



Seafront Visitor Survey Summer 2009

Report of key findings

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October 2009



Key findings (1)

- Other than proximity, the three main 'selling points' of Bournemouth seafront are the 'quality of the seafront cafes and restaurants', the standard of 'safety / lifeguards' and the 'sandy beaches'. The 'quality of seafront cafes and restaurants' has risen in importance since 2007, making this a new key selling point.
 - 'Peace and quiet' was also an important aspect for some seafront visitors: in particular those in Zone 4 and those aged 25-34 years.
 - A 'lively atmosphere' was also an important aspect for some seafront visitors: in particular those in Zone 2 and those aged between 16 and 24 years.
- Seafront visitors have shown increased expectations for the 'quality of seafront cafes and restaurants' and the standard of 'safety / lifeguards'. Both of these aspects were rated as significantly more important in 2009 than in 2007: the importance of the 'quality of seafront cafes and restaurants' rose from 71% to 89%; the importance of 'safety / lifeguards' rose from 77% to 87%.
- The different visitor 'types' had varying expectations and requirements, therefore it is important to consider who is visiting each seafront location.
 - Those visiting Zones 1 and 2 were most likely to be those on holiday or overnight stay, those aged 65 years or more and those visiting as part of a couple.
 - Those visiting Zone 3 were most likely to be those on holiday or overnight stay, those aged 45-54 years and those visiting in a group with no children.
 - Those visiting Zone 4 were most likely to be residents of Bournemouth, those aged 35-44 years and those visiting in a group with children.

Key findings (2)

- There were two key priorities for improvement: 'cleanliness of toilets' and 'provision of dog bins'. Seafront visitors rated these as above average in importance and below average in satisfaction.
- Satisfaction with 'seafront attractions and entertainments' was significantly higher than when we asked about it in 2007 (up to 75% from 57%). Similarly, satisfaction with 'food and drink facilities' has significantly improved since 2007 (up to 85% from 73%).
- Those in Zone 2 were less satisfied than average with seafront facilities, in particular the 'toilet provision', the 'cleanliness of toilets' and the 'provision of dog bins'.
- The most frequently used seafront services were: 'food and drink facilities' (half of all visitors used these); and 'parking' (one fifth of visitors used this service). Recycle bins were used by 17% of visitors.
- When asked about services that they would like to see on the seafront, a number of respondents mentioned better access for those with disabilities. This also came up in the 2007 survey. Specifically, respondents would like to see better access to the sand.

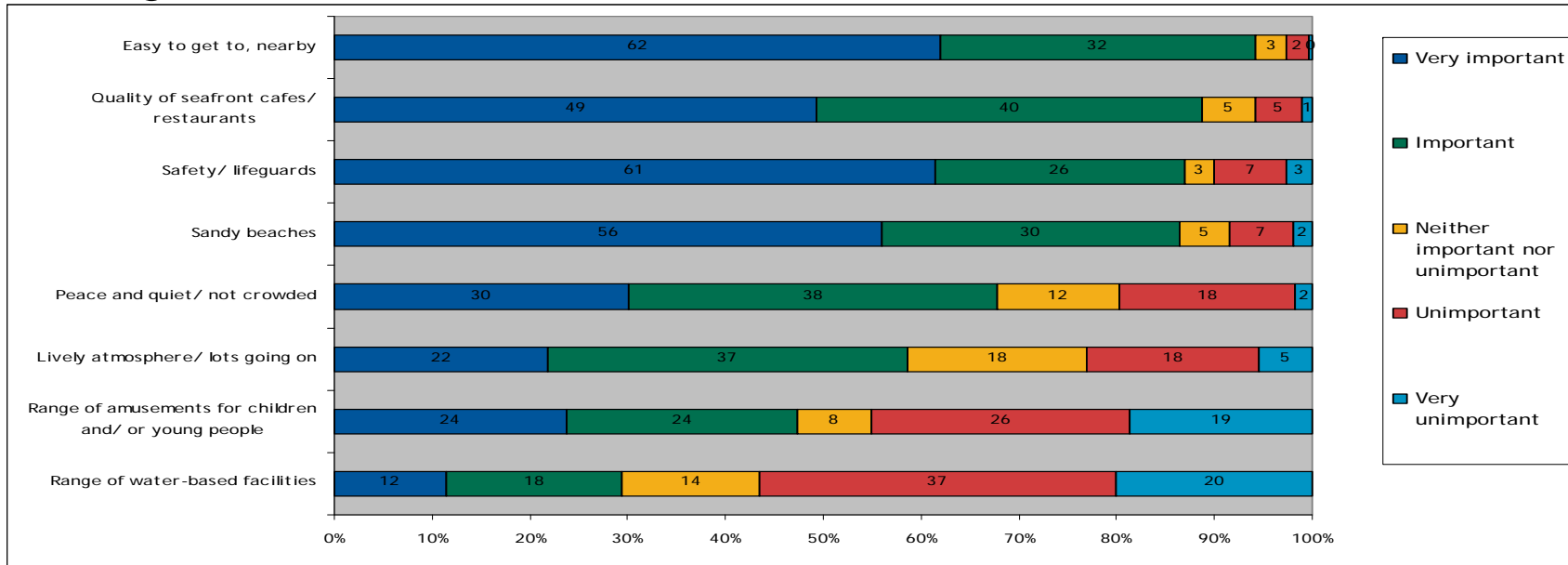
Key findings (3)

- The average spend on food and drink per person was £3.60.
 - The seafront visitors who spend the most on food and drink per head were those visiting in a group without children (£5.21) and those on holiday or overnight stay (£3.94).
 - The seafront visitors who spend the least on food and drink per head are those visiting in a group with children (£3.11) and Bournemouth residents (£2.57).
- Travel to the seafront by motor vehicle has fallen significantly since 2007 from 52% of visitors in 2007 to 41% in 2009. However, the use of parking services has remained the same (around one fifth of visitors use parking services) and spending on parking has risen from £3.33 in 2007 to £3.50 in 2009.
- Of those overnight visitors staying in Bournemouth more than half (52%) were staying in a hotel.
- The most popular attraction in Bournemouth was the Oceanarium with around one quarter (23%) of visitors going or planning to go.

Methodology

- Bournemouth Borough Council manages and operates over five and half miles of seafront cliffs, promenades, beaches and facilities.
- In an attempt to understand customer behaviour, expectations and measure satisfaction levels, a seafront visitor survey was conducted during the summer of 2009. This survey was last carried out in the summer of 2007.
- The survey involved 516 face-to-face exit interviews with seafront visitors, asking about their experiences that day.
- The interviews took place during July and August. All interviews were conducted between 11am and 6pm.
- The 2007 Seafront Survey interviews took place during July, August and September. Where comparisons have been made to the 2007 findings these refer to July and August respondents only to ensure that the results are comparable.
- The interviews were spread across four 'zones':
 - Zone 1: border with Poole at Alum Chine to West Cliff lift
 - Zone 2: between West Cliff and East Cliff lifts
 - Zone 3: between Coasters restaurant to West of Boscombe Pier and end of Overstrand building east of Pier
 - Zone 4: between Barratts Development east of Boscombe Pier and end of prom at Southbourne.

Why seafront visitors choose Bournemouth



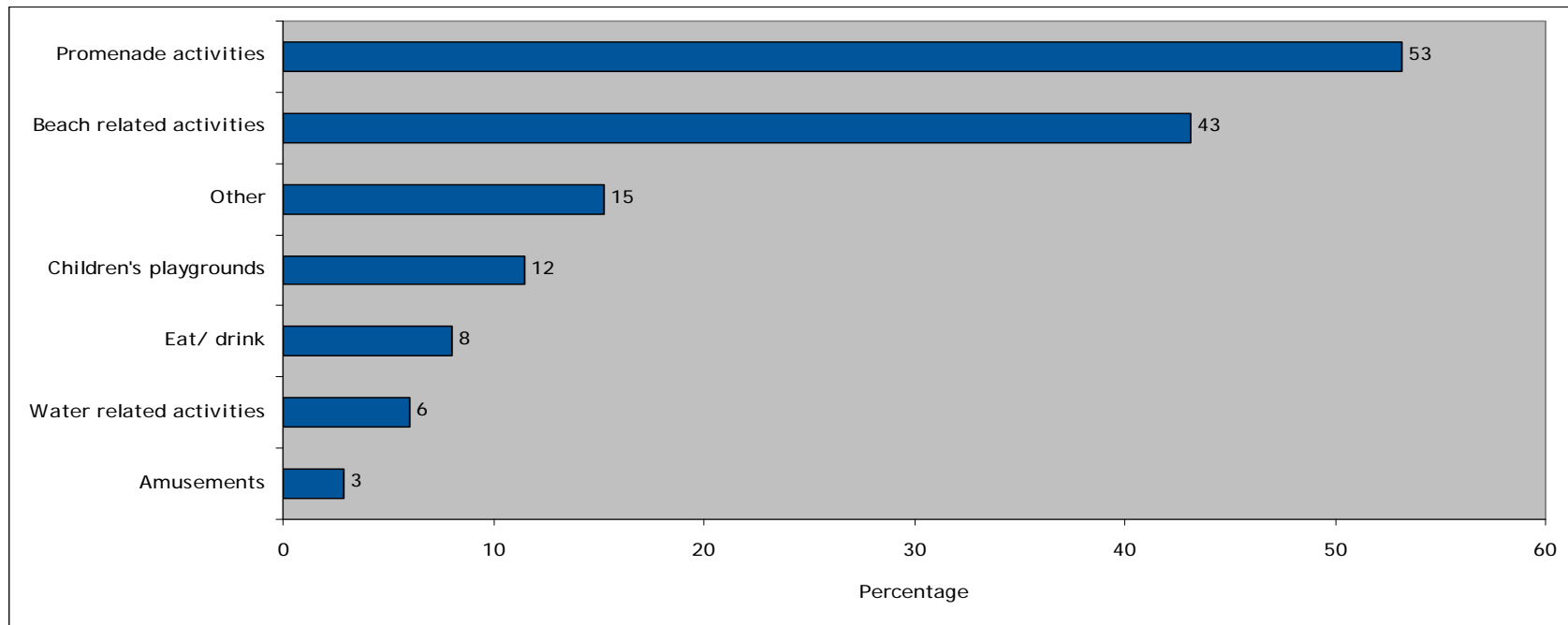
- The main reasons people choose to visit Bournemouth are: that it's 'easy to get to, nearby' (94%), the 'quality of seafront cafes/ restaurants' (89%), 'safety / lifeguards' (87%) and 'sandy beaches' (86%).
- 'Sandy beaches' are more important than average to those in a group with children (96%) and less important to those visiting alone (76%).
- Similarly 'safety / lifeguards' are seen as more important by those in a group with children (96%).
- Seafront visitors are placing more importance on some aspects of the seafront than when we last asked about them in 2007. The 'quality of seafront cafes / restaurants' and 'safety / lifeguards' are rated as significantly more important this year: in 2007 only 71% of visitors felt that the 'quality of seafront cafes / restaurants' was important and 77% thought that 'safety / lifeguards' were important. This may reflect increasing expectations amongst seafront visitors.

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Why seafront visitors choose Bournemouth (cont)

- 'Peace & quiet' was considered to be more important than average to those in Zone 4 (82%). It is also more important than average to those aged 25-34 years (80%).
 - This is an unexpected finding as this age group are most likely to be in a group with children and are fairly evenly spread amongst holidaymakers, residents and those on an overnight stay. It is a bit of an anomaly therefore that this group rate 'peace and quiet' as highly important.
- A 'lively atmosphere' was more important than average to those in Zone 2 (70%) and those aged 16-24 years (70%).
- Those in a group with children (74%) and those aged 35-44 years (61%) saw the 'range of amusements for children and / or young people' as more important than average. When looking at the demographic profile of seafront visitors it can be seen that these two groups overlap, therefore we are likely to be talking about the same group of people with this finding.
- All age groups saw the 'quality of seafront cafes / restaurants' as important, however the importance placed on this aspect increased with age.
- Those in Zone 3 saw the 'range of water-based facilities' as more important than average.

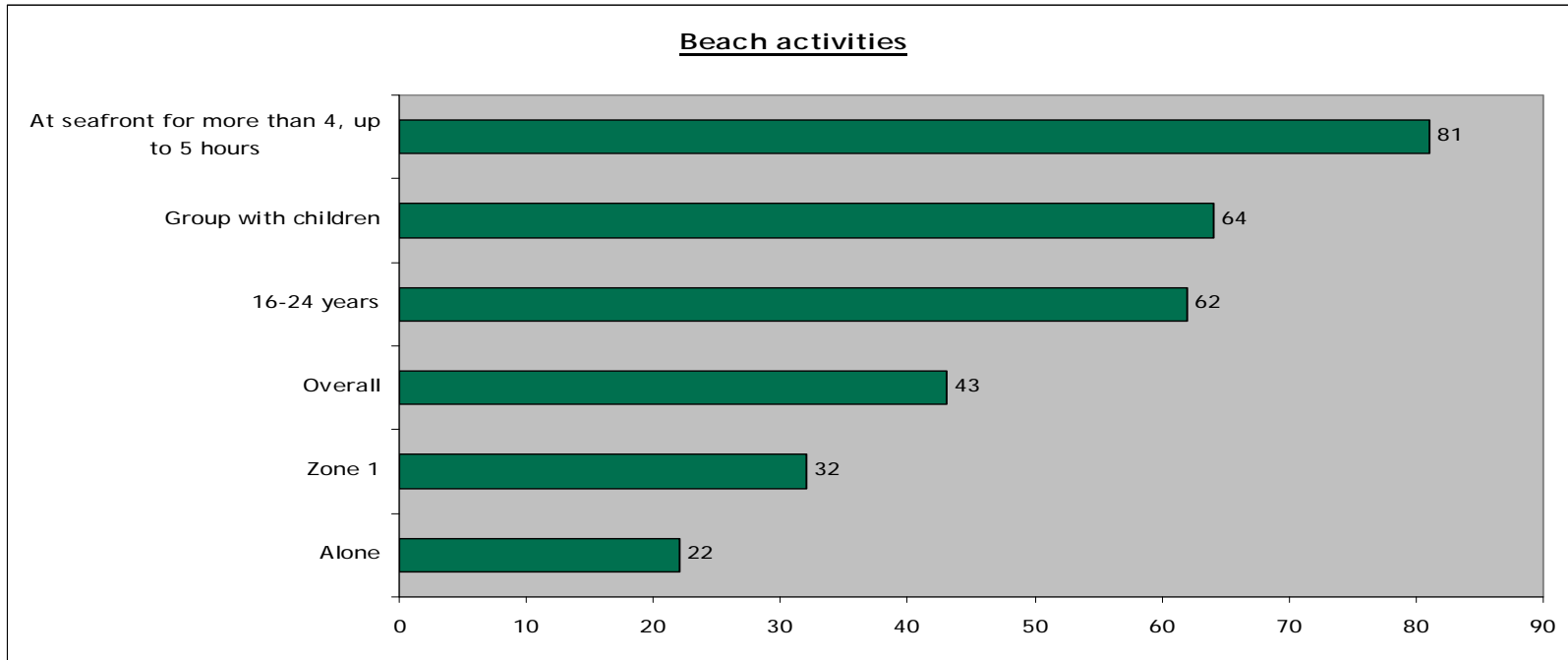
Purpose of visit



- Over half of all visitors (53%) were visiting the seafront for promenade activities such as walking, jogging or cycling.
- Around two fifths of visitors (43%) were visiting for beach related activities such as sunbathing, beach sports or relaxing. This is significantly more than the 34% who visited for this purpose in 2007. However, this is likely to be due to the fact that a proportion of the respondents in 2007 were visiting during September as this effect is not seen when we compare with visitors during July and August only.
- Other purposes people gave for visiting the seafront included 'killing time' and being there incidentally whilst visiting a nearby attraction.

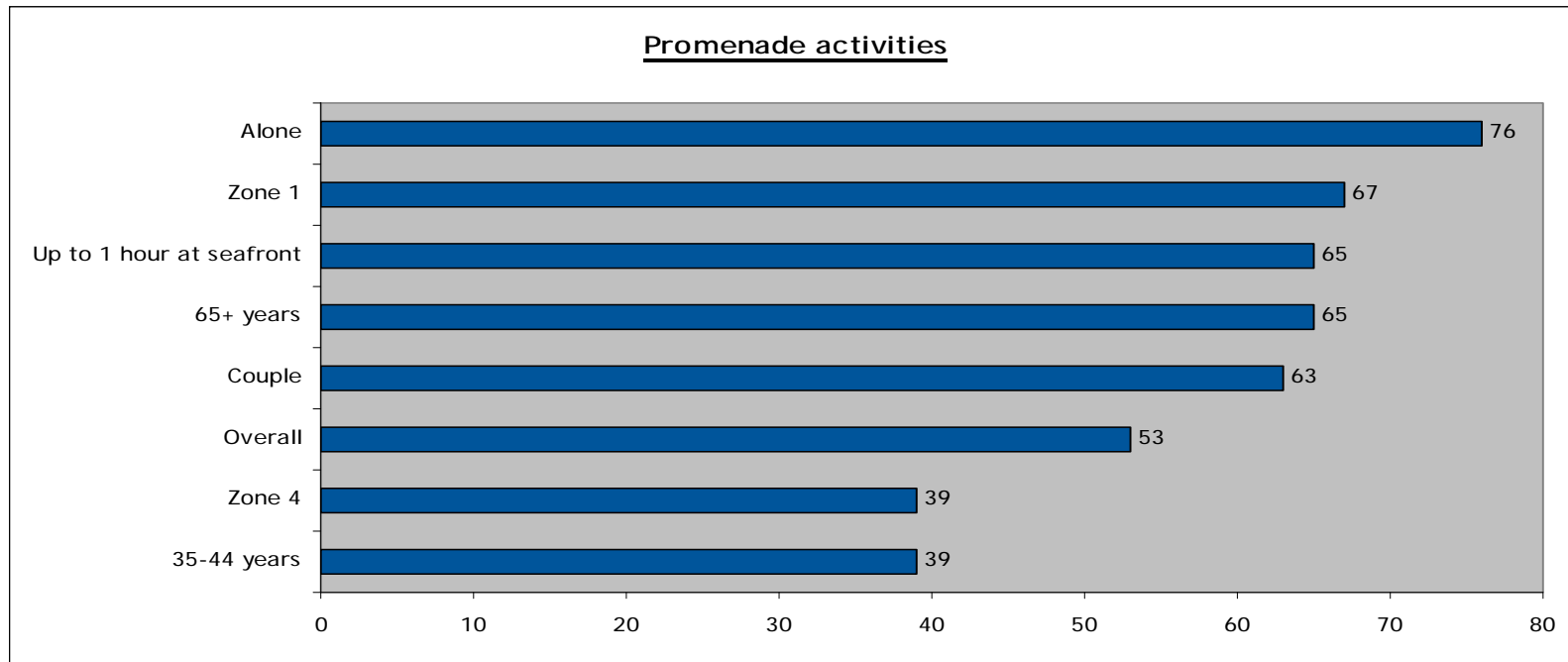
NB Visitors may have given more than one reason for their visit therefore the total above is greater than 100%.

Purpose of visit: beach activities



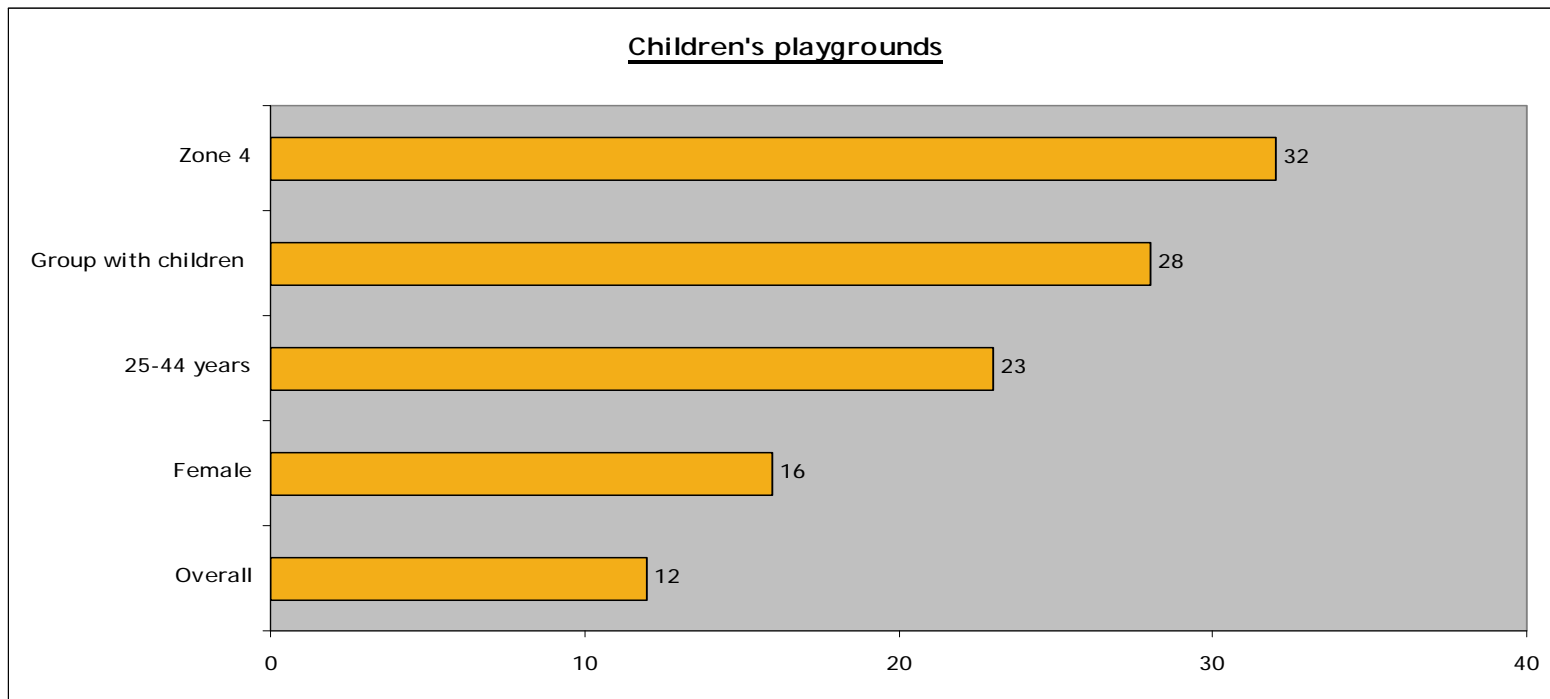
- Overall around two fifths (43%) of seafront visitors stated that 'beach related activities' was the purpose of their visit.
- There were some visitor types that were more likely than average to visit for this purpose: those who were visiting for between 4 and 5 hours (81%), those in a group with children (64%) and those aged 16-24 years (62%).
- Those who were less likely to visit for this purpose were those visiting Zone 1 (32%) and those visiting alone (22%).
- The likelihood of visiting for beach related activities increased with the length of time spent at the seafront.

Purpose of visit: promenade activities



- Overall just over half (53%) of visitors stated that the purpose of their visit was for promenade related activities.
- There were some visitor types which were more likely than average to visit for this purpose: those visiting alone (76%), those in Zone 1 (67%), those visiting for up to 1 hour (65%), those aged 65 years or over (65%) and couples (63%).
- Those who were less likely than average to visit for this purpose were those in Zone 4 (39%) and those aged 35-44 years (39%).
- The likelihood of visiting for promenade related activities decreased with the length of time spent at the seafront.

Purpose of visit: other



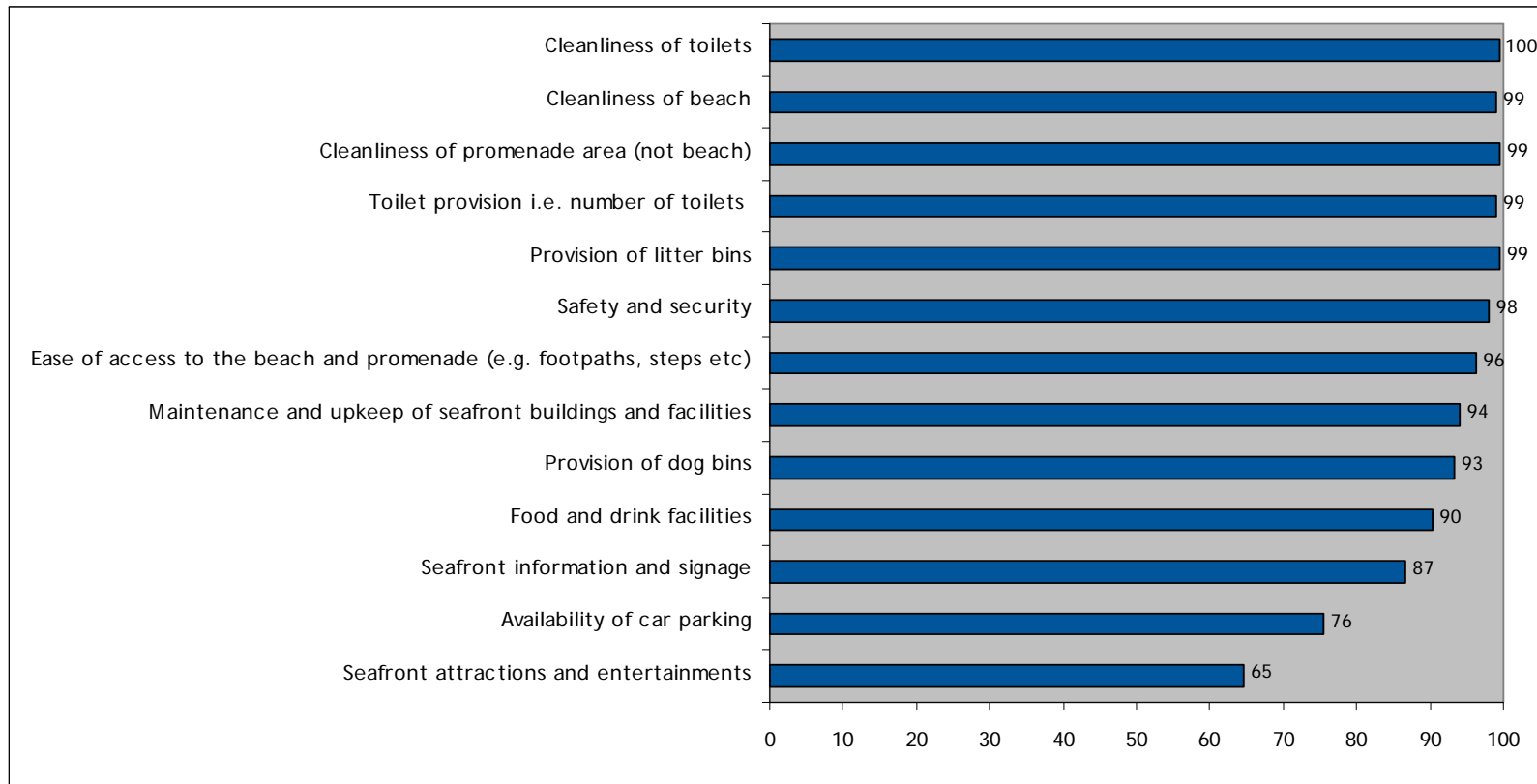
Children's playgrounds

- On average around one in ten (12%) stated 'children's playgrounds' as the purpose of their visit. Those who were more likely than average to visit for this purpose were those in Zone 4 (32%), those in a group with children (28%), those aged 25-44 years (23%) and females (16%).

Amusements

- Those visiting Zone 2 (12%) and those in a group with children (7%) were more likely than average to state 'amusements' such as funfair rides, arcades and the land train as a purpose for visiting.

Importance of seafront facilities



- The importance placed on seafront facilities was generally very high. The graph above shows the percentage of visitors who rated each facility as 'very important' or 'important'.
- All or almost all seafront visitors rated the cleanliness of the area and facilities as important; 'toilets' 100%, 'beach' 99% and 'promenade' 99%.

Importance of seafront facilities (cont)

Food and drink facilities

- Overall, 90% of seafront visitors saw this as important.
- Those in a group with children rated this as more important than average (96%).

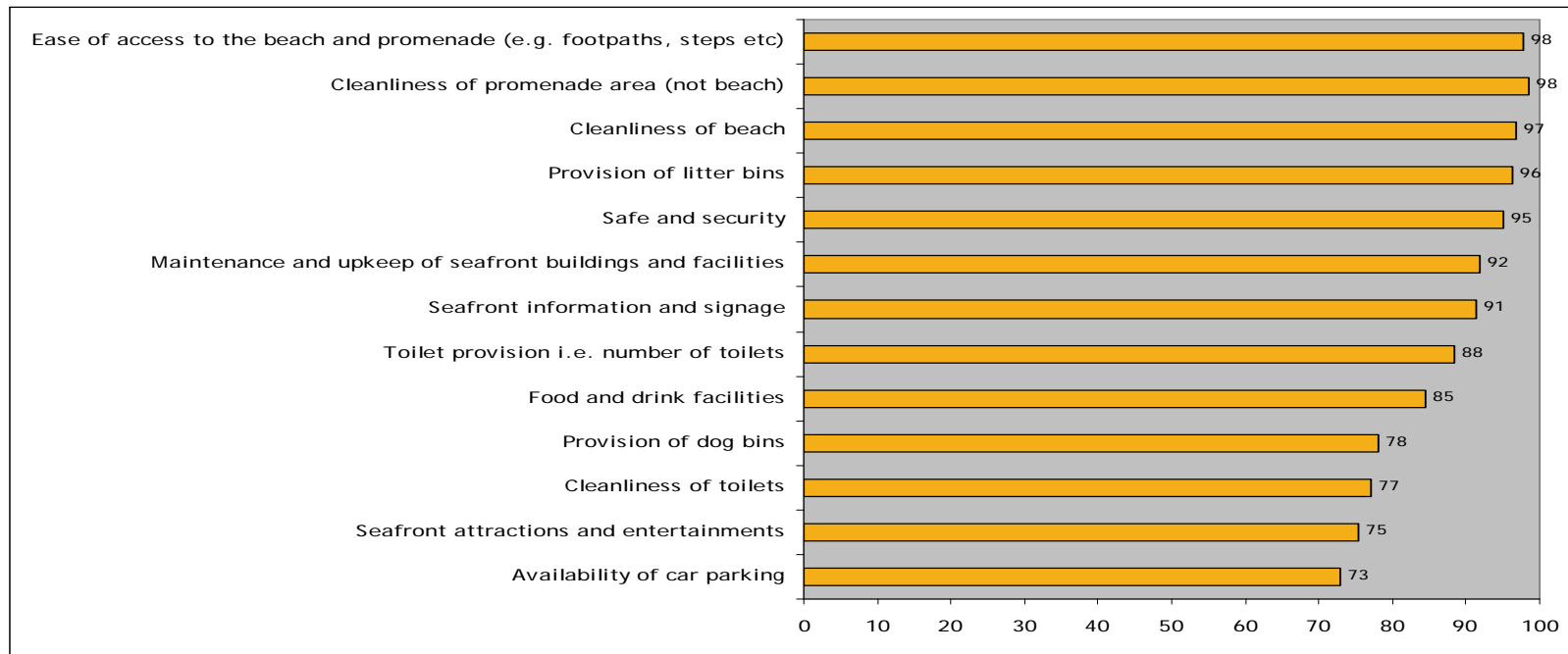
Availability of car parking

- Overall, this was rated as important by 76% of visitors.
- This was considered to be more important than average by those in a group with children (85%).

Seafront attractions and entertainments

- Overall, 65% of visitors viewed this as important.
- This was deemed more important by those in a group with children (76%).
- Those in Zone 1 saw this as less important than average (51%).

Satisfaction with seafront facilities



- Satisfaction with seafront facilities was generally very high. The above graphs shows the percentage of seafront visitors who were 'very satisfied' or 'satisfied' with each facility.
- Satisfaction with the 'ease of access to the beach and promenade' and the 'cleanliness of the promenade area' were particularly high at 98%.
- Around three quarters (73%) of visitors were satisfied with the 'availability of car parking'.

Toilet provision

- Overall, 88% of seafront visitors were satisfied.
- Those in Zone 2 were less satisfied than average (77%).

Satisfaction with seafront facilities (cont)

Cleanliness of toilets

- Overall, 77% of seafront visitors were satisfied.
- Those in Zone 2 were less satisfied than average (65%).

Provision of dog bins

- Overall, 78% of seafront visitors were satisfied.
- Those in Zone 2 were less satisfied than average (66%).

Availability of car parking

- Overall, 73% of seafront visitors were satisfied.
- Those in Zone 4 were more satisfied than average (86%).
- Those in a group with children were more satisfied than average (82%).

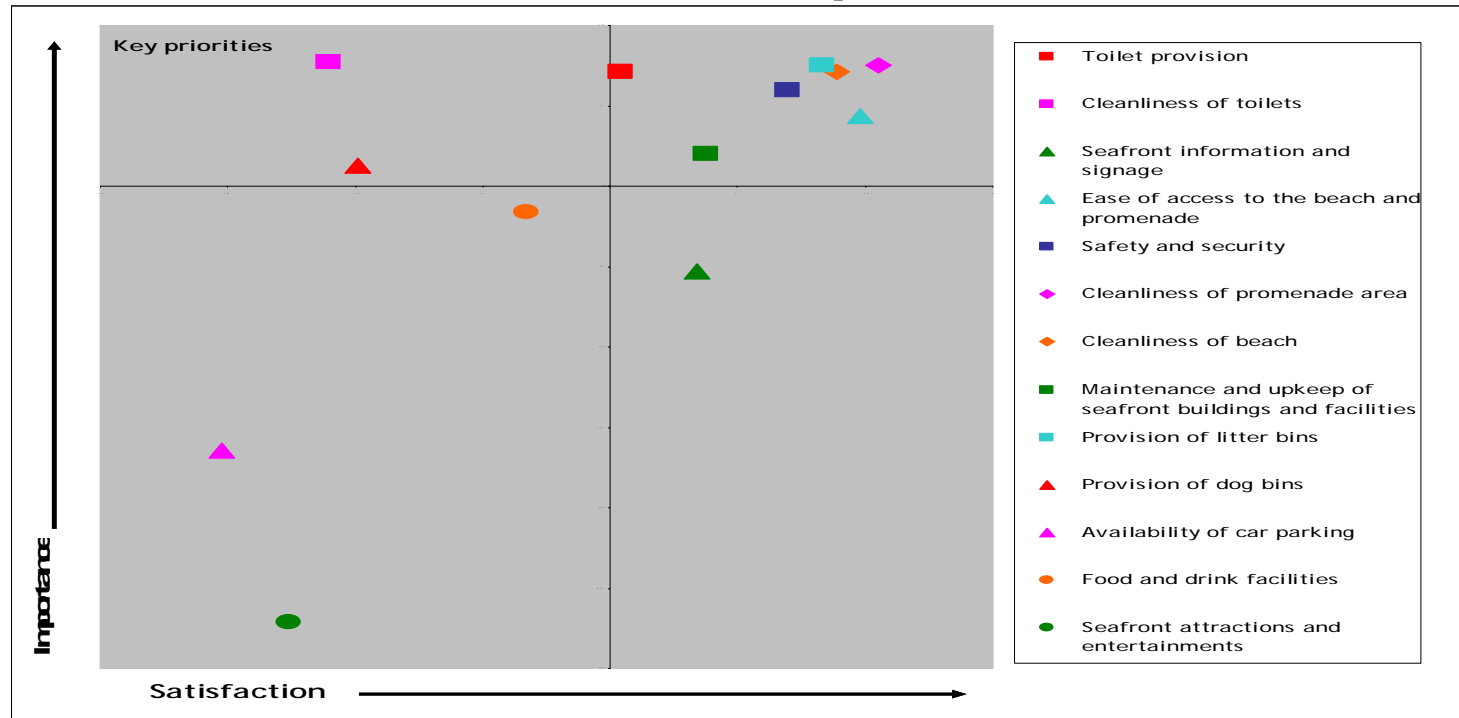
Seafront attractions and entertainments

- Overall, 75% of seafront visitors were satisfied.
- Those in Zone 3 were less satisfied than average (60%).
- Those in Zone 3 most frequently said that this could be improved by providing more children's rides and play areas.
- Satisfaction with this aspect was significantly higher than when we asked about it in 2007, when only 57% of respondents were satisfied.

Food and drink facilities

- Satisfaction with food and drink facilities was significantly higher this year (85%) than when we asked about it in 2007 (73%).
- These findings suggest that those in Zone 2 tend to be less satisfied with some seafront facilities than average.

Priorities for improvement

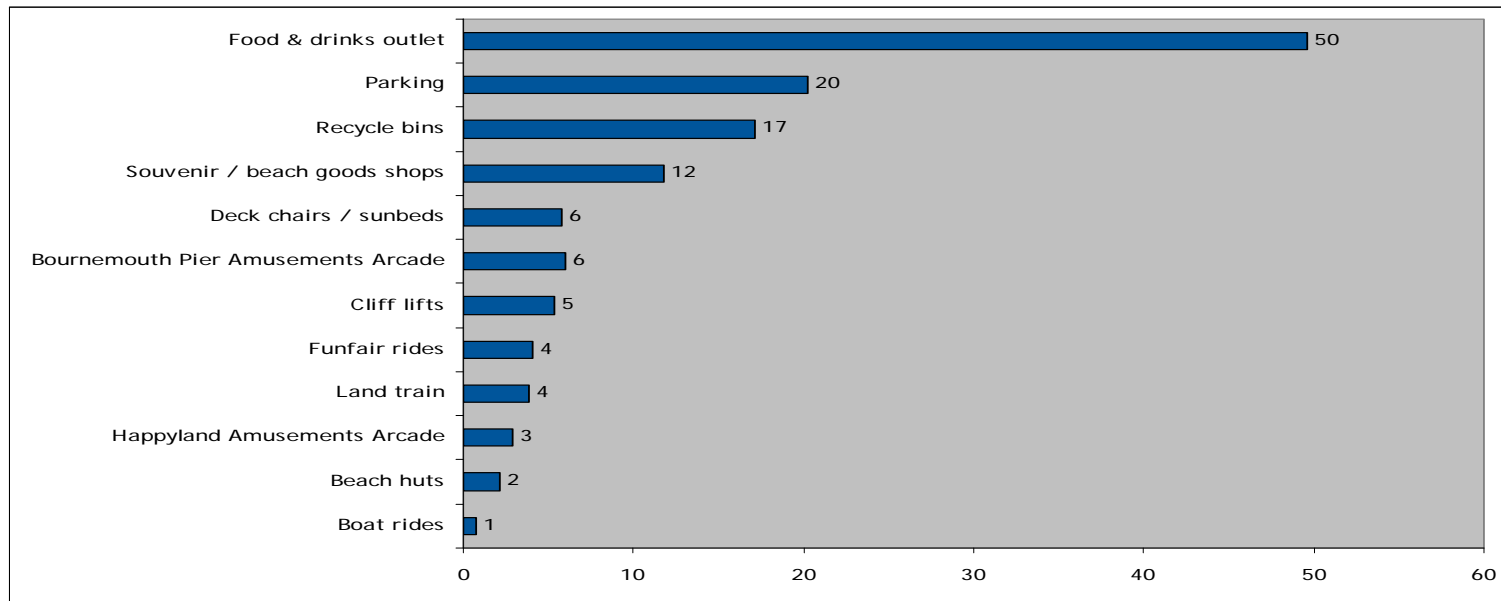


- The above graph shows how various factors were rated in terms of importance versus satisfaction. The factors in the top left-hand box 'cleanliness of toilets' and 'provision of dog bins' are rated above average importance and below average satisfaction, therefore these should be considered to be key priorities for improvement.
 - Cleanliness of toilets was also a key priority in 2007. Provision of dog bins is a new priority due to the fact that respondents are now placing more importance on this aspect.
- Those factors in the top right-hand box are rated above average importance and above average satisfaction and can therefore be considered to be strengths.
 - Seafront attractions and entertainments has improved since 2007 and is now seen as a strength.

Priorities for improvement (cont)

- 'Cleanliness of toilets' was a key priority for all seafront visitors.
- Those visiting alone, those in a group with children and those in Zones 1, 3 and 4 did not see the 'provision of dog bins' as a key priority.
- Some groups had different or additional priorities:
 - Those in Zone 1 saw the 'availability of car parking' as a key priority.
 - Those in Zone 2 and those in groups with or without children had an additional priority for improvement: 'toilet provision'.
 - Those in a group with children and those in Zone 3 saw 'food and drink facilities' as a key priority for improvement.
- The food and drink facilities that were most frequently cited as in need of improvement were 'take-away outlets' (55%) and 'cafes' (41%).

What services seafront visitors use

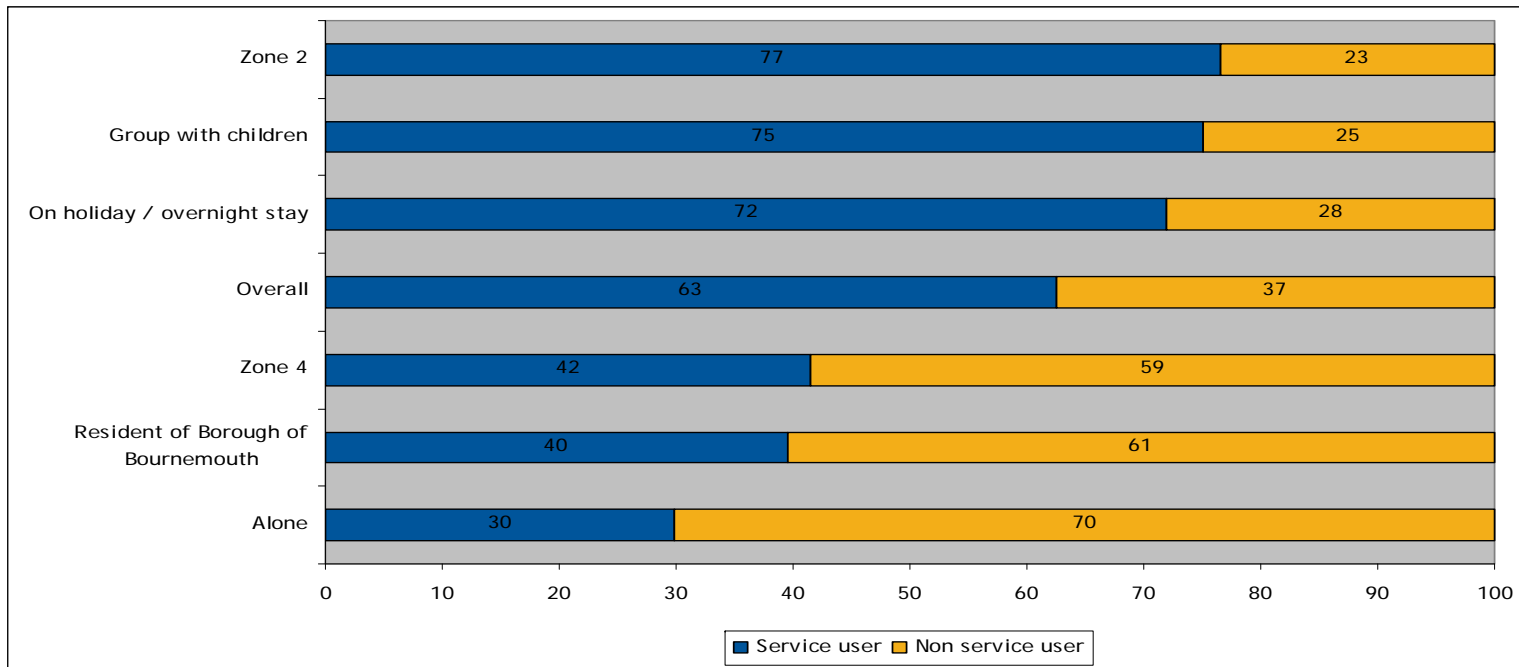


- Food and drinks outlets were the most popular service with half of all visitors using them. Whilst around two fifths of visitors travelled to the seafront by motor vehicle only one fifth (20%) used parking services. Recycle bins were used by approximately one fifth of visitors (17%). Approximately one in ten visitors used the souvenir and beach goods shops (12%). All other services were used by less than 10% of visitors.
- Those less likely than average to use food and drink outlets were those in Zone 4 (35%), residents (33%), those visiting alone (25%) and those in a group without children (43%).
- Those less likely to use parking services were those visiting alone (6%), those in a group without children (18%), residents (10%) and those in Zone 4 (2%).

What services seafront visitors use (cont)

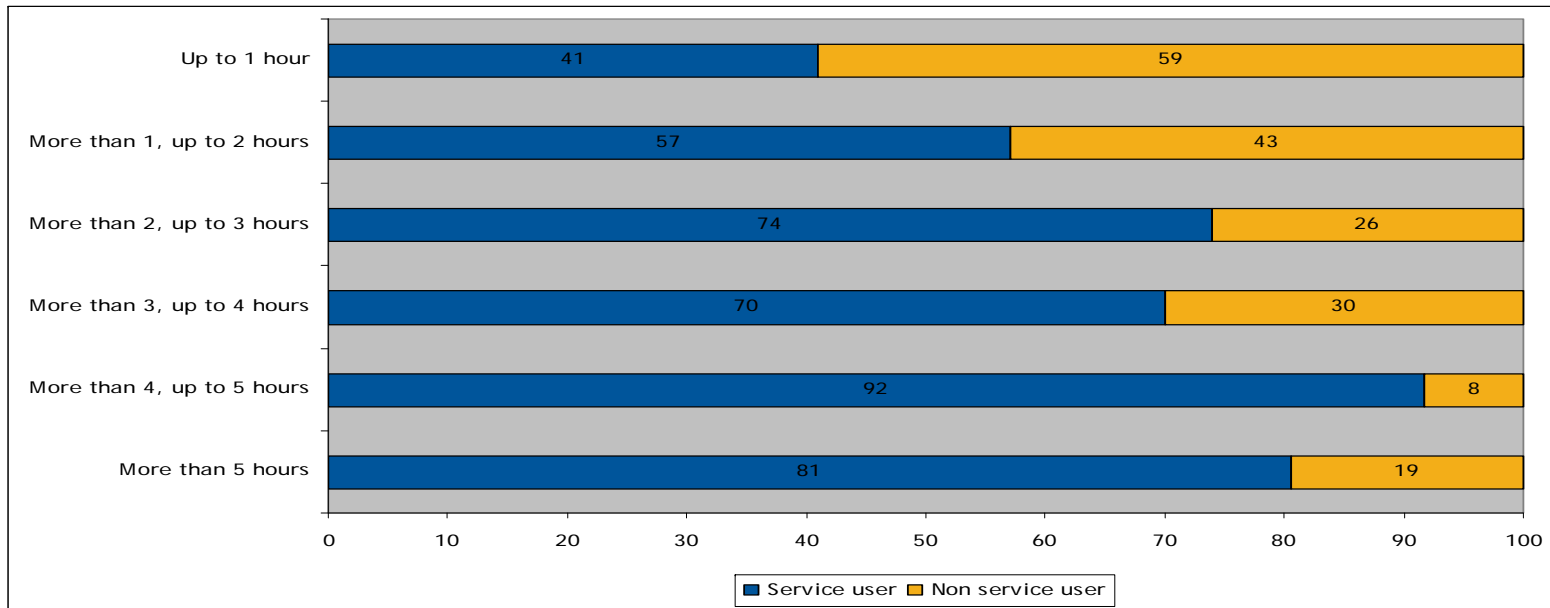
- Around one third (32%) of visitors suggested they would like to see other services on the seafront.
 - Around one in five (19%) of those who would like to see other services would like improved food and drink facilities. In particular, more bars, more cafes open for longer and more child / family friendly cafes.
 - 7% would like improved toilet facilities including baby changing and more toilet provision.
 - One in twenty (5%) would like to see dedicated cycle paths along the seafront.
 - One in twenty (5%) would like to see more water sports facilities such as boats and jet skis.
- Other suggestions included more benches, a cash machine, better access for people with disabilities, a shop and showers.
- Showers, cycle paths and better access for people with disabilities were also suggested when we asked in 2007. Specifically, better access to the sand was mentioned more than once.
 - However, it should be noted that those people asking for better access do not necessarily have a disability themselves and there was no significant difference overall between those with and without a disability for satisfaction with the ease of access to the beach and promenade.

Use of seafront services



- Overall, nearly two thirds (63%) of seafront visitors have used at least one of the services we asked about. Just over one third (37%) did not use any services at all, therefore did not spend any money during their visit. Of those who did not spend any money on services, around two thirds (68%) were visiting for 2 hours or less.
- Those who were most likely to use one or more services were those in Zone 2 (77%), those in a group with children (75%) and those on holiday or overnight stay (72%).
- Those less likely than average to use one or more services were those in Zone 4 (42%), residents of Bournemouth (40%) and those visiting alone (30%).
- Other factors did not have any significant impact on the use of services.

Use of seafront services (cont)



- As we might expect, the length of time spent at the seafront has an impact on whether or not visitors use one or more of the services we asked about. Whilst the likelihood of using services does tend to increase with time spent at the seafront the relationship is not completely linear.
- Around two fifths (41%) of those visiting for up to 1 hour used one or more of the services we asked about.
- With the exception of those visiting for between 3 and 4 hours (where we see a slight reduction in service use to 70%), use of services increases with time spent at the seafront. This peaks at 4 to 5 hours when 92% of visitors have used one or more services asked about.
- Although those visiting for 5 hours or more still show a high service use rate (81%), they are beginning to show less likelihood of using one or more of the services asked about.

Spend on services

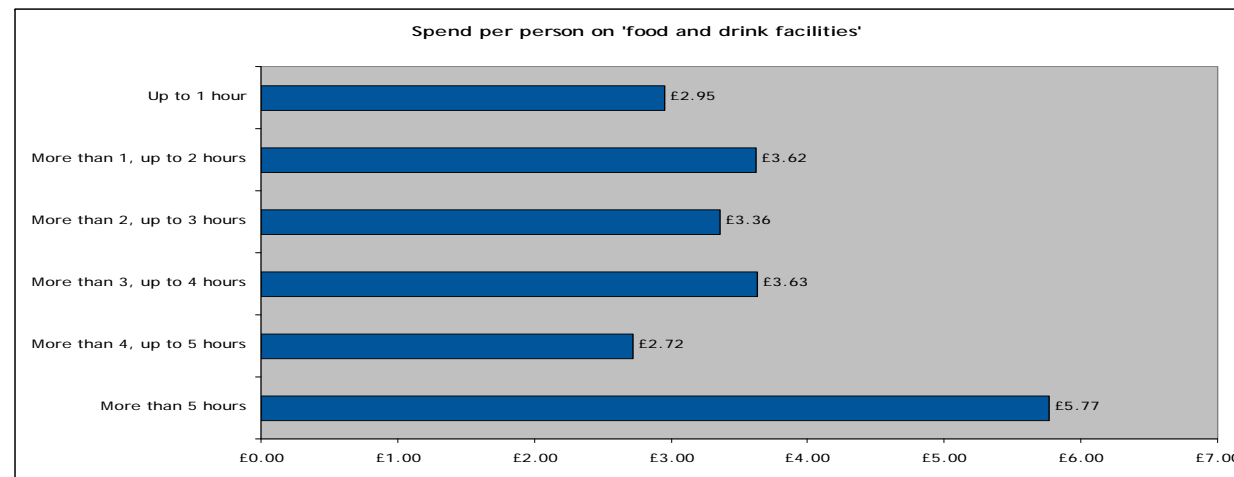
- The only services used widely enough to give us reliable information about the average spend were 'parking' and 'food and drink facilities'.

Parking

- The average spend on parking was £3.50. This refers to the amount the respondent had spent on themselves and any others in their group that day.

Food and drink

- Please note, one respondent was on a trip with a youth group and spent £100 on food and drink. To avoid skewing the results, this figure has been excluded from the analysis.
- The average spend *per person* on food and drink was £3.60.
- As we have seen, the length of time spent at the seafront has an impact on whether or not services were used. The length of time also has an impact on how much visitors spend per person on food and drink.
- Those visiting between 3 and 4 hours, and for more than 5 hours were the biggest spenders with an average spend per person of £3.63 and £5.77 respectively.
- Those visiting for between 4 and 5 hours had the lowest spend, however they were most likely to use seafront services. When looking specifically at food and drink facilities though, this group were amongst those least likely to use this service.



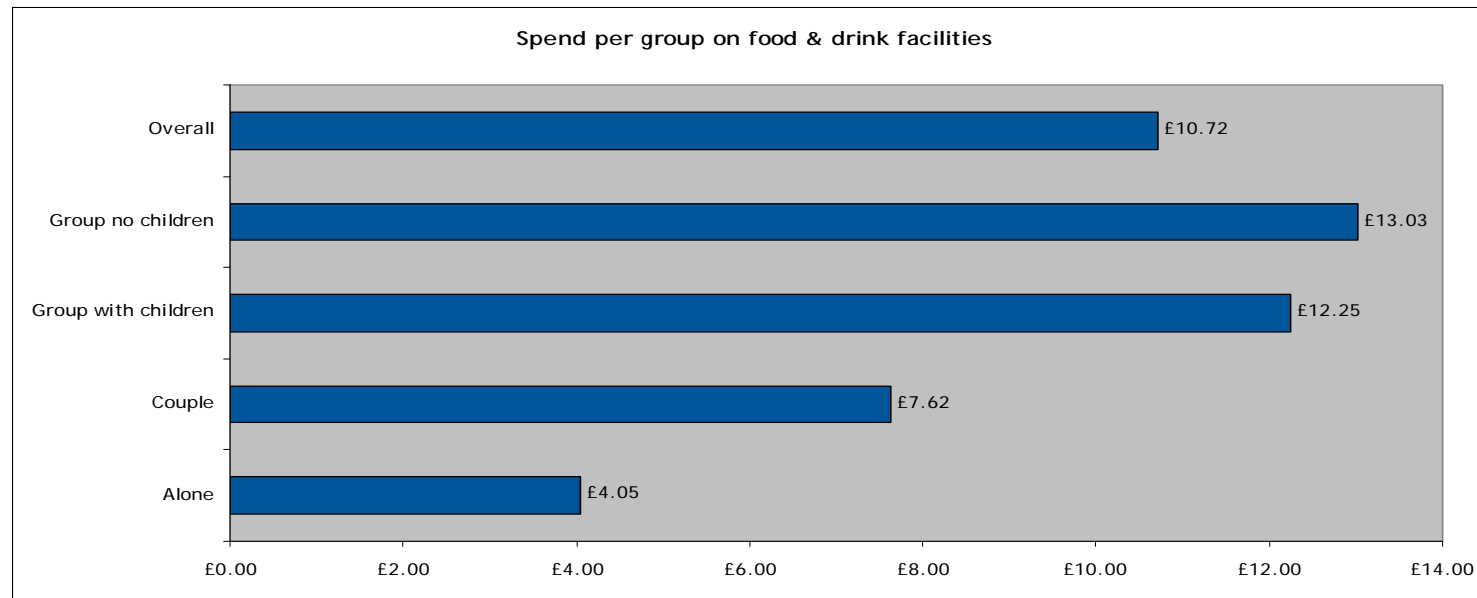
Spend on services (cont)



Food and drink cont.

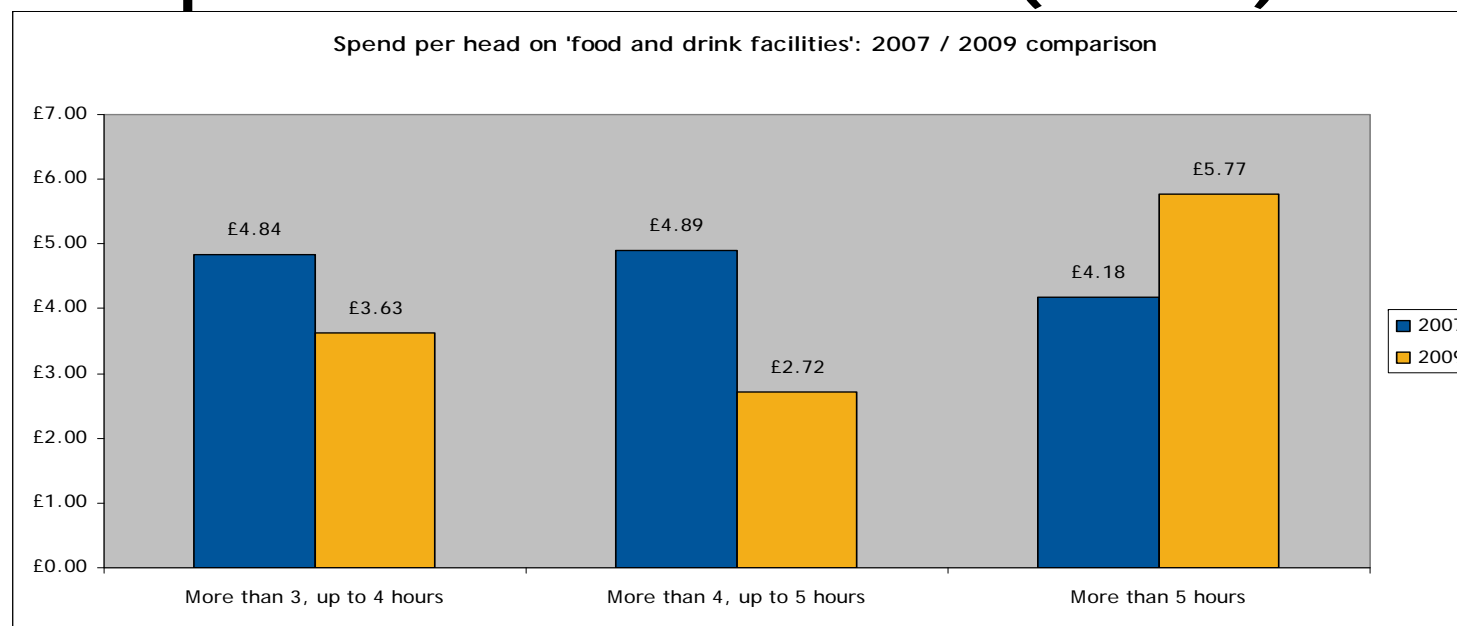
- Group type has an impact on average spend:
 - those in a group without children spend an average £5.21 per person
 - those in a group with children spend an average of £3.11. Interestingly those in a group with children are the most likely to use seafront services (including food and drink facilities) however they spent the least per person on food and drink facilities.
- Age also has an impact:
 - Those aged between 35 and 44 years tend to spend the least on food and drink with an average spend of £2.87. This is also the age group most likely to visit in a group with children.
 - Those aged between 45 and 54 years spend the most on food and drink with an average spend of £4.30.

Spend on services (cont)



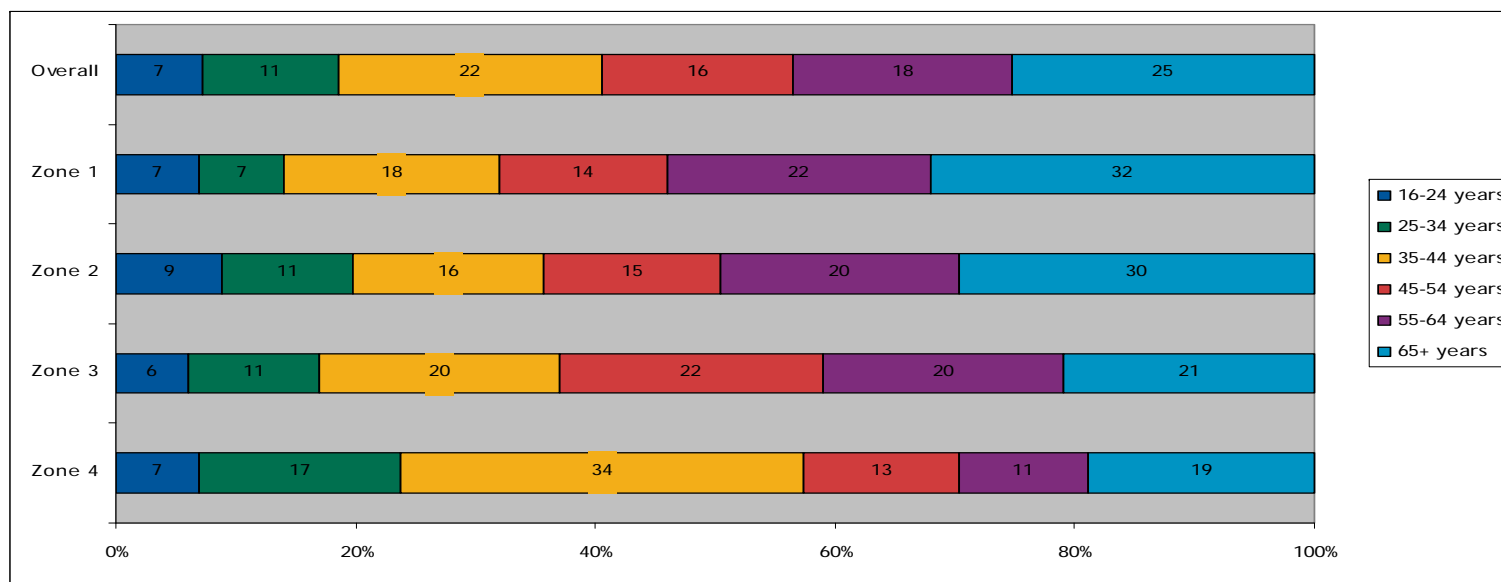
- Here, we are looking at the average spend **per group** rather than spend per head.
- Seafront visitors could be classified as belonging to one of four main groups: those visiting alone; those with their partner only; those in a group with children; and those in a group without children.
 - The average group size for a group with children is 2 adults and 1.7 children.
 - The average group size for a group without children is 2.4 adults.
 - Average group sizes have shown no significant differences since 2007.
- The average spend on food and drink facilities per 'group' was £10.72.
- The biggest spenders were those visiting in a group without children.
- As we might expect, those visiting alone have the smallest average spend.

Spend on services (cont)



- Spending habits have changed since 2007. Overall, spending on food and drink facilities has fallen from £3.93 in 2007 to £3.60 in 2009.
- Those visiting the seafront for up to 3 hours show similar spending patterns to 2007, however those staying for longer than 3 hours show differences. Spending has fallen dramatically for those staying between 3 and 4 hours and 4 and 5 hours. However, those staying for longer than 5 hours show a sharp increase in spending compared to 2007 from £4.18 to £5.77 per head.
- There are also differences in spending between group types. Those in a couple were the biggest spenders in 2007 but in 2009 their spending has fallen from £5.51 to £3.93. However, those in groups with or without children are spending more now than in 2007; from £2.84 to £3.11 and £4.24 to £5.21 respectively. Those visiting alone are spending less, however they remain the second biggest spenders of all groups.
- Those visiting for the day and residents have reduced their spending habits slightly, whilst overnight visitors are spending slightly more than in 2007.

Age of visitors



- Overall, there was a greater proportion of those aged 65+ visiting the seafront: one quarter of all visitors were in this age group.
- The age profile of visitors hasn't changed a great deal since 2007. Most notably, there are fewer visitors aged 16-34 years visiting Zone 1; 14% this year compared to 29% in 2007. There is also a higher proportion of those aged 65+ years visiting Zone 4; 19% this year compared to 9% in 2007.
- In Zone 4 there was a higher proportion of visitors aged between 35 and 44 years (51%). This age group is the most likely to visit in a group with children and Zone 4 is the most popular location for those in a group with children. We can therefore see links between those aged 35-44 years in a group with children visiting Zone 4.
- Zone 1 and Zone 2 had the highest proportion of older visitors: 54% of Zone 1 visitors were aged 55 or over and 50% of Zone 2 visitors.

Extra details about seafront visitor profile

Gender

- Approximately two thirds (63%) of visitors were female, whilst around one third (37%) were male. This trend was the same in 2007, with more female visitors than male, however the polarity has increased: in 2007, 57% of visitors were female and 43% were male.
- In Zone 2 there was an even higher proportion of females: three quarters were female compared to one quarter male.
- Higher proportions of males than average visited Zones 1 (45%) and 3 (44%).

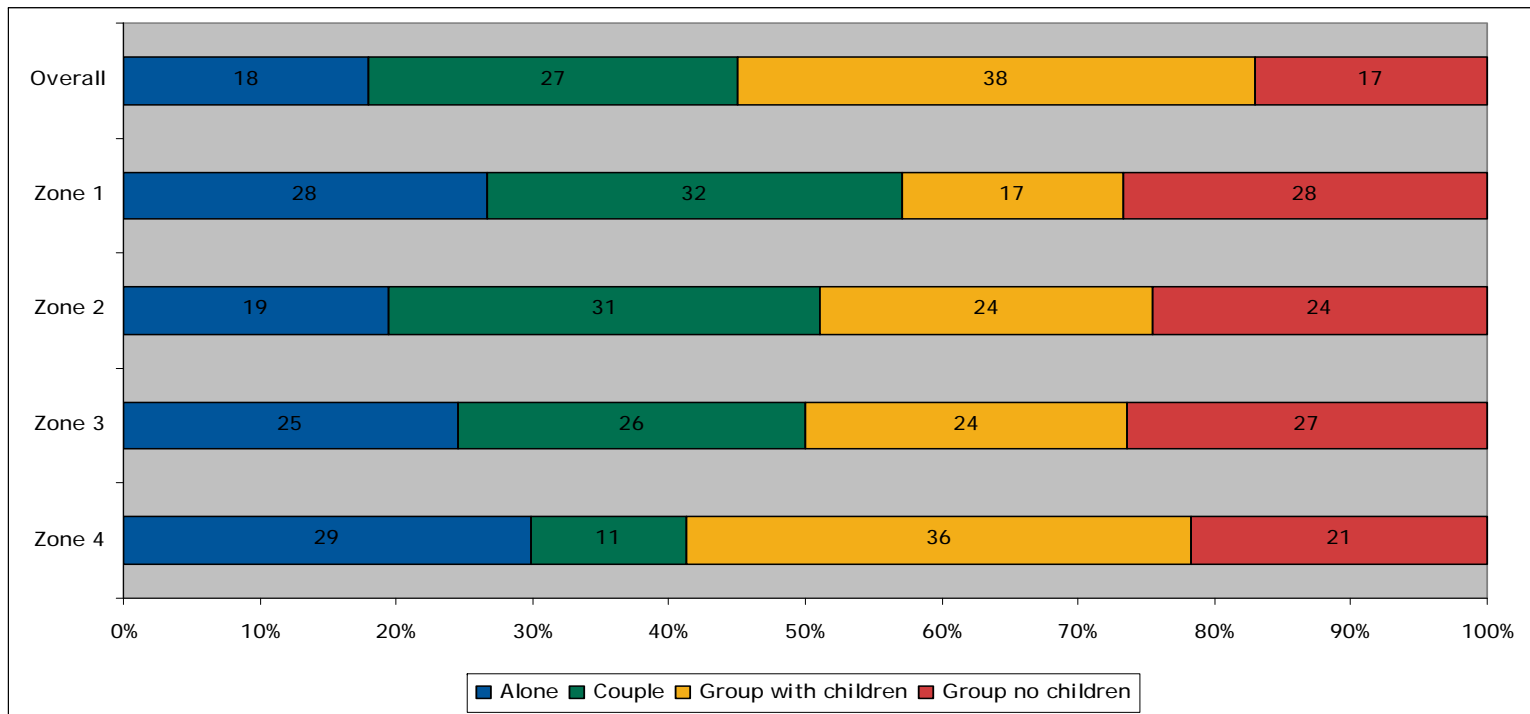
Disability

- Just over one in ten visitors (13%) had a long-standing illness, disability or infirmity.
- There were significantly fewer visitors with a long-standing illness, disability or infirmity visiting Zone 4 (5%).

Ethnicity

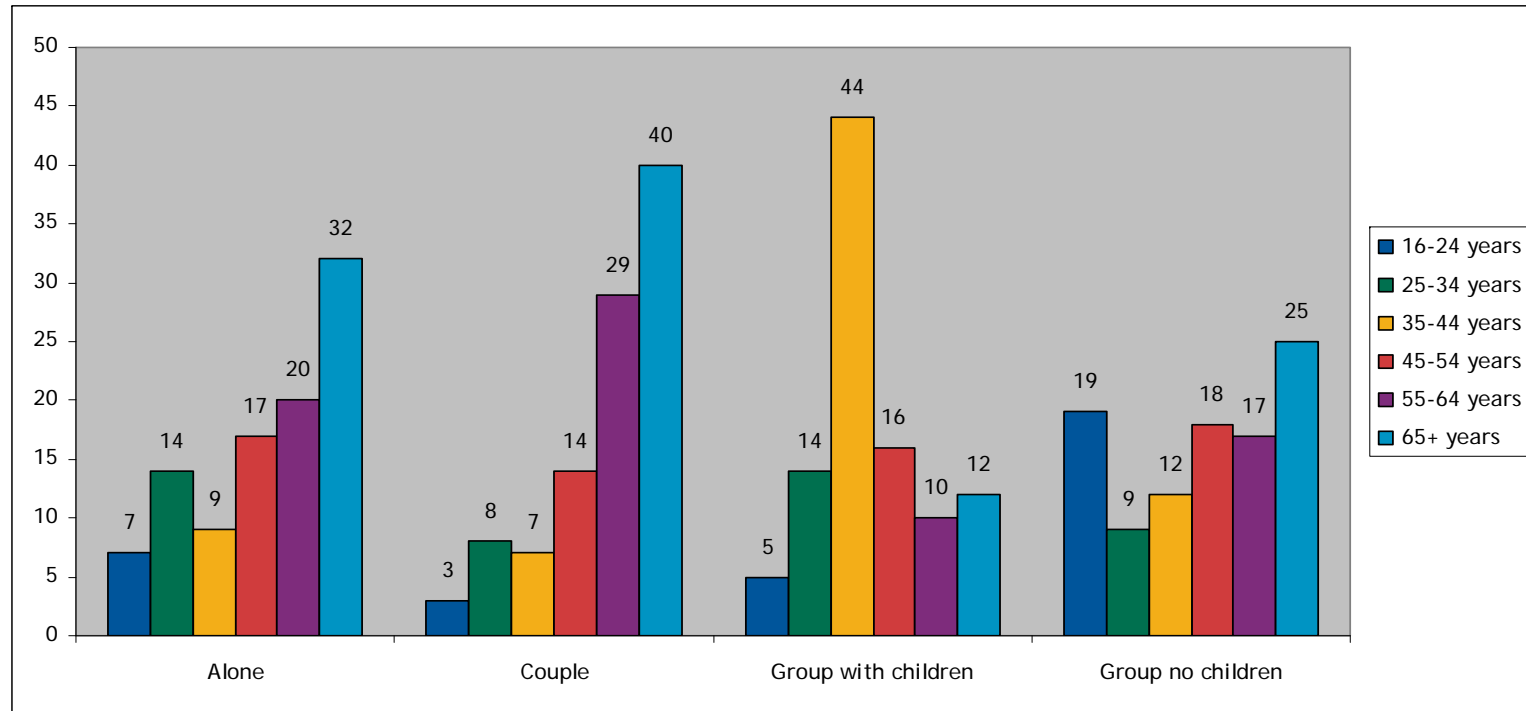
- Just over nine in ten visitors (93%) described themselves as 'White British', this is significantly more than the 87% of 'White British' visitors in 2007.
- Of the 7% who described their ethnic background as anything other than 'White British' around three quarters (76%) were from any other 'White background' (Irish, other).
- There were no significant differences in the ethnic background of visitors by location.

Group type



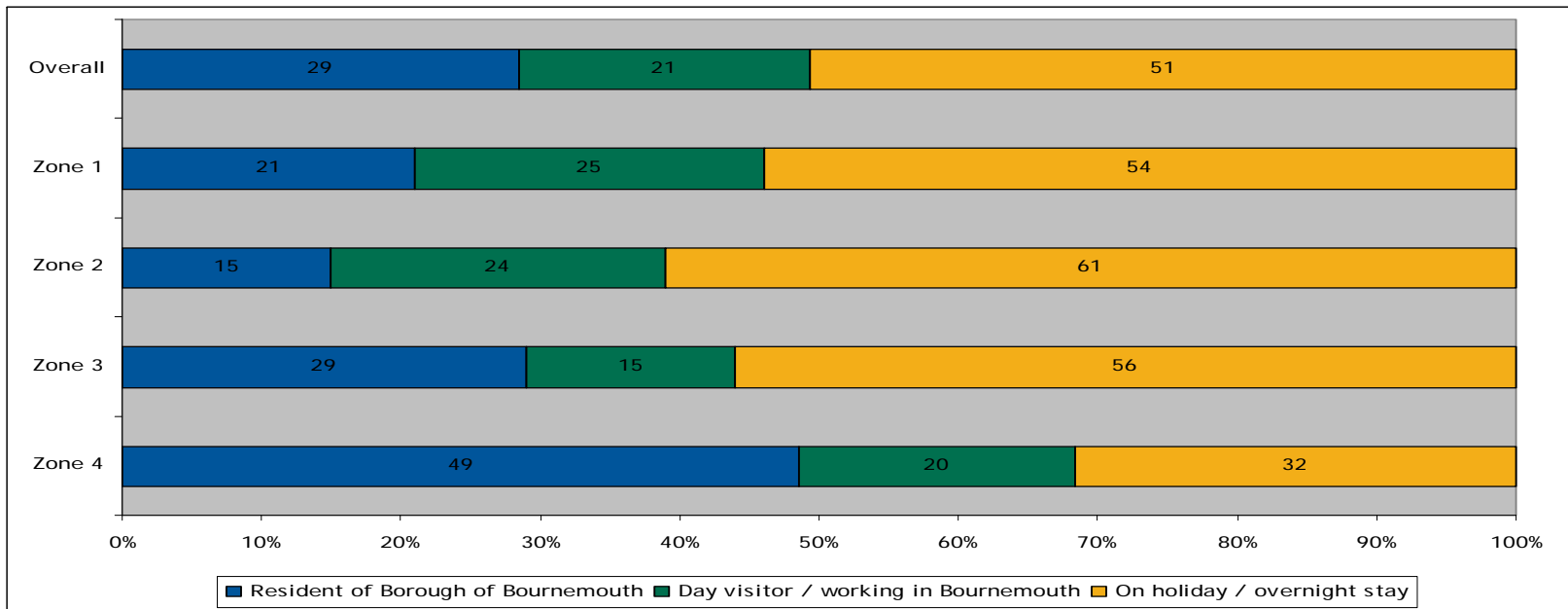
- Overall, there was a greater proportion of groups with children visiting the seafront (38%) than any other group type. However, there were significant differences in the locations different group types chose to visit.
- Groups with children were significantly more likely to visit Zone 4 (36%) than any other zone.
- Couples were more likely to visit Zone 1 (32% of visitors) than Zone 4 (11% of visitors).

Group type (cont)



- The likelihood of visiting as part of a couple increases with age.
- Those in a group with children are heavily concentrated in the 35-44 years age group.
- Conversely those in a group without children are most concentrated at either end of the age range i.e. between 16 and 24 years and 45+ years.
- In terms of gender, approximately four fifths (79%) of those visiting in a group with children were female.
- Nearly three quarters (70%) of those visiting alone were male.

Where seafront visitors come from



- Overall, nearly one third (29%) of seafront visitors were Bournemouth residents, one fifth (21%) were day visitors or working in the area and just over half (51%) were on holiday or overnight stay.
- However, there was a much higher proportion of residents visiting Zone 4 (making up 49% of visitors to this zone).
- Residents were least likely to visit Zone 2, with only 15% of visitors to this zone being residents.
- Those on holiday or overnight stay were most likely to visit Zone 2 (61% of visitors to this zone).
- There were significantly fewer Bournemouth residents visiting the seafront this year compared to 2007 (29% compared to 39% in 2007) and significantly more visitors on holiday or overnight stay (51% compared to 41%).*

*Figures reflect 2007 visitors during July and August only.

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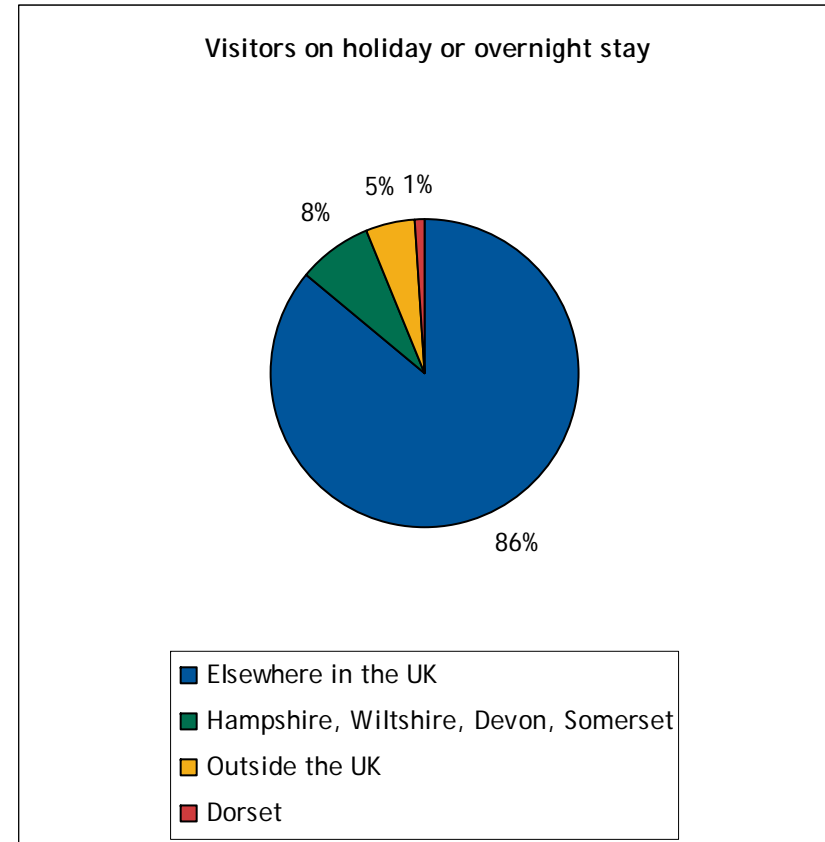
Where seafront visitors come from (cont)

Day visitors

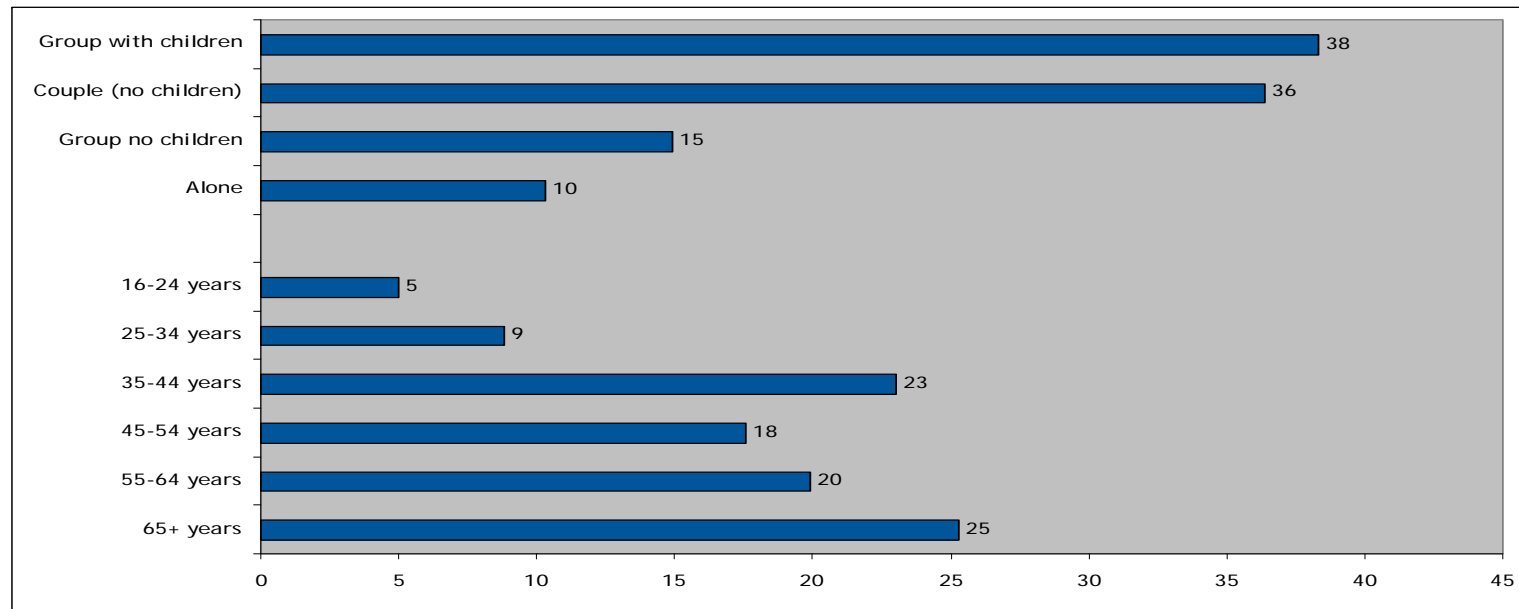
- Of those visitors who were at the seafront for the day only, over two in five (45%) were from Dorset.
- A further quarter of visitors were from Hampshire, Wiltshire, Devon or Somerset.
- Approximately 1 quarter (23%) of day visitors were from elsewhere the UK.

Overnight visitors

- Of those visitors who were on holiday or overnight stay, around one in ten (9%) were from Dorset and the surrounding counties.
- A further 5% were visiting from places outside the UK, including the Netherlands, Switzerland, Italy, Germany and the USA.
- The majority of overnight visitors were from elsewhere in the UK (86%). Some of the most frequently mentioned places that visitors came from included London, Oxfordshire, Brighton, Bristol and Gloucestershire.

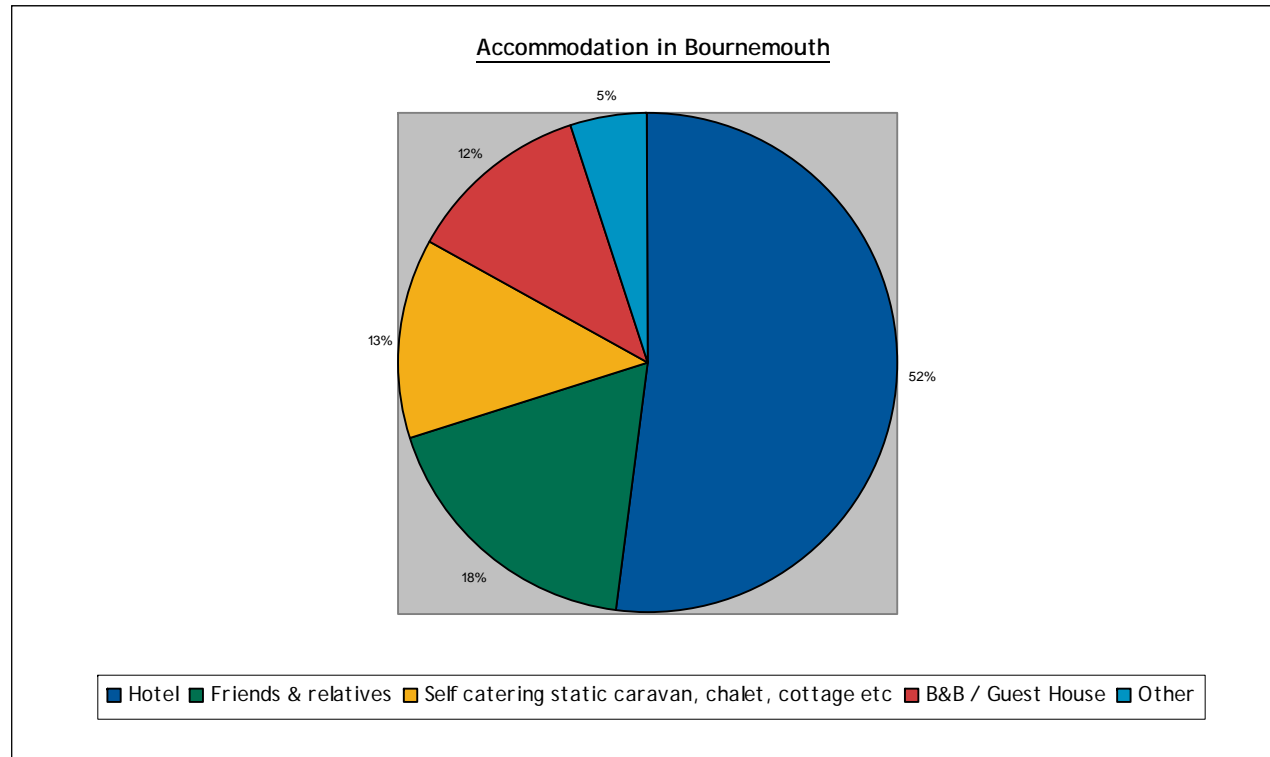


Demographic profile of overnight visitors



- Just over one third of those visitors on holiday or overnight stay were visiting in a group with children (38%) or with their spouse or partner only (36%).
- The highest proportion of overnight visitors were aged either 35-44 years (23%) or 65+ years (25%). We have seen that those aged 35-44 years are most likely to visit in a group with children and that those aged 65 years or over are most likely to visit with their spouse or partner only, so there are links between the age and group type of overnight visitors.
- Nearly two thirds (63%) of overnight visitors were aged 45 years or more.
- Around nine in ten (91%) overnight visitors described themselves as 'White British'. Around one in ten (7%) described themselves as any other 'White' background.
- There were more female overnight visitors than male: around two thirds (67%) were female while 32% were male.
- Less than one in five (14%) overnight visitors had a long-standing illness, disability or infirmity.

Where overnight visitors stay



- Nearly three quarters (71%) of overnight visitors were staying in Bournemouth.
- A further 19% were staying in Poole / Christchurch or the rest of Dorset.
- Of the overnight visitors staying in Bournemouth, over half (52%) were staying in a hotel.
- Around one in five (18%) were staying with friends or relatives.

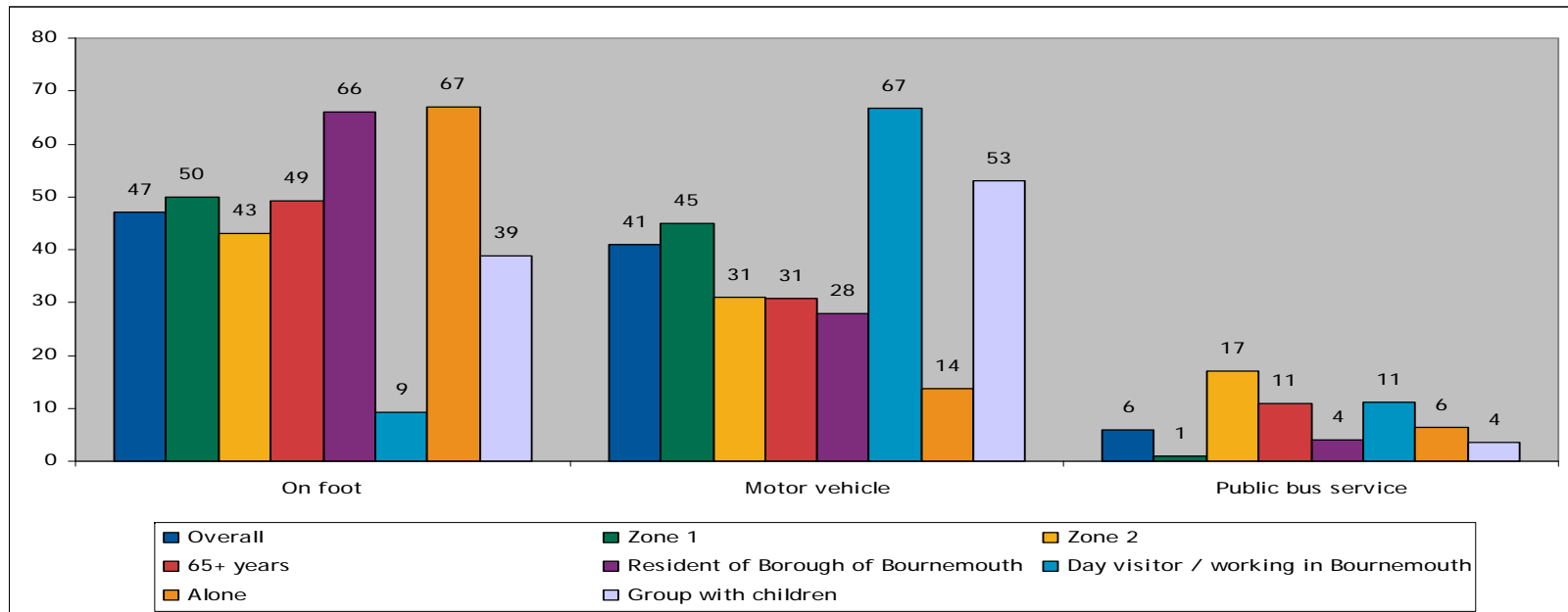
Attractions

Poole Harbour	38
New Forest	31
Christchurch Harbour and Priory	27
Oceanarium	23
Tethered balloon Lower Gardens	13
Corfe Castle	12
Beaulieu	12
Swanage Railway	11
Russell Cotes Art Gallery and Museum	10
BIC	10
Monkey World	10
Pavilion Theatre	8
Salisbury Cathedral	8
Compton Acres	5
The Lighthouse Poole	4
Tower Park	4
Littledown Centre	3
Alice in Wonderland	3
Paultons Park	3
Marwell Zoo	3
Exbury Gardens	1

- Just over two fifths (43%) of all holidaymakers / overnight visitors had or intended to visit attractions in and around Bournemouth.
- Poole Harbour was the most popular attraction, with nearly two fifths (38%) of visitors going or planning to go.
- Of the Bournemouth attractions, the Oceanarium was the most popular, with nearly one quarter (23%) of visitors going or planning to go.
- The New Forest was the most popular attraction in the wider Dorset and outlying area, with nearly one third (31%) of visitors going or planning to go.
- Just over one in ten (12%) holidaymakers referred to 'other' attractions they planned to visit. Attractions mentioned by more than one visitor included Swanage town, the Isle of Wight, Highcliffe Castle and Hengistbury Head.

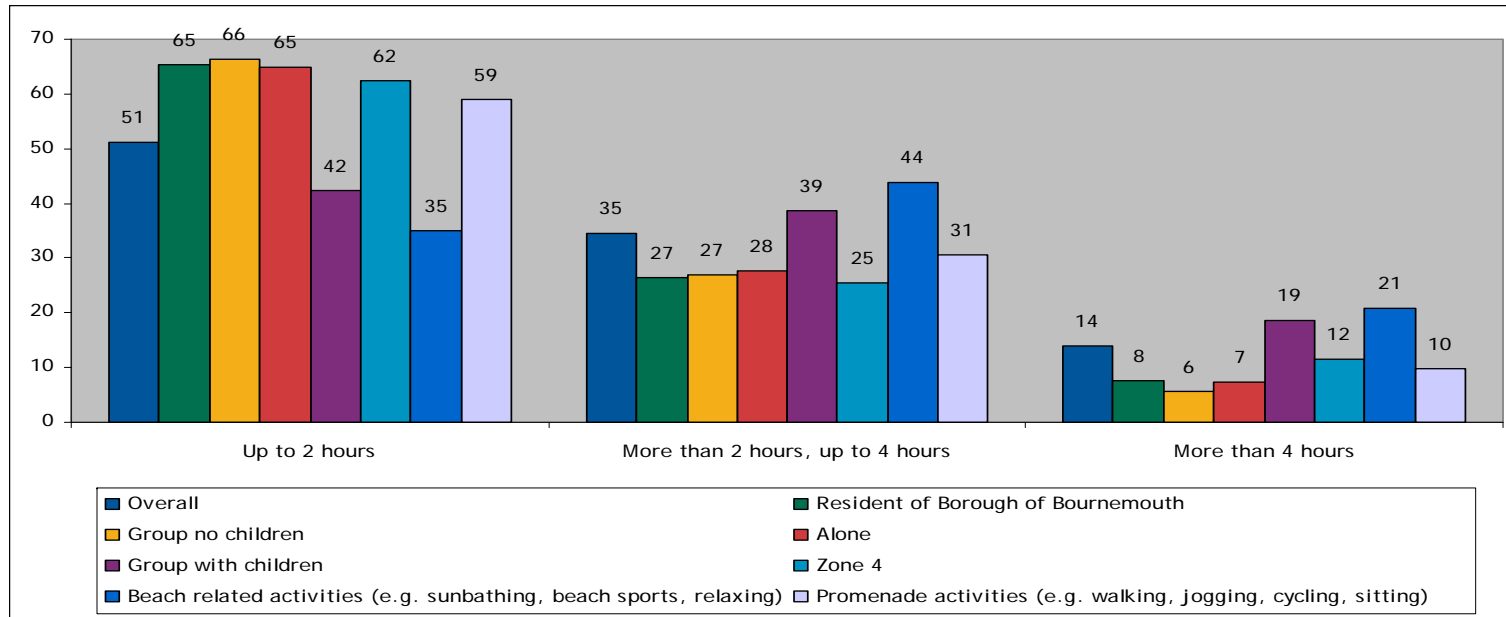
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How seafront visitors travel to the beach



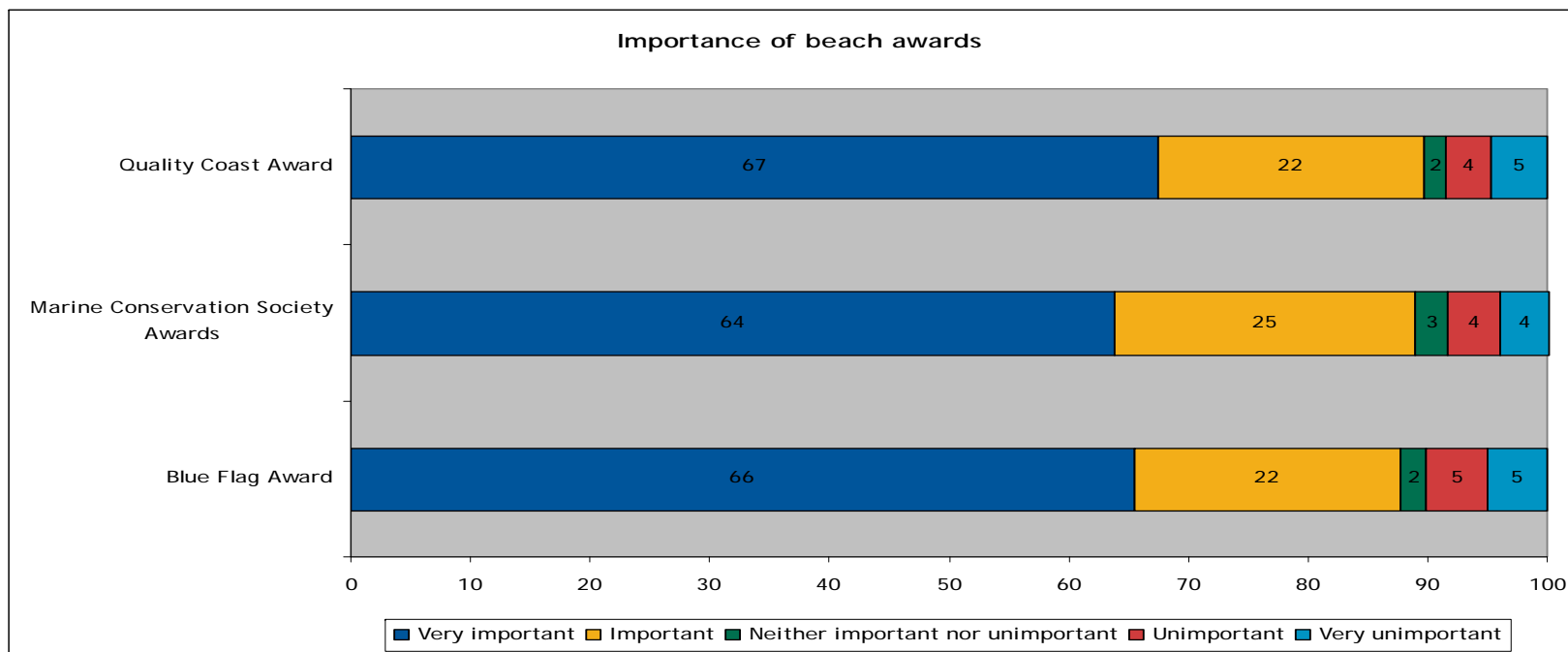
- Around half (47%) of all visitors travelled to the seafront on foot. Approximately two fifths (41%) travelled by motor vehicle, around one in twenty (6%) used the public bus service and the remaining visitors used other methods such as tour bus, bicycle and train.
- Residents of Bournemouth and those visiting alone were more likely than average to travel to the seafront on foot. Day visitors were less likely than average to travel by foot.
- Those in Zone 2, those aged 65 years or over, residents of Bournemouth and those visiting alone were less likely than average to travel by motor vehicle. Day visitors and those in a group with children were more likely than average to travel by car.
- Those in Zone 2 were more likely than average to travel by public bus service, whilst those in Zone 1 were less likely than average to use this form of transport.
- Travel to the seafront by motor vehicle appears to have reduced: the 41% who used this form of transport this year is significantly less than the 52% who travelled by motor vehicle in 2007. Interestingly use of parking services has remained the same (20% of visitors used parking services) and the average spend on parking has risen slightly from £3.33 in 2007 to £3.50 in 2009.

Length of time seafront visitors spend at beach



- Overall, around half (51%) of seafront visitors spend less than two hours at the beach, around one third (35%) spend between 2 and 4 hours, whilst the rest (14%) spend more than 4 hours.
- Visitors spend longer than average at the seafront when they are in a group with children or taking part in beach related activities.
- Visitors spend less time than average at the seafront when they are residents of Bournemouth, visiting Zone 4, taking part in promenade activities, visiting in a group with no children or visiting alone.

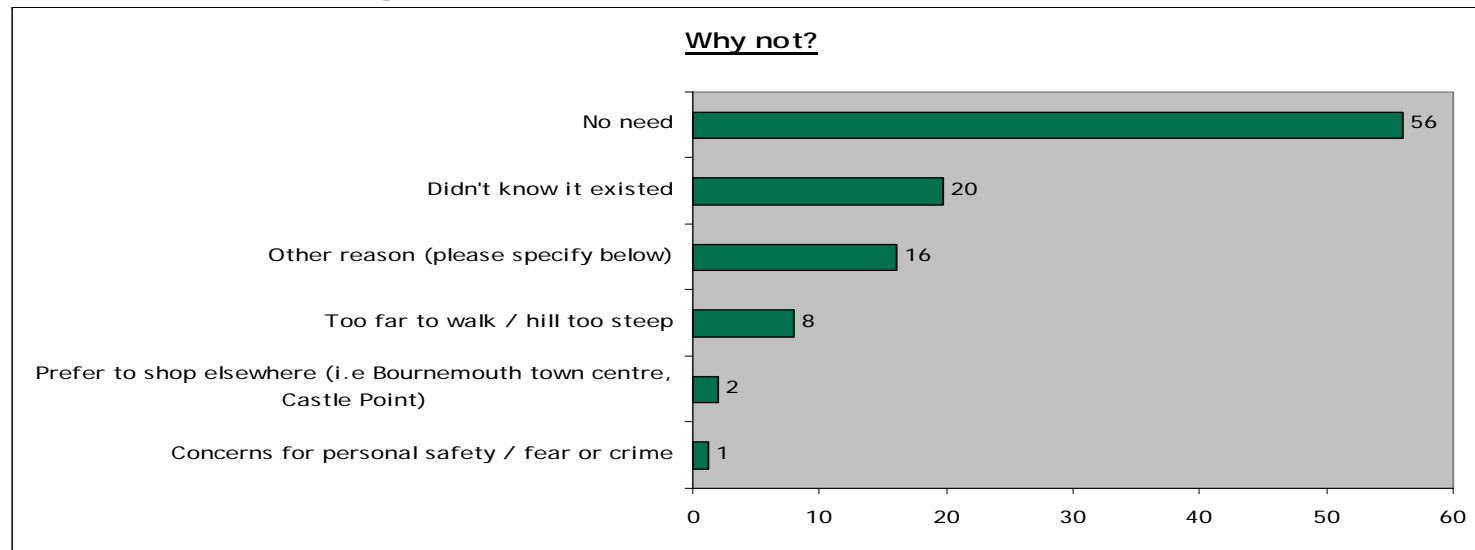
Beach awards



- More than four fifths (86%) of respondents had heard of the Blue Flag Award.
- The Quality Coast Award and the Marine Conservation Society Awards were less well known: 38% and 46% of respondents had heard of them respectively.
- All three awards are significantly more well known than when we asked respondents about them in 2007.
- All three awards had a similar impact on visitors' decision to visit the seafront. Around nine in ten of those who had heard of the awards felt that they were 'very important' or 'important'.

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Visiting Boscombe precinct



- Those seafront visitors in Zone 3 were asked additional questions about whether or not they had (or intended to) visit the Boscombe shopping precinct at the top of Sea Road. In total, 130 respondents visited Zone 3 and were asked these additional questions.
- Around one third (32%) of visitors to Zone 3 said that they had or intended to visit the Boscombe shopping precinct.
- Residents of Bournemouth were more likely than average (50%) to visit the precinct.
- Only around one in ten (11%) day visitors had or intended to visit the precinct.
- Of those visiting the precinct, around two thirds (65%) were doing so to shop, around one quarter (23%) were visiting for food or drink.
- Those who were not visiting the precinct most frequently said that this was because they had no need (56%). A further one in five (20%) were not aware that it existed. Nearly one in ten (8%) were put off visiting the precinct as they considered it too far to walk or the hill to be too steep.
- Other reasons given for not visiting the precinct included finding the shops and area unappealing or being put off by bad weather.

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