Destination Satisfaction Reports

VisitEngland
Brand & Satisfaction Tracker, 2011-12
ALL DESTINATIONS
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**

TRIM score summarises overall rating (England average = 93)

**Address weaknesses to improve satisfaction**
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.
The grids allow us to dig beneath the surface and 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.

**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.

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

**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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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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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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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
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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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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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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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
Summary of weaknesses

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

Low level weaknesses

A27. Good range of shopping opportunities
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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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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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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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

Base: 260

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

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Torquay
Summary of strengths

SEGMENT: Torquay - WAVE: July 2011 – May 2012

High level strengths

Low 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

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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
Prioritising actions and investments to retain and grow your customers

SEGMENT: Torquay - WAVE: July 2011 – May 2012

PERFORMANCE

² A01. Good value for money generally
² A02. Welcoming and friendly people
² A03. Very high levels of customer service
² A04. A place where I feel safe and secure
² 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
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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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

**TRI*M GRID**

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

**TRI*M Index**

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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
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
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

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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

**TRI*M Index**

<table>
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<th>Performance</th>
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<th>Below average</th>
<th>Average</th>
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<th>Far above average</th>
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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

TRI*M Index

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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

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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

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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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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
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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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

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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

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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

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Cornwall
TRI*M GRID SUMMARY

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 GRID SUMMARY

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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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

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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

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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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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

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

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Somerset
## TRI*M GRID SUMMARY

### 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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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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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
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

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**TRI*M Index**

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: 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

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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
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

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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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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
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
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

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TRI*M Index

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: 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*

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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
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
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

TRI*M GRID

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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

TRI*M Index

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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

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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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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
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

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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
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

**TRI*M GRID**

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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
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 GRID SUMMARY

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

TRI*M Index

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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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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

TRI*M Index

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: 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

TRI*M GRID

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: 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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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

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West Sussex
TRI*M GRID SUMMARY

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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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
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

TRI*M Index

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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

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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

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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

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TRI*M Index

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

SOURCE: BASE: 115
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
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

TRI*M Index
SOURCE: BASE: 87
VisitEngland
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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
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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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

TRI*M Index

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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

**TRI*M GRID**

**Hygienics**

- High
- Low

**Motivators**

- High
- Low

**Stated importance**

- Potentials?/Savers?
- Hidden Opportunities

**Impact on customer retention**

- Low
- High

**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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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
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

TRI*M Index: 84
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

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

TRI*M Index

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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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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
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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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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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

Performance - Far below average
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
London
Summary of strengths


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
Summary of weaknesses


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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Prioritising actions and investments to retain and grow your customers


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

- 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
Prioritising actions and investments to retain and grow your customers


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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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
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
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
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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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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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

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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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Total Kent
TRI*M GRID SUMMARY

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
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
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

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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

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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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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*

Performance - Far below average ◻ Below average ◼ Average ▲ Above average ● Far above average

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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
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
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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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
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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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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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
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

TRI*M GRID SUMMARY

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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

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Prioritising actions and investments to retain and grow your customers

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

PERFORMANCE

▲ 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

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

PERFORMANCE

△ 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

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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

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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
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
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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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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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

Y AXIS

1. Stated importance
2. Impact on customer retention

X AXIS

1. Hygienics
2. Motivators

Potential/Saver

Hidden Opportunities

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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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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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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
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

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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

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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

![TRI*M Grid Diagram]

**Performance**

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

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

PERFORMANCE

▲ A31. Unspoilt countryside
○ A32. Good range of outdoor activities
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
TRI*M GRID SUMMARY

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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SOURCE: BASE: 236

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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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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
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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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

VisitEngland

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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

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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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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

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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

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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
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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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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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
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

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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

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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

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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
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

TRI*M Index

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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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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

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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

TRI*M GRID

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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

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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

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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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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
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

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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

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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

Hygienics
Motivators
Stated importance

Impact on customer retention

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

Hygienics
Motivators

Stated importance

Low → High

Below average
Far below average
Far above average
Above average
Average

Performance
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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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

TRI*M GRID SUMMARY

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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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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
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

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

消 A23. Wide range of attractions and things to do

消 A24. Availability of individual/independent local shops

消 A25. Opportunities to visit museums/galleries and contemporary arts

消 A26. Opportunities to see famous buildings and monuments

消 A27. Good range of shopping opportunities

消 A29. Attractive/well maintained town/city centre

消 A30. Interesting towns and villages to visit


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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

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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
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
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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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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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
△ 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
△ 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
○ A31. Accommodation that offers value for money
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

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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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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
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

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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

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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

SOURCE: 104

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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

TRI*M Index

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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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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
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

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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

TRI*M Grid

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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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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
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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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
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

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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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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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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
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 GRID SUMMARY

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

SOURCE: TRI*M Index
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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

Insert TRI*M Grid diagram here

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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

BASE: 122
SOURCE: 87
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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
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
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
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
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

Tri*M Grid

Hygienics

Motivators

Stated importance

Impact on customer retention

Low → High

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 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

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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
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

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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
TRI*M GRID SUMMARY

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
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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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

Hygienics

Motivators

Stated importance

Impact on customer retention

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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

- 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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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
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
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
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

TRI*M GRID

Hygienics

Motivators

Stated importance

Low

High

Impact on customer retention

Low

High

PERFORMANCE

- 81. Performance - Far below average
- 81. Below average
- Average
- 81. Above average
- 81. Far above average

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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

△ 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

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

PERFORMANCE

○ A28. Good nightlife

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TRI*M Index

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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
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
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
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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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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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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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
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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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

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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

Base: 391

SOURCE: TRI*M Index

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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

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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

Hygienics
Motivators

Stated importance

Hygienics
Motivators

Potentials?/Savers?
Hidden Opportunities

Impact on customer retention

Low

High

Low

High

TRI*M Index

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

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Yorkshire
TRI*M GRID SUMMARY

Summary of strengths

SEGMENT: Total Yorkshire (York + Leeds + Harrogate + Scarborough + Yorkshire Moors + Yorkshire Coast + Yorkshire Dales + Other Yorkshire combined) - WAVE: July 2011 – May 2012

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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Summary of weaknesses

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

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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 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

- 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

TRI*M Grid

- Hygienics
- Motivators
- Potentials?/Savers?
- Hidden Opportunities

A26, A29, A30, A31, A25, A27, A32, A05, A09

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

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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 2011 – May 2012

**HYGIENICS**
- 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

**PERFORMANCE**

- **High**
  - A22
  - A24
  - A28
  - A34
  - A35

- **Low**
  - A22

- **Stated importance**

- **Impact on customer retention**

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**SOURCE:**
97

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York
TRI*M GRID SUMMARY

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

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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
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

TRI*M INDEX

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: 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

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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

TRI*M Grid

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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
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

TRI*M Index
SOURCE: BASE: 80
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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
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

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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

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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
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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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
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
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

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: 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

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

PERFORMANCE

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

Source:
103
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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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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

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

TRI*M GRID SUMMARY

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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

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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

TRI*M GRID

Hygenics

Motivators

Stated importance

Impact on customer retention

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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

TRI*M Grid

Hygienics

Motivators

Stated importance

Impact on customer retention

Performance

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

- 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

TRI*M Index

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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
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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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

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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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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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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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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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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
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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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

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

- 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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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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