

THE SOUTH WEST RESEARCH COMPANY



About Us

The South West Research Company has a wealth of research experience, with tourism and leisure related projects being their field of expertise. Indeed, between them the business partners have gathered close to twenty years research experience in the tourism industry. The South West Research Company strives to provide not only a first class customer service, but a user friendly research product that can be fully utilised by our clients. The business partners are: -

Diane Goffey

Diane holds a 2:1 degree in Tourism Studies from Bournemouth University and is an Associate Member of the Market Research Society (MRS). She has over 12 years experience of working on tourism related research projects within the regional tourist board arena, as well as research agency experience. During that time she has project managed and been directly involved in a wide variety of quantitative based tourism research projects across the South West region. Having worked as a Researcher at South West Tourism for the past 9 years, Diane has now left her post at the regional tourist board to concentrate on expanding the work of The South West Research Company.

Paul Haydon

Paul has worked on a variety of projects since entering into tourism research in 2001. These cover a wide range of quantitative tourism based research projects, economic studies (including Cambridge Model) and geo-demographic profiling projects. Paul has an in depth knowledge of fieldwork management and has managed approximately 20,000 face to face interviews across the South West region over the last five years.



Our Services

Our previous experience means that The South West Research Company is able to offer a wide range of services to suit every client's research needs. These include: -

Visitor /Customer Satisfaction Surveys

Economic Modelling (Cambridge Model)

Event Evaluation Surveys

Marketing Campaign Evaluation Surveys

Customer Profiling/Segmentation

Business Monitors

Research Support Services

Questionnaire design/on-line survey hosting/data entry/data analysis

More detailed information for each of the areas above is now provided overleaf.



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.



Economic modelling

The Cambridge Model is a computer-based model developed to calculate estimates of the volume, value and economic impact of tourism on a County, District or more localised basis, where tourism statistics don't currently exist and would be costly to gather through traditional methodologies.

It draws on the combined experience of PA Cambridge Economic Consultants Ltd, Geoff Broom Associates and the Regional Tourist Boards and utilises a standard methodology capable of application throughout the UK. It therefore offers the potential for direct comparisons with similar destinations throughout the country. The approach was the subject of independent validation (R.Vaughan, Bournemouth University) in December 1994. The Model was judged robust and the margins of error acceptable and in line with other modelling techniques.

The first stage of the Model utilises information from national tourism surveys and regionally based data held by the tourist board. It distributes regional activity as measured in those surveys to local areas using 'drivers' that influence the distribution of tourism activity at local level, such as the accommodation available.

The business partners are fully experienced with the complexities of using The Cambridge Model and have run regional reports, with data broken down to a district level, for approximately 5 years in addition to adhoc reports for specific areas.



Event evaluation

Hundreds of events, festivals and exhibitions take place across our region each year but how do we monitor their success and improve the visitor experience? Evaluation not only provides valuable feedback on visitor satisfaction, but also allows you to gauge levels of interest for new initiatives and estimate visitor spend, both at the event and in the local community. This valuable data will enable you to demonstrate the return on investment generated through an event.

Whilst there are standard approaches that can be applied to event evaluation, the wide range of events that are held in the region usually requires research methodology to be tailored for each individual event so please discuss to discuss your requirements further.

Marketing Campaign Evaluation Surveys

A marketing campaign survey can offer a client a strong evidence base for influencing decision making with regards to the success and future delivery for their given market. In an ever competitive market place, with increasing customer expectations and demands, this information is essential to allow clients to continue to offer both quality information provision and a quality experience for their visitors.

The business partners have particular expertise in planning, developing and undertaking campaign evaluation projects. Indeed, they have more than two years experience in working with the VisitBritain, National Audit Office approved, methodology for the evaluation of tourism marketing campaigns.

Results from this research have been accepted and approved regionally by the South West Regional Development Agency and Government Office South West.



Customer profiling/segmentation

How well do you know your customer? Profiling of your visitor/ customer database is designed to provide an insight into what type of customers are visiting your business and where they travel from. Having this information will allow you to promote and market with increased efficiency and effectiveness, due to marketing to specific market segments. This will in turn will increase the likelihood of a greater return on investment from subsequent marketing and promotional campaigns.

The processes and techniques involved in customer profiling look at the union of geo-demographics (age, social grade, house type, income etc), with geography (postcode area, town, county etc.) and also include specific tourism and lifestyle behaviours, most attractive messages and the best media choices.

The South West Research Company works with contacts at regional tourist boards to provide this service for its' clients and has many years experience of working in this area.

Business monitors

Quarterly business monitors amongst accommodation and/or attraction providers provide good, real time data into business levels within a given area. Whilst relatively short in length to aid participation, surveys can be used to gather feedback on emerging trends and local issues affecting business. The surveys can provide information on business levels by month (compared to the previous year), capacity usage, key visitor markets, as well as anecdotal evidence to support business performance. Utilise your email and postal contacts to conduct a survey that gathers real time information and allows you to address local issues and monitor performance over time.



Research Support Services

Purchase our expertise to assist with your research needs. Bespoke packages are available from a one off purchase of half a days support to a monthly contracted amount of days per month. Perhaps the most cost effective way to deal with your in-house research needs?

You can use our time for things such as providing general research support and guidance to you or your organisation, attending meetings or giving presentations on your behalf, interpreting your research data or by providing you with survey design guidance to give but a few examples.

Questionnaire design/ on-line survey hosting/data entry/data analysis

With many organisations now conducting some of their own surveys in-house, The South West Research Company can offer a comprehensive service to assist you with your project(s).

Utilising our many years experience in working with SNAP; designing professional questionnaires, publishing online surveys and ensuring that rigid quality control procedures are adhered to for all data entry and analysis, we will be happy to provide quotations for any or all of the above components of conducting a successful survey.



Current Clients

Organisations currently signed up and working with The South West Research Company in 2008 are: -

Bath Tourism Plus

Thermae Bath Spa

Cornwall Enterprise

Bath Christmas Market

Carrick District Council

Somerset Tourism Partnership

Salisbury District Council

South Somerset District Council



Contact details

The South West Research Company

9 Franklyn Drive

Exeter

EX2 9HR

www.tswrc.co.uk

Paul Haydon

Email; phaydon@tswrc.co.uk

Tel; 07956 278703

Diane Goffey

Email; dgoffey@tswrc.co.uk

Tel; 07967 365309

Should you wish to discuss any of your research requirements further, please do not hesitate to contact either of the business partners at the numbers above.

