

Cornwall Visitor Survey 1993 to 2007

Comparative data

Prepared for Visit Cornwall
by
The South West Research Company

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Cornwall Visitor Survey – Background

The Cornwall Visitor Survey, commissioned by Visit Cornwall, has been undertaken in the county every two years since 1983 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.

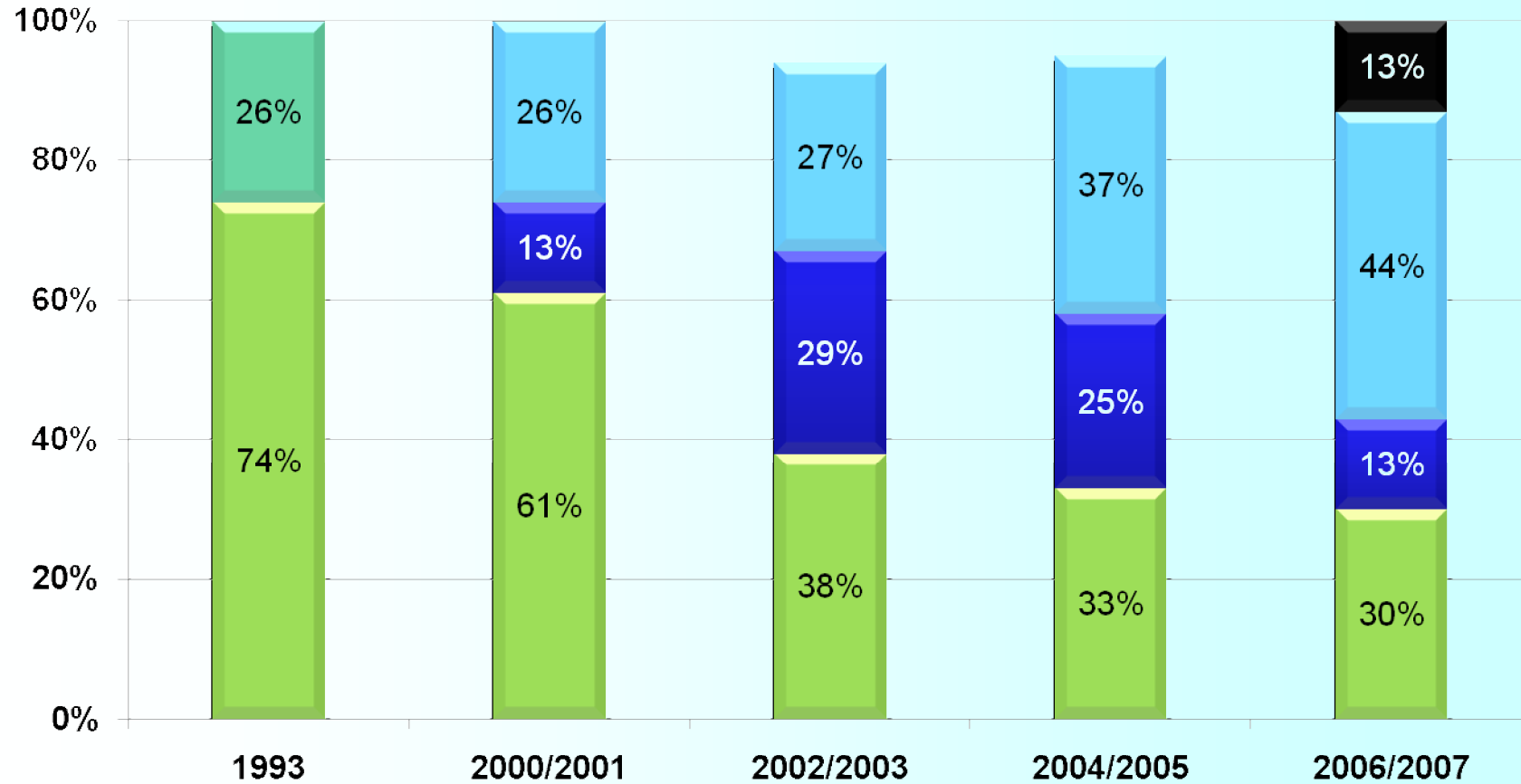
The charts to follow compare, where appropriate, the findings from the survey between 1993 and 2007. They include:

- Type of visit (2000-2005)
- Transportation
- Length of stay
- Accommodation
- First time/repeat visitors



Cornwall Visitor Survey

Type of visit 1993-2007



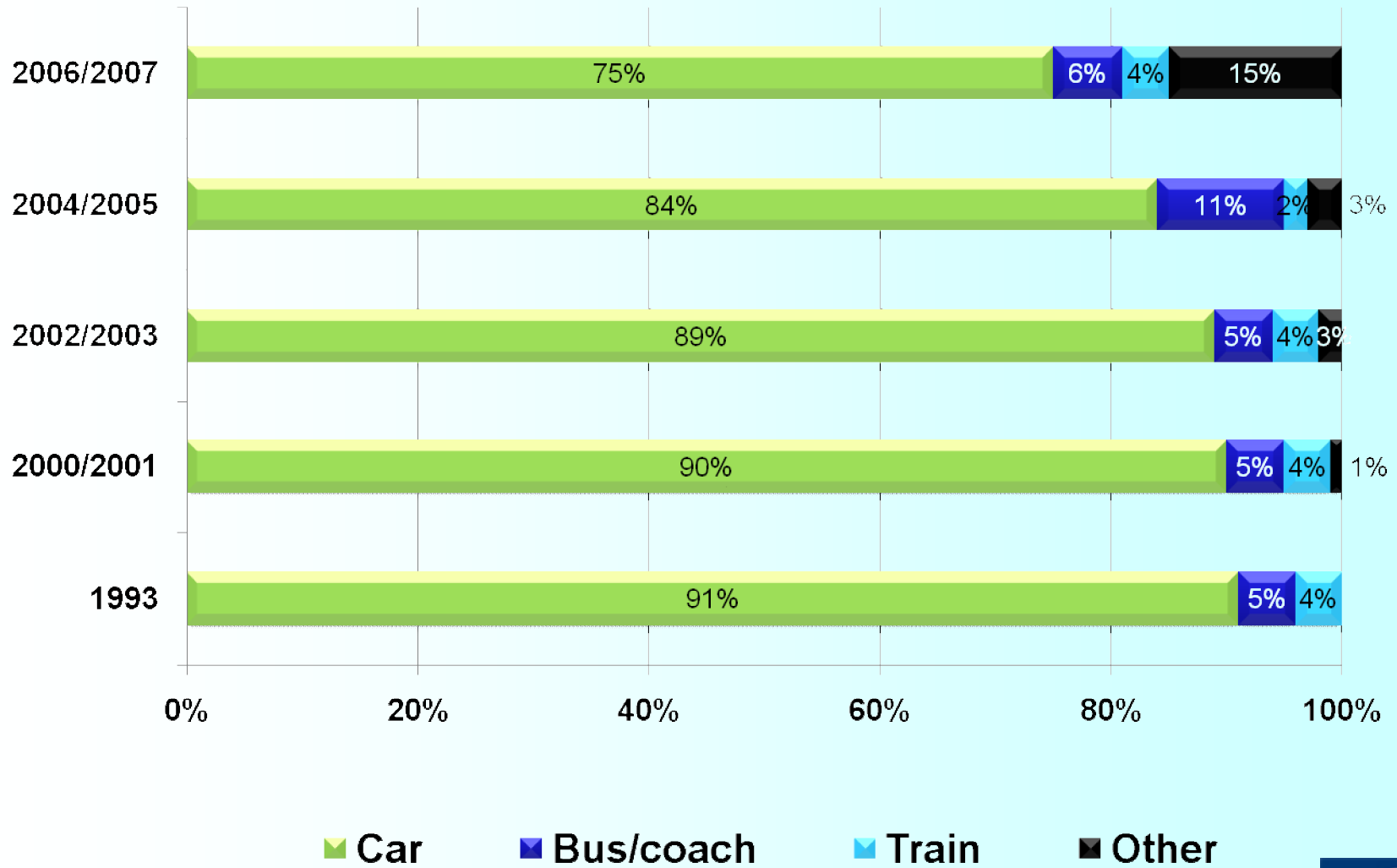
■ Day trip
 ■ Additional holiday
 ■ Short break
 ■ Main holiday

■ Short breaks & additional holidays combined in 1993

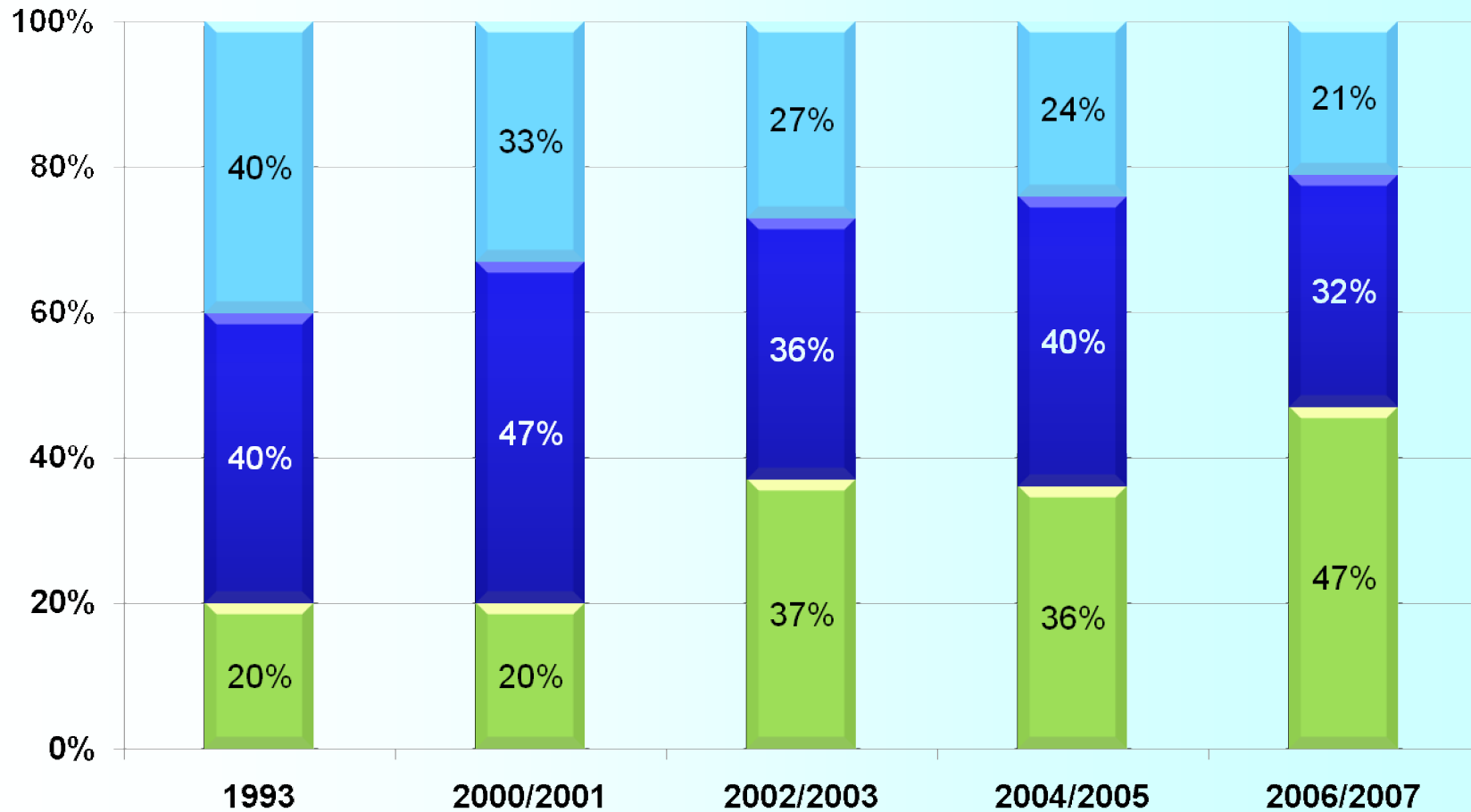
■ Days visitors interviewed for the first time during 2006/2007 survey



Cornwall Visitor Survey – Mode of transport used to travel to Cornwall 1993-2007



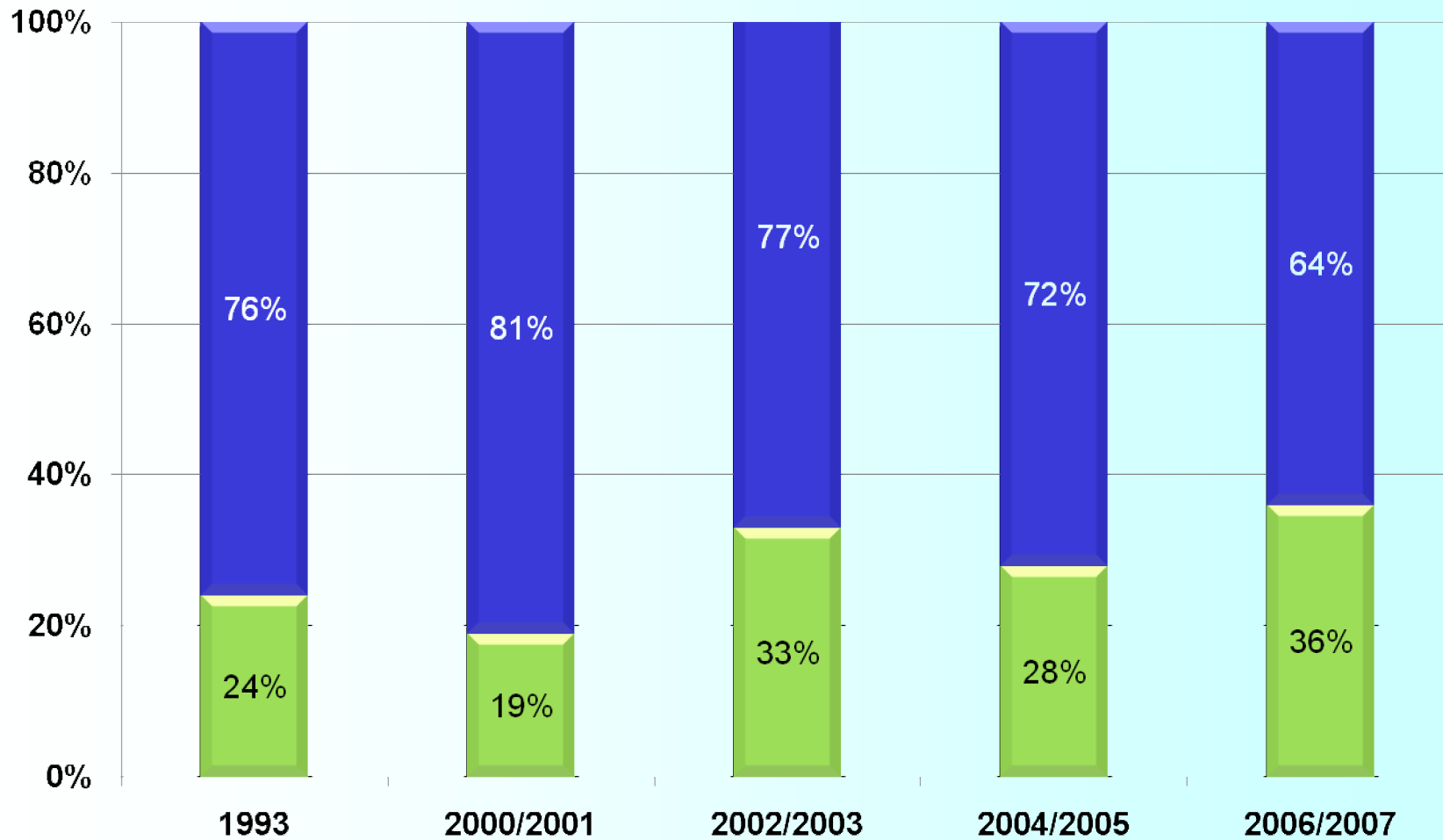
Cornwall Visitor Survey – Length of visit 1993-2007



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



Cornwall Visitor Survey – Accommodation used 1993-2007



■ Unserviced ■ Serviced



Cornwall Visitor Survey – First time/repeat visitor 1993-2007

