

Monitoring & Segmentation Golden Questions

1. Introduction and how to use

Ongoing monitoring of visitors is important to ascertain the real life numbers and proportions of segments visiting sites, which will vary according to visitation period.

Visitor profiles will be different during school holidays and weekends versus school term time weekdays, but is also likely to vary significantly seasonally.

Due to the COVID 19 global pandemic, sites in 2020 and 2021 (the research year) experienced unique visitation patterns and visitor profiles. The reduction (to almost zero at times) in the inbound tourist market and the increased numbers of local and domestic tourists have both been dramatic. Therefore, with the anticipated recovery to pre-pandemic levels of worldwide travel in 2024 onwards, it is important to continue to monitor visitor profiles on an ongoing basis, at least until some kind of return to pre-pandemic travel patterns.

The Golden Questions in this document have been developed as part of the segmentation modelling exercise. Usual practice is to re-use original research 'definer' questions in monitoring segments into the future. However, in our case, due to the challenge of defining segments out of a comparatively homogenous audience, the process in the future would involve asking multiple existing questions and employing a complex segment coding process.

Therefore, it is suggested that a simplified set of questions and coding methodology are used, as described here.

In practical terms, the Golden Questions can be used in a stand-alone mini-survey or can be incorporated into a larger new or existing visitor survey. For each question, it is important to emphasize that one answer is needed in response to each – which can sometimes be a challenge if surveying is self-completion on paper (people often ignore instructions and tick more than one).

Authorship

This research was commissioned by the Cairngorms Capercaillie Project and conducted in 2021 by Ann Nicol at Heritage Pathfinder Ltd. www.heritagepathfinder.co.uk

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Funded by the National Lottery Heritage Fund



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2. Golden Questions and how to segment your audience

Question 1

Who did you visit with today? Tick one

- a. On my own or with other adult(s) – no children
- b. On my own or with other adult(s) PLUS child(ren) under 18 years

If answer = a, go to Q3

If answer = b, go to Q2

Question 2

Thinking about making visits like this one with your child(ren), which statement describes your best day out? Tick one

- a. Mainly fun, kids entertained or tired out
- b. Fun, entertainment + connection to nature as a bonus
- c. Connection to nature, new discoveries + fun & entertainment as a bonus
- d. Mainly connection to nature, new discoveries

If answer = a or b, SEGMENT = Fun Entertainment Family then END

If answer = c or d, SEGMENT = Nature Connect Family then END

Question 3

As well as spending time in beautiful surroundings, please choose the one thing that most frequently and accurately describes you on your visits to places like this... Tick one

- a. I'm spending quality social time with friends, family (and/or my pet)
- b. I'm seeking quiet time, deeply appreciating nature and the environment
- c. I'm enjoying time pursuing my hobby, art or learning new things
- d. I'm spending active time doing sporty things to energise or recharge physically
- e. I'm mainly here to see the sights or it's on my/our itinerary

If answer = a, SEGMENT = Love People then END

If answer = b, SEGMENT = Love Place then END

If answer = c, SEGMENT = Active Interest - Intellectual then END

If answer = d, SEGMENT = Active Interest - Physical then END

If answer = e, SEGMENT = Icon Seeker then END