

East Staffordshire Tourism Audit

Compiled using data available from the 2019 and 2020 Destination Management Partnership “Economic Impact of Tourism” reports.

Introduction

The ongoing Covid-19 pandemic has caused global disruption to the visitor economy with activity re-starting at a slow pace.

The following audit has been compiled using intelligence collected in 2019, the last complete year before the Coronavirus Pandemic, and provided in the annual 'Economic Impact of Tourism' reports produced for Staffordshire's Destination Management Partnership. Any comparisons in reflection of the impact of the pandemic has been made with the results of 2020 data, which incorporates the following methodological changes:

The 2020 results for the three key surveys: the Great Britain Tourism Survey (GBTS); the Great Britain Day Visits Survey (GBDVS); and the International Passenger Survey (IPS) were suspended in March 2020 because of the Covid-19 pandemic. No data was collected for the period when the surveys were not operational.

The 2020 results presented in the overview are based on a range of administrative sources and modelling work, using the Cambridge Model.

The impact of Covid-19 analysis assumes a ten-week lockdown ending at the start of July and with very limited activity. It then assumes a period in July – September when businesses start to open, but social distancing remains in place and tourism spend remains well below pre-COVID levels.

With this in mind, data from 2019 has been used to compile the full audit. A schedule of bespoke East Staffordshire visitor research will commence in 2022, ensuring that intelligence and performance comparisons, are as up to date as possible. These figures will be included in these future visitor audits.

The Impact of Covid-19 Overview

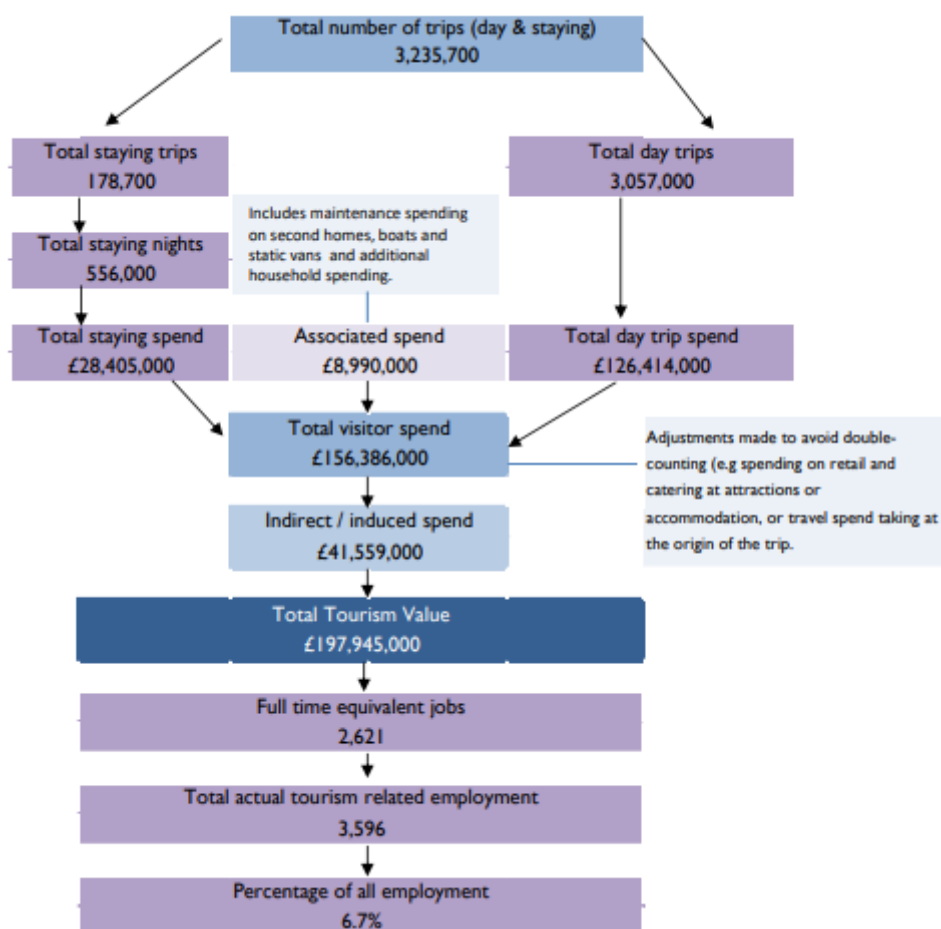
Economic Impact of Tourism – Year on year comparisons

Day Trips	2019	2020	Annual variation
Day trips Volume	3,057,000	1,376,000	-55.0%
Day trips Value	£126,414,000	£56,886,000	-55.0%
<u>Overnight trips</u>			
Number of trips	178,700	68,700	-61.6%
Number of nights	556,000	201,000	-63.8%
Trip value	£28,405,000	£8,825,000	-68.9%
Total Value	£197,945,000	£84,629,125	-57.2%
Actual Jobs	3,596	2,445	-32.0%

	2019		2020		Variation
Average length of stay (nights x trip)		3.11		2.93	-6.0%
Spend x overnight trip	£	158.95	£	128.46	-19.2%
Spend x night	£	51.09	£	43.91	-14.1%
Spend x day trip	£	41.35	£	41.34	0.0%

Headline Figures

The following figures are based on intelligence collected in 2019, the last complete year before the Coronavirus Pandemic.



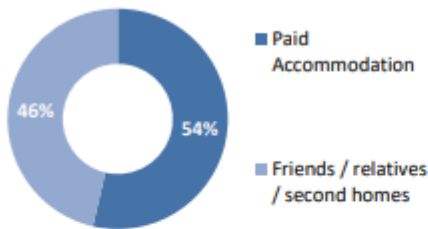
Economic Impact of Tourism – Year on year comparisons

Day Trips	2018	2019	Annual variation
Day trips Volume	2,922,000	3,057,000	4.6%
Day trips Value	£120,844,000	£126,414,000	4.6%
Overnight trips			
Number of trips	177,300	178,700	0.8%
Number of nights	564,000	556,000	-1.4%
Trip value	£29,920,000	£28,405,000	-5.1%
Total Value	£194,382,000	£197,945,000	1.8%
Actual Jobs	3,540	3,596	1.6%

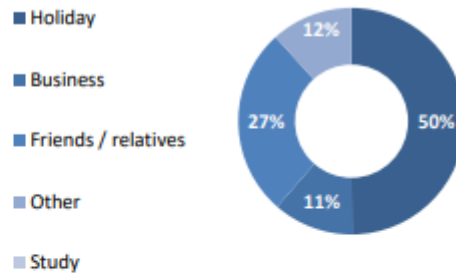
	2018	2019	Variation
Average length stay (nights x trip)	3.18	3.11	-2.2%
Spend x overnight trip	£ 168.75	£ 158.95	-5.8%
Spend x night	£ 53.05	£ 51.09	-3.7%
Spend x day trip	£ 41.36	£ 41.35	0.0%

Visiting Type

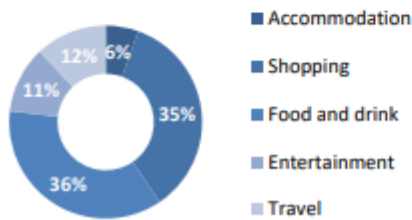
Type of Accommodation



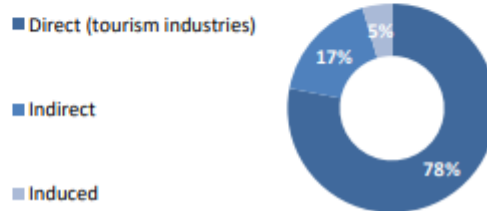
Trips by Purpose



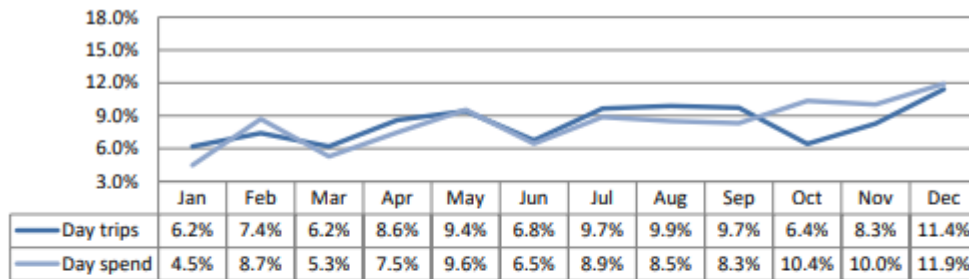
Breakdown of expenditure



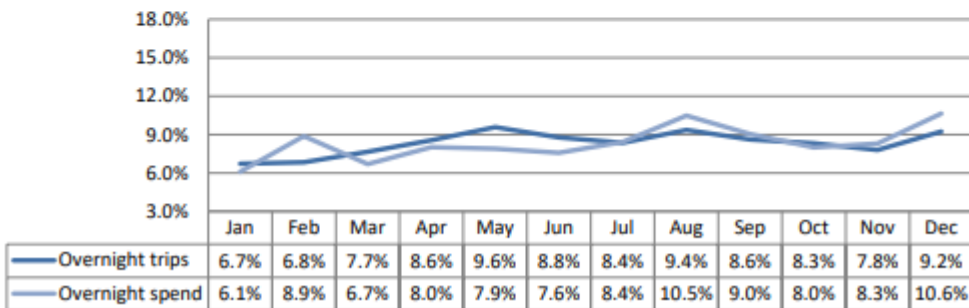
Type of employment



Seasonality - Day visitors



Seasonality - Overnight visitors



The key results and summary of this Pre Covid 19 Tourism Assessment

3.2 million trips were undertaken in the area

3.1 million day trips & 0.2 million overnight visits

0.6 million nights in the area as a result of overnight trips

£155 million spent by tourists during their visit to the area

£13 million spent on average in the local economy each month.

£28 million generated by overnight visits

£126 million generated from irregular day trips.

£198 million spent in the local area as result of tourism, taking into account multiplier effects.

3,596 jobs supported, both for local residents from those living nearby.

2,807 tourism jobs directly supported

790 non-tourism related jobs supported linked to multiplier spend from tourism.

84% of visitors are day trippers

45% of visitors travel from other parts of Staffordshire and 28% from Derbyshire.

29% of overnight visitors travel from the East Midlands and 21% from East England with East Staffordshire having an above average number of visitors staying for 1-2 nights.

66% of visitors to East Staffordshire are families, the second highest in Staffordshire and 17% adult couples.

70% of visitors to East Staffordshire are from the AD and C1 socio economic groups, similar to the Staffordshire average.

89% of visitors to East Staffordshire are repeat visitors, one of the highest in Staffordshire.

Over half, 53% are visiting for an attraction, one of the highest rates in Staffordshire, with just 5% visiting for walking or outdoor pursuits, one of the lowest in Staffordshire.

93% of visitors travel to East Staffordshire in a car

The most visited attractions in East Staffordshire are: National Forest Adventure Farm and Barton Marina.

90% of visitors to East Staffordshire rated the enjoyment of their visit as very high or high and 87% would visit again.

The vast majority of visitors who sort information on East Staffordshire, did so via the internet.

Getting a Deeper Understanding of visitors to Staffordshire

Due to the Coronavirus Pandemic, which saw many events cancelled or rearranged, this report has been based upon intelligence gathered in 2019, the final full calendar year before Covid-19. Data has been obtained from surveying visitors to Staffordshire and has been analysed in two ways.

Firstly, by considering all visitors as a single market and secondly, by segmenting visitors into different groups according to the type of trip made. This approach helps to establish the differences and similarities between different types of visitor.

Detailed information about various groups of visitors will assist in improving the effectiveness of marketing activities, visitor management and product development. Visitors can be divided into three segments according to the type of trip they are making:

Day Visitors: The "day out" market - visitors, who start their journey from home and return there on the same day, includes independents and groups.

Touring Visitors: Those visitors who are staying overnight away from home, but are not staying overnight in Staffordshire. For example, a family on holiday in Derbyshire may come to Staffordshire for a day or someone stopping off in the area en-route from home to another holiday destination such as Cheshire.

Overnight Visitors: Those visitors who spend one or more nights in the Staffordshire. This sector of the market includes those staying with family and friends as well as those using commercial accommodation.

Who Visits

	Day Visitor	Touring UK	Overnight UK	Touring Overseas	Overnight Overseas
Cannock Chase	93%	1%	6%	-	-
East Staffordshire	87%	1%	11%	1%	1%
Newcastle-under-Lyme	93%	-	7%	-	-
Stoke-on-Trent	74%	6%	17%	0%	4%
Tamworth	80%	1%	14%	2%	3%
South Staffordshire	84%	11%	2%	2%	-
Stafford	87%	3%	8%	0%	1%
Staffordshire Moorlands	75%	4%	19%	0%	1%
Lichfield	82%	2%	14%	1%	1%

Day Visitor Analysis

	TOTAL		Cannock Chase	East Staffs	NUL	SOT	Tamworth	South Staffs	Stafford	Staffs Moorlands	Lichfield
	2005	2017									
Staffordshire	23%	55%	66%	45%	91%	50%	42%	24%	80%	50%	42%
West Midlands	28%	17%	24%	14%	-	15%	28%	43%	6%	3%	29%
Derbyshire	7%	8%	1%	28%	2%	8%	6%	1%	4%	14%	6%
Shropshire	6%	4%	4%	1%	3%	7%	1%	16%	2%	3%	2%
Cheshire	8%	3%	-	-	2%	6%	-	1%	3%	14%	1%
Leicestershire	-	2%	1%	3%	-	3%	10%	1%	0%	1%	2%
Warwickshire	-	2%	1%	3%	-	-	6%	1%	2%	0%	4%

Newcastle-under-Lyme attracts the highest number of visitors from Staffordshire itself with 91% of day visitors from within the county. In contrast, South Staffordshire has the least number of day visitors from Staffordshire but the highest number of day visits from the West Midlands (43%). (45%) of visitors to East Staffordshire are from Staffordshire.

Derbyshire contributes over a quarter (28%) of all day visitors to East Staffordshire compared with only 1% to both Cannock Chase and South Staffordshire, whilst Tamworth attracts the most number of day visitors (28%) from the West Midlands Conurbation area.

The West Midlands Region supplies the greatest number of day visitors across all local authority areas in Staffordshire with the highest in Newcastle-under-Lyme, Cannock Chase and South Staffordshire (96%, 94% and 93% respectively). East Staffordshire receives over a third of all day visits from the East Midlands (36%).

		Cannock Chase	East Staffs	NUL	SOT	Tam-worth	South Staffs	Staf-ford	Staffs Moorlands	Lich-field
West Midlands	79%	94%	62%	96%	75%	80%	93%	90%	58%	79%
East Midlands	12%	5%	36%	1%	13%	18%	3%	6%	17%	10%
North West	5%	-	-	2%	9%	-	1%	3%	21%	3%
South East	1%	-	2%	-	2%	-	2%	-	-	4%
South West	1%	1%	-	-	-	2%	3%	-	0%	2%
Yorkshire	1%	-	1%	-	1%	-	-	0%	3%	0%
East of England	1%	1%	1%	-	1%	1%	-	0%	0%	1%
London	0%	-	-	-	2%	-	-	-	-	0%
North East	0%	-	-	-	1%	-	-	0%	-	-

The day visitor market is a large and can sometimes be an under-rated segment. Although spend per head from this sector tends to be lower than those staying overnight, the high volume of day visitors tends to provide the largest tourism spend across the Region as a whole.

Touring Visitor Analysis

A fairly small number (4%) of all visitors to Staffordshire were described as "UK touring visitors". Touring visitors generally have many of the characteristics associated with the overnight visitor i.e. higher rate of expenditure, visiting attractions, origin, demographic profile, interests. These can be an important market to Staffordshire, as they are people staying away from home, who have decided to visit Staffordshire for the day, but are not staying overnight in the county itself.

In contrast to the day visitor, the South East provided the largest number of touring visitors (19%), followed by the East Midlands (17%) and South West and London (13% each). There is a fairly even distribution of touring visitors from across England. With visitors staying just outside the area and travelling to Staffordshire for a day trip, there is an opportunity to convert the touring visitor into an overnight stay with targeted marketing of this group.

	%	No.
South East	19%	10
East Midlands	17%	9
South West	13%	7
London	13%	7
West Midlands	11%	6
Yorkshire	9%	5
East of England	7%	4
North East	6%	3
North West	6%	3

Overnight Visitor Analysis

The following analysis in the table below includes all UK visitors staying overnight in Staffordshire regions. This shows the origin of such visitors by county/area. Visitors from the South-East region of the country supply the largest share of domestic overnight visitors to Staffordshire (19%) and also supplies the highest number of overnight visitors to both Stoke-on-Trent and Stafford (27%) respectively). Cannock Chase has a high proportion of overnight visitors from the UK originating from the North West and the West Midlands region (33% each). In East Staffordshire, almost a third of all domestic overnight stays visitors are from the East Midlands.

	Total	Cannock Chase	East Staffs	NUL	SOT	Tam-worth	South Staffs	Stafford	Staffs Moorlands	Lich-field
South East	19%	17%	14%	14%	27%	15%	25%	27%	21%	9%
East Midlands	17%	-	29%	14%	12%	15%	25%	20%	19%	19%
North West	15%	33%	14%	29%	6%	8%	25%	7%	21%	16%
West Midlands	12%	33%	14%	-	3%	-	25%	20%	10%	22%
East of England	11%	17%	21%	-	18%	15%	-	-	10%	6%
Yorkshire	10%	-	-	14%	3%	8%	-	13%	12%	19%
South West	7%	-	-	14%	9%	23%	-	7%	5%	3%
London	5%	-	7%	14%	15%	-	-	-	2%	3%
North East	4%	-	-	-	6%	15%	-	7%	-	3%

Again, the main overnight market is drawn from a diverse base, with a split between the north and south. There is not a notable single origin with Derbyshire, Yorkshire and Scotland contributing 7% of domestic overnight visitors each, different to the last survey in 2005 where the top contributor of domestic overnight visitors was the West Midlands Metropolitan area (9%).

Reasons for Visiting

Across all the local authority areas in Staffordshire the main reason for visiting was for a day trip/outing from home with both Newcastle under Lyme (95%) and Cannock

Chase (93%) achieving the highest level of day visitors, compared with 84% in East Staffordshire.

In Staffordshire Moorlands and Stoke-on-Trent there were more visitors who cited the main reason for visiting was for a holiday or short break than any other local authority areas, (18% and 15% respectively) compared to just 5% in East Staffordshire.

	TOTAL	Cannock Chase	East Staffs	NUL	SOT	Tam-worth	South Staffs	Stafford	Staffs Moorlands	Lichfield
<i>Base</i>	1924	150	192	151	250	166	163	250	306	296
Day trip/outing from home	82%	93%	84%	95%	74%	70%	83%	88%	76%	80%
Day visit whilst on holiday	5%	2%	2%	-	6%	4%	13%	4%	5%	4%
Holiday/short break	8%	2%	5%	2%	15%	7%	2%	5%	18%	5%
Touring holiday in Staffordshire	1%	1%	-	-	2%	2%	-	1%	1%	4%
Special or non-reg shopping trip	0%	-	1%	-	-	2%	-	-	-	1%
Overnight visit to friends/relatives	2%	1%	2%	3%	2%	4%	-	2%	-	2%
Day visit to friends/relatives	1%	1%	4%	-	1%	6%	-	1%	-	2%
Staying on business/conference	-	-	-	-	-	-	-	-	-	-
Business visit for the day	0%	-	1%	-	-	1%	1%	-	-	-
Other overnight trip	0%	-	2%	-	-	1%	-	-	-	1%
Other day trip	1%	-	1%	-	-	2%	-	-	-	2%

Demographic profile of visitors

Reflecting the high average figure per party, the largest proportion of visitors to East Staffordshire are in family groups (66%) one of the highest rates in Staffordshire. This is followed by adult couples (17%), with just 5% visiting with friends or 8% with friends and family, and only 3% are on their own. It should be noted that the site locations may have affected the number of family groups, with many attractions used being family orientated

	TOTAL	Cannock Chase	East Staffs	NUL	SOT	Tamworth	South Staffs	Stafford	Staffs Moorlands	Lichfield
Base	1924	150	192	151	250	166	163	250	306	296
With family	53%	62%	66%	53%	48%	70%	48%	58%	52%	34%
Adult couple	23%	13%	17%	21%	25%	11%	31%	18%	31%	33%
With friends	9%	7%	5%	7%	13%	8%	11%	9%	6%	15%
With friends & family	6%	9%	8%	6%	5%	5%	2%	9%	4%	6%
Solo visitor	5%	3%	3%	13%	5%	5%	2%	4%	5%	6%
Group/ coach party	3%	6%	2%	1%	3%	-	6%	2%	3%	6%

Across all local authority areas, travelling with family was the top response. The exception to this was in Lichfield where travelling as a family (34%) and as a couple (33%) was evenly split. Newcastle-under-Lyme had the highest number of visitors travelling on their own (13%), significantly higher than any other local authority area.

Visitors originating from Staffordshire were slightly more likely on average to be travelling with their family (57%) than visitors from the rest of the West Midlands and elsewhere in the UK.

Age Profile

The largest age group recorded in East Staffordshire was the group aged 0-15 years (30%), followed by 35-44 and 15-34 (18% and 15% respectively) supporting the data that a high proportion of visitors to East Staffordshire are family groups.

	TOTAL	Cannock Chase	East Staffs	NUL	SOT	Tamworth	South Staffs	Stafford	Staffs Moorlands	Lichfield
Base	5195	439	589	370	626	476	428	702	863	702
0-15 years	26%	36%	30%	28%	24%	32%	24%	29%	22%	13%
16-24 years	7%	4%	5%	7%	9%	9%	5%	4%	5%	6%
25-34 years	12%	15%	15%	10%	12%	14%	12%	10%	13%	9%
35-44 years	15%	16%	18%	16%	15%	16%	14%	17%	18%	10%
45-54 years	12%	9%	10%	10%	11%	13%	12%	10%	14%	15%
55-64 years	12%	9%	11%	14%	10%	6%	15%	12%	13%	21%
65+ years	15%	11%	10%	15%	18%	10%	17%	19%	14%	25%
Coach Party	1%	0%	-	0%	1%	-	2%	0%	1%	1%

Table 5.5 shows the differences between travelling with or without children per local authority area. Lichfield had the highest number of visitors who did not have any children in their group (81%), followed by Stoke-on-Trent (70%). Cannock Chase, East Staffordshire and Tamworth had a fairly even split of those travelling with and without children.

	TOTAL	Cannock Chase	East Staffs	NUL	SOT	Tam-worth	South Staffs	Stafford	Staffs Moorlands	Lichfield
Base	1924	150	192	151	250	166	163	250	306	296
Children in Group	36%	53%	47%	31%	30%	52%	34%	38%	34%	19%
No children in group	64%	47%	53%	69%	70%	48%	66%	62%	66%	81%

Socio Economic Groups

The key to the groups is based upon the Market Research Society standards. In broad terms the groups are as follows.

AB Managerial, administrative or professional at senior or intermediate level

C1 Supervisory, clerical (i.e. white collar), junior administrative or professional

C2 Skilled manual worker

DE Semi-skilled and unskilled manual worker retired state pensioner Casual earner, unemployed

Across the whole of Staffordshire, 70% of visitors lie in the ABC1 groups and 30% are classified as C2DE. Across England and the UK as a whole, the ABC1 social group accounts for 66% of visitors (GBTS 2015). Thus, the level of these higher graded, more affluent, visitors in Staffordshire is slightly higher than the national average for visitors.

The level of ABC1 groups across all local authority areas were fairly mixed with Stoke-on-Trent attracting the highest ABC1's (80%) compared with 70% in East Staffordshire.

	TOTAL	Cannock Chase	East Staffs	NUL	SOT	Tam-worth	South Staffs	Stafford	Staffs Moorlands	Lichfield
Base	1896	146	186	150	246	165	161	249	299	293
AB	36%	38%	34%	25%	41%	45%	33%	31%	43%	29%
C1	34%	23%	36%	43%	39%	24%	31%	41%	31%	31%
C2	19%	29%	18%	13%	13%	19%	23%	17%	18%	25%
DE	11%	10%	12%	18%	7%	12%	13%	11%	7%	15%

Generally, most visitors were employed on a full-time basis with 62% in full time employment. The most full-time workers were those on a visit to East Staffordshire (70%) compared with only 50% on a trip to Lichfield, although Lichfield had the most number of retired visitors on a company/private pension (34%). There were low-levels of unemployed visitors across all local authority areas.

Table 6.3: Party Composition by Local Authority Area (1924)											
	TOTAL		Cannock Chase	East Staffs	NUL	SOT	Tam-worth	South Staffs	Stafford	Staffs Moorlands	Lich-field
	2005	2017									
Base			150	192	151	250	166	163	250	306	296
Employed full time (30+ hours per wk)	66%	62%	66%	70%	66%	58%	69%	61%	62%	63%	50%
Employed part-time (8-29 hours per wk)	2%	4%	5%	6%	2%	5%	4%	4%	6%	3%	4%
Self employed	1%	4%	8%	4%	3%	3%	5%	8%	3%	6%	3%
Retired with company/private pension	13%	22%	16%	12%	24%	29%	10%	18%	23%	21%	34%
Unemployed – less than 6 months	0%	1%	-	-	1%	-	2%	1%	1%	1%	-
Full-time student	3%	2%	-	1%	2%	3%	4%	1%	1%	2%	-
Unemployed – over 6 months	1%	1%	2%	1%	1%	-	2%	1%	1%	-	2%
Retired with state pension only	11%	3%	1%	4%	2%	-	3%	6%	3%	1%	6%
Working less than 8 hours per wk	4%	0%	1%	-	-	-	1%	-	-	1%	-

New and Repeat Visitors

Almost nine out of ten respondents, (88%) are repeat visitors, with 12% or one in eight being first time visitors. This is however not surprising with a high proportion of visitors originating from neighbouring counties and several attractions being highly suited to repeat trips. In many respects, the repeat visitor is easier to attract as they will know the general nature of what a visit is likely to involve, for example, how long it takes to get there and what there is to see and do. However, this does not necessarily mean that being a repeat visitor, the knowledge of Staffordshire and its local authority areas and the attractions within them is comprehensive and, furthermore, repeat visitors may have patterns of behaviour that may be difficult to influence through visitor management and marketing/advertising.

Excluding Newcastle-under-Lyme where 100% of visitors had visited before which should be seen as indicative rather than statistically robust due to the small sample base, South Staffordshire, 94%, Cannock Chase, 93% and Staffordshire Moorlands, 91% had the highest number of repeat visitors across the local authority areas. Both Stafford and Stoke-on-Trent recorded the most first-time visitors to their area, 23% and 22% respectively.

	TOTAL	Cannock Chase	East Staffs	NUL	SOT	Tam-worth	South Staffs	Staf-ford	Staffs Moorlands	Lich-field
Base	1024	57	112	21	152	107	129	75	184	187
New	13%	7%	11%	-	22%	13%	6%	23%	9%	14%
Repeat	87%	93%	89%	100%	78%	87%	94%	77%	91%	86%

	Total	Rest of West Midlands		Elsewhere in UK	Total Overseas
New	13%	5%		17%	37%
Repeat	87%	95%		83%	63%
	Day Visitor	Touring UK	Overnight UK	Touring Overseas	Overnight Overseas
New	8%	32%	21%	36%	41%
Repeat	92%	68%	79%	64%	59%
	AB	C1		C2	DE
New	12%	13%		11%	17%
Repeat	88%	87%		89%	83%

A number of variations can clearly be seen between segments of the market. Compared to the 13% overall first-time rate, only 5% of those from the rest of the West Midlands are on a first trip, not surprising as the location is close by. Elsewhere in the UK market reflects the average rate, whilst a high proportion (37%) of total overseas visits are by first timers. Similarly, day visitors, generally from closer counties are high repeat markets (92% repeat, 8% new), and one in five (21%) of overnight UK visitors are new, many are repeat visiting, including to friends and family.

	New	Repeat
Staffordshire 2016	13%	83%
Staffordshire 2005	12%	88%
Birmingham 2016	24%	76%
Worcestershire 2016	17%	83%
Wolverhampton 2016	12%	88%

Types of previous visits

Over two thirds (68%) who had previously been to Staffordshire before had come as day visitors and 14% had been staying overnight. 19% of repeat visitors to Staffordshire stated that they had been to the area before and had been for both a day and a staying trip.

Number of times visited in the past five years

In general, the frequency was fairly high, with half (50%) having been more than ten times (up from 42% in 2005) and 9% 6-10 times, half the number in 2005. Very few had only made one visit (5%) or been twice (12%)

The number of respondents who had visited more than 10 times or more varied across the local authority areas. Cannock Chase had the highest number of respondents who had visited more than 10 times (79%) compared with 33% in Stoke-on-Trent, where the levels of repeat visitors to the city was far more evenly distributed than other areas.

	TOTAL	Cannock Chase	East Staffs	NUL	SOT	Tamworth	South Staffs	Stafford	Staffs Moorlands	Lichfield
<i>Base</i>	928	53	105	22	120	94	143	62	167	162
None	4%	6%	2%	-	1%	3%	6%	5%	4%	5%
Once	5%	-	4%	-	8%	4%	8%	8%	2%	7%
Twice	12%	2%	2%	5%	22%	13%	13%	19%	13%	9%
3-5 times	20%	8%	15%	23%	27%	20%	16%	16%	28%	20%
6-10 times	9%	6%	8%	14%	11%	11%	8%	13%	8%	8%
More than 10 times	50%	79%	70%	59%	33%	49%	49%	39%	46%	51%

East Staffordshire had 70% of visitors who'd visited before, the second highest in Staffordshire.

Length of Stay

The average length of a whole trip for all visitors was 3.4. On average, overnight UK visitors spent 3.2 nights in Staffordshire and overseas overnight visitors spent 5.0 nights in the area. The following table illustrates the breakdown of length of stay in Staffordshire for the overnight visitors staying less than 2 months.

Table 8.2 shows that for all the visitors in each local authority area, longer stays are more dominant in Tamworth (47%), Lichfield (41%), Stafford (38%) and Stoke-on-

	TOTAL	Cannock Chase	East Staffs	NUL	SOT	Tamworth	South Staffs	Stafford	Staffs Moorlands	Lichfield
<i>Base</i>	242	9	19	11	51	23	4	23	63	39
1 Night	24%	22%	32%	45%	16%	39%	25%	13%	22%	23%
2 Nights	25%	22%	26%	9%	31%	9%	50%	30%	29%	21%
3 Nights	14%	22%	11%	18%	18%	4%	-	17%	11%	15%
4 Nights	11%	-	11%	18%	4%	13%	-	17%	13%	15%
5 Nights	5%	11%	-	-	6%	4%	-	-	8%	8%
6 Nights	1%	-	5%	-	2%	4%	-	-	-	-
7 Nights	11%	-	5%	9%	18%	13%	-	4%	11%	10%
8+ Nights	9%	22%	11%	-	6%	13%	25%	17%	6%	8%

Trent (36%). South Staffordshire had the highest proportion of visitors on a short break (75%) but due to the very small sample size, care should be taken when interpreting the results. After South Staffordshire, Newcastle-under-Lyme (72%) and East Staffordshire (69%) were the next highest in terms of short break trips.

Accommodation

Looking at new visitors, there is a very strong trend towards use of hotel accommodation, noted by 47% of all new overnight visitors. Repeat visitors show a more mixed use of hotels (29%) and friends and relatives (41%). Some differences can be seen between those coming from the West Midlands, with slightly above average use of staying with friends and relatives (41%), but below average use of

	TOTAL	Cannock Chase	East Staffs	NUL	SOT	Tam-worth	South Staffs	Stafford	Staffs Moorlands	Lich-field
Base	242	9	19	11	51	23	4	23	63	39
Friends/relatives	34%	44%	53%	91%	35%	30%	50%	57%	14%	26%
Hotel	33%	11%	47%	-	41%	52%	25%	13%	32%	33%
Self-catering property	10%	11%	-	-	12%	9%	-	9%	24%	3%
Camping	6%	11%	-	-	2%	-	25%	9%	11%	5%
Touring/static caravan	5%	22%	5%	-	-	4%	-	4%	10%	3%
Narrowboat/boat	4%	-	-	-	2%	-	-	-	-	23%
B&B/guesthouse	3%	-	-	-	2%	4%	-	9%	3%	5%
Airbnb	2%	-	-	-	2%	-	-	-	6%	-

	Total	Staffordshire	Rest of West Midlands	Elsewhere in UK	Total Overseas	New	Repeat
Friends/relatives	34%	25%	41%	31%	57%	13%	41%
Hotel	33%	38%	18%	35%	30%	47%	29%
Self-catering property	10%	-	12%	13%	-	17%	10%
Camping	6%	13%	12%	5%	4%	4%	6%
Touring/static caravan	5%	13%	-	6%	-	11%	3%
Narrowboat/boat	4%	-	12%	4%	-	-	6%
B&B/guesthouse	3%	-	6%	2%	13%	9%	2%
Airbnb	2%	-	-	3%	-	2%	2%
Second home	1%	13%	-	1%	-	-	1%
Other	1%	-	-	1%	-	-	1%
Farmhouse	0%	-	-	1%	-	-	1%
Youth hostel	0%	-	-	1%	-	-	1%

hotels (18%). For those from the rest of the UK, accommodation used was around the average.

Visitor Satisfaction

Ratings given to accommodation establishments in Staffordshire were very high, with an average (mean) score of over 4 out of 5 given to each of the options shown in the table below.

Almost 9 out of 10 (89%) respondents stated that the quality of service at their accommodation in Staffordshire was good or very good. One in ten (10%) stated that it was average. High ratings were also given for value of money (4.4), with 83% of respondents stating good or very good. However, more concern should be noted that 13% felt the value to be average and 5% felt that value for money was poor/very poor. Generally, across all local authority areas, the scores for range, quality of service and value for money received good or very good ratings. The Lowest mean score for range of accommodation and value for money was in East Staffordshire, with 25% of respondents rating the range as average and 30% rating the same for value for money

Table 9.9: Rating of Accommodation – Range									
	Cannock Chase	East Staffs	NUL	SOT	Tam-worth	South Staffs	Stafford	Staffs Moorlands	Lichfield
Base	3	8	2	33	19	1	8	53	18
Mean	4.7	4.0	5.0	4.3	4.2	5.0	4.3	4.6	4.2
Very good	67%	25%	100%	52%	42%	100%	50%	68%	33%
Good	33%	50%	-	30%	37%	-	38%	21%	50%
Average	-	25%	-	15%	37%	-	-	9%	17%
Poor	-	-	-	-	-	-	13%	2%	-
Very poor	-	-	-	3%	-	-	-	-	-
Quality of Service Value for Money									
	Cannock Chase	East Staffs	NUL	SOT	Tam-worth	South Staffs	Stafford	Staffs Moorlands	Lichfield
Base	5	10	4	36	19	2	11	54	18
Mean	4.2	3.9	5.0	4.5	4.5	4.5	4.5	4.4	4.3
Very good	60%	20%	100%	67%	63%	50%	64%	69%	56%
Good	20%	50%	-	19%	21%	50%	18%	17%	17%
Average	-	30%	-	11%	16%	-	18%	6%	28%
Poor	20%	-	-	-	-	-	-	9%	-
Very poor	-	-	-	3%	-	-	-	-	-

Eight out of ten had not visited anywhere else, one in five had. This varied by segment of visitor and reason for their trip to Staffordshire. Not surprisingly, most of those (around nine out of ten) living within Staffordshire or the West Midlands who were on day trips did not visit another destination. Other locations were more commonly noted by those from elsewhere in the UK (22%) or from overseas (56%). Key locations noted were Lichfield (4%), Stoke-on-Trent (3%), Cannock Chase,

Burton upon Trent and Tamworth (1% each).

	Total	Staffordshire	Rest of West Midlands	Elsewhere in UK	Total Overseas	New	Repeat
None	82%	86%	83%	78%	44%	72%	79%
Other	5%	5%	3%	5%	8%	7%	4%
Lichfield	4%	3%	5%	5%	15%	5%	5%
Stoke-on-Trent	3%	1%	3%	5%	10%	8%	4%
Cannock Chase	2%	2%	3%	1%	3%	2%	2%
Burton upon Trent	2%	1%	2%	3%	10%	2%	3%
Tamworth	2%	1%	3%	2%	13%	6%	2%
Newcastle-under-Lyme	1%	1%	0%	3%	3%	2%	2%
Leek	1%	1%	1%	2%	3%	3%	1%
Uttoxeter	1%	-	-	2%	5%	2%	1%

Travelling

Almost all (87%) of visitors arrived in Staffordshire by car, which is above the regional average of 73%. Only a handful of visitors (5% combined) to Staffordshire used forms of public transport as their main mode of transport to the area. 93% of visitors to East Staffordshire arrive by car.

	TOTAL	Cannock Chase	East Staffs	NUL	SOT	Tamworth	South Staffs	Stafford	Staffs Moorlands	Lichfield
Base		150	192	151	250	166	163	250	306	296
Car/motorcycle/van	87%	95%	93%	78%	87%	83%	94%	86%	89%	81%
Walked	3%	1%	2%	11%	3%	5%	-	6%	3%	1%
Bus/coach service	3%	1%	1%	6%	4%	7%	-	2%	1%	2%
Train	2%	1%	2%	-	3%	5%	1%	2%	0%	5%
Coach tour	2%	-	-	-	2%	-	4%	2%	2%	5%
Other	1%	-	3%	-	0%	1%	2%	0%	1%	4%
Bicycle	1%	1%	-	5%	-	1%	-	0%	4%	1%

When looking at the different market segments, the use of the car was prominent with all domestic visitors from Staffordshire, rest of the West Midlands and elsewhere in the UK, whilst overseas visitors made more use of public transport, in particular the train (13%). New visitors were more likely to use the train (8%) or be on a coach day trip (8%) than those on repeat visits.

Activities undertaken when visiting

Figure 11.1 indicates that visiting an attraction (43%) was by far the most noted main primary activity undertaken by respondents to the county. In addition, visitors were also walking/hiking (15%), visiting an historic/heritage site (9%), shopping/looking around shops and visiting a specific event (6% respectively) as other primary activities. Please note that the majority of interviews were undertaken at tourist attractions and town centres, therefore, some bias may exist within results.

There were some notable differences in the main activity undertaken across the nine local authority areas. Visitors to Stoke-on-Trent were significantly more likely to visit an attraction on their trip (80%) than visitors to South Staffordshire, only 10%. Tamworth and South Staffordshire had the highest number of respondents to their area who would be visiting a historic/heritage site, whilst Cannock Chase attracted the most visitors whose main activity was walking and hiking (37%)

53% of visitors to East Staffordshire were visiting an attraction, with just 5% visiting to walk or outdoor pursuits.

	TOTAL	Cannock Chase	East Staffs	NUL	SOT	Tamworth	South Staffs	Stafford	Staffs Moorlands	Lichfield
Base		150	192	151	250	166	163	250	306	296
Visiting an attraction	43%	28%	53%	48%	80%	17%	10%	53%	47%	28%
Walking and hiking	15%	37%	5%	9%	1%	-	30%	20%	23%	15%
Visiting an historic/heritage site	9%	4%	-	4%	-	27%	31%	1%	-	20%
Shopping / looking around shops	6%	1%	2%	27%	0%	4%	-	10%	4%	8%
Visiting a specific event	6%	15%	7%	-	7%	2%	1%	6%	8%	5%
Other	5%	4%	11%	1%	4%	6%	20%	1%	4%	2%
General sightseeing	4%	3%	5%	-	2%	3%	6%	6%	2%	8%
Eating out	4%	-	10%	1%	3%	1%	1%	1%	3%	8%
Visiting friends/relatives	3%	1%	5%	5%	2%	5%	2%	2%	2%	2%
Taking part in a sport	2%	-	-	-	-	27%	-	-	-	-
Leisure cycling	2%	8%	-	3%	-	-	-	0%	7%	1%
Watching sport	1%	-	-	-	0%	8%	-	-	-	-
Canal trip	1%	-	1%	-	0%	-	-	-	-	3%
Visiting cinema/theatre	0%	-	2%	3%	-	-	-	-	-	-

What other activities are undertaken when visiting

Figure 11.2 indicates that eating out (48%), visiting an attraction (34%), shopping/looking around shops (19%) and walking/hiking (19%) were the key secondary activities undertaken by respondents to Staffordshire.

	TOTAL	Cannock Chase	East Staffs	NUL	SOT	Tamworth	South Staffs	Stafford	Staffs Moorlands	Lichfield
Base	1724	129	189	109	221	146	144	225	284	277
Eating out	48%	40%	37%	61%	57%	52%	40%	46%	36%	65%
Visiting an attraction	34%	18%	65%	9%	59%	4%	8%	31%	47%	29%
Shopping / looking around shops	19%	3%	15%	38%	24%	24%	8%	29%	8%	22%
Walking and hiking	19%	16%	8%	17%	6%	4%	57%	17%	26%	18%
General sightseeing	11%	4%	12%	1%	8%	12%	15%	11%	6%	25%
Other	11%	16%	11%	7%	6%	21%	19%	9%	11%	6%
Visiting an historic/ heritage site	6%	5%	2%	6%	1%	11%	31%	2%	1%	6%
Visiting friends/relatives	5%	6%	8%	9%	4%	4%	1%	8%	4%	5%
Visiting a specific event	4%	6%	1%	-	4%	3%	-	8%	8%	3%
Leisure cycling	2%	1%	-	-	1%	1%	-	-	7%	2%
Taking part in a sport	2%	1%	1%	-	-	15%	-	-	0%	1%
Watching performing arts	1%	-	1%	-	-	-	-	-	-	7%
Visiting the cinema/theatre	1%	-	3%	5%	0%	1%	-	1%	1%	1%
Canal trip	1%	-	1%	1%	0%	-	-	0%	0%	3%
Watching sport	1%	2%	1%	-	-	3%	-	-	1%	0%
Pilgrimage/faith tourism	0%	-	1%	-	-	-	1%	-	-	-

Planning a visit

Overall, just under a third had not used any information in planning their trip. In 2005, almost half (47%) of visitors indicated that they had not used any sources of information ahead of their trip, 53% had, suggesting a notable increase in advance use and planning in 2017

Non-use was highest by those visitors to Lichfield (60%) and Cannock chase (51%). Previous knowledge was highest amongst those respondents visiting Newcastle-under-Lyme and Staffordshire Moorlands (78% and 66%) respectively). Use of the internet to source information has increased considerably since 2005. Over two fifths (43%) of visitors to Tamworth had sourced information via the internet before their trip compared with 4% in 2005, as did Lichfield (23% compared with 1%) and East Staffordshire (22% compared with 0%)

The use of social media for sourcing information is particularly high in Cannock Chase (21%), considerably higher than all other local authority areas, where only 2-5% of visitors to local authority areas used this media to source information

	TOTAL	Cannock Chase	East Staffs	NUL	SOT	Tam-worth	South Staffs	Stafford	Staffs Moorlands	Lich-field
<i>Base</i>	1924	150	192	151	250	166	163	250	306	296
Previous knowledge as visited before	38%	4%	32%	78%	53%	5%	13%	53%	66%	14%
NO – did not seek information	32%	51%	35%	17%	13%	44%	44%	22%	10%	60%
Internet (which site and device)	18%	17%	22%	3%	18%	43%	20%	13%	10%	23%
Personal recommendation	5%	5%	9%	7%	4%	3%	2%	11%	4%	3%
Other	4%	2%	3%	1%	10%	1%	9%	3%	6%	3%
Social media (Facebook/ twitter)	3%	21%	2%	-	4%	5%	2%	2%	2%	-
Tourism leaflets/brochures	2%	-	3%	-	3%	1%	5%	1%	6%	0%
Guide books	1%	-	-	-	1%	-	7%	0%	-	1%
Tourist information centre in Staffordshire	0%	1%	-	-	-	-	-	1%	-	2%
Newspaper/ magazine	0%	-	1%	-	-	1%	-	0%	-	1%
Tourist information centre elsewhere	0%	-	-	-	-	-	-	1%	-	-

Overall, the majority (85%) of visitors indicated that they had not used any sources of information whilst in Staffordshire, only 15% had.

The majority of visitors across the local authority areas did not source any type of information once arriving in Staffordshire, with Newcastle-under-Lyme the highest with 95% of all visitors not using information on arrival. Visitors to Cannock Chase used the most information (33%) with 25% using a tourism leaflet/brochure on arrival in the area as did 11% of visitors to Staffordshire Moorlands. Use of the internet was fairly low but consistent with 0-4% use across all local authority areas.

	TOTAL	Cannock Chase	East Staffs	NUL	SOT	Tam-worth	South Staffs	Stafford	Staffs Moorlands	Lich-field
<i>Base</i>	1913	150	192	151	249	163	159	250	305	294
NO - did not seek information	85%	67%	90%	95%	82%	86%	93%	90%	83%	83%
Tourism leaflets/ brochures	8%	25%	7%	-	8%	4%	3%	5%	11%	8%
Personal recommendation/ advice of local resident	2%	2%	1%	3%	4%	1%	-	3%	4%	2%
Internet (which site)	1%	1%	1%	1%	2%	4%	1%	0%	1%	1%
Other	1%	1%	1%	1%	1%	2%	1%	1%	1%	3%
Tourist information centre in Staffordshire	1%	4%	-	-	0%	-	-	-	0%	1%
Via smartphone/tablet	1%	-	1%	-	1%	2%	1%	1%	-	-
Guide books	1%	1%	-	-	1%	-	-	-	0%	2%
Social media	0%	-	-	-	-	1%	1%	-	-	-

Was the visit enjoyable

Nearly all visitors indicated their overall enjoyment of their visit to Staffordshire. The overall mean score of 4.47 out of 5.0 indicates a high level of enjoyment. Over half (55%) felt it was 'very high' with a further 37% noting it to be 'high'; combined a 92% positive rating. Only 8% felt their trip to be average and less than 1% gave a negative low level of enjoyment.

Visitors to Staffordshire Moorlands gave the highest scores for overall enjoyment of their visit with 80% rating it very high and 19% high – a combined total of 99%. This was followed by Stoke-on-Trent with 94% rating their visit very high/high. The lowest scores were received in East Staffordshire and South Staffordshire with a mean score of 4.25. However, these are still very positive and shows that the enjoyment of visitors to all local authority areas was high.

	TOTAL	Cannock Chase	East Staffs	NUL	SOT	Tam-worth	South Staffs	Stafford	Staffs Moorlands	Lich-field
Mean score	4.47	4.33	4.25	4.54	4.66	4.37	4.25	4.46	4.79	4.38
Very high	55%	44%	34%	64%	71%	43%	36%	57%	80%	46%
High	37%	45%	56%	27%	23%	50%	52%	33%	19%	45%
Average	8%	11%	9%	9%	6%	7%	12%	10%	1%	8%
Low	0%	-	-	1%	-	-	-	-	-	0%
Very low	-	-	-	-	-	-	-	-	-	-

A sign of how successful a visit is and the messages that it leaves with visitors can be seen from the level of willingness to recommend Staffordshire to other visitors. Overall 97% would be 'very likely' or 'likely' to recommend a visit to others, with a mean score of 4.7 out of 5.0. Only 1% would be 'unlikely' or very 'unlikely'.

Those most likely to recommend Staffordshire were visitors to Staffordshire Moorlands and Cannock Chase, 99% each, closely followed by Stoke-on-Trent (97% very likely/likely to recommend to others). Across all local authority areas, the likelihood of recommending a visit was high across each destination.

	TOTAL	Cannock Chase	East Staffs	NUL	SOT	Tam-worth	South Staffs	Stafford	Staffs Moorlands	Lich-field
Mean score	4.72	4.86	4.63	4.61	4.74	4.66	4.60	4.68	4.86	4.74
Very likely	76%	88%	67%	69%	78%	68%	63%	73%	89%	77%
Likely	21%	11%	31%	25%	19%	29%	35%	23%	10%	20%
Neither likely nor unlikely	2%	1%	1%	5%	2%	2%	2%	3%	0%	1%
Unlikely	1%	-	2%	1%	1%	-	-	1%	1%	1%
Very unlikely	0%	-	-	-	-	-	-	-	0%	0%

Recommendation to others is one good indicator of how attractive the county is, the likelihood of the interviewee returning is another. Respondents were also asked how likely was it they would make a future return trip to Staffordshire. A combined total of 98% of visitors to Staffordshire were very or quite likely to make a return visit to the county. Only a small number (2%) were neither likely nor unlikely to return. Thus

overall, this is a very high +98% net positive desire to return, with a mean score of 4.8 out of 5.0.

94% and 93% of visitors to Cannock Chase and Staffordshire Moorlands were very likely to return, and 5% and 6% were quite likely, combining as 99% overall for both local authority areas. Only a small number of respondents interviewed whilst in East Staffordshire, Tamworth and Stafford were unlikely to make a return visit and this could be due to their distant origin or purpose of this visit (1% each).

	TOTAL	Cannock Chase	East Staffs	NUL	SOT	Tamworth	South Staffs	Stafford	Staffs Moorlands	Lichfield
Mean score	4.83	4.93	4.85	4.85	4.79	4.83	4.67	4.81	4.90	4.80
Very likely	86%	94%	87%	88%	82%	85%	74%	84%	93%	84%
Likely	12%	5%	11%	9%	16%	13%	22%	14%	6%	13%
Neither likely nor unlikely	2%	1%	1%	3%	1%	1%	3%	2%	1%	2%
Unlikely	0%	-	1%	-	0%	1%	1%	-	0%	0%
Very unlikely	0%	-	-	-	0%	-	1%	0%	0%	0%

Appendix 1 - Places people visit when in Staffordshire

Tamworth Castle	5%	Wightwick Manor	2%	Leek Town Centre	1%
Cannock Chase, Marquis drive	5%	Brampton Museum	2%	Stafford market square/ale event	1%
Alton towers	5%	Potteries Museum & Art Gallery	2%	Emma Bridgwater	1%
National Forest Adventure Farm	5%	Newcastle Market / Town	2%	Shugborough	1%
Snow Dome	5%	Apedale Heritage centre/railway	2%	Ventura Park	1%
Drayton Manor Park	4%	Wolseley Bridge	2%	Potteries shopping centre	1%
Lichfield Town Centre/Festival	4%	Churnet Valley Railway	2%	Halfpenny Green Vineyards	0%
Waterworld Festival Park	4%	Manifold Valley	2%	Moseley Old Hall	0%
World of Wedgwood	4%	Biddulph Grange Garden	2%	Birches Valley Forest Centre	0%
Barton Marina	4%	Ancient High House	2%	Go Ape Tree top adventure	0%
Museum of Cannock Chase	4%	National Brewery Centre	2%	The Samuel Johnson birthplace trust	0%
Lichfield Cathedral	3%	Baqgeridge Country Park	2%	Ford Green Hall	0%
Heart of the country shopping	3%	Trentham Monkey forest	2%	Kingsley Bird & Falconry Centre	0%
Gladstone Pottery Museum	3%	Chasewater Country Park	2%	Middleport Pottery	0%
National Memorial Arboretum	3%	Stone town centre	1%	Etruria Industrial Museum	0%
Kinver Edge & Rock Houses	3%	Stafford Castle	1%	Izaak Walton's Cottage	0%
Trentham gardens/shopping village	3%	Ilam Park	1%	Byrkley Park	0%
Tittesworth Reservoir	3%	Rudyard Lake	1%	Churchill China, Tunstall	0%
Weston Park	3%	Peak wildlife park	1%	Dorothy Clive Gardens	0%
Canal junction Haywood/Fradley	3%	Slaters Craft Centre	1%	Moorcroft Heritage visitor centre	0%
Amerton Farm	2%	Uttoxeter racecourse	1%	The National Forest	0%

	Cannock Chase	East Staffs	NUL	SOT	Tam-worth	South Staffs	Staf-ford	Staffs Moorlands	Lich-field
<i>Base</i>	149	192	151	250	161	158	245	305	296
Alton towers	1%	-	-	2%	1%	20%	-	16%	4%
Amerton Farm	-	-	-	0%	-	3%	17%	-	-
Ancient High House	-	-	-	-	-	1%	15%	-	0%
Apedale Heritage centre/railway	-	-	28%	-	-	1%	-	0%	-
Baqqeridge Country Park	1%	-	-	-	-	18%	-	-	1%
Biddulph Grange Garden	-	-	-	0%	-	-	1%	11%	0%
Birches Valley Forest Centre	-	-	-	-	1%	1%	1%	-	0%
Brampton Museum	-	-	29%	0%	-	1%	-	-	-
Barton Marina	-	34%	-	0%	-	1%	-	-	0%
Byrkley Park	-	-	-	0%	-	-	-	-	-
Canal junction Haywood/Fradley	-	-	-	1%	-	1%	-	-	15%
Cannock Chase, Marquis drive	57%	-	-	0%	-	3%	-	-	3%
Chasewater Country Park	1%	-	-	-	-	2%	-	-	9%
Churchill China, Tunstall	-	-	-	-	-	1%	-	-	-
Churnet Valley Railway	-	-	-	-	-	1%	0%	13%	-
Dorothy Clive Gardens	-	-	-	-	-	1%	-	-	-
Drayton Manor Park	1%	-	-	-	8%	5%	-	-	18%
Emma Bridgwater	-	-	-	8%	-	-	-	-	-
Etruria Industrial Museum	-	-	-	-	-	1%	-	-	-
Ford Green Hall	-	-	-	0%	-	1%	-	-	0%
Gladstone Pottery Museum	-	1%	-	24%	-	1%	-	-	-
Go Ape Tree top adventure	1%	-	-	-	-	2%	0%	-	0%
Halfpenny Green Vineyards	1%	-	-	-	-	3%	-	-	1%
Heart of the country shopping	-	-	-	-	-	-	-	-	22%
Ilam Park	-	-	-	0%	-	1%	0%	8%	-
Izaak Walton's Cottage	-	-	-	-	-	1%	-	0%	-

Leek Town Centre	-	-	-	0%	-	1%	-	6%	0%
Lichfield Cathedral	-	1%	-	0%	4%	1%	-	1%	19%
Lichfield Town Centre/Festival	-	-	-	0%	5%	1%	-	-	20%
Manifold Valley	-	-	-	1%	-	1%	-	13%	-
Moseley Old Hall	1%	-	-	-	-	1%	-	-	1%
Museum of Cannock Chase	43%	-	-	0%	-	1%	-	-	1%
Middleport Pottery	-	-	-	0%	-	1%	-	0%	-
Moorcroft Heritage visitor centre	-	-	-	-	-	1%	-	-	-
National brewery centre	-	19%	-	-	-	1%	-	-	-
National forest adventure farm	-	46%	-	-	-	1%	-	-	-
National memorial arboretum	-	1%	-	-	-	1%	-	-	19%
Newcastle Market / Town	-	-	28%	0%	-	1%	-	-	0%
Peak wildlife park	-	-	-	1%	-	1%	-	7%	-
Potteries museum & art gallery	-	1%	-	16%	-	1%	-	-	1%
Potteries shopping centre	-	-	-	2%	-	1%	-	0%	2%
Rudyard Lake	-	-	-	-	-	1%	-	7%	1%
Shugborough	-	-	-	0%	1%	4%	-	0%	3%
Slaters Craft Centre	-	-	15%	-	-	1%	-	-	-
Snow dome	1%	-	-	-	47%	3%	-	0%	1%
Stafford castle	1%	-	-	0%	-	1%	8%	-	2%
Stafford market square/ale event	-	-	-	0%	-	1%	8%	-	0%
Stone town centre	-	-	-	0%	-	2%	9%	-	1%
Tamworth Castle	1%	-	-	-	57%	3%	-	-	2%
The Samuel Johnson birthplace trust	-	-	-	-	-	1%	-	-	1%
The National Forest	-	-	-	-	-	-	-	-	0%
Trentham Monkey forest	-	-	-	1%	1%	1%	9%	-	1%
Trentham gardens/shopping village	-	-	1%	2%	-	1%	18%	0%	1%
Tittesworth Reservoir	-	-	-	0%	-	1%	0%	16%	-
Uttoxeter racecourse	-	-	-	-	-	-	-	7%	1%
Ventura Park	-	-	-	-	6%	-	-	-	1%
Waterworld Festival Park	-	-	-	26%	-	2%	-	-	0%
World of Wedgwood	-	1%	-	26%	-	-	-	0%	1%

Table 13.3: Attractions will Visit					(327)
Lichfield Town Centre/Festival	19%	Museum of Cannock Chase	1%	Ford Green Hall	0%
Trentham gardens/shopping village	15%	Potteries museum & art gallery	1%	Go Ape Tree top adventure	0%
Lichfield Cathedral	11%	Stafford market square/ale event	1%	Manifold Valley	0%
Drayton Manor Park	9%	Wolseley Bridge	1%	Middleport Pottery	0%
Baggeridge Country Park	6%	Other	1%	Moorcroft Heritage visitor centre	0%
Snow dome	6%	Birches Valley Forest Centre	1%	National forest adventure farm	0%
Ventura Park	6%	Canal junction Haywood/Fradley	1%	Peak wildlife park	0%
Shugborough	5%	Churnet Valley Railway	1%	Slaters Craft Centre	0%
Newcastle Market / Town	4%	Gladstone Pottery Museum	1%	The National Forest	0%
Tamworth Castle	3%	Heart of the country shopping	1%	Uttoxeter racecourse	0%
Potteries shopping centre	3%	National brewery centre	1%	Weston Park	0%
Cannock Chase, Marquis drive	3%	Biddulph Grange Garden	1%	Byrkley Park	-
National memorial arboretum	3%	Brampton Museum	1%	Dorothy Clive Gardens	-
World of Wedgwood	2%	Etruria Industrial Museum	1%	Halfpenny Green Vineyards	-
Alton towers	2%	Moseley Old Hall	1%	Ilam Park	-
Stafford castle	2%	Waterworld Festival Park	1%	Izaak Walton's Cottage	-
Barton Marina	2%	Wightwick Manor	1%	Kinver Edge & Rock Houses	-
Leek Town Centre	2%	Amerton Farm	0%	Kingsley Bird & Falconry Centre	-
Stone town centre	2%	Ancient High House	0%	Rudyard Lake	-
Trentham Monkey forest	2%	Apedale Heritage centre/railway	0%	The Samuel Johnson birthplace trust	-
Chasewater Country Park	1%	Churchill China, Tunstall	0%	Tittesworth Reservoir	-

Middleport Pottery	-	-	-	2%	-	-	-	-	-
Moorcroft Heritage visitor centre	-	-	-	2%	-	-	-	-	-
National brewery centre	-	22%	-	-	-	-	-	-	1%
National forest adventure farm	-	11%	-	-	-	-	-	-	-
National memorial arboretum	-	22%	-	2%	-	-	-	13%	4%
Newcastle Market / Town	-	-	28%	11%	-	-	10%	-	-
Peak wildlife park	-	-	-	2%	-	-	-	-	-
Potteries museum & art gallery	-	-	-	4%	-	-	-	7%	1%
Potteries shopping centre	-	-	6%	15%	-	-	-	7%	-
Shugborough	-	11%	-	9%	4%	-	10%	7%	5%
Slaters Craft Centre	-	-	-	-	-	-	-	7%	-
Snow dome	-	-	-	2%	37%	-	-	-	-
Stafford castle	-	11%	-	-	-	-	13%	7%	-
Stafford market square/ale event	-	-	-	2%	-	-	7%	-	1%
Stone town centre	-	-	6%	-	-	-	3%	-	3%
Tamworth Castle	15%	-	-	-	15%	-	-	-	1%
The National Forest	-	-	-	-	-	-	-	-	1%
Trentham Monkey forest	-	-	-	6%	-	-	3%	7%	-
Trentham gardens/shopping village	-	-	61%	47%	-	-	33%	27%	-
Uttoxeter racecourse	-	11%	-	-	-	-	-	-	-
Ventura Park	-	-	-	-	31%	-	-	-	1%
Waterworld Festival Park	-	-	-	-	-	-	-	13%	-
World of Wedgwood	-	-	6%	8%	-	-	-	20%	-
Wightwick Manor	-	-	-	2%	-	-	-	-	1%
Weston Park	-	-	-	-	2%	-	-	-	-
Wolseley Bridge	15%	-	-	-	-	-	7%	-	-
Other	-	-	-	-	-	12%	-	7%	-