

The English Riviera Visitor Survey 2024

Final Report



Produced for and on behalf of The English Riviera BID Company

by The South West Research Company Ltd.

March 2025



Contents

	Pages
Key Findings & Conclusions	3
Introduction	10
Visitor Profile	17
Characteristics of Visits	33
Information Sourcing & Booking Patterns	39
Activity Taking & Local Events	54
Visitors' Opinions of The English Riviera	62
Lapsed/Non-Visitors	95
 Appendix – Literal responses	



The English Riviera Visitor Survey 2024

Key Findings & Conclusions



Key Findings

This report presents the findings of The English Riviera Visitor Survey 2024 from an online survey conducted amongst the ERBID's consumer email database during January and February 2025. The survey achieved a sample of 832 respondents (aged 16+ years), 790 of whom had visited the resort and 364 of whom who had done so during 2024. The survey was undertaken by The South West Research Company Ltd. on behalf of The English Riviera BID Company (ERBID).

The main focus of the research was to capture data from visitors to the resort during 2024 and compare with the findings from the last survey undertaken in 2022. The key findings from the research are as follows:

Visitor Profile

- 62% were female and 37% were male.
- 82% had no dependent children living with them in their household.
- 75% were aged 55 years or over including 45% who were aged 65+ years and 30% who were aged 55-64 years. 24% were aged 54 years or under.
- 91% categorised themselves as heterosexual or straight.
- 95% identified as being White British.
- 16% considered themselves to be a disabled person.
- 40% were categorised into the AB socio economic group based on the occupation of the chief income earner in their household. 30% were categorised as C1's, 18% as C2's and 13% as DE's.
- 99% were UK residents. 25% of these lived in the South West region including approximately 6% who lived in the Bristol 'BS' postcode area.
- 74% lived elsewhere outside the South West region including approximately 6% who lived in the Birmingham 'B' postcode area.
- 59% had visited The English Riviera in a couple (husband/wife/partner), whilst 24% had done so as part of an immediate family group (husband/wife/partner/children).
- 85% were staying overnight in the resort.
- The average duration of stay was 6.23 nights.
- 95% were on a repeat visit to The English Riviera.

Key Findings

Characteristics of Visits

- 26% of visits in each case took place during August and September and 23% in each case during June and July.
- 80% had visited The English Riviera as part of a leisure/holiday related trip. 9% were visiting friends or relatives.
- 45% of staying visitors had stayed in accommodation in Torquay and 36% in Paignton.
- 55% of staying visitors had used serviced accommodation in the resort whilst 28% had used self catering accommodation.

Information Sourcing & Booking Patterns

- 20% of staying visitors had booked their accommodation up to a month before their actual visit including 4% up to 1 week before, 6% up to 2 weeks before and 10% up to a month before. 15% had booked two months before and 14% up to 3 months before. 44% had booked 3 months or more in advance of their visit.
- 67% of staying visitors booked directly with their accommodation provider, 19% booked through an online travel agent (OTA) and 6% through an agency. 13% booked via another method including through family or friends and via their coach operator.
- 59% of those using an OTA to book their accommodation had used Booking.com and 16% had used Airbnb. 5% had used Hotels.com, 2% TripAdvisor and 2% Vrbo. 17% had used another OTA.
- 49% of visitors had sourced information about The English Riviera to assist them either before or during their visit.
- 39% of visitors who had sourced information about The English Riviera to assist them before their visit had done so up to a month in advance including 5% up to 1 week before, 11% 2 weeks before and 23% up to a month before. 12% had sourced their information up to 2 months before and 15% up to 3 months before. 29% sourced their information more than 3 months before their visit.
- 87% of visitors who had sourced information about The English Riviera to assist them either before or during their visit had done so on the internet (including social media and apps). 32% had used a brochure/leaflet/guide to source their information (the majority mentioning The English Riviera Official Guide) and 30% had used a tourist information centre.
- 76% of visitors who had sourced information about visiting The English Riviera on the internet had used the www.englishriviera.co.uk website and 43% the www.visitdevon.co.uk website. 29% used their accommodation providers' website and 24% review websites such as TripAdvisor. 21% used The English Riviera Facebook page and 12% had used other social media sites.

Key Findings

Characteristics of Visits continued

- 42% of visitors preferred to use their mobile phone to source and/or book their leisure related trips/activities online. 22% preferred to use a laptop computer, 18% a tablet and 8% a desktop computer. 8% had no preference and 2% said they did not source information or book online.
- 65% of visitors used Facebook, 33% YouTube and 31% used Instagram. 10% in each case used X (formerly known as Twitter), Tik Tok and LinkedIn. 7% used Pinterest and 4% Snapchat. Around a fifth of visitors (21%) said they did not use social media channels.
- 65% of visitors said the social media channels they used had some level of influence on them when deciding which events to attend, 63% when deciding where to eat & drink, 56% when choosing which destinations to visit and 44% when deciding which types of accommodation to use.

Activity Taking

- By far the most popular activities were eating & drinking (79% took part including 13% for whom it was their main reason for visiting), visiting local attractions/places of interest (70% took part including 22% for whom it was their main reason for visiting), visiting the beach/sea (68% took part including 16% for whom it was their main reason for visiting) and shopping (67% took part including 5% for whom it was their main reason for visiting).
- In terms of activities/experiences which visitors hadn't taken part in during their visit to The English Riviera, but which appealed to them, visiting the UNESCO Global Geopark was most appealing (58%), followed by taking part in arts/crafts/cultural activities (57%), attending live theatre/music/comedy events (54%) and/or taking part in outdoor sports/pursuits (cycling/golf etc.) (51%).
- 30% of visitors who said they had attended an event during their last visit to the English Riviera said they had visited The Bay of Lights event and 25% had attended the English Riviera Airshow. 11% had attended the Agatha Christie Festival, 10% the Pirate Festival and 6% England's Seafood FEAST. Just 4% had attended the English Riviera Walking Festival and 3% the Electric Bay Festival.
- 28% of visitors said having a Blue Flag beach award had influenced their decision to visit the English Riviera.
- 13% of visitors said they had visited the English Riviera with a dog.

Key Findings

Visitors' Opinions of The English Riviera

- With the exception of parking and all aspects of value for money, satisfaction levels overall were high.
- Staying visitors on the whole had higher satisfaction levels than day visitors.
- On the whole first time visitors typically had higher satisfaction levels than repeat visitors to the resort.
- The quality of service at accommodation, overall enjoyment of visit, general atmosphere, feeling of welcome and the quality of the beaches on The English Riviera were the top five ranked categories out of the twenty nine explored by the survey.
- Of the bottom five categories, with scores of 3.57 or less, the bottom three were related to parking and the fourth and fifth to shopping.
- The beaches were the main highlight of a visit to The English Riviera. Better/cheaper parking was the biggest disappointment for visitors to the Riviera and also the main factor they would like to see improved.
- The English Riviera achieved an overall Recommendation Score of +62% (the same score as during the 2022 survey).
- 84% of all survey respondents, who had visited the resort during 2024, said they definitely will visit The English Riviera in the future.
- 51% of respondents who said they would definitely visit the resort in the future said they had booked to visit in 2025.
- The largest proportion, 47% said they would be visiting in July and/or August 2025, 37% in May and/or June 2025.
- The top three barriers to taking a UK short break or holiday in the next six months were; the rising costs of holiday/leisure (37%), the rising cost of living (34%) and personal finances (26%).
- 64% of respondents who selected 'the rising cost of living' as a potential barrier likely to influence their UK short breaks or holidays in the next 6 months said they will look for more 'free things' to do and 57% will spend less on eating out. 42% will choose cheaper accommodation and 40% in each case will cut back on buying gifts/shopping at the destination and/or will take fewer UK short breaks/holiday as a result of the 'cost of living crisis'.

Lapsed/Non-Visitors

- By far the largest proportion of previous visitors to the resort who had not visited during 2024 (lapsed visitors, 59%) said they had not visited because they had visited other destination(s) Instead whilst 22% said it was due to a lack of money/available finances.
- 52% of all survey respondents who had never visited The English Riviera said it was because of the distance of the resort from their own home/too far to travel and/or 48% because they visited other destination(s) instead. 33% said it was due to a lack of money/available finances.

Conclusions

The findings from this report should, once again, offer the ERBID some valuable insights to use in their future marketing and communication strategies moving forward as the industry continues to return to the pre-pandemic levels of 2019. The key conclusions that we came to reading this report were;

All the key *increases* highlighted below are compared with the 2022 survey results:

- The proportion of day visitors to the resort increased by 4% compared with the results from the 2022 survey.
- The proportion of staying visitors choosing to stay in accommodation in Paignton increased by 4% and in Torquay by 3%.
- The proportion of staying visitors using self catering accommodation increased by 5%.
- The proportion of staying visitors booking their accommodation within one month of their visit increased by 7%.
- The proportion visitors sourcing their holiday information within one month of their visit increased by 13%.
- The proportion visitors sourcing their information from family/friends increased by 9% and/or on the internet by 3%.
- The proportion of visitors preferring to use their mobile phone to source and/or book their leisure related trips/activities online increased by 12%.
- The proportion of visitors using Facebook increased by 3%, Instagram by 9% and Tik Tok by 7%.
- The proportion of visitors influenced to visit The English Riviera as a result of it having a Blue Flag beach award increased by 9%.
- The proportion of survey respondents who had visited the resort during 2024 who said they definitely will visit The English Riviera in the future increased by 4%.
- The proportion of survey respondents who had visited the resort during 2024 who said they definitely will visit The English Riviera in the future and who had already booked their visit for 2025 increased by 17%.

Conclusions

Overall;

- Whilst visitors' high levels of enjoyment with their visit to the English Riviera have continued during 2024, they have, on the whole, decreased slightly compared with 2022 levels which had already decreased compared with 2021. And whilst the 2024 satisfaction scores for the areas which relate to the holiday experience (overall enjoyment of visit, general atmosphere and feeling of welcome) have, once again, all featured in the top five satisfaction factors ranked by the survey and provide a good indication of overall visitor satisfaction with their experience on The English Riviera, two years of satisfaction score decreases could suggest an emerging trend that may need addressing before visitors are lost and, as a result, we would recommend ongoing monitoring as a result.
- As was the case during 2021 and 2022 surveys, the suggestions for improvements once again continue to centre around parking, the shopping facilities and nightlife/evening entertainment. Whilst we appreciate that the challenges in making any significant improvements to these areas remains, given these appear to be ongoing issues for visitors we would recommend that more detailed research is undertaken to explore these specific issues further, which may result in helping to increase overall satisfaction levels back up to previous years' levels as a result.
- When asked which factors they see as potential barriers to them taking a UK short break or holiday in the next 6 months around a third of all survey respondents mentioned the rising cost of holidays and/or the rising cost of living. Whilst there will inevitably see be some impact, these factors are not impacting the majority of people at the moment and, in fact, have both decreased in importance compared with 2022, the rising cost of holiday by -4% and the rising cost of living by a significant -16%. Even more positive, around a third of all respondents said there were no barriers to them taking a UK short break or holiday in the next 6 months which is an increase of +9% compared with 2022.
- Amongst lapsed and non-visitors and as was the case during 2022, reassuringly there do not appear to be any major issues preventing visits that the ERBID are able to influence. Amongst the small proportion with a negative view, many issues were centred largely around the distance of the resort from their own home/too far to travel, which is something outside the influence of the ERBID to be able to control.

The English Riviera Visitor Survey 2024



Introduction



Background and methodology

This report presents the findings of The English Riviera Visitor Survey 2024. The survey was undertaken by The South West Research Company Ltd. on behalf of The English Riviera BID Company (ERBID).

The main focus of the research was to capture data from visitors to the resort during 2024 to explore the types of people visiting and their experience to help the ERBID with its' future strategy planning. The survey explored a wide range of topics including, amongst other things, the profile of visitors to The English Riviera during 2024, the characteristics of their visits, information sourcing and booking patterns, participation levels in activities and visitor satisfaction levels with various aspects of their experience.

This report contains the key findings from an online survey based on a total sample size of 832 respondents (aged 16+ years) conducted amongst the ERBID's consumer email database during February 2025, 790 of whom had visited the resort and 364 of whom who had done so during 2024.

The specific objectives of the 2024 research were :

- To provide information on the origin and profile of visitors to The English Riviera specifically during 2024, and to explore the nature of their trips to the resort during the year.
- To establish visitors' information sourcing and booking patterns before and during their holiday.
- To ascertain detailed information about internet usage amongst visitors to the resort including the use of different electronic devices and social media channels.
- To explore visitors' opinions of their visit to the resort and ascertain their levels of satisfaction with their visitor experience whilst on holiday.
- To compare with the results from the 2021 and 2022 online visitor surveys to identify any emerging trends.

Sample profile

How would you describe your gender?	Count	%
Male	312	38%
Female	506	61%
I would prefer not to answer this question	14	2%
I would prefer to self describe	-	-
Total Responses	832	100%
What was your age on your last birthday?	Count	%
16-24 years	1	0%
25-34 years	10	1%
35-44 years	43	5%
45-54 years	141	17%
55-64 years	228	27%
65+ years	383	46%
I would prefer not to answer this question	26	3%
Total Responses	832	100%
Which of the following options best describes how you think of yourself?	Count	%
Heterosexual or Straight	754	91%
Gay or Lesbian	10	1%
Bisexual	4	0%
Don't know/unsure	0	0%
I would prefer not to answer this question	62	7%
Other sexual orientation not listed (please specify)	2	0%
Total Responses	832	100%
Do you have dependent children living with you in your household?	Count	%
Yes - pre school age	8	1%
Yes - school age	79	9%
Yes - no longer at school	67	8%
No	668	80%
I would prefer not to answer this question	32	4%
Total Responses*	854*	100%
*Multiple response question		

Sample profile

Which ethnic group do you mainly identify with?	Count	%
White British	767	92%
White Irish	3	0%
White Other	23	3%
Black/African/Caribbean/Black British	2	0%
Asian/Asian British	5	1%
Mixed / Multi-ethnic group	1	0%
Gypsy / Roma / Irish Traveller	0	0%
I would prefer not to answer this question	27	3%
Any other ethnic background (please describe in box below)	4	0%
Total Responses	832	100%
Do you consider yourself to be a disabled person?	Count	%
Yes	147	18%
No	685	82%
Total Responses	832	100%
Before 2019	136	17%
Don't know / can't recall	13	2%
Total Responses	790	100%
Do you live in the UK?	Count	%
Yes	810	97%
No	18	2%
I would prefer not to answer this question	4	0%
Total Responses	832	100%

Sample profile

Thinking about the occupation of the chief income earner in your household (or their previous occupation if they are now retired), which of the categories below would you say they fall into?	Count	%
Higher managerial, administrative, professional occupation e.g. Doctor, solicitor, accountant etc.	78	9%
Intermediate managerial, administrative, professional occupation e.g. Higher grade civil servant, secondary school teacher, bank manager etc.	203	24%
Supervisory, clerical & junior managerial, administrative, professional occupation, higher education student e.g. primary school teacher, nurse, policeman etc.	191	23%
Skilled manual occupation e.g. electrician, builder, plumber etc.	112	13%
Semi-skilled & unskilled manual occupation or unemployed e.g. care worker, security guide, warehouse operative etc.	86	10%
Don't know/unsure	23	3%
I would prefer not to answer this question	139	17%
Total Responses	832	100%
Have you ever visited The English Riviera for a leisure day out and/or stayed overnight in the resort (not in your own home)?	Count	%
Yes	790	95%
No	42	5%
Total Responses	832	100%
When was your LAST leisure visit to The English Riviera?	Count	%
2025	45	6%
2024	364	46%
2023	125	16%
2022	33	4%
2021	17	2%
2020	22	3%
2019	35	4%
Before 2019	136	17%
Don't know / can't recall	13	2%
Total Responses	790	100%

95% of all respondents responding to the survey (790) had visited The English Riviera for a leisure day out and/or stayed overnight in the resort (not in their own home). 46% of these respondents (364 respondents) had last visited the resort during 2024, the analysis year in question for this report.

Analysis segments

For the purposes of the research and analysis, in the pages to follow the 2024 visitors have been categorised into four groups as follows:

- Day visitors – those on a day trip from home or visiting the resort for the day whilst staying overnight elsewhere outside The English Riviera during 2024 – a total of 56 respondents – 15% of the total sample. *Caution should be taken when interpreting the results for these respondents due to the small sample size.*
- Staying visitors – those staying overnight away from their own home on The English Riviera during 2024 – a total of 308 respondents – 85% of the total sample.
- First time visitors – 2024 visitors to the resort who had never previously visited The English Riviera – a total of 19 respondents – 5% of the total sample. *Caution should be taken when interpreting the results for these respondents due to the small sample size.*
- Repeat visitors – 2024 visitors to the resort who had visited the resort on a previous occasion – a total of 345 respondents – 95% of the total sample.

Unless otherwise stated, the results to follow in this report refer to current 2024 visitors to The English Riviera only cross-tabulated by the visitor segments detailed above (day or staying visitors and whether a first time or repeat visitor to the resort) where valuable to do so.

A separate analysis of the results for lapsed/non-visitors (426 respondents who had last visited the resort prior to 2024 (381 respondents) or during 2025 (45 respondents) and 42 respondents who had never visited) are provided in a separate chapter towards the end of the report (pages 95-98).

Statistical reliability.

- All sample surveys are subject to statistical error. The size of this error varies with the sample size and also with the order of magnitude of the research findings being considered.
- The survey results in this report are presented for 'all visitors' and separately for day visitors and staying visitors, first time and repeat visitors as identified previously overleaf where applicable to do so. The table below shows the samples achieved in each of these categories and gives the margins within which one can be 95% certain that the true figures will fall (assuming the sample is random).
- The figures shown are at the 95% confidence limits. Thus, for example, we can be 95% certain that, for all visitors, with a result of 50%, the true percentage is the range 47% to 53%. For the 'Bath residents' sample the confidence limits are much wider 43.3% to 56.7%.
- The margins of error shown below should be borne in mind when interpreting the results contained in this report.

	All Visitors 2024	Day visitors 2024	Staying visitors 2024	First time visitors 2024	Repeat visitors 2024
Research findings	Sample: 364	Sample: 56	Sample: 308	Sample: 19	Sample: 345
10% or 90%	+/- 3.1%	+/- 7.9%	+/- 3.4%	+/- 13.5%	+/- 3.2%
20% or 80%	+/- 4.1%	+/- 10.5%	+/- 4.5%	+/- 18.0%	+/- 4.2%
30% or 70%	+/- 4.7%	+/- 12.0%	+/- 5.1%	+/- 20.6%	+/- 4.8%
40% or 60%	+/- 5.0%	+/- 12.8%	+/- 5.5%	+/- 22.0%	+/- 5.2%
50%	+/- 5.1%	+/- 13.1%	+/- 5.6%	+/- 22.5%	+/- 5.3%

The English Riviera Visitor Survey 2024



Visitor Profile*



**Those visiting during 2024 only (364 respondents)*



62% were female, 37% were male.
82% had no dependent children living with them at home.

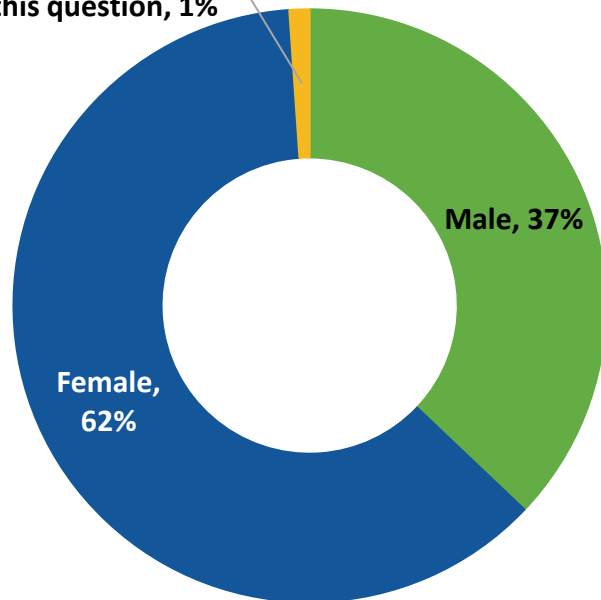
62% of all survey respondents who had visited The English Riviera during 2024 were female and 37% were male.

82% had no dependent children living with them in their household.

There was an increase in females completing the 2024 survey who had visited the resort in 2024 (62%) compared with the 2022 survey (55%) but little change in the group composition compared with previous years.

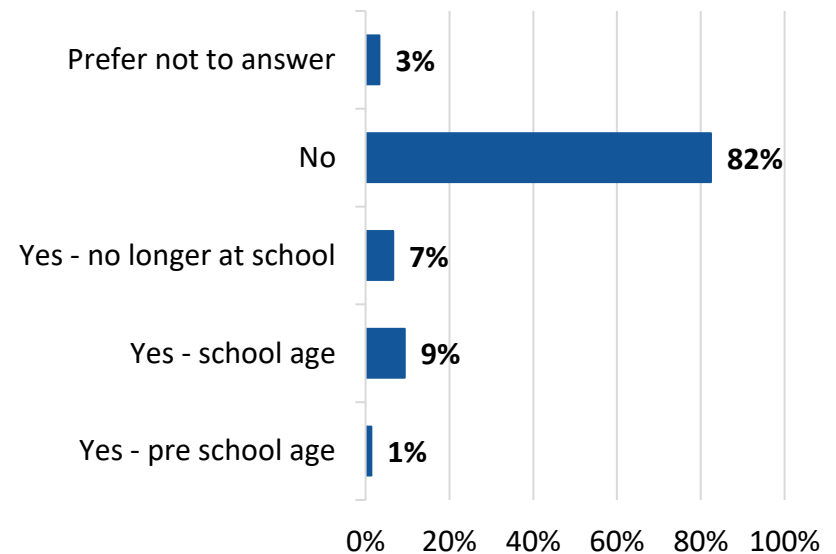
How would you describe your gender?

I would prefer not to answer this question, 1%



(N = 364)

Do you have dependent children living with you in your household?



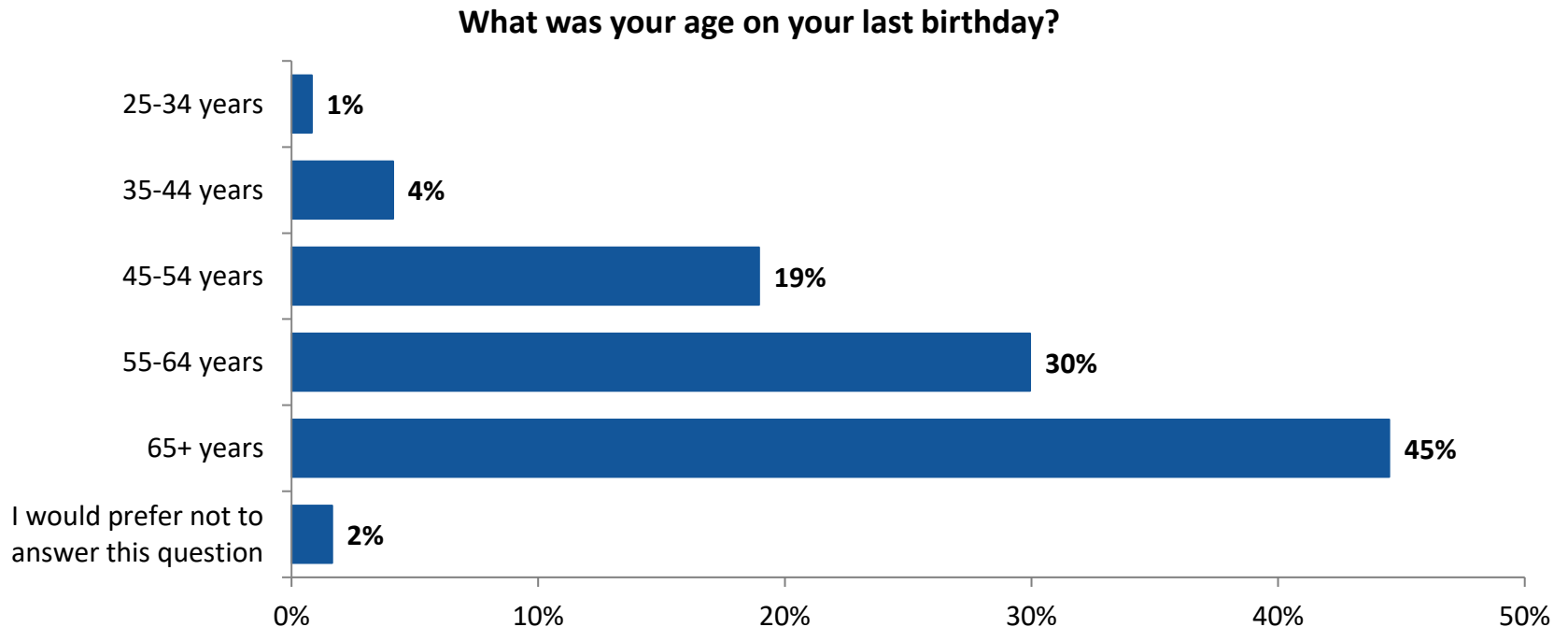
(N = 364, multiple response question)

75% were aged 55 years or over.

45% of all survey respondents who had visited the resort during 2024 were aged 65+ years and 30% were aged 55-64 years. 24% were aged 54 years or under including 19% aged 45-54 years, 4% 35-44 years and 1% aged 25-34 years.

2% preferred not to answer the question.

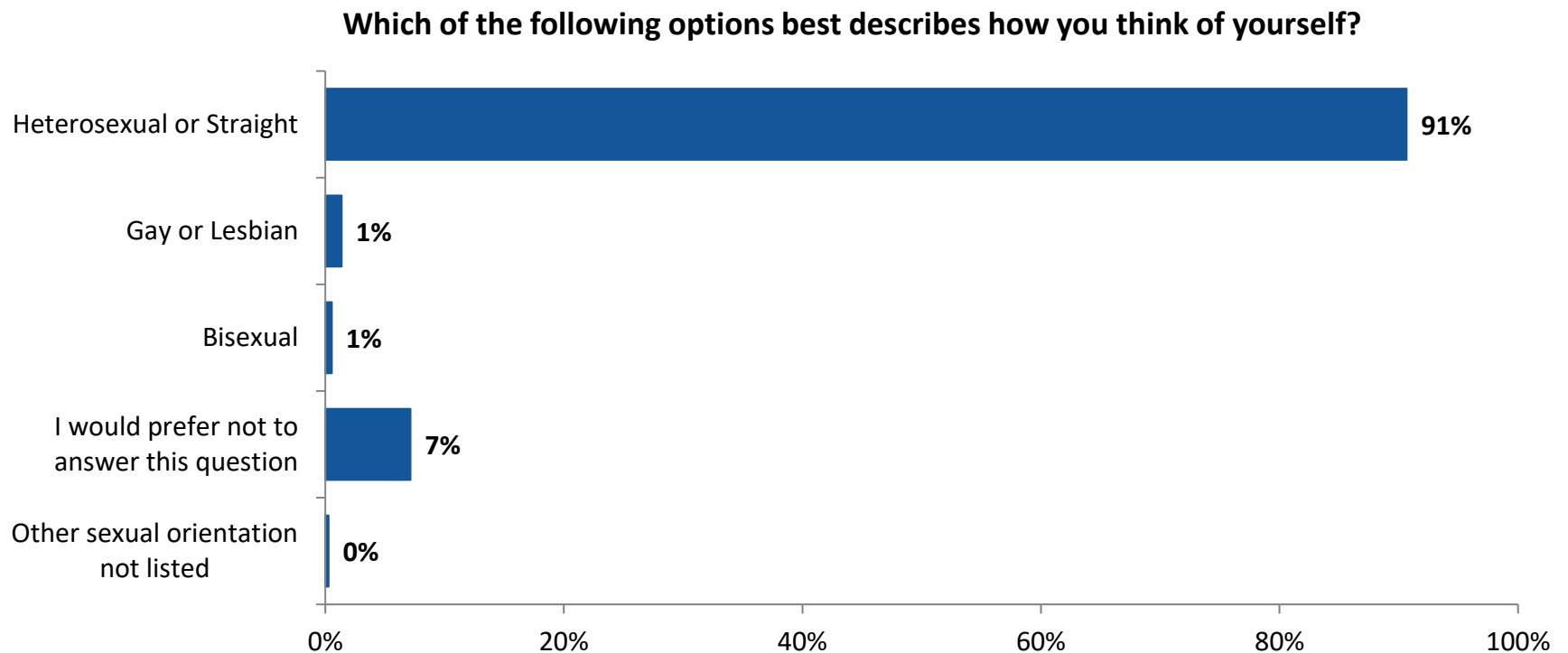
2024 saw little change in the age profile of visitors to the resort compared with the 2022 survey.



91% described themselves as heterosexual or straight.

91% of all survey respondents who had visited the resort during 2024 categorised themselves as heterosexual or straight.

This question was included for the first time during the 2024 survey.

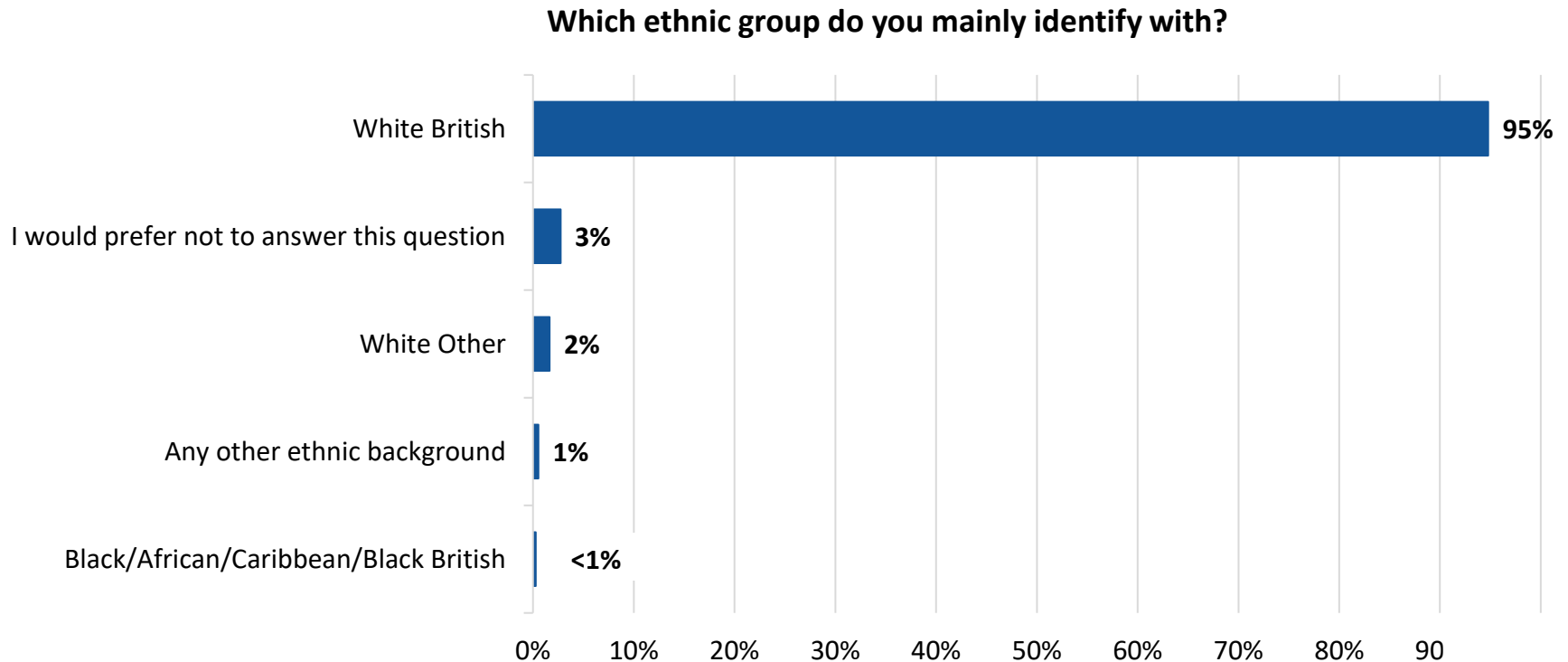


95% identified as White British.

95% of all survey respondents who had visited The English Riviera during 2024 identified as being White British. 2% identified as White Other and 1% as Any other ethnic background. 1 respondent identified as being Black/African/Caribbean/Black British

3% preferred not to answer the question.

This question was included for the first time during the 2024 survey.



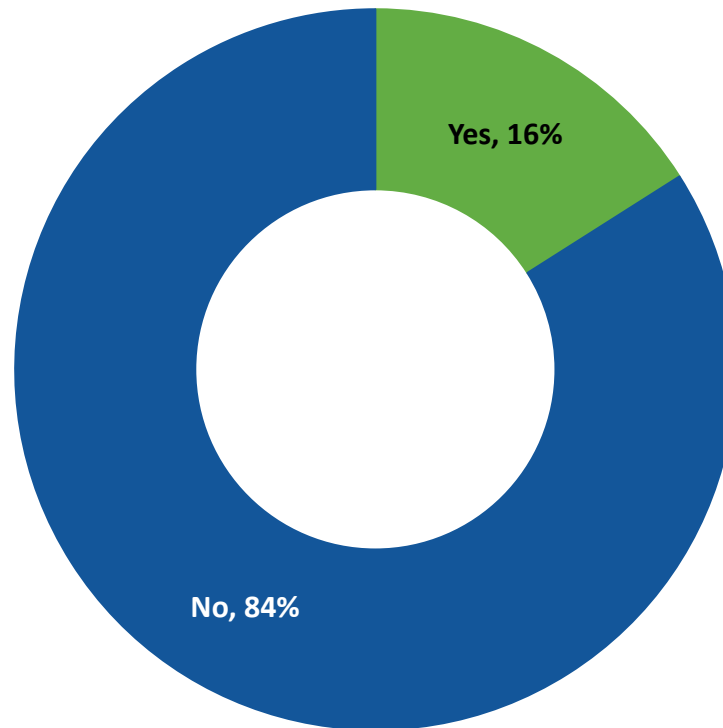
(N = 364)

16% considered themselves to be a disabled person.

16% of all survey respondents who had visited The English Riviera during 2024 considered themselves to be a disabled person.

This question was included for the first time during the 2024 survey.

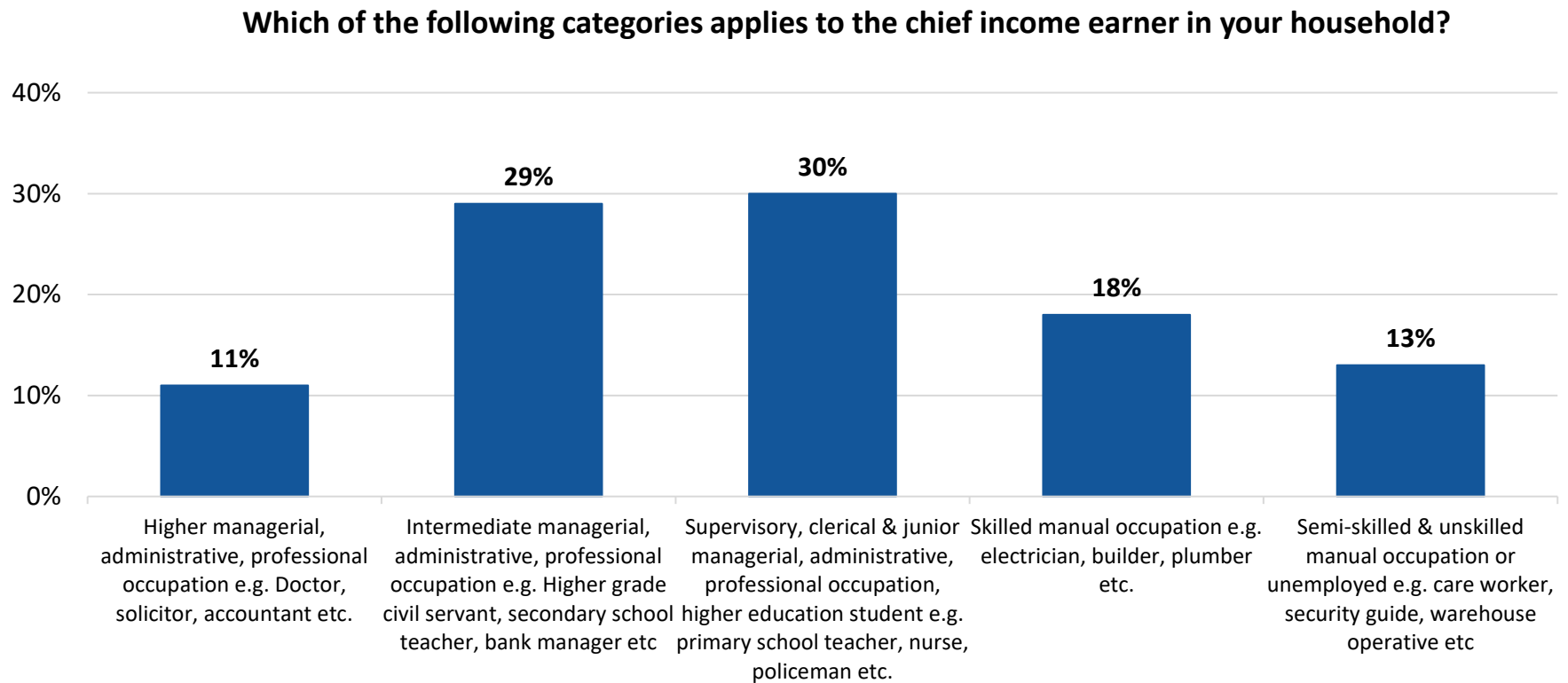
Do you consider yourself to be a disabled person?



40% categorised into the AB socio economic category based on the occupation of chief income earner in the household.

Excluding those survey respondents who didn't know/were unsure or who preferred not to answer this question, amongst those who did answer 40% of all survey respondents who had visited The English Riviera during 2024 were categorised into the AB socio economic group based on the occupation of the chief income earner in their household. 30% were categorised as C1's, 18% as C2's and 13% as DE's.

Please note that there is no comparable data for the previous surveys.



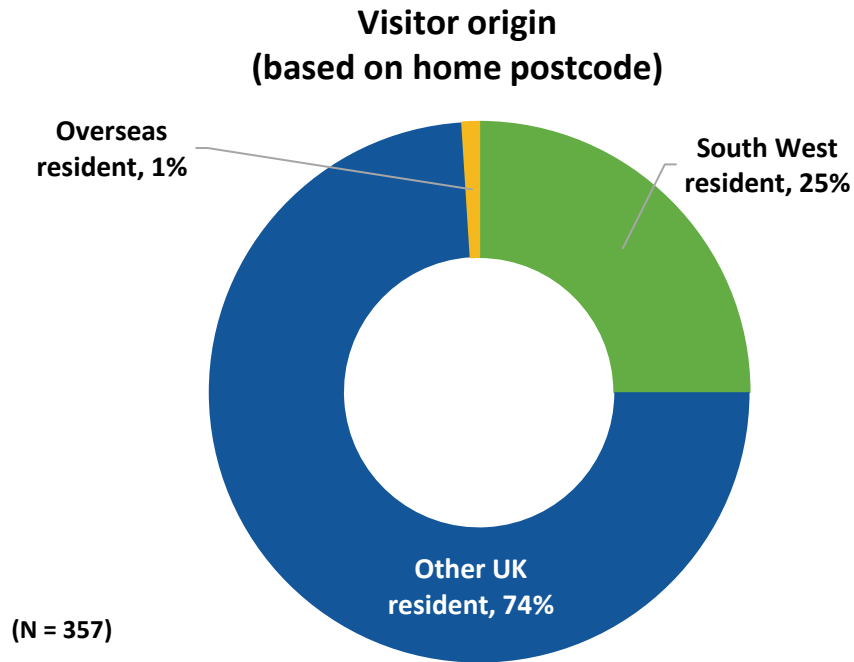
25% lived in the South West region.

99% of all 2024 visitors to The English Riviera were UK residents. 25% of these lived in the South West region including approximately 6% who lived in the Bristol 'BS' postcode area, 4% in the Exeter 'EX' postcode area, 3% in each case in the Plymouth 'PL' and Gloucester 'GL' postcode areas and 2% in the Swindon 'SN' postcode area.

74% of 2024 visitors were UK residents who lived elsewhere outside the South West region including approximately 6% who lived in the Birmingham 'B' postcode area, 4% who live in the Sheffield 'S' postcode area and 3% in each case who lived in the Dudley 'DY', Nottingham 'NG', Leicester 'LE', Newport 'NP' and Stoke on Trent 'ST' postcode areas. The table below shows the postcode areas where approximately 2% or more of 2022 respondents came from.

1% of all visitors were from overseas (5 respondents).

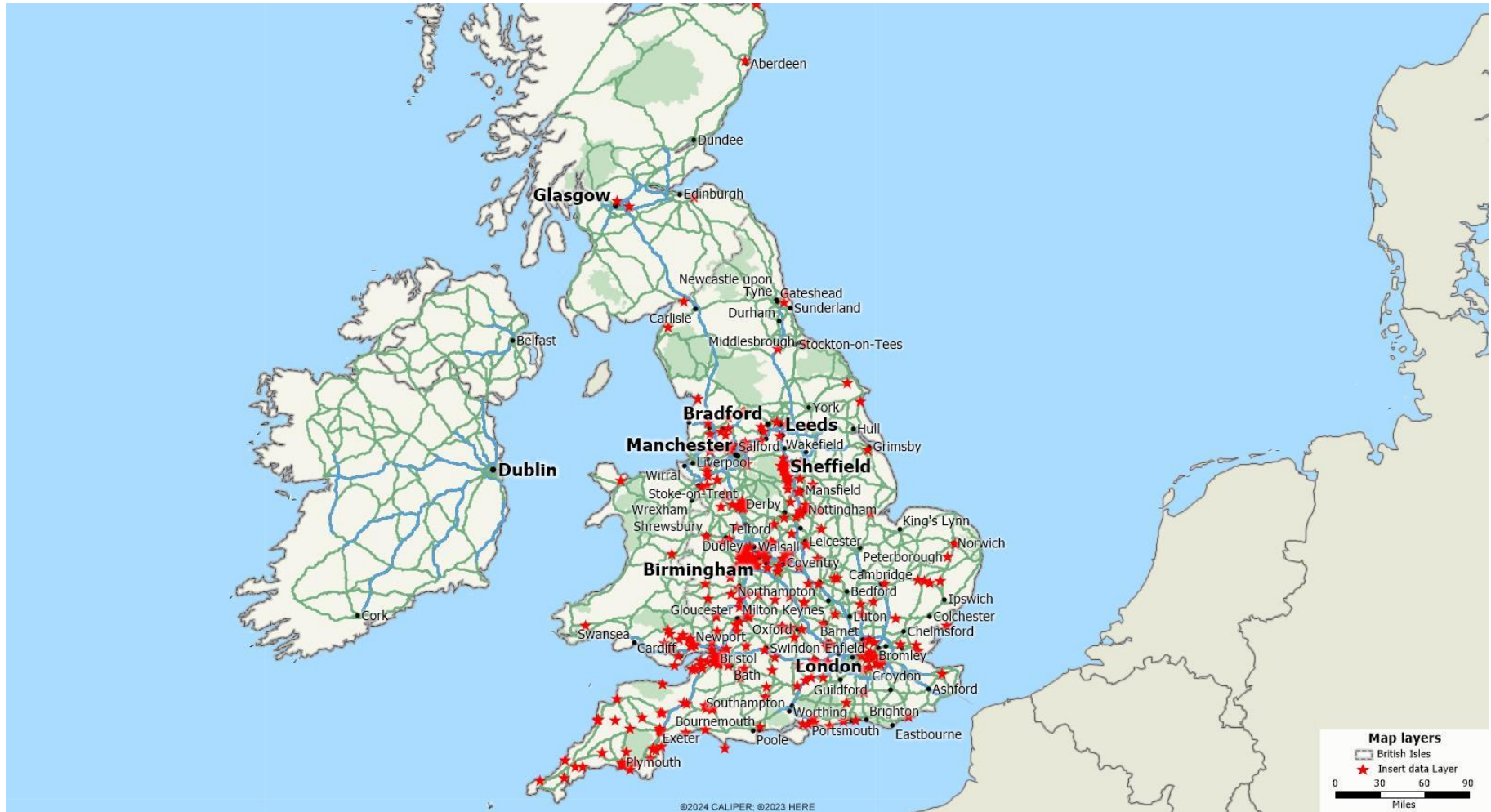
There was no change in the visitor origin compared with the 2022 survey.



Postal area origin		% of 2024 visitors	Postal area origin		% of 2024 visitors
BS	Bristol	6%	ST	Stoke-On-Trent	3%
B	Birmingham	6%	CF	Cardiff	2%
S	Sheffield	4%	WR	Worcester	2%
EX	Exeter	4%	CV	Coventry	2%
PL	Plymouth	3%	OX	Oxford	2%
DY	Dudley	3%	RG	Reading	2%
NG	Nottingham	3%	BB	Blackburn	2%
LE	Leicester	3%	NN	Northampton	2%
GL	Gloucester	3%	SN	Swindon	2%
NP	Newport	3%			

Map showing home postcode locations of visitors to The English Riviera.

The map below shows the home postcode locations of visitors to The English Riviera during 2024.



Map showing home postcode locations of visitors to The English Riviera – Northern zoom.

Northern regions home postcodes zoom map



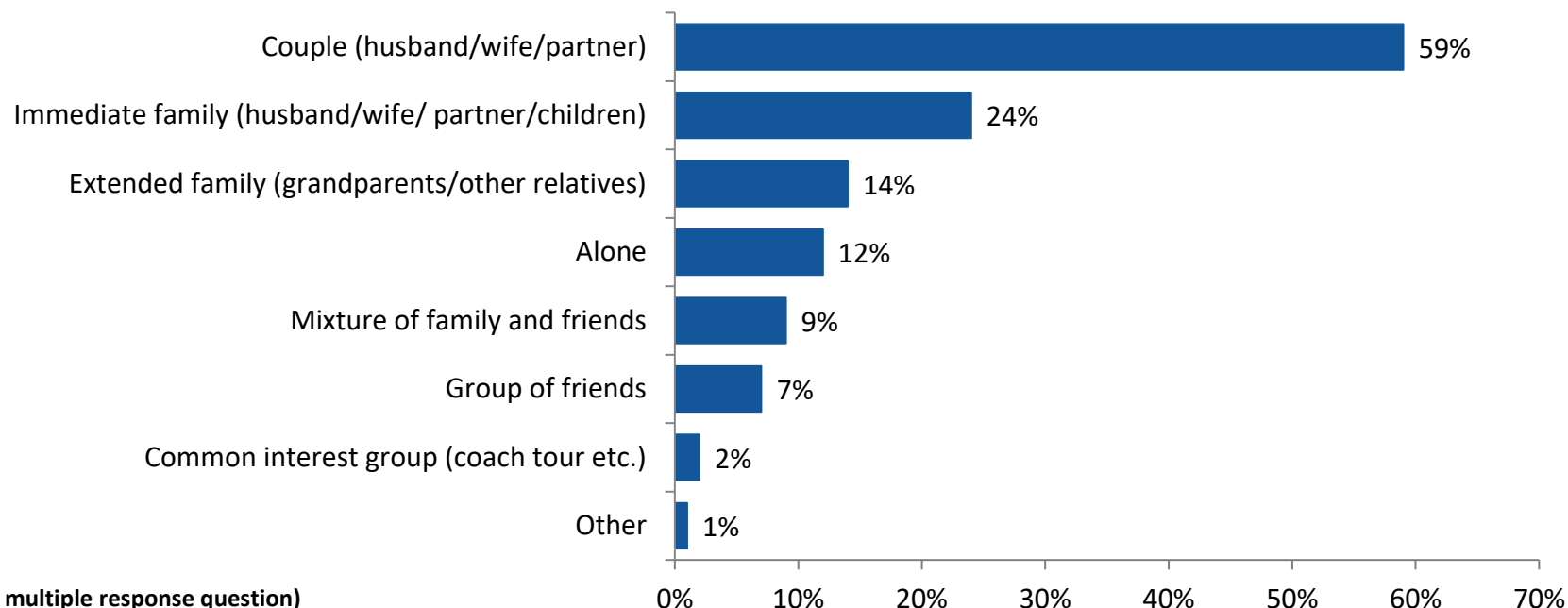
Map showing home postcode locations of visitors to The English Riviera – Southern zoom.

Southern regions home postcodes zoom map



Couples made up 59% of visitors to the resort

Who did you visit The English Riviera with?



The largest proportion of visitors (59%) had visited The English Riviera in a couple (husband/wife/partner), whilst 24% had done so as part of an immediate family group (husband/wife/partner/children). 14% had visited as part of an extended family group (grandparents/other relatives), 9% as part of a mixed group of family and friends and 7% as part of a group of friends.

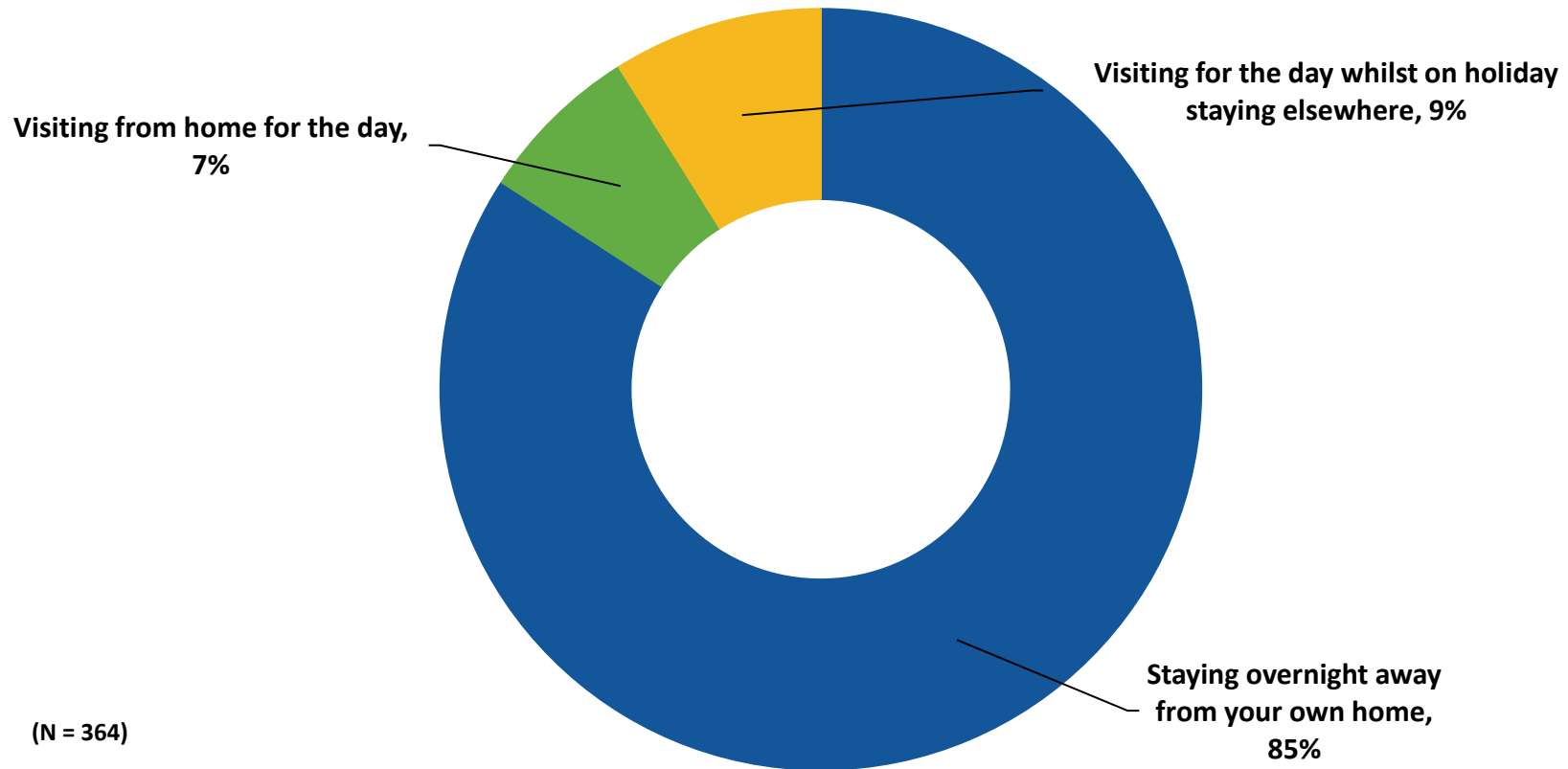
12% had visited the resort alone, 2% as part of a common interest group and 1% in another group type.

There was little variation in the results compared with the 2022 survey findings.

85% were staying overnight in the resort.

The average duration of stay was 6.23 nights.

When you visited The English Riviera were you....?

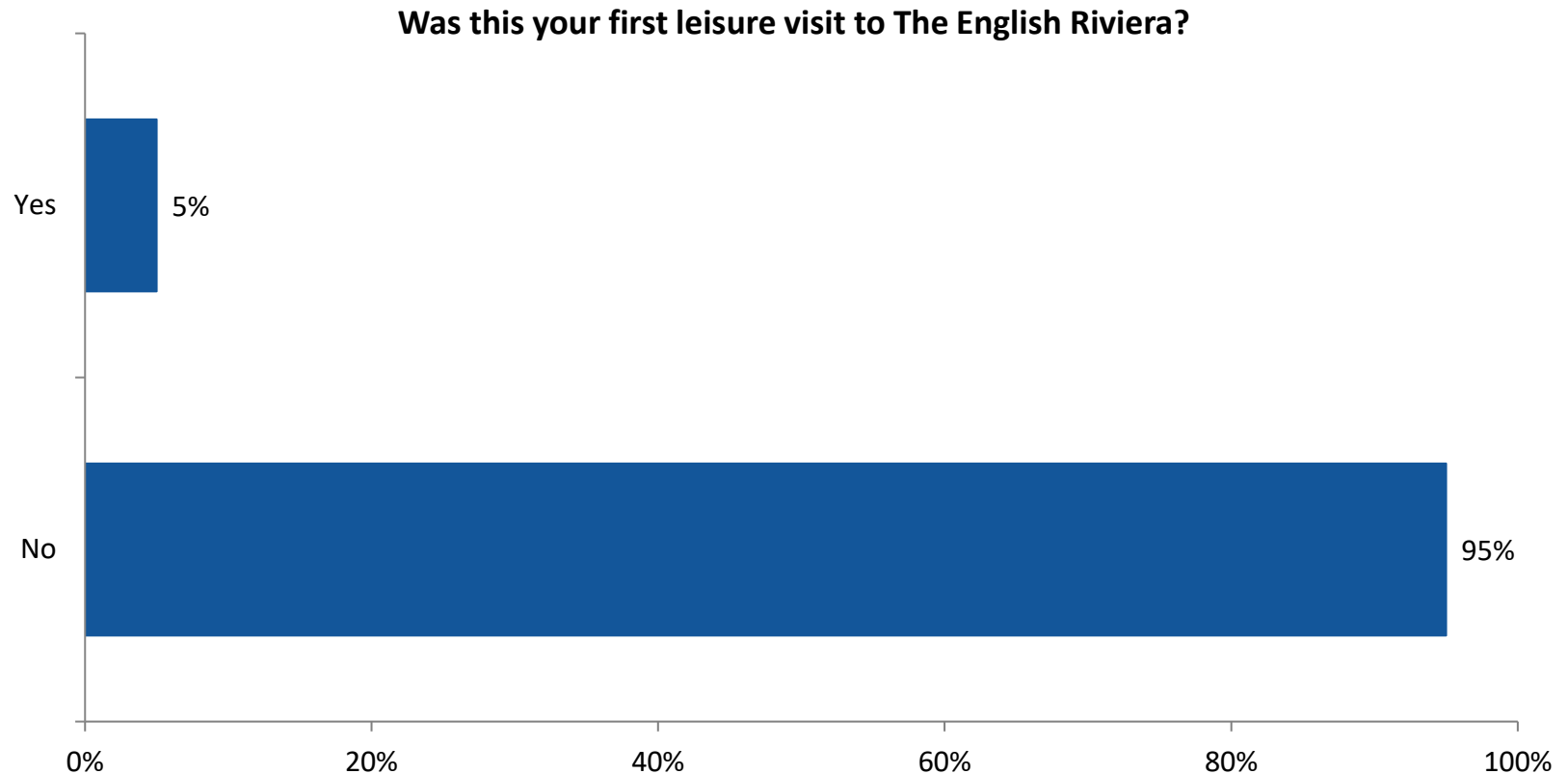


There was little variation in the results compared with the 2022 survey findings.

95% were repeat visitors.

95% of all 2024 visitors were on a repeat visit to The English Riviera and just 5% were first time visitors to the resort.

There was no change in the results compared with the 2022 survey findings.



Visitor profile trend data 2021, 2022 & 2024.

How would you describe your gender?	2021	2022	2024
Male	46%	44%	37%
Female	52%	55%	62%
I would prefer not to answer this question	2%	1%	1%
I would prefer to self describe	1%	0%	0%
Do you have dependent children living with you in your household?	2021	2022	2024
Yes - pre school age	1%	1%	1%
Yes - school age	9%	9%	9%
Yes - no longer at school	9%	8%	7%
No	78%	80%	82%
I would prefer not to answer this question	6%	5%	3%

What was your age on your last birthday?	2021	2022	2024
16-24 years	0%	0%	0%
25-34 years	1%	1%	1%
35-44 years	5%	3%	4%
45-54 years	18%	17%	19%
55-64 years	32%	30%	30%
65+ years	39%	44%	45%
I would prefer not to answer this question	5%	5%	2%
Visitor origin	2021	2022	2024
South West resident	20%	25%	25%
Other UK resident	79%	74%	74%
Overseas resident	1%	1%	1%

Visitor profile trend data 2021, 2022 & 2024.

Who did you visit The English Riviera with?	2021	2022	2024
Alone	7%	11%	12%
Couple (husband/wife/partner)	58%	56%	59%
Immediate family (husband/wife/partner/children)	24%	25%	24%
Extended family (grandparents/other relatives)	14%	14%	14%
Mixture of family and friends	7%	8%	9%
Group of friends	8%	5%	7%
Common interest group (coach tour etc.)	1%	3%	2%
Educational group	0%	0%	0%
Don't know/can't recall	0%	0%	0%
Other	3%	2%	1%

When you visited The English Riviera were you....?	2021	2022	2024
Staying overnight away from your own home	88%	88%	85%
Visiting from home for the day	5%	6%	7%
Visiting for the day whilst on holiday staying elsewhere	7%	6%	9%
Was this your first leisure visit to The English Riviera?	2021	2022	2024
Yes	11%	5%	5%
No	89%	95%	95%

The English Riviera Visitor Survey 2024



Characteristics of Visits*

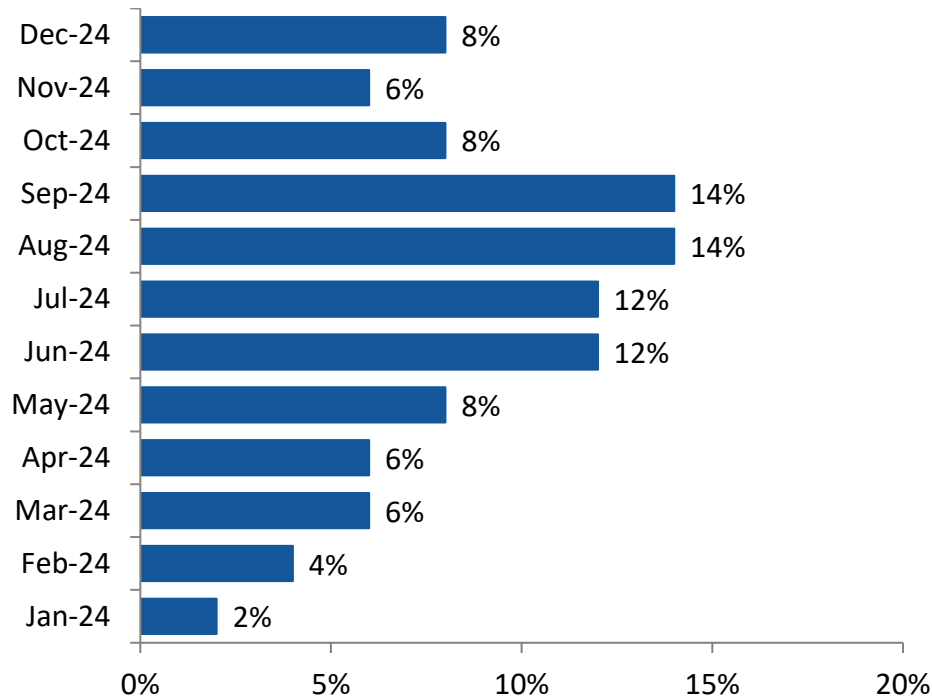


**Those visiting during 2024 only (364 respondents)*



14% of 2024 visits in each case took place during August and September and 12% in each case during June and July.

During which month(s) of 2024 did your visit to The English Riviera take place?



(N = 364, multiple response question)

The months of May to October were the most popular for visits regardless of visitor type and whether visitors were on a repeat visit or experiencing the resort for the first time.

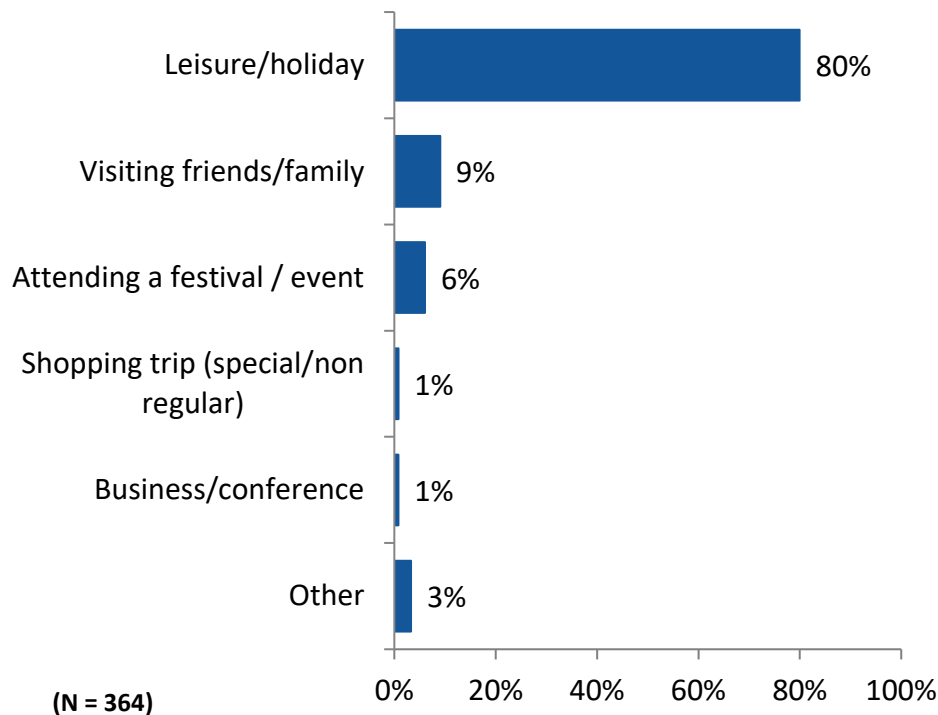
Month of visit 2024	Day visitors	Staying visitors	First time	Repeat visitors
Jan	2%	2%	-	2%
Feb	4%	4%	-	4%
Mar	3%	7%	8%	6%
Apr	4%	7%	8%	6%
May	11%	8%	10%	8%
Jun	14%	12%	18%	12%
Jul	11%	12%	5%	12%
Aug	18%	13%	18%	13%
Sep	15%	13%	13%	14%
Oct	7%	9%	10%	8%
Nov	5%	6%	8%	6%
Dec	8%	8%	3%	8%

The proportion of visits to the English Riviera during the months of year saw little change overall compared with the 2022* survey. The only exceptions to this were a +2% increase in the proportion of visits during March (timing of Easter weekend) and a -4% decrease in the proportion of visits during October.

Please note that the previous years' month of visit data as been re-calculated to improve quality and, in order to get a full year comparison, it has also been necessary to assume that November/December visits in the previous two surveys received the same proportion of visits as in 2024 with previous survey data influenced by the timings of undertaking the survey.

80% of visitors were on a leisure/holiday related trip.

What was the MAIN purpose of your visit to The English Riviera?



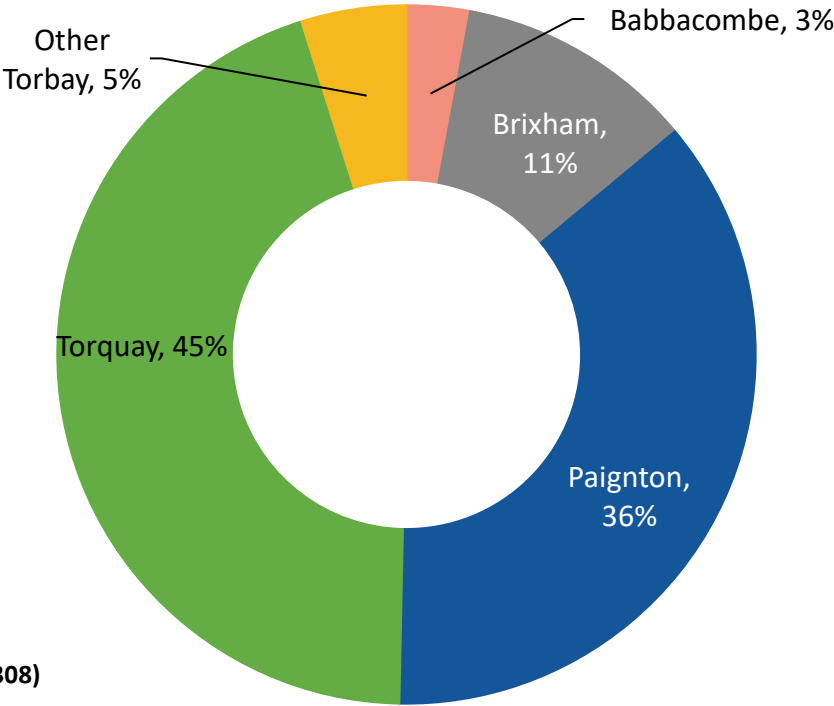
Main purpose of visit	Day visitors	Staying visitors	First time	Repeat visitors
Leisure/holiday	73%	81%	84%	80%
Visiting friends/family	11%	9%	5%	9%
Attending a festival / event	5%	6%	-	6%
Shopping trip (special/non regular)	4%	-	5%	1%
Business/conference	-	1%	-	1%
Other	7%	3%	5%	3%

80% had visited The English Riviera as part of a leisure/holiday related trip with this proportion increasing to 84% for those on their first visit to the resort. 9% were visiting friends or relatives (11% of day visitors and 9% of repeat visitors). 1% in each case had visited the resort as part of a special shopping trip or for a business/conference trip and 3% for another reason (7% of day visitors).

2024 saw a 10% decrease in the proportion of visitors on a leisure/holiday trip to the resort compared with 2022.

Torquay and Paignton were the most popular locations for staying visits.

Where did you stay on The English Riviera?



Location of staying visit	First time	Repeat visitors
Babbacombe	6%	3%
Brixham	11%	11%
Paignton	22%	37%
Torquay	56%	44%
Other Torbay	6%	5%

45% of staying visitors had stayed in accommodation in Torquay and 36% in Paignton. 11% stayed in Brixham and 3% in Babbacombe. 5% stayed in another location on The English Riviera.

Torquay was by far the most popular choice of where to stay for first time and repeat staying visitors to the resort (56% and 44% respectively).

There were increases of 4% and 3% respectively in the proportion of staying visitors choosing to stay in Paignton and Torquay in 2024 compared with 2022 along with a 3% decrease in the proportion choosing to stay in Babbacombe.

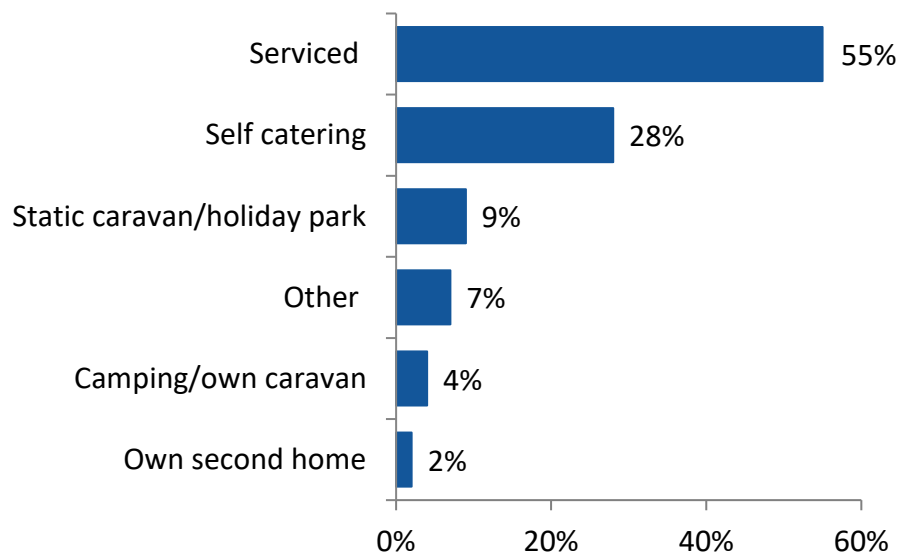
Serviced accommodation was the most popular.

55% of staying visitors had used serviced accommodation in the resort including a hotel, B&B or guest house whilst 28% had used self catering accommodation. 9% had stayed in a static caravan/holiday park and 4% had camped/used their own caravan. 2% had stayed in their own second home on The English Riviera and 7% had used another type of accommodation including staying at a friends or relative's house.

Both first time visitors to the resort and those on a repeat visit were more likely to use serviced accommodation (56% and 55% respectively) than all other accommodation types.

There was a 5% increase in the proportion of visitors using self catering accommodation during 2024 compared with those doing so during 2022 (23%) along with a 3% decrease in those using serviced accommodation, a 2% decrease in those camping/using their own caravan and a 5% decrease in those staying in a static caravan/holiday park compared with 2022.

What type of accommodation did you use?



(N = 308, multiple response question)

Accommodation used	First time	Repeat visitors
Serviced (Hotel/B&B/Guest House)	56%	55%
Self catering	33%	28%
Own second home	-	2%
Camping/own caravan	-	4%
Static caravan/holiday park	-	10%
Other	11%	7%

Characteristics of visits trend data 2021, 2022 & 2024.

During which month(s) did your visit to The English Riviera take place?	2021	2022	2024
January	1%	2%	2%
February	1%	3%	4%
March	2%	4%	6%
April	3%	6%	6%
May	6%	8%	8%
June	11%	13%	12%
July	16%	11%	12%
August	15%	13%	14%
September	18%	15%	14%
October	13%	12%	8%
November	6%	6%	6%
December	8%	8%	8%
What was the MAIN purpose of your visit to The English Riviera?	2021	2022	2024
Leisure/holiday/festivals/events	92%	90%	80%
Visiting friends/family	6%	7%	9%
Attending a festival / event	n/a	n/a	6%
Shopping trip (special/non regular)	1%	1%	1%
Business/conference	0%	1%	1%
Other	1%	2%	3%

Where did you stay on The English Riviera?	2021	2022	2024
Babbacombe	5%	6%	3%
Brixham	14%	12%	11%
Paignton	31%	32%	36%
Torquay	41%	42%	45%
Other Torbay	8%	8%	5%
What type of accommodation did you use?	2021	2022	2024
Serviced (Hotel/B&B/Guest House)	53%	58%	55%
Self catering	28%	23%	28%
Own second home	3%	2%	2%
Camping/own caravan	6%	6%	4%
Static caravan/holiday park	12%	14%	9%
Other	4%	5%	7%

The English Riviera Visitor Survey 2024



Information Sourcing & Booking Patterns



**Those visiting during 2024 only (364 respondents)*

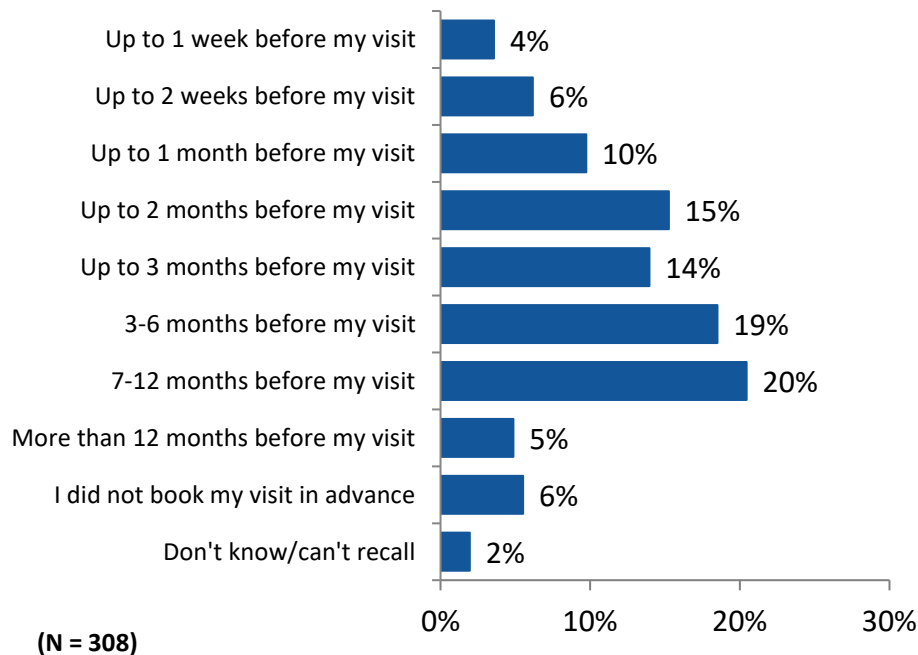


20% of staying visitors had booked their accommodation up to a month before their actual visit demonstrating how things can change/be changed very quickly

20% of staying visitors had booked their accommodation up to a month before their actual visit including 4% up to 1 week before, 6% up to 2 weeks before and 10% up to a month before demonstrating how things can change/be changed very quickly. 15% had booked two months before and 14% up to 3 months before. 44% had booked 3 months or more in advance of their visit including 19% 3-6 months prior, 20% 7-12 months prior and 5% more than 12 months in advance of their actual trip.

There was little variation in the results according to whether respondents were on a first time or repeat visit to the resort or compared with the 2022 survey results.

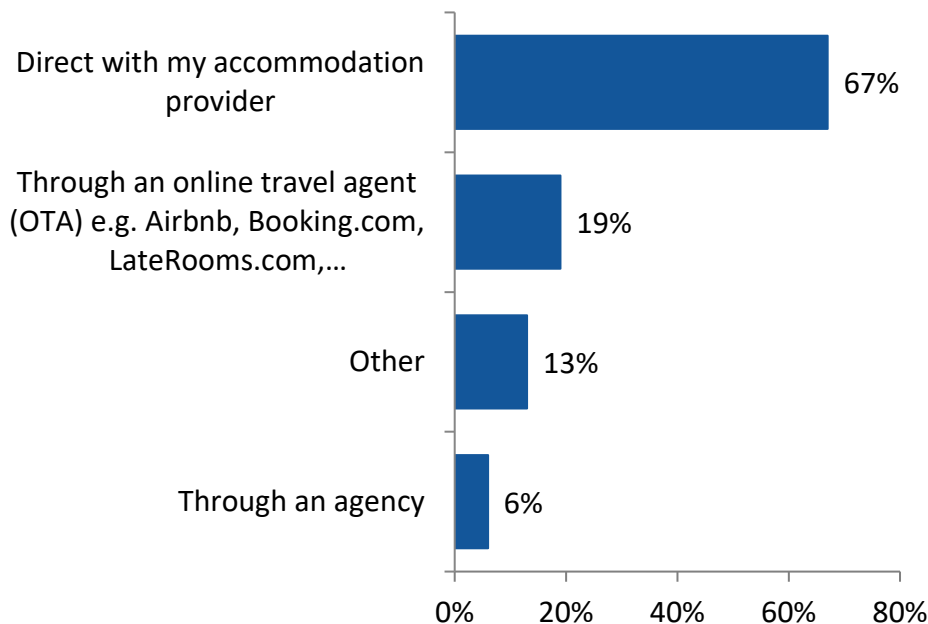
How far in advance did you book your accommodation?



How far in advance booked accommodation	First time	Repeat visitors
Up to 1 week before my visit	6%	3%
Up to 2 weeks before my visit	-	7%
Up to 1 month before my visit	6%	10%
Up to 2 months before my visit	17%	15%
Up to 3 months before my visit	17%	14%
3-6 months before my visit	22%	18%
7-12 months before my visit	17%	21%
More than 12 months before my visit	-	5%
I did not book my visit in advance	17%	5%
Don't know/can't recall	-	2%

Around two thirds of staying visitors booked direct with their accommodation provider.

How did you book your accommodation?



(N = 308, multiple response question)

67% of staying visitors booked directly with their accommodation provider, 19% booked through an online travel agent (OTA) and 6% through an agency. 13% booked via another method including through family or friends and via their coach operator.

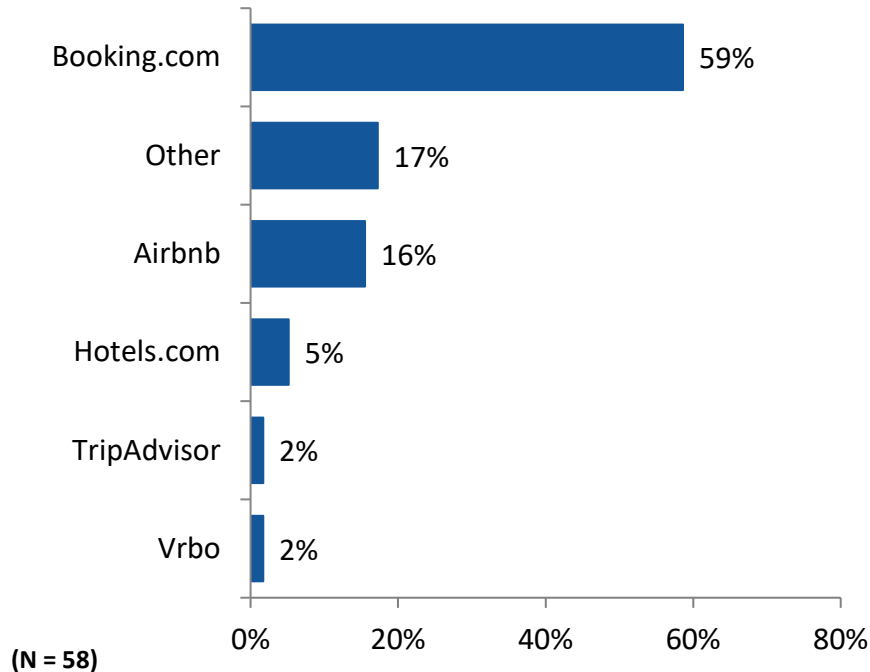
A significantly higher proportion of repeat visitors booked direct with their accommodation provider (69%) compared with 33% of those on their first visit to the resort. 28% of those experiencing The English Riviera for the first time had booked through an online travel agent compared with only 18% of repeat visitors.

How booked accommodation	First time	Repeat visitors
Direct with my accommodation provider	33%	69%
Through an online travel agent (OTA) e.g. Airbnb, Booking.com, LateRooms.com, Expedia.co.uk etc.	28%	18%
Through an agency	17%	6%
Other	28%	12%

There was little changed in the results compared with the 2022 survey results.

59% of those using an OTA had used Booking.com.

Which online travel agency (OTA) did you use to book your accommodation?



OTA used	First time	Repeat visitors
Airbnb	-	17%
Booking.com	60%	58%
TripAdvisor	-	2%
Hotels.com	-	6%
Vrbo	20%	-
Other	20%	17%

59% of those using an OTA to book their accommodation had used Booking.com and 16% had used Airbnb. 5% had used Hotels.com, 2% TripAdvisor and 2% Vrbo. 17% had used another OTA including Cottages.com, Travelodge/Premier Inn, Hoseasons and Sykes.

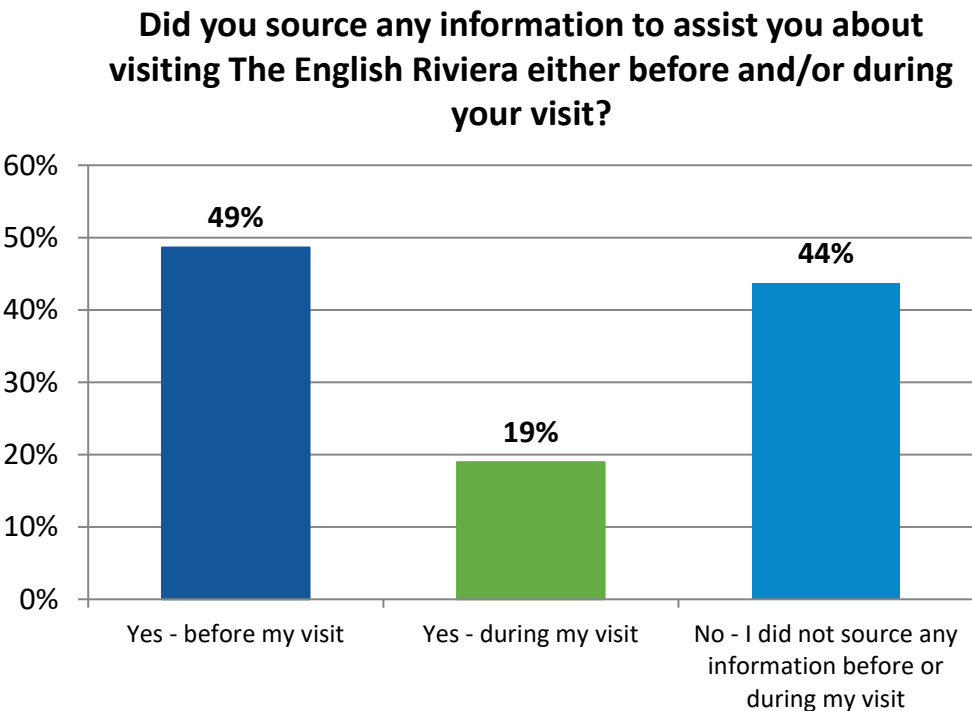
There was little variation in the results according to whether respondents were on a first time or repeat visit to the resort or compared with the 2022 survey findings.

49% of visitors had sourced information about The English Riviera prior to their visit and 19% had done so during their actual trip to the resort.

49% of visitors had sourced information about The English Riviera to assist them before their visit. This proportion increased to 74% of those on their first visit to the resort. 19% had sourced information during their actual trip to the English Riviera, increasing to 37% of first time visitors to the resort.

52% of day visitors had not sourced any information about The English Riviera prior to their visit.

There is no comparable data for the 2022 survey as this question was amended slightly in 2024.



(N = 364, multiple response question)

Whether sourced information before or during visit	Day visitors	Staying visitors	First time	Repeat visitors
Yes - before my visit	43%	50%	74%	47%
Yes - during my visit	14%	20%	37%	18%
No - I did not source any information before or during my visit	52%	42%	16%	45%

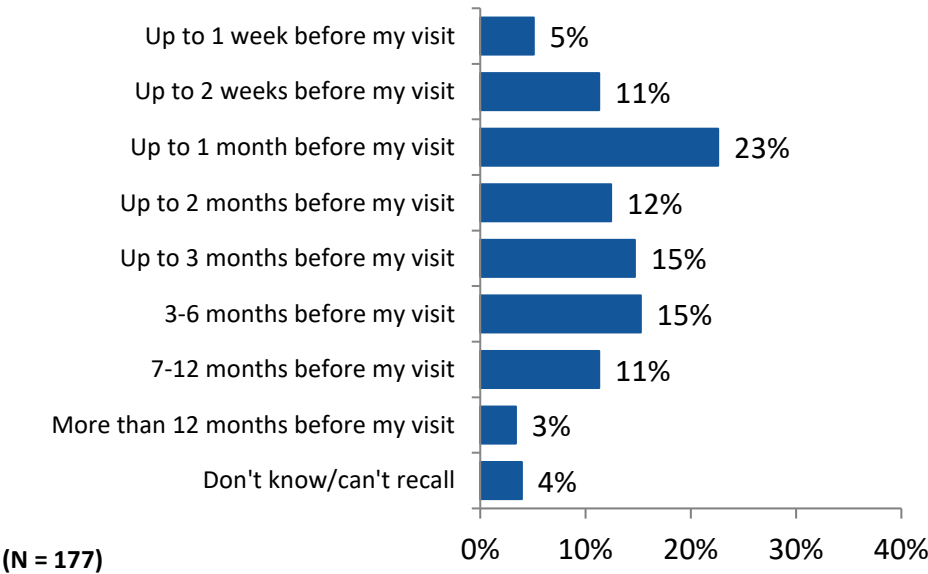
39% sourced their visit information up to 1 month before their actual visit.

39% of visitors who had sourced information about The English Riviera to assist them before their visit had done so up to a month in advance including 5% up to 1 week before, 11% 2 weeks before and 23% up to a month before. 12% had sourced their information up to 2 months before and 15% up to 3 months before. 29% sourced their information more than 3 months before their visit.

Day visitors were more likely to source their visit information up to 12 weeks in advance (84%) than those on a staying visit (63%) first time visitors (64%) or those on a repeat visit to the resort (66%). 32%, 35% and 30% of staying visitors, first time visitors and those on a repeat visit respectively had sourced their information more than 12 weeks in advance compared with just 17% of day visitors.

2024 has seen a higher proportion of visitors sourcing their information up to 4 weeks in advance (39%) compared with those doing so during 2022 (26%).

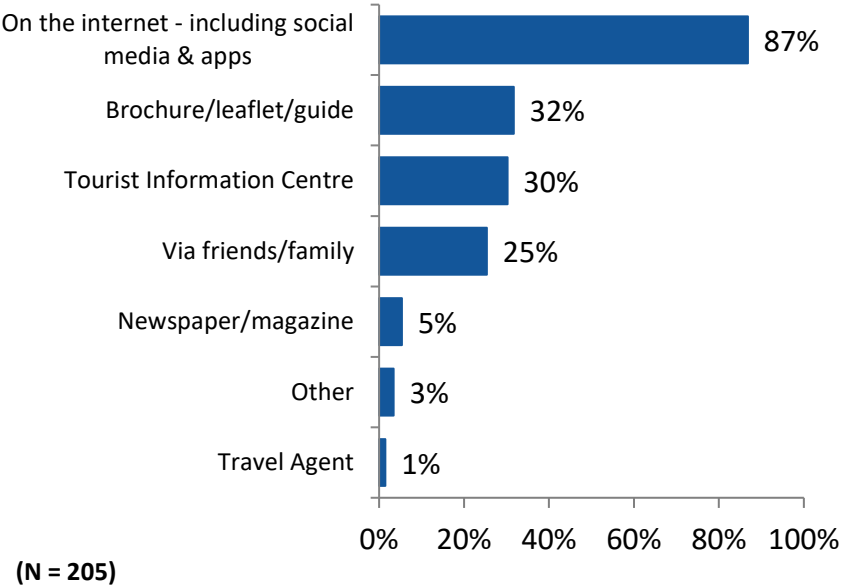
How far in advance did you start sourcing information about visiting The English Riviera?



How far in advance sourced visit information	Day visitors	Staying visitors	First time	Repeat visitors
Up to 1 week before my visit	21%	3%	7%	5%
Up to 2 weeks before my visit	21%	10%	-	12%
Up to 1 month before my visit	25%	22%	14%	23%
Up to 2 months before my visit	13%	12%	7%	13%
Up to 3 months before my visit	4%	16%	36%	13%
3-6 months before my visit	13%	16%	21%	15%
7-12 months before my visit	4%	12%	14%	11%
More than 12 months before my visit	-	4%	-	4%
Don't know/can't recall	-	5%	-	4%

The internet was the most popular place to source information.

Where did you obtain your information about visiting The English Riviera?



87% of visitors who had sourced information about The English Riviera to assist them either before or during their visit had done so on the internet (including social media and apps).

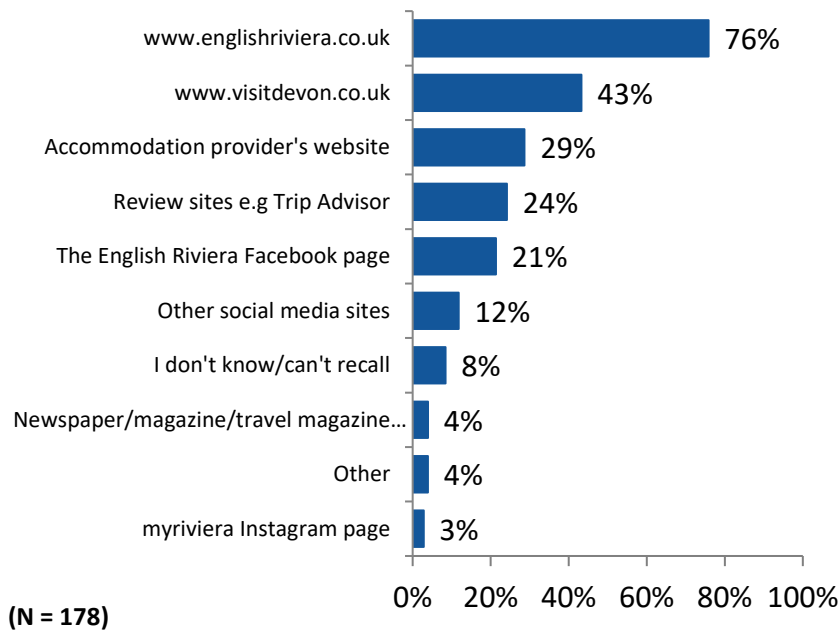
32% had used a brochure/leaflet/guide to source their information (the majority mentioning The English Riviera Official Guide) and 30% had used a tourist information centre. 25% sourced their information from friends and family and 5% from a newspaper/magazine. 1% said they had used a travel agent and 3% had used another source including the majority who said they have visited before and had previous knowledge of the area.

There was little variation in the results according to visitor type or whether respondents were first time or repeat visitors to the resort but 2024 has seen an increase in visitors sourcing information from their friends or family compared with 2022 (25% compared with 16%) along with a decrease in the usage of brochure/leaflets/guides (32% compared with 38% in 2022).

Where obtained information	Day visitors	Staying visitors	First time	Repeat visitors
Via friends/family	22%	26%	44%	24%
On the internet - including social media & apps	93%	86%	75%	88%
Newspaper/magazine	4%	6%	13%	5%
Travel Agent	4%	1%	-	2%
Tourist Information Centre	22%	31%	31%	30%
Brochure/leaflet/guide	33%	31%	19%	33%
Other	4%	3%	0%	4%

76% of internet users had used the www.englishriviera.co.uk website.

Did you use any of the following websites when searching for information on the internet about visiting The English Riviera?



Websites used	Day visitors	Staying visitors	First time	Repeat visitors
www.englishriviera.co.uk	64%	78%	92%	75%
www.visitdevon.co.uk	44%	43%	33%	44%
Accommodation provider's website	4%	33%	17%	30%
The English Riviera Facebook page	24%	21%	17%	22%
myriviera Instagram page	-	3%	-	3%
Other social media sites	24%	10%	17%	11%
Review sites e.g. Trip Advisor	16%	25%	17%	25%
Newspaper/magazine/travel magazine websites e.g. Sunday Times/Lonely Planet	8%	3%	-	4%
I don't know/can't recall	4%	9%	8%	8%
Other	8%	3%	-	4%

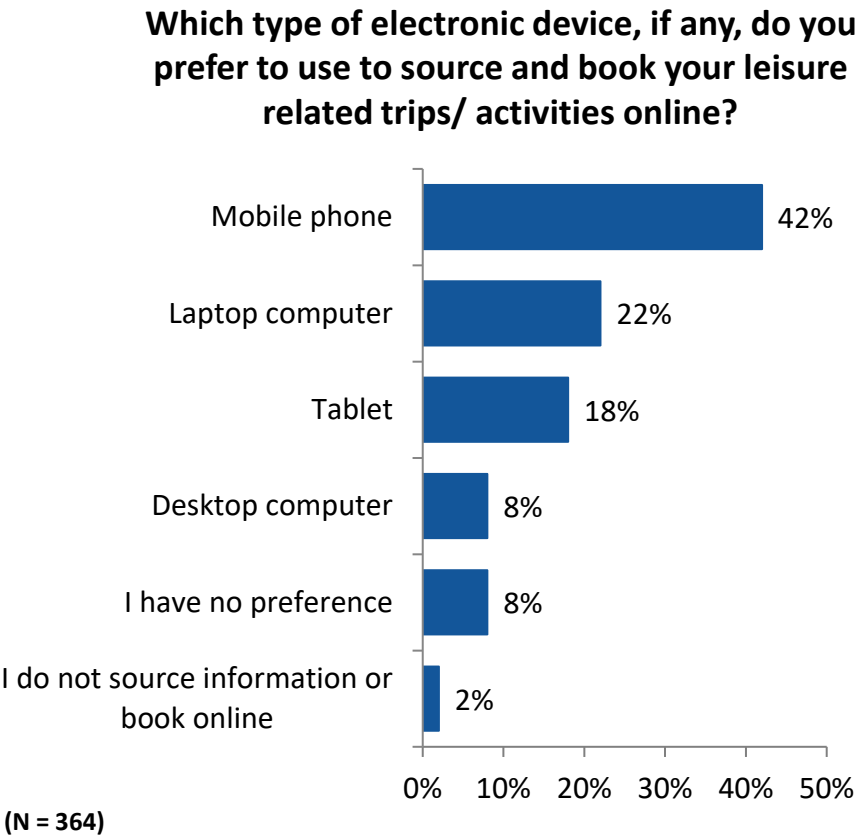
76% of visitors who had sourced information about visiting The English Riviera on the internet had used the www.englishriviera.co.uk website and 43% the www.visitdevon.co.uk website. 29% used their accommodation providers' website and 24% review websites such as TripAdvisor. 21% used The English Riviera Facebook page and 12% had used other social media sites. 4% had used a newspaper/magazine/travel magazine website e.g. Sunday Times/Lonely Planet, 3% the myriviera Instagram page and 4% had used another website.

Whilst there was an increase in the usage of social media sites in 2024 (36% had used the ER Facebook page, myriviera Instagram page or another social media site) compared with the 2022 survey results (19%), usage of all the other websites above decreased on the whole.

Mobile phones were the preferred electronic device used by visitors for sourcing and booking leisure related trips/activities online.

42% of visitors preferred to use their mobile phone to source and/or book their leisure related trips/activities online. 22% preferred to use a laptop computer, 18% a tablet and 8% a desktop computer. 8% had no preference and 2% said they did not source information or book online.

Whilst there was little variation in the results according to visitor type or whether respondents were first time or repeat visitors to the resort, mobile phone usage increased by 12% in 2024 compared with 2022 (30%) and laptop computer usage fell by 7% from 15% in 2022.



Preferred electronic device to source and book	Day visitors	Staying visitors	First time	Repeat visitors
Laptop computer	11%	24%	24%	21%
Desktop computer	9%	8%	8%	8%
Mobile phone	48%	41%	41%	43%
Tablet	23%	17%	17%	18%
I have no preference	5%	8%	8%	8%
I do not source information or book online	4%	2%	2%	2%

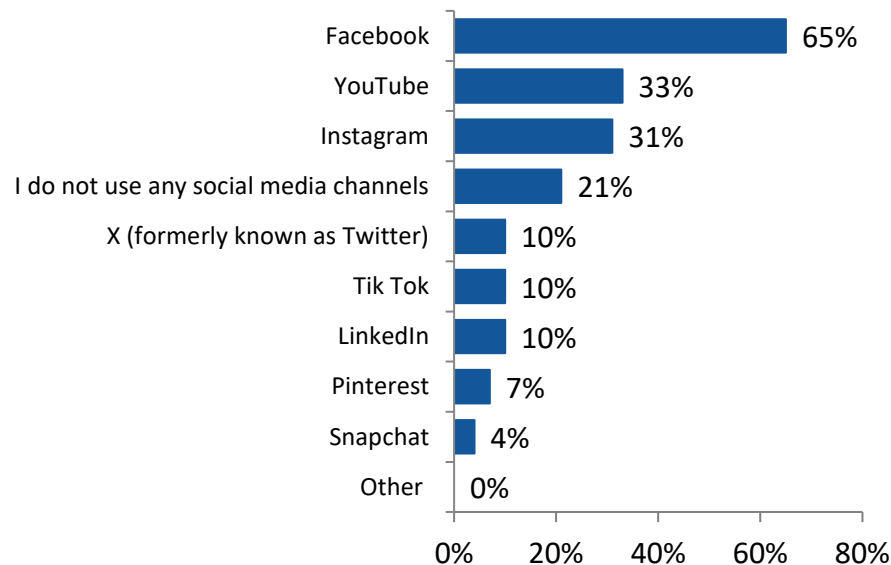
65% of visitors used Facebook.

65% of visitors used Facebook, 33% YouTube and 31% used Instagram. 10% in each case used X (formerly known as Twitter), Tik Tok and LinkedIn. 7% used Pinterest and 4% Snapchat. 1 respondent said they used another social media channel (local travel company's or clubs). Around a fifth of visitors (21%) said they did not use social media channels.

There was little variation in the results according to visitor type or whether respondents were first time or repeat visitors to the resort.

The 2024 survey saw 31% of visitors using Instagram compared with 22% saying the same during the 2022 survey and 10% using Tik Tok compared with just 3% in 2022. In contrast, 10% of visitors in 2024 said they used X (formerly known as Twitter) compared with 15% saying the same in 2022. The proportion saying they did not use any social media channels decreased from 26% in 2022 to 21% in 2024.

Which, if any, of the following social media channels do you use?



(N = 364, multiple response question)

Social media channels used	Day visitors	Staying visitors	First time	Repeat visitors
Facebook	70%	65%	53%	66%
Instagram	36%	30%	21%	31%
X (formerly known as Twitter)	11%	10%	5%	11%
Snapchat	2%	5%	11%	4%
Tik Tok	14%	9%	16%	10%
Pinterest	9%	7%	-	8%
LinkedIn	7%	10%	-	10%
YouTube	45%	31%	37%	32%
I do not use any social media channels	20%	21%	26%	21%
Other	-	-	5%	-

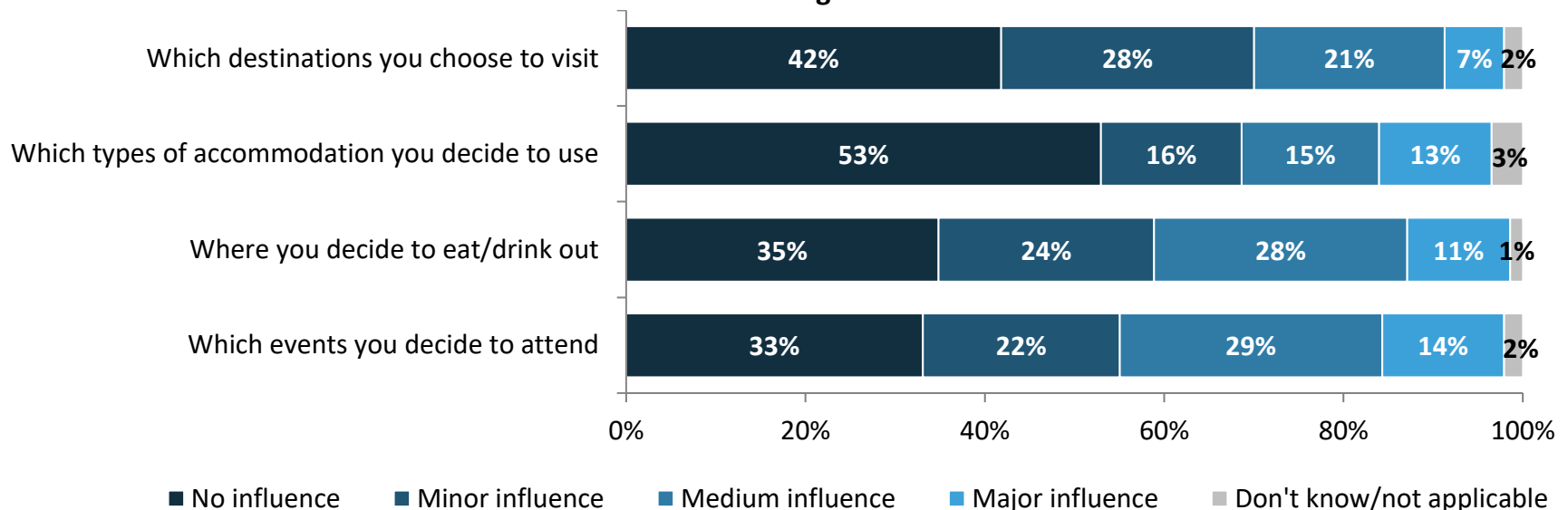
Social media channels were considered most influential on which events visitors decided to attend and where they decided to eat/drink out.

Visitors who used social media channels were asked how much of an influence the social media channels they used had been on their decisions to do a number of things. The largest proportion of visitors for each area said the social media they had used had been of no influence (33-53%).

65% of visitors said the social media channels they used had some level of influence on them when deciding which events to attend, 63% when deciding where to eat & drink, 56% when choosing which destinations to visit and 44% when deciding which types of accommodation to use.

The results by visitors type and first time/staying visitors are shown overleaf. There was little variation in the results compared with the 2022 survey findings.

How much of an influence do the social media channels which you use have on your decisions for the following things... ?



Social media channels were slightly more of an influence on day rather than staying visitors and first time rather than repeat visitors.

Social media channels level of influence	Day visitors					Staying visitors				
	No influence	Minor influence	Medium influence	Major influence	DK/NA	No influence	Minor influence	Medium influence	Major influence	DK/NA
Which destinations you choose to visit	36%	31%	24%	7%	2%	43%	28%	21%	7%	2%
Which types of accommodation you decide to use	33%	18%	31%	13%	4%	57%	15%	12%	12%	3%
Where you decide to eat/drink out	27%	24%	38%	11%	-	36%	24%	26%	12%	2%
Which events you decide to attend	18%	22%	36%	22%	2%	36%	22%	28%	12%	2%

Social media channels level of influence	First time					Repeat visitors				
	No influence	Minor influence	Medium influence	Major influence	DK/NA	No influence	Minor influence	Medium influence	Major influence	DK/NA
Which destinations you choose to visit	57%	14%	21%	7%	-	41%	29%	21%	7%	2%
Which types of accommodation you decide to use	50%	14%	7%	29%	-	53%	16%	16%	12%	4%
Where you decide to eat/drink out	43%	-	29%	29%	-	34%	25%	28%	11%	1%
Which events you decide to attend	21%	21%	43%	14%	-	34%	22%	29%	14%	2%

Information sourcing & booking patterns trend data 2021, 2022 & 2024.

How far in advance did you book your accommodation?	2021	2022	2024
Up to 4 weeks before my visit	11%	13%	20%
Up to 8 weeks before my visit	18%	20%	15%
Up to 12 weeks before my visit	9%	10%	14%
3-6 months before my visit	23%	24%	19%
7-12 months before my visit	23%	21%	20%
More than 12 months before my visit	9%	5%	5%
I did not book my visit in advance	5%	5%	6%
Don't know/can't recall	2%	2%	2%
How did you book your accommodation?	2021	2022	2024
Direct with my accommodation provider	62%	66%	67%
Through an online travel agent (OTA) e.g. Airbnb, Booking.com, LateRooms.com, Expedia.co.uk etc.	22%	17%	19%
Through an agency	8%	7%	6%
Other	11%	12%	13%

Which online travel agency (OTA) did you use to book your accommodation?	2021	2022	2024
Airbnb	7%	8%	16%
Booking.com	67%	66%	59%
LateRooms.com	-	-	-
Expedia	1%	3%	-
TripAdvisor	2%	-	2%
Hotels.com	4%	11%	5%
Vrbo	3%	4%	2%
Other	16%	7%	17%

Information sourcing & booking patterns trend data 2021, 2022 & 2024.

How far in advance did you start sourcing information about visiting The English Riviera?	2021	2022	2024
Up to 4 weeks before my visit	31%	26%	39%
Up to 8 weeks before my visit	24%	22%	12%
Up to 12 weeks before my visit	13%	10%	15%
3-6 months before my visit	16%	19%	15%
7-12 months before my visit	8%	13%	11%
More than 12 months before my visit	5%	5%	3%
I did not plan my visit in advance	2%	3%	-
Don't know/can't recall	2%	4%	4%
Where did you obtain your information about visiting The English Riviera?	2021	2022	2024
Via friends/family	14%	16%	25%
On the internet - including social media & apps	86%	84%	87%
Newspaper/magazine	4%	3%	5%
Travel Agent	1%	-	1%
Tourist Information Centre	33%	35%	30%
Brochure/leaflet/guide	33%	38%	32%
I don't know/can't remember	-	2%	-
Other	5%	4%	3%

Did you use any of the following websites when searching for information on the internet about visiting The English Riviera?	2021	2022	2024
www.englishriviera.co.uk	86%	88%	76%
www.visitdevon.co.uk	50%	49%	43%
Accommodation provider's website	29%	31%	29%
Social media e.g. Facebook/Twitter/Instagram	19%	19%	n/a
Review sites e.g. Trip Advisor	36%	32%	24%
Newspaper/magazine/travel magazine websites e.g. Sunday Times/Lonely Planet	4%	3%	4%
I don't know/can't recall	4%	1%	8%
Other	2%	3%	4%
Which type of electronic device, if any, do you prefer to use to source and book your leisure related trips/activities online?	2021	2022	2024
Laptop computer	23%	25%	22%
Desktop computer	13%	15%	8%
Mobile phone	30%	30%	42%
Tablet	24%	19%	18%
I have no preference	7%	8%	8%
I do not source information or book online	3%	2%	2%

Information sourcing & booking patterns trend data 2021, 2022 & 2024.

Which, if any, of the following social media channels do you use?	2021	2022	2024
Facebook	64%	62%	65%
Instagram	24%	22%	31%
X (formerly known as Twitter)	20%	15%	10%
Snapchat	4%	2%	4%
Tik Tok	4%	3%	10%
You Tube	5%	36%	33%
I do not use any social media channels	24%	26%	21%
Other	2%	1%	0%

How much of an influence do the social media channels which you use have on your decisions for the following things... ?	2021	2022	2024
Which destinations you choose to visit			
No influence	46%	45%	42%
Minor influence	27%	26%	28%
Medium influence	19%	22%	21%
Major influence	6%	7%	7%
Don't know/not applicable	2%	0%	2%
Which types of accommodation you decide to use	2021	2022	2024
No influence	50%	56%	53%
Minor influence	16%	15%	16%
Medium influence	19%	15%	15%
Major influence	13%	11%	13%
Don't know/not applicable	2%	2%	3%
Where you decide to eat/drink out	2021	2022	2024
No influence	34%	35%	35%
Minor influence	23%	23%	24%
Medium influence	27%	28%	28%
Major influence	15%	13%	11%
Don't know/not applicable	1%	1%	1%
Which events you decide to attend	2021	2022	2024
No influence	37%	31%	33%
Minor influence	23%	25%	22%
Medium influence	26%	29%	29%
Major influence	11%	13%	14%
Don't know/not applicable	4%	2%	2%



The English Riviera Visitor Survey 2024

Activity Taking & Local Events



**Those visiting during 2024 only (364 respondents)*



Introduction.

Visitors were shown a list of activities/experiences and asked to select those from the list which they took part in when they last visited The English Riviera and if any of them were the main reason for their visit to the resort. If they didn't take part in any of the activities/experiences listed, they were asked to select if they were things which appealed to them.

As is shown overleaf, by far the most popular activities were eating & drinking (79% took part including 13% for whom it was their main reason for visiting), visiting local attractions/places of interest (70% took part including 22% for whom it was their main reason for visiting), visiting the beach/sea (68% took part including 16% for whom it was their main reason for visiting) and shopping (67% took part including 5% for whom it was their main reason for visiting).

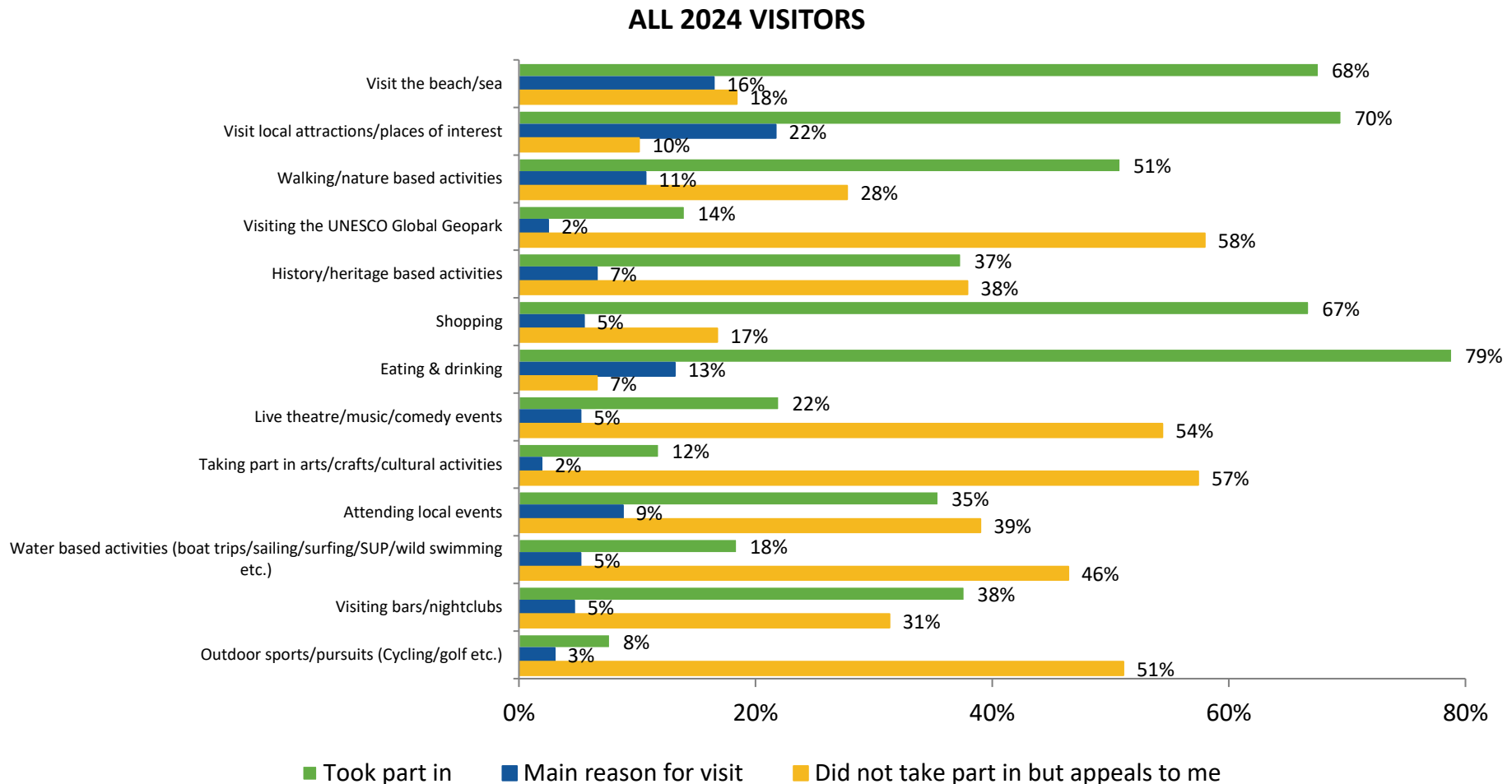
51% had taken part in walking/nature-based activities (including 11% for whom it was their main reason for visiting), 38% had visited bars/nightclubs (5% for whom it was their main reason for visiting) and 37% in history/heritage-based activities (7% for whom it was their main reason for visiting). 35% had attended local events (9% for whom it was their main reason for visiting) and 22% had attended live theatre/music /comedy events (5% for whom it was their main reason for visiting). 18% had taken part in water-based activities (5% for whom it was their main reason for visiting), 14% had visited the UNESCO Global Geopark (2% for whom it was their main reason for visiting), 12% had taken part in arts/crafts/cultural activities (2% for whom it was their main reason for visiting) and 8% had taken part in outdoor sports/pursuits (cycling/golf etc.) (3% for whom it was their main reason for visiting).

In terms of activities/experiences which visitors hadn't taken part in during their visit to The English Riviera, but which appealed to them, visiting the UNESCO Global Geopark was most appealing (58%), followed by taking part in arts/crafts/cultural activities (57%), attending live theatre/music/comedy events (54%) and/or taking part in outdoor sports/pursuits (cycling/golf etc.) (51%). Water based activities (boat trips/sailing/surfing/SUP/wild swimming etc.) appealed to 46% of visitors who hadn't taken part in this activity whilst visiting The English Riviera along with 39% who said the same about attending local events, 38% about history/heritage based activities, 31% about visiting bars/nightclubs and 28% about walking/nature based activities. 18% who hadn't visited the beach/sea during their visit to the resort said it was appealing to them as an activity as did 17% who said the same about shopping, 10% about visiting local attractions/places of interest and 7% about eating & drinking.

The 2024 survey saw an increase in the proportion of visitors participating in each of the activities explored by the survey with the exception of history/heritage based activities, eating and drinking and water-based activities (boat trips/sailing/surfing/SUP/wild swimming etc.).

Visiting local attractions/places of interest and visiting the beach/sea was the main reason for visit for 22% and 16% of visitors respectively.

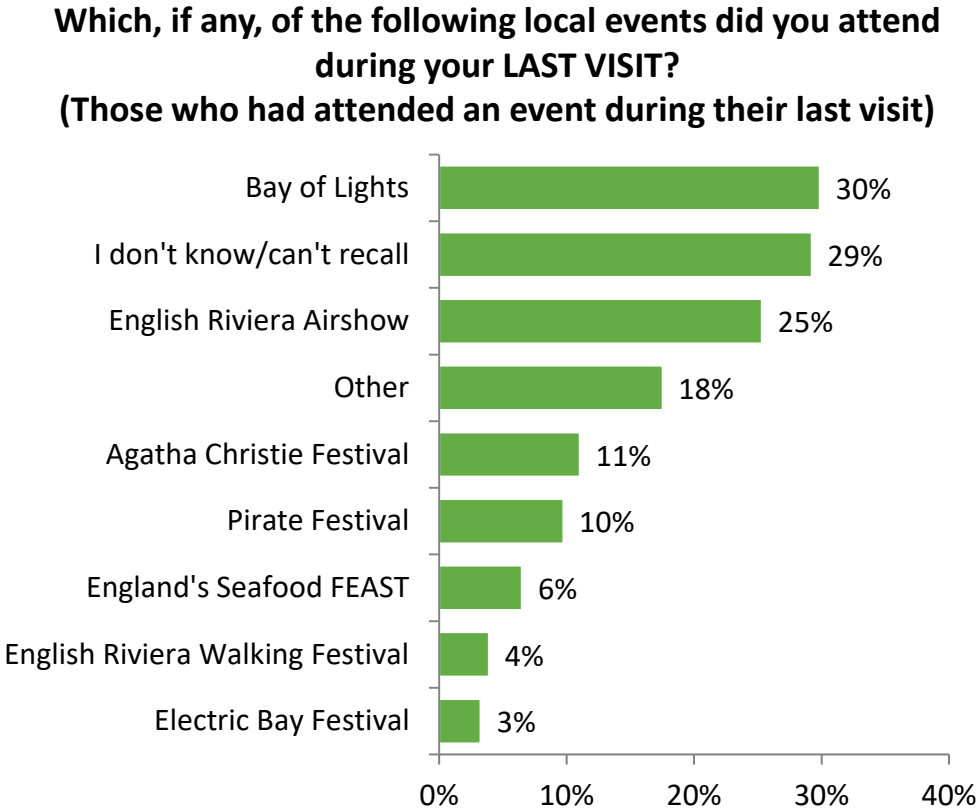
Please select from the list below which activities/experiences you took part in when you LAST visited The English Riviera and if any of these were the main reason for your visit. If you didn't take part in any of the activities /experiences listed please tell us if they are things which appeal to you.



30% of visitors who attended an event during their last visit to the resort had visited The Bay of Lights and 25% had attended the airshow.

30% of visitors who said they had attended an event during their last visit to the English Riviera said they had visited The Bay of Lights event and 25% had attended the English Riviera Airshow. 11% had attended the Agatha Christie Festival, 10% the Pirate Festival and 6% England’s Seafood FEAST. Just 4% had attended the English Riviera Walking Festival and 3% the Electric Bay Festival.

There was little variation in the results by visitor type and this question was asked for the first time during the 2024 survey.



(N = 154, multiple response question)

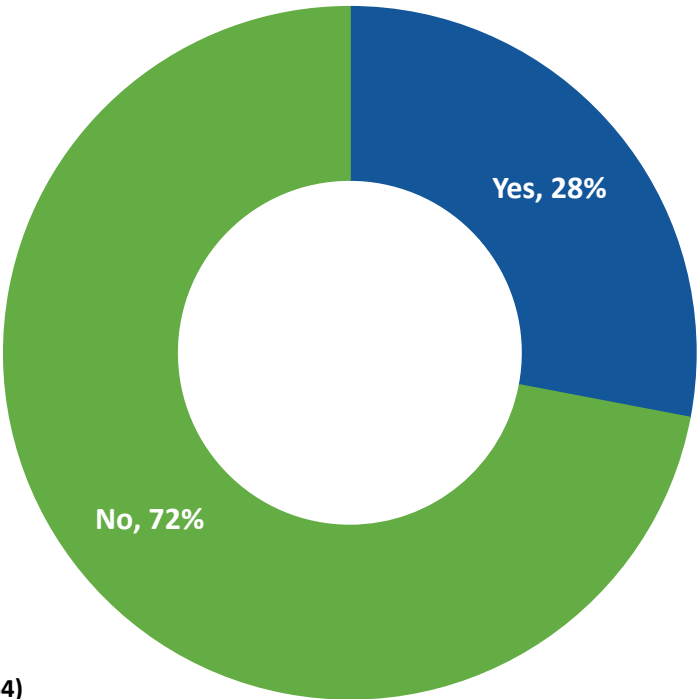
Which, if any, of the following local events did you attend during your LAST VISIT? TICK ALL THAT APPLY.	Day visitors	Staying visitors	First time	Repeat visitors
Agatha Christie Festival	13%	11%	20%	10%
English Riviera Airshow	44%	23%	40%	24%
Electric Bay Festival	6%	3%	10%	3%
Pirate Festival	25%	8%	10%	10%
Bay of Lights	38%	29%	20%	31%
England's Seafood FEAST	6%	7%	0%	7%
English Riviera Walking Festival	0%	4%	10%	3%
I don't know/can't recall	6%	32%	10%	31%
Other	19%	17%	20%	17%

28% of visitors said having a Blue Flag beach award had influenced their decision to visit the English Riviera.

28% of visitors said having a Blue Flag beach award had influenced their decision to visit the English Riviera.

There was little variation in the results by visitor type but 42% of first time visitors said they had been influenced to visit by the presence of a Blue Flag beach in the resort compared with 28% of those visitors on a repeat visit.

Did having a Blue Flag beach award influence your decision on choosing to visit the English Riviera?



(N = 364)

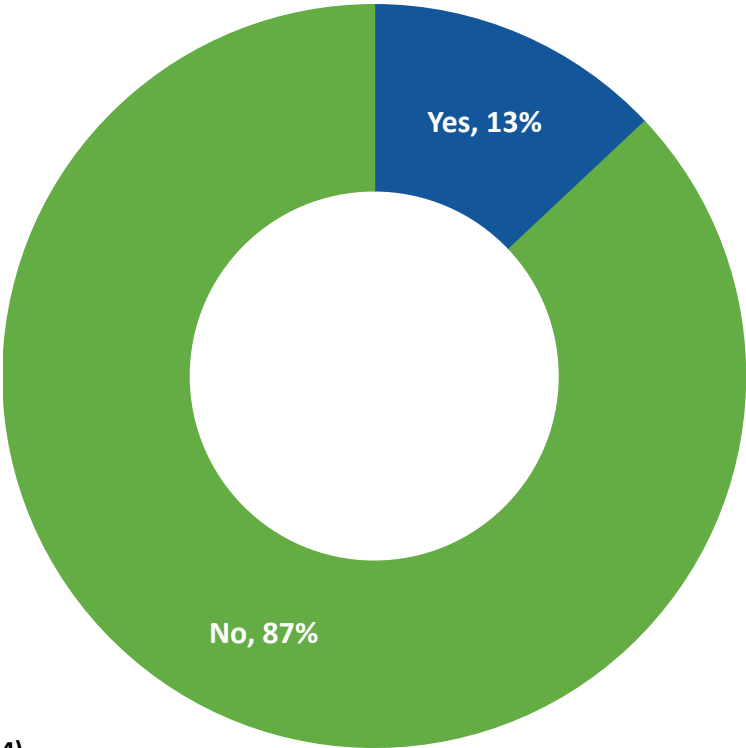
Did having a Blue Flag beach award influence your decision on choosing to visit the English Riviera?	Day visitors	Staying visitors	First time	Repeat visitors
Yes	30%	28%	42%	28%
No	70%	72%	58%	72%

13% had visited the English Riviera with a dog.

13% of visitors said they had visited the English Riviera with a dog.

Day visitors (16%) and repeat visitors (13%) were more likely to have visited with a dog than staying visitors (12%) or first time visitors to the resort (5%).

Did you visit the English Riviera with a dog?



(N = 364)

Did you visit the English Riviera with a dog?	Day visitors	Staying visitors	First time	Repeat visitors
Yes	16%	12%	5%	13%
No	84%	88%	95%	87%

Activity taking trend data 2021, 2022 & 2024.

Please select from the list below which activities/experiences you took part in when you LAST visited The English Riviera and if any of these were the main reason for your visit. If you didn't take part in any of the activities /experiences listed please tell us if they are things which appeal to you.	2021	2022	2024
Visit the beach/sea			
Took part in	61%	63%	68%
Main reason for visit	23%	21%	16%
Did not take part in but appeals to me	16%	14%	18%
Visit local attractions/places of interest	2021	2022	2024
Took part in	63%	63%	70%
Main reason for visit	27%	27%	22%
Did not take part in but appeals to me	10%	10%	10%
Walking/nature based activities	2021	2022	2024
Took part in	51%	50%	51%
Main reason for visit	16%	15%	11%
Did not take part in but appeals to me	25%	26%	28%
History/heritage based activities	2021	2022	2024
Took part in	44%	40%	37%
Main reason for visit	11%	11%	7%
Did not take part in but appeals to me	32%	33%	38%
Shopping	2021	2022	2024
Took part in	67%	65%	67%
Main reason for visit	7%	6%	5%
Did not take part in but appeals to me	15%	15%	17%

Eating & drinking	2021	2022	2024
Took part in	82%	81%	79%
Main reason for visit	13%	13%	13%
Did not take part in but appeals to me	5%	4%	7%
Live theatre/music/comedy events	2021	2022	2024
Took part in	12%	17%	22%
Main reason for visit	5%	4%	5%
Did not take part in but appeals to me	60%	56%	54%
Attending local events	2021	2022	2024
Took part in	23%	27%	35%
Main reason for visit	5%	8%	9%
Did not take part in but appeals to me	48%	45%	39%
Water based activities (boat trips/sailing/surfing/SUP/wild swimming etc.)	2021	2022	2024
Took part in	21%	20%	18%
Main reason for visit	5%	5%	5%
Did not take part in but appeals to me	46%	43%	46%
Visiting bars/nightclubs	2021	2022	2024
Took part in	35%	33%	38%
Main reason for visit	5%	3%	5%
Did not take part in but appeals to me	29%	29%	31%
Outdoor sports/pursuits (Cycling/golf etc.)	2021	2022	2024
Took part in	7%	7%	8%
Main reason for visit	1%	2%	3%
Did not take part in but appeals to me	49%	48%	51%

Activity taking trend data 2021, 2022 & 2024.

Which, if any, of the following social media channels do you use?	2021	2022	2024
Facebook	64%	62%	65%
Instagram	24%	22%	31%
X (formerly known as Twitter)	20%	15%	10%
Snapchat	4%	2%	4%
Tik Tok	4%	3%	10%
You Tube	5%	36%	33%
I do not use any social media channels	24%	26%	21%
Other	2%	1%	0%

How much Did having a Blue Flag beach award influence your decision to visit the English Riviera?	2022	2024
Yes	19%	28%
No	81%	72%

The English Riviera Visitor Survey 2024



Visitors' Opinions of The English Riviera



**Those visiting during 2024 only (364 respondents)*



Introduction.

The 2024 English Riviera Visitor Survey obtained visitors' satisfaction levels with a wide range of factors or indicators which together comprise the 'visitor experience'. Each factor, or indicator, was rated on a range of '1' to '5' scale where '1' = 'very poor' (or the most negative response), '2' = 'poor', '3' = 'average', '4' = 'good' and '5' = 'very good' (or the most positive response), allowing a satisfaction 'score' (out of a maximum of five) to be calculated.

The areas explored in terms of satisfaction were:

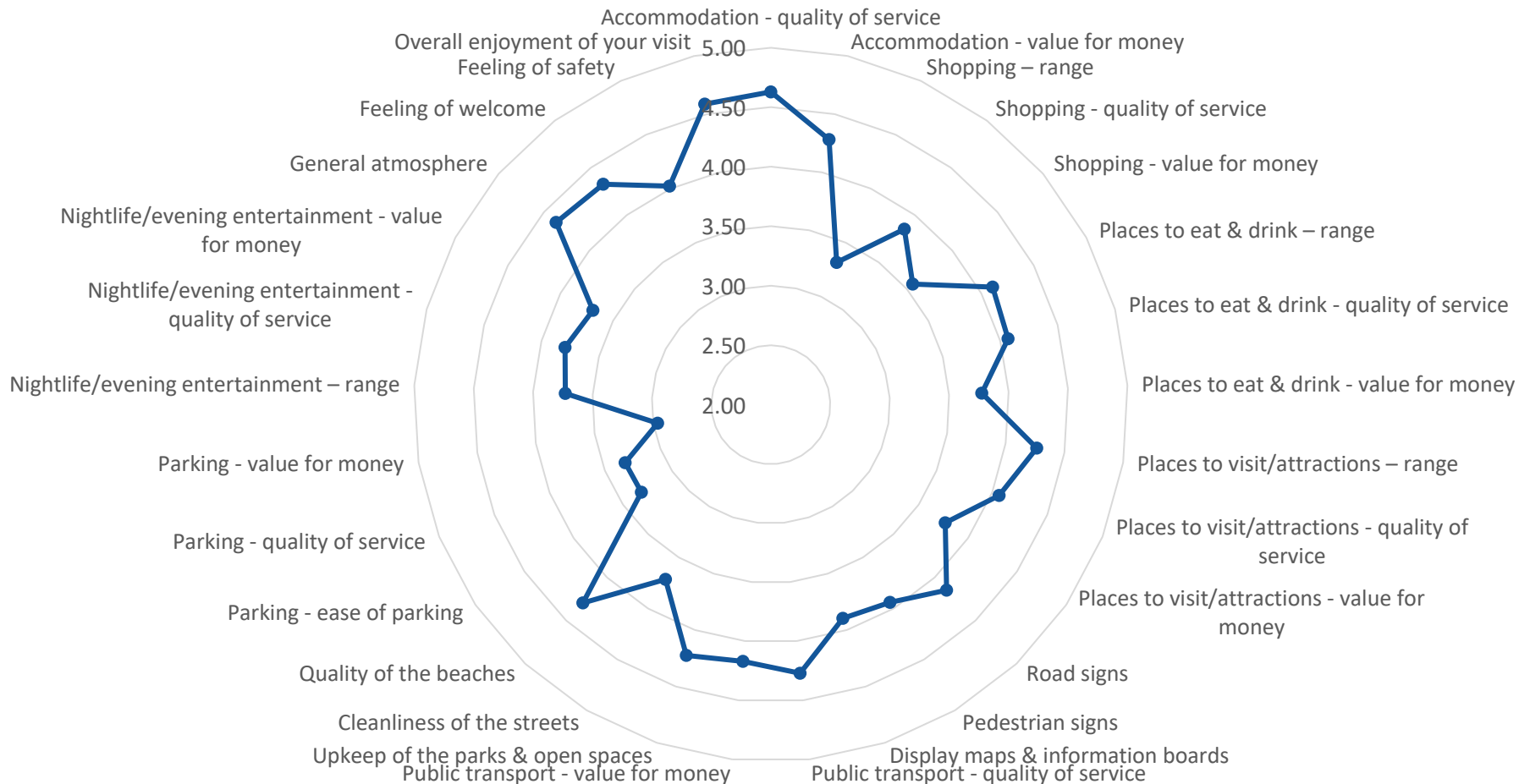
- Accommodation
- Shopping
- Places to eat & drink
- Places to visit/attractions
- Ease of finding way around
- Public transport
- Upkeep of parks and open spaces
- Cleanliness of streets
- Quality of the beaches
- Car parks
- Nightlife/evening entertainment
- General atmosphere
- Feeling of welcome
- Feeling of safety
- Overall enjoyment of visit

Visitor satisfaction categories and scores.

The full list of visitor satisfaction categories as they were explored in the survey is displayed in the table along with the score achieved for each.

Satisfaction indicator score – all visitors			
Accommodation - quality of service	4.63	Public transport - quality of service	4.27
Accommodation - value for money	4.28	Public transport - value for money	4.17
Shopping – range	3.32	Upkeep of the parks & open spaces	4.22
Shopping - quality of service	3.85	Cleanliness of the streets	3.72
Shopping - value for money	3.57	Quality of the beaches	4.29
Places to eat & drink – range	4.11	Parking - ease of parking	3.31
Places to eat & drink - quality of service	4.07	Parking - quality of service	3.32
Places to eat & drink - value for money	3.78	Parking - value for money	2.96
Places to visit/attractions – range	4.26	Nightlife/evening entertainment – range	3.73
Places to visit/attractions - quality of service	4.06	Nightlife/evening entertainment - quality of service	3.79
Places to visit/attractions - value for money	3.77	Nightlife/evening entertainment - value for money	3.69
Road signs	4.15	Overall impression of the English Riviera in terms of general atmosphere	4.37
Pedestrian signs	3.94	Overall impression of the English Riviera in terms of feeling of safety	4.33
Display maps & information boards	3.90	Overall impression of the English Riviera in terms of feeling of welcome	4.02
		Overall enjoyment of your visit	4.59

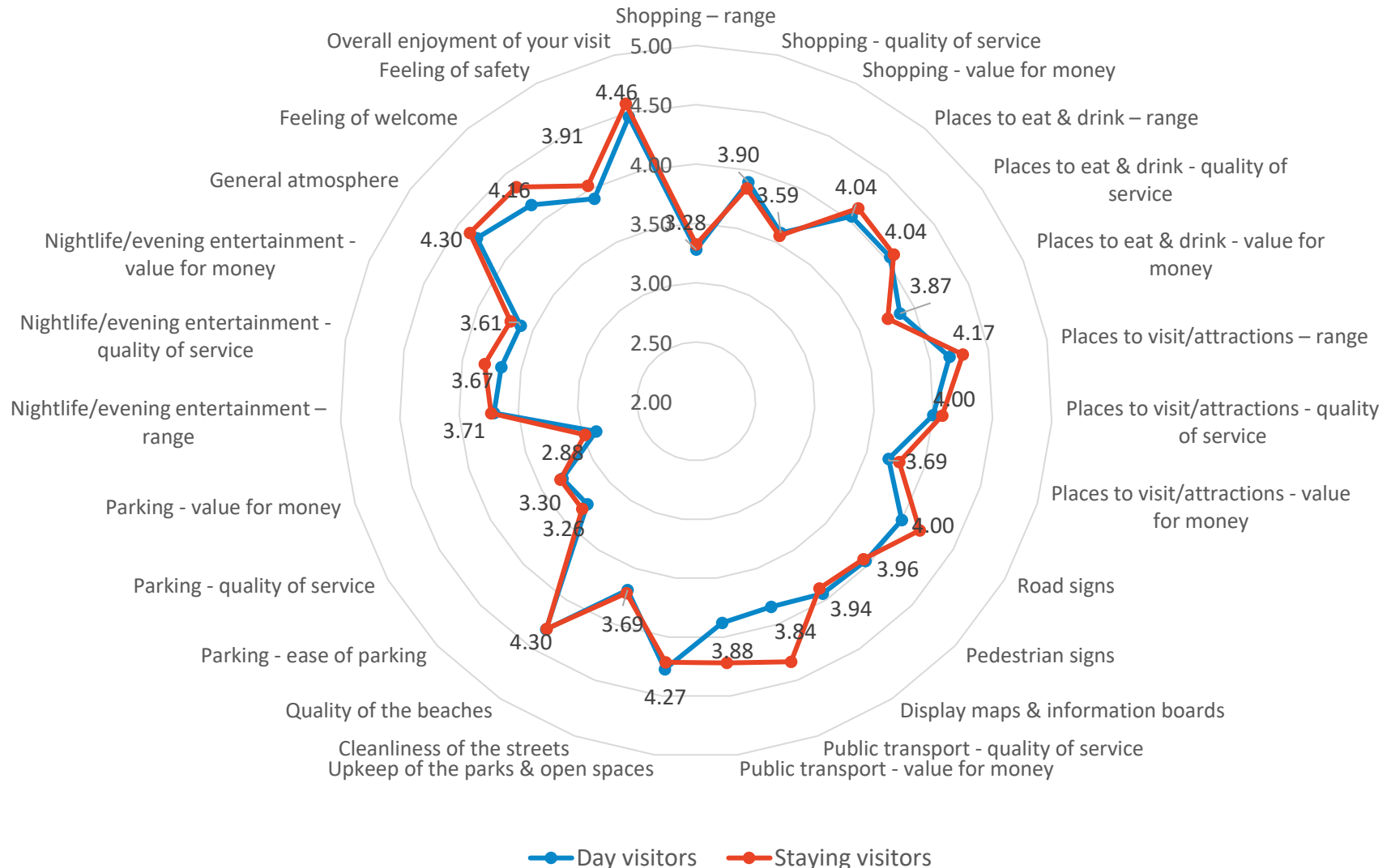
With the exception of parking and all aspects of value for money, satisfaction levels overall were high.



Visitor satisfaction categories and scores – day vs. staying visitors.

Satisfaction indicator score – by segment	Day visitors	Staying visitors	Satisfaction indicator score – by segment	Day Visitors	Staying visitors
Accommodation - quality of service	-	4.63	Public transport - quality of service	3.84	4.34
Accommodation - value for money	-	4.28	Public transport - value for money	3.88	4.22
Shopping – range	3.28	3.32	Upkeep of the parks & open spaces	4.27	4.21
Shopping - quality of service	3.90	3.84	Cleanliness of the streets	3.69	3.72
Shopping - value for money	3.59	3.56	Quality of the beaches	4.30	4.29
Places to eat & drink – range	4.04	4.12	Parking - ease of parking	3.26	3.32
Places to eat & drink - quality of service	4.04	4.07	Parking - quality of service	3.30	3.32
Places to eat & drink - value for money	3.87	3.76	Parking - value for money	2.88	2.98
Places to visit/attractions – range	4.17	4.28	Nightlife/evening entertainment – range	3.71	3.73
Places to visit/attractions - quality of service	4.00	4.08	Nightlife/evening entertainment - quality of service	3.67	3.81
Places to visit/attractions - value for money	3.69	3.78	Nightlife/evening entertainment - value for money	3.61	3.70
Road signs	4.00	4.17	Overall impression of the English Riviera in terms of general atmosphere	4.30	4.38
Pedestrian signs	3.96	3.94	Overall impression of the English Riviera in terms of feeling of welcome	4.16	4.36
Display maps & information boards	3.94	3.89	Overall impression of the English Riviera in terms of feeling of safety	3.91	4.03
			Overall enjoyment of your visit	4.46	4.58

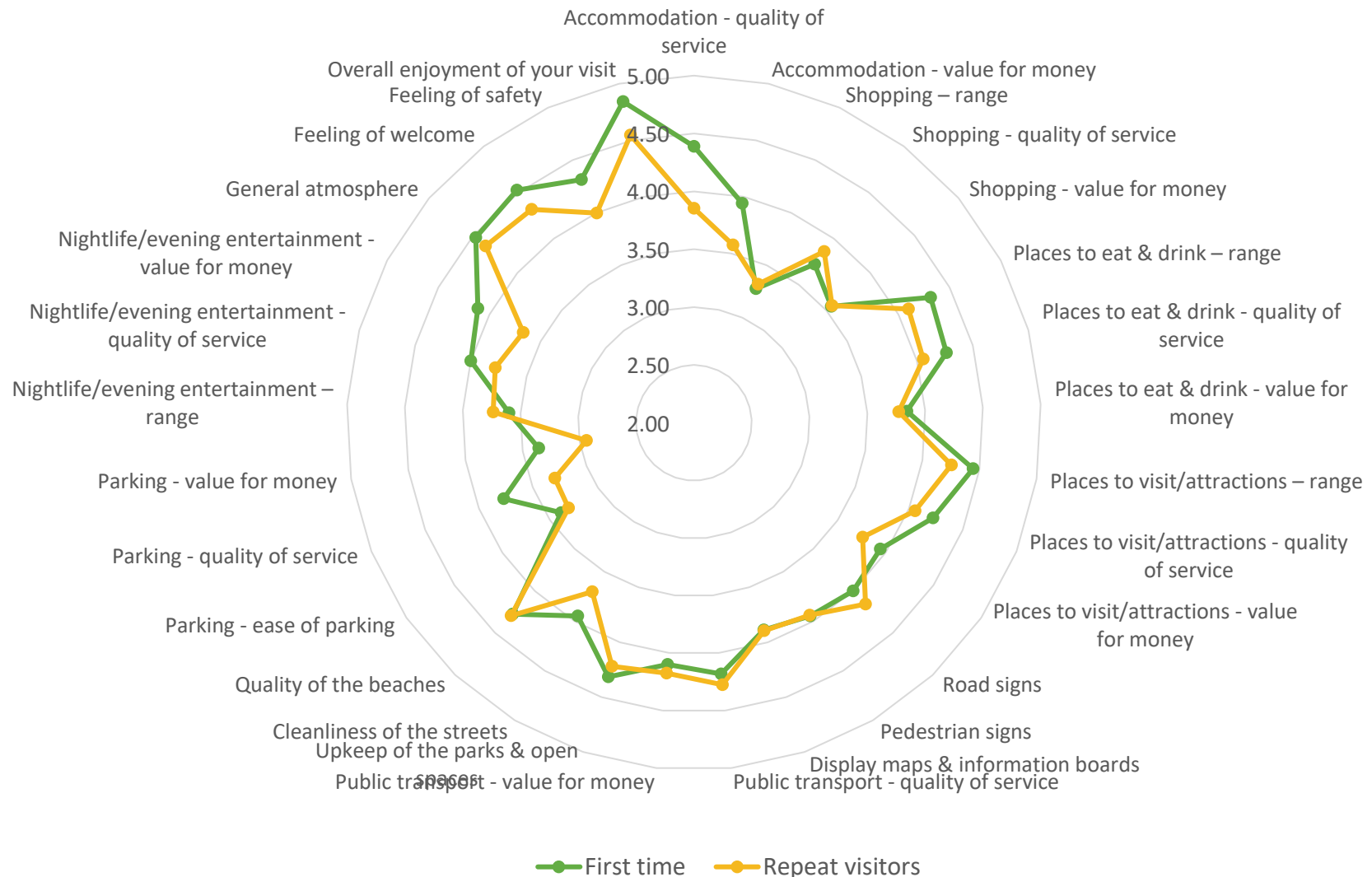
Staying visitors on the whole had higher satisfaction levels than day visitors.



Visitor satisfaction categories and scores – first time vs. repeat visitors.

Satisfaction indicator score – by segment							
		First time visitors	Repeat visitors			First time visitors	Repeat visitors
1	Accommodation - quality of service	4.39	3.85	15	Public transport - quality of service	4.18	4.28
2	Accommodation - value for money	3.94	3.57	16	Public transport - value for money	4.10	4.18
3	Shopping – range	3.28	3.32	17	Upkeep of the parks & open spaces	4.32	4.22
4	Shopping - quality of service	3.72	3.86	18	Cleanliness of the streets	3.95	3.70
5	Shopping - value for money	3.56	3.57	19	Quality of the beaches	4.28	4.30
6	Places to eat & drink – range	4.32	4.10	20	Parking - ease of parking	3.38	3.31
7	Places to eat & drink - quality of service	4.26	4.06	21	Parking - quality of service	3.77	3.29
8	Places to eat & drink - value for money	3.84	3.77	22	Parking - value for money	3.36	2.94
9	Places to visit/attractions – range	4.44	4.25	23	Nightlife/evening entertainment – range	3.60	3.74
10	Places to visit/attractions - quality of service	4.22	4.06	24	Nightlife/evening entertainment - quality of service	4.00	3.78
11	Places to visit/attractions - value for money	3.94	3.76	25	Nightlife/evening entertainment - value for money	4.11	3.67
12	Road signs	4.00	4.16	26	Overall impression of the English Riviera in terms of general atmosphere	4.47	4.36
13	Pedestrian signs	3.95	3.94	27	Overall impression of the English Riviera in terms of feeling of welcome	4.53	4.32
14	Display maps & information boards	3.89	3.90	28	Overall impression of the English Riviera in terms of feeling of safety	4.32	4.00
				29	Overall enjoyment of your visit	4.84	4.55

On the whole, first time visitors typically had higher satisfaction levels than repeat visitors to the resort.



Visitors were very happy with their whole visit to the resort.

The quality of service at accommodation, overall enjoyment of visit, general atmosphere, feeling of welcome and the quality of the beaches on The English Riviera were the top five ranked categories out of the twenty nine explored by the survey – a fantastic outcome for the resort so heavily associated with its' coastline and they reflect well on the whole visit to The English Riviera (quality of service at accommodation, enjoyment of visit, impression of general atmosphere and feeling of welcome), all of which perhaps offer marketing potential.

Of the bottom five categories, with scores of 3.57 or less, the bottom three were related to parking and the fourth and fifth to shopping. With respect to parking there are always things that can be done but whether visitors will ever be 'happy' with parking is another matter completely.

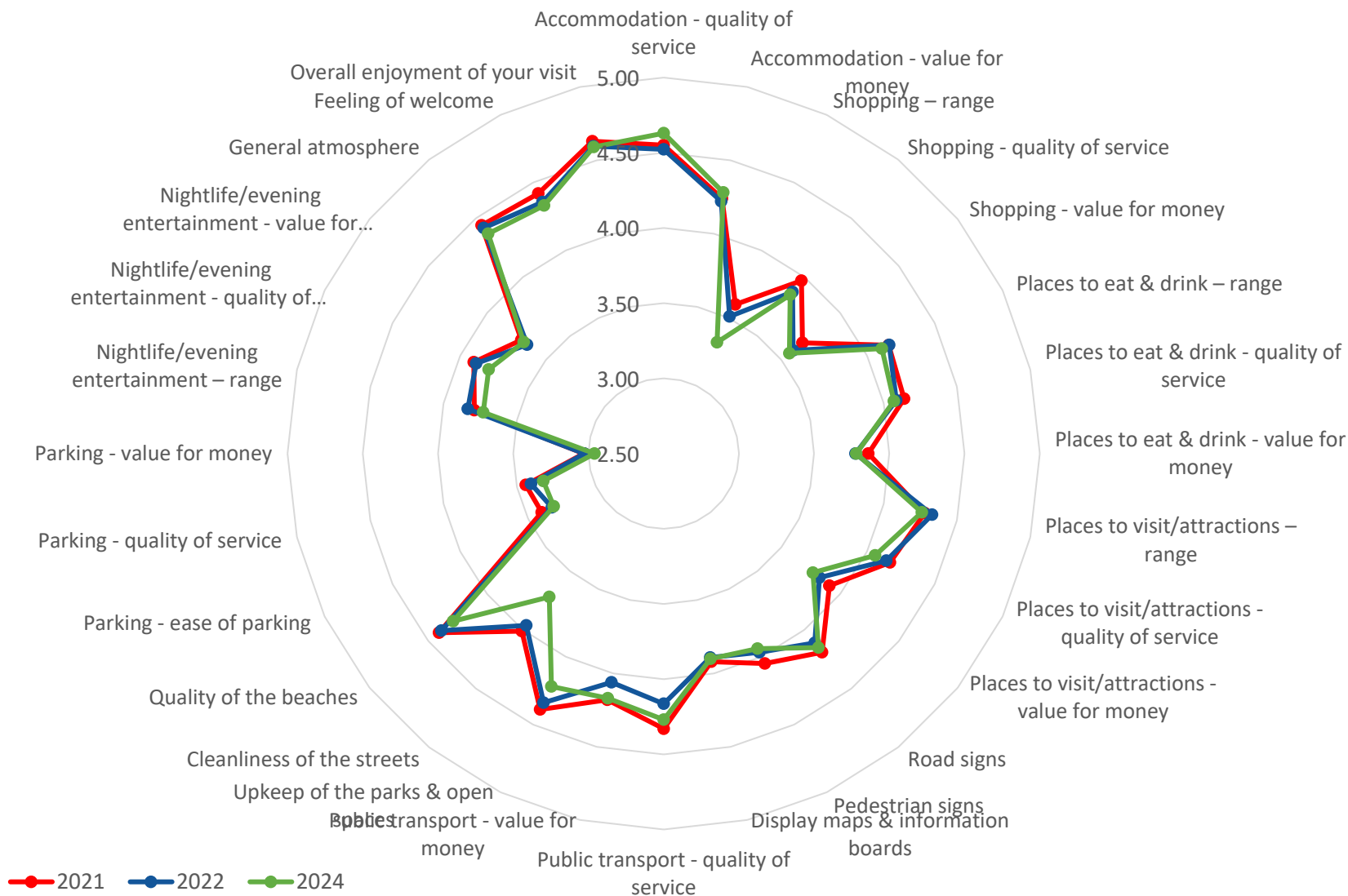
Satisfaction indicator	Score	Ranking	Satisfaction indicator	Score	Ranking
Accommodation - Quality of service	4.63	1	Pedestrian signs	3.94	16
Overall enjoyment of your visit	4.59	2	Display maps & information boards	3.90	17
General atmosphere	4.37	3	Shopping - Quality of service	3.85	18
Feeling of welcome	4.33	4	Nightlife/evening entertainment - Quality of service	3.79	19
Quality of the beaches	4.29	5	Places to eat & drink - Value for money	3.78	20
Accommodation - Value for money	4.28	6	Places to visit/attractions - Value for money	3.77	21
Public Transport - Quality of service	4.27	7	Nightlife/evening entertainment - Range	3.73	22
Places to visit/attractions - Range	4.26	8	Cleanliness of the streets	3.72	23
Upkeep of the parks and open spaces	4.22	9	Nightlife/evening entertainment - Value for money	3.69	24
Public Transport - Value for money	4.17	10	Shopping - Value for money	3.57	25
Road signs	4.15	11	Shopping - Range of shops	3.32	26
Places to eat & drink - Range	4.11	12	Car parks - Quality of service	3.32	26
Places to eat & drink - Quality of service	4.07	13	Car parks - Ease of parking	3.31	28
Places to visit/attractions - Quality of service	4.06	14	Car parks - Value for money	2.96	29
Feeling of safety	4.02	15			

Visitor satisfaction categories and scores 2021, 2022 & 2024.

On the whole, visitor satisfaction levels remained level or decreased slightly compared with 2022 levels. The only exceptions to this were the quality of service and value for money of accommodation and the quality of service and value for money of public transport, all of which increased slightly compared with 2022 levels. When compared with 2021 levels, all but one indicator during the 2024 survey (the quality of service at accommodation) decreased or remained level compared with the 2021 satisfaction scores.

Satisfaction indicator score – all visitors	2021	2022	2024	Satisfaction indicator score – all visitors	2021	2022	2024
Accommodation - quality of service	4.55	4.52	4.63	Public transport - quality of service	4.33	4.16	4.27
Accommodation - value for money	4.24	4.22	4.28	Public transport - value for money	4.18	4.06	4.17
Shopping – range	3.60	3.51	3.32	Upkeep of the parks & open spaces	4.39	4.34	4.22
Shopping - quality of service	3.97	3.88	3.85	Cleanliness of the streets	4.01	3.96	3.72
Shopping - value for money	3.68	3.60	3.57	Quality of the beaches	4.41	4.39	4.29
Places to eat & drink – range	4.16	4.16	4.11	Parking - ease of parking	3.40	3.32	3.31
Places to eat & drink - quality of service	4.14	4.09	4.07	Parking - quality of service	3.44	3.40	3.32
Places to eat & drink - value for money	3.86	3.78	3.78	Parking - value for money	3.03	3.03	2.96
Places to visit/attractions – range	4.28	4.33	4.26	Nightlife/evening entertainment – range	3.79	3.84	3.73
Places to visit/attractions - quality of service	4.17	4.14	4.06	Nightlife/evening entertainment - quality of service	3.90	3.88	3.79
Places to visit/attractions - value for money	3.91	3.82	3.77	Nightlife/evening entertainment - value for money	3.71	3.66	3.69
Road signs	4.19	4.11	4.15	Overall impression of the English Riviera in terms of general atmosphere	4.44	4.42	4.37
Pedestrian signs	4.05	3.97	3.94	Overall impression of the English Riviera in terms of feeling of welcome	4.42	4.36	4.33
Display maps & information boards	3.92	3.89	3.90	Overall impression of the English Riviera in terms of feeling of safety	n/a	n/a	4.02
				Overall enjoyment of your visit	4.63	4.60	4.59

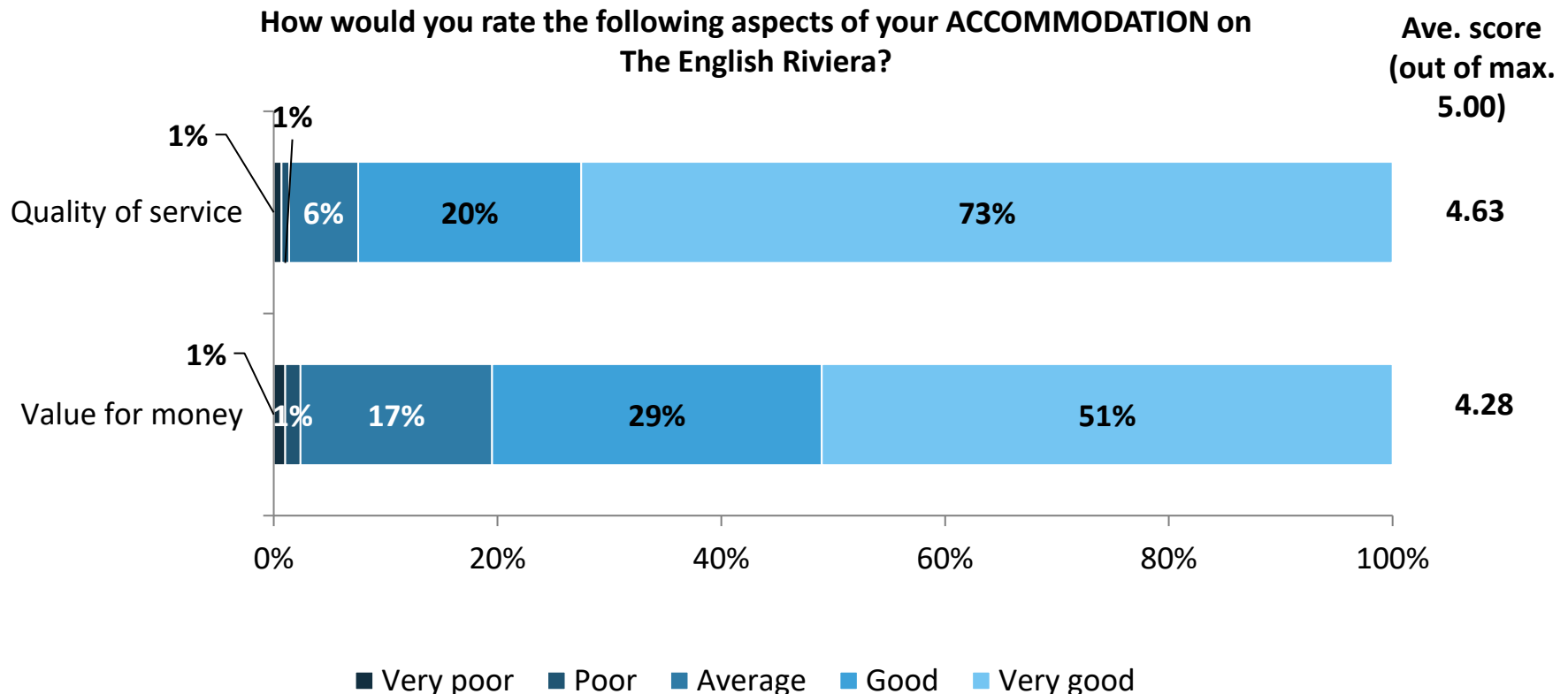
On the whole, visitor satisfaction levels remained level or decreased slightly compared with 2021 and 2022 levels.



High quality, good value accommodation.

Accommodation is such a key component of any staying visit that poor quality can impact upon the whole visit and the general impression of an area making it vitally important that this aspect is well received.

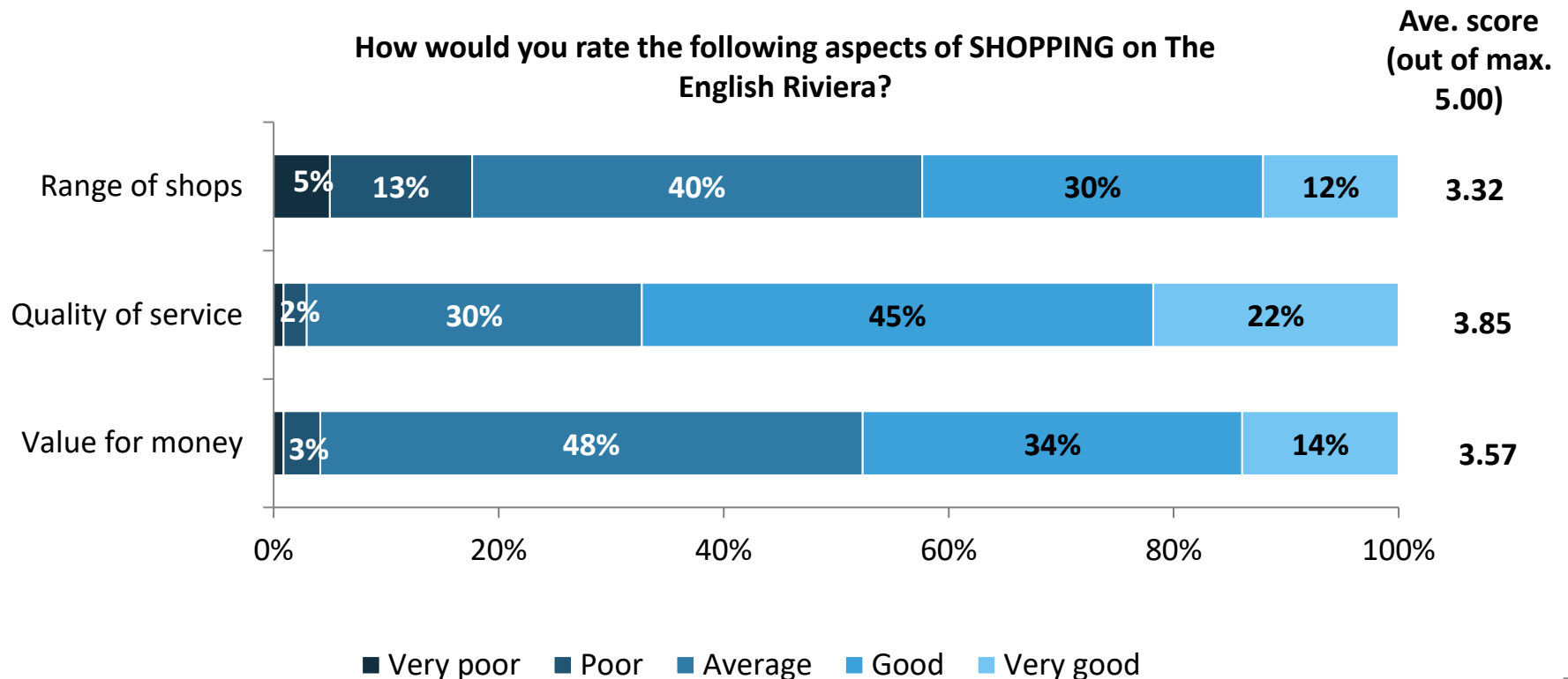
Satisfaction scores for The English Riviera were high with a score of 4.63 for quality of service (the highest ranked indicator of all twenty nine factors explored during the 2024 survey) and a score of 4.28 for value for money (ranked sixth). If visitors have a perception of receiving value for money it can go a long way to achieving satisfaction overall.



A mixed bag for shopping.

The satisfaction scores achieved for shopping can be categorised as average with scores above three but less than four for each aspect rated. They are all also towards the bottom end of the scores for the twenty nine categories rated in the survey and, as such, there is room for improvement.

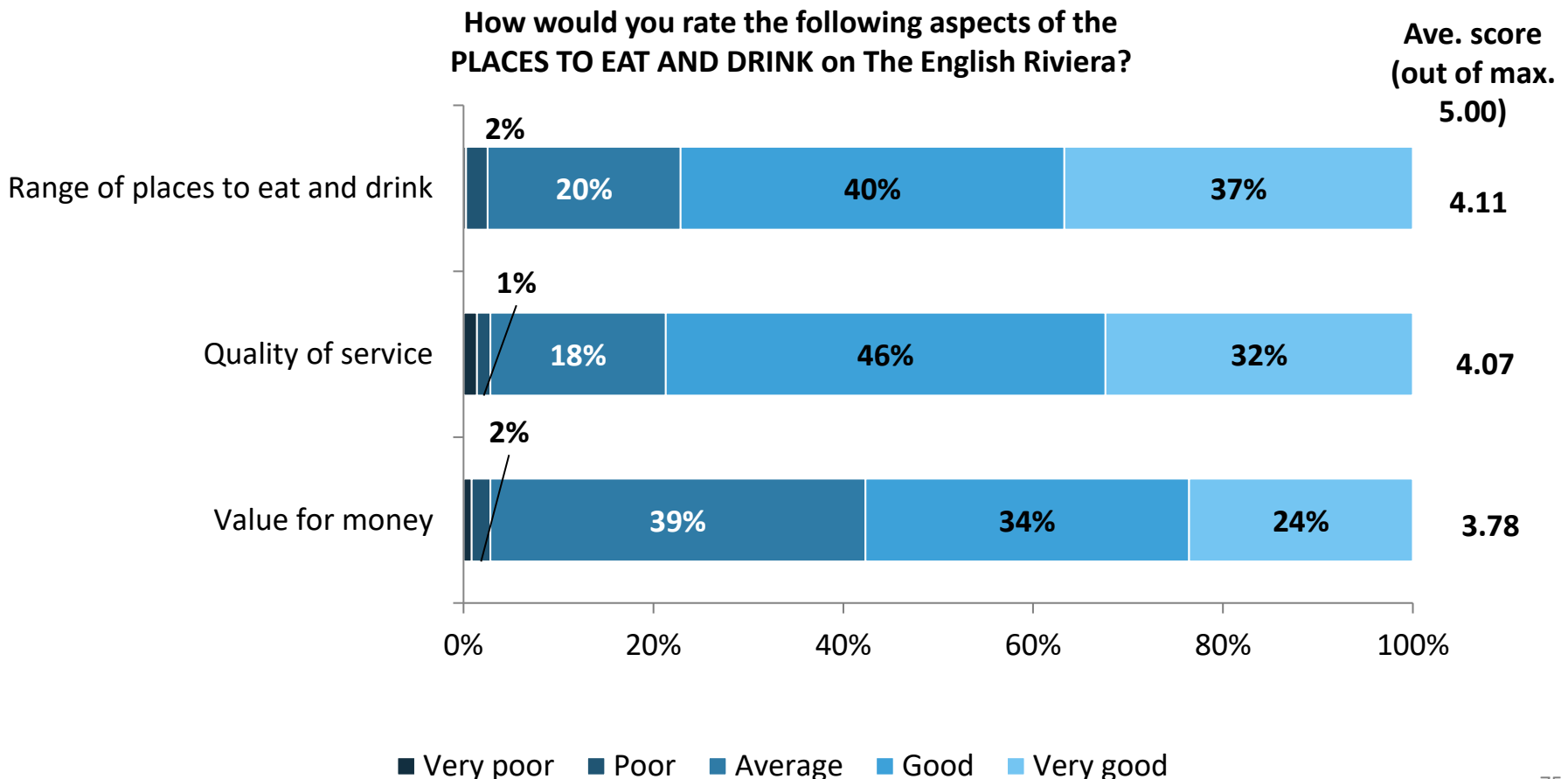
The top rated aspect of shopping is the quality of service and a sign that businesses are taking this most important aspect seriously. This is perhaps an area which requires a better understanding before considering taking any action. Whilst the majority of visitors do shop during their visit to The English Riviera it is not a main reason or driver for visits and it's unlikely to be compared to the main urban centres available nearby. The main attractions are the places to visit/things to see and do and the area's natural beauty such as the beaches (all of which achieved high satisfaction scores) so perhaps having all of these features plus shopping could be seen as a real opportunity for the resort as it can offer a varied visit and something which appeals to everyone.



Good range of places to eat and drink out and quality of service.

Scores were high for both the range of places to eat and drink out in the resort and the quality of service both achieving scores in excess of four.

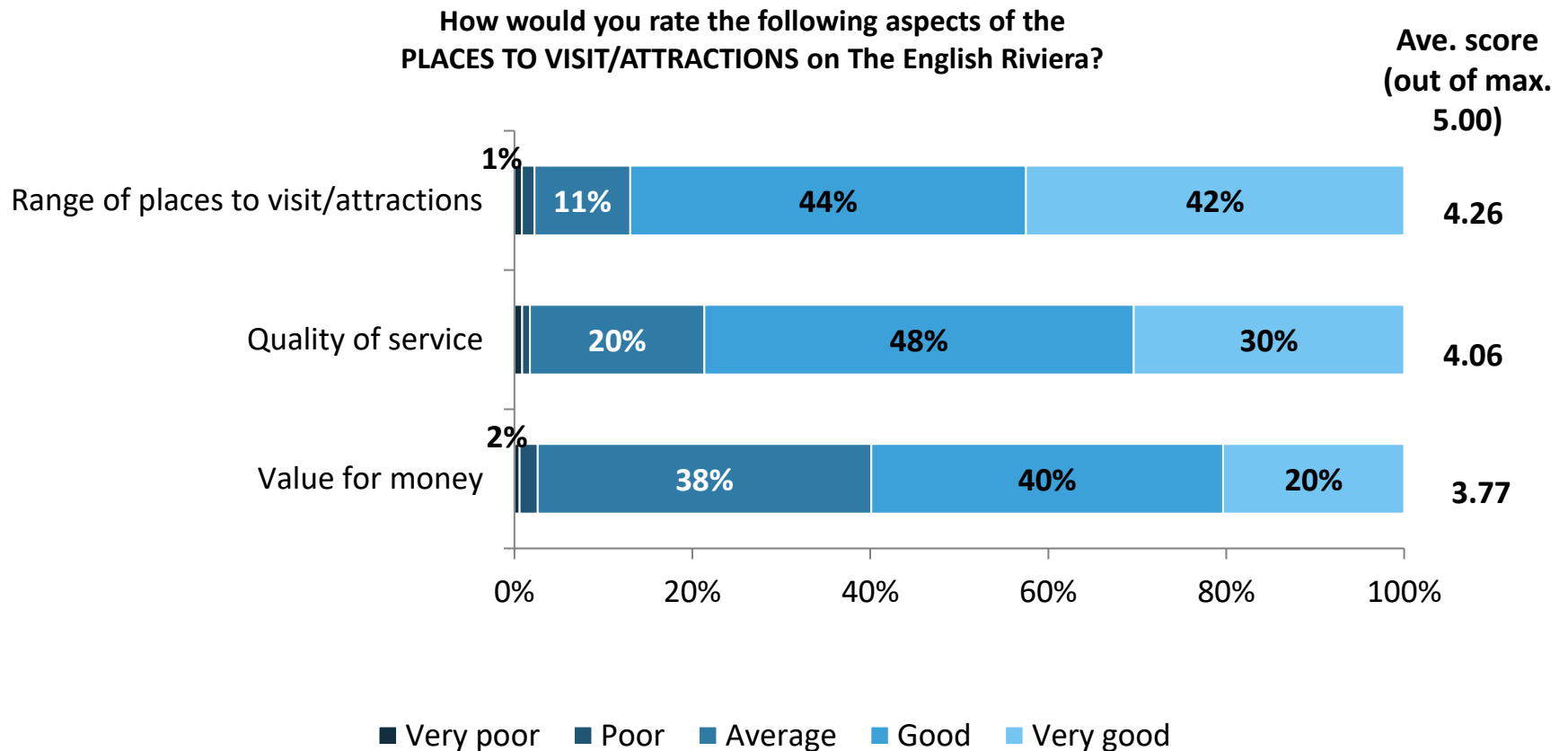
The value for money aspect of eating and drinking out scored lower and below the value for money scores for accommodation, public transport and the places to visit/attractions resulting in it being the twentieth lowest score of the twenty nine explored by the survey. Whilst satisfactory, it is an area that can be improved upon.



Healthy state of places to visit/visitor attractions.

The satisfaction scores achieved for both the range of places to visit/attractions on The English Riviera and the quality of service were high both achieving scores in excess of four out of five. The score for the range of places to visit/attractions was within the top 10 scores achieved during the 2024 survey (eighth).

The value for money of the places to visit/attractions achieved a lower score of 3.77 this and was rated lower than the value for money of accommodation, public transport and the places to eat & drink in terms of satisfaction.



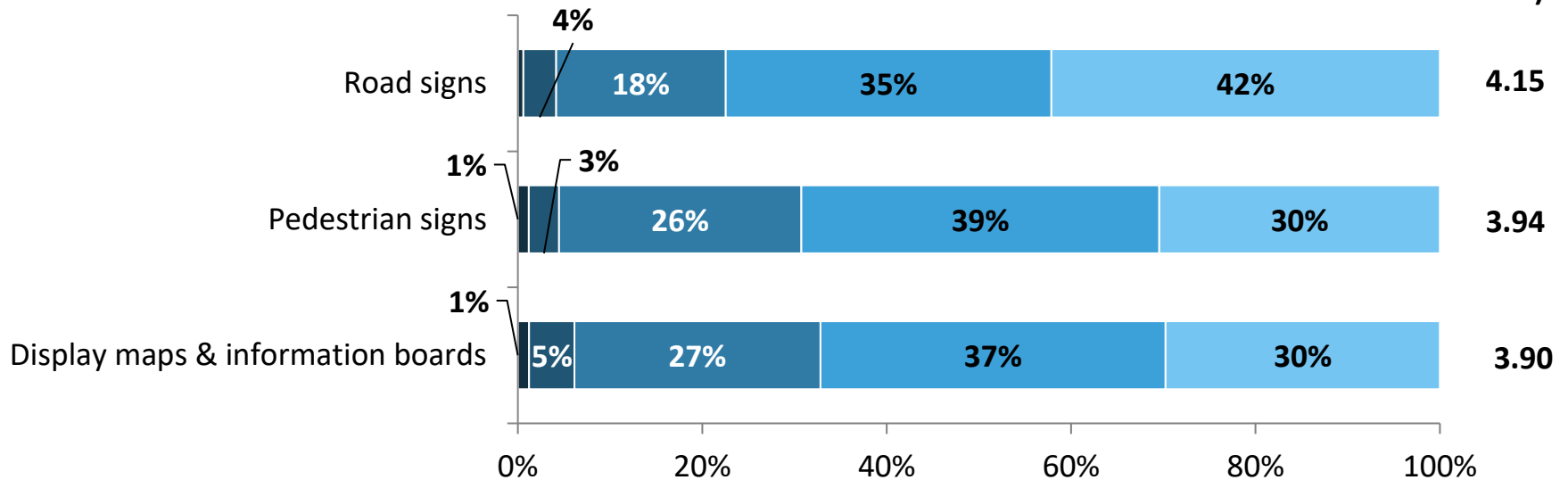
Signage heading in the right direction.

Signage for road users received a good visitor satisfaction score of 4.15 out of 5.00. Pedestrian signage and display maps and information boards were both rated very slightly lower at 3.94 and 3.90 out of 5.00 respectively. The score for road signs was ranked eleventh during the 2024 survey.

The scores are generally positioned around the mid-point of the twenty nine factors explored through this survey and, as such, there is room for improvement (as always) but it would appear that this is not a priority at this moment in time.

How would you rate the EASE OF FINDING YOUR WAY AROUND The English Riviera?

Ave. score
(out of max.
5.00)

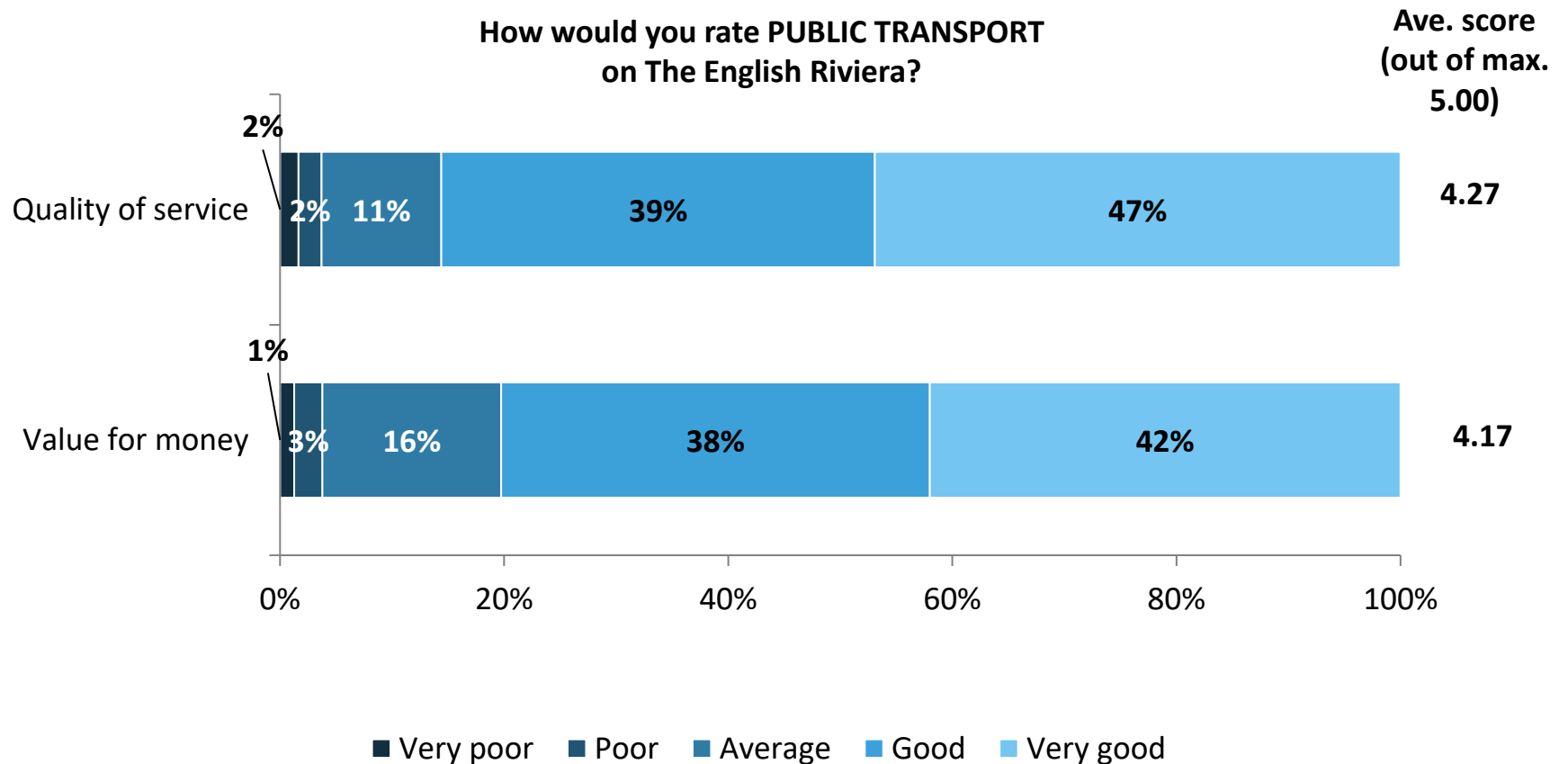


■ Very poor ■ Poor ■ Average ■ Good ■ Very good

All positive for public transport.

Both aspects of public transport tested received good satisfaction scores with the quality of service and value for money rated to similar levels. Quality of service, at 4.27, was ranked the seventh highest score out of the twenty nine factors explored by the survey.

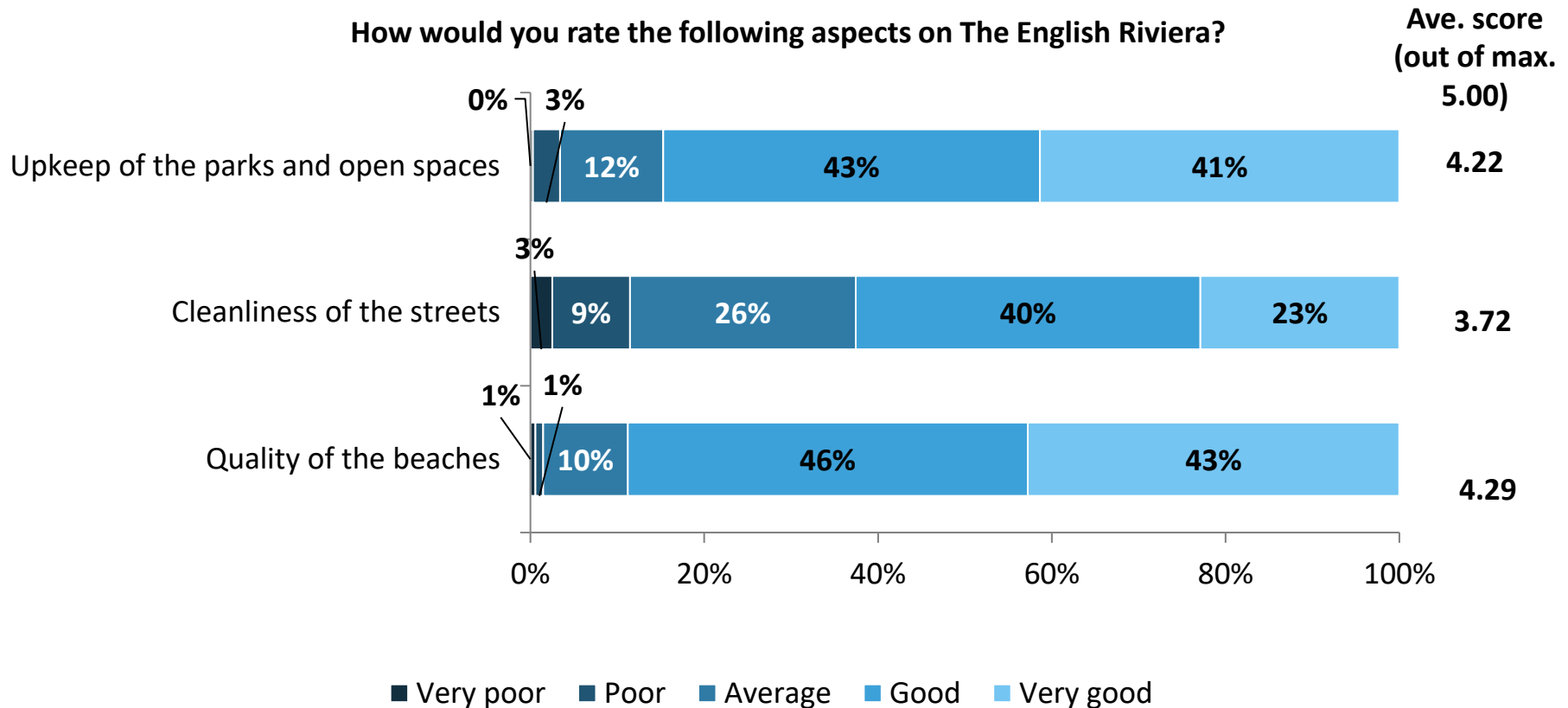
Considering that generally speaking public transport is the sort of topic that people are usually very quick to highlight the inefficiencies of the results of this survey should be viewed very positively.



The resort cleans up well and has wonderful beaches.

The score for the upkeep of the parks and open spaces in the resort at 4.22, was high whilst the cleanliness of the streets received a slightly lower score of 3.72. The score for the parks and open spaces was just within the top 10 ranked indicators of those explored by the 2024 survey (ninth place).

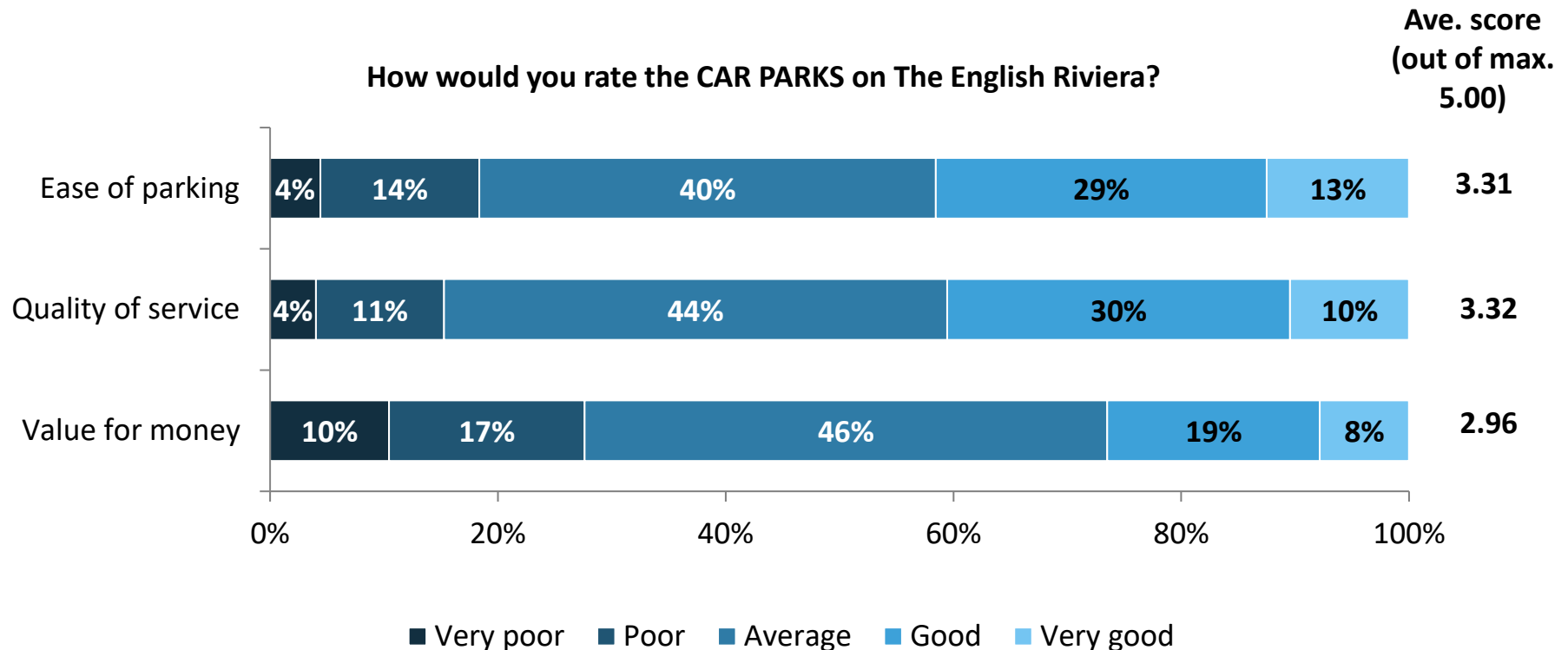
The score achieved for the quality of the beaches on The English Riviera (4.29) was the fifth highest rated factor explored by this survey and, again, offers potential marketing material to the ERBID. 89% of visitors rated the quality of the beaches as good (46%) or very good (43%).



Parking priority for improvement?

The satisfaction scores achieved for parking were the three bottom scores recorded for the twenty nine aspects explored by this survey. As such, it could be assumed that these are priorities for improvement and especially considering that it is very likely that a high proportion of visitors to the resort arrive by car.

Whilst it would appear that parking is a major issue it is probably an area that again requires further investigation before investing time and money into making any changes. For example, what would value for money look like for parking and is it feasible? Would reducing parking costs increase dwell time and visitor spend to negate any loss in revenue? Is there a need for more year round parking or is capacity just a peak period issue? It is also the sort of issue where the ability to really change opinions has to be questioned and a balance reached – will people generally ever be happy with parking?



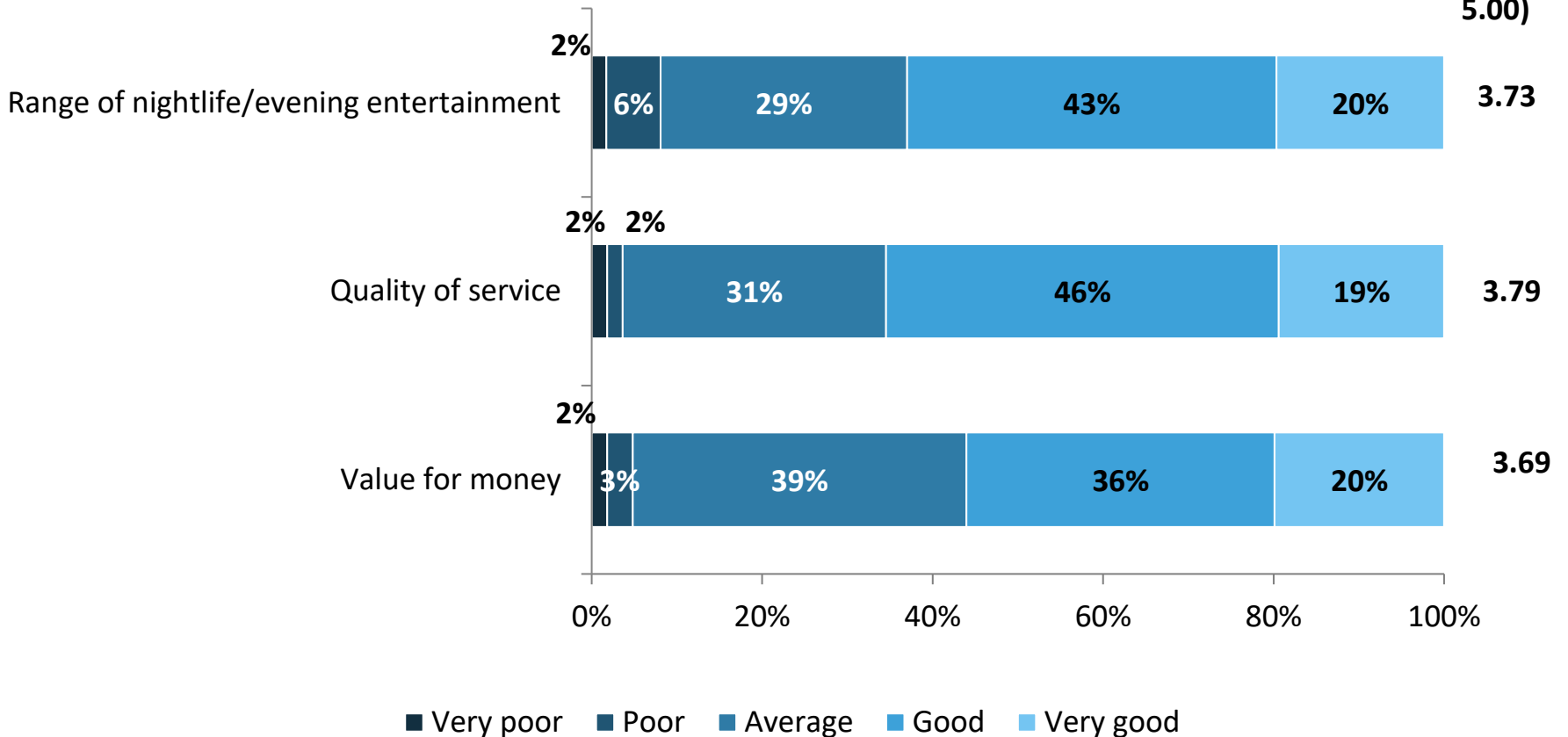
(N = 364)

Spotlight needed on nightlife.

All aspects of nightlife/evening entertainment received relatively low satisfaction scores compared to the other factors tested through this survey. All three factors were ranked in the bottom ten scores with value for money ranked sixth, range eighth and quality of service tenth lowest and, as a result, should be a priority for improvement.

How would you rate the NIGHTLIFE/EVENING ENTERTAINMENT on The English Riviera?

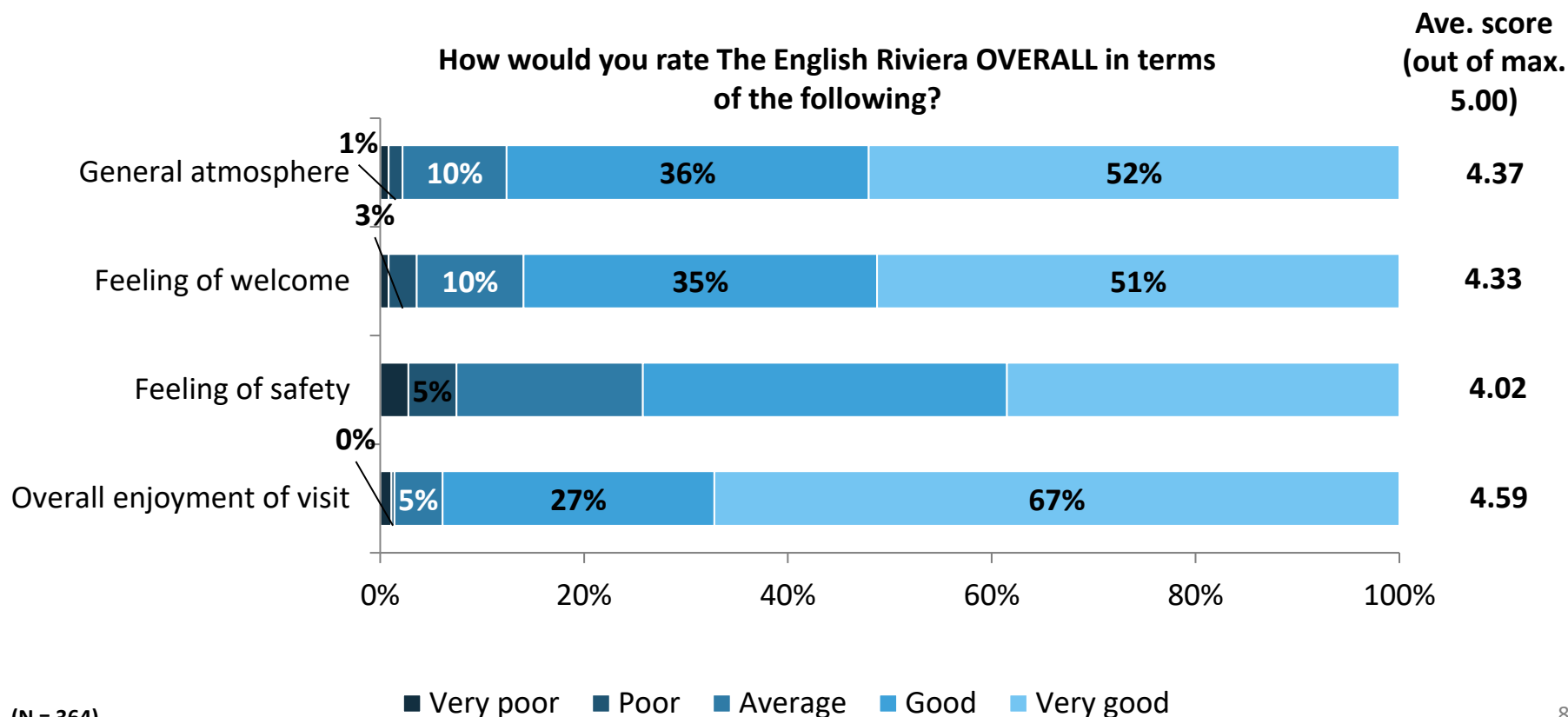
Ave. score
(out of max.
5.00)



Overall satisfaction levels are very good.

As previously stated earlier in this chapter, the scores for factors which relate to the holiday experience overall were very high and all featured in the top five factors ranked. The overall enjoyment of visit was ranked the second highest factor of all twenty nine explored by the survey at 4.59 out of 5.00, general atmosphere was ranked third at 4.37 and feeling of welcome fourth at 4.33. This provides a very good indication that overall visitors are highly satisfied with their visitor experience on The English Riviera. For the first time during the 2024 survey visitors' feeling of safety was explored and with achieving a high score of 4.02 out of 5.00, was ranked fifteenth out of all the factors explored during the 2024 survey.

On the whole the 2024 satisfaction scores remained at a similar level or were slightly lower across the board compared with 2022 and 2021 with the only exceptions being both aspects of accommodation and public transport which were rated higher than +0.05 or more compared with 2022.



The beaches were the main highlight of a visit to The English Riviera.

Visitors were asked what ONE thing they liked most about their visit to The English Riviera. A wide range of different responses were provided with the beaches mentioned as the main highlight by a large proportion of visitors, along with the scenery and being a beautiful area.

The word cloud below summarises this and the full list of responses can be found in the appendix which accompanies this report.



Better/cheaper parking was the main disappointment of a visit to The English Riviera.

Visitors were also asked what ONE thing they disliked most about their visit to The English Riviera. A wide range of different responses were provided with better/cheaper car parking mentioned as the main disappointment by a large proportion of visitors, along with the shops and Torquay.

The word cloud below summarises this and the full list of responses can be found in the appendix which accompanies this report.



Better/cheaper parking was the main factor which visitors would like to have seen improved to enhance their visit to The English Riviera.

Finally, visitors were also asked what, if anything they thought was missing on The English Riviera or which they thought could be improved. A wide range of different responses were provided with better parking mentioned again most frequently by respondents, along with an improved shopping offering and improving Torquay.

The word cloud below summarises this and the full list of responses can be found in the appendix which accompanies this report.



Likelihood to Recommend The English Riviera – Recommendation Score.

Recommendation scores are a simple but effective new method for measuring customer loyalty invented by Bain consultant Fred Reicheld who discovered that a single question provides the ultimate measure of just how loyal customers are and that this method could then be used to accurately predict future revenue growth.

Recommendation scores are calculated by asking a sample of customers a single question “How likely is it that you would recommend xyz to a friend or colleague?”. The respondent is asked to rate on an 11 point scale from ‘0’ (not at all likely) to ‘10’ (extremely likely) depending on how positive they feel about the product/event/location. The proportion of those who think it unlikely they would recommend it (Detractors) subtracted from the proportion that are likely to recommend it (Promoters) produces a single number known as a Recommendation Score.

Based on their response to this question respondents are then divided into three distinct groups:

0-6 score are Detractors *These are customers that have generated sales but are actually bad for the company over the long haul. They are less likely to buy anything/visit the event/location again and more likely to spread bad word of mouth and more costly to serve because of their dissatisfaction.*

7-8 are Passives *These customers are generally more positive about the product/event/location but are significantly less valuable than Promoters. Many companies over estimate their success by assuming relatively high customer satisfaction will lead to future growth. In reality Passives may be satisfied but that may not be enough in the longer term.*

9-10 are Promoters *These customers drive business growth. The company/product/event/location has gone beyond satisfying their needs and truly delights them. As a result they will buy more from this company or visit an event or location again , will recommend it to many others and therefore the company/product/event/location will not need to undertake costly ad campaigns or sales promotions to retain their business.*

The Recommendation Score is created by calculating what percentage of the customer base are Promoters and then subtracting the percentage who are Detractors.

$$\% \text{ Promoters} - \% \text{ Detractors} = \text{RECOMMENDATION SCORE}$$

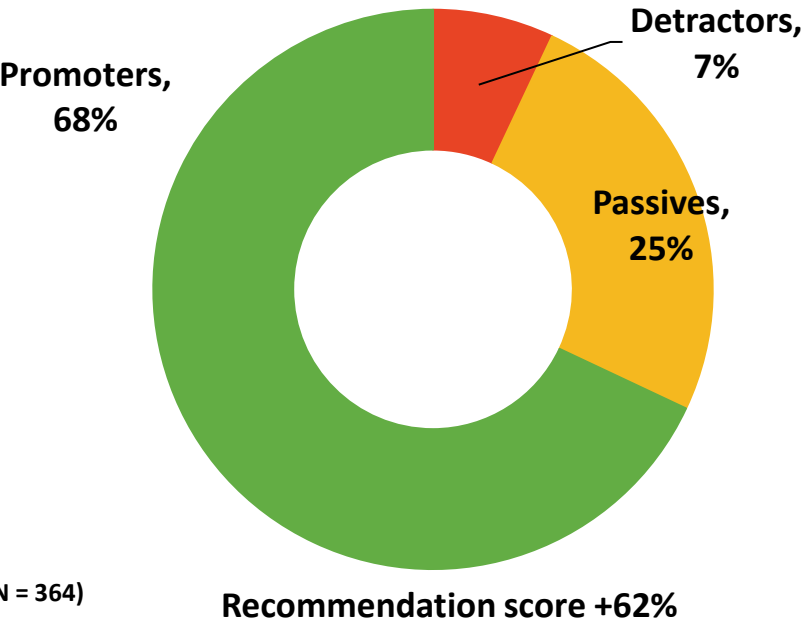
The higher or more positive the Recommendation Score the more satisfied the customer base.

The resort received a good recommendation score.

The English Riviera achieved an overall Recommendation Score of +62%. This is a good score on a metric that ranges from -100% to +100% and provides the resort with a wealth of invaluable free word of mouth promotion from its' visitors. It compares with a score of +62% in 2022.

68% of visitors rated it as '9' or '10' out of '10' for their likelihood of recommending it for a visit to their friends/family and were categorised as 'Promoters', 25% of visitors rated it either '7' or '8' out of '10' and were categorised as 'Passives', whilst 7% gave it a rating of '0' to '6' and were therefore categorised as 'Detractors'.

On a scale of '0' to '10' where '0' is 'extremely unlikely' and '10' is 'extremely likely', how likely would you be to recommend The English Riviera as a place to visit to your friends and/or family?



Recommendation score	Day visitors	Staying visitors	First time	Repeat visitors
Detractors	7%	7%	0%	7%
Passives	32%	23%	37%	24%
Promoters	61%	70%	63%	69%
RECOMMENDATION SCORE	+54%	+63%	+63%	+61%

Staying visitors achieved a higher recommendation score than day visitors (+63% compared with +54%) whilst there was little difference in the scores for first time and repeat visitors to the resort (+63% and +61% respectively).

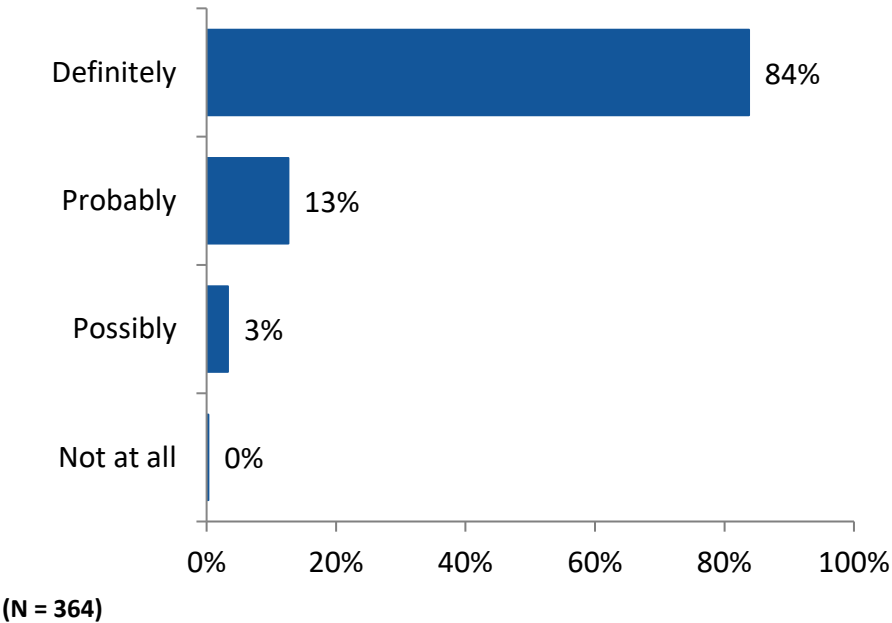
84% of all survey respondents will definitely visit the resort in the future.

84% of all survey respondents, who had visited the resort during 2024, said they definitely will visit The English Riviera in the future. A further 13% said they probably would and 3% said they possibly would. Only 1 respondent was sure that they would not visit in the future and when asked why this was the case they said it was horrible.

There was little variation in the results by visitor type, but a higher proportion of repeat visitors said they would ‘definitely’ visit again in the future (84%) compared with those on their first visit (74%).

A higher proportion of visitors during the 2024 survey said they would definitely visit the resort in the future (84%) compared with those visiting during 2022 (80%).

Will you visit The English Riviera in the future?



Whether will visit The English Riviera in the future	Day visitors	Staying visitors	First time	Repeat visitors
Definitely	82%	84%	74%	84%
Probably	16%	12%	16%	12%
Possibly	2%	4%	11%	3%
Not at all	-	0%	-	0%

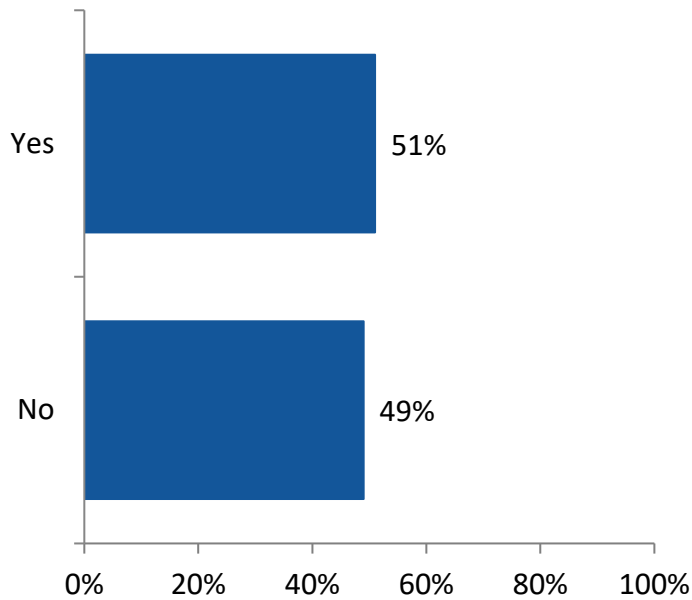
51% of those who said they would definitely visit in the future had already booked for 2025.

Those respondents who said they would definitely visit the resort in the future were asked if they had booked to visit in 2025.

51% said they had including 37% of day visitors, 54% of staying visitors, 36% of first time visitors to the resort and 52% of repeat visitors.

A considerably higher proportion of visitors during the 2024 survey who said they would definitely visit the resort in the future had already booked for the following year (2025 - 51%) compared with those visiting during 2022 who said they had already booked for 2023 (34%).

Have you booked to visit The English Riviera in 2025??



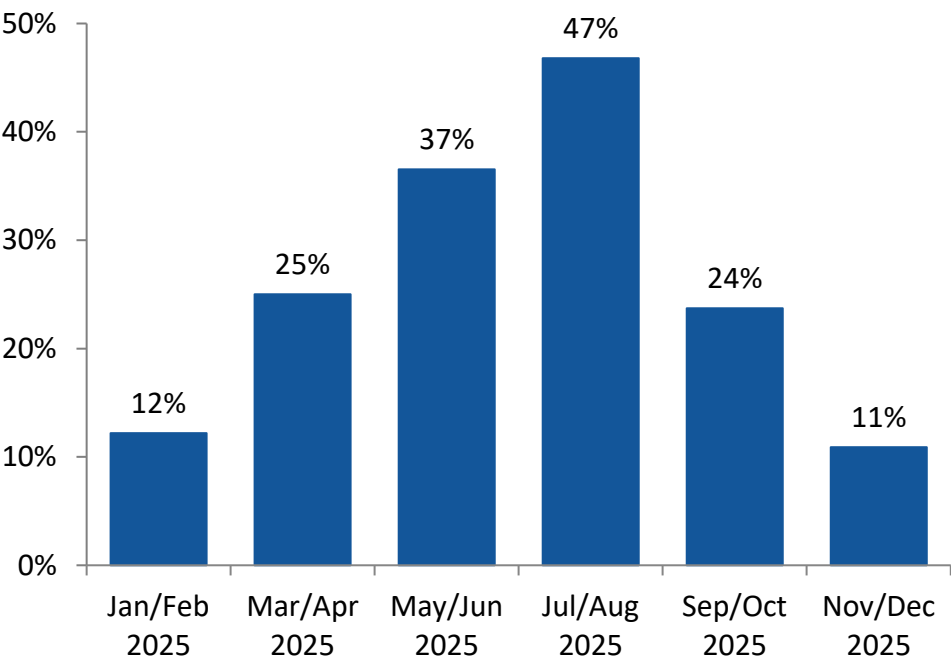
Whether already booked to visit in 2025	Day visitors	Staying visitors	First time	Repeat visitors
Yes	37%	54%	36%	52%
No	63%	46%	64%	48%

47% had already booked to visit in July and/or August 2025 and 37% in May and/or June 2025.

51% of respondents who said they would definitely visit the resort in the future said they had booked to visit in 2025. The largest proportion, 47% said they would be visiting in July and/or August 2025, 37% in May and/or June 2025, 25% in March and/or April 2025 and 24% in September and/or October 2025. 12% said they would be visiting in January and/or February 2025 and 11% in November and/or December 2025..

The largest proportion of day visitors and first time visitors to the resort had already booked to re-visit in May and/or June 2025 whilst for staying visitors and those on a repeat visit the largest proportion had rebooked to visit in July and/or August 2025.

When will you be visiting?



(N = 156, multiple response question)

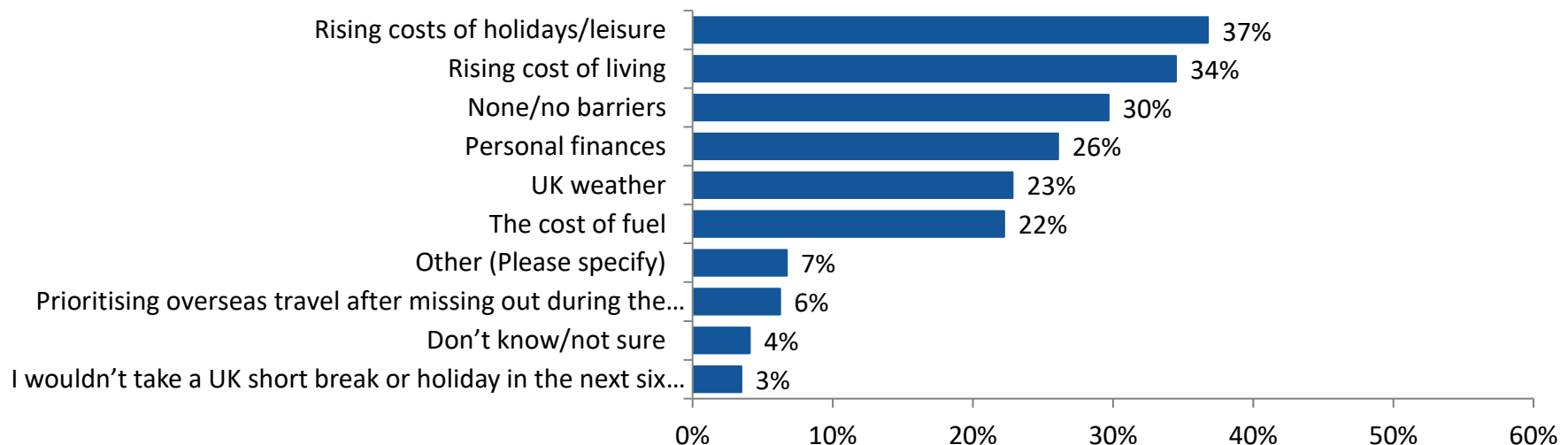
When will you be visiting?	Day visitors	Staying visitors	First time	Repeat visitors
Jan/Feb 2025	6%	13%	0%	13%
Mar/Apr 2025	12%	27%	20%	25%
May/Jun 2025	59%	34%	60%	36%
Jul/Aug 2025	47%	47%	20%	48%
Sep/Oct 2025	12%	25%	20%	24%
Nov/Dec 2025	18%	10%	0%	11%

The top three barriers to taking a UK short break or holiday in the next 6 months were; the rising costs of holiday/leisure, rising cost of living and personal finances.

All survey respondents (regardless of whether they had visited the resort or not in the survey year in question) were asked which, if any, of the following factors do you see as potential barriers to you taking a UK short break or holiday in the next 6 months?

The top three barriers were; the rising costs of holiday/leisure (37%, 41% in 2022), the rising cost of living (34%, 50% in 2022) and personal finances (26%, 28% in 2022). 30% of all respondents said there were no potential barriers to them taking a UK short break or holiday in the next 6 months (compared with 21% in 2022). The cost of fuel has dropped to the fifth highest potential barrier (22%) from being the second highest in 2022 (42%).

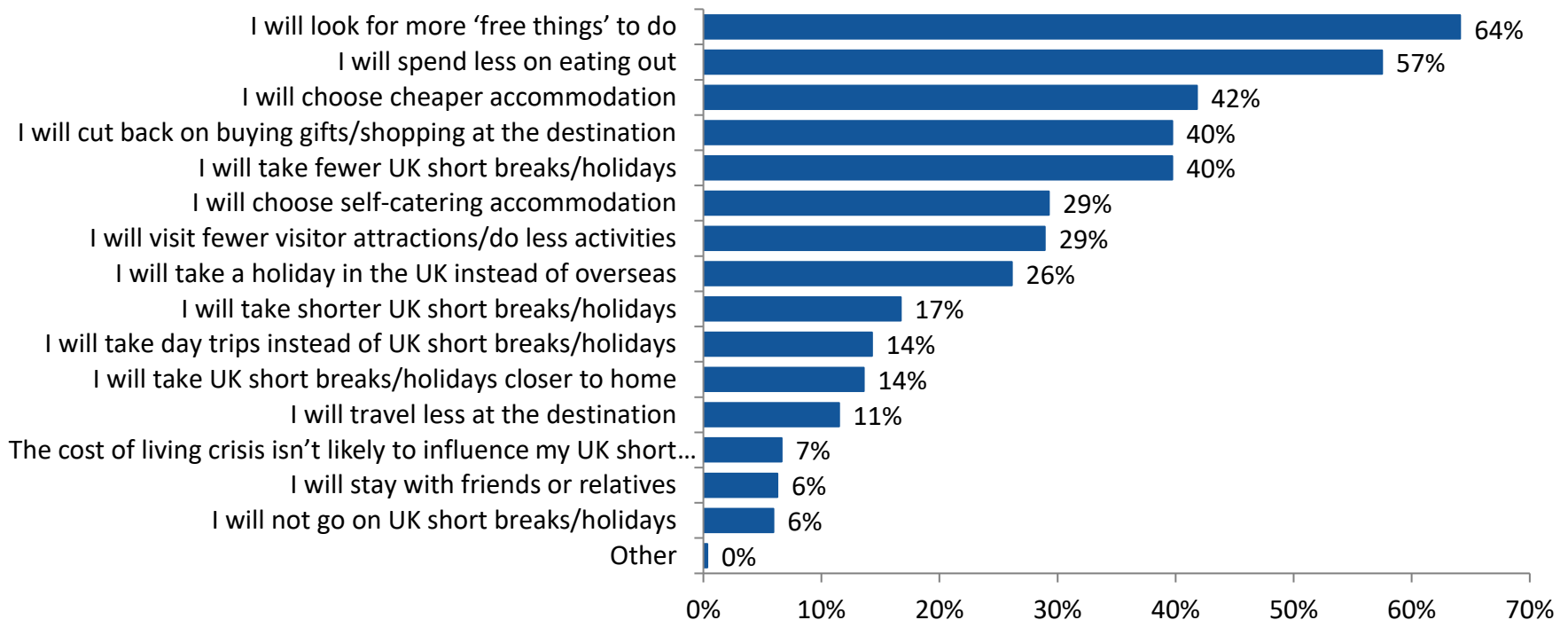
Which, if any, of the following factors do you see as potential barriers to you taking a UK short break or holiday in the next 6 months?



64% of respondents who said the ‘cost of living crisis’ is likely to influence their UK short breaks or holidays in the next 6 months said they will look for more ‘free things’ to do and 57% will spend less on eating out. 42% will choose cheaper accommodation and 40% in each case will cut back on buying gifts/shopping at the destination and/or will take fewer UK short breaks/holiday as a result of the ‘cost of living crisis’.

Those respondents who said the ‘rising cost of living’ is likely to influence their UK short breaks or holidays in the next 6 months were asked how it would be likely to do this. 64% said they will look for more ‘free things’ to do (40% 2022) and 57% will spend less on eating out (46% 2022). 42% said they will choose cheaper accommodation (25% 2022) and 40% will cut back on buying gifts/shopping at the destination (29% 2022). In terms of trip taking changes; 40% said they will take fewer UK short breaks/holidays (25% 2022), 26% said they will take a holiday in the UK instead of overseas (23% 2022) and 17% will take shorter UK short breaks/holidays (10% 2022).

How, if at all, would you say the ‘cost of living crisis’ is likely to influence your UK short breaks or holidays in the next 6 months?



(N = 287, multiple response question)

Visitors' opinions of the English Riviera trend data 2021, 2022 & 2024.

Recommendation score	2021	2022	2024
Detractors	8%	8%	7%
Passives	23%	21%	25%
Promoters	69%	70%	68%
Recommendation score	+61%	+62%	+62%
Will you visit The English Riviera in the future?	2021	2022	2024
Definitely	72%	80%	84%
Probably	17%	14%	13%
Possibly	9%	6%	3%
Not at all	2%	1%	0%
Have you booked to visit The English Riviera in 2023?	2021	2022	2024
Yes	25%	34%	51%
No	75%	66%	49%

When will you be visiting?	2021	2022	2024
Jan/Feb	10%	18%	12%
Mar/Apr	28%	30%	25%
May/Jun	49%	47%	37%
Jul/Aug	53%	60%	47%
Sep/Oct	40%	43%	24%
Nov/Dec	9%	15%	11%
Which, if any, of the following factors do you see as potential barriers to you taking a UK short break or holiday in the next 6 months?	n/a	2022	2024
Rising cost of living	n/a	50%	34%
The cost of fuel		42%	22%
Personal finances		28%	26%
Rising costs of holidays/leisure		41%	37%
UK weather		21%	23%
I wouldn't take a UK short break or holiday in the next six months regardless of the circumstances		3%	3%
Prioritising overseas travel after missing out during the pandemic		6%	6%
Don't know/not sure		1%	4%
None/no barriers		21%	30%
Other		3%	7%

Visitors' opinions of the English Riviera trend data 2021, 2022 & 2024.

How, if at all, would you say the 'cost of living crisis' is likely to influence your UK short breaks or holidays in the next 6 months?	n/a	2022	2024
I will spend less on eating out	n/a	46%	57%
I will look for more 'free things' to do		40%	64%
I will choose cheaper accommodation		25%	42%
I will take a holiday in the UK instead of overseas		23%	26%
I will cut back on buying gifts/shopping at the destination		29%	40%
The cost of living crisis isn't likely to influence my UK short breaks/holidays at all		22%	7%
I will choose self-catering accommodation		21%	29%
I will take fewer UK short breaks/holidays		25%	40%
I will visit fewer visitor attractions/do less activities		20%	29%
I will travel less at the destination		10%	11%
I will take shorter UK short breaks/holidays		10%	17%
I will take UK short breaks/holidays closer to home		7%	14%
I will take day trips instead of UK short breaks/holidays		6%	14%
I will stay with friends or relatives		4%	6%
I will not go on UK short breaks/holidays		3%	6%
Other		3%	0%

The English Riviera Visitor Survey 2024



Lapsed/Non-Visitors



**Those visiting before 2024 (368 respondents) & those who had never visited (42 respondents)*

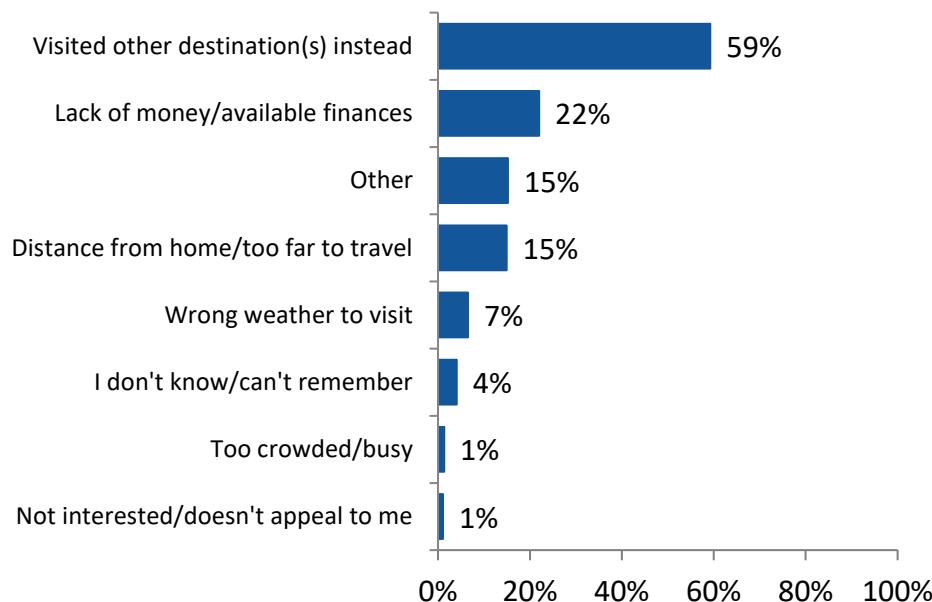


Visiting other destinations instead was the main reason for not visiting the resort during 2024.

47% of all previous visitors to the resort had not visited The English Riviera during 2024 (lapsed visitors) and were routed to a separate section within the online survey asking them why this was the case. By far the largest proportion of these respondents (59%) said they had not visited because they had visited other destination(s) instead (51% 2022) whilst 22% said it was due to a lack of money/available finances (19% 2022).

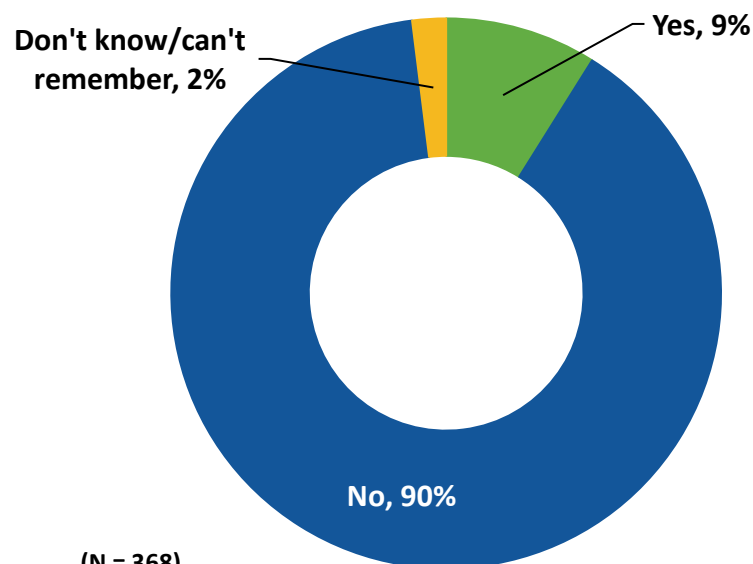
Reassuringly, 90% of these respondents (89% 2022) said there had been no particular issues with their previous experience of visiting the resort which had deterred them from visiting during 2024. Amongst the 9% who said there were issues (32 respondents) these centred largely around the area being run down/scruffy/looking tired and/or accommodation being too expensive.

Why didn't you visit The English Riviera during 2024?



(N = 368, multiple response question)

Were there any particular issues with your previous experience of visiting the English Riviera which deterred you from visiting the resort during 2024?



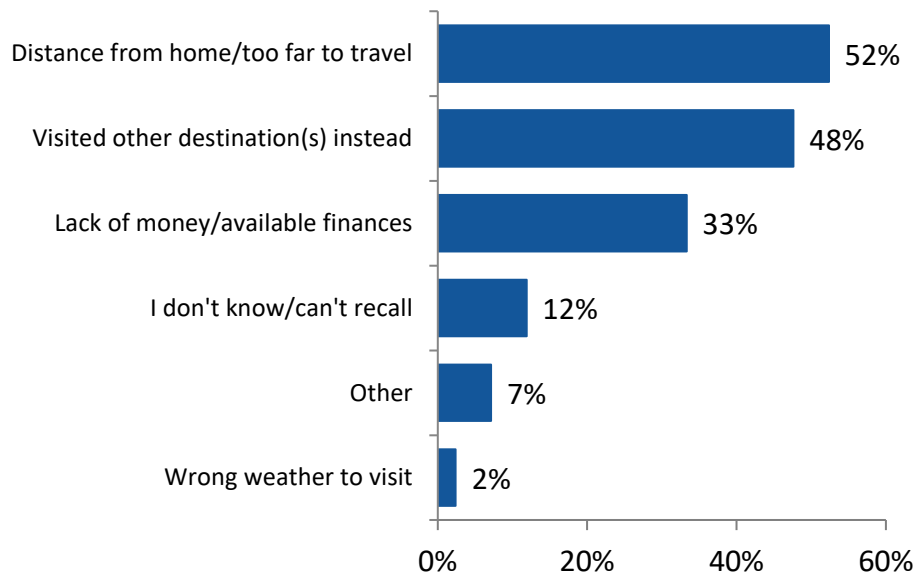
(N = 368)

The distance of the resort from their own home/too far to travel and/or visiting other destinations were the main reasons for having never visited. 19% of non-visitors had preconceived perceptions about The English Riviera which prevented them from visiting.

5% of all survey respondents had never visited The English Riviera and they were asked why this was the case. 52% said it was because of the distance of the resort from their own home/too far to travel (32% 2022) and/or 48% because they visited other destination(s) instead (including Cornwall, Dorset The Isle of Wight, Norfolk, North Devon and Wales to name a few) (32% 2022). 33% said it was due to a lack of money/available finances (25% 2022).

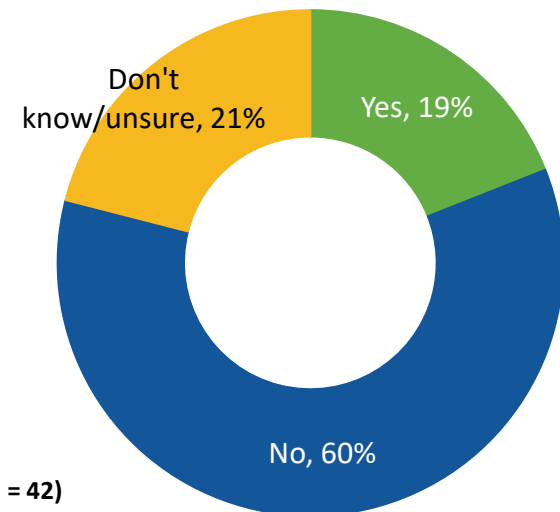
Whilst they had never visited the resort, 19% of these respondents (6 respondents) said they did have thoughts on what a visit to the resort would be like which were preventing them from visiting (14% 2022). On the whole, their issues related to Torquay being run down/scruffy and accommodation being perceived as too expensive.

Why have you never visited The English Riviera?



(N = 42, multiple response question)

Whilst you have never visited The English Riviera, do you have any particular thoughts on what a visit to the resort would be like which are preventing you from visiting?



(N = 42)

Lapsed/non-visitors trend data 2022 vs 2021.

Why didn't you visit The English Riviera during....?	2021	2022	2024
Visited other destination(s) instead	28%	51%	59%
Lack of money/available finances	11%	19%	22%
Not interested/doesn't appeal to me	0%	1%	1%
Distance from home/too far to travel	11%	9%	15%
Too crowded/busy	7%	4%	1%
Wrong weather to visit	1%	2%	7%
I don't know/can't recall	2%	3%	4%
Other	9%	15%	15%
Were there any particular issues with your previous experience of visiting the English Riviera which deterred you from visiting the resort during....?	2021	2022	2024
Yes	6%	9%	9%
No	92%	89%	90%
Don't know/can't remember	2%	2%	2%

Why have you never visited the English Riviera?	2021	2022	2024
Visited other destination(s) instead	38%	32%	48%
Lack of money/available finances	16%	25%	33%
Not interested/doesn't appeal to me	0%	2%	0%
Distance from home/too far to travel	28%	32%	52%
Too crowded/busy	3%	0%	0%
Wrong weather to visit	10%	11%	2%
I don't know/can't recall	15%	18%	12%
Other	7%	14%	7%
Whilst you have never visited The English Riviera, do you have any particular thoughts on what a visit to the resort would be like which are preventing you from visiting?	2021	2022	2024
Yes	23%	14%	19%
No	45%	50%	60%
Don't know/unsure	32%	36%	21%

The English Riviera Visitor Survey 2024

