

BATHING BEAUTIES FESTIVAL 2011



*A study is being carried out for the Mablethorpe Tourism Forum & East Lindsey District Council to help them plan for future events. Please spend a few minutes to complete this questionnaire.
All responses will be kept completely confidential.*

When answering the following questions, please compare your level of business to what you might expect for the first weekend of the school summer holidays if the Bathing Beauties Festival was **NOT** taking place.
Please feel free to leave any question you do not wish to answer.

- Q1 What type of business are you in? Accommodation provider Entertainment / Visitor Attraction Food and Drink (restaurant/kiosk/café) Transport (including taxis) Retail Other
- Q2 How do you think that the Bathing Beauties Festival affected your overall business between Friday 16th September and Sunday 18th September?
 There was a noticeable increase in
 There was a noticeable decrease in
 No real effect trade
- Q3 Is your business located in: Mablethorpe Sutton-on Sea Sandilands
 (please specify location):
- Q4 Have you become involved with any business associations or informal partnerships as a result of the work around the Bathing Beauties Festival?
 Chamber of Commerce Mablethorpe Tourism Forum MASCOT East Lindsey Arts Forum
 Informal partnership(s) No new involvement
- Q5 Have you made any changes to your business as a result of the Bathing Beauties Festivals, e.g. because of the requirements of visitors to the festival or because of the work carried out around the Festival?
 No Yes – please describe these changes (continue overleaf if necessary):

The following questions are for accommodation providers only:

- Q6 What type of accommodation do you provide?
 Hotel B&B Guest House Self catering Touring camping/caravan site Static caravan park
 Other (please specify)
- Q7 Does your accommodation have an accredited star rating?
 No 1star 2star 3star 4star 5star
- Q8 How many of your guests knew about the Bathing Beauties Festival 2011 before they arrived?
 All/Most About half A few None
- Q9 How many bed nights were filled in your accommodation as a result of the festival?
- Q10 If you are fully booked, do you refer enquiries to other accommodation providers?
 Yes always Sometimes No never
- Q11 Please tell us about your booking policy (please tick nearest applicable description):

| | Full weeks only | Weekdays/weekends | Fully flexible |
|-------------|-----------------|-------------------|----------------|
| High Season | | | |
| Mid season | | | |
| Low season | | | |

Continued Overleaf

Please us the space below for any comments you would like to make regarding your experience or perceptions of the Bathing Beauties Festival 2011, or any suggestions you have to improve it in future years.

Thank you for your time.

A large, empty rectangular box with a thin black border, intended for the user to provide comments or suggestions regarding the Bathing Beauties Festival 2011.