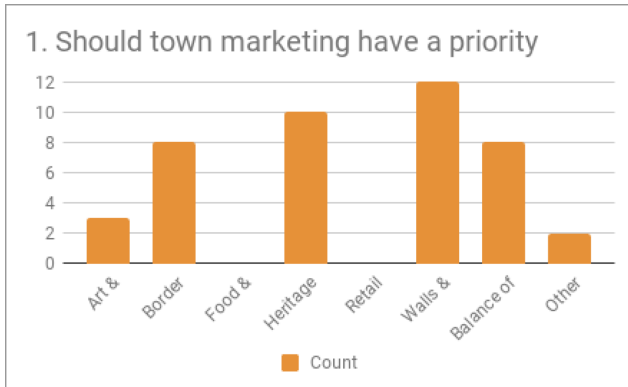


Berwick Tourism Event (05 Dec 17)

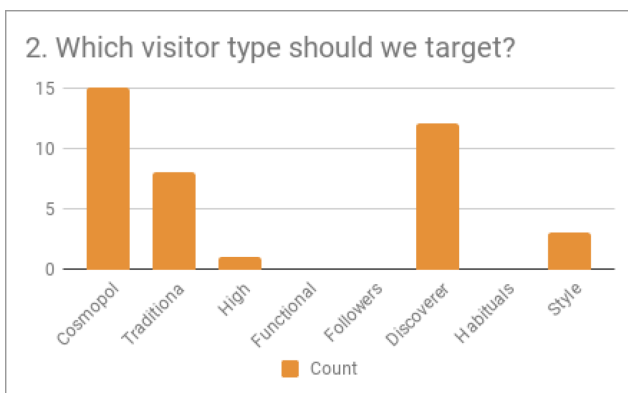
Results

(based on 43 participants)



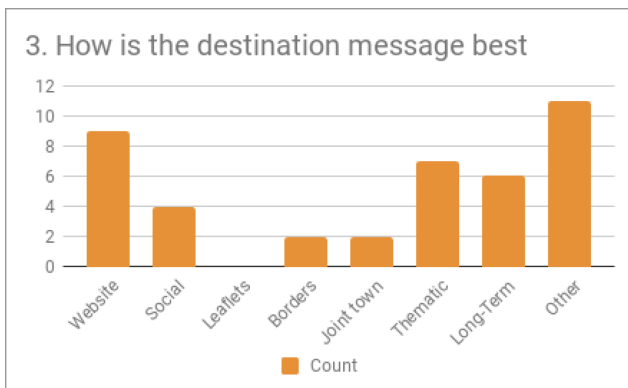
1. Should town marketing have a priority theme? (Multiple Choice)

| | Responses | |
|------------------|-------------|-----------|
| | Percent | Count |
| Art & Culture | 7% | 3 |
| Border Location | 19% | 8 |
| Food & Drink | 0% | 0 |
| Heritage | 23% | 10 |
| Retail | 0% | 0 |
| Walls & Barracks | 28% | 12 |
| Balance of all | 19% | 8 |
| Other | 5% | 2 |
| Totals | 100% | 43 |



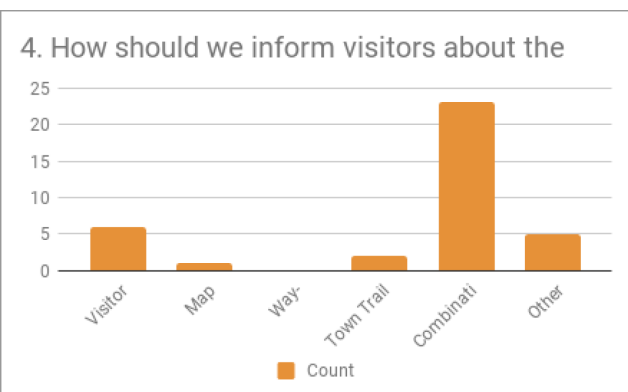
2. Which visitor type should we target? (Multiple Choice)

| | Responses | |
|---------------|-------------|-----------|
| | Percent | Count |
| Cosmopolitans | 38% | 15 |
| Traditionals | 21% | 8 |
| High Street | 3% | 1 |
| Functionals | 0% | 0 |
| Followers | 0% | 0 |
| Discoverers | 31% | 12 |
| Habituals | 0% | 0 |
| Style Hounds | 8% | 3 |
| Totals | 100% | 39 |



3. How is the destination message best marketed? (Multiple Choice)

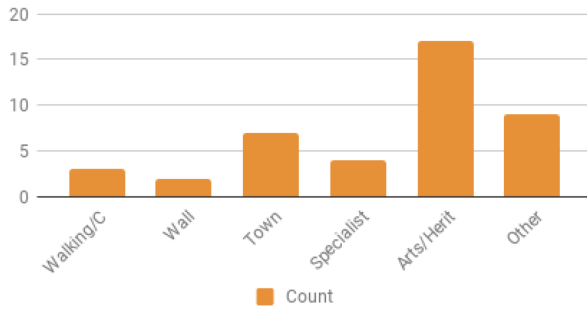
| | Responses | |
|---------------------|-------------|-----------|
| | Percent | Count |
| Website | 22% | 9 |
| Social Media | 10% | 4 |
| Leaflets | 0% | 0 |
| Borders promo | 5% | 2 |
| Joint town promo | 5% | 2 |
| Thematic promo | 17% | 7 |
| Long-Term influence | 15% | 6 |
| Other | 27% | 11 |
| Totals | 100% | 41 |



4. How should we inform visitors about the town upon arrival? (Multiple Choice)

| | Responses | |
|--------------------|-------------|-----------|
| | Percent | Count |
| Visitor App | 16% | 6 |
| Map Boards | 3% | 1 |
| Way-marking | 0% | 0 |
| Town Trail | 5% | 2 |
| Combination of all | 62% | 23 |
| Other | 14% | 5 |
| Totals | 100% | 37 |

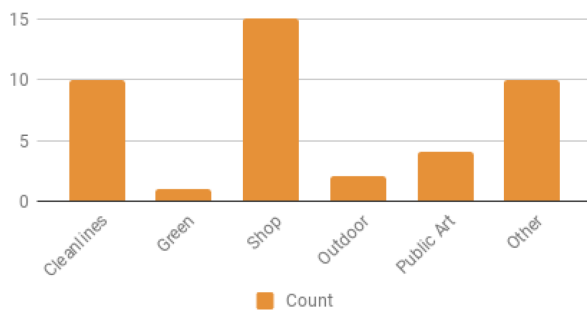
5. Is there a need to diversify or strengthen



5. Is there a need to diversify or strengthen the product offer? (Multiple Choice)

| | Responses | |
|----------------------|-----------|-------|
| | Percent | Count |
| Walking/Cycling | 7% | 3 |
| Wall Interpretation | 5% | 2 |
| Town Trails | 17% | 7 |
| Specialist Markets | 10% | 4 |
| Arts/Heritage Events | 40% | 17 |
| Other | 21% | 9 |
| Totals | 100% | 42 |

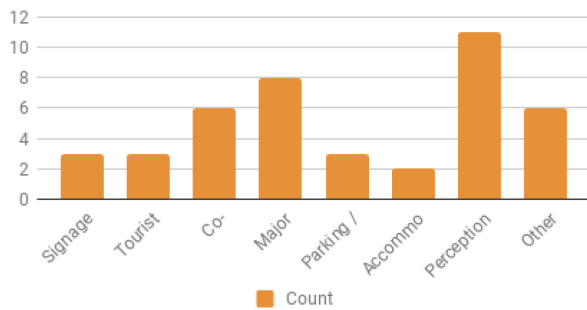
6. What actions should be prioritised for street



6. What actions should be prioritised for street scene and public space? (Multiple Choice)

| | Responses | |
|---------------|-----------|-------|
| | Percent | Count |
| Cleanliness | 24% | 10 |
| Green Space | 2% | 1 |
| Shop Frontage | 36% | 15 |
| Outdoor Space | 5% | 2 |
| Public Art | 10% | 4 |
| Other | 24% | 10 |
| Totals | 100% | 42 |

7. If you could improve one aspect of the



7. If you could improve one aspect of the tourism offer what would it be? (Multiple Choice)

| | Responses | |
|-------------------|-----------|-------|
| | Percent | Count |
| Signage | 7% | 3 |
| Tourist Info | 7% | 3 |
| Co-ordination | 14% | 6 |
| Major Attractions | 19% | 8 |
| Parking / Roads | 7% | 3 |
| Accommodation | 5% | 2 |
| Perceptions | 26% | 11 |
| Other | 14% | 6 |
| Totals | 100% | 42 |