

Visitor/customer satisfaction surveys

The business partners have a wealth of experience in undertaking face-to-face on-street/on-site visitor satisfaction surveys.

With visitor survey questionnaires specifically tailored to suit each individual client's needs, the majority do include questions which collect vital up-to-date information on the origin, profile, behaviour and opinions of visitors to a particular attraction or destination. This data ultimately provides a better understanding of the visitor market, their expectations and levels of satisfaction with the tourism product on offer to them.

Conducted on an annual basis, or repeated every two or three years, this type of survey can help to identify emerging trends in the profile of visitors to a particular attraction, town/city or resort.

With an excellent team of experience field interviewers, face-to-face interviews allow us very good control over response rates and ensures high quality, robust and usable data.

