



Visitor Questionnaire 2006

- 31. Are you a member of any of the following nature or environmental organisations? Please tick all that apply.**
- RSPB..... John Muir Trust..... Not a member of an organisation
 National Trust for Scotland..... Friends of the Earth..... Other organisation(s)
 National Trust (England & Wales). Greenpeace..... (please specify): _____
 Historic Scotland..... World Wildlife Fund..... _____
 County Wildlife Trust..... Walking or Climbing club _____

- 32. Do you REGULARLY read any of the following magazines? Please tick all that apply.**
- The Great Outdoors..... National Geographic.. New Scientist.....
 Climber and Hillwalker... Ecologist..... BBC Wildlife.....
 High..... British Wildlife..... Birds (RSPB).....
 Country Walking Plant Life..... Other... (please specify): _____
 Scots magazine..... _____

33. What additional facilities and/or services (if any) would you like to see provided for visitors to this area?

34. What did you enjoy the MOST during your visit to Glenlivet Estate?

35. What did you enjoy the LEAST during your visit to Glenlivet Estate?

36. Please indicate your overall level of satisfaction with your visit to Glenlivet Estate and the facilities and services for visitors provided by The Crown Estate (i.e. leaflets, maps, walks trails, information services etc.)

Very Satisfied Satisfied Neither satisfied Dissatisfied Very dissatisfied
 nor dissatisfied

Please add further comment if applicable, particularly regarding any issues or matters that affected your level of satisfaction (positively or negatively)

37. Any Further Comments? The main purpose of this survey is to collect information that will help in the management of Glenlivet Estate visitor facilities. If you have any additional comments you would like to express please write them below.

The questionnaire should take approximately 10 minutes to complete. Each FULLY completed & returned questionnaire will be entered into a prize draw for a bottle of MALT WHISKY to be held at the end of October 2006!

When you have completed the questionnaire please post it in the envelope provided.

All information given will be treated confidentially and will only be used for the purposes of analysing visitor preferences and characteristics. Names and addresses WILL NOT be circulated to any other individual or organisation.

Andrew Wells,
 Countryside and Forestry Services Manager

Name: _____
 Address: _____
 Town: _____
 Country: _____
 Postcode: _____
 Please state today's date: _____

Please answer the following questions as fully as possible.

- 1. Please indicate number of people in your visiting group, including yourself:** _____
- 2. Of your group please indicate the number of people in each of the following age categories, including yourself.**
 Under 5: ___ 5 -14 yrs: ___ 15-24yrs: ___ 25-44yrs: ___ 45-64yrs: ___ 65+ : ___
- 3. Do you have a dog with you?** Yes No
- 4. Are you?** Male Female
- 5. Please tick ONE ONLY. Which of the following best describes your visit to this area?**
 Visiting friends/family.. Day trip (whilst on holiday elsewhere in Scotland)..
 Main holiday..... Day trip (from home).....
 Second holiday..... Passing through.....
 Short break..... Other (Please specify) _____
 Weekend break.....
- 6. Are you on a touring holiday spending nights in different places?** Yes No
- 7. What mode of transport did you use to get here?**
 Tour coach..... Hire car..... Walking...
 Bus..... Bicycle..... Other..... (Please specify): _____
 Private car..... Motorbike..... _____
- 8. Which of the following activities will you or have you been participating in during your visit to the Cairngorms area? Tick all that apply.**
 Walking..... Skiing..... Shooting.....
 Running..... Mountain-biking..... Mountaineering.....
 Fishing..... Ranger Service talk/tour... General sightseeing .
 Pony trekking..... Birds/wildlife watching..... Botany.....
 Whisky/Distillery visits... Landscape/wildlife photography
 Other..... (Please specify): _____
- 9. Please tick this box if you have used the Glenlivet Estate Waymarked trails for any of these activities**

THANK YOU FOR YOUR TIME AND HELP! Please return the completed questionnaire in the envelope provided

10. The following list gives some of the reasons why people visit this area. Please tick the THREE most important to you.

- Culture /history..... Wildlife..... Quality accommodation..
 Outdoor activities..... Fishing/shooting..... Peace & Quiet.....
 Access to the countryside... Off main tourist route.....
 Close to Cairngorms..... Unobtrusive tourist developments.....
 Quality of Scenery..... Environmentally sensitive management....
 Other... (Please specify): _____

11. Have you visited the Tomintoul and Glenlivet area before?

- Yes If yes go to question 12 No If no go to question 13

12. Which of the following best describes the frequency of your visits in the last 10 years?

- Once before... 2-5 times... 6+ times... weekly... monthly... annually...

13. Where did you FIRST hear of **GLENLIVET ESTATE**?

- Advert..... Tourist board.....
 From a leaflet picked up elsewhere. When completing this questionnaire.
 Friends/relatives..... Internet/Online/website.....
 TV/Radio..... While driving through the area.....
 Other... (Please specify) _____

14. Please indicate how long you will be staying in the Tomintoul and Glenlivet area?

- Passing through... 2-4 nights..... 8 days-2 weeks.....
 1 night..... 5-7 nights..... 2 weeks +

15. What type of accommodation are you staying in ?

- Hotel..... Self Catering..... Not applicable.....
 B&B..... Caravan..... With relatives/friends.
 Youth Hostel..... Camping..... Other... (Please specify) _____

16. If you are staying on the Glenlivet Estate, how would you rate your accommodation?

- Not applicable.....
 Very Good Good Average Poor Very Poor

13a. Please make any further comment about your accommodation in the space provided:

 VisitScotland (the national tourist board) operate a quality assurance system to grade holiday accommodation according to the type and quality of services and facilities provided. Accommodation can be awarded 1 to 5 stars depending on how it is scored under the grading scheme. This is a voluntary scheme and some providers of holiday accommodation do not subscribe to be graded under the scheme or choose other quality assurance schemes. There are also additional schemes like the Green Tourism Business Scheme (GTBS), that provide Bronze Silver or Gold awards to reflect the standard of environmental practices operated in holiday accommodation / tourism businesses.

17. How important to YOU are Quality Assurance ratings when choosing your holiday accommodation?

- Very important Important Neither important Not very important Not at all important
 nor unimportant

18. Please indicate how important environmental stamps of approval like The Green Tourism Business Scheme are on your selection of your holiday accommodation/holiday destination?

- Very important Important Neither important Not very important Not at all important
 nor unimportant

19. Are you aware that a ranger service operates on the Glenlivet Estate? Yes No

20. Are you aware of the following local information centres?

- 20a Tourist Information Centre in Tomintoul Square.....Yes No
 20b. Crown Estate Information Centre and Ranger base at the south end of Tomintoul...Yes No

21. Before picking up this questionnaire, have you looked at or used the full colour 'Walk and Explore Glenlivet Estate' map guide? Yes No (A copy is enclosed with this questionnaire)

22. If you have used leaflets or brochures about Glenlivet Estate WHEN did you obtain them?

- Before your visit..... During your visit.....

23. Please indicate WHERE you obtained the Glenlivet Estate leaflets from (please tick all that apply)

- By post following initial enquiry..... Picked up from a shop/attraction on the Estate....
 Picked up from my accommodation here..... At a visitor attraction elsewhere.....
 Picked up from accommodation elsewhere... Other... (please specify): _____
 Picked up from a Tourist Information Centre. _____

24. We are trying to establish how important visitors are to the economy of Glenlivet. Please indicate how much money you estimate you will spend WHILE VISITING GLENLIVET ESTATE (including accommodation, fuel, food, drinks, etc)

- Up to £10... £20-50... £100-200... £500-800... £1000+...
 £10-20..... £50-100.. £200-500... £800-1000..

25. How likely are you to return to Glenlivet Estate in the next five years?

- Very likely Likely Unlikely Very unlikely Don't Know

26. Are you aware that the Glenlivet Estate is in The Cairngorms National Park?

- Yes If Yes go to number 27. No If No go to number 28.

27. Did the fact that Glenlivet Estate is part of a National Park influence your decision to visit the Estate? Yes No

28. The following are examples of inappropriate visitor behaviour that can cause problems in the countryside. Which THREE of the following do you think have the biggest impact on sustainable tourism ?

- Uncontrolled dogs..... Creating fire hazards.... Blocking road access/traffic congestion...
 Littering..... Disturbing wild animals. Failing to leave gates as found.....
 Excessive noise..... Trampling plant life..... Disturbance to farm livestock.....

Other (please specify): _____

28a. Have you noticed any of these problems on your visit to the Glenlivet Estate? Yes No

28b. If yes, please specify: _____

29. Before completing this questionnaire had you heard of the Scottish Outdoor Access Code ?

- Yes No
 (This is different from the Country Code and was introduced following the introduction of the new right of access to the Scottish countryside in Feb 2005)

30. How well do you feel you understand the new access rights and responsibilities introduced by the new legislation as set out in the Scottish Outdoor Access Code?

- Very well Reasonably well Some understanding Not that well No understanding at all