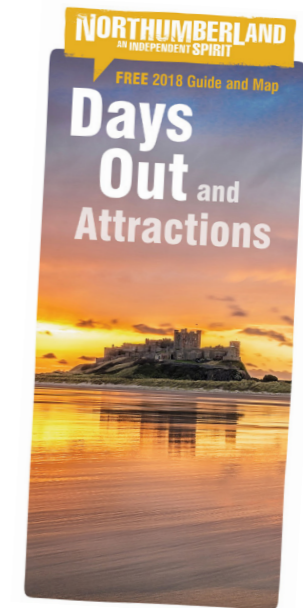


DAYS OUT LEAFLET 2018 RESEARCH & ROI



VISITORS



AVERAGE PARTY SIZE
2.5 PEOPLE



AVERAGE LENGTH OF STAY
3 NIGHTS



60% FEMALE **67%** AGE 55+



21% NORTH EAST OF ENGLAND
67% REST OF ENGLAND
11% SCOTLAND, IRELAND & WALES
1% OUTSIDE OF UK

REASON FOR VISIT



25% SHORT BREAK
7% LONGER HOLIDAY
32% DAY TRIP

INFLUENCE

REASONS WHY PEOPLE PICKED UP THE
DAYS OUT LEAFLET

18%

LOOKING FOR SOMETHING TO DO BUT HADN'T DECIDED WHAT

15%

JUST SAW IT AND HADN'T BEEN CONSIDERING VISITING ANY OF THE PLACES BEFORE HAND

18% FOR THE MAP

OF THOSE WHO VISITED...

18%

VISITED PLACES THEY HADN'T PLANNED TO

16%

VISITED MORE PLACES THAN HAD ORIGINALLY PLANNED

9% INFLUENCED THEM TO RETURN FOR MORE THAN ONE VISIT

INFORMATION

WOULD LIKE MORE INFORMATION ON

32%



FOOD & DRINK

25%



ATTRACTIONS

17%



ACTIVITIES

SPEND



AVERAGE TOTAL SPEND PER PARTY
£699.37

16% SPENT MORE THAN INTENDED



RETURN ON INVESTMENT

COST OF PRODUCTION
£24,713

VISITOR SPEND GENERATED
£3,329,633

RETURN ON INVESTMENT
£133.73:1