

Visit Dorset – 2019 Website survey results

Visit Dorset ran a web-based user survey for approximately 8 weeks between April and June 2019.

The 12 question survey was designed to be short and simple to complete, with the aim of understanding our visitors experience and expectations of the Visit Dorset website.

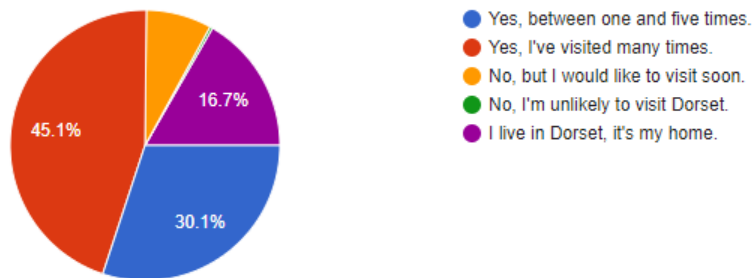
Participation was encouraged with links to the survey promoted our consumer email newsletter and the Visit Dorset advertising banners, and re-marketing advertising placements that target users that have recently visited our website.

Q1. Have you visited Dorset before?

Just over 75% of respondents had visited Dorset before and the majority of these people had visited many times before. 8% of respondents had not visited, but would like to visit soon. This really emphasises the importance of repeat visitors to Dorset's visitor economy and also implies that they are seeking information about Dorset to support their stay.

Have you visited Dorset before?

306 responses

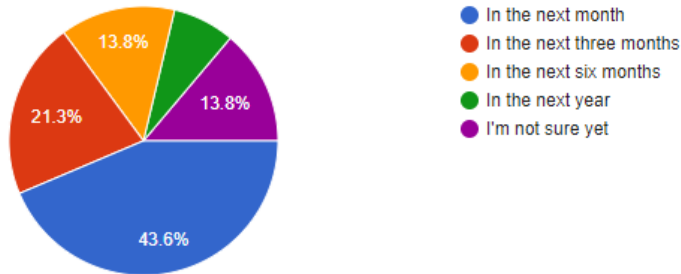


Q2. When are you planning on next visiting Dorset?

The majority of respondents were planning a trip within the next month, with each subsequent timeframe reducing proportionally, with the exception of those that were unsure of their next visit. The responses to this question highlight the fact that planning and research is made in both the long and short term before a holiday or visit, with varying information needs at different times.

When are you planning on next visiting Dorset?

282 responses



Q3. Why did you come to the Visit Dorset website today?

The largest number of responses (54%) were interested in researching things to do for their next visit. Over a quarter of respondents were simply browsing and considering their options. 17% were interested in entering a competition and 3% were actively seeking accommodation options. The other responses were open, which resulted in a range of answers relating to more specific needs, e.g. looking for dog-friendly information, or Tourist Information Centre contact details. These have been filtered from the chart below for clarity.

Why did you come to the Visit Dorset website today?

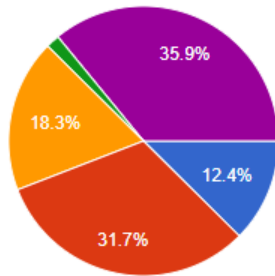


Q4. Did you find what you were looking for on the Visit Dorset website today?

Although the largest number of responses (36%) had no specific agenda in mind when visiting the website, this was closely followed by 32% that found exactly the information they were looking for and a further 12% were able to find something better than they were looking for. 18% were able to find part of what they were looking for, highlighting opportunities to improve the website content.

Did you find what you were looking for on the Visit Dorset website?

306 responses

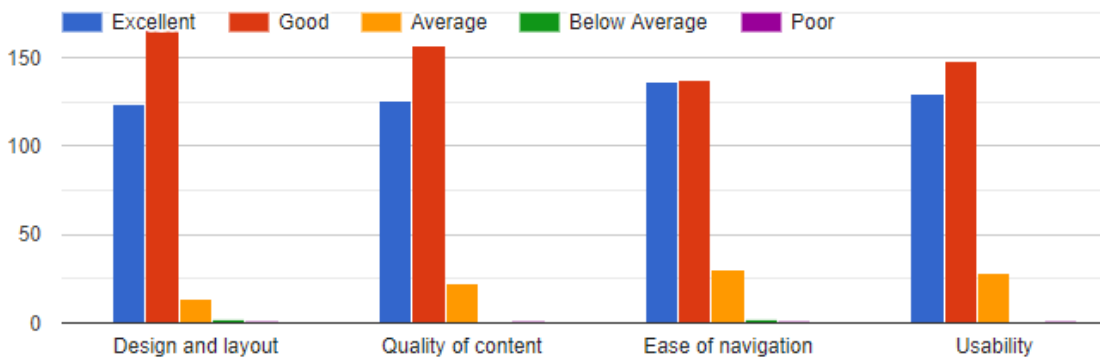


- I was able to find something better than what I was looking for
- I was able to find exactly what I was looking for
- I was able to find a part of what I was looking for
- I was not able to find what I was looking for
- I had no specific agenda in mind when I visited

Q5. How would you rate the following attributes of the Visit Dorset website?

Visitors were asked to rate the Visit Dorset website for Design and layout, Quality of content, Ease of navigation, and usability. The results were positive across the board, with most people rating each attribute excellent or good.

How would you rate the following attributes of the Visit Dorset website?



Q6. Please add further comments about the Visit Dorset website here. What elements do you think could be better?

There were 90 comments in total, with a majority being positive feedback about the quality of content and visitor experience of the website:

“Was pleasantly surprised by the website. Great visuals and content! Found some great activities too”

“The quality of the images is very good indeed. The selection of information provided is varied and interesting”

“I really enjoyed looking at the Dorset website - very informative and interesting.”

The constructive feedback was varied and predominantly tailored to interests, e.g. more walking routes, picnic sites, gardens to visit, features about historical and literary connections, etc.

There were a number of comments relating to user experience improvements, including on-site search, navigation options and the use of maps throughout the site.

The events and eating out categories were mentioned by some users as content areas that could be improved with more overall content and recommendations requested.

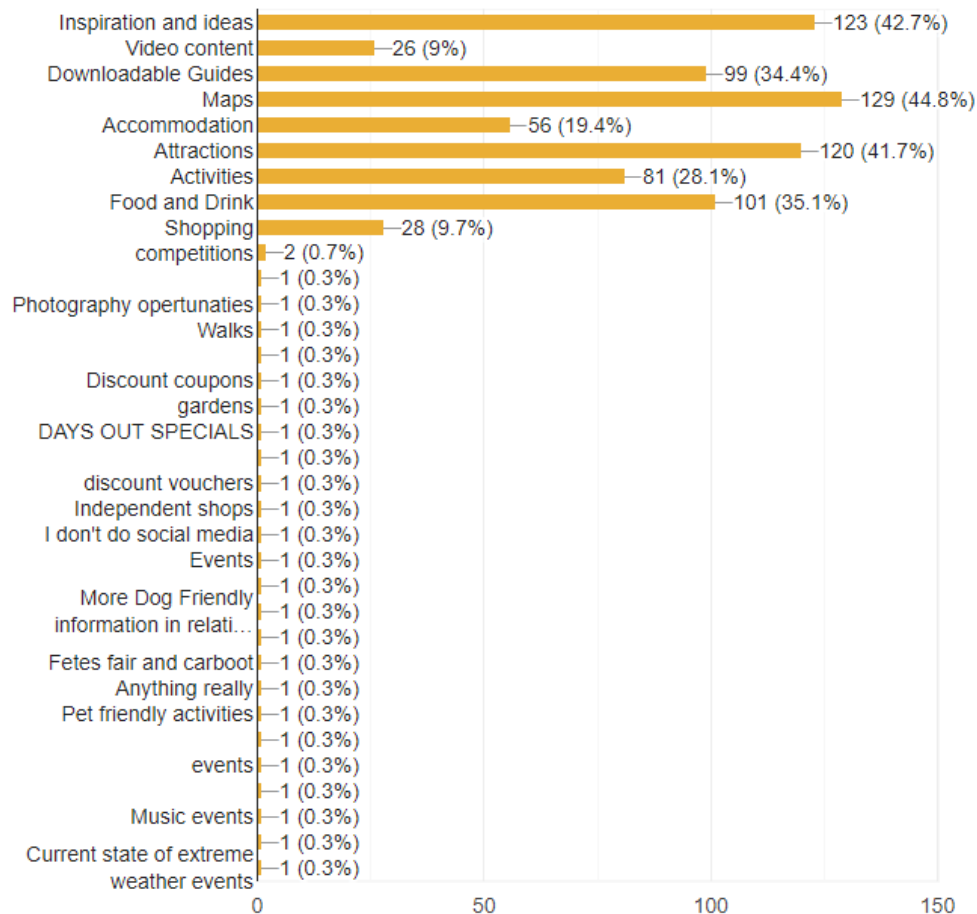
Q7. Which of the following content would you like to see more of on the Visit Dorset website?

This question produced a broad range of responses, however the most popular categories were:

1. Maps (44.8%)
2. Inspiration and ideas (42.7%)
3. Attractions (41.7%)
4. Food and drink (35.1%)
5. Downloadable guides (34.4%)

Which of the following content would you like to see more of on the Visit Dorset website?

288 responses



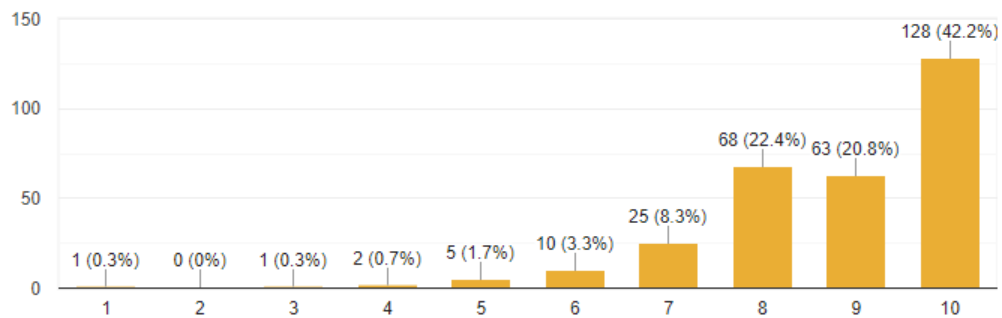
Q8. How like is it that you would recommend Visit Dorset to a friend or colleague?

The results were positive, with a majority (42%) scoring 10 and over 20% scoring either 8 or 9.

How likely is it that you would recommend Visit Dorset to a friend or colleague?



303 responses

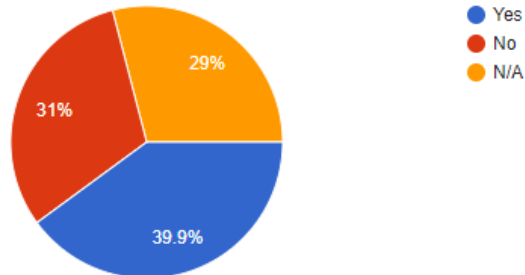


Q9. If you are planning a visit to Dorset, (short break or holiday) have you already booked your accommodation?

Of the responses from people that are planning a visit, just over half have already booked their accommodation, indicating potential for visitors to investigate and book their accommodation on the Visit Dorset website.

If you are planning a visit to Dorset (short break or holiday), have you already booked your holiday accommodation?

303 responses

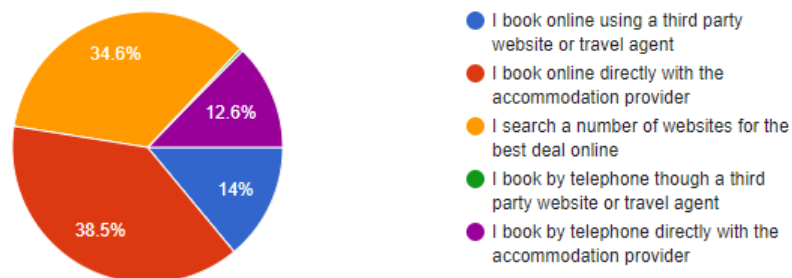


Q10. How do you prefer to book a short break or holiday accommodation?

This question highlights that consumers book accommodation in different ways. There is a preference to book directly with accommodation owners directly either online (38.5%) or by telephone (12.6%), but almost as many respondents search multiple sites to find the best deals (34.6%) or book online using a online travel agent (14%).

How do you prefer to book a short break or holiday accommodation?

301 responses

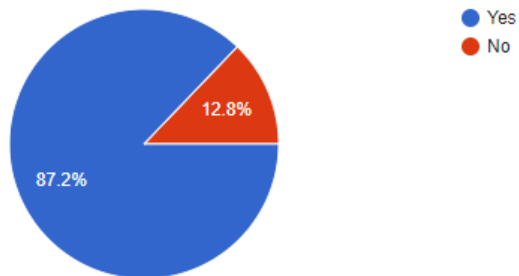


Q11. Would you consider booking accommodation through this website?

A resounding 87% of respondents would consider booking accommodation through the Visit Dorset website.

Would you consider booking accommodation through this website?

304 responses



Q12. If you answered no, please can you briefly tell us why?

Most responses fell into one of three categories:

1. They regularly visit Dorset and stay at the same location.
2. They have a preferred booking platform such as a cottage agency or OTA website that they use regularly.
3. They prefer to book direct with an accommodation provider.