



Galloway Kite Trail Visitor Survey



We would be grateful if you could spend a moment to provide some information that will help in marketing as well as to find out how the trail benefits the local economy and people. This in turn will benefit the local red kite population. Thank you.

Q14) Please fill in the date that you visited Galloway Kite Trail:

dd	mm	yyyy
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Q1) What area do you usually live in?
Please tick one box.

Dumfries and Galloway	
Elsewhere in Scotland	
Ireland, Northern Ireland, England or Wales	
Elsewhere in Europe	
Outside Europe	

In which postcode do you normally live, if in the UK? (Write the name of the nearest major city if outside the UK):

Q2) Which of the following statements best describes you personally? (**Please tick one box only**)

I live within 10 miles of the Galloway Kite Trail	
I have come from home on a day trip to visit this area	
I am holidaying and staying in Dumfries & Galloway	
Holidaying out with D&G but made a day trip to this area	

If you live in Dumfries & Galloway please skip to Q6

Q3) Is this your first visit to Dumfries and Galloway?

Please tick box. Yes ☐ No ☐

Q4) Did the Galloway Kite Trail (or Galloway's red kites) influence your decision to visit Dumfries and Galloway? **Please tick one box.**

Main reason for visit	
One of the reasons for visit	
Did not influence your decision to visit / not sure	

Q5) Where are you staying currently?
Please tick one box.

Home	
Hotel	
Guest House/Bed and Breakfast	
Self Catering	
Caravan/Camping	
Visiting Friends/Relatives	

Please write name of nearest town/village you are currently staying at:

If you are staying at home please skip to Q8

Q6) By the time you leave, how many nights in total will you have stayed at your holiday location?

Number of nights

Q7) What were the main reasons that made you choose to visit Galloway Kite Trail. **Please tick one box only.**

General interest in Galloway Kite Trail	
Specific Interest in kites/birds of prey	
General Interest in birds/wildlife	
Walk in the countryside	
Place for a picnic	
Something to do	
Other	

If you have ticked other, please explain

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Q8) How did you find out about the Galloway Kite Trail?
Please tick relevant box

Website / Facebook / Twitter (which one?)

Tourist Information Centre

Newspaper/Magazine

Word of mouth

Information at a local business

Other (e.g. radio, TV)

Road Signs

VisitScotland 'What to See & Do 2013-14' guide

<input type="checkbox"/>
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<input type="checkbox"/>
<input type="checkbox"/>

Please provide more detail for the above (e.g. name, place, which publication or website?, source)

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The next question asks how much you have spent or are likely to spend during your visit. Please note that this is important as it helps us to determine how beneficial the kites are to local communities, from the tourism generated.

(Please write to nearest GB pound)	<u>Estimate in £</u>
Accommodation (for one night)
Drinks, Meals & Snacks
Gifts & Souvenirs
Travel Fares & Fuel
Entrance fees (e.g. kite feeding)
Other (any other spend)

You only ☐ Your party ☐

Q10) Please **tick one box below**, to show which age group and gender applies to **you**:

Age (years)	Please tick one box below	
	Male	Female
under 18		
18-25		
26-34		
35-44		
45-54		
55-59		
60-64		
65+		

Age (years)	How many of you are	
	Male	Female
under 5		
5-9		
10-14		
15-17		
18-25		
26-34		
35-44		
45-54		
55-59		
60-64		
65+		

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giving
nature
a home