



# VISITOR ANALYSIS

Getting to know our audience

## ABSTRACT

A visitor survey was conducted in August 2017 with a total of 152 respondents. The survey was designed to understand the visitors to West Harris better, their interests and their researching behaviours to help us target our marketing more effectively. The results are analysed in the following report.

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## Accommodation

36% of visitors stayed in Self Catering

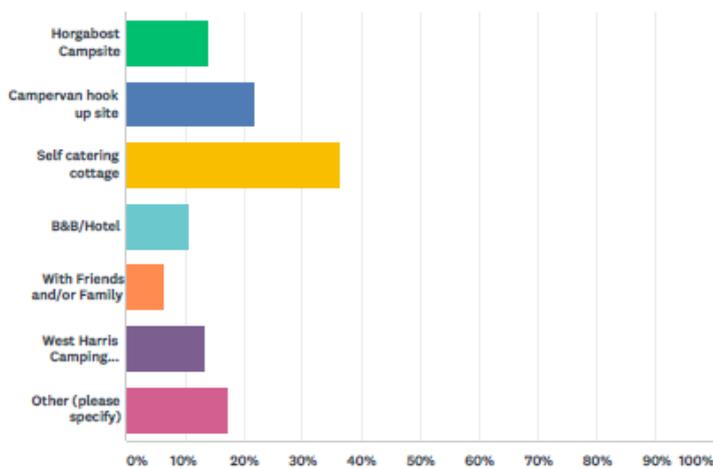
21% used campervan hook ups

- 13% Horgabost Campsite
- 13% WHT Laybys

Camping overall was 47%! Making it the most popular form of accommodation for visitors

### Q1 Where did you stay during your trip?

Answered: 152 Skipped: 0



ANSWER CHOICES	RESPONSES
Horgabost Campsite	13.82% 21
Campervan hook up site	21.71% 33
Self catering cottage	36.18% 55
B&B/Hotel	10.53% 16
With Friends and/or Family	6.58% 10
West Harris Camping spots/Unofficial spots and Laybys (Please outline why you stayed here)	13.16% 20
Other (please specify)	17.11% 26
Total Respondents: 152	

Over 55's are just as likely/if not more likely to travel in a campervan or go camping with only 30% of respondents staying in self-catering compared to 39% of the younger demographic.

Both demographics are now choosing to take their campervans or tents as a more cost effective and more free means of accommodation. This tells us that our customers staying in the hook ups are both older couples and younger families – Both share similar ideologies of using a campervan to give them freedom of movement throughout their stay in a cost-effective way.

## Main Activities and Interests

As shown in the table below sightseeing was overwhelmingly the most popular activity

- Nature
- Culture/Heritage
- Outdoor adventure
- Cycling, watersports and art

Relaxation was another common answer in the 'other' section and worth noting.

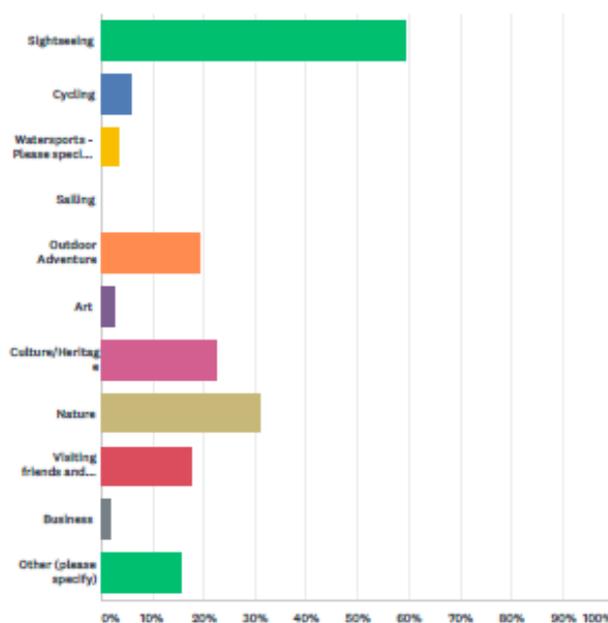
This information gives us great insight into what our visitors are interested in and allows us to tailor online content via website/blog/social media towards these areas of interest.

In addition to this it makes it clear that visitors are no longer simply looking for a relaxing sightseeing holiday and they are also looking for tangible experiences.

Opportunity to develop a guided walk programme which would be a great activity combining many popular interests of our visitors.

### Q2 What was the main purpose of your visit?

Answered: 152 Skipped: 0



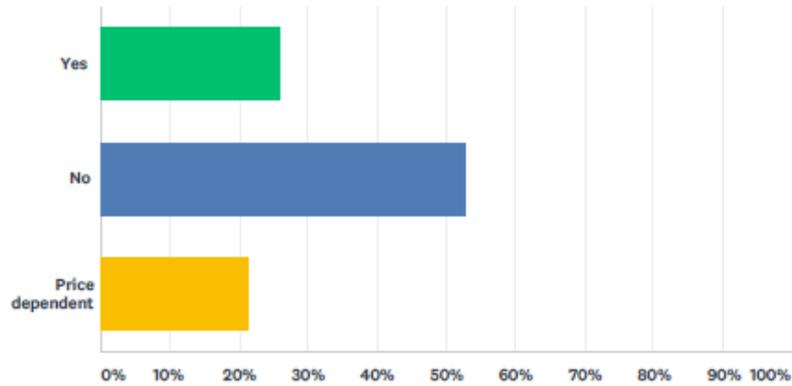
ANSWER CHOICES	RESPONSES	
Sightseeing	59.21%	90
Cycling	5.92%	9
Watersports - Please specify which activities in 'other' box	3.29%	5
Sailing	0.00%	0
Outdoor Adventure	19.08%	29
Art	2.63%	4
Culture/Heritage	22.37%	34
Nature	30.92%	47
Visiting friends and family	17.76%	27

## Watersports

Surprisingly the data shows that there is not a huge interest in watersports, I believe as access to this become easier and there are more providers this will change as the location is ideal for watersports. With the new marina in Tarbert and Scalpay along with the focus of Outer Hebrides Tourism towards Marine tourism this is an area that will steadily increase over the next 5 years.

### Q3 Would you have participated in watersports activities if they were locally available?

Answered: 131 Skipped: 21



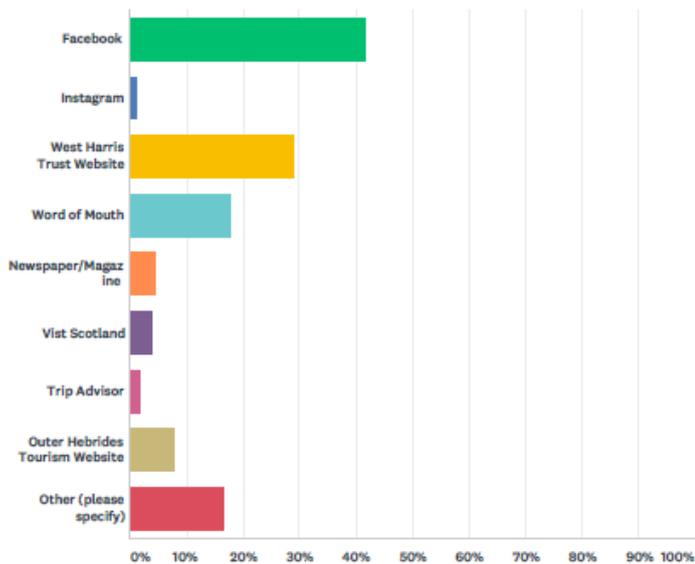
ANSWER CHOICES	RESPONSES	
Yes	25.95%	34
No	52.67%	69
Price dependent	21.37%	28
TOTAL		131

## Where did our audience find us?

The 4 following questions are focused on where our visitors accessed information from, what devices they used and if they would be likely to share their experience to their social media networks.

### Q4 How did you find out about Talla na Mara and the West Harris Trust?

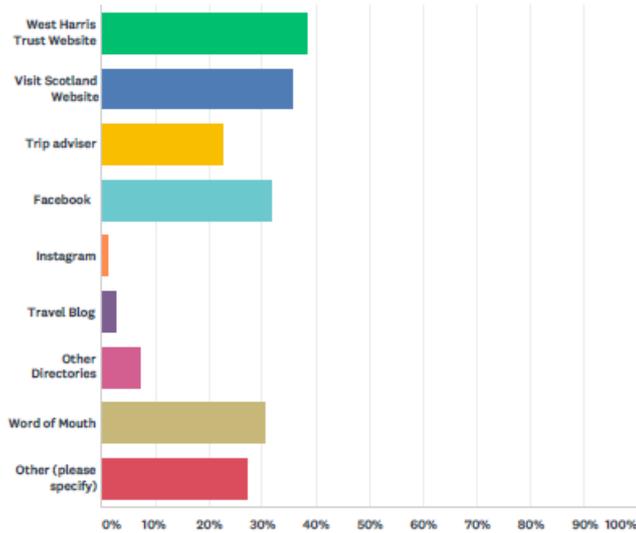
Answered: 151 Skipped: 1



ANSWER CHOICES	RESPONSES
Facebook	41.72% 63
Instagram	1.32% 2
West Harris Trust Website	29.14% 44
Word of Mouth	17.88% 27
Newspaper/Magazine	4.64% 7
Vist Scotland	3.97% 6
Trip Advisor	1.99% 3
Outer Hebrides Tourism Website	7.95% 12
Other (please specify)	16.56% 25

## Q5 What information sources did you use to research your trip?

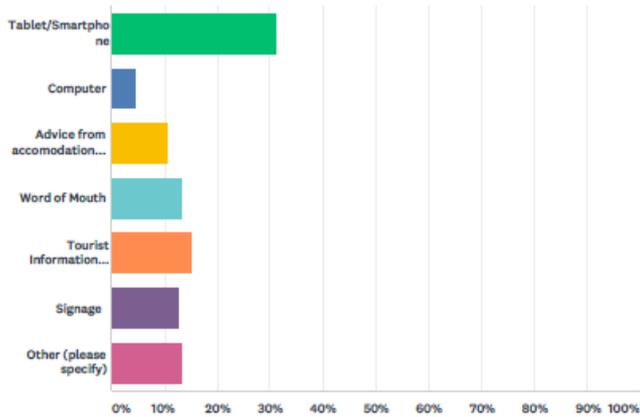
Answered: 151 Skipped: 1



ANSWER CHOICES	RESPONSES	
West Harris Trust Website	38.41%	58
Visit Scotland Website	35.76%	54
Trip adviser	22.52%	34
Facebook	31.79%	48
Instagram	1.32%	2
Travel Blog	2.65%	4
Other Directories	7.28%	11
Word of Mouth	30.46%	46
Other (please specify)	27.15%	41

## Q6 How did you find information during your trip?

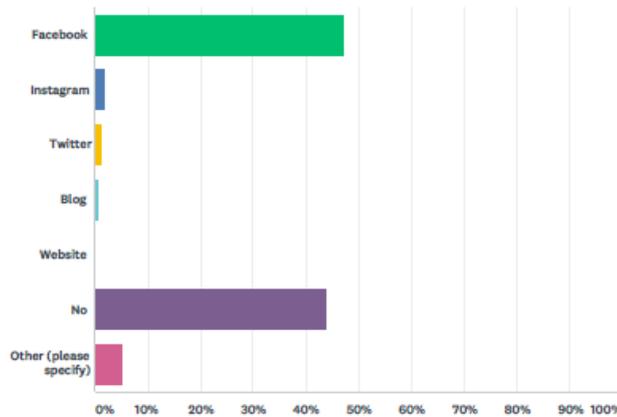
Answered: 152 Skipped: 0



ANSWER CHOICES	RESPONSES	
Tablet/Smartphone	30.92%	47
Computer	4.61%	7
Advice from accomodation host	10.53%	16
Word of Mouth	13.16%	20
Tourist Information Office	15.13%	23
Signage	12.50%	19
Other (please specify)	13.16%	20
TOTAL		152

## Q7 Did you share your experience in West Harris online? (During or After)

Answered: 151 Skipped: 1



ANSWER CHOICES	RESPONSES	
Facebook	47.02%	71
Instagram	1.99%	3
Twitter	1.32%	2
Blog	0.66%	1
Website	0.00%	0
No	43.71%	66
Other (please specify)	5.30%	8
TOTAL		151

Unsurprisingly Facebook was by far the most popular source of information. With the West Harris Trust website another popular online source.

Traditional word of mouth communication is extremely important and a highly valued/trusted source. Showing how important providing a high-quality service throughout the customer life cycle is to everyone who we encounter.

Relatively small variation between the older and younger demographics.

Highlights the importance of having a strong social media presence, with interesting content centred around the key topics of interest mentioned earlier. With the potential to use facebook advertising in the run up to the summer season advertise Camping spots etc.

We must be seen online, and we must give great service for Word of Mouth and online reviews to encourage positive social media posts during or after a trip.

### Conclusion

Our visitors are both young families, travelling couples and older couples.

Their primary interests in West Harris are, sightseeing, nature, culture/heritage and outdoor adventure.

Most effective means of communicating with them is online via our social media channels and websites, and through having informative pages on other directories (Visit Scotland, OHT).

Quality of service can greatly affect visitor's willingness to communicate, Word of mouth is one of the most popular forms of offline communication, and therefore providing excellent service will help spread the word. This is also the case for online reviews through google/facebook and trip advisor.