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Edinburgh Visitor Survey

Lynn Jones Research (LJR) has been appointed to carry out the next phase of the Edinburgh Visitor Survey (EVS).

This invaluable review of visitor attitudes to their experience in the city has been undertaken every 2 or 3 years since 1991, providing an evolving picture of tourism in the city.

In the current competitive environment, it is ever more important to keep close to the customer and understand the profile and behaviour of visitors; to monitor their reaction to all aspects of their stay and to also have readily accessible data, as near to real time as possible, in order to assist in making successful investment and marketing decisions in Edinburgh.

The key objectives of the study are to:

- Profile leisure/business visitors and their evaluation of Edinburgh as a tourist destination;
- Gather information about visitors and their visit in order to measure impacts of DEMA and other promotional activity, measure recognition of the EIC brand, guide future tourism policy, product and promotional activity;
- Gather data, which can be compared to previous studies and updated future studies, to enable changes to be tracked over time. This will be of in helping monitor the economic impact of various project interventions.

The research will commence in October 2009 and continue until end September 2010. However, the partners will get a regular snapshot of progress.

In 2010 the partners will receive a final analysis accompanied by commentary on the survey findings and references to possible action points arising from the research. A key outcome from the survey will be intelligence on our visitors which can be shared with the tourism businesses in the city.

LJR will use the Visitrac system - a wholly owned and operate online survey creation, reporting and benchmarking system. Lynn Jones has experience of project managing previous phases of the EVS, as Head of Research at Edinburgh & Lothians Tourist Board.



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