

 the audience agency

Literature Wales

Land of Legends

About this report

Background

This report gives responses to the Land of Legends e-survey, sent to Visit Wales mailing list, amongst Independent Explorers in Wales, conducted between 15th - 22nd February 2017.

Reading the report

The next section gives results to each question in numbers and percentages (of all respondents who answered that question, the percentage who chose that answer code).

Literal response questions such as dwell time, other and postcode are given at the end of this report in the Literals section.

Sample size and margins of error

673 questionnaires were completed over the period; this gives a margin of error of c. $\pm 4\%$ at the 95% confidence level. This means that we can be 95% sure that if we had asked any of the questions shown to the entire population, a proportion of between 4% higher and 4% lower than the one given in this report would have also picked that answer.

The margin of error is affected by the number of responses that you have in your sample. If you have less than 100 responses then the margin of error will be quite high so you should use the results in an indicative way only.



We are carrying out a survey to understand the types of short breaks and trips you go on and what you look for in a UK based holiday. The survey will take 5-7 minutes to complete and as a thank you for your time, you will have the opportunity to enter a prize draw to win an exclusive two night, self-catering weekend for two people at Tŷ Newydd, the last home of former Prime Minister David Lloyd George, located on the coast overlooking Cardigan Bay in the county of Gwynedd.

Your information will be held securely and will only be used for research purposes by Literature Wales and The Audience Agency, who are running this survey.

Please click "Next" to start the survey...

Respondent language

639 (95%) English

34 (5%) Welsh

Which of the following counties do you live in?

| | |
|--------------------------|----------------------------|
| 6 (1%) Blaenau Gwent | 46 (7%) Monmouthshire |
| 21 (3%) Bridgend | 19 (3%) Neath Port Talbot |
| 37 (5%) Caerphilly | 16 (2%) Newport |
| 92 (14%) Cardiff | 23 (3%) Pembrokeshire |
| 50 (7%) Carmarthenshire | 47 (7%) Powys |
| 19 (3%) Ceredigion | 29 (4%) Rhondda Cynon Taff |
| 42 (6%) Conwy | 42 (6%) Swansea |
| 33 (5%) Denbighshire | 18 (3%) Torfaen |
| 29 (4%) Flintshire | 18 (3%) Vale of Glamorgan |
| 34 (5%) Gwynedd | 22 (3%) Wrexham |
| 24 (4%) Isle of Anglesey | 0 (0%) Other |
| 6 (1%) Merthyr Tydfil | |

In the last 3 years, have you been on a short break/trip in Wales?

673 (100%) Yes

0 (0%) No

Thinking about holidays you go on in the UK, which of the following best applies to you?

452 (67%) I tend to look for new experiences and places to visit

221 (33%) I tend to look for the same type of experiences in different places

0 (0%) I tend to return to places I have been before

0 (0%) Don't know / Not sure

Thinking about what you look for in a holiday in general, to what extent do you agree or disagree with the following?

| | <i>Strongly agree</i> | <i>Agree</i> | <i>Neither</i> | <i>Disagree</i> | <i>Strongly disagree</i> | <i>Don't know</i> |
|---|-----------------------|--------------|----------------|-----------------|--------------------------|-------------------|
| I am interested in learning about the culture and local way of life of the places I visit | 460 (68%) | 213 (32%) | 0 (0%) | 0 (0%) | 0 (0%) | 0 (0%) |
| I like to visit places that are still undiscovered by tourists | 363 (54%) | 310 (46%) | 0 (0%) | 0 (0%) | 0 (0%) | 0 (0%) |
| I prefer to be independent and do my own thing on holiday | 407 (60%) | 266 (40%) | 0 (0%) | 0 (0%) | 0 (0%) | 0 (0%) |
| I get a real sense of achievement and satisfaction in planning and organising my holiday | 319 (47%) | 354 (53%) | 0 (0%) | 0 (0%) | 0 (0%) | 0 (0%) |
| The cultural events/venues on offer are an important factor in choosing where to visit | 312 (46%) | 361 (54%) | 0 (0%) | 0 (0%) | 0 (0%) | 0 (0%) |

What do you look for in a short break or trip?

If you were planning a literary short break or trip in Wales, which of the following themes, if any, would interest you?

| | | | |
|-----------|--|-----------|--|
| 285 (42%) | Blood, sweat and tears – industrial hardship | 128 (19%) | Love Stories – tales of romance |
| 251 (37%) | Childhood – stories of growing up in Wales | 193 (29%) | Magicians – witches and wizards |
| 267 (40%) | Outlaws – pirates, smugglers and highwaymen | 447 (66%) | Folklore & Traditions – weird and wonderful myths |
| 217 (32%) | A Living Language – Welsh language and nationalism | 191 (28%) | Monsters – dragons and beasts |
| 209 (31%) | Spiritualism – connecting with nature and landscape | 226 (34%) | Songs – the land of song |
| 335 (50%) | Rebels – Wales' rebellious heritage | 149 (22%) | Ghosts – spooky haunts and supernatural tales |
| 108 (16%) | Science Fiction and Fantasy – imaginary worlds | 137 (20%) | Fairies – spirits of the otherworld |
| 366 (54%) | Battles – princes, princesses, castles and bloodshed | 125 (19%) | Superheroes – saints and miracle makers |
| 501 (74%) | Wet Wales – waterfalls, wells, lakes and sea | 346 (51%) | King Arthur's Wales – exploring his Welsh adventures |
| | | 67 (10%) | Sub Culture – sex, drugs and rock 'n' roll |
| | | 36 (5%) | Any other ideas? |

Please add any other ideas:

35 (100%)

Please see Literal Responses section of report

And of these, which appeals to you the most?

| | | | |
|-----------|--|----------|--|
| 39 (6%) | Blood, sweat and tears – industrial hardship | 6 (1%) | Love Stories – tales of romance |
| 25 (4%) | Childhood – stories of growing up in Wales | 9 (1%) | Magicians – witches and wizards |
| 11 (2%) | Outlaws – pirates, smugglers and highwaymen | 72 (11%) | Folklore & Traditions – weird and wonderful myths |
| 42 (6%) | A Living Language – Welsh language and nationalism | 6 (1%) | Monsters – dragons and beasts |
| 54 (8%) | Spiritualism – connecting with nature and landscape | 19 (3%) | Songs – the land of song |
| 37 (6%) | Rebels – Wales' rebellious heritage | 18 (3%) | Ghosts – spooky haunts and supernatural tales |
| 5 (1%) | Science Fiction and Fantasy – imaginary worlds | 5 (1%) | Fairies – spirits of the otherworld |
| 94 (14%) | Battles – princes, princesses, castles and bloodshed | 2 (0%) | Superheroes – saints and miracle makers |
| 183 (27%) | Wet Wales – waterfalls, wells, lakes and sea | 30 (4%) | King Arthur's Wales – exploring his Welsh adventures |
| | | 4 (1%) | Sub Culture – sex, drugs and rock 'n' roll |
| | | 8 (1%) | Any other ideas? |

When choosing a short break/trip in the UK, how important are the following?

| | <i>Very important</i> | <i>Quite important</i> | <i>Neither important nor unimportant</i> | <i>Not very important</i> | <i>Not at all important</i> | <i>Don't know/not sure</i> |
|--|-----------------------|------------------------|--|---------------------------|-----------------------------|------------------------------|
| Attractions and things to do: | | | | | | |
| Seeing famous and well known locations | 188 (28%) | 361 (54%) | 104 (16%) | 10 (2%) | 2 (0%) | 0 (0%) |
| A stately home/other historical setting | 182 (28%) | 359 (55%) | 97 (15%) | 19 (3%) | 1 (0%) | 0 (0%) |
| Theme parks, e.g. zoos and amusements | 18 (3%) | 111 (17%) | 167 (26%) | 162 (25%) | 172 (27%) | 9 (1%) |
| Craft centres | 58 (9%) | 253 (39%) | 204 (32%) | 99 (15%) | 29 (4%) | 2 (0%) |
| Museums and galleries | 213 (32%) | 357 (54%) | 79 (12%) | 10 (2%) | 3 (0%) | 0 (0%) |
| Activity and adventure e.g. hiking | 155 (24%) | 226 (35%) | 151 (24%) | 71 (11%) | 34 (5%) | 4 (1%) |
| Hidden and off the beaten track places | 272 (41%) | 298 (45%) | 79 (12%) | 10 (2%) | 4 (1%) | 0 (0%) |
| | <i>Very important</i> | <i>Quite important</i> | <i>Neither important nor unimportant</i> | <i>Not very important</i> | <i>Not at all important</i> | <i>Don't know / Not sure</i> |
| Setting: | | | | | | |
| Industrial landscapes | 102 (16%) | 263 (42%) | 160 (26%) | 76 (12%) | 26 (4%) | 0 (0%) |
| Mountains and hills | 382 (58%) | 249 (38%) | 24 (4%) | 4 (1%) | 1 (0%) | 0 (0%) |
| Castles, monuments and heritage | 388 (59%) | 252 (38%) | 22 (3%) | 0 (0%) | 0 (0%) | 0 (0%) |
| Areas of natural beauty, e.g. national parks | 456 (68%) | 191 (29%) | 13 (2%) | 7 (1%) | 2 (0%) | 0 (0%) |
| Cities | 71 (11%) | 216 (34%) | 215 (34%) | 88 (14%) | 43 (7%) | 6 (1%) |
| Coastline and beaches | 417 (62%) | 223 (33%) | 27 (4%) | 4 (1%) | 0 (0%) | 0 (0%) |

Do you actively seek out *local* produce when you eat out on holiday?

581 (91%) Yes

59 (9%) No

Your typical short break or trip

How do you prefer to get around, whilst sightseeing on a short break/trip in Wales?

| | |
|----------------------------|--------------------|
| 590 (88%) Car | 4 (1%) Taxi |
| 378 (56%) On foot | 16 (2%) Coach |
| 93 (14%) Bicycle | 15 (2%) Motorcycle |
| 125 (19%) Public transport | 12 (2%) Other |

Please specify how else you like to get around:

12 (100%)

Please see Literal Responses section of report

On a typical short break/trip in the UK, do you travel with other people?

| | |
|---------------|--------------|
| 527 (78%) Yes | 146 (22%) No |
|---------------|--------------|

What age(s) are those you typically travel with?

| | |
|----------------------------|----------------------------|
| 40 (8%) Under 5 years old | 42 (8%) 13 to 18 years old |
| 96 (19%) 5 to 12 years old | 478 (92%) Over 18 |

If you were planning a short break/trip within Wales, which of the following regions would interest you?

| | |
|----------------------------|-------------------------------|
| 220 (33%) North East Wales | 506 (75%) South West Wales |
| 487 (72%) North West Wales | 18 (3%) Don't know / Not sure |
| 464 (69%) Mid Wales | 0 (0%) None of the above |
| 176 (26%) South East Wales | |

About You

Some of the following questions are a little more personal. Anything you say will be held securely and will not be used to identify you, but if there are any questions you would rather not answer, please tick 'Prefer not to say'.

Are you...

| | |
|------------------|--------------------------|
| 268 (40%) Male | 8 (1%) Prefer not to say |
| 397 (59%) Female | |

Which of the following age groups do you belong to?

| | |
|-------------------|---------------------------|
| 0 (0%) Under 16 | 139 (21%) 45 – 54 |
| 2 (0%) 16 – 24 | 161 (24%) 55 – 64 |
| 45 (7%) 25 – 34 | 202 (30%) 65 or older |
| 107 (16%) 35 – 44 | 17 (3%) Prefer not to say |

Finally...

Would you like to enter the prize draw to win an exclusive two night, self-catering weekend for two people at Tŷ Newydd?

| | |
|---------------|-----------|
| 664 (99%) Yes | 8 (1%) No |
|---------------|-----------|

Prize draw terms and conditions: One entry per applicant. The prize is a two night, self-catering weekend for two people, to be taken in Summer/Autumn 2017, excluding school holiday dates. The prize is non-transferable, non-negotiable and non-refundable. The prize draw will be run on 27/02/17. The winner will be notified within 7 days of the draw. If the winner fails to respond within 14 days of notification the draw will be re-run.

Please enter your contact details below to be entered into the prize draw.

Name 664 (100%)

Email address 664 (100%)

Please see Literal Responses section of report

Data protection details: Your data will be stored and processed by The Audience Agency on behalf of Literature Wales for the purposes of research and development. Your contact details will only be used for the purpose(s) indicated above and will not be passed on to any third parties. The Audience Agency operates within the Data Protection Act and Market Research Society guidelines.

Thank you for your time.

Please click "Submit" to complete the survey.

Literal responses

This section of the report presents all the literal responses as follows:

If you were planning a literary short break or trip in Wales, which of the following themes, if any, would interest you?

How do you prefer to get around, whilst sightseeing on a short break/trip in the UK?

If you were planning a literary short break or trip in Wales, which of the following themes, if any, would interest you?

Please add any other ideas

A coastal path history story led walk

architecture

art in literature; book illustrators; travel writers

Crafts and arts

Crime scenes [Historical naturally] including old prisons, Court houses

Culture through Landscape

Dance

Drovers Roads - culture, walking etc

Dylan Thomas theme

Family memories; tales of childhood; immigrants

Famous Welsh Poets, Famous Welsh Authors, A Mabinogion Tour

Famous Welshmen and women. In particular politicians and Wales' contribution to forming today's society.

Food

Genuine medieval history - not nonsense about Arthur and Dragons

Hill walking

History, Literary Festivals,

History: cultural; social and contemporary

Horrible histories kind of trip. Historically factual and fun but bit gross bits and facts for the kids. Hands on interactive experiences too.

I suppose pretty obviously visiting places associated with authors and poets.

Literary and film connections.

Local communities, shops, markets and events.

Military stories/heroes/heroines

Ongoing projects to preserve our wonderful heritage.

Places written about in novels. Literary trail of authors homes.

Poetry would be good

prehistoric Wales

prehistory, pagan places a different kind of spirituality. celtic connection, tribes and the roman invasion. wales before english invasion. welsh strongholds.. welsh culture prior to invasion. impact of invasion.

Railways! Wales has an unparalleled choice. I used to drive a steam engine a bit. Great fun.

sports

the lives of all classes of people in recent centuries -- rural families, the twentieth century suburb -- urban living in therapy 20th century Roads and transport -- including canals and the sea

The pilgrims walks between Abby's

Wales and the World - the Basques who came because of the iron ore and the Spanish Civil War, the Poles who settled here after 1945 etc

Wales' Turbulant Borderland. Areas related to Norman/English castles within Wales with the narrative pointing west to encompass suitable Welsh border heritage and any military and reliquous buildings of note. A variety of small Welsh towns would benefit from their association with the narrative. Three separate short stays could easily be made out of this that would show Wales off to advantage and reinforce our unique history in medieval times

Wildlife, birds, animals (on land and sea), cetaceans, fish, etc. To link nature with "spiritualism" as this survey does, is misguided. The above survey categories tend far too strongly towards sic-fi and the "unreal". It has fantasy, magicians, myths, monsters, ghosts, fairies, superheroes etc., whereas scenery, sea and nature are hardly touched on, but are very strong points in Wales. I'd rather explore lolo Williams' real natural Wales than the invented gobbledy-gook of King Arthur's Wales.

How do you prefer to get around, whilst sightseeing on a short break/trip in the UK?

Please specify how else you like to get around:

campervan

Campervan

Campervan

Campervan

Canal Barge

Horse

horseback

Motorhome

Motorhome

motorhome

Motorhome

Preserved railways

Contacts

London Office

2nd Floor, Rich Mix
35-47 Bethnal Green Road
London E1 6LA
T 020 7407 4625

Manchester Office

Green Fish Resource Centre
46-50 Oldham Street
Northern Quarter
Manchester M4 1LE
T 0161 234 2955

hello@theaudienceagency.org

www.theaudienceagency.org

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