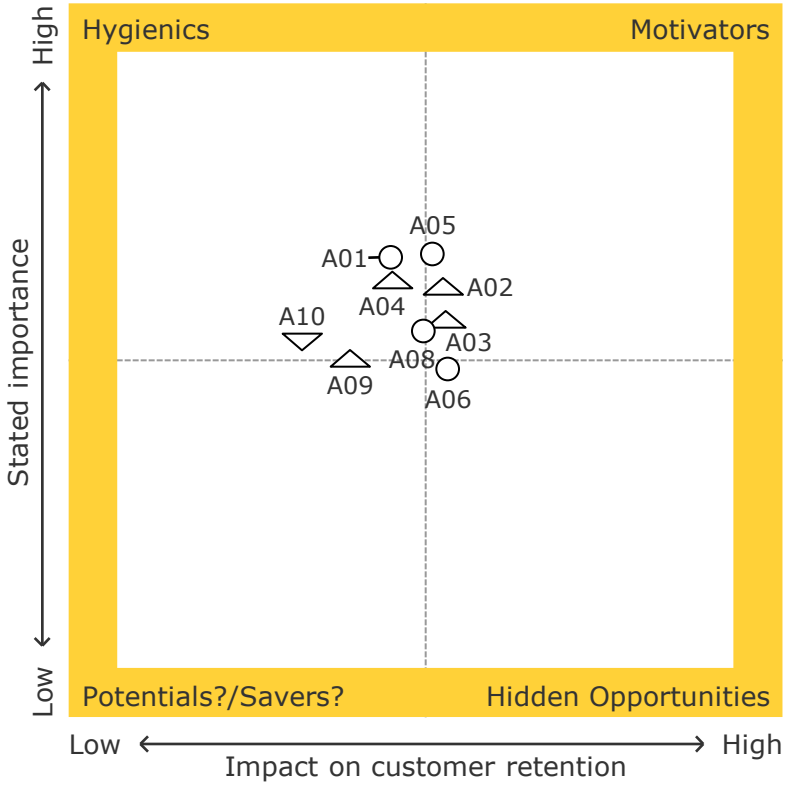
Prioritising actions and investments to retain and grow your customers

SEGMENT: Total Kent (Canterbury + Kent Coast + Other Kent combined) - WAVE: July 2011 –May 2012

PERFORMANCE

- ○ A01. Good value for money generally
- △ A02. Welcoming and friendly people
- △ A03. Very high levels of customer service
- △ A04. A place where I feel safe and secure
- ○ A05. Clean and tidy environment
- ○ A06. Overall availability of deals and discounts for the destination
- ○ A08. Easy to find useful information about the destination when planning the trip
- △ A09. Easy to book your trip/different parts of your trip in advance
- ▽ A10. A destination that is not too expensive to get to



81
TRI*M Index

▼ Performance - Far below average ▽ Below average ○ Average △ Above average ▲ Far above average

SOURCE:
BASE: 95

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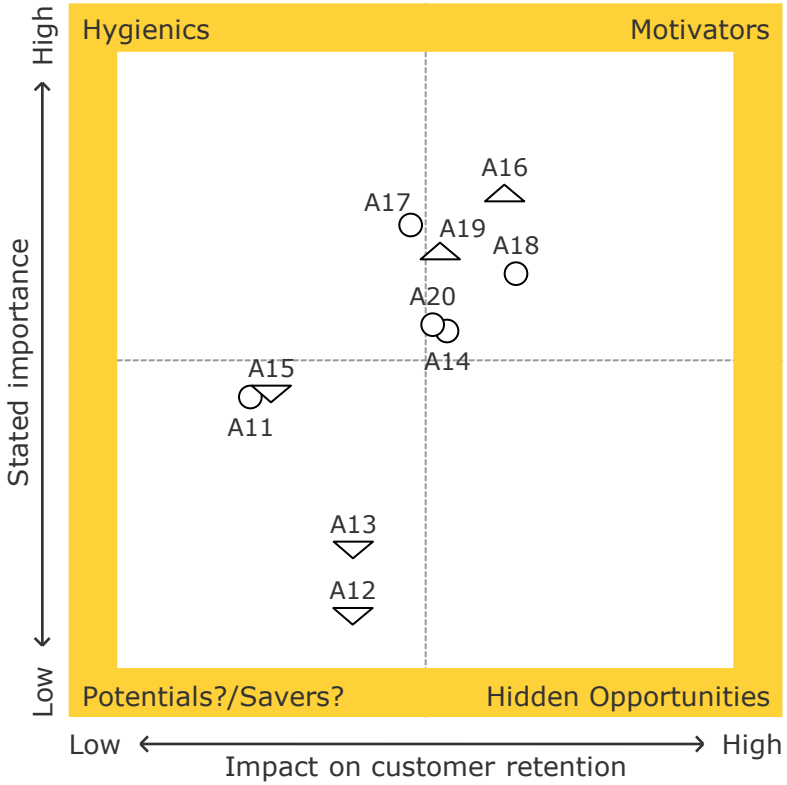
Prioritising actions and investments to retain and grow your customers

SEGMENT: Total Kent (Canterbury + Kent Coast + Other Kent combined) - WAVE: July 2011 –May 2012

PERFORMANCE

- ○ A11. A destination that doesn't take too long to get to
- ▽ A12. A destination that is easy to get to by public transport
- ▽ A13. Easy to get around by public transport
- ○ A14. Clear signposting that helps you find your way around the destination
- ▽ A15. Availability of reasonably priced car parking
- △ A16. Good quality accommodation
- ○ A17. Accommodation that offers value for money
- ○ A18. Variety of accommodation to choose from that suits my needs
- △ A19. Good quality food, drink and dining
- ○ A20. Opportunities to eat/drink local food and produce



81
TRI*M Index

SOURCE:
BASE: 95

▼ Performance - Far below average ▽ Below average ○ Average △ Above average ▲ Far above average

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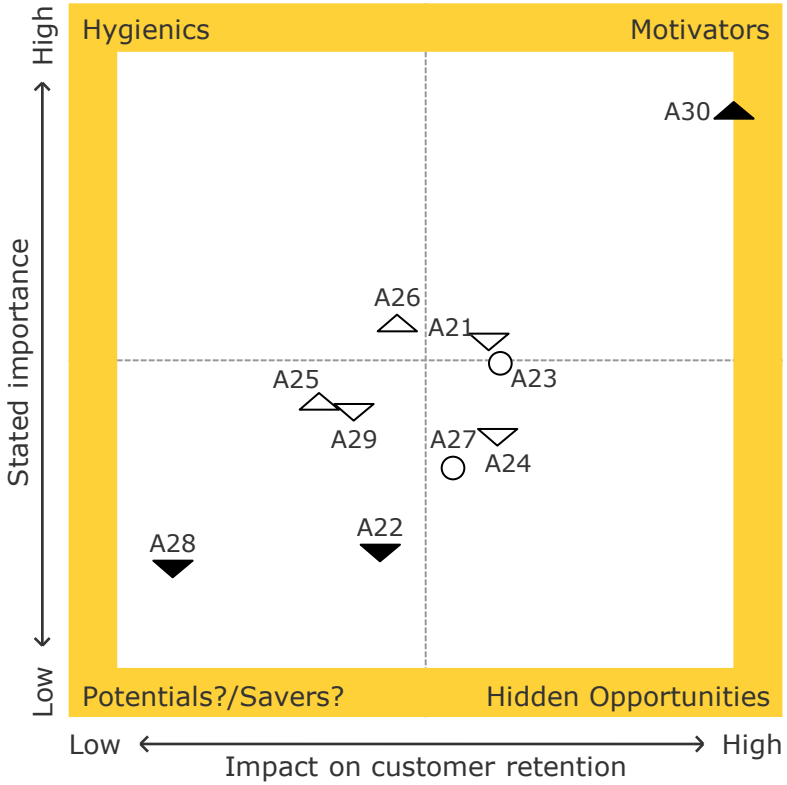
Prioritising actions and investments to retain and grow your customers

SEGMENT: Total Kent (Canterbury + Kent Coast + Other Kent combined) - WAVE: July 2011 –May 2012

PERFORMANCE

- ▽ A21. Easy to find useful information about the destination when you're there
- ▼ A22. Availability of festivals, music, sporting and cultural events
- ○ A23. Wide range of attractions and things to do
- ▽ A24. Availability of individual/independent local shops
- △ A25. Opportunities to visit museums/galleries and contemporary arts
- △ A26. Opportunities to see famous buildings and monuments
- ○ A27. Good range of shopping opportunities
- ▼ A28. Good nightlife
- ▽ A29. Attractive/well maintained town/city centre
- ▲ A30. Interesting towns and villages to visit



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TRI*M Index

▼ Performance - Far below average ▽ Below average ○ Average △ Above average ▲ Far above average

SOURCE:
BASE: 95

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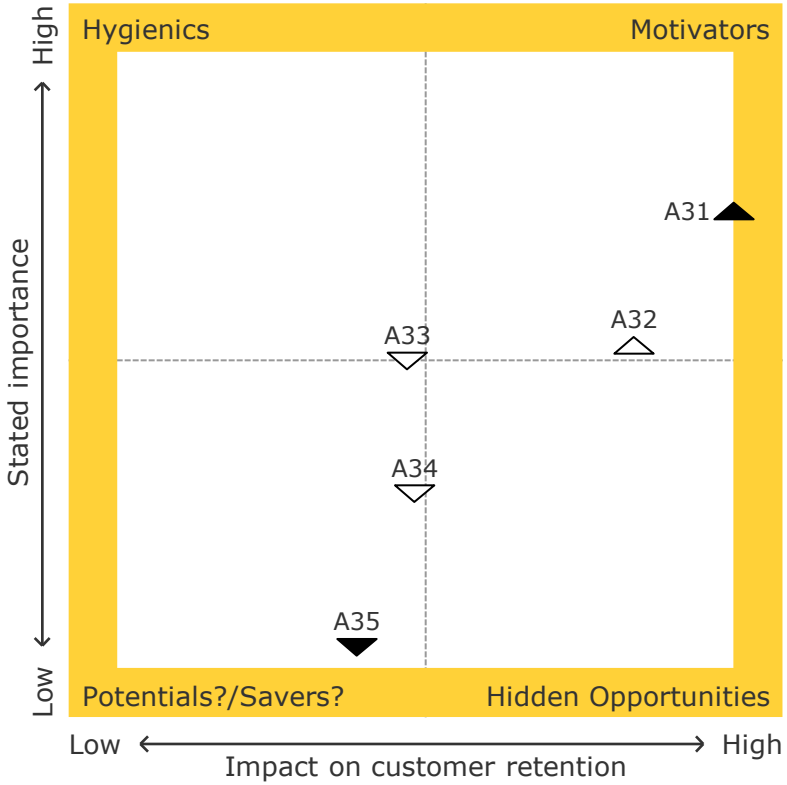
Prioritising actions and investments to retain and grow your customers

SEGMENT: Total Kent (Canterbury + Kent Coast + Other Kent combined) - WAVE: July 2011 –May 2012

PERFORMANCE

- ▲ A31. Unspoilt countryside
- △ A32. Good range of outdoor activities
- ▽ A33. Clean and well-maintained beaches
- ▽ A34. Beaches which are safe and suitable for bathing
- ▼ A35. Good range of water-based/beach activities
- A36. Attractive/well maintained town/city centre*



81
TRI*M Index

▼ Performance - Far below average ▽ Below average ○ Average △ Above average ▲ Far above average

SOURCE:
BASE: 95 // HINT: *Element could not be calculated

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Kent Coast

Summary of strengths

SEGMENT: Kent coast (inc Margate, Ramsgate, Dover) - WAVE: July 2011 –May 2012

High level strengths

A20. Opportunities to eat/drink local food and produce

Medium level strengths

A14. Clear signposting that helps you find your way around the destination
A17. Accommodation that offers value for money
A19. Good quality food, drink and dining
A02. Welcoming and friendly people
A08. Easy to find useful information about the destination when planning the trip
A04. A place where I feel safe and secure

Low level strengths

A01. Good value for money generally
A03. Very high levels of customer service

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TRI*M Index

SOURCE:
BASE: 55

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Summary of weaknesses

SEGMENT: Kent coast (inc Margate, Ramsgate, Dover) - WAVE: July 2011 –May 2012

High level weaknesses

None

Medium level weaknesses

A06. Overall availability of deals and discounts for the destination
A22. Availability of festivals, music, sporting and cultural events

Low level weaknesses

A18. Variety of accommodation to choose from that suits my needs
A16. Good quality accommodation
A24. Availability of individual/independent local shops
A05. Clean and tidy environment
A23. Wide range of attractions and things to do
A33. Clean and well-maintained beaches
A34. Beaches which are safe and suitable for bathing
A35. Good range of water-based/beach activities
A12. A destination that is easy to get to by public transport

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TRI*M Index

SOURCE:
BASE: 55

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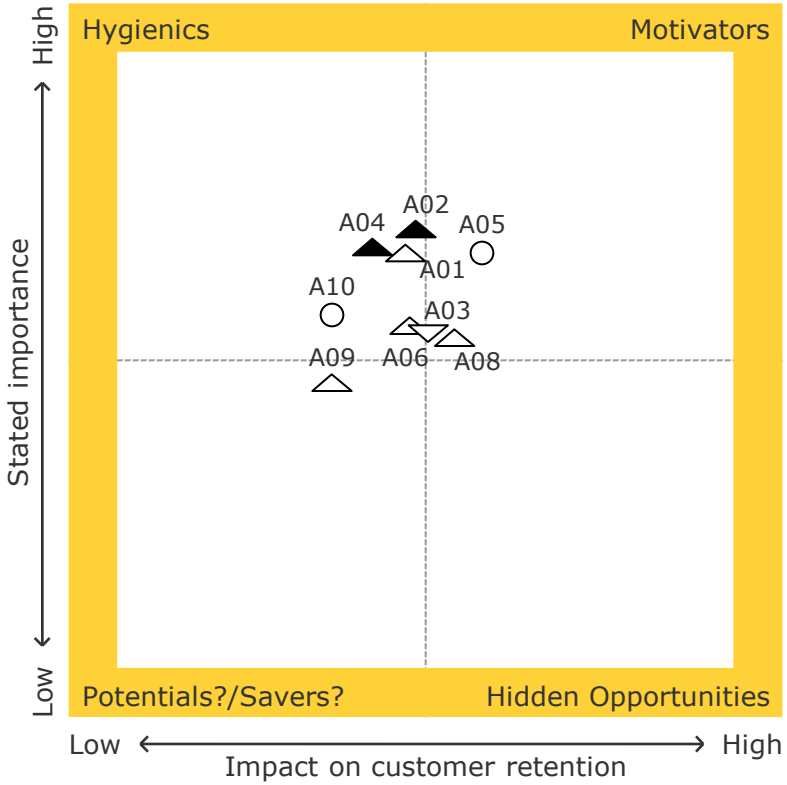
Prioritising actions and investments to retain and grow your customers

SEGMENT: Kent coast (inc Margate, Ramsgate, Dover) - WAVE: July 2011 –May 2012

PERFORMANCE

- △ A01. Good value for money generally
- ▲ A02. Welcoming and friendly people
- △ A03. Very high levels of customer service
- ▲ A04. A place where I feel safe and secure
- ○ A05. Clean and tidy environment
- ▽ A06. Overall availability of deals and discounts for the destination
- △ A08. Easy to find useful information about the destination when planning the trip
- △ A09. Easy to book your trip/different parts of your trip in advance
- ○ A10. A destination that is not too expensive to get to



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TRI*M Index

▼ Performance - Far below average ▽ Below average ○ Average △ Above average ▲ Far above average

SOURCE:
BASE: 55

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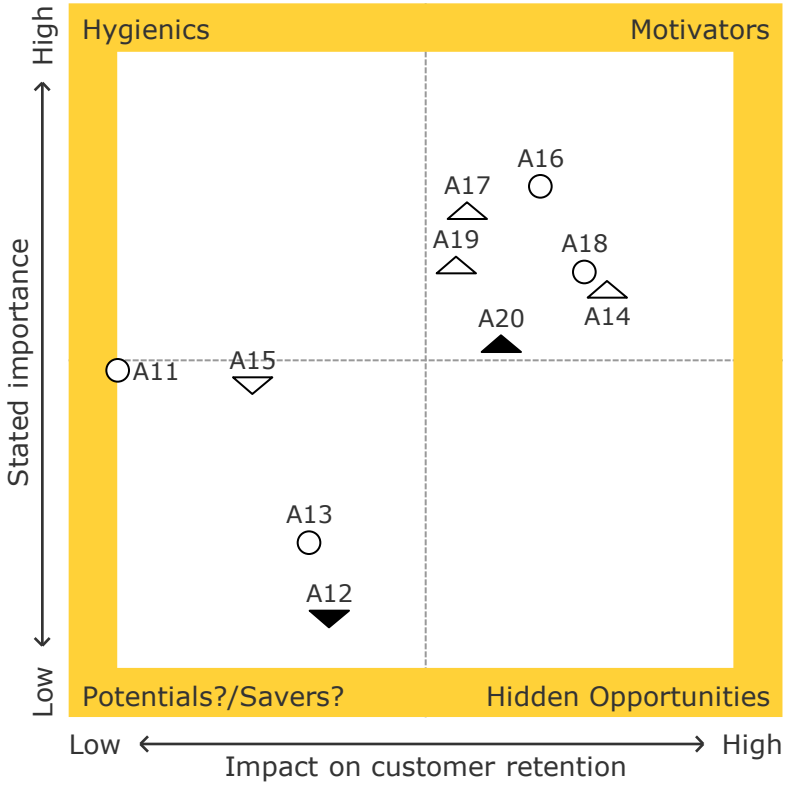
Prioritising actions and investments to retain and grow your customers

SEGMENT: Kent coast (inc Margate, Ramsgate, Dover) - WAVE: July 2011 –May 2012

PERFORMANCE

- ○ A11. A destination that doesn't take too long to get to
- ▼ A12. A destination that is easy to get to by public transport
- ○ A13. Easy to get around by public transport
- △ A14. Clear signposting that helps you find your way around the destination
- ▽ A15. Availability of reasonably priced car parking
- ○ A16. Good quality accommodation
- △ A17. Accommodation that offers value for money
- ○ A18. Variety of accommodation to choose from that suits my needs
- △ A19. Good quality food, drink and dining
- ▲ A20. Opportunities to eat/drink local food and produce



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TRI*M Index

▼ Performance - Far below average ▽ Below average ○ Average △ Above average ▲ Far above average

SOURCE:
BASE: 55

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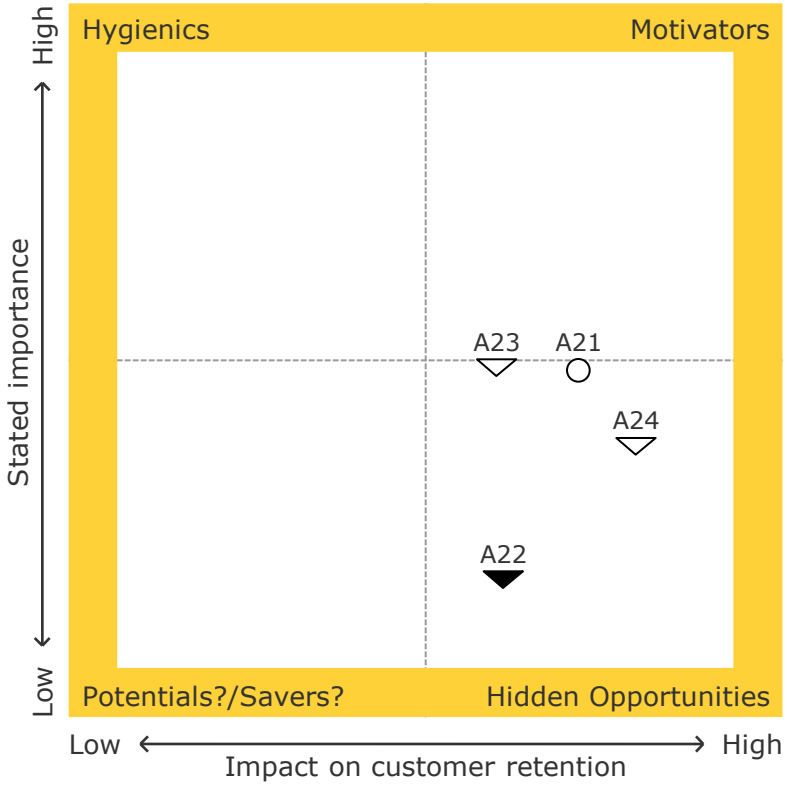
Prioritising actions and investments to retain and grow your customers

SEGMENT: Kent coast (inc Margate, Ramsgate, Dover) - WAVE: July 2011 –May 2012

PERFORMANCE

- ○ A21. Easy to find useful information about the destination when you're there
- ▼ A22. Availability of festivals, music, sporting and cultural events
- ▽ A23. Wide range of attractions and things to do
- ▽ A24. Availability of individual/independent local shops

Opportunities to visit museums/galleries and contemporary arts*



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TRI*M Index

▼ Performance - Far below average ▽ Below average ○ Average △ Above average ▲ Far above average

SOURCE:
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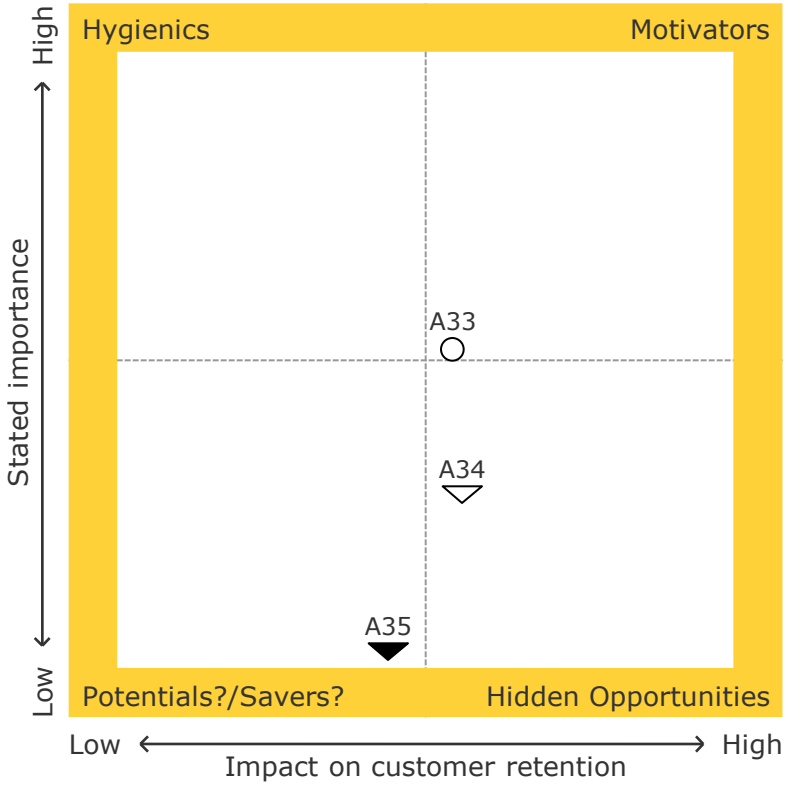
Prioritising actions and investments to retain and grow your customers

SEGMENT: Kent coast (inc Margate, Ramsgate, Dover) - WAVE: July 2011 –May 2012

PERFORMANCE

- ○ A33. Clean and well-maintained beaches
- ▽ A34. Beaches which are safe and suitable for bathing
- ▼ A35. Good range of water-based/beach activities



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TRI*M Index

▼ Performance - Far below average ▽ Below average ○ Average △ Above average ▲ Far above average

SOURCE:
BASE: 55 // HINT: *Element could not be calculated

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East Midlands

Summary of strengths

SEGMENT: EAST MIDLANDS - WAVE: July 2011 –May 2012

High level strengths

A31. Unspoilt countryside

Medium level strengths

A08. Easy to find useful information about the destination when planning the trip
A05. Clean and tidy environment
A17. Accommodation that offers value for money
A19. Good quality food, drink and dining
A16. Good quality accommodation
A02. Welcoming and friendly people
A09. Easy to book your trip/different parts of your trip in advance
A30. Interesting towns and villages to visit
A04. A place where I feel safe and secure

Low level strengths

A33. Clean and well-maintained beaches
A34. Beaches which are safe and suitable for bathing

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TRI*M Index

SOURCE:
BASE: 244

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Summary of weaknesses

SEGMENT: EAST MIDLANDS - WAVE: July 2011 –May 2012

High level weaknesses

None

Medium level weaknesses

A25. Opportunities to visit museums/galleries and contemporary arts

Low level weaknesses

A26. Opportunities to see famous buildings and monuments
A21. Easy to find useful information about the destination when you're there
A01. Good value for money generally
A18. Variety of accommodation to choose from that suits my needs
A20. Opportunities to eat/drink local food and produce
A32. Good range of outdoor activities
A29. Attractive/well maintained town/city centre
A03. Very high levels of customer service
A35. Good range of water-based/beach activities
A22. Availability of festivals, music, sporting and cultural events
A12. A destination that is easy to get to by public transport
A28. Good nightlife

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TRI*M Index

SOURCE:
BASE: 244

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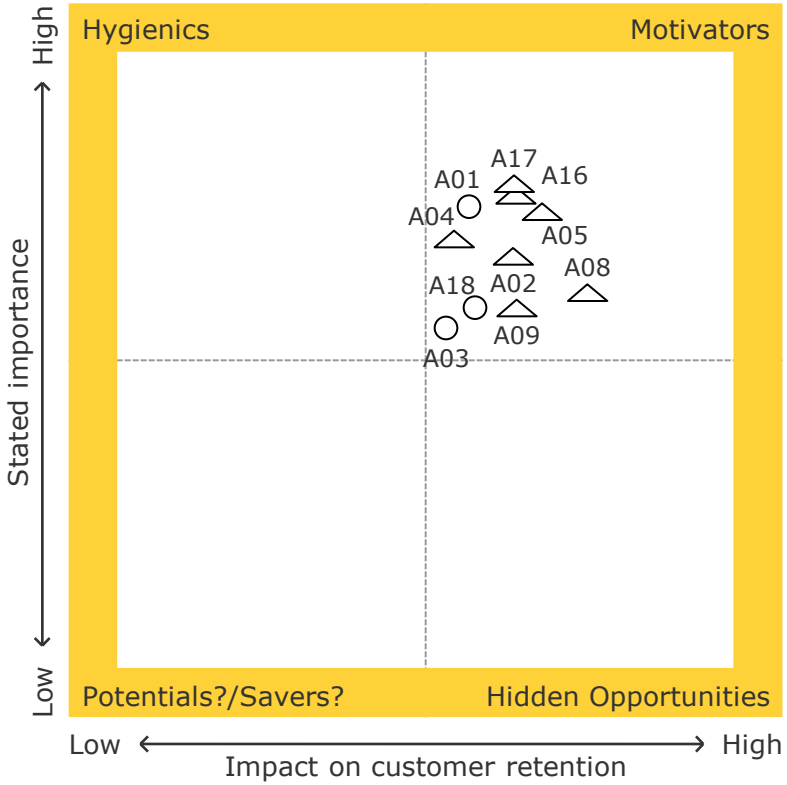
Prioritising actions and investments to retain and grow your customers

SEGMENT: EAST MIDLANDS - WAVE: July 2011 –May 2012

PERFORMANCE (Lincoln and Skegness included)

- ○ A01. Good value for money generally
- △ A02. Welcoming and friendly people
- ○ A03. Very high levels of customer service
- △ A04. A place where I feel safe and secure
- △ A05. Clean and tidy environment
- △ A08. Easy to find useful information about the destination when planning the trip
- △ A09. Easy to book your trip/different parts of your trip in advance
- △ A16. Good quality accommodation
- △ A17. Accommodation that offers value for money
- ○ A18. Variety of accommodation to choose from that suits my needs



91
TRI*M Index

▼ Performance - Far below average ▽ Below average ○ Average △ Above average ▲ Far above average

SOURCE:
BASE: 244

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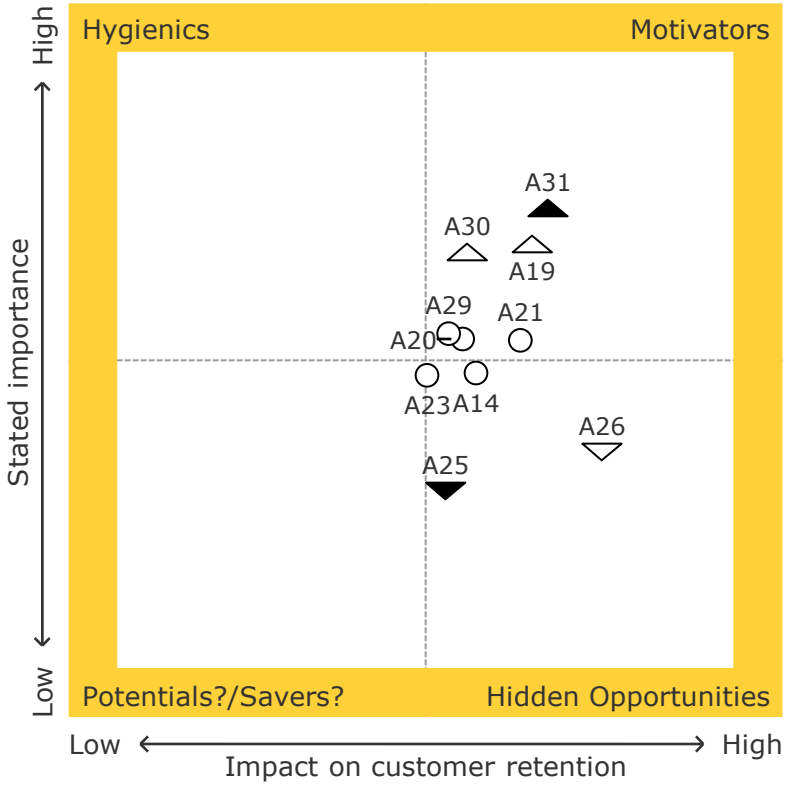
Prioritising actions and investments to retain and grow your customers

SEGMENT: EAST MIDLANDS - WAVE: July 2011 –May 2012

PERFORMANCE (Lincoln and skegness included

- A19. Good quality food, drink and dining
- A20. Opportunities to eat/drink local food and produce
- A21. Easy to find useful information about the destination when you're there
- A29. Attractive/well maintained town/city centre
- A30. Interesting towns and villages to visit
- A31. Unspoilt countryside

- A14. Clear signposting that helps you find your way around the destination
- A23. Wide range of attractions and things to do
- A25. Opportunities to visit museums/galleries and contemporary arts
- A26. Opportunities to see famous buildings and monuments



91
TRI*M Index

Performance - Far below average · Below average · Average · Above average · Far above average

SOURCE:
BASE: 244

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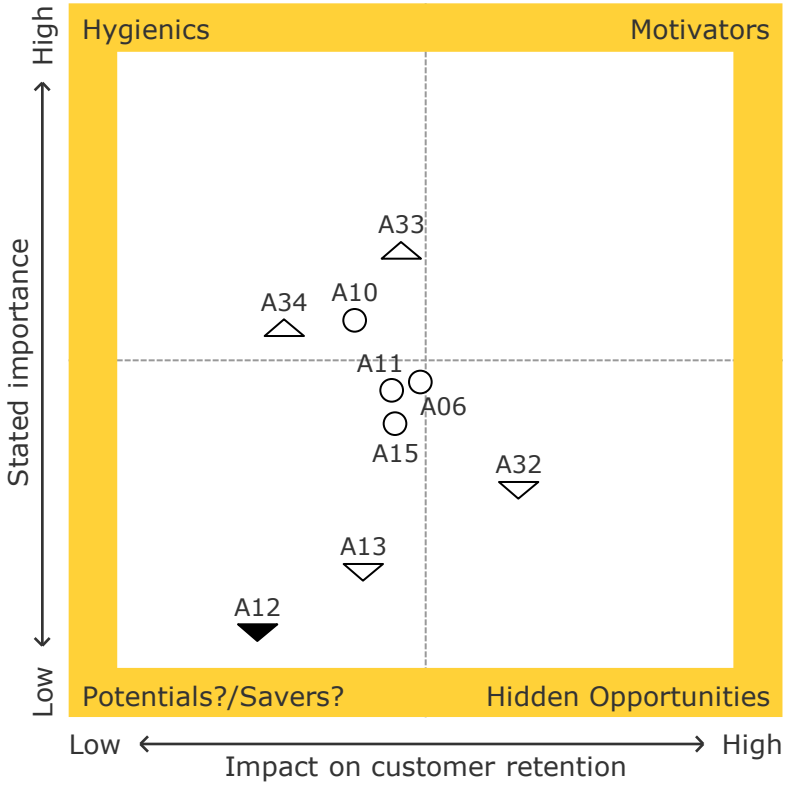
Prioritising actions and investments to retain and grow your customers

SEGMENT: EAST MIDLANDS - WAVE: July 2011 –May 2012

PERFORMANCE (Lincoln and skegness included

- A32. Good range of outdoor activities
- A10. A destination that is not too expensive to get to
- A33. Clean and well-maintained beaches
- A34. Beaches which are safe and suitable for bathing
- A06. Overall availability of deals and discounts for the destination
- A11. A destination that doesn't take too long to get to
- A12. A destination that is easy to get to by public transport
- A13. Easy to get around by public transport
- A15. Availability of reasonably priced car parking



91
TRI*M Index

Performance - Far below average · Below average · Average · Above average · Far above average

SOURCE:
BASE: 244

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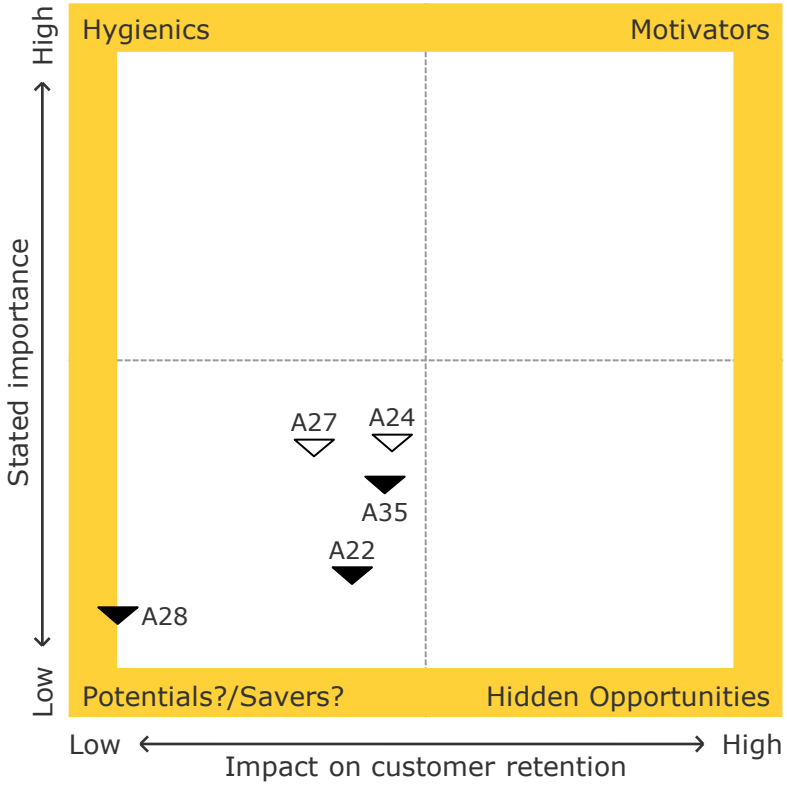
Prioritising actions and investments to retain and grow your customers

SEGMENT: EAST MIDLANDS - WAVE: July 2011 –May 2012

PERFORMANCE (Lincoln and skegness included

- ▼ A22. Availability of festivals, music, sporting and cultural events
- ▽ A24. Availability of individual/independent local shops
- ▽ A27. Good range of shopping opportunities
- ▼ A28. Good nightlife
- ▼ A35. Good range of water-based/beach activities



91
TRI*M Index

▼ Performance - Far below average ▽ Below average ○ Average △ Above average ▲ Far above average

SOURCE:
BASE: 244

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Skegness

Summary of strengths

SEGMENT: Skegness - WAVE: July 2011 –May 2012

High level strengths

None

Medium level strengths

A10. A destination that is not too expensive to get to
A05. Clean and tidy environment
A19. Good quality food, drink and dining
A16. Good quality accommodation
A09. Easy to book your trip/different parts of your trip in advance
A17. Accommodation that offers value for money
A21. Easy to find useful information about the destination when you're there
A18. Variety of accommodation to choose from that suits my needs

Low level strengths

A08. Easy to find useful information about the destination when planning the trip
A11. A destination that doesn't take too long to get to

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TRI*M Index

SOURCE:
BASE: 50

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Summary of weaknesses

SEGMENT: Skegness - WAVE: July 2011 –May 2012

High level weaknesses

None

Medium level weaknesses

A22. Availability of festivals, music, sporting and cultural events

Low level weaknesses

A01. Good value for money generally
A06. Overall availability of deals and discounts for the destination
A20. Opportunities to eat/drink local food and produce
A12. A destination that is easy to get to by public transport
A35. Good range of water-based/beach activities

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TRI*M Index

SOURCE:
BASE: 50

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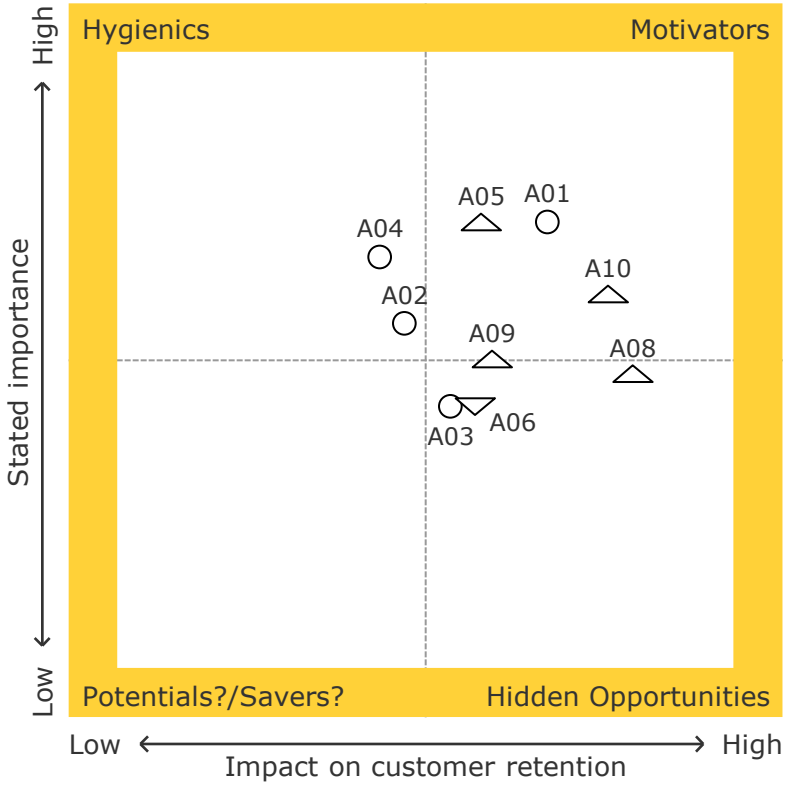
Prioritising actions and investments to retain and grow your customers

SEGMENT: Skegness - WAVE: July 2011 –May 2012

PERFORMANCE

- ○ A01. Good value for money generally
- ○ A02. Welcoming and friendly people
- ○ A03. Very high levels of customer service
- ○ A04. A place where I feel safe and secure
- △ A05. Clean and tidy environment
- ▽ A06. Overall availability of deals and discounts for the destination
- △ A08. Easy to find useful information about the destination when planning the trip
- △ A09. Easy to book your trip/different parts of your trip in advance
- △ A10. A destination that is not too expensive to get to



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TRI*M Index

▼ Performance - Far below average ▽ Below average ○ Average △ Above average ▲ Far above average

SOURCE:
BASE: 50

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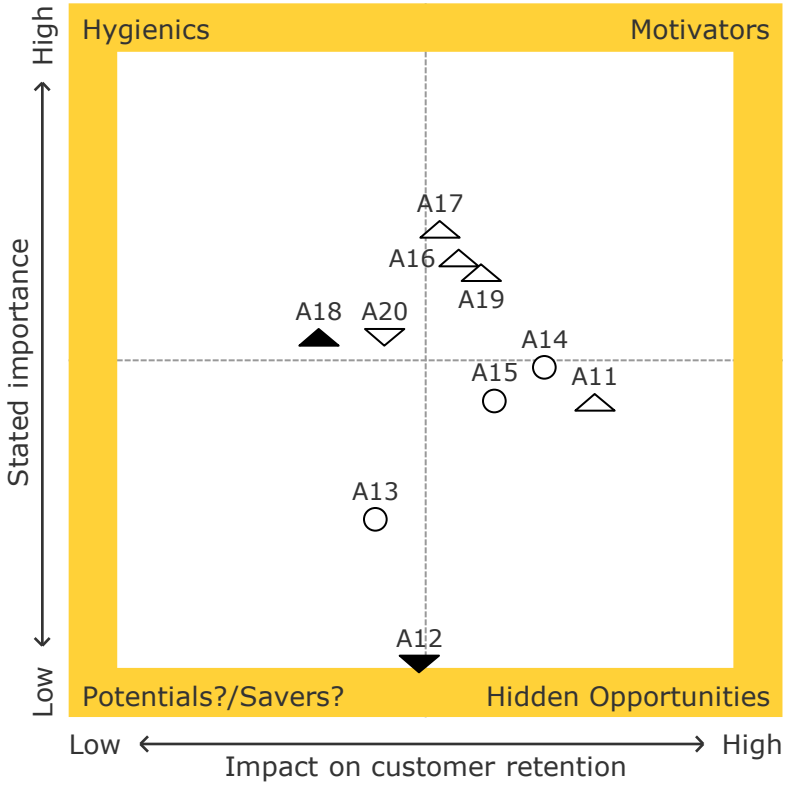
Prioritising actions and investments to retain and grow your customers

SEGMENT: Skegness - WAVE: July 2011 –May 2012

PERFORMANCE

- △ A11. A destination that doesn't take too long to get to
- ▼ A12. A destination that is easy to get to by public transport
- ○ A13. Easy to get around by public transport
- ○ A14. Clear signposting that helps you find your way around the destination
- ○ A15. Availability of reasonably priced car parking
- △ A16. Good quality accommodation
- △ A17. Accommodation that offers value for money
- ▲ A18. Variety of accommodation to choose from that suits my needs
- △ A19. Good quality food, drink and dining
- ▽ A20. Opportunities to eat/drink local food and produce



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TRI*M Index

▼ Performance - Far below average ▽ Below average ○ Average △ Above average ▲ Far above average

SOURCE:
BASE: 50

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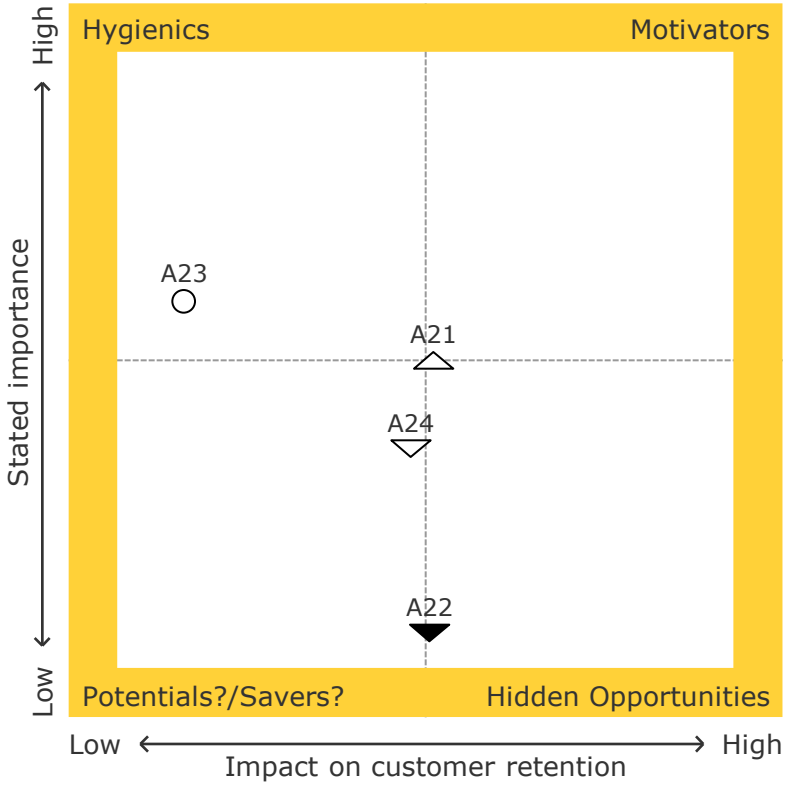
Prioritising actions and investments to retain and grow your customers

SEGMENT: Skegness - WAVE: July 2011 –May 2012

PERFORMANCE

- A21. Easy to find useful information about the destination when you're there
- A22. Availability of festivals, music, sporting and cultural events
- A23. Wide range of attractions and things to do
- A24. Availability of individual/independent local shops



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TRI*M Index

Performance - Far below average | Below average | Average | Above average | Far above average

SOURCE:
BASE: 50 // HINT: *Element could not be calculated

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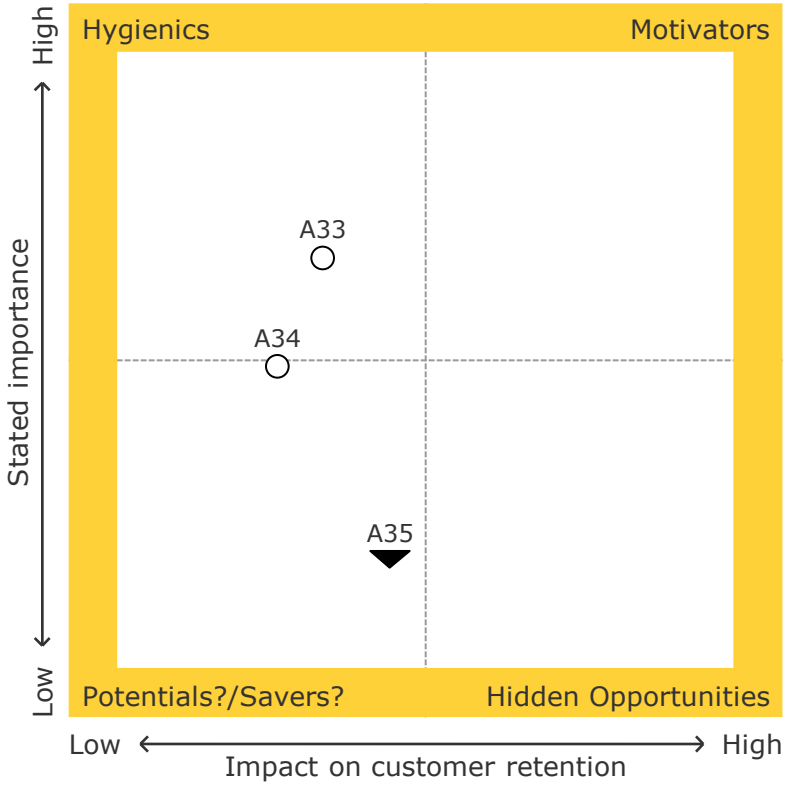
Prioritising actions and investments to retain and grow your customers

SEGMENT: Skegness - WAVE: July 2011 –May 2012

PERFORMANCE

- ○ A33. Clean and well-maintained beaches
- ○ A34. Beaches which are safe and suitable for bathing
- ▼ A35. Good range of water-based/beach activities



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TRI*M Index

▼ Performance - Far below average ▽ Below average ○ Average △ Above average ▲ Far above average

SOURCE:
BASE: 50 // HINT: *Element could not be calculated

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Peak District

Summary of strengths

SEGMENT: Peak District - WAVE: July 2011 –May 2012

High level strengths

A31. Unspoilt countryside

Medium level strengths

A30. Interesting towns and villages to visit
A08. Easy to find useful information about the destination when planning the trip
A09. Easy to book your trip/different parts of your trip in advance
A02. Welcoming and friendly people

Low level strengths

A05. Clean and tidy environment
A04. A place where I feel safe and secure

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TRI*M Index

SOURCE:
BASE: 47

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Summary of weaknesses

SEGMENT: Peak District - WAVE: July 2011 –May 2012

High level weaknesses

None

Medium level weaknesses

A12. A destination that is easy to get to by public transport
A13. Easy to get around by public transport

Low level weaknesses

A21. Easy to find useful information about the destination when you're there
A20. Opportunities to eat/drink local food and produce
A22. Availability of festivals, music, sporting and cultural events

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TRI*M Index

SOURCE:
BASE: 47

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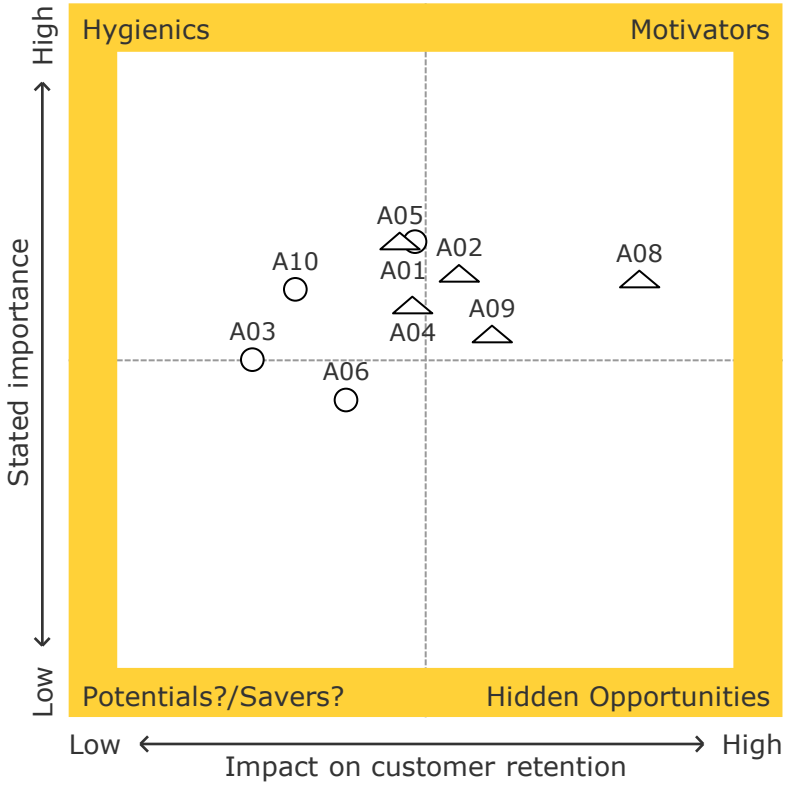
Prioritising actions and investments to retain and grow your customers

SEGMENT: Peak District - WAVE: July 2011 –May 2012

PERFORMANCE

- ○ A01. Good value for money generally
- △ A02. Welcoming and friendly people
- ○ A03. Very high levels of customer service
- △ A04. A place where I feel safe and secure
- △ A05. Clean and tidy environment
- ○ A06. Overall availability of deals and discounts for the destination
- △ A08. Easy to find useful information about the destination when planning the trip
- △ A09. Easy to book your trip/different parts of your trip in advance
- ○ A10. A destination that is not too expensive to get to



97
TRI*M Index

▼ Performance - Far below average ▽ Below average ○ Average △ Above average ▲ Far above average

SOURCE:
BASE: 47

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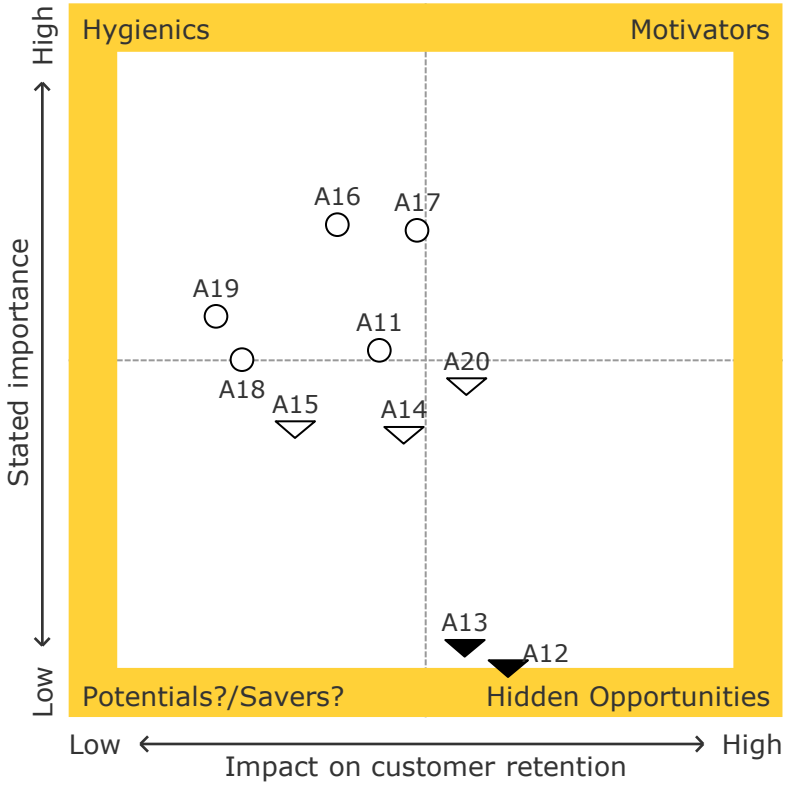
Prioritising actions and investments to retain and grow your customers

SEGMENT: Peak District - WAVE: July 2011 –May 2012

PERFORMANCE

- ○ A11. A destination that doesn't take too long to get to
- ▼ A12. A destination that is easy to get to by public transport
- ▼ A13. Easy to get around by public transport
- ▽ A14. Clear signposting that helps you find your way around the destination
- ▽ A15. Availability of reasonably priced car parking
- ○ A16. Good quality accommodation
- ○ A17. Accommodation that offers value for money
- ○ A18. Variety of accommodation to choose from that suits my needs
- ○ A19. Good quality food, drink and dining
- ▽ A20. Opportunities to eat/drink local food and produce



97
TRI*M Index

▼ Performance - Far below average ▽ Below average ○ Average △ Above average ▲ Far above average

SOURCE:
BASE: 47

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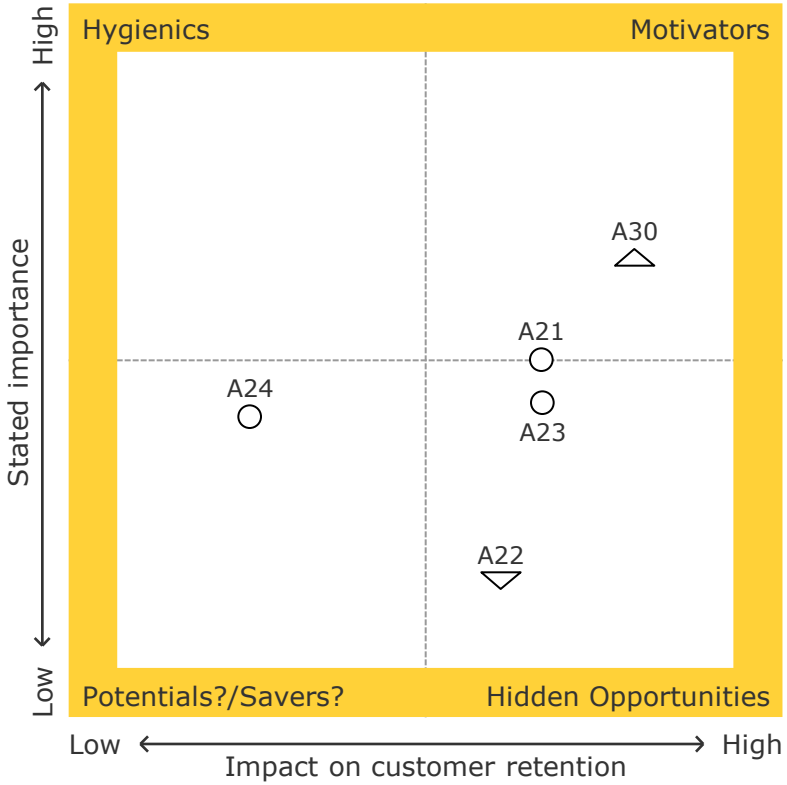
Prioritising actions and investments to retain and grow your customers

SEGMENT: Peak District - WAVE: July 2011 –May 2012

PERFORMANCE

- ○ A21. Easy to find useful information about the destination when you're there
- ▽ A22. Availability of festivals, music, sporting and cultural events
- ○ A23. Wide range of attractions and things to do
- ○ A24. Availability of individual/independent local shops
- △ A30. Interesting towns and villages to visit



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TRI*M Index

▼ Performance - Far below average ▽ Below average ○ Average △ Above average ▲ Far above average

SOURCE:
BASE: 47 // HINT: *Element could not be calculated

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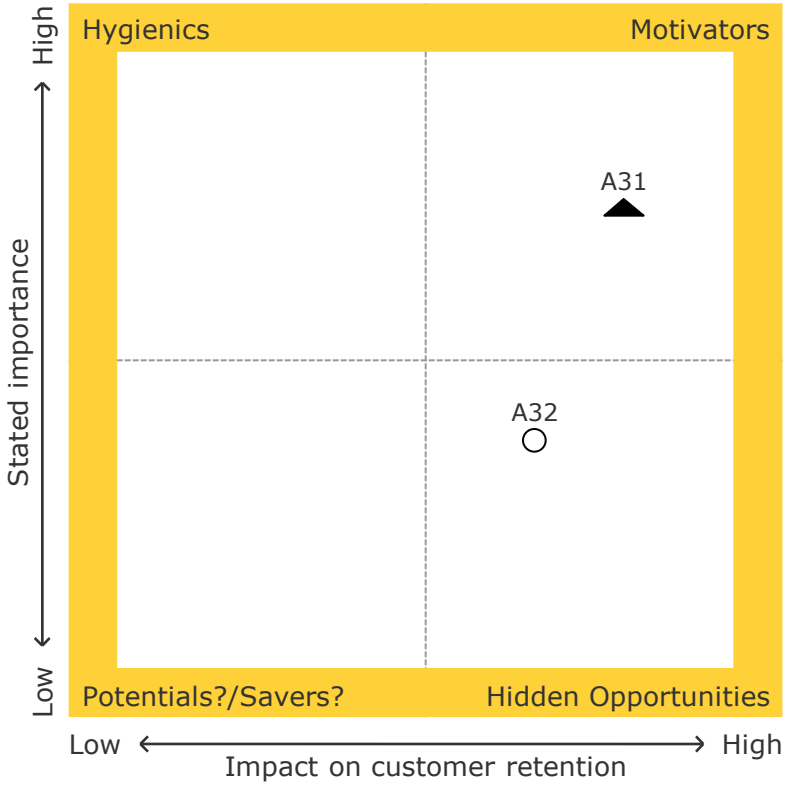
Prioritising actions and investments to retain and grow your customers

SEGMENT: Peak District - WAVE: July 2011 –May 2012

PERFORMANCE

- ▲ A31. Unspoilt countryside
- ○ A32. Good range of outdoor activities



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SOURCE:
BASE: 47 // HINT: *Element could not be calculated

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West Midlands

Summary of strengths

SEGMENT: WEST MIDLANDS - WAVE: July 2011 –May 2012

High level strengths

None

Medium level strengths

A33. Clean and well-maintained beaches
A17. Accommodation that offers value for money
A16. Good quality accommodation
A03. Very high levels of customer service
A30. Interesting towns and villages to visit
A31. Unspoilt countryside

Low level strengths

A05. Clean and tidy environment
A19. Good quality food, drink and dining
A08. Easy to find useful information about the destination when planning the trip
A02. Welcoming and friendly people
A04. A place where I feel safe and secure
A09. Easy to book your trip/different parts of your trip in advance

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TRI*M Index

SOURCE:
BASE: 236

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Summary of weaknesses

SEGMENT: WEST MIDLANDS - WAVE: July 2011 –May 2012

High level weaknesses

None

Medium level weaknesses

A28. Good nightlife

Low level weaknesses

A34. Beaches which are safe and suitable for bathing
A35. Good range of water-based/beach activities
A29. Attractive/well maintained town/city centre
A27. Good range of shopping opportunities
A01. Good value for money generally
A18. Variety of accommodation to choose from that suits my needs
A23. Wide range of attractions and things to do
A21. Easy to find useful information about the destination when you're there
A24. Availability of individual/independent local shops
A14. Clear signposting that helps you find your way around the destination
A15. Availability of reasonably priced car parking
A22. Availability of festivals, music, sporting and cultural events
A13. Easy to get around by public transport

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TRI*M Index

SOURCE:
BASE: 236

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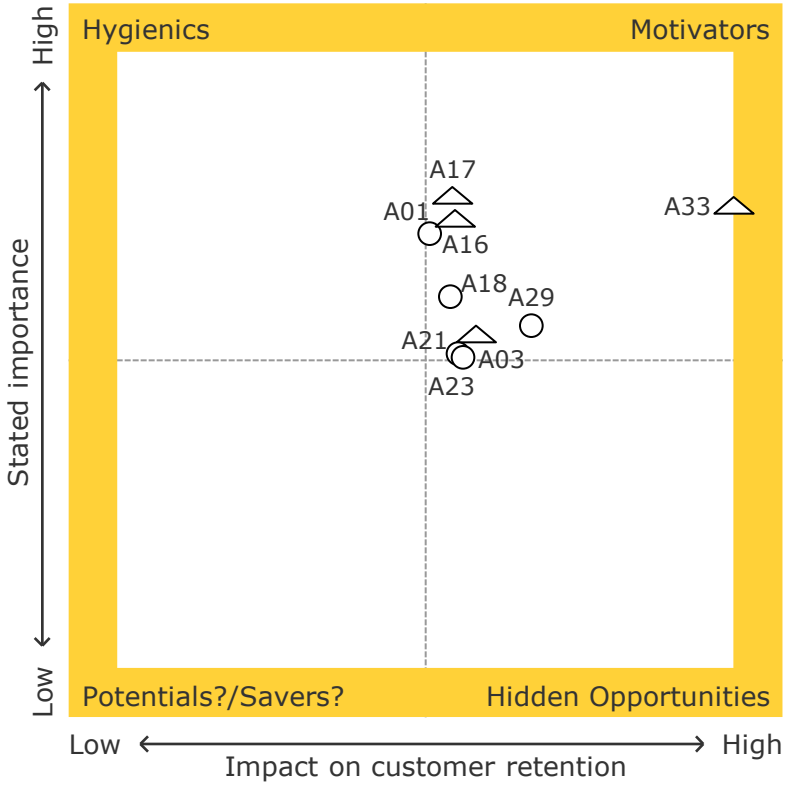
Prioritising actions and investments to retain and grow your customers

SEGMENT: WEST MIDLANDS - WAVE: July 2011 –May 2012

PERFORMANCE

- ○ A01. Good value for money generally
- △ A03. Very high levels of customer service
- △ A16. Good quality accommodation
- △ A17. Accommodation that offers value for money
- ○ A18. Variety of accommodation to choose from that suits my needs
- ○ A21. Easy to find useful information about the destination when you're there
- ○ A23. Wide range of attractions and things to do
- ○ A29. Attractive/well maintained town/city centre
- △ A33. Clean and well-maintained beaches



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▼ Performance - Far below average ▽ Below average ○ Average △ Above average ▲ Far above average

SOURCE:
BASE: 236

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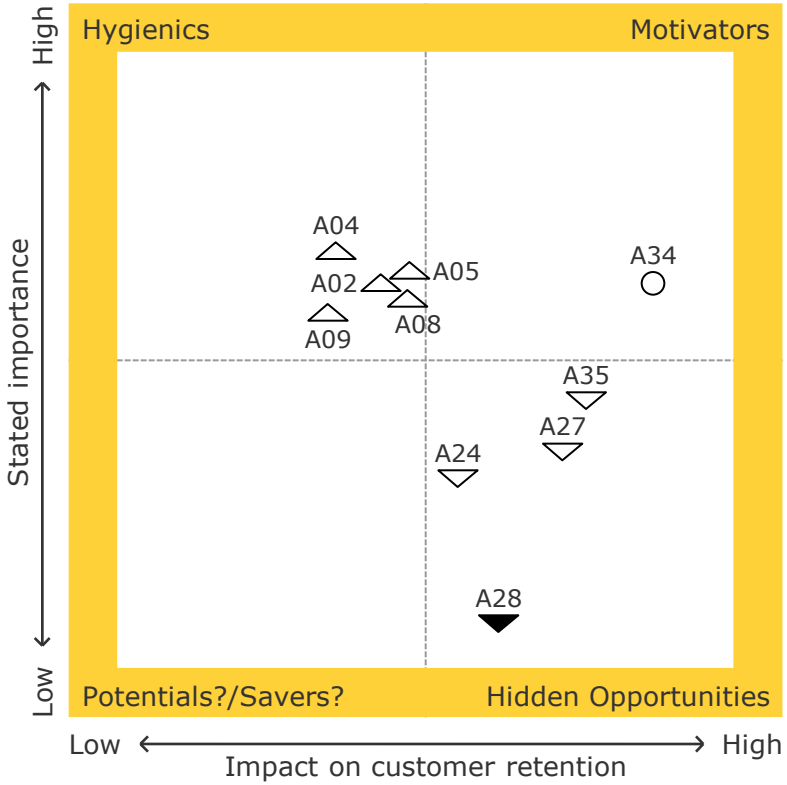
Prioritising actions and investments to retain and grow your customers

SEGMENT: WEST MIDLANDS - WAVE: July 2011 –May 2012

PERFORMANCE

- ○ A34. Beaches which are safe and suitable for bathing
- ▽ A24. Availability of individual/independent local shops
- ▽ A27. Good range of shopping opportunities
- ▼ A28. Good nightlife
- ▽ A35. Good range of water-based/beach activities
- △ A02. Welcoming and friendly people
- △ A04. A place where I feel safe and secure
- △ A05. Clean and tidy environment
- △ A08. Easy to find useful information about the destination when planning the trip
- △ A09. Easy to book your trip/different parts of your trip in advance



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TRI*M Index

▼ Performance - Far below average ▽ Below average ○ Average △ Above average ▲ Far above average

SOURCE:
BASE: 236

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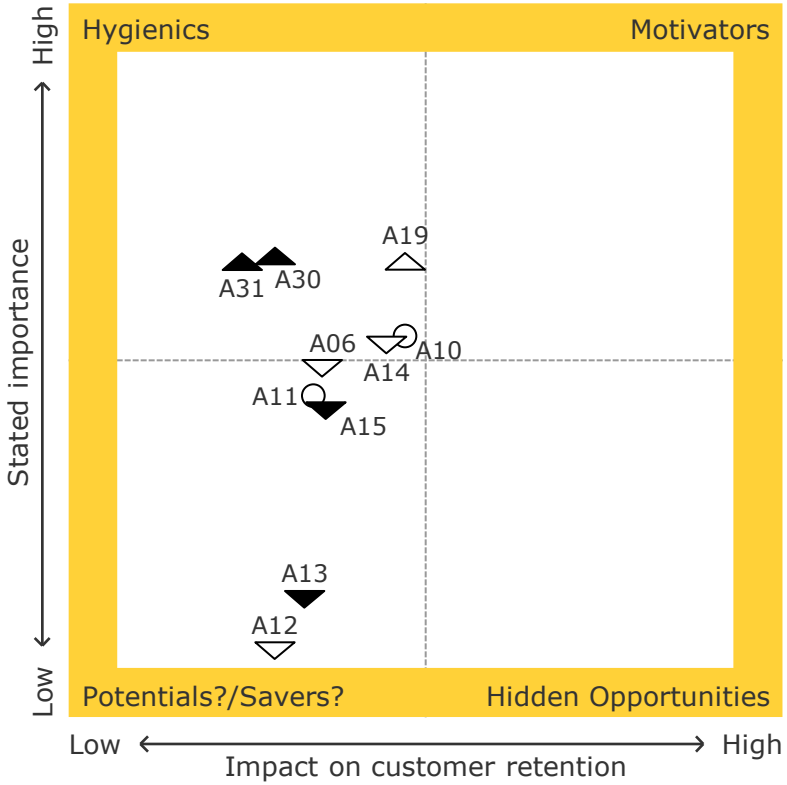
Prioritising actions and investments to retain and grow your customers

SEGMENT: WEST MIDLANDS - WAVE: July 2011 –May 2012

PERFORMANCE

- A10. A destination that is not too expensive to get to
- A14. Clear signposting that helps you find your way around the destination
- A19. Good quality food, drink and dining
- A30. Interesting towns and villages to visit
- A31. Unspoilt countryside

- A06. Overall availability of deals and discounts for the destination
- A11. A destination that doesn't take too long to get to
- A12. A destination that is easy to get to by public transport
- A13. Easy to get around by public transport
- A15. Availability of reasonably priced car parking



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TRI*M Index

Performance - Far below average | Below average | Average | Above average | Far above average

SOURCE:
BASE: 236

VisitEngland

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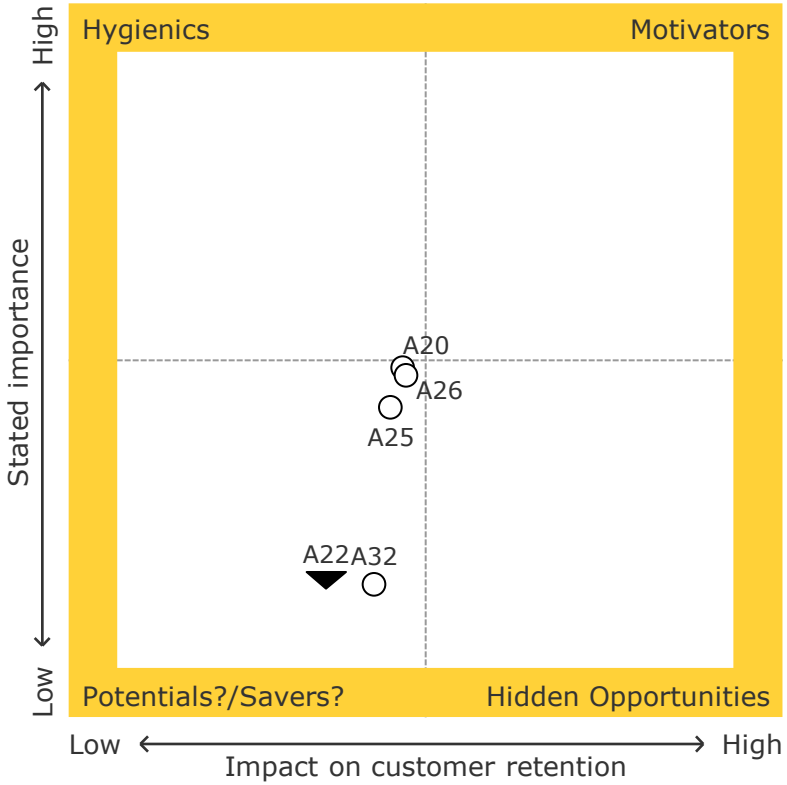
Prioritising actions and investments to retain and grow your customers

SEGMENT: WEST MIDLANDS - WAVE: July 2011 –May 2012

PERFORMANCE

- ○ A20. Opportunities to eat/drink local food and produce
- ▼ A22. Availability of festivals, music, sporting and cultural events
- ○ A25. Opportunities to visit museums/galleries and contemporary arts
- ○ A26. Opportunities to see famous buildings and monuments
- ○ A32. Good range of outdoor activities



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TRI*M Index

▼ Performance - Far below average ▽ Below average ○ Average △ Above average ▲ Far above average

SOURCE:
BASE: 236

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Birmingham

Summary of strengths

SEGMENT: Birmingham - WAVE: July 2011 –May 2012

High level strengths

Medium level strengths

A10. A destination that is not too expensive to get to
A17. Accommodation that offers value for money
A19. Good quality food, drink and dining

Low level strengths

A18. Variety of accommodation to choose from that suits my needs
A11. A destination that doesn't take too long to get to
A08. Easy to find useful information about the destination when planning the trip
A16. Good quality accommodation
A12. A destination that is easy to get to by public transport
A02. Welcoming and friendly people
A09. Easy to book your trip/different parts of your trip in advance

74
TRI*M Index

SOURCE:
BASE: 60

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Summary of weaknesses

SEGMENT: Birmingham - WAVE: July 2011 –May 2012

High level weaknesses

None

Medium level weaknesses

A06. Overall availability of deals and discounts for the destination

Low level weaknesses

A01. Good value for money generally
A29. Attractive/well maintained town/city centre
A04. A place where I feel safe and secure
A15. Availability of reasonably priced car parking
A05. Clean and tidy environment
A24. Availability of individual/independent local shops

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TRI*M Index

SOURCE:
BASE: 60

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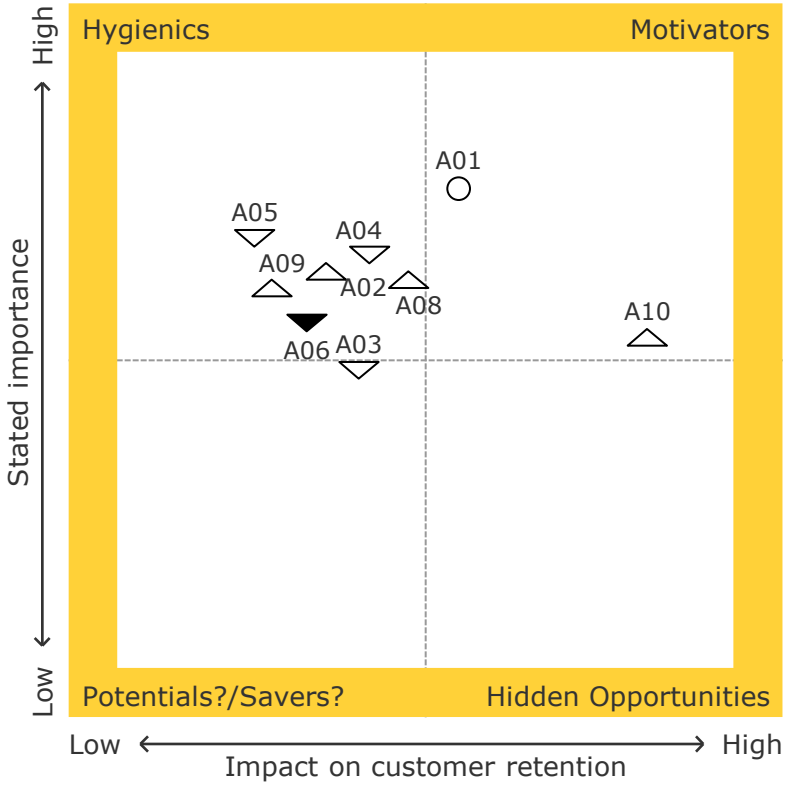
Prioritising actions and investments to retain and grow your customers

SEGMENT: Birmingham - WAVE: July 2011 –May 2012

PERFORMANCE

- ○ A01. Good value for money generally
- △ A02. Welcoming and friendly people
- ▽ A03. Very high levels of customer service
- ▽ A04. A place where I feel safe and secure
- ▽ A05. Clean and tidy environment
- ▼ A06. Overall availability of deals and discounts for the destination
- △ A08. Easy to find useful information about the destination when planning the trip
- △ A09. Easy to book your trip/different parts of your trip in advance
- △ A10. A destination that is not too expensive to get to



74
TRI*M Index

▼ Performance - Far below average ▽ Below average ○ Average △ Above average ▲ Far above average

SOURCE:
BASE: 60

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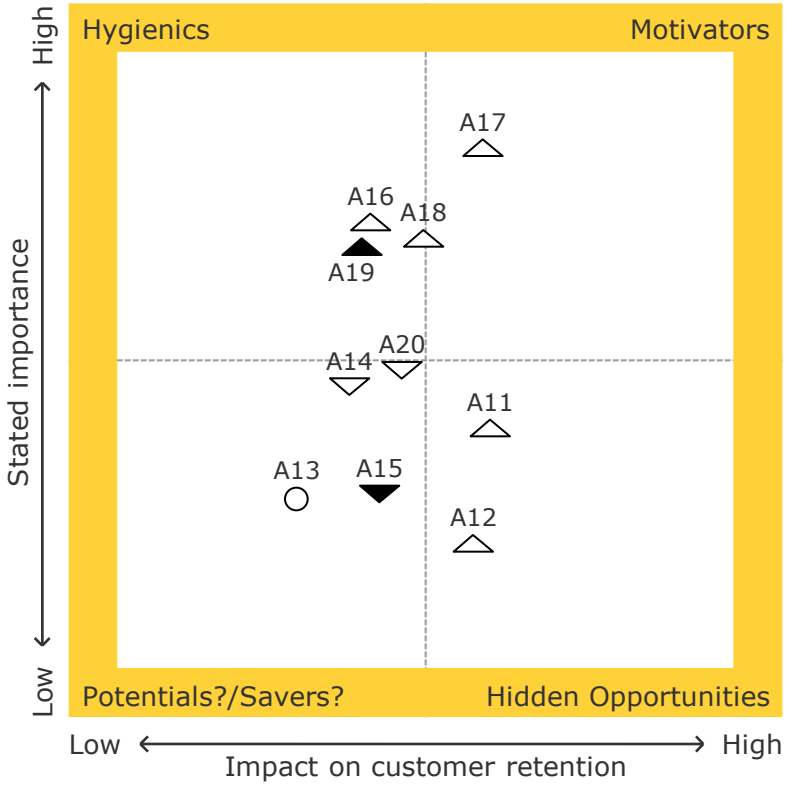
Prioritising actions and investments to retain and grow your customers

SEGMENT: Birmingham - WAVE: July 2011 –May 2012

PERFORMANCE

- △ A11. A destination that doesn't take too long to get to
- △ A12. A destination that is easy to get to by public transport
- ○ A13. Easy to get around by public transport
- ▽ A14. Clear signposting that helps you find your way around the destination
- ▼ A15. Availability of reasonably priced car parking
- △ A16. Good quality accommodation
- △ A17. Accommodation that offers value for money
- △ A18. Variety of accommodation to choose from that suits my needs
- ▲ A19. Good quality food, drink and dining
- ▽ A20. Opportunities to eat/drink local food and produce



74
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SOURCE:
BASE: 60

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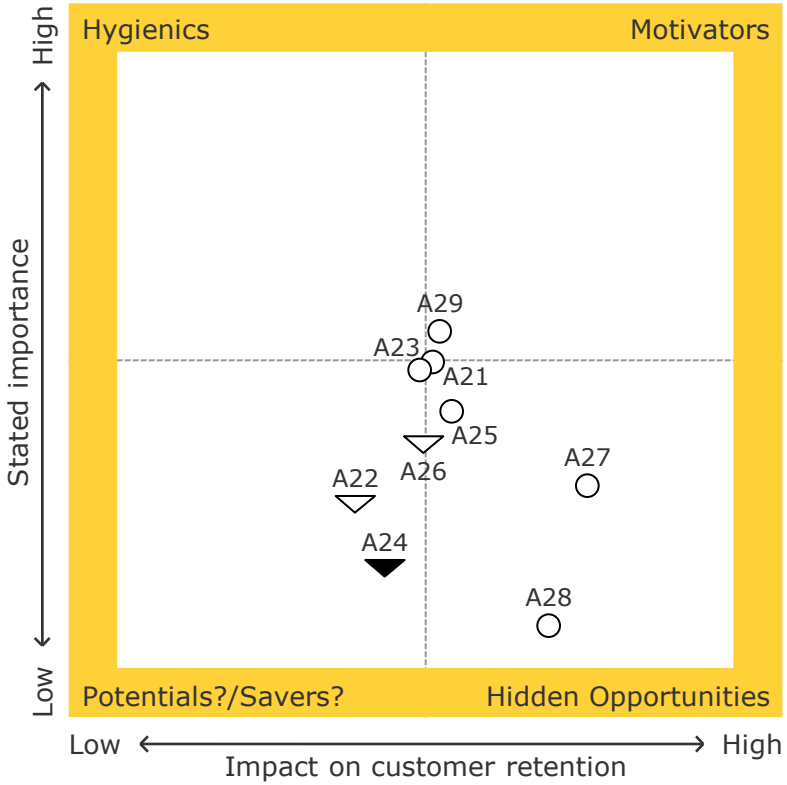
Prioritising actions and investments to retain and grow your customers

SEGMENT: Birmingham - WAVE: July 2011 –May 2012

PERFORMANCE

- ○ A21. Easy to find useful information about the destination when you're there
- ▽ A22. Availability of festivals, music, sporting and cultural events
- ○ A23. Wide range of attractions and things to do
- ▼ A24. Availability of individual/independent local shops
- ○ A25. Opportunities to visit museums/galleries and contemporary arts
- ▽ A26. Opportunities to see famous buildings and monuments
- ○ A27. Good range of shopping opportunities
- ○ A28. Good nightlife
- ○ A29. Attractive/well maintained town/city centre



74
TRI*M Index

▼ Performance - Far below average ▽ Below average ○ Average △ Above average ▲ Far above average

SOURCE:
BASE: 60 // HINT: *Element could not be calculated

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East England

Summary of strengths

SEGMENT: EAST ENGLAND - WAVE: July 2011 –May 2012

High level strengths

A04. A place where I feel safe and secure

Medium level strengths

A17. Accommodation that offers value for money
A29. Attractive/well maintained town/city centre
A05. Clean and tidy environment
A01. Good value for money generally
A18. Variety of accommodation to choose from that suits my needs
A16. Good quality accommodation
A03. Very high levels of customer service
A02. Welcoming and friendly people
A31. Unspoilt countryside

Low level strengths

A33. Clean and well-maintained beaches
A09. Easy to book your trip/different parts of your trip in advance

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TRI*M Index

SOURCE:
BASE: 395

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Summary of weaknesses

SEGMENT: EAST ENGLAND - WAVE: July 2011 –May 2012

High level weaknesses

None

Medium level weaknesses

A23. Wide range of attractions and things to do
A35. Good range of water-based/beach activities

Low level weaknesses

A19. Good quality food, drink and dining
A20. Opportunities to eat/drink local food and produce
A08. Easy to find useful information about the destination when planning the trip
A21. Easy to find useful information about the destination when you're there
A22. Availability of festivals, music, sporting and cultural events
A15. Availability of reasonably priced car parking
A28. Good nightlife
A13. Easy to get around by public transport
A12. A destination that is easy to get to by public transport

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TRI*M Index

SOURCE:
BASE: 395

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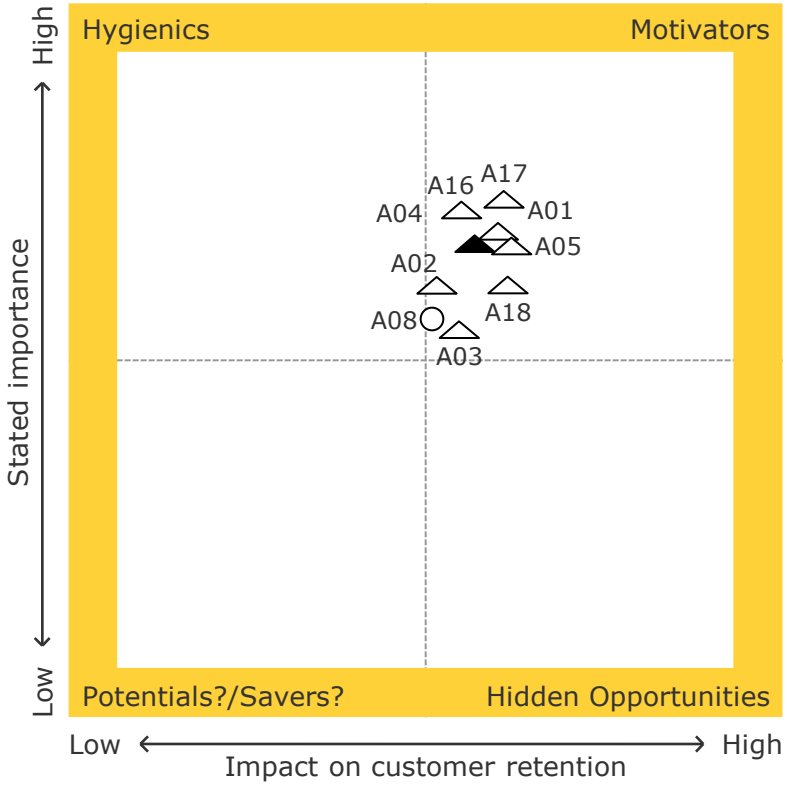
Prioritising actions and investments to retain and grow your customers

SEGMENT: EAST ENGLAND - WAVE: July 2011 –May 2012

PERFORMANCE

- A01. Good value for money generally
- A02. Welcoming and friendly people
- A03. Very high levels of customer service
- A04. A place where I feel safe and secure
- A05. Clean and tidy environment
- A08. Easy to find useful information about the destination when planning the trip
- A16. Good quality accommodation
- A17. Accommodation that offers value for money
- A18. Variety of accommodation to choose from that suits my needs



87
TRI*M Index

Performance - Far below average · Below average · Average · Above average · Far above average

SOURCE:
BASE: 395

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Prioritising actions and investments to retain and grow your customers

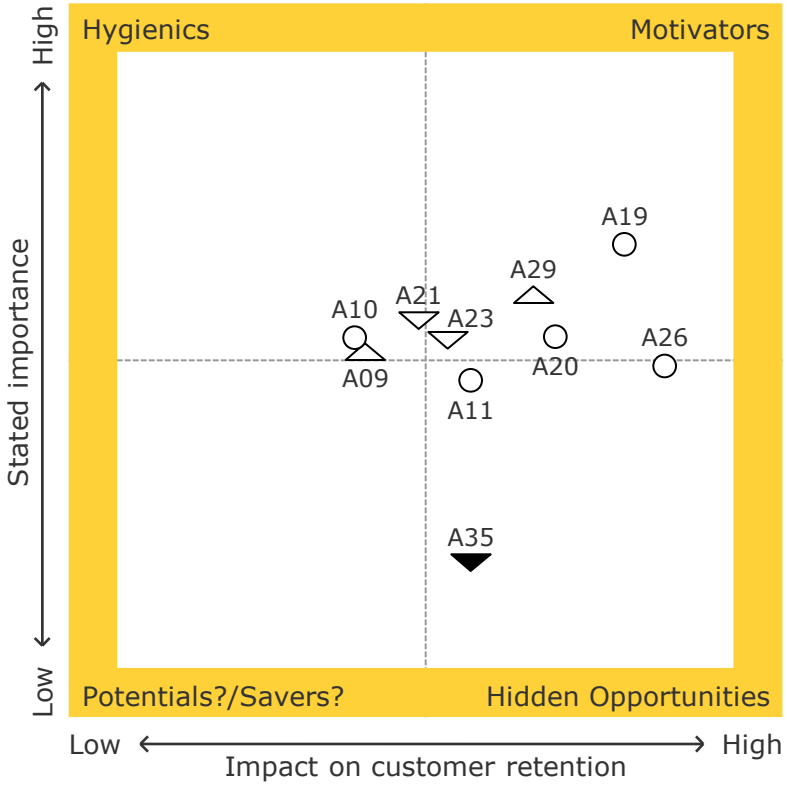
SEGMENT: EAST ENGLAND - WAVE: July 2011 –May 2012

PERFORMANCE

- A19. Good quality food, drink and dining
- A20. Opportunities to eat/drink local food and produce
- A23. Wide range of attractions and things to do
- A29. Attractive/well maintained town/city centre

- A11. A destination that doesn't take too long to get to
- A26. Opportunities to see famous buildings and monuments
- A35. Good range of water-based/beach activities

- A09. Easy to book your trip/different parts of your trip in advance
- A10. A destination that is not too expensive to get to
- A21. Easy to find useful information about the destination when you're there



87
TRI*M Index

Performance - Far below average | Below average | Average | Above average | Far above average

SOURCE:
BASE: 395

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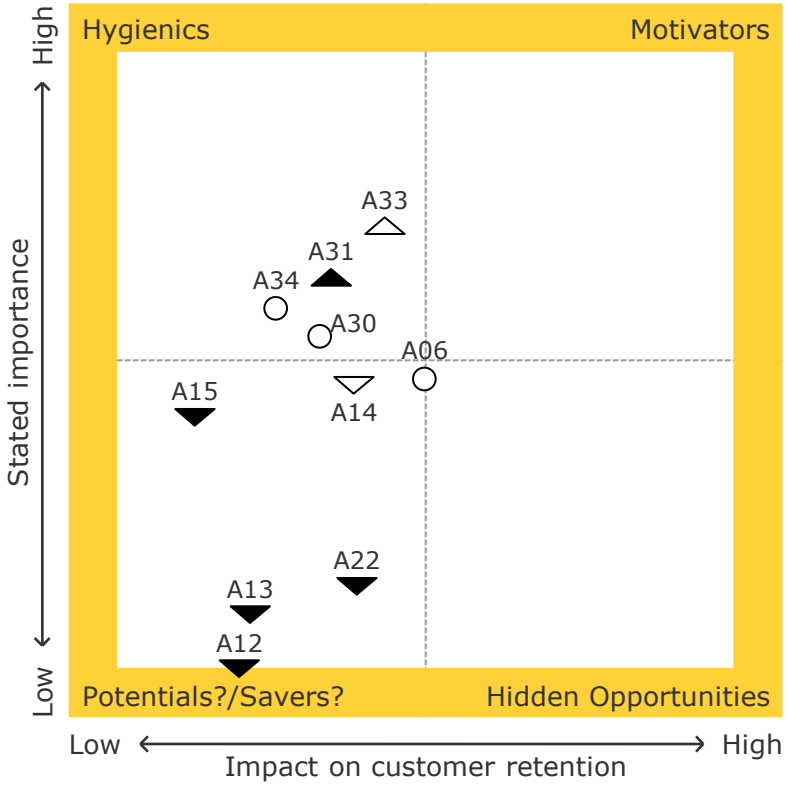
Prioritising actions and investments to retain and grow your customers

SEGMENT: EAST ENGLAND - WAVE: July 2011 –May 2012

PERFORMANCE

- A30. Interesting towns and villages to visit
- A31. Unspoilt countryside
- A33. Clean and well-maintained beaches
- A34. Beaches which are safe and suitable for bathing

- A06. Overall availability of deals and discounts for the destination
- A12. A destination that is easy to get to by public transport
- A13. Easy to get around by public transport
- A14. Clear signposting that helps you find your way around the destination
- A15. Availability of reasonably priced car parking
- A22. Availability of festivals, music, sporting and cultural events



87
TRI*M Index

Performance - Far below average | Below average | Average | Above average | Far above average

SOURCE:
BASE: 395

VisitEngland

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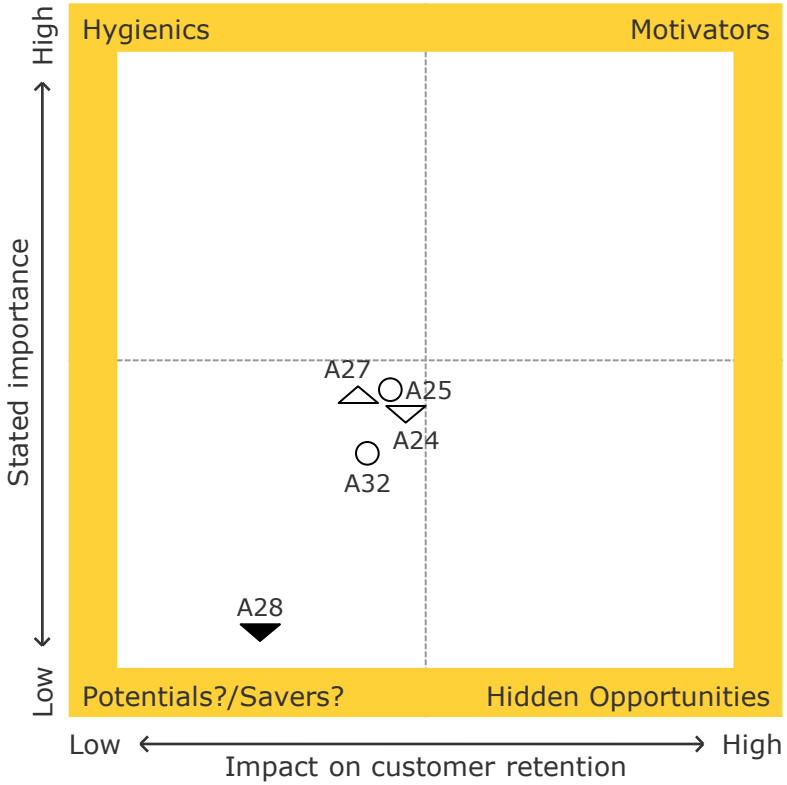
Prioritising actions and investments to retain and grow your customers

SEGMENT: EAST ENGLAND - WAVE: July 2011 –May 2012

PERFORMANCE

- A24. Availability of individual/independent local shops
- A25. Opportunities to visit museums/galleries and contemporary arts
- A27. Good range of shopping opportunities
- A28. Good nightlife
- A32. Good range of outdoor activities



87
TRI*M Index

Performance - Far below average · Below average · Average · Above average · Far above average

SOURCE:
BASE: 395

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Norfolk

Summary of strengths

SEGMENT: Total Norfolk (Great Yarmouth and Other Norfolk combined) - WAVE: July 2011 –May 2012

High level strengths

A04. A place where I feel safe and secure

Medium level strengths

A16. Good quality accommodation
A05. Clean and tidy environment
A17. Accommodation that offers value for money
A01. Good value for money generally
A31. Unspoilt countryside
A03. Very high levels of customer service
A02. Welcoming and friendly people
A08. Easy to find useful information about the destination when planning the trip
A18. Variety of accommodation to choose from that suits my needs
A09. Easy to book your trip/different parts of your trip in advance

Low level strengths

A33. Clean and well-maintained beaches
A29. Attractive/well maintained town/city centre
A34. Beaches which are safe and suitable for bathing

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TRI*M Index

SOURCE:
BASE: 223

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Summary of strengths

SEGMENT: Total Norfolk (Great Yarmouth and Other Norfolk combined) - WAVE: July 2011 –May 2012

Low level strengths

A26. Opportunities to see famous buildings and monuments

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TRI*M Index

SOURCE:
BASE: 223

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Summary of weaknesses

SEGMENT: Total Norfolk (Great Yarmouth and Other Norfolk combined) - WAVE: July 2011 –May 2012

High level weaknesses

None

Medium level weaknesses

A21. Easy to find useful information about the destination when you're there
A23. Wide range of attractions and things to do
A35. Good range of water-based/beach activities

Low level weaknesses

A19. Good quality food, drink and dining
A20. Opportunities to eat/drink local food and produce
A06. Overall availability of deals and discounts for the destination
A30. Interesting towns and villages to visit
A22. Availability of festivals, music, sporting and cultural events
A15. Availability of reasonably priced car parking
A12. A destination that is easy to get to by public transport
A13. Easy to get around by public transport
A28. Good nightlife

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TRI*M Index

SOURCE:
BASE: 223

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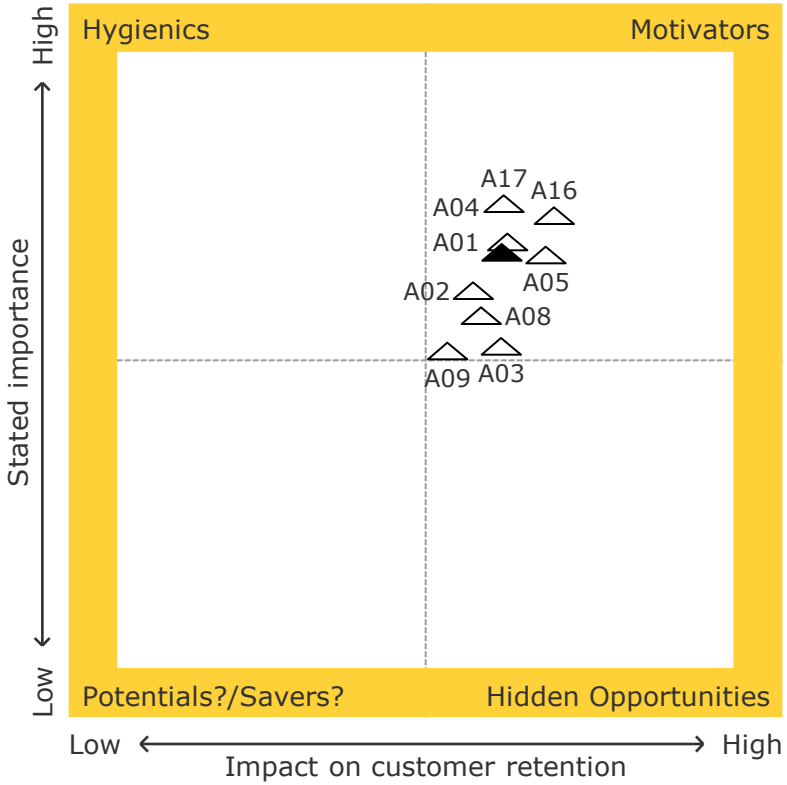
Prioritising actions and investments to retain and grow your customers

SEGMENT: Total Norfolk (Great Yarmouth and Other Norfolk combined) - WAVE: July 2011 –May 2012

PERFORMANCE

- A01. Good value for money generally
- A02. Welcoming and friendly people
- A03. Very high levels of customer service
- A04. A place where I feel safe and secure
- A05. Clean and tidy environment
- A08. Easy to find useful information about the destination when planning the trip
- A09. Easy to book your trip/different parts of your trip in advance
- A16. Good quality accommodation
- A17. Accommodation that offers value for money



90
TRI*M Index

Performance - Far below average | Below average | Average | Above average | Far above average

SOURCE:
BASE: 223

VisitEngland

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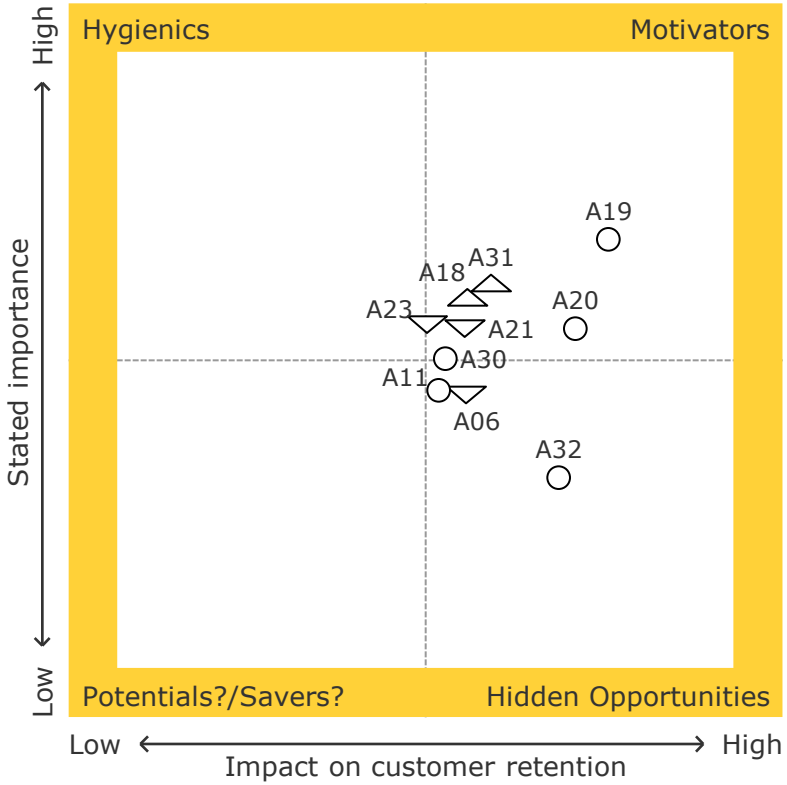
Prioritising actions and investments to retain and grow your customers

SEGMENT: Total Norfolk (Great Yarmouth and Other Norfolk combined) - WAVE: July 2011 –May 2012

PERFORMANCE

- A18. Variety of accommodation to choose from that suits my needs
- A19. Good quality food, drink and dining
- A20. Opportunities to eat/drink local food and produce
- A21. Easy to find useful information about the destination when you're there
- A23. Wide range of attractions and things to do
- A30. Interesting towns and villages to visit
- A31. Unspoilt countryside

- A06. Overall availability of deals and discounts for the destination
- A11. A destination that doesn't take too long to get to
- A32. Good range of outdoor activities



90
TRI*M Index

Performance - Far below average · Below average · Average · Above average · Far above average

SOURCE:
BASE: 223

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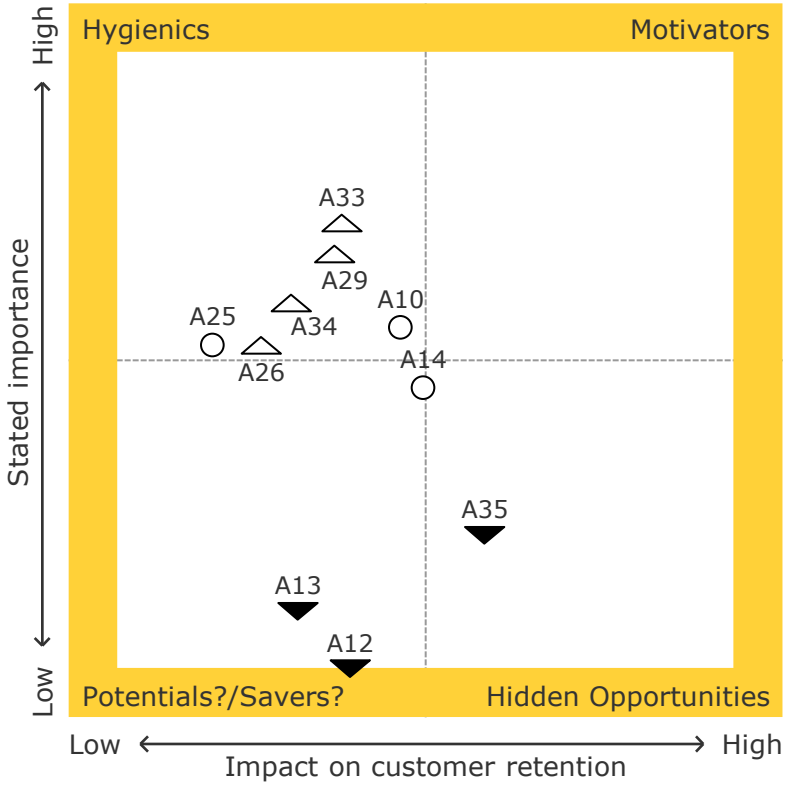
Prioritising actions and investments to retain and grow your customers

SEGMENT: Total Norfolk (Great Yarmouth and Other Norfolk combined) - WAVE: July 2011 –May 2012

PERFORMANCE

- ▼ A35. Good range of water-based/beach activities
- ○ A10. A destination that is not too expensive to get to
- ○ A25. Opportunities to visit museums/galleries and contemporary arts
- △ A26. Opportunities to see famous buildings and monuments
- △ A29. Attractive/well maintained town/city centre
- △ A33. Clean and well-maintained beaches
- △ A34. Beaches which are safe and suitable for bathing
- ▼ A12. A destination that is easy to get to by public transport
- ▼ A13. Easy to get around by public transport
- ○ A14. Clear signposting that helps you find your way around the destination



90
TRI*M Index

▼ Performance - Far below average ▽ Below average ○ Average △ Above average ▲ Far above average

SOURCE:
BASE: 223

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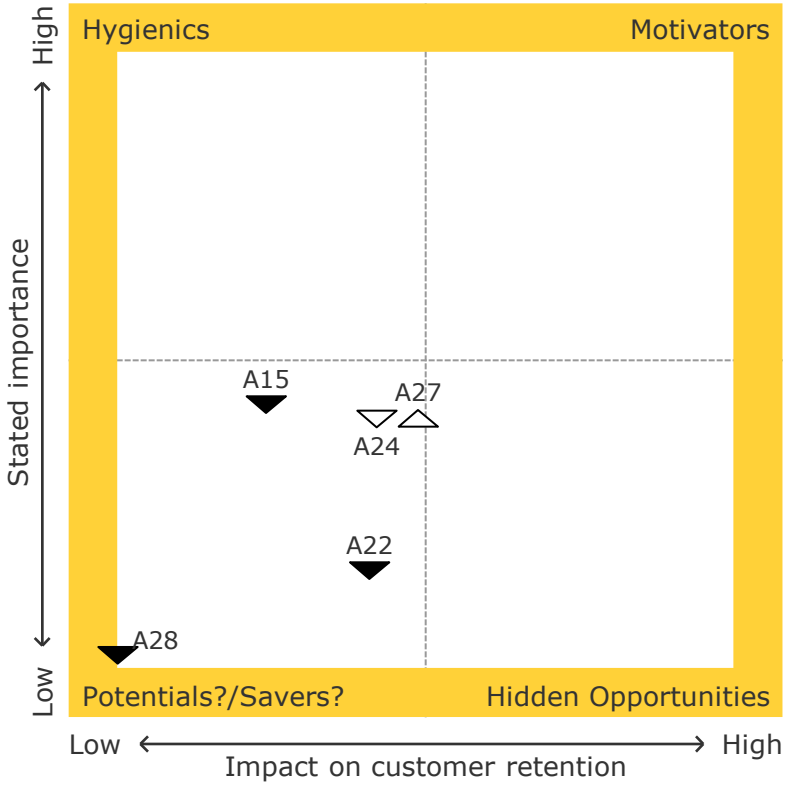
Prioritising actions and investments to retain and grow your customers

SEGMENT: Total Norfolk (Great Yarmouth and Other Norfolk combined) - WAVE: July 2011 –May 2012

PERFORMANCE

- ▼ A15. Availability of reasonably priced car parking
- ▼ A22. Availability of festivals, music, sporting and cultural events
- ▽ A24. Availability of individual/independent local shops
- △ A27. Good range of shopping opportunities
- ▼ A28. Good nightlife



90
TRI*M Index

▼ Performance - Far below average ▽ Below average ○ Average △ Above average ▲ Far above average

SOURCE:
BASE: 223

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Great Yarmouth

Summary of strengths

SEGMENT: Great Yarmouth - WAVE: July 2011 –May 2012

High level strengths

A04. A place where I feel safe and secure

Medium level strengths

A05. Clean and tidy environment
A17. Accommodation that offers value for money
A33. Clean and well-maintained beaches

Low level strengths

A01. Good value for money generally
A18. Variety of accommodation to choose from that suits my needs
A03. Very high levels of customer service
A08. Easy to find useful information about the destination when planning the trip
A02. Welcoming and friendly people
A34. Beaches which are safe and suitable for bathing

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TRI*M Index

SOURCE:
BASE: 89

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Summary of weaknesses

SEGMENT: Great Yarmouth - WAVE: July 2011 –May 2012

High level weaknesses

None

Medium level weaknesses

A19. Good quality food, drink and dining
A20. Opportunities to eat/drink local food and produce
A35. Good range of water-based/beach activities

Low level weaknesses

A16. Good quality accommodation
A23. Wide range of attractions and things to do
A22. Availability of festivals, music, sporting and cultural events
A06. Overall availability of deals and discounts for the destination
A21. Easy to find useful information about the destination when you're there
A12. A destination that is easy to get to by public transport
A15. Availability of reasonably priced car parking

81
TRI*M Index

SOURCE:
BASE: 89

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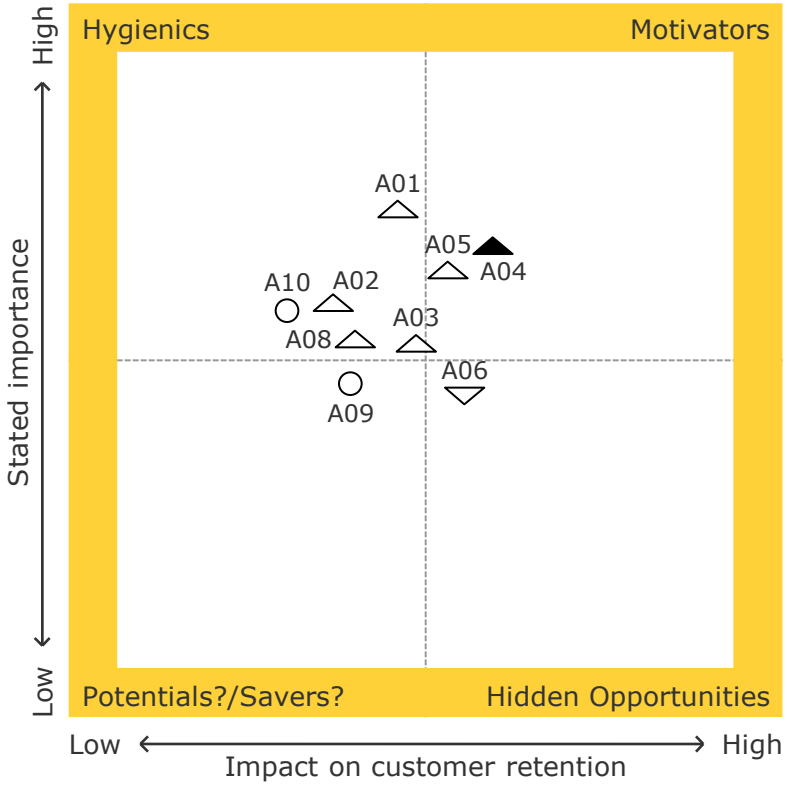
Prioritising actions and investments to retain and grow your customers

SEGMENT: Great Yarmouth - WAVE: July 2011 –May 2012

PERFORMANCE

- △ A01. Good value for money generally
- △ A02. Welcoming and friendly people
- △ A03. Very high levels of customer service
- ▲ A04. A place where I feel safe and secure
- △ A05. Clean and tidy environment
- ▽ A06. Overall availability of deals and discounts for the destination
- △ A08. Easy to find useful information about the destination when planning the trip
- ○ A09. Easy to book your trip/different parts of your trip in advance
- ○ A10. A destination that is not too expensive to get to



81
TRI*M Index

▼ Performance - Far below average ▽ Below average ○ Average △ Above average ▲ Far above average

SOURCE:
BASE: 89

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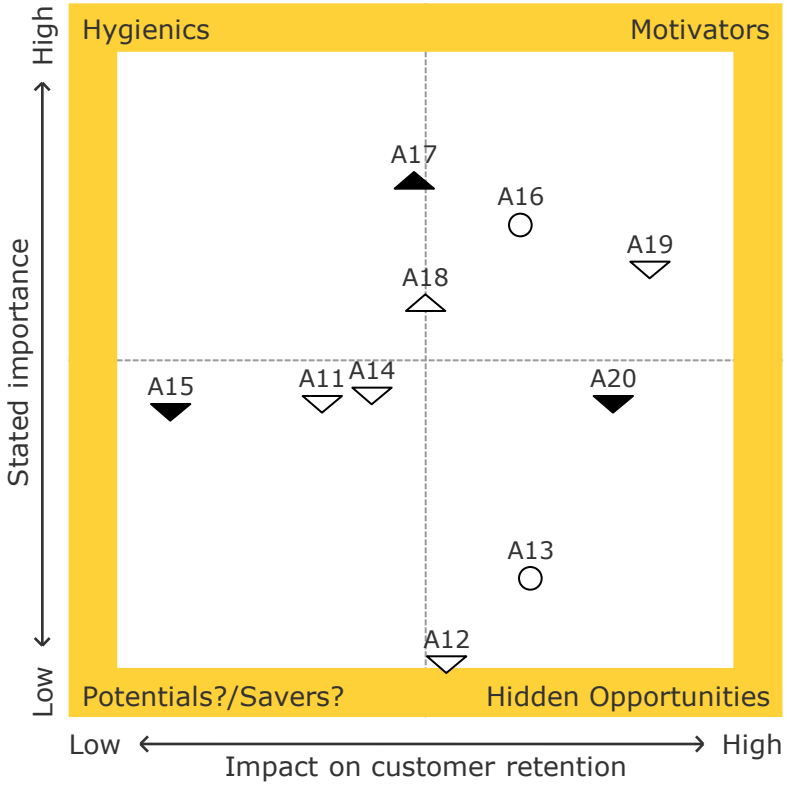
Prioritising actions and investments to retain and grow your customers

SEGMENT: Great Yarmouth - WAVE: July 2011 –May 2012

PERFORMANCE

- ▽ A11. A destination that doesn't take too long to get to
- ▽ A12. A destination that is easy to get to by public transport
- ○ A13. Easy to get around by public transport
- ▽ A14. Clear signposting that helps you find your way around the destination
- ▼ A15. Availability of reasonably priced car parking
- ○ A16. Good quality accommodation
- ▲ A17. Accommodation that offers value for money
- △ A18. Variety of accommodation to choose from that suits my needs
- ▽ A19. Good quality food, drink and dining
- ▼ A20. Opportunities to eat/drink local food and produce



81
TRI*M Index

▼ Performance - Far below average ▽ Below average ○ Average △ Above average ▲ Far above average

SOURCE:
BASE: 89

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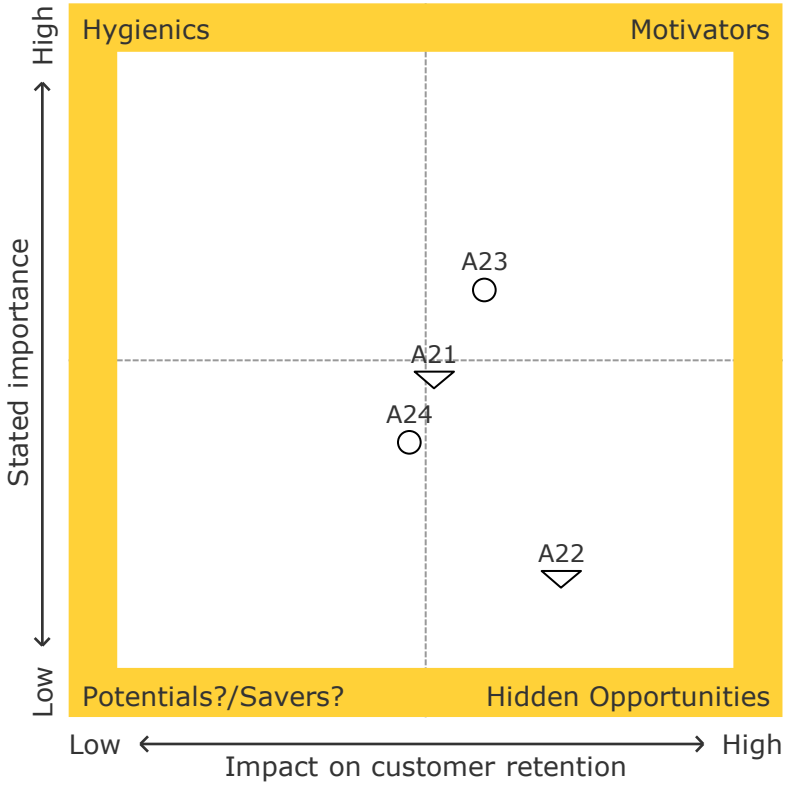
Prioritising actions and investments to retain and grow your customers

SEGMENT: Great Yarmouth - WAVE: July 2011 –May 2012

PERFORMANCE

- ▽ A21. Easy to find useful information about the destination when you're there
- ▽ A22. Availability of festivals, music, sporting and cultural events
- ○ A23. Wide range of attractions and things to do
- ○ A24. Availability of individual/independent local shops



81
TRI*M Index

▼ Performance - Far below average ▽ Below average ○ Average △ Above average ▲ Far above average

SOURCE:
BASE: 89 // HINT: *Element could not be calculated

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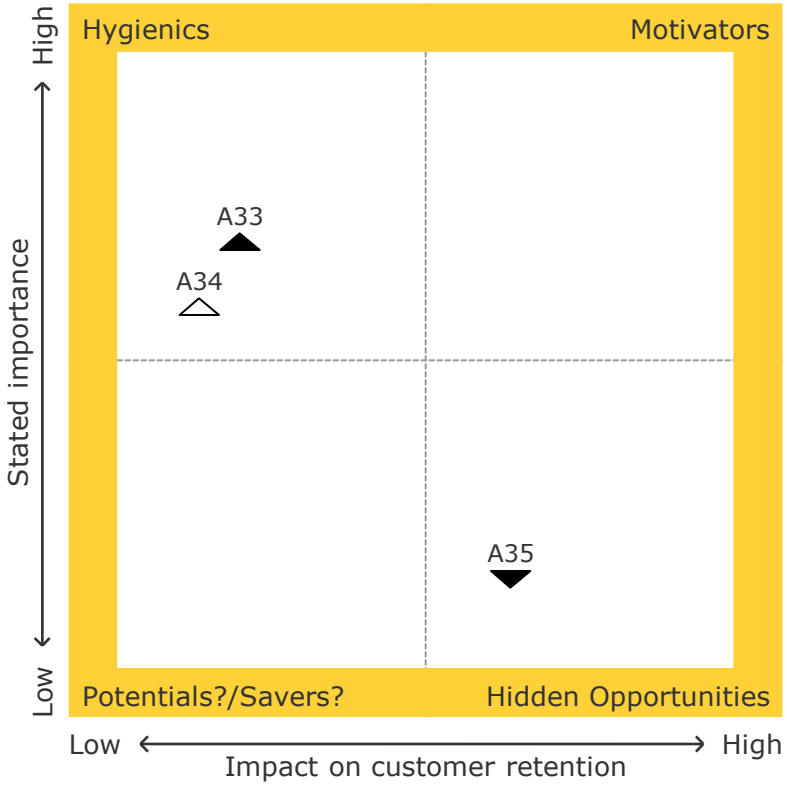
Prioritising actions and investments to retain and grow your customers

SEGMENT: Great Yarmouth - WAVE: July 2011 –May 2012

PERFORMANCE

- ▲ A33. Clean and well-maintained beaches
- △ A34. Beaches which are safe and suitable for bathing
- ▼ A35. Good range of water-based/beach activities



81
TRI*M Index

▼ Performance - Far below average ▽ Below average ○ Average △ Above average ▲ Far above average

SOURCE:
BASE: 89 // HINT: *Element could not be calculated

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Suffolk

Summary of strengths

SEGMENT: Suffolk - WAVE: July 2011 –May 2012

High level strengths

A27. Good range of shopping opportunities
A29. Attractive/well maintained town/city centre

Medium level strengths

A04. A place where I feel safe and secure
A18. Variety of accommodation to choose from that suits my needs
A11. A destination that doesn't take too long to get to
A17. Accommodation that offers value for money

Low level strengths

A32. Good range of outdoor activities
A33. Clean and well-maintained beaches
A20. Opportunities to eat/drink local food and produce
A02. Welcoming and friendly people
A19. Good quality food, drink and dining
A05. Clean and tidy environment

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TRI*M Index

SOURCE:
BASE: 69

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Summary of weaknesses

SEGMENT: Suffolk - WAVE: July 2011 –May 2012

High level weaknesses

None

Medium level weaknesses

A23. Wide range of attractions and things to do
A22. Availability of festivals, music, sporting and cultural events

Low level weaknesses

A26. Opportunities to see famous buildings and monuments
A25. Opportunities to visit museums/galleries and contemporary arts
A01. Good value for money generally
A08. Easy to find useful information about the destination when planning the trip
A09. Easy to book your trip/different parts of your trip in advance
A21. Easy to find useful information about the destination when you're there
A13. Easy to get around by public transport
A12. A destination that is easy to get to by public transport
A35. Good range of water-based/beach activities

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TRI*M Index

SOURCE:
BASE: 69

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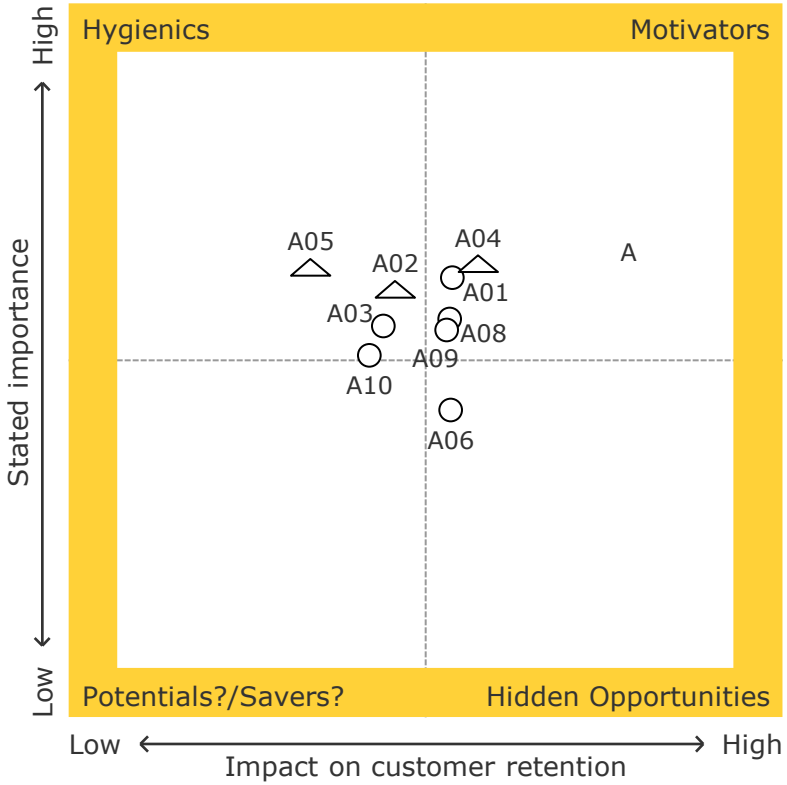
Prioritising actions and investments to retain and grow your customers

SEGMENT: Suffolk - WAVE: July 2011 –May 2012

PERFORMANCE

- ○ A01. Good value for money generally
- △ A02. Welcoming and friendly people
- ○ A03. Very high levels of customer service
- △ A04. A place where I feel safe and secure
- △ A05. Clean and tidy environment
- ○ A06. Overall availability of deals and discounts for the destination
- ○ A08. Easy to find useful information about the destination when planning the trip
- ○ A09. Easy to book your trip/different parts of your trip in advance
- ○ A10. A destination that is not too expensive to get to



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TRI*M Index

▼ Performance - Far below average ▽ Below average ○ Average △ Above average ▲ Far above average

SOURCE:
BASE: 69

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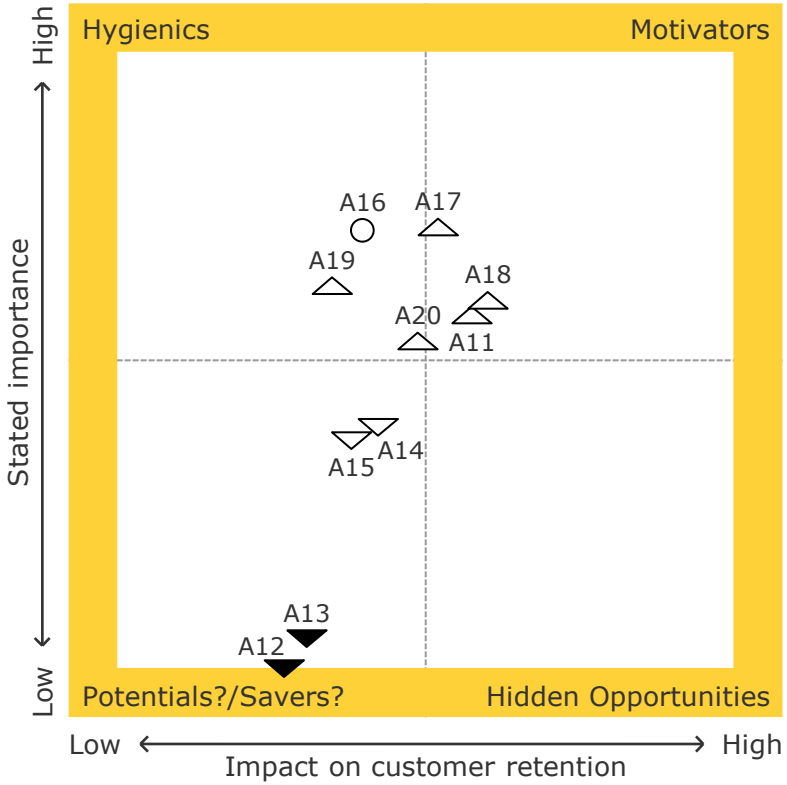
Prioritising actions and investments to retain and grow your customers

SEGMENT: Suffolk - WAVE: July 2011 –May 2012

PERFORMANCE

- A11. A destination that doesn't take too long to get to
- A12. A destination that is easy to get to by public transport
- A13. Easy to get around by public transport
- A14. Clear signposting that helps you find your way around the destination
- A15. Availability of reasonably priced car parking
- A16. Good quality accommodation
- A17. Accommodation that offers value for money
- A18. Variety of accommodation to choose from that suits my needs
- A19. Good quality food, drink and dining
- A20. Opportunities to eat/drink local food and produce



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TRI*M Index

SOURCE:
BASE: 69

▼ Performance - Far below average ▽ Below average ○ Average △ Above average ▲ Far above average

VisitEngland

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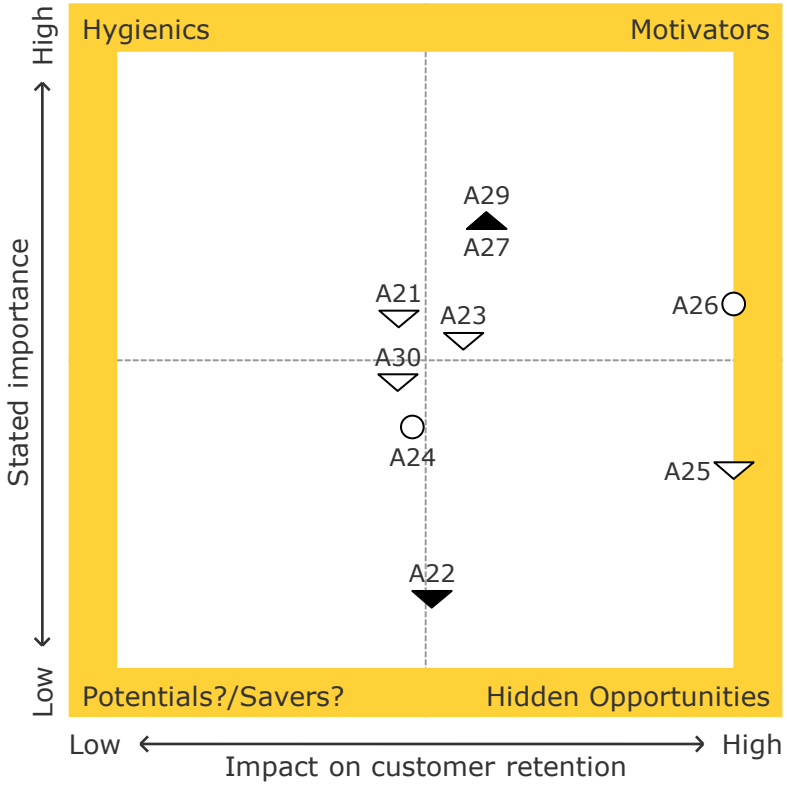
Prioritising actions and investments to retain and grow your customers

SEGMENT: Suffolk - WAVE: July 2011 –May 2012

PERFORMANCE

- ▽ A21. Easy to find useful information about the destination when you're there
- ▼ A22. Availability of festivals, music, sporting and cultural events
- ▽ A23. Wide range of attractions and things to do
- ○ A24. Availability of individual/independent local shops
- ▽ A25. Opportunities to visit museums/galleries and contemporary arts
- ○ A26. Opportunities to see famous buildings and monuments
- ▲ A27. Good range of shopping opportunities
- ▲ A29. Attractive/well maintained town/city centre
- ▽ A30. Interesting towns and villages to visit



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TRI*M Index

▼ Performance - Far below average ▽ Below average ○ Average △ Above average ▲ Far above average

SOURCE:
BASE: 69 // HINT: *Element could not be calculated

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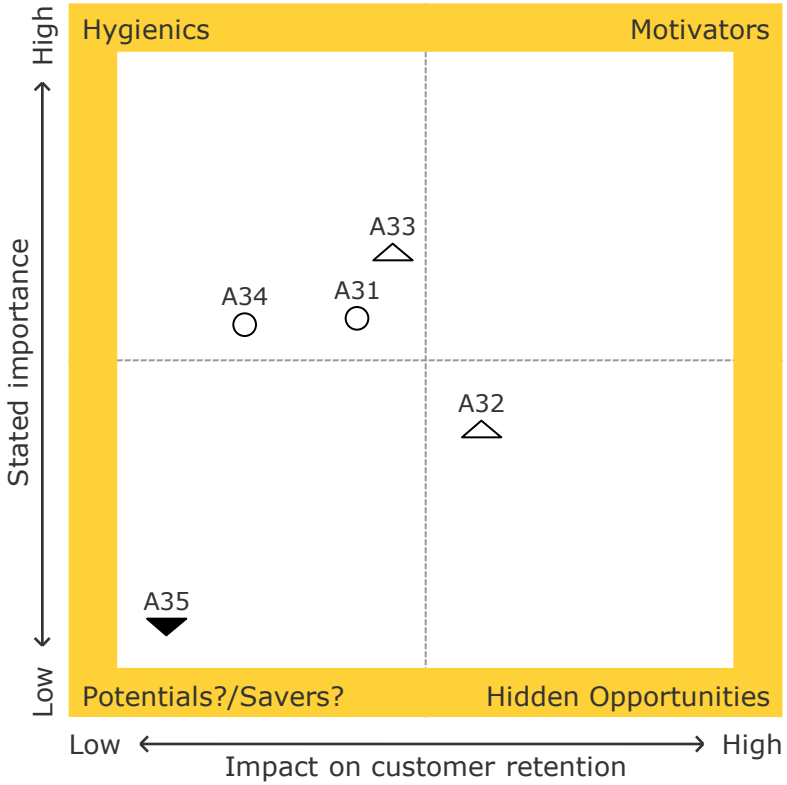
Prioritising actions and investments to retain and grow your customers

SEGMENT: Suffolk - WAVE: July 2011 –May 2012

PERFORMANCE

- ○ A31. Unspoilt countryside
- △ A32. Good range of outdoor activities
- △ A33. Clean and well-maintained beaches
- ○ A34. Beaches which are safe and suitable for bathing
- ▼ A35. Good range of water-based/beach activities



93
TRI*M Index

▼ Performance - Far below average ▽ Below average ○ Average △ Above average ▲ Far above average

SOURCE:
BASE: 69 // HINT: *Element could not be calculated

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North West

Summary of strengths

SEGMENT: NORTH WEST ENGLAND - WAVE: July 2011 –May 2012

High level strengths

None

Medium level strengths

A02. Welcoming and friendly people
A04. A place where I feel safe and secure
A16. Good quality accommodation
A05. Clean and tidy environment
A18. Variety of accommodation to choose from that suits my needs
A08. Easy to find useful information about the destination when planning the trip
A31. Unspoilt countryside
A30. Interesting towns and villages to visit

Low level strengths

A17. Accommodation that offers value for money
A27. Good range of shopping opportunities
A09. Easy to book your trip/different parts of your trip in advance

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TRI*M Index

SOURCE:
BASE: 642

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Summary of weaknesses

SEGMENT: NORTH WEST ENGLAND - WAVE: July 2011 –May 2012

High level weaknesses

A33. Clean and well-maintained beaches

Medium level weaknesses

A35. Good range of water-based/beach activities

Low level weaknesses

A03. Very high levels of customer service
A19. Good quality food, drink and dining
A29. Attractive/well maintained town/city centre
A01. Good value for money generally
A21. Easy to find useful information about the destination when you're there
A20. Opportunities to eat/drink local food and produce
A14. Clear signposting that helps you find your way around the destination
A34. Beaches which are safe and suitable for bathing
A22. Availability of festivals, music, sporting and cultural events
A15. Availability of reasonably priced car parking
A12. A destination that is easy to get to by public transport

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TRI*M Index

SOURCE:
BASE: 642

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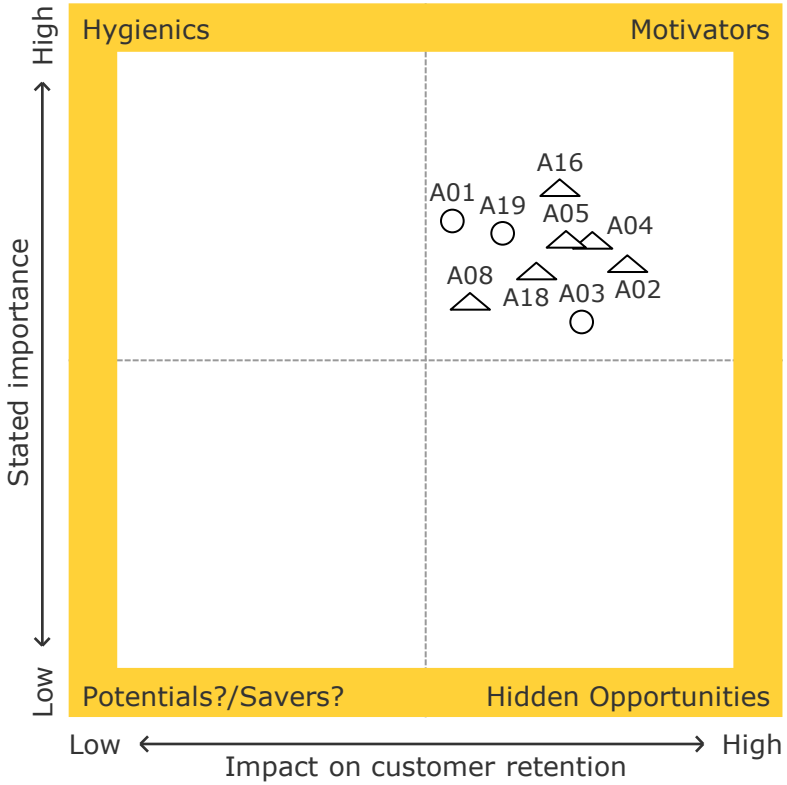
Prioritising actions and investments to retain and grow your customers

SEGMENT: NORTH WEST ENGLAND - WAVE: July 2011 –May 2012

PERFORMANCE

- ○ A01. Good value for money generally
- △ A02. Welcoming and friendly people
- ○ A03. Very high levels of customer service
- △ A04. A place where I feel safe and secure
- △ A05. Clean and tidy environment
- △ A08. Easy to find useful information about the destination when planning the trip
- △ A16. Good quality accommodation
- △ A18. Variety of accommodation to choose from that suits my needs
- ○ A19. Good quality food, drink and dining



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TRI*M Index

▼ Performance - Far below average ▽ Below average ○ Average △ Above average ▲ Far above average

SOURCE:
BASE: 642

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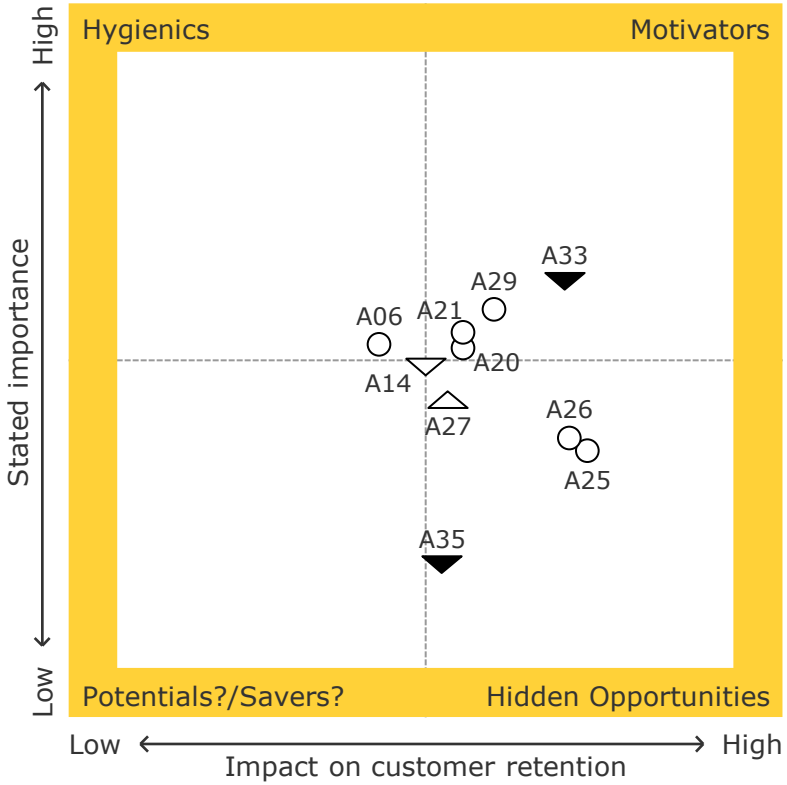
Prioritising actions and investments to retain and grow your customers

SEGMENT: NORTH WEST ENGLAND - WAVE: July 2011 –May 2012

PERFORMANCE

- A20. Opportunities to eat/drink local food and produce
- A21. Easy to find useful information about the destination when you're there
- A29. Attractive/well maintained town/city centre
- A33. Clean and well-maintained beaches
- A14. Clear signposting that helps you find your way around the destination
- A25. Opportunities to visit museums/galleries and contemporary arts
- A26. Opportunities to see famous buildings and monuments
- A27. Good range of shopping opportunities
- A35. Good range of water-based/beach activities
- A06. Overall availability of deals and discounts for the destination



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TRI*M Index

Performance - Far below average | Below average | Average | Above average | Far above average

SOURCE:
BASE: 642

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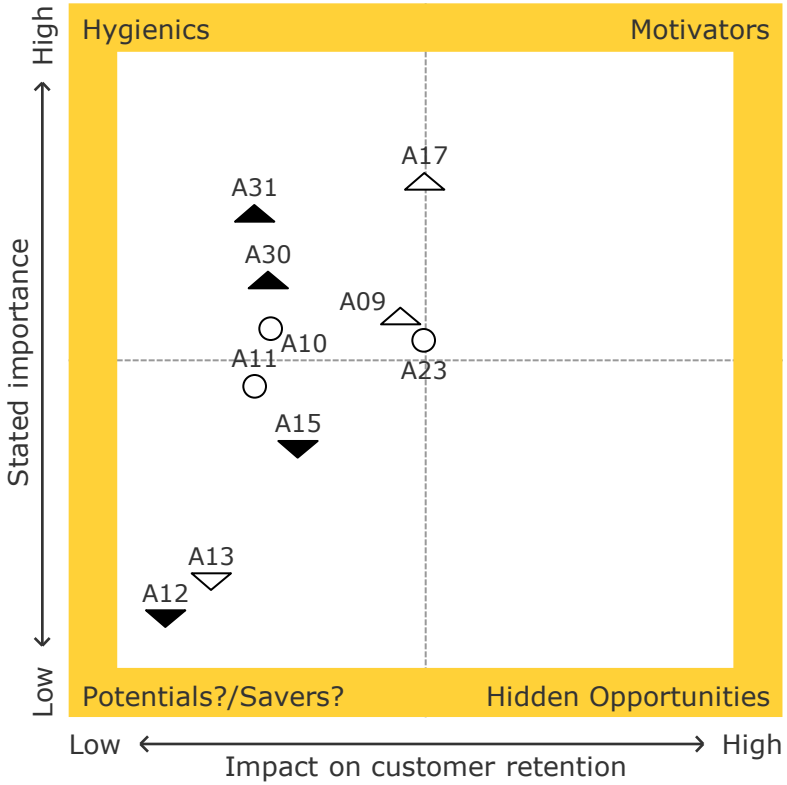
Prioritising actions and investments to retain and grow your customers

SEGMENT: NORTH WEST ENGLAND - WAVE: July 2011 –May 2012

PERFORMANCE

- A09. Easy to book your trip/different parts of your trip in advance
- A10. A destination that is not too expensive to get to
- A17. Accommodation that offers value for money
- A23. Wide range of attractions and things to do
- A30. Interesting towns and villages to visit
- A31. Unspoilt countryside

- A11. A destination that doesn't take too long to get to
- A12. A destination that is easy to get to by public transport
- A13. Easy to get around by public transport
- A15. Availability of reasonably priced car parking



94
TRI*M Index

Performance - Far below average · Below average · Average · Above average · Far above average

SOURCE:
BASE: 642

VisitEngland

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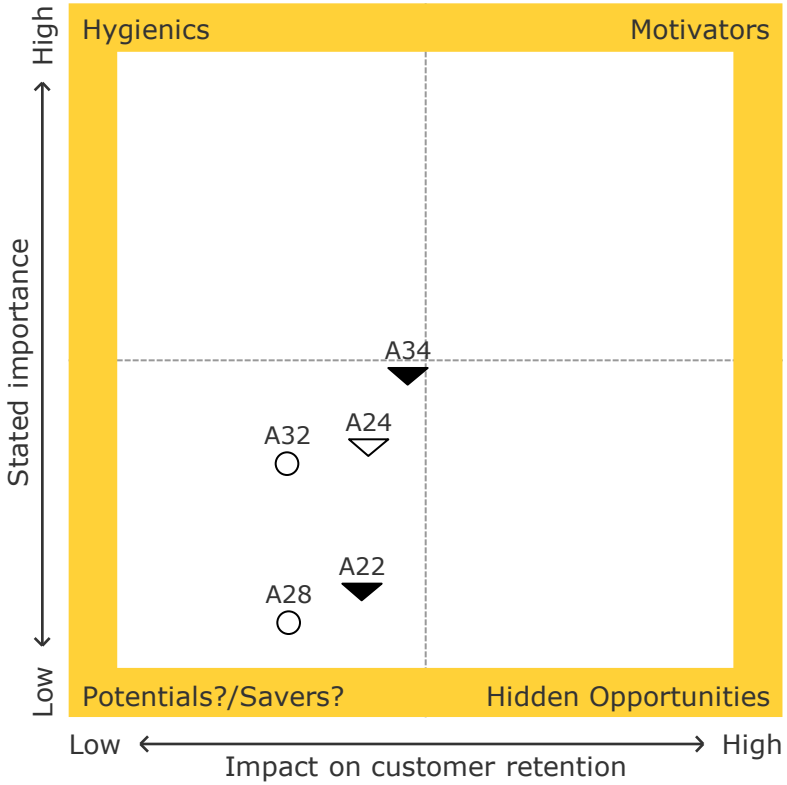
Prioritising actions and investments to retain and grow your customers

SEGMENT: NORTH WEST ENGLAND - WAVE: July 2011 –May 2012

PERFORMANCE

- ▼ A22. Availability of festivals, music, sporting and cultural events
- ▽ A24. Availability of individual/independent local shops
- ○ A28. Good nightlife
- ○ A32. Good range of outdoor activities
- ▼ A34. Beaches which are safe and suitable for bathing



94
TRI*M Index

▼ Performance - Far below average ▽ Below average ○ Average △ Above average ▲ Far above average

SOURCE:
BASE: 642

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Cumbria

Summary of strengths

SEGMENT: Total Cumbria (The Lake District and Other Cumbria combined) - WAVE: July 2011 –May 2012

High level strengths

None

Medium level strengths

A04. A place where I feel safe and secure
A02. Welcoming and friendly people
A18. Variety of accommodation to choose from that suits my needs
A01. Good value for money generally
A03. Very high levels of customer service
A08. Easy to find useful information about the destination when planning the trip
A16. Good quality accommodation
A05. Clean and tidy environment
A17. Accommodation that offers value for money
A09. Easy to book your trip/different parts of your trip in advance
A20. Opportunities to eat/drink local food and produce
A19. Good quality food, drink and dining
A31. Unspoilt countryside

Low level strengths

A30. Interesting towns and villages to visit

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TRI*M Index

SOURCE:
BASE: 241

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Summary of weaknesses

SEGMENT: Total Cumbria (The Lake District and Other Cumbria combined) - WAVE: July 2011 –May 2012

High level weaknesses

None

Medium level weaknesses

A33. Clean and well-maintained beaches

Low level weaknesses

A06. Overall availability of deals and discounts for the destination
A21. Easy to find useful information about the destination when you're there
A14. Clear signposting that helps you find your way around the destination
A26. Opportunities to see famous buildings and monuments
A34. Beaches which are safe and suitable for bathing
A27. Good range of shopping opportunities
A28. Good nightlife
A35. Good range of water-based/beach activities

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TRI*M Index

SOURCE:
BASE: 241

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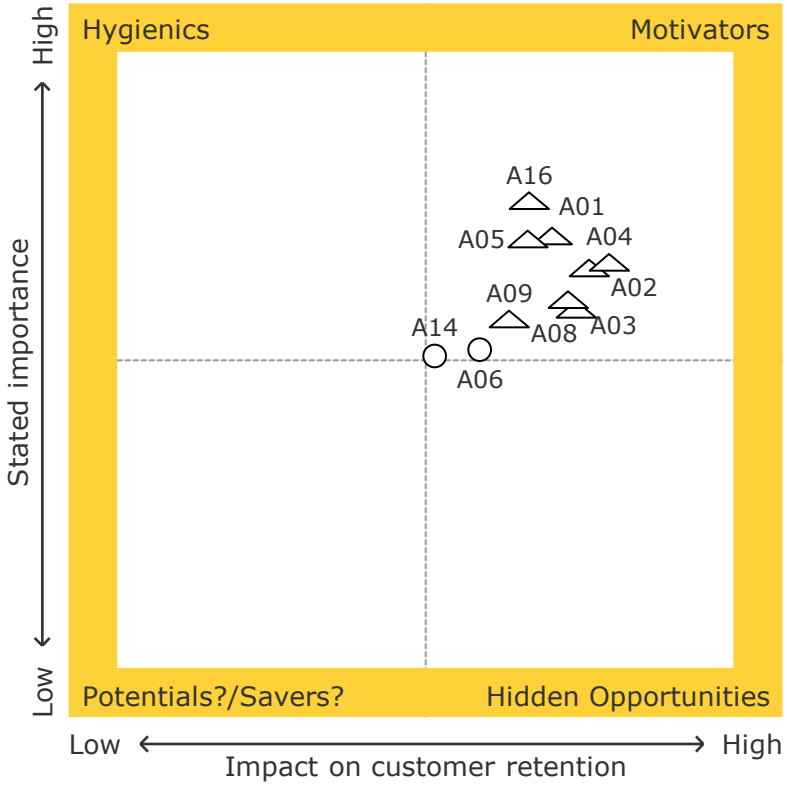
Prioritising actions and investments to retain and grow your customers

SEGMENT: Total Cumbria (The Lake District and Other Cumbria combined) - WAVE: July 2011 –May 2012

PERFORMANCE

- △ A01. Good value for money generally
- △ A02. Welcoming and friendly people
- △ A03. Very high levels of customer service
- △ A04. A place where I feel safe and secure
- △ A05. Clean and tidy environment
- ○ A06. Overall availability of deals and discounts for the destination
- △ A08. Easy to find useful information about the destination when planning the trip
- △ A09. Easy to book your trip/different parts of your trip in advance
- ○ A14. Clear signposting that helps you find your way around the destination
- △ A16. Good quality accommodation



104
TRI*M Index

▼ Performance - Far below average ▽ Below average ○ Average △ Above average ▲ Far above average

SOURCE:
BASE: 241

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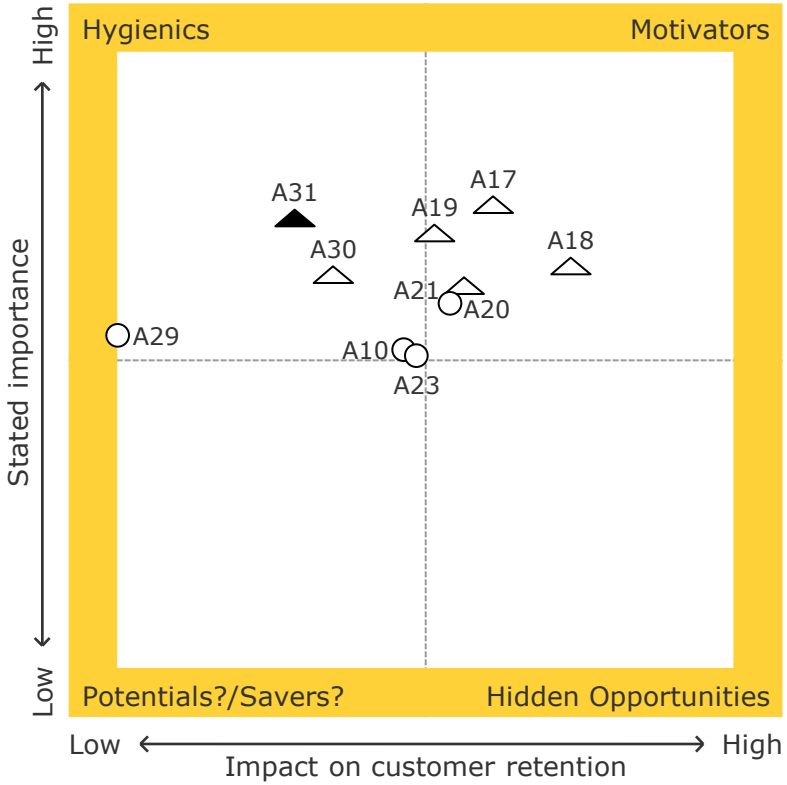
Prioritising actions and investments to retain and grow your customers

SEGMENT: Total Cumbria (The Lake District and Other Cumbria combined) - WAVE: July 2011 –May 2012

PERFORMANCE

- A17. Accommodation that offers value for money
- A18. Variety of accommodation to choose from that suits my needs
- A19. Good quality food, drink and dining
- A20. Opportunities to eat/drink local food and produce
- A21. Easy to find useful information about the destination when you're there
- A10. A destination that is not too expensive to get to
- A23. Wide range of attractions and things to do
- A29. Attractive/well maintained town/city centre
- A30. Interesting towns and villages to visit
- A31. Unspoilt countryside



104
TRI*M Index

Performance - Far below average · Below average · Average · Above average · Far above average

SOURCE:
BASE: 241

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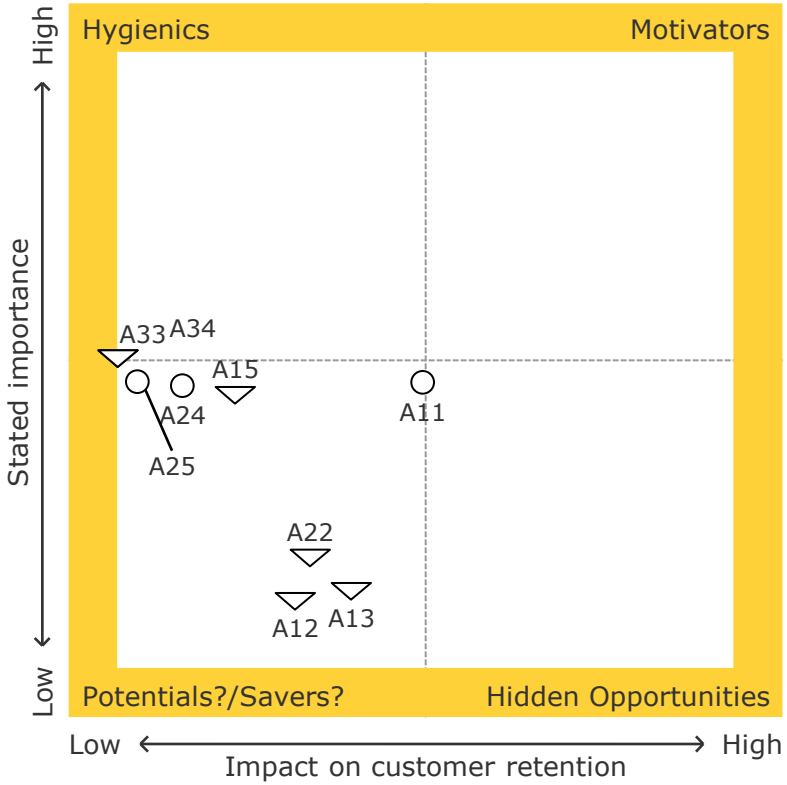
Prioritising actions and investments to retain and grow your customers

SEGMENT: Total Cumbria (The Lake District and Other Cumbria combined) - WAVE: July 2011 –May 2012

PERFORMANCE

- ▼ A33. Clean and well-maintained beaches
- ▽ A34. Beaches which are safe and suitable for bathing

- ○ A11. A destination that doesn't take too long to get to
- ▽ A12. A destination that is easy to get to by public transport
- ▽ A13. Easy to get around by public transport
- ▽ A15. Availability of reasonably priced car parking
- ▽ A22. Availability of festivals, music, sporting and cultural events
- ○ A24. Availability of individual/independent local shops
- ○ A25. Opportunities to visit museums/galleries and contemporary arts



104
TRI*M Index

▼ Performance - Far below average ▽ Below average ○ Average △ Above average ▲ Far above average

SOURCE:
BASE: 241

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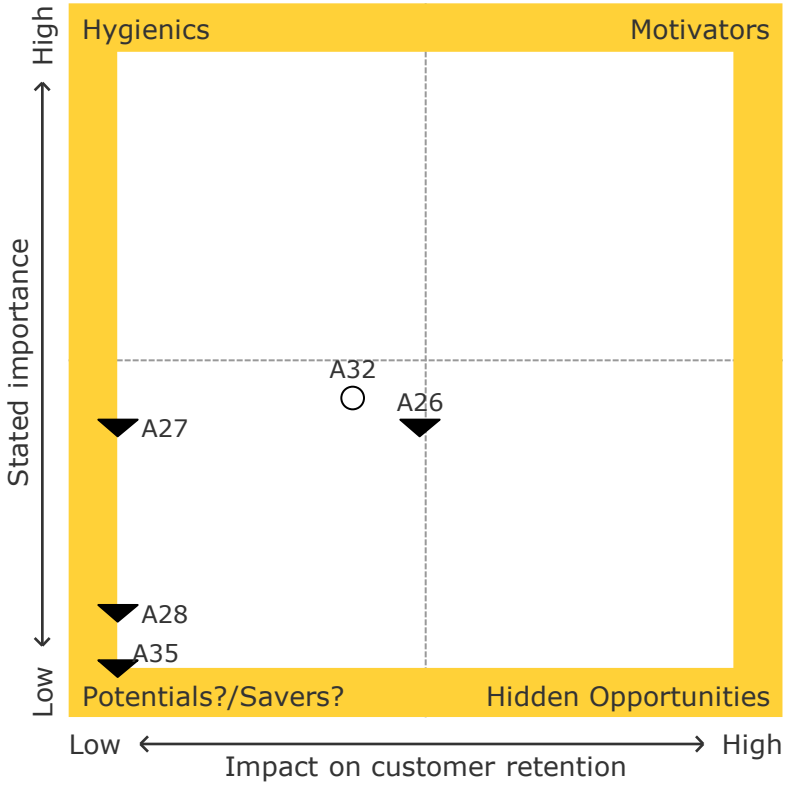
Prioritising actions and investments to retain and grow your customers

SEGMENT: Total Cumbria (The Lake District and Other Cumbria combined) - WAVE: July 2011 –May 2012

PERFORMANCE

- ▼ A26. Opportunities to see famous buildings and monuments
- ▼ A27. Good range of shopping opportunities
- ▼ A28. Good nightlife
- ○ A32. Good range of outdoor activities
- ▼ A35. Good range of water-based/beach activities



104
TRI*M Index

▼ Performance - Far below average ▽ Below average ○ Average △ Above average ▲ Far above average

SOURCE:
BASE: 241

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Lake District

Summary of strengths

SEGMENT: The Lake District - WAVE: July 2011 –May 2012

High level strengths

A04. A place where I feel safe and secure

Medium level strengths

A02. Welcoming and friendly people
A05. Clean and tidy environment
A16. Good quality accommodation
A18. Variety of accommodation to choose from that suits my needs
A03. Very high levels of customer service
A08. Easy to find useful information about the destination when planning the trip
A09. Easy to book your trip/different parts of your trip in advance
A31. Unspoilt countryside

Low level strengths

A30. Interesting towns and villages to visit

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TRI*M Index

SOURCE:
BASE: 213

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Summary of weaknesses

SEGMENT: The Lake District - WAVE: July 2011 –May 2012

High level weaknesses

None

Medium level weaknesses

None

Low level weaknesses

A01. Good value for money generally
A17. Accommodation that offers value for money
A06. Overall availability of deals and discounts for the destination
A20. Opportunities to eat/drink local food and produce
A19. Good quality food, drink and dining
A21. Easy to find useful information about the destination when you're there
A14. Clear signposting that helps you find your way around the destination
A10. A destination that is not too expensive to get to
A15. Availability of reasonably priced car parking
A13. Easy to get around by public transport
A22. Availability of festivals, music, sporting and cultural events
A12. A destination that is easy to get to by public transport

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TRI*M Index

SOURCE:
BASE: 213

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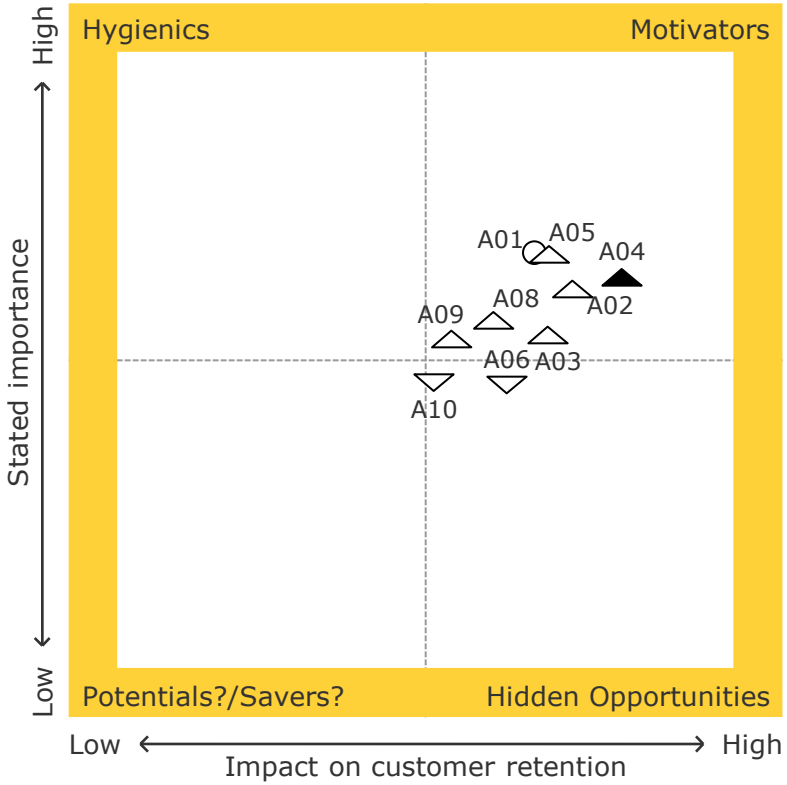
Prioritising actions and investments to retain and grow your customers

SEGMENT: The Lake District - WAVE: July 2011 –May 2012

PERFORMANCE

- ○ A01. Good value for money generally
- △ A02. Welcoming and friendly people
- △ A03. Very high levels of customer service
- ▲ A04. A place where I feel safe and secure
- △ A05. Clean and tidy environment
- ▽ A06. Overall availability of deals and discounts for the destination
- △ A08. Easy to find useful information about the destination when planning the trip
- △ A09. Easy to book your trip/different parts of your trip in advance
- ▽ A10. A destination that is not too expensive to get to



106
TRI*M Index

▼ Performance - Far below average ▽ Below average ○ Average △ Above average ▲ Far above average

SOURCE:
BASE: 213

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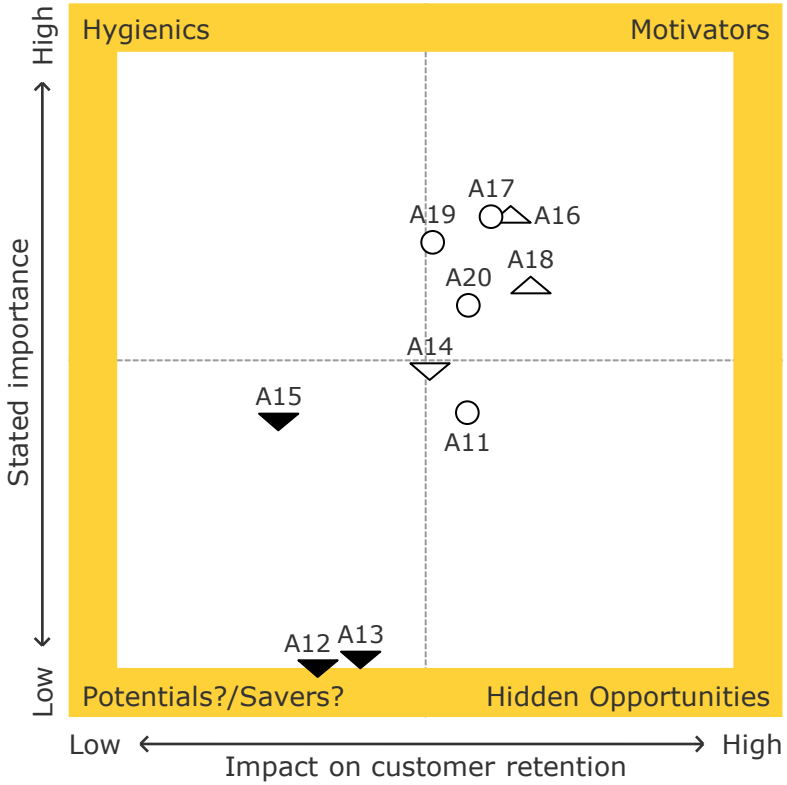
Prioritising actions and investments to retain and grow your customers

SEGMENT: The Lake District - WAVE: July 2011 –May 2012

PERFORMANCE

- ○ A11. A destination that doesn't take too long to get to
- ▼ A12. A destination that is easy to get to by public transport
- ▼ A13. Easy to get around by public transport
- ▽ A14. Clear signposting that helps you find your way around the destination
- ▼ A15. Availability of reasonably priced car parking
- △ A16. Good quality accommodation
- ○ A17. Accommodation that offers value for money
- △ A18. Variety of accommodation to choose from that suits my needs
- ○ A19. Good quality food, drink and dining
- ○ A20. Opportunities to eat/drink local food and produce



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TRI*M Index

▼ Performance - Far below average ▽ Below average ○ Average △ Above average ▲ Far above average

SOURCE:
BASE: 213

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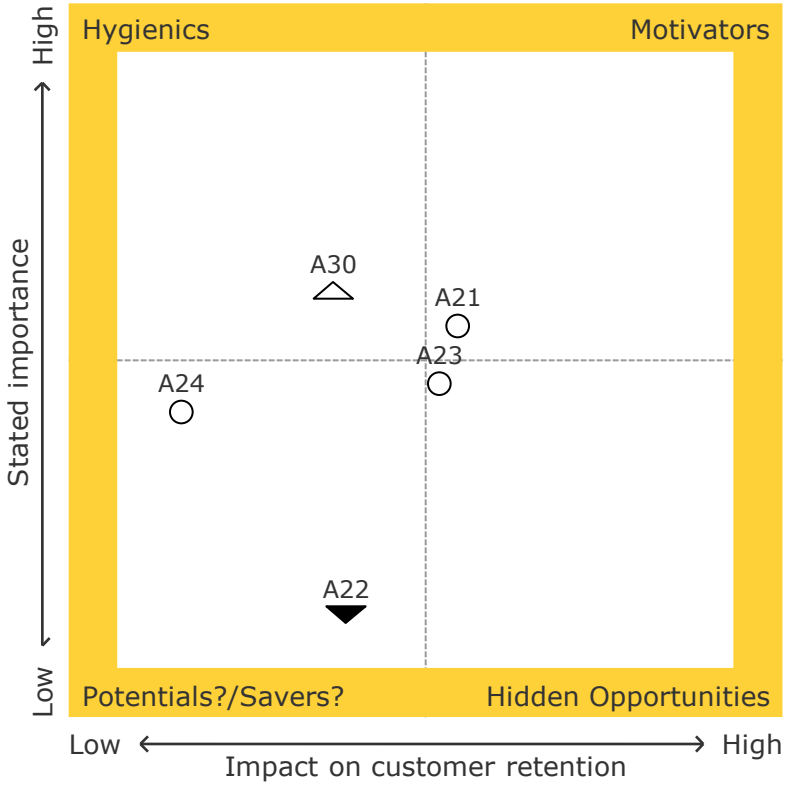
Prioritising actions and investments to retain and grow your customers

SEGMENT: The Lake District - WAVE: July 2011 –May 2012

PERFORMANCE

- ○ A21. Easy to find useful information about the destination when you're there
- ▼ A22. Availability of festivals, music, sporting and cultural events
- ○ A23. Wide range of attractions and things to do
- ○ A24. Availability of individual/independent local shops
- △ A30. Interesting towns and villages to visit



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TRI*M Index

▼ Performance - Far below average ▽ Below average ○ Average △ Above average ▲ Far above average

SOURCE:
BASE: 213 // HINT: *Element could not be calculated

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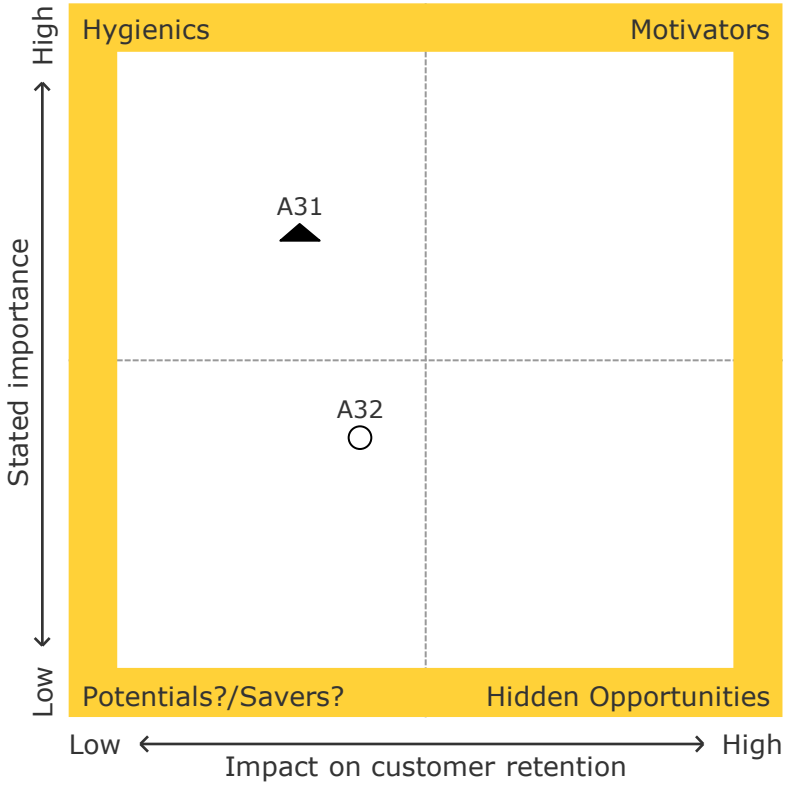
Prioritising actions and investments to retain and grow your customers

SEGMENT: The Lake District - WAVE: July 2011 –May 2012

PERFORMANCE

- ▲ A31. Unspoilt countryside
- ○ A32. Good range of outdoor activities



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TRI*M Index

▼ Performance - Far below average ▽ Below average ○ Average △ Above average ▲ Far above average

SOURCE:
BASE: 213 // HINT: *Element could not be calculated

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Lancashire

Summary of strengths

SEGMENT: Total Lancashire (Blackpool, The Lancashire Coast and Other Lancashire combined) - WAVE: July 2011 –May 2012

High level strengths

None

Medium level strengths

A02. Welcoming and friendly people
A18. Variety of accommodation to choose from that suits my needs
A16. Good quality accommodation
A30. Interesting towns and villages to visit

Low level strengths

A23. Wide range of attractions and things to do
A17. Accommodation that offers value for money
A08. Easy to find useful information about the destination when planning the trip
A10. A destination that is not too expensive to get to
A09. Easy to book your trip/different parts of your trip in advance
A11. A destination that doesn't take too long to get to

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TRI*M Index

SOURCE:
BASE: 169

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Summary of weaknesses

SEGMENT: Total Lancashire (Blackpool, The Lancashire Coast and Other Lancashire combined) - WAVE: July 2011 –May 2012

High level weaknesses

None

Medium level weaknesses

A29. Attractive/well maintained town/city centre
A26. Opportunities to see famous buildings and monuments
A05. Clean and tidy environment
A33. Clean and well-maintained beaches
A22. Availability of festivals, music, sporting and cultural events

Low level weaknesses

A19. Good quality food, drink and dining
A25. Opportunities to visit museums/galleries and contemporary arts
A04. A place where I feel safe and secure
A03. Very high levels of customer service
A24. Availability of individual/independent local shops
A27. Good range of shopping opportunities
A21. Easy to find useful information about the destination when you're there
A35. Good range of water-based/beach activities

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TRI*M Index

SOURCE:
BASE: 169

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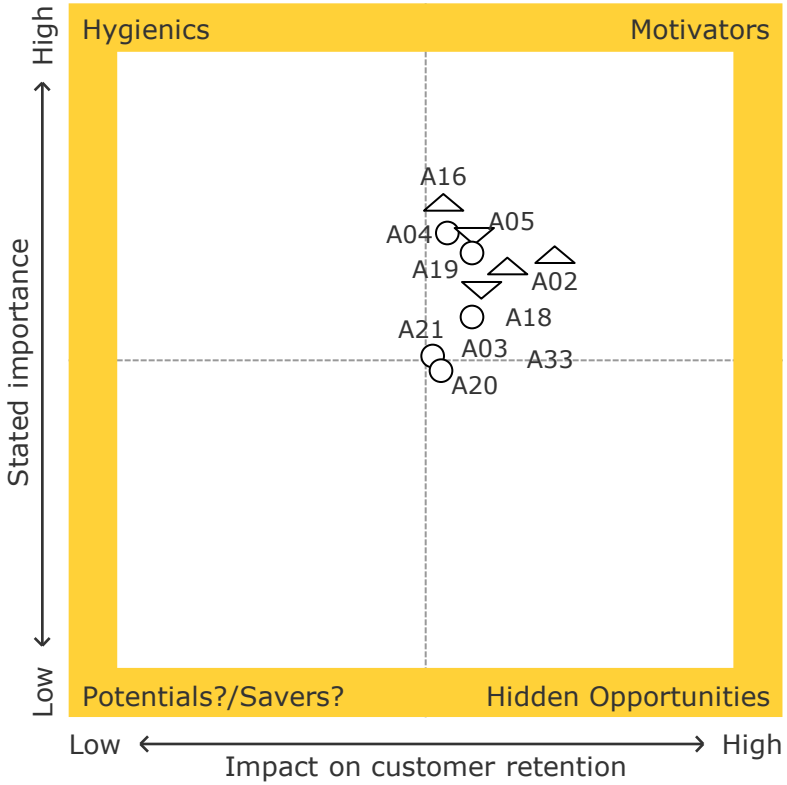
Prioritising actions and investments to retain and grow your customers

SEGMENT: Total Lancashire (Blackpool, The Lancashire Coast and Other Lancashire combined) - WAVE: July 2011 –May 2012

PERFORMANCE

- A02. Welcoming and friendly people
- A03. Very high levels of customer service
- A04. A place where I feel safe and secure
- A05. Clean and tidy environment
- A16. Good quality accommodation
- A18. Variety of accommodation to choose from that suits my needs
- A19. Good quality food, drink and dining
- A21. Easy to find useful information about the destination when you're there
- A33. Clean and well-maintained beaches

- A20. Opportunities to eat/drink local food and produce



85
TRI*M Index

Performance - Far below average | Below average | Average | Above average | Far above average

SOURCE:
BASE: 169

VisitEngland

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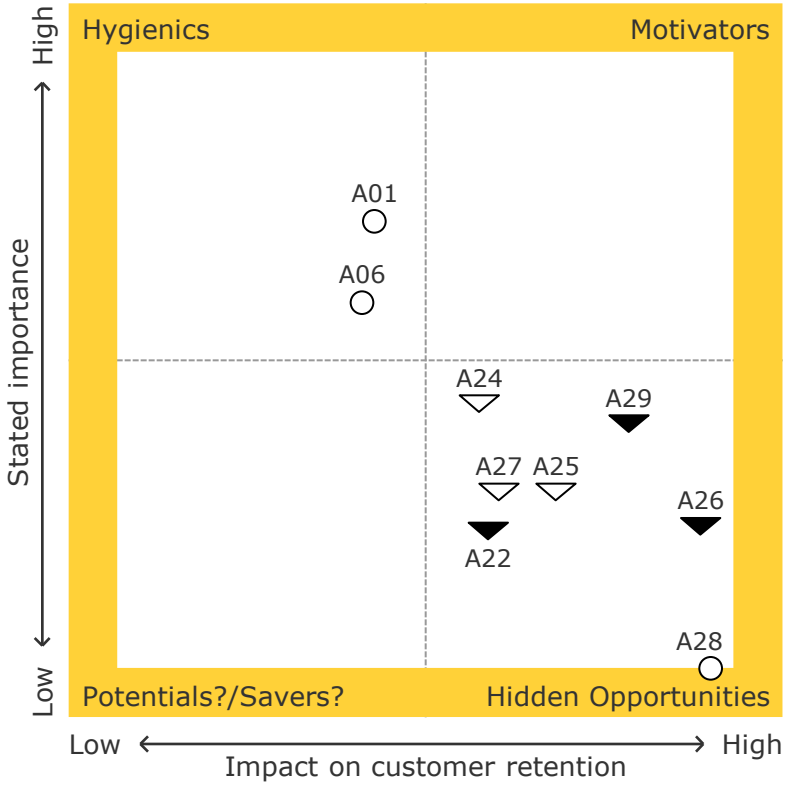
Prioritising actions and investments to retain and grow your customers

SEGMENT: Total Lancashire (Blackpool, The Lancashire Coast and Other Lancashire combined) - WAVE: July 2011 –May 2012

PERFORMANCE

- ▼ A22. Availability of festivals, music, sporting and cultural events
- ▽ A24. Availability of individual/independent local shops
- ▽ A25. Opportunities to visit museums/galleries and contemporary arts
- ▼ A26. Opportunities to see famous buildings and monuments
- ▽ A27. Good range of shopping opportunities
- ○ A28. Good nightlife
- ▼ A29. Attractive/well maintained town/city centre
- ○ A01. Good value for money generally
- ○ A06. Overall availability of deals and discounts for the destination



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TRI*M Index

▼ Performance - Far below average ▽ Below average ○ Average △ Above average ▲ Far above average

SOURCE:
BASE: 169

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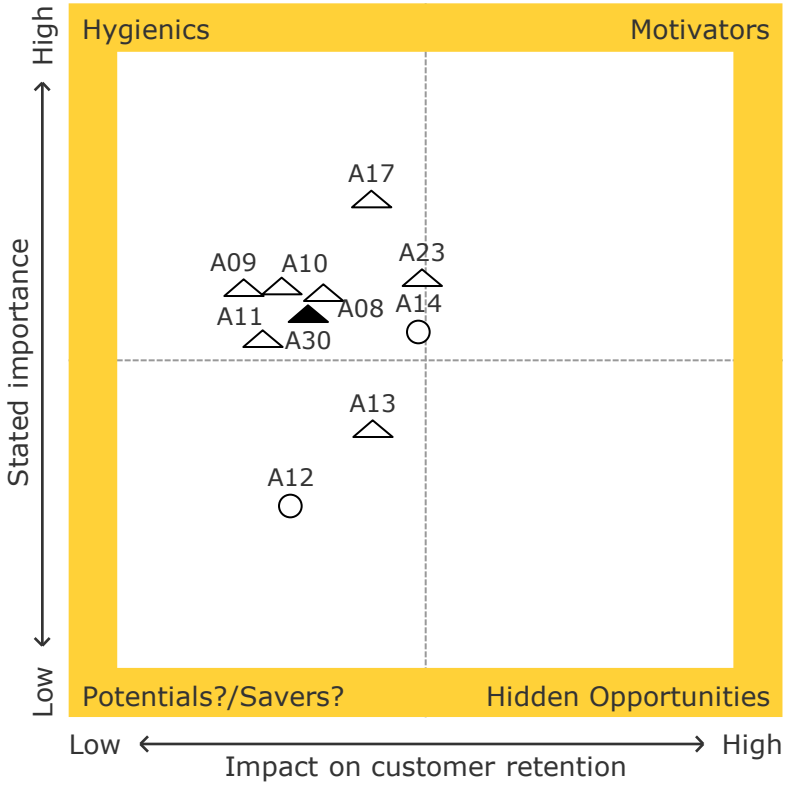
Prioritising actions and investments to retain and grow your customers

SEGMENT: Total Lancashire (Blackpool, The Lancashire Coast and Other Lancashire combined) - WAVE: July 2011 –May 2012

PERFORMANCE

- △ A08. Easy to find useful information about the destination when planning the trip
- △ A09. Easy to book your trip/different parts of your trip in advance
- △ A10. A destination that is not too expensive to get to
- △ A11. A destination that doesn't take too long to get to
- ○ A14. Clear signposting that helps you find your way around the destination
- △ A17. Accommodation that offers value for money
- △ A23. Wide range of attractions and things to do
- ▲ A30. Interesting towns and villages to visit

- ○ A12. A destination that is easy to get to by public transport
- △ A13. Easy to get around by public transport



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TRI*M Index

▼ Performance - Far below average ▽ Below average ○ Average △ Above average ▲ Far above average

SOURCE:
BASE: 169

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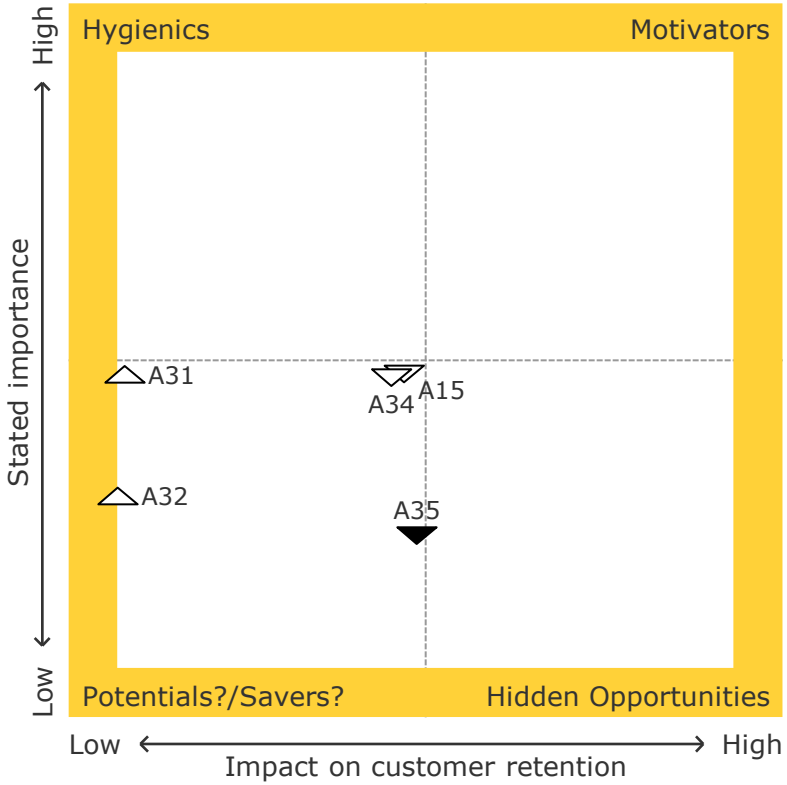
Prioritising actions and investments to retain and grow your customers

SEGMENT: Total Lancashire (Blackpool, The Lancashire Coast and Other Lancashire combined) - WAVE: July 2011 –May 2012

PERFORMANCE

- A15. Availability of reasonably priced car parking
- A31. Unspoilt countryside
- A32. Good range of outdoor activities
- A34. Beaches which are safe and suitable for bathing
- A35. Good range of water-based/beach activities



85
TRI*M Index

Performance - Far below average · Below average · Average · Above average · Far above average

SOURCE:
BASE: 169

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Blackpool

Summary of strengths

SEGMENT: Blackpool - WAVE: July 2011 –May 2012

High level strengths

Medium level strengths

A02. Welcoming and friendly people
A18. Variety of accommodation to choose from that suits my needs
A23. Wide range of attractions and things to do

Low level strengths

A21. Easy to find useful information about the destination when you're there
A16. Good quality accommodation
A08. Easy to find useful information about the destination when planning the trip
A17. Accommodation that offers value for money
A10. A destination that is not too expensive to get to
A09. Easy to book your trip/different parts of your trip in advance

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TRI*M Index

SOURCE:
BASE: 122

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Summary of weaknesses

SEGMENT: Blackpool - WAVE: July 2011 –May 2012

High level weaknesses

A05. Clean and tidy environment

Medium level weaknesses

A04. A place where I feel safe and secure
A33. Clean and well-maintained beaches
A22. Availability of festivals, music, sporting and cultural events
A34. Beaches which are safe and suitable for bathing

Low level weaknesses

A19. Good quality food, drink and dining
A24. Availability of individual/independent local shops
A03. Very high levels of customer service
A15. Availability of reasonably priced car parking
A35. Good range of water-based/beach activities

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TRI*M Index

SOURCE:
BASE: 122

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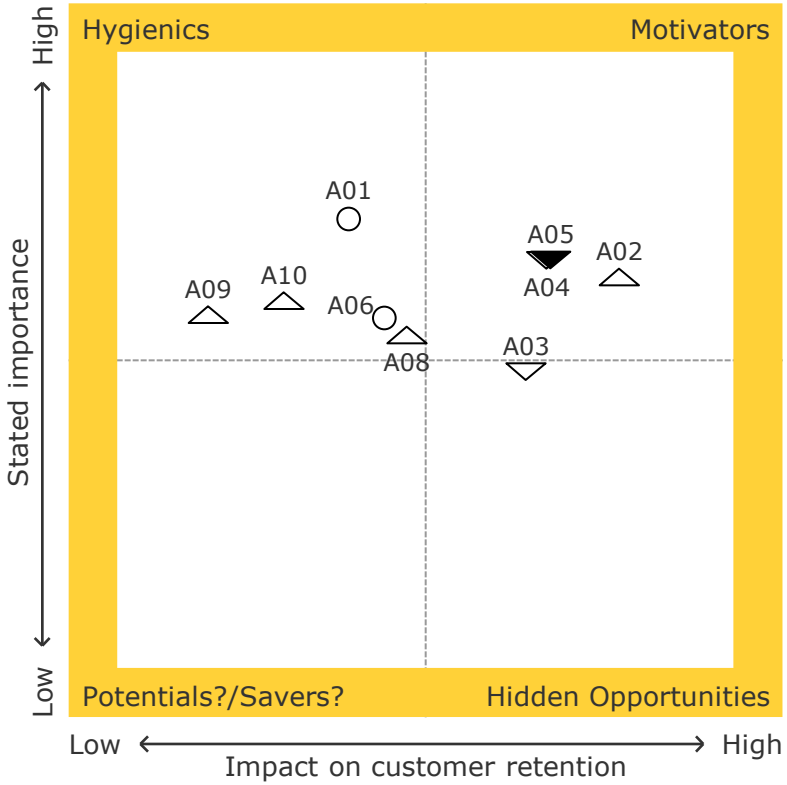
Prioritising actions and investments to retain and grow your customers

SEGMENT: Blackpool - WAVE: July 2011 –May 2012

PERFORMANCE

- ○ A01. Good value for money generally
- △ A02. Welcoming and friendly people
- ▽ A03. Very high levels of customer service
- ▽ A04. A place where I feel safe and secure
- ▼ A05. Clean and tidy environment
- ○ A06. Overall availability of deals and discounts for the destination
- △ A08. Easy to find useful information about the destination when planning the trip
- △ A09. Easy to book your trip/different parts of your trip in advance
- △ A10. A destination that is not too expensive to get to



87
TRI*M Index

▼ Performance - Far below average ▽ Below average ○ Average △ Above average ▲ Far above average

SOURCE:
BASE: 122

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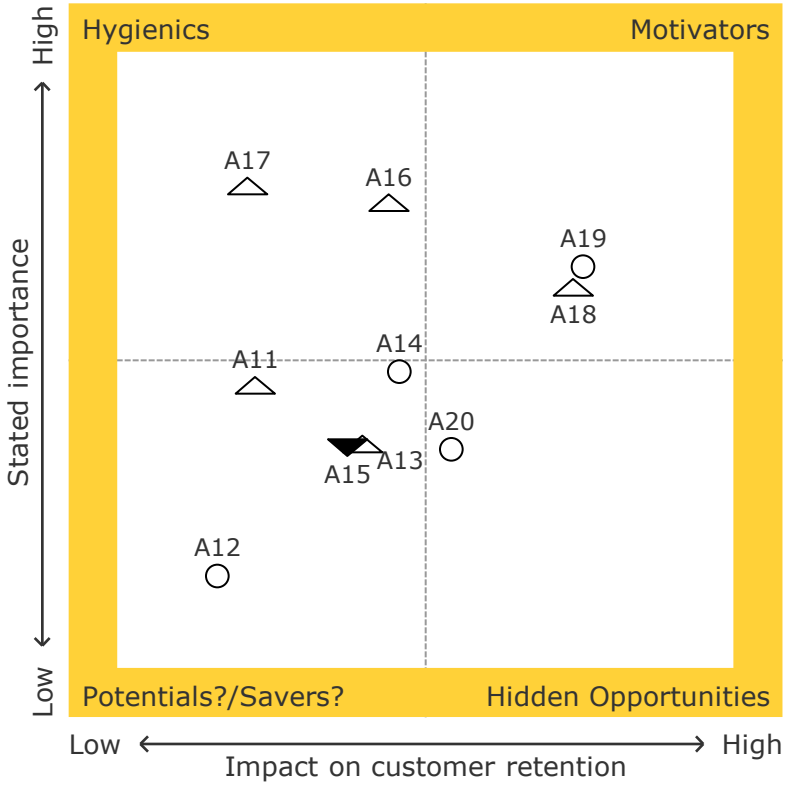
Prioritising actions and investments to retain and grow your customers

SEGMENT: Blackpool - WAVE: July 2011 –May 2012

PERFORMANCE

- △ A11. A destination that doesn't take too long to get to
- ○ A12. A destination that is easy to get to by public transport
- △ A13. Easy to get around by public transport
- ○ A14. Clear signposting that helps you find your way around the destination
- ▼ A15. Availability of reasonably priced car parking
- △ A16. Good quality accommodation
- △ A17. Accommodation that offers value for money
- △ A18. Variety of accommodation to choose from that suits my needs
- ○ A19. Good quality food, drink and dining
- ○ A20. Opportunities to eat/drink local food and produce



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SOURCE:
BASE: 122

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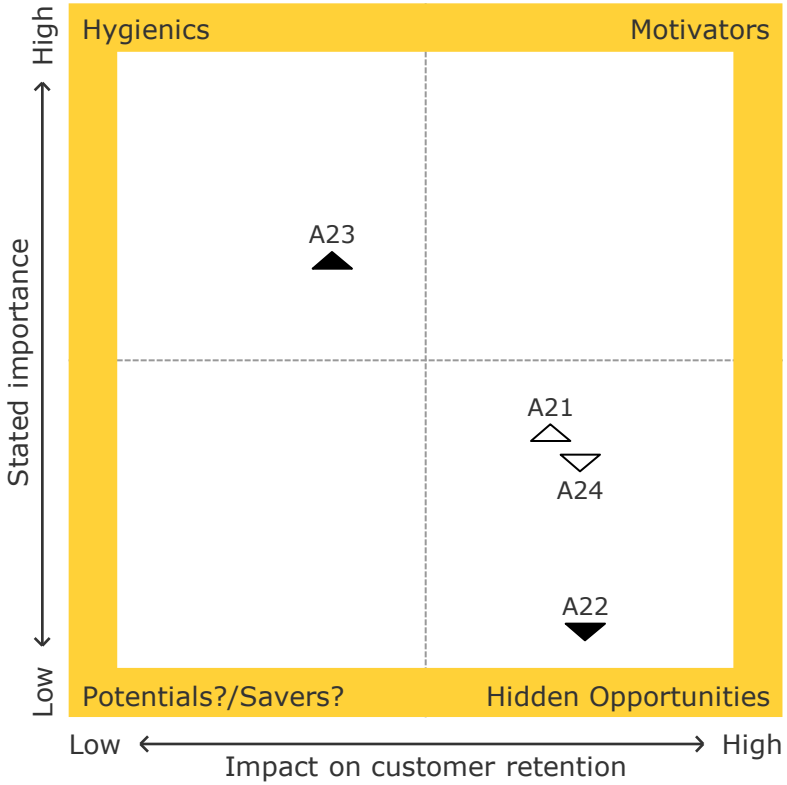
Prioritising actions and investments to retain and grow your customers

SEGMENT: Blackpool - WAVE: July 2011 –May 2012

PERFORMANCE

- A21. Easy to find useful information about the destination when you're there
- A22. Availability of festivals, music, sporting and cultural events
- A23. Wide range of attractions and things to do
- A24. Availability of individual/independent local shops



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TRI*M Index

▼ Performance - Far below average ▽ Below average ○ Average △ Above average ▲ Far above average

SOURCE:
BASE: 122 // HINT: *Element could not be calculated

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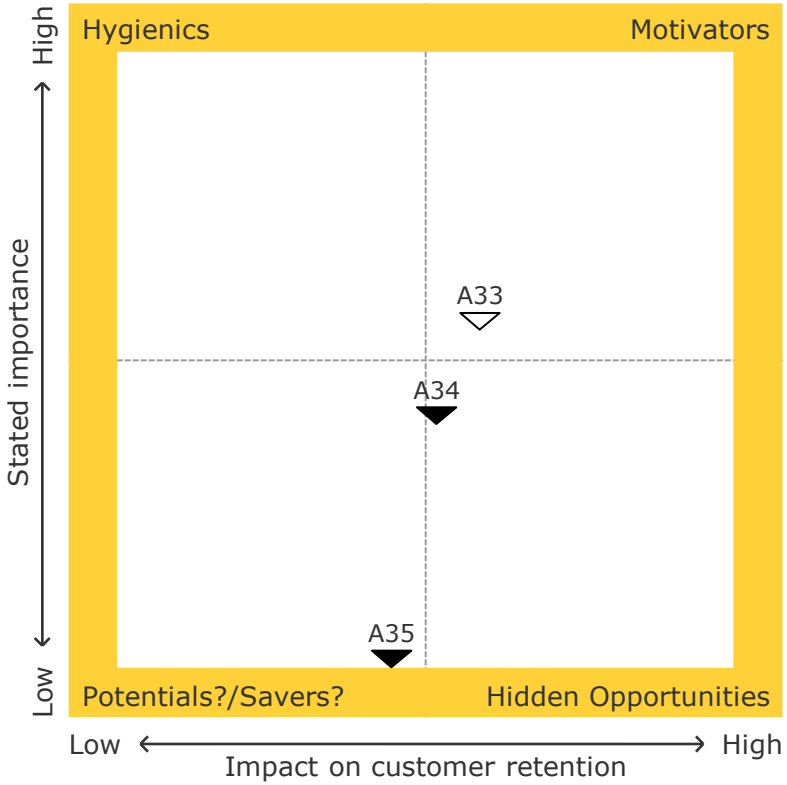
Prioritising actions and investments to retain and grow your customers

SEGMENT: Blackpool - WAVE: July 2011 –May 2012

PERFORMANCE

- ▽ A33. Clean and well-maintained beaches
- ▼ A34. Beaches which are safe and suitable for bathing
- ▼ A35. Good range of water-based/beach activities



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TRI*M Index

▼ Performance - Far below average ▽ Below average ○ Average △ Above average ▲ Far above average

SOURCE:
BASE: 122 // HINT: *Element could not be calculated

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Merseyside

Summary of strengths

SEGMENT: Total Merseyside (Liverpool and Other Merseyside combined) - WAVE: July 2011 –May 2012

High level strengths

A02. Welcoming and friendly people

Medium level strengths

A19. Good quality food, drink and dining
A04. A place where I feel safe and secure
A09. Easy to book your trip/different parts of your trip in advance

Low level strengths

A25. Opportunities to visit museums/galleries and contemporary arts
A03. Very high levels of customer service
A16. Good quality accommodation

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TRI*M Index

SOURCE:
BASE: 66

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Summary of weaknesses

SEGMENT: Total Merseyside (Liverpool and Other Merseyside combined) - WAVE: July 2011 –May 2012

High level weaknesses

None

Medium level weaknesses

None

Low level weaknesses

A21. Easy to find useful information about the destination when you're there
A18. Variety of accommodation to choose from that suits my needs
A23. Wide range of attractions and things to do
A29. Attractive/well maintained town/city centre
A05. Clean and tidy environment
A08. Easy to find useful information about the destination when planning the trip
A34. Beaches which are safe and suitable for bathing
A33. Clean and well-maintained beaches

100
TRI*M Index

SOURCE:
BASE: 66

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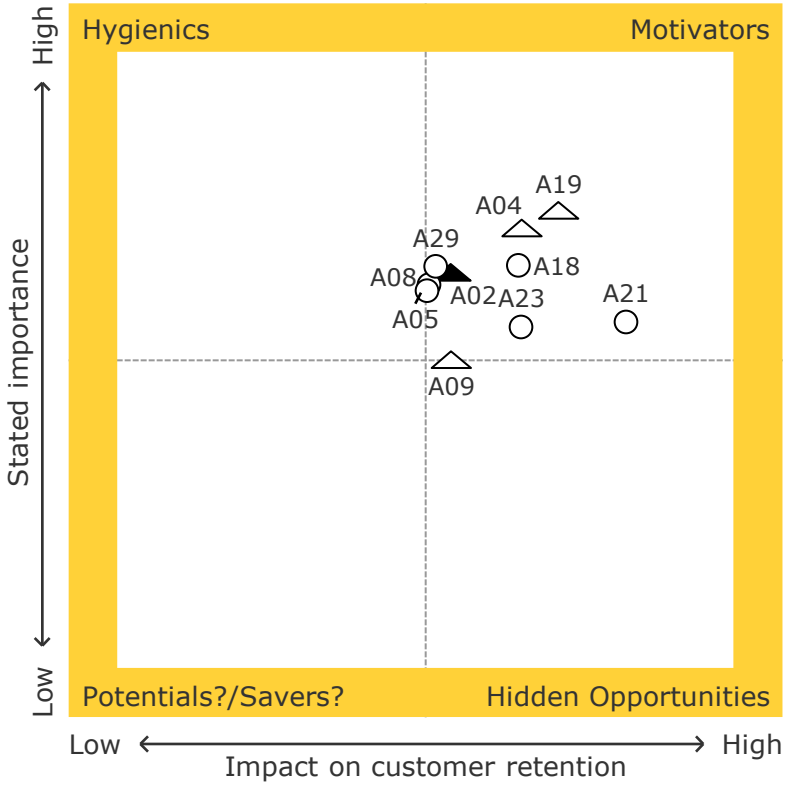
Prioritising actions and investments to retain and grow your customers

SEGMENT: Total Merseyside (Liverpool and Other Merseyside combined) - WAVE: July 2011 –May 2012

PERFORMANCE

- ▲ A02. Welcoming and friendly people
- △ A04. A place where I feel safe and secure
- ○ A05. Clean and tidy environment
- ○ A08. Easy to find useful information about the destination when planning the trip
- △ A09. Easy to book your trip/different parts of your trip in advance
- ○ A18. Variety of accommodation to choose from that suits my needs
- △ A19. Good quality food, drink and dining
- ○ A21. Easy to find useful information about the destination when you're there
- ○ A23. Wide range of attractions and things to do
- ○ A29. Attractive/well maintained town/city centre



100
TRI*M Index

▼ Performance - Far below average ▽ Below average ○ Average △ Above average ▲ Far above average

SOURCE:
BASE: 66

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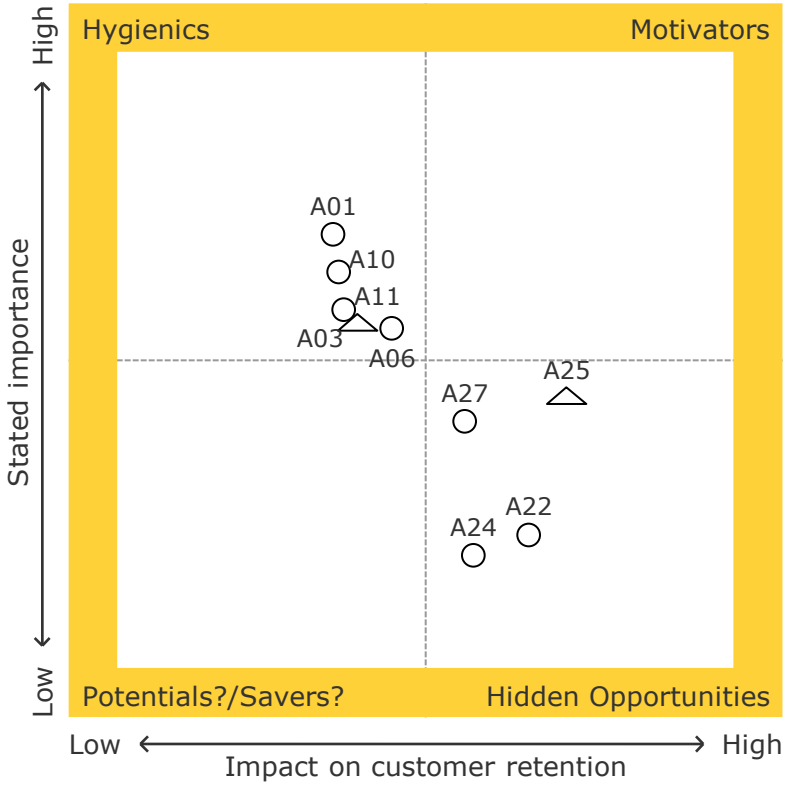
Prioritising actions and investments to retain and grow your customers

SEGMENT: Total Merseyside (Liverpool and Other Merseyside combined) - WAVE: July 2011 –May 2012

PERFORMANCE

- A22. Availability of festivals, music, sporting and cultural events
- A24. Availability of individual/independent local shops
- A25. Opportunities to visit museums/galleries and contemporary arts
- A27. Good range of shopping opportunities

- A01. Good value for money generally
- A03. Very high levels of customer service
- A06. Overall availability of deals and discounts for the destination
- A10. A destination that is not too expensive to get to
- A11. A destination that doesn't take too long to get to



100
TRI*M Index

Performance - Far below average | Below average | Average | Above average | Far above average

SOURCE:
BASE: 66

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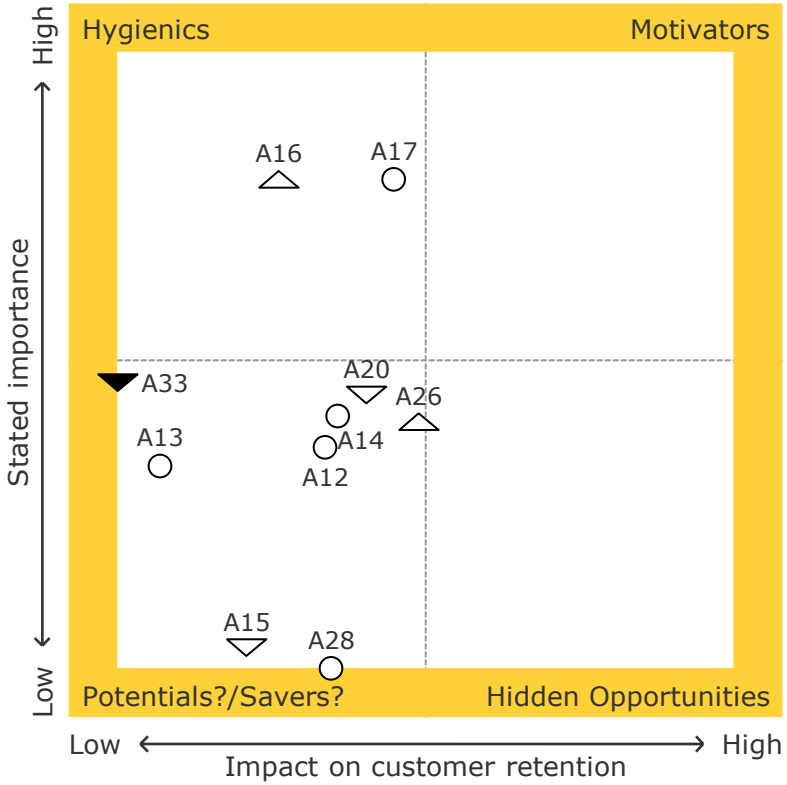
Prioritising actions and investments to retain and grow your customers

SEGMENT: Total Merseyside (Liverpool and Other Merseyside combined) - WAVE: July 2011 –May 2012

PERFORMANCE

- A16. Good quality accommodation
- A17. Accommodation that offers value for money
- A12. A destination that is easy to get to by public transport
- A13. Easy to get around by public transport
- A14. Clear signposting that helps you find your way around the destination
- A15. Availability of reasonably priced car parking
- A20. Opportunities to eat/drink local food and produce
- A26. Opportunities to see famous buildings and monuments
- A28. Good nightlife
- A33. Clean and well-maintained beaches



100
TRI*M Index

Performance - Far below average | Below average | Average | Above average | Far above average

SOURCE:
BASE: 66

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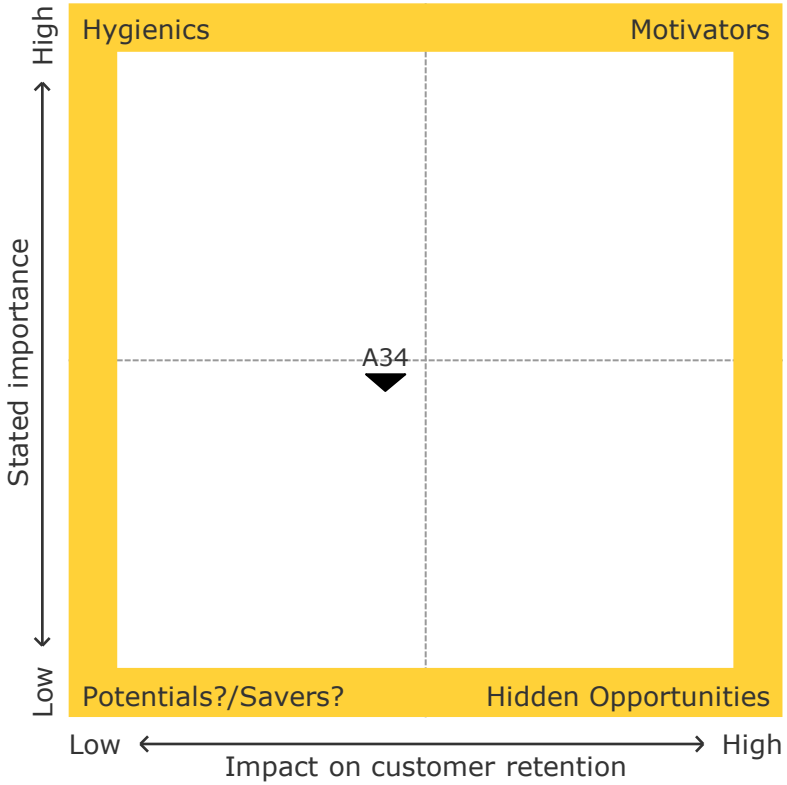
Prioritising actions and investments to retain and grow your customers

SEGMENT: Total Merseyside (Liverpool and Other Merseyside combined) - WAVE: July 2011 –May 2012

PERFORMANCE

▼ A34. Beaches which are safe and suitable for bathing



100
TRI*M Index

▼ Performance - Far below average ▽ Below average ○ Average △ Above average ▲ Far above average

SOURCE:
BASE: 66

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Liverpool

Summary of strengths

SEGMENT: Liverpool - WAVE: July 2011 –May 2012

High level strengths

A02. Welcoming and friendly people

Medium level strengths

A19. Good quality food, drink and dining
A04. A place where I feel safe and secure
A23. Wide range of attractions and things to do
A09. Easy to book your trip/different parts of your trip in advance

Low level strengths

A25. Opportunities to visit museums/galleries and contemporary arts
A03. Very high levels of customer service

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TRI*M Index

SOURCE:
BASE: 61

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Summary of weaknesses

SEGMENT: Liverpool - WAVE: July 2011 –May 2012

High level weaknesses

None

Medium level weaknesses

A29. Attractive/well maintained town/city centre

Low level weaknesses

A21. Easy to find useful information about the destination when you're there
A18. Variety of accommodation to choose from that suits my needs
A17. Accommodation that offers value for money
A24. Availability of individual/independent local shops
A20. Opportunities to eat/drink local food and produce
A06. Overall availability of deals and discounts for the destination
A15. Availability of reasonably priced car parking

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SOURCE:
BASE: 61

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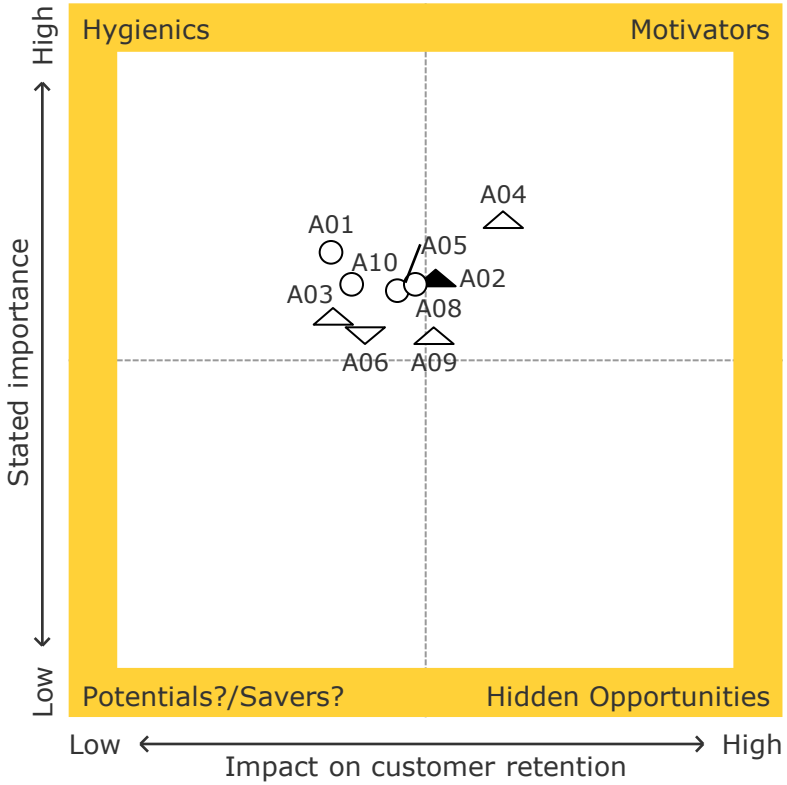
Prioritising actions and investments to retain and grow your customers

SEGMENT: Liverpool - WAVE: July 2011 –May 2012

PERFORMANCE

- ○ A01. Good value for money generally
- ▲ A02. Welcoming and friendly people
- △ A03. Very high levels of customer service
- △ A04. A place where I feel safe and secure
- ○ A05. Clean and tidy environment
- ▽ A06. Overall availability of deals and discounts for the destination
- ○ A08. Easy to find useful information about the destination when planning the trip
- △ A09. Easy to book your trip/different parts of your trip in advance
- ○ A10. A destination that is not too expensive to get to



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TRI*M Index

▼ Performance - Far below average ▽ Below average ○ Average △ Above average ▲ Far above average

SOURCE:
BASE: 61

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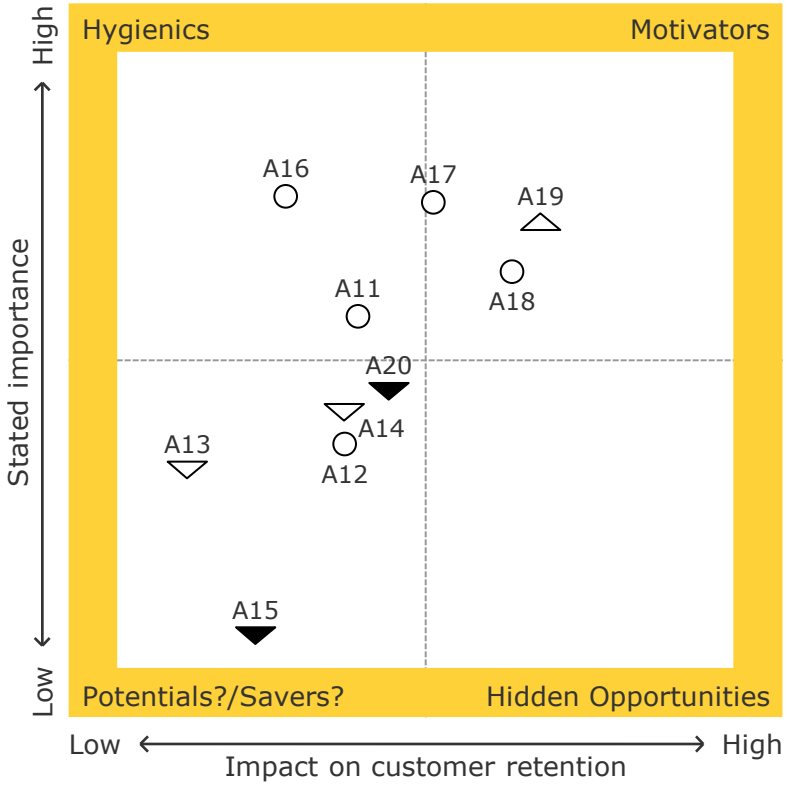
Prioritising actions and investments to retain and grow your customers

SEGMENT: Liverpool - WAVE: July 2011 –May 2012

PERFORMANCE

- ○ A11. A destination that doesn't take too long to get to
- ○ A12. A destination that is easy to get to by public transport
- ▽ A13. Easy to get around by public transport
- ▽ A14. Clear signposting that helps you find your way around the destination
- ▼ A15. Availability of reasonably priced car parking
- ○ A16. Good quality accommodation
- ○ A17. Accommodation that offers value for money
- ○ A18. Variety of accommodation to choose from that suits my needs
- △ A19. Good quality food, drink and dining
- ▼ A20. Opportunities to eat/drink local food and produce



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TRI*M Index

▼ Performance - Far below average ▽ Below average ○ Average △ Above average ▲ Far above average

SOURCE:
BASE: 61

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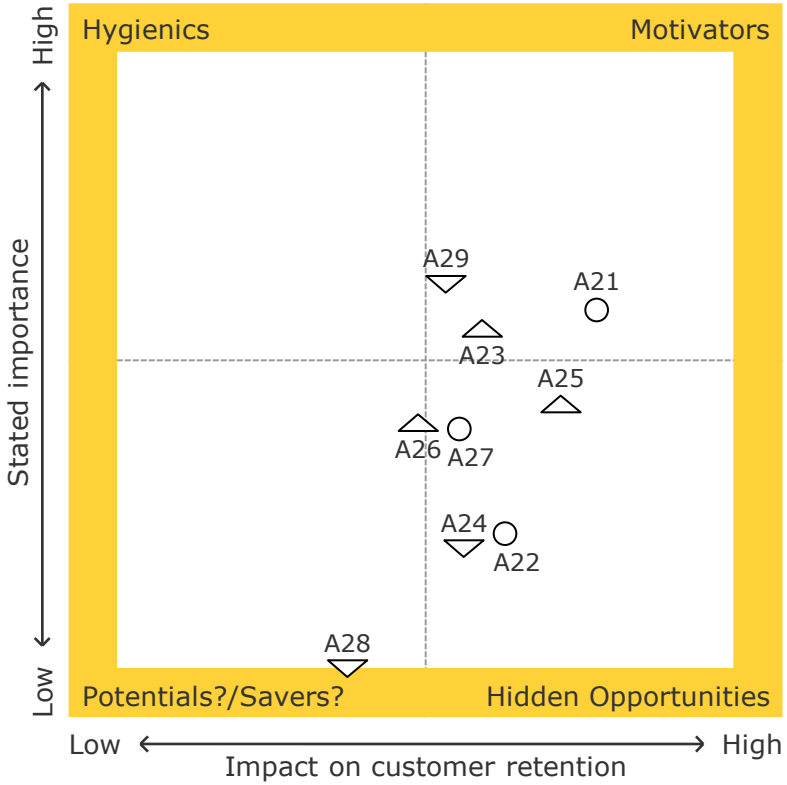
Prioritising actions and investments to retain and grow your customers

SEGMENT: Liverpool - WAVE: July 2011 –May 2012

PERFORMANCE

- ○ A21. Easy to find useful information about the destination when you're there
- ○ A22. Availability of festivals, music, sporting and cultural events
- △ A23. Wide range of attractions and things to do
- ▽ A24. Availability of individual/independent local shops
- △ A25. Opportunities to visit museums/galleries and contemporary arts
- △ A26. Opportunities to see famous buildings and monuments
- ○ A27. Good range of shopping opportunities
- ▽ A28. Good nightlife
- ▽ A29. Attractive/well maintained town/city centre



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TRI*M Index

▼ Performance - Far below average ▽ Below average ○ Average △ Above average ▲ Far above average

SOURCE:
BASE: 61 // HINT: *Element could not be calculated

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Greater Manchester

Summary of strengths

SEGMENT: Total Greater Manchester (Manchester + Other Greater Manchester combined) - WAVE: July 2011 –May 2012

High level strengths

A30. Interesting towns and villages to visit
A31. Unspoilt countryside

Medium level strengths

A08. Easy to find useful information about the destination when planning the trip
A09. Easy to book your trip/different parts of your trip in advance

Low level strengths

None

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TRI*M Index

SOURCE:
BASE: 84

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Summary of weaknesses

SEGMENT: Total Greater Manchester (Manchester + Other Greater Manchester combined) - WAVE: July 2011 –May 2012

High level weaknesses

Medium level weaknesses

A04. A place where I feel safe and secure
A15. Availability of reasonably priced car parking

Low level weaknesses

A16. Good quality accommodation
A02. Welcoming and friendly people
A29. Attractive/well maintained town/city centre
A05. Clean and tidy environment
A19. Good quality food, drink and dining
A26. Opportunities to see famous buildings and monuments
A14. Clear signposting that helps you find your way around the destination
A18. Variety of accommodation to choose from that suits my needs
A24. Availability of individual/independent local shops

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TRI*M Index

SOURCE:
BASE: 84

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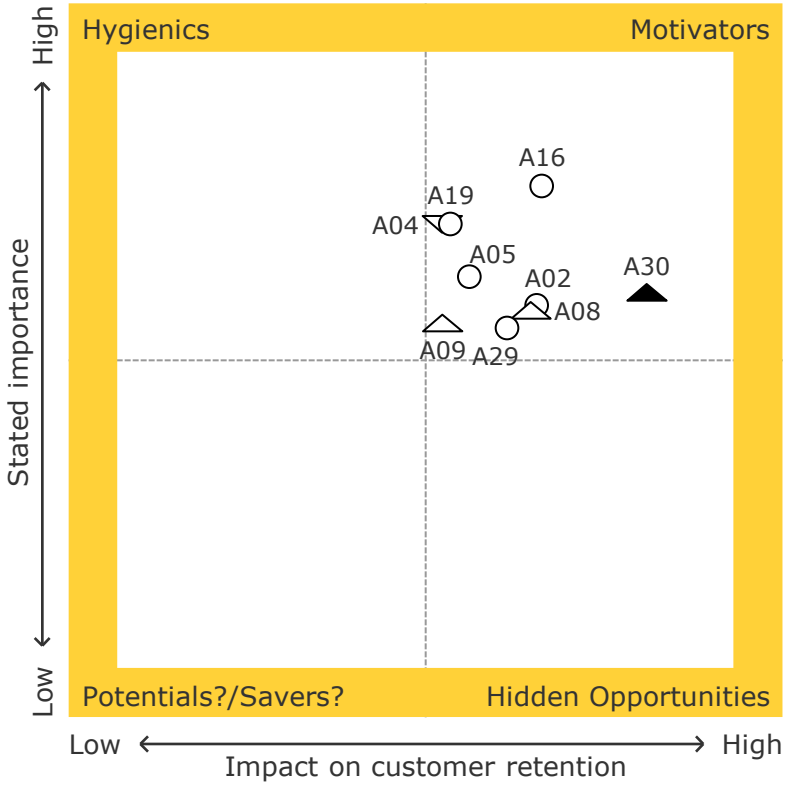
Prioritising actions and investments to retain and grow your customers

SEGMENT: Total Greater Manchester (Manchester + Other Greater Manchester combined) - WAVE: July 2011 –May 2012

PERFORMANCE

- A02. Welcoming and friendly people
- A04. A place where I feel safe and secure
- A05. Clean and tidy environment
- A08. Easy to find useful information about the destination when planning the trip
- A09. Easy to book your trip/different parts of your trip in advance
- A16. Good quality accommodation
- A19. Good quality food, drink and dining
- A29. Attractive/well maintained town/city centre
- A30. Interesting towns and villages to visit



81
TRI*M Index

Performance - Far below average · Below average · Average · Above average · Far above average

SOURCE:
BASE: 84

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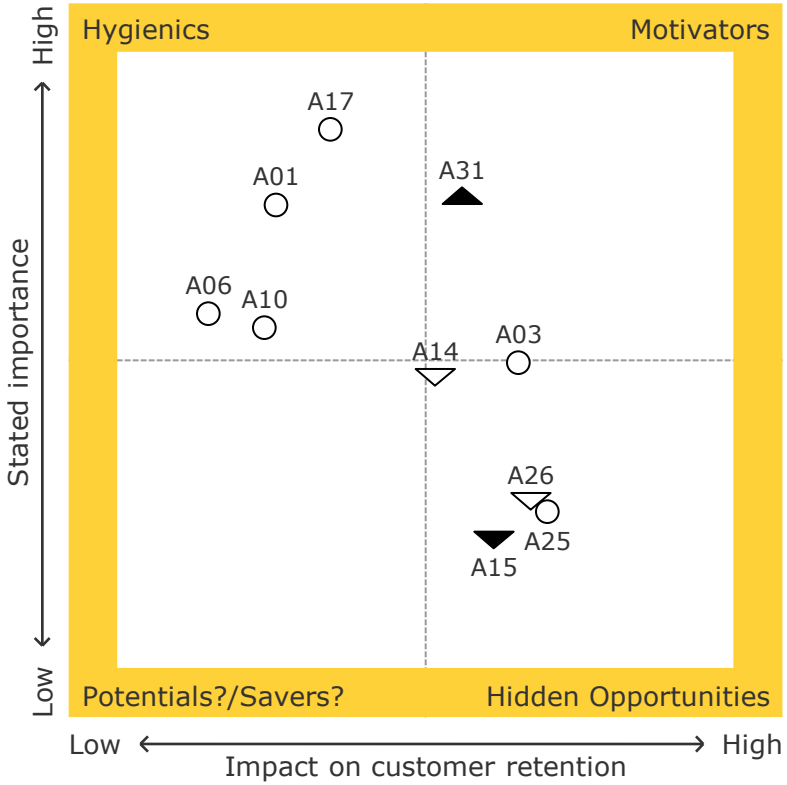
Prioritising actions and investments to retain and grow your customers

SEGMENT: Total Greater Manchester (Manchester + Other Greater Manchester combined) - WAVE: July 2011 –May 2012

PERFORMANCE

- ▲ A31. Unspoilt countryside
- ○ A03. Very high levels of customer service
- ▽ A14. Clear signposting that helps you find your way around the destination
- ▼ A15. Availability of reasonably priced car parking
- ○ A25. Opportunities to visit museums/galleries and contemporary arts
- ▽ A26. Opportunities to see famous buildings and monuments
- ○ A01. Good value for money generally
- ○ A06. Overall availability of deals and discounts for the destination
- ○ A10. A destination that is not too expensive to get to
- ○ A17. Accommodation that offers value for money



81
TRI*M Index

▼ Performance - Far below average ▽ Below average ○ Average △ Above average ▲ Far above average

SOURCE:
BASE: 84

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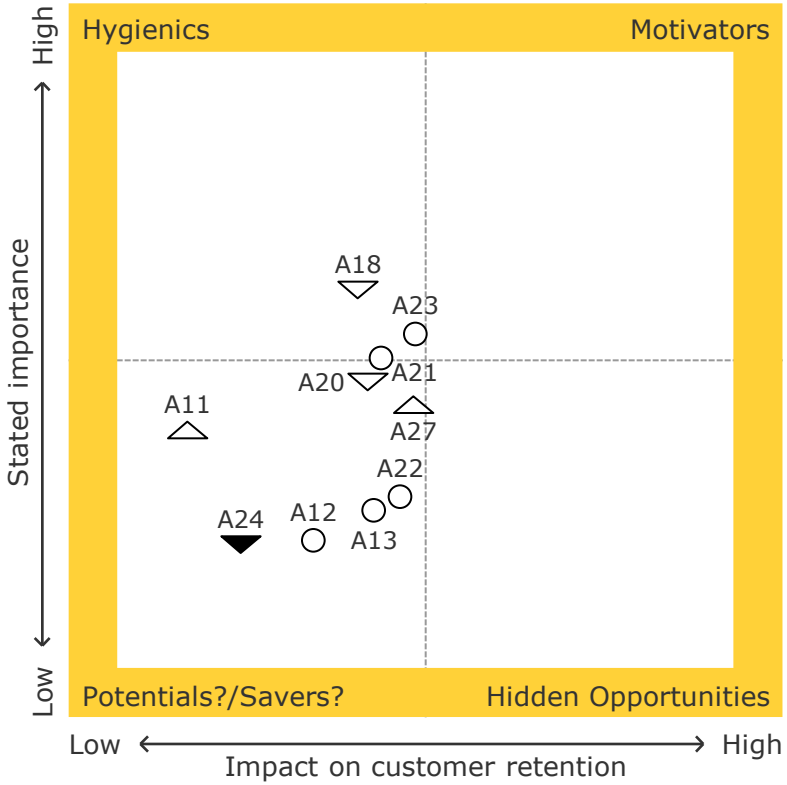
Prioritising actions and investments to retain and grow your customers

SEGMENT: Total Greater Manchester (Manchester + Other Greater Manchester combined) - WAVE: July 2011 –May 2012

PERFORMANCE

- ▽ A18. Variety of accommodation to choose from that suits my needs
- ○ A21. Easy to find useful information about the destination when you're there
- ○ A23. Wide range of attractions and things to do

- △ A11. A destination that doesn't take too long to get to
- ○ A12. A destination that is easy to get to by public transport
- ○ A13. Easy to get around by public transport
- ▽ A20. Opportunities to eat/drink local food and produce
- ○ A22. Availability of festivals, music, sporting and cultural events
- ▼ A24. Availability of individual/independent local shops
- △ A27. Good range of shopping opportunities



81
TRI*M Index

▼ Performance - Far below average ▽ Below average ○ Average △ Above average ▲ Far above average

SOURCE:
BASE: 84

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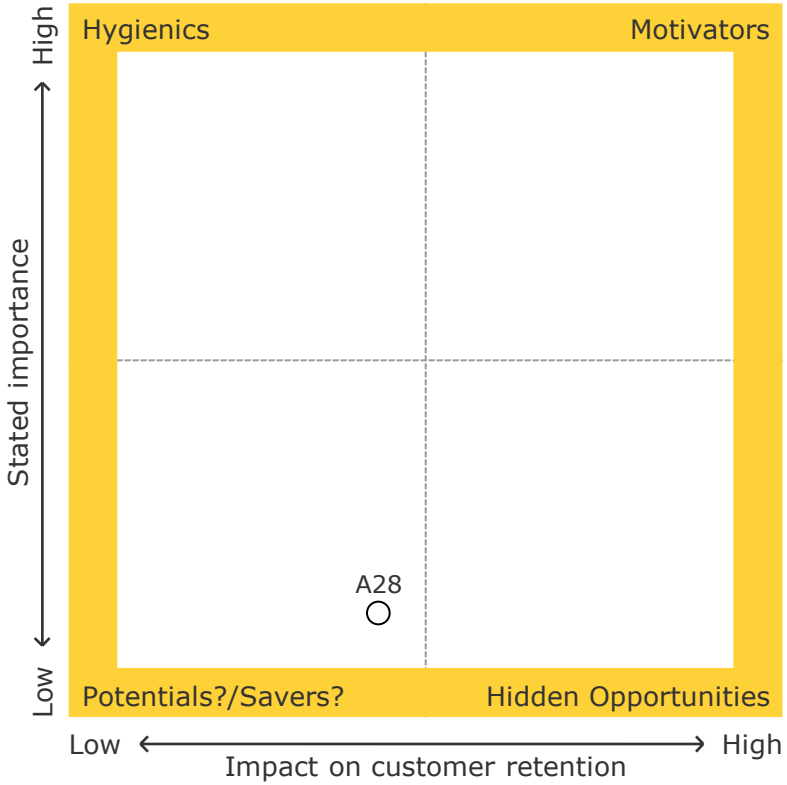
Prioritising actions and investments to retain and grow your customers

SEGMENT: Total Greater Manchester (Manchester + Other Greater Manchester combined) - WAVE: July 2011 –May 2012

PERFORMANCE

○ A28. Good nightlife



81
TRI*M Index

Performance - Far below average ▽ Below average ○ Average △ Above average ▲ Far above average

SOURCE:
BASE: 84

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Cheshire

Summary of strengths

SEGMENT: Total Cheshire (Chester and Other Cheshire combined) - WAVE: July 2011 –May 2012

High level strengths

A16. Good quality accommodation

Medium level strengths

A02. Welcoming and friendly people
A17. Accommodation that offers value for money
A04. A place where I feel safe and secure
A05. Clean and tidy environment
A19. Good quality food, drink and dining
A27. Good range of shopping opportunities
A09. Easy to book your trip/different parts of your trip in advance
A18. Variety of accommodation to choose from that suits my needs
A08. Easy to find useful information about the destination when planning the trip
A29. Attractive/well maintained town/city centre

Low level strengths

A25. Opportunities to visit museums/galleries and contemporary arts

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TRI*M Index

SOURCE:
BASE: 60

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Summary of weaknesses

SEGMENT: Total Cheshire (Chester and Other Cheshire combined) - WAVE: July 2011 –May 2012

High level weaknesses

None

Medium level weaknesses

A14. Clear signposting that helps you find your way around the destination

Low level weaknesses

A03. Very high levels of customer service
A01. Good value for money generally
A06. Overall availability of deals and discounts for the destination
A21. Easy to find useful information about the destination when you're there
A32. Good range of outdoor activities
A15. Availability of reasonably priced car parking
A28. Good nightlife
A13. Easy to get around by public transport
A12. A destination that is easy to get to by public transport

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TRI*M Index

SOURCE:
BASE: 60

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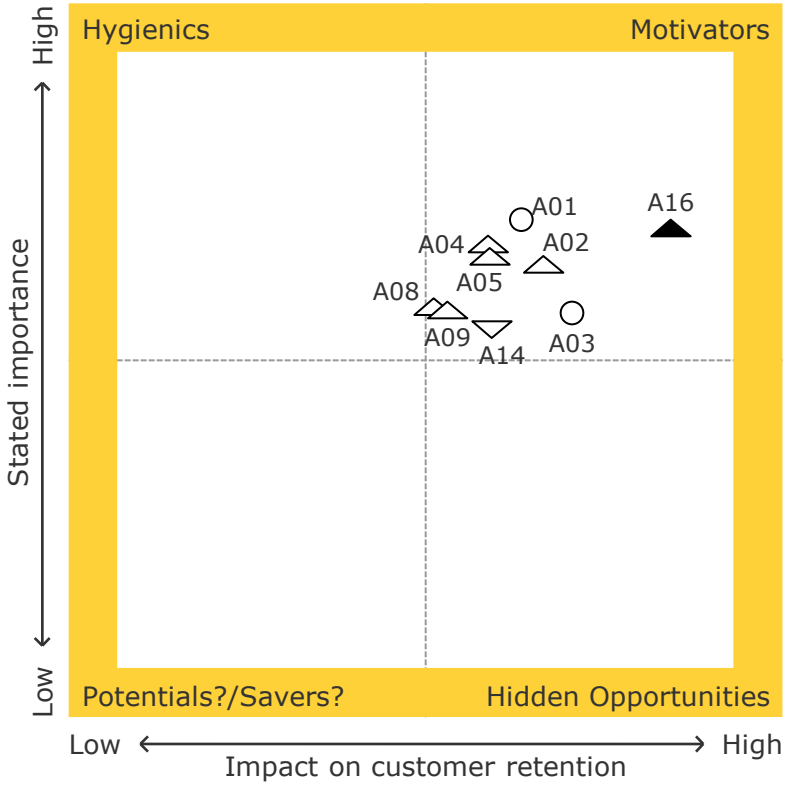
Prioritising actions and investments to retain and grow your customers

SEGMENT: Total Cheshire (Chester and Other Cheshire combined) - WAVE: July 2011 –May 2012

PERFORMANCE

- ○ A01. Good value for money generally
- △ A02. Welcoming and friendly people
- ○ A03. Very high levels of customer service
- △ A04. A place where I feel safe and secure
- △ A05. Clean and tidy environment
- △ A08. Easy to find useful information about the destination when planning the trip
- △ A09. Easy to book your trip/different parts of your trip in advance
- ▽ A14. Clear signposting that helps you find your way around the destination
- ▲ A16. Good quality accommodation



91
TRI*M Index

▼ Performance - Far below average ▽ Below average ○ Average △ Above average ▲ Far above average

SOURCE:
BASE: 60

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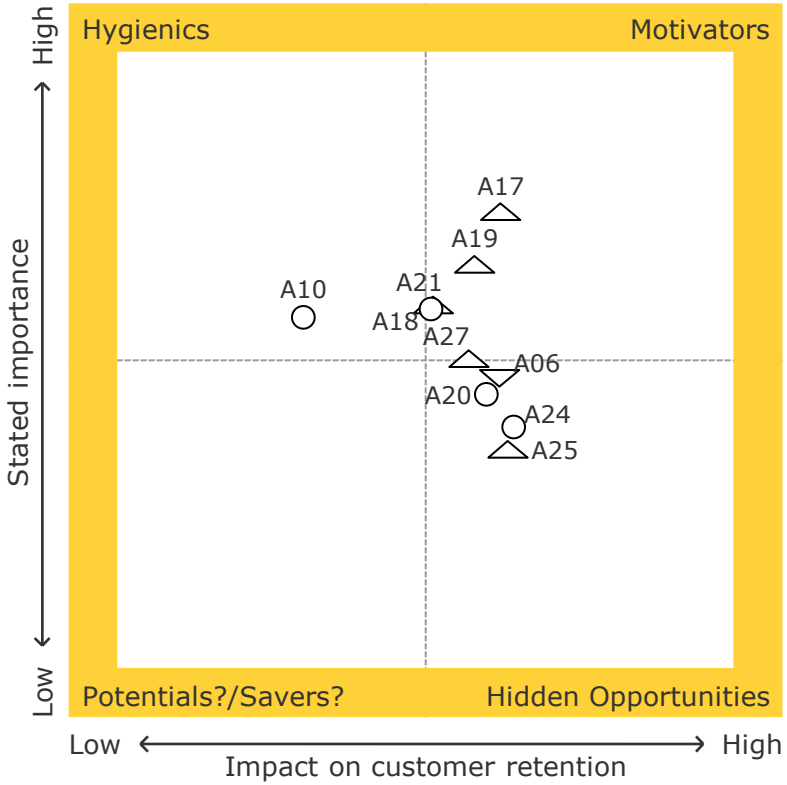
Prioritising actions and investments to retain and grow your customers

SEGMENT: Total Cheshire (Chester and Other Cheshire combined) - WAVE: July 2011 –May 2012

PERFORMANCE

- △ A17. Accommodation that offers value for money
- △ A18. Variety of accommodation to choose from that suits my needs
- △ A19. Good quality food, drink and dining
- ○ A21. Easy to find useful information about the destination when you're there
- △ A27. Good range of shopping opportunities
- ▽ A06. Overall availability of deals and discounts for the destination
- ○ A20. Opportunities to eat/drink local food and produce
- ○ A24. Availability of individual/independent local shops
- △ A25. Opportunities to visit museums/galleries and contemporary arts
- ○ A10. A destination that is not too expensive to get to



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TRI*M Index

▼ Performance - Far below average ▽ Below average ○ Average △ Above average ▲ Far above average

SOURCE:
BASE: 60

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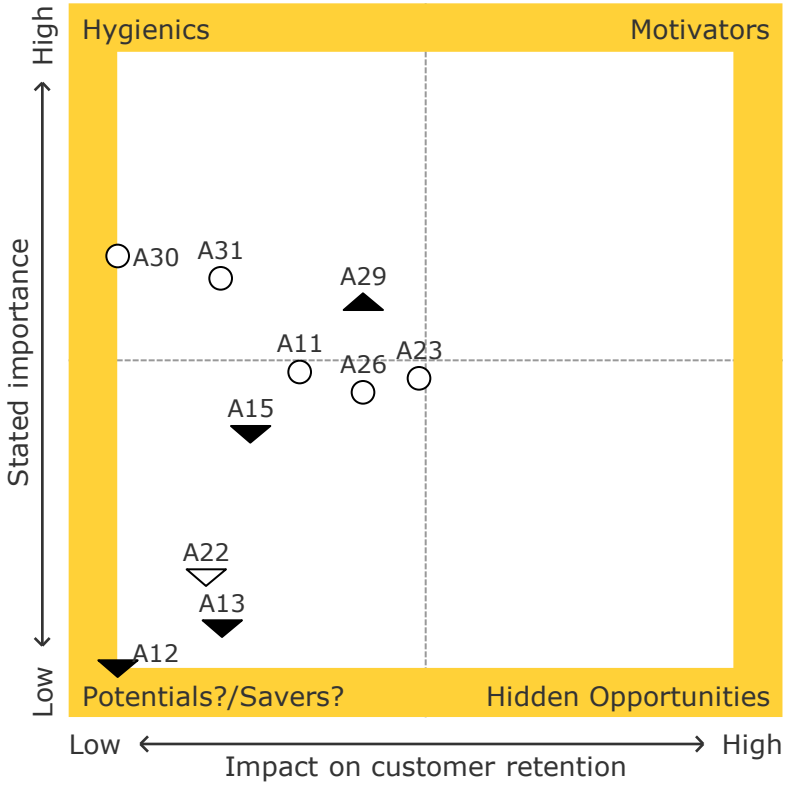
Prioritising actions and investments to retain and grow your customers

SEGMENT: Total Cheshire (Chester and Other Cheshire combined) - WAVE: July 2011 –May 2012

PERFORMANCE

- ▲ A29. Attractive/well maintained town/city centre
- ○ A30. Interesting towns and villages to visit
- ○ A31. Unspoilt countryside

- ○ A11. A destination that doesn't take too long to get to
- ▼ A12. A destination that is easy to get to by public transport
- ▼ A13. Easy to get around by public transport
- ▼ A15. Availability of reasonably priced car parking
- ▽ A22. Availability of festivals, music, sporting and cultural events
- ○ A23. Wide range of attractions and things to do
- ○ A26. Opportunities to see famous buildings and monuments



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TRI*M Index

▼ Performance - Far below average ▽ Below average ○ Average △ Above average ▲ Far above average

SOURCE:
BASE: 60

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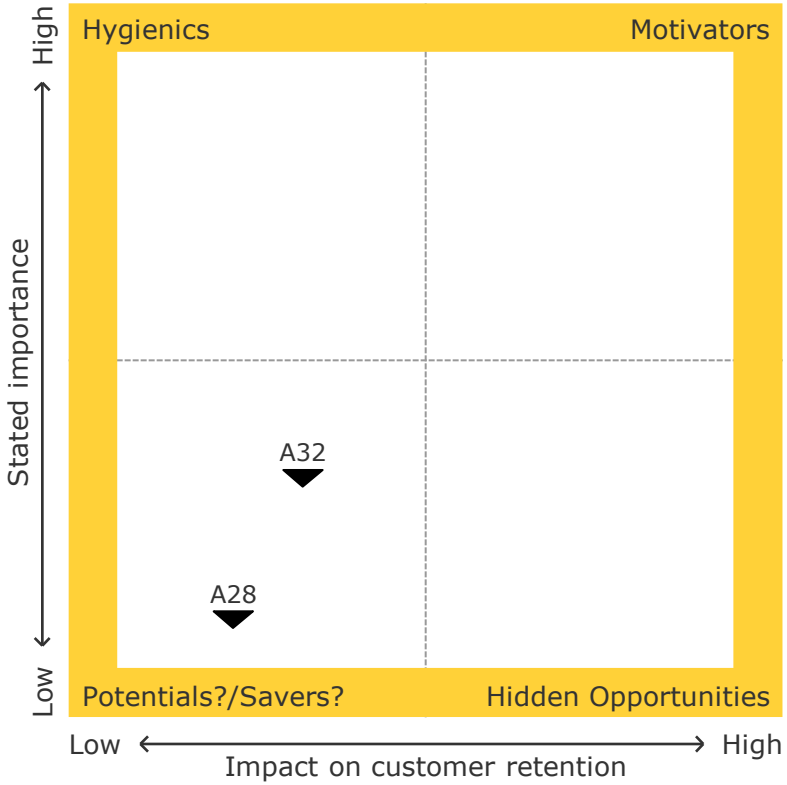
Prioritising actions and investments to retain and grow your customers

SEGMENT: Total Cheshire (Chester and Other Cheshire combined) - WAVE: July 2011 –May 2012

PERFORMANCE

- A28. Good nightlife
- A32. Good range of outdoor activities



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TRI*M Index

Performance - Far below average · Below average · Average · Above average · Far above average

SOURCE:
BASE: 60

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Yorkshire / Humberside

Summary of strengths

SEGMENT: YORKSHIRE/HUMBERSIDE/- WAVE: July 2011 –May 2012

High level strengths

A30. Interesting towns and villages to visit
A31. Unspoilt countryside

Medium level strengths

A04. A place where I feel safe and secure
A29. Attractive/well maintained town/city centre
A02. Welcoming and friendly people
A16. Good quality accommodation

Low level strengths

A05. Clean and tidy environment
A09. Easy to book your trip/different parts of your trip in advance

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TRI*M Index

SOURCE:
BASE: 391

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Summary of weaknesses

SEGMENT: YORKSHIRE/HUMBERSIDE/ - WAVE: July 2011 –May 2012

High level weaknesses

None

Medium level weaknesses

None

Low level weaknesses

A26. Opportunities to see famous buildings and monuments
A23. Wide range of attractions and things to do
A03. Very high levels of customer service
A18. Variety of accommodation to choose from that suits my needs
A01. Good value for money generally
A21. Easy to find useful information about the destination when you're there
A20. Opportunities to eat/drink local food and produce
A22. Availability of festivals, music, sporting and cultural events
A15. Availability of reasonably priced car parking
A35. Good range of water-based/beach activities

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TRI*M Index

SOURCE:
BASE: 391

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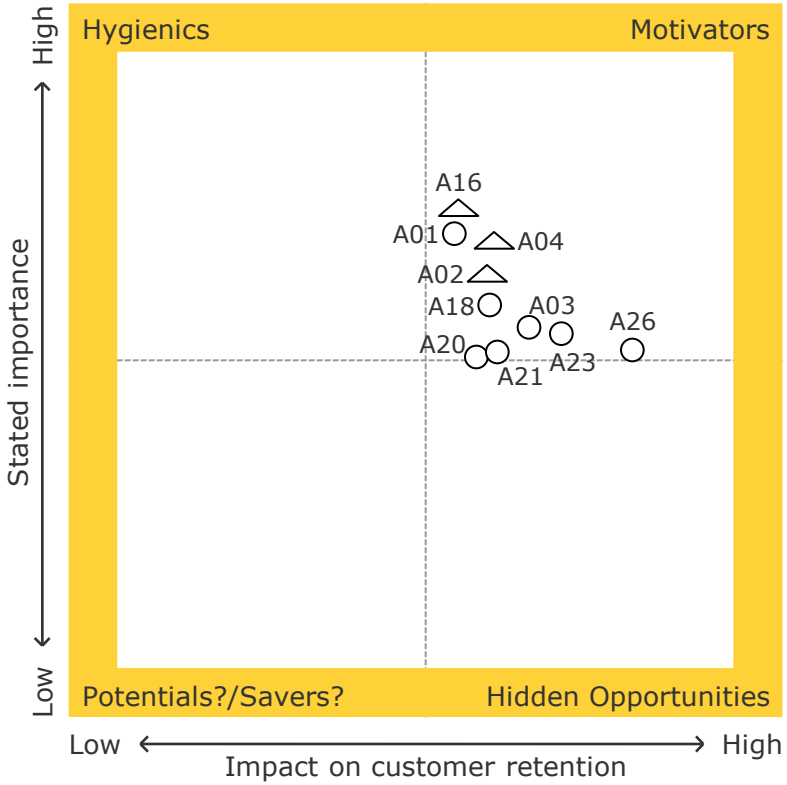
Prioritising actions and investments to retain and grow your customers

SEGMENT: YORKSHIRE/HUMBERSIDE/ - WAVE: July 2011 –May 2012

PERFORMANCE

- ○ A01. Good value for money generally
- △ A02. Welcoming and friendly people
- ○ A03. Very high levels of customer service
- △ A04. A place where I feel safe and secure
- △ A16. Good quality accommodation
- ○ A18. Variety of accommodation to choose from that suits my needs
- ○ A20. Opportunities to eat/drink local food and produce
- ○ A21. Easy to find useful information about the destination when you're there
- ○ A23. Wide range of attractions and things to do
- ○ A26. Opportunities to see famous buildings and monuments



95
TRI*M Index

▼ Performance - Far below average ▽ Below average ○ Average △ Above average ▲ Far above average

SOURCE:
BASE: 391

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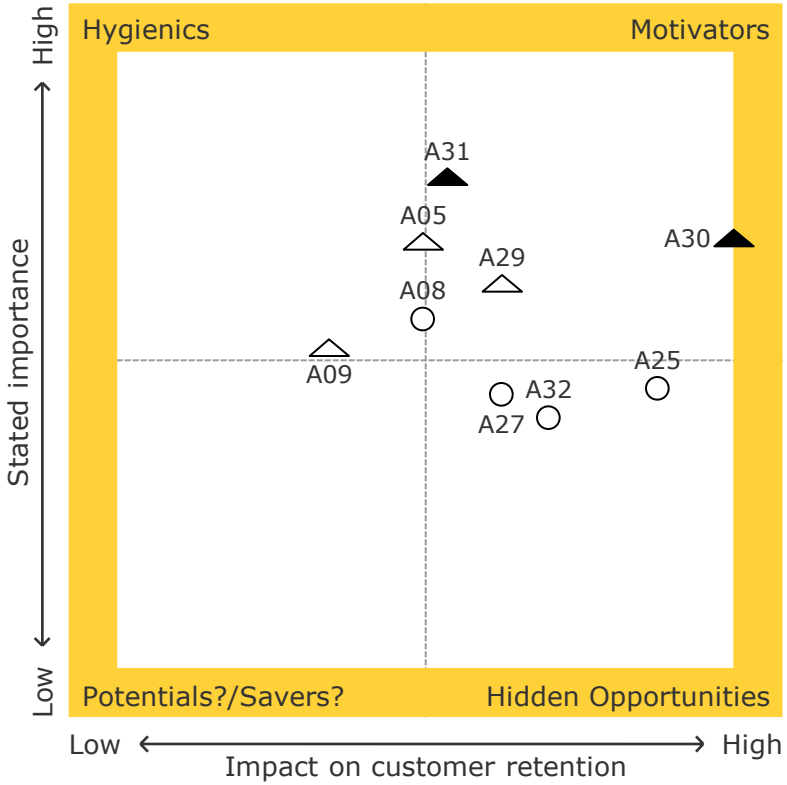
Prioritising actions and investments to retain and grow your customers

SEGMENT: YORKSHIRE/HUMBERSIDE/ - WAVE: July 2011 –May 2012

PERFORMANCE

- ▲ A29. Attractive/well maintained town/city centre
- ▲ A30. Interesting towns and villages to visit
- ▲ A31. Unspoilt countryside
- ○ A25. Opportunities to visit museums/galleries and contemporary arts
- ○ A27. Good range of shopping opportunities
- ○ A32. Good range of outdoor activities
- △ A05. Clean and tidy environment
- ○ A08. Easy to find useful information about the destination when planning the trip
- △ A09. Easy to book your trip/different parts of your trip in advance



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TRI*M Index

▼ Performance - Far below average ▽ Below average ○ Average △ Above average ▲ Far above average

SOURCE:
BASE: 391

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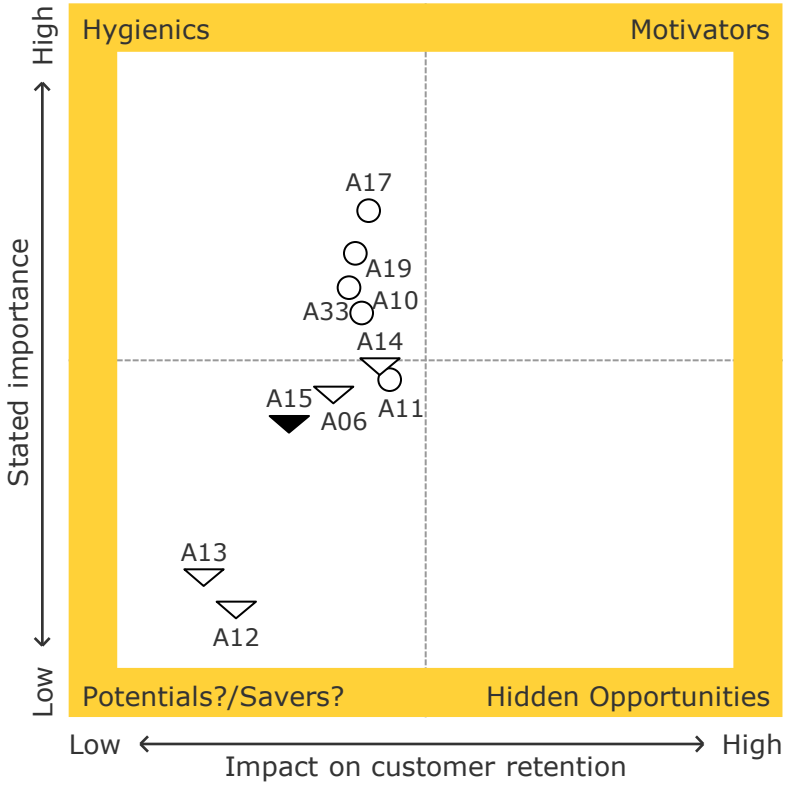
Prioritising actions and investments to retain and grow your customers

SEGMENT: YORKSHIRE/HUMBERSIDE/- WAVE: July 2011 –May 2012

PERFORMANCE

- ○ A10. A destination that is not too expensive to get to
- ○ A17. Accommodation that offers value for money
- ○ A19. Good quality food, drink and dining
- ○ A33. Clean and well-maintained beaches
- ▽ A06. Overall availability of deals and discounts for the destination
- ○ A11. A destination that doesn't take too long to get to
- ▽ A12. A destination that is easy to get to by public transport
- ▽ A13. Easy to get around by public transport
- ▽ A14. Clear signposting that helps you find your way around the destination
- ▼ A15. Availability of reasonably priced car parking



95
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▼ Performance - Far below average ▽ Below average ○ Average △ Above average ▲ Far above average

SOURCE:
BASE: 391

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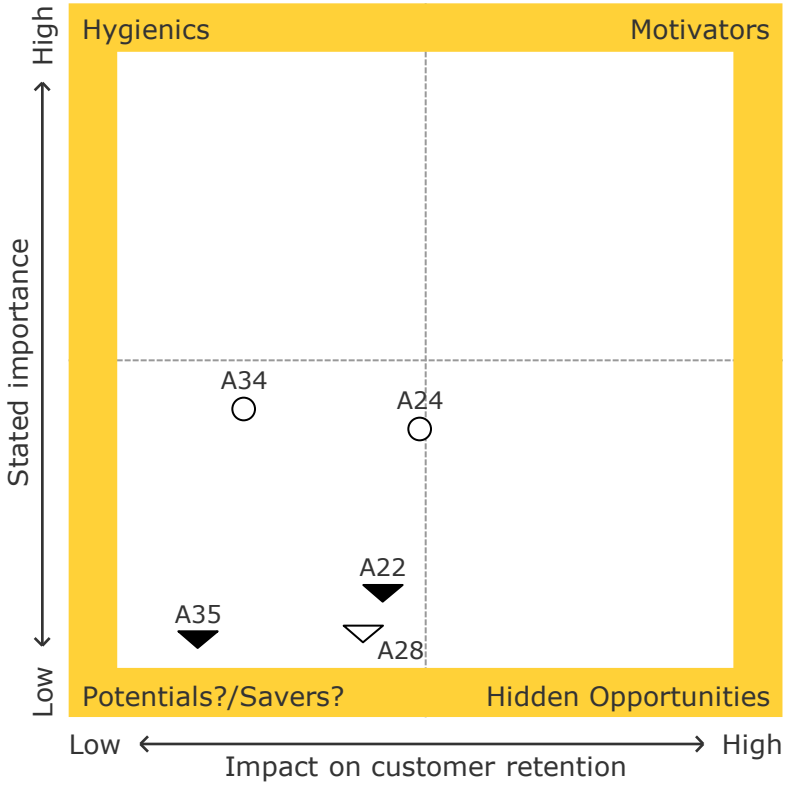
Prioritising actions and investments to retain and grow your customers

SEGMENT: YORKSHIRE/HUMBERSIDE/ - WAVE: July 2011 –May 2012

PERFORMANCE

- ▼ A22. Availability of festivals, music, sporting and cultural events
- ○ A24. Availability of individual/independent local shops
- ▽ A28. Good nightlife
- ○ A34. Beaches which are safe and suitable for bathing
- ▼ A35. Good range of water-based/beach activities



95
TRI*M Index

▼ Performance - Far below average ▽ Below average ○ Average △ Above average ▲ Far above average

SOURCE:
BASE: 391

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Yorkshire

Summary of strengths

SEGMENT: Total Yorkshire (York + Leeds + Harrogate + Scarborough + Yorkshire Moors + Yorkshire Coast + Yorkshire Dales + Other Yorkshire combined) - WAVE: July 20

High level strengths

A30. Interesting towns and villages to visit
A31. Unspoilt countryside

Medium level strengths

A29. Attractive/well maintained town/city centre
A04. A place where I feel safe and secure
A02. Welcoming and friendly people
A16. Good quality accommodation

Low level strengths

A05. Clean and tidy environment
A09. Easy to book your trip/different parts of your trip in advance

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TRI*M Index

SOURCE:
BASE: 365

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Summary of weaknesses

SEGMENT: Total Yorkshire (York + Leeds + Harrogate + Scarborough + Yorkshire Moors + Yorkshire Coast + Yorkshire Dales + Other Yorkshire combined) - WAVE: July 20

High level weaknesses

None

Medium level weaknesses

None

Low level weaknesses

A26. Opportunities to see famous buildings and monuments
A23. Wide range of attractions and things to do
A03. Very high levels of customer service
A18. Variety of accommodation to choose from that suits my needs
A21. Easy to find useful information about the destination when you're there
A01. Good value for money generally
A20. Opportunities to eat/drink local food and produce
A08. Easy to find useful information about the destination when planning the trip
A15. Availability of reasonably priced car parking
A22. Availability of festivals, music, sporting and cultural events
A35. Good range of water-based/beach activities

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TRI*M Index

SOURCE:
BASE: 365

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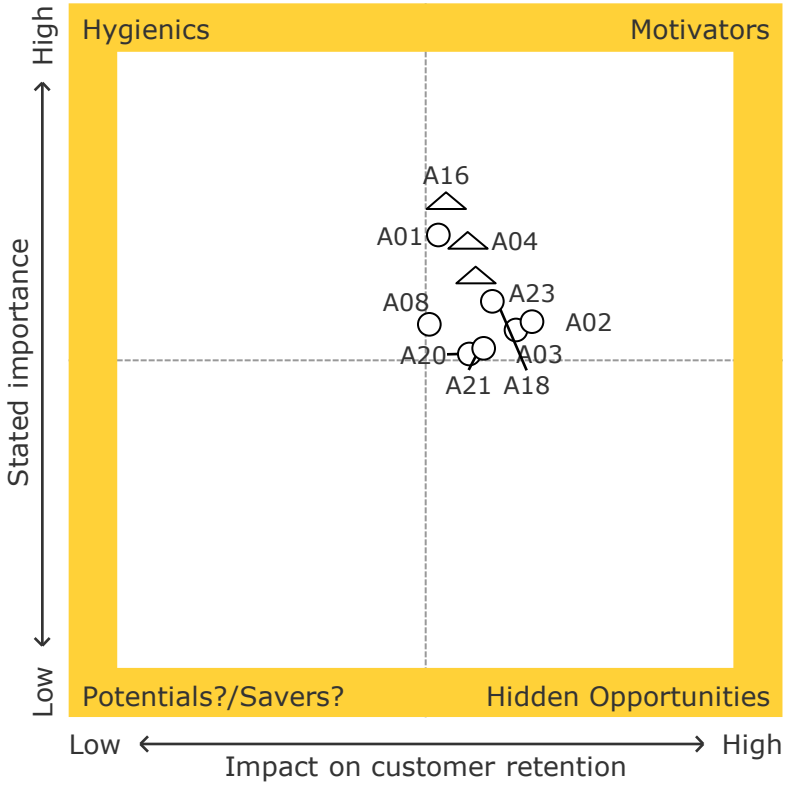
Prioritising actions and investments to retain and grow your customers

SEGMENT: Total Yorkshire (York + Leeds + Harrogate + Scarborough + Yorkshire Moors + Yorkshire Coast + Yorkshire Dales + Other Yorkshire combined) - WAVE: July 20

PERFORMANCE

- ○ A01. Good value for money generally
- △ A02. Welcoming and friendly people
- ○ A03. Very high levels of customer service
- △ A04. A place where I feel safe and secure
- ○ A08. Easy to find useful information about the destination when planning the trip
- △ A16. Good quality accommodation
- ○ A18. Variety of accommodation to choose from that suits my needs
- ○ A20. Opportunities to eat/drink local food and produce
- ○ A21. Easy to find useful information about the destination when you're there
- ○ A23. Wide range of attractions and things to do



97
TRI*M Index

▼ Performance - Far below average ▽ Below average ○ Average △ Above average ▲ Far above average

SOURCE:
BASE: 365

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Prioritising actions and investments to retain and grow your customers

SEGMENT: Total Yorkshire (York + Leeds + Harrogate + Scarborough + Yorkshire Moors + Yorkshire Coast + Yorkshire Dales + Other Yorkshire combined) - WAVE: July 20

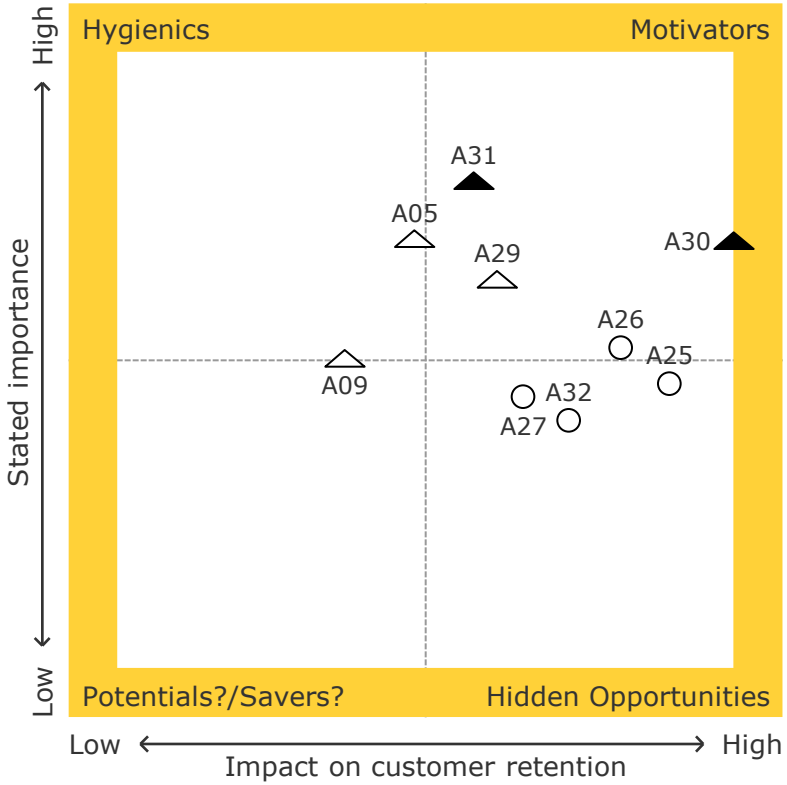
PERFORMANCE

- ○ A26. Opportunities to see famous buildings and monuments
- △ A29. Attractive/well maintained town/city centre
- ▲ A30. Interesting towns and villages to visit
- ▲ A31. Unspoilt countryside

- ○ A25. Opportunities to visit museums/galleries and contemporary arts
- ○ A27. Good range of shopping opportunities
- ○ A32. Good range of outdoor activities

- △ A05. Clean and tidy environment

- △ A09. Easy to book your trip/different parts of your trip in advance



97
TRI*M Index

▼ Performance - Far below average ▽ Below average ○ Average △ Above average ▲ Far above average

SOURCE:
BASE: 365

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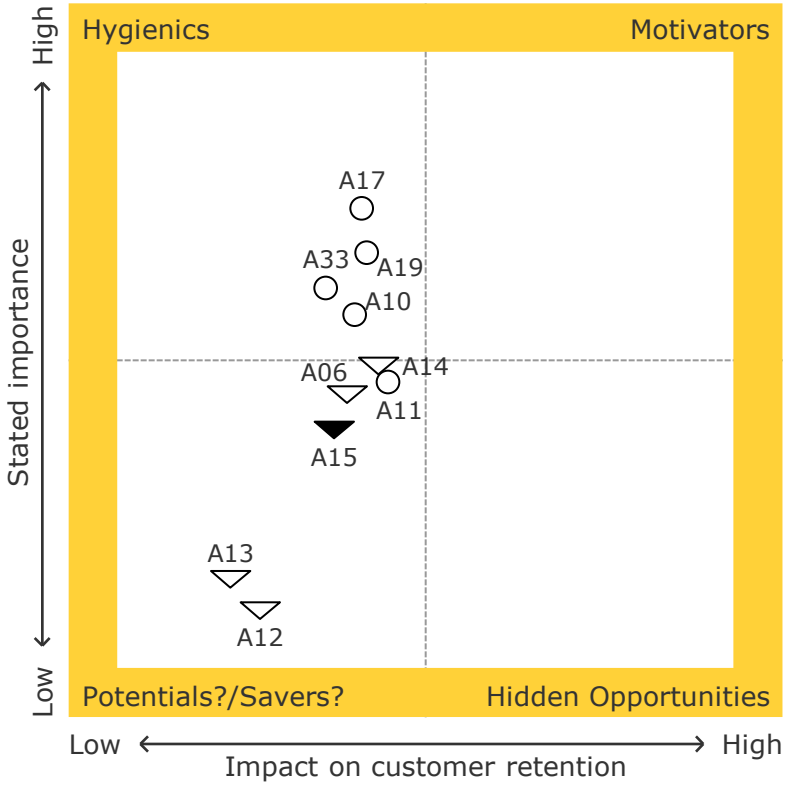
Prioritising actions and investments to retain and grow your customers

SEGMENT: Total Yorkshire (York + Leeds + Harrogate + Scarborough + Yorkshire Moors + Yorkshire Coast + Yorkshire Dales + Other Yorkshire combined) - WAVE: July 20

PERFORMANCE

- A10. A destination that is not too expensive to get to
- A17. Accommodation that offers value for money
- A19. Good quality food, drink and dining
- A33. Clean and well-maintained beaches
- A06. Overall availability of deals and discounts for the destination
- A11. A destination that doesn't take too long to get to
- A12. A destination that is easy to get to by public transport
- A13. Easy to get around by public transport
- A14. Clear signposting that helps you find your way around the destination
- A15. Availability of reasonably priced car parking



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TRI*M Index

Performance - Far below average | Below average | Average | Above average | Far above average

SOURCE:
BASE: 365

VisitEngland

TNS

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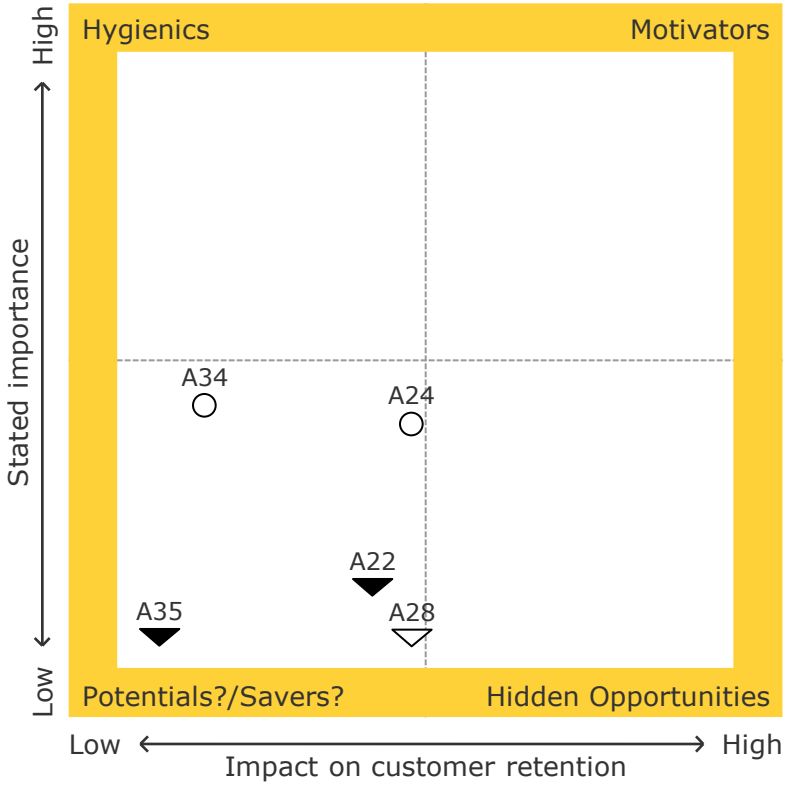
Prioritising actions and investments to retain and grow your customers

SEGMENT: Total Yorkshire (York + Leeds + Harrogate + Scarborough + Yorkshire Moors + Yorkshire Coast + Yorkshire Dales + Other Yorkshire combined) - WAVE: July 20

PERFORMANCE

- ▼ A22. Availability of festivals, music, sporting and cultural events
- ○ A24. Availability of individual/independent local shops
- ▽ A28. Good nightlife
- ○ A34. Beaches which are safe and suitable for bathing
- ▼ A35. Good range of water-based/beach activities



97
TRI*M Index

▼ Performance - Far below average ▽ Below average ○ Average △ Above average ▲ Far above average

SOURCE:
BASE: 365

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York

Summary of strengths

SEGMENT: York - WAVE: July 2011 –May 2012

High level strengths

None

Medium level strengths

A19. Good quality food, drink and dining
A23. Wide range of attractions and things to do
A04. A place where I feel safe and secure
A05. Clean and tidy environment
A26. Opportunities to see famous buildings and monuments

Low level strengths

A25. Opportunities to visit museums/galleries and contemporary arts
A16. Good quality accommodation
A29. Attractive/well maintained town/city centre
A08. Easy to find useful information about the destination when planning the trip

101
TRI*M Index

SOURCE:
BASE: 86

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Summary of weaknesses

SEGMENT: York - WAVE: July 2011 –May 2012

High level weaknesses

None

Medium level weaknesses

A01. Good value for money generally

Low level weaknesses

A03. Very high levels of customer service
A21. Easy to find useful information about the destination when you're there
A20. Opportunities to eat/drink local food and produce
A12. A destination that is easy to get to by public transport
A22. Availability of festivals, music, sporting and cultural events
A28. Good nightlife
A15. Availability of reasonably priced car parking

101
TRI*M Index

SOURCE:
BASE: 86

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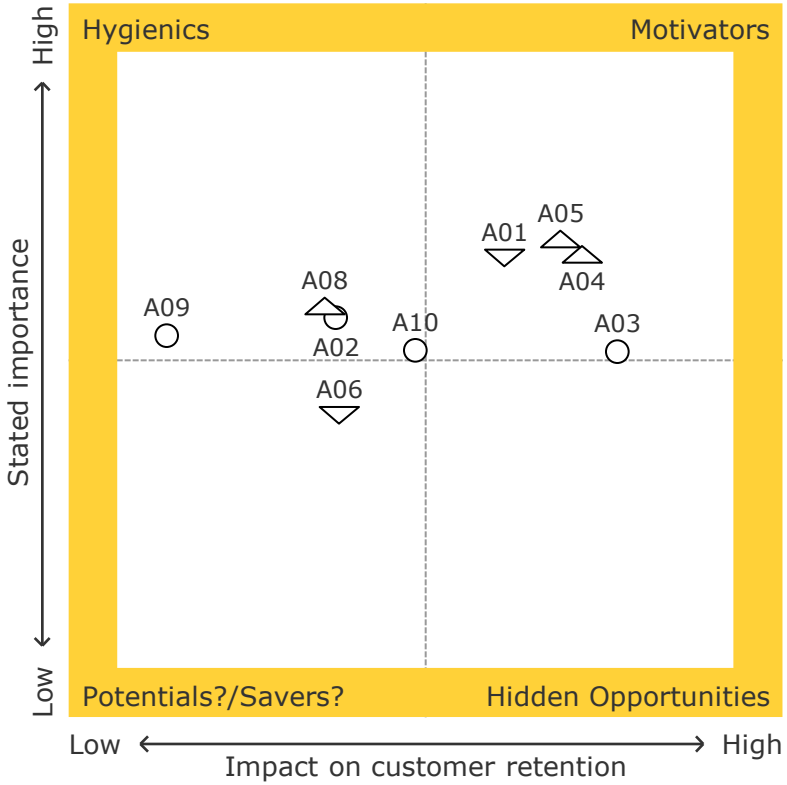
Prioritising actions and investments to retain and grow your customers

SEGMENT: York - WAVE: July 2011 –May 2012

PERFORMANCE

- ▽ A01. Good value for money generally
- ○ A02. Welcoming and friendly people
- ○ A03. Very high levels of customer service
- △ A04. A place where I feel safe and secure
- △ A05. Clean and tidy environment
- ▽ A06. Overall availability of deals and discounts for the destination
- △ A08. Easy to find useful information about the destination when planning the trip
- ○ A09. Easy to book your trip/different parts of your trip in advance
- ○ A10. A destination that is not too expensive to get to



101
TRI*M Index

▼ Performance - Far below average ▽ Below average ○ Average △ Above average ▲ Far above average

SOURCE:
BASE: 86

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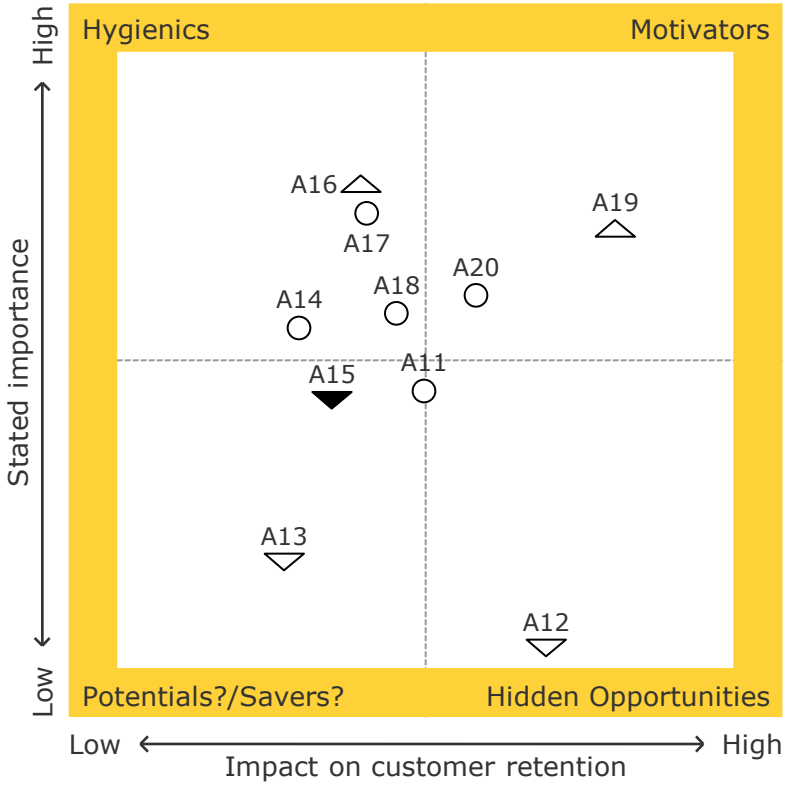
Prioritising actions and investments to retain and grow your customers

SEGMENT: York - WAVE: July 2011 –May 2012

PERFORMANCE

- ○ A11. A destination that doesn't take too long to get to
- ▽ A12. A destination that is easy to get to by public transport
- ▽ A13. Easy to get around by public transport
- ○ A14. Clear signposting that helps you find your way around the destination
- ▼ A15. Availability of reasonably priced car parking
- △ A16. Good quality accommodation
- ○ A17. Accommodation that offers value for money
- ○ A18. Variety of accommodation to choose from that suits my needs
- △ A19. Good quality food, drink and dining
- ○ A20. Opportunities to eat/drink local food and produce



101
TRI*M Index

▼ Performance - Far below average ▽ Below average ○ Average △ Above average ▲ Far above average

SOURCE:
BASE: 86

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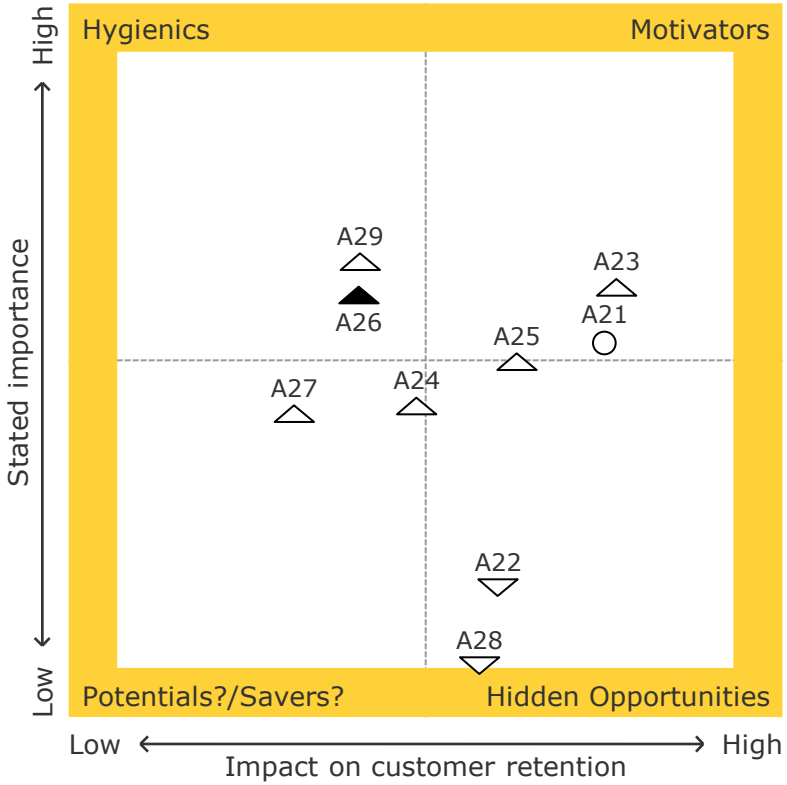
Prioritising actions and investments to retain and grow your customers

SEGMENT: York - WAVE: July 2011 –May 2012

PERFORMANCE

- ○ A21. Easy to find useful information about the destination when you're there
- ▽ A22. Availability of festivals, music, sporting and cultural events
- △ A23. Wide range of attractions and things to do
- △ A24. Availability of individual/independent local shops
- △ A25. Opportunities to visit museums/galleries and contemporary arts
- ▲ A26. Opportunities to see famous buildings and monuments
- △ A27. Good range of shopping opportunities
- ▽ A28. Good nightlife
- △ A29. Attractive/well maintained town/city centre



101
TRI*M Index

▼ Performance - Far below average ▽ Below average ○ Average △ Above average ▲ Far above average

SOURCE:
BASE: 86 // HINT: *Element could not be calculated

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Scarborough

Summary of strengths

SEGMENT: Scarborough - WAVE: July 2011 –May 2012

High level strengths

None

Medium level strengths

A18. Variety of accommodation to choose from that suits my needs
A04. A place where I feel safe and secure
A33. Clean and well-maintained beaches
A11. A destination that doesn't take too long to get to
A02. Welcoming and friendly people

Low level strengths

A10. A destination that is not too expensive to get to
A16. Good quality accommodation
A17. Accommodation that offers value for money

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TRI*M Index

SOURCE:
BASE: 80

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Summary of weaknesses

SEGMENT: Scarborough - WAVE: July 2011 –May 2012

High level weaknesses

None

Medium level weaknesses

A15. Availability of reasonably priced car parking
A20. Opportunities to eat/drink local food and produce
A22. Availability of festivals, music, sporting and cultural events

Low level weaknesses

A14. Clear signposting that helps you find your way around the destination
A23. Wide range of attractions and things to do
A21. Easy to find useful information about the destination when you're there
A35. Good range of water-based/beach activities
A12. A destination that is easy to get to by public transport

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TRI*M Index

SOURCE:
BASE: 80

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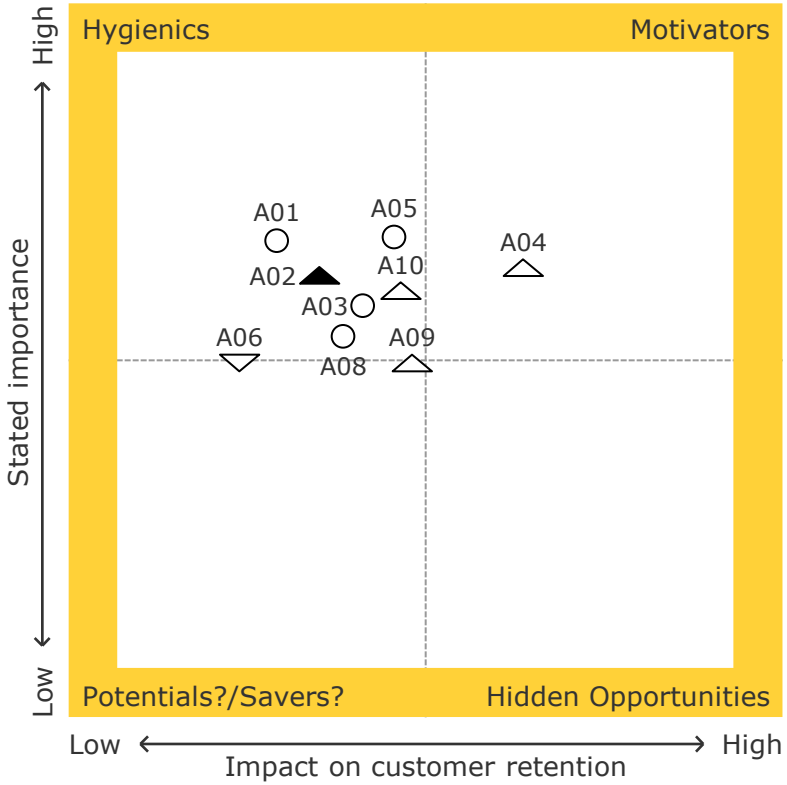
Prioritising actions and investments to retain and grow your customers

SEGMENT: Scarborough - WAVE: July 2011 –May 2012

PERFORMANCE

- ○ A01. Good value for money generally
- ▲ A02. Welcoming and friendly people
- ○ A03. Very high levels of customer service
- △ A04. A place where I feel safe and secure
- ○ A05. Clean and tidy environment
- ▽ A06. Overall availability of deals and discounts for the destination
- ○ A08. Easy to find useful information about the destination when planning the trip
- △ A09. Easy to book your trip/different parts of your trip in advance
- △ A10. A destination that is not too expensive to get to



96
TRI*M Index

▼ Performance - Far below average ▽ Below average ○ Average △ Above average ▲ Far above average

SOURCE:
BASE: 80

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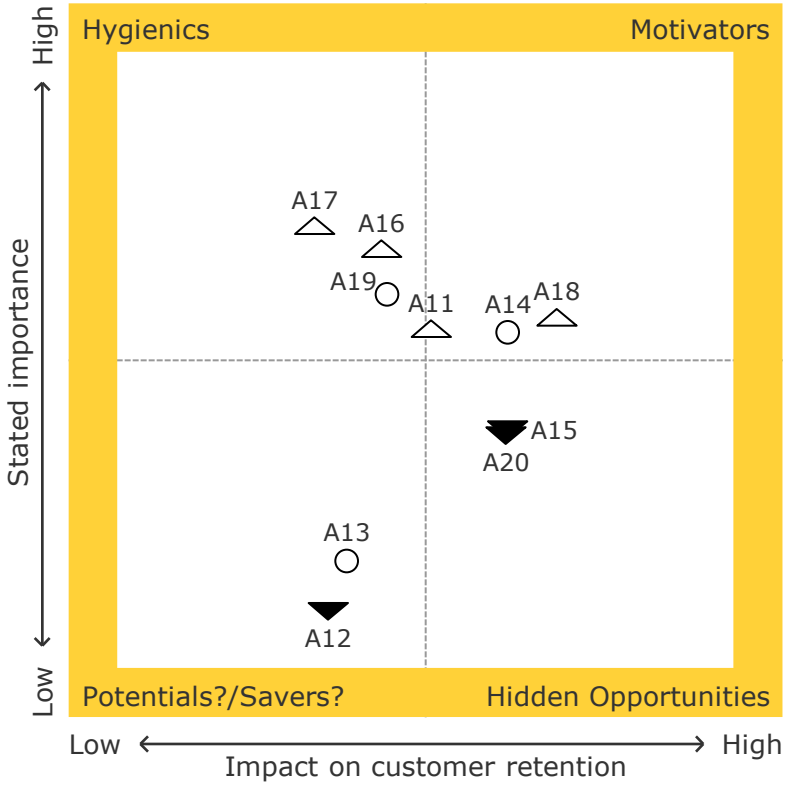
Prioritising actions and investments to retain and grow your customers

SEGMENT: Scarborough - WAVE: July 2011 –May 2012

PERFORMANCE

- △ A11. A destination that doesn't take too long to get to
- ▼ A12. A destination that is easy to get to by public transport
- ○ A13. Easy to get around by public transport
- ○ A14. Clear signposting that helps you find your way around the destination
- ▼ A15. Availability of reasonably priced car parking
- △ A16. Good quality accommodation
- △ A17. Accommodation that offers value for money
- △ A18. Variety of accommodation to choose from that suits my needs
- ○ A19. Good quality food, drink and dining
- ▼ A20. Opportunities to eat/drink local food and produce



96
TRI*M Index

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SOURCE:
BASE: 80

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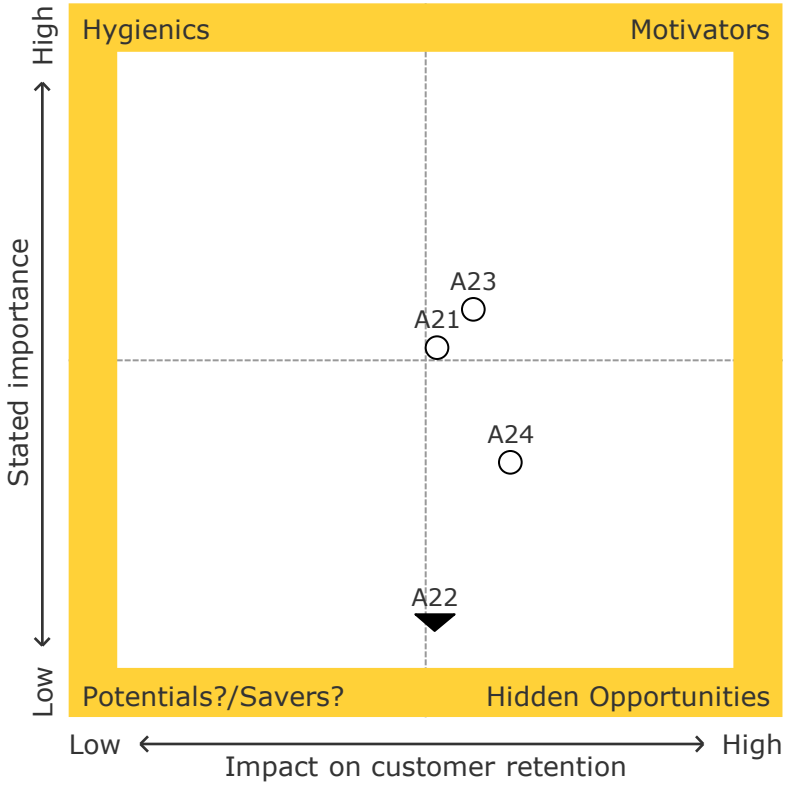
Prioritising actions and investments to retain and grow your customers

SEGMENT: Scarborough - WAVE: July 2011 –May 2012

PERFORMANCE

- ○ A21. Easy to find useful information about the destination when you're there
- ▼ A22. Availability of festivals, music, sporting and cultural events
- ○ A23. Wide range of attractions and things to do
- ○ A24. Availability of individual/independent local shops



96
TRI*M Index

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SOURCE:
BASE: 80 // HINT: *Element could not be calculated

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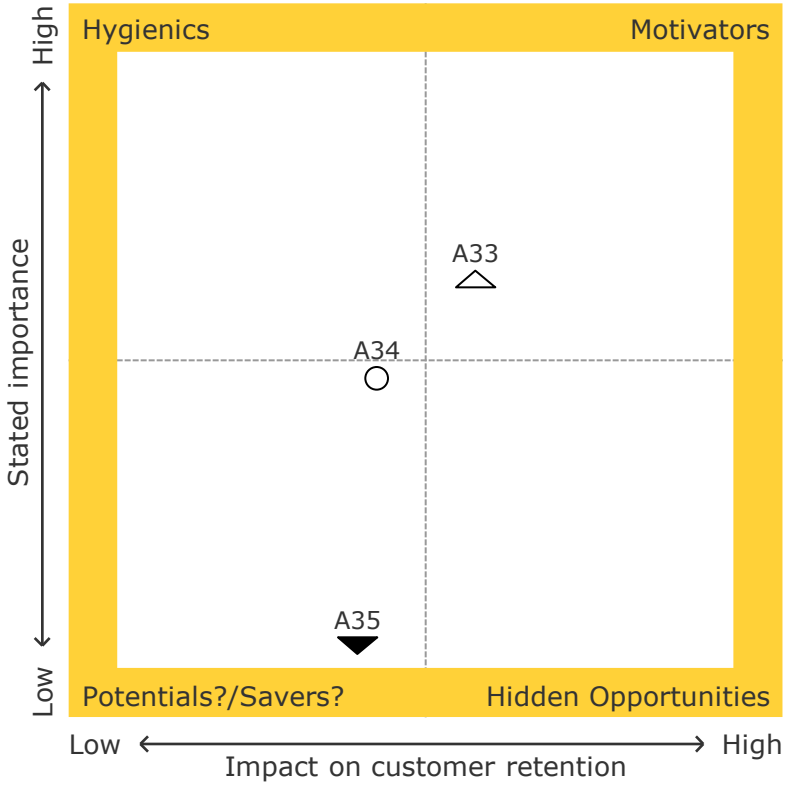
Prioritising actions and investments to retain and grow your customers

SEGMENT: Scarborough - WAVE: July 2011 –May 2012

PERFORMANCE

- △ A33. Clean and well-maintained beaches
- ○ A34. Beaches which are safe and suitable for bathing
- ▼ A35. Good range of water-based/beach activities



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TRI*M Index

▼ Performance - Far below average ▽ Below average ○ Average △ Above average ▲ Far above average

SOURCE:
BASE: 80 // HINT: *Element could not be calculated

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Yorkshire Dales

Summary of strengths

SEGMENT: Yorkshire Dales - WAVE: July 2011 –May 2012

High level strengths

A05. Clean and tidy environment
A31. Unspoilt countryside
A04. A place where I feel safe and secure

Medium level strengths

A02. Welcoming and friendly people
A16. Good quality accommodation
A30. Interesting towns and villages to visit
A19. Good quality food, drink and dining
A08. Easy to find useful information about the destination when planning the trip

Low level strengths

None

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TRI*M Index

SOURCE:
BASE: 55

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Summary of weaknesses

SEGMENT: Yorkshire Dales - WAVE: July 2011 –May 2012

High level weaknesses

None

Medium level weaknesses

Low level weaknesses

A18. Variety of accommodation to choose from that suits my needs
A01. Good value for money generally
A17. Accommodation that offers value for money
A03. Very high levels of customer service
A10. A destination that is not too expensive to get to
A22. Availability of festivals, music, sporting and cultural events
A13. Easy to get around by public transport
A12. A destination that is easy to get to by public transport

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TRI*M Index

SOURCE:
BASE: 55

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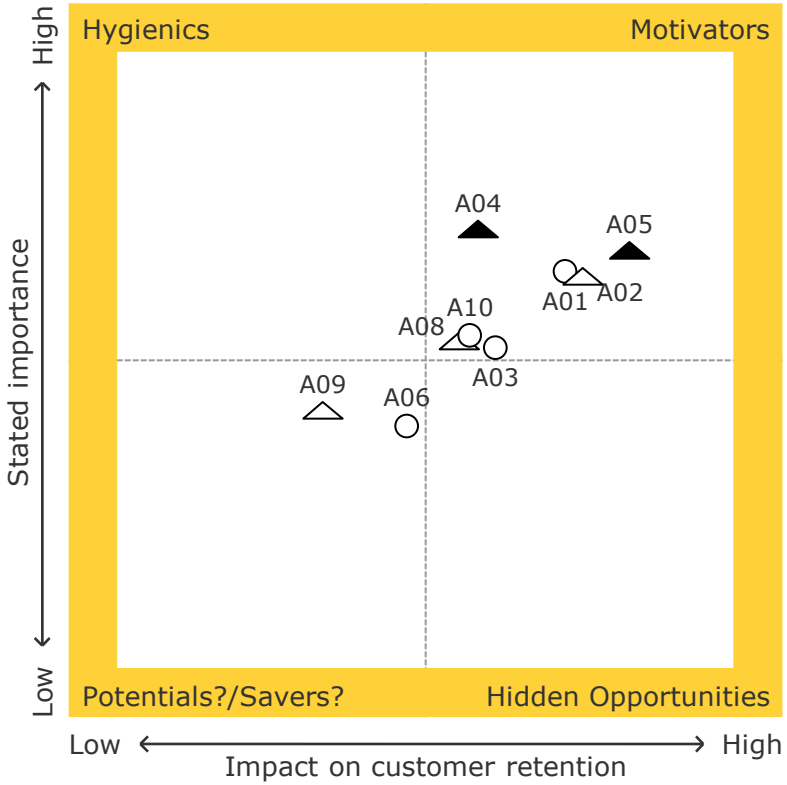
Prioritising actions and investments to retain and grow your customers

SEGMENT: Yorkshire Dales - WAVE: July 2011 –May 2012

PERFORMANCE

- ○ A01. Good value for money generally
- △ A02. Welcoming and friendly people
- ○ A03. Very high levels of customer service
- ▲ A04. A place where I feel safe and secure
- ▲ A05. Clean and tidy environment
- ○ A06. Overall availability of deals and discounts for the destination
- △ A08. Easy to find useful information about the destination when planning the trip
- △ A09. Easy to book your trip/different parts of your trip in advance
- ○ A10. A destination that is not too expensive to get to



103
TRI*M Index

▼ Performance - Far below average ▽ Below average ○ Average △ Above average ▲ Far above average

SOURCE:
BASE: 55

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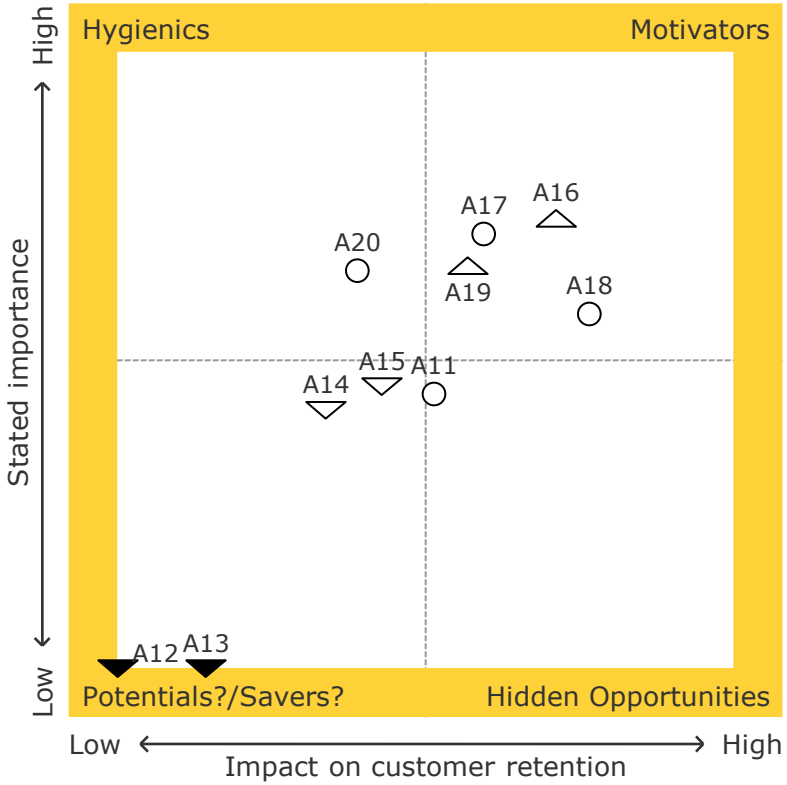
Prioritising actions and investments to retain and grow your customers

SEGMENT: Yorkshire Dales - WAVE: July 2011 –May 2012

PERFORMANCE

- ○ A11. A destination that doesn't take too long to get to
- ▼ A12. A destination that is easy to get to by public transport
- ▼ A13. Easy to get around by public transport
- ▽ A14. Clear signposting that helps you find your way around the destination
- ▽ A15. Availability of reasonably priced car parking
- △ A16. Good quality accommodation
- ○ A17. Accommodation that offers value for money
- ○ A18. Variety of accommodation to choose from that suits my needs
- △ A19. Good quality food, drink and dining
- ○ A20. Opportunities to eat/drink local food and produce



103
TRI*M Index

▼ Performance - Far below average ▽ Below average ○ Average △ Above average ▲ Far above average

SOURCE:
BASE: 55

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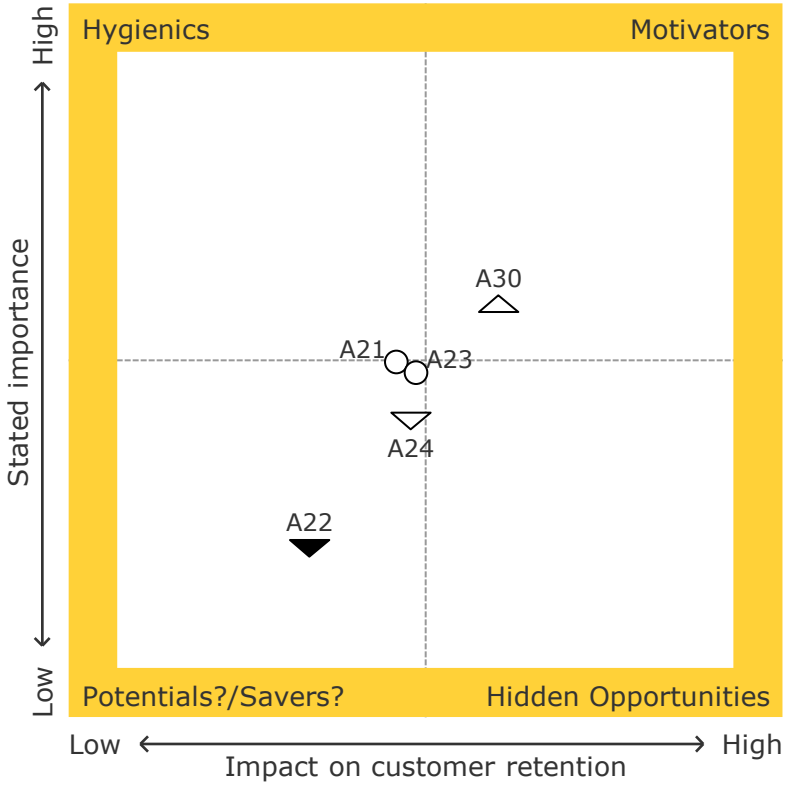
Prioritising actions and investments to retain and grow your customers

SEGMENT: Yorkshire Dales - WAVE: July 2011 –May 2012

PERFORMANCE

- ○ A21. Easy to find useful information about the destination when you're there
- ▼ A22. Availability of festivals, music, sporting and cultural events
- ○ A23. Wide range of attractions and things to do
- ▽ A24. Availability of individual/independent local shops
- △ A30. Interesting towns and villages to visit



103
TRI*M Index

▼ Performance - Far below average ▽ Below average ○ Average △ Above average ▲ Far above average

SOURCE:
BASE: 55 // HINT: *Element could not be calculated

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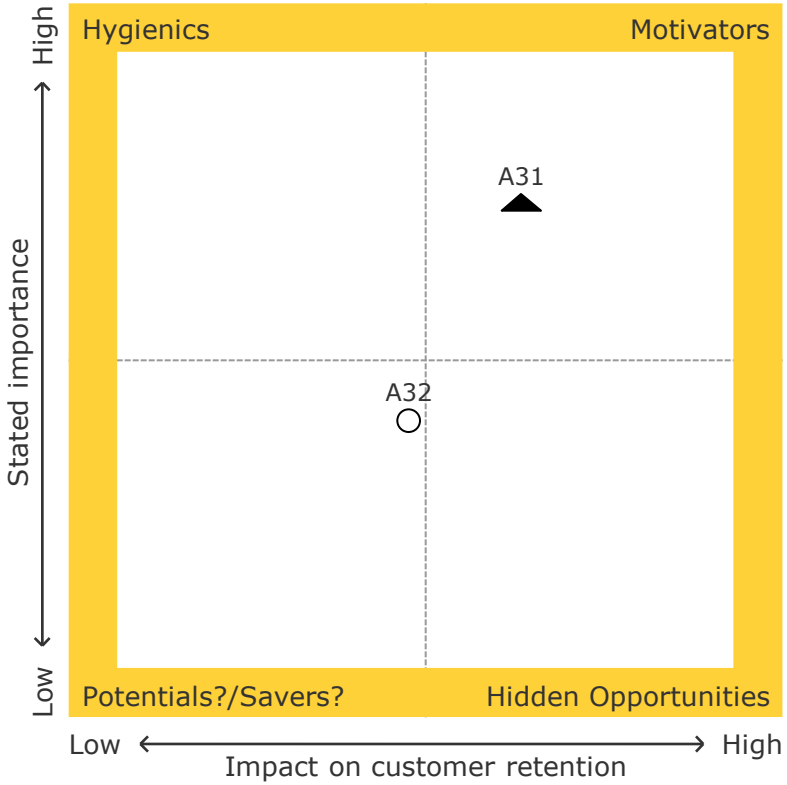
Prioritising actions and investments to retain and grow your customers

SEGMENT: Yorkshire Dales - WAVE: July 2011 –May 2012

PERFORMANCE

- ▲ A31. Unspoilt countryside
- ○ A32. Good range of outdoor activities



103
TRI*M Index

▼ Performance - Far below average ▽ Below average ○ Average △ Above average ▲ Far above average

SOURCE:
BASE: 55 // HINT: *Element could not be calculated

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Humberside

Summary of strengths

SEGMENT: Total Humberside (Humberside + Other Humberside) - WAVE: July 2011 –May 2012

High level strengths

A08. Easy to find useful information about the destination when planning the trip

Medium level strengths

A33. Clean and well-maintained beaches
A02. Welcoming and friendly people
A09. Easy to book your trip/different parts of your trip in advance
A18. Variety of accommodation to choose from that suits my needs
A30. Interesting towns and villages to visit

Low level strengths

A34. Beaches which are safe and suitable for bathing
A19. Good quality food, drink and dining
A31. Unspoilt countryside

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TRI*M Index

SOURCE:
BASE: 26

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Summary of weaknesses

SEGMENT: Total Humberside (Humberside + Other Humberside) - WAVE: July 2011 –May 2012

High level weaknesses

None

Medium level weaknesses

A29. Attractive/well maintained town/city centre
A26. Opportunities to see famous buildings and monuments
A23. Wide range of attractions and things to do
A05. Clean and tidy environment
A22. Availability of festivals, music, sporting and cultural events

Low level weaknesses

A01. Good value for money generally
A04. A place where I feel safe and secure
A10. A destination that is not too expensive to get to
A16. Good quality accommodation
A24. Availability of individual/independent local shops
A17. Accommodation that offers value for money
A03. Very high levels of customer service
A35. Good range of water-based/beach activities
A11. A destination that doesn't take too long to get to

74
TRI*M Index

SOURCE:
BASE: 26

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Summary of weaknesses

SEGMENT: Total Humberside (Humberside + Other Humberside) - WAVE: July 2011 –May 2012

Low level weaknesses

A28. Good nightlife

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TRI*M Index

SOURCE:
BASE: 26

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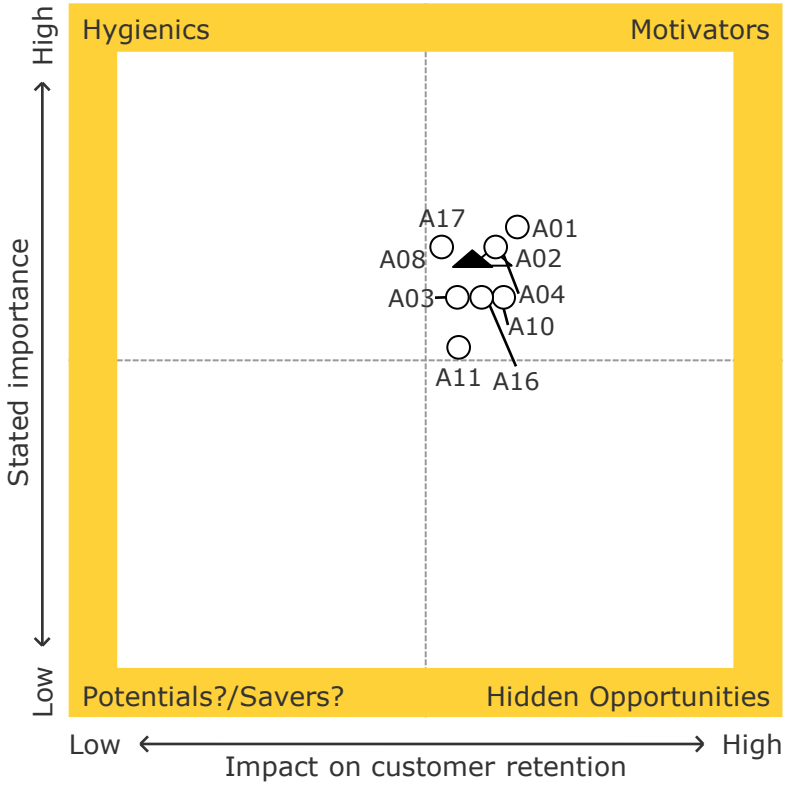
Prioritising actions and investments to retain and grow your customers

SEGMENT: Total Humberside (Humberside + Other Humberside) - WAVE: July 2011 –May 2012

PERFORMANCE

- ○ A01. Good value for money generally
- △ A02. Welcoming and friendly people
- ○ A03. Very high levels of customer service
- ○ A04. A place where I feel safe and secure
- ▲ A08. Easy to find useful information about the destination when planning the trip
- ○ A10. A destination that is not too expensive to get to
- ○ A11. A destination that doesn't take too long to get to
- ○ A16. Good quality accommodation
- ○ A17. Accommodation that offers value for money



74
TRI*M Index

▼ Performance - Far below average ▽ Below average ○ Average △ Above average ▲ Far above average

SOURCE:
BASE: 26

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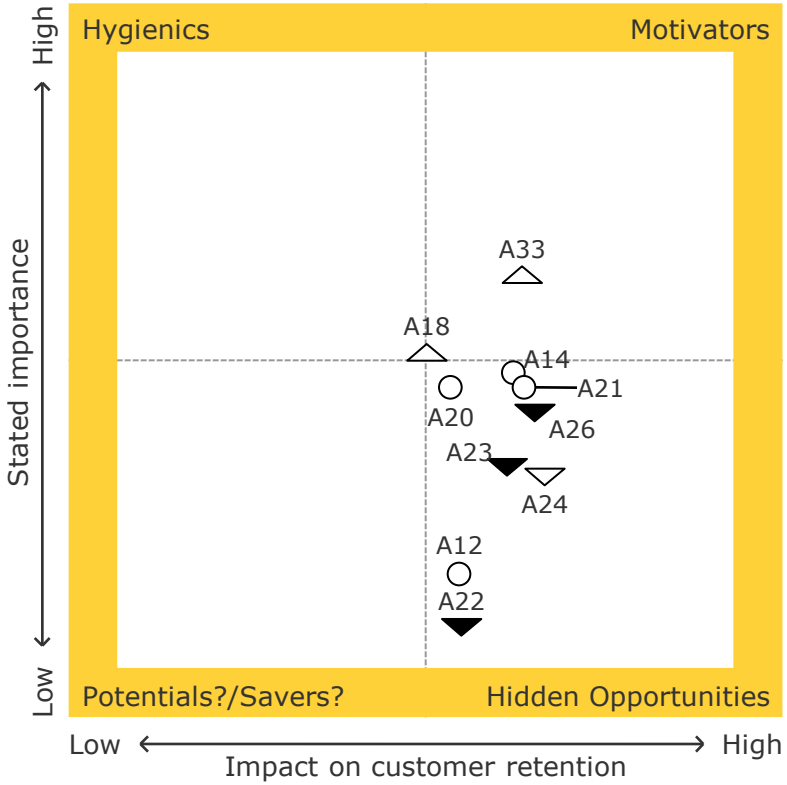
Prioritising actions and investments to retain and grow your customers

SEGMENT: Total Humberside (Humberside + Other Humberside) - WAVE: July 2011 –May 2012

PERFORMANCE

- A18. Variety of accommodation to choose from that suits my needs
- A33. Clean and well-maintained beaches

- A12. A destination that is easy to get to by public transport
- A14. Clear signposting that helps you find your way around the destination
- A20. Opportunities to eat/drink local food and produce
- A21. Easy to find useful information about the destination when you're there
- A22. Availability of festivals, music, sporting and cultural events
- A23. Wide range of attractions and things to do
- A24. Availability of individual/independent local shops
- A26. Opportunities to see famous buildings and monuments



74
TRI*M Index

Performance - Far below average · Below average · Average · Above average · Far above average

SOURCE:
BASE: 26

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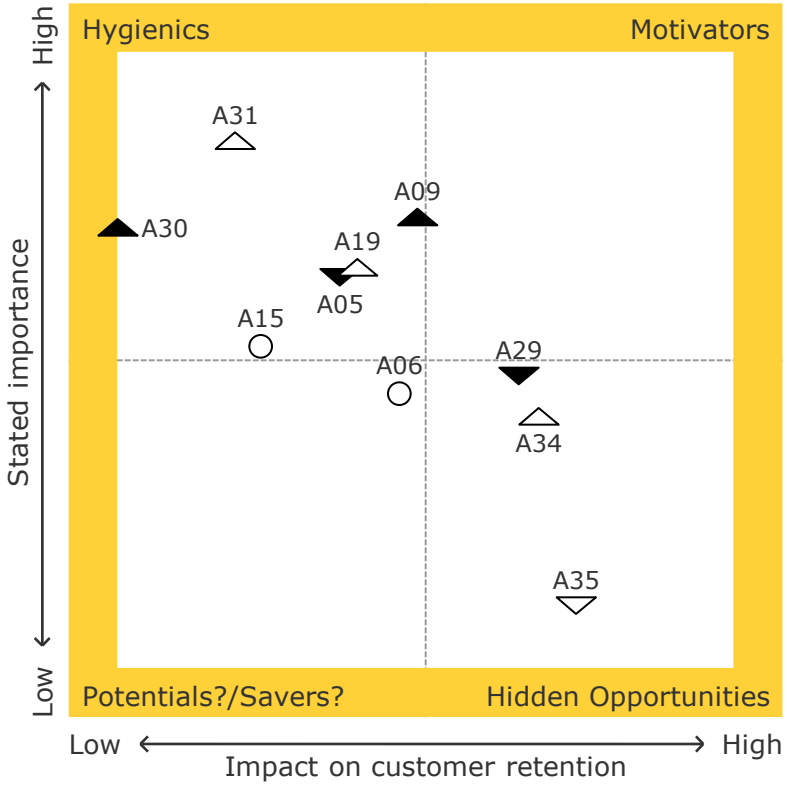
Prioritising actions and investments to retain and grow your customers

SEGMENT: Total Humberside (Humberside + Other Humberside) - WAVE: July 2011 –May 2012

PERFORMANCE

- A29. Attractive/well maintained town/city centre
- A34. Beaches which are safe and suitable for bathing
- A35. Good range of water-based/beach activities
- A05. Clean and tidy environment
- A09. Easy to book your trip/different parts of your trip in advance
- A15. Availability of reasonably priced car parking
- A19. Good quality food, drink and dining
- A30. Interesting towns and villages to visit
- A31. Unspoilt countryside
- A06. Overall availability of deals and discounts for the destination



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TRI*M Index

Performance - Far below average · Below average · Average · Above average · Far above average

SOURCE:
BASE: 26

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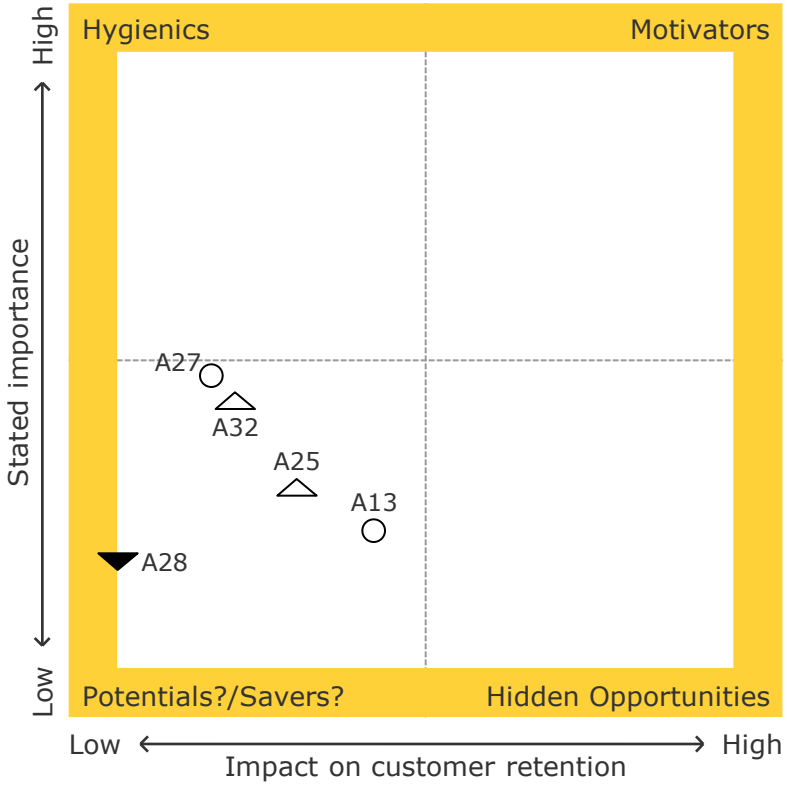
Prioritising actions and investments to retain and grow your customers

SEGMENT: Total Humberside (Humberside + Other Humberside) - WAVE: July 2011 –May 2012

PERFORMANCE

- ○ A13. Easy to get around by public transport
- △ A25. Opportunities to visit museums/galleries and contemporary arts
- ○ A27. Good range of shopping opportunities
- ▼ A28. Good nightlife
- △ A32. Good range of outdoor activities



74
TRI*M Index

▼ Performance - Far below average ▽ Below average ○ Average △ Above average ▲ Far above average

SOURCE:
BASE: 26

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North East

Summary of strengths

SEGMENT: NORTH EAST ENGLAND - WAVE: July 2011 –May 2012

High level strengths

A30. Interesting towns and villages to visit

Medium level strengths

A05. Clean and tidy environment
A04. A place where I feel safe and secure
A02. Welcoming and friendly people
A16. Good quality accommodation
A19. Good quality food, drink and dining
A08. Easy to find useful information about the destination when planning the trip
A03. Very high levels of customer service
A31. Unspoilt countryside

Low level strengths

A17. Accommodation that offers value for money
A33. Clean and well-maintained beaches

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TRI*M Index

SOURCE:
BASE: 154

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Summary of weaknesses

SEGMENT: NORTH EAST ENGLAND - WAVE: July 2011 –May 2012

High level weaknesses

None

Medium level weaknesses

None

Low level weaknesses

A23. Wide range of attractions and things to do
A20. Opportunities to eat/drink local food and produce
A32. Good range of outdoor activities
A21. Easy to find useful information about the destination when you're there
A18. Variety of accommodation to choose from that suits my needs
A24. Availability of individual/independent local shops
A06. Overall availability of deals and discounts for the destination
A28. Good nightlife
A12. A destination that is easy to get to by public transport

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TRI*M Index

SOURCE:
BASE: 154

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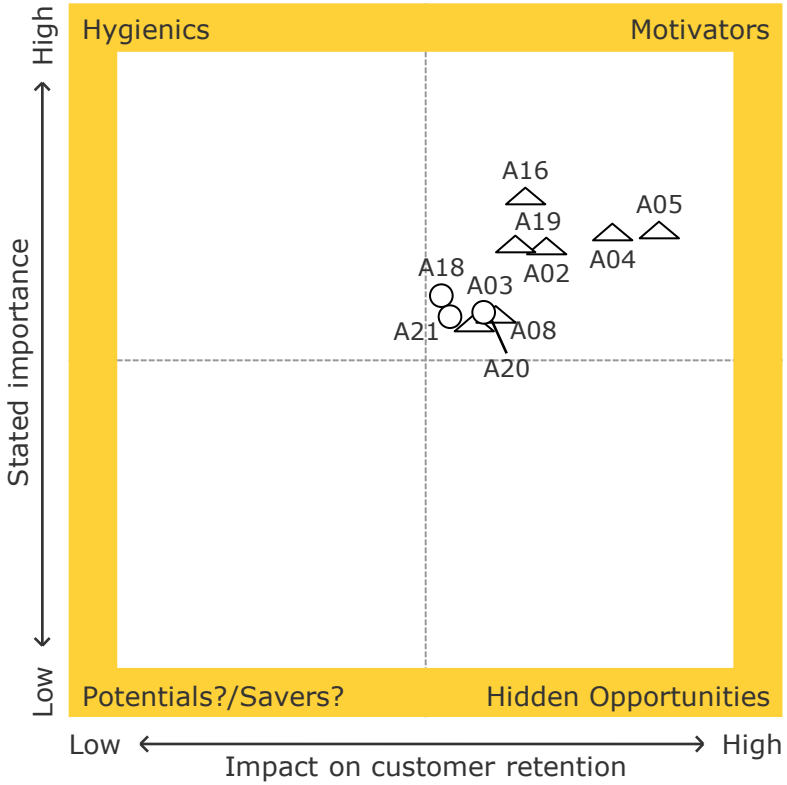
Prioritising actions and investments to retain and grow your customers

SEGMENT: NORTH EAST ENGLAND - WAVE: July 2011 –May 2012

PERFORMANCE

- △ A02. Welcoming and friendly people
- △ A03. Very high levels of customer service
- △ A04. A place where I feel safe and secure
- △ A05. Clean and tidy environment
- △ A08. Easy to find useful information about the destination when planning the trip
- △ A16. Good quality accommodation
- ○ A18. Variety of accommodation to choose from that suits my needs
- △ A19. Good quality food, drink and dining
- ○ A20. Opportunities to eat/drink local food and produce
- ○ A21. Easy to find useful information about the destination when you're there



93
TRI*M Index

▼ Performance - Far below average ▽ Below average ○ Average △ Above average ▲ Far above average

SOURCE:
BASE: 154

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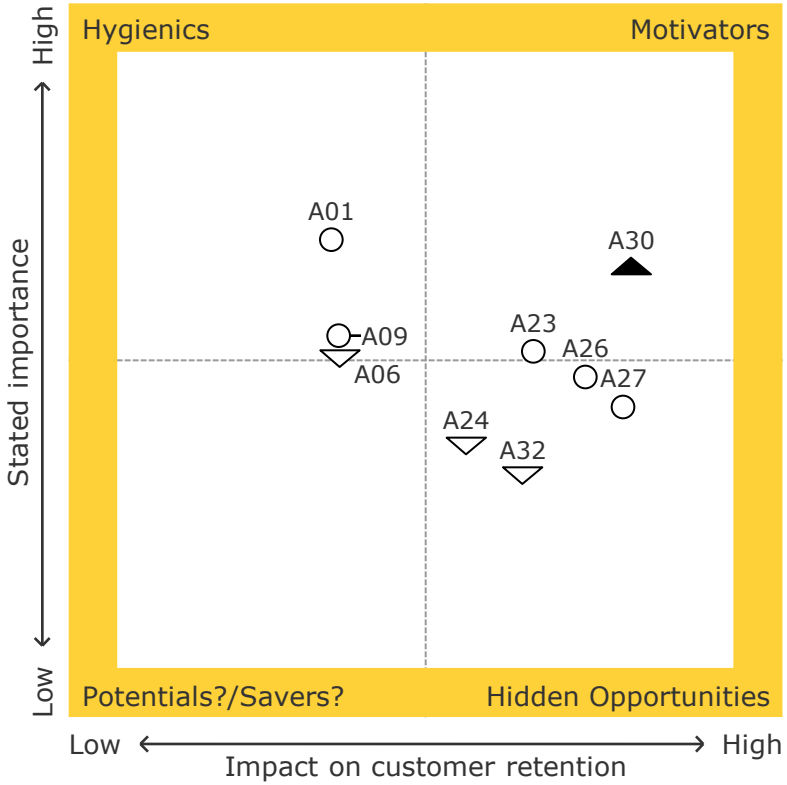
Prioritising actions and investments to retain and grow your customers

SEGMENT: NORTH EAST ENGLAND - WAVE: July 2011 –May 2012

PERFORMANCE

- A23. Wide range of attractions and things to do
- A30. Interesting towns and villages to visit
- A24. Availability of individual/independent local shops
- A26. Opportunities to see famous buildings and monuments
- A27. Good range of shopping opportunities
- A32. Good range of outdoor activities
- A01. Good value for money generally
- A06. Overall availability of deals and discounts for the destination
- A09. Easy to book your trip/different parts of your trip in advance



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TRI*M Index

Performance - Far below average | Below average | Average | Above average | Far above average

SOURCE:
BASE: 154

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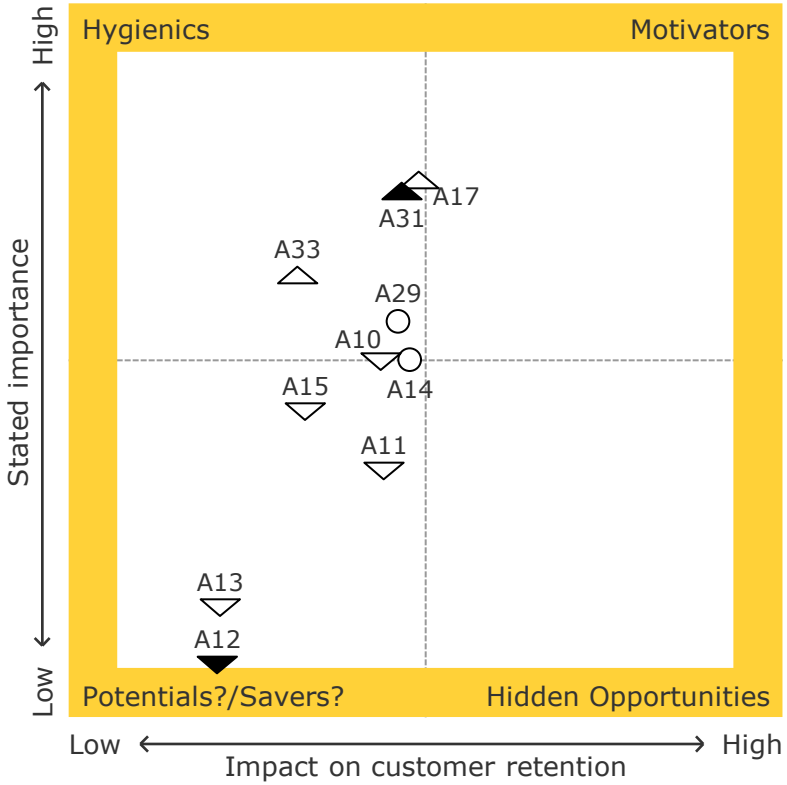
Prioritising actions and investments to retain and grow your customers

SEGMENT: NORTH EAST ENGLAND - WAVE: July 2011 –May 2012

PERFORMANCE

- A14. Clear signposting that helps you find your way around the destination
- A17. Accommodation that offers value for money
- A29. Attractive/well maintained town/city centre
- A31. Unspoilt countryside
- A33. Clean and well-maintained beaches

- A10. A destination that is not too expensive to get to
- A11. A destination that doesn't take too long to get to
- A12. A destination that is easy to get to by public transport
- A13. Easy to get around by public transport
- A15. Availability of reasonably priced car parking



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TRI*M Index

Performance - Far below average | Below average | Average | Above average | Far above average

SOURCE:
BASE: 154

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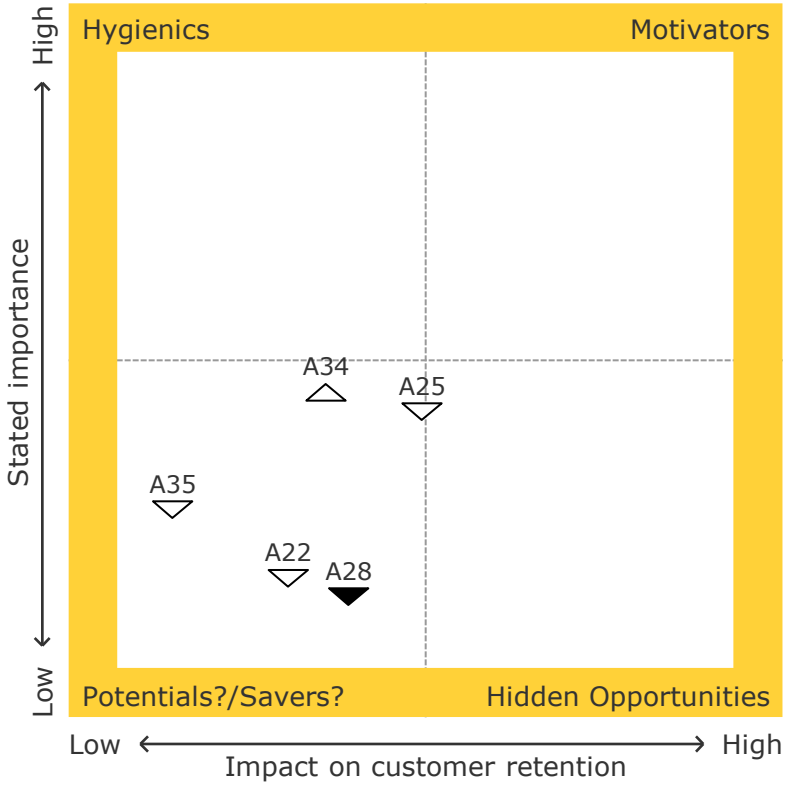
Prioritising actions and investments to retain and grow your customers

SEGMENT: NORTH EAST ENGLAND - WAVE: July 2011 –May 2012

PERFORMANCE

- A22. Availability of festivals, music, sporting and cultural events
- A25. Opportunities to visit museums/galleries and contemporary arts
- A28. Good nightlife
- A34. Beaches which are safe and suitable for bathing
- A35. Good range of water-based/beach activities



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Performance - Far below average · Below average · Average · Above average · Far above average

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BASE: 154

VisitEngland

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Northumberland

Summary of strengths

SEGMENT: Northumberland - WAVE: July 2011 –May 2012

High level strengths

A05. Clean and tidy environment
A30. Interesting towns and villages to visit
A31. Unspoilt countryside

Medium level strengths

A20. Opportunities to eat/drink local food and produce
A04. A place where I feel safe and secure
A02. Welcoming and friendly people
A16. Good quality accommodation
A03. Very high levels of customer service
A19. Good quality food, drink and dining
A18. Variety of accommodation to choose from that suits my needs
A08. Easy to find useful information about the destination when planning the trip

Low level strengths

A17. Accommodation that offers value for money

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TRI*M Index

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BASE: 72

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Summary of weaknesses

SEGMENT: Northumberland - WAVE: July 2011 –May 2012

High level weaknesses

None

Medium level weaknesses

A33. Clean and well-maintained beaches

Low level weaknesses

A21. Easy to find useful information about the destination when you're there
A32. Good range of outdoor activities
A22. Availability of festivals, music, sporting and cultural events
A10. A destination that is not too expensive to get to
A35. Good range of water-based/beach activities
A13. Easy to get around by public transport
A12. A destination that is easy to get to by public transport

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TRI*M Index

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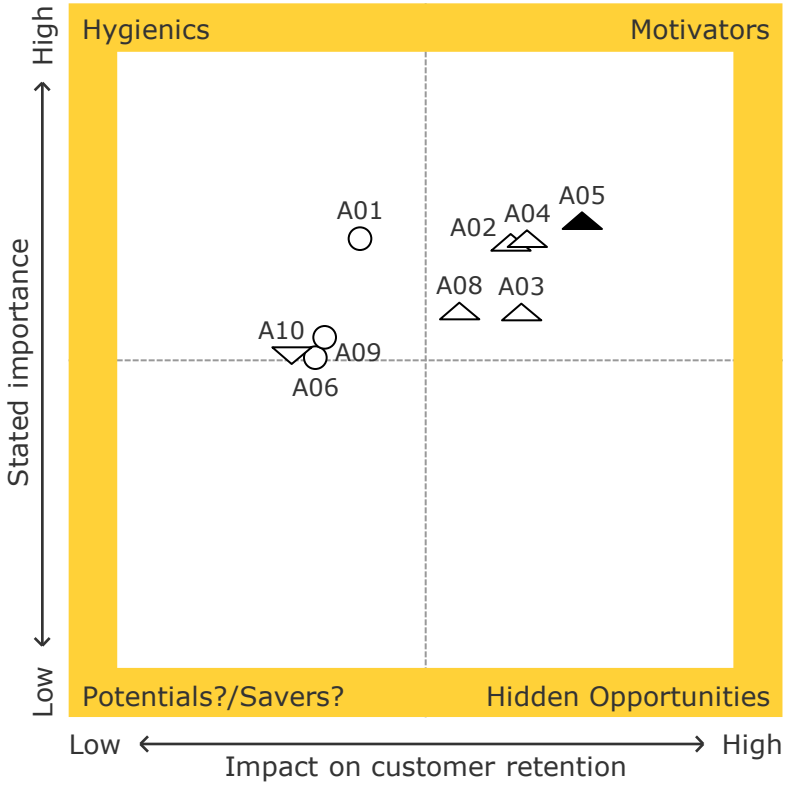
Prioritising actions and investments to retain and grow your customers

SEGMENT: Northumberland - WAVE: July 2011 –May 2012

PERFORMANCE

- ○ A01. Good value for money generally
- △ A02. Welcoming and friendly people
- △ A03. Very high levels of customer service
- △ A04. A place where I feel safe and secure
- ▲ A05. Clean and tidy environment
- ○ A06. Overall availability of deals and discounts for the destination
- △ A08. Easy to find useful information about the destination when planning the trip
- ○ A09. Easy to book your trip/different parts of your trip in advance
- ▽ A10. A destination that is not too expensive to get to



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▼ Performance - Far below average ▽ Below average ○ Average △ Above average ▲ Far above average

SOURCE:
BASE: 72

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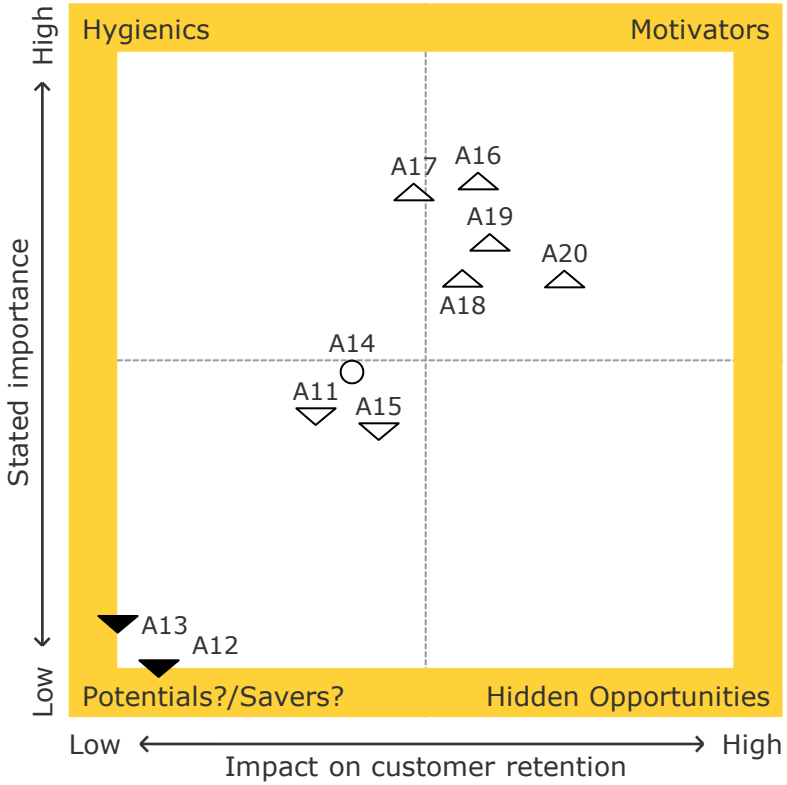
Prioritising actions and investments to retain and grow your customers

SEGMENT: Northumberland - WAVE: July 2011 –May 2012

PERFORMANCE

- ▽ A11. A destination that doesn't take too long to get to
- ▼ A12. A destination that is easy to get to by public transport
- ▼ A13. Easy to get around by public transport
- ○ A14. Clear signposting that helps you find your way around the destination
- ▽ A15. Availability of reasonably priced car parking
- △ A16. Good quality accommodation
- △ A17. Accommodation that offers value for money
- △ A18. Variety of accommodation to choose from that suits my needs
- △ A19. Good quality food, drink and dining
- △ A20. Opportunities to eat/drink local food and produce



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BASE: 72

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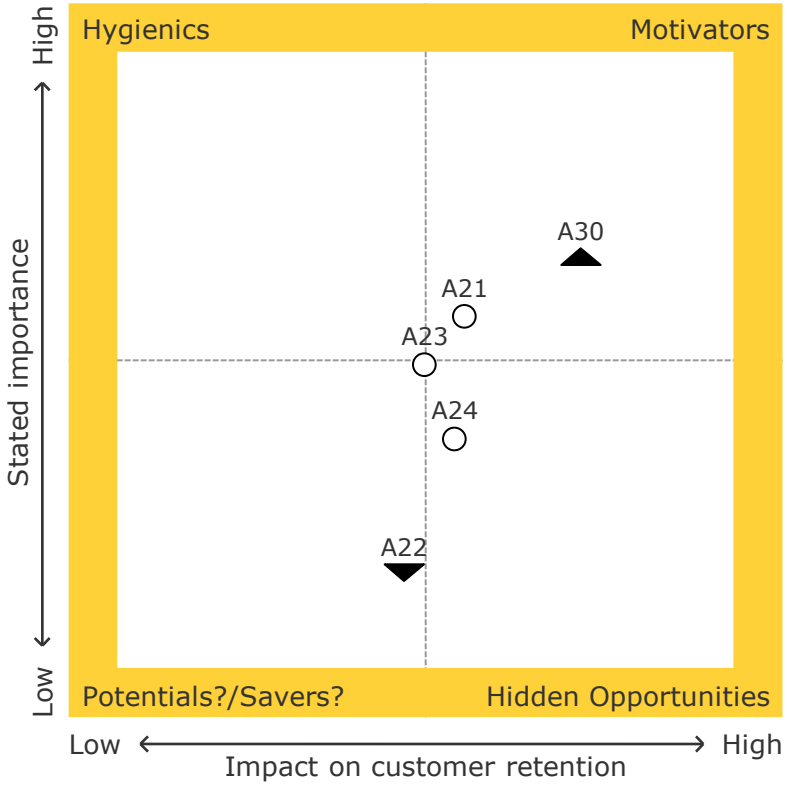
Prioritising actions and investments to retain and grow your customers

SEGMENT: Northumberland - WAVE: July 2011 –May 2012

PERFORMANCE

- ○ A21. Easy to find useful information about the destination when you're there
- ▼ A22. Availability of festivals, music, sporting and cultural events
- ○ A23. Wide range of attractions and things to do
- ○ A24. Availability of individual/independent local shops
- ▲ A30. Interesting towns and villages to visit



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BASE: 72

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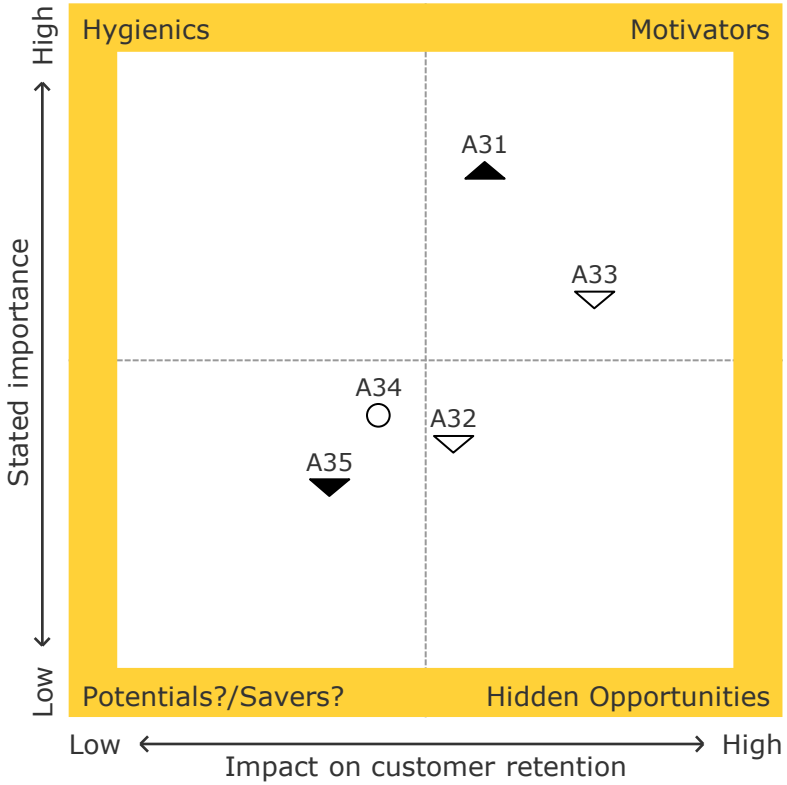
Prioritising actions and investments to retain and grow your customers

SEGMENT: Northumberland - WAVE: July 2011 –May 2012

PERFORMANCE

- ▲ A31. Unspoilt countryside
- ▽ A32. Good range of outdoor activities
- ▽ A33. Clean and well-maintained beaches
- ○ A34. Beaches which are safe and suitable for bathing
- ▼ A35. Good range of water-based/beach activities



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TRI*M Index

▼ Performance - Far below average ▽ Below average ○ Average △ Above average ▲ Far above average

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BASE: 72 // HINT: *Element could not be calculated

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