

Cornwall Visitor Survey 1993 to 2009

Comparative data

Prepared for VisitCornwall
By
The South West Research Company

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Cornwall Visitor Survey

Background

The Cornwall Visitor Survey, commissioned by VisitCornwall, has been undertaken in the county every two years since 1993 and aims to explore a wide range of topics including, amongst other things, the profile of visitors to the county, the characteristics of holiday visits, visitor motivations and satisfaction levels, information sourcing and transportation.

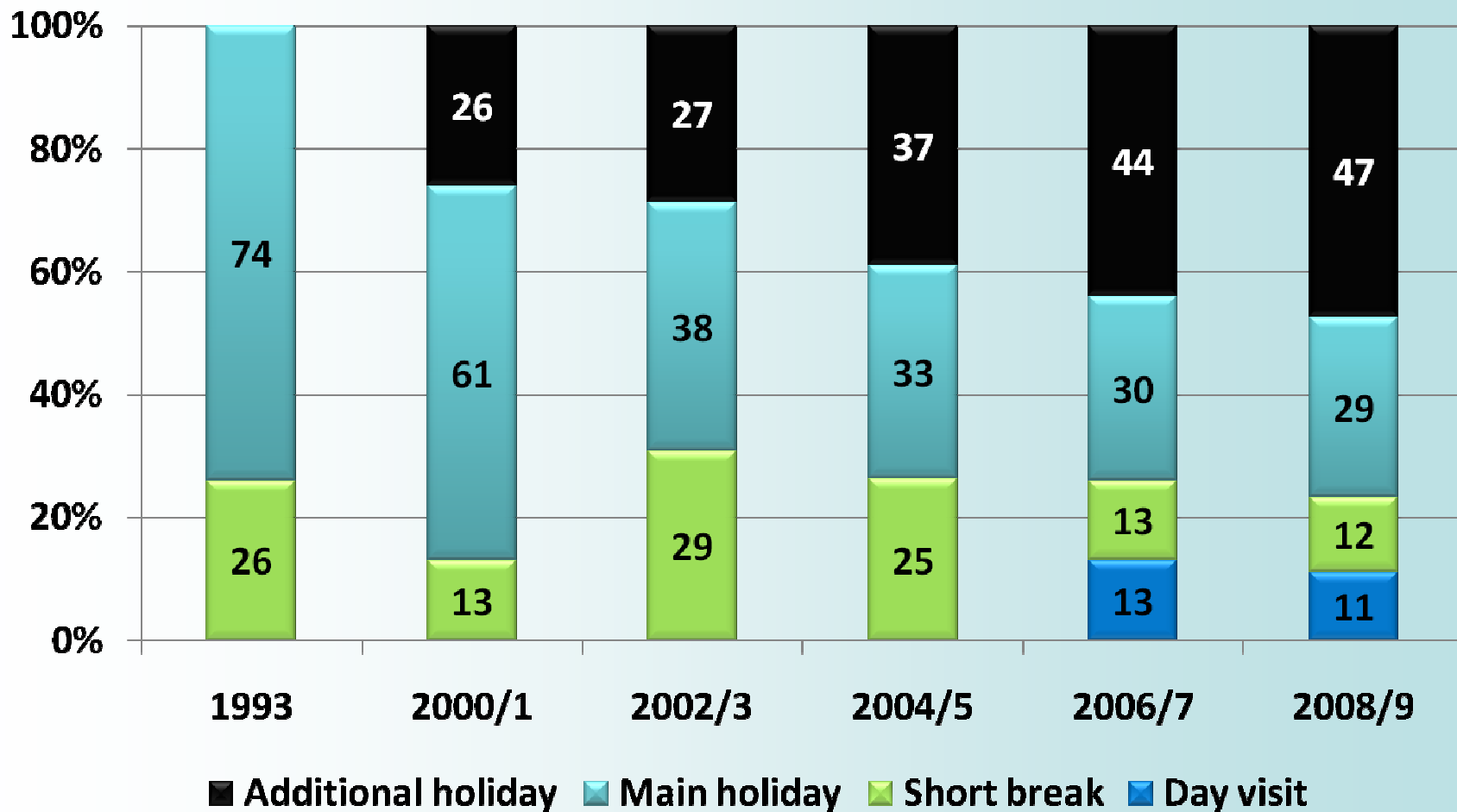
The year on year data provides up-to-date information on the profile of tourism in Cornwall and identifies any emerging trends in the profile of tourism in the county over time.

The charts to follow compare the findings from the survey between 1993 and 2009 and they include:

- Type of visit
- Transportation
- Length of stay
- Accommodation
- First time/repeat visitors

Cornwall Visitor Survey

Type of visit 1993-2009



Please note:

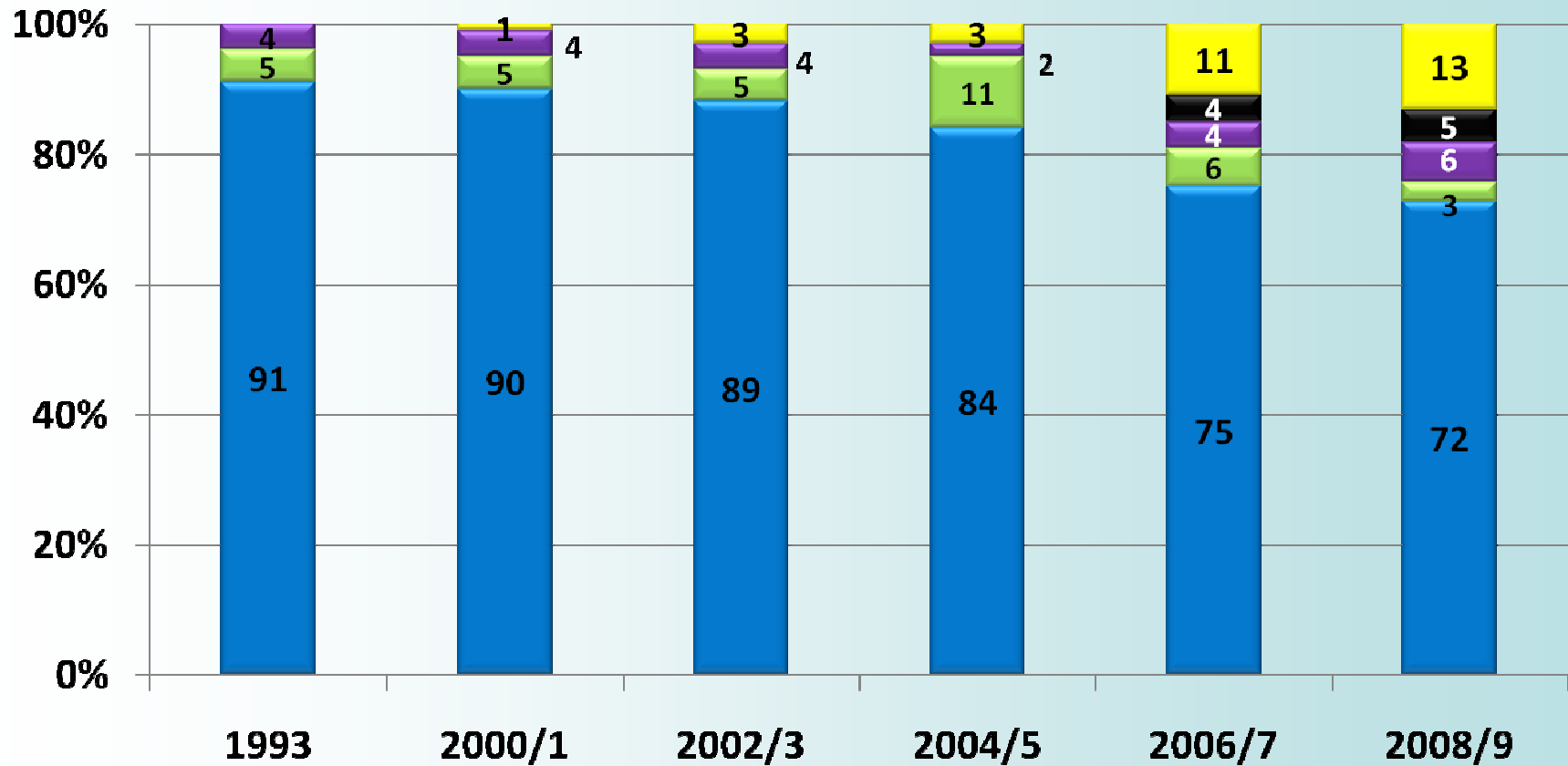
Short breaks and additional holidays combined in 1993

Day visitors interviewed for the first time during the 2006/7 survey



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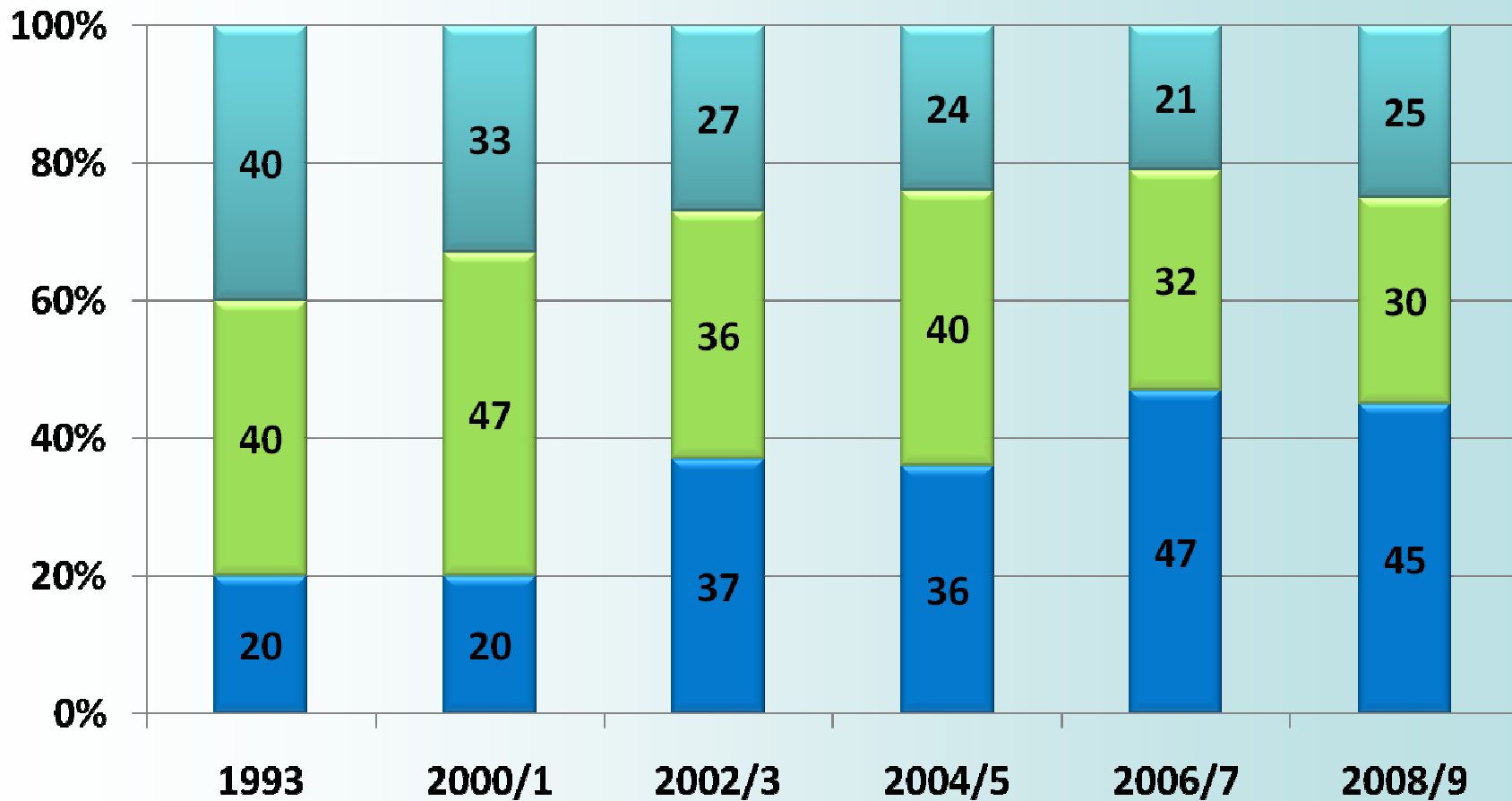
Mode of transport used to travel to Cornwall 1993-2009



■ Other (incl. Organised coach)
 ■ Plane/air travel
 ■ Train
 ■ Public bus/coach
 ■ Car/van etc.

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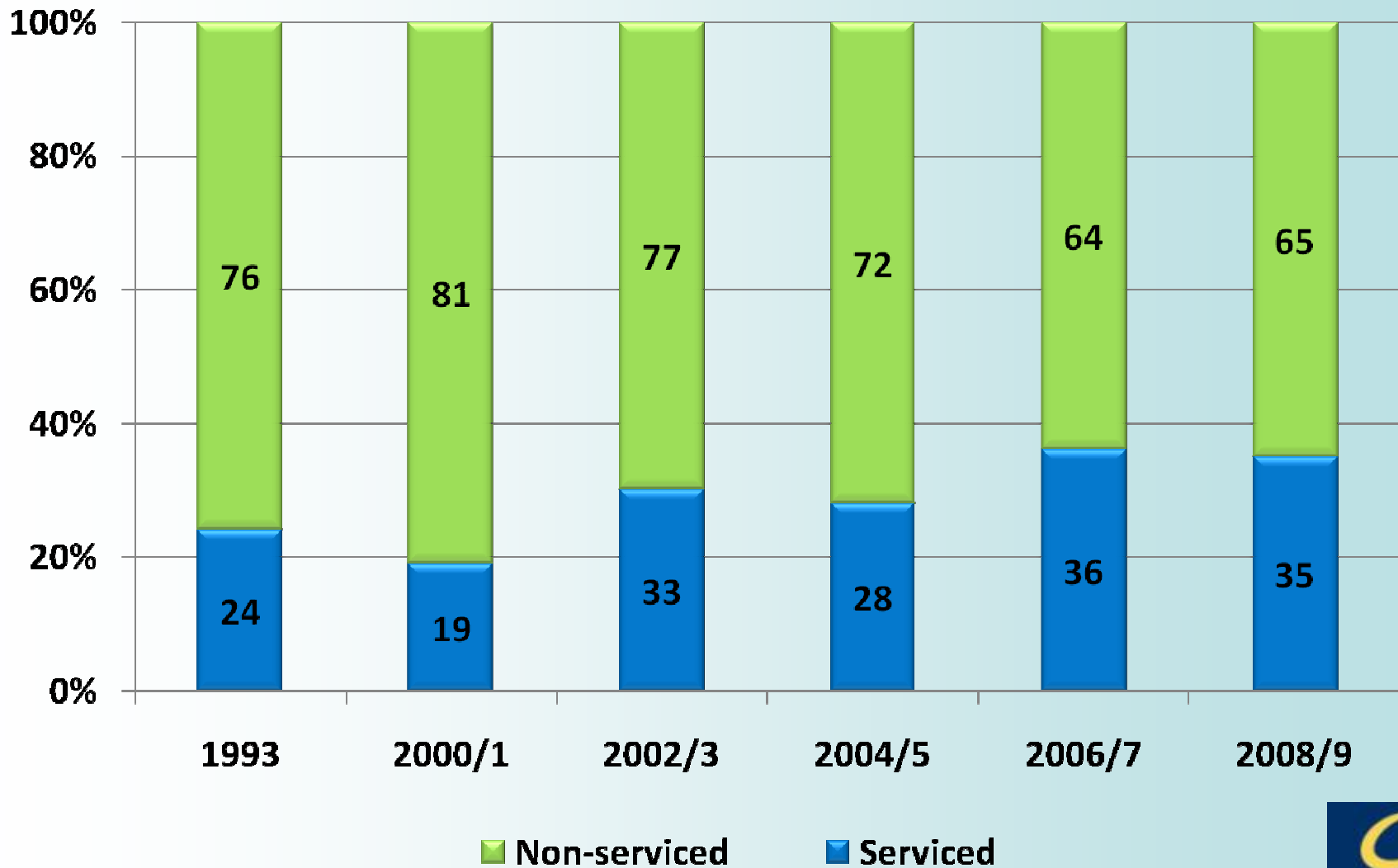
Length of visit 1993-2009



■ More than one week
 ■ One week
 ■ Less than one week

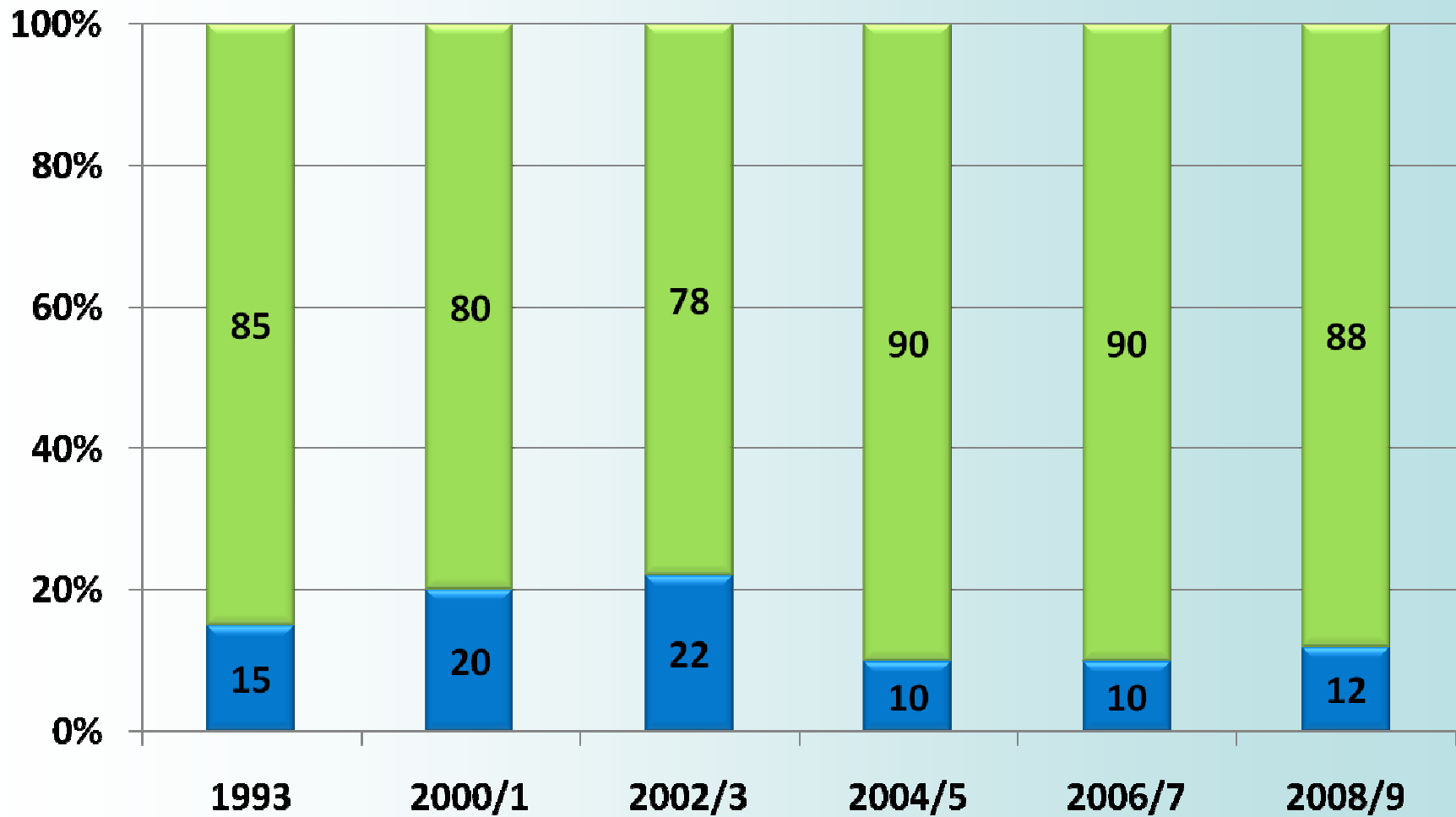


Cornwall Visitor Survey Accommodation used 1993-2009



Cornwall Visitor Survey

First time/repeat visitor 1993-2009



■ Repeat visit ■ First visit