



# Bay of Lights 2023 Online Survey

913 Respondents



# Q1: Did you enjoy the Bay of Lights Illumination Trail?

Survey participants were asked to rate the trail from 1 to 5 stars – with 5 being the best.

- Average rating 4.57
- 72% of 913 people rated the trail 5 out of 5.
- 90% of 913 people rated the trail a 4 or 5 out of 5.
- 4% of 913 people rated the trail either 1 or 2 out of 5.



# Q2. What did you like most about the Illumination Trail?

**880 responses**

## Key feedback:

- Festive Family Atmosphere
- Free and Inclusive
- Enhanced the Bay
- Positive Experience
- Bigger and better than last year

## Number of comments that included key words:

277 - Lights and Installations	81 - Holly the Octopus
137 - Christmas Tree	82 - Music Areas (Tree/Banjo)
98 - Festive and Christmas atmosphere	46 - Tunnel of Lights
87 - Family / Community Activity	36 - All of it
	34 - Snowflake



Really colourful lights, beautiful

The lights were well done, it was a free holiday thing to do and made for an overall great experience.

There seemed to be more lights than last year, and it did really brighten up the area and make it all feel a little magical and special.

Opportunity to do a festive thing with the family

Enjoyed seeing the lights, more likely to go out in the dark for a nice experience

The different views along the trail, the lights to music and the photo opportunities

It was free, inclusive and for all ages. Lovely for multi generations of families to walk the trail together.

The festive atmosphere

The lights are incredible and really transform the sea front. I love the additions to the trail this year and loved the main tree on the seafront.

The octopus!

The Snowflake!!!

Even my teenage children wanted to come for a walk and see the lights, so it was a fantastic idea for all the family and allowed us to have quality time together

The seafront was constantly busy & festive

I stayed in Torquay for the purpose to see the bay of lights. I enjoyed that it was spread over the bay. That the trail was intergenerational and was an excellent conversation starter.

The community feel of families walking the route together

Free, fun, looked great, good way to get kids out and about

The number of lights/models. It seemed better than last year!

The snowflake and the octopus, which were great additions and perfect family photo opportunities.

The new bigger illuminations were fabulous.

All of it was lovely to take my children to and allow them to scan the codes

Q3. What can we do to make the experience even better?

**842 responses**

**Key feedback:**

- Christmas Market / Food Stalls  
(395 comments)
- More Lights (continue to grow each year)  
(279 comments)
- More festive music along the walk  
(116 comments)
- Grow in Paignton and Brixham  
(35 comments)



More more more and Paignton and brixham

They need to have opening evening to attract people, maybe with fireworks and stalls

The music by the tree was great.  
Maybe some more sound on some of the others?

Nothing!

Somehow to make them more Christmasy?

Snow machine

More music ? live music? Christmas German market ? Food stalls?

Think there's opportunity for food or coffee stalls along the way

You could make it bigger more lights over the same distance and food stalls and coffee stops at weekends

Repeat and expand

More models and structures based on a festive theme

Light structures on the pier

Put lighting in from Torre Abbey up past the tennis courts and bowling green. It was very dark at the bottom of the slope and many people park on Avenue Road or Falkland Road.

Xmas markets, local food vendor stalls, craft stalls, street entertainment.

Stalls from local traders selling hot chocolate etc

Q4. Did you or your party use any local businesses whilst on your walk?

## 829 Responses

- 577 survey respondents used local business whilst on the trail (69.6%)
- Most popular businesses used: Pier Point, Visto, Offshore, Costa, Otto, Harvester.
- Over 25 different businesses mentioned
- 252 survey respondents did not use local business whilst on the trail.

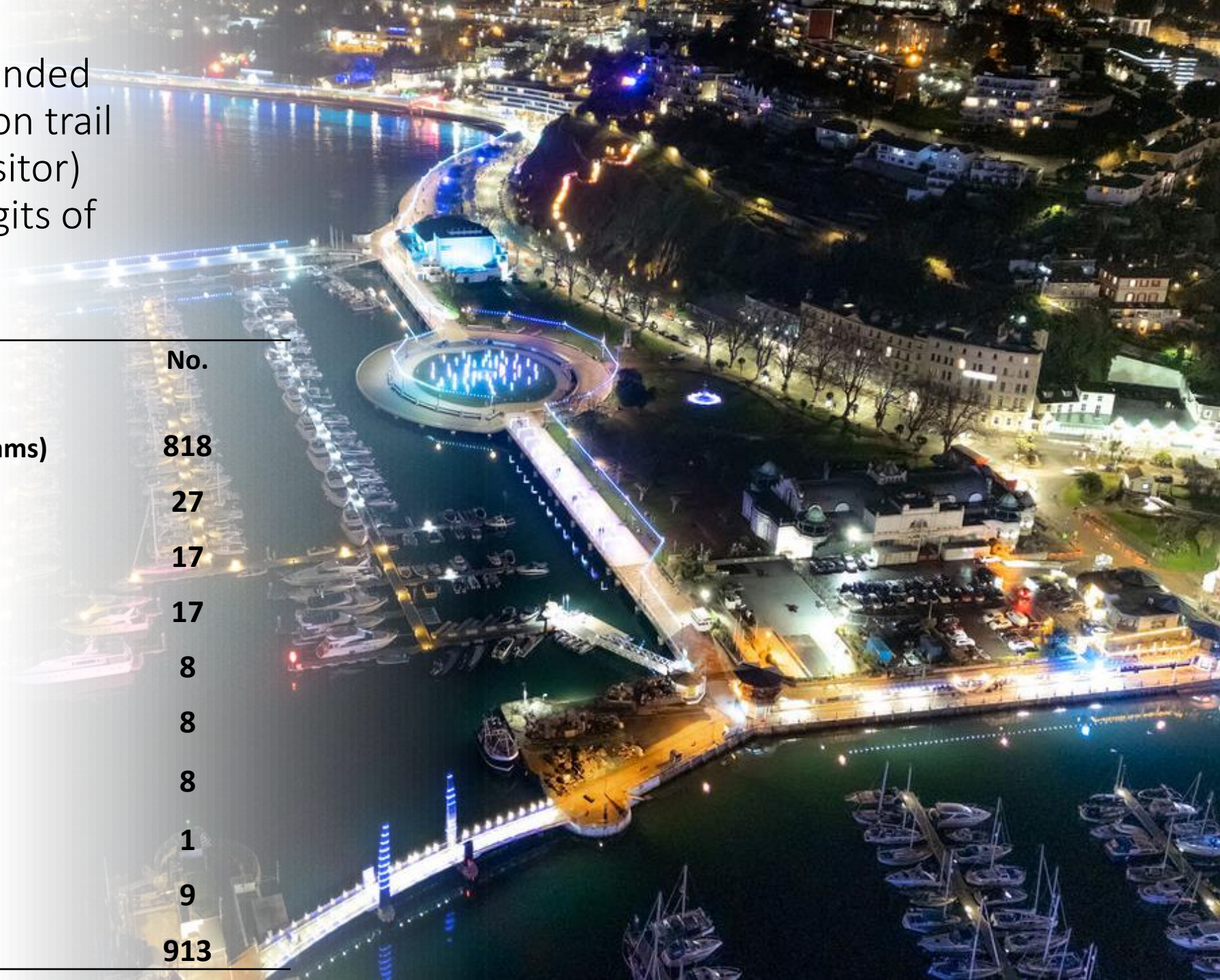


Q5. To understand who attended that Bay of Lights Illumination trail this year (e.g. resident or visitor) please provide the first 3 digits of your postcode.

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Region	No.
Resident (Torbay, Teignbridge, South Hams)	818
Regional Visitors (Devon - PL and EX)	27
South West	17
South East	17
Midlands	8
Wales	8
North	8
South	1
MISC	9
	913

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# Post Code Detail:

	Resident (Torbay, Teignbridge, South Hams)			Visitors								
<b>Local</b>	Resident	20	<b>South West</b>	BH21 - Bournemouth	1	<b>South</b>	PO1, Portsmouth	1				
	TQ2	259		BN14 - Bournemouth	1		<b>North</b>	DN17, Doncaster - South Yorkshire	1			
	TQ1	214		BN7 - Brighthon	1			DN5, Doncaster - South Yorkshire	2			
	TQ3	149		BS15 - Bristol	1			DN6, , Doncaster - South Yorkshire	1			
	TQ4	81		BS2 - Bristol	1			L11, Liverpool	1			
	TQ5	26		BS20 but have a second home in TQ4 - Bristol	1			L18, Liverpool	1			
	TQ6	5		BS34 - Bristol	1			LA2, Lancaster	1			
	TQ7	2		BS39 - Bristol	1			SK11, Stockport	1			
	TQ9	4		BS7 - Bristol	1			<b>South East</b>	AL1 - St Albans	1		
	TQ12	49		DT10, Dorset and Somerset	1				AL3 - St Albans	1		
	TQ13	3		DT4, Weymouth, Dorset	1	DA11 - Dartford, Kent			1			
	TQ14	6		GL1, Gloucestershire	1	DA7 - Darford , Kent	1					
	<b>Devon Visitors</b>	Regional Visitors (Devon)		GL53, Gloucestershire	1	GU33, Guildford	1		<b>MISC</b>	Resident (and visitors being family)	1	
		EX1		2	GL6. Gloucestershire	1	GU9, Guildford			1	Resident and friends and family as visors to the area	1
		EX2		4	SN1, Swindon	1	HP19, Aylesbury, South East			2	Resident and visiting family	1
EX4		3	TA2, Taunton	1	HP21, Aylesbury, South East	1	Resident and visitor			1		
EX4		1	TR2, Truro	1	RG24, Reading	1	Resident who also took visitors along.			1		
EX7		2	<b>Midlands</b>	B38 - Birmingham, Worcestershire	1	RH1, Redhill, South East	1			Resident with some visiting friends	1	
EX16		1		CV12 - Coventry	1	SS0, Southend on Sea	1	Resident with visitors		1		
EX18		1		DY8, Worcestershire, and Staffordshire	1	SS9, Southend on Sea	1	Tq1 then took all my guests that came to visit		1		
PL1		1		HR2, Herefordshire	1	SE9, South East	1	Visitors		1		
PL2		2		LE6, Leicester	1	SL7, Slough	1					
PL3		1		PE19, Peterborough	1	TW2, Twickenham, London	1					
PL4		2		PE7, Peterborough	1	UB9, Southall , London	1					
PL6		1		WV10, Wolverhampton	1							
PL7		3		<b>Wales</b>	CF14 - Cardiff	1						
PL9		1			CF3 - Cardiff	1						
PL12		1	NP1, Newport		1							
PI21		1	NP16, Newport		1							
			NP2, Newport		1							
			NP4, Newport		1							
			SA1, Swansea	1								
		SA7 (and TQ1), Swansea	1									

Q6. Please fill in any additional comments or suggestions you may have

## 546 responses

- A mix of thank you's and added recommendations
- Overwhelmingly positive
- Around 10 negative comments around money spent, waste of money, use it for potholes etc.

Other worthy comments;

- More lights activities needed for Paignton/Brixham
- More lighting needed around Torre Abbey / ERC for safety when walking to the event
- Free Toilets
- Stalls and Street Vendors at weekends.



Thank you! Please do it again next year

We loved it, please do it again!

Maybe introduce some “dark” areas, but make them interactive so that children can turn the light features on to enhance the experience. Maybe themed zones with bright colours.

**Waste of money, use it for potholes**

This has the potential to be an awesome visitor attraction during a normally quiet time for the Bay. If it could be combined with food stands, activities and live music it would surely attract more people from further away.

More to do with the  sea and Brixham

Very enjoyable. Would consider maybe sponsoring as well

**Disappointed that there were no stalls, no theme just random selection of lights**

Well done it was great

Would be nice to have light in Paignton as well.

Well done Torbay Council. I was one of free things that made Xmas special and made memories with family and friends

Thank you whoever was in charge. Really great start to xmas

This felt a strong draw for tourists as well as locals.

More interactive features for children. Arrows painted on the floor for them to follow

Thank you, Torbay Council, for providing a fabulous show that is free and accessible to all.

This can only get better but as said above food and drink stalls and a Christmas market will make this so much better, will attract more locals and tourists to help the local economy in the winter months



## Conclusion: **SUCCESS!**

Feedback overwhelmingly positive

Over 90% of survey participants rated 4/5 out of 5 (Average 4.57!)

A free festive family event that promotes community involvement

Draws crowds in December whilst encouraging local business spend.

Areas for improvement:

Grow lights and improve the offer (Festive music, market and food)

Explore growth opportunities in Paignton and Brixham

Safety lighting / Interactive lighting or kids trail activity