

Forestry Commission Visitor Research



Overall Research Objectives

- Assess visitor satisfaction levels
 - David Marshall Lodge
 - QEFP Car Parks
- Determine need for Information Points in car park locations
 - And what that info should be
- Assess visitor reactions to IP's once installed
- Identify areas for improvement
 - DML
 - QEFP

Order of play – for today

- David Marshall Lodge
- Car Park – Phase I (Pre-Information Point)
- Car Park – Phase 2 (Post-Information Point install)

- Questions at any time

Forestry Commission Research

David Marshall Lodge

Objectives: David Marshall Lodge

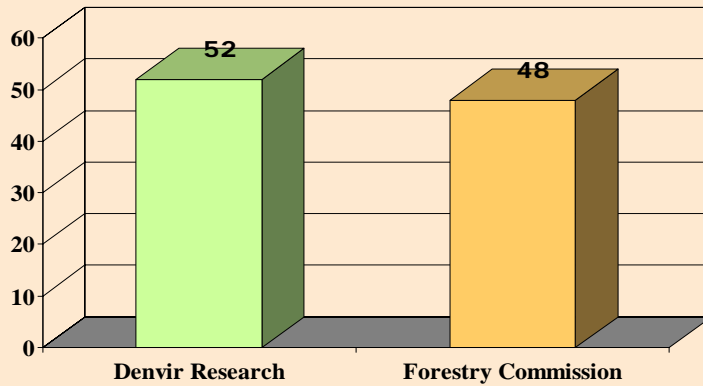
- Determine:
 - Customer profile
 - Customer Satisfaction Levels
 - Visitor suggestions for improving visits to the Lodge

Methodology

- Denvir Survey
 - Face-to-face interviews
 - Experienced, friendly & approachable interviews
 - On-location
 - 4 days split between Aug/Sept
 - 27/28th August, 3rd Sept, 11th Sept
 - 179 Respondents
- Forestry Commission
 - Self-completion
 - March – May 2005
 - 166 Respondents
- Questionnaires – broadly same.
 - Denvir questionnaire had additional questions (marked throughout analysis with ** in slide title)

Respondent Count & Source

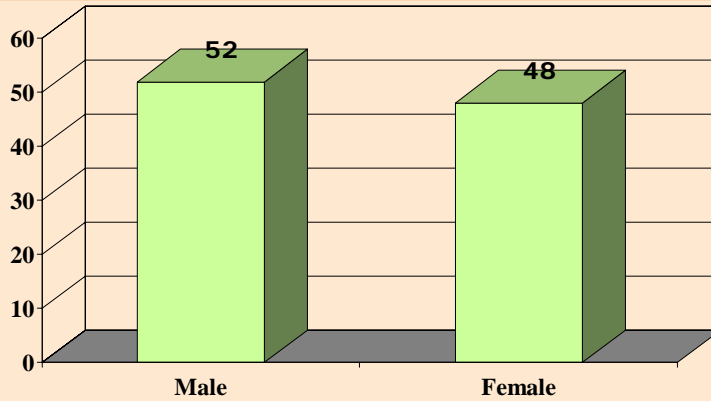
345 Respondents split between two questionnaires



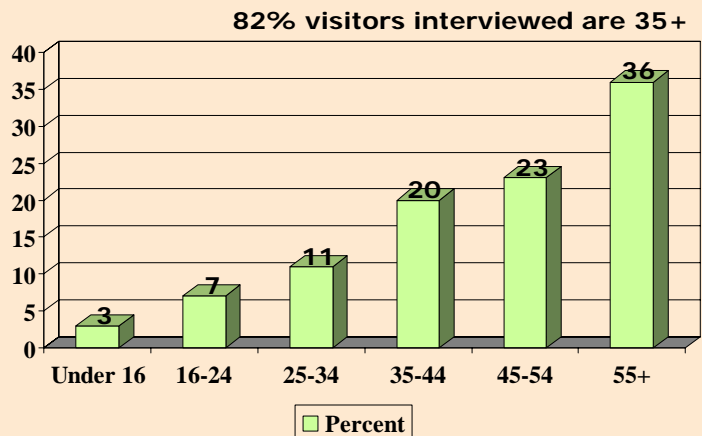
Count: Denvir = 179 responses, FC = 166 responses, total respondents = 345

Analysis

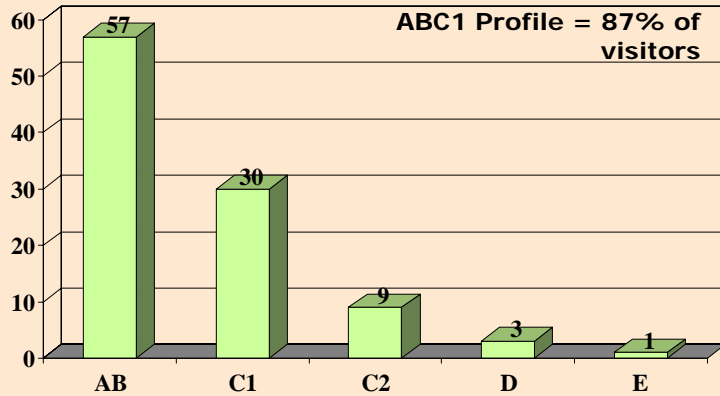
Demographics: Gender



Demographics: Age

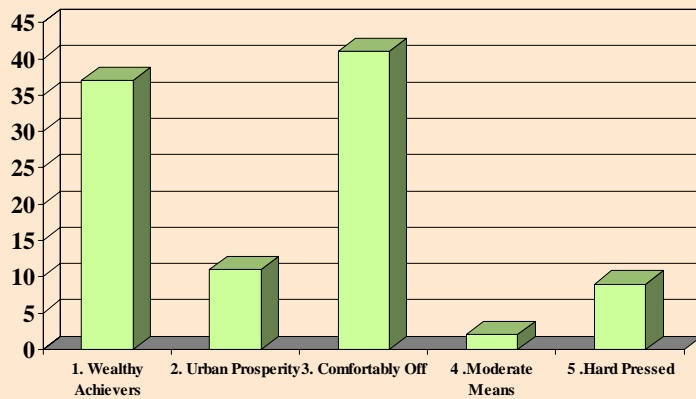


Demographics: Social Class**

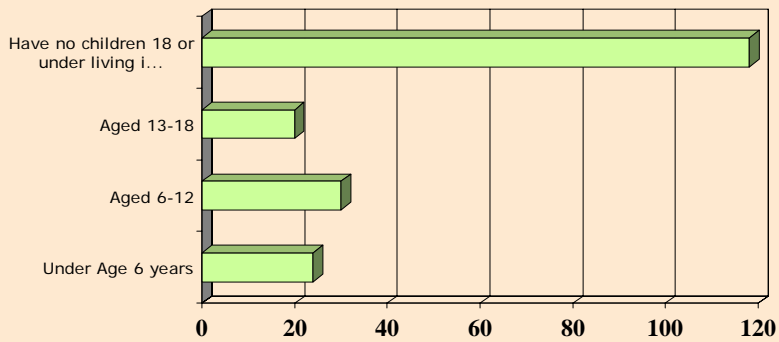


Base = 50.5% of total sample. Count = 175/345

Demographics: Acorn Profile**

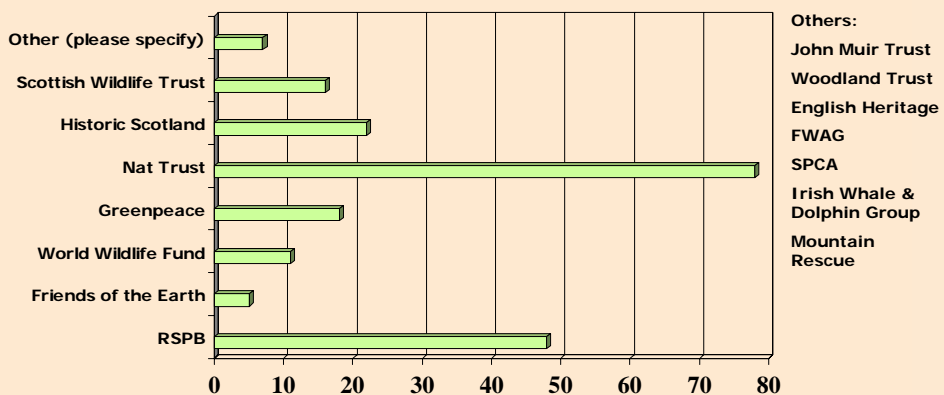


Demographics: Children at Home**



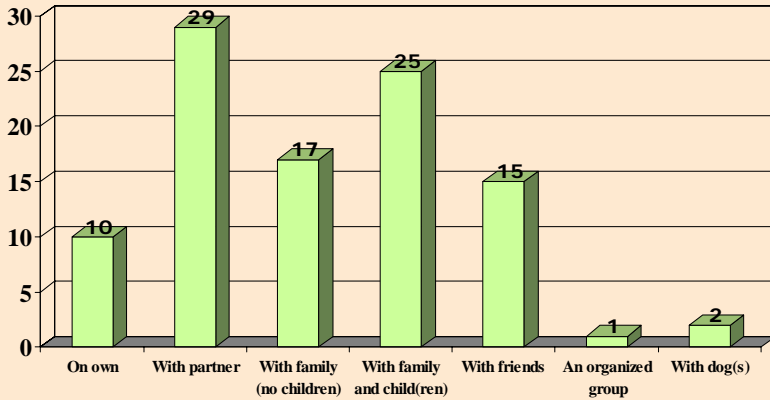
Base = 55.5% of total sample. Count = 192/345

Memberships



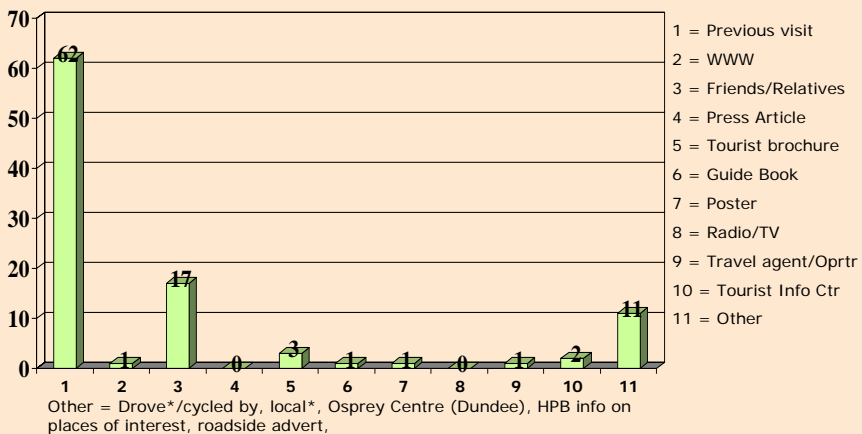
Base = 59% of total sample. Count = 205/345

Fellow Visitors (pick one)



Base = 99% of total sample. Count = 343/345

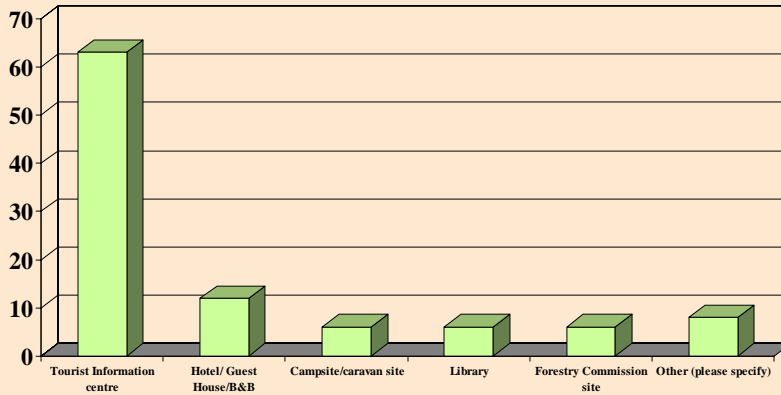
How did you or your party find out about the David Marshall Lodge?



Other = Drove*/cycled by, local*, Osprey Centre (Dundee), HPB info on places of interest, roadside advert,

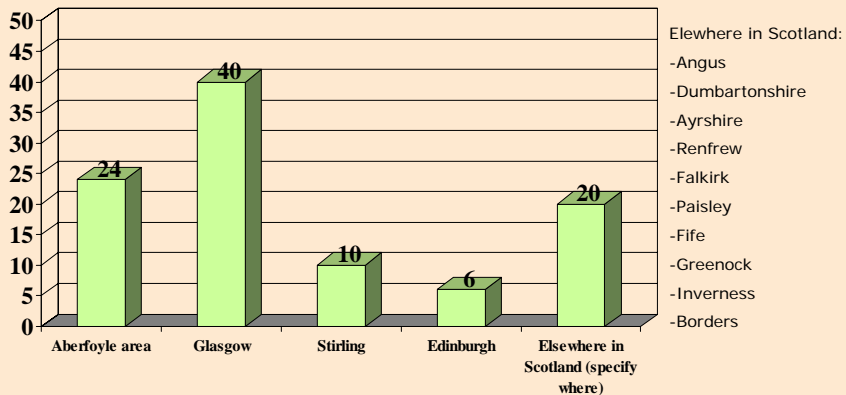
Base = 98% of total sample. Count = 338/345

If you found out about it through a leaflet, booklet or poster where did you see it



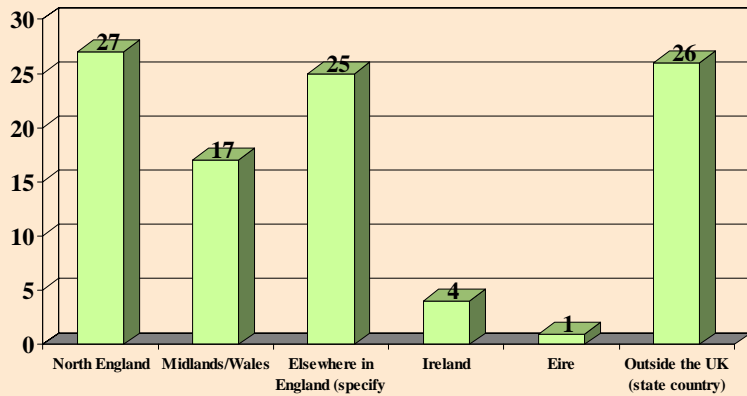
Base = 15% of total sample. Count = 52/345

Where do you live?



Base = 71% of total sample. Count = 246/345

If you are visiting from outside Scotland, where do you normally live?



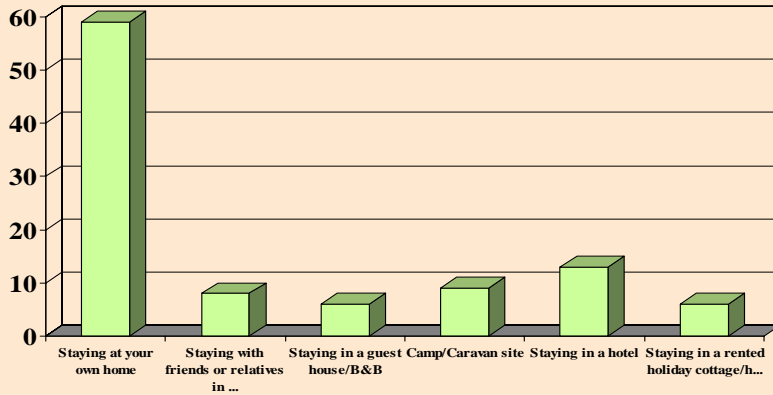
Base = 23% of total sample. Count = 81/345

Overseas Visitors

- USA
- Canada
- Germany
- Belgium
- Australia
- South Africa
- France
- China
- Italy

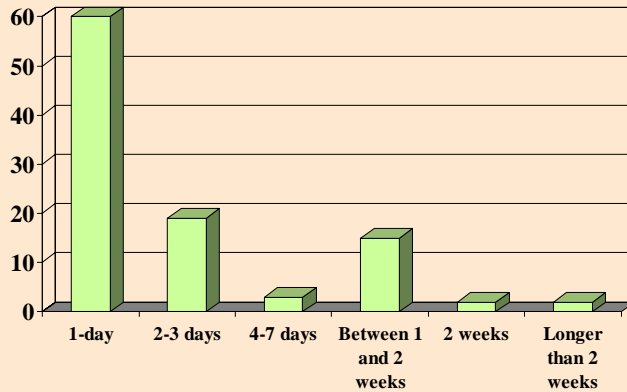
Base = 6% of total sample. Count = 21/345

For the this visit are you**



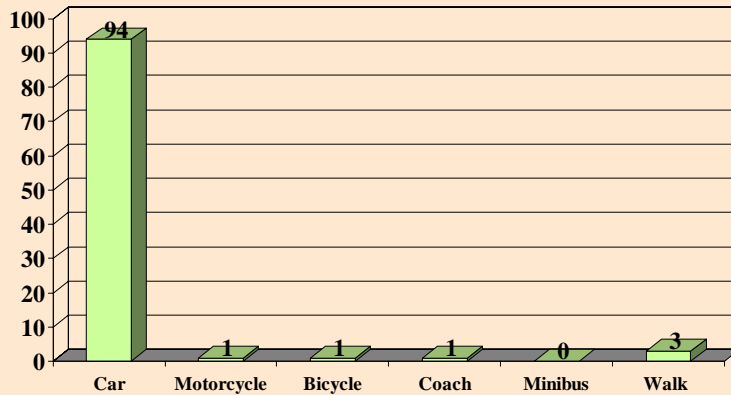
Base = 59% of total sample. Count = 181/345 (note this q was not included in FC version of survey)

How long is your current visit to the area**



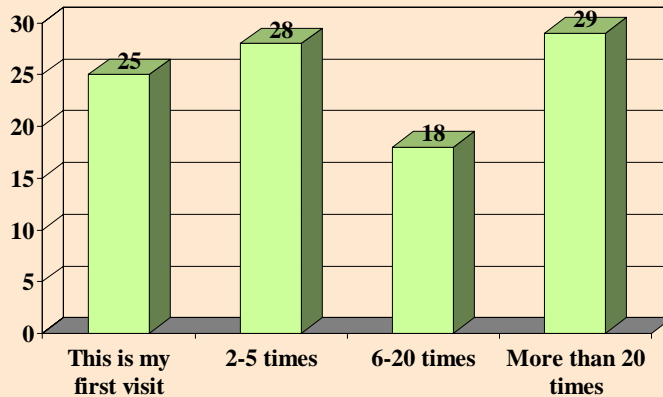
Base = 51% of total sample. Count = 178/345

How did you travel to the Queen Elizabeth Forest Park today?



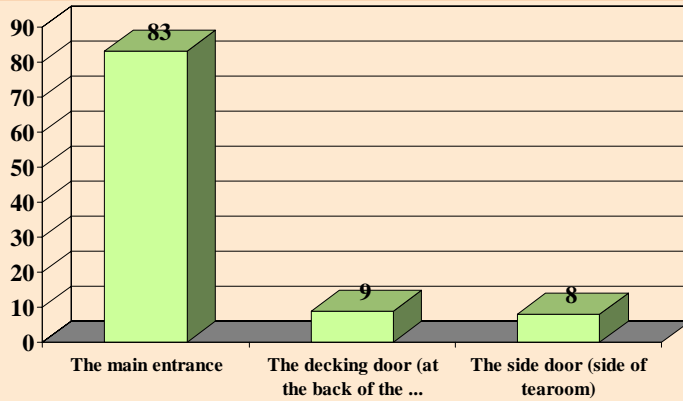
Base = 98% of total sample. Count = 339/345

How many times have you visited the David Marshall Lodge?



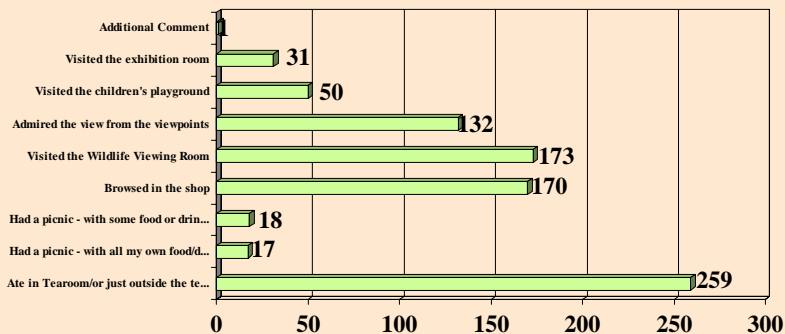
Base = 99% of total sample. Count = 344/345

Please tell me by which door you entered the David Marshall Lodge**

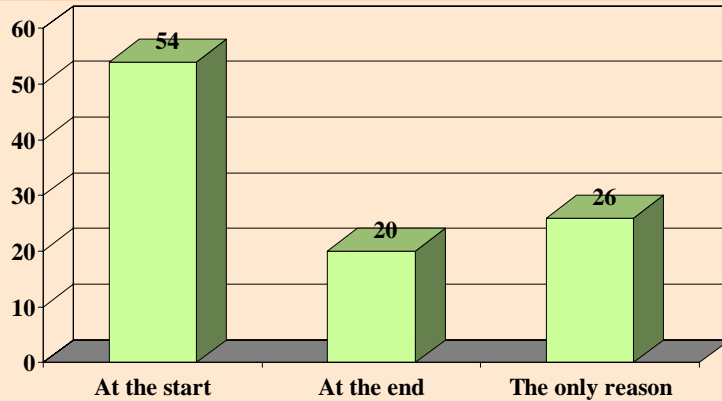


Base = 53% of total sample. Count = 182/346

Activity at the Lodge?**(choose all that apply)

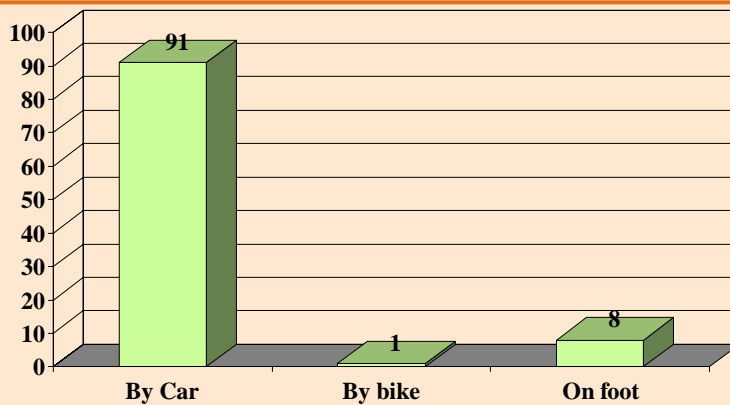


When you visited the David Marshall Lodge was it**



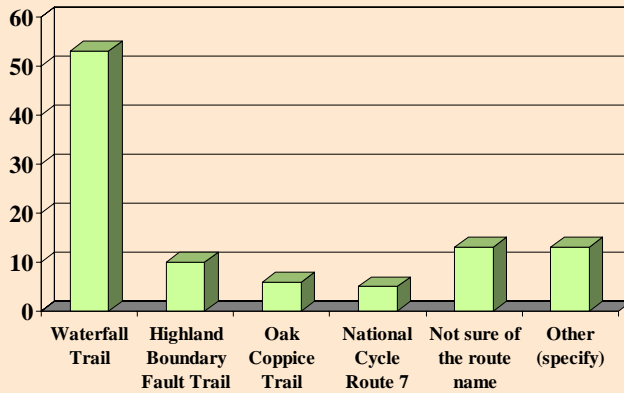
Base = 50% of total sample. Count = 174/345

How did you get to the David Marshall Lodge? **



Base = 51% of total sample. Count = 175/345

If you walked or cycled, which route did you use?



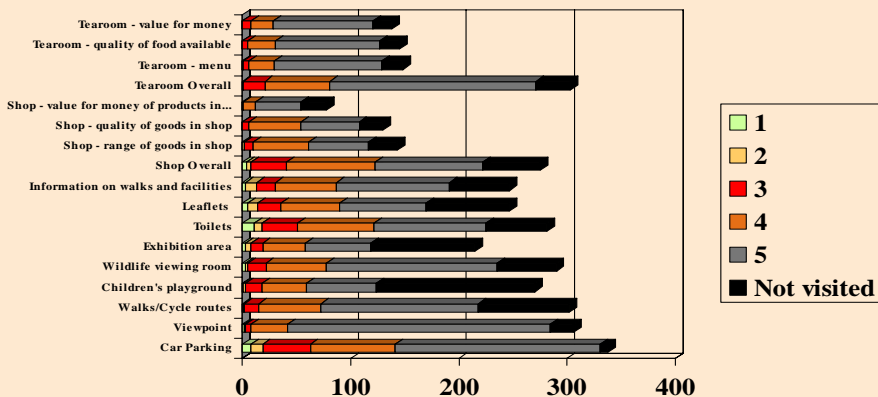
If you walked or cycled, which route did you use - Other (specify)

- Loch Venacher (not in this forestry commission area)
- Guided route
- Loch Lomond
- Short walk
- Ben Ann
- Green
- Loch Katrine
- Will be walking later not decided yet
- Several cycle routes
- Loch Lomond
- AberfoyleBlue route
- Milton forest Walk

Length of time walked

Time Walked	Number
30 mins	20
1hr	9
1.5hrs	9
2hrs	9
2.5hrs	2
3hrs	6
3.5hrs	2
4+ hrs	

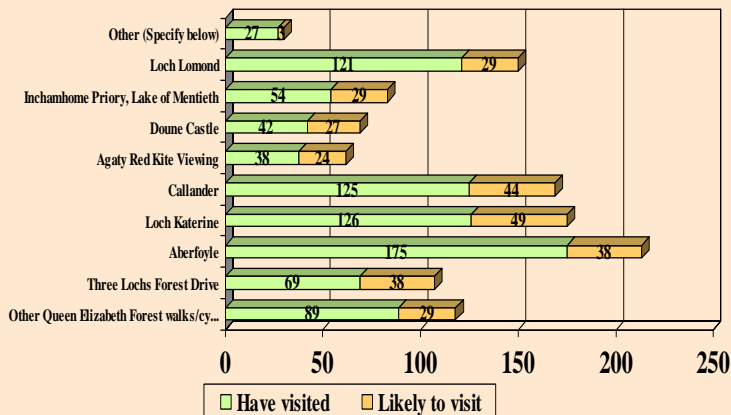
What did you think of your visit. Ratings 1-5 (1=low, 5=high)



What did you think of your visit. Please rate on a score of 1 to 5, where 1 is low and 5 is high - 1 = low, 5 = high

Topic	1	2	3	4	5	Not visited	Not Answered	Not Asked
Car Parking	8	11	44	78	189	8	8	0
Viewpoint	2	1	5	34	242	22	40	0
Walks/Cycle routes	1	1	13	58	145	84	44	0
Children's playground	1	2	15	41	65	146	76	0
Wildlife viewing room	3	2	17	56	157	55	56	0
Exhibition area	3	5	11	39	61	96	131	0
Toilets	11	7	33	71	103	56	85	0
Leaflets	5	9	22	54	80	77	99	0
Information on walks and facilities	3	10	18	56	104	56	99	0
Shop Overall	4	4	33	82	99	53	71	0
Shop - range of goods in shop	0	2	8	51	56	26	203	0
Shop - quality of goods in shop	0	0	6	48	54	22	216	0
Shop - value for money of products in shop	0	1	0	11	42	24	288	0
Tearoom Overall	1	0	20	60	190	32	43	0
Tearoom - menu	0	1	5	24	99	19	198	0
Tearoom - quality of food available	0	0	5	26	96	18	201	0
Tearoom - value for money	0	0	8	41	92	17	208	0

Likelihood to visit other attractions



Others:
 Western Highlands
 Drummond Gardens
 Ben Ann
 Blair Drummond
 Safari Park
 Forest Hills,
 Kinlochard
 Leanach Forest

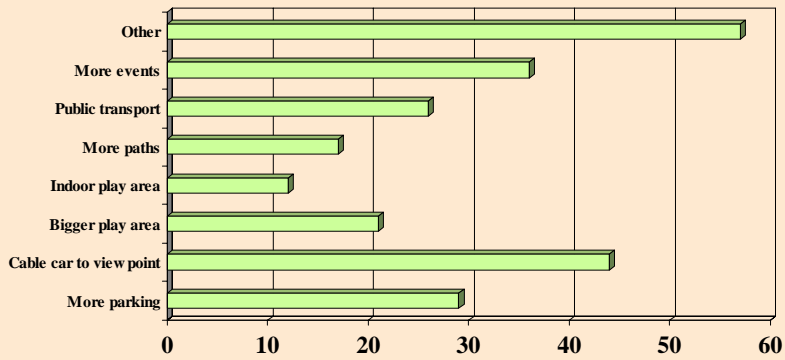
Are you likely to or have you been to other local attractions during your visit? - A

Topic	Have visited	Likely to visit	Not Answered	Not Asked
Other Queen Elizabeth Forest walks/cycle routes	89	29	228	0
Three Lochs Forest Drive	69	38	239	0
Aberfoyle	175	38	133	0
Loch Katerine	126	49	171	0
Callander	125	44	177	0
Agaty Red Kite Viewing	38	24	284	0
Doune Castle	42	27	277	0
Inchamhorne Priory, Lake of Mentieth	54	29	263	0
Loch Lomond	121	29	196	0
Other (Specify below)	27	3	316	0

Other attraction visited

- Western Highlands
- Drummond Gardens
- Ben Ann
- Blair Drummond Safari Park
- Forest Hills, Kinlochard
- Leanach Forest

How could your visit have been improved?*



How could your visit have been improved?*

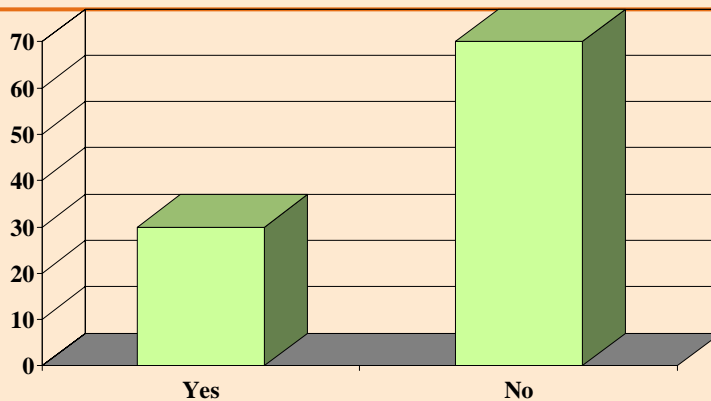
Choice	Count	Percent of Sample Asked	Percent of Total Sample
More parking	29	8.4%	8.4%
Cable car to view point	44	12.7%	12.7%
Bigger play area	21	6.1%	6.1%
Indoor play area	12	3.5%	3.5%
More paths	17	4.9%	4.9%
Public transport	26	7.5%	7.5%
More events	36	10.4%	10.4%
Other	57	16.5%	16.5%

How could your visit have been improved? - Other

Car Parking Free parking More disabled spaces	Events Keep informed Weekend entertainment – pipe bands, wildlife shows, puppet shows
Tearoom Excellent Best Victoria sponge I've ever tasted Background music Tables cleared more often	Play Areas / Children Playpark too advanced Add something for the younger children More seats for parents at the play area Soft Play area – perhaps with a Forestry Theme Covered outdoor play area Children specific Events
Walks/Routes Harder cycle routes More seats on walks (some disabled)	Exhibition Room No sign to tell me its here Better interpretation of the area/local features
Toilets Improve toilet conditions Disabled access	General More info Better road sings It's great – leave it Outdoor sports (+ many more)

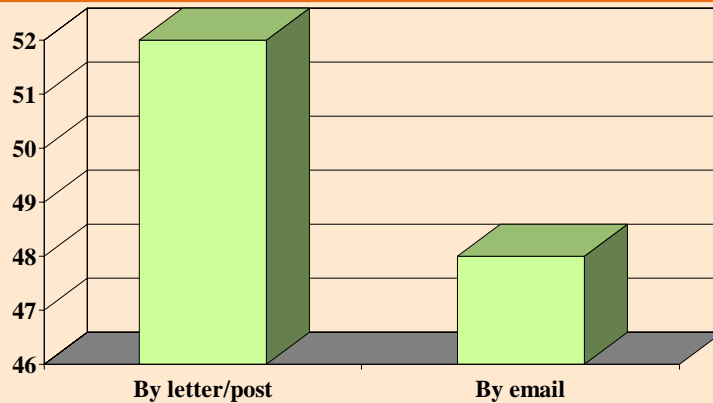
63 Responses

Keep in contact**



Base = 50% of total sample . Count = 176/346

How would you prefer to be contacted**



Summary of Lodge

- Overall very well received and accepted by visitors
- QEFPP is a 'well-kept' secret
- Once you've been you love it and return
 - 72% of visitors have visited 2+ times
 - 29% have visited more than 20 times
- Tearoom is great
 - Welcoming, good food, good atmosphere (bottle it!)
- People arrive by car and stay of time
 - Don't like paying car park charges
- Visitor profile tends to be older (with no children at home)
- Good facilities for people with children
 - Expansion of play areas would help
- The DML is quite often the focus of the visit

Recommendations

- More & targetted marketing to tell people about this great destination
 - Widen the availability of materials – City-based TIC's, Entry points (airports, ferry terminals)
- Have a manned (yet informal) welcome/info desk to help guide people to the Lodge & QEFP facilities and events/walks of the day
- Better signage in the Lodge to highlight key areas
- Enhance indoor play area
- Enhance the Exhibition Area
 - Nature-based interactive exhibits
 - Regular discussions on what's going on in the QEFP

Forestry Commission Visitor Research

