

Portsmouth Visitor Information Service (VIS)

May Bank Holiday Customer Survey Report 2009

Introduction

Independent Market Researchers conducted surveys over the May Bank Holiday of 2009. Customers were surveyed as they exited our two Visitor information Centres (VICs) at the Hard and Southsea. 317 survey forms were completed representing 17% of customers over the three days.

Results

About our customers

75% of customers surveyed were visitors to the city, the remainder local residents. Most recorded their ethnicity as white British (75%) or white other (16.5%). The majority of our customer were in the age brackets 35-44 (22%) and 45-54 (24%). 10% of customers stated they had a disability.

Signposting and first impressions.

Most customers (94%) found signposting to the VICs good and thought it was clear and easy to follow. First impressions of the VICs remain positive with 96% scoring the Hard and 98% scoring Southsea as good or very good.

Service received

99% of customers scored the service they received as 'good' or 'very good'. This year saw an increase of 11% in the 'very good' score from 62% to 73%. All those surveyed thought the staff had treated them fairly and sensitively.

How we compare

We asked customers how Portsmouth VICs compared with other TICs/VICs in the UK. Results were very good in the categories of 'service received' (99% found Portsmouth better), 'the building itself' (95.5% found Portsmouth better), 'information available' (96.5% found Portsmouth better) and 'services available' (96% found Portsmouth better).

Information Technology

Of those surveyed 78% stated they had access to the Internet. Of those with access 31% had visited the 'visitportsmouth' website.

Value for money

96% of visitors thought that the Visitor Information Service represented good value for money at 62p per enquiry.

Attractions and events

84% of customers surveyed had visited an attraction (a big increase from 43% in 2008). The most popular attractions were the Historic Dockyard (35%), Spinnaker Tower (13%), Blue Reef Aquarium (12%) and Gunwharf Quays

(9.5%) The location of the Centres most likely has a bearing on these results, as these are the nearest attractions. 16% of those surveyed were in Portsmouth for a specific event, and 68% stated they planned a return visit to an attraction or event in the future.

Improvements to the service

Suggested improvements include: provide refreshments, toilet facilities, Internet access, more information on children's activities, publicise on TV/News, more discount vouchers/residents discounts, air conditioning, left luggage lockers, touch screen information, sale of sunscreen, more staff and improve Aspire events listing. These suggestions will be added to the Customer Suggestions database and included in the Annual Business Plan if possible.

Customer Groups

We identified two clear customer groups by their place of origin – being either visitors to the area or local residents. The main differences in results for these two groups were that 100% of local residents thought the Information Centres were better than others in the UK, less local residents (64% / 73%) had visited an attraction and more local residents (97% / 58%) planned to visit an event in the future. Another difference was in the number who had access to the Internet – this was only 61% for local residents whereas 84% of visitors had access. Almost the same percentage of local residents and visitors had accessed our site.

We will use the results of this survey, combined with other surveys this year, to identify the satisfaction levels and needs of other customer groups, for example by age, sex, UK, non UK and local residents.

Conclusions

Overall results were excellent with 100% of visitors being satisfied with the standard of service received and 73% scoring it 'very good' underlining the staff commitment to providing excellent customer care. The comparative data also shows Portsmouth VIS compares well with other VICs/TICs.

More work will be done this year on identifying the needs and satisfaction levels of different customer groups. We will also implement new methods of recording customer data to reach more of our visitors, especially those who do not have English as a first language, both local residents and visitors from overseas.

We will continue with work to encourage more local residents to use the service, collating and implementing both staff and customer suggestions for this and getting feedback from local residents who currently do not use the service.

All suggestions for improvements will be investigated. Already there are plans to improve the Aspire publication and two new discount attraction tickets have been added to the list we have available for sale.