



Forestry Commission

**FOREST VISITOR
SURVEYS
2004
Summary Report**

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January 2006**

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1. INTRODUCTION

Between 1995 and 2001 the Forestry Commission co-ordinated a National Programme of visitor surveys across Great Britain, focussing on larger sites, often with visitor centres. In 2002, this programme ceased to operate. A new visitor monitoring system was piloted in 2002. This was aimed primarily at providing a more accurate estimate of the number of visits to woodland managed by the Forestry Commission, whilst continuing to gather information regarding the profile of visitors. New methods of measuring the quality of visitor experience were also researched. Quality of experience surveys began in England in 2003, with three or four sites being monitored each year. The new visitor monitoring surveys began operating in Wales and Scotland in 2004, with results from the Welsh survey published in 2005.

Local surveys to provide information on forest visitors are still carried out when required by forest district management. In 2004, visitor surveys were carried out at ten forest sites. These surveys addressed local management issues, with questionnaires being designed to obtain information that varied from site to site. Table 1 shows the sites that carried out local visitor surveys in 2004. The number of interviews ranged from 56 at Westonbirt (Xmas) to 591 at Westonbirt (summer). Some surveys were targeted at specific events or visitors - for example, International Festival of Gardens at Westonbirt. Other surveys were more general. Results should be interpreted with caution when sample sizes are small.

Table 1: Summary of local visitor surveys

Forest	District	Interviews	Timing of survey
Culbin	Moray	454	Feb 2004 - July 2005
Rendlesham	East Anglia	83	Summer
Beechenhurst/ Symonds Yat	Forest of Dean	200	July-August
Moors Valley	New Forest	403	August-September
Abbeyford	Peninsula	65	September
Cardinham	Peninsula	149	October
Cannock	West Midlands	168	August-September
Westonbirt (summer)	National Arboreta	591	Summer
Westonbirt (Xmas)	National Arboreta	56	December
Cwmcarn	Coed y Cymoedd	136	August-September

Section 2 of this report gives the main findings from each of the ten local visitor surveys that were carried out in 2004.

Section 3 gives details of other surveys carried out in 2004 that provide information about forest visitors. These include the 'All Forests' survey in Wales, the 'Quality of Experience' surveys at various sites in England and 'Forest Holidays' surveys.

For more information about this or other visitor survey work please contact Forestry Commission Statistics at the address below.

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2. LOCAL VISITOR SURVEYS

2.1. SCOTLAND

MORAY, Culbin

This survey took place at Culbin Forest within Moray Forest District. A total of 454 interviews were carried out between February and October 2004 and also in June and July 2005.

Summary

42% of those interviewed lived in the Forres area and over three-quarters (77%) were on a day trip from home. On average, visitors stayed for less than 2 hours and dog walking was the most popular activity.

Results

	Total
Number of completed questionnaires	454
Respondent profile	
% of senior citizens (aged 60+)	23
% of adults (aged 25-59)	74
Present Visit	
% who live in Forres area	42
% who are on a day trip from home	77
% who did not travel from home	23
% who had visited before	80
% of those who had been before who visit site at least once a week	41
Average length of stay (hours)	1.9
Activities	
% who said main purpose of visit was for walking waymarked trails	14
% who said main purpose of visit was for dog walking	45
% who said main purpose of visit was for cycling	12
% who said main purpose of visit was for fresh air/relaxation	11
% who had read an interpretation panel (on current or previous visits)	78
Ratings¹	
% satisfied with the interpretation panels	100
% satisfied with the information leaflet	100

Timing of survey: February-October 2004 and June-July 2005

Type of survey: Interview

Non-standard topics: Interpretation panels

Publication: 'Moray Visitor Survey 2004/5'

¹ Only those who had read the leaflet or information panels. Visitors are classed as satisfied if they give a rating of Very Good, Good or OK.

2.2. ENGLAND

EAST ANGLIA, Rendlesham

This 'quality of experience' survey took place at Rendlesham Forest in East Anglia Forest District to provide information on the level of visitor satisfaction (NB. It was not part of the programme of quality of experience surveys reported in Section 3, but used the same self-completion questionnaire). A total of 83 self-completion questionnaires were returned.

Summary

All visitors were satisfied with car parking facilities at Rendlesham but less than half (45%) were satisfied with the cleanliness of the toilets. Most visitors (90%) were satisfied with the solitude, peace and quiet that the site offered. Nearly half (47%) rated their visit as better than expected.

Results

	Total
Number of completed questionnaires	83
Ratings¹	
% satisfied with car parking	100
% satisfied with quality of paths for walking	97
% satisfied with signposting on footpaths	84
% satisfied with information about site	78
% satisfied with cleanliness of toilets	45
% happy to leave car in car park	99
% satisfied with value for money of visit	100
% satisfied with solitude, peace and quiet of site	90
% who rated the visit better than expected	47

Timing of survey:	Summer 2004
Type of survey:	Self-complete
Non-standard topics:	Quality of experience
Publication:	'Rendlesham Visitor Survey 2004'

¹ Excludes respondents who gave no opinion. Visitors are classed as satisfied if they respond that they are 'very satisfied' or 'quite satisfied'.

FOREST OF DEAN, Beechenhurst/Symonds Yat

This survey took place in Beechenhurst and Symonds Yat forests within Forest of Dean Forest District during July and August 2004. A total of 200 interviews were carried out.

Summary

At Beechenhurst, nearly half the groups (46%) had children with them. 60% of visitors travelled to the site from home and around half (48%) lived in South West England.

At Symonds Yat, a third of groups (34%) had children with them. Less than half the visitors (42%) travelled to the site from home and less than quarter (23%) were from South West England.

Results

	Beechenhurst	Symonds Yat
Number of Interviews	100	100
Group Composition		
% groups with senior citizens (aged 75+)	1	2
% groups with senior citizens (aged 60-74)	23	24
% groups with adults (aged 45-59)	31	47
% groups with adults (aged 35-44)	42	44
% groups with adults (aged 25-34)	20	8
% groups with young adults (aged 16-24)	9	5
% groups with children (aged <16)	46	34
Average no. of people per group	3.3	3.3
% groups with dogs	12	6
Present Visit		
% who travelled 15 miles or less	61	63
% who travelled from home	60	42
% who live in South West England	48	23
% who had been to site before	67	63
% who visited site mainly for walking (incl. dog walking)	46	29
Average length of stay (hours)	2.7	3.0
Ratings¹		
% satisfied with car park	99	94
% satisfied with toilets	100	96
% satisfied with picnic area	100	97
% satisfied with information boards	100	99
% satisfied with road signs	95	99
% satisfied with management of site	100	99

Timing of survey:	July - August 2004
Type of survey:	Interview
Non-standard Topics:	None
Publication:	'Forest of Dean Visitor Survey 2004'

¹ Respondents only rated the facilities that they had used. Visitors are classed as satisfied if they rate a facility as Very Good, Good or OK.

NEW FOREST, Moors Valley

This survey took place at Moors Valley Forest in the New Forest. A total of 403 interviews were carried out.

Summary

81% of groups had children with them and there was an average of four people in each group. Over half (57%) lived within 15 miles of the site and 73% had been before.

Results

	Total
Number of Interviews	403
Group Composition	
% groups with senior citizens (aged 60+)	12
% groups with adults (aged 45-59)	20
% groups with adults (aged 35-44)	49
% groups with adults (aged 25-34)	31
% groups with young adults (aged 16-24)	9
% groups with children (aged <16)	81
Average number of people per group	4.0
% groups with dogs	7
Present Visit	
% who travelled from home	69
% who live within 15 miles	57
% who live over 25 miles away	23
% who had visited before	73
% whose main purpose for the current visit was fresh air & exercise	37
Average length of stay (hours)	4.0
Ratings¹	
% satisfied with road signs	94
% satisfied with maps and leaflets	98
% satisfied with route markers	99
% satisfied with information panels	100

Timing of survey:	August and September 2004
Type of survey:	Interview
Non-standard topics:	Maps, road signs, etc.
Publication:	'New Forest Visitor Survey 2004'

¹ Respondents only rated the facilities that they had used. Visitors are classed as satisfied if they rate a facility as Very Good, Good or OK.

PENINSULA, Abbeyford

This survey took place at Abbeyford Forest in Peninsula Forest District. A total of 65 interviews were carried out. (NB. Results should be treated with caution because of the small sample size).

Summary

Nearly all of those interviewed were locals who had been to the site before. Three-quarters were dog-walkers and the average length of stay was 50 minutes.

Results

	Total
Number of Interviews	65
Group Composition	
% groups with senior citizens (aged 75+)	8
% groups with senior citizens (aged 60-74)	22
% groups with adults (aged 45-59)	45
% groups with adults (aged 35-44)	18
% groups with adults (aged 25-34)	11
% groups with young adults (aged 16-24)	11
% groups with children (aged <16)	8
Average number of people per group	1.7
% groups with at least one non-white visitor	2
Present Visit	
% who travelled from home	94
% who live within 15 miles	97
% who had visited before	95
% whose main purpose of current visit was for dog walking	75
Average length of stay (minutes)	50

Timing of survey:	September 2004
Type of survey:	Interview
Non-standard topics:	None
Publication:	'Abbeyford Visitor Survey 2004'

PENINSULA, Cardinham Woods

This survey took place at Cardinham Woods in Peninsula Forest District. A total of 149 interviews were carried out.

Summary

The majority of those interviewed travelled to the site from home and travelled less than 15 miles. Most (87%) had been before and dog-walking was the main purpose of the visit for over half (58%).

Results

	Total
Number of Interviews	149
Group Composition	
% groups with senior citizens (aged 75+)	2
% groups with senior citizens (aged 60-74)	17
% groups with adults (aged 45-59)	34
% groups with adults (aged 35-44)	36
% groups with adults (aged 25-34)	27
% groups with young adults (aged 16-24)	5
% groups with children (aged <16)	41
Average number of people per group	2.8
% groups with at least one non-white visitor	1
% groups with dogs	62
Present Visit	
% who travelled from home	86
% who live within 15 miles	80
% who live over 25 miles away	4
% who had visited before	87
% whose main purpose for the current visit was dog walking	58
Average length of stay (hours)	2.0

Timing of survey:	October 2004
Type of survey:	Interview
Non-standard topics:	None
Publication:	'Cardinham Woods Visitor Survey 2004'

WEST MIDLANDS, Cannock

This survey took place at Cannock Forest in West Midlands Forest District. A total of 168 interviews were carried out.

Summary

Nearly all of those interviewed (93%) travelled from home and 87% had been to the site before. The children's play area was the main reason for visiting the site for 74% of the groups. 25% had visited the shop during their visit.

Results

	Total
Number of Interviews	168
Group Composition	
% groups with senior citizens (aged 60+)	21
% groups with adults (aged 45-59)	15
% groups with adults (aged 35-44)	32
% groups with adults (aged 25-34)	35
% groups with young adults (aged 16-24)	5
% groups with children (aged <16)	68
Average number of people per group	3.2
% groups with at least one non-white visitor	1
% groups with dogs	15
Present Visit	
% who travelled from home	93
% who live within 15 miles	85
% who live over 25 miles away	3
% who had visited before	87
% whose main purpose for the current visit was children's play area	74
% who had visited shop	25
Shop ratings¹	
% satisfied with gifts & books	100
% satisfied with information	100
% satisfied with food & refreshments	100
% satisfied with standard of service	100
% satisfied with seating area & layout	87
% satisfied with value for money	100

Timing of survey:	August and September 2004
Type of survey:	Interview
Non-standard topics:	Shop
Publication:	'West Midlands Visitor Survey 2004'

¹ Figures are for respondents who visited the shop and who gave an opinion. Visitors are classed as satisfied if they rate a facility as Very Good, Good or OK.

WESTONBIRT (Summer)

This survey took place at Westonbirt Arboretum during the summer of 2004, including the period when the International Festival of Gardens (IFOG) was taking place. A total of 591 interviews were carried out.

Summary

86% of groups travelled from home and 34% travelled 15 miles or less to get to Westonbirt. The majority of groups interviewed (87%) had visited the International Festival of Gardens on the current or previous visits.

Results

	Total
Number of Interviews	591
Group Composition	
% groups with senior citizens (aged 75+)	5
% groups with senior citizens (aged 60-74)	26
% groups with adults (aged 45-59)	43
% groups with adults (aged 35-44)	25
% groups with adults (aged 25-34)	23
% groups with young adults (aged 16-24)	6
% groups with children (aged <16)	17
Average number of people per group	2.4
% groups with at least one non-white visitor	1
Present Visit	
% who travelled from home	86
% who live within 15 miles	34
% who live over 25 miles away	36
% who had visited before	80
% whose main purpose for the current visit was IFOG	42
% who had visited IFOG (on current or previous visits)	87
Ratings¹	
% satisfied with shop	98
% satisfied with outdoor café	95
% satisfied with indoor restaurant	96
% satisfied with on-site information	98
% satisfied with Festival of Wood	97
% satisfied with Festival of the Garden	90

Timing of survey:	Summer 2004
Type of survey:	Interview
Non-standard topics:	International Festival of Gardens
Publication:	None

¹ Respondents only rated the facilities that they had used. Visitors are classed as satisfied if they rate a facility as Very Good, Good or OK.

WESTONBIRT (Xmas)

This survey of visitors to the Enchanted Wood took place at Westonbirt Arboretum during December 2004. A total of 56 interviews were carried out. (NB. Results should be treated with caution because of the small sample size).

Summary

Nearly all of those interviewed (95%) travelled from home and 93% had been to Westonbirt before.

Results

	Total
Number of Interviews	56
Group Composition	
% groups with senior citizens (aged 60+)	27
% groups with adults (aged 25-59)	87
% groups with young adults (aged 16-24)	11
% groups with children (aged <16)	43
Average number of people per group (excluding groups of 10 or more)	3.4
Present Visit	
% who travelled from home	95
% who had visited Westonbirt before	93
Ratings¹	
% satisfied with Enchanted Wood	100
% satisfied with shop	97
% satisfied with food and drinks	95
% satisfied with staff availability	98

Timing of survey:	December 2004
Type of survey:	Interview
Non-standard topics:	Enchanted Wood
Publication:	'Westonbirt Arboretum Visitor Survey Xmas 2004'

¹ Respondents only rated the facilities that they had used. Visitors are classed as satisfied if they rate a facility as Very Good, Good or OK.

2.3. WALES

COED Y CYMOEDD, Cwmcarn

This survey took place at Cwmcarn in Coed y Cymoedd Forest District. A total of 136 interviews were carried out.

Summary

80% of groups travelled from home, while 76% had visited the site before. For 41% of groups cycling was the main purpose of the visit. Nearly half (47%) had used the forest drive on their current visit.

Results

	Total
Number of Interviews	136
Group Composition	
% groups with senior citizens	13
% groups with adults aged 25-59	76
% groups with young adults (16-24)	22
% groups with children (< 16)	19
Average number of people per group	2.5
% groups where at least one person has a disability or special needs	7
% groups with dogs	12
% groups with bicycles	39
Present Visit	
% who live locally	46
% who were on a day trip from home	34
% who did not travel from home	20
% who travelled by car/ van	87
% who had visited before	76
% whose main purpose was cycling	41
% who used the forest drive on current visit	47
Average length of stay (hours)	2.6
Ratings¹	
% satisfied with picnic area	100
% satisfied with toilets	62
% satisfied with playground	100
% satisfied with information boards	88
% satisfied with car park	98
% satisfied with road signs	97

Timing of survey:	August - September 2004
Type of survey:	Interview
Non-standard Topics:	Forest Drive
Publication:	'Cwmcarn Visitor Survey 2004'

¹ Respondents only rated the facilities that they had used. Visitors are classed as satisfied if they rate a facility as Very Good, Good or OK.

3. OTHER SURVEYS

3.1. QUALITY OF EXPERIENCE SURVEYS

DALBY

This survey took place at Dalby Forest Park in North York Moors Forest District. A total of 290 people were interviewed and 95 self-completion questionnaires were returned.

Summary

39% of visitors live in York or the surrounding area. 70% had been to Dalby before and nearly half (46%) used the forest drive during their visit. 40% of visitors were on holiday in the area. The scenery at Dalby was the most important factor in the decision to choose to visit the site

Results

	Total
Number of interviews	290
Visitor Profile	
% senior citizens (aged 65+)	16
% adults aged 45-64	32
% adults aged 25-44	45
% young adults (aged 16-24)	6
% visitors in social grades ABC1	70
Present Visit	
% who live in York or surrounding area	39
% who are on a short day trip from home (less than 3 hours)	30
% who were on a longer day trip from home (3 hours or more)	30
% who did not travel from home	40
% who had visited the forest before	70
% who used forest drive	46
Average length of stay (hours)	3.1
Most important aspects in decision to visit¹	
Being able to enjoy scenery and views	4.15
Feeling happy to leave car in car park	4.11
Overall average score	3.57
Aspects of visit given high satisfaction rating¹	
Enough car parking	4.35
Being able to enjoy scenery and views	4.31
Overall average score	3.90
% who rated visit 'much better' or 'a little better' than expected	57

Timing of survey: July - October 2004
Type of survey: Interview, self-complete
Publication: 'Monitoring the quality of experience in forests - Dalby, North Yorkshire'

¹ Visitors could rate the importance in their decision to visit and their satisfaction with each of a list of 22 aspects as 'very important/satisfied (5)', 'quite important/satisfied (4)', 'neither important/satisfied nor unimportant/dissatisfied (3)', 'not very important/satisfied (2)' or 'not at all important/satisfied (1)'. The average score was then obtained across the whole sample. The top two scores are shown here.

THETFORD

This survey took place at Thetford Forest Park in East Anglia Forest District. A total of 316 people were interviewed and 79 self-completion questionnaires were returned.

Summary

Over two-thirds of visitors (68%) were in social grades ABC1 and 69% of visitors had been to Thetford before. Being happy to leave the car in the car park was seen as the most important aspect in the decision to choose to visit the site, while the Go-Ape course got the highest satisfaction score.

Results

	Total
Number of interviews	316
Visitor Profile	
% senior citizens (aged 65+)	8
% adults aged 45-64	24
% adults aged 25-44	58
% young adults (aged 16-24)	9
% visitors in social grades ABC1	68
Present Visit	
% who live in Norfolk & Suffolk	51
% who are on a short day trip from home (less than 3 hours)	76
% who were on a longer day trip from home (3 hours or more)	15
% who did not travel from home	9
% who had visited the forest before	69
Most important aspects in decision to visit¹	
Feeling happy to leave car in car park	4.48
Clean toilets	4.34
Overall average score	3.43
Aspects of visit given high satisfaction rating¹	
'Go-Ape' high rope course	4.36
Visit as a whole	4.34
Overall average score	3.95
% who rated visit 'much better' or 'a little better' than expected	56

Timing of survey:

July - October 2004

Type of survey:

Interview, self-complete

Publication:

'Monitoring the quality of experience in forests - Thetford'

¹ Visitors could rate the importance in their decision to visit and their satisfaction with each of a list of 23 aspects as 'very important/satisfied (5)', 'quite important/satisfied (4)', 'neither important/satisfied nor unimportant/dissatisfied (3)', 'not very important/satisfied (2)' or 'not at all important/satisfied (1)'. The average score was then obtained across the whole sample. The top two scores are shown here.

THAMES CHASE

This household survey interviewed people living in the communities close to Mardyke Woods and Pages Wood in Thames Chase Community Forest in Greater London. The survey was designed to obtain views about the 'quality of experience' of visitors to these sites and also to get the views of residents who did not visit the sites. A total of 323 questionnaires were completed. Subsequently, two focus groups (dog walkers, family groups) were held to obtain more in-depth information.

Summary

16% of those surveyed had visited Mardyke Woods or Pages Wood in the last 12 months. 76% said that a benefit of community forests was that they were good for wildlife. The main reason for not visiting the community forest was that people were too busy (33% of non-visitors gave this reason). Feeling safe in the wood was seen as the most important aspect in the decision to choose to visit the site

Results

	Total
Number of interviews	323
Respondent Profile	
% senior citizens (aged 65+)	20
% adults aged 45-64	30
% adults aged 25-44	41
% young adults (aged 16-24)	9
% visitors in social grades ABC1	55
Forest recreation	
% who had visited their community forest in last 12 months	16
% who had visited any forest in last 12 months	47
% who said community forests were 'good for wildlife'	76
% of non-visitors who were 'too busy' to visit local forest	33
% of visitors who visit community forest at least once/week	22
Average length of stay (hours) of visitors to community forest	1.3
Most important aspects in decision to visit¹	
Feeling safe on the wood	4.28
Feeling happy to leave car in car park	4.02
Overall average score	3.63
Aspects of visit given high satisfaction rating¹	
Solitude, peace and quiet	3.67
Being able to get fit and healthy	3.67
Value for money of the whole trip or day out	3.67
Overall average score	3.29

Timing of survey: November 2004(interviews), June 2005 (focus groups)
Type of survey: Interview, self-complete & focus groups
Publication: 'Monitoring the quality of experience in forests - Thames Chase, Greater London'

¹ Visitors could rate the importance in their decision to visit and their satisfaction with each of a list of 16 aspects as 'very important/satisfied (5)', 'quite important/satisfied (4)', 'neither important/satisfied nor unimportant/dissatisfied (3)', 'not very important/satisfied (2)' or 'not at all important/satisfied (1)'. The average score was then obtained across the whole sample. The top scores are shown here.

3.2. WALES 'ALL FORESTS' VISITOR SURVEY 2004

This survey was commissioned by FC Wales to monitor the number of visits to Welsh Assembly Government (WAG) woodlands and to obtain visitor profiles. Monitoring took place at a sample of WAG woodlands (approximately 20% of forests in each of the four forest districts). Fieldwork was carried out between January 2004 and January 2005 by TNS Travel & Tourism. A total of 765 interviews took place.

Summary

An estimated 4.1 million visits were made to WAG woodlands in 2004.

47% of visitors were adults aged 25-59 years and the average group size was 2.1 people. 19% of visitors were holiday-makers, spending, on average, 5 nights in Wales.

Forest visitors spent an average of £13 per visit and visitors who said that the presence of the forest was an important factor in their decision to visit the site spent a total of £30 million throughout the year.

Results

	Total
Estimated number of visits (million)	4.1
Estimated annual spending (£ million)	30
Number of interviews	765
Visitor profile	
Average group size	2.1
% of senior citizens (aged 60+)	23
% of adults aged 25-59	47
% of young adults (aged 16-24)	12
% of children (aged < 16)	19
% of groups with at least 1 person with a disability	8
% of visitors from outside Wales	30
Trip Details	
% on holiday in area	19
Average length of stay in Wales for overnight trips (nights)	5.0
% who travelled 5 miles or less to the site	46
% who travelled to the site by car or van	81
Average length of stay at site (hours)	1.5
% whose main activity was dog walking	40
Average expenditure per visit (£)	13

Timing of survey:

January 2004 - January 2005

Type of survey:

On-site interview & visitor counting

Publication:

'All Forests Visitor Monitoring: Survey of visitors to WAG woodlands 2004'

Topics covered:

Standard demographics and details of visit including length of stay, activities, group size and expenditure.

3.3. OSPREYS 50th VISITOR SURVEY

This survey took place at a number of osprey viewing visitor centres in Scotland in 2004, including the Forestry Commission site at Glentress. A total of 234 visitors were interviewed, with 52 taking place at Glentress. (NB. Glentress results should be treated with caution because of the small sample size).

Summary

At the Glentress osprey viewing centre, 23% of visitors were children. 21% of visitors had been to the osprey viewing area before and 75% saw an osprey during their visit. All facilities received high levels of satisfaction.

Results

	Total	Glentress
Number of interviews	234	52
Visitor profile		
Average group size	2.7	2.5
% of adults aged 60+	26	23
% of adults aged 25-59	49	52
% of young adults aged 16-24	3	2
% of children aged <16	21	23
Trip Details		
% who had been to site before	38	21
% of visitors who were 'leisure tourists'	52	31
% who saw an osprey during the visit	84	75
Ratings		
% satisfied with the on-site ranger	100	100
% satisfied with the exhibition	100	100
% satisfied with information panels	100	100
% satisfied with leaflets	99	100
% satisfied with remote viewing facilities	100	98
% satisfied with overall quality of experience	100	100

Timing of survey:	June - September 2004
Type of survey:	On-site interview
Publication:	'Ospreys 50 th Visitor Survey 2004'
Topics covered:	Standard demographics and details of visit including destinations visited, length of stay, activities, group size and expenditure.

3.4. FOREST HOLIDAYS CAMPSITES

This survey took place at 21 Forest Holidays campsites. The summary data below collates the results from all 21 campsites.

Summary

14% of respondents spent 7 or more nights at the campsite and 48% had stayed in a caravan or motor home.

Results

	Total
Number of completed questionnaires	5273
Campsite	
% staying in caravan/motor home	48
% staying in tent	51
% spending 7 or more nights at campsite	14
% season ticket holders	2
Campsite Ratings¹	
% satisfied with layout of site	97
% satisfied with reception area	98
% satisfied with information at reception	98
% satisfied with welcome from site staff	97
% satisfied with availability of site staff during stay	97
% satisfied with helpfulness of site staff	97
% satisfied with cleanliness of site facilities	94

Timing of survey: February - September 2004
Type of survey: Self-complete
Publication: None

¹ Respondents only rated the facilities that they had used. Visitors are classed as satisfied if they rate a facility as Excellent, Good or OK.

CABINS

This survey took place at the three Forest Holidays cabin locations: Deerpark, Keldy and Strathyre. The summary data below collates the results from the three locations.

Summary

99% of respondents were satisfied with the cleanliness of the cabin and 96% were satisfied with the booking service. 75% visited the Forest Holidays website. 42% visited a Forestry Commission visitor centre during their holiday.

Results

	Total
Number of completed questionnaires	1675
Cabin Ratings¹	
% satisfied with information available at reception	100
% satisfied with information provided in their cabin	99
% satisfied with cleanliness of cabin	99
% satisfied with welcome from site manager	99
% satisfied with contact with site manager	98
Booking	
% satisfied with information provided at time of booking	96
% satisfied with booking service	96
Website	
% who visited the Forest Holidays website	75
Activities	
% who had visited a Forestry Commission visitor centre	42
% who had been walking	93
% who had been cycling	37
% who had been birdwatching	7
% who had visited a historical/cultural attraction	68

Timing of survey: Summer 2004
Type of survey: Self-complete
Publication: None

¹ Respondents only rated facilities that they had used. Visitors are classed as satisfied if they rate a facility as Excellent, Good or OK.