



Edinburgh Visitor Survey 2006/7

All questions marked with * must be answered.

Please note that if you select 'Other' as a response to any question, the system requires that you also describe this 'Other' in the box provided.

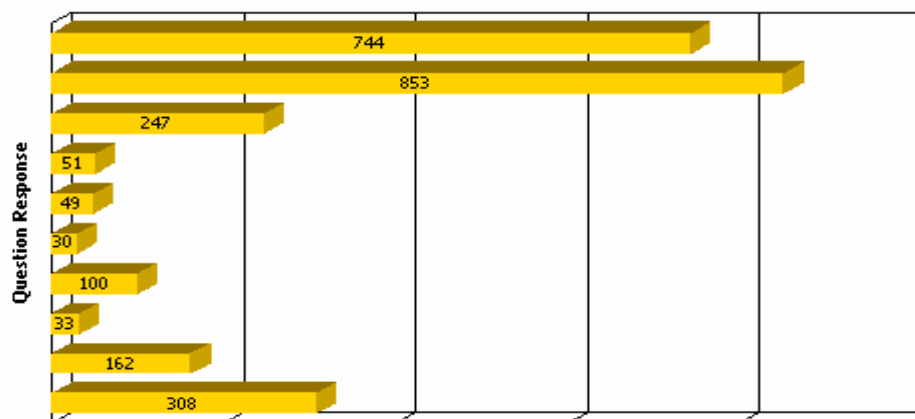
3. Which, if any, of the following aspects of your trip did you book using the Internet? *

- | | |
|--|---|
| <input type="checkbox"/> Flight | <input type="checkbox"/> Accommodation |
| <input type="checkbox"/> Train tickets | <input type="checkbox"/> Ferry tickets |
| <input type="checkbox"/> Theatre tickets | <input type="checkbox"/> Concert tickets |
| <input type="checkbox"/> Guided tour | <input type="checkbox"/> Restaurant |
| <input type="checkbox"/> Car hire | <input type="checkbox"/> Did not book any aspect using the Internet |

Other (please specify):

Item Text	Responses	Response %	Question Ref
Which, if any, of the following aspects of your trip did you book using the Internet?			Checkboxes 47365 Page 4
Flight	744	48.8%	
Accommodation	853	55.9%	
Train tickets	247	16.2%	
Ferry tickets	51	3.3%	
Theatre tickets	49	3.2%	
Concert tickets	30	2.0%	
Guided tour	100	6.6%	
Restaurant	33	2.2%	
Car hire	162	10.6%	
Did not book any aspect using the Internet	308	20.2%	
		2,577	

Completed Survey Count = 1,525

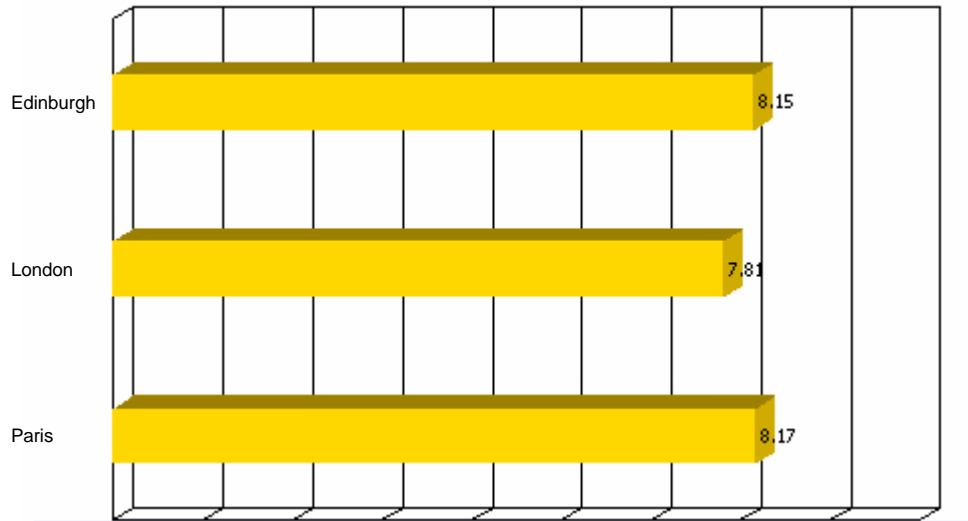


Visitrac® City Survey Analysis

How you would rate the quality of customer service provided by staff at your accommodation?

Completed Surveys from 31.05.2006 to 06.03.2007

City	Average Response (On a scale of 1-10)	Number of Surveys
Edinburgh	8.15	382 completed survey(s)
London	7.81	1,012 completed survey(s)
Paris	8.17	83 completed survey(s)
All City Average		7.92



What was the best or most enjoyable aspect of your visit to Edinburgh?

I like Edinburgh. Edinburgh is the most beautiful town, which I saw. I thing, that my the most enjoyable aspect of visit is i that I was in Edinburgh, because here is very diferent culture and diferent habits, which I haven 't known.

It is rather difficult to decide as all of the places I have seen have their charm. Still, I love hiking, a stroll to Arthur's Seat made an everlasting impression.

None of the pubs stunk of cigarette smoke, the city street were also very clean.

shopping and seeing relatives that i haven't seen for many years.

The architecture and the cleanliness of the city.

The castle was incredible, and the views were absolutely spectacular. I was amazed by the friendliness and hospitality of locals, with most shop and attraction staff willing to go the extra mile to help out when necessary.

Also the deep fried mars/snickers bars - madness but delicious :D

The Castle was very interesting and the views were spectacular. The Royal Mile is fantastically quaint, if not unbelievab windy!

The general atmosphere. Congratulations to the city council, keeping Edinburgh in the period, even new building have th old look, and no major high rises. A beautiful city, with very little visible vandalism, graffiti, and the feeling of safety. The Royal Mile, the history, the culture fantastic. Loved it. Even your Winter.