Evaluation from VisitWiltshire Spring 2017 Travel Trade familiarisation visit

11 respondents

	Wayfarier	Wooburn	Landor Travel	Bolton Churches	Hadleigh Gardening	Bannergate Townwomen guild	Deirdre Brown Travel	Solent U3A	STITA Tours & Pathfinders	Rebbeca Gardner freelance	Wandsworth Over Fifties	Average score
Did the itinerary live up to your expectations?: 1												
below and 10 above	10	7	8	8	9	8	5	9	10	g	8 8	8. 8.
			Iford Manor / Sal Cathedral /	Salisbury / Iford		Studley Grange /		Corsham / A. Musuem / Iford /		Sal Cathedral /	Studley Grange ,	,
Which part of the itinerary was your favourite?	Studley Grange	Arundells	Corsham	Manor	Iford Manor	Corsham	Iford Manor	Longleat	Iford Manor	Iford Manor	Corsham / Iford	
			Other Towns and				Canal Boats / Wilton House / vineyards / foodie places / other gardens			Wadworth Brewery /		
Anywhere not included that you'd like to visit?	none	Railway journeys	stonehenge	none	none	Stonehenge	and homes	Lacock	none	Devizes	Bowood	
				none	lione	otonenenge		Lacock	lione	Defizes	5011000	1
How likely are you to include Wiltshire on your it	ineraries in the fu	ture from those list	ed below?:	1	1	T				•		-
Alexandra House Hotel	7			6	5		7		4	5	5 4	ŀ
Longleat House	9	9		5	8	-	10	7	10	7	7 4	ŀ
Studley Grange Butterfly World & Craft Village	9	3		7	8	8	3	3	•	,	3 9	<u>)</u>
The Bridge Tea Rooms / Bradford on Avon	3	6		7	8	8	5	8		e	5 1	
Avebury Manor, Stone Circle & Village	5			7	9	7	4	8		5	7 8	1
Wyvern Theatre	3			4	2	. 7	3	8	4	4	1 1	
Milford Hall Hotel		3		6	2	. 8	6	1	. 6	5	5	
Sarum College	2			5	2				6		1	
Corsham	8	5		8	8	9	10		10	9	8 8	
American Museum in Britain	9	8		7	8	6	8	9	10	9	9 7	,
Salisbury Cathedral & Magna Carta	9	8		8	9	8	9	8	10	9	8 8	:
Arundells	9	8		7	9	8	8	8	8	8	3 5	i
Salisbury Museum	8	2		7	9			9	8	<u>c</u>	9 3	:
Mompesson House				8	9	8	3	9	8		5	;
Iford Manor & Peto Garden	9	7		9	10	8	10		10	8	3 9)
Cholderton Rare Breeds Farm & Vineyard	6			8	8	7	2	9	6		3 5	;
Churches Conservation Trust - Churches	4	2		8	5	7	2	2	. 8	9	9 1	
The Red Lion Hotel	9	2	1	7	5	8	9	2	10	9	8 8	
Executive Connections/Value Cars				8	1	. 7		8	7	3	3 4	ł
Pewsey Vale Coaches	8		1	8	5	8		7	9	5	5 1	.]
Discover Wiltshire	9		1	8	10	9	8	7	, ,	8	3 8	:
Wadworth Brewery		coming this year	1	8	5	7	9		10	8	3	1
Wiltshire Museum, Devizes	7		1	7	9	8	2	8	8	8	3	1
Marlborough College Summer School			1	6	1				5	5	5	1
Bowood House & Gardens				7	8	8	9	8	10	-	7	1
Oldbury Tours				6	1	7	3		7		7	1
Holiday Inn – Salisbury Stonehenge				6	5	7	5		10	6	5 4	ī
Salisbury Plain Safaris	İ		1	6	1	6	3		7		5	
Other		Salisbury / Christmas Market						1			1	_

How many visits will you bring back to Wiltshire?	Day	When?	Residential	When?	How many nights?	No of Customers	Number of day visitors (Customers x day)	Number of residential visitors (customers x residential)	Spend per per person per day (Day visitors x £35)	Spend per person per residential (Residential visitors x £170)
Wayfarier	1	Nov/Dec 2017	1	?	3	25	25	25	£875	£4,250
Wooburn	15	?	2		13	46	690	92	£24,150	£15,640
Bolton Churches			1	Considering 2019	4	51	0	51	£0	£8,670
Hadleigh Gardening			1	Considering 2018	4	53	0	53	£0	£9,010
Bannergate Townwomen guild	1	Spring 2018	1	spring 2018	3	30	30	30	£1,050	£5,100
Deirdre Brown Travel			2	2018 or 2019	2	50	0	100	£0	£17,000
Solent U3A	3	2017 and 2018				48	144	0	£5,040	£0
STITA Tours & Pathfinders			10	for 2018	6	55	0	550	£0	£93,500
Wandsworth Over Fifties	2					20	40	0	£1,400	£0
Dreamtours for you			1	for 2018	4	15		15		£4,950
TOTAL							929	916	£32,515	£158,120
GRAND TOTAL								1845		£190,635