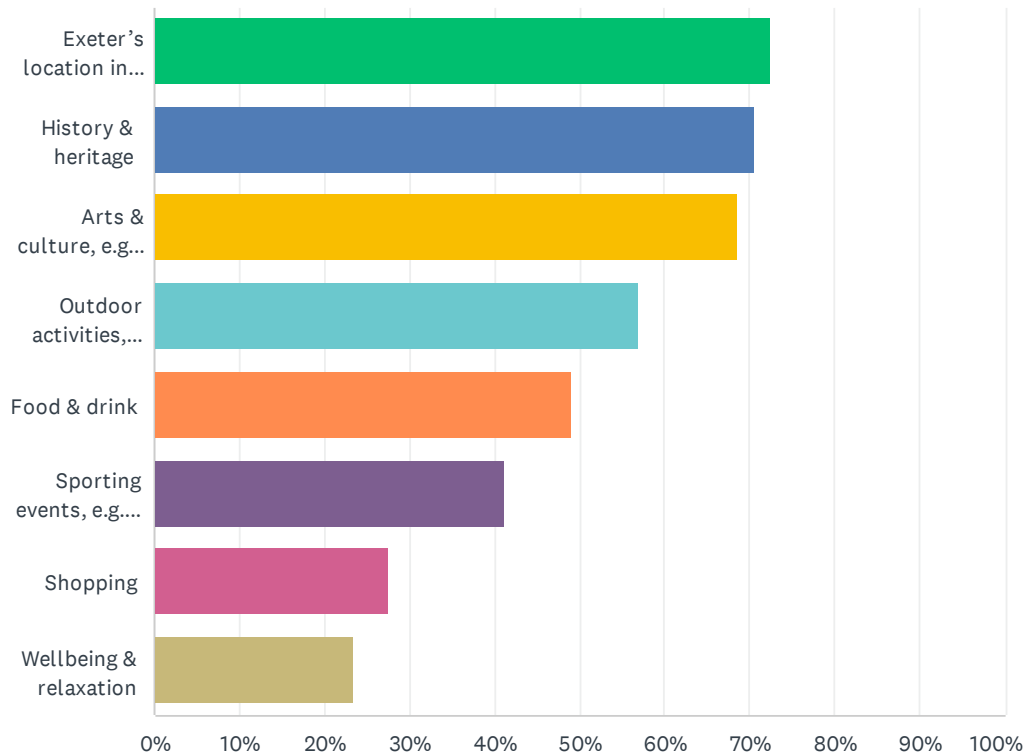


# Q1 Which of the following themes do you think should be used to promote Exeter as a visitor destination?

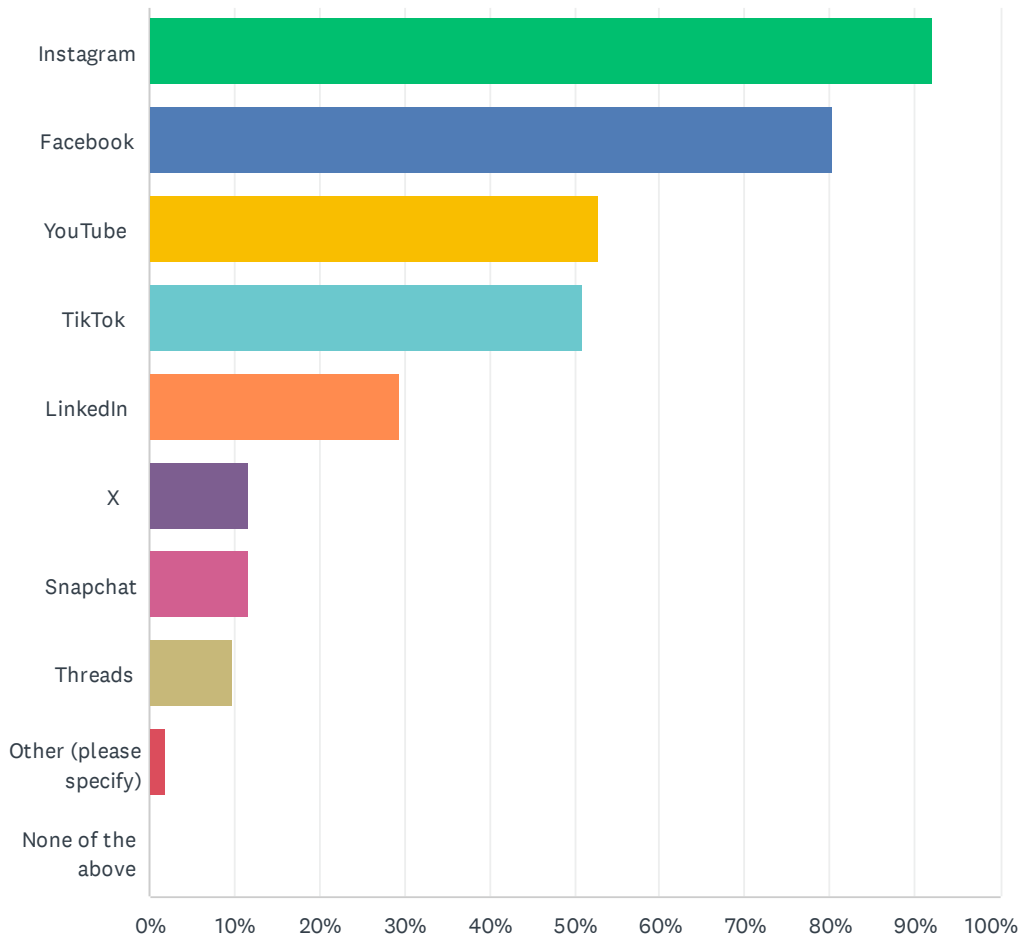
Answered: 51 Skipped: 1



ANSWER CHOICES	RESPONSES	
Exeter's location in relation to the coast/country	72.55%	37
History & heritage	70.59%	36
Arts & culture, e.g. theatres, museums, galleries, music, comedy	68.63%	35
Outdoor activities, e.g. walking, cycling, water sports	56.86%	29
Food & drink	49.02%	25
Sporting events, e.g. rugby, football, horse-racing	41.18%	21
Shopping	27.45%	14
Wellbeing & relaxation	23.53%	12
Total Respondents: 51		

## Q2 Which of the following social media platforms do you think should be used to promote Exeter to visitors?

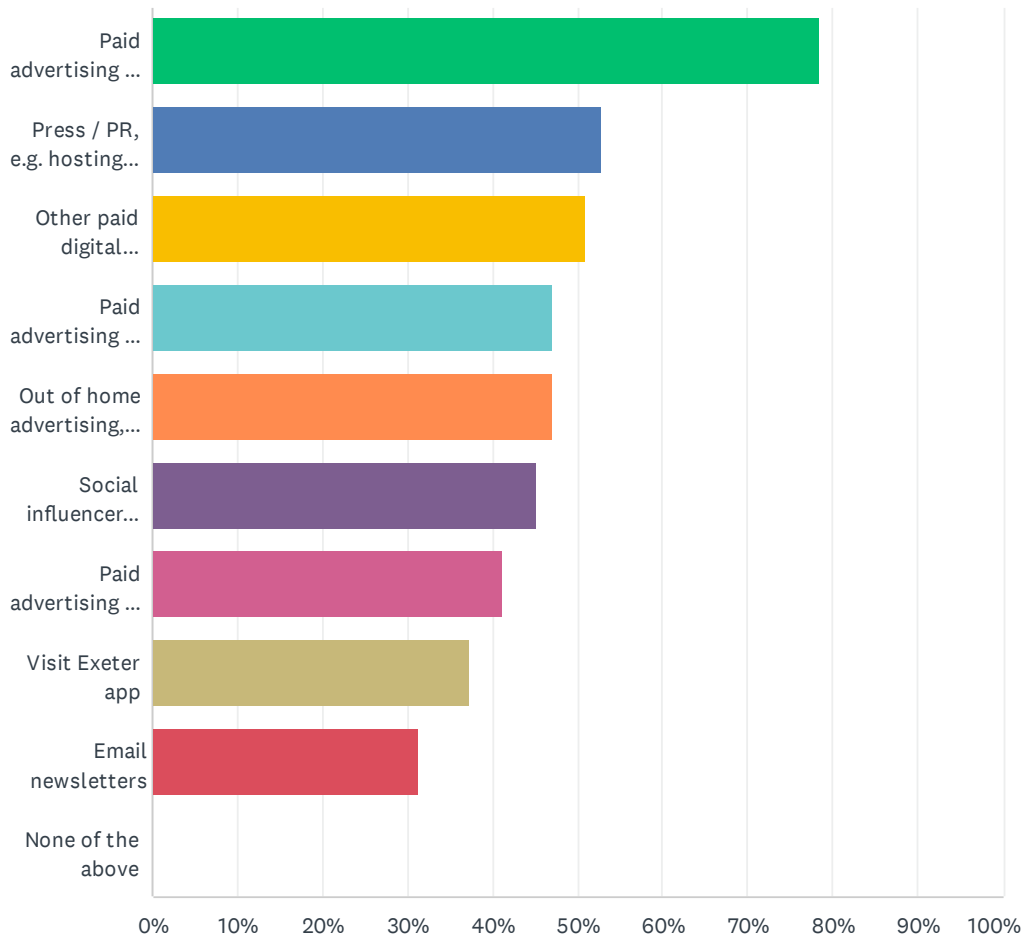
Answered: 51 Skipped: 1



ANSWER CHOICES	RESPONSES	
Instagram	92.16%	47
Facebook	80.39%	41
YouTube	52.94%	27
TikTok	50.98%	26
LinkedIn	29.41%	15
X	11.76%	6
Snapchat	11.76%	6
Threads	9.80%	5
Other (please specify)	1.96%	1
None of the above	0.00%	0
Total Respondents: 51		

### Q3 Which of the following paid marketing activities do you think Visit Exeter should be doing?

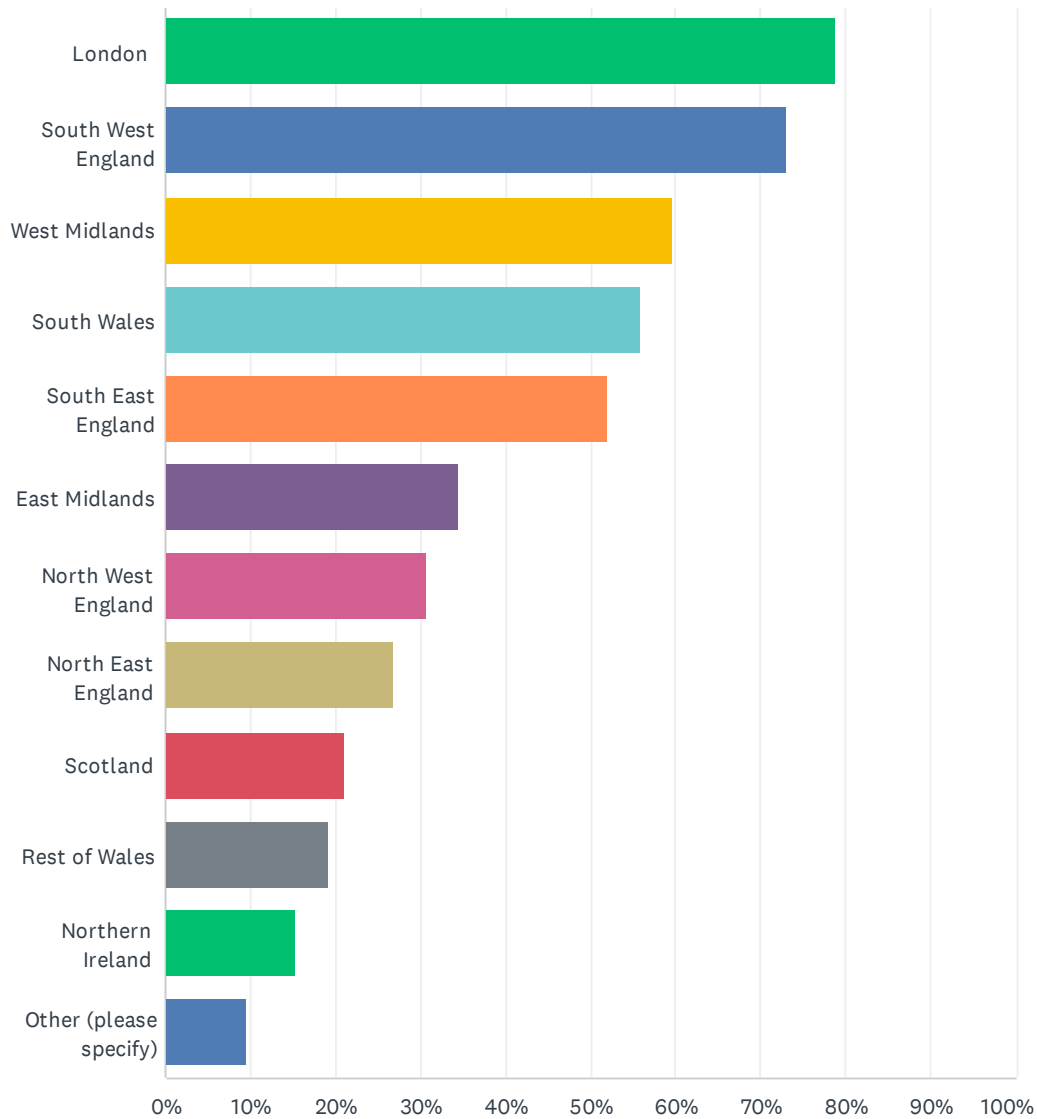
Answered: 51 Skipped: 1



ANSWER CHOICES	RESPONSES	
Paid advertising on social media	78.43%	40
Press / PR, e.g. hosting journalist visits	52.94%	27
Other paid digital advertising, e.g. Google ads	50.98%	26
Paid advertising in offline print publications, e.g. newspapers or magazines	47.06%	24
Out of home advertising, e.g. billboards, bus shelters, digital screens	47.06%	24
Social influencer marketing	45.10%	23
Paid advertising in online magazines/travel guides	41.18%	21
Visit Exeter app	37.25%	19
Email newsletters	31.37%	16
None of the above	0.00%	0
Total Respondents: 51		

### Q4 Which of the following domestic geographic markets do you think should be targeted in marketing activities? Please tick all that apply.

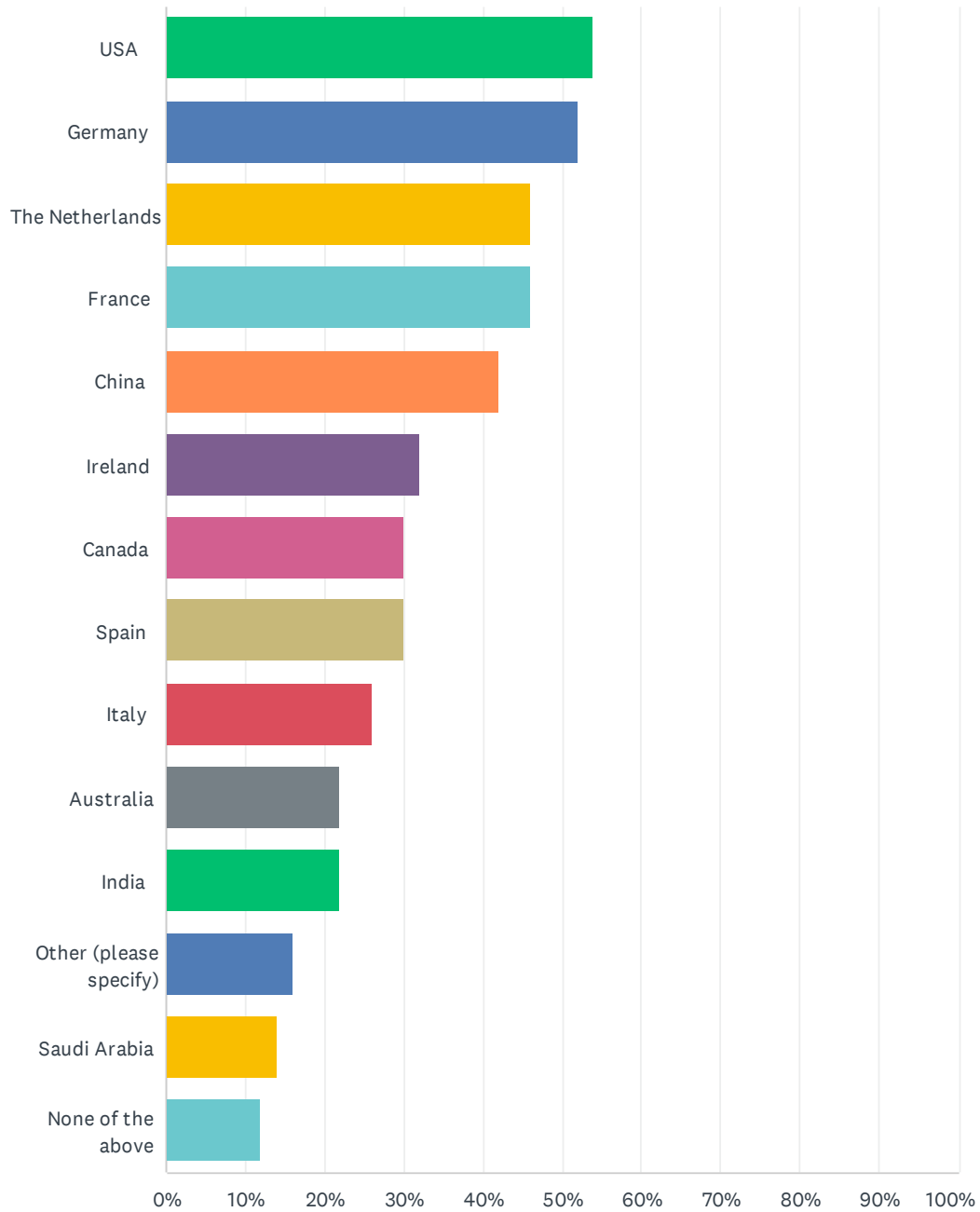
Answered: 52 Skipped: 0



ANSWER CHOICES	RESPONSES	
London	78.85%	41
South West England	73.08%	38
West Midlands	59.62%	31
South Wales	55.77%	29
South East England	51.92%	27
East Midlands	34.62%	18
North West England	30.77%	16
North East England	26.92%	14
Scotland	21.15%	11
Rest of Wales	19.23%	10
Northern Ireland	15.38%	8
Other (please specify)	9.62%	5
Total Respondents: 52		

Q5 Which of the following overseas geographic markets do you think should be targeted in marketing activities? Please tick all that apply. (Please note, the following list is taken from the most popular countries visiting [www.visitexeter.com](http://www.visitexeter.com) over the past 12 months)

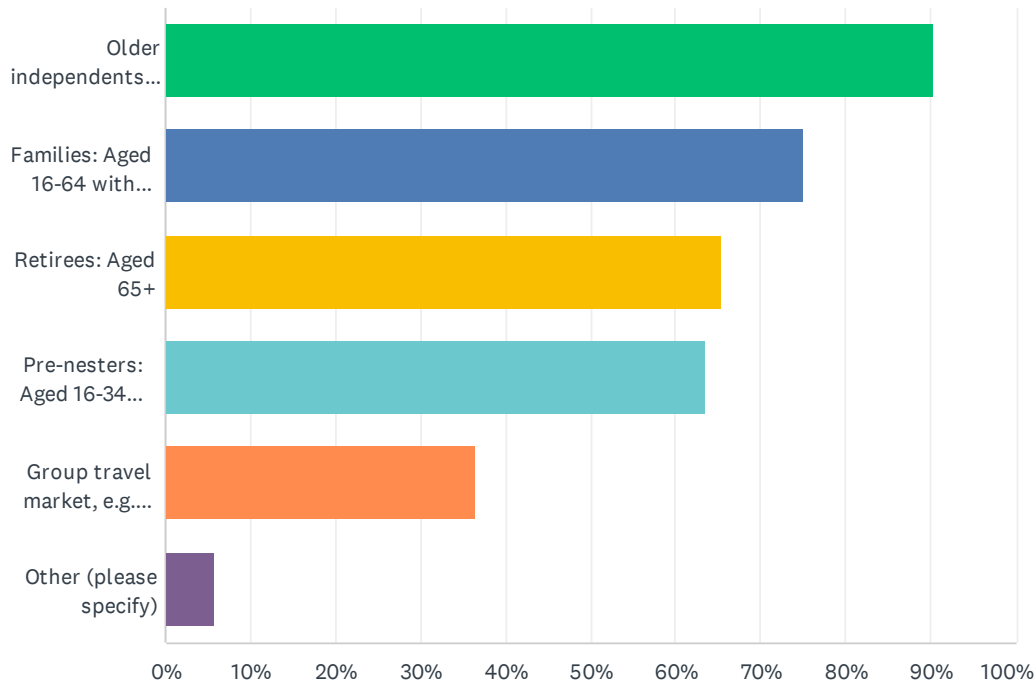
Answered: 50 Skipped: 2



ANSWER CHOICES	RESPONSES	
USA	54.00%	27
Germany	52.00%	26
The Netherlands	46.00%	23
France	46.00%	23
China	42.00%	21
Ireland	32.00%	16
Canada	30.00%	15
Spain	30.00%	15
Italy	26.00%	13
Australia	22.00%	11
India	22.00%	11
Other (please specify)	16.00%	8
Saudi Arabia	14.00%	7
None of the above	12.00%	6
Total Respondents: 50		

## Q6 Which of the following demographic markets do you think should be targeted? Please tick all that apply.

Answered: 52 Skipped: 0

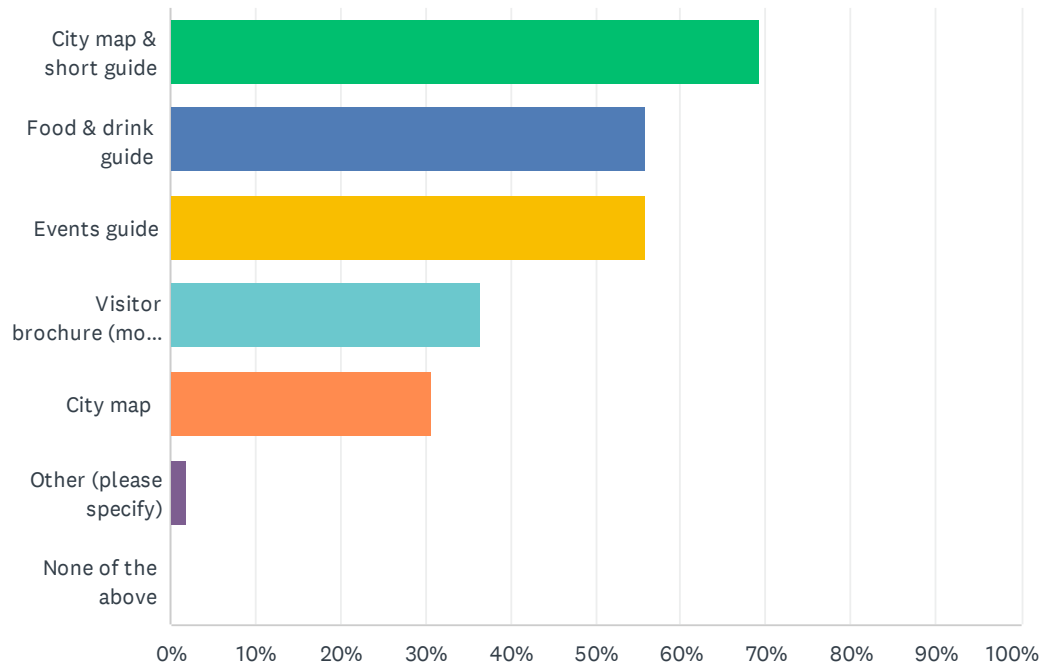


ANSWER CHOICES	RESPONSES	
Older independents: Aged 35-64 without children in household	90.38%	47
Families: Aged 16-64 with children in household	75.00%	39
Retirees: Aged 65+	65.38%	34
Pre-nesters: Aged 16-34 without children in household	63.46%	33
Group travel market, e.g. coach parties, stag/hen trips	36.54%	19
Other (please specify)	5.77%	3
Total Respondents: 52		



## Q7 What printed material would you like to see produced to promote Exeter?

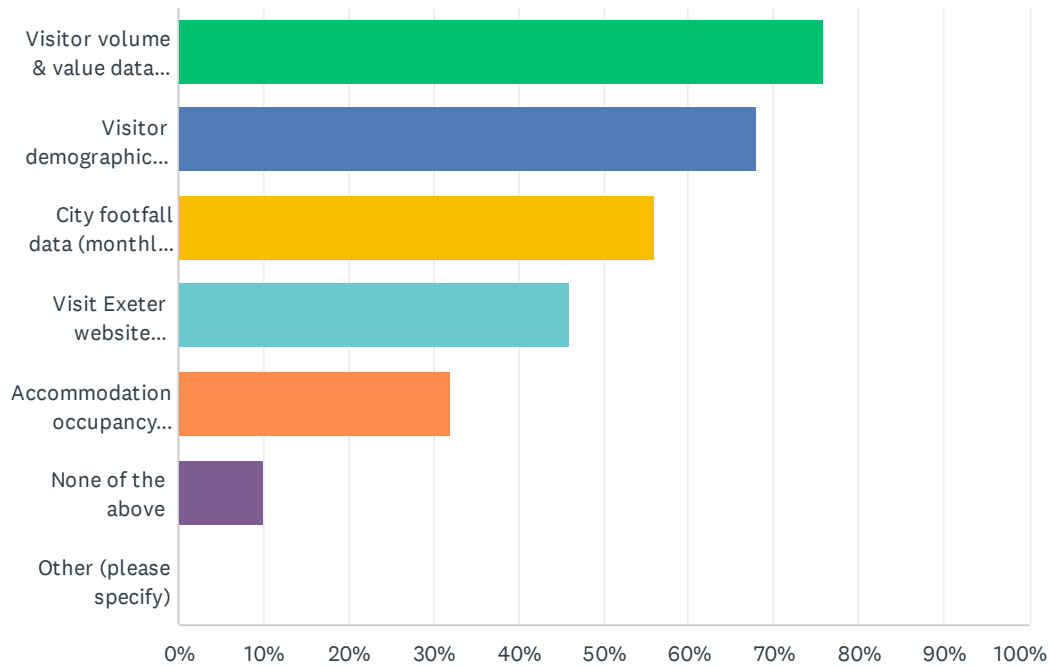
Answered: 52 Skipped: 0



ANSWER CHOICES	RESPONSES	
City map & short guide	69.23%	36
Food & drink guide	55.77%	29
Events guide	55.77%	29
Visitor brochure (more in-depth guide to the city)	36.54%	19
City map	30.77%	16
Other (please specify)	1.92%	1
None of the above	0.00%	0
Total Respondents: 52		

## Q8 Which of the following data sets would be helpful for your own business activities?

Answered: 50 Skipped: 2



ANSWER CHOICES	RESPONSES	
Visitor volume & value data (annual visitor numbers and spend)	76.00%	38
Visitor demographic profiles	68.00%	34
City footfall data (monthly footfall in the city centre)	56.00%	28
Visit Exeter website analytics (visitor traffic and behaviour)	46.00%	23
Accommodation occupancy levels	32.00%	16
None of the above	10.00%	5
Other (please specify)	0.00%	0
Total Respondents: 50		

**Q9 Is there anything else you think Visit Exeter should be doing, that they are not already doing currently?**

Answered: 14 Skipped: 38