

# **Royal Borough of Windsor & Maidenhead Windsor Visitor Survey 2017**

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# Windsor Visitor Survey 2017

## Introduction

- The visitor survey is carried out annually between early August and Mid September by Tourism South East Research on behalf of RBWM.
- The purpose of the survey is to gather information on the origin, profile, behaviour and satisfaction of visitors to Windsor and compare the results with previous surveys to provide year on year trends.
- It also aims to explore views on strengths and weaknesses of Windsor as a visitor destination and to evaluate opinions on specific aspects of the visitor experience.
- 1,850 people were stopped for interview. Of these 39% were not eligible to complete the interview and 40% refused. In total 396 (21%) adult visitors were interviewed at key locations:
  - Windsor & Eton Bridge
  - Corner of High Street & Castle Hill
  - Peascod Street
  - Windsor Royal Station
  - Guildhall area

# Windsor Visitor Survey

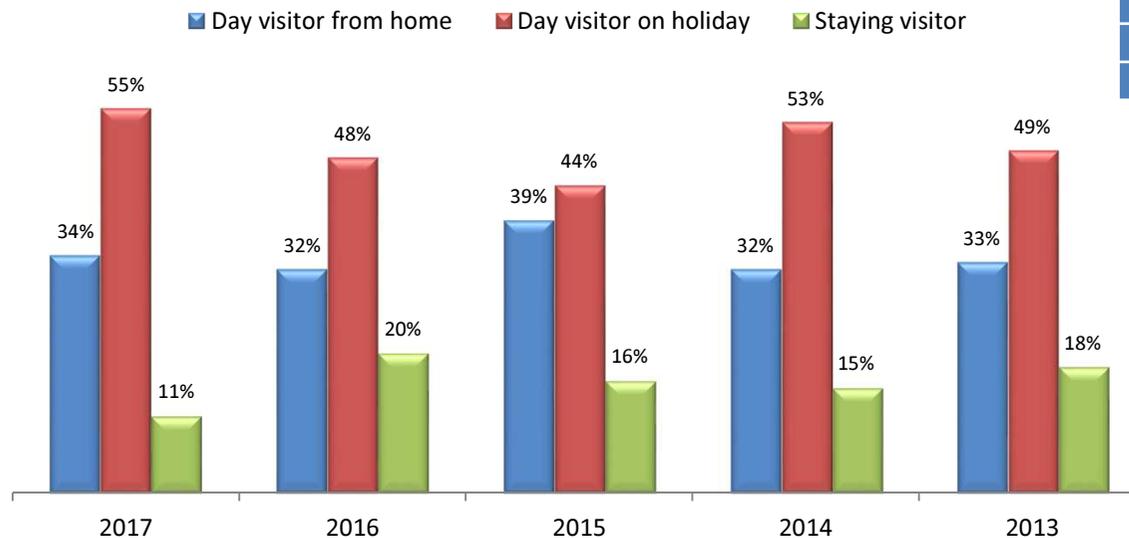
## Visitor Profile

### Visitor Type

Of the 396 visitor groups interviewed, 89% were day visitors. The majority of these visitors (55% of all visitors) were day visitors from holiday bases outside Windsor, while 34% were day visitors from home. The remaining 11% of all visitors were staying overnight in commercial or non-commercial accommodation within Windsor.

The distribution between the three visitor types – day visitors from home, day visitors from holiday base elsewhere and staying visitors reveals that this year there was relatively more day visitors from holiday bases elsewhere, fewer staying visitors and similar numbers of day visitors from home.

#### Visitor type- comparison with previous surveys



#### Locations day visitors on holiday were staying

Greater London	93%
Berkshire	5%
Surrey	1%
Somerset	<1%
Kent	<1%

# Windsor Visitor Survey

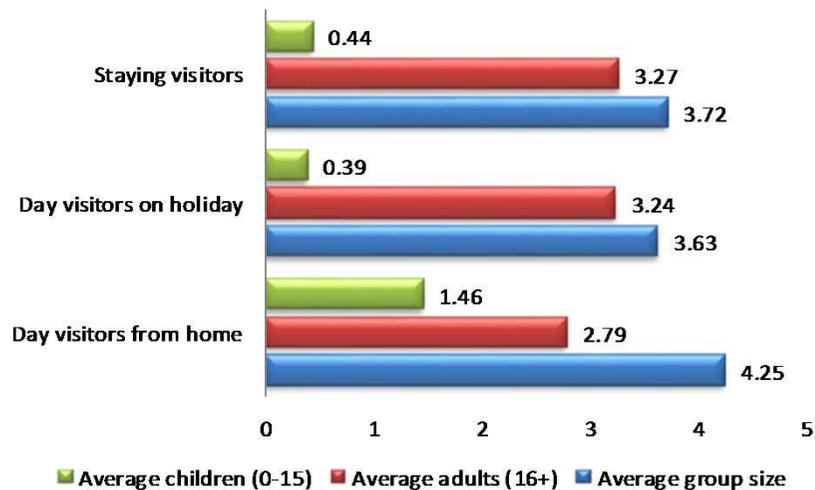
## Group Size & Composition

On average, groups of visitors to Windsor in 2017 consisted of 3.85 people (3.09 adults and 0.76 children). There has been a large increase in average group size this year compared to previous years.

Average group size - comparison with previous surveys

	2017	2016	2015	2014	2013
Total Adults (16+)	3.09	2.25	2.44	2.36	2.44
Total Children (0-15)	0.76	0.64	0.52	0.39	0.51
Total people	3.85	2.90	2.96	2.74	2.95

Average group size - by visitor type



Day visitors from home, on average, contained nearly double the number of children than last year (1.46 compared with 0.50 in 2016).

The average group size of those visiting from home was also found to be higher than the previous year (4.25 people compared with 2.75 people).

Those staying overnight in the town also saw an increase in average group size 3.72 people compared with 2.70 people in 2016.

However, the average group size of day visitors on holiday was found to be smaller than previous years (average group size of 3.63 people compared to 3.08 people last year).

# Windsor Visitor Survey

## Group Size & Composition

- 68% of all visiting groups were adult only of which most consisted of two adults (44%).
- A third of all visitor groups in 2017 included one or more children – similar to last year.
- Since 2013 more family groups make up the visitor market. Groups containing children was only 25% in 2013.
- Day visitors from home for the day contained more family groups (55%) compared with 19% on holiday and 20% staying visitors.
- Day visitors on holiday and staying visitors tended to have higher numbers of adult only groups than those visiting from home for the day.

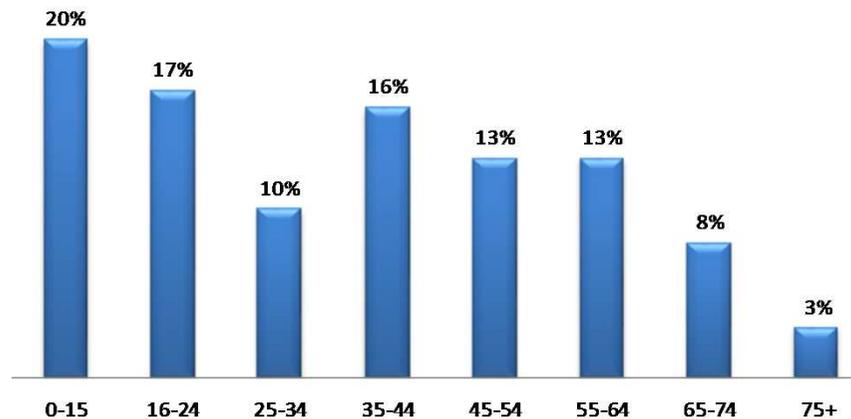
## Age Profile

20% were children aged 0-15 years (slightly lower than the 22% in 2016).

Around a third (29%) were adults aged between 35 and 54 years old.

24% of all visitors were mature adults aged 55 years or more; lower than the proportion seen last year (32%).

Visitor age profile – all visitors



# Windsor Visitor Survey

## Employment and Socio-Economic Status

Visitors were asked to indicate the employment status of the chief income earner of their household. 75% of all respondents indicated that their household's chief income earner was in employment at the time of the survey (69% in 2016). Of these, 67% were in full time employment, 3% were working part-time and 5% were self-employed. Compared to last year there were significantly fewer retired visitors (15% compared with 27% in 2016).

### Employment status of chief household income earner

	2017	2016	2015	2014	2013
Base	396	397	399	400	416
Employed full-time	67%	55%	58%	56%	56%
Employed part-time	3%	3%	4%	4%	5%
Self-employed	5%	11%	13%	7%	10%
Retired	15%	27%	19%	26%	25%
Full-time student living at home	2%	1%	1%	2%	1%
Full-time student living away	5%	2%	2%	4%	3%
Unemployed	1%	1%	1%	1%	1%
Refused	3%	2%	2%	1%	0%



# Windsor Visitor Survey

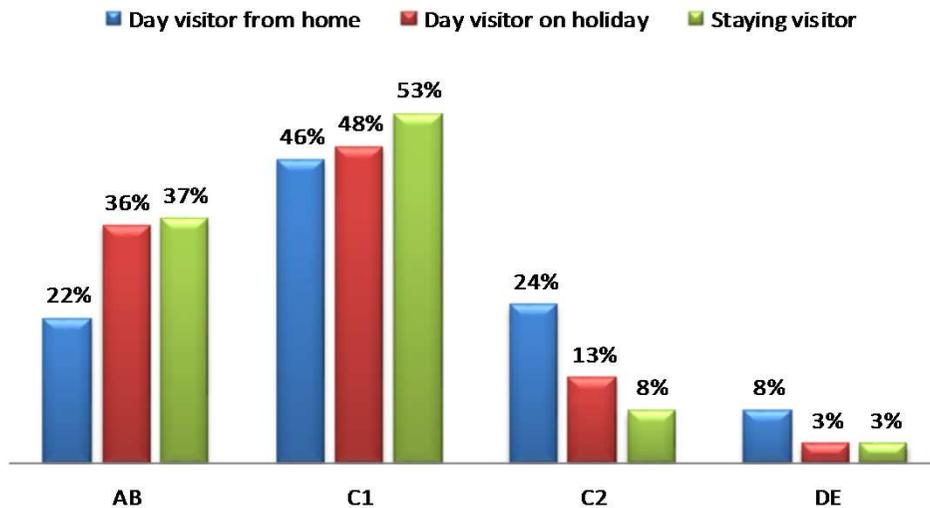
## Employment and Socio-Economic Status

The socio-economic profile of visitors is based on the occupation of the household’s highest income earner and takes into account the previous occupation of those who were retired. The survey results indicate a relatively affluent profile of visitors to Windsor. The majority of visitors were from ABC1 households (accounting for 79% of all visitors in 2017 broadly similar to previous years). This includes 31% of all visitors who were from the top AB professional grade (4% lower than last year).

16% of visitors were classified as C2 socio-economic group, with the remaining 5% falling into the lowest group DE

Socio-economic grouping

	2017	2016	2015	2014	2013
AB	31%	35%	37%	27%	32%
C1	48%	42%	43%	53%	47%
C2	16%	15%	13%	14%	17%
DE	5%	8%	7%	6%	4%



### Visitor socio-economic profile

The socio-economic profile varies between type of visitor. Groups of staying visitors and day visitors on holidays contained more visitors from the AB socio-economic group and less from the C2 socio-economic group when compared with day visitors from home.

# Windsor Visitor Survey

## Visitor Origin

Overseas visitors accounted for just over half (51%) of the overall sample in 2017. This could be due to the exchange rate, at the moment, making the United Kingdom as a whole a favourable place for foreigners to visit. Results from previous years show that the overseas market tends to account for a third of the tourism market.

### Proportion of domestic and overseas visitors

	2017	2016	2015	2014	2013
Domestic visitor	49%	70%	67%	65%	71%
Overseas visitor	51%	30%	33%	35%	29%

A total of 204 visitors from overseas were interviewed, representing 39 different countries. Most overseas visitors were day visitors travelling to Windsor from holiday bases elsewhere (day visitors on holiday). France, the United States, Australia, Germany and Spain were the most frequently mentioned countries of residence.

### Top 10 countries of overseas visitor residence

	All overseas	Day visitor on holiday	Staying visitor
Base	204	179	25
France	15%	14%	20%
U.S.A.	11%	12%	4%
Australia	10%	9%	20%
Germany	9%	8%	16%
Spain	9%	10%	8%
Italy	8%	7%	12%
Canada	6%	7%	-
Austria	3%	3%	-
Russia	3%	3%	-
Netherlands	2%	2%	-

Domestic visitors came from a wide range of home locations around the UK, however, the highest proportion originated from the Greater London area (45%).

### Top 10 counties of domestic visitor residence

	All domestic	Day visitor from home	Day visitor on holiday	Staying visitor
Base	192	134	40	18
Greater London	45%	56%	13%	33%
Surrey	13%	19%	-	-
Essex	6%	7%	3%	6%
Scotland	5%	-	20%	6%
Kent	5%	7%	3%	-
Berkshire	4%	4%	-	11%
Hertfordshire	3%	2%	5%	-
Northern Ireland	3%	-	8%	11%
Wales	2%	-	8%	6%
West Midlands	2%	-	8%	6%

# Windsor Visitor Survey

## Use of Destination Information

Overall, nearly two thirds (61%) of all visitors mentioned one or more features or promotions they had seen prior to their visit. This is slightly higher than the proportion mentioning one or more features or promotions they had seen prior to their visit last year.

### Features or promotions seen prior to the visit

	2017	2016	2015	2014	2013
Base:	396	397	399	400	418
Website	32%	18%	24%	21%	26%
Word of mouth/recommendation	21%	12%	15%	14%	15%
Visitor Information Centre	12%	1%	2%	1%	1%
Windsor Visitor Guide	9%	3%	5%	3%	2%
Social media	2%	3%	3%	2%	n/a
TV feature	-	4%	3%	3%	4%
Newspaper	-	2%	1%	1%	1%
Other sources	3%	14%	13%	8%	5%
None/did not see/did not use	29%	49%	44%	55%	51%

NB: Multiple responses permitted

Information from websites was the most popular source of visitor information for visitors staying overnight in Windsor (21%). Fewer day visitors from home had used a website to obtain information compared with the other two types of visitor. Word of mouth recommendation was also a popular source of information, especially amongst staying visitors.

### Information sources visitors came across – by visitor type

	Day visitor from home	Day visitor on holiday	Staying visitor
Website	21%	38%	35%
Word of mouth/ recommendation	19%	21%	33%
TV feature	-	-	-
Windsor Visitor Guide	6%	11%	12%
Social media	4%	1%	2%
Visitor Information Centre	5%	17%	9%
Newspaper	-	-	-
Other sources	4%	3%	-
None/did not see/did not use	46%	20%	16%

# Windsor Visitor Survey

## Use of Destination Information

Visitors who indicated that they had seen websites promoting Windsor were asked which ones they had used. Overall, just under half (43%) of those who used websites had visited the Royal Borough's own website ([www.windsor.gov.uk](http://www.windsor.gov.uk)), whilst only 2% had looked at the [www.visitthames.co.uk](http://www.visitthames.co.uk) website and less than 1% had visited the VisitBritain website



### Websites consulted

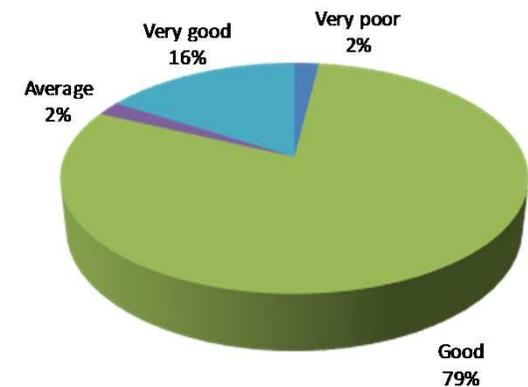
	All visitors 2017	Day visitors from home	Day visitors on holiday	Staying visitors
Base:	126	28	83	15
<a href="http://www.windsor.gov.uk">www.windsor.gov.uk</a>	43%	14%	17%	12%
<a href="http://www.visitthames.co.uk">www.visitthames.co.uk</a>	2%	-	2%	-
VisitBritain website	<1%	11%	57%	3%
Other sites	12%	4%	8%	-

NB: Multiple responses permitted

### Opinions on [www.windsor.gov.uk](http://www.windsor.gov.uk) website

Those who had seen or used the [www.windsor.gov.uk](http://www.windsor.gov.uk) website prior to their visit were asked to rate it on a scale of 1 to 5. The results reveal a high rating of 4.07. Over three-quarters (79%) rated the website as 'good' and 16% rated it as 'very good'.

### Visitor rating of website



# Windsor Visitor Survey

## Main purpose of Visit

As in previous surveys, the highest proportion of visitors indicated that the main purpose of their visit to Windsor was for 'leisure/ holiday' purposes (93%). Five percent were in Windsor primarily for the purpose of visiting friends or relatives (VFR), 1% were on a special shopping trip, 1% were language students and under 1% were there specifically for eating out. The results are broadly consistent to previous years.

### Main purpose of visit to Windsor

	2017	2016	2015	2014	2013
Base:	396	397	399	400	418
Leisure/ holiday	93%	86%	87%	86%	90%
VFR	5%	7%	6%	7%	8%
Special shopping trip	1%	3%	4%	3%	1%
Business trip	-	2%	2%	1%	1%
Language student	1%	1%	1%	2%	-
Dining	<1%	1%	n/a	n/a	n/a
Total	100%	100%	100%	100%	100%

### Whether part of an organised group or coach party

The majority of people who visit Windsor during the summer do so independently. This year only 10% visited as part of an organised group or tour. The year to year results show some variation in the overall proportion of organised group/tour visits. The proportion this year was the lowest for the past five years.

	2017	2016	2015	2014	2013
Base	396	397	399	400	418
Yes	10%	20%	17%	21%	15%
No	90%	80%	83%	80%	85%



# Windsor Visitor Survey

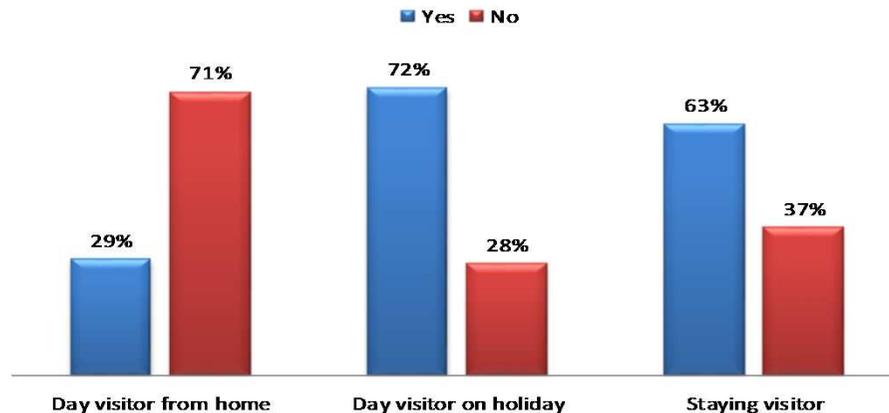
## First Time/repeat visits

Windsor attracts a significant proportion of first time visitors each year. Fifty-six percent of all visitors interviewed in 2017 were visiting Windsor for the first time, while the remaining 44% had visited Windsor at least once before. The proportion of first-time visitors in 2017 was higher than in previous years. This may be due to the higher proportion of overseas visitors encountered this year.

### Whether visiting for first time - all visitors

	2017	2016	2015	2014	2013
Base	396	397	399	400	418
Yes	56%	46%	44%	46%	44%
No	44%	54%	56%	54%	56%

### Whether visiting for first time by visitor type

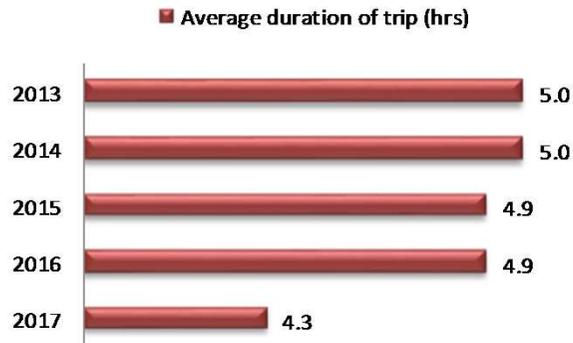


# Windsor Visitor Survey

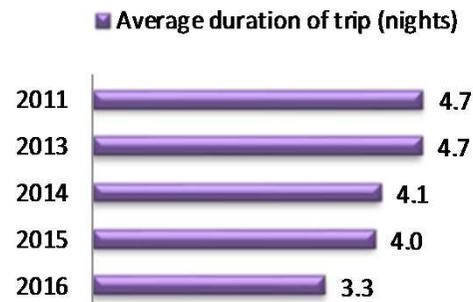
## Average Duration of Trip

Day visitors to Windsor (visiting from home or while on holiday) spend an average of 4.3 hours in the town. The length of time is lower than that of previous years. Visitors staying overnight in Windsor stayed for an average of 4.1 nights in 2017, higher than the average of 2016 but comparable with years previous to that.

LOS day visitors



LOS staying visitors



## Type of accommodation used by staying visitors

	2017	2016	2015	2014	2013
Base:	43	78	67	61	76
Hotel	67%	69%	64%	54%	74%
B&B/ Guest house	5%	6%	6%	10%	7%
Pub/ inn	12%	3%	1%	-	-
Rented house/ cottage/ flat	-	3%	1%	-	5%
Caravanning/ camping	-	3%	-	10%	1%
Onboard a boat/ yacht	-	5%	12%	8%	1%
Home of friend or relative	14%	12%	15%	16%	11%
Other (second home, host family etc.)	2%	-	-	5%	1%
Total	100%	100%	100%	100%	100%

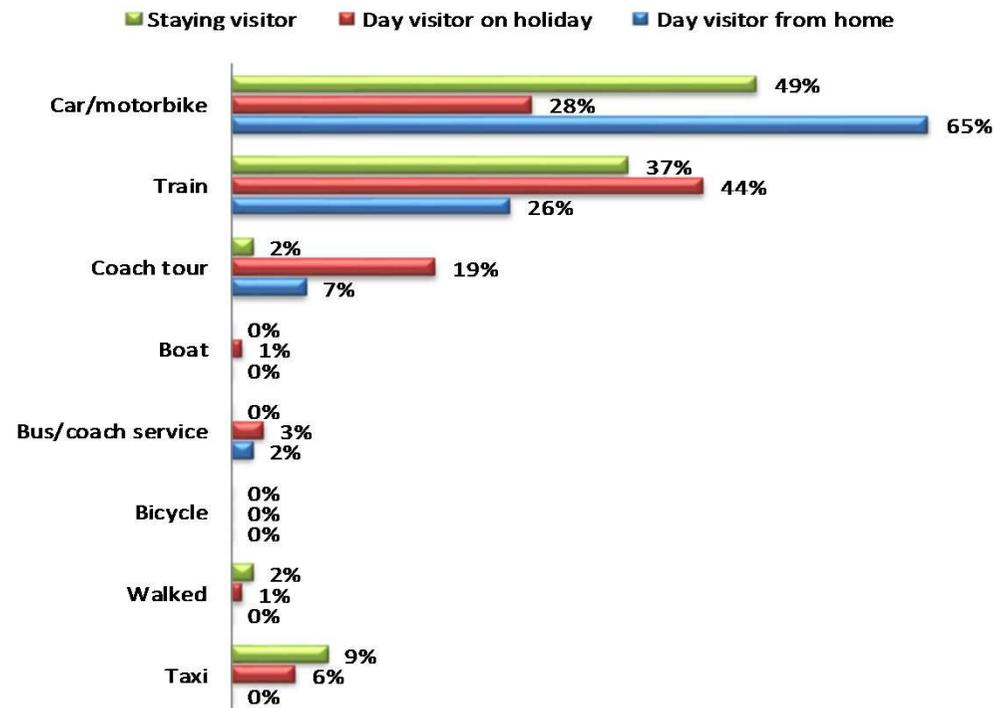
# Windsor Visitor Survey

## Main Mode of Transport Used

Forty-three percent of all visitors in 2017 had travelled to Windsor by private vehicle (car/ van/ motorcycle or motorhome). This is slightly lower than the proportion of visitors who travelled by private motor vehicle in 2016 (50%).

Public transport was far more popular in 2017 with 37% of visitors coming to Windsor by train (22%) in 2016. Whilst coach tours appeared to be slightly less popular with only 13% travelling to Windsor as part of a coach tour compared with 19% in 2016.

### Main mode of transport used to reach Windsor by visitor type



Day visitors on holiday were most likely to travel to Windsor as part of a coach tour or use public transport and less likely to be using their own vehicle than other visitor types.

# Windsor Visitor Survey

## Use of car parking facilities

There was a large increase in the number of visitors encountered that had driven to Windsor and also used the Park & Ride facility. This year just over a third of visitors (36%) used this facility compared with an average of just below 4% from the previous four years. As in previous years, a high proportion (51%) of those travelling to Windsor by car still used the town centre car parks, with the remainder either parking on street, at their accommodation base in Windsor or parking elsewhere.

### Parking facilities used by those travelling to Windsor by car

	2017	2016	2015	2014	2013
Base:	168	196	196	172	251
Used Park & Ride facility	36%	2%	5%	3%	5%
Used town centre car parks	51%	73%	75%	74%	75%
Other (parking on street etc.)	13%	25%	20%	23%	20%

## Local attractions visited during trip

Visitors were asked whether Legoland or Windsor Castle were the main reason for visiting Windsor. Virtually all day visitors on holiday (95%) and staying visitors (91%) said that Windsor Castle had been the main reason for their visit that day. Far fewer visitors mentioned Legoland as the main reason for their visit, however, higher proportions of day visitors from home (40%) mentioned Legoland compared to the other two visitors types (12% and 14% respectively).

### Whether Legoland or Windsor Castle were main reason for visiting by visitor type

	All visitors	Day visitor from home	Day visitor on holiday	Staying visitor
Base:	396	136	217	43
Windsor Castle	90%	80%	95%	91%
Legoland	22%	40%	12%	14%
Neither	3%	3%	3%	2%

# Windsor Visitor Survey

## Local attractions visited during trip

Windsor Castle was again the most frequently mentioned formal attraction, with 90% of all visitor groups saying they had or intended to visit inside the Castle. Day visitors on holiday and staying visitors were particularly likely to visit inside the Castle during their trip to Windsor. As in previous years, cafe's/ restaurants/ pubs (visited by 69% of visitors) and shops (visited by 27% of visitors) were frequently mentioned attractions in 2017.

Visits to local attractions by visitor type

	All visitors	Day visitor from home	Day visitor on holiday	Staying visitor
Base:	396	136	217	43
Visit inside Windsor Castle	90%	79%	96%	91%
Visit a cafe/ restaurant/ pub	69%	77%	66%	58%
Visit the shops	27%	21%	30%	30%
Visit inside Legoland	22%	40%	12%	12%
Visit Guildhall Museum	21%	23%	20%	21%
Visit Windsor Great Park/ Long Walk	16%	15%	16%	16%
Take a horse-drawn carriage ride	15%	12%	18%	12%
Stanley Spencer Gallery	8%	7%	9%	2%
River Thames	7%	7%	6%	9%
Take a riverboat excursion/ Duck Tour	6%	10%	5%	5%
Parks & gardens near the river	6%	7%	5%	5%
Follow the Queen's Walkway	5%	5%	5%	5%
Windsor Farm Shop	4%	4%	4%	7%
Arts/ music venue or Theatre Royal	4%	4%	3%	12%
See the soldiers marching	3%	2%	3%	2%
Look around Eton College	3%	2%	2%	7%
Visit inside Savill Garden	3%	4%	3%	-
Take an open top bus tour	2%	1%	1%	9%
Runnymede/ Magna Carta	2%	1%	2%	7%
Hire a rowing boat	2%	2%	1%	2%
Visit inside Frogmore House & Gardens	2%	1%	1%	7%
Dorney Court	2%	1%	2%	-
Windsor Racecourse	1%	1%	1%	2%
Swimming pool/leisure centre	1%	1%	1%	-
Take a guided walking tour	1%	1%	<1%	-

# Windsor Visitor Survey

## Use of the Visitor Information Centre

In direct contrast to previous years, nearly half of all visitors encountered (45%) indicated that they had been into the Visitor Information Centre during their visit to Windsor in 2017, varying between 33% of staying visitors to 50% of day visitors on holiday. This dramatic increase in usage may be able to be put down to the high levels of overseas visitors encountered during the survey.



### Whether visited the VIC

	2017	2016	2015	2014	2013
Base:	396	397	399	400	417
Yes	45%	9%	10%	10%	8%
No	55%	91%	90%	90%	92%

### Whether visited the VIC by visitor type

	Day visitor from home	Day visitor on holiday	Staying visitor
Base:	136	217	43
Yes	42%	50%	33%
No	58%	50%	67%



# Windsor Visitor Survey

## Visitor spending by staying visitors

The average overall spend on eating out, shopping, entertainment and travel/transport among visitors staying overnight in Windsor in 2017 was £55.55 (per person per 24 hours), slightly lower than the average level of expenditure on these items seen in the last two years. Entertainment and travel/transport accounted for the highest proportion of expenditure.

### Average spend by staying visitors (£ per person per 24 hours)

	2017	2016	2015	2014	2013
Eating out	£23.03	£25.04	£24.39	£17.15	£27.47
Shopping	£14.48	£18.82	£24.68	£12.38	£22.86
Entertainment	£13.03	£10.93	£8.77	£7.88	£10.54
Travel/ transport in Windsor	£5.01	£3.00	£3.68	£3.38	£8.36
Sub-total	£55.55	£57.79	£61.52	£40.77	£69.23
All commercial accommodation	£38.85	£48.51	£31.37	£33.66	£39.79
All accommodation (incl. second homes and homes of friends/relatives)	£32.74	£34.73	£28.35	£21.72	£33.56
Total (including commercial accommodation)	£94.40	£106.30	£92.89	£74.43	£109.02

The average spend on commercial accommodation in Windsor was lower this year compared to 2016 (£38.85 per person per night compared to £48.51 in 2016). The average total spend for staying visitors, including spend on commercial accommodation, was estimated to be £94.40 per person per night.

NB: Figures relate to those staying overnight in Windsor only. Average spend figures exclude 'no replies'.

## Day visitor expenditure

Day visitors (combining day visitors from home and day visitors on holiday) to Windsor spent an average of £43.58 per person per day during 2017, Nearly £10 higher than the average spend seen last year. Entertainment and travel/transport accounted for the highest proportion of day visitor spend.

### Average spend by day visitors (£ per person per day)

	2017	2016	2015	2014	2013
Eating out	£11.98	£12.24	£12.07	£12.31	£12.51
Shopping	£6.93	£11.12	£10.74	£12.44	£11.92
Entertainment	£16.79	£9.29	£8.53	£9.90	£8.58
Travel/ transport in Windsor	£7.88	£2.06	£1.46	£2.73	£6.83
Total	£43.58	£34.71	£32.80	£37.37	£39.83

NB: Average spend figures exclude 'no replies'.

# Windsor Visitor Survey

## Visitor Satisfaction

Visitors were asked to express their opinions on various aspects of their visit which together comprise the 'visitor experience'. Each aspect or indicator was rated on a scale of one to five, where 1= 'very poor' (or the most negative response), 2= 'poor', 3= 'average', 4= 'good' and 5= 'very good' (the most positive response), allowing an average opinion 'score' (out of a maximum of five) to be calculated.

The majority of the performance indicators rated this year received extremely high scores of 4.5 plus out of 5, which collectively contributed to the high level of overall trip enjoyment. However, several of the indicators measured scored particularly well this year.

The top five performing aspects rated this year were:

	<i>Satisfaction score</i>
<i>Feeling of welcome</i>	4.91
<i>Upkeep of parks &amp; open spaces</i>	4.88
<i>Value for money of attractions</i>	4.88
<i>Range of attractions</i>	4.87
<i>Quality of service at attractions</i>	4.87

As with 2016, there were only two indicators which received a score lower than 4 out of 5. These were:

	<i>Satisfaction score</i>
<i>Ease of parking</i>	3.55
<i>Cost of parking</i>	2.83

# Windsor Visitor Survey

## Visitor Satisfaction – overview of comparative scores

An overview of all performance scores show that compared to last year most changes have been very good. 46 performance indicators which saw a significant improvement compared to last year. To be considered a significant improvement, there needs to be an increase in the satisfaction score of at least 0.20 points. In total 22 out of the 26 aspects being rated improved on their satisfaction scores when compared with 2016

Only one area dropped by 0.20 points or more when compared to last year. This was the *Ease of parking* which dropped by 0.36 points compared to last year.

Indicators	2017	2016	2015	2014	2013	2017/2016 % change
Quality of service for accommodation	4.17	4.34	4.50	4.23	4.35	-0.17
Value for money for accommodation	4.17	4.12	4.32	4.03	4.05	+0.05
Ease of parking	3.55	3.91	4.05	3.87	3.71	-0.36
Cost of parking	2.83	2.62	2.91	2.70	2.80	+0.21
Range of attractions	4.87	4.60	4.56	4.62	4.56	+0.27
Quality of service for attractions	4.87	4.63	4.55	4.56	4.56	+0.24
Value for money for attractions	4.88	4.21	4.16	4.12	4.00	+0.67
Range of places to eat/drink	4.76	4.63	4.62	4.64	4.64	+0.14
Quality of service for places to eat/drink	4.81	4.47	4.53	4.53	4.44	+0.34
Value for money for places to eat/drink	4.81	4.12	4.08	4.19	4.08	+0.69
Range of shops	4.61	4.58	4.59	4.55	4.56	+0.03
Quality of shopping environment	4.71	4.63	4.60	4.55	4.55	+0.08
Quality of service for shopping	4.77	4.60	4.53	4.51	4.46	+0.17
Road signs	4.77	4.40	4.47	4.47	4.29	+0.37
Pedestrian signs	4.82	4.48	4.52	4.48	4.38	+0.34
Display maps/ info boards	4.84	4.49	4.41	4.46	4.31	+0.35
Availability of public toilets	4.71	4.23	3.95	4.17	4.10	+0.48
Cleanliness of public toilets	4.81	4.42	4.26	4.38	4.31	+0.39
Cleanliness of streets	4.84	4.58	4.65	4.64	4.61	+0.26
Upkeep of parks & open spaces	4.88	4.74	4.71	4.69	4.66	+0.14
Ease of finding VIC	4.68	4.54	4.54	4.44	4.24	+0.14
Quality of service for VIC	4.73	4.78	4.68	4.46	4.56	-0.05
Usefulness of info. at VIC	4.79	4.77	4.64	4.55	4.52	+0.02
General atmosphere	4.86	4.78	4.77	4.81	4.77	+0.08
Feeling of welcome	4.91	4.73	4.70	4.72	4.69	+0.18
Overall enjoyment	4.21	4.37	4.40	4.41	4.34	-0.16

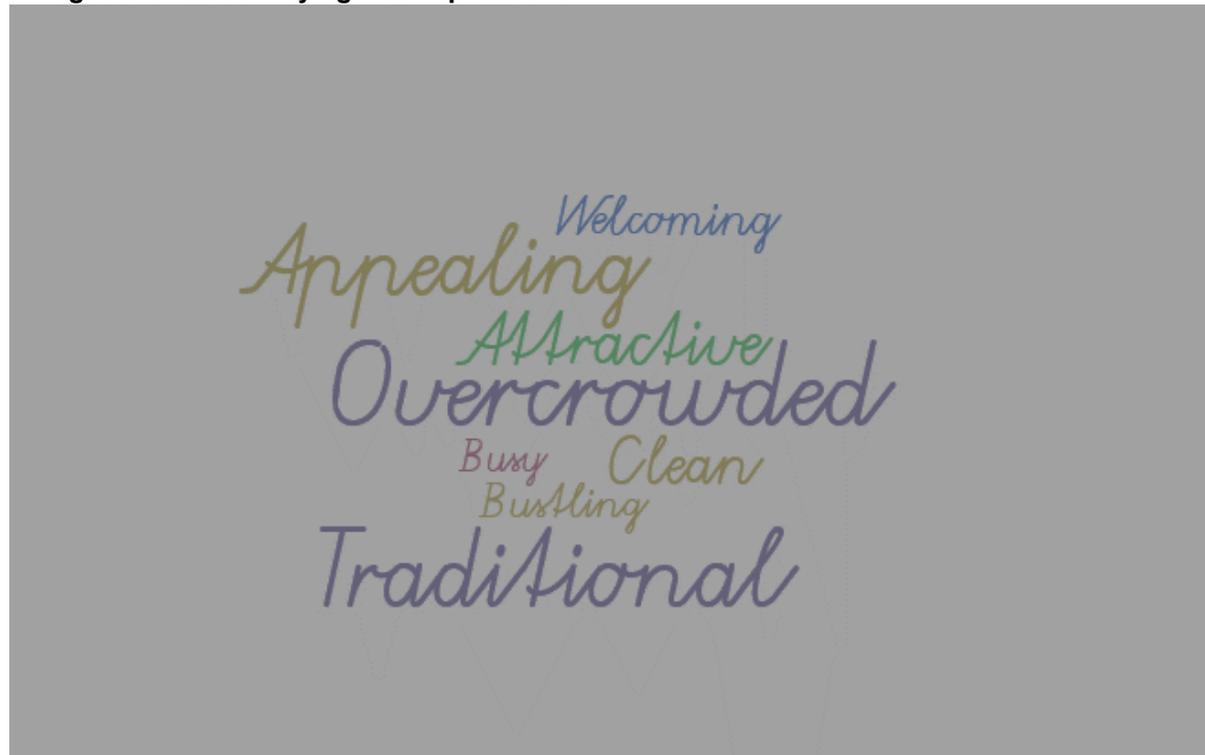
# Windsor Visitor Survey

## First Impression of Windsor

Visitors were invited to comment on their first impressions of the town. The open ended comments have been grouped into different aspects and the full list is presented in the Appendices. The top responses mentioned are presented below.

By far the most dominant impression mentioned by 47% of all visitors was how attractive and appealing they found the town to be. Others mentioned the cleanliness (37%), feeling of welcome (33%) and the busy/bustling feeling (26%).

### Images/themes conveying first impressions



# Windsor Visitor Survey

## What Visitors Like Most About Windsor

Visitors were invited to say what they liked or enjoyed most about Windsor and comment on any aspect which may have reduced the enjoyment of their visit. The key aspects mentioned on enjoyment are presented below and as in previous years, 'the Castle' was the top response (mentioned by 75% of visitors), followed by the attractiveness of the town (15%) and the general atmosphere and ambience of the town (mentioned by 12% of visitors).

### Aspects of the town most liked



The majority of visitors (97%) indicated that 'nothing' had spoiled the enjoyment of their visit to Windsor.

Of those who did offer comments, a variety of different aspects were mentioned, often by only one or two visitors. This included the poor weather, too crowded and difficulty parking.



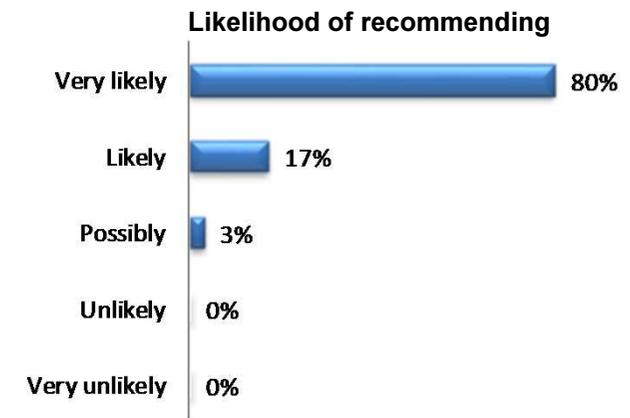
# Windsor Visitor Survey

## Meeting of expectation & likelihood of recommending

Overall, 72% of visitors indicated that the visit had met their expectations, while 27% reported that it had exceeded their expectations. Only 1% reported that the visit had failed to meet their expectations.

**Whether the visit met expectations**

	2017	2016	2015	2014	2013
<b>Base:</b>	396	397	399	400	416
<b>Met expectations</b>	78%	72%	72%	77%	75%
<b>Exceeded expectations</b>	22%	27%	26%	22%	22%
<b>Failed to meet expectations</b>	0%	1%	2%	1%	3%



The vast majority of respondents indicated that they were ‘very likely’ or ‘likely’ to recommend Windsor as a visitor destination to others (97%).



**Thank you.**

**Any Questions?**

