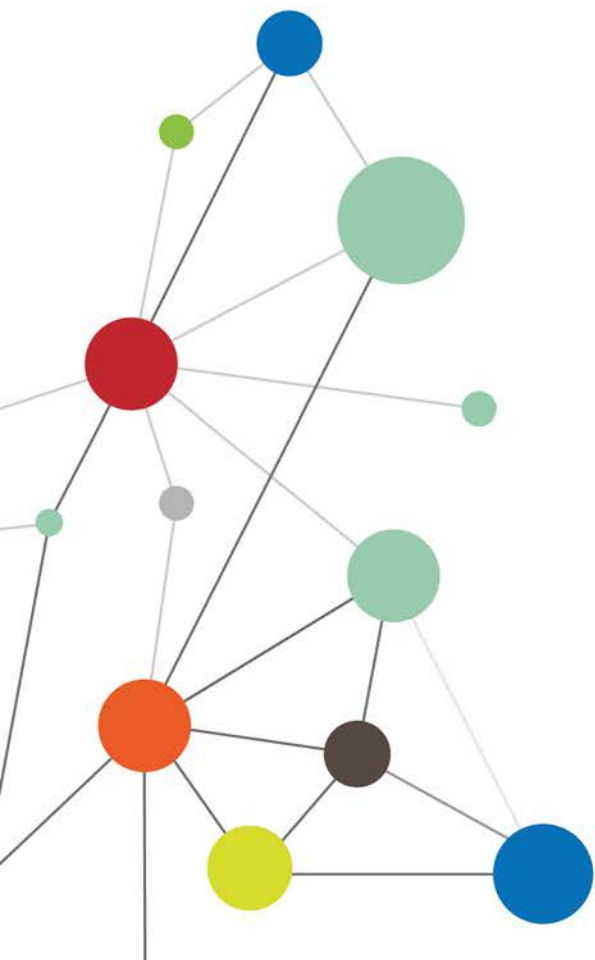


Coastal West Sussex Tourism Research Project 2016

Visitor Survey Report of Findings



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1 Introduction

1.1 Aims and objectives of survey

1.1.1 This report presents the findings of a visitor survey designed to find out more about visitors to Coastal West Sussex and offer insights into potential new visitor markets. The study was commissioned by Coastal West Sussex Marketing and undertaken by TSE Research, the research arm of Tourism South East.

1.1.2 The survey involved face-to-face interviews with a random sample of visitors across key destinations to gather information on the profile of visitors, key features of their trip, motivations for visiting, and levels of satisfaction with the visit.

1.1.3 The key objectives and outcomes were as follows:

Key objectives:

- To collect up to date information on the origin, profile, behaviour and opinions of day and staying visitors.
- To measure the components currently contributing most to customers' satisfaction.
- To measure the effectiveness of current marketing and branding.

Key outcomes:

- Guide the design of responsive tourism products and services to meet the needs of visitors.
- Guide the development of effective and cost-efficient promotional tactics and campaigns.
- Gauge and assess Coastal West Sussex's market position in terms of how the destination is perceived by visitors.
- Identify which market sectors are likely to generate repeat /new custom.

1.2 Survey approach

1.2.1 In total, 1,899 visitors were personally interviewed over the peak summer period from the start of the school summer holidays to the first week of September 2016.

1.2.2 The distribution of the sample across each destination is presented in Table 1 below.

Table 1: Sample distribution by town

| Sampling location | Sample achieved |
|---------------------|-----------------|
| Chichester (city) | 491 |
| Selsey & Witterings | 199 |
| Worthing | 396 |
| Arundel | 405 |
| Bognor Regis | 196 |
| Littlehampton | 212 |
| Total | 1899 |

1.2.3 As with any sample survey, the results from this survey have associated margins of error. These margins of error should be borne in mind when reviewing the survey results. Generally speaking the larger the sample, the lower the margin of error and thus there is

a higher level of confidence in the results. A standard survey will usually have a confidence level of 95% and a margin of error of 5%. The results presented in this report at the Coastal West Sussex level (i.e. all visitors) are based on a relatively large sample of 1,899 visitors and has an associated margin of error of $\pm 2.2\%$. Therefore, the results at the Coastal West Sussex level provide a relatively high level of confidence.

- 1.2.4 However, once the results are split by destinations in order to identify any significant variations in the visitor population, the sample becomes smaller, and the results have much wider margins of error. Samples of around 400 carry a margin of error of $\pm 6.9\%$ and samples of around 200 carry a margin of error of $\pm 4.9\%$.

1.3 Outline of report

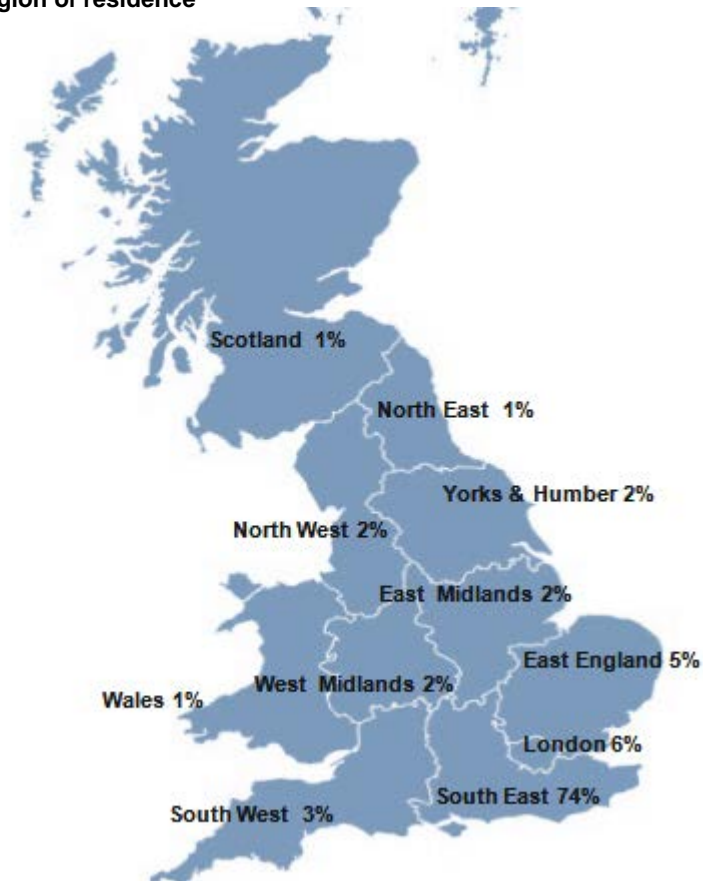
- 1.3.1 Survey findings on the profile of visitors are presented in Chapter 3 of this report.
- 1.3.2 Survey findings on features of the trip (e.g. mode of travel, activities undertaken, trip expenditure) are presented in Chapter 4.
- 1.3.3 Survey findings on the reasons people visit Coastal West Sussex and the role different factors play in influencing the decision to visit are presented in Chapter 5.

2 Visitor profile

2.1 Where visitors come from

2.1.1 The Coastal West Sussex visitor market is predominately domestic; 95% of visitors are from other parts of the UK and 74% of domestic visitors live in the South East.

Figure 1: UK visitor region of residence



2.1.2 Results at destination level show that Arundel has a higher proportion of overseas visitors than the other destinations.

Table 2: Proportion of domestic and overseas visitors by town

| | Overall | UK | Overseas |
|---------------------|---------|-----|----------|
| Overall | 1894 | 95% | 5% |
| Chichester | 486 | 95% | 5% |
| Selsey & Witterings | 199 | 98% | 2% |
| Worthing | 396 | 93% | 7% |
| Arundel | 405 | 90% | 10% |
| Bognor Regis | 196 | 98% | 2% |
| Littlehampton | 212 | 98% | 2% |

2.1.3 The majority of domestic visitors come from other parts of West and East Sussex, followed by Surrey and Hampshire.

2.1.4

Top countries from where overseas visitors come from include Germany, Australia and the USA. For a full list see additional tables in the Appendices.

Table 3: UK County of residence (top 10)

| | |
|-----------------|------|
| Base | 1793 |
| Sussex | 33% |
| Surrey | 15% |
| Hampshire | 14% |
| London | 6% |
| Kent | 3% |
| Middlesex | 3% |
| Berkshire | 3% |
| Buckinghamshire | 2% |
| Essex | 2% |
| Hertfordshire | 1% |

Table 4: Country of residence (top 10)

| | |
|-----------------|-----|
| Base | 101 |
| Germany | 18% |
| Australia | 17% |
| U.S.A. | 14% |
| France | 7% |
| Italy | 6% |
| Rep. of Ireland | 5% |
| Netherlands | 5% |
| Spain | 5% |
| Canada | 4% |
| Austria | 2% |

2.1.5

The main UK counties from where domestic visitors come from are presented in tables 5 to 10. For a full list see additional tables in the Appendices.

Table 5: Top 5 UK visitor county of residence – Chichester (city)

| | |
|-----------|-----|
| Sussex | 50% |
| Hampshire | 26% |
| Surrey | 5% |
| London | 3% |
| Kent | 1% |

Table 6: Top 5 UK visitor county of residence – Selsey

| | |
|-----------|-----|
| Surrey | 24% |
| Hampshire | 17% |
| Sussex | 10% |
| London | 9% |
| Middlesex | 9% |

Table 7: Top 5 UK visitor county of residence – Worthing

| | |
|-----------|-----|
| Sussex | 29% |
| Surrey | 19% |
| London | 7% |
| Kent | 4% |
| Hampshire | 4% |

Table 8: Top 5 UK visitor county of residence – Arundel

| | |
|-----------|-----|
| Sussex | 38% |
| Hampshire | 13% |
| Surrey | 10% |
| Kent | 5% |
| London | 4% |

Table 9: Top 5 UK visitor county of residence – Bognor Regis

| | |
|-----------|-----|
| Surrey | 18% |
| Sussex | 14% |
| London | 11% |
| Hampshire | 10% |
| Middlesex | 6% |

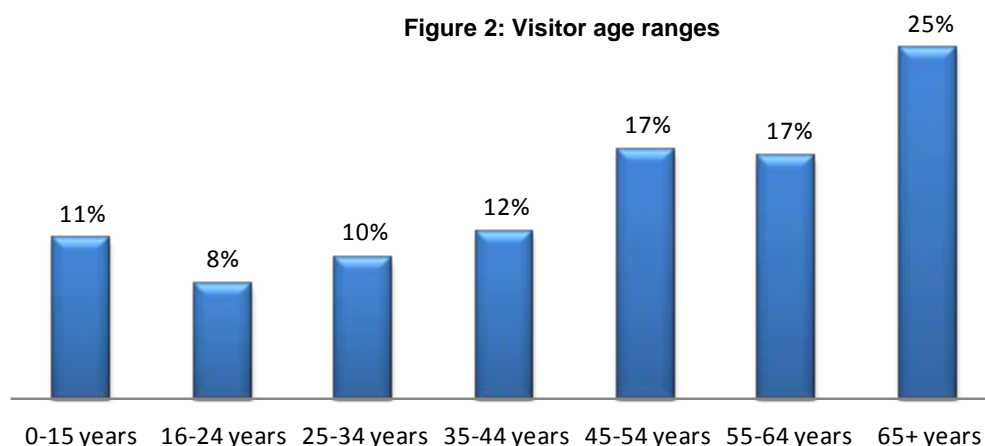
Table 10: Full list of UK visitor county of residence – Littlehampton

| | |
|-----------|-----|
| Sussex | 34% |
| Surrey | 25% |
| Hampshire | 10% |
| London | 7% |
| Middlesex | 4% |

2.2 Visitor age ranges

2.2.1 The age ranges of visitors show a strong leaning towards older visitors; 56% are aged 55 years and over and a third of Coastal West Sussex visitors are retired.

2.2.2 Results at destination level reveals that visitors to Worthing generally tend to be a little older than visitors to other parts of Coastal West Sussex; Bognor and Littlehampton visitors are a little young.

Figure 2: Visitor age ranges**Table 11: Visitor age ranges by town**

| | Chichester | Selsey | Worthing | Arundel | Bognor | L'hampton |
|-------|------------|--------|----------|---------|--------|-----------|
| | 486 | 199 | 396 | 405 | 196 | 212 |
| 0-15 | 3% | 16% | 14% | 9% | 22% | 24% |
| 16-24 | 14% | 5% | 4% | 7% | 7% | 9% |
| 25-34 | 14% | 7% | 7% | 9% | 9% | 13% |
| 35-44 | 9% | 19% | 10% | 11% | 18% | 14% |
| 45-54 | 16% | 21% | 15% | 24% | 18% | 16% |
| 55-64 | 18% | 18% | 17% | 17% | 15% | 12% |
| 65+ | 26% | 15% | 34% | 24% | 12% | 12% |

Table 12: Proportion of retired visitors by town

| | Overall | Chichester | Selsey | Worthing | Arundel | Bognor | L'hampton |
|-------------|---------|------------|--------|----------|---------|--------|-----------|
| | 1894 | 486 | 199 | 396 | 405 | 196 | 212 |
| Retired | 32% | 30% | 30% | 51% | 26% | 20% | 19% |
| Not retired | 68% | 70% | 70% | 49% | 74% | 80% | 81% |

2.3 Visitor group size and composition

2.3.1 The average group size is 2.9 people. This varies from an average group size of 1.89 among Chichester city visitors and 3.68 among Selsey visitors.

Table 13: Average group size by town

| | | |
|---------------------|-----|------|
| Chichester | 486 | 1.89 |
| Selsey & Witterings | 199 | 3.68 |
| Worthing | 396 | 2.46 |
| Arundel | 405 | 2.60 |
| Bognor Regis | 196 | 3.22 |
| Littlehampton | 212 | 3.47 |

Figure 3: Avg. group size

2.3.2 The most common group composition among Coastal West Sussex visitors is the family group (41%). This is followed by couples (32%).

Figure 4: Group composition

2.3.3 A significant proportion of people visit on their own, but it should be noted that this overall figure is strongly influenced by a relatively large proportion of people visiting on their own encountered in the city centre of Chichester. A proportion of these will be from other parts of the wider Chichester District visiting for shopping and other more routine purposes.

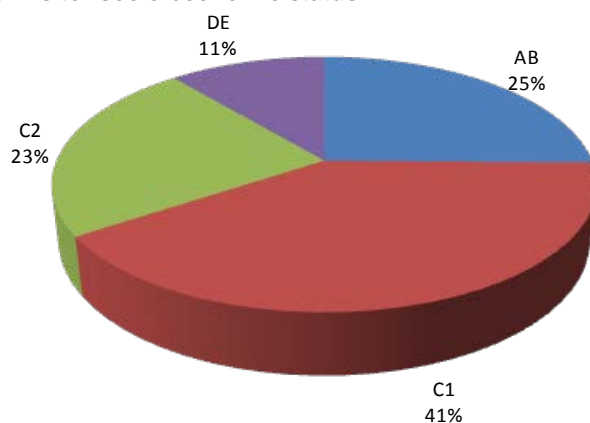
Table 14: Group composition by district

| | Chichester | Selsey | Worthing | Arundel | Bognor | L'hampton |
|-----------------------|------------|--------|----------|---------|--------|-----------|
| | 486 | 199 | 396 | 405 | 196 | 212 |
| With partner/spouse | 34% | 32% | 38% | 41% | 29% | 20% |
| By myself | 33% | 5% | 19% | 12% | 11% | 8% |
| With family | 20% | 51% | 29% | 30% | 51% | 62% |
| With friends | 8% | 4% | 11% | 9% | 4% | 5% |
| With friends & family | 5% | 8% | 3% | 7% | 6% | 4% |
| Colleague | 0% | 1% | 0% | 1% | 0% | 0% |
| Other | 0% | 0% | 0% | 0% | 0% | 0% |

2.4 Visitor socio-economic status

- 2.4.1 A quarter of Coastal West Sussex visitors are from AB occupational grade level households, although as has been already established a proportion of these visitors are now retired. The AB grade consists of higher and intermediate managerial, administrative or professional level occupations.
- 2.4.2 The largest group of visitors (41%) are from C1 occupational grade - supervisory, clerical, and junior managerial and junior administrative occupations, and a further quarter are from the C2 occupational group (skilled manual works).
- 2.4.3 The DE occupational group which is made up of semi-skilled and unskilled manual workers, pensioners, and others who depend on the welfare state for their income make up 11% of Coastal West Sussex's visitors.

Figure 5: visitor socio-economic status



- 2.4.4 Results by destination show that Selsey visitors are more likely to be from AB occupational backgrounds than those visiting other parts of Coastal West Sussex.

Table 15: Visitor socio-economic status by town

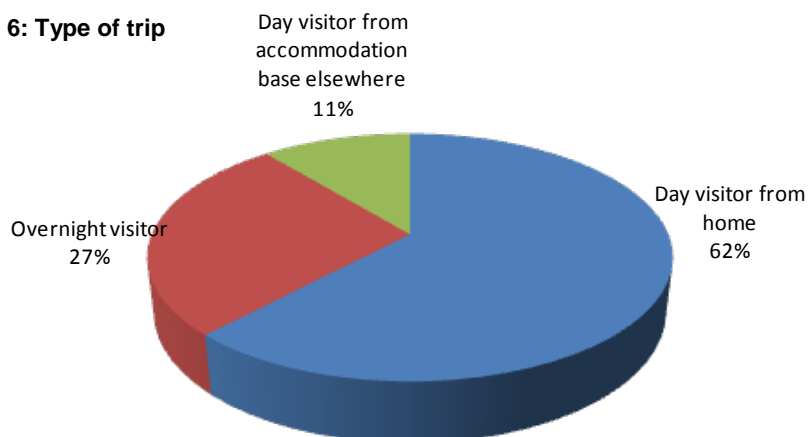
| | Chichester | Selsey | Worthing | Arundel | Bognor | L'hampton |
|----|------------|--------|----------|---------|--------|-----------|
| | 486 | 199 | 396 | 405 | 196 | 212 |
| AB | 24% | 31% | 23% | 27% | 19% | 19% |
| C1 | 42% | 30% | 37% | 46% | 35% | 35% |
| C2 | 21% | 30% | 27% | 21% | 29% | 32% |
| DE | 12% | 9% | 13% | 6% | 17% | 14% |

3 Trip features

3.1 Type of trip

3.1.1 Overall, around two thirds of Coastal West Sussex visitors are day visitors from home (returning to their home on same day of visit). A further 11% are visiting for the day whilst staying overnight elsewhere, and just over a quarter (27%) are staying overnight in Coastal West Sussex.

Figure 6: Type of trip



3.1.2 The results at destination level, however, differ quite significantly and make it challenging to present an accurate 'Coastal West Sussex' picture.

3.1.3 The survey found that only 8% of people visiting the Chichester City were staying overnight in the city, whereas 78% of Selsey visitors were staying overnight in Selsey. Bognor Regis also has a relatively strong overnight visitor market (51% staying overnight).

Table 16: Type of trip by town

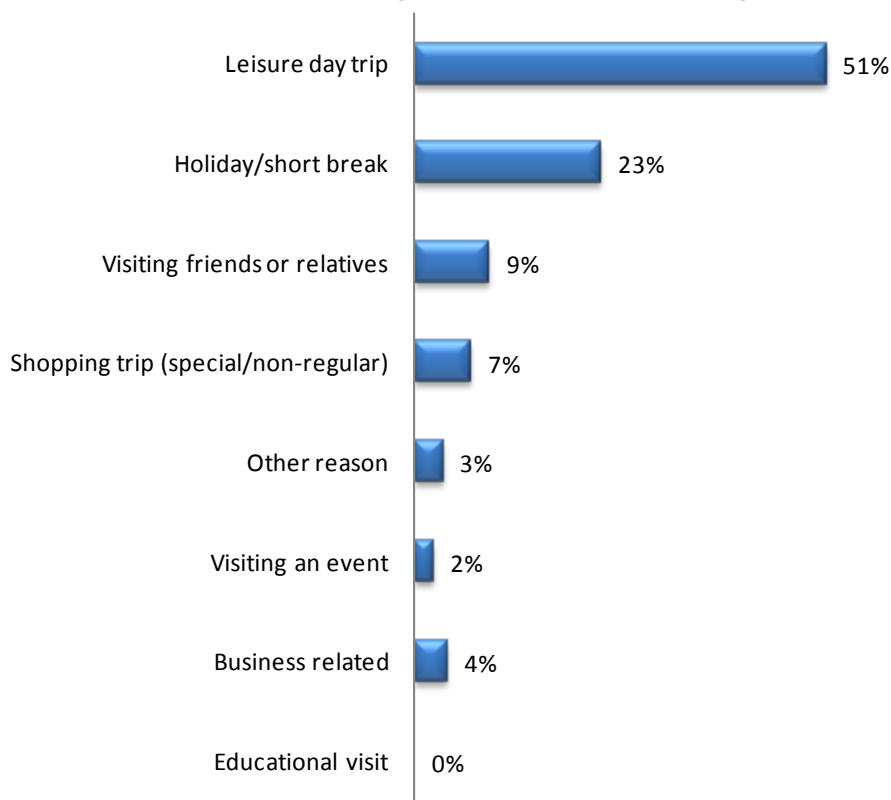
| | Chichester | Selsey | Worthing | Arundel | Bognor | L'hampton |
|--|------------|--------|----------|---------|--------|-----------|
| Base | 486 | 199 | 394 | 405 | 196 | 212 |
| Visiting for the day from home | 76% | 18% | 62% | 66% | 43% | 79% |
| Staying overnight within district/city | 8% | 78% | 25% | 22% | 51% | 15% |
| Visiting for the day but staying overnight outside district/city | 16% | 4% | 13% | 12% | 6% | 7% |

3.2 Main reason for visiting

3.2.1 Although around three quarters of visitors were on a day trip (62% visiting from home and 11% from accommodation elsewhere), only a half of all visitors described their visit as a leisure day out, suggesting that significant proportion of day visitors were visiting for other purposes such as seeing relatives or were on a special shopping trip.

3.2.2 The vast majority of overnight visitors were on holiday or a short break. Of the 27% encountered during the survey period, 23% described their visit as 'Holiday/short break'.

Figure 7: Main reason for visiting



3.2.3 The results at destination level reflect the differences seen in the relative proportion of day and overnight visitors at this level. As already established the majority of Selsey visitors were overnight visitors and most of these were on holiday or a short break.

Table 17: Main reason for visiting by town

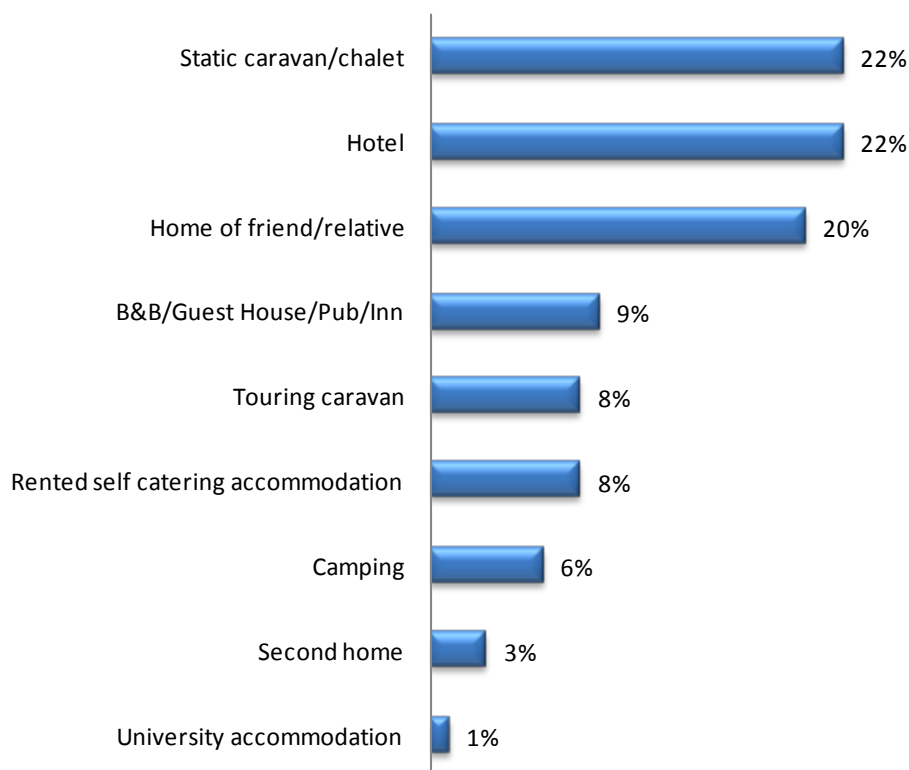
| | Chichester | Selsey | Worthing | Arundel | Bognor | L'hampton |
|-------------------------------------|------------|--------|----------|---------|--------|-----------|
| | 486 | 199 | 396 | 405 | 196 | 212 |
| Leisure day trip | 33% | 21% | 67% | 73% | 46% | 82% |
| Holiday/short break | 5% | 72% | 23% | 19% | 45% | 13% |
| Visiting friends or relatives | 18% | 8% | 7% | 4% | 9% | 4% |
| Visiting an event | 8% | 0% | 0% | 0% | 0% | 0% |
| Shopping trip (special not regular) | 27% | 0% | 1% | 1% | 1% | 0% |
| Business related | 3% | 0% | 1% | 1% | 0% | 0% |
| Other reason | 6% | 0% | 0% | 1% | 0% | 1% |
| Educational visit | 0% | 0% | 0% | 0% | 0% | 0% |

- 3.2.4 Special shopping trip as a reason for visiting is not significant for destinations except Chichester where it is the reason for 27% of trips.

3.3 Accommodation used by overnight visitors

- 3.3.1 The types of accommodation used the most often by overnight visitors are static caravan/chalet accommodation found in holiday parks (22%), hotels (22%), and the home of friends or relatives (20%).

Figure 8: Type of accommodation used by overnight visitors



- 3.3.2 Once again the results vary by destination making it challenging to present an overall 'Coastal West Sussex' picture. Hotels are the most common type of accommodation used by visitors staying in Chichester City, whereas holiday parks are popular for visitors staying in Selsey and Bognor Regis.

Table 18: Type of accommodation used by overnight visitors by town

| | Chichester | Selsey | Worthing | Arundel | Bognor | L'hampton |
|--------------------------|------------|--------|----------|---------|--------|-----------|
| | 38 | 156 | 99 | 85 | 99 | 29 |
| Hotel | 42% | 0% | 39% | 28% | 30% | 14% |
| Home of friend/relative | 32% | 11% | 35% | 15% | 15% | 34% |
| Static caravan/chalet | 0% | 48% | 0% | 2% | 29% | 14% |
| B&B/Guest House/Pub/Inn | 11% | 0% | 11% | 29% | 5% | 3% |
| Rented self catering | 5% | 10% | 1% | 11% | 13% | 10% |
| Touring caravan | 3% | 12% | 6% | 4% | 4% | 17% |
| Camping | 3% | 13% | 2% | 6% | 1% | 3% |
| Second home | 0% | 6% | 5% | 1% | 0% | 3% |
| University accommodation | 3% | 1% | 0% | 0% | 2% | 0% |
| Youth hostel | 0% | 0% | 0% | 2% | 0% | 0% |
| Other | 3% | 0% | 0% | 1% | 0% | 0% |

3.4 Average length of stay

3.4.1 Day visitors spend on average 4.5 hours on their trip to Coastal West Sussex and overnight visitors spend on average 6.6 nights on their trip.

Figure 9: Average length of stay

3.4.2 Day trips are shortest for those visiting the Chichester City (3.4 hours) and longest for those visiting Arundel (5.7 hours).

3.4.3 Trip length for overnight visitors also varies across destinations. Overnight visitors spend on average nearly 9 nights when staying in Selsey and Littlehampton and 3.5 nights when staying in Arundel.

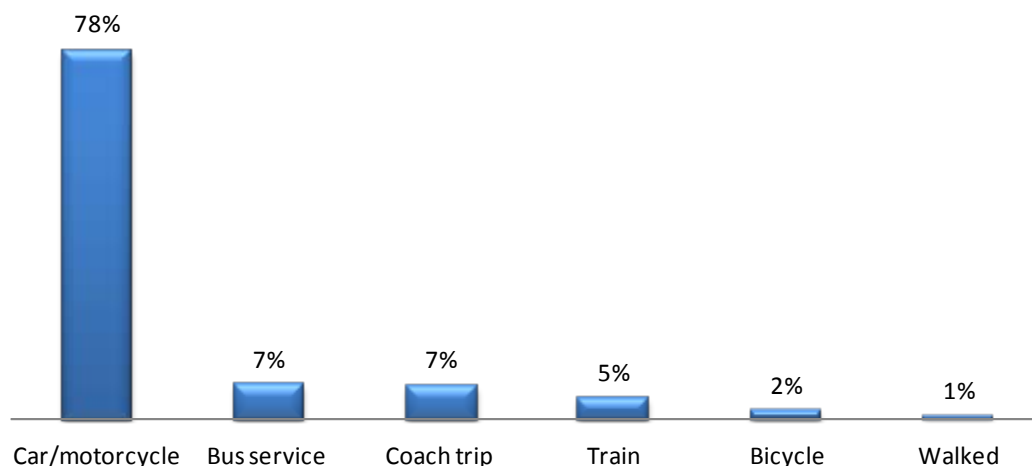
Table 19: Average length of stay by town

| | Day visitor | Overnight visitor |
|---------------------|----------------------|-----------------------|
| | Avg. length of hours | Avg. length of nights |
| Chichester | 3.4 | 3.9 |
| Selsey & Witterings | 5.0 | 8.9 |
| Worthing | 4.5 | 6.5 |
| Arundel | 5.7 | 3.5 |
| Bognor Regis | 5.2 | 5.0 |
| L'hampton | 5.2 | 8.7 |

3.5 Main mode of transport used

3.5.1 The car is the most common mode of transport used to reach Coastal West Sussex (78% of visitors travel by car).

Figure 10: Main mode of transport used



3.5.2 Public transport is more likely to be used to travel to Chichester, Worthing and Bognor Regis. A small but significant proportion of visitors travel to Worthing by coach as part of a pre-booked coach trip (13%).

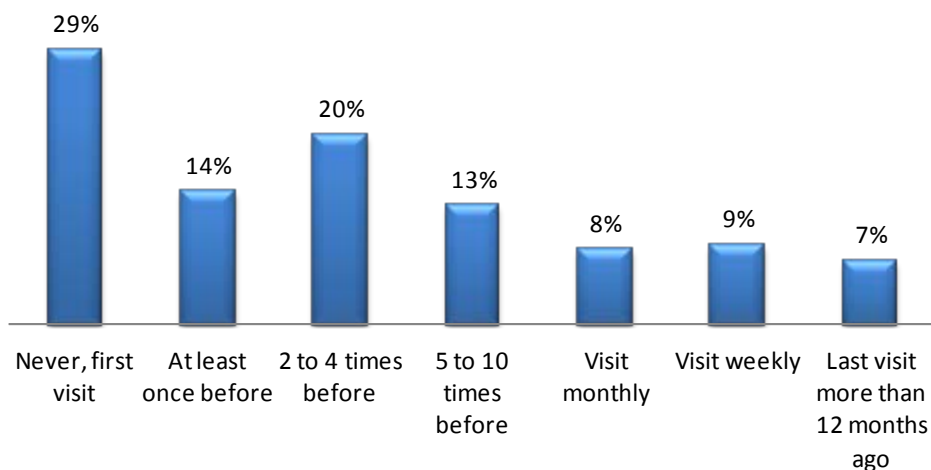
Table 20: Main mode of transport used by town

| | Chichester | Selsey | Worthing | Arundel | Bognor | L'hampton |
|----------------|------------|--------|----------|---------|--------|-----------|
| | 486 | 199 | 396 | 405 | 196 | 212 |
| Car/motorcycle | 67% | 96% | 61% | 84% | 76% | 83% |
| Bus service | 14% | 1% | 15% | 4% | 8% | 2% |
| Train | 10% | 2% | 6% | 6% | 12% | 7% |
| Bicycle | 5% | 1% | 2% | 0% | 0% | 3% |
| Coach trip | 2% | 1% | 13% | 4% | 3% | 4% |
| Walked | 1% | 0% | 1% | 1% | 1% | 1% |
| Other | 1% | 0% | 1% | 0% | 0% | 0% |
| Taxi | 0% | 0% | 0% | 0% | 1% | 0% |

3.6 First time vs repeat visits

3.6.1 Almost a third of visitors were visiting Coastal West Sussex for the first time (29%).

Figure 11: Frequency of visits



3.6.2 Results by destination show that frequency of visit is relatively high among Chichester visitors; a fifth visit monthly and almost a third visit weekly. These are likely to be visitors who live in neighbouring towns and villages including those located in the wider district of Chichester.

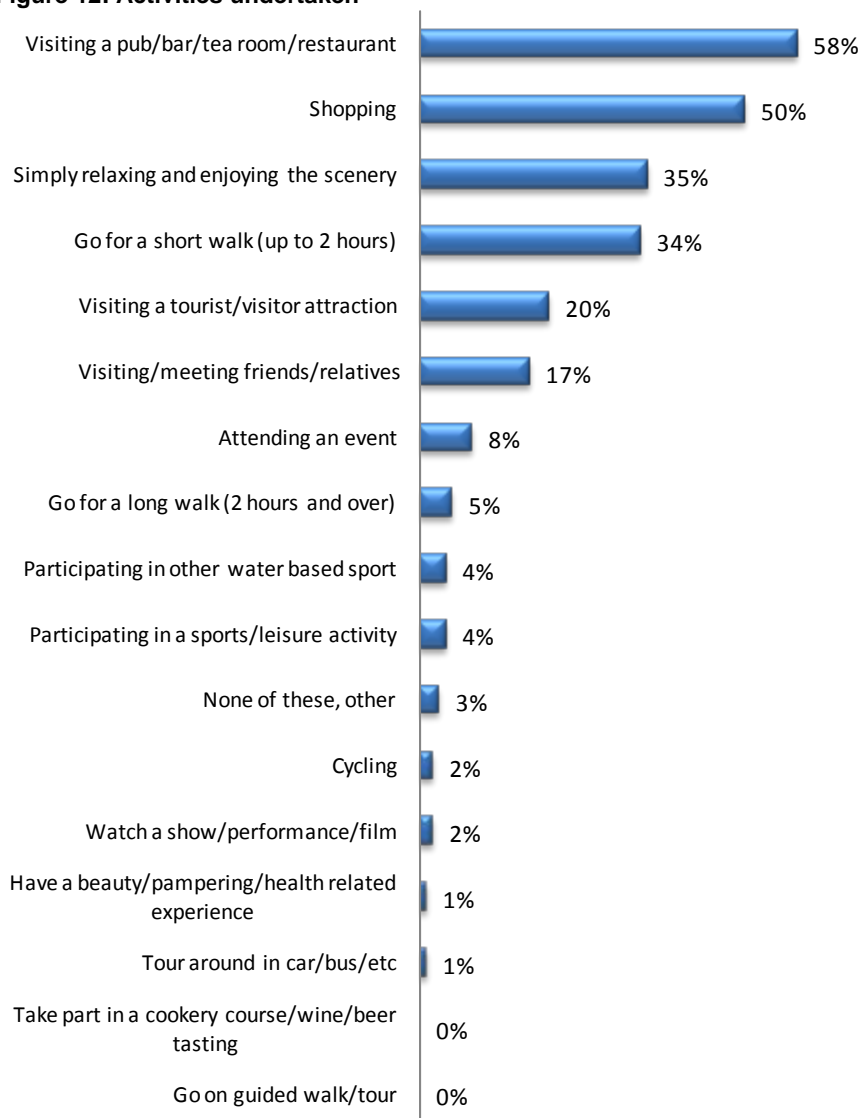
Table 21: Frequency of visits by town

| | Chichester | Selsey | Worthing | Arundel | Bognor | L'hampton |
|------------------------------------|------------|--------|----------|---------|--------|-----------|
| | 486 | 199 | 396 | 405 | 196 | 212 |
| Never, first visit | 22% | 21% | 26% | 36% | 36% | 34% |
| At least once before | 6% | 15% | 13% | 13% | 23% | 15% |
| 2 to 4 times before | 10% | 22% | 20% | 22% | 22% | 25% |
| 5 to 10 times before | 10% | 20% | 13% | 9% | 10% | 14% |
| Visit monthly | 19% | 10% | 8% | 4% | 3% | 4% |
| Visit weekly | 29% | 6% | 7% | 3% | 2% | 4% |
| Last visit more than 12 months ago | 4% | 6% | 13% | 13% | 4% | 1% |

3.7 Activities undertaken / places of interest visited

3.7.1 The two most popular activities undertaken or planned to be undertaken are visiting a pub, bar, tea room, or restaurant, and shopping. A half of all visitors take part in these activities at some point during their visit.

Figure 12: Activities undertaken



Note multiple responses permitted. Results do not sum to 100%

3.7.2 A third of visitors enjoy relaxing and enjoying the scenery and a further third go for a short walk of up to 2 hours.

3.7.3 At destination level, there are differences with the popularity of different activities. For example, shopping is far more popular among Chichester City visitors, whereas simply relaxing and enjoying the scenery is more popular among Worthing visitors.

Table 22: Activities undertaken by town

| | Chichester | Selsey | Worthing | Arundel | Bognor | L'hampton |
|---|------------|--------|----------|---------|--------|-----------|
| | 486 | 199 | 396 | 405 | 196 | 212 |
| Shopping | 71% | 42% | 55% | 34% | 39% | 19% |
| Visiting a pub/bar/tea room/restaurant | 61% | 34% | 64% | 60% | 45% | 47% |
| Simply relaxing and enjoying the scenery | <1% | 53% | 77% | 42% | 69% | 63% |
| Go for a short walk (up to 2 hours) | <1% | 44% | 71% | 47% | 53% | 47% |
| Visiting a tourist/visitor attraction | 11% | 7% | 12% | 48% | 17% | 22% |
| Visiting/meeting friends/relatives | 16% | 21% | 21% | 16% | 19% | 13% |
| Attending an event | 5% | 4% | 7% | 20% | 16% | 2% |
| Go for a long walk (2 hours and over) | 0% | 6% | 8% | 9% | 14% | 6% |
| Participating in a sports/leisure activity | 3% | 6% | 4% | 2% | 9% | 7% |
| Participating in other water based sport | 0% | 20% | 4% | 2% | 10% | 12% |
| None of these, other | 7% | 1% | 1% | 0% | 0% | 1% |
| Watch a show/performance/film | 2% | 4% | 3% | 2% | 7% | 1% |
| Cycling | 0% | 6% | 5% | 0% | 2% | 2% |
| Tour around in car/bus/etc | 0% | 2% | 3% | 2% | 3% | 2% |
| Have a beauty/health related experience | 3% | 0% | 0% | 1% | 1% | 0% |
| Go on guided walk/tour | 1% | 0% | 0% | 0% | 1% | 0% |
| Take part in a cookery course/wine/beer tasting | 0% | 0% | 1% | 0% | 1% | 0% |

Note multiple responses permitted. Results do not sum to 100%

3.8 Average trip expenditure

3.8.1 Coastal West Sussex visitor spend on average £34.47 per person per day on their visit on items such as food and drink and visiting attractions.

3.8.2 Overnight visitors incur an additional average spend per person per night of £17.35 on accommodation and £84.47 per person per trip.

Figure 13: Average expenditure per person

Avg. expenditure per person per day



Food and drink: £14.98
 Shopping: £13.04
 Entertainment: £4.81
 Transport: £1.64
 Total: £34.47

Avg. expenditure per person on accommodation



Per night: £17.35
 Per trip: £84.47

3.8.3 Average trip expenditure varies significantly across the destinations. Visitor spend per day is higher among Chichester City visitors (£45.10 per person per day) and lowest among Littlehampton visitors (£8.66 per person per day).

3.8.4 Average overnight visitor expenditure per person on accommodation among Chichester City visitors may appear lower than might be expected for a historic city (for Bath its £44.94 and for York its £44.60)¹. This finding needs to be set against the context that the overall proportion of visitors found to be staying overnight in the city was relatively low (8%) and many of these visitors stayed in the homes of friends or relatives or in second homes and thus incurred no additional accommodation expenditure.

Table 23: Average expenditure per person by town

| | Chichester | Selsey | Worthing | Arundel | Bognor | L'hampton |
|---|---------------|---------------|---------------|---------------|---------------|---------------|
| | 486 | 199 | 396 | 405 | 196 | 212 |
| Food and drink | £11.09 | £3.01 | £10.99 | £4.23 | £17.65 | £13.42 |
| Shopping (e.g. buying gifts) | £26.63 | £7.24 | £8.36 | £3.22 | £7.83 | £3.16 |
| Entertainment (e.g. entry fees) | £6.83 | £1.86 | £1.67 | £0.64 | £3.59 | £5.04 |
| Transport (e.g. parking charges) | £0.54 | £0.15 | £1.39 | £0.53 | £0.60 | £2.13 |
| Total avg spent per day per person | £45.10 | £12.25 | £22.40 | £8.62 | £29.67 | £23.76 |
| | | | | | | |
| Accommodation per night per person | £25.78 | £9.69 | £14.53 | £29.68 | £15.74 | £8.66 |
| Accommodation per trip per person | £92.81 | £86.32 | £76.14 | £103.91 | £72.26 | £75.35 |

¹ Source: 2015 Bath Visitor Survey and 2015 York Visitor Survey

4 Trip motivations and influences

4.1 Factors most important in influencing decision to visit

4.1.1 The two top factors which played the most important role in the decision to visit Coastal West Sussex are 'Visited before and wanted to come back' (50%) and 'Presence of beach and water based/seaside activities' (41%).

4.1.2 For a fifth of visitors, the family friendliness and opportunities for families was the most important factor influencing the decision to visit. The full list of responses is presented in the table below.

Table 24: Factors influencing decision to visit

| | |
|---|------|
| Base | 1894 |
| Visited before and wanted to come back | 50% |
| Presence of beach and water based/seaside activities | 41% |
| Family friendly/great for families | 20% |
| Great place for walking (range of trails/paths) | 16% |
| The ease of getting her from home/excellent road and rail transport | 14% |
| Friends/family live here and visiting them | 13% |
| The tranquil environment/ability to escape into nature | 12% |
| Opportunity to explore stunning coastline | 12% |
| Range and quality of local food and drink | 11% |
| Recommended by friend/relative/colleague/others | 11% |
| Sheer variety of things to see and do | 10% |
| Visiting an attraction/number of attractions | 8% |
| Interest in areas rich culture and heritage | 6% |
| Other influence | 6% |
| Visiting to attend a specific event | 6% |
| Quality shopping (availability of independent shops/boutiques) | 6% |
| Opportunity to explore stunning countryside and escape into nature | 5% |
| Simply passing through whilst visiting somewhere else | 4% |
| Great place for cyclists (range of trails/cycle friendly) | 3% |
| Place has specific type of shops I like to visit | 3% |
| Range of affordable accommodation | 3% |
| Range of quality accommodation | 2% |
| Nightlife and evening entertainment | 2% |

4.1.3 Results at destination level reveal that the positive experience from a previous visit was particularly important among Littlehampton visitors (64% mentioned this aspect) and Selsey visitors (61% mentioned this aspect).

4.1.4 The presence of the beach and water based activities was the second most important factor influencing the decision to visit Selsey, Worthing, Bognor and Littlehampton.

Table 25: Factors influencing decision to visit by town

| | Chichester | Selsey | Worthing | Arundel | Bognor | L'hampton |
|---|------------|--------|----------|---------|--------|-----------|
| Base | 486 | 199 | 396 | 405 | 196 | 212 |
| Visited before and wanted to come back | 34% | 61% | 51% | 41% | 49% | 64% |
| Other influence | 20% | 1% | 3% | 3% | 7% | 2% |
| Place has specific type of shops I like to visit | 18% | 0% | 0% | 0% | 0% | 0% |
| Friends/family live here and visiting them | 10% | 15% | 18% | 7% | 18% | 10% |
| Visiting an attraction/number of attractions | 8% | 2% | 3% | 26% | 4% | 4% |
| Visiting to attend a specific event | 5% | 2% | 5% | 8% | 11% | 2% |
| Recommended by friend/relative/colleague/others | 4% | 12% | 12% | 12% | 11% | 13% |
| Passing through having visited a nearby attraction, town or event | 2% | 1% | 0% | 0% | 0% | 1% |
| Motivated to visit after hearing/seeing feature on own on radio/TV | 0% | 0% | 0% | 0% | 1% | 0% |
| Motivated to visit after internet search on the town | 0% | 0% | 0% | 0% | 0% | 0% |
| The ease of getting her from home/excellent road and rail transport | 0% | 11% | 19% | 9% | 21% | 24% |
| Quality shopping (availability of independent shops/boutiques) | 0% | 4% | 11% | 6% | 9% | 3% |
| Presence of beach and water based/seaside activities | - | 32% | 41% | - | 40% | 51% |
| The tranquil environment/ability to escape into nature | - | 15% | 12% | 14% | 9% | 10% |
| Interest in areas rich culture and heritage | - | 5% | 2% | 19% | 4% | 2% |
| Opportunity to explore stunning coastline | | 22% | 10% | 2% | 12% | 12% |
| Opportunity to explore stunning countryside and escape into nature | - | 9% | 2% | 7% | 3% | 3% |
| Sheer variety of things to see and do | - | 7% | 8% | 7% | 15% | 12% |
| Great place for walking (range of trails/paths) | - | 20% | 12% | 13% | 15% | 19% |
| Great place for cyclists (range of trails/cycle friendly) | - | 6% | 3% | 1% | 2% | 4% |
| Range and quality of local food and drink | | 9% | 13% | 13% | 7% | 12% |
| Family friendly/great for families | - | 19% | 16% | 7% | 28% | 32% |
| Nightlife and evening entertainment | - | 2% | 1% | 0% | 4% | 0% |
| Range of quality accommodation | - | 3% | 1% | 1% | 4% | 0% |
| Range of affordable accommodation | | 0% | 2% | 2% | 6% | 1% |
| Simply passing through whilst visiting somewhere else | | 2% | 5% | 5% | 2% | 4% |

Note that blank cells means these options were not applicable/included for these particular towns

4.2 Best things about the destination visited

4.2.1 A question on what visitors most strongly associate with a 'Coastal West Sussex' as a destination is problematic given that the boundary is not recognised from an administrative or geographical level, or indeed arguably from a branding level. Therefore, the question was asked at destination level. The results for each destination are presented in the tables below.

4.2.2 Key 'best things' coming out from visitor responses are shopping, beach, seafront/promenade, and castle (in reference to Arundel).

Table 26: Top 10 best things about Chichester (city)

| | |
|---|-----|
| Shopping | 37% |
| General ambience | 24% |
| Architecture/buildings | 19% |
| Cathedral | 16% |
| History/culture | 13% |
| Friendly | 11% |
| Variety of places to eat and drink | 11% |
| Pedestrianisation of city centre shopping area | 10% |
| Lots to do and see | 8% |
| Compactness of city centre – easy to get from one side to another | 8% |

Table 27: Top 10 best things about Selsey

| | |
|------------------------------------|-----|
| Beach | 51% |
| Quiet | 18% |
| Friendly | 17% |
| Ambience | 17% |
| Unspoilt/scenery/nature | 16% |
| Shopping | 10% |
| Easy to get to | 9% |
| Quaint | 7% |
| Variety of places to eat and drink | 6% |
| Lots to do | 6% |

Table 28: Top 10 best things about Worthing

| | |
|------------------------------------|-----|
| Seafront/Promenade | 38% |
| Beach | 38% |
| Pier | 24% |
| Clean | 20% |
| Shopping | 18% |
| Quiet | 15% |
| Variety of places to eat and drink | 11% |
| Ambience | 9% |
| Places to walk | 9% |
| Easy to get to | 9% |

Table 29: Top 10 best things about Arundel

| | |
|------------------------------------|-----|
| Castle | 36% |
| History/culture | 26% |
| Unspoilt/scenery/nature | 20% |
| Architecture/buildings | 19% |
| Lake/river/canal | 17% |
| Quaint | 15% |
| Variety of places to eat and drink | 12% |
| Ambience | 12% |
| Shopping | 11% |
| Quiet | 11% |

Table 30: Top 10 best things about Bognor Regis

| | |
|-----------------------|-----|
| Beach | 58% |
| Seafront/Promenade | 18% |
| Clean | 14% |
| Friendly | 12% |
| Butlins | 12% |
| Quiet | 10% |
| Shopping | 9% |
| Easy to get to | 9% |
| Ambience | 8% |
| Child/family friendly | 8% |

Table 31: Top 10 best things about Littlehampton

| | |
|-----------------------|-----|
| Beach | 56% |
| Seafront/Promenade | 12% |
| Friendly | 10% |
| Clean | 10% |
| Ambience | 10% |
| Plenty of parking | 10% |
| Easy to get to | 10% |
| Child/family friendly | 10% |
| Lake/river/canal | 10% |
| Lots to do | 8% |

4.3 Worst things about the destination visited

4.3.1 Overall, a third of the sample of visitors (36%) responded to the question on what they thought were the worst things about the destination visited. However, this varied with the destination in question; 77% of Bognor Regis visitors and 70% of Littlehampton visitors mentioned negative aspects of the destination compared to only 9% of Worthing visitors and 17% of Arundel visitors.

4.3.2 Issues around parking such as its availability, ease of finding and charges, appears to be the main 'worst thing' about Chichester City, Worthing, Arundel and Littlehampton. Traffic congestion appears to be the main negative aspect encountered in Selsey and is the second worst thing associated with Chichester City and Arundel. The main criticism of

Bognor Regis was the perception that it is old fashioned, dated and shabby in parts of the town, and this was the second worst thing associated with Worthing.

Table 32: Top 10 worst things about Chichester (city)

| | |
|---|-----|
| Parking availability and charges | 20% |
| Traffic | 16% |
| Decline in number of independent shops | 11% |
| Not much nightlife | 8% |
| Uneven pavements | 7% |
| Expensive place to live and visit | 7% |
| Building/road works | 6% |
| Too many restaurants/cafes/coffee shops | 5% |
| Too crowded | 5% |
| A27 – getting here is difficult | 5% |

Table 33: Top 10 worst things about Selsey

| | |
|---|-----|
| Traffic | 27% |
| One road in and out | 20% |
| A27 | 13% |
| Parking (including charges) | 11% |
| Decline in number of independent shops | 7% |
| Too crowded | 7% |
| Weather | 5% |
| Dogs/dog mess on beach | 5% |
| Too many restaurants/cafes/coffee shops | 4% |
| Lack of good pubs and restaurants | 4% |

Table 34: Top 10 worst things about Worthing

| | |
|---|-----|
| Parking (including charges) | 20% |
| Old fashioned/dated/shabby | 14% |
| Stony beach | 11% |
| Traffic | 9% |
| Birds/mess | 8% |
| Beggars/vagrants | 7% |
| Funfair | 7% |
| Cyclists not using cycle paths/speeding | 7% |
| Weather | 6% |
| Seaweed | 6% |

Table 35: Top 10 worst things about Arundel

| | |
|--|-----|
| Parking (including charges) | 43% |
| Traffic | 16% |
| Improve toilets | 13% |
| Expensive | 11% |
| Too crowded | 5% |
| A27 | 5% |
| Decline in number of independent shops | 3% |
| Lack of good pubs and restaurants | 3% |
| Weather | 3% |
| Uneven pavements | 2% |

Table 36: Top 10 worst things about Bognor

| | |
|--|-----|
| Old fashioned/dated/shabby | 20% |
| Lack of good pubs and restaurants | 16% |
| Improve toilets | 14% |
| Decline in number of independent shops | 11% |
| Parking (including charges) | 9% |
| Stony beach | 9% |
| Too many charity shops | 8% |
| Traffic | 4% |
| Not much nightlife | 4% |
| Not enough for children/young people | 4% |

Table 37: Top 10 worst things about Littlehampton

| | |
|--|-----|
| Parking (including charges) | 35% |
| Improve toilets | 22% |
| Stony beach | 9% |
| Decline in number of independent shops | 6% |
| Old fashioned/dated/shabby | 5% |
| Lack of good pubs and restaurants | 4% |
| Expensive | 4% |
| Birds/mess | 4% |
| Funfair | 4% |
| Not much to do | 3% |

4.4 Aspects most strongly associated with destinations

- 4.4.1 Given the significant differences in the product offer of the destinations in Coastal West Sussex, gleaning from visitors their views on what they most strongly associate with Coastal West Sussex as a destination it is own right is problematic. As with the question on the best and worst things, the question was asked at destination level.
- 4.4.2 The results were unsurprising. For Chichester City, the aspect most strongly associated with the city is the Cathedral and for Arundel it's the Castle.
- 4.4.3 Beach/coastline/seafront is the aspect visitors most strongly associate with Selsey, Worthing, Bognor and Littlehampton.

Table 38: Top 10 aspects most strongly located with Chichester (city)

| | |
|-----------------------------|-----|
| The Cathedral | 83% |
| Shopping | 39% |
| Theatre | 37% |
| Goodwood | 36% |
| Heritage/History | 34% |
| Parks & Open Spaces/Gardens | 27% |
| Arts & Culture | 17% |
| The street markets | 16% |
| The University | 15% |
| Events | 5% |

Table 39: Top 10 aspects most strongly located with Selsey

| | |
|--------------------------------------|-----|
| Beach/coastline/seafront | 92% |
| Walking | 31% |
| Warmth of welcome | 30% |
| Countryside and picturesque villages | 23% |
| Nature and wildlife | 20% |
| Parks & Open Spaces/Gardens | 10% |
| The Cathedral | 9% |
| Heritage/History | 9% |
| Fine local food and drink | 9% |
| Cycling (leisurely non-competitive) | 8% |

Table 40: Top 10 aspects most strongly located with Worthing

| | |
|--|-----|
| Beach/coastline/seafront | 90% |
| Pier | 81% |
| Walking | 35% |
| Ease of access/strong transport links connectivity | 32% |
| Warmth of welcome | 22% |
| Parks & Open Spaces/Gardens | 18% |
| Fine local food and drink | 17% |
| Shopping | 16% |
| The street markets | 10% |
| Heritage/History | 7% |

Table 41: Top 10 aspects most strongly located with Arundel

| | |
|--------------------------------------|-----|
| Castle | 94% |
| Heritage/History | 48% |
| Nature and wildlife | 31% |
| The Cathedral | 26% |
| Walking | 24% |
| Parks & Open Spaces/Gardens | 22% |
| Countryside and picturesque villages | 22% |
| Fine local food and drink | 21% |
| Shopping | 13% |
| Warmth of welcome | 12% |

Table 42: Top 10 aspects most strongly located with Bognor Regis

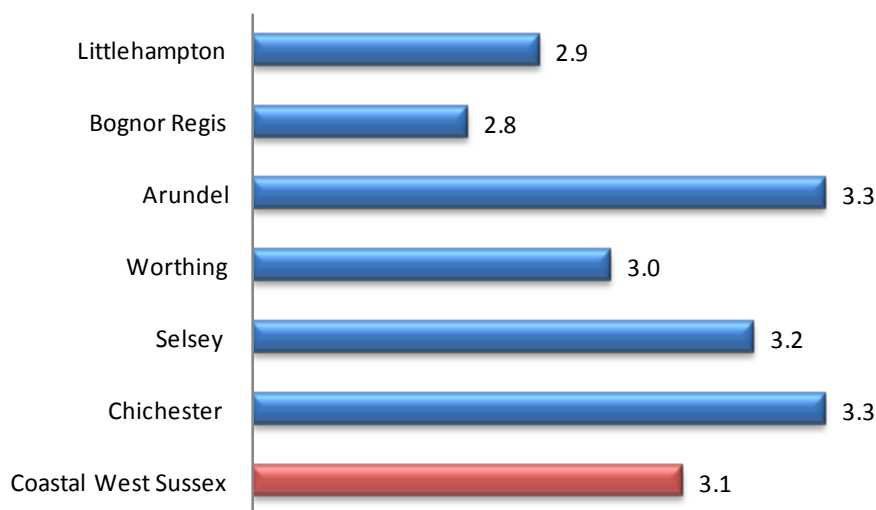
| | |
|--|-----|
| Beach/coastline/seafront | 90% |
| Walking | 34% |
| Pier | 28% |
| Parks & Open Spaces/Gardens | 26% |
| Warmth of welcome | 21% |
| Heritage/History | 10% |
| Nature and wildlife | 10% |
| Shopping | 10% |
| The street markets | 10% |
| Ease of access/strong transport links connectivity | 10% |

Table 43: Top 10 aspects most strongly located with Littlehampton

| | |
|--|-----|
| Beach/coastline/seafront | 88% |
| Parks & Open Spaces/Gardens | 34% |
| Walking | 32% |
| Warmth of welcome | 15% |
| Fine local food and drink | 13% |
| Ease of access/strong transport links connectivity | 12% |
| Countryside and picturesque villages | 8% |
| Outdoor sports | 7% |
| Watersports | 6% |
| Nature and wildlife | 6% |

4.5 Visitor ratings on vibrancy of destinations

4.5.1 Another perception question posed to visitors was on the 'vibrancy' of the destination. Visitors were asked to rate the vibrancy of the destination visited on a scale of 1 to 5 where 1 depicts the destination as being 'Behind the times/old fashioned' and 5 depicts the destination as 'vibrant and cosmopolitan'. The scores have been merged to provide an overall Coastal West Sussex picture in addition to the individual results for each destination.

Figure 14: Vibrancy rating

- 4.5.2 The overall average rating score for Coastal West Sussex was 3.1 out of 5 - around the middle of the vibrancy scale. Results by destination reveal that Littlehampton and Bognor Regis are seen to be slightly less vibrant and cosmopolitan than the other destinations though none received a high score on vibrancy.

4.6 Visitor satisfaction rates

- 4.6.1 The survey sought to obtain the opinions of visitors on a range of indicators which together comprise the 'visitor experience'. Each indicator was rated on a scale of one to five, where 1='Very poor' (or the most negative response) and 5='Very good' (or the most positive response), allowing satisfaction scores' (out of 5) to be calculated. The results are presented in the following sections.

Accommodation

- 4.6.2 Among visitors staying overnight in commercial accommodation in Coastal West Sussex, the majority described the range, quality and value for money of accommodation as 'Very good'.

Table 44: Satisfaction rating on accommodation

| | Quality of service | Value for money |
|-----------|--------------------|-----------------|
| Base | 311 | 311 |
| Mean | 4.5 | 4.4 |
| Very poor | 1% | 2% |
| Poor | 2% | 3% |
| Average | 8% | 8% |
| Good | 24% | 25% |
| Very good | 65% | 62% |

Visitor attractions & other places to visit

- 4.6.3 Visitors gave the range, quality and value for money of places to visit average scores of 4 out of 5. A significant proportion rated this aspect as 'Average'.

Table 45: Satisfaction rating on attractions and other places to visit

| Residents | Range | Quality of service | Value for money |
|-----------|-------|--------------------|-----------------|
| Base | 1508 | 1508 | 1508 |
| Mean | 4.2 | 4.3 | 4.2 |
| Very poor | 0% | 0% | 1% |
| Poor | 3% | 1% | 3% |
| Average | 18% | 14% | 17% |
| Good | 37% | 38% | 39% |
| Very good | 41% | 46% | 40% |

Places to Eat & Drink

- 4.6.4 Overall, around a half of all visitors rated the range, quality of service and value for money of places to eat and drink as 'Very Good'.

Table 46: Satisfaction rating on places to eat and drink

| Resident | Range | Quality of service | Value for money |
|-----------|-------|--------------------|-----------------|
| Base | 1619 | 1619 | 1619 |
| Mean | 4.4 | 4.4 | 4.3 |
| Very poor | 1% | 0% | 0% |
| Poor | 3% | 1% | 3% |
| Average | 11% | 11% | 15% |
| Good | 31% | 36% | 37% |
| Very good | 54% | 51% | 46% |

Shops

- 4.6.5 A small but significant proportion of visitors scored the three aspects of shopping as 'Average'. Overall, however, satisfaction was either 'Good' or 'Very good' among visitors.

Table 47: Satisfaction rating on shops

| Resident | Range | Quality of shopping environment | Quality of service |
|-----------|-------|---------------------------------|--------------------|
| Base | 1536 | 1536 | 1536 |
| Mean | 4.1 | 4.1 | 4.2 |
| Very poor | 1% | 1% | 1% |
| Poor | 7% | 6% | 4% |
| Average | 18% | 16% | 15% |
| Good | 33% | 35% | 39% |
| Very good | 41% | 42% | 42% |

Ease of finding way around

- 4.6.6 Visitor's satisfaction ratings on road and pedestrian signage were broadly similar – with most providing scores of 4 and over (overall average score of 4.5 out of 5 for both).

Table 48: Satisfaction rating on ease of finding one's way around

| Resident | Road signs | Pedestrian signs |
|-----------|------------|------------------|
| Base | 1594 | 1543 |
| Mean | 4.5 | 4.5 |
| Very poor | 1% | 0% |
| Poor | 2% | 2% |
| Average | 6% | 7% |
| Good | 27% | 28% |
| Very good | 64% | 63% |

- 4.6.7 The mean satisfaction scores for each destination are presented in Table 49 overleaf.

Table 49: Mean average satisfaction score by destination

| | Chichester | Selsey | Worthing | Arundel | Bognor | L'hampton |
|---|------------|--------|----------|---------|--------|-----------|
| Visitor accommodation | | | | | | |
| Range | 4.4 | 4.6 | 4.3 | 4.4 | 4.6 | 4.7 |
| Quality of service | 4.4 | 4.6 | 4.1 | 4.3 | 4.2 | 4.4 |
| Value for money | 4.2 | 4.2 | 3.8 | 4.6 | 3.7 | 4.1 |
| Visitor attractions and other places to visit: | | | | | | |
| Range | 4.2 | 4.2 | 3.8 | 4.6 | 3.7 | 4.1 |
| Quality of service | 4.4 | 4.2 | 4.0 | 4.7 | 3.9 | 4.1 |
| Value for money | 4.2 | 4.2 | 3.9 | 4.5 | 3.8 | 3.9 |
| Places to Eat & Drink: | | | | | | |
| Range | 4.6 | 4.1 | 4.2 | 4.7 | 3.7 | 4.1 |
| Quality of service | 4.5 | 4.3 | 4.2 | 4.7 | 3.8 | 4.2 |
| Value for money | 4.3 | 4.2 | 4.1 | 4.7 | 3.8 | 4.1 |
| Shops: | | | | | | |
| Range | 4.4 | 3.9 | 4.1 | 4.3 | 3.3 | 3.4 |
| Quality of the shopping environment | 4.5 | 4.1 | 3.9 | 4.3 | 3.4 | 3.5 |
| Quality of service | 4.5 | 4.1 | 4.0 | 4.3 | 3.6 | 3.6 |
| Ease of finding way around: | | | | | | |
| Road signs | 4.5 | 4.6 | 4.4 | 4.7 | 4.5 | 4.3 |
| Pedestrian signs | 4.5 | 4.6 | 4.4 | 4.7 | 4.5 | 4.4 |

4.7 Overall trip enjoyment

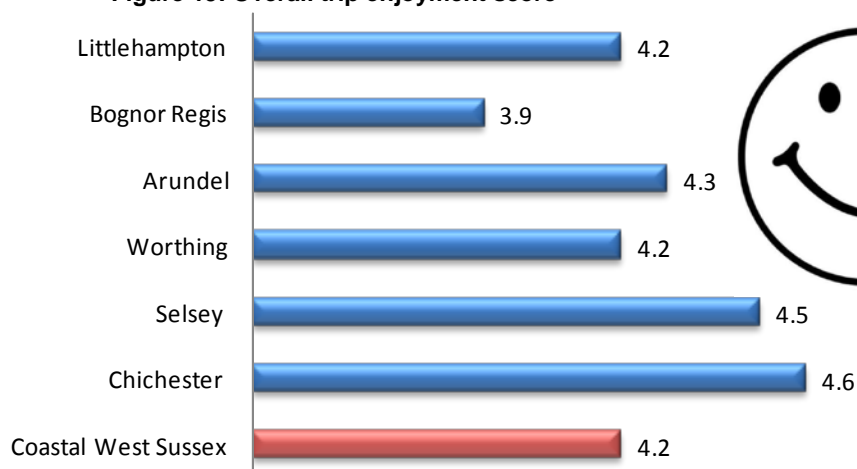
4.7.1 Overall trip enjoyment was relatively high. The average score for enjoyment at Coastal West Sussex level was 4.2.

4.7.2 Enjoyment was highest for Chichester and Selsy visitors.

Table 50: Overall trip enjoyment

| | |
|-----------|------|
| Base | 1899 |
| Mean | 4.2 |
| Very low | 0% |
| Low | 0% |
| Average | 12% |
| High | 45% |
| Very high | 34% |

Figure 15: Overall trip enjoyment score



Overall trip enjoyment was high or very high for 79% of visitors

5 Appendices

5.1 Visitor residence tables

Table 51: Full list of UK visitor county of residence – all CWS

| | |
|--------------------|------|
| Base | 1793 |
| Sussex | 33% |
| Surrey | 15% |
| Hampshire | 14% |
| London | 6% |
| Kent | 3% |
| Middlesex | 3% |
| Berkshire | 3% |
| Buckinghamshire | 2% |
| Essex | 2% |
| Hertfordshire | 1% |
| Lancashire | 1% |
| Oxfordshire | 1% |
| Staffordshire | 1% |
| Devon | 1% |
| Wiltshire | 1% |
| Dorset | 1% |
| Gloucestershire | 1% |
| Leicestershire | 1% |
| Norfolk | 1% |
| Somerset | 1% |
| Cheshire | 1% |
| West Yorkshire | 1% |
| Glamorgan | 0% |
| Northamptonshire | 0% |
| Nottinghamshire | 0% |
| Suffolk | 0% |
| West Midlands | 0% |
| Bedfordshire | 0% |
| Cambridgeshire | 0% |
| East Yorkshire | 0% |
| County Fermanagh | 0% |
| Derbyshire | 0% |
| Shropshire | 0% |
| South Yorkshire | 0% |
| Warwickshire | 0% |
| Isle of Wight | 0% |
| Northumberland | 0% |
| Cornwall | 0% |
| County Durham | 0% |
| North Yorkshire | 0% |
| Lincolnshire | 0% |
| Montgomeryshire | 0% |
| Ayrshire | 0% |
| Cumberland | 0% |
| East Sussex | 0% |
| Jersey | 0% |
| Merseyside | 0% |
| Renfrewshire | 0% |
| Banffshire | 0% |
| Berwickshire | 0% |
| Carmarthenshire | 0% |
| Ceredigion | 0% |
| County Armagh | 0% |
| County Down | 0% |
| County Londonderry | 0% |

| | |
|-------------------------|-------------|
| County of Herefordshire | 0% |
| Denbighshire | 0% |
| Dunbartonshire | 0% |
| Edinburgh | 0% |
| Essex | 0% |
| Herefordshire | 0% |
| Kinross-Shire | 0% |
| Lanarkshire | 0% |
| Monmouthshire | 0% |
| Ross-shire | 0% |
| Rutland | 0% |
| Stirlingshire | 0% |
| Swansea | 0% |
| Worcestershire | 0% |
| Total | 100% |

Table 52: Full list of UK visitor county of residence - Chichester

| | |
|------------------|---------------|
| Base | 462 |
| Sussex | 50% |
| Hampshire | 26% |
| Surrey | 5% |
| London | 3% |
| Kent | 1% |
| Berkshire | 1% |
| Buckinghamshire | 1% |
| Lancashire | 1% |
| Staffordshire | 1% |
| Devon | 1% |
| Hertfordshire | 1% |
| Dorset | 1% |
| Essex | 1% |
| Leicestershire | 1% |
| Wiltshire | 1% |
| Cheshire | 0.4% |
| East Yorkshire | 0.4% |
| Glamorgan | 0.4% |
| Isle of Wight | 0.4% |
| Lincolnshire | 0.4% |
| Middlesex | 0.4% |
| Bedfordshire | 0.2% |
| Ceredigion | 0.2% |
| County Armagh | 0.2% |
| Cumberland | 0.2% |
| Derbyshire | 0.2% |
| Gloucestershire | 0.2% |
| Kinross-Shire | 0.2% |
| Norfolk | 0.2% |
| Northamptonshire | 0.2% |
| Northumberland | 0.2% |
| Oxfordshire | 0.2% |
| Ross-shire | 0.2% |
| Somerset | 0.2% |
| Suffolk | 0.2% |
| Swansea | 0.2% |
| West Yorkshire | 0.2% |
| Total | 100.0% |

Table 53: Full list of UK visitor county of residence – Selsey

| | |
|-----------------|------|
| Base | 195 |
| Surrey | 24% |
| Hampshire | 17% |
| Sussex | 10% |
| London | 9% |
| Middlesex | 9% |
| Berkshire | 7% |
| Hertfordshire | 3% |
| Buckinghamshire | 3% |
| Kent | 3% |
| Oxfordshire | 3% |
| Suffolk | 2% |
| Essex | 2% |
| Dorset | 1% |
| Wiltshire | 1% |
| Cambridgeshire | 0.5% |
| Cardiganshire | 0.5% |
| Derbyshire | 0.5% |
| Devon | 0.5% |
| Essex | 0.5% |
| Lancashire | 0.5% |
| Leicestershire | 0.5% |
| Nottinghamshire | 0.5% |
| Renfrewshire | 0.5% |
| Somerset | 0.5% |
| South Yorkshire | 0.5% |
| Staffordshire | 0.5% |
| Warwickshire | 0.5% |
| Worcestershire | 0.5% |
| Total | 100% |

Table 54: Full list of UK visitor county of residence – Worthing

| | |
|------------------|-----|
| Base | 368 |
| Sussex | 29% |
| Surrey | 19% |
| London | 7% |
| Kent | 4% |
| Hampshire | 4% |
| Middlesex | 3% |
| Berkshire | 2% |
| Essex | 2% |
| Lancashire | 2% |
| Buckinghamshire | 2% |
| West Yorkshire | 2% |
| Norfolk | 1% |
| Nottinghamshire | 1% |
| Cheshire | 1% |
| Devon | 1% |
| Gloucestershire | 1% |
| Hertfordshire | 1% |
| Bedfordshire | 1% |
| County Fermanagh | 1% |
| Leicestershire | 1% |
| Montgomeryshire | 1% |
| Northamptonshire | 1% |
| Oxfordshire | 1% |
| Somerset | 1% |
| Staffordshire | 1% |
| Wiltshire | 1% |
| Cornwall | 1% |
| Dorset | 1% |
| East Yorkshire | 1% |
| Shropshire | 1% |

| | |
|--------------------|------|
| South Yorkshire | 1% |
| Banffshire | 0.3% |
| Berwickshire | 0.3% |
| Cambridgeshire | 0.3% |
| County Durham | 0.3% |
| County Londonderry | 0.3% |
| Derbyshire | 0.3% |
| Dunbartonshire | 0.3% |
| Edinburgh | 0.3% |
| Glamorgan | 0.3% |
| Herefordshire | 0.3% |
| Lanarkshire | 0.3% |
| Merseyside | 0.3% |
| Monmouthshire | 0.3% |
| North Yorkshire | 0.3% |
| Renfrewshire | 0.3% |
| Rutland | 0.3% |
| Stirlingshire | 0.3% |
| Warwickshire | 0.3% |
| West Midlands | 0.3% |
| Total | 100% |

Table 55: Full list of UK visitor county of residence – Arundel

| | |
|-------------------------|------|
| Base | 365 |
| Sussex | 38% |
| Hampshire | 13% |
| Surrey | 10% |
| Kent | 5% |
| London | 4% |
| Essex | 3% |
| Berkshire | 2% |
| Devon | 1% |
| Gloucestershire | 1% |
| Norfolk | 1% |
| Staffordshire | 1% |
| Buckinghamshire | 1% |
| Dorset | 1% |
| Glamorgan | 1% |
| Hertfordshire | 1% |
| Middlesex | 1% |
| Somerset | 1% |
| Cambridgeshire | 1% |
| Cheshire | 1% |
| Lancashire | 1% |
| Northamptonshire | 1% |
| West Midlands | 1% |
| Cornwall | 1% |
| County Durham | 1% |
| County Fermanagh | 1% |
| East Yorkshire | 1% |
| Isle of Wight | 1% |
| Leicestershire | 1% |
| North Yorkshire | 1% |
| Northumberland | 1% |
| Suffolk | 1% |
| Warwickshire | 1% |
| Wiltshire | 1% |
| County Down | 0.3% |
| County of Herefordshire | 0.3% |
| Cumberland | 0.3% |
| Denbighshire | 0.3% |
| Derbyshire | 0.3% |
| East Sussex | 0.3% |

| | |
|-----------------|-------------|
| Lincolnshire | 0.3% |
| Merseyside | 0.3% |
| Nottinghamshire | 0.3% |
| Oxfordshire | 0.3% |
| Shropshire | 0.3% |
| South Yorkshire | 0.3% |
| Total | 100% |

Table 56: Full list of UK visitor county of residence – Bognor Regis

| | |
|--------------------|-------------|
| Base | 192 |
| Surrey | 18% |
| Sussex | 14% |
| London | 11% |
| Hampshire | 10% |
| Middlesex | 6% |
| Berkshire | 5% |
| Buckinghamshire | 4% |
| Essex | 4% |
| Kent | 4% |
| Oxfordshire | 4% |
| Lancashire | 2% |
| Staffordshire | 2% |
| Hertfordshire | 2% |
| Shropshire | 2% |
| West Midlands | 2% |
| Bedfordshire | 1% |
| Cambridgeshire | 1% |
| Leicestershire | 1% |
| Northumberland | 1% |
| Somerset | 1% |
| Wiltshire | 1% |
| Cheshire | 1% |
| County Durham | 1% |
| County Fermanagh | 1% |
| Derbyshire | 1% |
| East Sussex | 1% |
| East Yorkshire | 1% |
| Glamorgan | 1% |
| Gloucestershire | 1% |
| Isle of Wight | 1% |
| North Yorkshire | 1% |
| Suffolk | 1% |
| Warwickshire | 1% |
| Grand Total | 100% |

Table 57: Full list of UK visitor county of residence – Littlehampton

| | |
|-----------------|------|
| Base | 208 |
| Sussex | 34% |
| Surrey | 25% |
| Hampshire | 10% |
| London | 7% |
| Middlesex | 4% |
| Kent | 3% |
| Berkshire | 2% |
| Buckinghamshire | 2% |
| West Yorkshire | 1% |
| Jersey | 1% |
| Oxfordshire | 1% |
| South Yorkshire | 1% |
| Ayrshire | 0.5% |
| Bedfordshire | 0.5% |
| Derbyshire | 0.5% |
| Dorset | 0.5% |

| | |
|------------------|-------------|
| Essex | 0.5% |
| Hertfordshire | 0.5% |
| Lancashire | 0.5% |
| Northamptonshire | 0.5% |
| Nottinghamshire | 0.5% |
| Staffordshire | 0.5% |
| Warwickshire | 0.5% |
| West Midlands | 0.5% |
| Wiltshire | 0.5% |
| Total | 100% |

5.2 ‘Best’ and ‘worst’ things tables

Table 58: Best things about Chichester (city)

| | |
|--|-----|
| Base | 486 |
| Shopping | 37% |
| General ambience | 24% |
| Architecture/buildings | 19% |
| Cathedral | 16% |
| History/culture | 13% |
| Friendly | 11% |
| Variety of places to eat and drink | 11% |
| Compactness/easy to get to one end to another | 11% |
| Pedestrianisation of city centre shopping area | 10% |
| Lots to do and see | 8% |
| Quietness | 7% |
| Parks and gardens | 7% |
| Cleanliness of the city | 6% |
| Quaintness of the city | 6% |
| Safety/feel safe from crime in the city | 4% |
| Theatre | 4% |
| Nice place to live | 3% |
| Easy to get to the city | 3% |
| Markets | 2% |
| Plenty of parking | 2% |
| Places to walk | 2% |
| University | 1% |
| Street entertainment | 1% |
| Cinema | 1% |
| Good public transport | 1% |
| Close to sea | 1% |
| Unspoilt/scenery/nature | 1% |
| Lake/river/canal | 1% |
| Novium | <1% |
| Good cycle lanes | <1% |
| Sports centre/Gym | <1% |
| Good rail link | <1% |
| Flowers | <1% |
| No beggars | <1% |
| Plenty of toilets | <1% |
| Peregrines | <1% |
| Beach | <1% |
| Butlins | <1% |
| Mini golf/putting | <1% |
| Fresh air | <1% |
| Child/family friendly | <1% |
| Seating | <1% |

Table 59: Best things about Selsey

| | |
|------------------------------------|-----|
| Base | 199 |
| Beach | 51% |
| Quiet | 18% |
| Friendly | 17% |
| Ambience | 17% |
| Unspoilt/scenery/nature | 16% |
| Shopping | 10% |
| Easy to get to | 9% |
| Quaint | 7% |
| Variety of places to eat and drink | 6% |
| Lots to do | 6% |
| Choice of accommodation | 6% |
| Seafront/Promenade | 5% |
| Child/family friendly | 4% |
| Clean | 3% |

| | |
|-------------------------------|----|
| Places to walk | 2% |
| Not commercialised | 2% |
| History/culture | 1% |
| Nice place to live | 1% |
| Parks and gardens | 1% |
| Accessible/easy to get around | 1% |
| Street entertainment | 1% |
| Good public transport | 1% |
| Close to sea | 1% |
| Fresh air | 1% |
| Dog friendly | 1% |
| Lake/river/canal | 1% |
| Funfair/arcades | 1% |
| Seating | 1% |
| Watching ships/harbour | 1% |
| Swimming pool | 1% |

Table 60: Best things about Worthing

| | |
|------------------------------------|-----|
| Base | 396 |
| Seafront/Promenade | 38% |
| Beach | 38% |
| Pier | 24% |
| Clean | 20% |
| Shopping | 18% |
| Quiet | 15% |
| Variety of places to eat and drink | 11% |
| Ambience | 9% |
| Places to walk | 9% |
| Easy to get to | 9% |
| Friendly | 7% |
| Child/family friendly | 5% |
| Lots to do | 4% |
| Plenty of parking | 4% |
| Fresh air | 4% |
| Unspoilt/scenery/nature | 4% |
| Funfair/arcades | 3% |
| Parks and gardens | 2% |
| Good cycle lanes | 2% |
| Compact/small | 2% |
| Quaint | 2% |
| Flowers | 2% |
| Seating | 2% |
| Architecture/buildings | 1% |
| Markets | 1% |
| Safe | 1% |
| Theatre | 1% |
| Street entertainment | 1% |
| Cinema | 1% |
| Good public transport | 1% |
| Mini golf/putting | 1% |
| Tourist attractions | 1% |
| Not commercialised | 1% |
| Swimming pool | 1% |
| Village feel/rural | 1% |

Table 61: Best things about Arundel

| | |
|-------------------------|-----|
| Base | 405 |
| Castle | 36% |
| History/culture | 26% |
| Unspoilt/scenery/nature | 20% |
| Architecture/buildings | 19% |
| Lake/river/canal | 17% |
| Quaint | 15% |

| | |
|------------------------------------|-----|
| Variety of places to eat and drink | 12% |
| Ambience | 12% |
| Shopping | 11% |
| Quiet | 11% |
| Lots to do | 8% |
| Friendly | 7% |
| Places to walk | 5% |
| Plenty of parking | 4% |
| Easy to get to | 4% |
| Cathedral | 3% |
| Clean | 3% |
| Parks and gardens | 3% |
| Safe | 1% |
| Accessible/easy to get around | 1% |
| Street entertainment | 1% |
| Compact/small | 1% |
| Close to sea | 1% |
| Fresh air | 1% |
| Child/family friendly | 1% |
| Village feel/rural | 1% |

Table 62: Best things about Bognor Regis

| | |
|------------------------------------|-----|
| Base | 196 |
| Beach | 58% |
| Seafront/Promenade | 18% |
| Clean | 14% |
| Friendly | 12% |
| Butlins | 12% |
| Quiet | 10% |
| Shopping | 9% |
| Easy to get to | 9% |
| Ambience | 8% |
| Child/family friendly | 8% |
| Unspoilt/scenery/nature | 7% |
| Lots to do | 6% |
| Places to walk | 6% |
| Safe | 4% |
| Quaint | 4% |
| Fresh air | 4% |
| Variety of places to eat and drink | 3% |
| Plenty of parking | 3% |
| Pier | 3% |
| Parks and gardens | 2% |
| History/culture | 1% |
| Nice place to live | 1% |
| Theatre | 1% |
| Accessible/easy to get around | 1% |
| Good cycle lanes | 1% |
| Good public transport | 1% |
| Compact/small | 1% |
| Choice of accommodation | 1% |
| Mini golf/putting | 1% |
| Funfair/arcades | 1% |

Table 63: Best things about Littlehampton

| | |
|------------------------------------|-----|
| Base | 212 |
| Beach | 56% |
| Seafront/Promenade | 12% |
| Friendly | 10% |
| Clean | 10% |
| Ambience | 10% |
| Plenty of parking | 10% |
| Easy to get to | 10% |
| Child/family friendly | 10% |
| Lake/river/canal | 10% |
| Lots to do | 8% |
| Places to walk | 8% |
| Funfair/arcades | 8% |
| Unspoilt/scenery/nature | 7% |
| Quiet | 6% |
| Variety of places to eat and drink | 6% |
| Quaint | 5% |
| Crabbing | 4% |
| Safe | 3% |
| Accessible/easy to get around | 3% |
| Fresh air | 3% |
| Shopping | 2% |
| Nightlife | 2% |
| Pedestrianised | 1% |
| Tourist attractions | 1% |
| Pier | 1% |
| Seating | 1% |

Worst things about Chichester (city)

| | |
|---|-----|
| Base | 322 |
| Parking availability and costs | 20% |
| Traffic | 16% |
| Decline in number of independent shops | 11% |
| Not much nightlife | 8% |
| Uneven pavements | 7% |
| Expensive | 7% |
| Building/road works | 6% |
| Too many restaurants/cafes/coffee shops | 5% |
| Too crowded | 5% |
| A27 | 5% |
| Not much to do | 4% |
| Not enough for children/young people | 3% |
| Lack of good pubs and restaurants | 3% |
| Not enough public toilets | 3% |
| Shops, cafes and pubs shut too early | 3% |
| Not enough big name shops | 3% |
| Lack of evening public transport | 3% |
| Snobby/rude people | 3% |
| Beggars/vagrants | 2% |
| Youths hanging around | 2% |
| Lack of signage | 2% |
| Too many chain shops | 2% |
| Litter | 2% |
| Street markets | 1% |
| Close streets to buses | 1% |
| Train gates | 1% |
| Too many modern buildings | 1% |
| Old fashioned/dated/shabby | 1% |
| No shade/shelter/seating | 1% |
| Cyclists not using cycle paths/speeding | 1% |
| Not enough bike racks | <1% |
| Unisex toilets | <1% |

| | |
|---------------------------------|-----|
| Lack of police presence | <1% |
| Flower boxes/parks need tidying | <1% |
| Sunday opening | <1% |
| No places for coaches to stop | <1% |
| Lack of cycle paths | <1% |
| Elderly population | <1% |
| Too touristy | <1% |
| No sports complex | <1% |
| Too many charity shops | <1% |
| Weather | <1% |
| Marina | <1% |
| Birds/mess | <1% |
| Noisy at night | <1% |
| Not wheelchair friendly | <1% |

Table 64: Worst things about Selsey

| | |
|---|-----|
| Base | 55 |
| Traffic | 27% |
| One road in and out | 20% |
| A27 | 13% |
| Parking (including charges) | 11% |
| Decline in number of independent shops | 7% |
| Too crowded | 7% |
| Weather | 5% |
| Dogs/dog mess on beach | 5% |
| Too many restaurants/cafes/coffee shops | 4% |
| Lack of good pubs and restaurants | 4% |
| Stony beach | 4% |
| Building/road works | 2% |
| Not much to do | 2% |
| Shops, cafes and pubs shut too early | 2% |
| Not enough big name shops | 2% |
| Lack of evening public transport | 2% |
| Expensive | 2% |
| Youths hanging around | 2% |
| Litter | 2% |
| Old fashioned/dated/shabby | 2% |
| No shade/shelter/seating | 2% |

Table 65: Worst things about Worthing

| | |
|---|-----|
| Base | 36 |
| Parking (including charges) | 20% |
| Old fashioned/dated/shabby | 14% |
| Stony beach | 11% |
| Traffic | 9% |
| Birds/mess | 8% |
| Beggars/vagrants | 7% |
| Funfair | 7% |
| Cyclists not using cycle paths/speeding | 7% |
| Weather | 6% |
| Seaweed | 6% |
| Decline in number of independent shops | 5% |
| Building/road works | 3% |
| Not much nightlife | 3% |
| Not much to do | 3% |
| Too crowded | 3% |
| Flower boxes/parks need tidying | 3% |
| Lack of signage | 3% |
| Litter | 3% |
| Close streets to buses | 2% |
| Pier is a let down | 2% |
| Lack of good pubs and restaurants | 1% |
| Not enough public toilets | 1% |

| | |
|--------------------------------------|----|
| Uneven pavements | 1% |
| Shops, cafes and pubs shut too early | 1% |
| Not enough big name shops | 1% |
| Lack of evening public transport | 1% |
| Expensive | 1% |
| Youths hanging around | 1% |
| Sunday opening | 1% |
| A27 | 1% |
| Elderly population | 1% |
| Improve toilets | 1% |
| Need more coffee shops on beach | 1% |
| Marina | 1% |
| Dogs/dog mess on beach | 1% |
| Too small | 1% |
| Lack of affordable accommodation | 1% |
| Brambles | 1% |
| Wasps | 1% |

Table 66: Worst things about Arundel

| | |
|--|-----|
| Base | 70 |
| Parking (including charges) | 43% |
| Traffic | 16% |
| Improve toilets | 13% |
| Expensive | 11% |
| Too crowded | 5% |
| A27 | 5% |
| Decline in number of independent shops | 3% |
| Lack of good pubs and restaurants | 3% |
| Weather | 3% |
| Uneven pavements | 2% |
| Lack of signage | 2% |
| Litter | 2% |
| Old fashioned/dated/shabby | 2% |
| Not much nightlife | 1% |
| Not much to do | 1% |
| Not enough public toilets | 1% |
| Cinema too expensive | 1% |
| Shops, cafes and pubs shut too early | 1% |
| Not enough big name shops | 1% |
| Lack of evening public transport | 1% |
| Lack of police presence | 1% |
| Too touristy | 1% |
| Too many charity shops | 1% |
| One road in and out | 1% |
| Dogs/dog mess on beach | 1% |
| Too small | 1% |
| Birds/mess | 1% |
| No shade/shelter/seating | 1% |
| Not pedestrian friendly | 1% |
| Not dog friendly | 1% |
| Southern Rail | 1% |
| Moat is dirty | 1% |
| Not wheelchair friendly | 1% |
| Wasps | 1% |

Table 67: Worst things about Bognor Regis

| | |
|---|-----|
| Base | 151 |
| Old fashioned/dated/shabby | 20% |
| Lack of good pubs and restaurants | 16% |
| Improve toilets | 14% |
| Decline in number of independent shops | 11% |
| Parking (including charges) | 9% |
| Stony beach | 9% |
| Too many charity shops | 8% |
| Traffic | 4% |
| Not much nightlife | 4% |
| Not enough for children/young people | 4% |
| Snobby/rude people | 4% |
| Need more coffee shops on beach | 4% |
| Pier is a let down | 4% |
| Not enough big name shops | 3% |
| Expensive | 3% |
| Not much to do | 1% |
| Not enough public toilets | 1% |
| Uneven pavements | 1% |
| Cinema too expensive | 1% |
| Beggars/vagrants | 1% |
| Lack of evening public transport | 1% |
| Too many modern buildings | 1% |
| Litter | 1% |
| One road in and out | 1% |
| Dogs/dog mess on beach | 1% |
| Too small | 1% |
| Birds/mess | 1% |
| No shade/shelter/seating | 1% |
| Funfair | 1% |
| Cyclists not using cycle paths/speeding | 1% |
| Not dog friendly | 1% |
| Southern Rail | 1% |

Table 68: Worst things about Littlehampton

| | |
|---|-----|
| Base | 148 |
| Parking (including charges) | 35% |
| Improve toilets | 22% |
| Stony beach | 9% |
| Decline in number of independent shops | 6% |
| Old fashioned/dated/shabby | 5% |
| Lack of good pubs and restaurants | 4% |
| Expensive | 4% |
| Birds/mess | 4% |
| Funfair | 4% |
| Not much to do | 3% |
| Too crowded | 3% |
| Beggars/vagrants | 3% |
| Weather | 3% |
| Cyclists not using cycle paths/speeding | 3% |
| Not dog friendly | 3% |
| Traffic | 1% |
| Building/road works | 1% |
| Not much nightlife | 1% |
| Uneven pavements | 1% |
| Close streets to buses | 1% |
| Too many chain shops | 1% |
| Litter | 1% |
| Need more coffee shops on beach | 1% |
| No shade/shelter/seating | 1% |
| Seaweed | 1% |

5.3 Aspects most strongly associated with destination tables

Table 69: Aspects most strongly located with Chichester (city)

| | |
|-----------------------------|-----|
| Base | 486 |
| The Cathedral | 83% |
| Shopping | 39% |
| Theatre | 37% |
| Goodwood | 36% |
| Heritage/History | 34% |
| Parks & Open Spaces/Gardens | 27% |
| Arts & Culture | 17% |
| The street markets | 16% |
| The University | 15% |
| Events | 5% |
| Nightlife | 4% |
| Outdoor sports | 2% |
| Other | 1% |

Table 70: Aspects most strongly located with Selsey

| | |
|--|-----|
| | 199 |
| Beach/coastline/seafront | 92% |
| Walking | 31% |
| Warmth of welcome | 30% |
| Countryside and picturesque villages | 23% |
| Nature and wildlife | 20% |
| Parks & Open Spaces/Gardens | 10% |
| The Cathedral | 9% |
| Heritage/History | 9% |
| Fine local food and drink | 9% |
| Cycling (leisurely non-competitive) | 8% |
| Water sports | 7% |
| Shopping | 5% |
| Ease of access/strong transport links connectivity | 5% |
| Events | 4% |
| Outdoor sports | 4% |
| The street markets | 3% |
| Arts & Culture | 2% |
| Nightlife | 2% |
| Vibrant and cosmopolitan towns | 2% |
| Pier | 2% |

Table 71: Aspects most strongly located with Worthing

| | |
|--|-----|
| | 396 |
| Beach/coastline/seafront | 90% |
| Pier | 81% |
| Walking | 35% |
| Ease of access/strong transport links connectivity | 32% |
| Warmth of welcome | 22% |
| Parks & Open Spaces/Gardens | 18% |
| Fine local food and drink | 17% |
| Shopping | 16% |
| The street markets | 10% |
| Heritage/History | 7% |
| Events | 7% |
| Countryside and picturesque villages | 6% |
| Cycling (leisurely non-competitive) | 6% |
| Arts & Culture | 4% |
| Nature and wildlife | 3% |
| Watersports | 3% |
| Nightlife | 3% |
| Vibrant and cosmopolitan towns | 2% |
| Outdoor sports | 1% |

Table 72: Aspects most strongly located with Arundel

| | |
|--|-----|
| Base | 405 |
| Castle | 94% |
| Heritage/History | 48% |
| Nature and wildlife | 31% |
| The Cathedral | 26% |
| Walking | 24% |
| Parks & Open Spaces/Gardens | 22% |
| Countryside and picturesque villages | 22% |
| Fine local food and drink | 21% |
| Shopping | 13% |
| Warmth of welcome | 12% |
| Arts & Culture | 10% |
| Events | 7% |
| The street markets | 5% |
| Ease of access/strong transport links connectivity | 3% |
| Beach/coastline/seafront | 2% |
| Outdoor sports | 2% |
| Cycling (leisurely non-competitive) | 1% |
| Watersports | 1% |
| Vibrant and cosmopolitan towns | 1% |

Table 73: Aspects most strongly located with Bognor Regis

| | |
|--|-----|
| | 196 |
| Beach/coastline/seafront | 90% |
| Walking | 34% |
| Pier | 28% |
| Parks & Open Spaces/Gardens | 26% |
| Warmth of welcome | 21% |
| Heritage/History | 10% |
| Nature and wildlife | 10% |
| Shopping | 10% |
| The street markets | 10% |
| Ease of access/strong transport links connectivity | 10% |
| Fine local food and drink | 9% |
| Countryside and picturesque villages | 7% |
| Events | 7% |
| Watersports | 6% |
| Nightlife | 6% |
| Cycling (leisurely non-competitive) | 4% |
| Outdoor sports | 3% |
| Vibrant and cosmopolitan towns | 2% |
| Arts & Culture | 1% |

Table 74: Aspects most strongly located with Littlehampton

| | |
|--|-----|
| Base | 212 |
| Beach/coastline/seafront | 88% |
| Parks & Open Spaces/Gardens | 34% |
| Walking | 32% |
| Warmth of welcome | 15% |
| Fine local food and drink | 13% |
| Ease of access/strong transport links connectivity | 12% |
| Countryside and picturesque villages | 8% |
| Outdoor sports | 7% |
| Watersports | 6% |
| Nature and wildlife | 6% |
| Pier | 6% |
| Events | 5% |
| The street markets | 5% |
| Heritage/History | 5% |
| Cycling (leisurely non-competitive) | 4% |
| Vibrant and cosmopolitan towns | 3% |

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