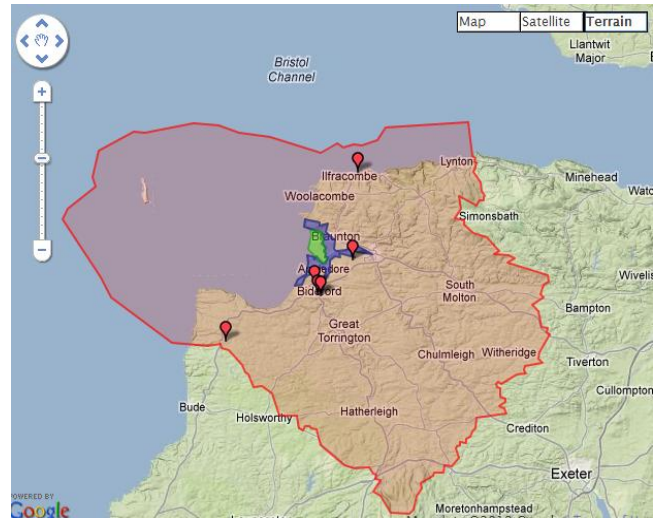


Visitor survey

Thank you for your help with our survey on behalf of the North Devon Biosphere. Our aim is to understand what you want from a holiday in the Biosphere, especially in relation to the accommodation and the special features of North Devon with special consideration of your opinion about the environment.

The North Devon Biosphere is an area where people work to balance the conservation of biodiversity with its sustainable use. As you can see from the map, this is the area where you are now filling in this questionnaire.

Your responses will be treated in absolute confidence.



We thank you in advance for taking time to complete the survey.

1. What is your gender?

- Male
- Female

2. What is your age?

- 0 -18
- 19-29
- 30-40
- 41-51
- 52-63
- 64

3. Are you traveling with?

- Family:
How many adults are you in total?
How many children?.....
How old are they?
- Friends: how many people are you together?
- Organized group: please specify which kind of group and how many people are in it.
.....
.....
- By my self.....
- Other, please specify.....

4. Where do you normally live?

- London, South & East England
- South West England
- The Midlands
- North England
- Wales
- Scotland
- Northern Ireland
- Republic of Ireland
- Europe:
- Other:

5. Is this your first visit to the North Devon Biosphere?

- Yes please go to Question 6
- No
 If No, how often do you come here? *(Please tick one box only)*
 - Once a year, or less
 - 2 - 4 times a year
 - More than 4 times a year

6. Which of the following was the main reason for you deciding to visit the area? Please tick one box only

- Visiting the North Devon Biosphere
- Visiting friends & relatives
- Event/Festival (including sporting event) - please specify:
- Activities (e.g. cycling, walking, surfing):.....
- A visitor attraction - please specify:
- To relax - please specify where:.....
- Environmental or green interest - please specify:
- Scenery/landscape/countryside
- Other please specify.....

7. What features of North Devon are important to you? Put a number between 1 and 5 in the brackets, where 1 means not important and 5 means very important

- Clean air ()
- Clean beaches ()
- Good surfing and swimming ()
- Visitor attractions ()
- Beautiful Countryside and coastal scenery ()
- Beautiful Landscapes ()
- Food produced locally ()
- Local art ()
- People take care of their environment ()
- Other

8. You are away from home:

- on a day trip - go to question 11
- staying just 1 or 2 nights
- 3 nights, all in the North Devon's Biosphere
- on holiday 4 nights or more, all in the North Devon's Biosphere
- Other please specify.....

9. Which of these is the MAIN type of accommodation you are using during your visit to this area? Please tick one box only.

- Hotel/Motel/Inn/Lodge
- Guest House/B&B/Farm
- Rented Self Catering/ Serviced Apartment
- Bunkhouse
- Caravan - static, owned
- Caravan - static, rented
- Touring/Motorised Caravan
- Camping
- Hostel
- Home of Friends & Relatives
- Boat
- Other please specify

10. Which features of that specific accommodation influenced your decision to stay there during your time in North Devon's Biosphere? Tick all that apply and please rank them.

- Price ()
- Value for money ()
- It is comfortable, attractive ()
- Facilities ()
- Environmentally friendly ()
- gay friendly ()
- pet friendly ()
- child friendly ()
- sense of place ()
- It is certified for their sustainable offer ()
- Other:

11. How have you found out about North Devon? (tick all that apply)

- Knowledge from previous visit
- Advice from friends/ relatives
- Internet, please specify the websites:.....
- Guides (e.g. Time Out, Lonely Planet, Rough Guide etc)
- Information from office/ bureau
- Tour operator brochure
- Newspapers/ magazines
- North Devon Biosphere website or literature, please specify:
- Other:

12. Please tick the following if you have heard of them:

- Green tourism business scheme
- Green Globe
- Audubon International
- Blue Angel
- David Bellamy Conservation Award
- Earth Check
- EU Ecolabel
- Investing in Nature (North Devon Biosphere awards)

13. How important (score from 1 to 5) are the following factors to you in choosing holiday accommodation?

- It is energy efficient or uses renewable energy ()
- You are offered locally sourced food ()
- Staff tell you about the local area ()
- It has an environmental policy or is a member of an environmental scheme ()

14. Please answer the following question:

- A. Would you be willing to pay more for accommodation that performed very well in these areas?
- Yes
 - No
- B. Would you be willing to contribute to natural attractions that are usually free? Like nature reserves or national parks.
- Yes
 - No

15. What was the MAIN mode of transport you used to reach North Devon Biosphere Reserve?

- Car/Van
- Regular Bus/Coach
- Bus/Coach Excursion
- Train
- Walk
- Bicycle
- Motorcycle
- Other please specify.....

16. What has to improve before you decide to use more public transport? (tick all that apply)

- I am very unlikely to come here by public transport
- More frequent services
- Public transport more punctual
- Public transport more clean
- Able to take bikes and surfboards

17. Have you used any public transport in this area?

- Yes
- No

If yes how was your experience?

.....
.....

18. Have you visited other Biosphere Reserves before?

- Yes
- No

If yes, do you remember their names?.....

19. Had you heard about Biosphere Reserves before you filled in this questionnaire?

- Yes
- No

20. Did you know you are in the North Devon Biosphere (before you filled in this questionnaire!)?

- Yes
- No

If yes, are you already involved in some way with the North Devon Biosphere?

- Yes
- No

If yes, how?.....

Thank you very much!

Please for any questions about the questionnaire contact Sara Vitali, at North Devon's Biosphere Reserve
Phone: 01271 388647 - email: Sara.Vitali@devon.gov.uk