

TOURISM SOUTH EAST

Helping **Tourism** Businesses Grow

GTO Event Engagement Survey

Final Results

-  enquiries@tourismse.com
-  www.tourismsoutheast.com
-  [@tourismseast](https://twitter.com/tourismseast)
-  [TourismSouthEast](https://www.facebook.com/TourismSouthEast)
-  [tourism-south-east](https://www.linkedin.com/company/tourism-south-east)

June 2021

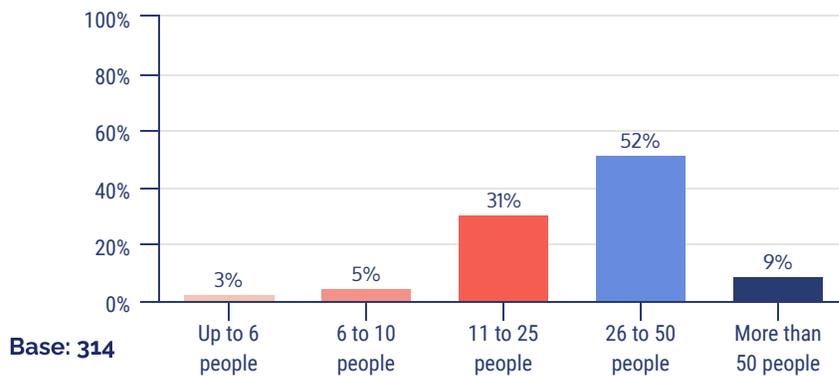
GTO Event Engagement Survey

Feelings about organised trips once lockdown has lifted?



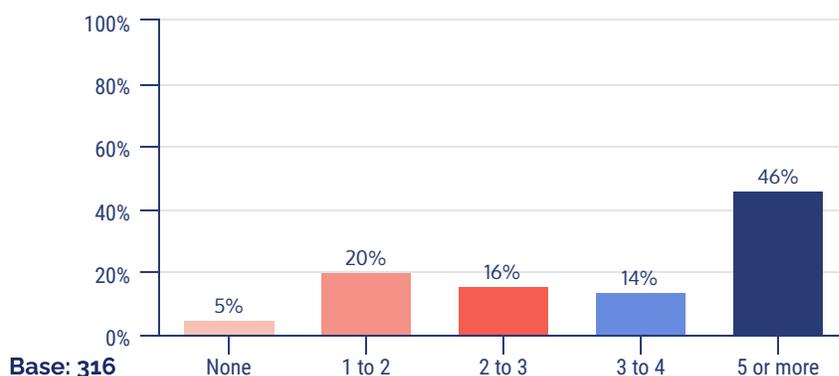
GTO's were asked to score between 1 and 10 on their groups feelings regarding joining organised trips once lockdown has lifted where 1 = 'not willing at all' and 10 = 'very willing'. The average score given was 6.14. 45% of GTO's scored 7 or above for this question, whilst 14% scored 3 or below. When asked about their own level of confidence in booking organised trips once lockdown is lifted (using the same scale) the average score was 6.95. 58% scored 7 or above and 9% scored 3 or below.

When planning events for the next year, what is the average group size expect to have:



The majority (92%) of those planning events next year had an average group size of more than 10 people compared to 82% in November 2020. Over half expected to have groups containing between 26 and 50 people.

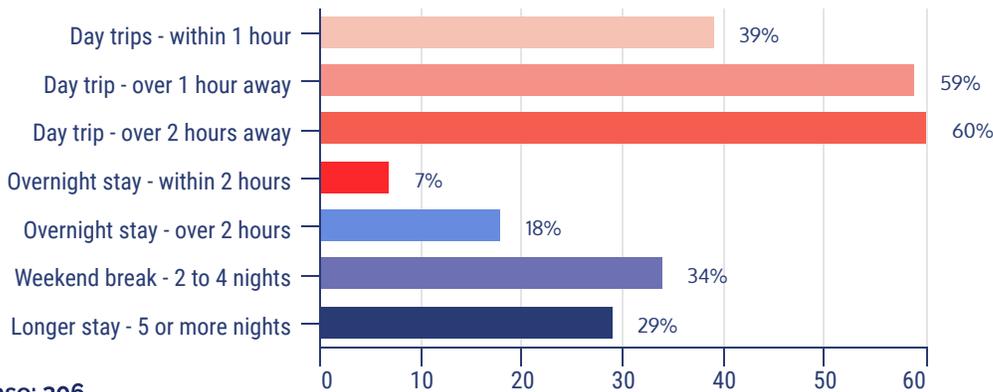
Number of events planning to book in the next 12 months:



60% of all responding GTO's were planning to book more than 3 events in the next 12 months compared with 54% from the last survey. 5% were not planning on booking any events (12% in November 2020).

GTO Event Engagement Survey

Type of events planning:



Base: 306

39% of GTO's were planning on organising local day trips within an hour's drive, 59% were planning on organising days trips over an hours drive away and 60% over 2 hours drive away.

7% were planning on organising overnight trips within 2 hours and 18% would be organising overnight trips over 2 hours away.

34% of GTO's were planning on organising weekend breaks and 29% longer trips.

Average amount expect to spend on trips:



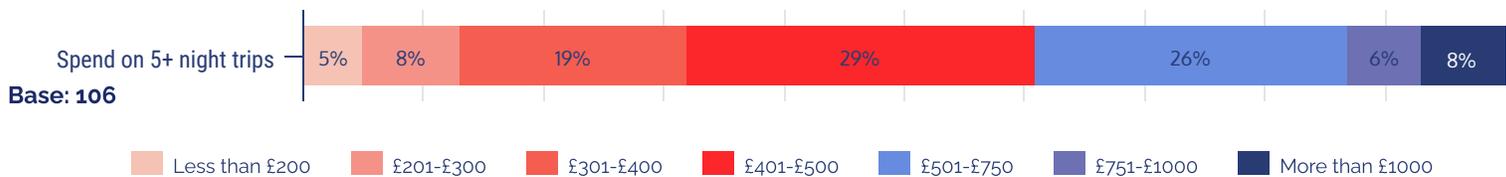
Base: 241

A third of GTO's thought the average price point for day trips was £20-£30, 25% thought it was £41-£50, and a further 20% thought it was £31-£40. 15% thought it would be more than £50.



Base: 122

The average price point that GTO's felt group members were willing to pay was quite well spread with an average of 17% for the price groups £100-£150, £151-£200 and £201-£250. A further 22% felt £301-£400 would be the average price.

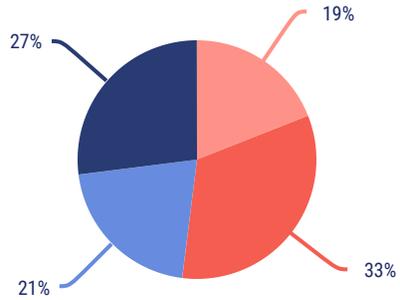


Base: 106

29% of GTO's said that the average price point for overnight trips of 5 nights or more was £401-£500, and a further 26% said it was £501-£750.

GTO Event Engagement Survey

When feel ready to attend face-to-face exhibitions:

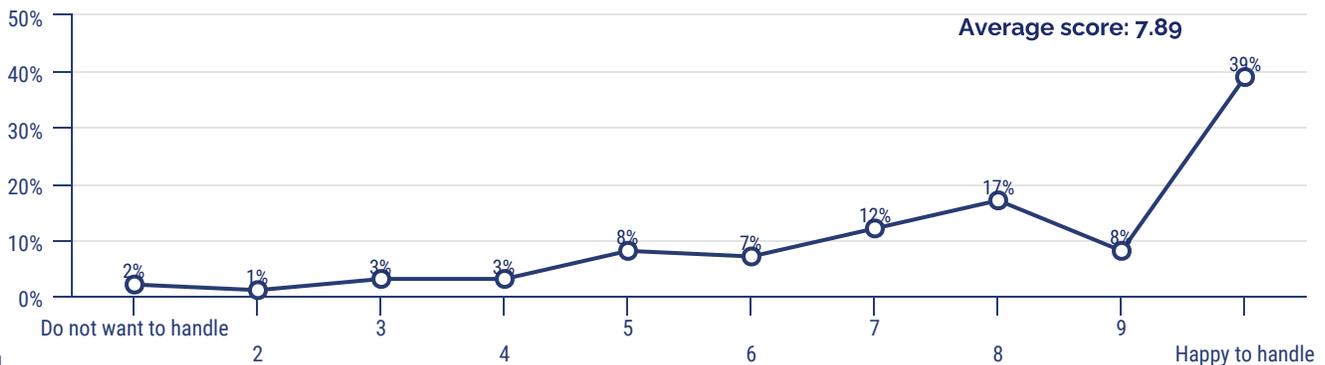


Just over half of GTO's thought they would be ready to attend face-to-face exhibitions in autumn (33%) or winter (21%).



Base: 308

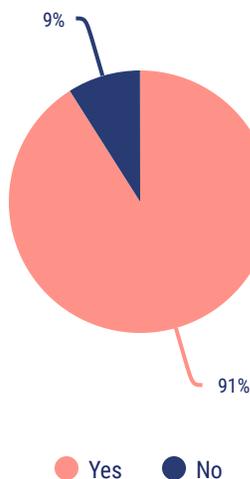
Feeling about handling literature at future events:



Base: 311

GTO's were asked to score between 1 and 10 on how happy they were to handle literature at future events where 1 = 'do not want to handle' and 10 = 'happy to handle'. The average score given was 7.89. 76% of GTO's scored 7 or above for this question, whilst 6% scored 3 or below.

Whether still value travel guide publications:



Nearly all GTO's (91%) still value this type of publication. 50% said that they still preferred a hard copy of the publication compared with 42% that were happy for it to be in digital format.

Base: 306

GTO Event Engagement Survey

Further comments or suggestions:

The most common points from the comments about face-to-face group travel:

- Wary or nervous but the hope is that venues and customers will follow government guidelines
 - Happy to visit, especially after being vaccinated twice
 - Fine as long as not too overcrowded
 - Looking forward to real life contact rather than everything being virtual
-