

Short Breaks in and around Royal Tunbridge Wells

'Short Breaks, lasting memories.....'

About the guide

Q1 Do you recall receiving the Short Breaks Guide?

Yes..... Continue with Q2 No Go to Q4

Q2 Did you find what you were looking for in the guide?

Yes No.....

Q3 If No, what would you have liked it to contain?

Q4 Which of the themed breaks did you find most of interest? (tick all that apply)

- | | |
|--|--|
| Antiques Shopping.. <input type="checkbox"/> | Arts and Culture..... <input type="checkbox"/> |
| Gourmet Trail..... <input type="checkbox"/> | Golfing Breaks <input type="checkbox"/> |
| Great Gardens..... <input type="checkbox"/> | Young at Heart <input type="checkbox"/> |
| The Great Outdoors <input type="checkbox"/> | Specialist Shopping <input type="checkbox"/> |
| Spa Heritage..... <input type="checkbox"/> | |

Q5 Using a scale of one to five, where 1 = very dissatisfied and 5 = very satisfied, to what extent are you satisfied with the following aspects of the main guide?

	1	2	3	4	5
Design and layout	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Use of photography	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ease of use	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Front cover design	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Themed itineraries	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The maps	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Detail of general information	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q6 What aspect of the guide most appealed to you?

Q7 How could we improve the enclosed guide?

Q8 Did you visit our website as a result of reading the guide?

Yes No.....

About the accommodation listing

Q9 Did you receive the accommodation listing with the guide?

Yes..... Continue with Q10 No Go to Q12

Q10 If Yes, did you find the section adequate for your needs?

Yes..... Go to Q12 No Continue with Q11

Q11 If No, please specify why:

Q12 Using a scale of one to five, where 1 = very dissatisfied and 5 = very satisfied, to what extent are you satisfied with the following elements of the accommodation listing?

	1	2	3	4	5
Range of accommodation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Design and layout	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Format - insert to main guide	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Use of photography	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ease of use	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Grading information	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Special offers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The map	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q13 How could we improve the enclosed accommodation listing?

Q22 Using one word, how would you describe Royal Tunbridge Wells?

Q14 Using a scale of one to five, where 1 = strongly disagree and 5 = strongly agree, to what extent do you agree with the following statements. The Short Breaks Guide is.....

	1	2	3	4	5
Lively	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Unique	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Inspiring	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Upbeat	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Interesting	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Informative	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

About yourself

Q23 Are you:
 Male..... Female.....

Q24 Please indicate your age band?

18-24	<input type="checkbox"/>	55-64	<input type="checkbox"/>
25-34	<input type="checkbox"/>	65-74	<input type="checkbox"/>
35-44	<input type="checkbox"/>	75+	<input type="checkbox"/>
45-54	<input type="checkbox"/>		

About your visit to the Tunbridge Wells area

Q25 Which daily newspaper do you read most often?

<i>The Times</i>	<input type="checkbox"/>	<i>The Telegraph</i>	<input type="checkbox"/>
<i>Daily Mail</i>	<input type="checkbox"/>	<i>The Independent</i>	<input type="checkbox"/>
<i>The Guardian</i>	<input type="checkbox"/>	<i>The Mirror</i>	<input type="checkbox"/>
<i>The Sun</i>	<input type="checkbox"/>	<i>The Express</i>	<input type="checkbox"/>

Q15 Did you visit Royal Tunbridge Wells as a result of receiving the guide?
 Yes..... Continue with Q16 No Go to Q19

Q26 To be entered into our free prize draw, please provide the following details about yourself

Title

First name

Surname.....

Address

Village

Town

County.....

Postcode

Q16 In the main guide, which of the themed breaks did you use during your visit? (tick all that apply)

<i>Antiques Shopping</i> ..	<input type="checkbox"/>	<i>Arts and Culture</i>	<input type="checkbox"/>
<i>Gourmet Trail</i>	<input type="checkbox"/>	<i>Golfing Breaks</i>	<input type="checkbox"/>
<i>Great Gardens</i>	<input type="checkbox"/>	<i>Young at Heart</i>	<input type="checkbox"/>
<i>The Great Outdoors</i>	<input type="checkbox"/>	<i>Specialist Shopping</i>	<input type="checkbox"/>
<i>Spa Heritage</i>	<input type="checkbox"/>		

Q17 On your visit, did you make a booking using the accommodation special offers?
 Yes..... Go to Q19 No Continue with Q18

Q18 If No, please specify why:

Q27 Do you want to remain on our mailing list?
 Yes No.....

Q19 Have you visited Royal Tunbridge Wells before?
 Yes No.....

If you require a copy of this questionnaire in large print, please contact 01892 554294

Q20 Do you intend to make a visit to the area in the future?
 Yes..... Go to Q22 No Continue with Q21

Thank you for your time to complete this survey. Please return using the enclosed pre-paid envelope.

Q21 If No, please specify why:

ID Number....