

Natural Tourism Survey

Your chance to win a weekend break to the Isle of Man, including travel, car hire and a guided wildlife tour

The Isle of Man Department of Tourism & Leisure recognises that many visitors love the Island's beautiful natural environment.

We want to know more about what visitors with an interest in nature and the coast - which we are calling 'Natural Tourism' - expect from a destination like the Isle of Man.

Please complete the questionnaire and post it back free of charge to Isle of Man Tourism, **Freepost 1153**, St Andrews House, Douglas, Isle of Man IM87 6BS by the 29 August 2008. The holiday prize draw will be held on 1 September 2008.

Part 1

The following personal details are collected for the competition prize draw only.

Name

Address

Town

County

Country

Postcode

Part 2

1. Are you interested in 'Natural Tourism' – ie visiting destinations to enjoy the sea, coastline and countryside and the wildlife, attractions and activities they support? (please circle)

Yes (go to question 2)
No (go to part 4)

2. Are you planning to visit the Isle of Man in the next 3 years? (please circle)

Yes (go to question 3)
No (go to part 3)

3. When will you begin researching your holiday to the Isle of Man?

Month / Year

4. When will you be most likely to make your holiday booking arrangements to the Isle of Man?

Month / Year

5. What will be the likely departure date of your holiday to the Isle of Man?

Month / Year

6. How long do you think you will stay? (please circle)

- Day Trip
- 1-3 nights
- 4-7 nights
- 8 – 14 nights
- 15 nights plus

7. How many people will be travelling in your group?

8. How many children under 16 will be travelling in your group?

9. What type of accommodation will you book? (please circle)

- Hotel or Guesthouse (go to q.10)
- Self Catering (go to q.10)
- Farm (go to q.10)
- Campsite (go to q.11)
- With Friends or Relatives (go to q.12)

10. What quality rating of accommodation will you choose? (please circle)

1* is the lowest quality standard, 5* is the highest quality standard)

1* 2* 3* 4* 5* Don't Know

11. How important is it that the accommodation or campsite you stay in uses sustainable, eco friendly alternatives, eg solar heating, recycling and eco-cleaning products? (please circle)

- Very important
- Important
- Neither important or unimportant
- Not important
- Not at all important

12. How important is it that you purchase locally produced food during your stay, eg Manx milk, cream, vegetables, meat and fish? (please circle)

- Very important
- Important
- Neither important or unimportant
- Not important
- Not at all important

13. Would you like to be able to purchase Manx food online, once you return home? (please circle)

- Yes
- No
- Don't Know

14. When you come on holiday to the Isle of Man, will you participate in any of the following activities? (please circle)

Abseiling	Yes	Maybe	No
Birdwatching from land	Yes	Maybe	No
Birdwatching by boat	Yes	Maybe	No
Canoeing	Yes	Maybe	No
Coasteering	Yes	Maybe	No
Cycle hire	Yes	Maybe	No
Cycling on own bike	Yes	Maybe	No
Dinghy sailing	Yes	Maybe	No
Diving	Yes	Maybe	No
Fishing from shore	Yes	Maybe	No
Fishing onboard a boat	Yes	Maybe	No
Freshwater fishing	Yes	Maybe	No
Geocaching	Yes	Maybe	No
Guided wildlife trips	Yes	Maybe	No
Kayaking	Yes	Maybe	No
Mountain biking	Yes	Maybe	No
Off road driving	Yes	Maybe	No
Off road motor biking	Yes	Maybe	No
Orienteering	Yes	Maybe	No
Photography	Yes	Maybe	No
Power boating	Yes	Maybe	No
Quad biking	Yes	Maybe	No
Rowing	Yes	Maybe	No
Sailing	Yes	Maybe	No
Snorkelling	Yes	Maybe	No
Swimming in rivers	Yes	Maybe	No
Swimming in the sea	Yes	Maybe	No
Walking	Yes	Maybe	No
Whale watching by boat	Yes	Maybe	No
Whale watching from land	Yes	Maybe	No
Windsurfing	Yes	Maybe	No
Other			

15. Will you bring any of the following with you on holiday to the Isle of Man? (please circle)

Car	Yes	Maybe	No
Off road motorbike	Yes	Maybe	No
Cycle or mountain bike	Yes	Maybe	No
Kayak or canoe	Yes	Maybe	No
Boat or yacht	Yes	Maybe	No
Other			

Part 3

There are some additional questions that would help us better understand visitors who are interested in Natural Tourism. It's OK if you do not wish to answer all of the following questions.

a) Are you: (please circle)

Male
Female

b) How old are you? (please circle)

Under 18
18 – 34
35 – 54
55+

c) Nationality

d) No of Children Under 16

e) Educational Attainment: (please circle)

O Levels, GCEs or GCSEs
A Levels or International Baccalaureate
Degree
MA
PHD

f) Average Annual Household Income: (please circle)

Below £15,000 pa
£15,001 - £28,000 pa
£28,001 - £55,000 pa
£55,001+ pa

**g) Are you a member of any wildlife or environmental organisations?
eg Greenpeace, RSPB, Marine Conservation Society**

Yes Please list.....
No

**h) Do you purchase any special interest publications?
eg BBC Wildlife, Adventure Travel, Angling Times**

Yes Please list.....
Average no of times per year.....
No

**i) What influences your decision to visit a particular destination?
(please circle)**

- Recommendations from friends & family
- Recommendations from travel agent
- Holiday guides or brochures
- Internet
- Articles in newspapers & magazines
- TV & radio programmes
- Adverts in the media
- Holiday exhibitions
- Accessibility from local airport / seaport
- Value for money
- Other.....

Part 4

If you have any additional comments you would like to make we would be interested to hear from you.

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Thank you for taking the time to complete this survey.

**Responses will be compiled by the Department of Tourism & Leisure.
Address: St Andrews House, Finch Road, Douglas, Isle of Man, IM1 2PX.
The holiday prize draw will be held on 1 September 2008.**