



Survey of Visitors August 2015

Sherwood Forest Country Park



Nottinghamshire
County Council



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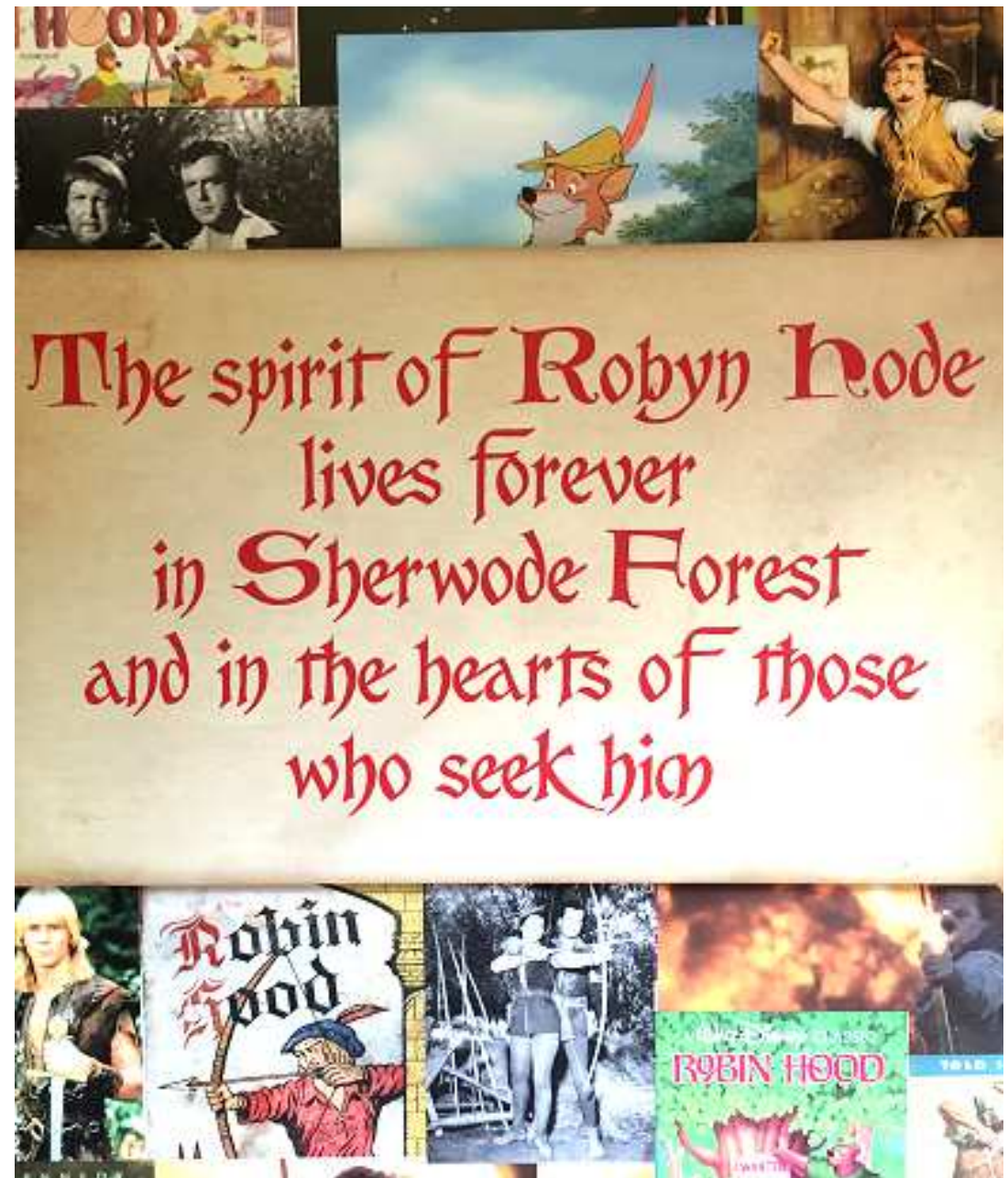
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Part 1

Aims & Objectives

Methodology

Sample Size & Location



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Survey Aims & Objectives

This survey was commissioned by Nottinghamshire County Council's Country Park Service to gauge current visitor satisfaction at Sherwood.

This is part of an annual programme of visitor insight research and includes:

- Demographic profile of visitors
- Frequency of visits
- Places visited once at the destination
- Specific insights into 'tourist' visitors
- Effectiveness of local promotion / visitor guides
- Assessment of service delivery perceptions
- Measurement of visitor satisfaction

Where possible comparisons will be drawn with previous surveys to identify improvement or decline but this will not be possible in all cases as survey questions and formats have changed over time.



Methodology



The survey took place over seven days during the school summer holidays from Monday 10th August – Sunday 16th August 2015.

This was the week immediately following the Park's annual Robin Hood Festival.

It was conducted during August to mirror the dates of previous visitor surveys and to provide clearer year-on-year comparisons.

The survey was based on face-to-face interviews with visitors and three researchers were involved in the project.

Researchers used Ipad tablet devices to quickly capture information. Questionnaires were programmed with icons, images, sliders and radio buttons to illustrate points and engage interviewees.

Methodology



The questionnaire consisted of 19 questions which were designed and agreed in advance with the Park Development Officer.

Surveys were timed and practiced in advance so that each could be completed in around 5 minutes. Researchers were given freedom to take more time if respondents wanted to take longer.

A site visit was conducted in advance of the survey to identify areas of greatest footfall and key locations where people would be most receptive and not in a hurry.

Researchers wore 'Park Survey Team' laminate badges on lanyards so that they were not mistaken for field sales or charity collection staff.

Weather permitting, researchers also wore 'Park Survey' T-shirts for the same reason.

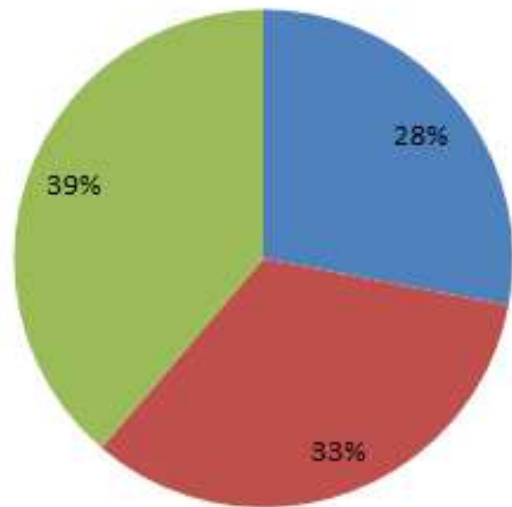


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Sample Size, Location & Time

Time of Interviews

■ Morning ■ Lunchtime ■ Afternoon



In total 289 parties were interviewed.

Surveys were conducted within three daytime segments as follows

- 81 in the mornings (10am - 12pm)
- 96 over lunchtimes (12pm – 2pm)
- 112 during the afternoon (2pm-5pm)

Afternoons were the most responsive and in depth as many people had experienced the park facilities during the course of the day.



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Part 2

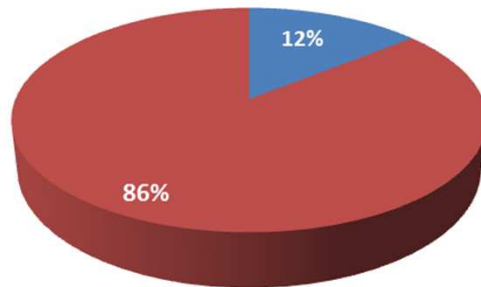
Visitor Characteristics



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Visitor Characteristics

Have you visited this country park before?



The vast majority of visitors (86%) have visited the park before. This is similar to the previous survey (87%)

The number of first time visitors has fallen slightly to 12% from 13% in the last survey



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Frequency of Visits

Most people (27%) surveyed said they visited Sherwood three times a year.

This indicates an increase in repeat visitors as in the last survey the most common answer was once a year.

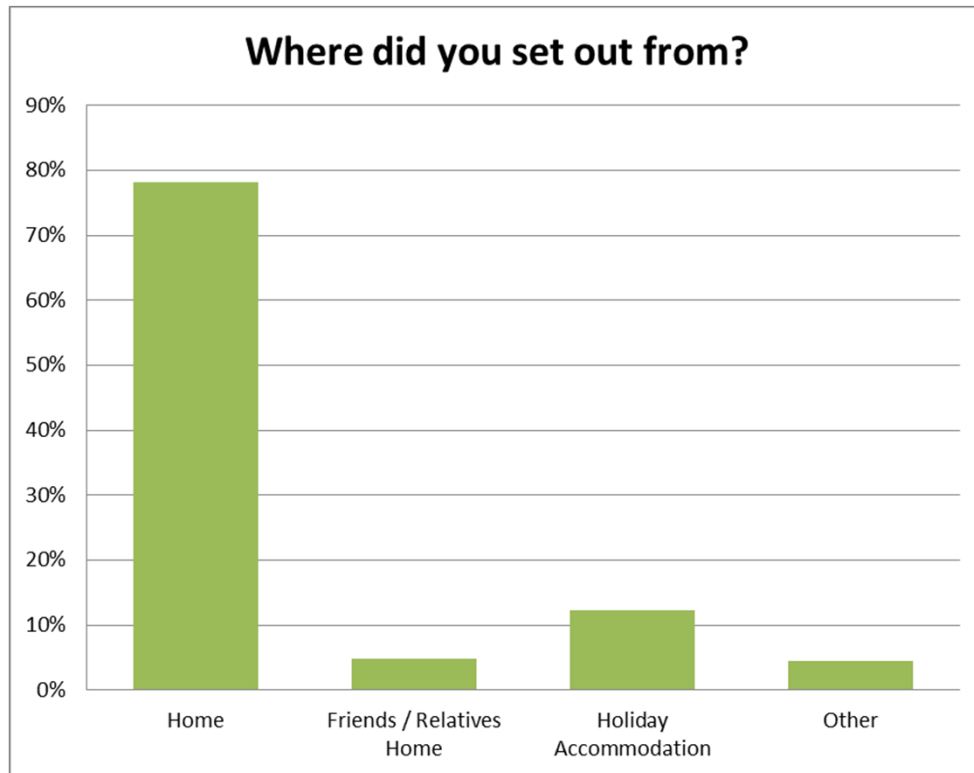
This year 18% of those surveyed said they come once a year.

More people are coming back to Sherwood on a regular basis than ever before.

There is a core group of people who visit every day (2%). This is exactly in line with previous years.



Visitor Origins



As in previous surveys, the vast majority of visitors travelled from home. This year's figure of 78% is on a par with previous surveys.

People travelling from a friend or relative's home is also very similar to past surveys at 5%.

But people travelling from holiday accommodation has doubled this year from 6% in the last survey to 12%.

Care workers and childminders were the respondents who typically answered 'other' as they came with the people they were looking after. A few people came direct from work. Two people came from a funeral service and one person from a hospital.



Visitor Postcode Map #1

National Visitor Clusters

This map shows UK wide 'hotspot' clusters of visitors to Sherwood.

It clearly shows that around 47% of those surveyed came from around the North Nottinghamshire area.

Around 27% of visitors came from the Midlands area which includes Milton Keynes and Bedford in the South, to Birmingham and Leicester in the north of the midlands region.

Visitors from the North of the UK, as well as visitors from the South of the country were predominantly based close to the A1 / M1. So we see London, Newcastle and Edinburgh all feature.

There were no visitors interviewed from the South West and none from Wales

Not shown on this map, we also interviewed visitors from Poland, Australia, Belgium, China and the USA.



Visitor Postcode Map #2

Regional map showing
clustering

This map highlights regionalised
hotspots across Nottinghamshire
and its surrounding counties.



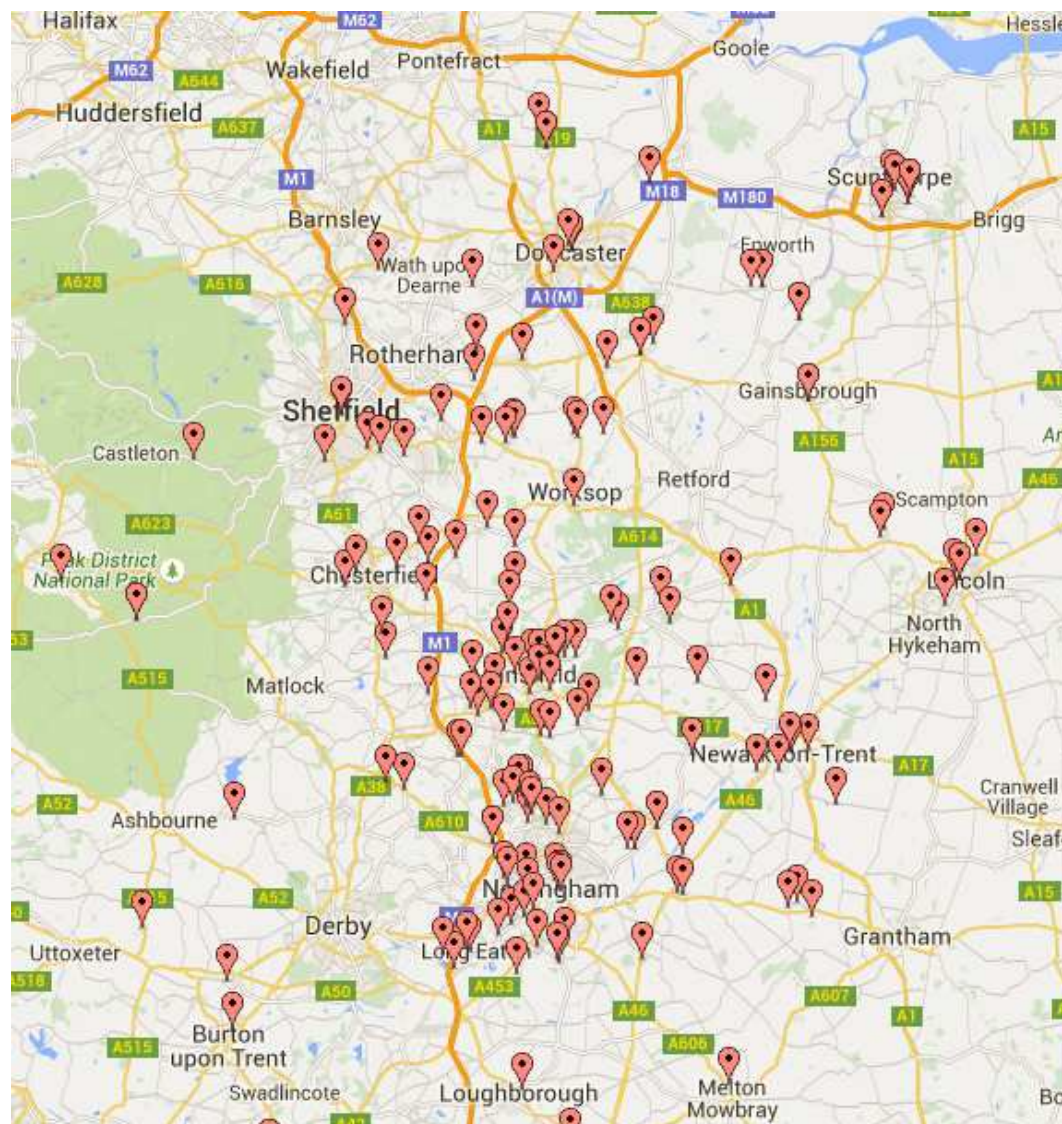
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Visitor Postcode Map #3

Local map showing
postcode pins

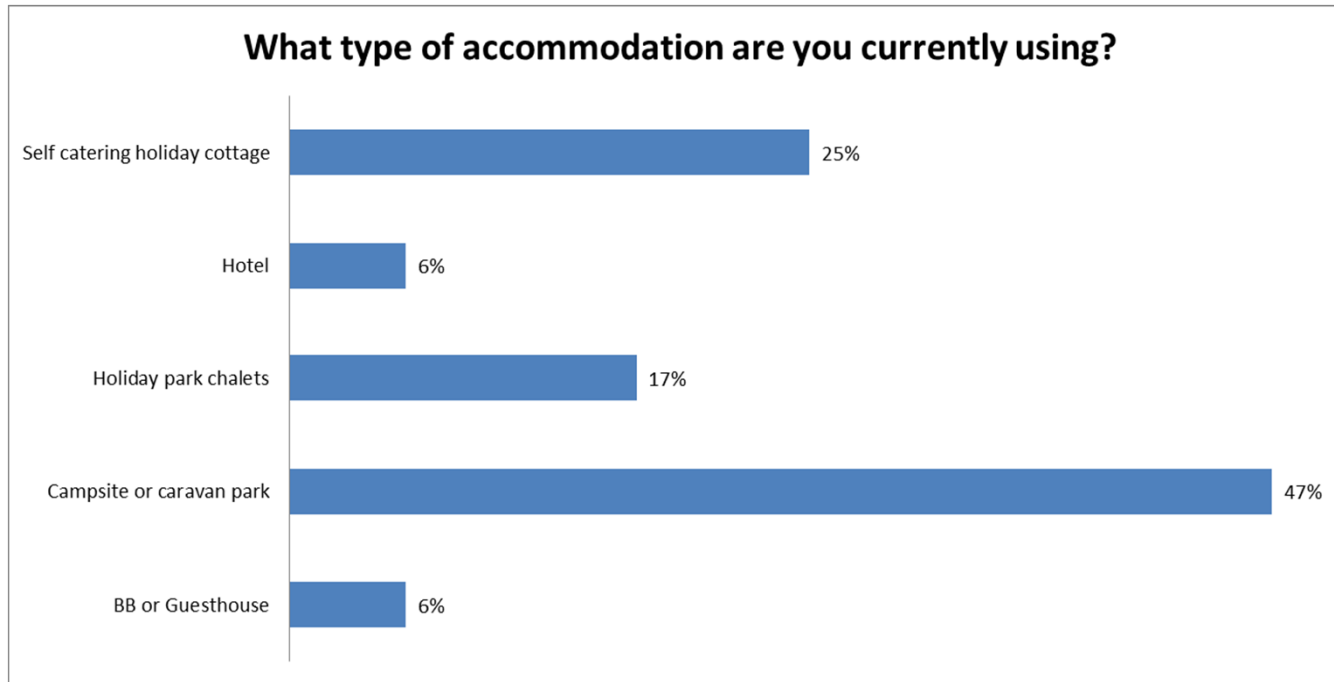
This map shows how individual visitor
postcodes are scattered around the local
North Nottinghamshire Area.

They clearly cluster around the
A1 / M1 corridor



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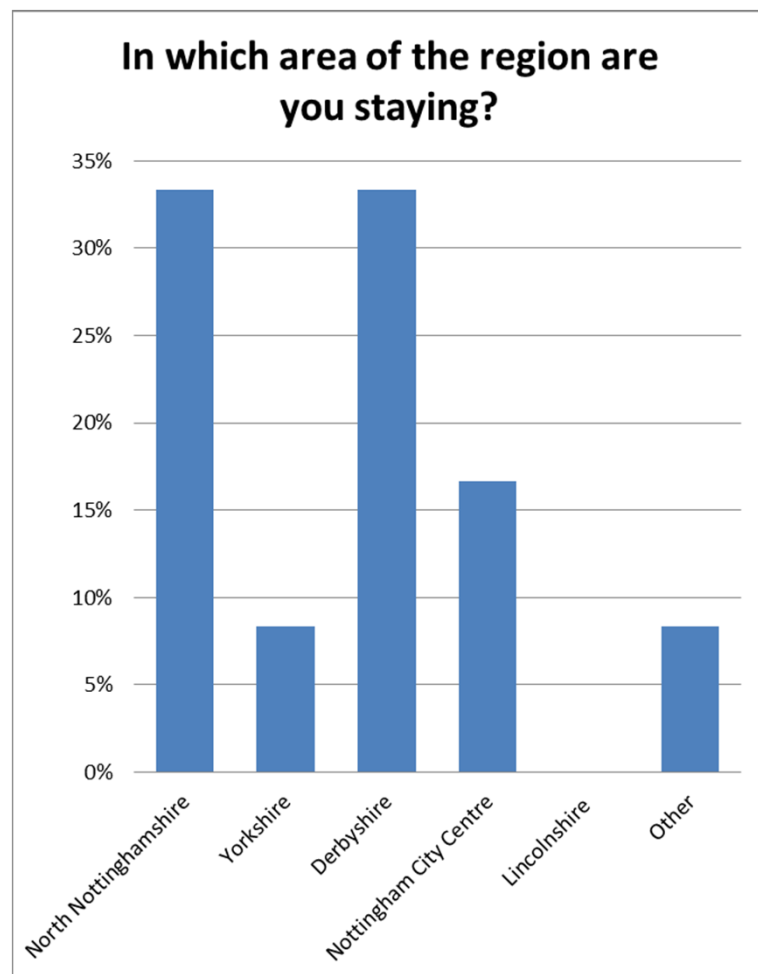
Tourist Accommodation



Tourist visitors at Sherwood are staying at Campsites or Caravan Parks in greater numbers this year (47%) compared to the last survey (33%) .

Fewer people this year are staying in Hotels. Those staying in holiday park chalets were almost exclusively staying at the Center Parcs in Sherwood.

Tourist Areas



In previous surveys most tourist visitors (around 50%) were staying in the North Nottinghamshire area.

However this year both North Nottinghamshire and Derbyshire were equally popular both with 33% of the responses.

This is a significant increase for Derbyshire which typically averages around 10%.

A smaller percentage of tourist visitors were staying in Nottingham City Centre this year. Down from 19% in the previous survey to 17% this year. Some tourists were here for the cricket at Trent Bridge.

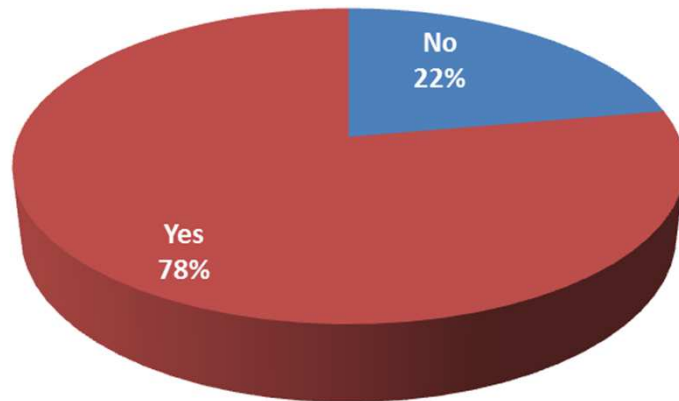
Yorkshire has seen a decrease in percentage numbers too from 13% down to 8%.

Although people were visiting Lincolnshire, no respondents were actually staying there.

‘Other’ included London, Edinburgh and Manchester with people travelling specifically for festivals, cricket, sporting events and football matches.

Other Visit Locations

Do you intend to visit any other towns, villages or attractions?



78% of respondents said that they intended to visit other towns, villages and attractions in the region during their stay.

The most common being **Clumber Park** and **Rufford Abbey**

Nottingham was the most popular city visit destination followed by **Lincoln**.

Others destinations included:

Alton Towers; Ashfield; Bakewell; Belvoir Castle; Bolsover Castle; Creswell Caves; Derby; Gunthorpe; Hardwick Hall; Ilkley; Peak District National Park; Skegness; Thoresby Hall; Wollaton Park; Welbeck; Whitwell; York.

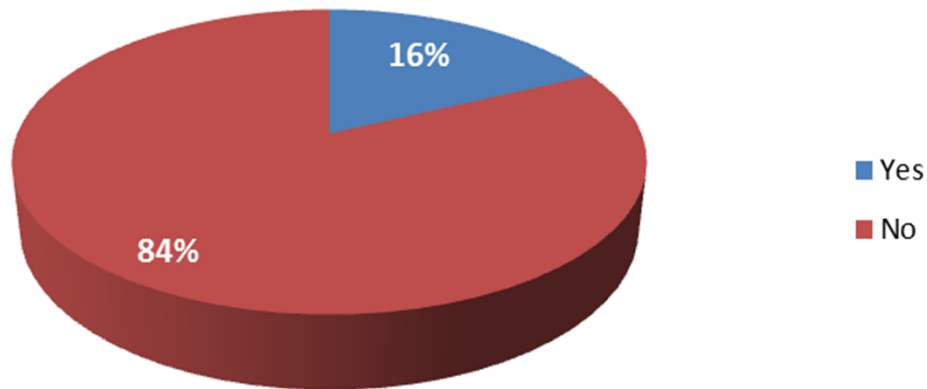
Once again, as in previous surveys, very few people mentioned Edwinstowe village as a destination.



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Disabled Visitors

Do you or anyone in your party consider themselves as disabled?



16% of parties included someone who considered themselves as disabled.

The combined average of all previous visitor surveys is 12% for disabled visitors.

More disabled visitors are coming to Sherwood than ever before.

The majority (84%) of visitors to Sherwood do not consider themselves as disabled.

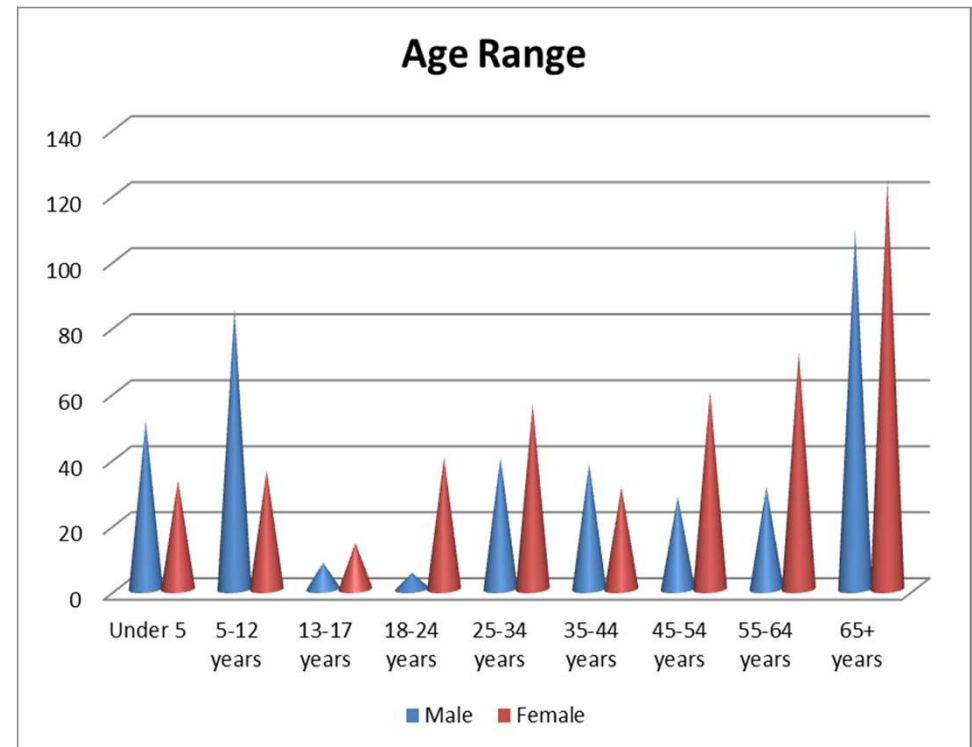


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Gender & Age



As in previous surveys, the percentage of females visiting the park is slightly greater than males. Females are down one percentage point while males are up by the same amount.



27% of visitors are 65+. This is consistently the most frequent visiting age group. The next most common are 5-12 year olds at 14%. Teenagers are the least represented in the sample.

Age & Party Composition

	Under 5	5-12 years	13-17 years	18-24 years	25-34 years	35-44 years	45-54 years	55-64 years	65+ years	TOTALS
Male	51	85	8	5	40	38	28	31	109	395
Female	33	36	14	40	56	31	60	72	124	466
Totals	84	121	22	45	96	69	88	103	233	
%	10	14	3	5	11	8	10	12	27	

The 289 visitor groups interviewed comprised 861 people in total.

That makes an average party size of 2.98.

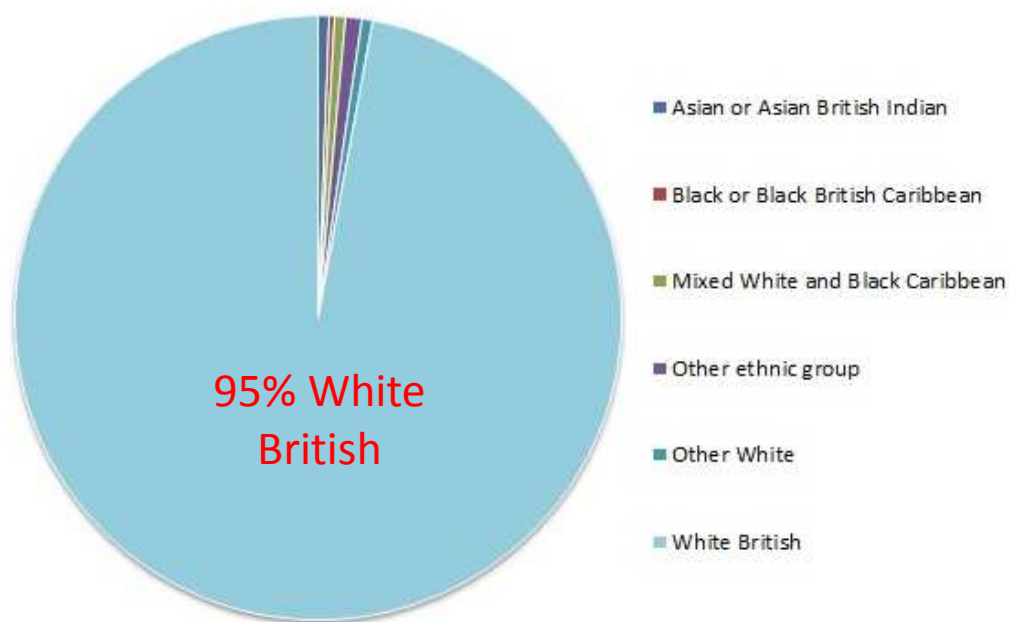
This is virtually the same as in previous surveys as the average has been around 3.

Grandparents entertaining grandchildren during the school summer holidays were one of the most common groups

Below the age of 17 boys significantly outnumbered girls at Sherwood.

After the age of 18 more women visit the park compared to men.

Ethnicity



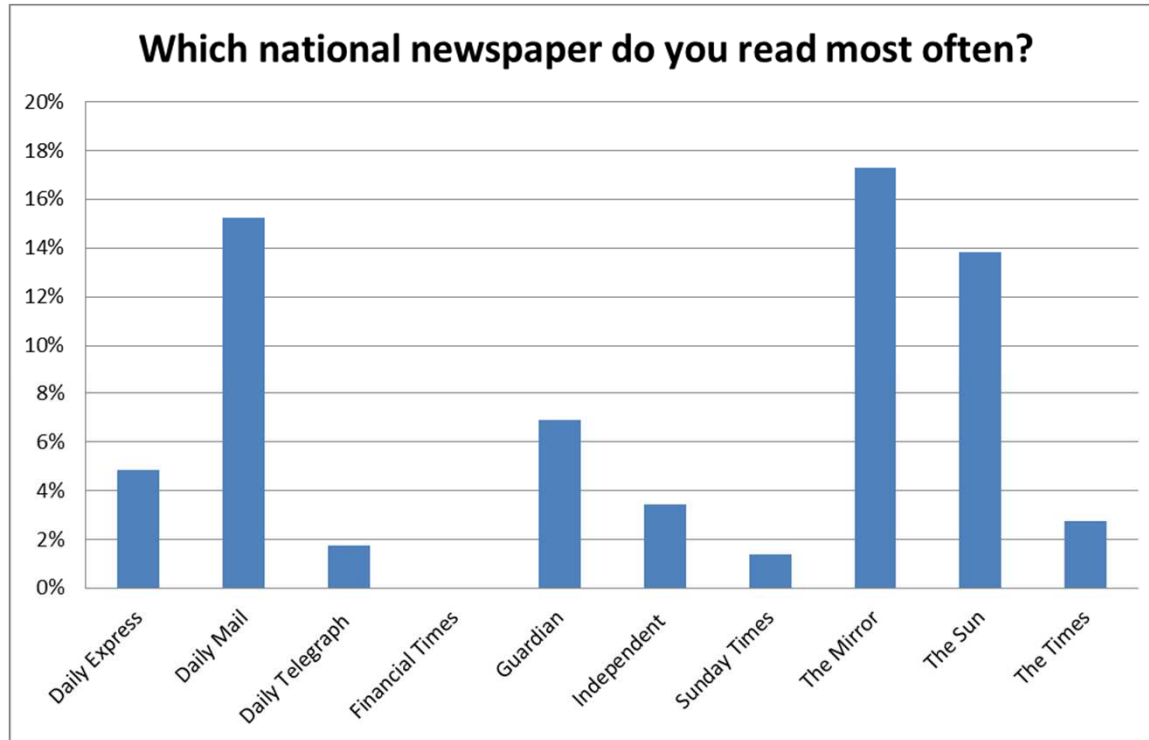
Once again, as in previous surveys, 'White British' is the most frequent answer given by visitors when asked about their ethnic group.

This represents 95% of those interviewed. At the last survey this figure was 96%.

All other ethnic groups were equal at 1%

These figures are almost identical to all previous surveys.

National Newspapers



Most people surveyed said they read The Mirror (17%) followed by the Daily Mail (15%) and then The Sun (14%)

The Guardian was the next most widely read newspaper and the most popular of the broadsheets.

A significant number of people (33%) were not able or declined to answer this question as they don't take a newspaper any more.



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What prompted visit?

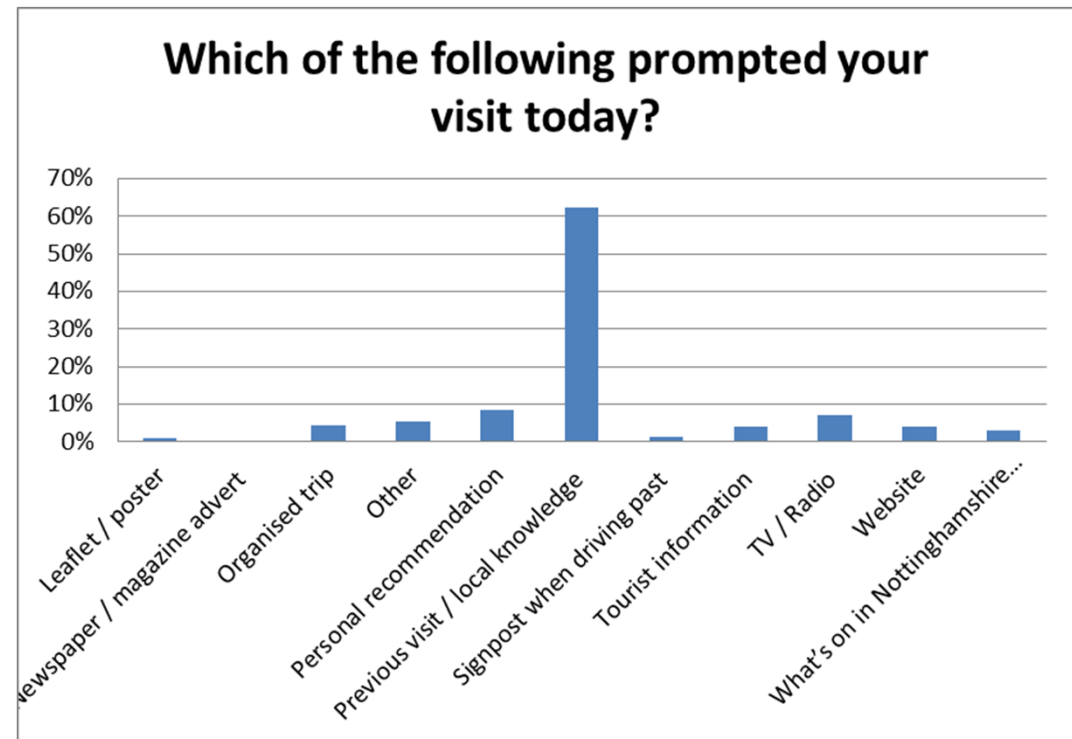
62% of respondents said that previous visits / local knowledge is the main criteria which prompted their visit. This is in line with previous surveys.

Personal recommendation (8%) was the next most common answer. Also in line with previous years.

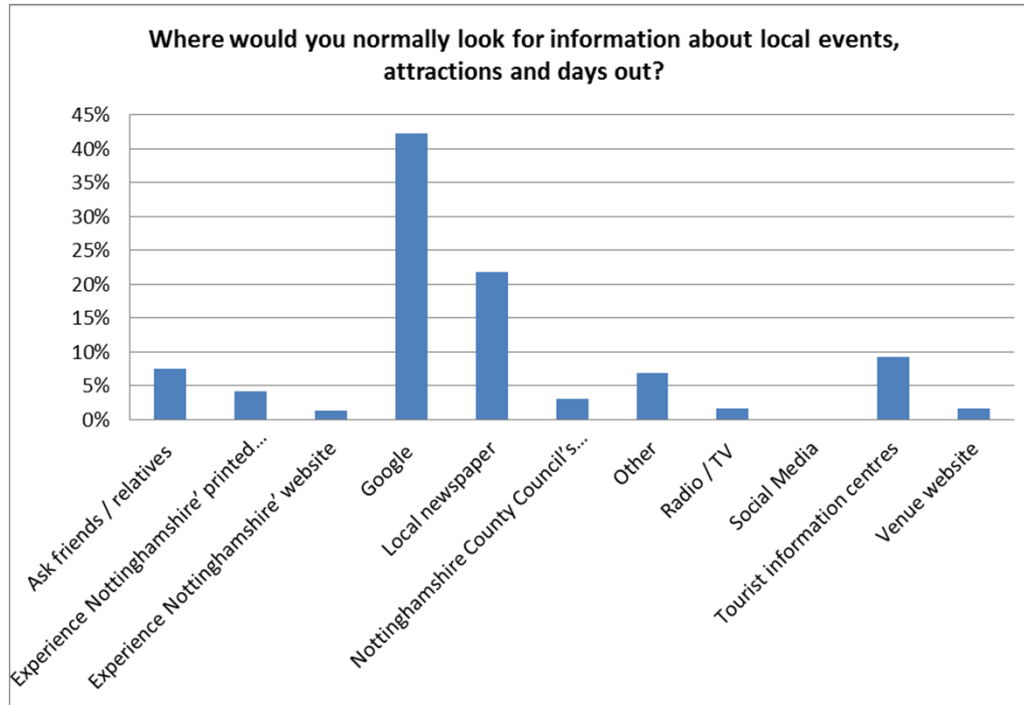
The most noticeable change this year is that TV & Radio went from having zero impact on visits to influencing 7% of responders. (Note: this was primarily due to the recent announcement in the media about the RSPB's involvement in the future of the Visitor Centre.)

Tourist information and the web site both prompted 4% of the responders. While the 'What's on in Nottinghamshire' guide was mentioned by 3%.

Organised trips accounted for 4% of visitors.



Information Sources



42% of respondents said they would use Google if they were planning a day out. This figure has increased year on year. Specifically TripAdvisor was mentioned by the majority of these respondents.

This is followed by looking in a local newspaper (22%).

9% would consider using a tourist information office. These results mirror almost exactly the last survey findings.

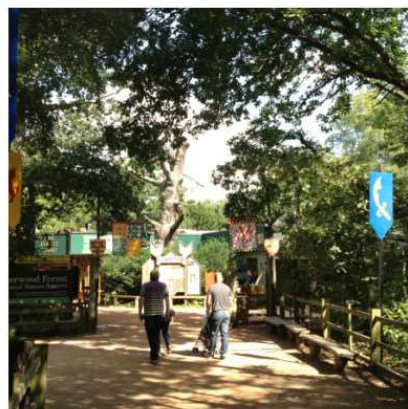
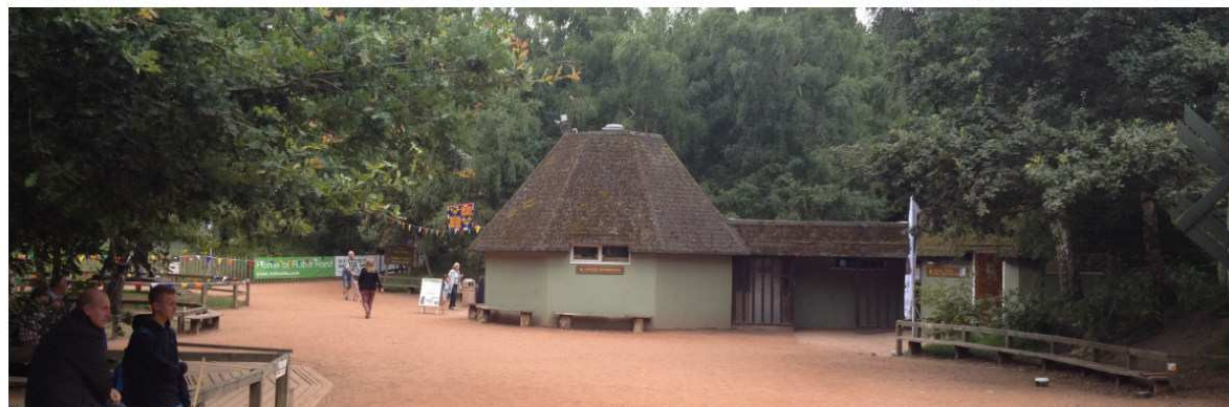
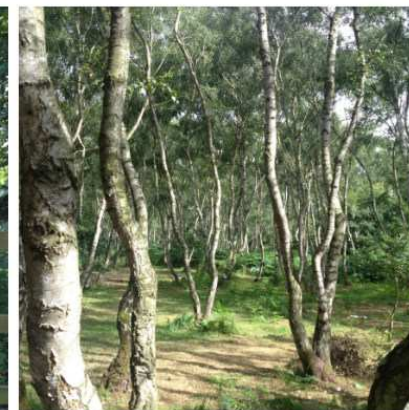
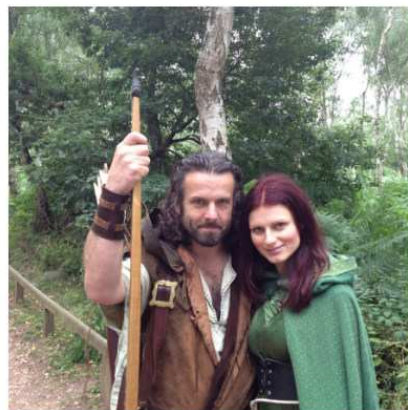
The printed guides were mentioned by only a few people.

Once again social media did not receive a single mention by any respondent.

'Other' included many regular visitors who rely on the display boards and billboards locally to tell them what's going on in the park.

Part 4

Visitor Experience



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Places Visited



The forest is the most visited place with 97% of all visitors saying that they have taken a walk there. (95% last survey)

Most people (88%) also took in the Major Oak during their visit. (84% last survey)

Groups with disabled or elderly visitors were less likely to visit the Major Oak but more likely to visit the catering

First time visitors were more likely to visit the Major Oak and shops but less likely to use the catering.

Repeat visitors used the catering more. Visitors with children went to the Major Oak and shops more.



Places Visited Comparison

Unsurprisingly, the 'Forest' is the most visited place again this year.

The percentage of people saying that they have visited the Major Oak is rising back towards peak levels.

Numbers visiting the Restaurant have increased from the previous survey.

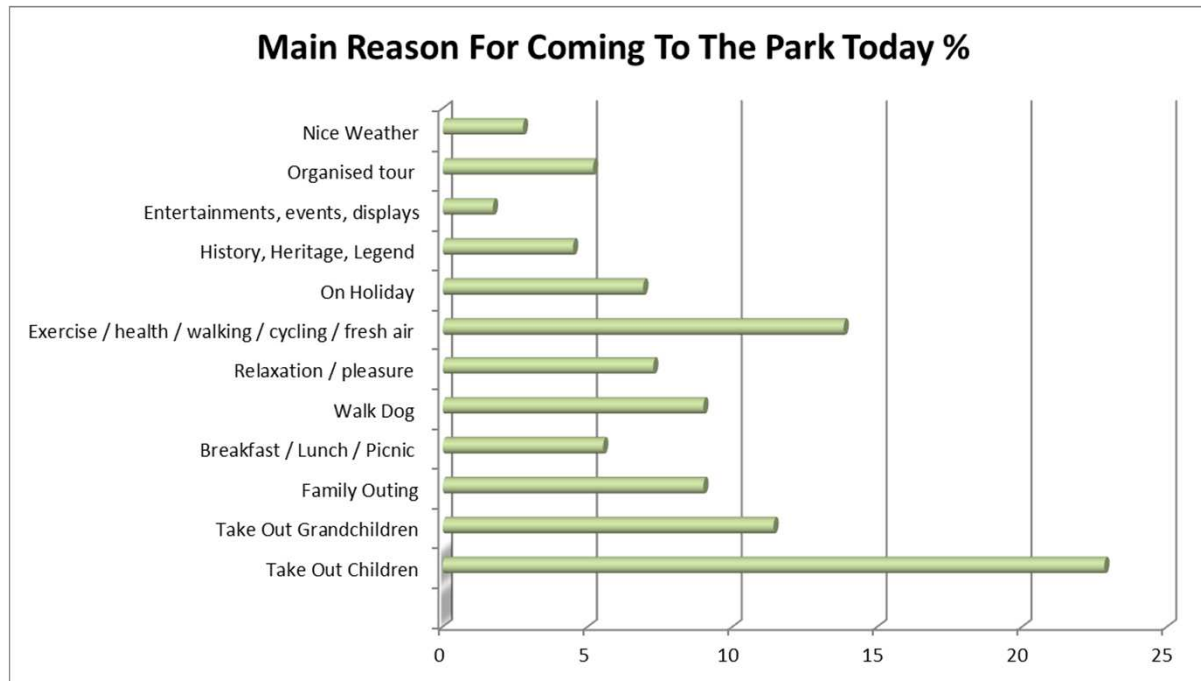
Visits to the Souvenir shops have increased slightly since the last survey but are still well down on past levels. The Visitor Information Office currently appears to be receiving an average level of visits.

The video theatre and exhibition are both seeing falling numbers. Those areas were very quiet during the week of the survey. However the warm weather may have contributed to fewer visitors using the indoor attractions.

% trends from 2004 - 2015

	2004-10	2010	2012	2013	2015
The Forest	91	90	94	95	97
Major Oak	72	65	91	84	88
Forest Table Restaurant	47	42	55	42	51
Souvenir Shops	46	43	58	36	38
Video Theatre	0	0	40	25	28
Robyn Hode's Exhibition	0	26	40	24	25
Visitor Information	24	17	36	21	26

Reasons to visit summary



Note: This chart attempts to categorise some of the most common responses

Family outings + taking children / grandchildren out for the day accounts for 43% of visitors

Added together, taking children (23%) and grandchildren (11%) out for the day (and keeping them amused) was the most common reason for visiting the park. (34%). A 3% increase on the last survey.

During weekdays there were far more children with their grandparents. During weekends there were more parents plus children and families.

People attending for health / exercise increased by 1% on the past survey to 14%

Dog walkers (9%) were the next most common group. Down 2% from last year. 6% of visitors came just for the catering. They were typically locals. Down 1% on the last survey.

The history / legend of Robin Hood accounted for 4% of visitors. Down from 5% in the last survey.



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Most Enjoyed ?

More people (35%) said they enjoyed the Major Oak than any other category. This is an increase on the last survey where the figure was 30%.

Just walking in the forest was the next most popular answer (22%). Up from 21% last year.

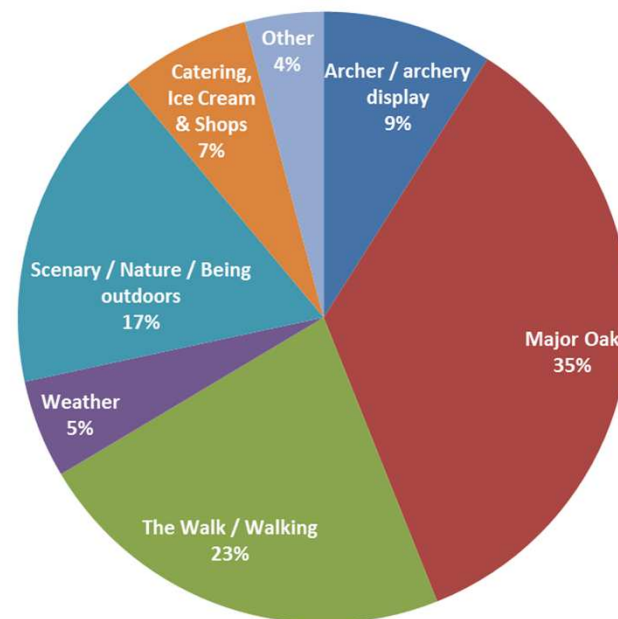
The natural scenery was also a popular answer (17%). The grazing Longhorn cattle were also mentioned as a highlight.

9% of people referred to the archery as being what they enjoyed most. This refers both to the occasional entertainment displays and to the archery stall where people are able to shoot arrows for a fee. This is similar to past surveys.

7% enjoyed the catering most of all. This includes a high proportion who said “ice cream” or “coffee” Some referred specifically to “breakfast”, “lunch” or their “cream teas”

Good weather was also given as an answer by 5% of respondents

What's been the most enjoyable part of your visit today?



Note: This chart attempts to categorise some of the most common responses

Archery display

Spooky faces in the woods

Indoor exhibition as it was raining all day

Meeting cows with massive horns

Free roaming cattle in the woods



Robin Hood Characters

Wood carvings

Tea and cake

Feeding Squirrels

Picnic with family

Having a nice breakfast with friends

Walks with Hawks

What's been the most enjoyable part of your visit today?



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Sherwood - Overall Visit

	Responses	%
Very Good	70	24%
Good	166	57%
OK	44	15%
Poor	9	3%
Very Poor	0	0%
N/A	0	0%

Most people (57%) said their overall visit was “Good”. Similar to the previous survey at 55%

Only 24% said their visit was “Very Good” in this survey. Previously this figure was 40%. This marks a substantial shift in opinion.

15% thought their visit was “OK”. This was 4% previously. Another substantial shift.

3% of respondents said their visit was “Poor.” citing the tired and outdated nature of the facilities, exhibits and shops. Toilets were also a common criticism.

Note: Given that it has been, for some time, planned to demolish the current aging buildings and build a new Visitor Centre, it would be surprising if no visitors had commented on the need to update facilities.

The Forest is beautiful at any time of year. It's a place you can come all year round



The kids loved it. Plenty to do. At £3 to park for the day with free entry you can't complain

Great place but in desperate need of updating

Sherwood - Cleanliness of park in general

	Responses	%
Very Good	119	41%
Good	165	57%
OK	5	2%
Poor	0	0%
Very Poor	0	0%
N/A	0	0%

Most people (57%) said cleanliness in general was "Good". This was 51% in the last survey.

41% said cleanliness was "Very Good". This was 46% last time.

2% thought it was "OK" and nobody regarded cleanliness as "Poor".

98% of respondents said that cleanliness was either good or very good.

Perceptions of cleanliness have improved overall. Some issues remain around lack of bins on the footpaths and at Major Oak site.



Visitors seem to be respectful of the location and there is very little litter

Spotless even after the festival week.
Well done to all the staff.

There should be extra facilities near picnic tables



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Sherwood – Standard to which grounds are maintained

	Responses	%
Very Good	146	51%
Good	138	48%
OK	2	1%
Poor	0	0%
Very Poor	0	0%
N/A	3	1%

Most people (51%) said the standard to which grounds are maintained was “Very Good”. This is up from 42% last year.

48% said the standard was “Good”.

98% of respondents said that grounds maintenance was either “good” or “very good”

3 respondents gave an N/A answer because they only came to visit the Forest Table Restaurant for a meal and could not comment on the grounds.

Even the car park areas are well maintained.



Compares well with other sites in the local area.

We prefer things to be natural and unspoilt. They have got it about right.

Sherwood – Range of facilities for children

	Responses	%
Very Good	40	15%
Good	110	42%
OK	70	26%
Poor	35	13%
Very Poor	4	2%
N/A	30	11%

Most people (42%) said the range of facilities for children was “Good”. (Previous survey 44%)

Last time 24% said the standard was “Very Good” This time only 15% gave the top rating. This represents a significant negative shift.

More people than ever think that the facilities for children are just OK. 26% today compared with 11% at the last survey.

13% of respondents thought the standard was “Poor”. At the last survey 3% thought it was poor. Again another negative shift.

11% did not have a view because they did not have or come with children.

Walks with Hawks
was very interesting
for the kids



Video was not
working in the
theatre which was a
shame.

Nothing for
children to do or
see when they got
to the Major Oak

Sherwood – Range of facilities for adults

	Responses	%
Very Good	47	16%
Good	140	48%
OK	89	31%
Poor	11	4%
Very Poor	0	0%
N/A	2	1%

Most people (48%) said the range of facilities for adults was “Good”. (49% last Survey)

16% said the standard was “Very Good”. (18% last Survey)

31% thought it was “OK”. (29% last survey)

4% of respondents thought the standard was “Poor” This was mainly down to a perceived lack of investment in the visitor centre and a low end ‘experience’ in the exhibition.

1% did not have a view.

Would be good to have an ‘outdoor’ shop selling walking gear, binoculars, maps of the area etc...



Don't think it could be much better. You can even get a pint of beer now in the Café

Expected to see more local arts and crafts on display

Sherwood – Amenities for visitors with special access or mobility requirements

	Responses	%
Very Good	45	17%
Good	121	46%
OK	43	16%
Poor	3	1%
Very Poor	0	0%
N/A	53	20%

Most people (46%) said these amenities were “Good”. This was 50% last year.

17% said amenities were “Very Good”. Exactly the same as last year.

16% thought they were “OK”. This was 10% last year.
3 respondents thought amenities were “Poor” the main reason for this being the long and bumpy path down to the Major Oak. Not knowing how long / suitable the path would be.

Some cited no advance knowledge of mobility scooter loan, despite the fact that it’s mentioned on the main tourism leaflet and on the website.

20% did not feel able to comment.

The scooter has made such a big difference to our day. Dad could come with the whole family to the Oak



There were plenty places to park

Some kind of transport to the Oak would be good

Sherwood – Road signage to the park

	Responses	%
Very Good	76	26%
Good	150	52%
OK	34	12%
Poor	9	3%
Very Poor	0	0%
N/A	20	7%

Most people (52%) said the road signage to the park was “Good”. (51% last survey)

26% said it was “Very Good”. (31% last survey)

12% thought it was “OK”. (11% last survey)

3% of respondents thought the signage was “Poor”. Some of these were cyclists who wanted to know distances.

5% did not have a view mostly because they live locally and don’t really notice the signs.

It would be helpful to know distances as we came by bike.



I actually think there are too many brown tourist signs in the area

Signage conflicted with our Sat Nav but we got here in the end

Sherwood – Quality of service from staff

	Responses	%
Very Good	53	18%
Good	121	42%
OK	40	14%
Poor	4	1%
Very Poor	0	0%
N/A	71	25%

Most people (42%) said the quality of service from staff was “Good”. Down from 46% last time.

18% said it was “Very Good”. Down from 23%.

14% thought it was “OK” . This was 8% previously.

4 respondents thought staff service was “Poor”. This was because of misinformation about children’s activities and the fact the video was broken and nobody knew when it would be fixed.

25% did not have a view mostly because they did not come into contact with a member or staff.

The information desk lady was very patient with a group of overseas travellers



Organisation of catering seemed a bit chaotic

Parking team are more friendly at Sherwood than they are at Rufford

Sherwood – Quality of on-site catering

	Responses	%
Very Good	44	15%
Good	104	36%
OK	60	21%
Poor	7	2%
Very Poor	0	0%
N/A	74	26%

Most people (36%) said the quality of catering was “Good”. Up from 34% in last survey.

15% said it was “Very Good” down from 19% last time.

21% thought it was “OK”. (16% last survey.)

2% of respondents thought catering was “Poor” citing the slow service and lack of choice.

26% did not have a view because they did not have anything to eat or drink during their visit.

Simple food
done well

Top tip...Arrive early
to avoid long wait for
lunch and before
things run out



Limited
healthy
options

Tea, scones and a
large slice of cake
made our day

Sherwood – Quality of shops

	Responses	%
Very Good	35	12%
Good	110	38%
OK	32	11%
Poor	15	5%
Very Poor	0	0%
N/A	97	34%

Most people (38%) said the quality of shops was “Good”. (41% last survey)

12% said it was “Very Good. (16% last survey)

11% thought it was only “OK” (12% last survey)

5% of respondents thought shops were “Poor” citing poor quality and “tackiness” of the items on sale. (2% last survey)

34% did not have a view because they did not go into the shops.

You’ve got to have a gift shop. It’s the law!

The tourists seem to like the shops.



I don’t come here for the shopping experience so it doesn’t bother me

Bow and arrow didn’t cost much and provided amusement for a few hours



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Sherwood – Cleanliness of toilets

	Responses	%
Very Good	40	14%
Good	94	33%
OK	66	23%
Poor	23	8%
Very Poor	11	4%
N/A	55	19%

Most people (33%) said the cleanliness of toilets was “Good”. (44% last survey)

14% said it was “Very Good” (17% last survey)

22% thought it was “OK”. (23% last survey)

23 respondents (8%) thought cleanliness was “Poor” and 11 respondents said “Very Poor”

19% did not have a view because they did not use the facilities.

The old building doesn't do the loos any favours but at least its clean if a bit drab.



Not the best. But not the worst.

Not enough hand dryers in the ladies.

Sherwood – How safe and secure do you feel when visiting the park?

	Responses	%
Very Good	189	65%
Good	93	32%
OK	7	2%
Poor	0	0%
Very Poor	0	0%
N/A	0	0%

Most people (65%) rated safety and security as “Very Good”. Up from 50% in the last survey.

32% said it was “Good” and 2% thought it was “OK”. No respondents thought safety was “Poor” or “Very Poor”.

The main ‘safety’ negatives mentioned were all related to danger from large dogs, cyclists and potential hazards of children climbing trees. There was no fear of crime although some did mention seeing antisocial behaviour by large groups of children in the past.

It’s always reassuring to see the park rangers around the place



I can’t think of a safer way to enjoy the countryside

Cyclists on the footpaths can be dangerous. It still happens despite the signs

Sherwood– £3 ‘peak season’ car parking charge

Reasonable	232	80%
Unreasonable	57	20%
Totally Reasonable	112	39%
Quite reasonable	120	42%
Quite Unreasonable	39	13%
Totally Unreasonable	18	6%

Most people (80%) thought that the peak season parking charge was “fair and reasonable” In the previous survey this figure was 88%.

20% said it was “Unfair and Unreasonable”. These were mostly local people, dog walkers etc. who come throughout the year and don’t like it when charges apply.

The figures in green in the table above give an indication of the depth of feeling as respondents were able to select on a sliding scale.

Season ticket is a great idea. We don’t mind paying so we can come whenever we want.

Great value at £3 when you consider there is no entry charge



Parking ticket refund {for catering/retail customers} should be much better publicised

Much cheaper than
nearby Clumber park.
Keep the prices low

More seats on
footpaths please

The all day
breakfast is
great

The signposting
along footpaths
could be better. We
got lost

Outdoor seating at the
café is not very inviting

All the staff
are really
nice

Got a buggy with my
Twins and its really easy
to get down to the oak
as the paths are flat.

Nice
Cake!

Nasty toilets bit
smelly

Food service was
extremely slow. But it was
nice once we finally got
served

Cash
machine
at visitor
centre

Tired and
dated.
Sorry!

Great value and
pleasantly
surprised

Should be toilet
facilities at the
Major Oak

We're delighted to hear
that the RSPB will be
taking over the running
of the visitor centre.
They will keep things
'natural'

Comments & suggestions for improvement



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Definitely good value for money and worth a visit if you are in the area.

I would like to see some organised walking tours for elderly. Its such an ideal place to get some exercise for people like me. Also it's a very safe way to get into the great outdoors.

Souvenirs are so bad that they are brilliant

Great to see that the Major Oak has been voted Tree of the year. I used to volunteer here and I'm inspired to start again next year.

Install phone mast as no signal in the woods

Needs major revamp

How about a Maid Marion beauty contest?

What about a music festival in the forest?

This place still holds the magic for me

Idyllic in mornings

Poor Robin Hood Exhibition. And the film wasn't working!

Stop children climbing trees

On last visit there was an amazing archery display but on this visit there was nothing much going on

Need better facilities for dog walkers so there is some more sheltered seating in the café and visitors centre.

Comments & suggestions for improvement



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Seeing the tree supports in the forest makes you realise how much care and hard work goes into maintaining the trees

As a local person, I wish there was more promotion of Edwinstowe village to attract more business into the area and not just this visitor centre. Not many people come to the village these days which is a shame

Took my grandparents out for the day. Hired a scooter and managed to get to the Oak and back without any hassle

I don't want Disneyworld but I don't want to feel embarrassed by the place either

The whole experience was all a bit average and not very exciting for the kids

Sherwood has the potential to be a world class nature site

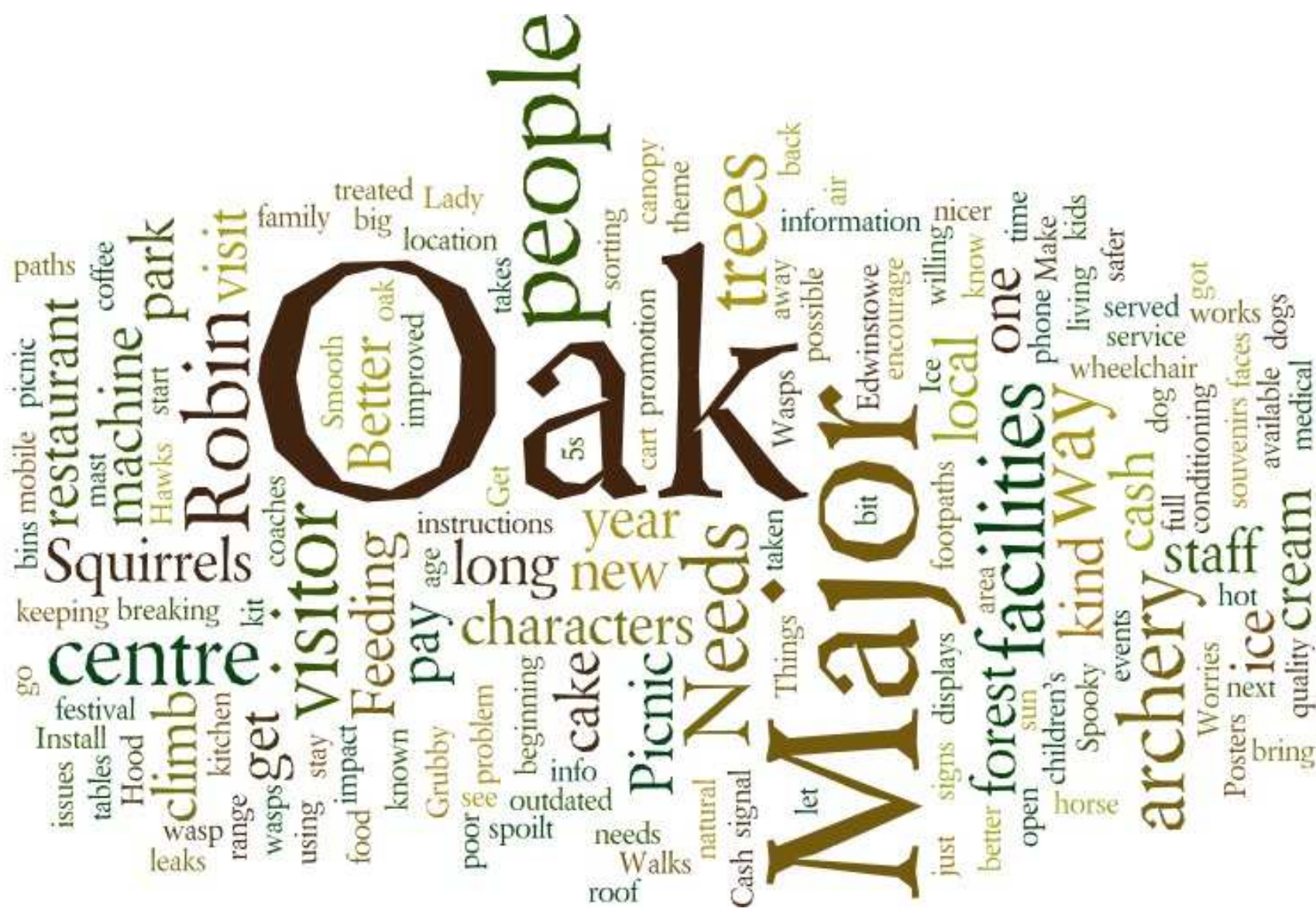
Glad we came but don't think we'd come back

We bring the care group here once a month at least. They love coming into the forest come rain or shine. I truly believe that there is some kind of special powers that the trees have. Everyone feels so positive after the visit

Comments & suggestions for improvement

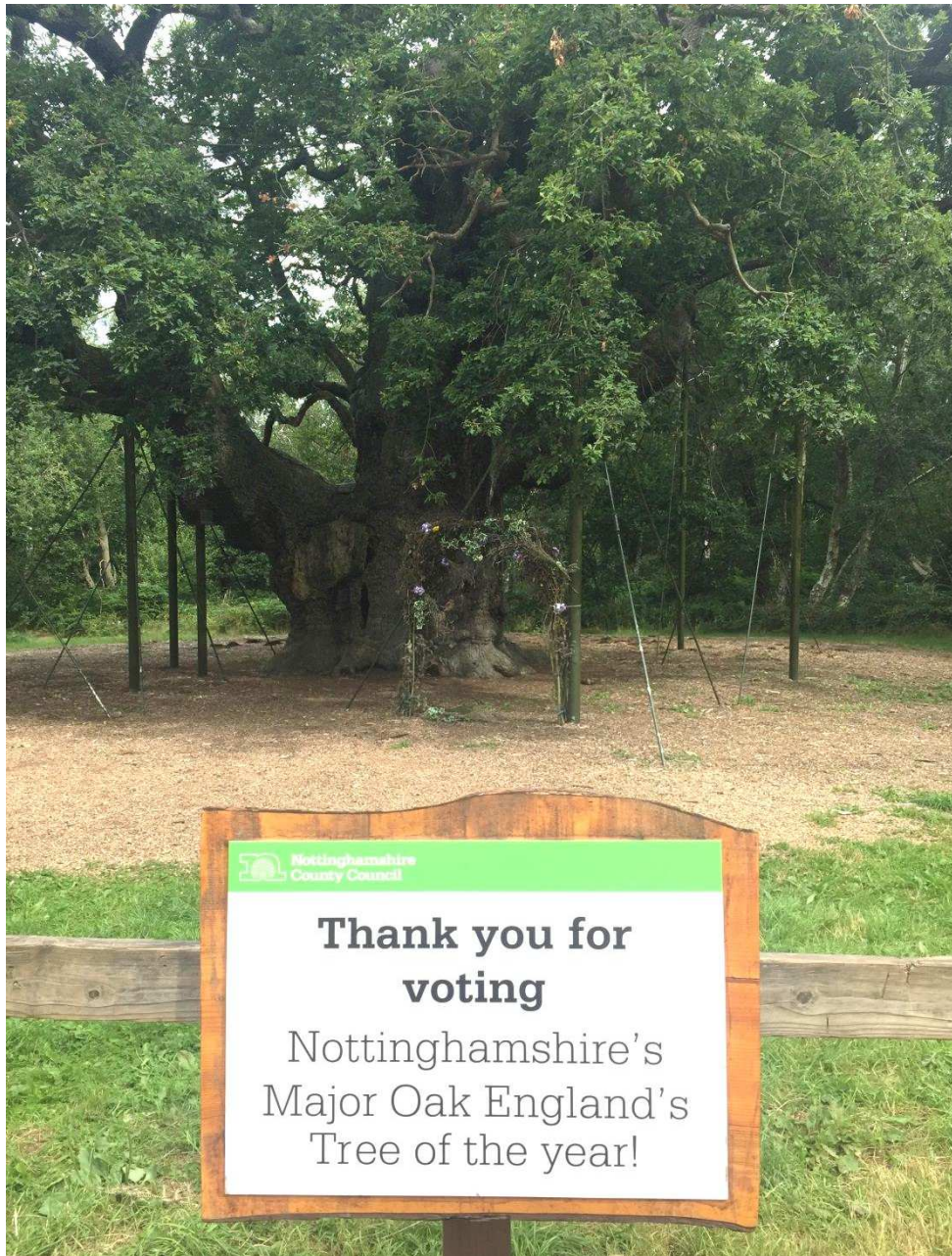


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Part 4

Summary & Key Findings



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Subject	Comment
Methodology	<p>Using l pads to conduct surveys continues to work very well because they speed up the interview, provide visual interest and interactively engage respondents. The survey team wore lanyards, badges, and T-shirts for easy identification and to help convey the purpose of the face to face approach.</p> <p>Lunchtimes and afternoons continue to be more productive for asking people about their visits as they had a chance to experience the Parks.</p>
Visitors	<p>289 parties were interviewed. The average size of each visitor group is 3 people.</p> <p>86% of those interviewed at Sherwood are repeat visitors. Most visitors come three times each year.</p> <p>47% of those interviewed live in the North Nottinghamshire area. 27% came from the midlands . Visitors also travelled from Poland, Australia, Belgium, China and the USA.</p>
Tourists	<p>Tourist visitors at Sherwood are staying at Campsites or Caravan Parks in greater numbers this year Fewer people this year are staying in Hotels. Those staying in holiday park chalets were almost exclusively staying at the Center Parcs in Sherwood.</p> <p>The most popular other local destinations were Clumber Park and Rufford Abbey.</p> <p>Fewer tourist visitors said they were staying in Nottingham City Centre this year. Test match cricket was a common reason for visiting Nottinghamshire.</p>

Subject	Comment
Disability	<p>More disabled visitors are coming to Sherwood then ever before.</p> <p>16% of parties included someone who considered themselves as disabled. The combined average of all previous visitor surveys is 12% for disabled visitors.</p> <p>Sherwood is perceived as being 'disabled friendly' by the majority of visitors. 63% of visitors thought that the amenities for visitors with special access or mobility requirements were 'very good' or 'good'.</p>
Age, Gender & Ethnicity	<p>97% of all those surveyed were 'White British'. This is typical compared to previous surveys.</p> <p>As in previous surveys, <u>overall</u> more women visit the park than men. But below the age of 17 boys significantly outnumbered girls at Sherwood. After the age of 18 more women visit the park compared to men.</p> <p>27% of visitors are 65+. This is most frequent visiting age.</p> <p>Grandparents entertaining grandchildren during the school summer holidays were one of the most common groups.</p> <p>Once again, 18-24 year olds are the least represented visitor age group.</p>



Subject	Comment
Newspapers	<p>Most people surveyed said they read The Mirror (17%) followed by the Daily Mail (15%) and then The Sun (14%)</p> <p>The Guardian was the next most widely read newspaper and the most popular of the broadsheets. A significant number of people (33%) were not able or declined to answer this question as they don't take a newspaper any more.</p>
Information sources	<p>77% of respondents said that previous visits and local knowledge were the main things which prompted their visit. This is in line with previous surveys.</p> <p>TV & Radio went from having zero impact on visits to influencing 7% of responders. (Note: this was primarily due to the recent announcement in the media about the RSPB's involvement in the future of the Visitor Centre.)</p> <p>Most people (36%) said that they would search Google if they were planning a day out. (Note: in this context people often referenced Trip Advisor as a good place to search. But when asked about 'social media' specifically nobody said they used this media when planning a day out. They don't seem to perceive Trip Advisor is a social media platform.)</p> <p>The printed guides were hardly mentioned at all this year.</p>

Subject	Comment
Visitor Experience	<p>The ‘forest’ is the most visited place within the Park with 97% of visitors saying that they have taken a walk there. More people than ever are making the trip to the Major Oak (88%).</p> <p>Added together, taking children (23%) and grandchildren (11%) out for the day (and keeping them amused) was the most common reason for visiting the park. (34%).</p> <p>The percentage of people attending for health / exercise is the highest its ever been.</p> <p>Most people (57%) said their overall visit was “Good”. Similar to the previous survey at 55% But only 24% said their visit was “Very Good” in this survey. Previously this figure was 40%. This marks a substantial downward shift in opinion.</p> <p>98% of respondents said that overall cleanliness in the park was either good or very good.</p>
Likes	<p>Positive things were said about: Major Oak; tree of the year accolade; hawks display; disabled friendly; walking in the woods; beautiful scenery; Longhron cattle; feeding squirrels; wood carvings; large cake portions; good value breakfast; wildlife; birds; photography; picnics; history / legend; rangers, mobility scooters, feeling safe, reasonable prices, no cycling policy; well kept forest; good value for money overall.</p>
Dislikes	<p>Negative comments were said about: Tired and dated facilities; poor quality exhibition; broken video; lack of toilet / catering facilities at Major Oak; long waiting times in restaurant; uninviting outdoor seating at restaurant; lack of entertainments at Oak; cheap items in shops; lack of play activities for youngsters; locals having to pay for car park at peak times; the long wait for a new visitor centre.</p>