



## **Town Centre Master Vision Evaluation of the Effect of an Evening Event in the town on business levels and customer perceptions**

**Full report- October 2008**

**Prepared by the mrg, Bournemouth University, on behalf of Bournemouth Tourism.**

**[www.themrg.com](http://www.themrg.com)**

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## **Executive Summary**

- Overall the Air Festival was a great success both in terms of the visitor experience and the economic impact.
- 74% of respondents said that the Air Festival was their primary reason for visiting Bournemouth on that day.
- The evening entertainment attracted large audiences many who stayed on from the afternoon air displays of the Air Festival. 67% of respondents stated that they were very interested/interested in the Evening Entertainment package that formed part of the Air Festival.
- 92% of respondents were “very interested” in the daytime air displays.
- 96% of respondents rated the overall experience of the Air Festival as “good” or “very good”.
- 91% of respondents either “like” or “really like” Bournemouth.
- When respondents were asked whether the Air Festival had changed their opinion of Bournemouth, 53% said either their opinion was now “higher” or much “higher”.
- When asked to rate each of the entertainments out of 10, the air display received the highest score with an average of 9.01. Friday was the most popular day scoring 8.52 for the total average.
- The most popular area to improve was advertising and information.
- Of those respondents who suggested other events which would encourage them to visit Bournemouth again; the most popular suggestion was for another Air Festival.
- When asked for any other comments 209 respondents provided information. 68% left a positive comment. Only 11 respondents left a negative comment and only 3 of them were directly related to the Air Festival.

## **Section 1: Background information**

This survey was commissioned by Bournemouth Tourism to use as a vehicle to measure the impact of the evening events in attracting and keeping visitors to the town centre, to build a profile of the visitors attending the Air Festival, to measure their experience and to measure the economic impact of the festival.

This report details the findings of the Air Festival visitor's survey which took place between the 29 and 31 August 2008.

### **The Market Research Group**

The Market Research Group provides market research and intelligence services to organisations in the service sector and local government.

The Market Research Group, based at Bournemouth University, can offer a wealth of experience and expertise in the field of leisure, tourism, heritage, best value and economic impact research at national, regional and local level.

### **Methodology**

243 face to face interviews were undertaken during the course of the event and some 1000 paper copies of the questionnaire, complete with freepost envelopes, were distributed. 208 of these paper questionnaires were returned.

The results are based on the combined data from the two methods with a sample size equalling 451.

The results in this report are rounded to the nearest whole number unless otherwise stated.

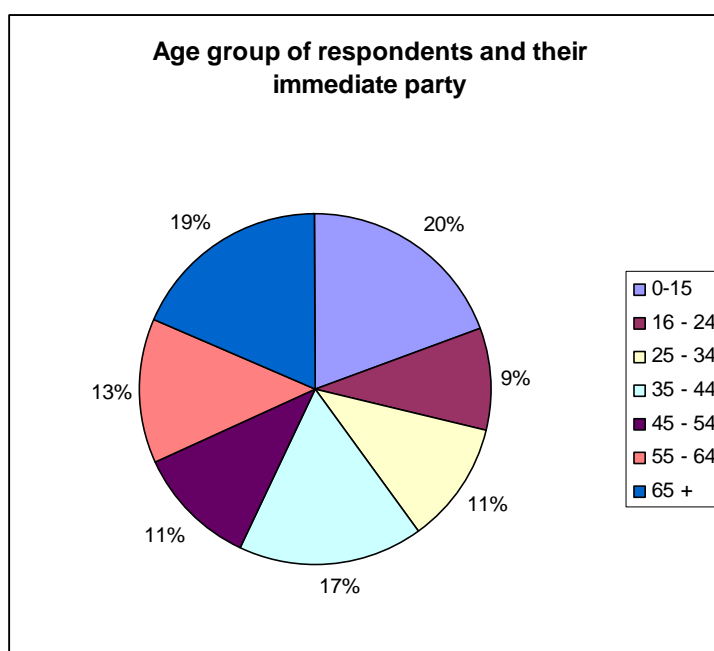
## **Section 2: Who came to the Air Festival? - A profile of respondents**

The Air Festival visitor's survey contained personal questions about the respondent including their postcode, the region in which they live, the age and gender of people in their immediate group and where they are staying whilst visiting Bournemouth for the Air Festival.

### **Age profile of respondents and the people in their immediate group**

The table below shows the age group and gender of the respondents and their immediate group. The average number of people in one group is 2.85 \*.

Including yourself, how many people in your immediate group are male and female, and which of these age groups do they fall into?						
	Male		Female		Age distribution	
	Count	Valid %	Count	Valid %	Count	Valid %
0 - 15 years	166	13%	86	7%	252	20%
16 - 24 years	49	4%	72	6%	121	9%
25 - 34 years	68	5%	77	6%	145	11%
35 - 44 years	106	8%	113	9%	219	17%
45 - 54 years	66	5%	79	6%	145	11%
55 - 64 years	89	7%	82	6%	171	13%
65+ years	115	9%	119	9%	234	18%
Gender Distribution	659	51%	628	49%	1287	100%



\* This is calculated by taking the total number of respondents plus the number in their immediate groups (1287) and dividing it by the number of respondents (451).

### **The number of respondents in groups with under 16 year olds**

From the data provided in Q23 we can establish which respondents were in a group which included those under 16 years of age.

<b>Were there any under 16 year olds in your immediate group</b>			
		Count	Valid Percent
	Under 16 year olds in immediate group	151	34
	No under 16 year olds in immediate group	300	67
	Total	451	101

We can see that just over a third of respondents had someone under 16 years of age in their immediate group.

### **The number of respondents who are retired**

<b>Are you retired?</b>			
		Count	Percent
	Yes	120	28
	No	306	72
	Total	426	100
Missing	System	25	
Total		451	

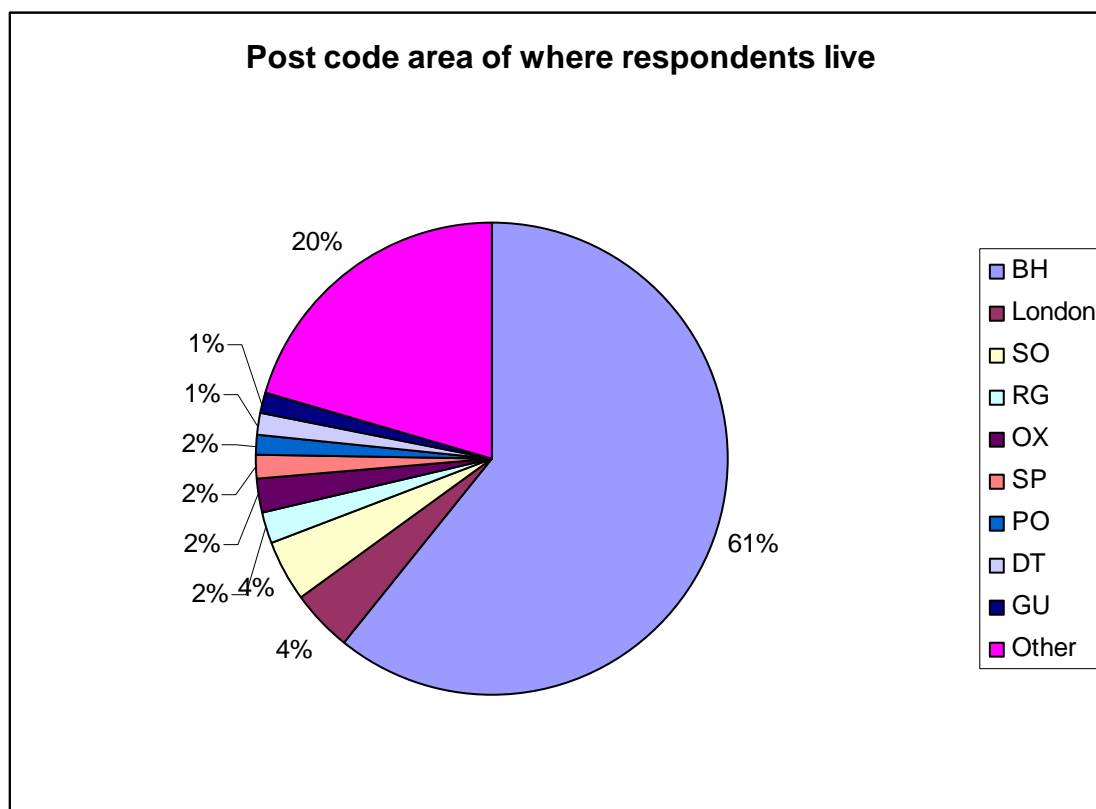
The table above shows the percentage of respondents who were retired. We can see that 28% of those surveyed were retired and 72% were not retired.

## Where respondents live

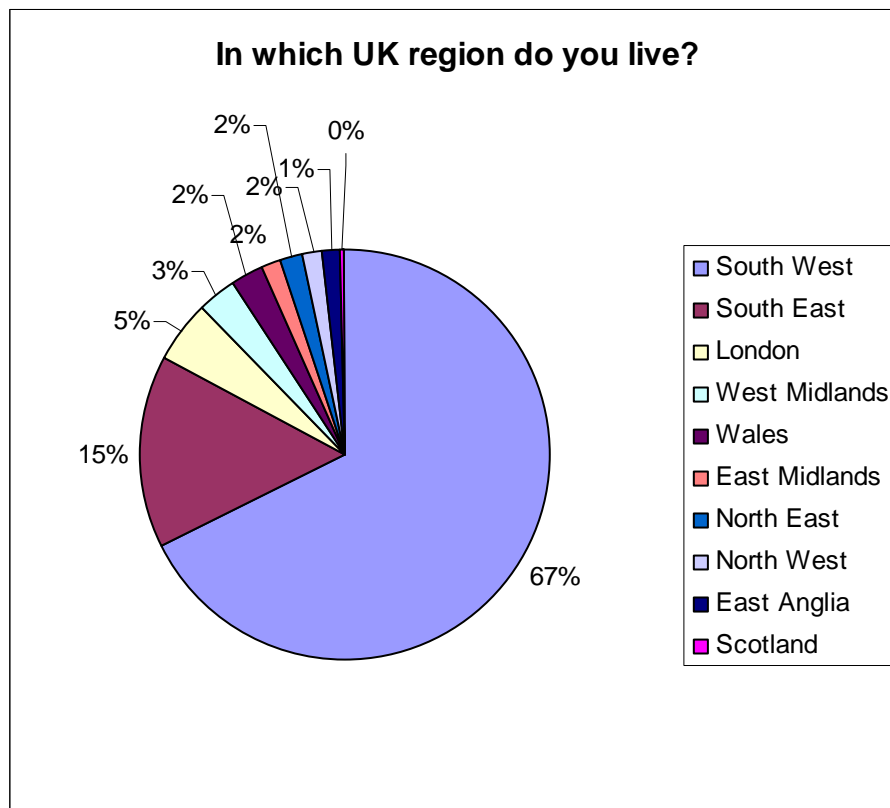
Of the 431 respondents who provided post code data, 61% lived in the BH postal area. Surprisingly perhaps, only 1% of respondents came from the neighbouring DT postal area. One of the factors influencing this could have been The Great Dorset Steam Fair which was held in the DT area over the same weekend. 4% of visitors to the Air Festival were from London, 4% from Southampton, 2% from Reading, 2% from Oxford, 2% from Salisbury, 2% from Portsmouth and 1% from Guildford. The other 20% of respondents came from all across the remainder of the UK.

A full table of post code areas can be found in Appendix 1. The post code data shows that 38% of respondents live in the UK outside of Dorset. Three respondents were from overseas; one person from South Africa, one person from Germany and one from Italy.

Post code area of where respondents live			
		Count	Valid Percent
	BH	262	61
	London	18	4
	SO	18	4
	RG	10	2
	OX	9	2
	SP	7	2
	PO	7	2
	DT	6	1
	GU	6	1
	Other	88	20
		431	100



When all participants were asked which UK region they lived in, 67% lived in the South West, 15% lived in the South East and a small percentage lived in all the other regions of the UK.



In which UK region do you live?		
	Count	Percent
South West	280	67
South East	64	15
London	20	5
West Midlands	13	3
Wales	10	2
East Midlands	7	2
North East	7	2
North West	7	2
East Anglia	6	1
Scotland	1	0
Total	415	100
Missing	36	
Total	451	



**Whether respondents visited Bournemouth for a day trip or if they were a staying visitor**

The table below shows the percentage of Air Festival visitors who were staying or day visitors. We can see that 72% of respondents were day visitors and 28% were staying visitors.

<b>Day or stay visitors</b>		
	Count	Valid Percent
Day	323	72
Stay	128	28
Total	451	100

**Accommodation respondents stayed in whilst visiting the Air Festival**

Of respondents who stayed in the area, 32% were staying in a hotel and 21% were staying at the home of a friend or relative.

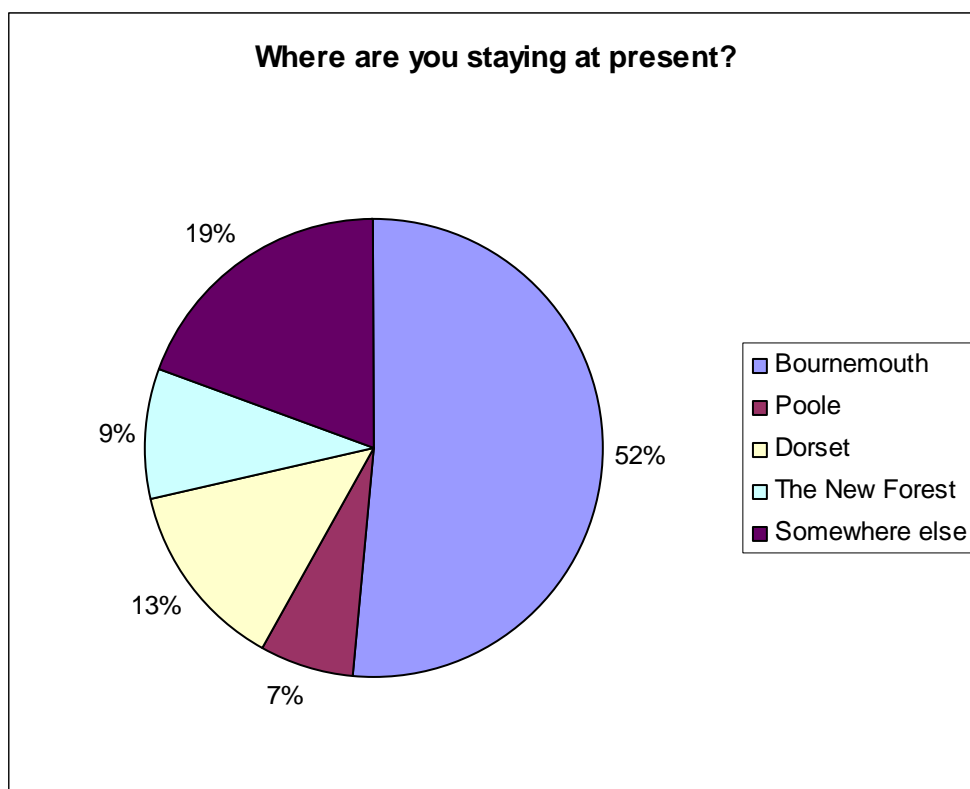
<b>Accommodation Type for Staying Visitors</b>			
		Count	Valid Percent
	Hotel	41	32
	Home of a friend or relative	27	21
	Second home	11	9
	Guest House/Bed and Breakfast	10	8
	Touring caravan/tent	10	8
	Holiday park	8	6
	Self catering house/flat/cottage	7	5
	Static caravan/Chalet	2	2
	Camper van/mobile home	2	2
	Other	10	8
	Total	128	100
Missing	System	323	
Total		451	

Dorset postcodes/other UK postcodes and whether they were day/staying visitors					
			Day visitor or staying visitor		Total
			Day	Stay	
Dorset Postcodes/ Other UK postcodes	Dorset postcodes	Count	248	20	267
		% within Dorset Postcodes/ Other UK postcodes	93%	8%	100%
	Other postcodes	Count	61	102	163
		% within Dorset Postcodes/ Other UK postcodes	37%	63%	100%
Total		Count	308	122	430
		% within Dorset Postcodes/ Other UK postcodes	72%	28%	100%

The table above shows the relationship between post code and whether the respondent was a day or stay visitor. We can see that 93% of respondents from Dorset were day visitors and 8% were staying visitors. From the respondents who live outside Dorset 37% were day visitors and 63% were staying visitors.

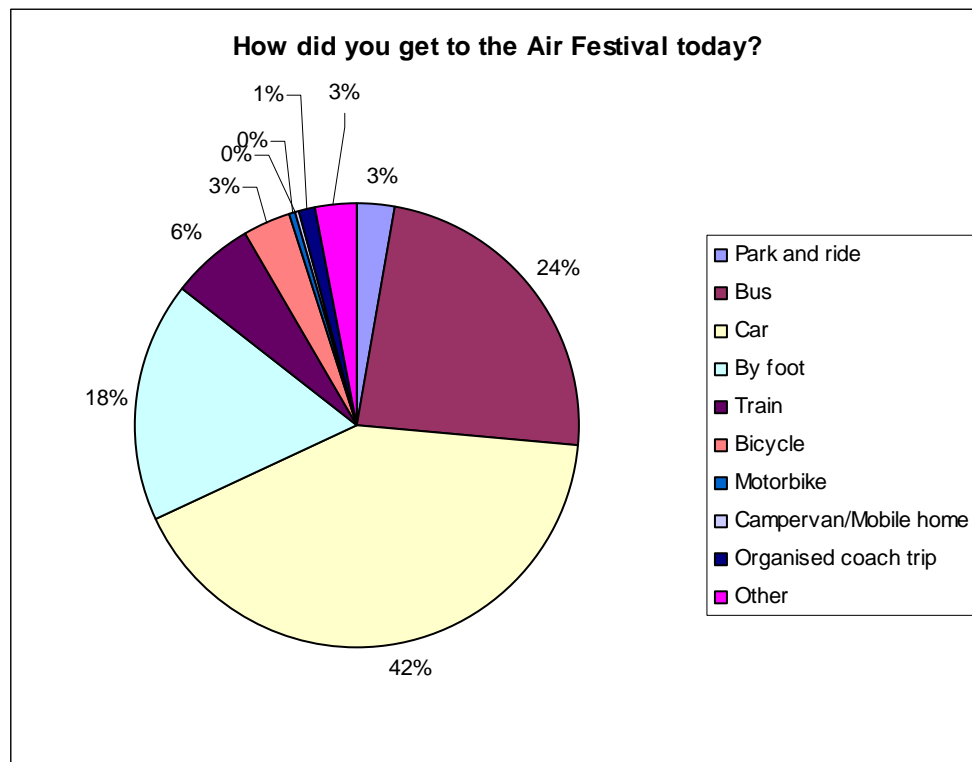
21% of those visiting from outside the area were spending 7 nights in the local area. The mean average number of nights that people were staying for was 6.7.

Of those 128 staying visitors, 52% were staying in Bournemouth, 13% in Dorset, 9% in the New Forest, 7% in Poole and 19% were staying somewhere else.



### **Section 3 : How did respondents travel to the festival?**

42% of respondents travelled to the Air Festival by car, 24% by bus, and 18% walked. A small percentage used all the other modes of transport (bicycle, bus etc).



Looking more closely at the number of parking spaces available in Bournemouth we know that people who attended the Air Show must have used multiple modes of transport. On the Saturday of the festival approximately 300,000 people attended, if 42% of these travelled by car and if approximately 3 people travelled per car that would mean 42,000 car parking spaces would need to be available. We know that there are only 11,000 car parking spaces available in the town centre so people were either using business car parking spaces, being dropped off by car, parking further out of town and walking to the show or parking on one of the Poole beaches and walking to the show.

Respondents were asked to rate transport related issues. The majority of issues were rated positively by respondents. These scores were as follows: park and ride (net score 4%)\*, availability of car parking (net score 19%), provision of public transport (net score 28%) and road signage (net score 29%). The issue that they were more negative than positive about was the cost of car parking with a net score of -1%.

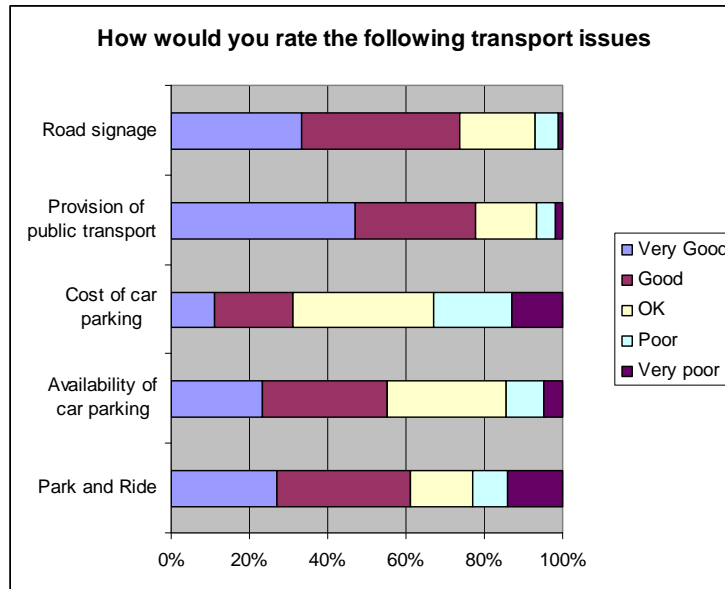
**\*Net score is a way of measuring the balance of opinion, it is calculated by adding the positive results, so in this case (very good + good) and subtracting the negative results (poor + very poor). Where the resulting score is a plus figure this shows that more respondents are positive than negative.**

**For example the availability of car parking**

**Very good 11% + Good 15% = 26%**

**Poor 5% + Very Poor 2% = 7%**

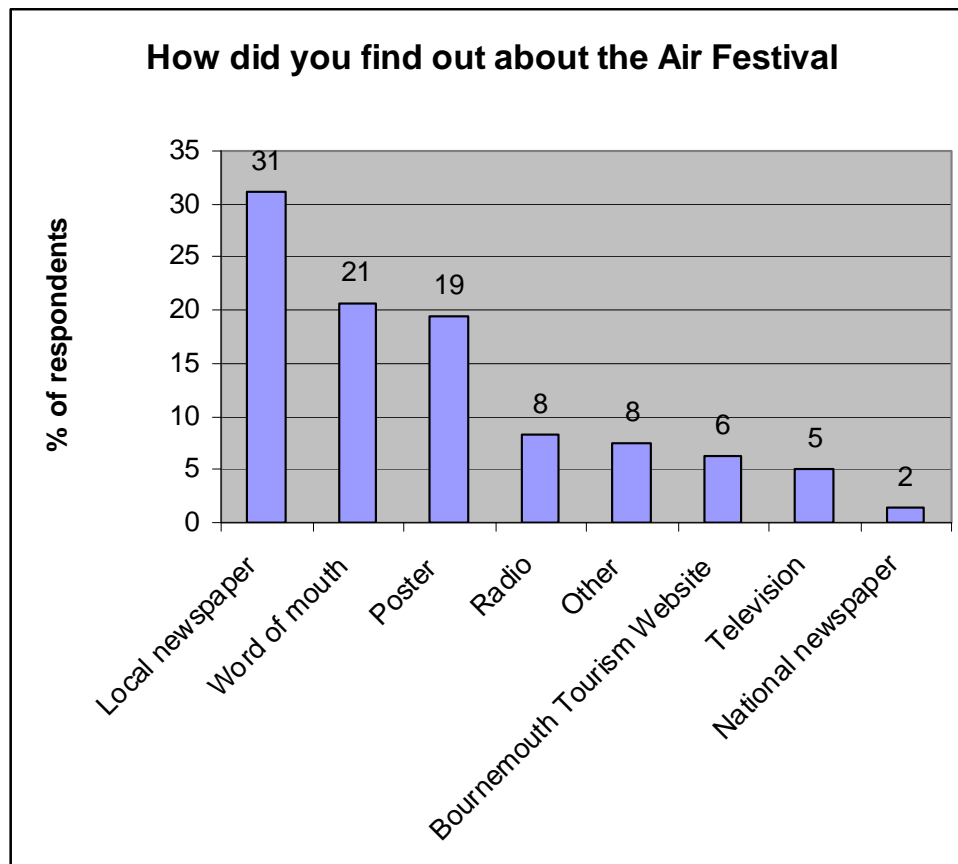
**26% – 7% = 19%**



**\*Please note the total sample size for the park and ride was 44 respondents so the percentages should be used as indicative.**

#### **Section 4: How did respondents find out about the Air Festival?**

The local newspaper, word of mouth and poster were the main methods by which most respondents found out about the Air Festival.



How did you find out about the Bournemouth Air Festival by postcode										
	Local newspaper	National newspaper	Radio	Television	Word of mouth	Poster	Bournemouth Tourism Website	Bournemouth Guide	Other	Total
Dorset postcodes	104	1	25	10	41	53	4	7	12	257
%	40%	0%	10%	4%	16%	21%	2%	3%	5%	100%
Other postcodes	16	5	8	8	42	20	19	11	21	150
%	11%	3%	5%	5%	28%	13%	13%	7%	14%	100%
Total	120	6	33	18	83	73	23	18	33	407
	29%	1%	8%	4%	20%	18%	6%	4%	8%	100%

From the table above we can see that for Dorset residents the most frequent method of finding out about the Air Festival was the local newspaper. For people living outside the Dorset area word of mouth was the most frequent method of finding out about the Festival.

#### **Section 5: When did respondents decide to attend the festival?**

When respondents were asked at what point they decided to attend the festival we can see that the answers are relatively split with respondents deciding to attend at different times, although respondents were most likely to attend “within the past week”.

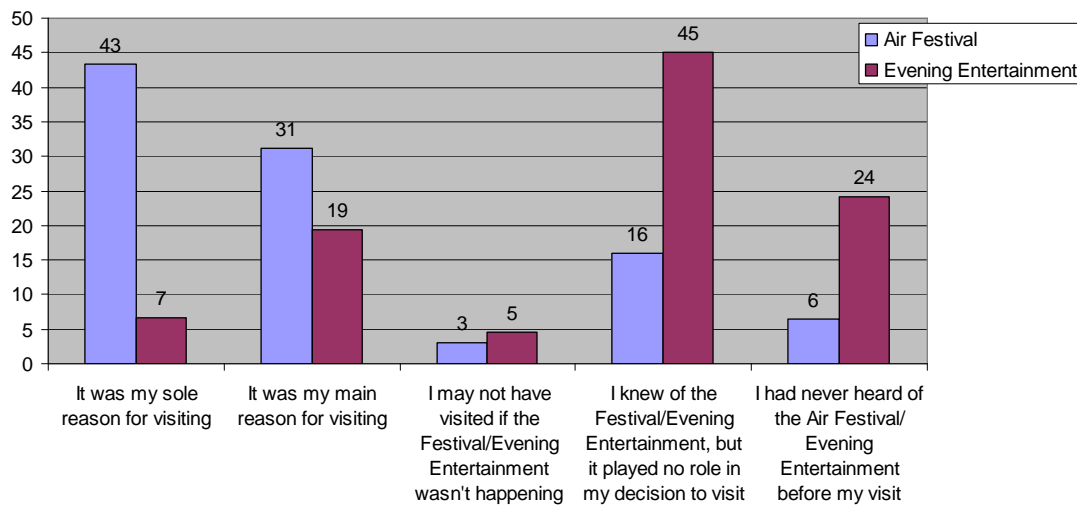
When did you decide to attend the festival?			
		Count	Valid Percent
	Today	65	15
	Yesterday	49	11
	Within the past week	118	27
	Within the past month	101	23
	More than a month ago	65	15
	More than 3 months ago	39	9
	Total	437	100

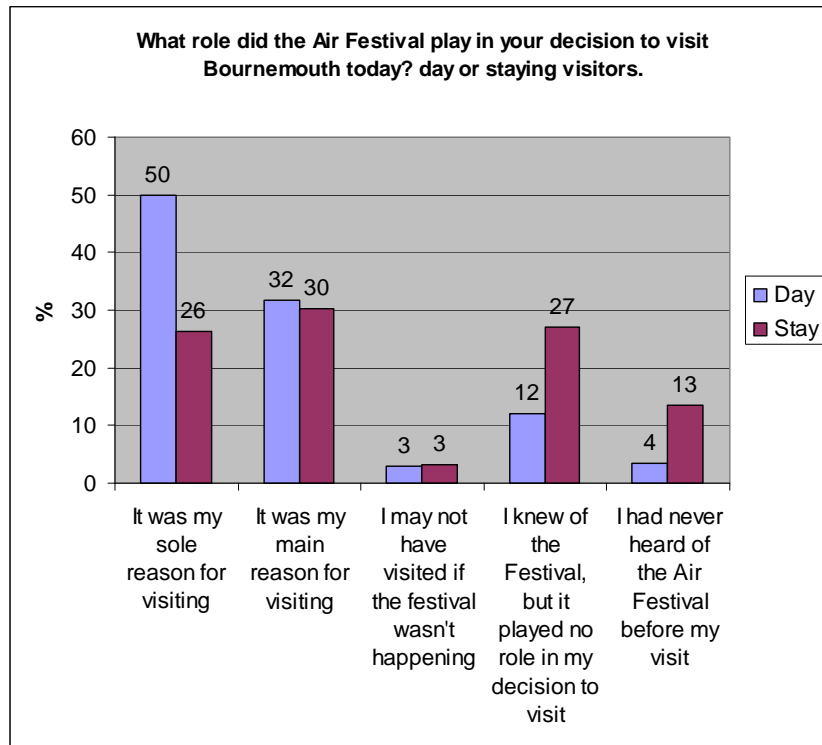
## **Section 6: The primary reason for visiting Bournemouth on the day of the air festival**

74% of respondents said that the Air Festival was their primary reason for visiting Bournemouth on that day. Only 6% had not heard of the Air Festival before their visit and 16% of respondents were planning to visit Bournemouth regardless of whether the Air Festival was happening.

The evening entertainment did not have a considerable affect on respondent's decisions to visit the Air Festival. 45% stated that they were aware of the evening entertainment but that it "played no role" in their decision to visit and 24% had "never heard" of the evening entertainment before deciding to visit, a total of 69%.

**What role did the Air Festival/Evening Entertainment play in your decision to visit Bournemouth today?**





The chart above shows that day visitors were more likely to visit Bournemouth as a direct results of the Air Festival than staying visitors. Further, staying visitors were more likely not to have heard about the Air Festival before visiting Bournemouth on that day. 27% of staying visitors knew of the festival but were going to visit Bournemouth anyway.

The table below shows the relationship between the role of the Air Festival and the evening entertainment.

What role did the Air Festival play in your decision to visit Bournemouth today? What role did the Evening Entertainment at the Air Festival play in your decision to visit Bournemouth today? (% to 1dp) (% of Total respondents)							
		What role did the Evening Entertainment at the Air Festival play in your decision to visit Bournemouth today?					Total
		It was my sole reason for visiting	It was my main reason for visiting	I may not have visited if the evening entertainment wasn't happening	I knew of the evening entertainment but it played no role in my decision	I had not heard of the evening entertainment before my visit	
What role did the Air Festival play in your decision to visit Bournemouth today?	It was my sole reason for visiting	5.8%	4.2%	1.3%	22.4%	9.5%	43.3%
	It was my main reason for visiting	.5%	13.5%	2.1%	11.1%	4.2%	31.4%
	I may not have visited if the festival wasn't happening	0%	.5%	.5%	.8%	.5%	2.4%
	I knew of the Festival, but it played no role in my decision to visit	.5%	1.1%	.8%	9.8%	3.4%	15.6%
	I had never heard of the Air Festival before my visit	0%	0%	0%	.3%	7.1%	7.4%
Total		6.9%	19.3%	4.7%	44.3%	24.8%	100.0%

For the majority of respondents (75%) their sole/main reason for visiting Bournemouth was to attend the Air Festival. The table above shows that for the majority of respondents the evening entertainment was not a contributing factor in them visiting Bournemouth, a quarter said it was their sole/main reason for visiting. 34% of respondents said that their sole/main reason for visiting Bournemouth was the Air Festival and that they knew of the evening entertainment but it played no role in their decision to visit.

24% of respondents recorded that both the Air Festival and the Evening Entertainment was their Sole/Main reason for visiting.



### **Section 7: What elements of the Air Festival were respondents interested in?**

The table below shows which elements of the Air Festival respondents were most interested in. The majority of respondents (92%) were “very interested” in the daytime air displays.

<b>Which elements of the Air Festival are you interested in.</b>			
	Very interested	Moderately interested	Not interested
Daytime Air Displays	394 (92%)	27 (6%)	9 (2%)
Daytime Ground Displays	242 (58%)	152 (36%)	26 (6%)
Evening Entertainment Balloon Glow	126 (35%)	129 (36%)	108 (30%)
Evening Entertainment Heliosphere	111 (31%)	125 (35%)	124 (34%)
Evening Entertainment shops open later	88 (24%)	101 (28%)	175 (48%)
Evening Entertainment Overall package	134 (37%)	120 (33%)	109 (30%)

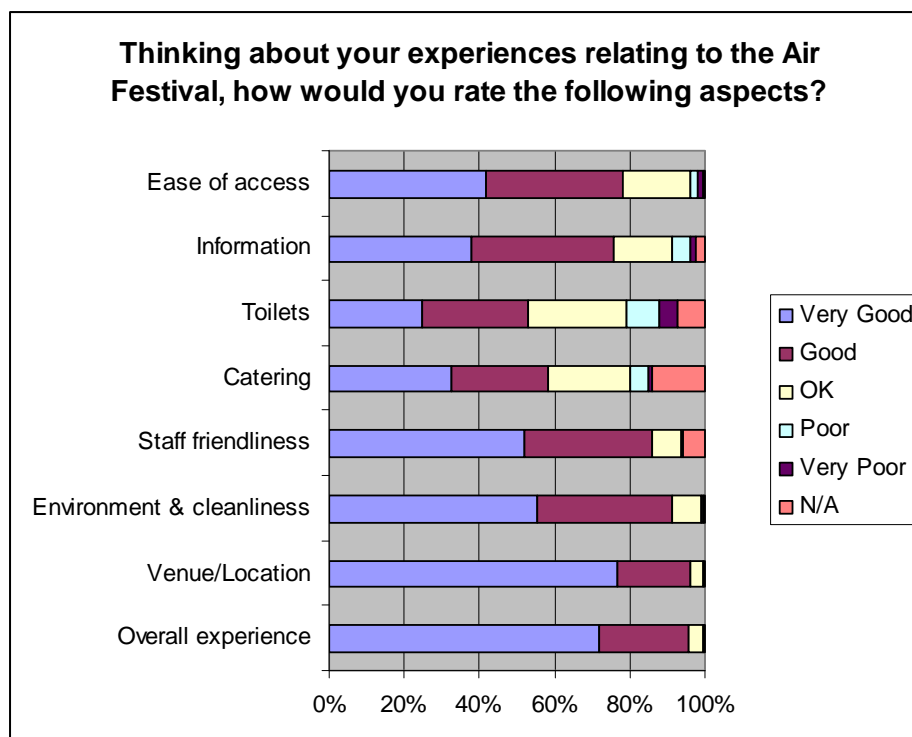
How interested are you in daytime air displays/ evening entertainment overall package.						
			Evening Entertainment ~ Overall package			Total
			Very Interested	Moderately Interested	Not Interested	
Daytime Air Displays	Very Interested	Count	125	105	93	323
		% of Total	35%	30%	26%	91%
	Moderately Interested	Count	5	11	7	23
		% of Total	1%	3%	2%	7%
	Not Interested	Count	1	1	6	8
		% of Total	0%	0%	2%	2%
Total		Count	131	117	106	354
		% of Total	37%	33%	30%	100%

From the table above we can see that 35% of respondents were very interested in the air displays and the overall package of evening entertainment. 26% of respondents were very interested in the air displays but not interested in the evening entertainment.

## Section 8: How did respondents rate the Air Festival?

Respondents were asked how they would rate certain aspects of the festival. Most aspects were rated highly by visitors. When asked to rate the event overall, 96% rated the event as “very good or “good” with only 4% rating the event as ok. Only 2 respondents rated the event as “poor” or “very poor” this equates to less than 1%.

Aspect of the festival rated less positively included the toilets with 53% stating that they were “very good” or “good” and catering with 58% stating that they were “very good” or “good”.



If we attribute numeric values to the options where very good equals 5 and very poor equals 1. We can calculate an average score for each of the areas. From the table below we can see that the areas which have the highest mean score are venue and location and overall experience. The areas which score lowest are catering and toilets.

	Mean
Venue/Location	4.72
Overall experience	4.69
Staff friendliness	4.46
Environment and cleanliness	4.45
Ease of access	4.16
Information	4.06
Catering	3.97
Toilets	3.65

The table below shows that retired respondents were more likely to rate the overall experience as very good compared to those who were not.

Overall experience / are you retired.								
			Overall experience					Total
			Very Good	Good	OK	Poor	Very Poor	
Are you retired?	Yes	Count	96	20	3	1	0	120
		% within Are you retired?	80%	17%	3%	1%	0%	100%
	No	Count	210	81	12	0	1	304
		% within Are you retired?	69%	27%	4%	0%	0%	100%
Total		Count	306	101	15	1	1	424
		% within Are you retired?	72%	24%	4%	0%	0%	100%

We asked participants to rate each of the entertainments included in the festival out of ten. The table below shows the average score for each of the entertainments on each day of the festival.

The air displays received the highest average (9.01) over the four days, with the highest average achieved on the Friday and the lowest on Thursday. The ground displays received a total average of 8.13 with the highest achieved on Sunday and the lowest on Thursday. The evening entertainment received an average score of 7.70 with the highest score achieved on Saturday and the lowest on Sunday.

Friday and Saturday received the highest scores overall; Friday's average for all the events was 8.52 and Saturday's was 8.51.

	Thursday	Friday	Saturday	Sunday	Total average
Evening entertainment	7.77	8.14	8.16	6.71	7.70
Air displays	8.54	9.26	9.18	9.05	9.01
Ground displays	7.87	8.15	8.19	8.30	8.13
Total average for the day	8.06	8.52	8.51	8.02	

<b>Rating of each of the Air Festival entertainment by under 16/ no under 16</b>		
	Under 16 year olds in group	No under 16 year olds in group
	Mean	Mean
Evening entertainment - Thursday	8.17	7.57
Evening Entertainment - Friday	8.00	8.21
Evening Entertainment - Saturday	8.67	7.95
Evening Entertainment - Sunday	6.75	6.57
Air displays - Thursday	8.55	8.55
Air displays - Friday	9.49	9.14
Air displays- Saturday	9.27	9.15
Air displays - Sunday	9.16	9.00
Ground displays - Thursday	7.88	7.88
Ground displays - Friday	8.51	7.88
Ground displays - Saturday	8.53	8.04
Ground displays - Sunday	9.04	7.76

The table above shows the differences in the mean scores between respondents with and without under 16 year olds in their immediate group. Respondents with under 16 year olds in their group nearly always have scored the entertainment higher. However there is only a significant difference between the groups for the ground displays on Friday and Sunday.

<b>Rating of each of the Air Festival entertainment by retired or not retired</b>		
	Retired	Not retired
	Mean	Mean
Evening entertainment - Thursday	7.17	7.95
Evening Entertainment - Friday	7.80	8.08
Evening Entertainment - Saturday	7.15	8.39
Evening Entertainment - Sunday	6.00	6.71
Air displays - Thursday	8.50	8.62
Air displays - Friday	8.79	9.47
Air displays- Saturday	9.15	9.27
Air displays - Sunday	8.55	9.30
Ground displays - Thursday	7.97	7.81
Ground displays - Friday	7.69	8.27
Ground displays - Saturday	8.09	8.17
Ground displays - Sunday	7.50	8.51

The table above shows the differences in the mean scores between respondents who are retired and those who are not. There is no significant difference between the two groups.

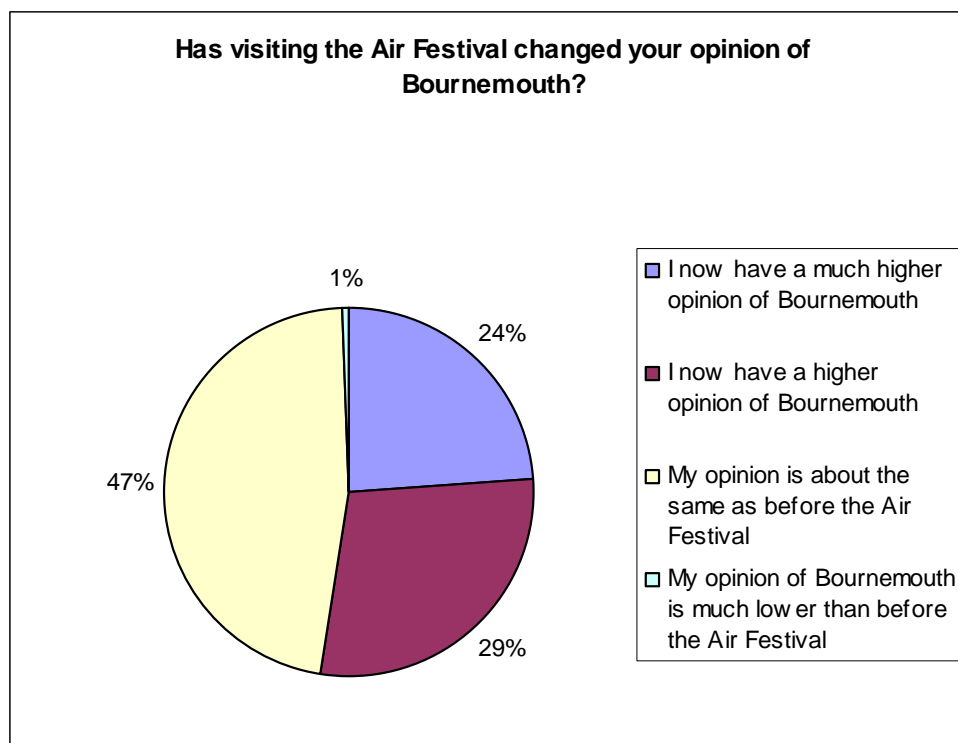
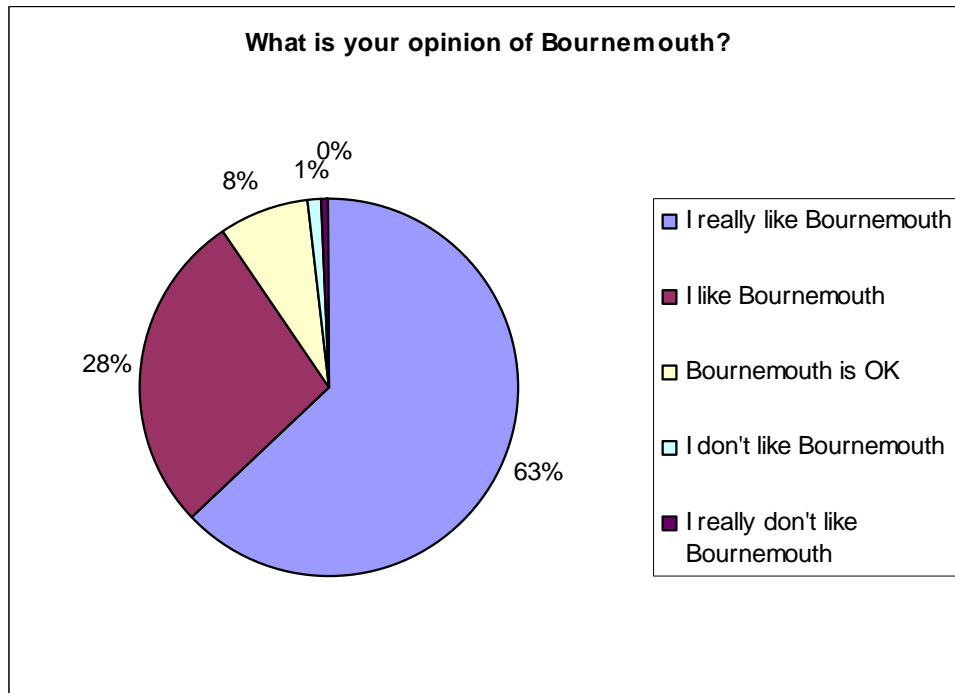
<b>Rating of each of the Air Festival entertainment by day or staying visitor</b>		
	Day	Stay
	Mean	Mean
Evening entertainment - Thursday	8.15	7.29
Evening Entertainment - Friday	8.38	7.97
Evening Entertainment - Saturday	8.24	7.88
Evening Entertainment - Sunday	7.00	6.00
Air displays - Thursday	8.50	8.64
Air displays - Friday	9.23	9.31
Air displays- Saturday	9.20	9.13
Air displays - Sunday	9.14	8.75
Ground displays - Thursday	7.93	7.82
Ground displays - Friday	8.24	8.00
Ground displays - Saturday	8.23	8.00
Ground displays - Sunday	8.46	7.67

The table above shows the mean scores broken down by respondents who were day or staying visitors. Once again there is no significant difference between the two groups.

## **Section 9: Respondent's opinion of Bournemouth**

When respondents were asked about their opinion of Bournemouth 63% said they "really like Bournemouth". Only 1% said that they "don't like Bournemouth".

When asked if the Air Festival has changed their opinion of Bournemouth, 47% said their opinion hadn't changed, 29% said that they had a "higher opinion" and 24% said they had a "much higher opinion".



<b>What is your opinion of Bournemouth/ Has visiting the Air Festival changed your opinion of Bournemouth.</b>							
		<b>I now have a much higher opinion of Bournemouth</b>	<b>I now have a higher opinion of Bournemouth</b>	<b>My opinion is about the same as before the Air Festival</b>	<b>My opinion of Bournemouth is lower than before the Air Festival</b>	<b>My opinion of Bournemouth is much lower than before the Air Festival</b>	<b>Total</b>
<b>What is your opinion of Bournemouth?</b>	<b>I really like Bournemouth</b>	92 (34%)	74 (27%)	108 (39%)	0 (0%)	0 (0%)	274
	<b>I like Bournemouth</b>	6 (5%)	42 (36%)	69 (59%)	0 (0%)	0 (0%)	117
	<b>Bournemouth is OK</b>	4 (12%)	7 (21%)	23 (68%)	0 (0%)	0 (0%)	34
	<b>I don't like Bournemouth</b>	0 (0%)	0 (0%)	4 (80%)	0 (0%)	1(20%)	5
	<b>I really don't like Bournemouth</b>	0 (0%)	0 (0%)	0 (0%)	0 (0%)	2(100%)	2
<b>Total</b>		102 (24%)	123 (28%)	204 (47%)	0 (0%)	3 (1%)	432

The table above combines question 11 with 12 to show the interaction between opinions of Bournemouth generally and opinions following the Air Festival.

The results show that respondents who “really like Bournemouth” anyway had a higher opinion of Bournemouth after visiting the Air Festival (61%) Of the respondents who said that they “like Bournemouth”, 59% said that their opinion had stayed the same and 41% said that their opinion was higher following the Air Festival.

This shows that for people who like Bournemouth anyway their opinion of the town either stayed the same or increased as a result of the Air Festival. None of the respondents had a lower opinion of Bournemouth after visiting the Air Festival.

If we look at the results of the 34 respondents who said “Bournemouth is OK”, none of them had a worse view of Bournemouth after visiting the Air Festival, 23 said that their opinion was the same as before the Air Festival and 11 had a higher opinion of Bournemouth after visiting the Air Festival.

Only 7 respondents said that they “don’t” or “really don’t” like Bournemouth. Of these, 4 said that their opinion of Bournemouth stayed the same after the Air Festival and 3 had a much lower opinion of Bournemouth after the Air Festival. Only 3 out of 432 respondents (2%) said that their opinion of Bournemouth is worse after visiting the Air Festival. We need to be careful about what can be concluded from these results as the sample size of respondents who don’t like Bournemouth is very small. However, these results might indicate that for people who don’t like Bournemouth anyway the Air Festival may not change their opinion of the town.

## **Section 10: Improvement to the Air Festival?**

Of the 327 suggestions made by respondents on how the air show can be improved, 82 comments suggested that it couldn't be improved or that they didn't know how it might be improved.

A few respondents mentioned two improvements for the purpose of clarity the table below includes their first suggestion only.

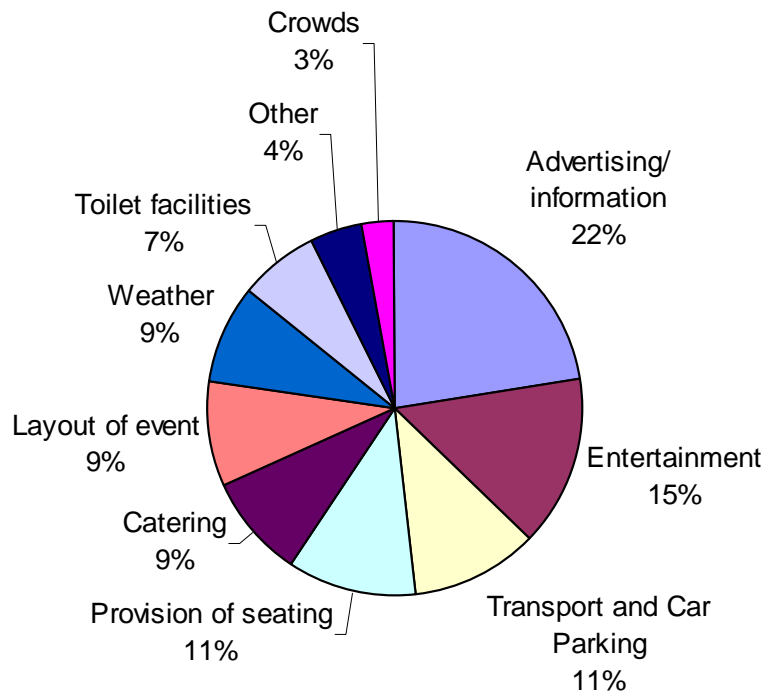
<b>Improvements to the Air Festival</b>				
		Count	Percent	Valid Percent
	Advertising/information	55	12	22
	Entertainment/Air displays/ground entertainment	36	8	15
	Car parking and Transport	27	6	11
	Provision of seating	27	6	11
	Catering	22	5	9
	Layout of event	22	5	9
	Weather	21	5	9
	Toilet facilities	17	4	7
	Crowds	7	2	3
	Other	11	2	4
	Total	245	54	100
Missing	Could not be improved/don't know	82	18	
	System	124	27	
	Total	206	46	
Total		451	100	

From the table above and the pie chart below we can see that the area in which respondents suggested the most improvements were, advertising/information, entertainment/air displays/ ground displays, car parking and transport and provision of seating. All the complete comments can be found in Appendix 2. Most suggested improvements regarding advertising/information concerned the PA system and easier and timely access to the event timetable.

Most of the suggested improvements for the entertainment, air displays and ground displays were requests for more displays and entertainment rather than particular changes to displays/entertainment. Most of the suggestions about transport and car parking were for the provision of better public transport and cheaper or free parking. All of the comments about seating were about the lack of seats available.



### One improvement to the Bournemouth Air Festival



Advertising and information was the most mentioned area for improvement. Therefore it is interesting to examine how those respondents who have made a suggestion in this area have rated information at the Air Festival (Q9). We can see that respondents have been consistent in their replies; those who have made a suggestion about advertising and information rate the information provided at the Air Festival significantly lower than respondents who have made suggestions about other areas.

Of those who didn't make a suggestion about advertising, 78% rated the information "good" or "very good", compared to 64% of those who did include suggestions.

		Information						Total
		Very Good	Good	OK	Poor	Very Poor	N/A	
Improvement in Advertising and Information	Count	13	20	13	6	2	0	54
	% within advertising/ other suggestions	24%	37%	24%	11%	4%	0%	100%
Other or no suggestion	Count	152	145	54	16	4	10	381
	% within advertising/ other suggestions	40%	38%	14%	4%	1%	3%	100%
Total	Count	165	165	67	22	6	10	435
	% within advertising/ other suggestions	38%	38%	15%	5%	1%	2%	100%

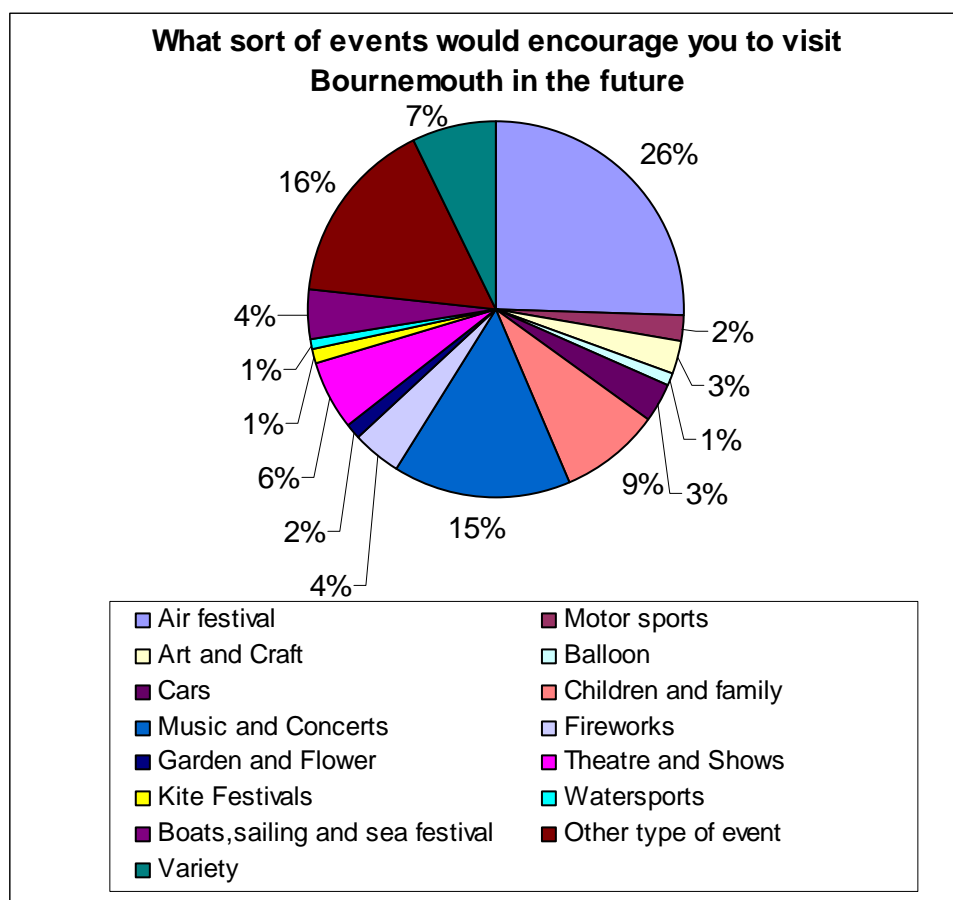
Respondents who have made a suggestion about advertising and information rate their overall experience of the Air Festival quite highly with 84% of rating their overall experience as “very good”.

			Overall experience					Total
			Very Good	Good	OK	Poor	Very Poor	
advertising/ other suggestions	Improvement in Advertising and Information	Count	46	6	2	0	1	55
		% within advertising/ other suggestions	83.6%	10.9%	3.6%	.0%	1.8%	100.0%
	Other or no suggestions	Count	273	100	15	1	0	389
		% within advertising/ other suggestions	70.2%	25.7%	3.9%	.3%	.0%	100.0%
Total		Count	319	106	17	1	1	444
		% within advertising/ other suggestions	71.8%	23.9%	3.8%	.2%	.2%	100.0%

### **Section 11: What other events would encourage visitors back to Bournemouth?**

What sort of events would encourage you to visit Bournemouth in the future?			
		Count	Percent
	Air festival	83	26
	Motor sports	7	2
	Art and Craft	9	3
	Balloon	4	1
	Cars	10	3
	Children and family	28	9
	Music and Concerts	50	15
	Fireworks	13	4
	Garden and Flower	5	2
	Theatre and Shows	19	6
	Kite Festivals	4	1
	Watersports	3	1
	Boats, sailing and sea festival	13	4
	Other type of event	53	16
	Variety	23	7
	Total	324	100

A variety of different events would encourage people to visit Bournemouth in the future. The most popular being a repeat of the air festival. The second most popular suggestion was music and concert events and the third a variety of children and family events.



## **Section 12: Other Comments**

In total 209 respondents provided other comments. The majority of comments were from the paper versions of the questionnaire. 68% responded positively with comments such as,

“It's the most exciting thing to have happened in Bournemouth in the past 30 years.  
I've lived here all my life we must do this again.”

“Brilliant - travelled from South Wales and not disappointed. Right balance of air show activities and stalls. Will be back again. Well Done Bournemouth - come to Cardiff and show them how to organise an event!”

“Very well organised proud to be a local resident.”

“Absolutely superb show - a marvellous 4 days. Got soaked on Sunday afternoon but what the heck! Looking forward to next year 2009.”

Eleven respondents left a negative comment but only three of these were specifically to do with the air festival.

“Park and ride expensive, transport to and from air show could be better organised.”

“The zap cats were poor and dangerous, Why put them on the best part of the beach so the children could not swim?”

“It is mean to make people pay £5.00 for a programme to find out the times of the individual displays.”

The remaining negative comments were related to Bournemouth itself rather than specifically about the Air Festival.

“Unfortunately Bournemouth's reputation as a family town is being ruined by late night drinking etc!”

“Bournemouth has become the Blackpool of the south unfortunately.”

“The town centre pavements are not pretty. Litter on beach but lots of bins - don't know how you can stop this.”

“Was a bit disappointed at the small choice of restaurants in town centre pizza hut.”

Other comments			
		Count	Valid Percent
	Positive comment	123	59
	Positive comment with improvement	19	9
	Other comment	15	7
	Improvement	41	20
	Negative comment	11	5
	Total	209	100
Missing	System	242	
Total		451	

The table below shows the breakdown of respondent's other comments and how they have rated the overall experience of the Air Festival. We can see that the ten respondents who left a negative comment in the "other comments" box still rated their overall experience as "very good" or "good". Of the two respondents who rated their overall experience as "poor" or "very poor" one had written a neutral comment and the other had suggested an improvement.

Other comments/ overall experience.								
			Overall experience					Total
			Very Good	Good	OK	Poor	Very Poor	
Any other comments coded	Positive comment	Count	105	16	3	0	0	124
		% within Any other comments coded	85%	13%	2%	0%	0%	100%
	Positive comment with improvement	Count	13	6	0	0	0	19
		% within Any other comments coded	68%	32%	0%	0%	0%	100%
	Negative comment	Count	7	3	0	0	0	10
		% within Any other comments coded	70%	30%	0%	0%	0%	100%
	Improvement	Count	27	8	4	1	0	40
		% within Any other comments coded	68%	20%	10%	3%	0%	100%
	Neutral comment	Count	9	4	1	0	1	15
		% within Any other comments coded	60%	27%	7%	0%	7%	100%
Total		Count	161	37	8	1	1	208
		% within Any other comments coded	77%	18%	4%	1%	1%	100%

### **Section 13: Bournemouth Air Festival Economic Impact**

To allow the calculation of economic impact respondents were asked to identify how much they had spent on Food and Drink, Fares and Petrol, Accommodation and all Other Costs for their whole group.

Total spend was calculated by taking the amount a respondent's group had spent and dividing it by the number of people in that group. This was then factored according to the role the Air Festival played in their decision to visit the area.

To calculate overall value the mean expenditure per respondent was multiplied by the estimated total number of visitors.

Food and Drink	£7,267,995
Fares and Petrol	£2,358,759
Accommodation	£5,313,134
Other Costs	£827,806
<b>Total</b>	<b>£15,767,694</b>

#### **Modelling Summary**

Initial spend figures are adjusted utilising multipliers to estimate indirect or “ripple” effects on business income. When a business receives income from the consumer, this in turn leads to an increase in, for example, stock, orders for supplies, raw material, transport expenditure etc. These supplier businesses in turn see an upturn in their own economic activity, and so on. As a result, initial spend by the consumer has a “ripple effect” throughout the economy.

**Direct Spend** refers to the money directly spent by visitors to the Air Festival as recorded by the visitor survey. This figure is calculated utilising the length of stay, number of days visited and other factors to ensure accuracy. Figures are then factored to represent the total number of visitors to the Air Festival.

**Indirect** refers to the ripple effect on businesses from direct spend. It takes into consideration the increase/decrease in, for example, stock, orders for supplies, raw material, transport expenditure etc. It is calculated by applying a multiplier to spend. The multiplier varies according to the category of goods purchased.

**Induced** refers to the additional impact resulting from expenditure on goods and services in the areas under consideration by recipients of both direct and indirect income. It is calculated by applying a multiplier to spend. The multiplier varies according to the category of goods purchased.

A total effect of **£24 million** is estimated to have been caused by the Air Festival.

	Food and Drink	Fares and Petrol	Accommodation	Other Costs	Total
Spend	£7,267,995	£2,358,759	£5,313,134	£827,806	<b>£15,767,694</b>
Indirect/ Induced	£3,414,504	£709,751	£3,552,361	£196,438	<b>£7,873,054</b>
<b>Total</b>	<b>£10,682,499</b>	<b>£3,068,510</b>	<b>£8,865,495</b>	<b>£1,024,245</b>	<b>£23,640,748</b>



## **Conclusion**

From the results of the visitor's survey we can see that the Air Festival was a huge success in terms of visitor experience and the economic impact. The majority of respondents want the show to be repeated next year. Although most respondents liked Bournemouth anyway the Air Festival had a positive impact on their views of the town.

Whilst the majority of people didn't attend the Air Festival because of the evening entertainment it made a significant contribution in extending the Air Festival experience into the evening with 67% of people interested in the evening entertainment as part of the Air Festival package. This further demonstrated that evening events can make a contribution to attract and keep visitors in the town centre. There is an opportunity to build and improve on the evening entertainment offer to match the impact of air and ground displays.

The overall levels of satisfaction were very high and the areas for improvement for the Air Festival next year will be to provide more accessible information about the times of the displays and extending the coverage of the PA system. The results also show that there needs to be some improvement in the catering and toilet facility offer.

## **Appendix 1 Topline tables**

<b>Q1 What role did the Air Festival play in your decision to visit Bournemouth today?</b>			
		Frequency	Valid Percent
	It was my sole reason for visiting	188	43
	It was my main reason for visiting	136	31
	I may not have visited if the festival wasn't happening	13	3
	I knew of the Festival, but it played no role in my decision to visit	71	16
	I had never heard of the Air Festival before my visit	28	6
	Total	436	100
Missing	System	15	
Total		451	

<b>Q2 What role did the Evening Entertainment at the Air Festival play in your decision to visit Bournemouth today?</b>			
		Frequency	Valid Percent
Valid	It was my sole reason for visiting	26	7
	It was my main reason for visiting	75	19
	I may not have visited if the evening entertainment wasn't happening	18	5
	I knew of the evening entertainment but it played no role in my decision	175	45
	I had not heard of the evening entertainment before my visit	94	24
	Total	388	100
Missing	System	63	
Total		451	

<b>Q3) How did you get to the Air Festival today?</b>			
		Frequency	Valid Percent
Valid	Park and ride	12	3
	Bus	105	24
	Car	186	42
	By foot	78	17
	Train	27	6
	Bicycle	15	3
	Motorbike	2	0
	Campervan/Mobile home	1	0
	Organised coach trip	6	1
	Other	13	3
	Total	446	100

<b>Q4) How did you find out about the Bournemouth Air Festival?</b>			
		Frequency	Valid Percent
Valid	Local newspaper	123	31
	Word of mouth	82	21
	Poster	77	19
	Radio	33	8
	Other	30	8
	Bournemouth Tourism Website	25	6
	Television	20	5
	National newspaper	6	2
	Total	396	100

Q5a) How would you rate the following transport issues - Park & Ride				
		Frequency	Valid Percent	% - N/A
Valid	Very Good	12	3.1	27
	Good	15	3.9	34
	OK	7	1.8	16
	Poor	4	1.0	9
	Very poor	6	1.6	14
	Total	44		100
	N/A	337	88.2	
	Total	382	100	
	Very good + Good		7	
	Very poor + Poor		3	
	Net score		4	

Q5b) How would you rate the following transport issues - Availability of car parking				
		Frequency	Valid Percent	% - N/A
Valid	Very Good	43	11	23
	Good	59	15	32
	OK	56	14	30
	Poor	18	5	10
	Very poor	9	2	5
	Total	185		100
	N/A	215	54	
	Total	400	100	
	Very good + Good		26	
	Very poor + Poor		7	
	Net score		19	

<b>Q5c) How would you rate the following transport issues - Cost of car parking</b>				
		Frequency	Valid Percent	% - N/A
Valid	Very Good	17	4	11
	Good	31	8	20
	OK	55	14	36
	Poor	31	8	20
	Very poor	20	5	13
	Total	154		100
	N/A	242	61	
	Total	396	100	
	Very good + Good		12	
	Very poor + Poor		13	
	Net score		-1	

<b>Q5d) How would you rate the following transport issues - Provision of public transport</b>				
		Frequency	Valid Percent	% -N/A
Valid	Very Good	78	19	47
	Good	51	12	31
	OK	26	6	16
	Poor	8	2	5
	Very poor	3	1	2
	Total	166		100
	N/A	244	60	
	Total	410	100	
	Very good + Good		31	
	Very poor + Poor		3	
	Net score		28	

Q5e) How would you rate the following transport issues - Road signage				
		Frequency	Valid Percent	% - N/A
Valid	Very Good	58	15	33
	Good	70	18	40
	OK	34	9	20
	Poor	10	3	6
	Very poor	2	1	1
	Total	174		100
	N/A	208	54	
	Total	382	100	
	Very good + Good		33	
	Very poor + Poor		4	
	Net score		29	

Q6) When did you decide to attend the festival?			
		Frequency	Valid Percent
Valid	Today	65	15
	Yesterday	49	11
	Within the past week	118	27
	Within the past month	101	23
	More than a month ago	65	15
	More than 3 months ago	39	9
	Total	437	100

<b>Q7a) - What elements of the Air Festival are you interested in - Daytime Air Displays</b>			
		Frequency	Valid Percent
Valid	Very Interested	394	92
	Moderately Interested	27	6
	Not Interested	9	2
	Total	430	100

<b>Q7b) What elements of the Air Festival are you interested in - Daytime Ground Displays</b>			
		Frequency	Valid Percent
Valid	Very Interested	242	58
	Moderately Interested	152	36
	Not Interested	26	6
	Total	420	100

<b>Q7c) What elements of the Air Festival are you interested in - Evening Entertainment Balloon Glow</b>			
		Frequency	Valid Percent
Valid	Very Interested	126	35
	Moderately Interested	129	36
	Not Interested	108	30
	Total	363	100

<b>Q7d) What elements of the Air Festival are you interested in - Evening Entertainment Heliosphere</b>			
		Frequency	Valid Percent
Valid	Very Interested	111	31
	Moderately Interested	125	35
	Not Interested	124	34
	Total	360	100

Q7e) What element of the Air Festival are you interested in - Evening Entertainment Shops open later			
		Frequency	Valid Percent
Valid	Very Interested	88	24
	Moderately Interested	101	28
	Not Interested	175	48
	Total	364	100

Q7f) What element of the Air Festival are you interested in - Evening Entertainment Overall package			
		Frequency	Valid Percent
Valid	Very Interested	134	37
	Moderately Interested	120	33
	Not Interested	109	30
	Total	363	100

Q8) Please rate out of ten the following entertainment for all of the days you visited.															
Evening entertainment - Thursday				Evening Entertainment - Friday				Evening Entertainment - Saturday				Evening Entertainment - Sunday			
		Frequency	%			Frequency	%			Frequency	%			Frequency	%
Valid	4	1	3.85	Valid	4	1	2.04	Valid	1	2	3.51	Valid	1	1	4.76
	5	3	11.54		5	3	6.12		3	2	3.51		4	2	9.52
	6	2	7.69		6	5	10.20		4	1	1.75		5	4	19.05
	7	2	7.69		7	7	14.29		5	3	5.26		6	2	9.52
	8	10	38.46		8	11	22.45		6	4	7.02		7	3	14.29
	9	3	11.54		9	7	14.29		7	2	3.51		8	5	23.81
	10	5	19.23		10	15	30.61		8	12	21.05		9	1	4.76
									9	6	10.53		10	3	14.29
									10	25	43.86				
	Total	26	100.00		Total	49	100.00		Total	57	100.00		Total	21	100.00
Missing		425		Missing		402		Missing		394		Missing		430	
Total		451		Total		451		Total		451		Total		451	



Air displays - Thursday				Air displays - Friday				Air displays- Saturday				Air displays - Sunday			
		Frequency	%			Frequency	%			Frequency	%			Frequency	%
Valid	1	6	4.8	Valid	1	4	2.48	Valid	1	9	4.11	Valid	1	3	3.75
	5	1	0.8		7	3	1.86		4	1	0.46		5	2	2.5
	6	4	3.2		8	24	14.91		5	2	0.91		6	1	1.25
	7	11	8.8		9	26	16.15		6	1	0.46		7	4	5
	8	28	22.4		10	104	64.60		7	2	0.91		8	7	8.75
	9	18	14.4						8	21	9.59		9	9	11.25
	10	57	45.6						9	30	13.70		10	54	67.5
									10	153	69.86				
	Total	125	100		Total	161	100.00		Total	219	100.00		Total	80	100
Missing		326		Missing		290		Missing		232		Missing		371	
Total		451		Total		451		Total		451		Total		451	
Ground displays - Thursday				Ground displays - Friday				Ground displays - Saturday				Ground displays - Sunday			
		Frequency	%			Frequency	%			Frequency	%			Frequency	%
Valid	1	2	1.80	Valid	1	2	1.43	Valid	1	5	2.65	Valid	1	2	3.51
	2	2	1.80		2	1	0.71		2	1	0.53		2	1	1.75
	4	3	2.70		3	1	0.71		3	3	1.59		4	1	1.75
	5	6	5.41		4	2	1.43		4	2	1.06		5	2	3.51
	6	6	5.41		5	7	5.00		5	12	6.35		6	1	1.75
	7	18	16.22		6	9	6.43		6	13	6.88		7	6	10.53
	8	33	29.73		7	20	14.29		7	13	6.88		8	14	24.56
	9	10	9.01		8	32	22.86		8	42	22.22		9	5	8.77
	10	31	27.93		9	19	13.57		9	21	11.11		10	25	43.86
					10	47	33.57		10	77	40.74				
	Total	111	100.00		Total	140	100.00		Total	189	100.00		Total	57	100.00
Missing		340		Missing		311		Missing		262		Missing		394	
Total		451		Total		451		Total		451		Total		451	

Q9a) -How would you rate the following aspects - Overall experience			
		Frequency	Valid Percent
Valid	Very Good	319	72
	Good	106	24
	OK	17	4
	Poor	1	0
	Very Poor	1	0
	N/A	0	0
	Total	444	100

Q9b) - How would you rate the following aspects - venue/location			
		Frequency	Valid Percent
Valid	Very Good	338	76
	Good	86	19
	OK	15	3
	Poor	1	0
	Very Poor	1	0
	N/A	1	0
	Total	442	100

<b>Q9c) - How would you rate the following aspects - environment and cleanliness</b>			
		Frequency	Valid Percent
Valid	Very Good	243	55
	Good	157	36
	OK	35	8
	Poor	2	0
	Very Poor	2	0
	N/A	0	0
	Total	439	100

<b>Q9d) -How would you rate the following aspects - staff friendliness</b>			
		Frequency	Valid Percent
Valid	Very Good	224	52
	Good	146	34
	OK	33	8
	Poor	1	0
	Very Poor	1	0
	N/A	26	6
	Total	431	100

<b>Q9e) How would you rate the following aspects - catering</b>			
		Frequency	Valid Percent
Valid	Very Good	140	32
	Good	112	26
	OK	95	22
	Poor	20	5
	Very Poor	6	1
	N/A	60	14
	Total	433	100

<b>Q9f) - How would you rate the following aspects - toilets</b>			
		Frequency	Valid Percent
Valid	Very Good	108	25
	Good	125	28
	OK	115	26
	Poor	38	9
	Very Poor	21	5
	N/A	32	7
	Total	439	100

<b>Q9g) - How would you rate the following aspects - information</b>			
		Frequency	Valid Percent
Valid	Very Good	164	38
	Good	165	38
	OK	67	15
	Poor	23	5
	Very Poor	6	1
	N/A	10	2
	Total	435	100

<b>Q9h) - How would you rate the following aspects - ease of access</b>			
		Frequency	Valid Percent
Valid	Very Good	180	42
	Good	156	36
	OK	79	18
	Poor	8	2
	Very Poor	6	1
	N/A	2	0
	Total	431	100

<b>Q11) What is your opinion of Bournemouth?</b>			
		Frequency	Valid Percent
Valid	I really like Bournemouth	276	63
	I like Bournemouth	121	28
	Bournemouth is OK	35	8
	I don't like Bournemouth	5	1
	I really don't like Bournemouth	2	0
	Total	439	100

<b>Q12) Has visiting the Air Festival changed your opinion of Bournemouth?</b>			
		Frequency	Valid Percent
Valid	I now have a much higher opinion of Bournemouth	104	24
	I now have a higher opinion of Bournemouth	124	29
	My opinion is about the same as before the Air Festival	204	47
	My opinion of Bournemouth is much lower than before the Air Festival	3	1
	Total	435	100

<b>Q14) What sort of accommodation are you staying in?</b>			
		Frequency	Valid Percent
Valid	Hotel	41	28
	Guest House/Bed and Breakfast	10	7
	Self catering house/flat/cottage	7	5
	Static caravan/Chalet	2	1
	Camper van/mobile home	2	1
	Holiday park	8	5
	Touring caravan/tent	10	7
	Home of a friend or relative	26	18
	Second home	10	7
	Other	30	21
	Total	146	100

Q15) How many nights do you intend to spend in the area?			
		Frequency	Valid Percent
Valid	1	5	5
	2	15	15
	3	12	12
	4	16	16
	5	10	10
	6	4	4
	7	21	20
	8	3	3
	9	2	2
	10	2	2
	11	1	1
	14	7	7
	16	1	1
	28	1	1
	35	1	1
	80	1	1
	Total	102	100
Missing	System	349	
Total		451	

<b>Q16) Where are you staying at present?</b>			
		Frequency	Valid Percent
Valid	Bournemouth	83	52
	Poole	11	7
	Dorset	21	13
	The New Forest	15	9
	Somewhere else	30	19
	Total	160	100
Missing	System	291	
Total		451	

<b>Q20) In which UK region do you live?</b>		
	Frequency	Percent
South West	280	67
South East	64	15
London	20	5
West Midlands	13	3
Wales	10	2
East Midlands	7	2
North East	7	2
North West	7	2
East Anglia	6	1
Scotland	1	0
Total	415	100
Missing	36	
Total	451	



Q21) Are you retired?			
		Frequency	Valid Percent
Valid	Yes	119	28
	No	307	72
	Total	426	100

Q22) Please tell us the occupation of the main wage earner in your household, or the previous occupation if retired.			
		Frequency	Valid Percent
Valid			
	A	27	6
	B	63	14
	C1	172	38
	C2	121	27
	D	35	8
	Total	451	100
Missing		33	7

Q23) Including yourself, how many people in your immediate group are male and female, and which of these age groups do they fall into?						
	Male		Female		Age distribution	
	Count	Valid %	Count	Valid %	Count	Valid %
0 - 15 years	166	13%	86	7%	252	20%
16 - 24 years	49	4%	72	6%	121	9%
25 - 34 years	68	5%	77	6%	145	11%
35 - 44 years	106	8%	113	9%	219	17%
45 - 54 years	66	5%	79	6%	145	11%
55 - 64 years	89	7%	82	6%	171	13%
65+ years	115	9%	119	9%	234	18%
Gender Distribution	659	51%	628	49%	1287	100%

## **Appendix 2: Comments from Q17 – If you could make one improvement to the Bournemouth Air Festival, what would it be?**

### **Improvements in Advertising, information and PA (55 comments)**

- Programme should have been available earlier.
- Ban trade stands with amplified hard selling so you can hear commentators.
- Public address system.
- Don't charge £5.00 for programme £1-3.00 is enough.
- Advertise evening events better.
- Advertisement of events.
- More information.
- More availability to buy programmes. E.g. Castle point.
- Better information on timings of activities.
- A two -tier programme one for 0.25p showing days etc.
- Public address to reach wider audience.
- Improved PA better advertising.
- Public address system- couldn't always hear on sand but fact on cliff top.
- Better advance information on events.
- The tanoy system.
- Better information ahead of time
- Nationwide advertising and air display times available on front- post etc.
- PA System not that good.
- Tanoy system to extend either sides of both Boscombe and Bournemouth piers.
- Public address system.
- More information about when the displays start etc.
- Better PA.
- Timetable of planes.
- Clearer audio.
- Posters of times.
- Pre- event information.
- More PA coverage.
- Better timetable for displays.
- More loudspeakers over beach area.
- Reading available timetable of events.
- Signpost attractions couldn't find book fair.
- Better website.
- Improved PA system.
- Loudspeakers and programme sellers further down the sea front.
- Couldn't hear commentary on pier.
- Information other than in programme. Did not get an opportunity to buy programme.
- More advertising cheaper food and snacks.
- Details in advance of what, where when.
- Louder PA system.
- More information on timetable e.g. on internet.
- Improve public address system. Also have marching band shows.
- Speakers on pier as could not hear commentary. More seating.
- Timetable more accessible in advance.
- Got MD of waterfront and made more space.
- Making the time table more accessible.
- More access to the flight plan.
- Fly further programme on internet.
- Information co-ordination.
- Advertised further a field.

- More planes better timetable.
- More tutors to where best vantage points are.
- More description in the free literature.
- The tanoy was terrible if you were in the wrong area.
- More advertising.
- Information about evening entertainment.

### **Improvements in transport including car parking (27 comments)**

- Let people park in the free spaces along and around cliff top!
- Cheaper transport.
- More buses on Sunday.
- The park and ride should have run later and the drop off point should have been more central.
- Prevent cars getting so near the sea front.
- Cheaper parking.
- More parking and some more sunny weather.
- Better road signs.
- Better public transport more buses put on, more regularly at busiest times.
- Improve car parking and make it cheaper.
- Free transport.
- Sea front transfers between piers.
- Land train to start early say 08.00.
- More space on buses.
- Better public transport.
- Better exit for cars, four hour trip home the midlands.
- Free car park at Highcliffe or Southbourne than free transport between the two policing to stop cyclists between Bournemouth and Boscombe Manor including roller blades/skates
- Less queues for the university park and ride.
- Wheel chair parking.
- Parking.
- Free fares on bus.
- Parking closer.
- Parking.
- More park and rides.
- Nearer cheaper parking.
- Park and ride should be better, come closer to the beach.
- Stop train between Boscombe and Bournemouth.

### **Improvement in the provision of seating (27 comments)**

- More seating available.
- More seating.
- More available seating.
- More seating.
- More seating for older people as it's a long time to stand.
- More seats in the gardens to rest our wealy feet.
- No seating.
- More seating area at the front of the pier.
- More seating.
- More seating and toilets.
- More deckchairs.
- More seating.
- Some seats for the elderly.
- More seating.
- More seats- more tea places.
- Few more seats.
- No more deck chairs.
- More chairs.
- More seats.

- More seating.
- More seating.
- No more deck chairs.
- More seating.
- No more seating.
- More seating nothing.
- More seating.
- Scaffolding to view better.

### **Improvements to catering (22 comments)**

- Tea facilities along the front - Boscombe side.
- Catering facilities, More toilets.
- Better quality- choice of catering.
- Cheaper beachside food.
- More facilities selling drinks and snacks. to avoid long queues with small children.
- More healthy food options. All available was fast food apart from one Indian caterer.
- We struggled to buy a bottle of water on Saturday so more drink kiosk.
- Chartering vans or hog roasts are appalling - more sandwich and other food available to purchase on site catering.
- More food stalls.
- More food outfits.
- Better variety of catering outlets.
- Better catering choices.
- Better snacks.
- Refreshment better quality and less expensive.
- Make the food cheaper, it's rather expensive.
- More easy food.
- More catering.
- More catering.
- More drink stands.
- More cold drink facilities.
- More food outlets.
- Candy floss.

### **Improvement to the air displays and ground entertainment (36 comments)**

- Go more up market and loose the tacky stalls!
- More planes.
- More planes- less of a gap between them.
- Red arrows last so everyone stays. More fast jets and noise.
- More flying time.
- More street entertainment in main shopping area. Cheaper parking.
- To cut out things like an owl display it is cruel with loud music etc.
- More fast jets.
- More older fast jets like lighting tornado.
- More air display.
- Finish with the red arrows not start with them. Put slower aircraft on first, building up to faster
- More fast jets.
- More planes- a commentator said how good it would be to have an aircraft carrier in the day- great idea
- Better evening entertainment with improvements to fireworks, music etc required.
- Have a theme of vintage to modern day order of flying.
- Extend the flying display area.
- Free entrance to pier. Different things each night- concerts and plays?
- More displays by older planes. More flying display by birds of prey.
- Fireworks to commence a little earlier, say 09.30
- More air crafts- tighter programme.
- Use the sea and beach in consort with air. E.g. beach landing by royal marines.
- Even more aircraft.
- Vulcan flying.

- Wider type show.
- Craft tents.
- More things for ladies.
- Longer performance.
- Longer air display.
- On for longer.
- More things for the children.
- Demonstrating the whole area along the coast.
- Red arrows should be on last, the final.
- More parachutes.
- More aircraft.
- Other entertainment.
- Add more attractions for older kids/teenagers.

### **Improvements on layout of event (22 comments)**

- More space to walk between the stalls and the beach.
- Not enough room to walk between the piers with the amount of people there.
- Spread out further as parked along between the piers.
- To make individual lanes for up and down the sea front and gardens.
- Easier access for emergency vehicles.
- Prom shut and stalls set a little further back very short walking space.
- Move corporate marquees from sea front, too much of an obstruction.
- Access to beach- keep steps clear. More choice takeaway food on front and more provision- very large ques and slow and run out of food. Keep walk way in park clear too dangerous
- More accessibility for residents.
- Stalls in gardens or further along front- not where they were as too crowded and intrusive.
- More space along the seaside to walk past and view the exhibits.
- All the stalls and slides took up and blocked viewing space, I'd move all back against the walls to improve this.
- Move the tanks and other displays to the other side of the road as they stopped the view of the airshow.
- Better access to ground entertainment. It was very hard to get to the ground exhibits along the beach as they made it even more crowded
- Extend display a little more to right of pier.
- Access to the beach.
- Could go further down beach.
- Move all the features back towards the cliff.
- More room for people stalls.
- Where the people are queuing there should be a barrier because people can't set by.
- Larger grounds.
- More space.

### **Improvements to toilet facilities (17 comments)**

- More toilets and more seats and no amusements on the pier so you can see a lot more of the air show.
- More ladies toilets.
- More toilets and extra cleaning of those in use.
- More toilets on cliff top.
- More litter bins and toilets.
- More public toilets- queue for ladies ridiculous.
- Toilets.
- Better toilets- maybe portable loo's for all the people.
- Toilets.
- Cleaner toilets.
- Cleaner toilets.
- Toilets and information.
- Toilets.

- More toilets and cleaner.
- Better toilets. Board with programme times.
- More toilets.
- The toilets.

### **Improvements to the weather (21 comments)**

- The weather.
- Higher cloud.
- Weather spoilt.
- The weather.
- Weather.
- Weather.
- Weather.
- Better weather.
- Sunshine.
- Weather.
- Sunshine.
- A bit more shelter.
- Nothing except the weather.
- Stop it raining.
- Stop the rain.
- Weather.
- Weather.
- The weather.
- Weather.
- Bank holiday weather.
- The weather.

### **Improvement in crowd numbers and crowd control (7 comments)**

- Less barriers- less crowds. Nice ground entertainment spread out.
- Less crowded.
- Crowd control!
- Couldn't accommodate the number of people. Couldn't get people standing waiting show.
- More organisation- too crowded.
- Queues.
- Too crowded.

### **Other comments (11 comments)**

- More litter bins.
- A large temporary grandstand on the beach with it's own WC and food treats with ticket entry.
- To ride in Typhoon.
- Let my partner fly in the red a arrows!
- Continue on Sunday evening.
- Accommodation for disabled.
- Roof over for the rain.
- More on pier.
- Cleans up the underpass it's shabby.
- Accommodation for wheelchair users- too hilly.
- Better organised.

## **Appendix 3 Q24 Other Comments**

### **Positive comments (123 comments)**

- First class show!
- A brilliant day, well organised and enjoyed by all ages.
- Well worth the visit.
- Wonderful show.
- Fantastic day out- Well done.
- Look forward to the next one!
- Wonderful event- well done.
- If you do it next year I will go.
- A fantastic show, more next year please.
- Good day out- thoroughly enjoyed it. Kids enjoyed it brilliant!
- Excellent day, helped because weather was so good. Everyone was happy and in a good mood. Great day.
- Great day out.
- Very good air show- more
- We thoroughly enjoyed our day. Thank you.
- Full marks to Bournemouth for hosting some think for all the family.
- Hope I'm here in 2009!
- Keep up the good work.
- A thoroughly enjoyable day!
- Enjoyed the whole thing very much.
- Brilliant!
- Enjoyed this event greatly.
- I thought air festival was so fantastic and interesting.
- Congratulations to organise for a brilliant show. I look forward to next show.
- Originally I only decide to go to be with my son, grandson. I will go again- more please.
- Well organised, fantastic day. Perhaps could have more staff.
- A great day for my daughter and myself. A happy and friendly atmosphere, everyone enjoying themselves congratulations to all those involved.
- Absolutely fantastic, everyone happy and friendly- well done Bournemouth- here's to next year.
- We were in Bournemouth on Friday and Saturday and had a really great time. Let's do it again next year.
- Very well organised clear loud speakers good that it is free good ambience.
- Fantastic all round you should all be congratulated.
- It was a bonus as the trip by coach was planned some months ago and we visited Christchurch but spent most of our time in Bournemouth.
- A very good air display and ground show. Huge crowds, very good weather Friday and Saturday, despite poor summer.
- Bournemouth looked beautiful. The gardens are lovely.
- See you next year- please book the weather!
- Very well organised proud to be a local resident.
- We are senior citizens we came down from Minehead to our son's place in Southampton had an absolute brilliant day.
- Same again next year please.
- It was truly a top mark weekend.
- Beautiful town friendly people, great beach.
- Best organised air show that I have been to. Well done Bournemouth.
- Red arrows were brilliant.
- Fantastic air show- Excellent festival.
- Keep it up Bournemouth.
- The free gift and stickers were great as was the chance to sit in aircraft.
- Please do another air show.

- The crowds were well behaved and appreciative of events. I enjoyed the buzz.
- Enjoyed the show, and for free was amazing would be prepared to donate a small amount in official collecting points if arranged and promoted. Very Good Entertainment
- It's the most exciting thing to have happened in Bournemouth in the past 30 years. I've lived here all my life we must do this again
- We enjoyed the excellent air festival and it's a job to see how anything could better it.
- Best air show I have ever seen including Farnborough.
- Next year!
- The whole thing was brilliant. Special thanks to the commentators- fantastic!
- I hope this event becomes an annual occasion.
- Excellent package of entertainment for free. Impressive range of aircrafts. Well organised
- A fantastic event well done to all those involved- looking forward to next year!
- Brilliant- travelled from South Wales and not disappointed. Right balance of air show activities and stalls. Will be back again. Well Done Bournemouth - come to Cardiff and show them how to organise an event!
- Look forward to the Bournemouth 2009 air festival! Long may it continue.
- Loved it!
- Next year please.
- We came without knowing about the air festival of the day but this made the day out even nicer. Thanks.
- Bournemouth needs events like this and more often .
- An excellent day out. We all really enjoyed ourselves.
- Never been to Bournemouth before expected small tacky seaside resort, was very impressed and would visit again.
- We had a thoroughly enjoyable weekend and well done with the Saturday weather.
- Visited on Friday - great outing for us and our two young grandchildren aged 6 and 10- Well done.
- A very enjoyable show in a very good location.
- Excellent show.
- This event was fantastic. It made us feel proud to be British.
- Excellent day out sand clean. Display excellent.
- Thank you for a fantastic day, my 2 year old loved it! I would definitely recommend this day to any one of any age, Thanks.
- I love this place.
- Good atmosphere, good to see very little alcohol and so family environment and acceptable behaviour by all ages. Maybe because of good organisation?
- Brilliant air show!
- We had a very enjoyable few days, enjoying the air festival.
- Please repeat next year!
- Brilliant day out- helped by super weather!
- Absolutely superb show - a marvellous 4 days. Got soaked on Sunday afternoon but what the heck! Looking forward to next year 2009.
- A very good effort!
- Great show.
- A great event- looking forward to next year and will recommend it to friends and family from other towns.
- A fabulous event! Please do it again.
- Keep up the work - good work.
- Excellent weekend, can't wait for next year.
- Fantastic as it is for free.
- Thoroughly enjoyed.
- Did not know it was on until came here- would like as another event.
- Thank you - very well organised.
- Keep having it every year.
- Enjoy coming here- music in the park.
- Keep up the good work.



- Lovely here.
- Nice on beach a family event.
- Very good.
- No except we enjoyed it here.
- No I enjoyed myself.
- Good day.
- Good day out.
- A good day.
- Love it here.
- Hope they do it again.
- Lovely day.
- Good value.
- We definitely will come again.
- Just been really good.
- Had a nice time.
- There nice gardens with beautiful flowers.
- It's been a great day.
- We've all had a lovely time. Will go back again next year.
- Enjoyed our stay.
- Just been a fantastic 2 days.
- No an excellent idea if they have one next year I will definitely come for 3 days.
- No just every time I come to Bournemouth I love it.
- No just really enjoyed the day excellent to have a free entertainment on the beach.
- No just a really good time.
- Overall enjoyable day.
- Just hope this event continues it will be good for Bournemouth.
- Nice beach ideal for families.
- Really impressed.
- Enjoyable day.
- Good event.
- Very good effort.
- Do again next year.
- Very enjoyable.

### **Positive comment with improvement (19 comments)**

- Better quality food, Better quality stalls, Loose the tacky rubbish! Love the show!
- We had a fantastic day but with young children we struggled to feed them something other than burger and chips. We also didn't see much of the evening entertainment as we had to get our park and ride bus.
- Excellent air display, especially red arrows. Dreadful car domination and awful buildings in Bournemouth!
- Excellent air show, but advertise it nationally came but didn't know about air show.
- Cost permitting like a repeat. Grass area near footway and paths to beach need cutting back and litter moving. Bournemouth is looking tired. Leave pier to pier bus running during air fair.
- Flyover where roundabout it looks grotty and underneath needs making nicer. Park beautiful.
- Better quality stalls- atmosphere spoilt by loud funfair. Great Friday night it was a shame they had to wait to play due to delays.
- Very enjoyable day- only let down by the cancellation of the Vuccan Bomber.
- Very enjoyable air festival. Chose to use the bus, but found this chaotic at the end of the display.
- This was a lovely occasion, a perfect family day out- weekends in Bournemouth have sadly made the town centre out of bounds because of the binge drinking culture.
- Catering- could have a stall section selling variety of instant foods not so much the normal cafés. Yet each current business deserves the profit this event provides. Well Done Bournemouth the best show!

- More double-decker buses in use for travelling to and from. Extra ice cream kiosks and drinks kiosk. Really hope the show comes again next August/September
- Really good day out we all had a brilliant time, coffee very expensive.
- Fantastic air displays but need public display of times for those unable to afford a programme.
- Excellent show, view was spoiled by tanks and buses along the prom as we had to stand behind them and so view was impaired.
- How about a speed trail (like in Brighton?) on the prom? More events please!!
- Great air show, but beach and prom were very over crowded.
- When trying to get to the town found myself stuck in Harry Ramsden chip queue unable to move. Overall thoroughly enjoyed it, certainly go again.
- Could not get times of the planes- Fantastic though.

## **Improvement (41 comments)**

- Demolish the Imax asap!
- Sandcastle competitions and for us local people to get on the pier for free. More scheduled amusements.
- This is the first time so things will be learnt but I do not understand why the commentary was not extended to the pier.
- Toilets in hot weather should have windows open. If programmes were £2:00 more families would buy one.
- More seafront seating needed and more police presence generally.
- It would be nice to have advance information on events - timings etc. So we could invite friends for special things. Commentary on a localised radio freq would be a nice extra for those who couldn't hear the PA system.
- Get programmes sold on beach- port-a-loos and mobile takeaways needed, more information on times.
- Local authorities should enforce. No cycling in gardens, no ball games on lawns, no littering.
- Due to present economic climate prices for the attractions need to be kind to young families.
- I felt that more litter bins were needed along the seafront.
- Good policing, made better crowd control. Spread beach front displays and events over a longer area to reduce congestion of crowd.
- I was very upset we missed the red arrows on Saturday. This was simply because of not knowing the programme in advance, despite trying hard to obtain it.
- Remove the VIP tents or mark it more available i.e. Buy tickets for it also an area of shade, as the sun was strong, left us a bit dehydrated. Seating areas also.
- Poor exit of vehicles for exhibitors especially pier approach with crowds. No driveway though.
- Could have been more going on in the park, entertainment wise.
- Should have included paragliding.
- Better coverage on nation wide TV and news papers, and more of the evening entertainment.
- Mobile drink and ice cream, less chips and more baguettes- water was overpriced.
- It would be helpful if times of display were both on the internet and in the programmes giving the same times! Having the highest population of elderly people in Britain one would think effort could be made to allow a concessionary free service from Christchurch area - not £10 from Kings Park which a) a lot of people I have spoken to did not feel confident driving to and b) it was too costly for them. Buses were ruled out due to waiting around for them to turn up.
- Make public address better. Put display screens giving more information about air crafts. Introduce Army and air force marching bands.
- Mats are sometimes put out on the beach, however wheelchair users can't use them because people who are able bodied put there deck chairs on them- no room.
- Needs to be better advertised - Southampton and Portsmouth.
- Free parking for residents.
- More shops with wheel chair access.
- Vintage car really would be good.
- There is no drops for wheelchairs users at the front.

- Need extra toilet facility's.
- Need some art work or something.
- Fantastic better advertising- fireworks earlier.
- More drink stalls.
- Timetable on website.
- Deck chairs maybe.
- Park and ride could have been open longer 8pm is not long enough.
- More loud speakers.
- Why have they not sold postcards of all the airplanes taking part.
- Pavilion as it is down on the front needs a coat of paint looks tired. Take IMAC down.
- More variety of stalls.
- Better organised.
- More attraction other than drinking.
- Seating areas.

### **Negative (11 comments)**

- Park and ride expensive transport to and from air show could be better organised.
- Unfortunately Bournemouth's reputation as a family town is being ruined by late night drinking etc!
- Bournemouth has become the Blackpool of the south unfortunately.
- The zap cats were poor and dangerous, Why put them on the best part of the beach so the children could not swim?
- The town centre pavements are not pretty. Litter on beach but lots of bins- don't know how you can stop this.
- It is mean to make people pay £5:00 for a programme to find out the times of the individual displays.
- Was a bit disappointed as the small choice of restaurants in town centre pizza hut.
- Bournemouth has a lot of Natural beauty. This is spoilt by dirty pavements and litter. Need to pedestrianise the town centre - far too much traffic/pollution.
- Get rid of the IMAX and keep the beach overpass.
- No seating.
- The commentary was too excessive.

### **Other (15 comments)**

- Impressed that you wanted feedback but too much personal information required. It was a day out!
- An event we visited last year was Swanage folk/Morris dancing similar events such as the German "ompa" band we saw earlier in the year are good family entertainment but could be staged in the band stand type open display .
- Less rain!
- I didn't know you could get a programme until after the event. I had been to the candle lighting and fireworks prior to the air show
- Shopping and daughter in cadet display.
- Yesterday better with the weather.
- The programme.
- Bring back memories.
- Different experience.
- Came especially for fireworks and they have been put back until tomorrow.
- Come every year.
- No more traditional.
- The fireworks were the main evening attraction for us- we left and returned.
- Pity about the weather.
- Need more events.

