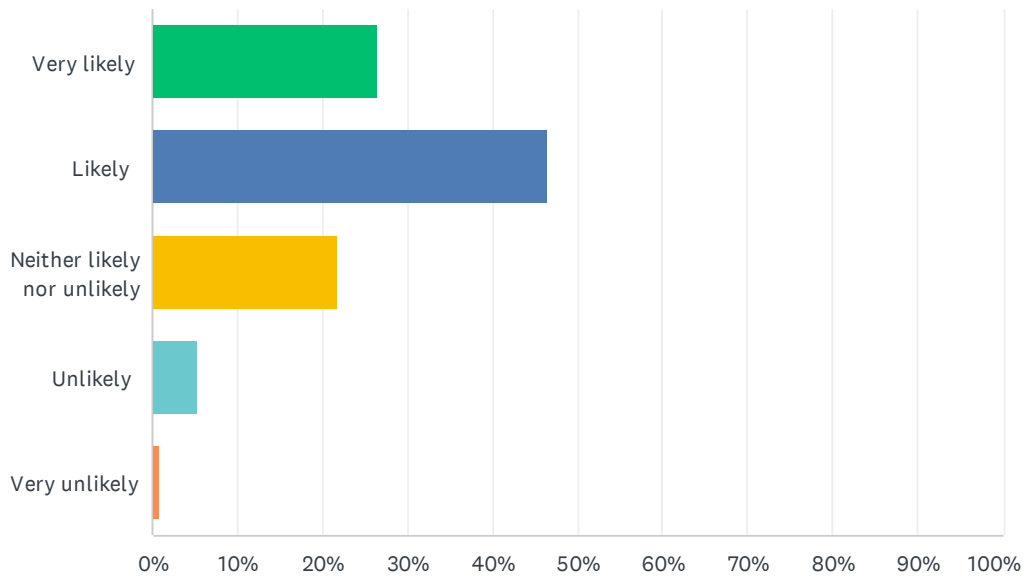


Q1 Would you choose to holiday in the Tarras Valley Nature Reserve?

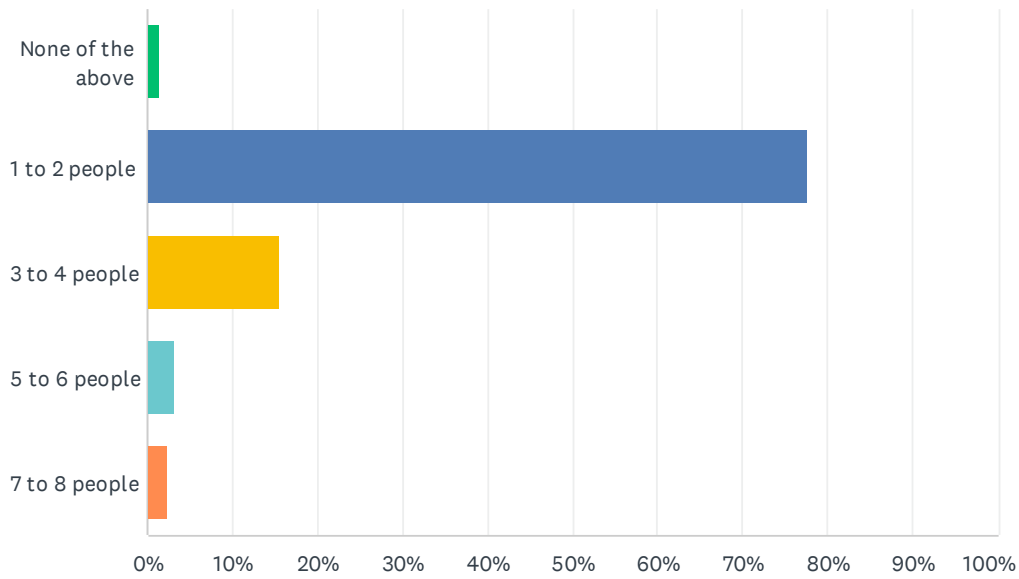
Answered: 129 Skipped: 0



ANSWER CHOICES	RESPONSES	
Very likely	26.36%	34
Likely	46.51%	60
Neither likely nor unlikely	21.71%	28
Unlikely	5.43%	7
Very unlikely	0.78%	1
Total Respondents: 129		

Q2 What would be the typical numbers in your holiday Group?

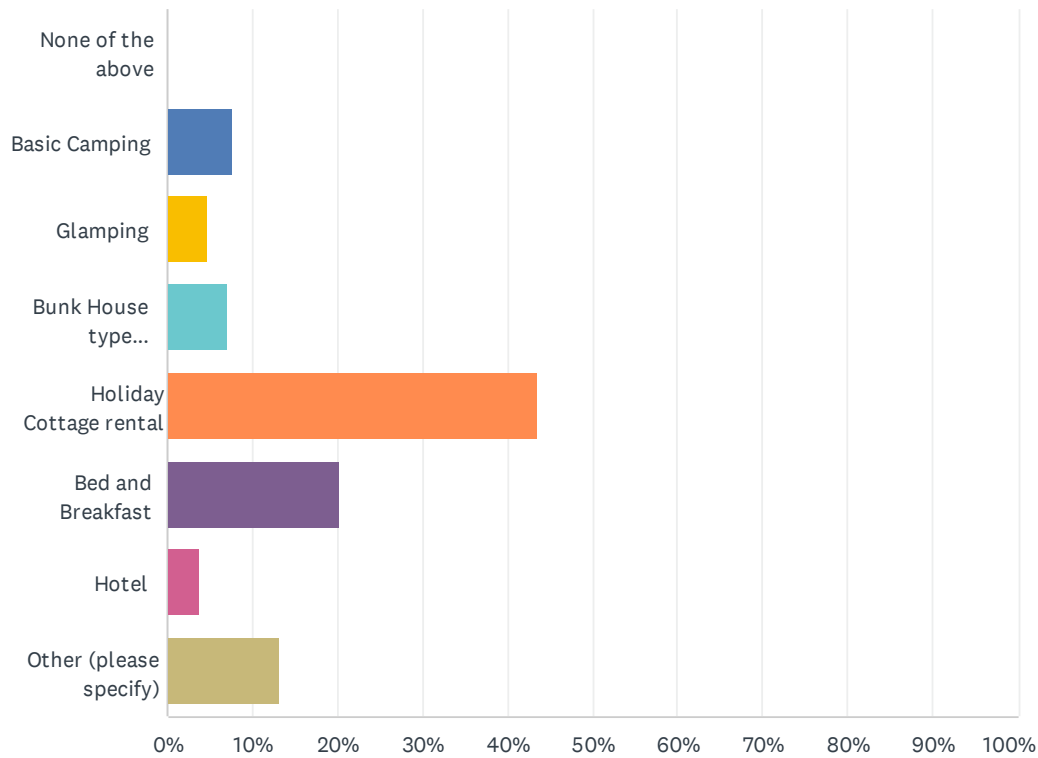
Answered: 129 Skipped: 0



ANSWER CHOICES	RESPONSES
None of the above	1.55% 2
1 to 2 people	77.52% 100
3 to 4 people	15.50% 20
5 to 6 people	3.10% 4
7 to 8 people	2.33% 3
TOTAL	129

Q3 What is your preferred type of accommodation

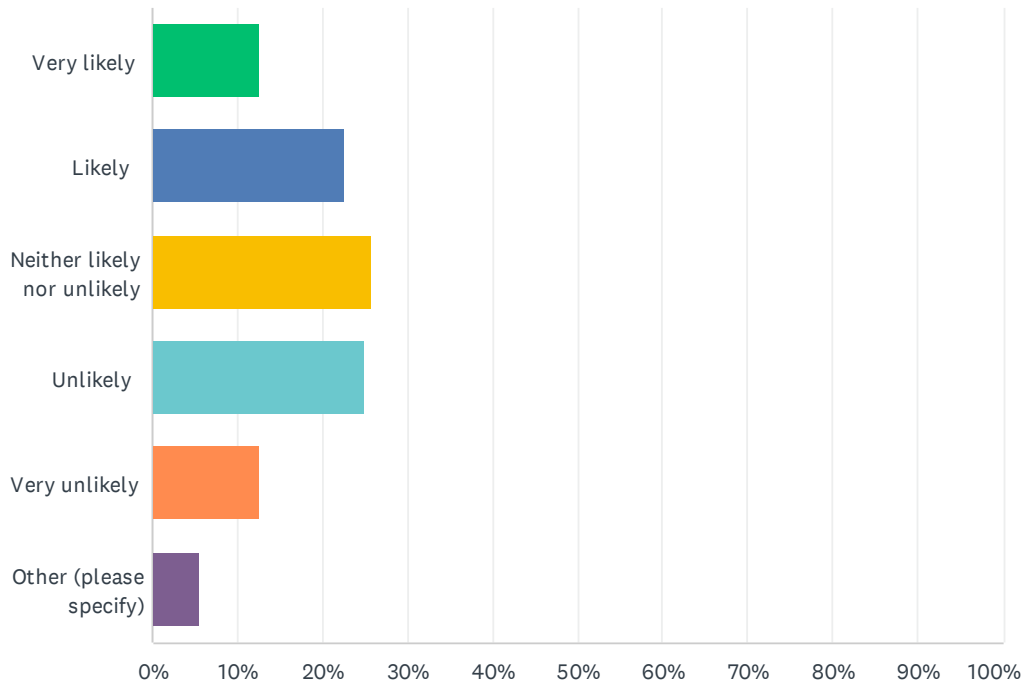
Answered: 129 Skipped: 0



ANSWER CHOICES	RESPONSES	
None of the above	0.00%	0
Basic Camping	7.75%	10
Glamping	4.65%	6
Bunk House type accommodation	6.98%	9
Holiday Cottage rental	43.41%	56
Bed and Breakfast	20.16%	26
Hotel	3.88%	5
Other (please specify)	13.18%	17
TOTAL		129

Q4 Might you be interested in group based holidays / volunteer parties / study experiences at Tarras Valley Nature Reserve?

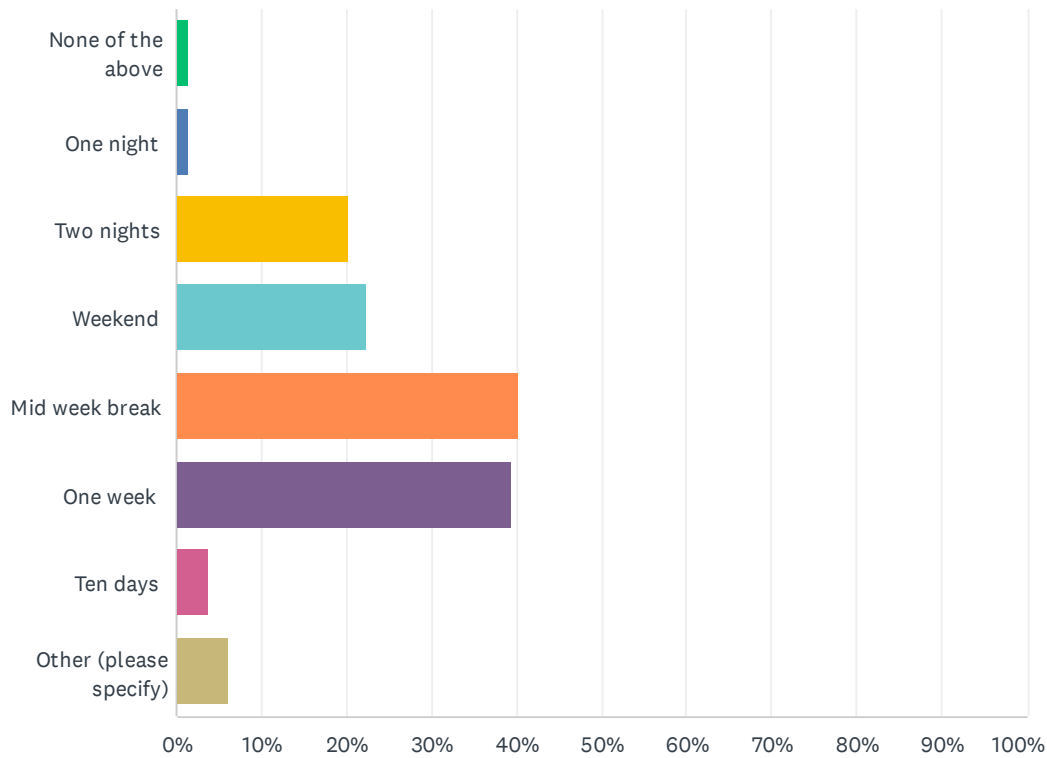
Answered: 128 Skipped: 1



ANSWER CHOICES	RESPONSES	
Very likely	12.50%	16
Likely	22.66%	29
Neither likely nor unlikely	25.78%	33
Unlikely	25.00%	32
Very unlikely	12.50%	16
Other (please specify)	5.47%	7
Total Respondents: 128		

Q5 How long might you imagine staying on holiday at Tarras Valley?

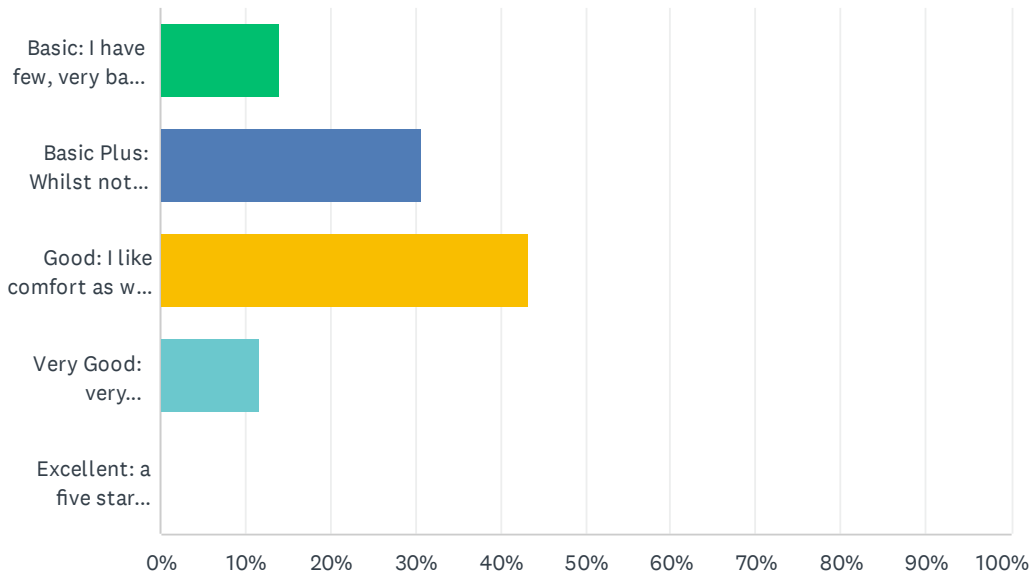
Answered: 129 Skipped: 0



ANSWER CHOICES	RESPONSES	
None of the above	1.55%	2
One night	1.55%	2
Two nights	20.16%	26
Weekend	22.48%	29
Mid week break	40.31%	52
One week	39.53%	51
Ten days	3.88%	5
Other (please specify)	6.20%	8
Total Respondents: 129		

Q6 How important is the quality of the accommodation to your overall experience

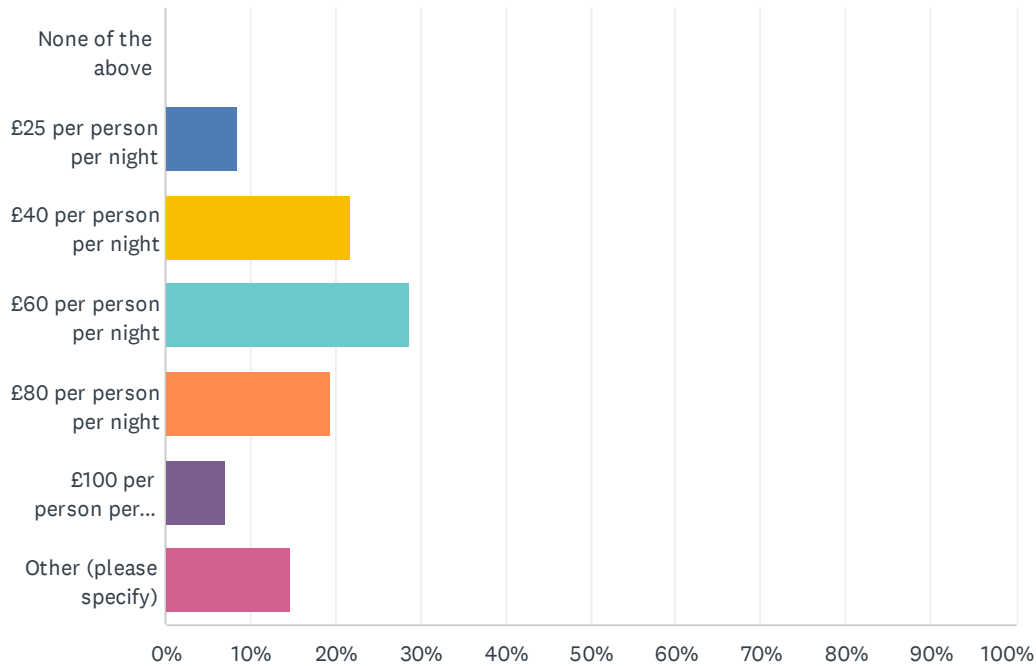
Answered: 127 Skipped: 2



ANSWER CHOICES	RESPONSES	
Basic: I have few, very basic expectations	14.17%	18
Basic Plus: Whilst not fussy, I expect the full range of basic needs met	30.71%	39
Good: I like comfort as well as all basic needs being met	43.31%	55
Very Good: very comfortable, quality accommodation	11.81%	15
Excellent: a five star experience	0.00%	0
TOTAL		127

Q7 What would your per adult, per night £budget for holiday accommodation be

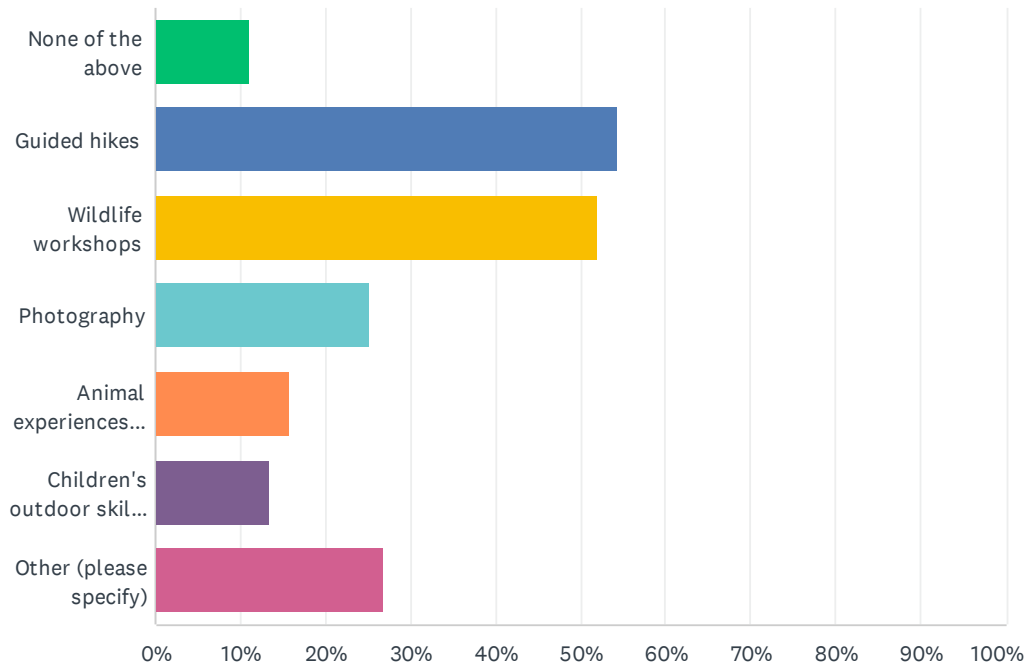
Answered: 129 Skipped: 0



ANSWER CHOICES	RESPONSES	
None of the above	0.00%	0
£25 per person per night	8.53%	11
£40 per person per night	21.71%	28
£60 per person per night	28.68%	37
£80 per person per night	19.38%	25
£100 per person per night	6.98%	9
Other (please specify)	14.73%	19
TOTAL		129

Q8 What additional services or experiences would you be interested in if they were offered alongside your accommodation?

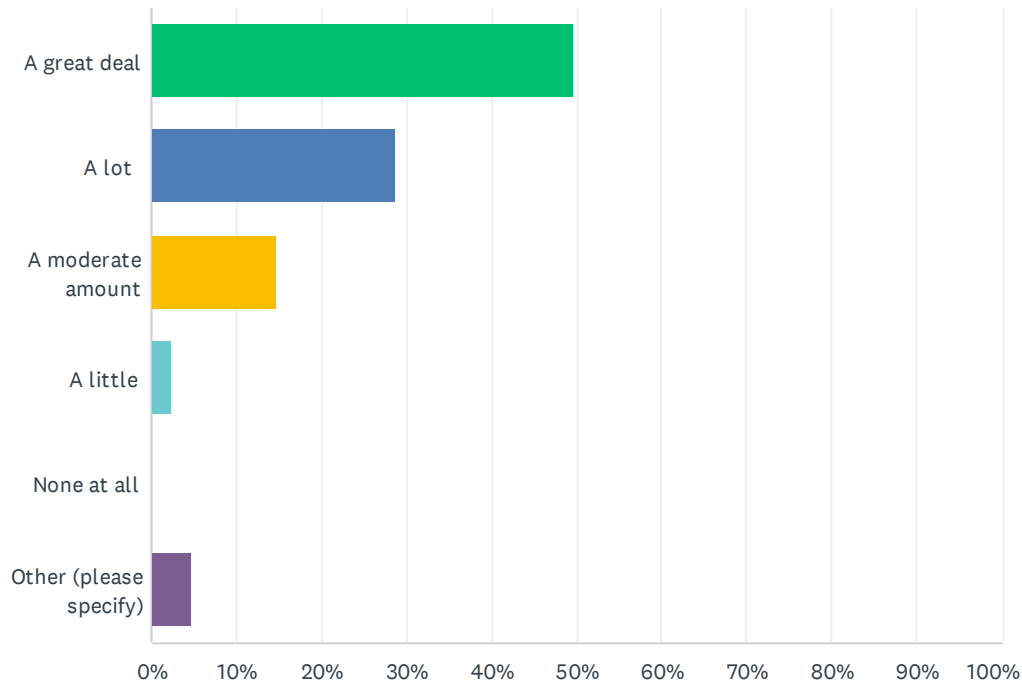
Answered: 127 Skipped: 2



ANSWER CHOICES	RESPONSES	
None of the above	11.02%	14
Guided hikes	54.33%	69
Wildlife workshops	51.97%	66
Photography	25.20%	32
Animal experiences such as pony trekking, Llamas,	15.75%	20
Children's outdoor skills experiences	13.39%	17
Other (please specify)	26.77%	34
Total Respondents: 127		

Q9 How important is sustainability and eco-friendliness in your choice of accommodation?

Answered: 129 Skipped: 0



ANSWER CHOICES	RESPONSES	
A great deal	49.61%	64
A lot	28.68%	37
A moderate amount	14.73%	19
A little	2.33%	3
None at all	0.00%	0
Other (please specify)	4.65%	6
TOTAL		129