

DELIVERING SHROPSHIRE'S VISITOR ECONOMY STRATEGIES THROUGH DESTINATION PARTNERSHIPS

Appendix A

During summer and autumn 2013 Visitor Surveys were carried out across Shropshire Borderlands (northern Shropshire) and Shropshire Hills & Ludlow area. A summary of key findings is presented below. A visitor survey is currently being undertaken in Shrewsbury area by some of the key Destination Shrewsbury partners - Shropshire Council, Shrewsbury BID and Shrewsbury Town Council.

	Shropshire Borderlands (north)	Shropshire Hills & Ludlow (south)
Who visiting with?		
Spouse/partner	35%	42%
Family	40%	27%
With children (under 16)	37%	20%
Socio Economic Group*		
ABC1	53%	70%
C2DE	47%	30%
Been before	80%	71%
Frequent visitor	62%	63%
Where from		
Day Visitors	West Midlands & Wales	West Midlands
Staying visitors	North West, West Midlands, South East	West Midlands, North West, South East, South West
Age	52% aged 45 + 20% aged over 65	72% aged 45+ 23% aged over 65

Transport used	Car 88%	Car 90%
Would definitely use Public Transport if available	7%	15%
Top activities undertaken	Exploring scenery & landscape Shopping or looking round shops Short walks Exploring towns & villages Eating out	General sightseeing** Short walks Pubs/restaurants Visiting a heritage attraction Long walk Shopping
Satisfaction with visit	9% gave their trip 5 out of 5 89% gave their trip 4 out of 5	91% gave 5 out of 5 8% gave 4 out of 5;

**Standard categories based on income of main earner in household A = highest income*

***Landscape & scenery already established in a previous question as the main appeal of the Shropshire Hills so not offered as a specific option here.*

Visitor types across Shropshire are broadly very similar but it is worth noting some of the differences between visitors in the northern and southern parts of the county.

Over one third of the visitors to Shropshire Borderlands have children in their party, which is significantly more than in Shropshire Hills & Ludlow where just one fifth include children.

The number of visitors aged 65 + is similar across both areas but there are significantly more aged 45 + in the Shropshire Hills & Ludlow. In the north there are more in younger age groups.

A more even split (typical of the UK population as a whole) between the two halves of income scale in the north suggests more budget conscious visitors. In the south there are more visitors in the higher income categories.

Not shown in the above table but worth mentioning is that caravans (touring and static) and boats are particularly important accommodation sectors in Shropshire Borderlands with over half of visitors staying in these types of accommodation. In Shropshire Hills and Ludlow only 14% of staying visitors use caravans and boats do not feature at all.

Resistance to giving up the car in favour of public or alternative transport is high across the county. In the north only 7% said they would definitely do this. In Shropshire Hills the number doubled but was still only 15%. Walking as a leisure activity undertaken as part of the trip has however increased in popularity and not just in the traditional hillwalking areas.