

PORTSMOUTH VISITOR INFORMATION SERVICE (VIS)

ANNUAL SURVEY – AUGUST BANK HOLIDAY 2009

REPORT AND RESULTS

1. Introduction

Independent market researchers, asking questions as visitors left the centres at the Hard and Southsea, conducted the visitor survey. The survey was carried out over the August Bank Holiday weekend period – Friday 28th – Monday 31st August. A summary of results follows with full statistics attached.

2. Visitor breakdown and visit details

87% of visitors surveyed were visiting Portsmouth from another area and 13% were local residents. Most were day visitors, either from home (47%) or from another area (12%), although there was an increase in visitors taking a short break in the city this year up from 28% to 35%. 6% of visitors were on their main holiday.

All age groups were well represented with a slight increase in the 65-74 range, up 6% on the previous year. Most visitors were on their first visit (54%).

80% marked their ethnic background as 'white British'. A full breakdown of ethnic groups recorded can be found in the result tables.

3. Information and services required –overall performance

99.5% of visitors were satisfied with the range of information and 92% were able to obtain the information they required. Most people were looking for information on local attractions, museums, special events, travel information and places to visit nearby.

99.5% of visitors were satisfied with the range of services available. The most requested services were local attraction and event information, directions and maps.

Suggestions for new services included, in order of popularity – Internet access, cycle hire, package deals, car hire, catering facilities, toilets and a cash point. These and other suggestions will be added to the customer suggestions database and, where feasible, fed into the current Business Plan.

99.5% of visitors were satisfied with the quality of service they received, 98.5% felt they were treated fairly and sensitively by staff and 99.5% were satisfied with the speed of the service they received. 99.5% of customers' overall impression of the service was satisfactory with 45% scoring it excellent.

Visitors were asked if they were aware of the standards we set, 46% were, an increase of 16% on the previous year.

There was an increase in many of the 'excellent' scores, an 8.5% increase for the range of information, an 8% increase for the speed of service and a 13% increase for the quality of service.

4. Merchandising

19% of visitors purchased a gift or souvenir (up 3% on previous year) and 99% of visitors were satisfied with the range of souvenirs available.

5. Accessibility of the Visitor Information Centres (VICs)

Most visitors scored the Centres as good or excellent (81%) as regards accessibility and signposting. Most visitors found the VICs because they were already aware of their location (43%) or saw them when passing (36%). 86% were satisfied with the current opening and closing times.

6. Conclusions

Satisfaction levels remain excellent with 99.5% rating their overall impression as excellent (45%), good (50.5%) or satisfactory (4%). 99.5% were satisfied with the quality and speed of service and with the range of information and services. These results are supported by the excellent results at both Charter Mark Assessment and with the recent Gold Award for Tourist Information Centre of the Year in the Tourism South East ExSEllence Awards.

This annual survey and report is just part of the consultation that we carry out. During 2009 we have introduced a new survey card, asking visitors to rate their satisfaction with the service and information available and also to record more customer details so we can evaluate our service by customer groups. The first results of this consultation will be available in January.

7. Customer comments

Both Centres are very good

Lovely and friendly smiling staff.

Nicely laid out, good access for pushchairs (Southsea)

Very friendly and helpful

Keep up the good work!