

Market Research Questionnaire

To help us to build more information about the type of people using Limavady's tourism infrastructure and the level of satisfaction within the tourism amenities in existence, we would ask you to take a few minutes of your time to answer the following questions. This will help us in planning future tourism projects for the future to ensure we meet our customer needs. Complete the survey and send it back to tourism@limavady.gov.uk. Enter **survey** as the subject.

Q.1 Do you live in Limavady?

Yes No

If you have answered no to the above question, please continue to question 2.
If you have answered yes, please continue to question 11

Q.2 Have you visited Limavady?

Yes No

If you have answered no to the above question, please continue to question 14.
If you have answered yes, please continue to question 3

Q.3 How long is your visit to Limavady?

Daytrip Overnight visit 1-3 days
3-7 days Over 1 week

If you have answered daytrip to the last question, please continue to question 5. If you have answered any alternative answer to the above question, please continue to question 4.

Q.4 What type of accommodation are you staying in during your visit?

- Hotel
- Guesthouse
- B&B
- Self-catering
- Hostel
- Staying with friends and relatives
- Camping/Caravan
- Other

Q.5 What is the purpose of your visit to Limavady?

- Holiday
- Visiting Friends and Relatives
- Business
- Other

Q.6 Where do you live?

- Northern Ireland UK ROI Europe
- Rest of the world

If you answered Northern Ireland to the last question then continue to Q.8. If you answered any of the alternative answers, please continue to Q.7.

Q.7 How did you get to Northern Ireland?

- Road transport Ferry Airplane

Q.8 How did you get to Limavady?

- Own transport

- Tour bus
- Bus
- Train
- Ferry
- Taxi

Q.9 What attracted you to Limavady Borough?

- Culture and Heritage
- Outdoor activities
- Scenery
- Family activities or attractions
- Events and Festivals
- Business/Conferences
- Entertainment
- Other

Q.10 What has been your level of satisfaction with your stay in Limavady? (Facilities, customer care, scenery etc.)

Choose a rating from 1 to 10 (1 being the lowest level of satisfaction and 10 being the highest level of satisfaction) _____

- Accommodation
- Things to do
- Customer Care
- Scenery
- Places to Eat
- Availability of tourist information
- Family friendly facilities
- Infrastructure (toilets, laybys, picnic areas etc.)
- Signposting

Q.11 What attractions or amenities in Limavady Borough have you visited in Limavady Borough?

Benone Beach

Benone Tourist Complex

Banagher Glen

Roe Valley Country Park

Dungiven Priory

Lough Foyle Ferry

Other

Q.12 What activities have you participated in Limavady Borough?

Sightseeing

Golf

Evening entertainment

Walking

Fishing

Cycling

Other

Q.13 What events have you attended in Limavady Borough?

Danny Boy Festival

Mayor's Parade

Jazz and Blues Festival

Roe Valley Folk Festival

Dogleap Stages Rally

Limavady Agricultural Show

NI Milk Cup

Other

Q.14 What type of attractions, events or amenities would entice you to visit Limavady?

Q.15 What in general attracts you to a destination?

- Sun
- Culture and Heritage
- Scenery
- Cuisine
- History
- Special interest (please name)

Q.16 How do you generally source information for a holiday?

- Internet
- Travel Agent
- Tourist Information Centre
- Holiday supplements/direct mail
- Holiday Fairs
- Word of mouth

Q.17 Please add any further comments or suggestions that you may wish to make about the development or marketing of tourism in Limavady below:

Thank you for taking the time to complete our questionnaire. Your input is important to us and we value your comments and contribution.

