



STRATFORD-UPON-AVON

VISITOR SURVEY 2015

FINAL REPORT

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Stratford-on-Avon District Council
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1.0 Introduction

1.1 Background

Stratford District Council wanted information on the profile and characteristics of visitors to the town, what are the key drivers for visitor satisfaction, retention and referral, and to estimate the expenditure by visitors. This will help to identify the current strengths and weaknesses of the tourism product in Stratford-upon-Avon and provide a tool from which to develop the strategic planning, marketing and monitoring.

The research objectives were:

- Provide basic data on the profile, origin, behaviour, use of facilities and opinions of visitors to Stratford-upon-Avon to help improve understanding of tourism within the town;
- To ensure that marketing campaigns are properly focused and allow their effectiveness to be monitored;
- To identify the main reasons why visitors come to Stratford-upon-Avon and their particular likes and dislikes.

1.2 Sample

In order to meet the objectives, experienced market research professionals carried out a face to face questionnaire survey. The Stratford-upon-Avon Visitor Survey was carried out between July and September 2015 covering both at weekends and weekdays.

544 interviews with visitors to Stratford-upon-Avon were carried out during the survey period.

Interviewing was carried out at eight locations within the town at prime visitor attractions, within as indicated in the following table.

Table 1: Sample by interview location

	Sample
Butterfly Farm	75
Riverside	75
VIC	75
Shakespeare's Birthplace	74
Town Hall	73
Bancroft Gardens (by fountain)	71
Boatyard – Navigation Trust	51
Holy Trinity Church	50
Total	544

The breakdown by time of interview is shown in the table below.

Table 2: Sample by interview time

	Sample	%
10.30-12.30	194	36
12.31-14.30	202	37
14.31-16.30	144	26
16.31+	4	1
Total	544	

The breakdown by day of interview is shown in the table below.

Table 3: Sample by interview day

	Sample	%
Monday	50	9
Tuesday	103	19
Wednesday	123	23
Thursday	71	13
Friday	48	9
Saturday	101	19
Sunday	48	9
Total	544	

The sites chosen for interview were based on the popular areas where visitors were likely to be and did not include the main shopping area in Stratford-upon-Avon. Residents who were stopped on the day of interview and who were on a visit to the town for normal regular household shopping would be thanked for their time but excluded from the sample.

In order to ensure this consistency with the definition of a "visitor", a filtering process in all surveys is used to exclude certain types of people from the survey, namely:

- Residents of Stratford-upon-Avon and the immediate surrounding area
- Non-residents on day visits to Stratford-upon-Avon for non-leisure purposes – e.g. trips concerned with their normal work, study or household shopping
- "Other" visitor types

Because satisfaction surveys rely on visitors having used or experienced a particular service or facility, interviewing was not conducted before 10.30 am, and only those who were at least half way through their visit were interviewed.

The survey was conducted on a simple random basis and interviewers asked "the next person to pass" if they would participate. If the interviewee was a resident of Stratford-upon-Avon, the interview was terminated after question one. Questions were designed to take into account the fact that visitors could be at the middle or end of their current trip and therefore respondents were asked questions which involved making predictions for future actions, i.e. spending later on the trip, using facilities or services later on, etc.

It is acknowledged that on-site visitor surveys are liable to under-count certain sections of the visitor market, for instance coach parties, business visitors and overseas visitors. In the case of overseas visitors, under counting may occur where a problem arises in translation, in the interpretation of questions and in some cases a reluctance to become involved with what appear to be officials/government.

The term "base" in the tables and charts refer to the number of responses to a particular question.

1.3 Definitions

For the purposes of this report, visitors to Stratford-upon-Avon are divided into three main types:

Day visitors from home – visitors who had travelled from, and were returning to, homes outside the Stratford-upon-Avon area on the day of their visit.

Day visitors on holiday – visitors travelling to Stratford-upon-Avon for the day while staying away from home or en route to other locations, and who were not staying overnight in Stratford-upon-Avon, sometimes referred to as touring visitors.

Staying visitors – visitors staying overnight for at least one night in accommodation within Stratford-upon-Avon. This includes those staying with friends or relatives, as well as those staying in commercial services or non-serviced accommodation.

2.0 Summary of Results

2.1 Visitor Profile

- The prominent visitor type was day visitors from home: this increased by 9 percentage points from 39% in 2011. The percentage of staying visitors remained constant at 25% and the percentage of day visitors on holiday fell to 28%.
- The percentage of UK visitors to Stratford-upon-Avon has increased by 7 percentage points from 75% in 2005, to 82% in 2015.
- Just over four out of ten respondents (43%) were adult couples, 28% were in single adult groups, 23% adults with children and 11% were solo adults.
- Over half (53%) confirmed that they were employed full-time. Just less than one quarter (23%) stated that they were retired with a company / private pension and 6% said they were retired with only a state pension.
- 8% of those surveyed mentioned they had a long standing illness or disability versus 92% who did not.

2.2 Origin of Visitors

- Almost a fifth of all visitors (19%) came from the West Midlands. One in ten (8%) came from Warwickshire and 5% from Worcestershire. So far as the overseas countries were concerned, the greatest percentage, that of 5% of all visitors, came from the USA.
- The results are based on a small sample (98 visitors) so caution must be given to the results. The top three countries of origin were again USA, Australia and Germany.

2.3 Characteristics of Visit

- Eight out of ten visitors in 2015 (84%) said the purpose of their visit was for leisure / holiday, which represented a fall of 6 percentage points since the 2011 survey (90%). Visiting friends or relatives fell by a single percentage point from 7% in 2011 to 6% in 2015.
- The main reason for their trip was "leisure/holiday" and this was given by 91% of day visitors on holiday, 77% of day visitors from home, and 89% of staying visitors.
- On average day visitors from home spent slightly less in Stratford-upon-Avon on the day of their visit than day visitors on holiday (4.25 hours compared with 4.67 hours respectively). Of all visitors staying overnight, the average number of nights spent in Stratford-upon-Avon was 2.8.
- The percentage of new visitors increased by 2 percentage points from 27% in 2011 to 29% in 2015.
- 133 visitors indicated they were staying overnight in Stratford-upon-Avon, which represented 25% of those surveyed. Of these over half (55%) were staying in a hotel, and almost a quarter (23%) in a bed and breakfast or guest house.
- The most popular activity undertaken by far was that of general sightseeing, as confirmed by 72% of those surveyed. Six in ten (62%) cited eating out and just over half (51%) said shopping or looking around the shops. The same percentage (51%) stated visiting an attraction. 30% mentioned walking and hiking.

- The main attraction influencing a visit was the town's historical and architectural heritage across all three surveys. It rose by 8 percentage points from 33% in 2011 to 41% in 2015. Interest in the Shakespearean Houses has increased across each survey to 31% in 2015. Three in ten continued to state the waterside parks and the river Avon as main attractions influencing a visit. There was a 6 percentage point fall in those citing the Royal Shakespeare Theatre from 22% in 2011 to 16% this year.
- Just over a quarter of those surveyed (26%) confirmed they were aware of the Shakespeare's Celebrations in 2016. Those who were aware of the Celebrations were further questioned as to whether they intended to visit, to which almost half (49%) indicated they would, compared to 36% who said not. 25% did not know at the time of interview. Respondents intending to visit the Celebrations were asked how many days they were intending to visit for: the majority (57%) stated it would be a day visit, a third between one and three days and 9% for seven days or more.
- The main form of transport used was car / van / motor home / motorcycle across all three surveys. However, the percentage of those using this method of transport fell from over three quarters in 2005 (76%), by 13 percentage points to 63% in 2015.

2.4 Visitor Expenditure in Stratford-upon-Avon

- The largest expense was for commercial accommodation at £32.12 - this was similar to that in 2011 at £32.12. In 2015, this was followed by eating and drinking at £12.05. The total of £61.93 is slightly less than the 2011 figure and probably due to interviewing visitor's part of bigger groups.
- Average expenditure for day visitors remained fairly constant at £22.95. Eating and drinking remains the highest spending category at £8.75.
- Average expenditure by staying visitors decreased slightly from £91.40 to £88.11. Eating and drinking and entertainment remained around the same level as 2011.

2.5 Visitor Opinions

- The highest scoring indicators relate to the likelihood of recommending Stratford (4.85) and the general atmosphere (4.77). The quality of service found in the accommodation is rated very high at 4.66, plus the range of attractions and places to visit, both 4.58.
- The lowest scoring are for the cost of parking (3.59), although an improved figure and the availability of public toilets (3.51).
- The quality of service provided by the respondents' **accommodation establishments** has increased across all three surveys, from 85% rating it very good or good in 2005, to 94% in 2015. Value for money of accommodation reached its highest recorded figure at 92%, up 14 percentage points more than the 78% achieved in 2005.
- Nearly all (98%) of those surveyed believed the **range of attractions and places to visit** to be very good or good, an increase of 4 percentage points from the 94% recorded in 2005.
- Regarding the quality of service at attractions and places to visit, almost all (97%) thought it was very good or good: an 18 percentage points' increase on the 79% recorded in 2005. Eight in ten of those surveyed rated it as good or very good, up 9 percentage points on 2011.

- For the **range of places to eat and drink**, 96% of those surveyed believed it was very good or good, steadily up from the 95% recorded in 2011 and the 92% in 2005. The quality of service at places to eat and drink fell by 4 percentage points. Exactly three quarters (75%) of those surveyed in 2015 rated the value for money of the places to eat and drink as either good or very good, down a couple of percentage points from 2011 (77%).
- 89% of 2015 visitors rated the **range of shops** as either very good or good. This represented a fall of 2 percentage points from the 91% who felt that way in 2011. 90% of visitors rated the quality of shopping environment as good or very good. Exactly nine in ten visitors felt the quality of service in the shops was good or very good.
- 87% of 2015 visitors found **road signs** good or very good, as opposed to 93% of those surveyed in 2011: representing a fall of 6 percentage points.
- 89% of 2015 visitors felt the **pedestrian signs** were good or very good.
- The percentage of those thinking the **display maps and information boards** were good or very good rose by 12 percentage points from 77% in 2011 to 89% in 2015.
- 70% of those surveyed indicated they thought the **availability of public toilets** was good or very good: 6 percentage points less than the 76% in 2011.
- 83% of 2015 visitors felt the **cleanliness of public toilets** was good or very good; a single percentage point down from the 84% registered in 2011.
- 98% believed the **cleanliness of streets** to be very good or good: a rise of 3 percentage points since the 95% recorded in 2011 and 15 percentage points more than the 83% in 2005.
- 98% of visitors believed the **upkeep of parks and open spaces** to be very good or good: up two percentage points from 96% in 2011.
- 92% stated they found it either very or quite easy to **park in the town centre**, up 2 percentage points on 2011.
- Visitors opinions on the **cost of car parking** in Stratford-upon-Avon town centre have consistently improved across all three surveys. From 24% who thought it was either reasonable or very reasonable in 2005, to 44% who felt so in 2011, to 55% currently.
- Just over one fifth of those surveyed (21%) confirmed they had been into the **Visitor Information Centre** in Stratford-upon-Avon town during their visit. 94% of visitors were in agreement about the ease of finding the Visitor Information Centre, up 36 percentage points from the 58% in 2011. 96% had a good opinion of the quality of service at the Visitor Information Centre: up 12 percentage points from those surveyed feeling that way in 2011 (84%). When rating the usefulness of information received, 97% agreed that it was useful, up 8 percentage points from 2011 (89%). When rating the helpfulness of staff, 96% agreed that they were helpful, up 7 percentage points from 2011.
- Visitor opinions on the **general atmosphere** were the best ever. Nearly all (99%) regarded the general atmosphere as very good or good.
- This year and in 2011 nearly everyone (98%) confirmed the **feeling of welcome** as either very good or good.

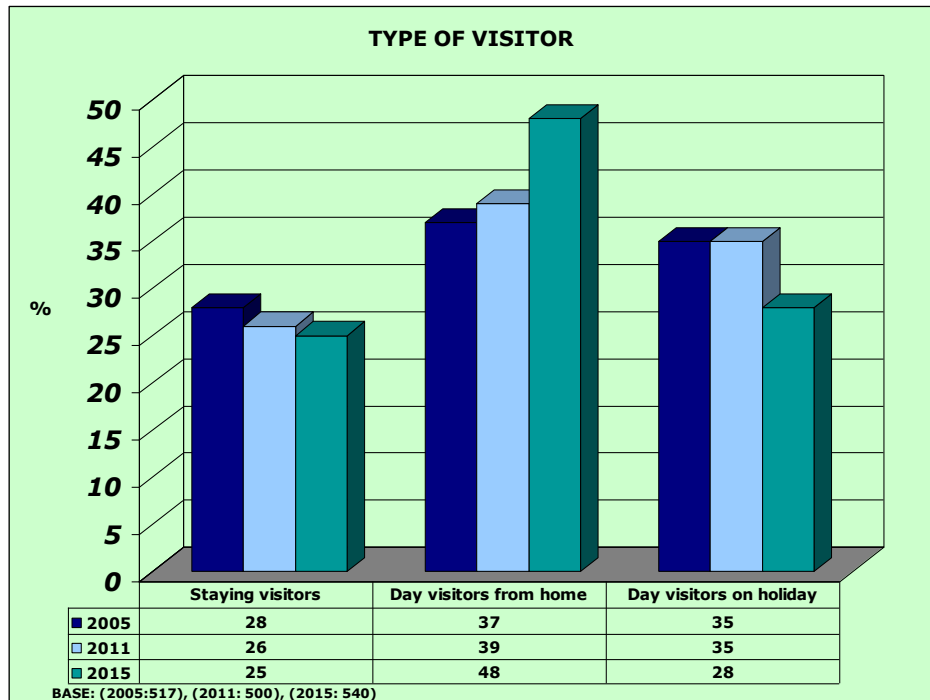
- Nine in ten of those surveyed (87%) felt **safe from traffic** in Stratford-upon-Avon.
- Most visitors (96%) had a very high or high opinion of their **overall** visit.
- Nearly all (98%) of visitors were very likely or likely to **recommend** Stratford-upon-Avon to others.

3.0 Visitor Profile

3.1 Visitor Type

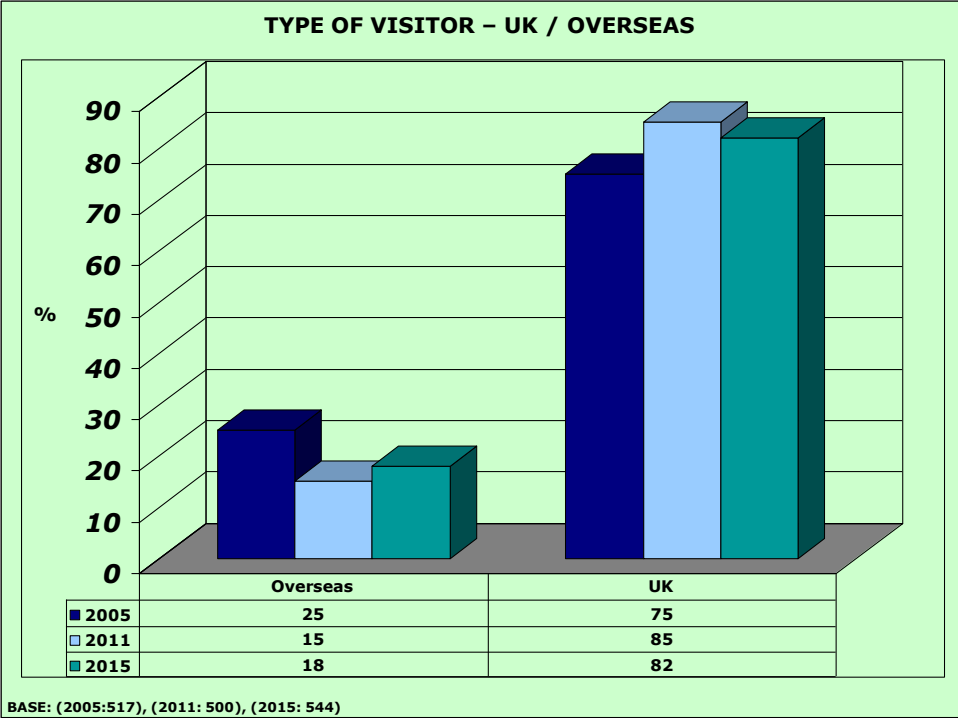
The prominent visitor type was day visitors from home: this increased by 9 percentage points from 39% in 2011. The percentage of staying visitors remained constant at 25% and the percentage of day visitors on holiday fell to 28%.

Chart 1:



The percentage of UK visitors to Stratford-upon-Avon has increased by 7 percentage points from 75% in 2005, to 82% in 2015.

Chart 2:

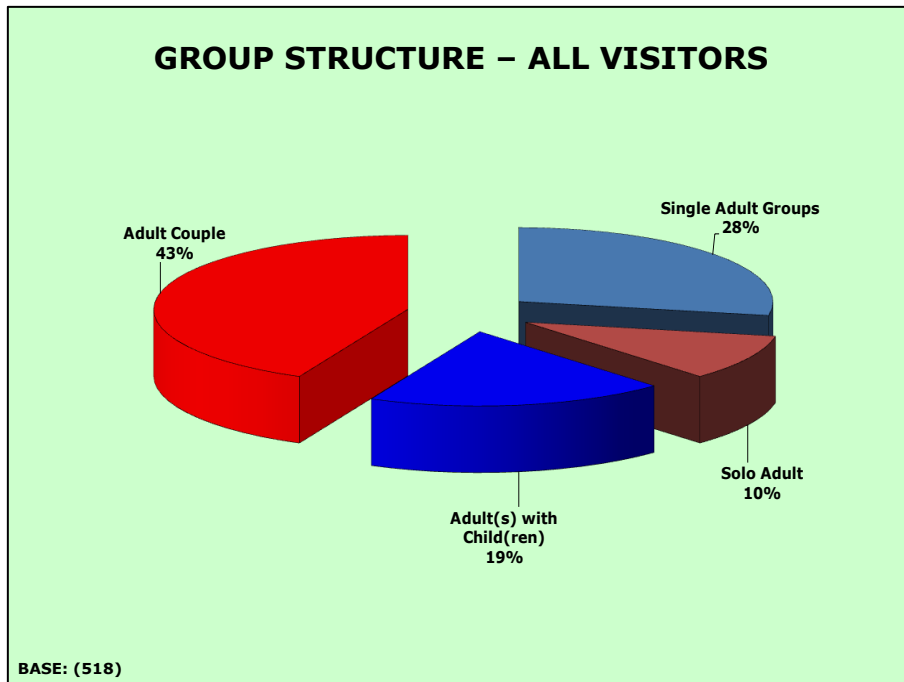


3.2 Group Size and Composition

The average (mean) number of people per group was approximately 2.7 giving a total of 1,469 people included in the survey sample.

Just over four out of ten respondents (43%) were adult couples, 28% were in single adult groups, 23% adults with children and 11% were solo adults.

Chart 3:



Significantly, over four in ten (44%) of those visiting Stratford-upon-Avon are adult couples. 13% are multiple adults and children and 13% are adult female groups.

Just over a third of day visitors from home (35%) are adult couples, with 16% multiple adults and children.

So far as day visitors on holidays are concerned, 45% are adult couples, followed by 13% who are multiple adults and children.

Six out of ten staying visitors (59%) are adult couples.

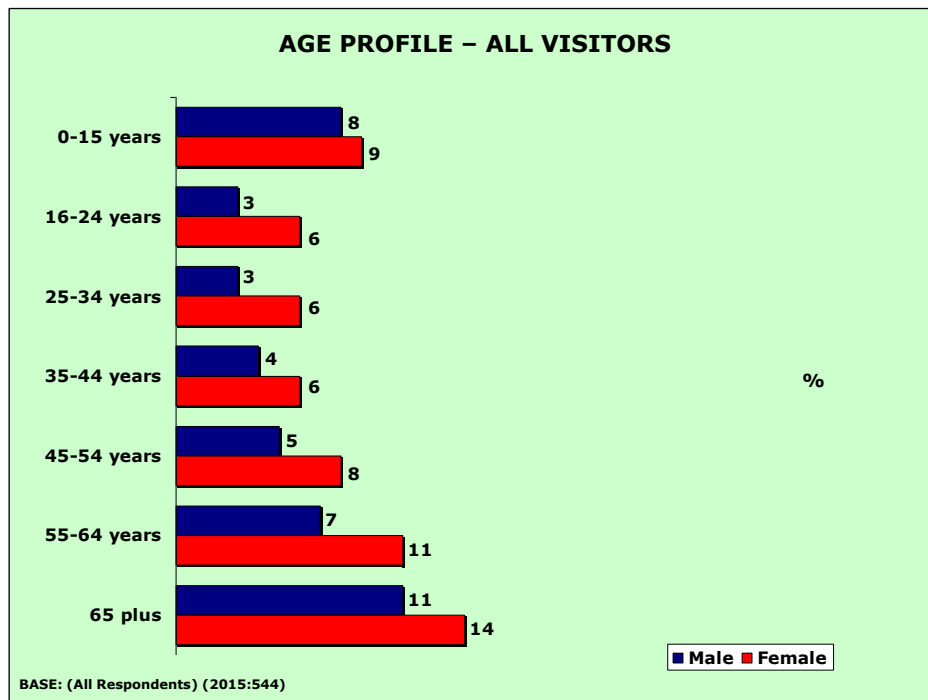
Table 4: Structure of Visiting Parties

	Total	Day Visitors from Home	Day Visitors on Holidays	Staying Visitor
	%	%	%	%
Adult Solo Male	3	4	2	3
Adult Solo Female	7	9	8	2
Adult Solo Male & Children	1	2	1	-
Adult Solo Female & Children	2	3	-	2
Multiple Adults & Children	13	16	13	6
Multiple Males & Children	<1	1	-	-
Multiple Females & Children	2	3	1	2
Adult Couple	44	35	45	59
Adult Male Groups	1	2	1	-
Adult Female Groups	13	15	13	11
Adult Mixed Gender Groups	13	12	17	13
BASE:	(514)	(247)	(143)	(124)

3.3 Age Profile

There is a slight bias towards the older age groups, with 43% of visitors aged over 55.

Chart 4:



3.4 Category of chief income earner in the household

Over half (53%) confirmed that they were employed full-time. Just less than one quarter (23%) stated that they were retired with a company / private pension and 6% said they were retired with only a state pension.

Table 5: Chief Income Earner in Household

	2015
	%
Employed full-time	53
Retired with company/private pension	23
Retired with state pension only	6
Self-employed	5
Full-time student	5
Employed part-time	4
Unemployed-over 6 months	1
Unemployed-less than 6 months	1
Working less than 8 hours per week	<1
Refused	1
BASE:	(543)

3.5 Longstanding illness or disability

8% of those surveyed mentioned they had a long standing illness or disability versus 92% who did not.

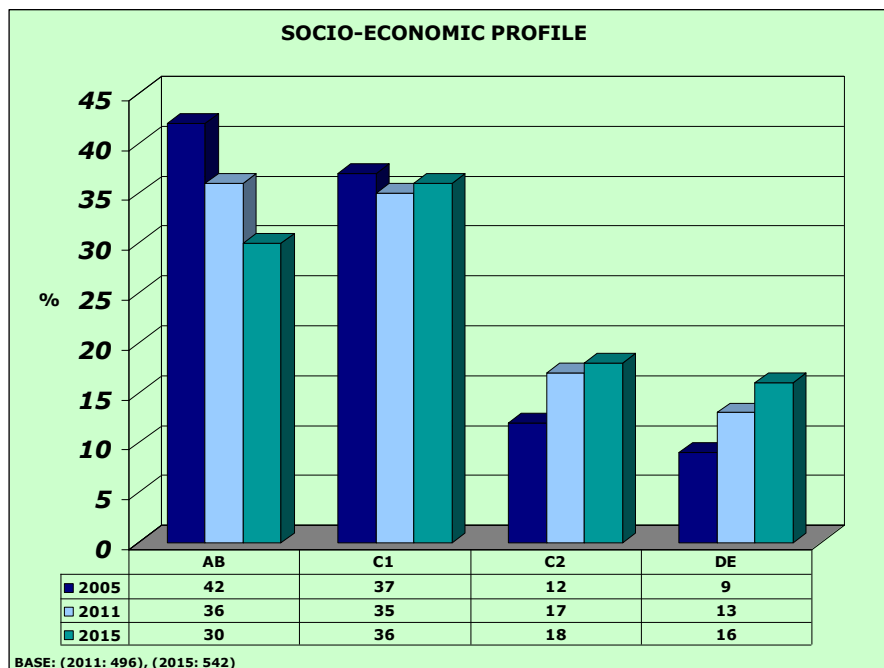
3.6 Socio-Economic Profile

Based on the occupation of their household's highest income earner, visitors were categorised by socio-economic group, using the following Market Research Society standards:-

AB	<i>Managerial, administrative or professional at senior or intermediate level</i>
C1	<i>Supervisory, clerical (i.e. white collar), junior administrative or professional</i>
C2	<i>Skilled manual worker</i>
DE	<i>Semi-skilled and unskilled manual worker, retired state pensioner, casual earner, unemployed</i>

With reference to the socio-economic profile of visitors in 2015 the majority came from the C1 socio economic code as opposed to coming from the AB category as in 2011 and 2005. This year 30% were from the AB category, down 6 percentage points from the 36% recorded in that category in 2011 and 12 percentage points less than the 42% in 2005. 36% were from the C1 category, which remained fairly constant across all three surveys (35% in 2011 and 37% in 2005). Percentages in the C2 and DE categories continued to rise (to 18% and 16% this year respectively).

Chart 5:



So far as day visitors were concerned, the highest percentage in 2015, that of 36% came from the C1 category, followed by 28% in the AB category.

Interestingly, for all three surveys revealed that three quarters of the overnight visitors came from the upper two categories. In 2015, 39% were in the AB grouping and 37% were in the C1 grouping.

Table 6: Socio-Economic Profile of Visitors Day and Overnight

	Day Visitors 2005	Day Visitors 2011	Day Visitors 2015	Overnight Visitors 2005	Overnight Visitors 2011	Overnight Visitors 2015
	%	%	%	%	%	%
AB	41	29	28	46	40	39
C1	40	35	36	29	35	37
C2	12	18	19	13	16	14
DE	8	19	18	12	9	11
BASE:	-	-	(410)	-	-	(132)

Notably, the percentage of UK visitors falling in to the AB category fell by 5 percentage points from 31% in 2011 to 26% in 2015. The highest percentage of UK visitors, which was 37%, were in the C1 category and this rose by 2 percentage points from 35% in 2011. The percentage split between categories of overseas visitors saw a 7 point rise in the C2 category from 4% to 11%.

Table 7: Socio-Economic Profile of UK and Overseas Visitors

	UK Visitors 2005	UK Visitors 2011	UK Visitors 2015	Overseas Visitors 2005	Overseas Visitors 2011	Overseas Visitors 2015
	%	%	%	%	%	%
AB	37	31	26	58	60	50
C1	33	35	37	34	33	32
C2	14	19	19	7	4	11
DE	11	15	18	2	3	7
BASE:	-	(421)	(444)	-	(75)	(98)

4.0 Origin of Visitors

4.1 Domestic Visitors

Almost a fifth of all visitors (19%) came from the West Midlands. One in ten (8%) came from Warwickshire and 5% from Worcestershire. So far as the overseas countries were concerned, the greatest percentage, that of 5% of all visitors, came from the USA.

51% said they had come from their county or country today versus 49% who had not. 56% said they were returning there today compared to 44% who were not.

Table 8: Origin of Visitors

County (5 or more responses)	No.	%	Day Visitors from Home %	Day Visitors on Holiday %	Staying Visitor %
West Midlands	104	23	38	5	5
Warwickshire	44	10	16	0	3
Worcestershire	28	6	11	0	0
London/Middlesex	18	4	2	9	4
Oxfordshire	15	3	6	1	0
Leicestershire	14	3	3	3	4
Gloucestershire	13	3	4	1	1
Northamptonshire	12	3	4	1	2
Lancashire	11	2	0	5	7
Nottinghamshire	11	2	2	1	4
Staffordshire	10	2	2	2	2
Derbyshire	8	2	2	0	3
Kent	8	2	0	5	4
Manchester	8	2	0	6	3
South Wales	8	2	1	2	4
Buckinghamshire	7	2	1	2	2
Cambridgeshire	7	2	1	2	2
Scotland	7	2	1	3	4
Tyne & Wear	7	2	1	2	2
Yorkshire South	7	2	1	2	3
Yorkshire West	7	2	0	2	4
Bedfordshire	6	1	1	1	3
Hants/Isle of Wight	6	1	0	3	2
Norfolk	6	1	0	2	3
Cheshire	5	1	0	2	3
Sussex West	5	1	0	1	4
Rest of UK	61	14	3	37	22
BASE:	(443)		(253)	(86)	(104)

4.2 Overseas Visitors

The results are based on a small sample (98 visitors) so caution must be given to the results. The top three countries of origin were again USA, Australia and Germany.

Table 9: Origin of Overseas Visitors

Country (3 or more responses)	2005	2011	2015	Day Visitors on Holiday	Staying Visitor
	%	%	%	%	%
USA	33	17	30	33	21
Australia	12	14	12	13	10
Germany	12	13	9	5	21
New Zealand	4	5	6	8	3
Netherlands	1	4	6	5	10
Canada	6	9	4	5	0
France	4	5	4	3	3
Rest of Asia	0	4	4	5	3
Spain	1	4	3	2	7
BASE:	(130)	(76)	(98)	(64)	(29)

5.0 Characteristics of Visit

5.1 Main Purpose of Visit to Stratford-upon-Avon

Over eight out of ten visitors in 2015 (84%) said the purpose of their visit was for leisure / holiday, which represented a fall of 6 percentage points since the 2011 survey (90%), and a 9 percentage point drop since 2005 (93%). Visiting friends or relatives fell by a single percentage point from 7% in 2011 to 6% in 2015, although it was still higher than the 3% recorded in 2005. 30 comments were received with respect to other purposes of their visit.

Analysis of results according to the type of visitor showed the main reason was "leisure/holiday" given by 91% of day visitors on holiday, 77% of day visitors from home, and 89% of staying visitors.

Table 10: Purpose of Visit

Purpose of Visit	2005	2011	2015	Day Visitors from Home	Day Visitors on Holiday	Staying Visitor
	%	%	%	%	%	%
Leisure / Holiday	93	90	84	77	91	89
Visiting Friends Relatives	3	7	6	5	7	6
Shopping Trip	2	2	4	4	7	6
Business / Conference	1	1	1	2	0	1
Language Student	2	0	0	0	0	0
Other	0	0	6	0	1	3
BASE:	(517)	(500)	(544)	(257)	(150)	(133)

5.2 Length of Stay

On average day visitors from home spent slightly less in Stratford-upon-Avon on the day of their visit than day visitors on holiday (4.25 hours compared with 4.67 hours respectively).

Of all visitors staying overnight, the average number of nights spent in Stratford-upon-Avon was 2.8.

5.3 New / Repeat Visitors

The percentage of new visitors increased by 2 percentage points from 27% in 2011 to 29% in 2015, however, this was still one percentage point less than in 2005 (30%).

Table 11: New / Repeat Visitors

	2005	2011	2015
	%	%	%
New	30	27	29
Repeat	70	73	71
BASE:	(517)	(500)	(537)

Notably, for seven in ten overseas visitors, as opposed to one in five UK visitors, it was their first visit to the town.

For 13% of day visitors from home, 40% of staying visitors, and 47% of day visitors on

holidays, it was their first visit to Stratford-upon-Avon.

Table 12: New / Repeat Visitors by Type

	UK Visitors	Overseas Visitors	Day Visitors from Home	Day Visitors on Holiday	Staying Visitor
New	20	70	13	47	40
Repeat	80	30	87	53	60
BASE:	(441)	(96)	(255)	(150)	(128)

5.4 Accommodation Use

133 visitors indicated they were staying overnight in Stratford-upon-Avon, which represented 25% of those surveyed. Of these over half (55%) were staying in a hotel, and almost a quarter (23%) in a bed and breakfast or guest house. 1 comment was received regarding the other accommodation used and this was a lodge.

Table 13: Accommodation Use

	%
Hotel	55
B & B's / Guest House	23
Home of friend / relative	6
Narrow boat / boat / yacht	5
Touring Caravan	5
Camping	3
Rented Self Catering	3
Other	1
BASE: (Those staying overnight)	(133)

5.5 Activities undertaken

The most popular activity undertaken by far was that of general sightseeing, as confirmed by 72% of those surveyed. Six in ten (62%) cited eating out and just over half (51%) said shopping or looking around the shops. The same percentage (51%) stated visiting an attraction. 30% mentioned walking and hiking.

So far as those visiting a specific event were concerned, 4% of those surveyed, 20 comments were received as to what the event was and these are listed in **Appendix 1**.

Regarding other activities undertaken in general, 87 comments were supplied as to what these were, as per **Appendix 2**.

Table 14: Activities undertaken

	TOTAL %	UK Visitors %	Overseas Visitors %
General sightseeing	72	71	73
Eating out	62	63	58
Shopping / looking around shops	51	53	39
Visiting an attraction	51	46	71
Walking & hiking	30	29	36
Canal / boat trip	18	19	15
Visiting the cinema / theatre	12	11	14
Watching performing arts	7	8	3
Visiting a specific event	4	4	1
Visiting friends and relations	4	4	5
Leisure cycling	1	1	1
Taking part in a sport	1	1	0
Watching sport	1	1	0
Other	16	17	11
BASE: (All respondents)	(543)	(445)	(98)

5.6 Main Attractions Influencing a Visit

The main attraction influencing a visit was the town's historical and architectural heritage across all three surveys. It rose by 8 percentage points from 33% in 2011 to 41% in 2015. Interest in the Shakespearean Houses has increased across each survey, by 4 percentage points from 23% in 2005 to 27% in 2011 and by 4 percentage points again to 31% in 2015.

Three in ten continued to state the waterside parks and the river Avon as main attractions influencing a visit. There was a 6 percentage point fall in those citing the Royal Shakespeare Theatre from 22% in 2011 to 16% this year.

Table 15: Main Attractions Influencing a Visit

	2005	2011	2015
	%	%	%
Town's historical & architectural heritage	37	33	41
Shakespearean Houses	23	27	31
Waterside Parks & River Avon	27	33	28
Royal Shakespeare Theatre	14	22	16
Family attractions	6	6	7
Surrounding countryside	2	12	5
Retail experience	5	11	4
Other	17	32	15
BASE:	-	(500)	(543)

Further analysis of feedback demonstrated that the highest percentage, that of 47%, was given by staying visitors, for the town's historical and architectural heritage, with 35% stating the Shakespearean Houses.

A third of day visitors from home, compared to 23% of day visitors on holidays and just over a quarter (27%) of staying visitors, stated the main attraction for their visit was the waterside parks and the River Avon.

42% of day visitors on holidays named the Shakespearean Houses as a main attraction

influencing their visit.

61% of overseas visitors, versus 23% of UK visitors cited the Shakespearean Houses as a main attraction influencing their visit.

A quarter of overseas visitors, compared to a 14% of UK visitors, named the Royal Shakespeare Theatre as the main attraction.

A slightly greater percentage of overseas to UK visitors were attracted to the town's historical and architectural heritage (44% versus 40% respectively).

34% of UK visitors, as opposed to 5% of overseas visitors, stated the waterside parks and the River Avon as the main attraction.

Table 16: Main Attractions Influencing a Visit by Type

	UK Visitors %	Overseas Visitors %	Day Visitors from Home %	Day Visitors on Holiday %	Staying Visitor %
Town's Historical & Architectural Heritage	40	44	36	44	47
Waterside Parks & River Avon	34	5	33	23	27
Shakespearean Houses	23	61	20	42	35
Royal Shakespeare Theatre	14	25	11	8	34
Surrounding Countryside	6	1	2	5	9
Retail Experience	5	1	7	2	4
Family Attractions	9	2	11	4	6
Other	17	10	20	16	7
BASE:	<i>(341)</i>	<i>(75)</i>	<i>(183)</i>	<i>(133)</i>	<i>(109)</i>

5.7 Shakespeare's Celebrations 2016

Just over a quarter of those surveyed (26%) confirmed they were aware of the Shakespeare's Celebrations in 2016, as opposed to 74% who were not.

Those who were aware of the Celebrations were further questioned as to whether they intended to visit, to which almost half (49%) indicated they would, compared to 36% who said not. 25% did not know at the time of interview.

Respondents intending to visit the Celebrations were asked how many days they were intending to visit for: the majority (57%) stated it would be a day visit, a third between one and three days and 9% for seven days or more.

5.8 Additional Leisure Facilities

Everybody was asked whether there were any additional leisure facilities that they would like to see in Stratford-upon-Avon: 40 comments were received and these are listed in **Appendix 3**.

5.9 Main Form of Transport Used

The main form of transport used was car / van / motor home / motorcycle across all three surveys. However, the percentage of those using this method of transport fell from over three quarters in 2005 (76%), by 13 percentage points to 63% in 2015.

Table 17: Main Form of Transport

	2005	2011	2015
	%	%	%
Car/van/motor home/motorcycle	76	62	63
Walked	0	9	13
Bus / Coach Service	8	7	10
Train	7	6	7
Coach Tour	7	15	5
Bicycle	0	1	1
Other	1	0	2
BASE:	(517)	(499)	(544)

The most popular form of transport used, that of car/van/motorcycle/motor home was used by exactly three quarters of day visitors from home, as opposed to 72% of day visitors on holidays, and 44% of staying visitors.

14% of day visitors on holidays and 12% of day visitors from home arrived by bus/coach service.

9% of day visitors from home used the train as their main form of transport.

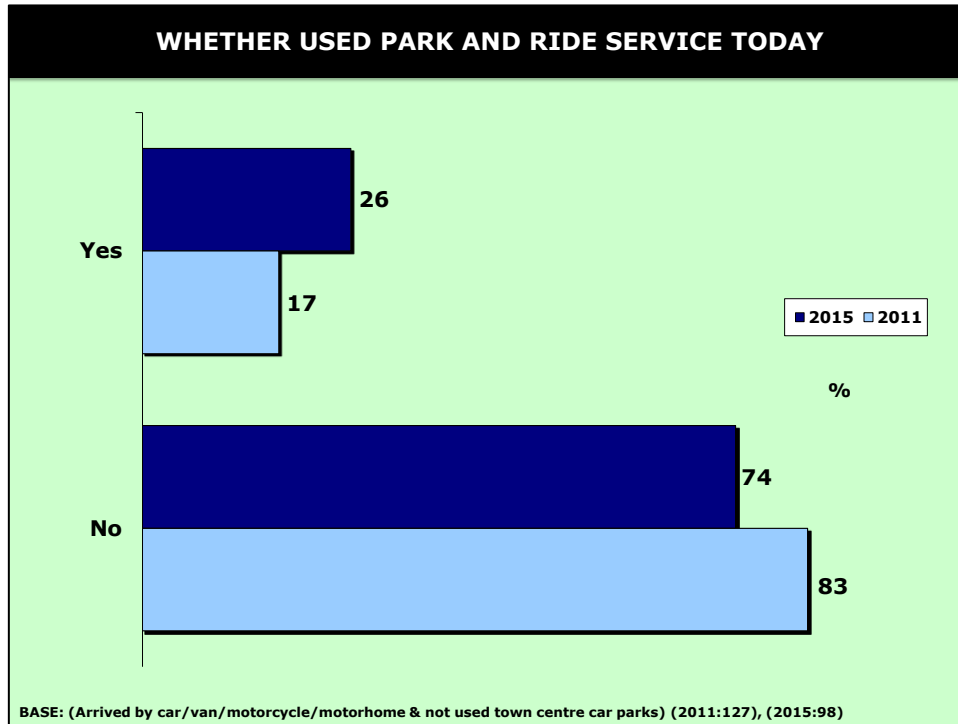
5.10 Use of Town Centre Car Parks

Seven in ten (71%) of those who said their main form of transport was car / van / motor home / motorcycle confirmed they used a town centre car park.

5.11 Use of Park and Ride service

Those who said their main form of transport was car/van/motorhome or motorcycle, were asked if they had used the Park and Ride service that day if not parking in a car park. Just over a quarter (26%) confirmed they had as opposed to 74% who had not. In 2011 the figure was 17%.

Chart 6:



6.0 Visitor Expenditure in Stratford-upon-Avon

6.1 All Visitor Spend

The largest expense was for commercial accommodation at £32.12 - this was similar to that in 2011 at £32.12. In 2015, this was followed by eating and drinking at £12.05. The total of £61.93 is slightly less than the 2011 figure and probably due to interviewing visitor's part of bigger groups.

Table 18: Average Expenditure – All Visitors (£/per person/per 24 hrs)

	2005	2011	2015
	£	£	£
Commercial Accommodation*	23.61	32.54	32.12
Eating & drinking	10.61	13.32	12.05
Shopping	11.97	9.99	8.52
Entertainment	6.39	7.92	7.42
Travel	0.89	1.70	1.82
Average spend total	53.47	65.47	61.93
BASE:			(544)

*staying visitors only

6.2 Visitor Spend by Visitor Type

Average expenditure for day visitors remained fairly constant at £22.95. Eating and drinking remains the highest spending category at £8.75.

Table 19: Average Expenditure – Day Visitors

	2005	2011	2015
	£	£	£
Eating & drinking	8.96	8.94	8.75
Shopping	11.01	7.42	6.73
Entertainment	5.66	5.58	5.61
Travel	0.99	1.54	1.86
Average spend total	26.62	23.48	22.95
BASE:			(411)

Average expenditure by staying visitors decreased slightly from £91.40 to £88.11. However this may be affected as the sample is relatively lower at 133 respondents. Eating and drinking and entertainment remained around the same level as 2011.

Table 20: Average Expenditure – Staying Visitors

	2005	2011	2015
	£	£	£
Commercial Accommodation	23.61	32.54	32.12
Eating & drinking	16.64	25.13	24.48
Shopping	15.50	17.20	15.40
Entertainment	9.07	14.29	14.30
Travel	0.53	2.24	1.81
Average spend total	65.35	91.40	£88.11
BASE:			(133)

7.0 VISITOR OPINIONS

7.1 Introduction

The following section of the report presents the average opinion scores of visitors to Stratford-upon-Avon on a range of factors which together comprise the 'visitor experience'. The scale was 5=very good to 1=very poor.

7.2 Overview

The highest scoring indicators relate to the likelihood of recommending Stratford (4.85) and the general atmosphere (4.77). The quality of service found in the accommodation is rated very high at 4.66, plus the range of attractions and places to visit, both 4.58.

The lowest scoring are for the cost of parking (3.59), although this was an improved figure and the availability of public toilets (3.51).

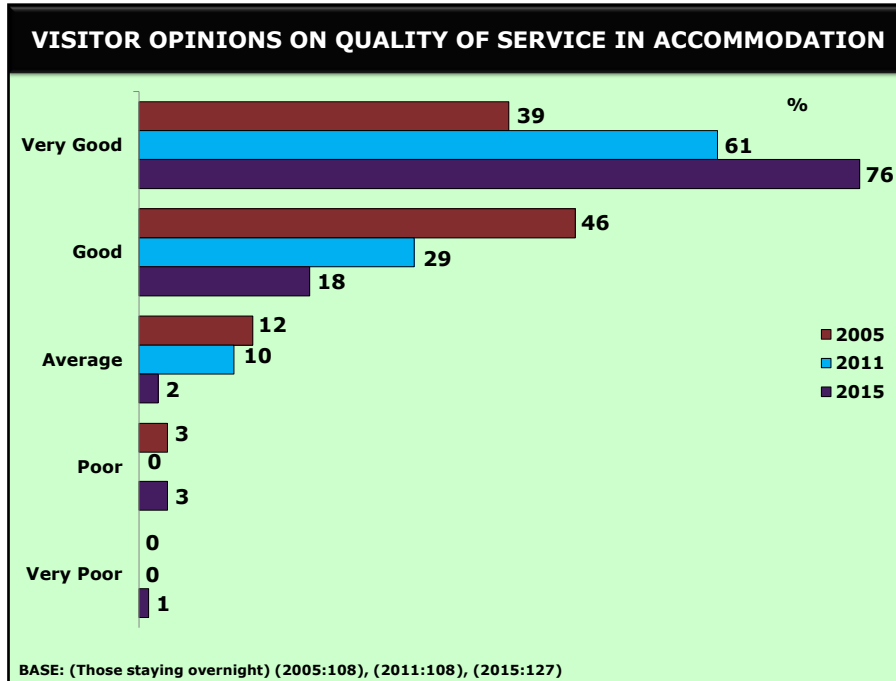
Table 21: Average Scores for Stratford-upon-Avon (on a scale of 5 = very good to 1 = very poor)

	2005	2011	2015
	Average	Average	Average
Accommodation – quality of service	4.21	4.51	4.66
Accommodation – value for money	4.13	4.28	4.46
Ease of parking	4.68	4.43	4.51
Cost of parking	2.80	3.03	3.59
Attractions – range	4.45	4.58	4.58
Attractions – quality of service	4.23	4.53	4.54
Attractions – value for money	3.71	3.92	4.13
Places to eat & drink – range	4.38	4.59	4.58
Places to eat & drink – quality of service	4.12	4.40	4.24
Places to eat & drink – value for money	3.70	4.07	4.04
Shops – range	4.28	4.41	4.34
Shops – quality of environment	4.24	4.39	4.29
Shops – quality of service	4.11	4.35	4.29
Ease of finding way around – road signs	3.91	4.23	4.27
Ease of finding way around – pedestrian signs	4.06	4.19	4.25
Ease of finding way around – display maps & boards	4.10	3.95	4.27
Public toilets – availability	3.58	3.96	3.78
Public toilets – cleanliness	4.06	4.26	4.10
Cleanliness of streets	4.36	4.49	4.61
Upkeep of parks & open spaces	4.59	4.60	4.74
General atmosphere	4.56	4.70	4.77
Feeling of welcome	4.47	4.66	4.75
Feeling of safety – from traffic	3.38	4.04	4.27
VIC – ease of finding	4.09	3.55	4.57
VIC – helpfulness of staff	-	4.23	4.53
VIC – quality of service	4.29	4.19	4.48
VIC – usefulness of information	4.44	4.21	4.52
Overall enjoyment of visit	4.73	4.43	4.56
Likelihood of recommending	4.78	4.73	4.85
BASE:	-	(500)	(544)

7.3 Commercial Accommodation

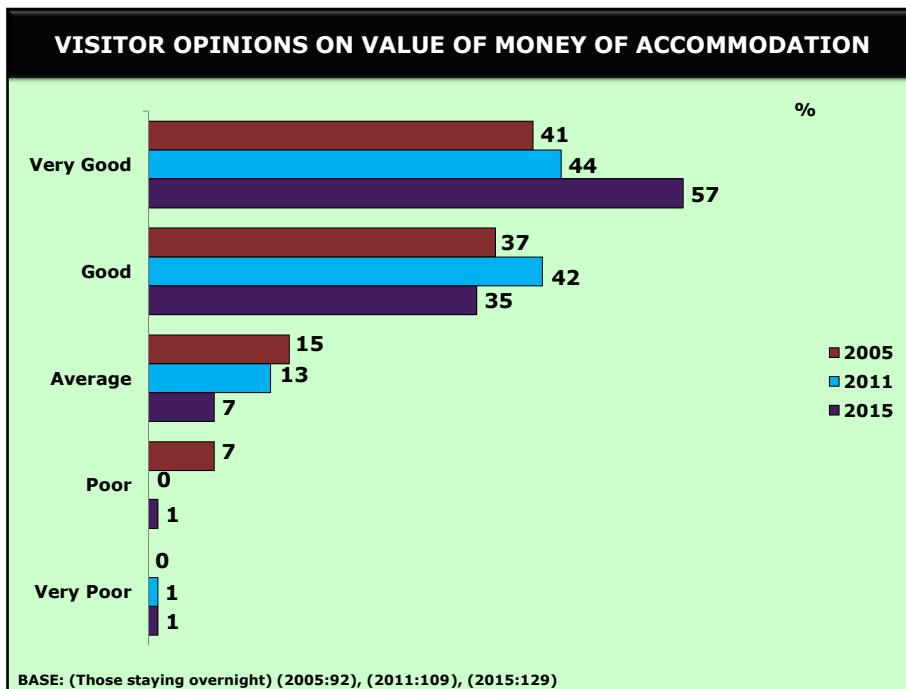
The quality of service provided by the respondents' accommodation establishments has increased across all three surveys, from 85% rating it very good or good in 2005, to 94% in 2015.

Chart 7:



Value for money of accommodation reached its highest recorded figure at 92%, up 14 percentage points more than the 78% achieved in 2005.

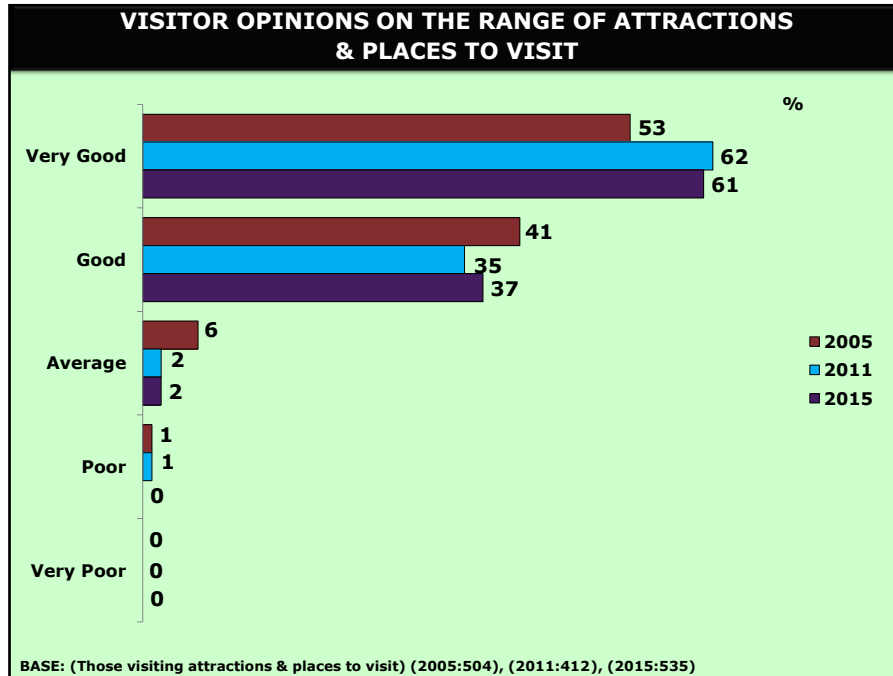
Chart 8:



7.4 Attractions and Places to Visit

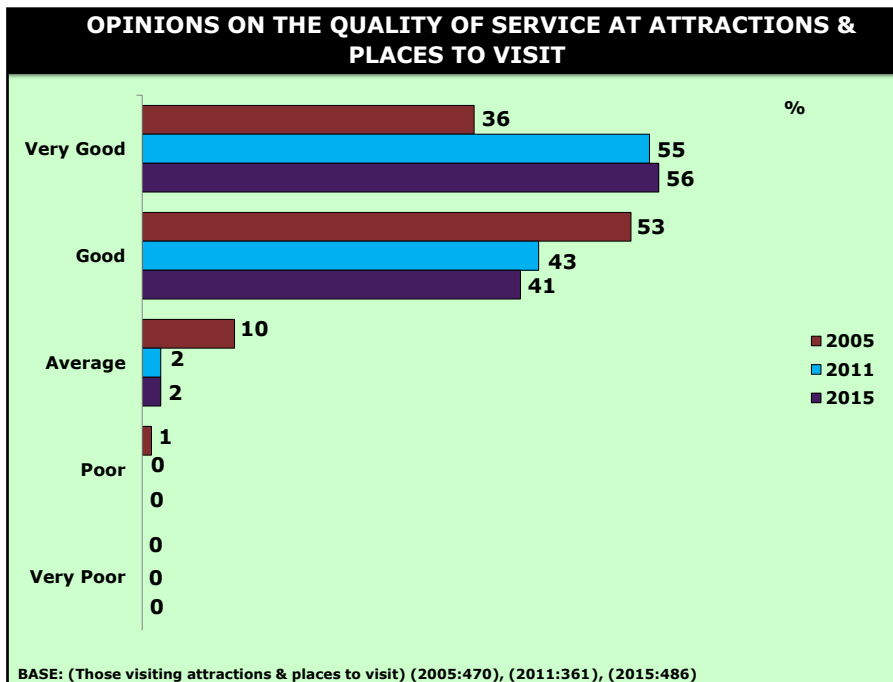
Nearly all (98%) of those surveyed believed the range of attractions and places to visit to be very good or good, an increase of 4 percentage points from the 94% recorded in 2005.

Chart 9:



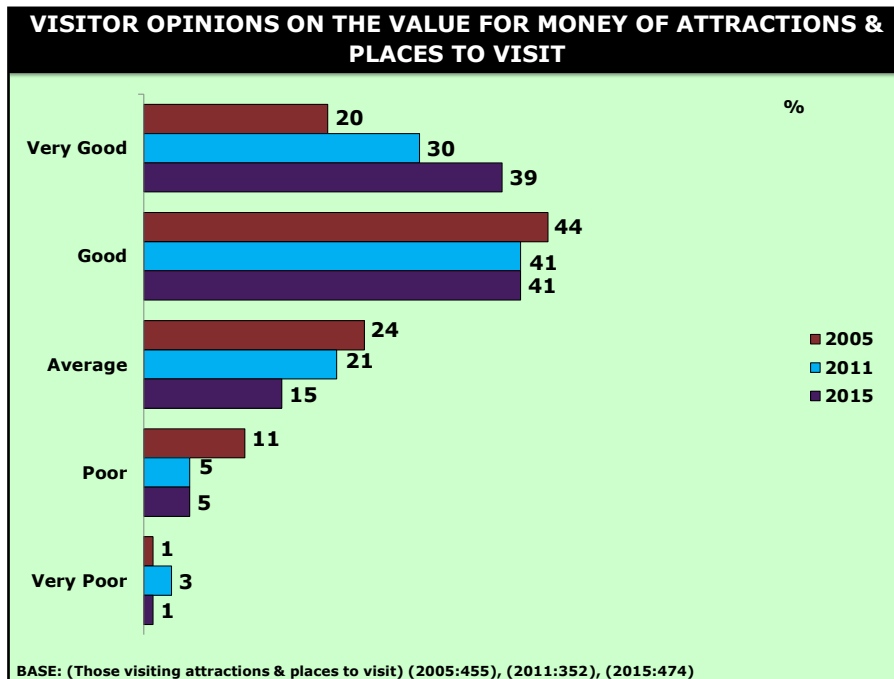
Regarding the quality of service at attractions and places to visit, almost all (97%) thought it was very good or good: an 18 percentage points' increase on the 79% recorded in 2005.

Chart 10:



Opinions improve constantly on the value for money of attractions and places to visit. Eight in ten of those surveyed (80%) rated it as good or very good, up 9 percentage points on the 71% feeling the same way in 2011.

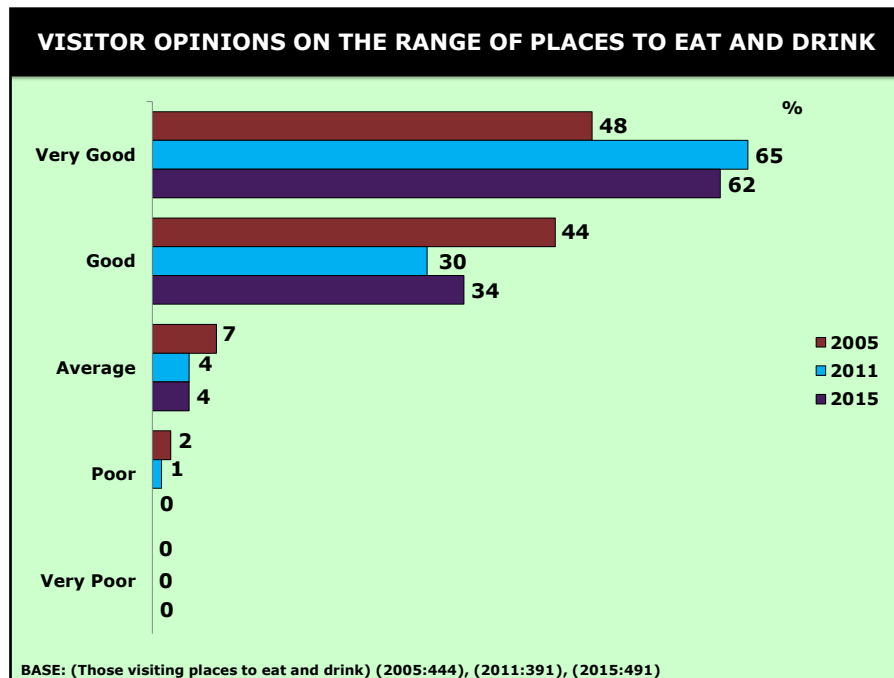
Chart 11:



7.5 Places to Eat and Drink

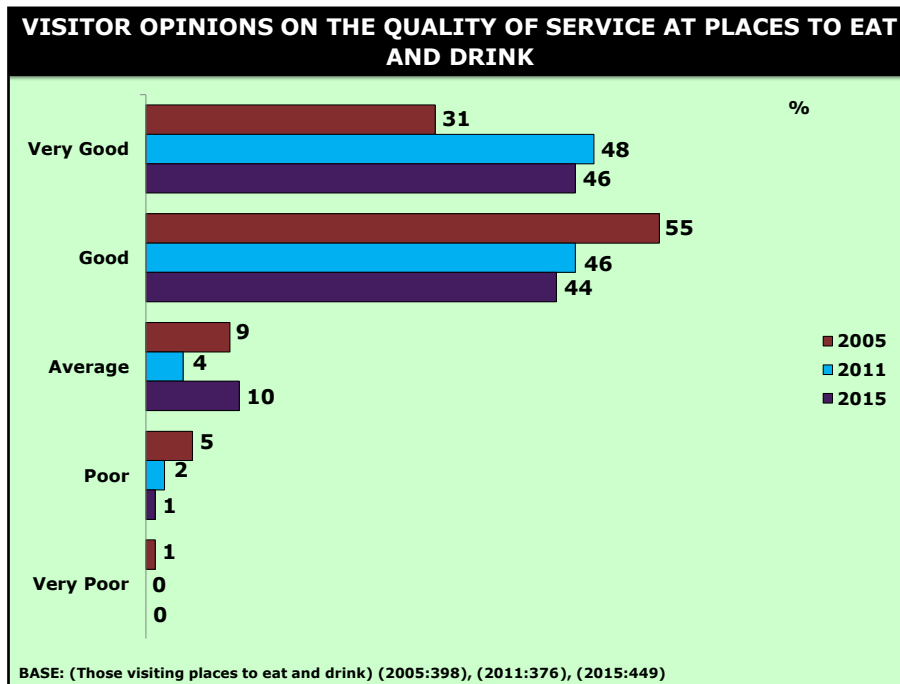
With reference to visitor opinions on the range of places to eat and drink, 96% of those surveyed believed it was very good or good, steadily up from the 95% recorded in 2011 and the 92% in 2005.

Chart 12:



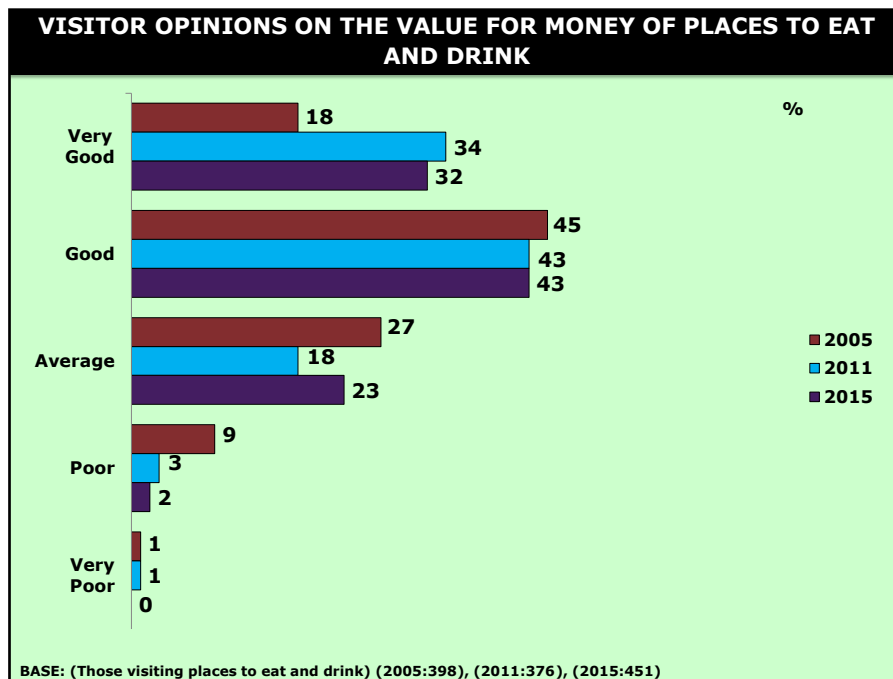
Visitors' opinions on the quality of service at places to eat and drink fell by 4 percentage points. This year 90% believed it was either very good or good compared to the 94% of visitors in 2011 who felt that way.

Chart 13:



Exactly three quarters (75%) of those surveyed in 2015 rated the value for money of the places to eat and drink as either good or very good, down a couple of percentage points from 2011 (77%) but still higher than the 63% recorded in 2005.

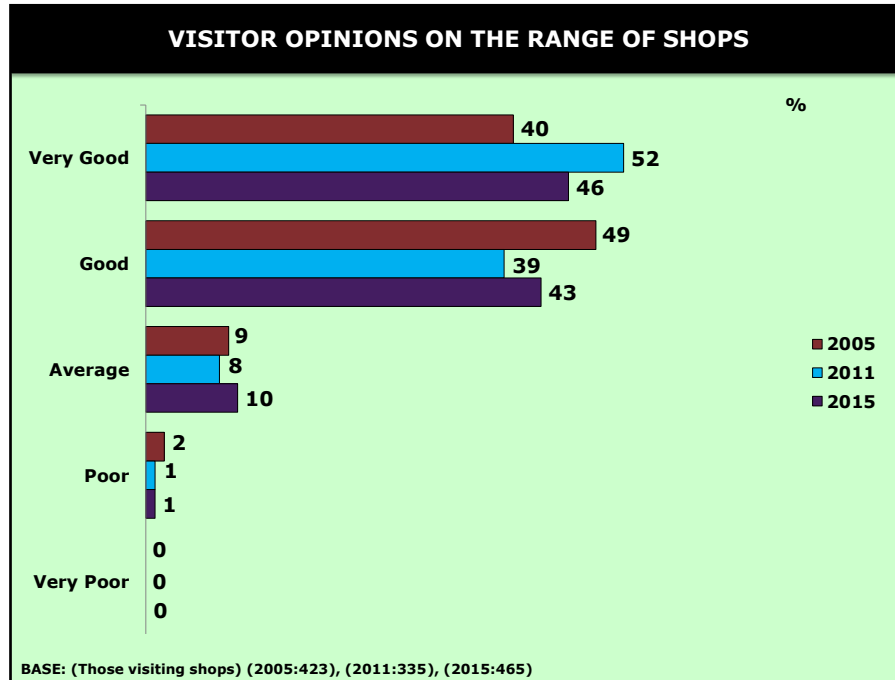
Chart 14:



7.6 Shopping

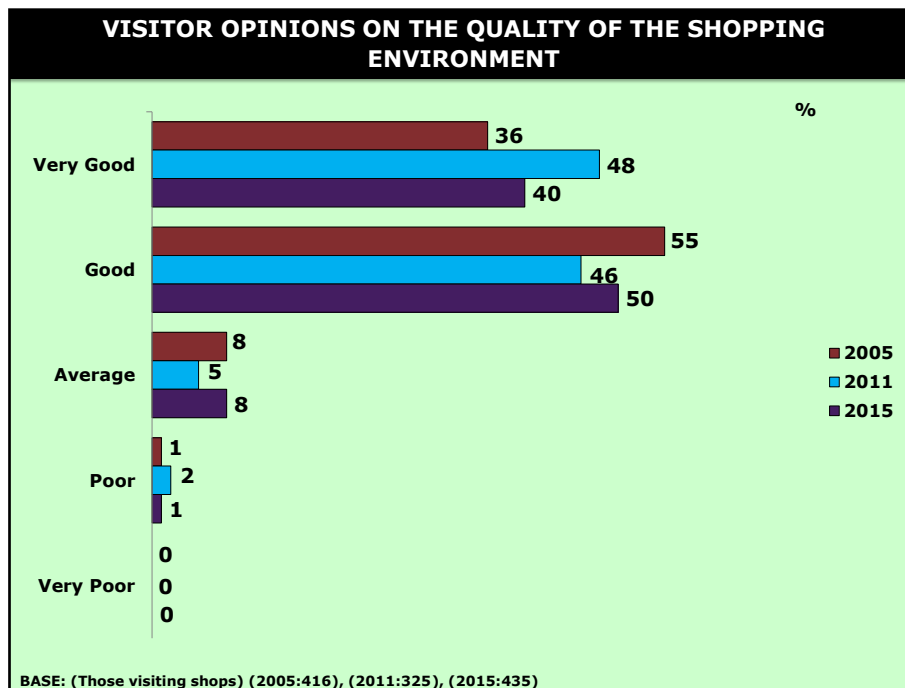
89% of 2015 visitors rated the range of shops as either very good or good. This represented a fall of 2 percentage points from the 91% who felt that way in 2011.

Chart 15:



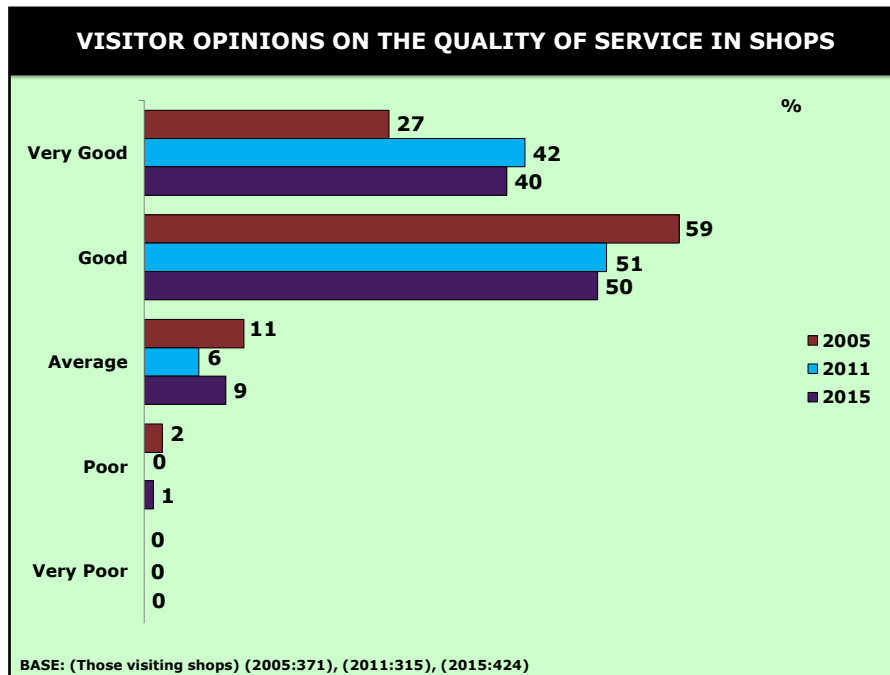
90% of visitors rated the quality of shopping environment as good or very good, 4 percentage points less than 94% of 2011 visitors.

Chart 16:



Exactly nine in ten visitors felt the quality of service in the shops was good or very good. This represented a drop of 3 percentage points from the 93% of those surveyed in 2011 who felt that way, but was still 4 percentage points more than the 86% recorded in 2005.

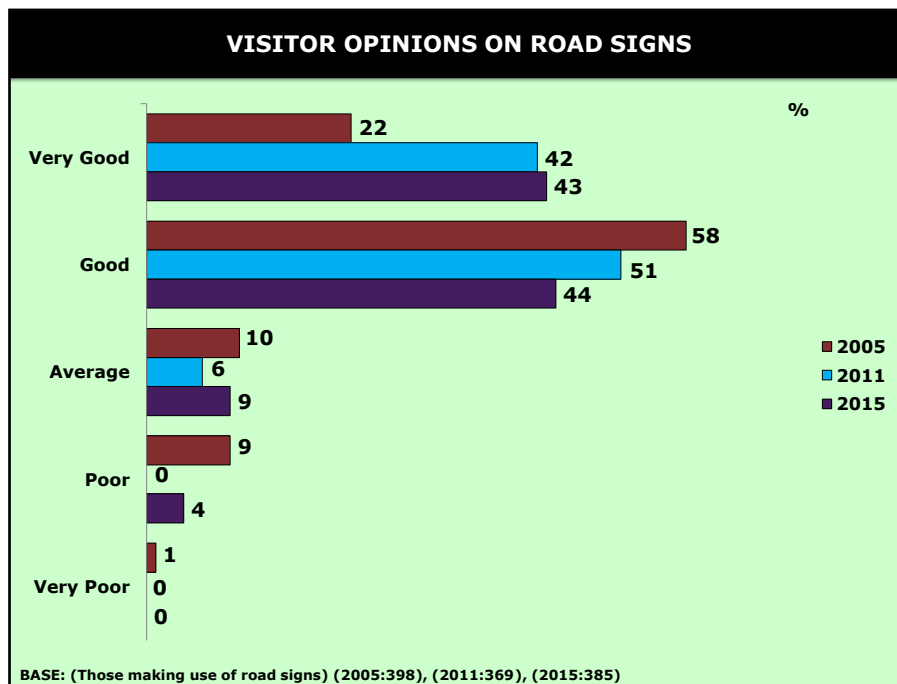
Chart 17:



7.7 Ease of Finding Way Around

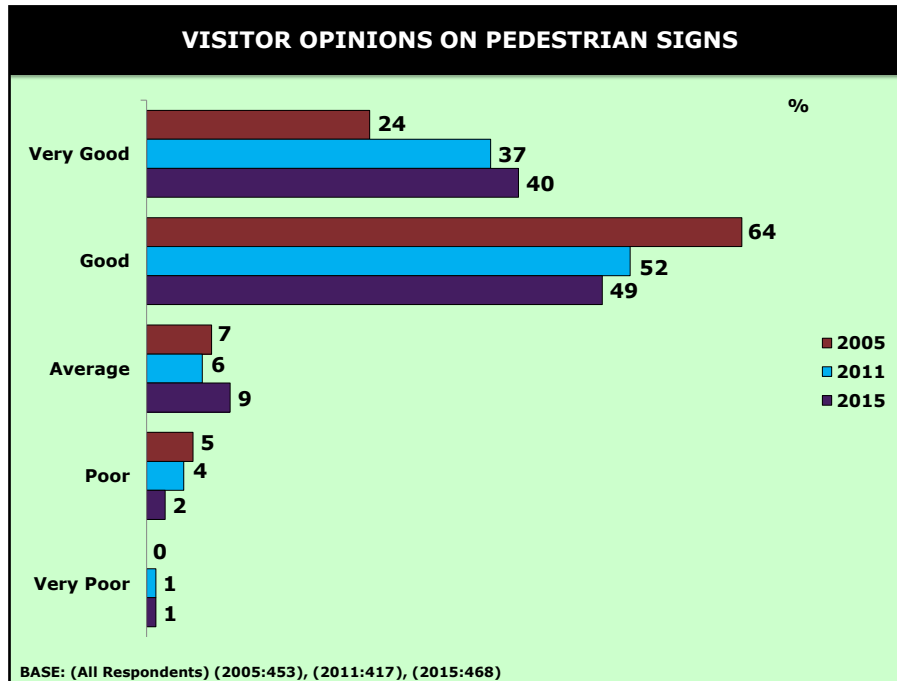
87% of 2015 visitors found road signs good or very good, as opposed to 93% of those surveyed in 2011: representing a fall of 6 percentage points, yet it was up 7 percentage points from the 80% recorded in 2005.

Chart 18:



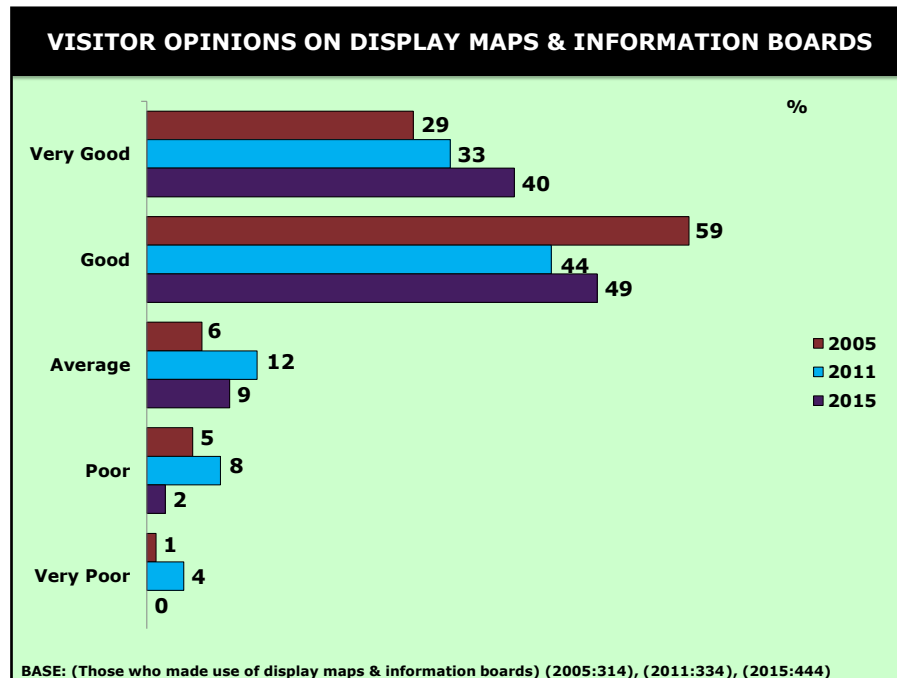
89% of 2015 visitors felt the pedestrian signs were good or very good, a single percentage point higher than in 2005 (88%).

Chart 19:



The percentage of those thinking the display maps and information boards were good or very good rose by 12 percentage points from 77% in 2011 to 89% in 2015.

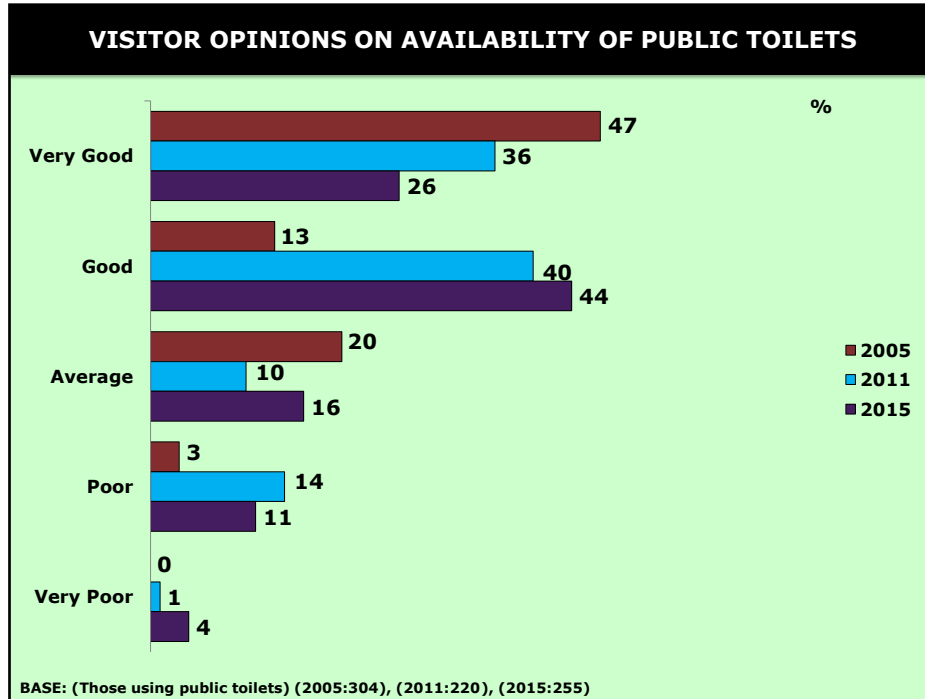
Chart 20:



7.8 Public Toilets

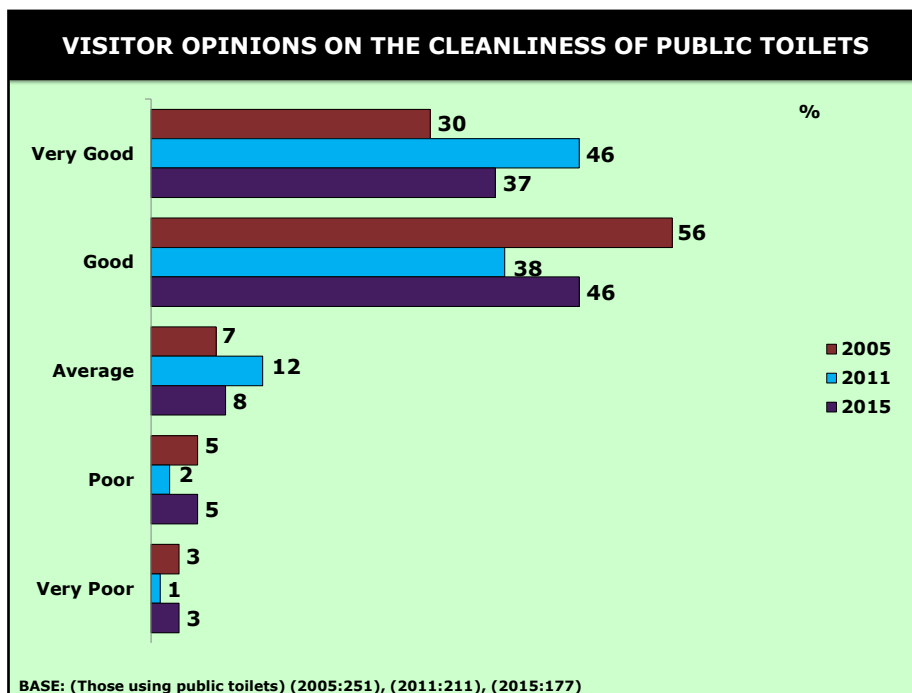
70% of those surveyed indicated they thought the availability of public toilets was good or very good: 6 percentage points less than the 76% of 2011 visitors who felt that way although 10 percentage points more than the 60% recorded in 2005.

Chart 21:



Opinions on the cleanliness of public toilets have declined slightly across all 3 surveys. 83% of 2015 visitors felt the cleanliness of public toilets was good or very good; a single percentage point down from the 84% registered in 2011 and 3 percentage points less than the 86% who felt this way in 2005.

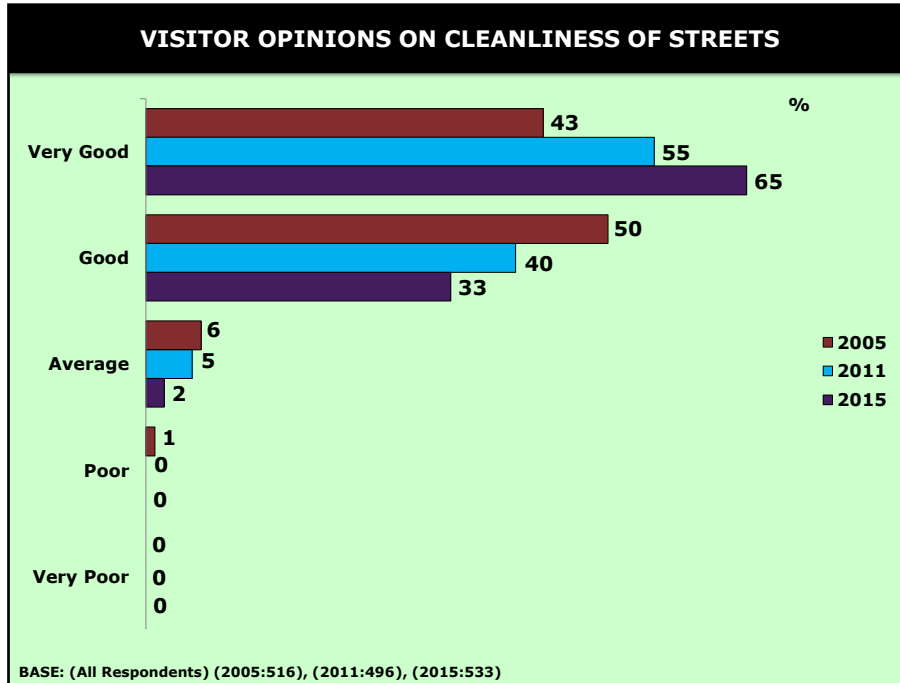
Chart 22:



7.9 Parks, Open Spaces and Streets

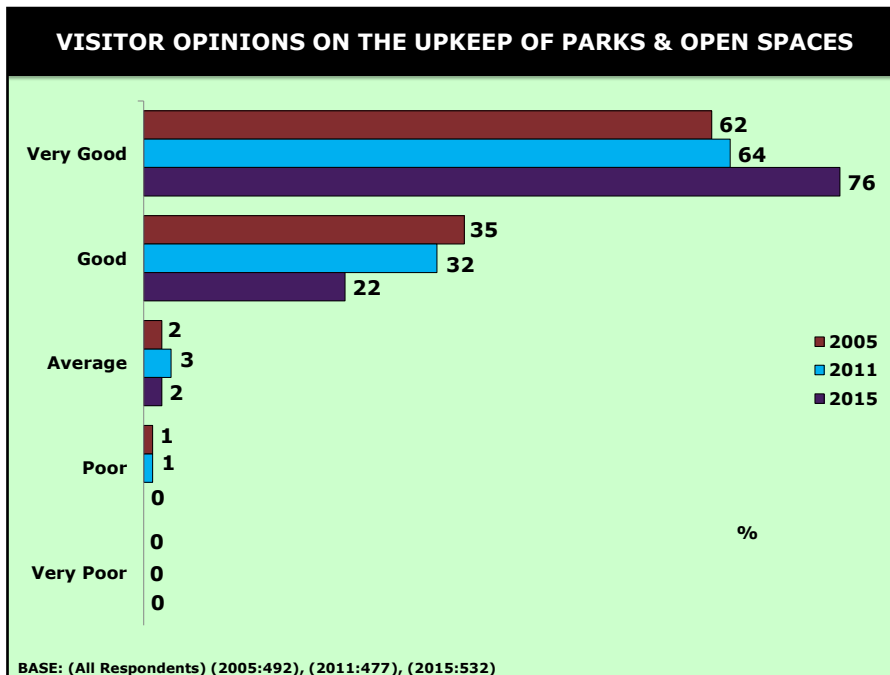
Nearly everyone (98%) believed the cleanliness of streets to be very good or good: a rise of 3 percentage points since the 95% recorded in 2011 and 15 percentage points more than the 83% in 2005.

Chart 23:



98% of visitors believed the upkeep of parks and open spaces to be very good or good: up two percentage points from 96% in 2011, and the same as the findings in 2005.

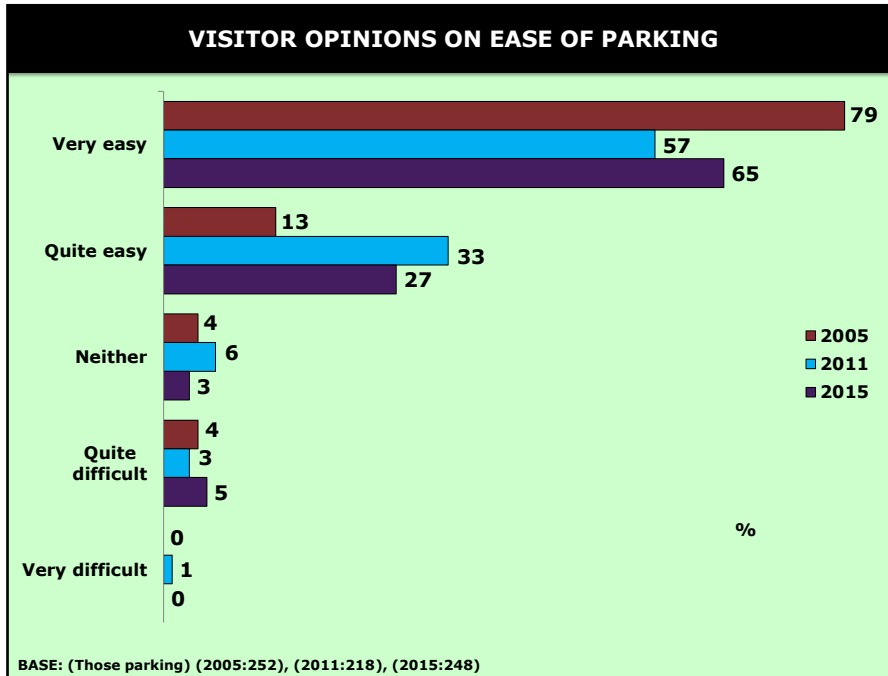
Chart 24:



7.10 Car Parks

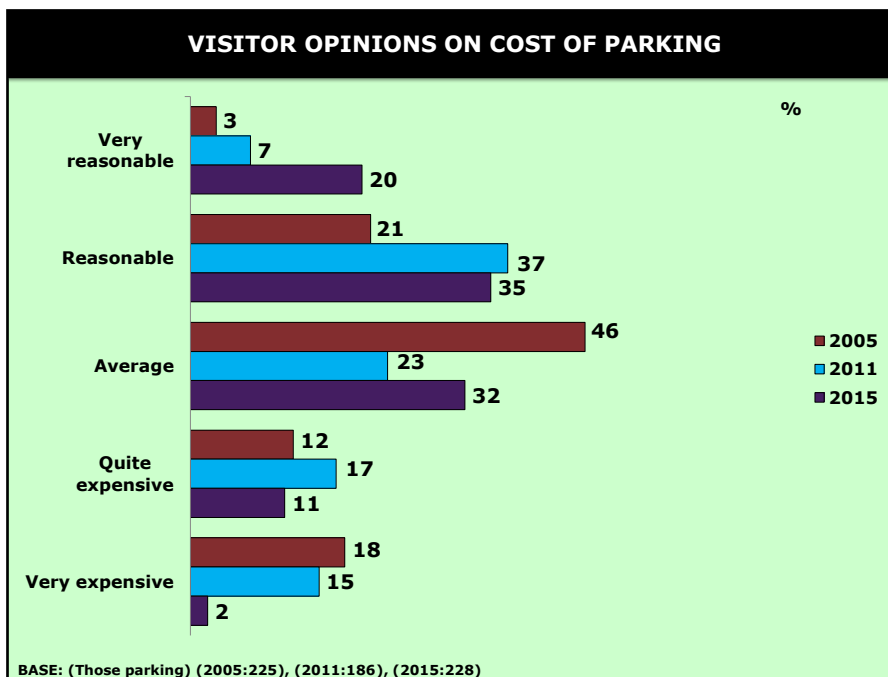
92% stated they found it either very or quite easy to park in the town centre, up 2 percentage points on 2011.

Chart 25:



Visitors opinions on the cost of car parking in Stratford-upon-Avon town centre have consistently improved across all three surveys. From 24% who thought it was either reasonable or very reasonable in 2005, to 44% who felt so in 2011, to 55% currently. Those who thought it was quite or very expensive (13%) was at an all-time low.

Chart 26:

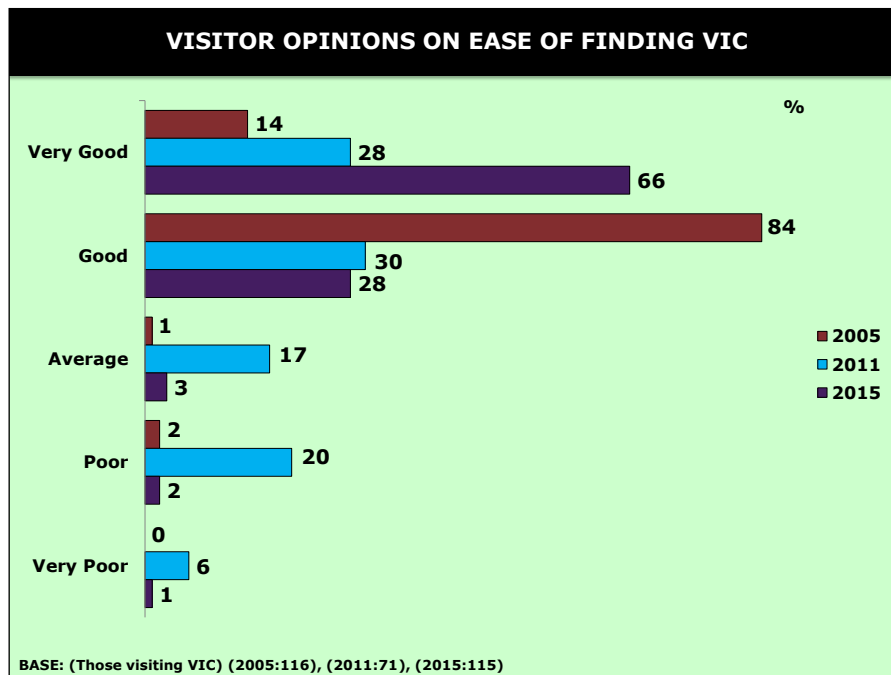


7.11 Visitor Information Centre

Just over one fifth of those surveyed (21%) confirmed they had been into the Visitor Information Centre in Stratford-upon-Avon town during their visit.

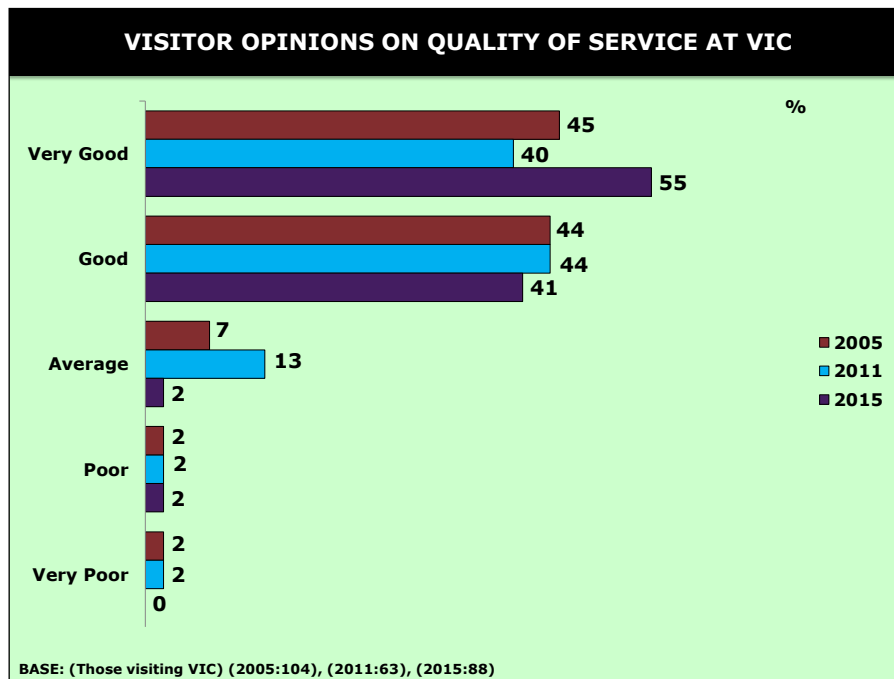
94% of visitors were in agreement about the ease of finding the Visitor Information Centre, up 36 percentage points from the 58% in 2011, but down 4 percentage points from the 98% recorded in 2005.

Chart 27:



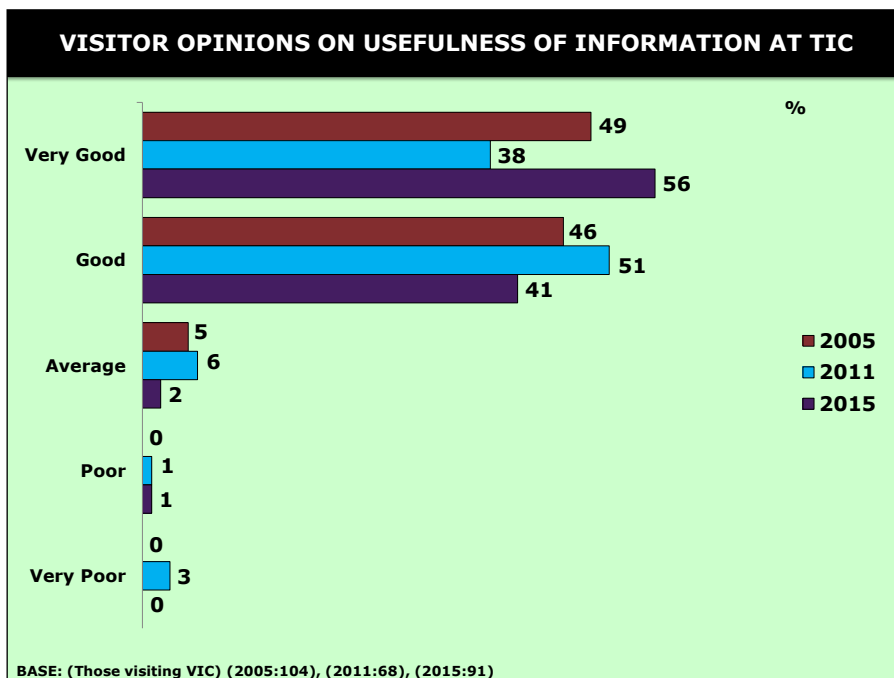
Most (96%) had a good opinion of the quality of service at the Visitor Information Centre: up 12 percentage points from those surveyed feeling that way in 2011 (84%) and 7 points higher than the 89% recorded in 2005.

Chart 28:



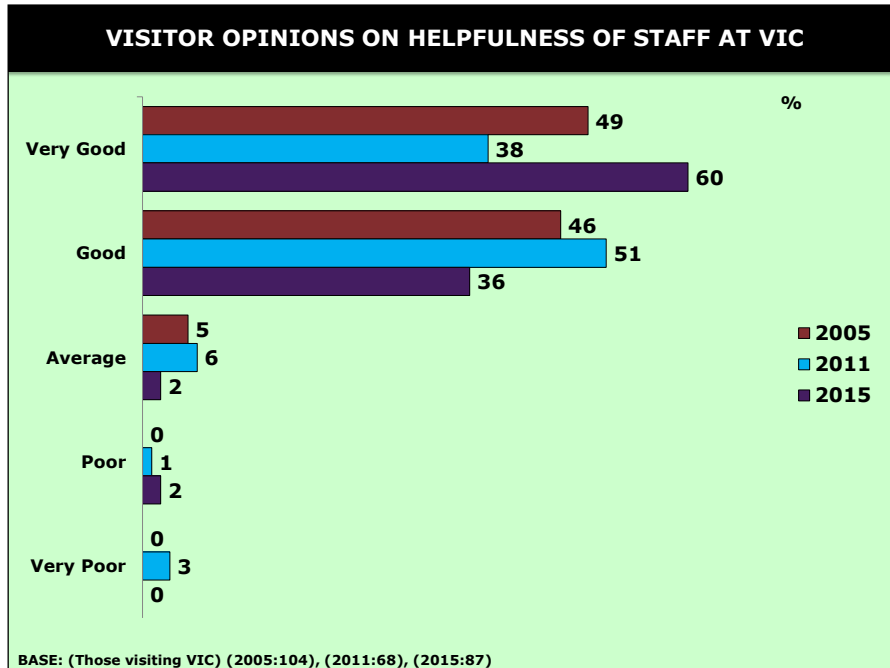
When rating the usefulness of information received from the Visitor Information Centre, 97% agreed that it was useful, up 8 percentage points from 2011 (89%).

Chart 29:



When rating the helpfulness of staff at the Visitor Information Centre, 96% agreed that they were helpful, up 7 percentage points from 2011.

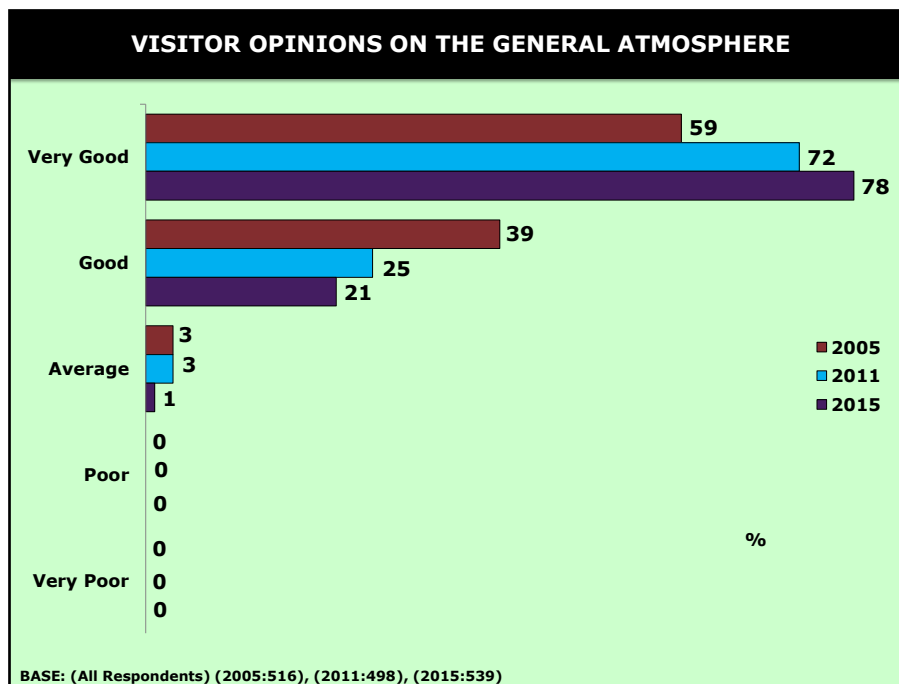
Chart 30:



7.12 General Atmosphere and Feeling of Welcome

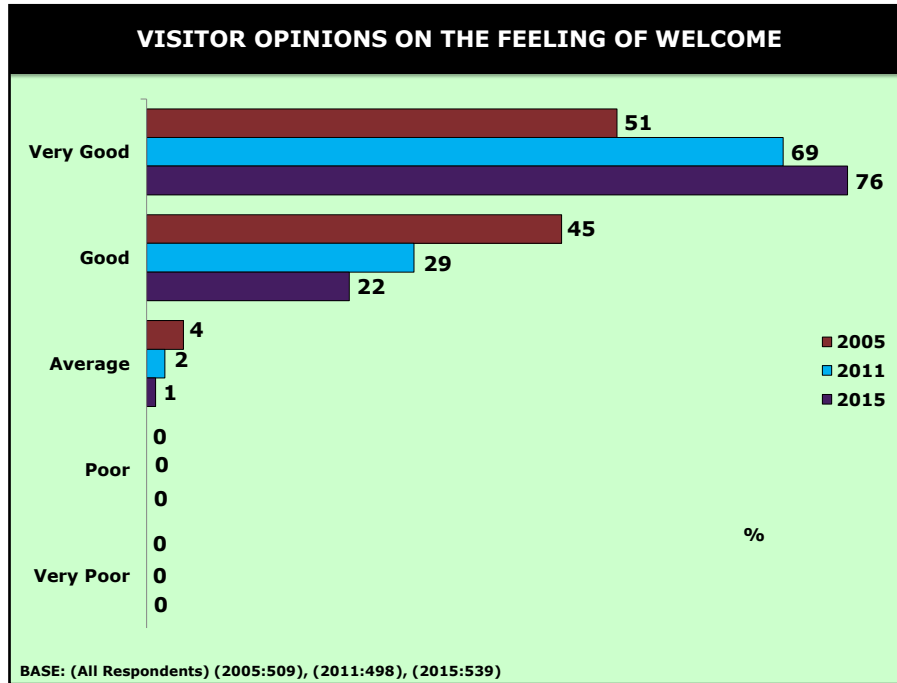
Visitor opinions on the general atmosphere were the best ever. Nearly all (99%) regarded the general atmosphere as very good or good: up 2 percentage points from the previous two surveys when in both it scored 97%.

Chart 31:



This year and in 2011 nearly everyone (98%) confirmed the feeling of welcome as either very good or good, demonstrating an increase of 2 percentage points from the 96% recorded in 2005. Nobody across the three surveys stated that the welcome was either poor or very poor.

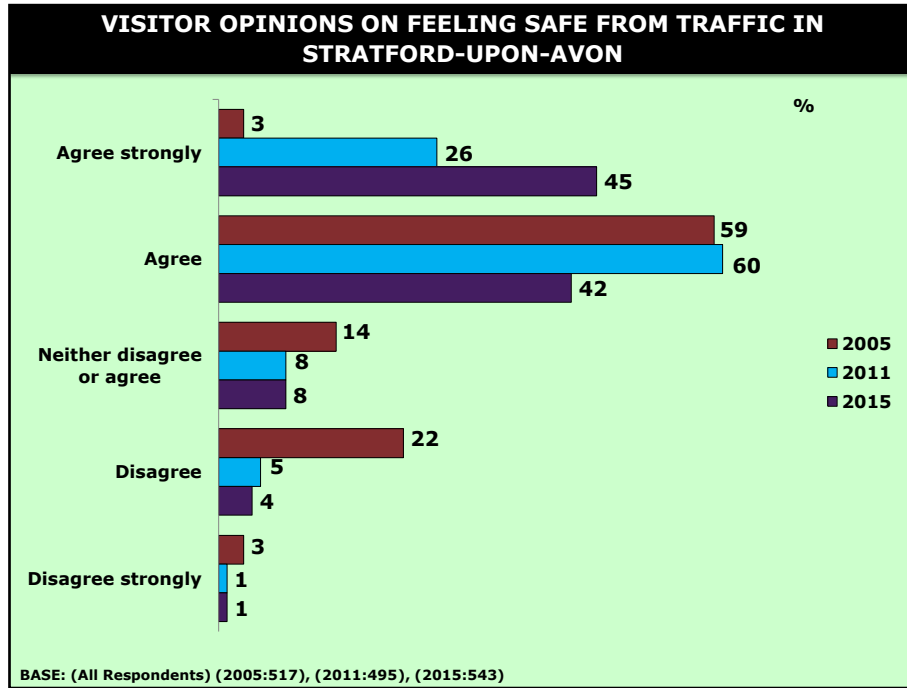
Chart 32:



7.13 Feeling of Safety from Traffic

Nine in ten (87%) of those surveyed felt safe from traffic in Stratford-upon-Avon. Up by a single percentage point from the 86% in 2011, this represented an increase of 25 percentage points from the 62% who felt safe in 2005. Exactly a quarter of those surveyed in 2005 (25%) disagreed, however, this dropped to 5% in 2015.

Chart 33:



7.14 Sources of information used in planning this trip

56% confirmed that they did not seek information when planning this trip. Over a quarter (27%) said they used the internet and 7% stated personal recommendation. 139 comments were received specifying sources on the internet and 26 comments were given for other sources in general, as listed in **Appendices 4 and 5** respectively.

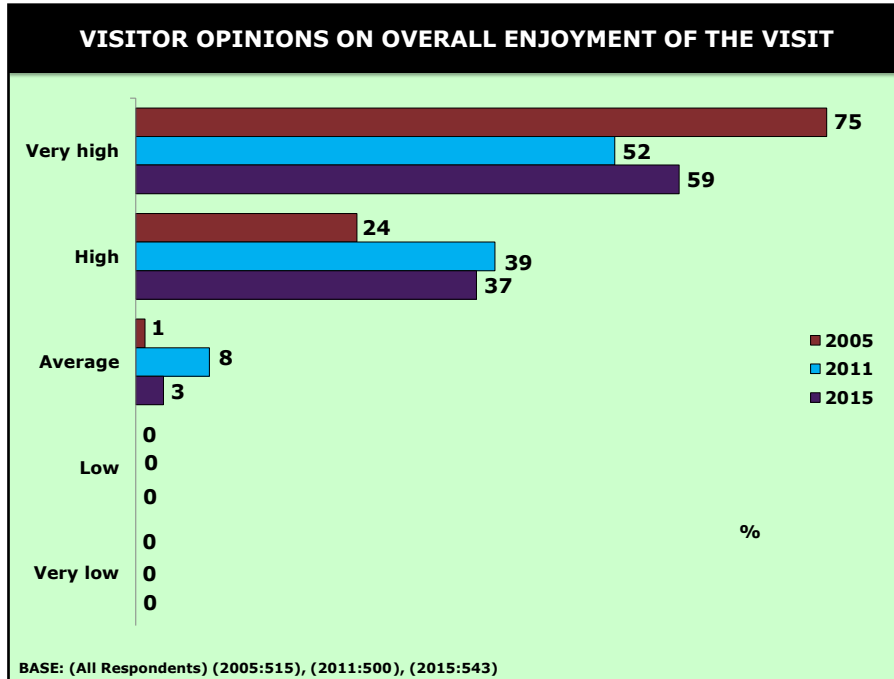
Table 22: Whether in planning this trip, visitors used any sources of information

	2011 Total No.	%	2015 Total No.	%
No – did not seek information	274	56	300	56
Internet	147	30	147	27
Personal recommendation	23	5	38	7
Tourism leaflets/brochures	28	6	32	6
Maps	15	3	11	2
Guide books	32	7	9	2
Smart phones	1	0	5	1
Facebook/Twitter	-	-	2	<1
Newspaper/Magazine	4	1	1	<1
Radio/Television	0	0	0	0
Other	14	3	27	5
BASE:	(491)		(539)	

7.15 Overall Enjoyment of Visit and Likelihood of Recommending

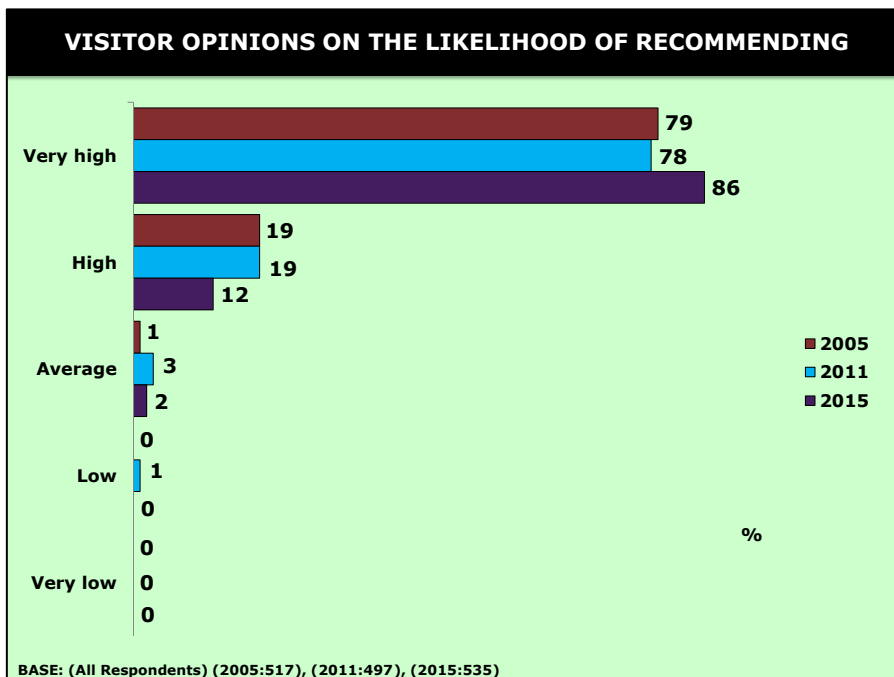
Most visitors (96%) had a very high or high opinion of their overall visit, up by 5 percentage points from the 91% of visitors in 2011, but still 3 percentage points less than the 99% recorded in 2005.

Chart 34:



Nearly all (98%) of visitors were very likely or likely to recommend Stratford-upon-Avon to others, up by a single percentage point from 2011 (97%).

Chart 35:



7.16 What Visitors Like About Stratford-upon-Avon

496 comments were made when asked what they most like about Stratford-upon-Avon and these can be found in **Appendix 6**.

Over a fifth (23%) of those surveyed cited the river / riverside / canals / boats, when asked what they liked about Stratford-upon-Avon. 16% liked the history of the place and 14% said the old buildings / architecture. The good atmosphere also rated well.

Table 23: What Visitors Liked About Stratford-upon-Avon

3% or more	2011	2015
	%	%
River/Riverside/Canals/Boats	21	23
History	12	16
Old Buildings/Architecture	13	14
Good atmosphere	18	13
Lots to see and do	6	9
Parks/Gardens/Open Spaces	5	9
Shopping	6	8
Theatre	6	8
Picturesque/Pretty/Lovely Place	10	7
Quiet/Relaxing/Peaceful	10	7
Shakespeare connection	6	6
Butterfly Farm	-	4
Compact/Easy to get around	7	3
Cleanliness/well kept	5	3
Good for walking	-	3
Good choice of bars & restaurants	-	3
Nice day out	-	3
Everything/Generally like it	4	3
BASE:	(499)	(496)

7.17 What Spoilt a Visit to Stratford-upon-Avon

129 comments (**Appendix 7**) were made on what spoilt their visit to the town. Little spoilt a visit to Stratford-upon-Avon: the highest percentage of those surveyed, that of 14%, complained about the charges for toilets (18 people), 13% mentioning the traffic (17 people)

Table 24: What Spoilt Visit to Stratford-upon-Avon

5% or more	2015
	%
Toilet charges	14
Traffic	13
Weather	7
Overcrowded/too busy	7
Lack of time	5
Pedestrianise streets	5
Excessive parking fees	5
BASE:	(129)

7.18 Whether they would make a return visit to Stratford-upon-Avon

When asked whether they would make a return visit to Stratford-upon-Avon in the future, 94% stated yes, compared to 6% who said no.

APPENDICES

Appendix 1 – Activities undertaken – visiting a specific event – which?

A bubble car meeting
Butterfly Farm
Butterfly Farm
Butterfly farm
Conference
Evesham
Exhibition on green
Greek dancing
Heritage day town hall
Meeting a friend
Open top bus
Othello
Parks by theatre
Riverside walk
Riverside walk
Shakespeare house
Swimming
Town hall open day
Treasure Hunt
Walking tour from Visitors Centre

Appendix 2 – Activities undertaken – other

Being by river
Booked theatre seats
Bus tour
Bus tour
Bus tour
Campsite near by
Chill out
Christmas shop
Coffee
Crazy golf
Cup of tea
Daughter driving test
Ferry from site
Ghost tour
Haircut
Hairdresser
Hop on-off tour bus; picnic
Look at river & boat
Market and waterside
Market and waterside
Memorial statues

Museum
Open bus tour
Open top bus
Open top bus
Open top bus
Open top bus
Open top bus
Open top bus
Open top bus tour
Open top bus tour
Open top bus trip
Opticians
Park
Park at riverside & picnic
Park for children's play
Park, River
Parks and picnic
Photo shoot
Photography
Picking up tickets for theatre
Picnic
Picnic
Picnic
Picnic
Picnic
Picnic by river
Picnic's
Play area
Play sport
Playground by river
Red bus site tours
Relaxing
Relaxing
River walk
River walk and hand ferry
River walks
River, park
Riverside
Sat by canal
Sat by river
Sat by river
Sat by river
See the rugby world cup
Shakespeare
Sit by river

Sit by the river
Sit by the river
Sit in here
Sitting by river
Sitting by the river
Sitting by the river
Sitting by the river
Skate park
Spa
Stop off on longer trip
Studying at library for info on Shakespeare
Taking photos by the water
Tour
Tour bus
Walk by river & picnic
Walk by water
Walked by river
Walking by river
Walking by water
Walking to and from swan centre
Walking tour
Water side walk

Appendix 3 – Additional leisure facilities wish to see

A better bus station
A good soft play for children in the centre
An accessible tourist info centre (for disabled)
An indoor attraction for younger children
Bathroom at butterfly farm
Better parking for park and ride and keep open later
Bike hire would be good
Bingo
Casino
Cinema or bowling
Climbing facility
Ice rink; more places for breakfast; free parking
Indoor seating for when it rains
Live Music
More baby changing facilities needed
More places for dogs
More places to eat - a bigger range
More plays/open air
More seating around the waterside
More seats like on the side of Shakespeare's house

More shaded areas
More signage
More things for young people
More to do when it rains, indoor activities
More toilets
More walking tours of town
No swimming pool
No, but they could bring the showers back & a block to empty toilets
Not enough toilets
Nothing, maybe a new John Lewis
Nothing/maybe more signs to the info centre
Open air sporting facilities
Open air theatre
Open up the retail centre as it is closed at the moment.
Seating
Swimming pool, cafe at the centre
The weather is bad - nowhere to hide
Toilets
Traffic lights needed at shell garage as a free for all
Water on mornings

Appendix 4 – In planning this trip, sources of information used - Internet

Blog & Google
Booking.com
Butterfly
Butterfly Farm
Butterfly Farm
Butterfly Farm
Butterfly Farm
Butterfly Farm
Butterfly farm
Butterfly Farm
Butterfly farm
Butterfly site
City website
Cotswold and Stratford website
Cotswolds
Don't know
Don't know
Explore Stratford
Golf - Stratford
Google
Google
Google

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Google

Google (Things to do)
Google maps
Google maps
Heritage open
Hotel & Stratford
Hotels
Mad science website
Maps
National coaches
Park and ride
RSC
RSC
RSC
RSC
RSC
RSC website
RSC, National Trust
S.U.A Tourist
Search engine
Search engines
Shakespeare
Shakespeare
Shakespeare
Shakespeare and theatres
Shakespeare house
Stratford
Stratford
Stratford
Stratford
Stratford
Stratford
Stratford Google
Stratford Google
Stratford heritage
Stratford site
Stratford tourism via Google
Stratford tours
Stratford visit
Stratford website
Stratford website
Stratford website
Stratford website
Tesco
Times

Tourist info
Tourist site
Train line
Trip advisor
Trip Advisor
Trip Advisor
Trip Advisor
Trip Advisor
Trip Advisor
Trip advisor
Trip Advisor
Trip Advisor
Trip advisor
Trip advisor
Trip advisor
Trip Advisor % Shakespeare site to book
TripAdvisor
TripAdvisor and Stratford website
Trust birth Shakespeare
Tudor world
Visit Stratford
Visit Stratford
Visit Stratford
Visit Stratford
Visit Stratford
Visit Stratford
Visit Stratford upon Avon
Website
Yelp

Appendix 5 – In planning this trip, sources of information used – Other

Bus company
Coach operator
Flight centre
Guide to Britain
Housing association
Local theatre
Nadfas
National Express
Road sign
S.U.A.gov
Shakespeare internet site
Shakespeare's birthplace
Theatre club

Through work
Tour Guide
Travel agent
Travel agent
Travel agent
Travel agents
Trip Advisor
Trip Advisor
Trip Advisor/Shakespeare's Trust
UEA
Weather
Weather
WI

Appendix 6 - What do/did you like most about Stratford-upon-Avon town centre?

A bit of culture
A calm feel to it
A calm, pleasant atmosphere
A chilled out area, great by the water on a Sunday
A family friendly day out
A friendly place & know it well
A good choice of bars/restaurants and history
A good place to bring the children
A lovely, relaxing place for a day out
A nice atmosphere & lovely old buildings
A nice chilled out place
A nice drive out for us; children wanted to see buildings
A nice place to visit but we didn't have much time. It's lovely by all these boats
A nice relaxed atmosphere and a lovely boat trip sitting by the water
A nice relaxing day out
A nice slow pace compared to Birmingham
A nice variety of shops - river and culture, not stressful as Birmingham
A quaint little town
A really nice old England feel - everything in walking distance
A relax summer place & like the river & park
A relaxed atmosphere and all so old, what I wanted to see in England
A very good experience, I've been before but family hasn't
A very nice village my grandson thinks
All close together so can walk everywhere
All handy not used the car
All of it - lots to do, a good range
All outside spaces and retail as well as old type shops
All the different things we can do
All the history

All the history and atmosphere
All the old buildings
All the old buildings and history
All the open space
All the places to eat
Always feel safe so can relax & meander - everything is so close to centre. A bit of a continental holiday feel
Always something different to do
An attractive town & a number of walks by river
Architecture and canals, narrowboats and gardens
Atmosphere - very good place to visit
Atmosphere
Atmosphere is great here, try and come back every year
Atmosphere; good cake shops
Attractions in general
Beautiful parks and architecture.
Beautiful restored houses
Boat Trips
Boats & river
Boats and looking at river, not a 'trampy' town
Buildings - kept the old style
Bus tour
Butterflies I like
Butterfly farm
Butterfly farm
Butterfly farm
Butterfly farm
Butterfly farm
Butterfly farm
Butterfly Farm & pretty old buildings
By the river
By the river
Came in 3 days and enjoyed it all, so much history here
Can walk & see everything
Can walk around, green and no camels - so different from Dubai
Can wonder at your leisure
Canal areas - lots happening there and really pretty
Canal boats
Chilled and relaxing place
Clean, a slower pace of life
Close to the countryside
Coming home - relaxing and safe
Commitment to holding onto its heritage - not at all tacky
Cosmopolitan atmosphere
Don't know

Ease of access from home - it's all a good package
Easy & peaceful to walk around with a nice atmosphere
Easy transport
English culture
Enjoyed walking, taking in atmosphere & lots to do when we leave the house
Environment and clean open green
Everything
Everything - river, trees, and park so open and relaxed
Everything - the environment
Everything so old, nothing like this back home
Everything, it is our favourite place
Everything, lots to do
Everything, plenty to do
Everything, they have everything here
Everything/the gardens
Family here
Feel comfortable here - a nice place to retire to
Feels like a 'resort' - a good day out
Feels like I'm on holiday and a friendly atmosphere
Feels spacious with open spaces
Flattish by the river
Flowers - plenty of baskets around the town
Flowers and old houses
Fresh & clean as a boat owners - it's easy to moor up here
Friendly & busy - a bit like Cambridge
Friendly & clean & interesting different shops
Friendly atmosphere; a good feel; free and music
Friendly people, churches
Gardens and anything Shakespeare
General atmosphere - medieval charm
Ghost town, Tudor museum
Going to the theatre
Going to the theatre to see Othello
Good buildings; nothing typical here - shops all different
Good disabled parking on streets, river and ducks
Good for walking
Good for walking & good ice cream
Good mix of culture and recreation
Good place to visit; river and Bancroft Gardens good
Good places to eat
Good range of shops and nice atmosphere
Good range of shops. Plenty to see and do.
Good river - nice walks
Good shops and places to eat and drink

Good views - plenty to see
Got a good range of family things to do
Greggs, the atmosphere
Heritage
Heritage and history
High standard, everything value for money
Historic
Historic
Historical & interesting - very charming
Historical and very pleasant
Historical old building - Shakespeare houses
Historical parts very well maintained
History
History & culture
History & old buildings & pubs are good
History and buildings
History and so much to see
History of it
History of Shakespeare
History of the buildings
House and acting in gardens more than we expected
House museums
Houses
How beautiful it is
How friendly the people are
How it feels
How pretty everything is all close together - so easy to walk round
How scenic it all is
How the council has taken care of the town; flowers upkeep good
I feel as if I am on holiday
I feel like I'm on a little holiday here
I like the shopping, the kids like the boats
I'm relaxed here - friendly
It has a nice feel about it and a good variety of shops and its historic building
It is where I grew up
It's a relaxing environment to walk around & Shakespeare's a bonus
It's a relaxing, total package, lovely weekend away
It's all exceptional, so clean and geared with a smile to tourists
It's an open space you can walk in
It's beautiful/the architecture
It's coming home for me - family and friend are here
It's compact and clean
It's complete with a good variety of things to do
It's easy to get about

It's got everything and caters for everything
It's historic
It's living history
It's multicultural
It's on the river and lots of history
It's picturesque
It's quite small
It's quite small - the canal boats; buildings; RSC
It's really pretty
It's relaxing by the river
It's very open, clean and pretty
Just a nice place to be
Just such a lovely town, it's so vibrant, our American visitors love it
Liked most about visit
Lively atmosphere
Loads of cute cafes
Loads of things to do - combination of open spaces, boats and towns
Locks and boats going through here
Looking at the boats on the water so relaxing
Looking forward to boat trip - we like the river
Looks pretty
Lots of different things to do and independent shops
Lots of history
Lots to do
Lots to do for all ages
Lots to see & do and all nice people - feel very safe
MAD museum
Magic Alley
Meeting central for us all
More small shops than other towns
My proximity to Stratford
Nice and relaxed and quiet
Nice atmosphere
Nice atmosphere
Nice historic town
Nice things to see, nice atmosphere
Not too busy
Old and laid back
Old buildings
Old England reminds me of my childhood, small friendly town
Oldie worldie and history of it
Only time to see the houses & it's wonderful - so well to be back
Open spaces. Good atmosphere
Othello

Othello / The people
Our nearest big town and a good variety of shops
Our visit to Butterfly Farm
Park
Peace and quiet and variety of history
Peace and quiet. Fresher change from city life.
Peaceful but lively / the play area and a nice safe environment even on your own
People are pleasant & like the old buildings
People very friendly
Places to eat
Pleasant & quaint
Pleasant lovely day out
Pleasant place to visit - nice heritage
Plenty of historical places to see
Plenty of interest here & well kept & no misbehaving at night ever
Plenty of people around; good places to eat
Plenty of shops and places to eat & drink
Plenty to do
Plenty to do & something for everyone
Plenty to do and very different, floral arrangements
Plenty to see - good atmosphere
Plenty to see and do.
Plenty to see, something for everyone
Pretty - oldy, worldly, well kept
Pretty place to visit - shops, nice to relax
Pretty town. Lots to see and do.
Pretty waterside. Very good.
Rather pretty place to visit
Relaxed atmosphere
Relaxed atmosphere
Relaxed, no rush
Relaxing
Relaxing by the river
Relaxing compared to my town
Relaxing town. Not too busy like London.
Relaxing, friendly atmosphere
Relaxing, great atmosphere
River & green walks - it is a good, historic town
River and boats going through the locks - it's a lovely place
River and theatre
River and walks
River cruise
River walk
River walks

River, butterfly farm
River, parks are hassle free
River/Nice walks
Riverside
Riverside
RSC
Scenic, being by the river
Seeing the birthplace
Seems to have everything, nice restaurants, history, gardens and river and old buildings. Such a lot of history
Shakespeare
Shakespeare
Shakespeare
Shakespeare
Shakespeare
Shakespeare & open bus tour
Shakespeare Birthplace
Shakespeare birthplace and all about him is here
Shakespeare connection; we enjoyed walking round and looking as never been before
Shakespeare good and very good feeling of the Cotswolds
Shakespeare house and the old pub
Shakespeare link - history
Shakespeare while the town is all about him
Shakespeare's birth place
Shakespeare's connection
Shopping
Shopping & something for all ages; kids - park very good
Small town. Good culture and history.
So clean & picturesque, even driving through it's lovely
So different from West Brom, can sit and relax really pleasant
So good and feel I could live here - interesting & beautiful buildings
So many beautiful old buildings
So much to see - good for all ages
So quaint and cute - love the thatched houses
So relaxing, a proper English town
Spacious & lively and an hour from home
Stratford in general and M&S
Stratford in general, we like it
The aesthetics
The ambience of the town - all very good and we loved this butterfly farm and the all-day ticket
The ambience
The ambience, good place to be
The ambience; the old buildings & history here
The architecture

The architecture
The architecture and gardens all charming
The architecture and Shakespeare house
The atmosphere
The atmosphere, relaxed, people very nice
The atmosphere
The atmosphere - a nice feel about the town
The atmosphere - It's buzzing/the outdoor entertainment/got a holiday feel
The atmosphere and beauty of it
The atmosphere and the historic buildings
The atmosphere in the town
The atmosphere, history/friendly/relaxing/excellent service
The atmosphere, street entertainment
The atmosphere. the culture
The atmosphere/lots of people
The authenticity - so well preserved/clean
The barges
The beauty of it
The boats, river & swans
The build & canals
The buildings
The buildings
The buildings and atmosphere
The buildings/the flowers/the shops/the river
The bus trip
The butterflies are great
The butterflies
The Butterfly farm
The butterfly farm
The butterfly flower
The canal basin
The canal basin
The canal boats
The canals & river
The canals, the swans
The central bit
The cleanliness, the flowers, and the people
The cleanliness/beautiful gardens; the care and pride people take in their houses/gardens
The countryside
The culture
The culture and the river
The culture, buildings and nationalities
The different buildings - old mixed with new
The diversity of things to do and people

The diversity, town and river
The dogs
The 'Englishness' heritage
The Flower Displays
The flowers and history
The flowers, this church is lovely
The focus on the visitor & not spread out
The friendly atmosphere
The friendly people and the church
The green spaces and town all in a walkable distance
The heritage
The historic buildings; a great atmosphere
The historic stuff
The historical aspect
The historical bits / can use our old tickets for today's visit
The historical building and riverside
The historical places
The historical side, it's really quiet
The history
The history
The history
The history
The history
The history
The history
The history
The history
The history
The history
The history
The history
The history
The history & architecture
The history & buildings
The history & heritage
The history & shops
The history and ambience is fantastic
The history and architecture
The history and architecture
The history and the riverside
The history, the buildings - well kept
The history/feel the atmosphere
The house and Shakespeare
The houses and Shakespeare
The human scale
The kids like the history & a good environment

The river
The river
The river
The river
The river
The river
The river
The river
The river
The river
The river
The river & boats
The river & ducks
The river & eating places - a good day out
The river & open area; safe for kids
The river & shops
The river & theatre bit; some lovely buildings
The river and boats
The river and boats
The river and boats
The river and different shops to Coventry
The river and history
The river and swans. Old buildings
The river and walks
The river boat trips. Shops.
The river parks are nice - can do this on a budget. 7 weeks take a lot to full.
The river, the atmosphere, places to eat
The river, the swans and barges, taking stunning photos
The river, the wildlife
The riverside
The riverside
The riverside
The riverside and walks
The riverside very relaxing
The riverside, somewhere to sit and nice and compact and seating available
The RSC
The RSC
The Shakespeare connection and all at hand, can walk it all
The Shakespeare connection/the river
The Shakespeare experience
The shops
The shops
The shops
The shops (clothes)

The shops and eateries
The shops and the parks are good for relaxing
The small town & streets all so sweet
The standard of quality that they maintain/clean/attractive and no developers!
The theatre
The theatre
The theatre
The theatre
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The theatre
The theatre
The theatre
The theatre
The theatre
The theatre
The theatre and old buildings
The theatre and open park; Sunday market
The theatre and the books
The theatre, good heritage. Pleasant to walk about.
The theatre, river and this church
The theatre, the river and canals
The theatre/Shakespeare/the actors costumes
The touristy feel of it
The town and rivers a big draw
The tranquillity of the place and it's Britishness
The uniqueness of the old buildings with the friendly people
The variety of everything - the river, shop and restaurants
The variety of shops and buildings
The variety of things to see & do - river; butterflies; historic
The VIC
The water and atmosphere
The water and barges used as cafes and ice cream stalls
The water front
The water front
The water in the middle of town and lovely buildings
The water ways
The waterside open spaces
The whole ambience - a calm, gentle feel
The whole town, riverside
Theatre

Theatre
Theatre
Theatre
Theatre
Theatre and very pretty English town
Theatre and walks by the river, we come regularly
Theatre and water parks
They have everything, and good parking
This butterfly farm
This farm
This garden
This house
This house with the actors quoting Shakespeare - more than expected
Today, it's so peaceful by river and like the mix of old and new buildings
Treasure trail
Tudor buildings
Upmarket, stylish clean and welcoming
Variation of things to do
Variety of things - choice of everything
Very calm, pleasant place to be
Very laid back/easy to get to by river and canal basin
Very old and charming, the acting in Shakespeare's house was wonderful
Very old well preserved building
Very quaint & can sit and watch the world go by
Very well maintained and tastefully developed, Good range of shops and eating places
Walking around by the river
Well laid out & attractive to visitors
Well spread out and clean/plenty of seating

Appendix 7 - What, if anything, spoilt your visit to Stratford-upon-Avon town centre?

20p a visit to toilets
20p charge for toilets
20p for toilets
20p to use the loo! The paddling pool was closed & this is school holidays
A butterfly bit my granddaughter
Aggressive traffic wardens
Apple & google maps show 3 sites for Shakespeare Birthplace - so confusing!
As 4 adults & 1 child no discounts available
Awful cream tea
Begrudge paying for toilets
Better crowd control needed in narrow places
Can buy just one ticket to many Arden houses & been to others so it's too expensive
Can get too crowded

Cars could be kept out of the centre
Confusing getting out of riverside car park
Could make more streets pedestrianised
Dangerous low flying birds hit me! All hotels booked here
Don't know
Excessive parking fees
From station - a town map would be very useful
Hard to get accommodation in Stratford town
Having to be aware of the traffic when you are looking around. Make a cheaper entrance fee for just 1 house
Having to eat in the hotel at night as previous years attacked and called police & claimed there's nothing they can do
Having to pay for disabled parking (not clear enough)
Having to pay for loos
Having to pay for the loo
Having to pay for toilets
I don't feel safe on the streets after 22:30
In a wheel chair have to plan how to cross roads
Info boards not as good as other towns - needs more info
Lack of car parking
Lack of info at the train station to point to town centre
Lack of loos
Lack of police presence
Lack of street names coming from Greenway park
Lack of time - we're on a tight schedule
Lack of toilets
Large groups going through altogether - it's a bit small for that, they should go through in smaller groups
Leaving it
Littering, the bin was full and there was littering in the park
Loos should be free
Minor annoyance of car parking
More pedestrian roads needed and one way system
More seats in the centre of town needed
More Shakespeare plays / more coordinated
Need longer here
Needed more time here
Needs a cycle lane from Snitterfield
Needs more eating places for children during evening; mess under bridge not cleaned up in 2 days
No but they weren't performing at Shakespeare house like I was expecting
No decent grocery store in town
No Nando's here
No seats at theatre available
No, but don't like pay 20p for loo's
None / Traffic

Not enough colour, too much concrete - since the change round River Park
Not enough crossings too much traffic in centre- keep cars out
Not enough time here
Nothing but didn't notice any Chinese or Indian restaurants
Nothing yet
Our meal and bus service
Parking machine needs too much cash - should take credit cards
Pay for toilets
Paying for the loo
Poor condition of pavements, easy to trip in main shopping area
Poor upkeep of pavement, and too narrow for the amount of visitors
Price of beer!
Price of car parks & paying for toilets
Seemed less butterflies than other visits and sign said waiting exhibits & gets very congested in there
Sheer volume of traffic
Signs for bikers
So much scaffolding about the place - a bit off putting
So much traffic, not enough free from cars streets
Some of the bars
Spoilt your visit to SoA
The 1st world war in the holt croft a bit out of place - can put German visitors off. Definitely the wrong place
The amount of people
The amount of traffic - more pedestrian areas
The houses are poor value for money
The Isle of Wight & others are bigger & more butterflies to see
The look of the theatre, maybe improve it with flowers, new stained glass windows
The map we picked up at the information centre didn't show where it was not - not very good
The modern buildings
The price of entrance to Shakespeare's House & we'd already paid to see Anne Hathaway's cottage
The price of youth hostel is more expensive than B & B - that's why we're out of town
The prices
The rain
The rain
The river is dirty and needs to be cleaned
The roads are busy
The shops and cafes need ramps to get mobility scooters in
The state of the toilets by Butterfly Farm - disgusting
The teddy bear shop
The time of the parking
The toilets and lack of places to eat; cheaper public transport
The traffic
The traffic

The traffic and the crowds (in big groups)
The traffic can be a bottle neck
The traffic/Bridge Street. Make pavements wider. Make it pedestrianised
The unoccupied shops
The VIC needs more signs
The water is dirty
The weather
The weather
The weather
The weather
The weather
There isn't much to do and it's expensive
Toilets need 'up' to Evesham standard
Toilets should be free
Too much traffic in the town, keep the cars out
Too much traffic should be more pedestrianised. Poor hotel, we are going to write a complaint
Traffic busy
Traffic jams
Traffic lights, make sure people can see the crossing lights, maybe a noise
Traffic on some streets confusing
Traffic too much, having to pay for parking and toilets
Traffic warden not very helpful, disabled parking not clear to understand time limit
Unsupervised children on scooters & skateboards on the high street - parents don't keep them in check!
Using the field for exhibitions with big marquees. (by Butterfly Farm)
Very poor walking signs back into town, could be much clearer
We didn't have enough change to feed meter to park - used cards!
Weather
Weather
We've found the swan car park good but rest expensive and some attractions very expensive - the houses etc
What they've done to the theatre looks like a fire station! Pedestrian crossing has no audio signal and lights too low
Won't pay for toilets & sign wrong in leisure centre
Work