



Dear Colleague

HIE Moray Tourism Vision - Audit

HIE Moray has commissioned The Stevens View Partnership to undertake an audit of tourism In Moray. This work is due to be completed in Autumn 07 and will be influential in shaping the tourism strategy for the area. Further information is available on [www.moraytourism.org](http://www.moraytourism.org)

We would appreciate if you took the time to complete the attached questionnaire assisting us in gathering the valuable information required to make this audit a successful exercise. **Please complete this questionnaire and return it to us at Stevens View Partnership, c/o View Marketing, Farraline Park, Inverness, IV1 1NH or fax to 01463 711588 by Wednesday 15<sup>th</sup> August 07.**

In addition, we would like to invite you to join us at one of a series of workshops (noted below) which are designed to bring together operators and organisations from the same geographic area to discuss key issues informing the future of tourism in the area.

Stevens & Associates is an international tourism consultancy working in partnership with View Marketing Ltd [www.stevensassoc.co.uk](http://www.stevensassoc.co.uk) , [www.viewmarketing.co.uk](http://www.viewmarketing.co.uk)

If you have more than one business, please download this form from [www.moraytourism.org](http://www.moraytourism.org). Please note this site will be updated regularly with further information on this project.

**ALL RESPONSES WILL BE TREATED IN COMPLETE CONFIDENCE**

**Workshop Dates:**

4th September at The Mansefield, Elgin. 2pm – 3pm.

4th September at The Marine Hotel, Buckie. 7pm – 8.30pm.

5th September at The Cardhu Distillery Visitor Centre, Knockando. 1pm – 4pm.

Book by contacting [info@moraytourism.org](mailto:info@moraytourism.org) or by calling View Marketing on 01463 711532.

**Please supply the following information. This will be used for future updates on the audit.**

**NAME:** .....

**BUSINESS:** .....

**ADDRESS:** .....

.....

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**POSTCODE:** .....

**EMAIL:** .....

Survey of Tourism Operators  
HIE Moray

**1. Please *briefly* describe your business or organisation; its size and its main products, services or roles.**

(a) Business/organisation type (sole trader, limited company, public body, voluntary organisation etc)

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(b) Size of operation (i.e. number of people employed/bedrooms/units/pitches if accommodation provider, number of visitors, if attraction, number of customers if activity provider etc.)

- People employed (Full Time employees/Part time employees/Casual employees):

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- Bedrooms/Units/Pitches/Accommodation

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- Visitor numbers

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(c) Please provide a brief description of the product, services and facilities you provide:

- Product

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- Facilities

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- Services

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**2. Does your business(es) operate year round? If 'NO' please give an indication of times of year that you do not operate and reasons.**

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***Are you part of one or more marketing consortia? If YES, please say which one(s) and the benefits of membership.***

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**4. Please describe origins of your markets in terms of:**

(i)	% leisure	.....	}	100%
(ii)	% business	.....		
(iii)	% Scotland	.....	}	100%
(iv)	% North of England	.....		
(v)	% Other UK	.....		
(vi)	% International	.....	}	100%
(vii)	% Short stay (less than 4 nights)	.....		
(viii)	% Long breaks (4+ nights)	.....	}	100%
(ix)	Niche – Walking	.....%		
	Cycling	.....%		
	Equestrian	.....%		
	Golf	.....%		
	Wildlife	.....%		
	Events	.....%		
	Countryside sports	.....%		
	Watersports	.....%		

**5. What are the main tourism trends and changes in demand you have noticed in the Moray area in the past three years, in terms of:**

(a) Seasonality of visits.....

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(b) Demographics .....

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(c) Leisure pursuits/interests .....

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(d) Customer service expectations/demands .....

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(e) Any other trends (please explain) .....

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**6. Do you have any plans to develop or expand your business/organisation? If so, please give a brief explanation.**

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**7. Are there any barriers inhibiting this development? If so, please explain.**

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**8. What are the main achievements in tourism development that have taken place in Moray in the last five years?**

(a) By other public bodies/authorities.....

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(c) By the private sector.....

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**9. What do you think are the main opportunities for tourism to grow in the next ten years?**

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**10. What do you believe will be the three most important strategic issues that will limit the development of sustainable tourism in Moray over the next five years?**

(a) .....

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(b).....

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(c).....

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**11. Do you have any particular areas of concern about your business and Moray's potential to grow in the future?**

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**12. Who should be doing what in Moray to achieve your aspirations for the area?**

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THANK YOU!