



**Comisiwn Coedwigaeth
Forestry Commission**

**KONA 100
VISITOR SURVEY
2002**

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FOREST ENTERPRISE

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INTRODUCTION

The 'Kona 100 the Sequel' was an event that was organised by Mr Roy Bevis in August 2002.

The Forestry Commission was approached to help allow the event to take place. The feeling being that a locally organised event would help the local community to benefit some way in attracting people to the market town of Rhayader. As part of the Rural Recovery from the foot and Mouth Disease, the Forestry Commission is seen as one of the major players in this area of sustained activity in Mid Wales.

A perceived low key event in the mountain bike calendar, and with local effort by the organisers and the staff in the Hafren and Coed Sarnau local area, it was the first attempt to try and put a good event on with plenty of fun and a low financial input. It is hoped to be a yearly event

The support given by the participants who had to endure some difficult conditions was overcome by sheer enjoyment on the ground on a superb sunny day, and few incidents.

No extra facilities were needed of high expense, some labour input and pruning was needed, but the routes utilised existing tracks and rides, roads and bridleways.

Some legal considerations have to be overcome in what is seen as a competition, no matter what the promotion material contained.

The event is to carry on in 2003 and is already a calendar event in the local area.

Improvements will be made based on the response of the questionnaire and the web page comments so we are hopeful that the positive response of the participants will make this a good fun event.

Jim Ralph, Coed y Gororau Forest District

SUMMARY

This report provides results from a visitor survey that took place at Coed Sarnau during the KONA 100 event in August 2002. A total of 179 self-complete questionnaires were received.

42 % of groups consisted of 2 people and there was an average of 2.8 people per group.

Respondents were came from throughout GB, with 15 % from Wales, 83 % from England, and 2 % from Scotland.

Almost all respondents had come to Rhayader specifically for the event.

30 % of groups had found out about KONA 100 from a newspaper or magazine, 28 % had heard by word of mouth and 22 % had seen information on a website.

Almost all groups had stayed at least one night in the area (94 %). Around four-fifths of these groups were camping. A high proportion of these respondents were staying overnight in Rhayader (85 %). Of these groups staying overnight, 79 % stayed for one night and a further 11 % stayed for 2 nights.

41 % of groups had budgeted nothing for their accommodation. A fifth budgeted up to £ 10, 22 % budgeted between £ 11 and £ 20, and 14 % budgeted more than this.

Respondents also estimated their daily spend per person per day excluding accommodation. 37 % expected to spend £ 11 to £ 20 per person, 31 % expected to spend less than this, and 32 % expected to spend more.

The mountain bike routes at Coed Sarnau and the KONA 100 event itself were both rated as good or very good by the majority of respondents.

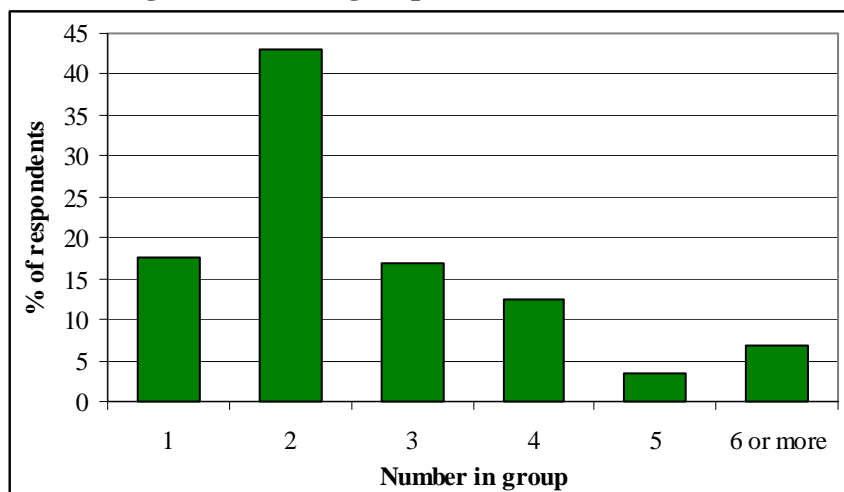
Some groups suggested changes and improvements for future events.

KONA 100 VISITOR SURVEY 2002

This self-complete survey was undertaken during the KONA 100 mountain-biking event at Coed Sarnau in Coed y Gororau Forest District over the weekend of 24/5 August 2002. A total of 179 questionnaires were completed.

There were a total of 499 people in the groups who completed a questionnaire, and the average group size was 2.8. 42 % of respondents had come in a group of 2 people (Figure 1).

Figure 1: Size of group at the KONA 100 event



Visitor Origin

Table 1 shows the origin of visitors, based on the home postcodes and town/ country names supplied. The groups participating in KONA 100 came from locations throughout GB. The majority of groups (83 %) were from England, with 15 % of groups from Wales and 2 % from Scotland.

Table 1. Origin of visitors to KONA 100

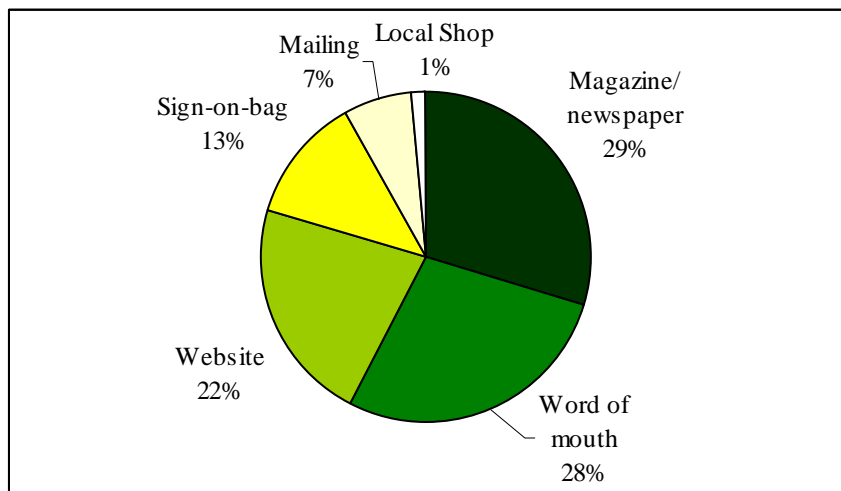
Region		% of respondents
Wales		15
Scotland		2
England	South East	18
	West midlands	17
	North West	13
	South West	13
	Yorkshire & Humberside	8
	East Anglia	6
	East Midlands	6
	North	2
All respondents		100% (=171)

Almost all (97 %) of respondents said that they had come to Rhayader specifically for the KONA 100 event.

Finding out about 'KONA 100 The Sequel'

30 % of groups who answered this question had found out about 'KONA 100 The Sequel' from a magazine or newspaper. A further 28 % had heard by word of mouth, and 22 % had seen information about KONA 100 on a website (See Figure 2). (28 respondents did not give an answer to this question).

Figure 2: Method of finding out about KONA 100



Staying overnight and accommodation

An equally high proportion of groups said that they were staying overnight in the area (94 %). Around four-fifths (79 %) of the visitors staying overnight were camping, and 11 % were staying in Bed and Breakfast accommodation. A further 4 % were staying with friends or relatives.

Many of the groups staying overnight were staying in Rhayader (85 %). Others stayed in Llandrindod Wells (4 %), Builth Wells (2 %), Llanidloes (1 %) or somewhere other than mentioned on the questionnaire (3 %).

Of those who were staying overnight in the area, around four-fifths of groups (79 %) were staying in the area for one night only, 11 % were staying for two nights, and others stayed longer than this.

Accommodation Budget

Groups who stayed overnight were also asked about their approximate budget for accommodation (per person per day). Overall 41 % of groups said that they budgeted nothing for accommodation, a fifth (20 %) budgeted up to £ 10, just over a fifth (22 %) budgeted between £ 11 and £ 20, and 14 % budgeted more than this.

Table 2 shows the amount budgeted for accommodation by accommodation type. Those staying in Bed and Breakfast accommodation tended to budget between £ 11 and £ 50 per person per night. Half of those camping said that they budgeted nothing for accommodation (as the camping was included in the cost of the competition). 25 % budgeted up to £ 10, and 19 % budgeted between £ 11 and £ 20. Half of those staying at friends or relatives budgeted nothing for the night.

Table 2: Approximate budget for accommodation, by accommodation type

3d. What is your approx. budget per person per day for accommodation?	At Bed & Breakfast	Camping/Caravan	Friends/Relatives	Other	Missing	Total
	No.	No.	No.	No.	No.	No.
Nothing	65	3	1	69
Up to £10	33	33
£11 - £20	8	25	1	3	..	37
£21 - £30	9	7	1	17
£31 - £50	2	3	1	1	..	7
Missing	..	1	..	1	4	6
Total	19	134	6	6	4	169

Mean and Total Spend on Accommodation whilst at KONA 100

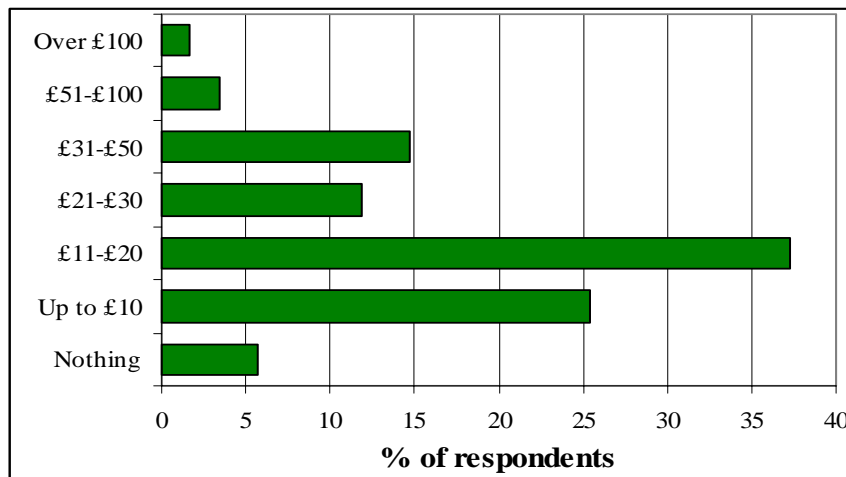
Average accommodation spend per person whilst attending the KONA 100 event was £ 23. This includes a large proportion of people who say that they spent nothing on accommodation.

The total spend on accommodation by the 179 respondents and the other members of their parties (a total of 514 people) attending the KONA 100 event, was £11,700.

Daytime budget

Respondents were also asked about their approximate spend per person per day for things other than accommodation. Over a third (37 %) of groups expected to spend £ 11 - £ 20 per person (Figure 3). 31 % expected to spend less than this, and 32 % thought that they would spend more.

Figure 3: Approximate spend (per person per day) excluding accommodation



Mean and total spend whilst at KONA 100 (excluding accommodation)

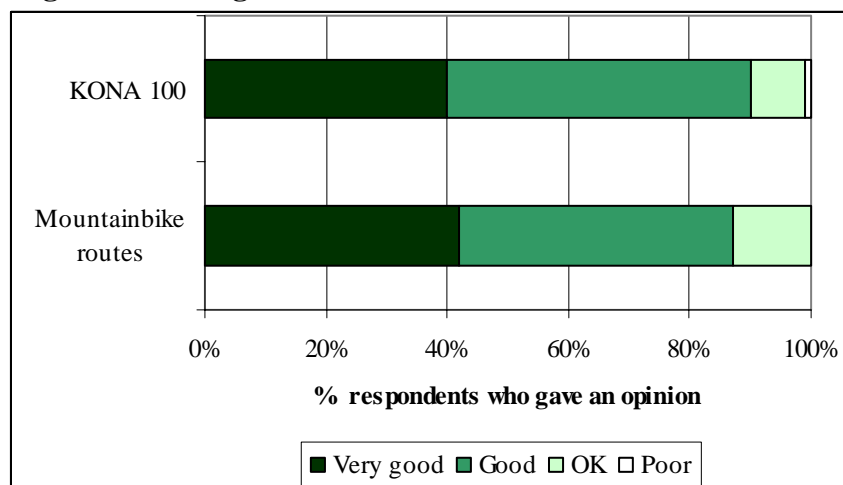
Average spend per person (other than on accommodation) whilst attending the KONA 100 event was £ 57. This includes 6 % of groups who said that they spent nothing.

The total spend (other than accommodation) by the 179 respondents and the other members of their parties (a total of 514 people) attending the KONA 100 event, was £29,400.

Ratings of mountain-bike routes and KONA 100

The results below present the ratings for each facility in terms of the proportion of visitors who expressed an opinion (i.e. the proportion who had used each facility and provided a rating for it). Only 36 % of visitors provided a rating of the mountainbike routes, and 66 % provided a rating for KONA 100. Both were generally rated as good or very good by over 85 % of respondents (Figure 4).

Figure 4: Rating of KONA 100 and the mountainbike routes



Suggested changes to the event and other comments

Groups were asked what changes they would like to see for the next year's event, and also whether they had any comments regarding the location and organisation of the event.

67 respondents made suggestions of improvements for the following year. 6 groups stated that the event was fine as it is and didn't need changing. Many suggested that they should be able to hand in the questionnaire later in the proceedings, ideally at the end of the event, so that they could make more informed decisions and better suggestions (10 groups).

Other respondents made the following suggestions: more toilets (6), more freebies (6), more trade stands (5), more pasta and pies (5), live entertainment in the evenings (4), longer string to tie on race numbers (3), more information prior to the event – especially on how to train for the event (3), a bigger and better campsite (3). Other individuals suggested the following: more information on the course route, a more information on the website explaining the event, a water tap somewhere other than the male toilets for the benefit of the females attending, fewer road miles and a prize for last place.

48 groups gave other general comments about the location and organisation of the event. 37 of these were stating that they thought the location and organisation were both of a high standard. Individually a bigger campsite, more toilets, nicer pasta, better ties for race numbers and more information before the event were requested.

Visits to other FC woodlands

Respondents were asked if they had visited other FC woodlands in Wales, England or Scotland. 84 % had been to other FC woodlands in Wales, 75 % FC woodlands in England and 36 % FC woodlands in Scotland.



KONA 100 VISITOR SURVEY 2002

Everyone participating in this survey will be eligible to enter a **PRIZE DRAW** for a **BUGABOO Mountain Bike** worth £899 and supplied by **HALFORDS**. We hope you enjoy your visit to the **KONA 100** and we would be grateful if you could spare a few minutes to answer some questions about the event so that we can make future ones even better!

Please circle the appropriate number;

1. Have you come to Rhayader specifically for this event?

Circle One
 Yes 1
 No 2

2. How many people are in your group?

3. Are you staying overnight in the area?

Circle One
 Yes 1
 No 2 *Skip to Q4*

3a. What type of accommodation are you using?

Circle one

Bed & Breakfast/ Guest House	1	
Hotel		2
Camping/ Caravan	3	
With friends/ relatives		4
Youth Hostel	5	
Self Catering		6
Other	7	

3b. Where are you staying?

Circle one

Rhayader	1	
Llanidloes		2
Builth Wells	3	
Llandrindod Wells		4
Other	5	

Specify

3c. How long will you be staying in the area?

Circle one

1 night	1	
2 nights		2
3 nights	3	
4 nights - 1 week		4
Over one week	5	

3d. What is your approximate budget (per person per day) for accommodation:

Circle one

Nothing	1	
Up to £ 10		2
£ 11 - £ 20	3	
£ 21 - £ 30		4
£ 30 - £ 50	5	
£ 51 - £100		6
Over £ 100	7	

4. How much money do you expect to spend during your stay (per person per day) excluding accommodation?

Circle one

Nothing	1	
Up to £ 10		2
£ 11 - £ 20	3	
£ 21 - £ 30		4
£ 30 - £ 50	5	
£ 51 - £100		6
Over £ 100	7	

5. How did you find out about the KONA 100 'The Sequel'?

Circle One

Local shop	1	
Word of mouth		2
Magazine/ Newspaper	3	
Website		4
Other	5	

Please specify

6. Have you been to other Forestry Commission woodlands in Wales, England or Scotland?

Circle one in each row

	Yes	No	
Wales	1	2	
England	1	2	
Scotland	1	2	

7. How do you rate the mountain bike routes at Coed Sarnau?

Circle One

Very Good	1	
Good		2
OK	3	
Poor		4
Very Poor	5	
No opinion		6

8. How do you rate the Kona 100 'The Sequel'?

Circle One

Very Good	1	
Good		2
OK	3	
Poor		4
Very Poor	5	
No opinion		6

9. What changes would you like to see for next year's event?

10. Do you have any other comments on the location, the organisation or the event in general?

11. To give us an idea of where visitors come from, can you tell me your postcode?

11a. If you don't know your postcode, which town or other area you live in, or which country if you are not from the UK?

Start Number
Your Initials

Thank you very much for completing this questionnaire which will help us to improve what we have to offer at Coed Sarnau. Please hand this form to one of the organising staff when completed, BY 8.00PM ON SATURDAY.

Everyone participating in this survey will be eligible to enter a PRIZE DRAW for a BUGABOO Mountain Bike

Thank you in anticipation.

FORESTRY COMMISSION HAFREN A SARNAU FORESTS
HALFORDS

	Total	%
No.		
Total	179,	

	Total	%
1. Have you come to Rhayader, specially for this event?		
No.		%
Yes	173,	97,
No	6,	3,
Total	179,	100,

	Total	%
2. How many people are in your group?		
No.		%
1	31,	17,
2	76,	42,
3	30,	17,
4	22,	12,
5	6,	3,
6 or more	12,	7,
Missing	2,	1,
Total	179,	100,

	Total	%
3. Are you staying overnight, in the area?		
No.		%
Yes	169,	94,
No	9,	5,
Missing	1,	1,
Total	179,	100,

	Total	%
3a. What type of accommodation are you using?		
No.		%
Bed & Breakfast	19,	11,
Hotel	1,	1,
Camping/Caravan	134,	79,
At friends/relatives	6,	4,
Youth Hostel	1,	1,
Self Catering	2,	1,
Other	2,	1,
Missing	4,	2,
Total	169,	100,

those who stayed overnight

	Total	No.	%
3b. Where are you staying?			
Rhayader	144	85	
Llanidloes	2	1	
Builth Wells	4	2	
Llanidrod Wells	6	4	
Other	5	3	
Missing	8	5	
Total	169	100	

Those who stayed overnight

	Total	No.	%
3c. How long will you be staying in the area?			
0 Nights	4	2	
1 Night	133	79	
2 Nights	18	11	
3 Nights - 1 Week	5	3	
Over 1 Week	5	3	
Missing	4	2	
Total	169	100	

Those who stayed overnight

	Total	No.	%
3d. What is your approx budget per person per day for accommodation?			
Nothing	69	41	
Up to £10	33	20	
£11 - £20	37	22	
£21 - £30	17	10	
£31 - £50	7	4	
Missing	6	4	
Total	169	100	

Those who stayed overnight
Budget broken down by accommodation type

3d. What is your approx budget per person per day for accommodation?	At Bed & Breakfast	At Campsites	At Friends' homes	At Other	Missing	Total
	No.	No.	No.	No.	No.	No.
Nothing	65	3	1	69
Up to £10	33	33
£11 - £20	8	25	1	3	..	37
£21 - £30	9	7	1	17
£31 - £50	2	3	1	1	..	7
Missing	..	1	..	1	4	6
Total	119	134	6	6	4	169

4. How much will you spend per person per day (exclude accom)?	Total	
	No.	%
Nothing	10	6
Up to £10	45	25
£11 - £20	66	37
£21 - £30	21	12
£31 - £50	26	15
£51 - £100	6	3
Over £100	3	2
Missing	2	1
Total	179	100

5. How did you find out about the KONA 100 The Sequel?	Total	
	No.	%
Local Shop	2	1
Word of Mouth	42	23
Magazine/newspaper	45	25
Website	33	18
Mailing	10	6
Sign-on-bag	19	11
Missing	28	16
Total	179	100

6. Have you been to other FC, Woodlands (Wales)?	Total	
	No.	%
Yes	151	84
No	26	15
Missing	2	1
Total	179	100

