

COED Y BRENIN
FAT TYRE FESTIVAL 2003
SUMMARY OF RESULTS OF VISITOR SURVEY

The Coed Y Brenin Fat Tyre Festival was a mountain-biking festival took place on the weekend of the 5/6 April 2003. 880 people officially entered the "challenge rides" over the weekend, but due to staff shortages, self complete questionnaires were only distributed to entrants on the Sunday after entrants had finished the ride. A total of 56 completed questionnaires were returned.

All respondents indicated that they came to Coed Y Brenin specifically for the Fat Tyre Festival.

A quarter of visiting groups came in pairs and a further 23% were of size 5 to 10. 18% of groups consisted of 5 people and 13% consisted of 4 people. Groups with more than 10 people or groups of 3 people each consisted 9% of the total number of groups. 4% of respondents came alone.

Just under half of respondents (48%) had visited Coed Y Brenin 1 to 5 times in the last 2 years. A further 14% had visited 6 to 20 times and 5% had visited more than 20 times in the last two years. 32% of respondents indicated that this was their first visit to Coed Y Brenin.

The majority of respondents came from England (61%), whereas a quarter came from Wales. There was also a respondent from both Northern Ireland and Scotland.

The majority of respondents stayed overnight on a campsite (39%) and a further 21% stayed in a B&B. 14% of respondents stayed the night at home whereas 5% each stayed in either a hotel or with friends. 2% of respondents spent the night in a hostel and, similarly, 2% stayed in a cabin.

The majority of respondents were staying at Coed Y Brenin (29%), with Dolgellau (18%) and Trawsfynydd (13%) also popular. 86% of respondents stayed locally.

The majority of respondents stayed 2 nights in the area (41%) with a further quarter staying for one night. 11% of respondents stayed longer than this.

While two thirds of respondents expected to spend less than £50 per day during their stay (including accommodation), 18% expected to spend approximately £50-100 per day, and a further 5% expected to spend £100-150 per day.

30% of respondents found out about the festival through 'word of mouth', with a further 29% each finding out from either magazines or newspapers or the fact that they visited the previous year. Less widespread methods were finding out from either the Forestry Commission website (5%) or another website (4%).

70% of respondents had previously been to other Forest Enterprise Centres in Wales, England or Scotland.

The majority of respondents rated the Visitor Centre facilities at Coed Y Brenin as 'excellent' (46%), with a further 32% rating them as 'very good', and 14% rating them as 'good'. Only 2% of respondents felt the facilities of the Visitor Centre were 'poor'.

Respondents were asked what additional facilities they would like to see provided. Of the 55% of respondents who made a suggestion, the majority wanted to see more showers and changing rooms. Also popular was the want for a beer tent, and less emphatic was the desire for a bigger café, or for more biking facilities like a bike wash or bike shop.

The majority of respondents rated the mountain bike routes at Coed Y Brenin as 'excellent' with a further 25% rating them as 'very good'. The lowest rating marked was 'good', as given by 2% of respondents.

Overall, just under three-quarters of respondents rated the Fat Tyre Festival' as 'excellent' (73%). In addition to this, 21% rated the festival overall as 'very good', with a further 2% rating it as 'good'.

59% of respondents made a suggestion of what changes they would like to see in next years festival. There were no substantially recurring suggestions, though a few mentions each were made of the introduction of a beer tent, more signposts and marshals, and more bike shops and trade stands.

Finally, of the respondents who chose to make a suggestion on the location, organisation or the event in general, two thirds replied favourably with suggestions such as 'brilliant', 'outstanding', and 'great'.